

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

Approved 16 February 2004

**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 Central Business Development
2. Set timeline targets for doubling non-residential square footage
3. Increase non-residential space in Northern Transition Area
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 Central Business Development
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 policies, operations, and budget
3. Continue efforts to build greenway system and protect creeks
4. Expand opportunities for recreational activities and fitness