



The Plan Themes

In this chapter, the Leland 2045 vision, opportunity, principles and strategies have been organized into six themes derived from engagement with the community.

HIGHLY VALUED AND PROTECTED NATURAL AND CULTURAL RESOURCES

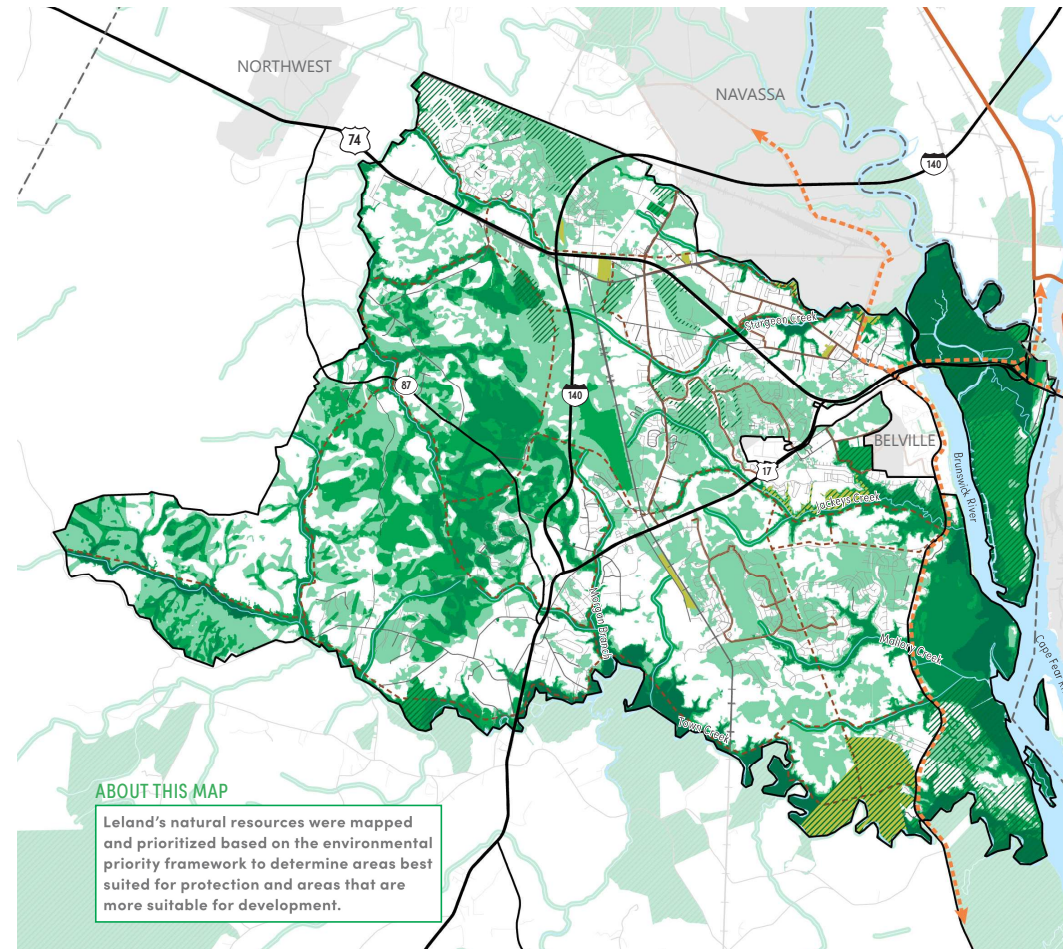
VISION STATEMENT



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.

OPPORTUNITY

1. Protect and augment the components of Leland's natural environment that will keep people and investments more safe from flooding, provide recreation and access to nature, enhance the tourism economy, and protect valuable natural resources.
2. Link environmental planning with zoning, growth management, land use planning, and hazard mitigation planning.
3. Create strategies for future conservation / protection efforts that preserve critical natural environments.
4. Promote green building and development techniques as a part of Leland's image, character, and brand.
5. Create a linked open space network that supports environmental connectivity, trails, and blueways.
6. Maximize public access to public trust waters.
7. Maintain, protect, and where possible enhance water quality in all coastal wetlands, rivers, streams, and estuaries.



ABOUT THIS MAP

Leland's natural resources were mapped and prioritized based on the environmental priority framework to determine areas best suited for protection and areas that are more suitable for development.

MAP 3: ENVIRONMENTAL COMPOSITE FRAMEWORK



LEGEND

- ALREADY PROTECTED/MANAGED AREAS (NCNHP)
- EXISTING PARKS
- EXISTING TRAILS
- EXISTING REGIONAL TRAILS
- PROPOSED TRAILS
- FUTURE GULLAH GEECHEE HERITAGE TRAIL

ENVIRONMENTAL PRIORITY

- HIGHEST PRIORITY
-
-
- LOWEST PRIORITY



REFER TO "TABLE 1: ENVIRONMENTAL COMPOSITE FRAMEWORK" ON PAGE 70 IN THE COMMUNITY FRAMEWORKS CHAPTER FOR BREAKDOWN OF THE ENVIRONMENTAL LAYERS AND INPUTS THAT MAKE UP THIS COMPOSITE MAP.

PRINCIPLES

- We value our unique and complex natural environment as a source of life, recreation, economy, culture, and sense of place.
- Our natural environment supports and defines the location of our built environment and is essential to our economy and way of life.
- Our development is done in balance with preserving our natural systems.
- We leverage environmental preservation and conservation to build resiliency and hazard mitigation.
- We take efforts to preserve our critical natural environments so that future generations can enjoy them.
- We protect our air and water quality.
- We promote safe and sensitive access to our open spaces and waterways.
- We value our cultural history and respectfully promote it whenever we can.
- We are leaders in the region and pursue environmentally responsible development.



Photo: Sturgeon Creek Park, Leland

STRATEGIES

CREATE A STRATEGIC PLAN TO CONSERVE, CONNECT, AND PROTECT VULNERABLE LANDS.

