



Welcome to our fourth newsletter of the fiscal year highlighting some of the work Leland is doing to bring us closer to the goals and vision of our Comprehensive Plan, Leland 2045. You can find more on the [Leland 2045: Planning for Generations](#) webpage.

### **Protection for our Natural and Cultural Resources!**

In March, the Town amended the Flood Damage Prevention Ordinance to increase the freeboard of commercial properties located in a special flood hazard area from one foot to two. Freeboard is a factor of safety which adds to the height of the base flood elevation. The Town of Leland also zoned approximately 83 acres into the Conservation District which was established to give the highest priority to the protection, restoration, and management of valuable areas.

In April, Parks, Recreation, and Cultural Resources hosted a [Plant Giveaway](#) and a Tree Giveaway totaling 344 plants and 1,000 trees in partnership with the Cape Fear Tree Alliance.



### **Connecting Our Neighborhoods!**

A new 12-hole disc golf course opened to the public in March. Designed as a combination of open land and wooded area adjacent to Sturgeon Creek, the new course has been one of the most requested parks and recreation amenities in Leland. More specifics about the course can be found on the uDisc app.

In April, the Olde Waterford Way Extension from the roundabout at Olde Regent Way to Palm Ridge Drive, designed to alleviate traffic congestion along Olde Waterford Way and better serve the developing areas within Waterford, was opened.



## **Supporting Our Resilient Economy!**

In March, the Town of Leland annexed approximately 6 acres located at the intersection of U.S. Highway 17 (Ocean Highway) and Hewett-Burton Road for commercial land uses.

In April, the Town has adopted its first [Economic Development Strategic Plan](#) that is intended to deliver a comprehensive strategy to promote business expansion and attraction and economic diversification within the Town in order to provide sustainable jobs, expand the Town's tax base, promote capital investment, and stabilize its vulnerability to economic downturns.



## **Inclusivity, Health, and Safety!**

In March, The Town of Leland received six awards from the North Carolina Department of Labor Safety Awards Program. The Town's Safety & Wellness Committee received the First Year Gold Awards for Town Hall, the Leland Cultural Arts Center (LCAC), the Municipal Operations Center (MOC), Fire Station 51, Fire Station 52, and Fire Station 53. The LCAC, MOC, and all three Fire Stations maintained perfect safety records for the year.

This is the first time the Town's Safety & Wellness Committee has applied to the Safety Awards Program.



## **The Key is Infrastructure!**

In February, the Town of Leland has been awarded \$80,000 in federal funding through the [Safe Streets and Roads for All](#) grant program. This funding will support the Town's first Comprehensive Safety Action Plan. The Comprehensive Safety Action Plan will be the first step in implementing policies that will result in safer roadways for all Leland residents. This plan is particularly important given Leland's rapid growth.

In March, the Town of Leland was awarded \$750,000 through the FY23 Appropriations process towards the engineering and design portion of the [Gateway District Utility Resiliency](#) project, also known as the Village Road Utility Conversion project. The project includes the relocation of approximately 4,800 linear feet of existing overhead power and telecommunication lines to underground service conduits which will reduce the risk of power line and telecommunication destruction in a natural disaster, sustain existing businesses, reduce obstructions impacting vehicular crashes with possible fatalities, and potentially attract new businesses to the area.

## **Cooperating in the Region!**

Fire Chief Ronnie Hayes has been conducting classes for all Brunswick County 911 Dispatchers to better familiarize them with Leland and county-wide fire operations. Emergency Management held a course on responding to active shooter incidents with over 100 emergency responders from around the state.

Additionally, the Police Department 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.





## Our Planning Themes



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

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.



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

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.



**A RESILIENT AND STABLE ECONOMY**

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.



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

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.



**INFRASTRUCTURE THAT SUPPORTS COMMUNITY LIFE**

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.



**AN ACTIVE PARTICIPANT IN A COOPERATIVE REGION**

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.

## Our Vision

Leland is prosperous, inclusive, and resilient. It is a healthy, safe, equitable, and accessible community built upon our strong values for the natural environment; inclusivity; walking and biking; social, economic, and physical connectivity; the quality of our neighborhoods; access to services, facilities, and places to gather; and the unique image and sense of place we have nurtured together as a community.

**Leland 2045**  
planning for generations