



Town of Duck 2027 Vision

In 2027, the Town of Duck, North Carolina, is a thriving coastal community. We respect and value our delicate, yet dynamic barrier island environment -- clean waters and beaches, maritime forests, wetlands, and dunescapes. Residents and visitors alike are drawn to neighborhoods that reflect our small town atmosphere. Our village is a source of pride, offering diverse experiences by way of a cohesive and eclectic mix of independent businesses, shops, and restaurants. At the hub of our community is the Town Hall and Park, where we interact, share ideas, and build connections. Duck's vitality, founded on grassroots engagement, encourages meaningful participation from all of its stakeholders. Long-term financial stability, sustainable services, measured growth and a focus on quality of life distinguish Duck as a preeminent destination for everyone.

Duck is a community that expresses its beliefs in certain unifying principles:

Duck and Our Village

Surrounded by our residential neighborhoods, Duck Village is the heart of Duck. Our collection of small shops, restaurants, offices, parks and boardwalks combine to shape the Duck experience. The development of the Village has a coastal residential style and scale and its continuity creates an energetic and walkable experience. Our quality of life is enhanced through innovative solutions that protect and preserve the Village's unique character and environment.

Enhanced Movability

Duck is a pedestrian first community that is safe and easy to navigate by walking and cycling. Our multi-use trail, sidewalks, soundside boardwalk, and beach provide a variety of ways to explore and discover Duck. Collaboration with various organizations enables us to optimize our traffic flow in our unique seasonal environment.

Environmental Stewardship

There is a conscious respect for Duck's fragile and extraordinary environment. We protect and preserve opportunities for our residents and visitors to enjoy our ocean, sound, and natural coastal habitats. We value our pristine, safe, uninterrupted beaches, which are our most valuable asset. Our resilience and adaptability, guided by environmental awareness and forward thinking, ensure our sustainability as a community.

Active, Engaged Community

Duck is built on participation. We are an inclusive community that welcomes and embraces the diversity, talents, and expertise of all of our stakeholders. Pride and ownership is felt by all who live, work, and visit here. People feel connected by a shared motivation to preserve the unique nature of this special place.

Vibrant, Thriving Business Community

The business community plays an essential role in creating the Duck experience. A high level of collaboration and coordination ensures that we have a vibrant town where each and every individual can enjoy the recreation, arts, music, shopping, dining, and lodging unique to Duck.

Responsive and Responsible Leadership

Duck maintains a responsive and responsible government. Council, staff, and the community work together to offer high quality services intended to add value to the entire Town. We have an educated, experienced and motivated staff empowered to execute the Town's objectives. Duck is an innovative and respected leader within the Outer Banks region and its solutions are frequently emulated by others. Continuity of leadership preserves our established values and vision.

DUCK TOWN COUNCIL 3 TO 5 YEAR GOALS

Originally set September 14, 2012, Revised October 19, 2016

(Note: Goals are numbered for reference and the numbers do not indicate priority)

1. Continue to partner with and support the business community and the Duck Merchants Association, including increasing the exposure and accessibility of all businesses
2. Implement the Town of Duck Beach Nourishment Project, develop a maintenance plan for the current project, and continue to monitor all areas of the Town to identify possible future projects
3. Maintain the amenities of the Town to their current standard and make improvements where necessary and/or appropriate, including modifications and enhancements to improve the Duck experience
4. Continue the 5 Year Financial Plan to optimize our resources <ul style="list-style-type: none">• Address human resources, infrastructure, fund balance, revenues, demographics, future circumstances and capacity• Develop a fiscal plan that sets a tax rate designed to reasonably fund projects and services and reflects the desire for stable or limited tax growth• Work to get the most value for our tax dollars and communicate these decisions to all stakeholders• Evaluate outcomes, both qualitatively and quantitatively
5. Continue to explore and analyze the feasibility of a northern extension of the boardwalk
6. Continue to implement thoughtful strategies designed to engage the stakeholders of the Town <ul style="list-style-type: none">• Foster community participation with ongoing events, including shoulder and off-season experiences• Maintain high level of communication and inclusion• Enhance our network of volunteers and ensure continuity• Learn more about seasonal stakeholders• Explore strategies/forum for HOAs to connect and engage with the Town and each other, including the use of technology
7. Complete the long term plan for the renovation or reconstruction of the public safety building
8. Continue to advocate for traffic improvements including the construction of the Mid-Currituck Bridge, opposition to the widening of NC12, evaluation and implementation of stormwater improvements, and evaluation of public parking alternatives
9. Develop a strong relationship between the property managers and the Town ensuring that <ul style="list-style-type: none">• there is a strong awareness of public safety interface• appropriate information is shared with property owners and visitors
10. Implement all facets of the Town of Duck Comprehensive Pedestrian Plan