- Develop a masterplan for a Green Network that will connect existing and proposed conservation areas, neighborhoods, riparian corridors, and sensitive natural environments.
- Create a plan to put more land in conservation through open space requirements based on a regularly updated land / environmental suitability analysis.
- Consider open space requirements for all development types based on best practices.
- Create requirements for developments to connect open spaces designated on the Green Network plan through their projects where feasible.
- Establish and maintain partnerships with entities able to fund conservation efforts.
- Work with organizations, such as a Land Trust, to manage the funding and efforts to conserve environmentally and culturally sensitive land.
- Incentivize land purchases and development restrictions in flood-prone areas for open space preservation.
- Implement tools to enable land conservation such as:
 1. Conservation easements
 2. Transfer of development rights
 3. Purchase of development rights
- Overlay future land use plans and/or zoning to determine vulnerability and areas of inconsistency between zoning, environmental conditions, and potential risk of flooding.
- Systematically review Leland's Comprehensive Plan, land use and zoning policies, building and engineering standards, transportation plans, housing plans, park plans, etc. and incorporate measures and create policies that negate or minimize effects associated with enhanced flooding.
- Coordinate enhanced flooding resiliency strategies, planning, design, and engineering standards across all codes, plans and policies.
- Within growth management planning and zoning, create long-term plans to direct new development and critical infrastructure to be less vulnerable from flooding.
- Consider development forms that are more resilient to environmental hazards, while accommodating future growth.
- Transform less-intense uses into a denser, mixed-use pattern in low-risk areas.
- Outline a transit-centric land use and infrastructure pattern to support new urban centers in low-risk areas and build the infrastructure necessary to support new urban centers.
- Promote resiliency and sustainability as a necessary growth and economic development strategy.

RESILIENT GROWTH MANAGEMENT PLANNING

- Rank land suitability associated with risk of vulnerability associated with flooding events.
- Create policies to limit growth or reduce impact of development in 100-year and 500-year flood plains.
- Create awareness with the public of potential impacts of development within areas prone to flooding.

STRATEGIES

- Identify areas critical for flood and natural resource protection, as well as higher ground that may be more suitable for development.
- Update environmental systems mapping to reflect ongoing research and actual conditions of flooding.
- Review proposed development and land use plans, infrastructure plans, parks and recreation plans, and transportation plans against the environmental framework.

PROMOTE THE USE OF ENVIRONMENTALLY FRIENDLY DEVELOPMENT AND OPERATIONS PRACTICES

- Monitor effectiveness of existing ordinances and programs and update as necessary to protect water quality and natural resources.
- Implement use of green building and Low Impact Development (LID) techniques for new home, commercial, and institutional developments.
- Protect mature and specimen trees when property is developed or redeveloped.
- Plant new trees when property is developed or redeveloped.
- Continually reevaluate and update the Stormwater Regulations to add Best Management Practices (BMPs) that increase the use of Low Impact Development (LID) techniques, such as, but not limited to bioretention, green roofs, pervious paving, and cisterns that promote water

conservation and groundwater recharge.

INTEGRATE FUTURE LAND USE PLANNING, ZONING, AND SUBDIVISION REGULATIONS WITH ENVIRONMENTAL SYSTEMS MAPPING

- Zone land areas and base their development standards with their natural environmental condition.
- Use the Environmental Composite Framework, created in this Comprehensive Plan, that designates areas of environmental importance, such as the floodplain, wetlands, critical habitat, etc. to craft development standards that protect the natural environment and to review all development and land use proposals for their compatibility with the natural environment.
- Use regulatory tools such as lower-density zoning, conservation-based planning, Low Impact Development (LID) standards, open space set-aside requirements and buffers, and natural resource protection standards, as the primary tools to protect areas of environmental importance. Use land purchases and the purchase of conservation easements for the most critical properties.
- Coordinate park plans, future land use plans, zoning, conservation plans, scenic corridor plans, and greenway plans with environmental systems mapping to create a consolidated green network plan that expands green/open space connectivity.
- Create a strategic and prioritized open space acquisition plan that targets lands that will aid in resiliency planning and mitigation efforts.

