



STRATEGIC PLAN 2016

Adopted by Town Council April 5, 2016

Mission Statement

To provide the highest quality of life through essential infrastructure, public safety and recreation within the perimeters of a fiscally responsible and transparent government.

Vision Statement

VISION STATEMENT FROM THE LAND USE PLAN The Town of Southern Shores is a quiet seaside residential community comprised primarily of small low density neighborhoods consisting of single family homes primarily on large lots (at least 20,000 sq. ft.) interspersed with recreational facilities (marinas, tennis facilities, athletic fields, and parks), beach accesses, walkways and open spaces. These neighborhoods are served by picturesque local roads (rather than wide through streets) along the beach, in the dunes or in the sound-side maritime forest. The scale and architecture of new development and re-development is compatible with existing homes. The community is served by a small commercial district, located on the southern edge of town, which focuses on convenience shopping and services. The desired plan for the future is to maintain the existing community appearance and form. *(Land Use Plan adopted by the Town Council July 18th, 2012.)*

Town of Southern Shores Action Plan

Goal #1: Develop a Committee Program that is transparent and multi-generational.

Responsible Party	Objectives
Town Council Town Attorney	Modify Council's current Rules of Procedure to allow Council's input and approval of Committee members
Public Town Council Town Attorney Town Manager	Upgrade the current Committee Selection Process which allows council to approve the appointments to committees based on interest, experience, registered voter, and current service on a Town Committee
Town Manager Town Clerk Albemarle Commission Town Council	Create an application both written and online that allows for the creation of an interested participant database
Town Manager Town Clerk Town Council	Utilize flexible meeting times and methods; including Webex and Conference Calls to attract a greater interest in community involvement

Goal #2: Develop and implement a long-term infrastructure plan in order to revitalize and accommodate the current and future needs of the Town.

Responsible Party	Objectives
Public Works Director Town Engineer Town Council Town Manager	Create an annual street resurfacing and maintenance plan for the Town owned streets utilizing NCDOT Standards that will allow for capital planning and clear direction on what and when streets are scheduled to be resurfaced.
City Council Civic Association Town Attorney Town Manager	Create a formal partnership with the Civic Associations that would allow for greater grant opportunities, infrastructure upgrades and shared costs.
Town Attorney Police Chief State Elected Officials Town Manager	Review and identify current Town code and North Carolina General Statutes ordinances or laws that would assist in alleviating cut thru traffic through the neighborhoods and if there are no laws in place, work to institute appropriate legislation with the Town's state elected officials.
Public Works Director Town Engineer Town Manager Police Chief	Partner with NC DOT to alleviate localized flooding and utilize best practices for lessening access management issues in the Town's neighborhoods

Goal #3: Develop a Community Involvement Program that encourages involvement of both residents and businesses and bridges multi-generations

Responsible Party	Objectives
Town Council	Create a Community Involvement Committee that will be responsible for organizing community events and activities
Town Manager Town Clerk Town Council Civic Associations	Survey the residents for topics they would like to have at a speaker series (utilize technology, paper surveys at Town Hall and civic associations)
Community Involvement Committee	Create a speaker series with topics that are of interest to a multi-generational population
Community Involvement Committee Town Council Public Works	In partnership with Earth Day – April 22 nd , organize a community clean-up day for the neighborhoods, beaches and roadways, including document shredding followed by a community cook-out.
Community Involvement Committee Town Council	Create a Town Hall Coffee opportunity to meet with residents and businesses to discuss the needs of the Town and on-going and future Town projects.

Goal #4: Advocate for the Town of Southern Shores in order for Southern Shores to be seen as the lead in fostering best practices of beach communities.

Responsible Party	Objectives
Town Council Public	Create a legislative agenda that supports the Town of Southern Shores action plan on a local, state and federal level
Town Manager Town Attorney	Based on the Town’s legislative agenda, monitor North Carolina General Assembly legislation and committee activities that affect the Town of Southern Shores, including but not limited to subscribing to the North Carolina League of Municipalities legislative tracking system.
Town Manager Town Clerk	Distribute the League of Municipalities Legislative update, as well as any legislative updates received from county, regional, state and federal elected officials to all council members and post the update to the Town’s website
Town Manager Town Attorney Town Council	Update Ordinances as needed based on changes to the laws that affect the Town’s current ordinances