

We're all on board.

We took time to move deliberately. We aligned residents, business people and developers. Together, we shaped a plan for the future, a plan that anticipates what the next era of family needs and entrepreneurial investment requires.

We're committed to it. And for those interested in helping us make the Leland Vision a reality, we're equally committed to you.



Read all about our steady progression here:  
[WWW.LELANDVISION.COM](http://WWW.LELANDVISION.COM)

# Our vision is your opportunity.



WALKABLE, MIXED-USE DEVELOPMENT

ARE YOU THE KIND OF PERSON  
WHO SEES POSSIBILITIES?





## A new era of opportunity. And Leland is ready.

We've seen the future. And it's all about quality of life. About communities that nourish families and businesses. About delivering a range of choices for living, working, shopping and playing — all within a space as suitable for walking and biking as for driving.

That's the Leland we're growing. Small town convenience. Yet a bridge away from the big city energy of Wilmington, NC.

A future-perfect place to grow a family, build a business, get a life.

## To seize opportunity, prepare for it.

Prepare for it we have. The right way, with a steady progression of community consensus building. Which led to an ambitious Master Plan. Which, in turn, inspired the FlexCode — our land planning tool for transforming ideas into action.

With the FlexCode, those who share our vision for walkable, mixed-use development can build it — by right — in the Leland Gateway District.

We're a community committed to a common vision in tune with 21st century rules for success: Make a place that works for residents in all life stages, for job creators large and small, and for fun.

## To recognize opportunity, understand what's driving it.

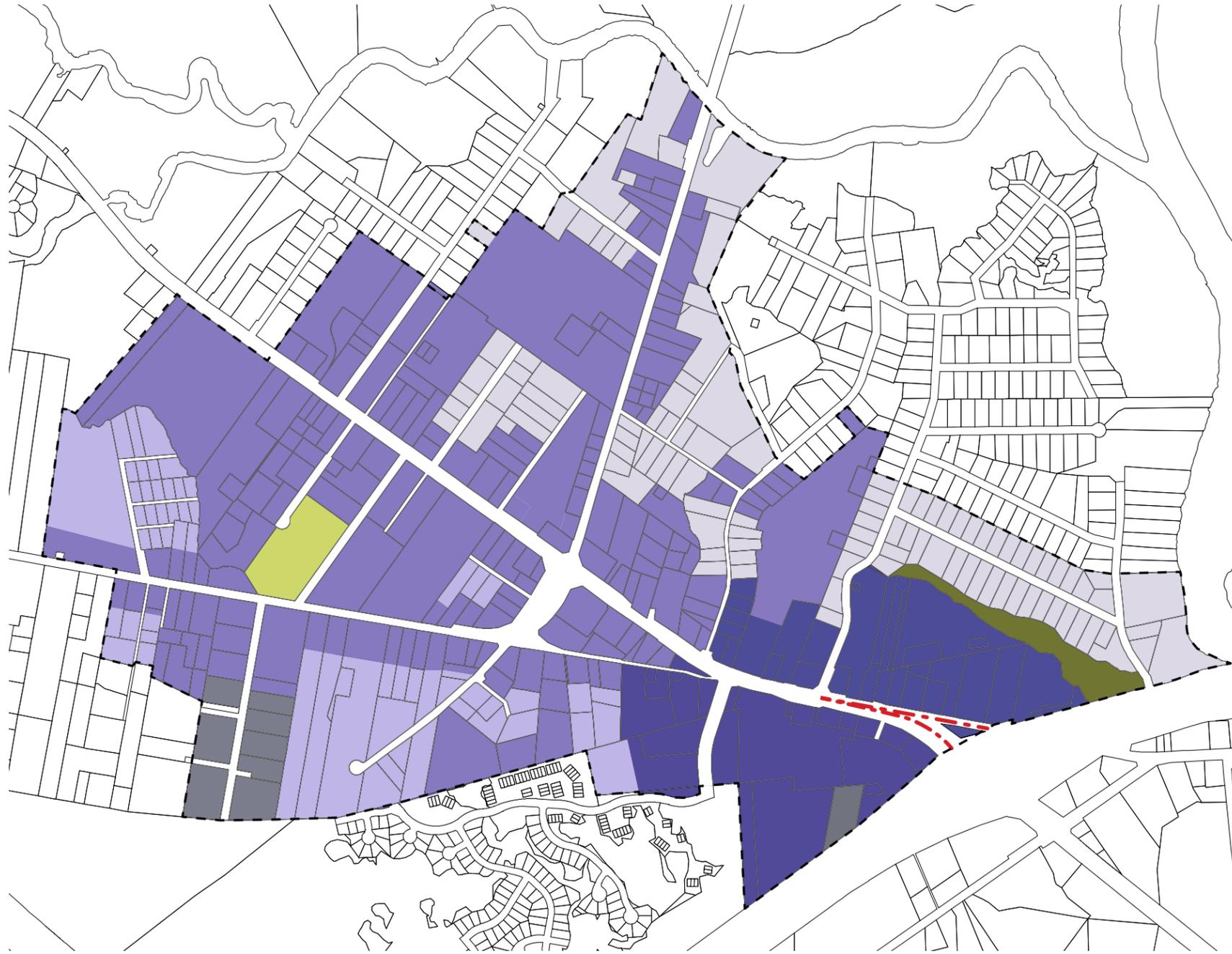
We've become a nation and a region that embraces connectivity. The better the connections between people, places and ideas, the broader the opportunities. So we're designing connectivity into community development and redevelopment.

Neighborhood design. Transportation options. Access to everything, whether it's next door or across the bridge in Wilmington. We're making it easy to make a home in Leland and live in the wide world.

Which means making it easy for those who'll help us get there.

### LELAND'S COMMITMENT TO THE FUTURE | A Legacy of Action





## GATEWAY REZONING

Leland, North Carolina

A DEVELOPMENT STUDY FOR A MIXED USE TOWN CENTER

December 9-12, 2012 Workshop





### Visions aren't achieved overnight.

The hard work of setting goals for future growth in Leland began in 2005 when citizens and leaders came together and began work on a long-range Master Plan. Guided by that plan, adopted in 2009, the town subsequently enacted its FlexCode in late 2011 (links to the right).

The FlexCode, a zoning ordinance more concerned with creating a place-appropriate look and feel than regulating particular building uses, encourages the kinds of redevelopment envisioned by those who participated in that Master Plan visioning process.

The primary goal at the heart of our efforts so far is a Leland with a distinct identity of its own, with a town center and walkable (and bikeable), family-friendly neighborhoods that combine opportunities for residential living, shopping, entertainment and other daily pursuits.

With a vision for growth and a tool for getting there, the December 2012 Gateway Workshop was tasked with the nitty-gritty work of applying FlexCode standards to specific sections of town, starting with the Gateway section and surrounding areas so that their development and redevelopment over the coming years can help bring the Leland vision to life.

"We should all be proud of the way we've steadily progressed towards this moment," said Mayor Brenda Bozeman. "We've moved from the vision to the Master Plan to the FlexCode and now to rezoning, all in keeping with our goals for Leland's future. We've done this together every step of the way. And we'll take our next steps together, as well."

### Leland FlexCode

<http://www.lelandvision.com/wp-content/uploads/2012/11/FlexCode-Adopted.pdf>

### Leland Master Plan

<http://www.lelandvision.com/wp-content/uploads/2012/11/Leland-Master-Plan.pdf>

### Process

During the autumn of 2012, we worked hard to ensure that everyone affected or interested was alerted to the Gateway Workshop. We launched a dedicated website – [lelandvision.com](http://www.lelandvision.com) – and promoted it on [townofleland.com](http://townofleland.com), placed posters around town, sent out mailers to property owners in the Gateway area, placed newspaper ads, and provided other notices to residents.

During December 9-12, 2012, the planning team held a series of public workshops to apply FlexCode to Leland's Gateway District. Together we explored with our PlaceMakers team the likely effects of applying the FlexCode zoning category to properties within the study area.

As the workshop progressed, planners and designers led us through a process that reaffirmed our goals, then moved through sorting and testing approaches to satisfy those goals, and finally to a draft zoning map the Town Council will consider for adoption.

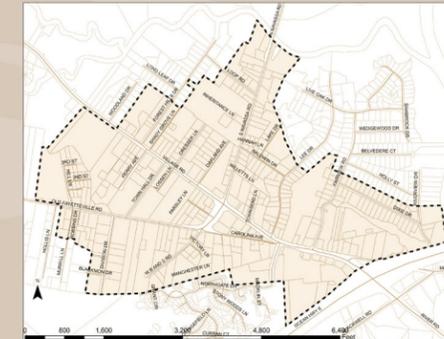
But the takeaway is more than just a zoning map. "It's the ideal way," says Susan Henderson, who is project manager for the PlaceMakers consulting team, "to explore how Leland's FlexCode zoning will influence look and feel in actual places in the Gateway area."

To do that, PlaceMakers designers sketched buildings, sidewalks, thoroughfares and other elements of the Gateway landscape as they might evolve over time under the FlexCode. Change over time is the important concept. While application of the FlexCode is likely to expand choices — and perhaps inspire new thinking about the best and highest uses of land — property owners aren't required to change anything they're doing under current zoning unless they want to undertake substantial redevelopment or remodeling.

At December public discussions, presentations and critiques during the four days, "We were able to answer questions about the code and how it will be applied in specific situations," said Henderson. "And we had the opportunity to integrate community concerns into the process. This is a collaborative process."

# Taking another step forward for growth in Leland.

The process is limited to properties within these boundaries.



In 2011, Leland adopted its FlexCode zoning ordinance as a tool to help achieve the goals in our Master Plan. Today, we're taking a big step forward by applying that code to our Gateway District.

Join us **December 9-12** for our **Gateway District FlexCode Workshop**, where we'll examine the specific properties within the district, explain the facts

and opportunities presented by the new zoning, and even show how new development under the code could look in the coming years.

There's lots of opportunities to participate, so please join us for some or all:

## Gateway District FlexCode Workshop | December 9-12

**Welcoming Open House** | Sunday, December 9 | 4-5:30 p.m.

**Focus on Neighborhoods** | Tuesday, December 10 | 10:30-11:30 a.m.

**Economic Development** | Tuesday, December 10 | 1:30-3 p.m.

**Progress Check** | Wednesday, December 11 | 1-2:30 p.m.

**Closing Open House** | Thursday, December 12 | 6:30-7:30 p.m.

All meetings at either Town Hall or the Leland Recreation Building. Get all the details at [www.lelandvision.com](http://www.lelandvision.com).

THE LELAND VISION



Making our Master Plan a reality. One step at a time.

**The Gateway Planning Area** is north and south of Village Road, west of the Highway 17 / Ocean Highway exit, along Old Fayetteville Road, Carolina Avenue, and South Navassa Road. At an 8-minute drive to historic Downtown Wilmington and positioned adjacent to the scenic Cape Fear River, the Gateway Planning Area offers significant development potential.

## The Leland FlexCode

**What is the Leland FlexCode, anyway?** The FlexCode is a land use law that encourages livable places. It is a form-based code that defines character zones along the rural-to-urban spectrum that we call the Transect. Every town and city's Transect is a little different, and reflects the unique character of the place. The FlexCode extracts the DNA of Leland's vision and enables it by right.

**Why are towns and cities moving away from use-based codes to adopt form-based codes?** North Americans spend more hours in their cars than anyone on earth, because our laws separate where we live from where we work, learn, and shop, and insist on big, fast roads to connect them all. Roads that are unfriendly to pedestrians, cyclists, families, and transit.

This is because our land use laws over the past 80 years have been predominately *use*-based instead of *form*-based.

**Where else are laws like Leland's FlexCode happening?** 433 form-based codes are in the works, covering jurisdictions with 40 million people living in them. 17 of these codes are in North Carolina. Big city adopters include Raleigh, Nashville, Memphis, Baltimore, Miami, Dallas, Denver, El Paso, Tulsa, and Portland.

Form-based codes have also been applied to as small as 100-person populations and 35 acres, thanks to the fact that the unit of town planning is the neighborhood. In fact, towns and villages were early adopters on the forefront of coding for character.

It's a tremendous shift in business as usual. Form-based codes reflect proactive, locally-driven efforts to improve quality-of-life and become more economically competitive.

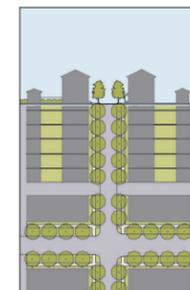
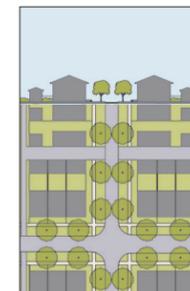
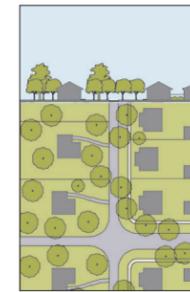
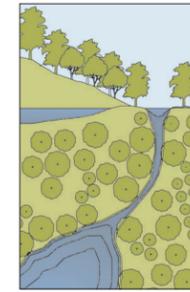
**Form-based codes are different than use-based codes in several ways.** Form-based code criteria:

- + The code focuses primarily on regulating urban form and less on land use.
- + The code emphasizes standards and parameters for form with predictable physical outcomes (build-to lines and frontage type requirements) rather than relying on numerical parameters (Floor-Area-Ration or FAR and density) whose outcomes are impossible to predict.
- + The code requires private buildings to shape public space through the use of building form standards with specific requirements for building placement.
- + The code promotes and conserves an interconnected street network and pedestrian-scaled blocks.
- + Regulations and standards are keyed to specific locations on a regulating plan.
- + The diagrams in the code are unambiguous, clearly labeled, & accurate in their presentation of spatial configurations.