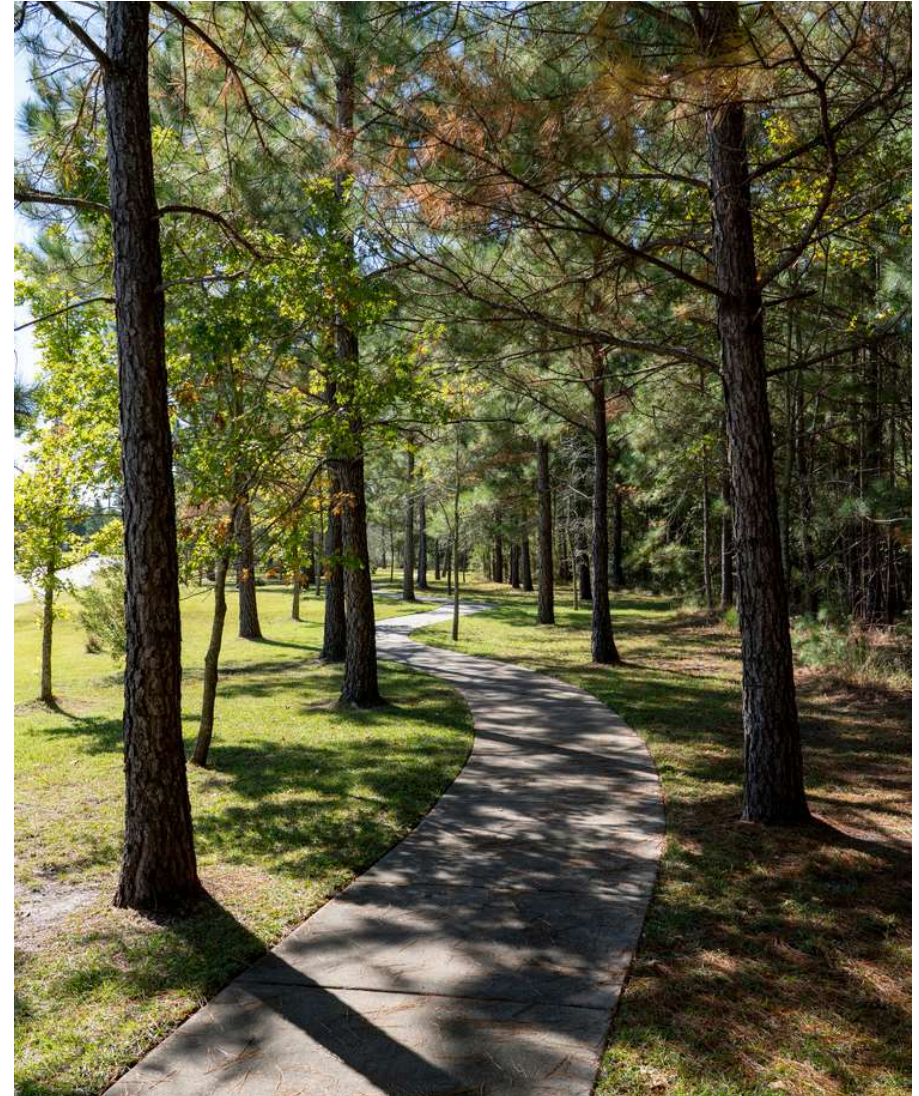


Photo Credit: Design Workshop

LIVABLE, DIVERSE, AND CONNECTED NEIGHBORHOODS THAT ACCOMMODATE GROWTH

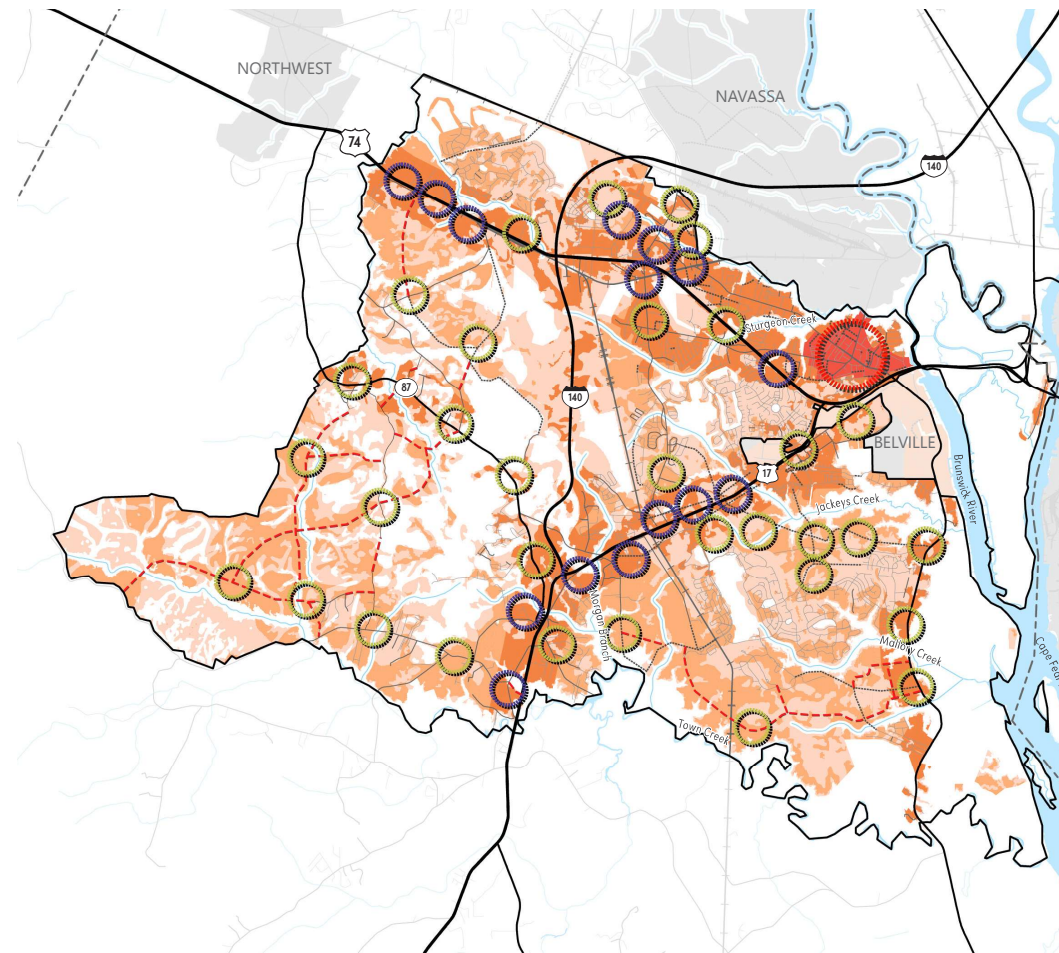
VISION STATEMENT



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.

OPPORTUNITY

1. **Resiliency and open space planning linked with growth management planning – grow where it is suitable to do so from an environmental and economic standpoint.**
2. **Growth accommodated toward a community-derived vision of the character, form, density, location, and development principles.**
3. **An organized strategy for town expansion based on nodal town planning principles.**
4. **Planning frameworks that create a complete community:**
 - » Connectivity (multimodal)
 - » Access to parks and open space
 - » Access to community services
 - » Access to employment opportunities
 - » Centers and edges
 - » Mix of uses
 - » Housing diversity
5. **Infill and redevelopment equally encouraged with new community development.**
6. **A more consistently recognizable sense of place and identity for the Town of Leland and individual communities and areas within it.**
7. **Reducing sprawling, auto-dependent development.**
8. **Protecting and enhancing real property values.**



MAP 4: DEVELOPMENT POTENTIAL



LEGEND

— EXISTING ROADS	DEVELOPMENT SUITABILITY
- - - POSSIBLE FUTURE ROADWAY CONNECTIONS	■ GATEWAY DISTRICT
- · - · - PROPOSED COLLECTOR ROADS (FROM COLLECTOR PLAN)	■ HIGHEST SUITABILITY
○ NEIGHBORHOOD NODE	■ LOWEST SUITABILITY (WHITE AREAS)
○ VILLAGE NODE	
○ URBAN CENTER NODE	

ABOUT THIS MAP

Land most suitable for development was mapped and prioritized to best position new development on the most suitable land.

Potential additional roadway connections and the locations of nodes provides the framework for new community development within the planning area.

Map Source: Design Workshop, Leland GIS Department, ESRI

PRINCIPLES

- Our neighborhoods express our identity, promote our character, and exemplify our commitment to a high quality of life.
- We value walkable and bikeable connections between neighborhoods to promote a sense of community and belonging.
- We support housing-diverse neighborhoods with a variety of housing choices and prices that are attractive and open to all segments of the market.
- Our neighborhoods have accessible parks, open spaces, and places to gather, which provides a place of neighborhood identity.
- We support small, walkable commercial nodes within our neighborhoods that create places to shop, work, or start a business.
- We ensure the realization of our vision by creating plans and policies that support it.
- We collaborate regionally to coordinate the development of the built environment and the protection of our natural environment.

STRATEGIES

LOCATE OR ACCOMMODATE GROWTH WITHIN LOGICAL LOCATIONS IN THE PLANNING AREA TO ENHANCE RETURN ON INVESTMENT AND FEASIBILITY

- Promote growth where there is an existing, planned, or funded roadway and utility infrastructure to reduce costs to the Town.
- Make development and completion of existing approved PUDs and subdivisions a priority to accommodate projected growth within areas already approved for it.
- Continue to promote the Village Road Gateway redevelopment plan.
- Incrementally expand Town boundaries based on infrastructure, adjacencies with existing development, economic opportunity, the availability of community services, and need.

