

**Town of Carrboro Board of Aldermen
Strategic Priorities and Annual Goals**

STRATEGIC PRIORITIES

- ❖ Diversify revenue stream to maintain ethnic and economic diversity
- ❖ Protect historic neighborhoods and maintain Carrboro's unique identity
- ❖ Improve walkability and public transportation
- ❖ Encourage development that is compact, dense, and appeals to diverse lifestyles and incomes
- ❖ Enhance and sustain quality of life/place issues for everyone

Diversify revenue stream to maintain ethnic and economic diversity

Annual goals:

1. Review zoning in CBD
2. Set timeline targets for doubling non-residential square footage
3. Increase non-residential space in NTA
4. Improve options for child care businesses
5. Seek new or alternative revenue sources

Protect historic neighborhoods and maintain Carrboro's unique identity

Annual goals:

1. Review zoning in CBD
2. Strengthen and enforce tree protection ordinance
3. Reduce barriers to, and expand methods for, civic participation
4. Formalize Carrboro's governance principles into coherent statement

Improve walkability and public transportation

Annual goals:

1. Take lead on encouraging use of rail corridor
2. Extend and improve transportation to all areas of Carrboro
3. Continue to address traffic safety issues and other barriers to walkability

Encourage development that is compact, dense, and appeals to diverse lifestyles and incomes

Annual goals:

1. Consider minimum density to achieve target density in Small Area Plan
2. Develop mechanisms to ensure availability of new housing stock to diverse economic and social groups

Enhance and sustain quality of life/place issues for everyone

Annual goals:

1. Enhance characteristics of downtown as cultural, recreational, and economic destination and engine
2. Advance social justice and equity issues in Town policy, operations, and budget
3. Continue efforts to build greenway system and protect creeks
4. Expand opportunities for recreational activities and fitness

2004 – 05 Proposed Work Plan

❖ **Diversify revenue stream to maintain ethnic and economic diversity**

Annual goals:

1. Review zoning in CBD
 - Assess barriers and make recommendations
 - Consider transitional zoning in fringe areas of downtown
 - Move forward on revised parking standards
2. Set timeline targets for doubling non-residential square footage
 - Complete downtown circulation study
 - Determine if any zoning changes are needed in downtown
3. Increase non-residential space in NTA
 - Identify areas for commercial development
 - Develop strategy to approach the County
4. ***Improve options for child care businesses***
 - Request Board to establish task force
5. Seek new or alternative revenue sources
 - Provide list and action needed for implementation

❖ **Protect historic neighborhoods and maintain Carrboro's unique identity**

Annual goals:

1. Review zoning in CBD
 - Assess barriers and make recommendations
 - Consider transitional zoning in fringe area of downtown
 - Conduct comprehensive LUO review
2. Strengthen and enforce tree protection ordinance
 - Review ordinance to assess weaknesses and make recommendations
3. Reduce barriers to, and expand methods for, civic participation
 - Increase Internet accessibility via online customer service requests with feedback
 - Conduct neighborhood meetings
4. ***Formalize Carrboro's governance principles into coherent statement***
 - Request clarification from Board

❖ **Improve walkability and public transportation**

Annual goals:

1. Take lead on encouraging use of rail corridor
 - Support Carolina North proposal related to use of corridor
 - Use all appropriate forums to show support
2. Extend and improve transportation to all areas of Carrboro
 - Work with Chapel Hill Transit to identify potential new routes and explore increased shared-ride service
3. Continue to address traffic safety issues and other barriers to walkability
 - Implement sidewalk bond
 - Use circulation study findings and Active Living by Design walkability audit as guides for improvements

- Police Department will continue monitoring and enforcement

❖ **Encourage development that is compact, dense, and appeals to diverse lifestyles and incomes**

Annual goals:

1. Consider minimum density to achieve target density in Small Area Plan
 - Review current ordinance for density bonus or potential down zoning
2. Develop mechanisms to ensure availability of new housing stock to diverse economic and social groups
 - Move forward with small house ordinance
 - Continue funding nonprofits
 - ***Request definition of social groups***

❖ **Enhance and sustain quality of life/place issues for everyone**

Annual goals:

1. Enhance characteristics of downtown as cultural, recreational, and economic destination and engine
 - Expand wireless network and explore increased sidewalk dining
 - Use circulation study as guide for improvements
 - Explore ways to maximize use of Century Center
 - Create business-friendly environment that encourages development that reflects the character of Carrboro
2. ***Advance social justice and equity issues in town policies, operations, and budget***
 - Request/provide definitions for social justice and equity
 - Explore implementation, i.e., use of recycled products, MWBD, etc.
3. Continue efforts to build greenway system and protect creeks
 - Review current ordinances to ensure adequacy of regulations and improve the clarity of existing ordinances
 - Pursue acquisition of Adams Tract and continue to seek MPO and other grant funds
4. Expand opportunities for recreational activities and fitness
 - Use updated Master Plan as guide
 - Publicize new initiatives

TOWN OF CARRBORO 2004 DEPARTMENTAL PROJECT LIST

COMMUNITY AND ECONOMIC DEVELOPMENT

Creating Means to Affordable Housing

Purchase Three Parking Lots – S. Greensboro Street Funding

Explore Building a Parking Structure or Encourage the Creation of a Private Parking Structure

Develop a Wireless Strategy for Downtown Area

FIRE

Fire Code Revision Package

MANAGEMENT SERVICES

Develop MWBE (Minority and Women Business Enterprises) Policies

Have Successful Audit Using GASB 34 Regulations

Submit Annual CIP with Alternative Revenue Sources List

Conduct Auditing Services RFP

Conduct Sidewalk and Greenways Bonds Financing

PLANNING

Perform Environmental Audit/Study Alternative Fuel Vehicles

FEMA - Complete Application for ISO Flood Insurance Rate Analysis

Establish Citizen-Oriented Water Quality Educational/Outreach Program

Establish Illicit Stormwater Discharge Discovery and Enforcement Program

North East Annexation Study

Revisit Inclusionary Zoning Issue/Affordable Housing as Adequate Public Facility

Housing Diversity Incentives Text and/or Zoning Map Amendment/Crest Street Subdivision

Tear-Down/Rebuild Ordinance Report

Minimum Housing Code Update

Develop a Smart Growth Matrix to Assist with the Implementation of the Unified Vision from the Downtown Visioning Workshop

Orange County Hazard Mitigation Plan

Revise Residential Traffic Management Plan

Update Bicycle Policy

Old Fayetteville Road Enhancement Project

Transportation

1. Meet with Roberson Street Property Owners
2. Parking Ordinance Amendments
3. Sidewalk Taskforce Policy Update)
4. Roberson Bike Path Project Construction Approval

PERSONNEL

Pay for Performance

POLICE

Services for the Latino-Hispanic Community

Explore Development of Day Laborer Center

PUBLIC WORKS

Solid Waste User Fees – Yard Waste and Bulk Waste Options

Pay As You Throw

Encourage Businesses to Sell Recyclable Products

RECREATION & PARKS

Light Installation – Smith Soccer Field

Replacement of Ball Field Lights and Fence – Anderson Park

Review Recreation Points in Lieu of Facilities Provisions

Update Recreation and Parks Master Plan Including Greenway System

Development of Hillsborough Neighborhood Park

Plan for Development and Maintenance of Adams Property - if purchased (joint project)

Chapel Hill Township Educational Campus & Park – County Project

TOWN ATTORNEY

Code Amendment Regulating Use of Street Rights-of-Way

Public Service of North Carolina (Gas) Franchise Renewal