



Town of
Leland

Growing our future. Nourishing our roots.

Leland 2045 Quarterly Update

Council Agenda Meeting

February 17, 2025

Kate Fersinger, MPA

Community Development Planner

Leland 2045 Quarterly Update

Planning Board

February 25, 2025

Kate Fersinger, MPA

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**



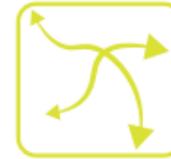
**LIVABLE, DIVERSE,
AND CONNECTED
NEIGHBORHOODS THAT
ACCOMMODATE GROWTH**



**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

ACTION

N-1

Coordinate existing and new development standards with the environmental and cultural resource mapping created for the comprehensive plan by overlaying the existing zoning map to see where there are conflicts and use this information to evaluate zoning ordinance changes.

N-2

Share environmental resource mapping with organizations focused on land conservation, to assist them with organizing their conservation.

N-3

Evaluate the Flood Damage Prevention Ordinance every five years to determine if it is effective at avoiding flood damages and is reducing flood damages.

N-4

Promote and expand the integration of Low Impact Development (LID) and Green Infrastructure (GI) into normal development standards and practices.

INITIATED



COMPLETED





Highly Valued and Protected Natural and Cultural Resources



With support from the Coastal Land Trust, the Town applied to the U.S. Forestry Services' Community Forest Grant program to acquire land that will be zoned conservation.

Action
N-2



Livable, Diverse, and Connected Neighborhoods that Accommodate Growth

ACTION

B-1

Catalyze development investment in the Gateway District by targeting public investment towards improvement that will support future development.

B-2

Expand the use of FlexCode into appropriate areas such as identified nodes and other areas with higher development opportunities based on low environmental constraints and proximity to existing or planned infrastructure.

B-3

Create detailed small area plans for the Jackeys Creek and 76/74 Interchange areas (Focal Areas) that include connectivity, parks and open spaces, community services, land uses, housing diversity, active nodes, and community health elements.

B-4

Create a Land Development Code that reflects the Future Land Use Map, principles, and strategies in the comprehensive plan to refine zoning regulations, the FlexCode, current zoning districts, new zoning districts, street design standards, and subdivision regulations into one clear and easy to use document.

B-5

Revise street connectivity requirements to improve connectivity within and between developments.

B-6

Create a Town signage and wayfinding plan that is reflective of Leland's vision, brand, and sense of place.

B-7

Coordinate with MOTSU Intergovernmental Council to explore preferred use, density, and setback allowances for areas adjacent to the MOTSU rail corridor.

INITIATED



COMPLETED





A Resilient and Stable Economy

ACTION

E-1

Research ways to expand diversity in job opportunities, housing, and economic development.

E-2

Promote the Leland Innovation Park as the preferred location for high tech, well-paying employers.

E-3

Coordinate the plan for the Leland Innovation Park with the Focal Area Plan and subsequent small area plan to create a complete community within and around it.

E-4

Promote business and development opportunities in the Gateway District by creating incentive programs for development and job-creating uses.

E-5

Grow and educate the workforce to be prepared for emerging and trending industries anticipated to located in the region by partnering with high schools, colleges, and universities on vocational assessment and skill development.

E-6

Work with regional partners to coordinate promotion the area's economic assets to further economic development.

INITIATED



COMPLETED





A Resilient and Stable Economy



The LTDA began collaborating with the National Travel Center to develop a Tourism Development Strategic Plan.

Action
E-1



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

ACTION

H-1

Coordinate with area education providers to develop criteria to help determine the timing and location of schools.

H-2

Create a plan to support aging in place.

H-3

Update the Parks, Recreation, and Open Space Plan to reflect the Future Land Use Map and consideration for new community centers and programs that are inclusive for all community residents.

H-4

Revisit the allowance of gated communities to ensure that the transportation and multimodal facilities are connected when possible.

H-5

Evaluate land use regulations and the zoning map during the Land Development Code project to ensure equitable opportunities for residents in all areas and of all socioeconomic and demographic groups.

INITIATED



COMPLETED





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



The Town was awarded \$1,200 from Brunswick Arts Council to support the Art Around Town program aiming to reach community members who may not interreact with the Cultural Arts Center on a regular basis.

Action
H-3



Infrastructure that Supports Community Life

ACTION

I-1

Create horizontal street cross sections that meet standards for complete streets for all street types.

I-2

Update and consolidate the bicycle and pedestrian plans to reflect the FLUM and Focal Area Plans.

I-3

Create a blueways, greenways, and water access plan in collaboration with partners to assist with funding, design, and development.

I-4

Coordinate recommendations for new streets, roads, trails, sidewalks, multi-use paths, streetscapes, and other improvements to public spaces in Capital Improvement Plan.

I-5

Update and consolidate the collector street plan and street infill plans to reflect the FLUM and Focal Area Plans.

INITIATED



COMPLETED





Infrastructure that Supports Community Life



Preliminary design plans for the U.S. Highway 17 Pedestrian Crossing project are under NCDOT technical review.

Action
I-1



The Town completed construction on the Mallory Creek Drive Sidewalk Extension project.

Action
I-1



Infrastructure that Supports Community Life



Design plans for the future Sturgeon Creek Park public boat ramp are currently under Town review.

Action
I-3



Final design plans to resurface several streets have been approved by Town staff.

Action
I-4



An Active Participant in a Cooperative Region

ACTION

R-1

When transportation and recreation plans, including those for trails, streets, multi-use paths, blueways, greenways, transit, and other regionally significant linkages, are being prepared, coordinate with surrounding jurisdictions to create high levels of integration and linkages.

R-2

Collaborate regionally to promote economic development opportunities.

R-3

Work collaboratively with surrounding jurisdictions to protect natural resource and improve open space connectivity.

INITIATED



COMPLETED





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