PROMOTE GROWTH THAT IS GEARED TOWARD A VISION AND CHARACTER THAT THE COMMUNITY SUPPORTS

- Promote development that is consistent with Leland's vision for itself and for various areas of the Town and Planning Area, based on community input.
- Promote development patterns that support safe, effective, and multi-modal transportation options, including auto, pedestrian, bicycle, and transit. This will minimize vehicle traffic by providing for a mix of land uses, walkability, and compact community form.
- Locate jobs and commercial areas near where people live in nodes that promote a mix of uses in a walkable pattern.

STRATEGIES

CREATE THE TOOLS NEEDED TO REALIZE COMMUNITY-SUPPORTED TYPES OF GROWTH

- Create Small Area Plans for key focal growth areas to guide their development vision.
- Expand use of FlexCode within areas of new development, areas to be annexed, and proposed nodes.
- Update FlexCode as necessary to ensure it is promoting its established vision and principles.
- Consolidate zoning and subdivision regulations into a Land Development Code that incentivizes the use of the FlexCode.
- Simplify the application processes and encourage form-based building with the neighborhood and pedestrian shed model.
- Consider the use of "Node Types" that define mixed-use nodes and centers of varying scales located along major roadways and the Green Network.
- Define Community Types for key areas of the Planning Area that describe a clear vision, mix of land use types, community form, density, and character for how they should be developed.

PLAN FOR AND INTEGRATE COMMUNITY BUILDING INFRASTRUCTURE THAT WILL SUPPORT LONG-TERM GROWTH

- Plan for Transit Ready Nodes along US 17, US 74, Village Rd, Lanvale Rd, and Old Fayetteville Rd.
- Plan for Trail Ready Nodes along the Green Network.
- Require infrastructure service concurrency for new developments.

- Require adequate road, bike, and pedestrian connectivity between adjacent community developments.
- Consider the requirement to make parks and open spaces internal to a development open and accessible to the public and not for private use.
- Create and implement signage and wayfinding that links areas of town into a whole.

INTEGRATE FLOOD RISK MITIGATION EFFORTS INTO CODES AND ORDINANCES

- Systematically review comprehensive plan, land use and zoning policies, building and engineering standards, transportation plans, housing plans, park plans, etc. and incorporate measures and create policies that negate or minimize effects on public infrastructure associated with enhanced flooding.
- Coordinate enhanced flooding resiliency strategies, planning, design, and engineering standards across all codes, plans, and policies.
- Consider designating areas of environmental importance, such as the floodplain, as areas that have unique development standards that protect the natural environment they are within or adjacent to.

A RESILIENT AND STABLE ECONOMY

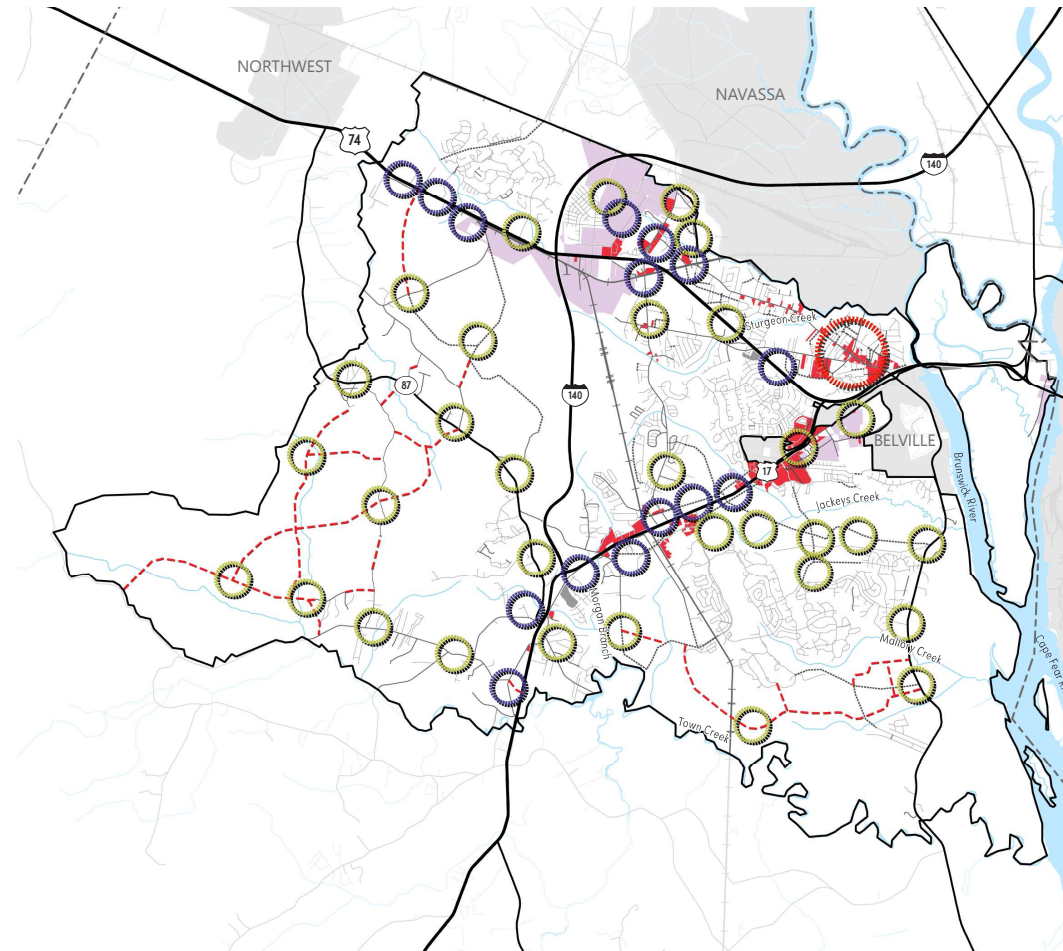
VISION STATEMENT



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.