Leland's FlexCode excels at these points.

Even though form-based codes are 30 years old, 81% have been adopted since 2003. They represent a recent advance to enable livability and walkability at the local level. Coding for character makes for complete neighborhoods that are compact, connected, complex, and convivial.

## Leland's Rural-to-Urban Spectrum: The Transect



**T1 Natural** Lands approximating or reverting to a wilderness condition, including lands unsuitable for settlement due to topography, hydrology or vegetation and lands that have been permanently protected from development. This includes national parks, state parks and most land trust lands. Here, in the wilderness, nature trumps mankind every time.

**T2 Rural** Sparsely settled open or cultivated lands. Woodland, agricultural land, and grassland. Typical buildings are farmhouses, agricultural buildings, cabins, and estate homes. The Rural zone includes lands that are not currently slated for development, but that have not been permanently protected, either. There is no T2 in Leland.

**T3 Sub-Urban** Low density residential, mostly single-family detached. Some mixed use, home occupations, outbuildings, above-garage apartments or granny flats out back. Naturalistic plantings, deep setbacks. Blocks may be large and irregular. Most of the T3 found within in the Gateway is along the northern edges of the planning area.

**T4 General Urban** Mix of uses, primarily residential. Houses, townhouses, duplexes, small apartment buildings, live-work units. Variable setbacks, medium-sized blocks. T4 is important as a buffer zone between T3 and T5, as careful planning makes for good neighbors. T4O General Urban Open allows higher densities than T4, and restricted retail, offices, rowhouses and apartments.

**T5 Urban Center** Higher density mixed-use buildings of retail, offices, townhouses, apartments and cultural. Finely-gridded streets, street trees, buildings close to wide sidewalks. The Gateway has a limited amount of T5, mostly in the south-eastern portion of the planning area.

**EXISTING ZONING**

This map demonstrates zoning entitlements under Leland's Chapter 30 Zoning Regulations.

Current zoning regulations are based on specific land uses, which segregate land uses into distinct pods.

Automobile-focused street standards and large blocks prevent a pedestrian friendly environment. As a result, VMT (vehicle miles travelled) are drastically increased as an automobile is required for nearly every trip.

Center for Neighborhood Technology (CNT) shows that Leland has 1.81 autos per household (HH) and drives 22,434 VMT/HH/Year.

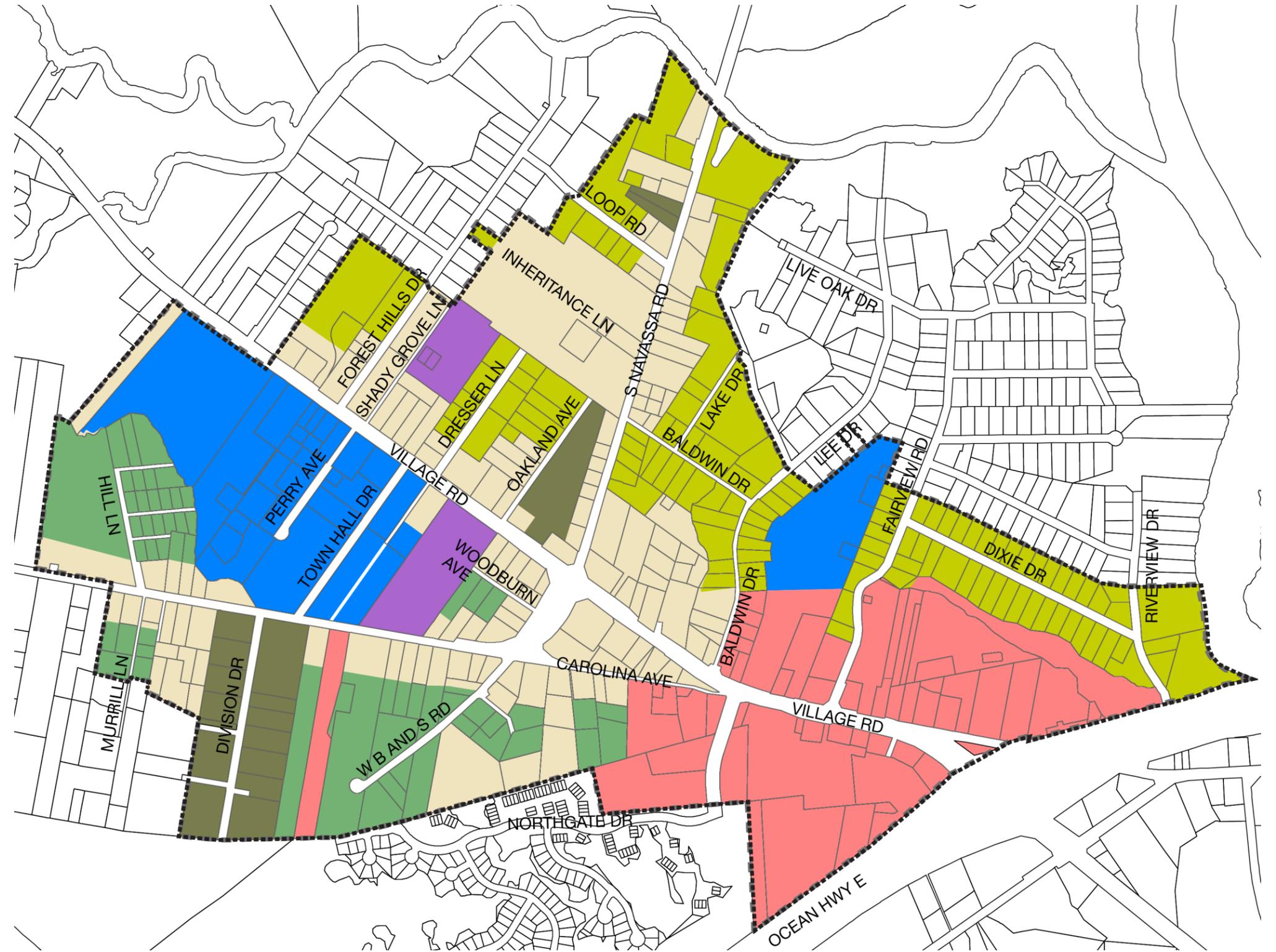
Leland residents pay an average annual household transportation cost of \$14,426 or 31.6% of income for households earning the regional (Wilmington, NC) median income of around \$45,000, compared to 23% for housing.

This would be a very good place to make more location efficient.

**EXISTING ZONING DISTRICTS (CHAPTER 30)**

- R-20
- R-15
- M-F
- O&I
- C-1
- C-2
- C-3

■■■■ GATEWAY DISTRICT PLANNING AREA



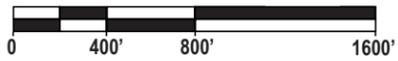
## EXISTING CONDITIONS

Existing conditions are a result of the current rules in place: segregated-use zoning and automobile focused land use standards create a dispersed, disconnected development pattern.

There is little connectivity between residential areas, and shopping areas are strictly designed for the automobile. This pattern is no longer in line with Leland's vision for a walkable, bikeable, family-friendly, mixed use environment.



Scale 1"=800'



G A T E W A Y LELAND, NORTH CAROLINA

WORKSHOP: DEC. 9-12, 2012

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**AERIAL CONTEXT**

Existing Conditions

## FLEXCODE ZONING TRANSLATION

In order to achieve a different development pattern, the rules must change. The FlexCode establishes standards for connectivity, a range of mixed use zones at various intensities, and street standards that prioritize walking and biking while appropriately accommodating vehicles.

Current zoning regulates by land use (retail, commercial, residential). The FlexCode regulates by land use intensity and character. As a starting point, existing zoning districts must be translated (converted) into their corresponding FlexCode zoning to ensure that no property is downzoned (reducing zoning entitlements). In some instances there is a gray area where an existing zone might translate into either of two FlexCode zones. In these cases, the context of abutting properties and other factors are taken into account for the recommended translation as shown here.

Zoning translation and the rezoning process is just a first step. In order to achieve walkability, the disconnected street system must be connected with pedestrian friendly streets to form smaller urban blocks. Using regulations within the FlexCode, this process is demonstrated through three catalyst sites as located on this plan, and demonstrated on the following pages.

