



Town of
Leland

Growing our future. Nourishing our roots.

Leland 2045 Quarterly Update

Town Council

November 14, 2022

Barnes Sutton

Community Development Planner

Background

The Leland 2045 Comprehensive Plan (“Leland 2045”) is a planning document that outlines goals, policies, and implementation strategies that were developed through a robust public engagement process.

The purpose of the Leland 2045 Comprehensive Plan is to enable Leland officials and citizens to anticipate and constructively respond to growth and change, and to encourage the development of safe and healthy, built and natural environments that create opportunities for all.

The plan was adopted November 18, 2021.



Planning Themes

Through collaboration with planning staff, the community, and the Leland 2045 Focus Group, the following six themes were created to represent a vision to collaboratively advance the economy, society, culture, and the environment:



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



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



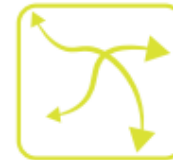
**LIVABLE, DIVERSE,
AND CONNECTED
NEIGHBORHOODS THAT
ACCOMMODATE GROWTH**



**INFRASTRUCTURE
THAT SUPPORTS
COMMUNITY LIFE**



**A RESILIENT AND STABLE
ECONOMY**



**AN ACTIVE
PARTICIPANT IN
A COOPERATIVE
REGION**





Highly Valued and Protected Natural and Cultural Resources

Vision: Leland's natural resources are fundamental to our lifestyle, economy, well-being, and resilience. Protecting and maintaining its health and ecological function are a primary objective within planning for growth.

Ongoing Activities

- ❖ Completed the Tree Manual which outlines guidelines for any plantings within Town ROW
- ❖ Completed a Tree Canopy Cover Assessment with the NC Forest Service, PlanIt Geo, and NC Urban Forest Council
- ❖ Awarded a Partners of Green Growth grant through NC Wildlife to complete a Green Network Plan Framework





Livable, Diverse, and Connected Neighborhoods that Accommodate Growth

Vision: Leland's neighborhoods and communities promote connectivity, sense of place, character, and quality of life. This is done by providing walkable and bikeable places for living, working, shopping, recreation, and interacting for diverse age groups, income levels, and abilities.

Ongoing Activities

- ❖ Annexed approximately 1,250 acres into the Town of Leland for conservation, residential, and commercial land uses
- ❖ Adopted the Americans with Disability Act Transition Plan which outlines a plan to become a more accessible community





A Resilient and Stable Economy

Vision: Leland has the programs, plans, strategies, and a workforce that is prepared to capitalize on regional opportunities that diversify and expand its tax base and stabilize its vulnerability to economic cycles.

Ongoing Activities

- ❖ Executed an agreement with Creative Economic Development Consulting, LLC to prepare an economic development strategic plan and incentive policy
- ❖ Approved a trade agreement with the North Brunswick Chamber of Commerce





An Inclusive, Supported, Healthy, Safe, and Educated Community

Vision: Public health, safety, and education are valued and provided for with access to housing choices, high quality schools, libraries, healthy foods, parks and recreation, health care, safe neighborhoods, art, and culture.

Ongoing Activities

- ❖ Research proposed, in partnership with NC State University, was selected by NC SeaGrant for "Smart Zoning for Coastal Flood Adaptation and Resilience"
- ❖ Joined the American Flood Coalition which is a nonpartisan coalition advocating for national solutions to flooding and sea level rise





Infrastructure that Supports Community Life

Vision: Leland plans and provides for efficient, cost-effective, and environmentally friendly infrastructure service, walking and biking, safe and complete streets, and opportunities for potential future transit connectivity.

Ongoing Activities

- ❖ Awarded \$666,623 by the WMPO for a portion of the estimated cost to design and construct a signalized pedestrian crossing on US Highway 17 at/near the intersection of Ploof Road and Old Waterford Way
- ❖ Appropriated \$4.6 million to the Brunswick Village Boulevard Extension Project





An Active Participant in a Cooperative Region

Vision: Leland's plans and the plans of adjacent jurisdictions complement each other's vision, goals, and opportunities for success. We collaborate with our neighbors to elevate both Leland and the region.

Ongoing Activities

- ❖ Executed a mutual aid agreement between the Town of Leland and Carolina Beach Police Departments
- ❖ Executed an amendment to the memorandum of understanding between the Town of Leland Police Department and the Southeastern North Carolina Airborne Law Enforcement Unit
- ❖ Added two new positions to the Police Community Engagement Unit and three additional firefighter positions to Leland Fire/Rescue



Progress Year-To-Date

With Leland 2045 being adopted on November 18, 2021, we are a year removed from its adoption. Here is the progress we've made over that year:

- ❖ 2,013 acres annexed into the Town
- ❖ \$263 million in total valuation for new construction
- ❖ \$1 million in infrastructure investments





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