OPPORTUNITY

1. Diversify the economy and tax base.
2. Identify suitable land area for job-creating development.
3. Support the efforts of the Leland Innovation Park, Inc.
4. Expand agricultural industries that convert agricultural products by value-added manufacturing operations from the point of view of proximity to the Port of Wilmington, Highway 17, Highway 74-76, I-140 and I-40.
5. Determine how Leland can best leverage the Town's proximity to the Port of Wilmington.
6. Weave workforce training into primary and secondary education.
7. Continue to capitalize on Leland's reputation as a retirement community destination.
8. Collaborate with Leland Tourism Development Authority to increase travel and tourism.



MAP 5: ECONOMIC CENTERS

0 .75mi 1.5mi 3mi

LEGEND

- | | |
|--|--------------------|
| — EXISTING ROADS | EXISTING LAND USE |
| - - - POSSIBLE FUTURE ROADWAY CONNECTIONS | ■ COMMERCIAL |
| - · - · - PROPOSED COLLECTOR ROADS (FROM COLLECTOR PLAN) | ■ LIGHT INDUSTRIAL |
| ○ NEIGHBORHOOD NODE | |
| ○ VILLAGE NODE | |
| ○ URBAN CENTER NODE | |

ABOUT THIS MAP

Existing commercial and light industrial land uses create the opportunity for economic development.

The potential nodes that form the centers of neighborhoods and villages provide future locations for various sizes and scales of businesses.

Map Source: Design Workshop, Leland GIS Department, ESRI

PRINCIPLES

- We work to provide diverse and stable employment opportunities for our citizens.
- We value cultural diversity and seek economic opportunities for all our citizens.
- We prepare our workforce with the skills needed to meet the needs of existing and emerging opportunities.
- Leland's sense of place and quality of life are essential to our economy.
- Our natural and cultural resources support our tourism industry.
- We are business-friendly and create the incentives and resources needed to attract new businesses that support our principles.
- Leland is forward-looking and is positioned to take advantage of evolving innovative economic opportunities.
- We recognize the need to locate jobs nearer to where people live to reduce time spent commuting.
- Leland supports industries that are clean and environmentally friendly.
- We recognize that the Town is made up of unique natural and social environments and we position economic development opportunities that fit those locations.
- We recognize that regional cooperation and coordination will expand opportunities for us all.

STRATEGIES **DIVERSIFY AND EXPAND POTENTIAL**

- **Target job-creating uses that build on the region's existing strengths and provide economic opportunities to Leland's residents.**
- **Diversify the local tax base with job-creating uses that include high-tech manufacturing and industry; tourism and hospitality supply chain; agriculture; health and bio-related fields; knowledge-based industries; and green industries.**
- **Ensure that there is enough appropriately located, zoned, and environmentally suitable land for non-retail commercial uses, such as business parks, research and development centers, product assembly, distribution centers, cottage industries, and light to moderate industrial uses.**
- **Locate jobs close to centers and nodes and close to the highest concentrations of households to reduce impacts on traffic and commute times.**
- **Continue to promote and leverage Leland Innovation Park.**

PREPARE WORKFORCE

- **Work with educational partners, both within and outside of Leland and Brunswick County, including universities, colleges, and trade schools, to tailor their educational programs to the area's unique economic opportunities.**

CREATE INCENTIVES AND STREAMLINE PROCESSES

- **Identify properties that are currently under municipal control, and/or properties that can be land banked, that can be offered to relocating businesses.**
- **Review and update state and local incentives on a regular basis to attract the right industries for the region as well as keep pace with the changing face of business and industry.**
- **Support green and sustainable development projects that meet economic development requirements, by streamlining the review processes, as well as creating fee reductions and waivers, and building height or density bonuses.**

STRATEGIES **EXPAND UPON AND PROMOTE LELAND'S ASSETS**

- **Recognize the importance of the visual and performing arts community as a key component of quality of life and source of economic development.**
- **Support the development of a visual and cultural arts community, which is essential to attracting and retaining young professionals and enhancing quality of life.**
- **Consider financial support for art education programs, and local arts organizations.**
- **Continue to support the creation of venues, classrooms, and galleries to showcase new and emerging local artists.**
- **Continue to provide space in libraries and other civic buildings to display the work of local artists.**
- **Promote the outdoors and recreational tourism.**
- **Promote Leland's quality of life.**



Photo Credit: Design Workshop, Leland Cultural Arts Center (LCAC)

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

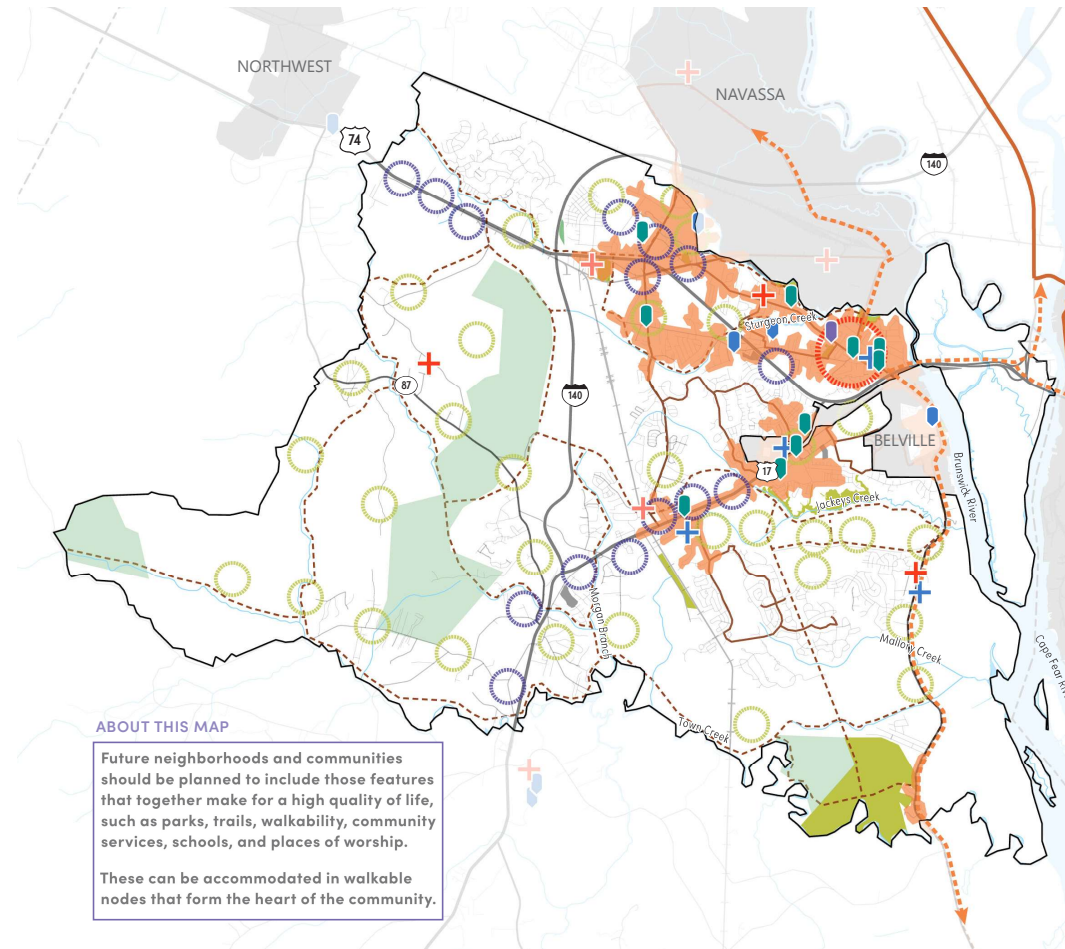
VISION STATEMENT



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.

