



Town of  
**Leland**

Growing our future. Nourishing our roots.

# Leland 2045 Quarterly Update

Planning Board

November 14, 2023

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Community Development Planner

## Background

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The Leland 2045 Comprehensive Plan (“Leland 2045”) is a planning document that outlines goals, policies, and implementation strategies that were developed through a robust public engagement process.

The purpose of the Leland 2045 Comprehensive Plan is to enable Leland officials and citizens to anticipate and constructively respond to growth and change, and to encourage the development of safe and healthy, built and natural environments that create opportunities for all.

The plan was adopted November 18, 2021.



## Planning Themes

Through collaboration with planning staff, the community, and the Leland 2045 Focus Group, the following six themes were created to represent a vision to collaboratively advance the economy, society, culture, and the environment:



**HIGHLY VALUED AND PROTECTED  
NATURAL AND CULTURAL  
RESOURCES**



**AN INCLUSIVE,  
SUPPORTED, HEALTHY,  
SAFE, AND EDUCATED  
COMMUNITY**



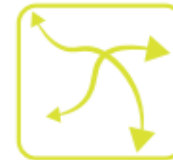
**LIVABLE, DIVERSE,  
AND CONNECTED  
NEIGHBORHOODS THAT  
ACCOMMODATE GROWTH**



**INFRASTRUCTURE  
THAT SUPPORTS  
COMMUNITY LIFE**



**A RESILIENT AND STABLE  
ECONOMY**



**AN ACTIVE  
PARTICIPANT IN  
A COOPERATIVE  
REGION**







## Highly Valued and Protected Natural and Cultural Resources

Vision: Leland's natural resources are fundamental to our lifestyle, economy, well-being, and resilience. Protecting and maintaining its health and ecological function are a primary objective within planning for growth.

### Ongoing Activities

- ❖ The Town was awarded \$1,000 from North Carolina Recreation and Park Association (NCPRA) towards the Town's first 'Lend a Hand in Leland' event
- ❖ The NC Department of Environmental Quality is conducting a Brownfields Assessment for the future Sturgeon Creek Park







## Livable, Diverse, and Connected Neighborhoods that Accommodate Growth

Vision: Leland's neighborhoods and communities promote connectivity, sense of place, character, and quality of life. This is done by providing walkable and bikeable places for living, working, shopping, recreation, and interacting for diverse age groups, income levels, and abilities.

### Ongoing Activities

- ❖ The Town's application to join FEMA's Community Rating System program has been accepted as a Class 7 community







## A Resilient and Stable Economy

Vision: Leland has the programs, plans, strategies, and a workforce that is prepared to capitalize on regional opportunities that diversify and expand its tax base and stabilize its vulnerability to economic cycles.

### Ongoing Activities

- ❖ Emergency Management finalized a debris management plan following a natural disaster to assist with community recovery
- ❖ The Leland Tourism Development Authority (LTDA) awarded the Town \$100,000 towards the construction of the amphitheater at Founder's Park







## A Resilient and Stable Economy

Vision: Leland has the programs, plans, strategies, and a workforce that is prepared to capitalize on regional opportunities that diversify and expand its tax base and stabilize its vulnerability to economic cycles.

### Ongoing Activities

- ❖ The Communication and Human Resources Departments produced three recruitment videos that emphasize the Town's culture to attract prospective employees
- ❖ Town Staff presented the completed Feasibility Analysis and Economic Impact Study for the Jackeys Creek Development and proposed baseball stadium







## An Inclusive, Supported, Healthy, Safe, and Educated Community

Vision: Public health, safety, and education are valued and provided for with access to housing choices, high quality schools, libraries, healthy foods, parks and recreation, health care, safe neighborhoods, art, and culture.

### Ongoing Activities

- ❖ The Town was awarded \$2,500 from the Wal-Mart Community Grant Program to purchase medical bags for Police vehicles
- ❖ The Town was awarded \$3,300 from the Patrick Leahy Bulletproof Vest Partnership (BVP) Program
- ❖ The Police Department hosted National Night Out to interact with the community and promote neighborhood camaraderie on October 3







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### Ongoing Activities

- ❖ The Police Department hosted National Coffee with a Cop to meet and engage with the community on October 6
- ❖ Leland Fire and Rescue conducted fire safety educational programs at area schools in October
- ❖ Regulations were adopted permitting wireless facilities towers in PUD districts which will expand and improve internet broadband services







## Infrastructure that Supports Community Life

Vision: Leland plans and provides for efficient, cost-effective, and environmentally friendly infrastructure service, walking and biking, safe and complete streets, and opportunities for potential future transit connectivity.

### Ongoing Activities

- ❖ The Town opened the newly located Fire Station 51 along US HWY 74/76
- ❖ The Town closed on the purchase of approximately 190 acres of land for future public use







## An Active Participant in a Cooperative Region

Vision: Leland's plans and the plans of adjacent jurisdictions complement each other's vision, goals, and opportunities for success. We collaborate with our neighbors to elevate both Leland and the region.

### Ongoing Activities

- ❖ Planning and Economic and Development Departments participated in an after work social with members of AARP and We Live Here, Leland, a community group, to discuss some of the Town initiatives and hear citizen concerns
- ❖ On September 15, the Planning Department hosted the Town's first Parking Day, a global participatory event promoting safe and equitable access to public spaces and streets







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### Ongoing Activities

- ❖ The Town partnered with the WMPO, Town of Navassa, and the Town of Belville to host the 4th annual Brunswick Heritage Riverside Ride





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