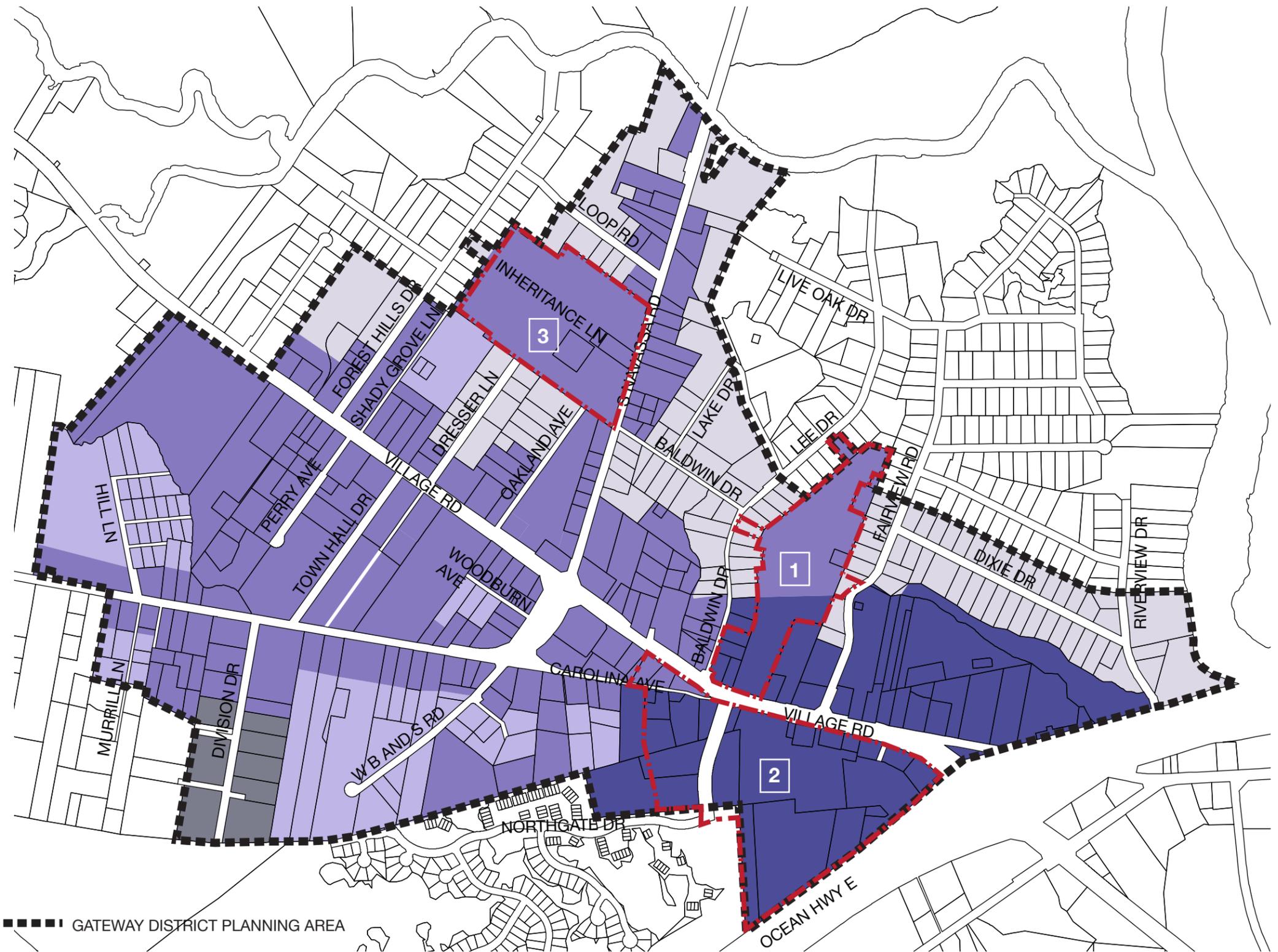
### FLEXCODE ZONING DISTRICTS

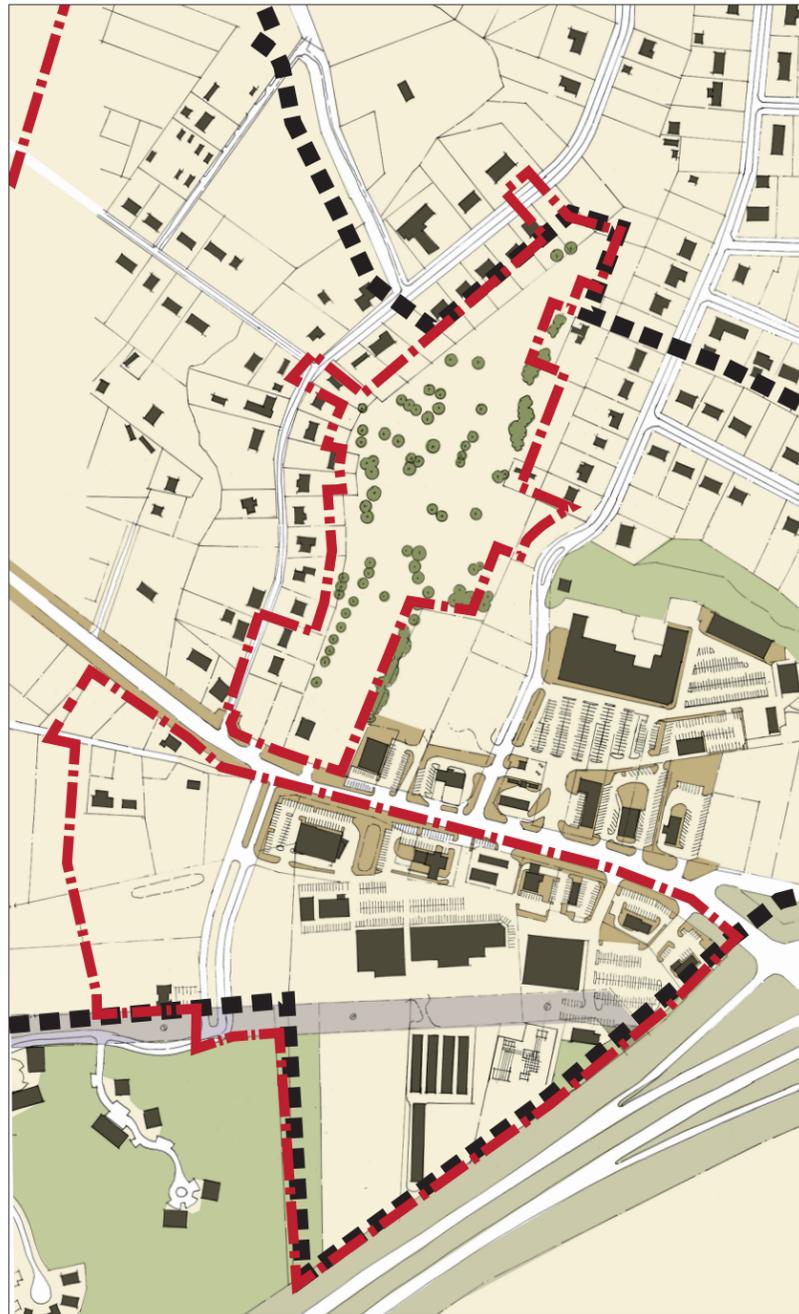
	T3	SUB-URBAN
	T4	GENERAL URBAN
	T40	GENERAL URBAN OPEN
	T5	URBAN CENTER
	SD	SPECIAL DISTRICT
	C	CIVIC



Scale 1"=800' 0 400' 800' 1600'

 GATEWAY DISTRICT PLANNING AREA  
 CATALYST SITE BOUNDARIES





**EXISTING CONDITIONS**

The existing conditions of two of the three catalyst sites are shown here. Site 1 is a largely vacant infill parcel, and Site 2 is characterized by an automobile-focused shopping center.



**FLEXCODE REGULATING PLAN**

Following the regulations of the FlexCode, and as guided by the translation plan, a network of streets form smaller walkable blocks more suitable for mixed use and able to nurture a higher standard of livability. Streets are also connected into the surrounding road network.



**FLEXCODE ILLUSTRATIVE PLAN**

FlexCode zoning districts allow for a range of building types and land uses appropriate to their town center context. This illustrative plan demonstrates one possible outcome of the regulating plan. A range of other building types and land uses are possible through the provisions of the FlexCode.

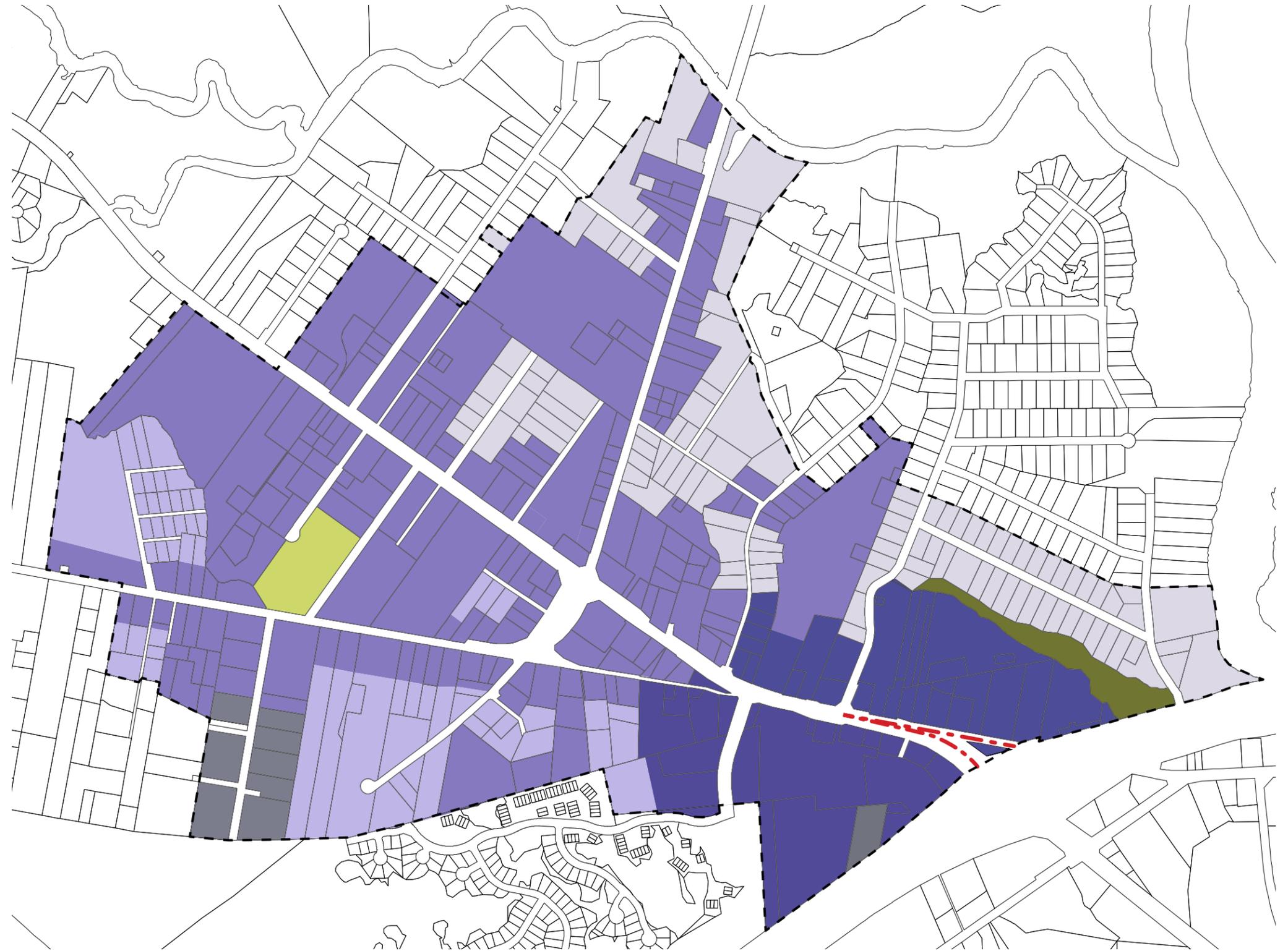
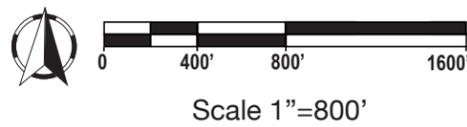


**FLEXCODE REGULATING PLAN REZONING**

Prior to subdivision, but as a result of the December 2012 workshop, the Gateway area is rezoned with to this Regulating Plan

**FLEXCODE ZONING DISTRICTS**

-  T1 NATURAL
-  T3 SUB-URBAN
-  T4 GENERAL URBAN
-  T40 GENERAL URBAN OPEN
-  T5 URBAN CENTER
-  SD SPECIAL DISTRICT
-  C CIVIC
-  B-GRID

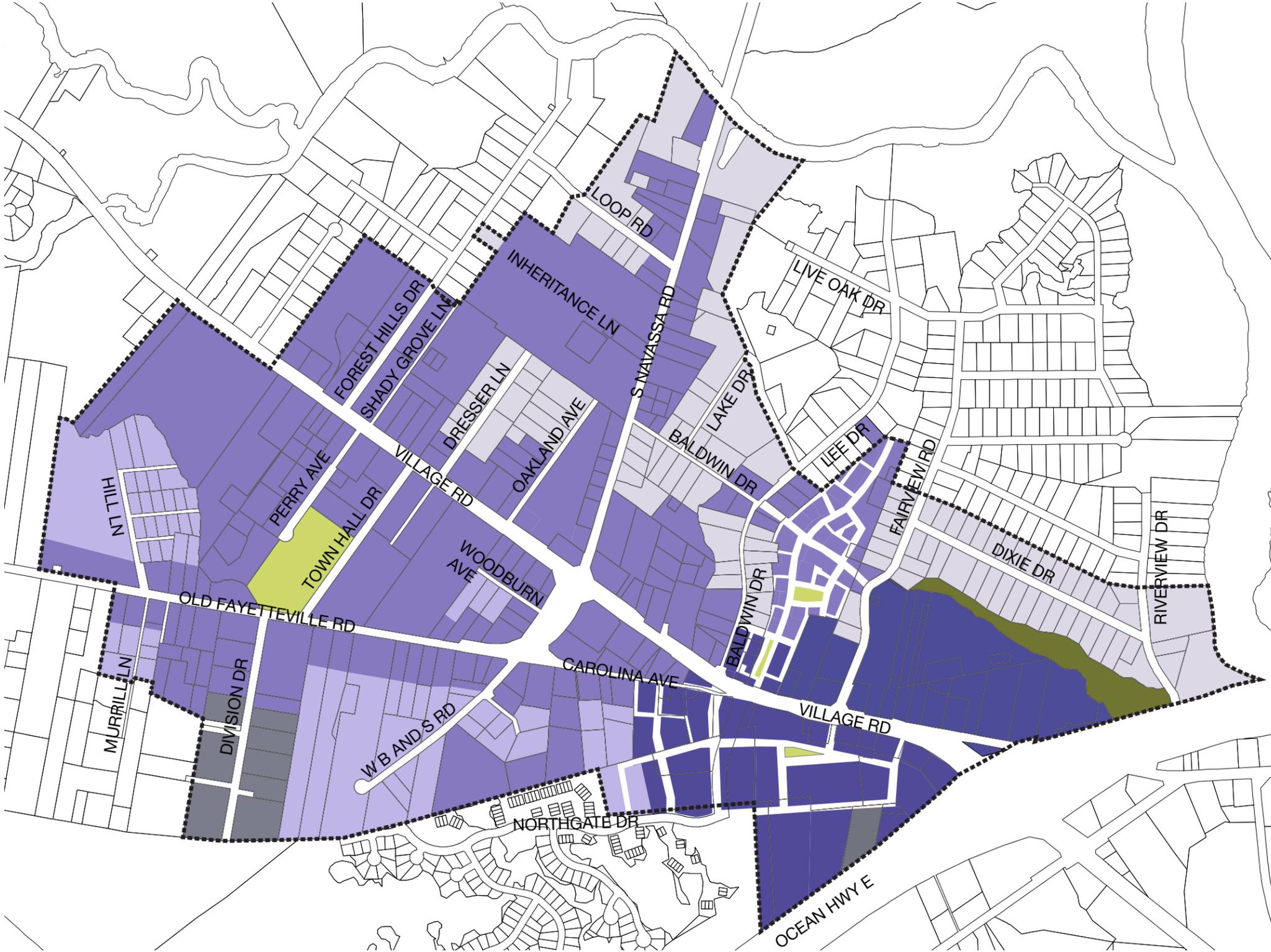


**FLEXCODE REGULATING PLAN UPDATE**

As development parcels are designed and subdivided under the provisions and process of the FlexCode regulations through public input of the December 2012 workshop, the zoning map is updated as demonstrated here.

**FLEXCODE ZONING DISTRICTS**

- T1 NATURAL
- T3 SUB-URBAN
- T4 GENERAL URBAN
- T40 GENERAL URBAN OPEN
- T5 URBAN CENTER
- SD SPECIAL DISTRICT
- C CIVIC



**CATALYST SITE 1: FLEA MARKET (BALDWIN) PROPERTY**

The first catalyst site is a 16.9 acre infill redevelopment parcel previously occupied by a mobile home park and an ad hoc flea market near Village Road. The property is zoned C-2 near Village Road and O&I for the remainder. A number of other single family parcels at the edge of the site and under the same ownership provide necessary interconnection to the surrounding street network.

The proposed site design consists of a small mixed use village center on the C-2 area near Village Road with a mixed residential village on the remaining O&I piece. The village center surrounds a town square that can be programmed for markets and other activities. On-street parking and parking behind buildings serve ground floor shops. Upper stories are occupied by office and residential uses. The Baldwin house has been retained as part of the redevelopment as a restaurant or office. Multi-unit "mansion flats" appear as large homes to interface with the single family character of Baldwin Drive.

The mixed residential village is designed to preserve existing major trees and allows for a mix of residential densities. Several smaller public spaces, greens, and natural rain water collection areas are also incorporated. The north parcel features community gardens tying into the rain water collection system.



Scale 1"=600'



G A T E W A Y LELAND, NORTH CAROLINA

WORKSHOP: DEC. 9-12, 2012

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**CATALYST SITE 1: FLEA MARKET (BALDWIN) PROPERTY**

Descriptive Plan



**Mixed Residential:** Catalyst site 1 features a mixed residential village on the former mobile home park. Shown here is a small cottage, a six unit apartment, and town homes. Note the preserved trees.



**MIXED USE VILLAGE CENTER:** As viewed north from Village Road, the mixed use village is centered on a public square surrounded by shops with residential and office above.