OPPORTUNITY

1. Equitable and easy access to a healthy lifestyle, quality health care, community services, good education, and attainable housing.
2. Housing diversity supported by codes and ordinances.
3. High levels of multimodal connectivity to reduce time spent in the car.
4. Access to broadband internet.
5. Support for arts and culture and local artists.
6. Public infrastructure systems that are sized, located, and managed to protect or restore the quality and productivity of Areas of Environmental Concern (AEC) and other fragile areas.



MAP 6: COMMUNITY SERVICES

LEGEND

— EXISTING TRAIL/MULTI-USE PATH	EXISTING SERVICE LOCATIONS	POTENTIAL FUTURE COMMUNITY SERVICE LOCATIONS
— EXISTING REGIONAL TRAILS	+ HOSPITALS/MEDICAL CENTERS	○ NEIGHBORHOOD NODE
- - - PROPOSED TRAILS	+ FIRE STATIONS	○ VILLAGE NODE
- - -> FUTURE GULLAH GEECHEE HERITAGE TRAIL	+ NEW FIRE STATIONS	○ URBAN CENTER NODE
EXISTING SERVICES WALK SHED (15-MINUTE WALK)	● SCHOOLS	■ POTENTIAL FUTURE PARK LOCATIONS
EXISTING PARKS	● LIBRARIES	
	● GROCERY STORES	

Map Source: Design Workshop, Leland GIS Department, ESRI

PRINCIPLES

- Health, safety, equity, and inclusivity are woven into our community and neighborhood plans.
- We support and encourage housing choices that are affordable for our residents.
- Our communities are served by great schools, libraries, arts and cultural facilities, health care, parks, and open spaces.
- Access to healthy food options is a component of our community and neighborhood plans.
- We value access to community elements via multiple modes of transportation such as walking, biking, transit, and the automobile.
- Our neighborhoods, parks, and open spaces are designed with public safety in mind.
- We meet the needs of our aging population and support the growth of our younger generations.
- We strive to support the needs of our citizens to access a happy and successful life.
- We understand that health, wellness, and recreation are marketable investments.

STRATEGIES

EXPAND AWARENESS AND SUPPORT AROUND HEALTH

- Make health and wellness a Town priority.
- Partner with local and regional community resources, educational programs, and activities that address healthy living and healthy diets.
- Encourage Town-supported health and wellness programs within Town government and for private businesses.

CREATE THE INFRASTRUCTURE TO SUPPORT COMMUNITY HEALTH

- Promote walking and biking as a form of exercise, and commuting, through the greenways and complete streets planning and incentivize complete networks for walking and biking.
- Promote health and wellness activities and programs in parks, open spaces, and recreational facilities.
- Ensure access to affordable healthy foods, goods, and services that support the health and wellness needs of community residents.

- When creating small area plans for new growth areas, include provisions for parks, open spaces, gathering places, food choices, daily needs for shopping, libraries, day care, community services, and community-building elements.
- Incentivize the development of grocery stores in or near underserved neighborhoods.
- Support and promote the use of locally grown produce to expand healthy food options and adopt a local food purchasing program.
- Allow and promote community gardens and small vegetable farms in urban and suburban areas.
- Develop plans and programs to support our aging population.
- Support the creation of venues to showcase new and emerging local artists.

SUPPORT HIGHER LEVELS OF EDUCATION AND QUALITY SCHOOLS

- Coordinate future land use planning and small area planning with school facility planning.

STRATEGIES

- Promote a Cradle-to-Career approach to education and create the infrastructure to support it.
- Work with Brunswick County School System to raise the quality and standard of schools.
- Coordinate the timing and siting of future school facilities through Intergovernmental Agreement, coordinated funding, coordinated growth projections, and coordinated land use planning to project future facility needs.
- Encourage cooperation between the School System and other community facility providers (parks, libraries, fire protection) to coordinate future land purchases to serve mutual needs.
- Maintain and expand coordination with the school district to ensure that major development proposals do not have an adverse impact on current school capacity.
- Seek future school sites that are in close proximity or within residential areas so that more children can walk to school.
- Plan to create equal access to broadband service.
- Provide a mix of housing and housing price points within each new development.
- Create plans to reduce social vulnerability in areas that are designated as being susceptible to health issues, crime, pollution, poverty, vehicle accessibility, etc.

PROVIDE EQUAL ACCESS TO COMMUNITY FACILITIES, HOUSING AND INFRASTRUCTURE

- Ensure zoning accommodates modern small-scale medical facilities, including walk-in clinics, within every neighborhood or within a ½ mile walking distance to the largest population centers.
- Ensure safe multimodal access to adequate neighborhood and community park space, open space and trails, good schools, health care, healthy food choices and community services are woven into the planning of each new neighborhood or community.



