



Town of
Leland

Growing our future. Nourishing our roots.

Leland 2045 Quarterly Update

Town Council

May 15, 2023

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Economic & Community Development Director

Background

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

- ❖ Zoned approximately 83 acres into the Conservation District
- ❖ Amended the Flood Damage Prevention Ordinance to increase the freeboard of commercial properties located in a special flood hazard area
- ❖ Parks, Recreation, and Cultural Resources hosted a Plant Giveaway and a Tree Giveaway totaling 344 plants and 1,000 trees





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

- ❖ Opened the Olde Waterford Way Extension from the roundabout at Olde Regent Way to Palm Ridge Drive
- ❖ Unveiled Opened a 2,900 foot, 12-hole disc golf course adjacent to Sturgeon Creek





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

- ❖ Adopted the Town's first Economic Development Strategic Plan
- ❖ Annexed approximately 6 acres into the Town zoned for commercial





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

- ❖ Received six awards from the North Carolina Department of Labor Safety Awards Program
- ❖ Emergency Management hosted a course on responding to active shooter incidents on April 28th in which over 100 emergency responders registered from across the state





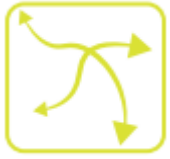
Infrastructure that Supports Community Life

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

- ❖ Awarded \$750,000 towards the engineering and design portion of Gateway District Utility Resiliency project
- ❖ Awarded \$80,000 through the Safe Streets and Roads for All grant program to develop the Town's first Comprehensive Safety Action Plan





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

- ❖ Fire has been conducting classes for all Brunswick County 911 Dispatchers to better familiarize them with Leland and county-wide fire operations
- ❖ Police has renewed a Memorandum of Understanding with the North Carolina State Bureau of Investigation to assist each other with the investigation of Internet Crimes Against Children (ICAC)





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