

An aerial photograph of a modern residential development. A wide, paved road curves through the center of the image, flanked by green spaces and young trees. To the left, a winding path leads to a small lake. The background shows a dense forest of trees under a clear blue sky. The overall scene is bright and well-maintained.

The Action Playbook

The action playbook chapter covers implementation, priority investment and organizes specific actions into a matrix action plan by theme establishing timing, level of investment, and assigning responsibility.

IMPLEMENTATION AND PRIORITY INVESTMENT

OVERVIEW

Leland 2045 conveys a vision, goals, strategies and actions derived through a collaborative “community based” planning process to ensure Leland maintains and promotes its high quality of life, its unique landscape and access to nature, its low country aesthetic and expanded economic opportunities. To realize this vision, implementation should be viewed as a shared opportunity and commitment for the Town’s departments, leadership, private sector interests, and citizens to hold each other accountable to act on the comprehensive plan and provide the capital investment, human capacity, collaboration and shared commitment that is needed for the Town to realize its vision and manage its growth toward an even more viable and sustainable future.

Each of the strategies and actions included in this document have been determined to be important to accomplish if the Town wants to achieve its aspirations and visions. In that sense, this comprehensive plan is a living document that needs to be worked with regularly. It describes actions to be taken to local government to implement policies that meet the Coastal Resources Commission (CRC) management topic goals and objectives. The first steps include prioritizing the items that are the most critical and creating work plans, identifying responsibilities, identifying partnerships, determining the time frame for completion and establishing funding.

It is also helpful to consider actions in terms of immediate activities that begin with adoption of the plan, typically completed or realized within the first year, short-term

activities that start within one to three years of the plan’s adoption, mid-term activities that begin three to 10 years after the plan’s adoption and long-term activities that extend beyond 10 years and may overlap into the next comprehensive plan update.

Finally, the comprehensive plan should be a reference tool that is referred to often and regularly and should be the impetus for the ongoing decisions and focus of the Town’s internal interactions and interactions with its citizens.

FUNDING PRIORITY INVESTMENTS

The following list provides the most common sources of funds that the Town may use in the funding of its capital needs:

- Property Tax
- Stormwater Fees
- Tax Increment Financing
- Revenue Bonds
- General Obligation Bonds
- State and Federal Grant Funding
- Accommodation Fees
- Hospitality Fees

PRIORITY INVESTMENT ACTIONS TO ACCOMMODATE GROWTH & DELIVERY OF SERVICES

1. Consider the use of development agreements, tax increment financing, and similar instruments to finance necessary infrastructure improvements that accommodate acceptable growth while limiting the financial impact on the Town.
2. Seek innovative and creative funding sources (federal and state) to support investment in needed infrastructure.
3. Collaboratively work with property owners and interested developers within key growth areas to develop plans for public/private partnerships for investing in infrastructure to facilitate development.
4. Annually review, revise and adopt a capital improvement plan as part of the Town’s budget to ensure that both municipal infrastructure and major departmental equipment needs are identified, planned for and funded each fiscal year.
5. Utilize regular, recurring, sources of funding to finance anticipated infrastructure maintenance and capital investment needs.
6. Prepare regular assessments of municipal infrastructure to utilize in adjusting the capital improvement plan.
7. Seek partnerships with community groups, educational institutions, governmental agencies and commercial ventures to leverage the planned investments by outside groups to support the Town’s infrastructure needs, such as recreational facilities.
8. Provide funding support at a level that is requisite with the departments’ needs for continuing to provide high quality and efficient services to the Town.
9. Actively participate in regional planning and financing initiatives to ensure that regionally-funded projects reflect the needs of Leland.

REQUIRED PERIODIC IMPLEMENTATION STATUS REPORTS

Jurisdictions with a locally adopted and certified land use plan are required to submit an Implementation Status Report to the Division of Coastal Management every two years from the date of initial certification by the CRC. This report shall be based on implementation actions that meet the CRC’s Management Topic goals and objectives. The Implementation Status Report shall also identify:

1. All local, state, federal, and joint actions that have been undertaken successfully to implement its certified land use plan;
2. Any actions that have been delayed and the reasons for the delays;
3. Any unforeseen land use issues that have arisen since certification of the land use plan; and
4. Consistency of existing land use and development ordinances with current land use plan policies.