## CATALYST SITE 1: SITE STATISTICS

### A MIXED USE VILLAGE

Total Site Area: 5.2 acres  
Retail: 35,000 sf  
Office: 10,000 sf  
Public Building: 3,000+ sf  
Residential: 50 units (9.6 gross du/ac.)

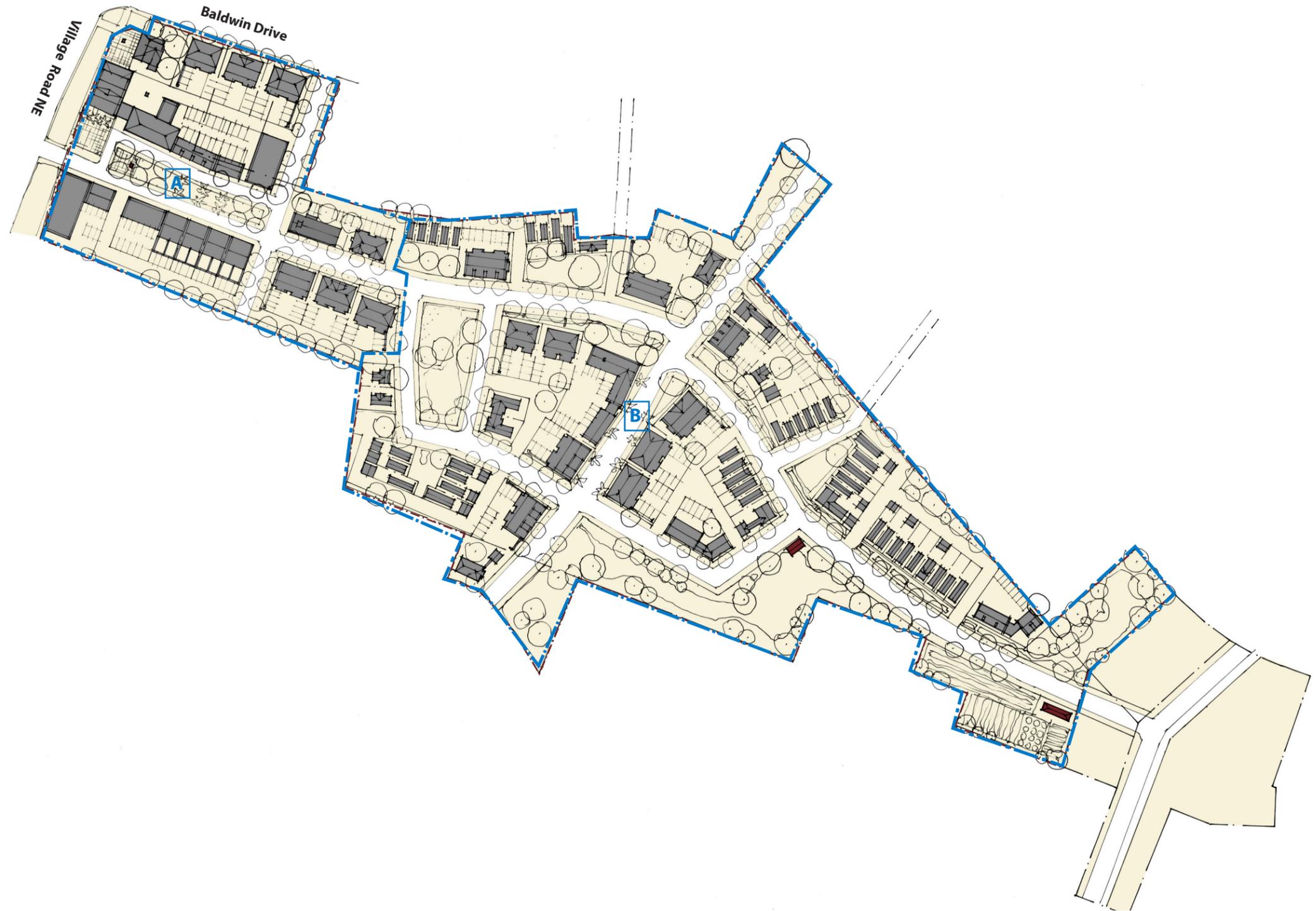
**C-2 Comparison:** Permits single family (15,000 sf/lot minimum = 15 lots; includes live/work, accessory units) and manufactured homes (density unspecified). Potential commercial office/retail (based on parking requirements) is equal, but if the maximum commercial is built under C-2, there is no allowance for other uses. Because the FlexCode allows shared parking, other uses are possible even when commercial is at its maximum.

### B MIXED RESIDENTIAL VILLAGE

Total Site Area: 12 acres  
Retail: 5,000 sf  
Residential: 131 units (10.9 gross du/ac.)

**O&I Comparison:** Residential allows only single family (10,000 sf/lot = 52 lots; includes live/work, accessory units) and manufactured homes (density unspecified). Potential commercial-office (based on parking requirements) is equal but if the maximum O&I is built, there is no allowance for other uses. Because the FlexCode allows shared parking, other uses are possible even when commercial is at its maximum.

*\* All values approximate and are for discussion purposes only. Values based on concept. Other variations are possible. The FlexCode zone may allow for additional yield than demonstrated.*



Scale 1"=200'



G A T E W A Y LELAND, NORTH CAROLINA

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CATALYST SITE 1: FLEA MARKET (BALDWIN) PROPERTY

Site Statistics

**CATALYST SITE 2: NORTH BRUNSWICK SHOPPING CENTER**

Catalyst site two is largely defined by an automobile focused shopping center anchored by the Food Lion and the entry to The Willows residential subdivision along Northgate Drive. With high visibility from Ocean Highway and good access from Village Road, this site is an ideal location to establish a walkable, family-friendly downtown for Leland. As shown to the right, the site is currently zoned as C-2.

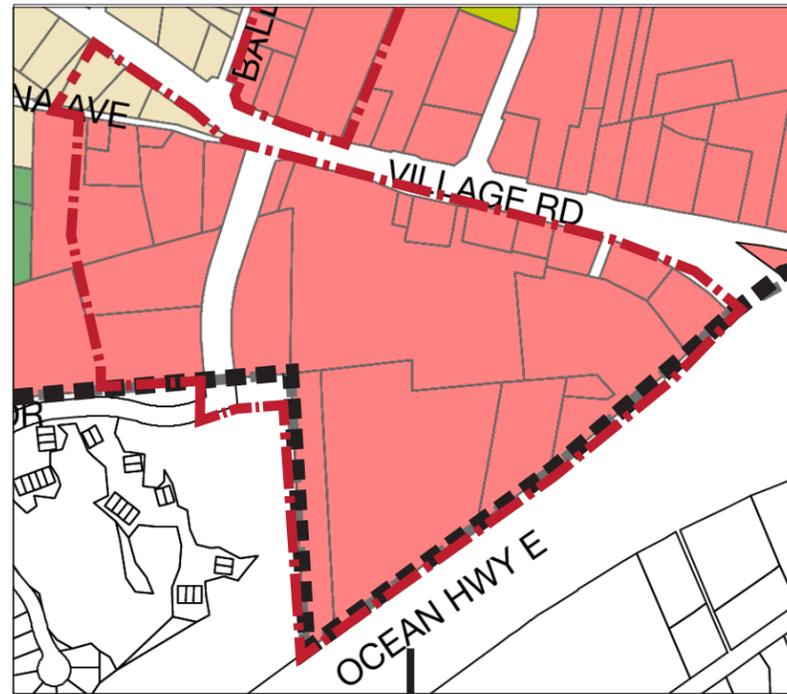
With a focus on automobile-oriented commercial uses, the site has developed as shown on the bottom left. Under current zoning, the site is limited to the existing development pattern and cannot evolve into Leland's Downtown.

As re-entitled under the FlexCode as shown on the upper right, the site can be developed and redeveloped into a walkable downtown with a range of land uses and a grid of walkable streets.

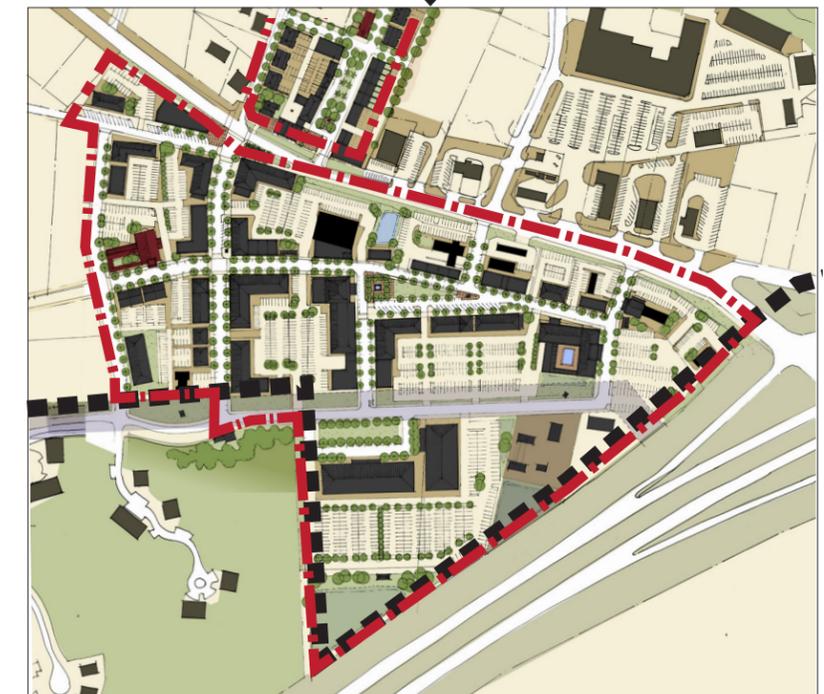
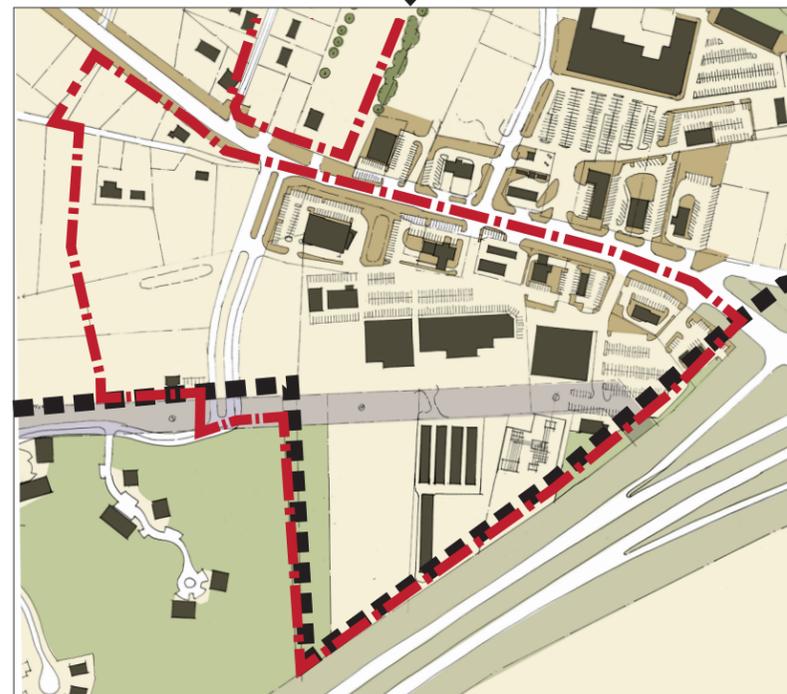
This transformation, however, will take time and careful phasing. While one advantage of this site is the single ownership (for the majority of the shopping center area), redevelopment plans must respond to existing business operations and their leases.

The following pages describe a potential staging of redevelopment and the potential buildings and uses that might emerge from the FlexCode regulations as illustrated on the bottom right.

