

- Urban Centres**
  - Activity hubs for employment, shopping and recreation
  - Highest density housing types
  - Focused investments for infrastructure and amenities

- Core Area**
  - Greater housing variety through residential infill
  - Focus activity in Village Centres and along Transit Supportive Corridors
  - Continued heritage conservation
  - Continued commercial growth along Highway 97

- Gateway**
  - Continued evolution of UBCO to provide more housing options and services
  - Industrial lands to support specialized research and production activities
  - Transit improvements to UBCO and Airport

- Suburban Neighbourhoods**
  - Continued build-out of planned suburban neighbourhoods
  - Lower density housing, with smaller commercial and multi-family nodes
  - Limited civic investments

- Rural Lands**
  - Primarily agricultural and rural lands, maintaining food security
  - Little to no new urban development
  - Limited infrastructure investment outside of Permanent Growth Boundary

**Highway**