Photo Credit: Design Workshop

INFRASTRUCTURE THAT SUPPORTS COMMUNITY LIFE

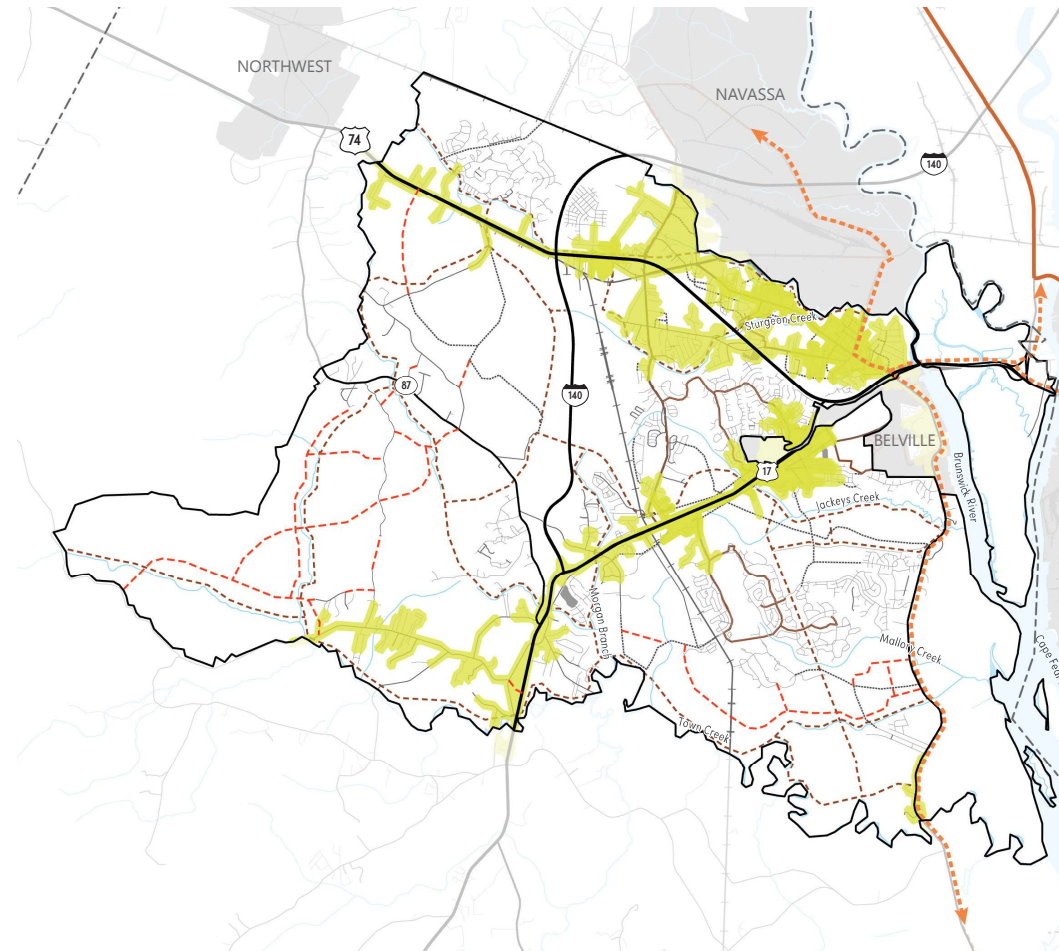
VISION STATEMENT



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.

OPPORTUNITY

1. Connectivity with complete and multimodal streets.
2. Connectivity through trails and greenways.
3. Street designs and travel speeds that match community and node types.
4. Expansion of transit use town-wide.
5. Transit to and from Wilmington to reduce time spent in the car.
6. Access management techniques on major roadways.
7. Nodal commercial development along major roadways.
8. Becoming a place known as a “trails, biking, and walking community.”
9. Expansion of green infrastructure usage.
10. Reduced energy and water use.



MAP 7: TRANSIT POTENTIAL

LEGEND

- EXISTING ROADS
- - - POSSIBLE FUTURE ROADWAY CONNECTIONS
- PROPOSED COLLECTOR ROADS (FROM COLLECTOR PLAN)
- EXISTING TRAIL/MULTI-USE PATH
- EXISTING REGIONAL TRAILS
- - - PROPOSED TRAILS
- > FUTURE GULLAH GEECHEE HERITAGE TRAIL
- POTENTIAL TRANSIT SERVICE AREA (15-MINUTE WALK)

ABOUT THIS MAP

Future planning considers that transit use may be more desirable and convenient over time, as habits change and more people move to Leland.

Planning for “transit ready” nodes along major roadways will set Leland up for the potential to take advantage of transit opportunities.

Map Source: Design Workshop, Leland GIS Department, ESRI

PRINCIPLES

- Our infrastructure is planned for the efficient servicing of our neighborhoods and developments.
- We value cost-effective and efficient development and maintenance of our public infrastructure.
- We support the growth of environmentally friendly infrastructure that protects our air, water, comfort, and landscape.
- We make efforts to be good stewards of our resources.
- We support complete streets that value all modes of transit.
- Our streets are part of our identity and quality of life, and they are contextual for the places they travel through.
- We consider the impact that traffic and congestion have on our quality of life, air quality, and health, and how our built environment affects the time spent in the car.

STRATEGIES

A NETWORK OF CONNECTED, CONTEXT-SENSITIVE, AND COMPLETE STREETS

- Ongoing coordination with WMPO.
- Update and consolidate the Street Design Manual, Bike Plan, Pedestrian Plan and Collector Street Plan.
- Create and adopt a “Complete Streets” policy.
- Requirements for bike connectivity within PUDs and all new developments.
- Create access management plans for all major roadways and roadways supporting commercial land uses.
- Coordinate signage, landscape, and streetscape standards for roads that cross jurisdictional boundaries.
- Explore design standards and innovative road construction techniques to link wildlife habitat and preserve wetlands.
- Plan for bus routes as part of long-range planning into growth areas.
- Include transit-ready nodes of varying scales as part of growth planning.
- Use context-sensitive design principles in the development and redesign of all streets and roads.
- Create plans for water access, blueways and greenways in coordination with the Green Network plan.
- Develop a funding strategy and anticipated annual revenue for trail projects that includes Occupancy Tax, dedicated local funding, and state and federal grants.
- Partner with a non-profit to advocate for greenway, blueway, and trails projects and raise private donations.
- Support the development of Bus Rapid Transit features in high-demand corridors, such as off-board fare collection, platform level boarding, and dedicated lanes and stops sheltered from automobile traffic.

REDUCE NEED FOR AUTOMOBILE

- Adopt land use regulations that encourage internal trip capture and promote development whose location and density are suitable to support public transit and other alternative modes of transportation.

STRATEGIES

ENVIRONMENTALLY RESPONSIBLE UTILITIES AND INFRASTRUCTURE

- Water/sewer service planning that supports the growth management plan in an environmentally supportive way.
- Concurrent utility service planning that supports the growth management plan in an environmentally supportive way.
- Cooperate with service providers in their efforts to shift to more environmentally responsible infrastructure.
- Implement green infrastructure strategies on public property and evaluate incentives for private property.
- Expand the use of green building, development and operations best practices to reduce consumption of natural resources, promote energy efficiency, and reduce pollution.
- Integration of LEED design principles into policies, codes and ordinances.