**EXISTING ZONING**



**FLEXCODE ZONING**



Scale 1"=600' 0 300' 600' 1200'

G A T E W A Y LELAND, NORTH CAROLINA

WORKSHOP: DEC. 9-12, 2012

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**CATALYST SITE 2: NORTH BRUNSWICK SHOPPING CENTER**

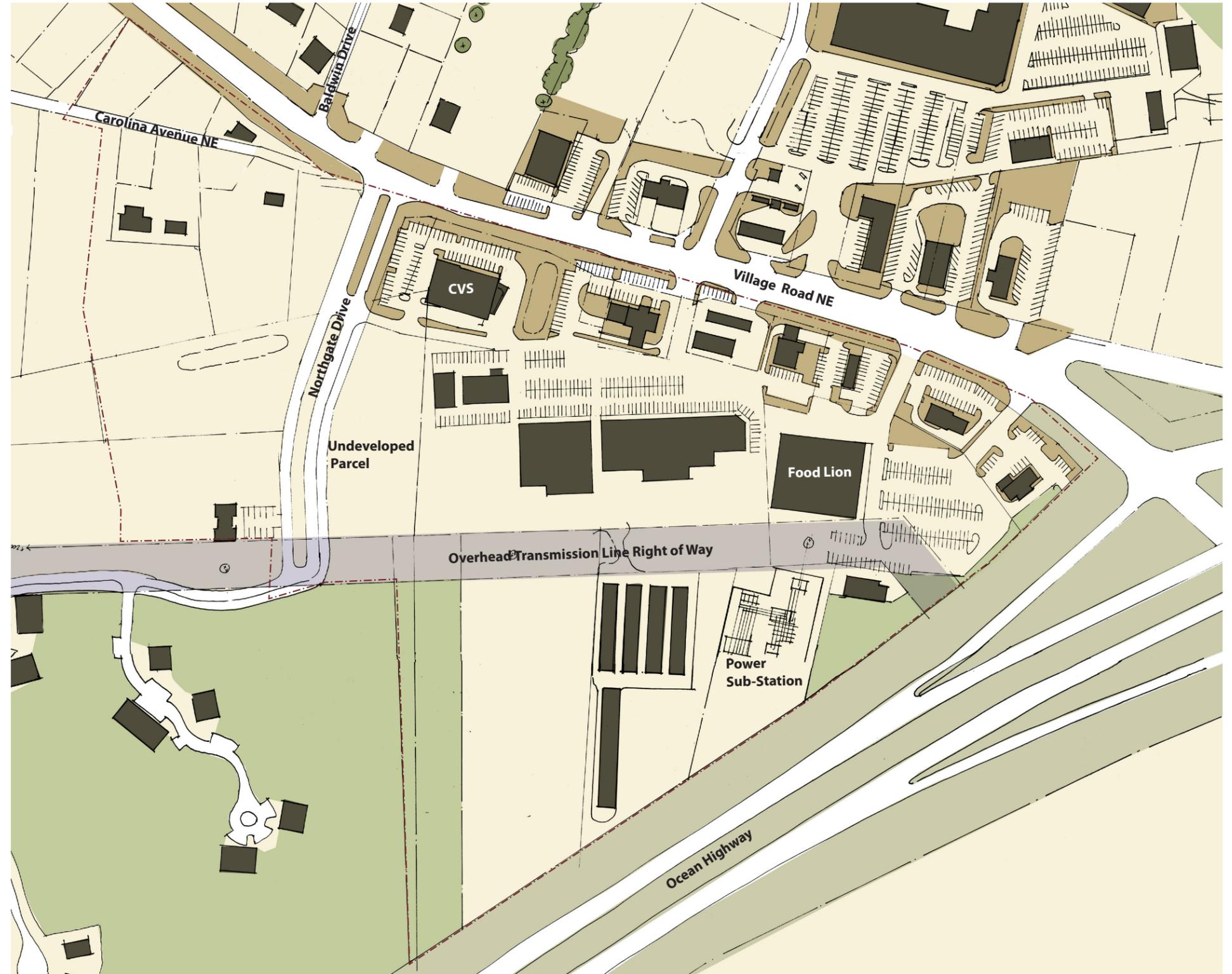
Change Over Time

**REDEVELOPMENT STAGE 1:  
EXISTING CONDITIONS**

Currently, the site has a range of commercial uses anchored by a Food Lion grocery store and a CVS. The site east of Northgate is under single ownership and includes an undeveloped parcel immediately east of Northgate Drive.

Properties to the west of Northgate Drive, also zoned C-2, are under other ownership but have been included because of their strategic location and development potential.

An overhead transmission line right of way defines a significant site constraint as indicated on the plan.



**REDEVELOPMENT STAGE 2: MAIN STREET**

Stage 2 is the first development opportunity. Currently there is interest in both developing the undeveloped shopping center site and realigning Northgate drive to align with Baldwin Drive. Together, this creates an opportunity to set the tone for future redevelopment by creating a cohesive mixed-use Main Street on lands currently undeveloped.

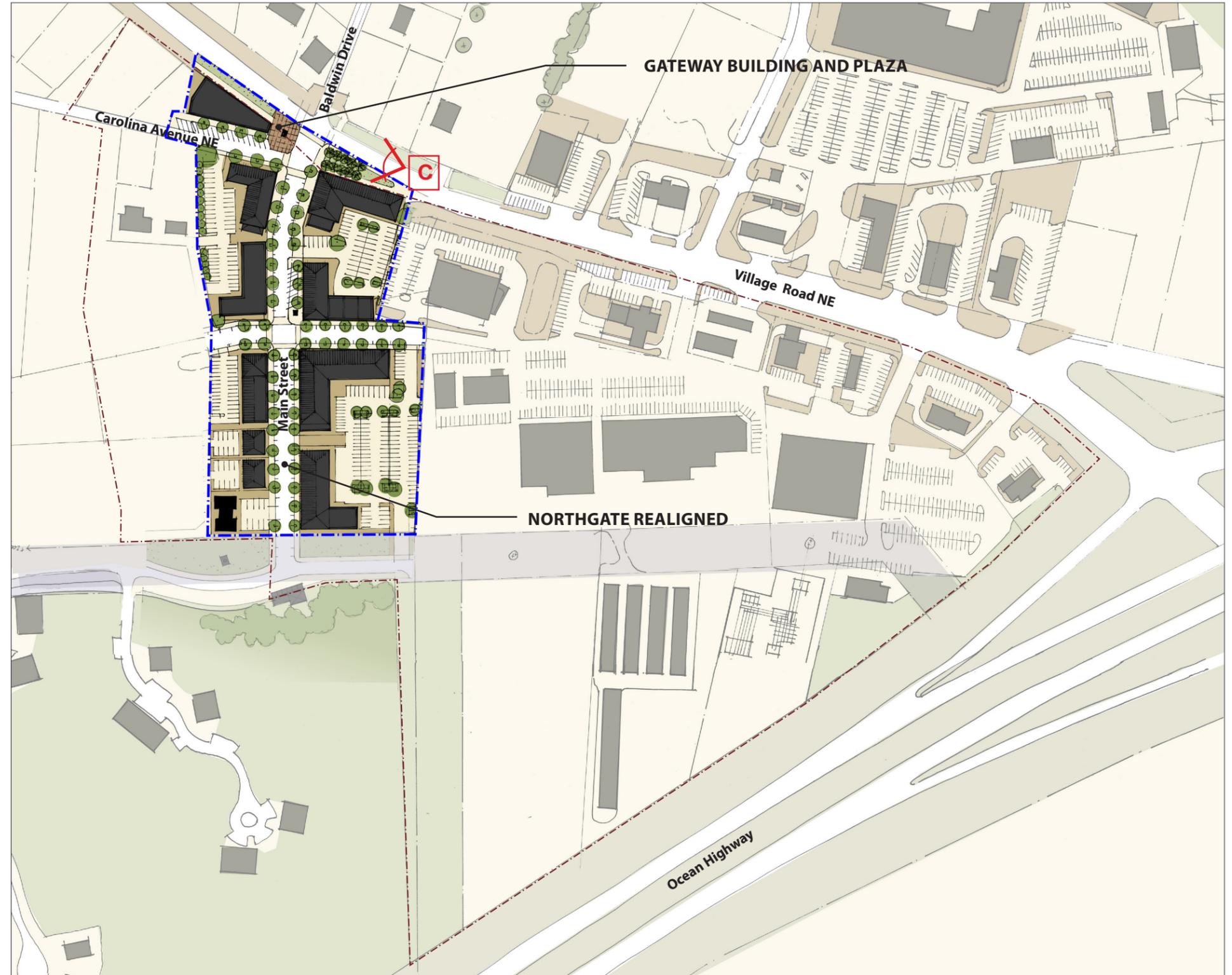
With a commercial/retail ground story, and office and apartments above, Main Street becomes an important catalyst and value generator for future redevelopment of subsequent stages. The properties on the west side of Main Street are developed as part of the shopping center ownership, and the properties on the east are under separate ownership.

Main street itself is defined by two traffic lanes (one in each direction), on street parking – both parallel and diagonal – for adjacent street oriented commercial, and generous sidewalks with trees in planters. Additional parking for upper story uses and overflow retail requirements are located to the rear of the buildings.

Another important opportunity for the Main Street is where it meets Village Road NE. While Village Road will likely remain an automobile-focused thoroughfare for the foreseeable future, this important intersection is a singular opportunity to create a pedestrian friendly, urban interface along Village Road. In addition to creating an important pedestrian crossing to Site 1 to the north, this intersection might form the primary “Gateway” to Leland. The concept shown creates a triangular flat iron building and plaza shaped by Carolina Avenue. Other variations are possible.

Stage 1 would likely be divided into a number of smaller development phases.

*\* All illustrative plans are based on limited GIS data and aerial photography. Further design will require detailed surveys and alignment with Village Road improvements.*



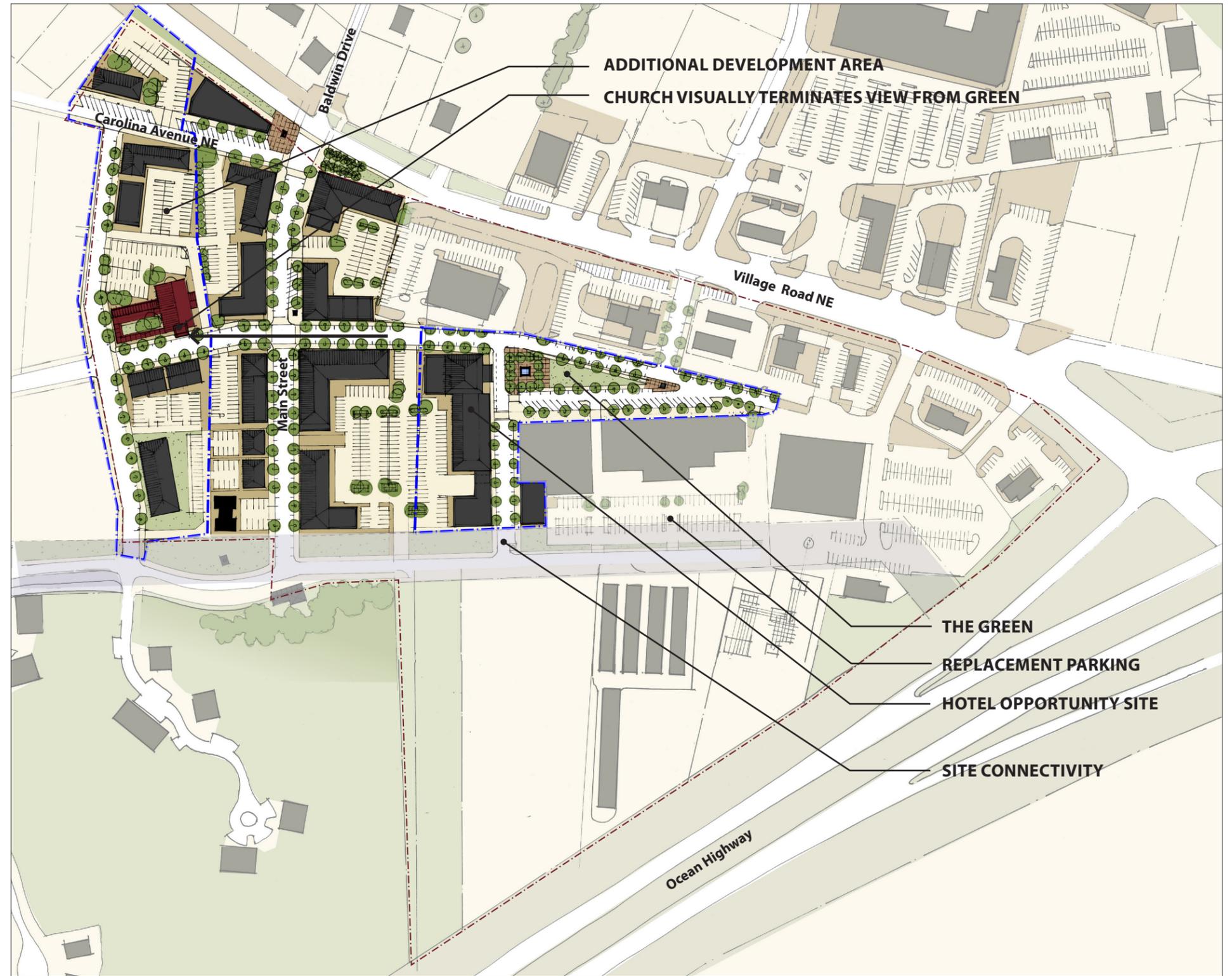
**REDEVELOPMENT STAGE 3: THE GREEN**

Stage 3 will require some demolition and redevelopment. Key to this phase is formalizing connectivity to Northgate drive through the shopping center along the power line right of way, and north toward the CVS. The resulting redevelopment creates an opportunity to incorporate a highly visible hotel (or mixed use) site that anchors a public green.

The green can be programmed with activities and will serve as an important public civic space for the town. Angled and parallel parking is retained at the edges of the green, additional parking spaces are replaced behind existing commercial buildings to the south.

Additional development area is also demonstrated to the west. This might include seniors housing, mixed residential, and office buildings. A church, or other civic building, (shown in red) provides an important visual termination on the east-west street created through the site that in turn links to the green and the site to the east (see arrow on plan).

At this point, tremendous value has been created on the site while requiring only the demolition of two small buildings. The single business in the demolished building could move onto Main Street during Stage 2 in preparation for Stage 3.



\* All illustrative plans are based on limited GIS data and aerial photography. Further design will require detailed surveys and alignment with Village Road improvements.

