



# TOWN OF DURHAM

## 2010-2011 Council Goals

Approved on 5/3/10

**MISSION:** To create a community that seamlessly intertwines the amenities, resources, values, and culture inherent in a university town rich in natural resources by integrating our daily operations and strategic priorities with our long-term values and vision.

**CORE VALUES:** Fair and open-minded approach to issues  
Excellence in all endeavors  
Trust and respect  
Honesty and integrity  
Justice  
Sustainability

### STRATEGIC PRIORITIES AND TACTICS:

**1. Pursue Long-Term Economic and Environmental Sustainability** by embracing the notion of sustainability in its broadest terms, implementation of continuous improvement “Kaizen” principles, encouraging thoughtful redevelopment, diversifying the tax base, preserving Durham’s limited natural resources, ensuring the long-term viability of financial strategies, and implementing “new urbanism” principles where possible.

**2. Revitalize the Central Business District and downtown commercial core** while maintaining our small Town character and sense of history through the encouragement of thoughtful new development or reinvestment that serves the year-round population, better integrates the presence of the University, targets the global marketplace, and is potentially inclusive of workforce housing opportunities, all intended to foster a critical mass of residential, commercial, and retail activity to revitalize Durham’s downtown.

- a. Evaluation and refinement of B. Dennis Strategic Plan as a potential framework for the revitalization of Durham’s Commercial Core.
- b. Initiation of a comprehensive Market Study to identify the potential demand and likely build out for business, industry, student, and non-student residential located in the commercial core of Durham.
- c. Creation of an Implementation Plan for the revitalization of the Commercial Core, separating work into annual phases, including a recommendation for a Phase I that can be initiated in 2010 to include: Traffic Pattern: Evaluation and action as needed to convert Main Street and Pettee Brook Lane from one to two-way travel and potentially construct new roundabouts or squareabouts in front of Quad Way and at the intersection of Main Street and Madbury Road. Pedestrian Ways/Greens: Identifying the appropriate locations for pedestrian ways and greens, and investigating alternatives to ensure these areas are preserved for this purpose. Parking: Creating a short and long-term parking plan that either utilizes street parking along both sides of existing and planned side streets and/or structured parking. Local Public Transportation: Encourage forms of public transportation for the explicit purpose of transporting our residents seamlessly from their homes, to downtown, the Town Hall, Library, Train Station, and Schools.

**3. Maintain the integrity of Durham neighborhoods** through vigilant enforcement of zoning regulations, the exploration and thoughtful evaluation of potential new regulatory strategies, the development of new desirable opportunities for undergraduate, graduate, and junior faculty housing in appropriately zoned locations to relieve pressure on traditional single family neighborhoods, and through continued collaborative relationships with the University of New Hampshire, the Durham Landlords Association, the Rental Housing Commission, and neighborhood residents.

**4. Identify definitive sites and develop a plan for key public facilities** to include Public Library, Fire Station, Town Office, and potential recreational opportunities so as to strengthen the town's identity and realize the financial and energy-efficiency benefits of combining functions, where possible, as well as to meet the present and future needs of the community.

**5. Revisit long-term vision for Durham** through the update of the 2000 Master Plan with emphasis in 2010 on integrating six chapters to include Downtown and Community Core Chapter, Professional Office Chapter, Environmental and Cultural Resources Chapter, Tax Stabilization Chapter, Land Development Regulations Chapter, and Energy Chapter.

**6. Continue to explore cooperative efforts with UNH** to enhance the intellectual, cultural, and potential future economic benefits of being a university town.

**7. Strengthen the community by supporting the needs of residents and families** through a wide array of active and passive recreational opportunities, the celebration of Durham's history, and by encouraging community walk-ability, bike-ability, and public transportation in order to provide safe and pleasing alternatives to using automobiles within the Town.

**8. Leverage town committees and subcommittees to develop tactical plans for the implementation of those portions of the B. Dennis Strategic Plan that are appropriate for Durham**, aligning their agendas with the broader goals of the Council, and encouraging them to collaborate with each other more frequently and with the community at large.

**9. Engage the Oyster River Cooperative School District** to be more open and transparent in communication, sustainability in financial matters, and issues of substance abuse.