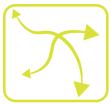
STORMWATER AND WATER QUALITY

- Encourage best practices for hardscape and landscape features that absorb, sustain, cleanse, and release water.
- Apply market-based incentives, including stormwater credits, green infrastructure implementation credits, enhanced permitting, green roofs, and conservation and stormwater easements, to promote use of green infrastructure tools.
- Control the alteration of natural floodplains, stream channels, and natural protective barriers, which are involved in the accommodation of flood barriers.

- In areas of new development occurring in flood zones, marshy, intertidal or otherwise low-lying areas, eliminate, or substantially reduce, the placement of fill or other structures that decrease the infiltration and absorption performance of these areas.
- Assess existing stormwater plans for future effectiveness and prioritize and evaluate individual stormwater drainage basins, particularly those that are prime for future development.
- Coordinate regional, district or basin area stormwater management planning with open space planning, park planning, scenic area planning, schools planning, transportation planning and public facilities planning to consider holistic use of available property for storm water management.

AN ACTIVE PARTICIPANT IN A COOPERATIVE REGION

VISION STATEMENT



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.

OPPORTUNITY

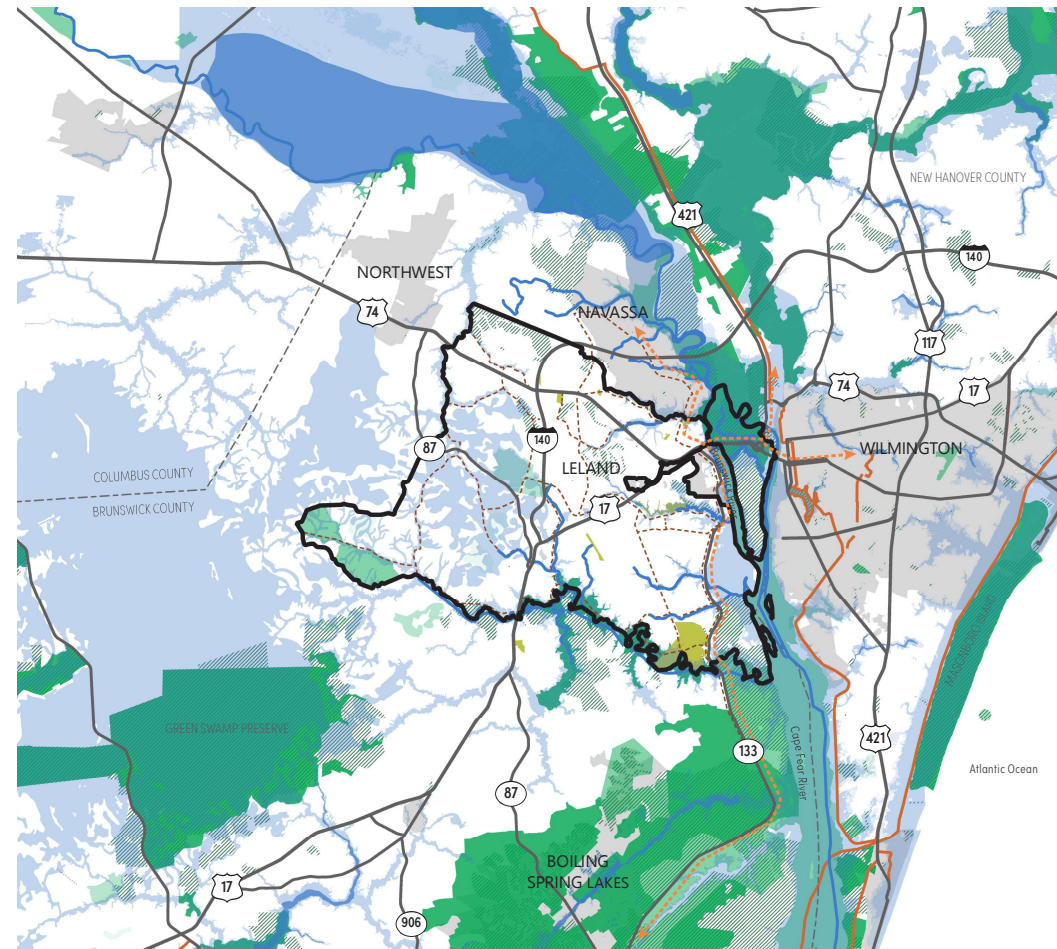
1. Regional cooperation and collaboration on growth.
2. Regional open space connectivity.
3. Regional trail connectivity.
4. Regional cooperation on limits, growth boundaries, and edges.
5. Regional promotion and economic development.

PRINCIPLES

- We work to coordinate our growth plans with our neighbors and collaborate on shared values and visions.
- We recognize that natural environments don't follow jurisdictional boundaries and work with our neighbors to protect our natural resources and open space connectivity.
- We collaborate regionally on promotion and economic development so that our collective efforts create more opportunity for all.
- We assume a leadership role in creating regional participation and collaboration.

STRATEGIES

- Improve regional governmental coordination.
- Work with Brunswick County and adjacent municipalities on compatible land use policies across boundaries that are based on the same principles of channeling growth into acceptable lands.
- Work with WMPO on context-sensitive multimodal transportation options that fit with the community and node types.
- Work with other organizations on regional promotion and economic development.



MAP 8: REGIONAL SYSTEMS

0 .75mi 1.5mi 3mi

LEGEND

- | | |
|--|------------------------------|
| — EXISTING REGIONAL TRAILS | ■ NATURAL AREA VALUE (NCNHP) |
| - - - FUTURE GULLAH GEECHEE HERITAGE TRAIL | ■ EXCEPTIONAL |
| — BLUEWAY | ■ MODERATE |
| - - - PROPOSED TRAIL | ■ FLOODPLAIN (FEMA) |
| □ LELAND PLANNING AREA | ■ REGULATORY FLOODWAY |
| □ ADJACENT MUNICIPALITIES | ■ 1% ANNUAL FLOOD CHANCE |
| ■ EXISTING PARKS | ■ 0.2% ANNUAL FLOOD CHANCE |
| ■ ALREADY PROTECTED/MANAGED AREAS (NCNHP) | |

ABOUT THIS MAP

Leland can work with the region to share principles, values, and policies around natural resource and open space preservation, positioning development on suitable lands, trail linkages, and connectivity and development principles.

Map Source: Design Workshop, Leland GIS Department, NCNHP, ESRI