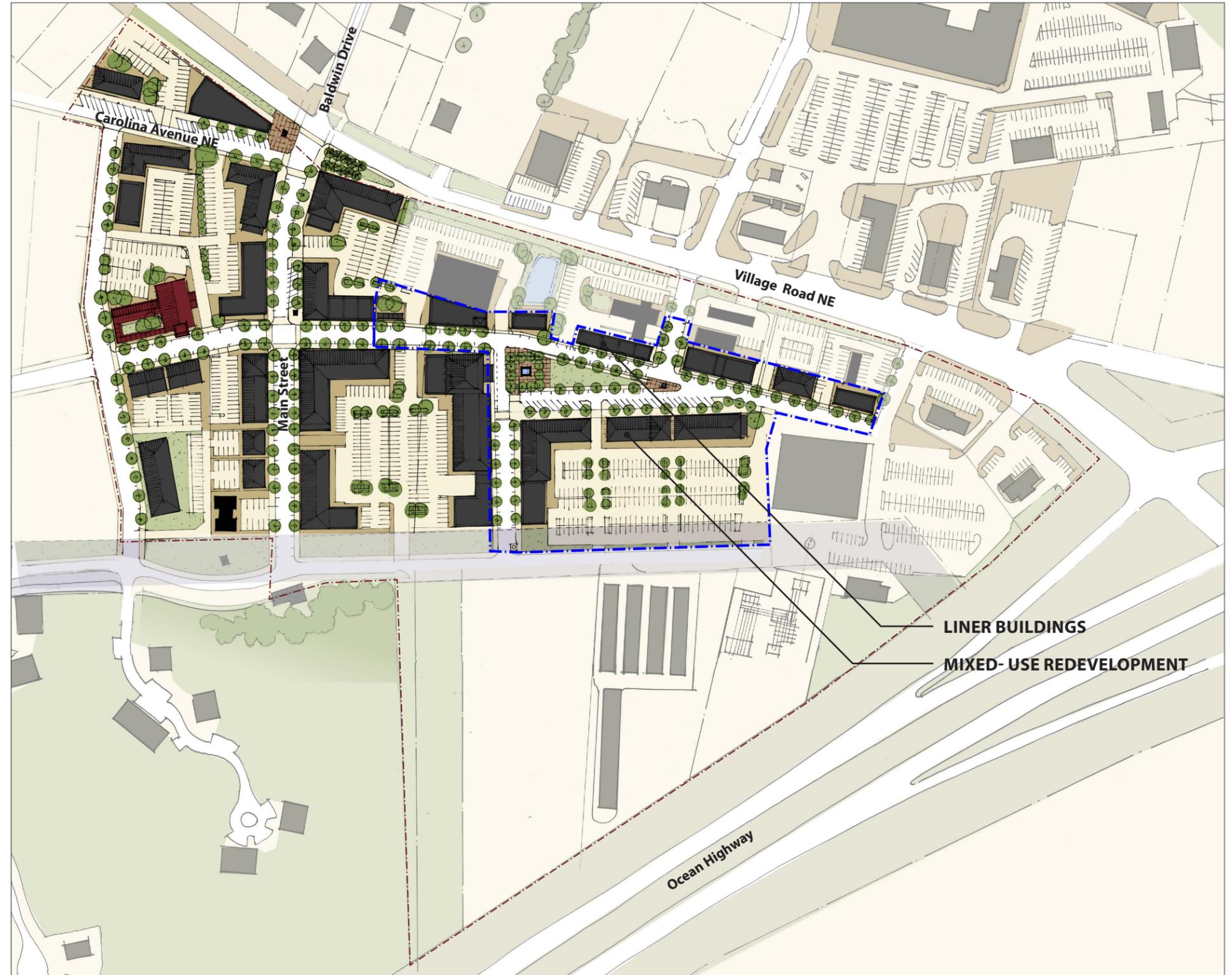


**REDEVELOPMENT STAGE 4:  
SHAPING THE GREEN**

Following Stage 3, only the west side of the green is shaped by a multi-story building with an active ground floor. Stage 4 demonstrates a major mixed use re-development site, replacing the medium format retail buildings to the south of the green with three stories of apartment flats – potentially 70 units, over street-oriented retail shops (four stories in total).

The north side of the green is more challenging. With Village Road still defined as an automobile-focused thoroughfare, this concept show how the new east-west street at the north of the green creates enough room between existing uses (such as the bank and CVS pharmacy) to insert a number of shallow “liner buildings.” These simple commercial buildings are 20-40 feet in depth with a shopfront facing the green, and all parking provided by adjacent parallel on-street parking.

These buildings may also be two or three story and would be suitable for unique retailers. Only after significant value has been created through Stages 2 and 3 would these buildings be likely be feasible. Alternatively, new buildings could be designed on these sites with their parking and signage facing Village Road, and their primary facade and pedestrian oriented signage facing the green.



*\* All illustrative plans are based on limited GIS data and aerial photography. Further design will require detailed surveys and alignment with Village Road improvements.*



**REDEVELOPMENT STAGE 5:  
LONG TERM PROSPECTS**

Stage 5 demonstrates two significant long term redevelopment prospects for the site. The first is the redevelopment of the Food Lion into a mixed use grocery and apartment site. Not shown is the potential development of the Food Lion parking lot that might also be possible.

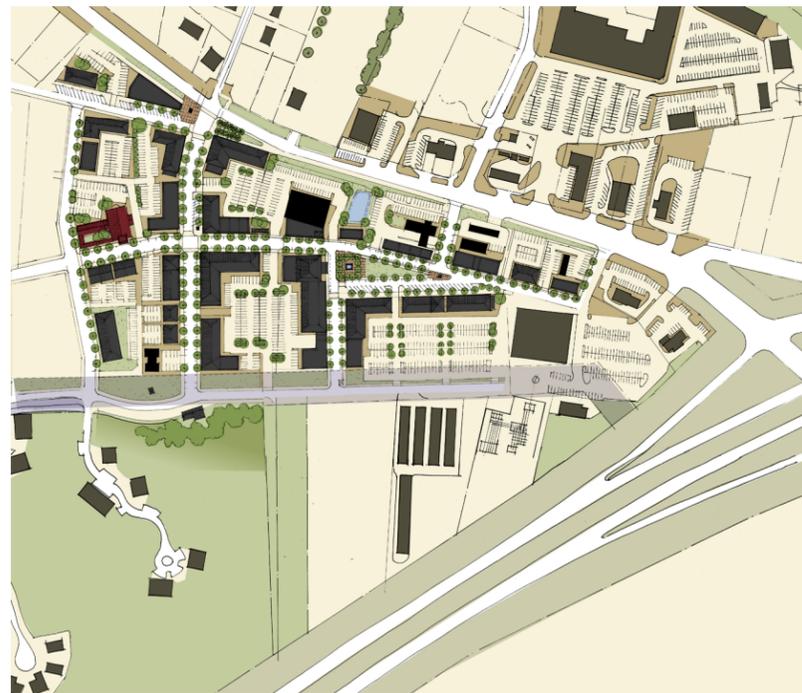
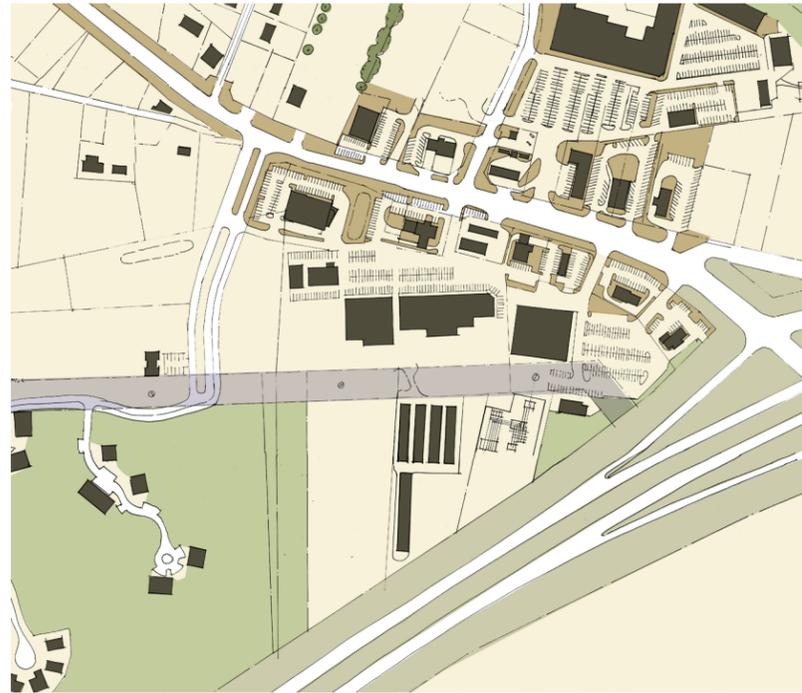
The second is a 100,000 sf class-A office building on the south portion of the site. This difficult site is bounded by wetlands to the west, the highway to the south, the power sub station to the east, and the power line easement to the north. An office building would benefit from significant highway visibility and inject an important daytime population into the area.

Also shown in this phase is the integration of the Baldwin site (Catalyst Site 2) to the north, although this might occur at any stage.

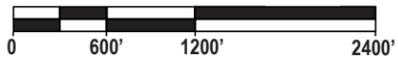


*\* All illustrative plans are based on limited GIS data and aerial photography. Further design will require detailed surveys and alignment with Village Road improvements.*





Scale 1"=1200'



**G A T E W A Y** LELAND, NORTH CAROLINA

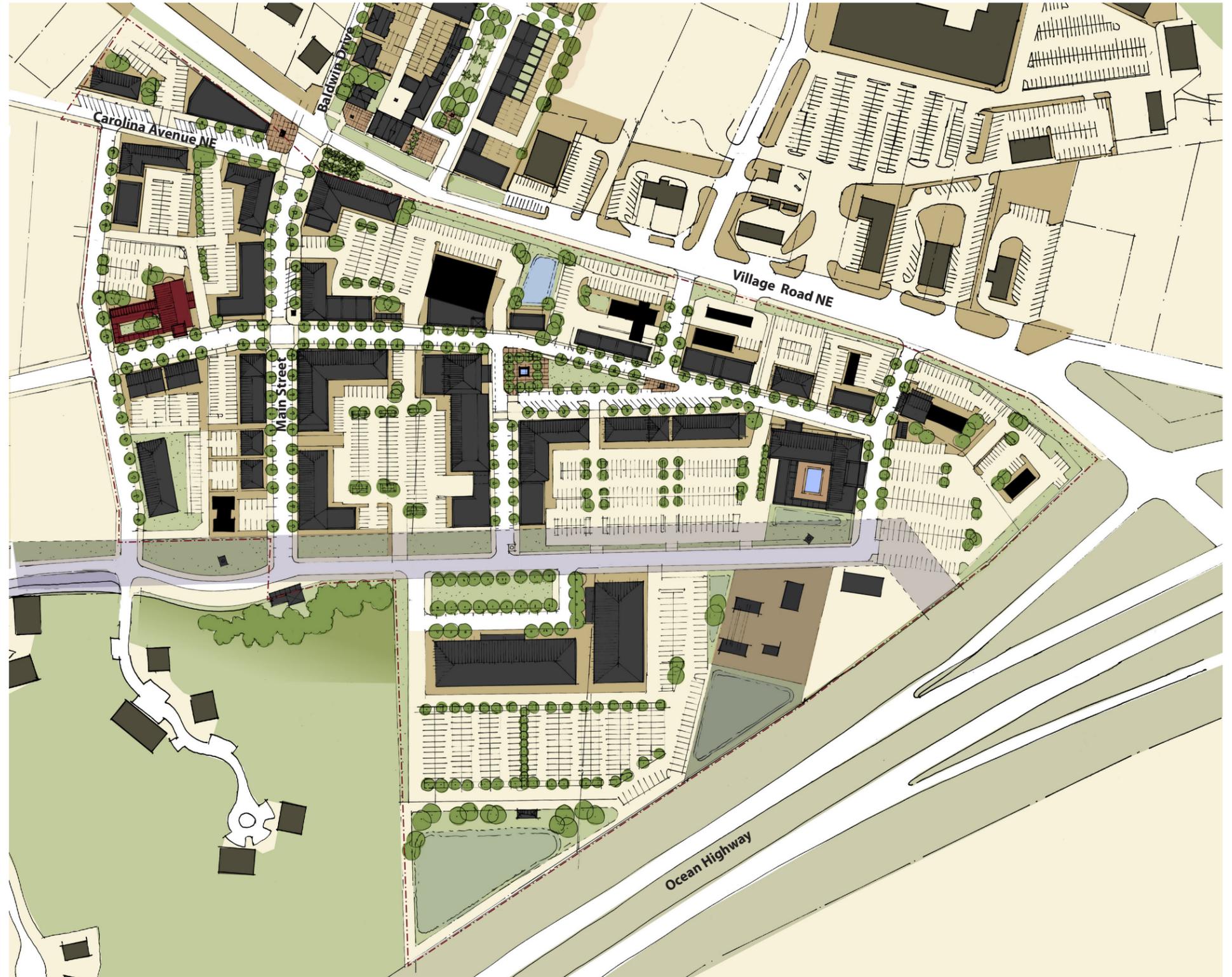
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**REDEVELOPMENT STAGES CONSOLIDATED**

Catalyst Site 2: Change Over Time

**CATALYST SITE 2:  
ILLUSTRATIVE MASTER PLAN**



*\* All illustrative plans are based on limited GIS data and aerial photography. Further design will require detailed surveys and alignment with Village Road improvements.*



G A T E W A Y LELAND, NORTH CAROLINA  
WORKSHOP: DEC. 9-12, 2012

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**CATALYST SITE 2: ILLUSTRATIVE MASTER PLAN**

**CATALYST SITE 2: SITE STATISTICS**

**A STAGE 1**

**Block A1: 1.16 acres**

Retail: 19,550sf (58 spaces)  
 Residential: 15 units (15 spaces) 13 du/ac  
 Parking On-Street: 23  
 Parking Off-Street: 50  
 Total Parking: 73

**Block A2: 2.3 acres**

Retail: 18,000sf (54 spaces)  
 Office: 23,000sf (46 spaces)  
 Residential: 20 units (20 spaces) 9 du/ac  
 Parking On-Street: 29  
 Parking Off-Street: 91+ (25 Additional to Hotel Site)  
 Total Parking: 120