2045 ACTION PLAN: ACT ON THE ACTION PLAN

ACTION	A-1	A-2	A-3	A-4
	Provide an update on the Action Plan quarterly to Department Heads, Planning Board, and Council.	Create a simple and user-friendly dashboard of the Action Plan and put on Town website.	Use the Action Plan when making annual budgets and department plans	Revise the Action Plan annually should any items become irrelevant or if new actions become a higher priority
INVESTMENT	Low	Low	Low	Low
TIMING	Ongoing	Near	Ongoing	Ongoing
ENTITY RESPONSIBLE	Planning and Inspections	Planning and Inspections, Communications and Outreach	All Departments	Planning and Inspections
INITIATED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPLETED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2045 ACTION PLAN: NATURAL RESOURCES

ACTION	N-1	N-2	N-3	N-4
	Coordinate existing and new development standards with the environmental and cultural resource mapping created for the comprehensive plan by overlaying the existing zoning map to see where there are conflicts and use this information to evaluate zoning ordinance changes.	Share environmental resource mapping with organizations focused on land conservation, to assist them with organizing their conservation.	Evaluate the Flood Damage Prevention Ordinance every five years to determine if it is effective at avoiding flood damages and is reducing flood damages.	Promote and expand the integration of Low Impact Development (LID) and Green Infrastructure (GI) into normal development standards and practices.
INVESTMENT	Low	Low	Low	Medium/High
TIMING	Medium	Near	Near	Near
ENTITY RESPONSIBLE	Planning and Inspections	Planning and Inspections	Planning and Inspections	Planning and Inspections
INITIATED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPLETED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2045 ACTION PLAN: LIVABLE, DIVERSE, AND CONNECTED NEIGHBORHOODS

ACTION	B-1	B-2	B-3	B-4
	Catalyze development investment in the Gateway District by targeting public investment towards improvement that will support future development.	Expand the use of FlexCode into appropriate areas such as identified nodes and other areas with higher development opportunities based on low environmental constraints and proximity to existing or planned infrastructure.	Create detailed small area plans for the Jackeys Creek and 76/74 Interchange areas (Focal Areas) that include connectivity, parks and open spaces, community services, land uses, housing diversity, active nodes, and community health elements.	Create a Land Development Code that reflects the Future Land Use Map, principles, and strategies in the comprehensive plan to refine zoning regulations, the FlexCode, current zoning districts, new zoning districts, street design standards, and subdivision regulations into one clear and easy to use document.
	Medium/High	Low	Medium	Medium
	Near	Medium	Near	Near
	Economic and Community Development	Planning and Inspections, Economic and Community Development	Planning and Inspections, Economic and Community Development	Planning and Inspections

B-5	B-6	B-7
Revise street connectivity requirements to improve connectivity within and between developments.	Create a Town signage and wayfinding plan that is reflective of Leland's vision, brand, and sense of place.	Coordinate with MOTSU Intergovernmental Council to explore preferred use, density, and setback allowances for areas adjacent to the MOTSU rail corridor.
Low	Medium	Low
Near	Long	Long
Planning and Inspections, Public Services	Planning and Inspections, Public Services, Operation Services, Economic and Community Development	Planning and Inspections

INVESTMENT	Medium/High	Low	Medium	Medium
TIMING	Near	Medium	Near	Near
ENTITY RESPONSIBLE	Economic and Community Development	Planning and Inspections, Economic and Community Development	Planning and Inspections, Economic and Community Development	Planning and Inspections
INITIATED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPLETED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Low	Medium	Low
Near	Long	Long
Planning and Inspections, Public Services	Planning and Inspections, Public Services, Operation Services, Economic and Community Development	Planning and Inspections
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2045 ACTION PLAN: A RESILIENT AND STABLE ECONOMY

