



Agenda Item Summary Sheet

Item No: 25

Meeting Date: **September 6, 2006**

Item Title: Recommendation of a revised Vision Statement from the Land & Water Use Plan Lead Planning Group

Item Summary:

The Land & Water Use Plan Lead Planning Group is recommending changes to the Town's vision statement based on public input during phase I of the Land & Water Use Plan update. No major changes have been proposed; the public indicated through the survey and other forums that the vision for Nags Head has not changed significantly since the last plan update. The Lead Planning Group has evaluated this input and is recommending the attached changes to address emerging issues or to provide more specific language that will help focus policies to be discussed later in the process.

Also included is a brief project progress report.

Number of Attachments: 2

Specific Action Requested:

Consideration of a revised vision statement.

Submitted By: Planning & Development Staff

Date: September 6, 2006

Finance Officer Comment:

Signature: _____

Date: _____

Town Attorney Comment:

Signature: _____

Date: _____

Town Manager Comment:

Signature: _____

Date: _____



Planning and Development
Department

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MEMORANDUM

TO: Board of Commissioners
FROM: Land & Water Use Plan Lead Planning Group/Staff
DATE: August 28, 2006
SUBJECT: Recommendation of a revised Vision Statement from the Land & Water Use Plan Lead Planning Group

As part of the Town's Land & Water Use Plan update, the Lead Planning Group is recommending changes to the Nags Head vision statement to reflect community input from phase I of the project. As the Board is aware, numerous public involvement activities, including a public opinion survey, were conducted to gather input on community goals, concerns, and aspirations during phase I of the Land & Water Use Plan. The Lead Planning Group has evaluated this input and is recommending the attached changes to address emerging issues or to provide more specific language that will help focus policies to be discussed later in the process.

In large part, the current vision statement remains intact. The public opinion survey revealed that the vision for Nags Head has not changed significantly since the last plan update. Therefore, the Lead Planning Group felt that only minor revisions to the current vision statement were necessary. You will see the changes noted in the attached document.

The largest single change deals with the "base of the Nags Head economy." The current vision statement describes the base of the economy as "a diverse supply of accommodations..." The Lead Planning Group agreed that a more accurate description of our economic base is the experience of our beach, which is our major tourist draw. Year round and visitor accommodations are important, but should be considered a supporting element to an economy based on family vacation tourism.

Several statements have been recommended to describe the "Nags Head community aesthetic," which was discussed in the survey and has been a significant topic of public discussion in recent years. The phrases "relaxed-paced", "low-density", and the sentence, "A built environment that reflects the heritage of Old Nags Head", have been recommended to characterize and reinforce what many through the process have described as their image of Nags Head.

In light of community initiatives including the study of beach road development issues, the Outer Banks Transportation Task Force, and input from the survey regarding bicycle and pedestrian facilities, a sentence has been added regarding land use and transportation. This sentence recognizes input from the community that Nags Head visitors and residents desire a community that is less "auto-dependent."

The last major change addresses the oceanfront beach and the soundfront shoreline. The phrase "healthy, well-maintained" is added prior to "oceanfront" with the primary purpose of emphasizing the importance of our beaches as the base of the economy and that shoreline management measures and decisions should consider the maintenance and appearance of the oceanfront beach as a top priority. Additionally, the phrase "soundfront shoreline" is added to this sentence to recognize that this is an equally important resource that benefits the community in a variety of ways.

Phase I of the Land & Water Use Plan update is nearing completion by the end of September. Staff is in the process of completing the background documentation to submit to the CAMA District Planner for an initial review. Consideration and adoption of a revised vision statement is a prerequisite for completion of phase I. The Town has been awarded a grant to complete Phase II of the Land & Water Use Plan; however, a contract from the Division of Coastal Management has still not been received. Once we receive a contract, Staff will be asking the Board's approval to authorize the contract in order to proceed with Phase II. Staff has planned to continue with the same consultant as phase I for project support. For next steps, Staff and the LPG will begin the policy process and creation of a future land use map. Attached for your reference is a portion of the approved grant application which outlines the phase II work plan. The phase II consultant contract will include a detailed schedule of activities and milestones.

The Land Use Plan Lead Planning Group appreciates the Board's consideration of this recommendation for a revised vision statement and looks forward to working with the Board through the remainder of the Land & Water Use Plan update.

PROPOSED VISION STATEMENT

The Town of Nags Head is working to build a community populated by diverse groups whose common bond is a love of the Outer Banks. We recognize that the town must be a good place to live before it can be a good place to visit. We recognize that those who have lived on this land before us have forged our path and that we must learn from them and respect their memory. We recognize that our natural environment is an integral part of our community and must be considered in all decisions. We recognize that in order to secure this future we must work together, treating all with respect and fairness, providing all with justice, keeping focusing on our common goals in front of us and our petty differences behind us.

The Town of Nags Head is working to build a community with an economy based on family vacation tourism. The base of that economy is a high quality beach experience, diverse supply of accommodations, primarily single-family homes but including hotel and multi-family dwelling units. Important elements in developing and maintaining this economy are:

- * A relaxed-paced beach community comprised of low-density development and open spaces
- * A diverse supply of accommodations including single-family homes, hotels, and multi-family dwelling units that attracts and are accessible to visitors from a wide range of economic and social strata
- * A natural environment typified by clean waters and the natural landscape of sand dunes and indigenous (native) salt tolerant vegetation
- * An healthy, well-maintained oceanfront beach that is and soundfront shoreline, both of which are accessible and usable, not blocked by large structures
- * A built environment that reflects the heritage of "Old Nags Head"
- * A well-organized pattern of land uses that, when combined with a transportation system that accommodates a variety of travel modes, promotes an active and accessible community
- * ~~Accommodations that attract and are accessible to visitors from a wide range of economic and social strata~~
- * Commercial services provided by locally owned and operated businesses that share in the building of our community
- * Recreational amenities and attractions, both commercial and non-commercial that are wholesome and appeal to a broad spectrum of family members age groups and interests.