**Block A3: .275 acres**

Retail: 3,600sf (10 spaces)  
 Office/Institutional/Fitness: 3,600sf (7 spaces)  
 Parking On-Street (private land): 12  
 Parking Off-Site: 5 needed

**Block A4: 1.05 acres**

Retail: 18,000sf (54 spaces)  
 Residential: 15 units (15 spaces) 14.3 du/ac  
 -or- Office: 23,000sf (15 spaces)  
 Parking On-Street: 22  
 Parking Off-Street: 47  
 Total Parking: 69

**Block A5: .826 acres**

Retail: 9,000sf (27 spaces)  
 Residential: 22 units (22 spaces)  
 -or- Office: 11,000sf (22 spaces)  
 MF Residential: 12 units (12+ spaces)  
 Parking On-Street: 19  
 Parking Off-Street: 42  
 Total Parking: 61

**Total Net Developable: 5.6 acres**

**Total Retail: 68,150**

**Total Office: 26,000** (60,600 if traded for res.)

**Total Residential: 84 units** (15upa) (or 47 if traded for office)

*\* All values approximate and are for discussion purposes only. Values based on concept. Other variations are possible. The FlexCode zone may allow for additional yield than demonstrated.*

**B HOTEL SITE**

Retail: 14,000sf (42 spaces)  
 Hotel: 100 rooms (100 spaces)  
 Parking On-Street: 17  
 Parking Off-Street: 125  
 Total Parking: 142

**C MIXED USE BLOCK**

3 acre site, 4 stories  
 Retail: 33,000sf (100 spaces)  
 Residential: 70 Units (70 spaces) 23 units/acre  
 Parking On-Street: 62  
 Parking Off-Street: 200  
 Total Parking: 262, (92 available for adjacent uses)

**D HOTEL/GROCERY SITE**

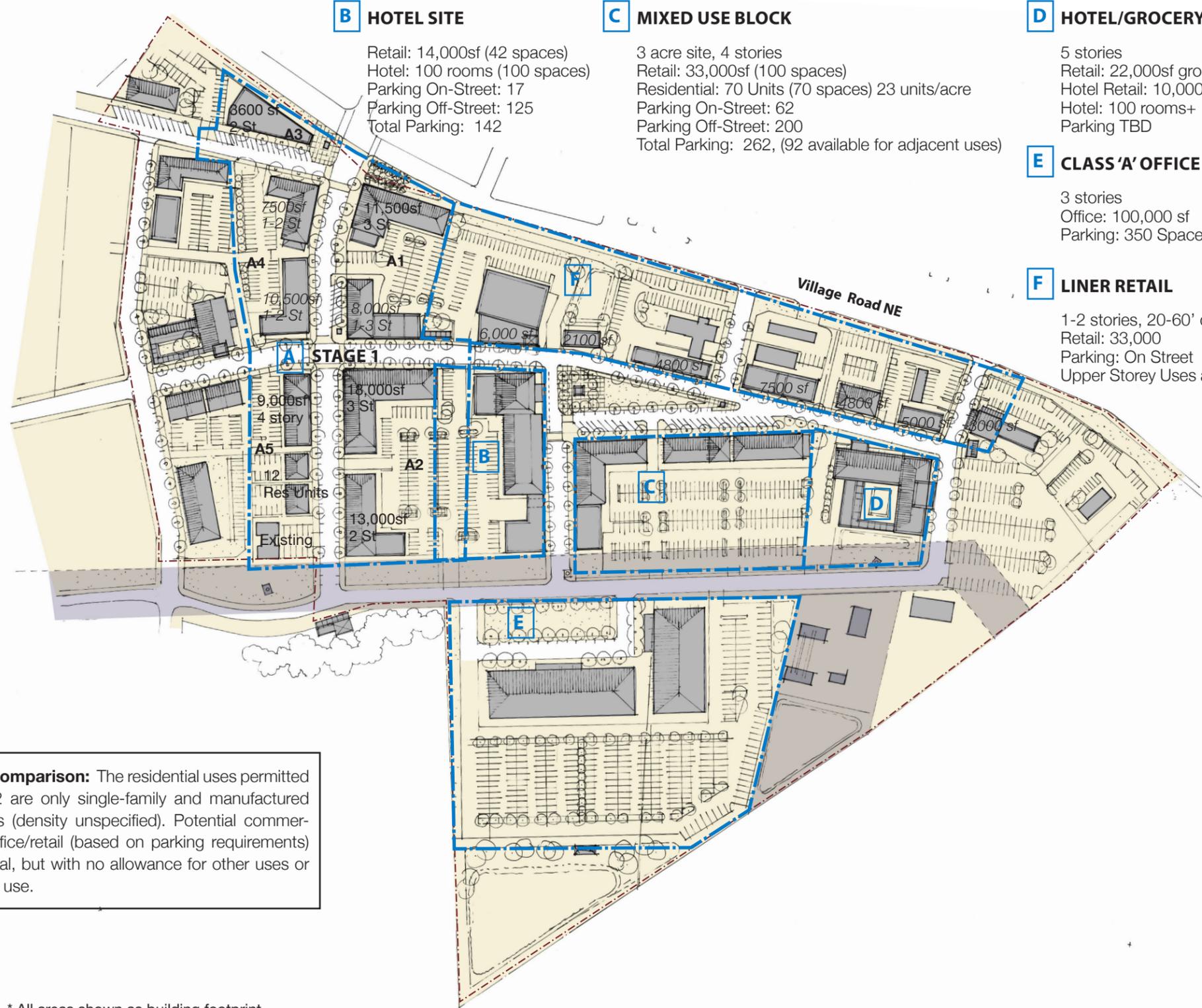
5 stories  
 Retail: 22,000sf grocery  
 Hotel Retail: 10,000sf  
 Hotel: 100 rooms+  
 Parking TBD

**E CLASS 'A' OFFICE**

3 stories  
 Office: 100,000 sf  
 Parking: 350 Spaces

**F LINER RETAIL**

1-2 stories, 20-60' deep.  
 Retail: 33,000  
 Parking: On Street  
 Upper Storey Uses also Possible



**C-2 Comparison:** The residential uses permitted in C-2 are only single-family and manufactured homes (density unspecified). Potential commercial office/retail (based on parking requirements) is equal, but with no allowance for other uses or mixed use.

\* All areas shown as building footprint.



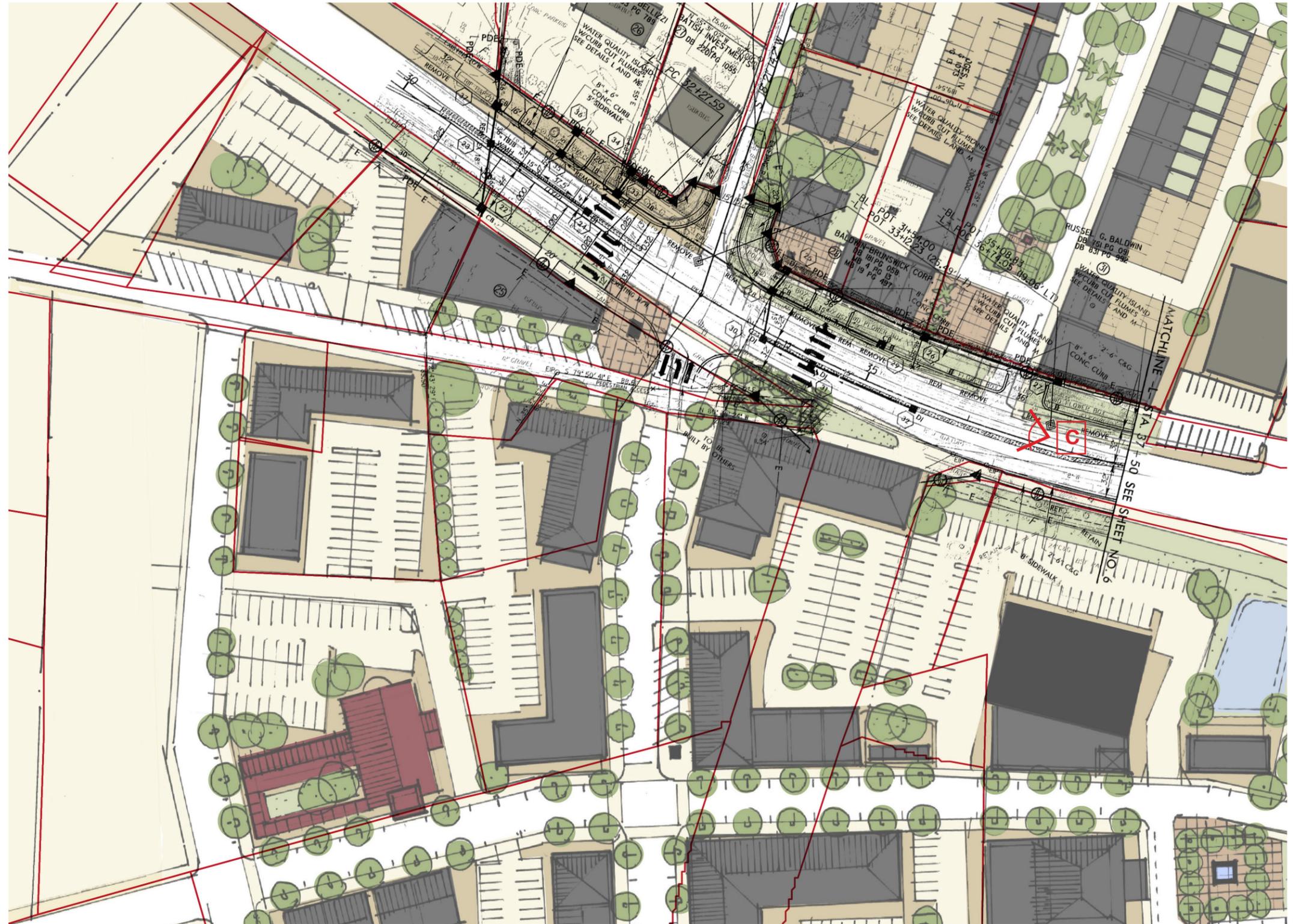


**LELAND GATEWAY:** With the combination of catalyst sites 1 & 2, the new intersection of Main Street (realigned Northgate Drive) and Baldwin Drive presents a singular opportunity for a pedestrian scaled crossing and unique character along the otherwise automobile focused Village Road. Along with the iconic flatiron building formed at Carolina Avenue, these buildings would form a true urban “gateway” into Leland’s town center.

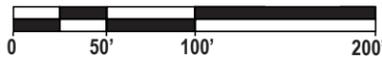
## GATEWAY SITE ANALYSIS

This plan consolidates the Catalyst Sites 1 and 2, the GIS property lines (in red), overlaid with the DOT Village Road improvements plan. Note that the planned new intersection with Main Street is only proposed and is "to be designed by others." Here are some recommendations:

1. Currently there is a turn lane on the east bound lanes that will greatly diminish the plaza and building interface. It is recommended that this be removed in final design.
2. The plaza in front of the flatiron building has permeable pavers. It is suggested that all pedestrian crossings also retain this pattern across Village Road, Main Street, and Baldwin.
3. The current storm water details for the edges of Village Road are rural in nature. For this Gateway interface block, it is recommended that a more urban approach be taken. This would include use of: concrete/paver channels and pipes for conveyance; rain gardens and permeable pavers for infiltration; and cisterns, trapped lows, rain gardens, and recessed infiltration plazas for storage.



Scale 1"=100'



G A T E W A Y L E L A N D, N O R T H C A R O L I N A

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**GATEWAY SITE**

Detailed Analysis

Single Family



Cottage Courts / Pocket Neighborhoods



Ancillary Dwellings / Granny Flats



Multi-Family



Main Street



G A T E W A Y L E L A N D, N O R T H C A R O L I N A

WORKSHOP: DEC. 9-12, 2012

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**INSPIRATION FROM ELSEWHERE**

These are the sorts of building types the FlexCode enables and the catalyst site plans envision

Leland FlexCode Summary Tables

ARTICLE 6. LOT AND BUILDING REGULATIONS  
Town of Leland North Carolina

TABLE 19. FORM-BASED CODE GRAPHICS - T3

**BUILDING CONFIGURATION**  
1. Building height shall be measured in number of stories, excluding Attics and raised basements.  
2. Stories may not exceed 12 feet in height from finished floor to finished ceiling, except for a first floor Commercial function which must be a minimum of 10 ft with a maximum of 25 feet.  
3. Height shall be measured to the eave or roof deck as specified on Table 13.

**SETBACKS - PRINCIPAL BLDG**  
1. The Facades and Elevations of Principal Buildings shall be distanced from the Lot lines as shown.

**SETBACKS - OUTBUILDING**  
1. The Elevations of the Outbuilding shall be distanced from the Lot lines as shown.

**PRIVACY FRONTAGES (See Table 2) & 4)**  
Common Yard permitted  
Fence permitted  
Terrace not permitted  
Forecourt permitted  
Shopfront permitted  
Gallery permitted  
Arcade not permitted  
Parking Lot not permitted

**BUILDING CONFIGURATION (See 2)**  
Principal Building 2 stories max.  
Outbuilding 2 stories max.

**BUILDING FUNCTION (See 5 & 18)**  
Residential restricted use  
Lodging restricted use  
Office restricted use  
Retail restricted use  
Industrial prohibited use

**PARKING PROVISIONS**  
See 6, Table 17, and \* or 14 ft. from centerline of rear lane.

ARTICLE 6. LOT AND BUILDING REGULATIONS  
Town of Leland North Carolina

TABLE 20. FORM-BASED CODE GRAPHICS - T4

**BUILDING CONFIGURATION**  
1. Building height shall be measured in number of stories, excluding Attics and raised basements.  
2. Stories may not exceed 12 feet in height from finished floor to finished ceiling, except for a first floor Commercial function which must be a minimum of 10 ft with a maximum of 25 feet.  
3. Height shall be measured to the eave or roof deck as specified on Table 13.