ACTION	E-1	E-2	E-3	E-4	E-5	E-6
Research ways to expand diversity in job opportunities, housing, and economic development.	Promote the Leland Innovation Park as the preferred location for high tech, well-paying employers.	Coordinate the plan for the Leland Innovation Park with the Focal Area Plan and subsequent small area plan to create a complete community within and around it.	Promote business and development opportunities in the Gateway District by creating incentive programs for development and job-creating uses.	Grow and educate the workforce to be prepared for emerging and trending industries anticipated to be located in the region by partnering with high schools, colleges, and universities on vocational assessment and skill development.	Work with regional partners to coordinate the promotion of the area's economic assets to further economic development.	
INVESTMENT	Low	Low	Low	Medium	Medium	Low/Medium
TIMING	Medium	Near	Near	Near	Medium	Medium
ENTITY RESPONSIBLE	Economic and Community Development	Economic and Community Development	Planning and Inspections, Economic and Community Development, Public Services	Economic and Community Development	Economic and Community Development, Human Resources	Economic and Community Development
INITIATED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPLETED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2045 ACTION PLAN: AN INCLUSIVE, SUPPORTED, HEALTHY, SAFE, AND EDUCATED COMMUNITY

ACTION	H-1	H-2	H-3	H-4	H-5
Coordinate with area education providers to develop criteria to help determine the timing and location of schools.	Create a plan to support aging in place.	Update the Parks, Recreation, and Open Space Plan to reflect the Future Land Use Map and consideration for new community centers and programs that are inclusive for all community residents.	Revisit the allowance of gated communities to ensure that the transportation and multimodal facilities are connected when possible.	Evaluate land use regulations and the zoning map during the Land Development Code project to ensure equitable opportunities for residents in all areas and of all socioeconomic and demographic groups.	
INVESTMENT	Low	Medium	Medium	Low	Low/Medium
TIMING	Near	Long	Near	Near	Near
ENTITY RESPONSIBLE	Planning and Inspections, Economic and Community Development, Management	Planning and Inspections, Economic and Community Development, Operations Services	Operations Services	Planning and Inspections	Planning and Inspections
INITIATED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPLETED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2045 ACTION PLAN: INFRASTRUCTURE THAT SUPPORTS COMMUNITY LIFE

ACTION	I-1	I-2	I-3	I-4	I-5
Create horizontal street cross sections that meet standards for complete streets for all street types.	Update and consolidate the bicycle and pedestrian plans to reflect the FLUM and Focal Area Plans.	Create a blueways, greenways, and water access plan in collaboration with partners to assist with funding, design, and development.	Coordinate recommendations for new streets, roads, trails, sidewalks, multi-use paths, streetscapes, and other improvements to public spaces in Capital Improvement Plan.	Update and consolidate the collector street plan and street infill plans to reflect the FLUM and Focal Area Plans.	
INVESTMENT	Low/Medium	Low/Medium	Medium	Low	Low/Medium
TIMING	Near	Medium	Long	Near	Medium
ENTITY RESPONSIBLE	Planning and Inspections, Public Services	Planning and Inspections, Public Services, Operations Services	Planning and Inspections, Public Services, Operations Services	Planning and Inspections, Public Services, Operations Services	Planning and Inspections, Public Services
INITIATED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPLETED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2045 ACTION PLAN: AN ACTIVE PARTICIPANT IN A COOPERATIVE REGION

	R-1	R-2	R-3
ACTION	When transportation and recreation plans, including those for trails, streets, multi-use paths, blueways, greenways, transit, and other regionally significant linkages, are being prepared, coordinate with surrounding jurisdictions to create high levels of integration and linkages.	Collaborate regionally to promote economic development opportunities.	Work collaboratively with surrounding jurisdictions to protect natural resource and improve open space connectivity.
INVESTMENT	Low	Low	Low
TIMING	Long	Medium	Medium
ENTITY RESPONSIBLE	Planning and Inspections, Public Services, Operations Services, Administration	Economic and Community Development, Administration	Planning and Inspections, Public Services, Operations Services, Administration
INITIATED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
COMPLETED	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>