**SETBACKS - PRINCIPAL BLDG**  
1. The Facades and Elevations of Principal Buildings shall be distanced from the Lot lines as shown.

**SETBACKS - OUTBUILDING**  
1. The Elevations of the Outbuilding shall be distanced from the Lot lines as shown.

**PRIVACY FRONTAGES (See Table 2) & 4)**  
Common Yard not permitted  
Fence permitted  
Terrace permitted  
Forecourt permitted  
Shopfront permitted  
Gallery permitted  
Arcade not permitted  
Parking Lot not permitted

**BUILDING CONFIGURATION (See 2)**  
Principal Building 3 stories max.  
Outbuilding 2 stories max.

**BUILDING FUNCTION (See 5 & 18)**  
Residential restricted use  
Lodging limited use  
Office limited use  
Retail limited use  
Industrial prohibited use

**PARKING PROVISIONS**  
See 6, and \* or 14 ft. from centerline of rear lane.

TABLE 1. SUMMARY TABLE

ALLOCATION OF ZONES & DENSITIES ALLOWED	NATURAL ZONE	RURAL ZONE	SUB-URBAN ZONE	GENERAL URBAN ZONE	GENERAL URBAN ZONE - OPEN	URBAN CENTER ZONE
CDZ maximum	no minimum	30% max	10-30%	10-40%	10% max	no permitted
TRD maximum	no minimum	no minimum	30% max	30-60%	10-19%	30% max
RCD maximum	no minimum	no minimum	no permitted	10-15%	10-20%	40% max
Residential Density	not applicable	4.00 per acre	4.00 per acre	8.00 per acre	12.00 per acre	16.00 per acre
Other Functions - Density	not applicable	not applicable	10% max**	15% max**	15% max**	15-50%
Block Perimeter	no maximum	no maximum	2400 ft. max.	1900 ft. max.	1900 ft. max.	1600 ft. max.
THRESHOLD SPACES (See Table 4 and Table 1)	permitted	permitted	permitted	not permitted	not permitted	not permitted
BR	not permitted	not permitted	permitted	permitted	permitted	permitted
BR	not permitted	not permitted	permitted	permitted	permitted	permitted
CS	not permitted	not permitted	not permitted	not permitted	permitted	permitted
DR	not permitted	not permitted	permitted	permitted	permitted	permitted
ST	not permitted	not permitted	permitted	permitted	permitted	permitted
RD	permitted	permitted	permitted	not permitted	not permitted	not permitted
Rear Lane	permitted	permitted	permitted	permitted	not permitted	not permitted
Rear Alley	not permitted	not permitted	permitted	permitted	not permitted	not permitted
Parade	not permitted	not permitted	permitted	permitted	permitted	permitted
Bicycle Trail	permitted	permitted	permitted	not permitted*	not permitted*	not permitted*
Bicycle Lane	permitted	permitted	permitted	permitted	permitted	permitted
Bicycle Route	permitted	permitted	permitted	permitted	permitted	permitted
Bicycle Paths & Bicycle Trails, Lanes, & Routes	shall comply with the Town of Leland Comprehensive Blue Plan * permitted within Open Spaces					
RECREATION SPACES (See Table 20)	permitted	permitted	permitted	permitted	permitted	permitted
Park	permitted	permitted	permitted	permitted	permitted	permitted
Green	not permitted	not permitted	permitted	permitted	permitted	permitted
Square	not permitted	not permitted	permitted	permitted	permitted	permitted
Plaza	not permitted	not permitted	permitted	permitted	permitted	permitted
Playground	permitted	permitted	permitted	permitted	permitted	permitted
Community Garden	permitted	permitted	permitted	permitted	permitted	permitted
LOT OCCUPATION	not applicable	by Waiver	30 ft. min. 110 ft. max.	30 ft. min. 60 ft. max.	30 ft. min. 50 ft. max.	30 ft. min. 50 ft. max.
Lot Width - Duplex	not applicable	by Waiver	90 ft. min. 110 ft. max.	50 ft. min. 80 ft. max.	50 ft. min. 70 ft. max.	50 ft. min. 70 ft. max.
Lot Width - Townhouse	not applicable	by Waiver	not applicable	17 ft. min. 30 ft. max.	17 ft. min. 30 ft. max.	17 ft. min. 30 ft. max.
Lot Width - Multifamily	not applicable	by Waiver	not applicable	60 ft. min. 90 ft. max.	72 ft. min. 120 ft. max.	72 ft. min. 120 ft. max.
Lot Width - Mixed Use	not applicable	by Waiver	not applicable	17 ft. min. 90 ft. max.	17 ft. min. 120 ft. max.	17 ft. min. 120 ft. max.
Lot Coverage - Building	not applicable	by Waiver	60% max.	20% max.	80% max.	80% max.
SETBACKS - PRINCIPAL BUILDING	not applicable	by Waiver	40 ft. min.	10 ft. min.	2 ft. min. 17 ft. max.	2 ft. min. 12 ft. max.
g1 Front Setback (Principal)	not applicable	by Waiver	40 ft. min.	10 ft. min.	10 ft. min. 17 ft. max.	2 ft. min. 12 ft. max.
g2 Front Setback (Secondary)	not applicable	by Waiver	40 ft. min.	10 ft. min.	10 ft. min. 17 ft. max.	2 ft. min. 12 ft. max.
g3 Side Setback	not applicable	by Waiver	90 ft. min.	10 ft. min.	6 ft. min. or 6 ft. total	6 ft. min. 24 ft. max.
g4 Rear Setback	not applicable	by Waiver	12 ft. min.	12 ft. min.	3 ft. min.	3 ft. min.
Frontage Buildout	not applicable	by Waiver	40% min.	60% min.	80% min.	80% min.
FRONTAGE BUILDOUT	not applicable	by Waiver	10 ft. min. 10 ft. max.	10 ft. min. 10 ft. max.	40 ft. max. from rear prep.	40 ft. max. from rear prep.
h1 Front Setback	not applicable	by Waiver	3 ft. min.	3 ft. min.	3 ft. min.	3 ft. min.
h2 Side Setback	not applicable	by Waiver	3 ft. min.	3 ft. min.	3 ft. min.	3 ft. min.
h3 Rear Setback	not applicable	by Waiver	3 ft. min.	3 ft. min.	3 ft. min.	3 ft. min.
PRIVACY FRONTAGES (See 2)	permitted	permitted	permitted	permitted	permitted	permitted
Edgeward	permitted	permitted	permitted	permitted	permitted	permitted
Sideward	permitted	permitted	permitted	permitted	permitted	permitted
Rearward	not permitted	not permitted	not permitted	not permitted	not permitted	not permitted
PRIVACY FRONTAGES (See 4)	not applicable	permitted	permitted	permitted	permitted	permitted
Common Yard	not applicable	permitted	permitted	permitted	permitted	permitted
Fence	not applicable	permitted	permitted	permitted	permitted	permitted
Terrace	not applicable	permitted	permitted	permitted	permitted	permitted
Forecourt	not applicable	permitted	permitted	permitted	permitted	permitted
Shopfront	not applicable	permitted	permitted	permitted	permitted	permitted
Gallery	not applicable	permitted	permitted	permitted	permitted	permitted
Arcade	not applicable	permitted	permitted	permitted	permitted	permitted
SHOPFRONT	not applicable	permitted	permitted	permitted	permitted	permitted
Gallery	not applicable	permitted	permitted	permitted	permitted	permitted
PRINCIPAL BUILDING (See 1)	not applicable	2 stories max.	2 stories max.	3 stories max.	4 stories max.	5 stories max.
Principal Building	not applicable	2 stories max.	2 stories max.	3 stories max.	4 stories max.	5 stories max.
OUTBUILDING (See 2)	not applicable	2 stories max.	2 stories max.	2 stories max.	2 stories max.	2 stories max.
Outbuilding	not applicable	2 stories max.	2 stories max.	2 stories max.	2 stories max.	2 stories max.
BUILDING FUNCTION (See 5 & 17)	not applicable	restricted use	restricted use	restricted use	open use	open use
Residential	not applicable	restricted use	restricted use	restricted use	open use	open use
Lodging	not applicable	restricted use	restricted use	restricted use	open use	open use
Office	not applicable	restricted use	restricted use	restricted use	open use	open use
Retail	not applicable	restricted use	restricted use	restricted use	open use	open use

ARTICLE 6. LOT AND BUILDING REGULATIONS  
Town of Leland North Carolina

TABLE 21. FORM-BASED CODE GRAPHICS - T40

**BUILDING CONFIGURATION**  
1. Building height shall be measured in number of stories, excluding Attics and raised basements.  
2. Stories may not exceed 12 feet in height from finished floor to finished ceiling, except for a first floor Commercial function which must be a minimum of 10 ft with a maximum of 25 feet.  
3. Height shall be measured to the eave or roof deck as specified on Table 13.

**SETBACKS - PRINCIPAL BLDG**  
1. The Facades and Elevations of Principal Buildings shall be distanced from the Lot lines as shown.

**SETBACKS - OUTBUILDING**  
1. The Elevations of the Outbuilding shall be distanced from the Lot lines as shown.

**PRIVACY FRONTAGES (See Table 2) & 4)**  
Common Yard not permitted  
Fence permitted  
Terrace permitted  
Forecourt permitted  
Shopfront permitted  
Gallery permitted  
Arcade not permitted  
Parking Lot not permitted

**BUILDING CONFIGURATION (See 2)**  
Principal Building 3 stories max.  
Outbuilding 2 stories max.

**BUILDING FUNCTION (See 5 & 18)**  
Residential limited use  
Lodging limited use  
Office limited use  
Retail limited use  
Industrial prohibited use

**PARKING PROVISIONS**  
See 6, and \* or 14 ft. from centerline of rear lane.

ARTICLE 6. LOT AND BUILDING REGULATIONS  
Town of Leland North Carolina

TABLE 22. FORM-BASED CODE GRAPHICS - T5

**BUILDING CONFIGURATION**  
1. Building height shall be measured in number of stories, excluding Attics and raised basements.  
2. Stories may not exceed 12 feet in height from finished floor to finished ceiling, except for a first floor Commercial function which must be a minimum of 10 ft with a maximum of 25 feet.  
3. Height shall be measured to the eave or roof deck as specified on Table 13.  
4. Expression Lines shall be as shown on Table 13.

**SETBACKS - PRINCIPAL BLDG**  
1. The Facades and Elevations of Principal Buildings shall be distanced from the Lot lines as shown.

**SETBACKS - OUTBUILDING**  
1. The Elevations of the Outbuilding shall be distanced from the Lot lines as shown.

**PRIVACY FRONTAGES (See Table 2) & 4)**  
Common Yard not permitted  
Fence not permitted  
Terrace not permitted  
Forecourt permitted  
Shopfront permitted  
Gallery permitted  
Arcade permitted  
Parking Lot not permitted

**BUILDING CONFIGURATION (See 2)**  
Principal Building 5 stories max, 2 min.\*\*  
Outbuilding 2 stories max.

**BUILDING FUNCTION (See 5 & 18)**  
Residential open use  
Lodging open use  
Office open use  
Retail open use  
Industrial open use

**PARKING PROVISIONS**  
See 6, and 7  
\*\* 1 Story permitted only when a building facade meeting the minimum height requirements is provided. Approval subject to TRC.

The Leland FlexCode

**When and where does the Leland FlexCode apply?** It's important to understand that even though the new zoning will go into effect in the Gateway district as soon as the Town Council rezones the properties, that doesn't mean property owners will have to change anything. The new rules won't affect them until they undertake redevelopment or remodeling that affects more than 50 percent of the taxable value of their property. But most property owners will enjoy new choices under the FlexCode.

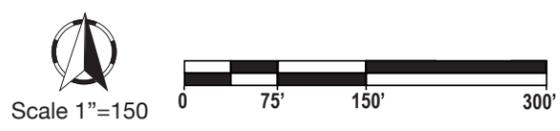
**What about if I want to use the FlexCode outside of the Gateway?** If you have put together more than 20 contiguous acres, you have the option to use the FlexCode to redevelop the property into a more livable format than is enabled by the older use-based code.

**Are the plans in this report going to be built soon?** The illustrative plans are just that — illustrations of possibilities, not fixed development plans. Real estate market trends and other factors will determine the speed and the specific details of future development. But everything shown on the team's illustrations is possible under the new coding.

**So what will happen next?** Mayor Brenda Bozeman summed up the potential impact of the workshop: "This is not the end of a process we began back in 2005 with meetings that led to our Master Plan. It's really the beginning of another stage. We'll go through all our usual steps when we consider a proposed ordinance. So there will be plenty of opportunity for folks to weigh in on what we've done before the rezoning becomes law."

"As Susan Henderson has said, the rezoning process serves a purpose," said the mayor. "That purpose is to position Leland for growth that helps us be a more vibrant, prosperous community with more choices and more opportunities for all."

"We're going to dress up Leland."



G A T E W A Y LELAND, NORTH CAROLINA

WORKSHOP: DEC. 9-12, 2012

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**CATALYST SITE 3: INHERITANCE LANE**

Illustrative Plan