

BLUEPRINT BRUNSWICK

A FRAMEWORK FOR THE FUTURE

Comprehensive Land Use Plan and Parks & Recreation Plan

Kickoff Presentation



AGENDA



ABOUT PLANNING

- Two Projects
- Comprehensive Planning
- Parks + Recreation Planning



THE PLANNING PROCESS

- Project Schedule
- Milestones
- Community Engagement



DISCUSSION

Key Success Factors





ABOUT PLANNING

Two Plans, One Future Vision



TWO PROJECTS

COMPREHENSIVE LAND USE PLAN

LAND USE + DEVELOPMENT

MARKET / ECONOMY

HOUSING

AGRICULTURE

NATURAL RESOURCES

PARKS + RECREATION

PUBLIC INFRASTRUCTURE

HEALTH + WELL-BEING

PARKS & RECREATION MASTER PLAN



COMPREHENSIVE PLAN

Conservation

- Natural Resources
- Historic Properties
- Culture
- Economic Drivers
- MOTSU

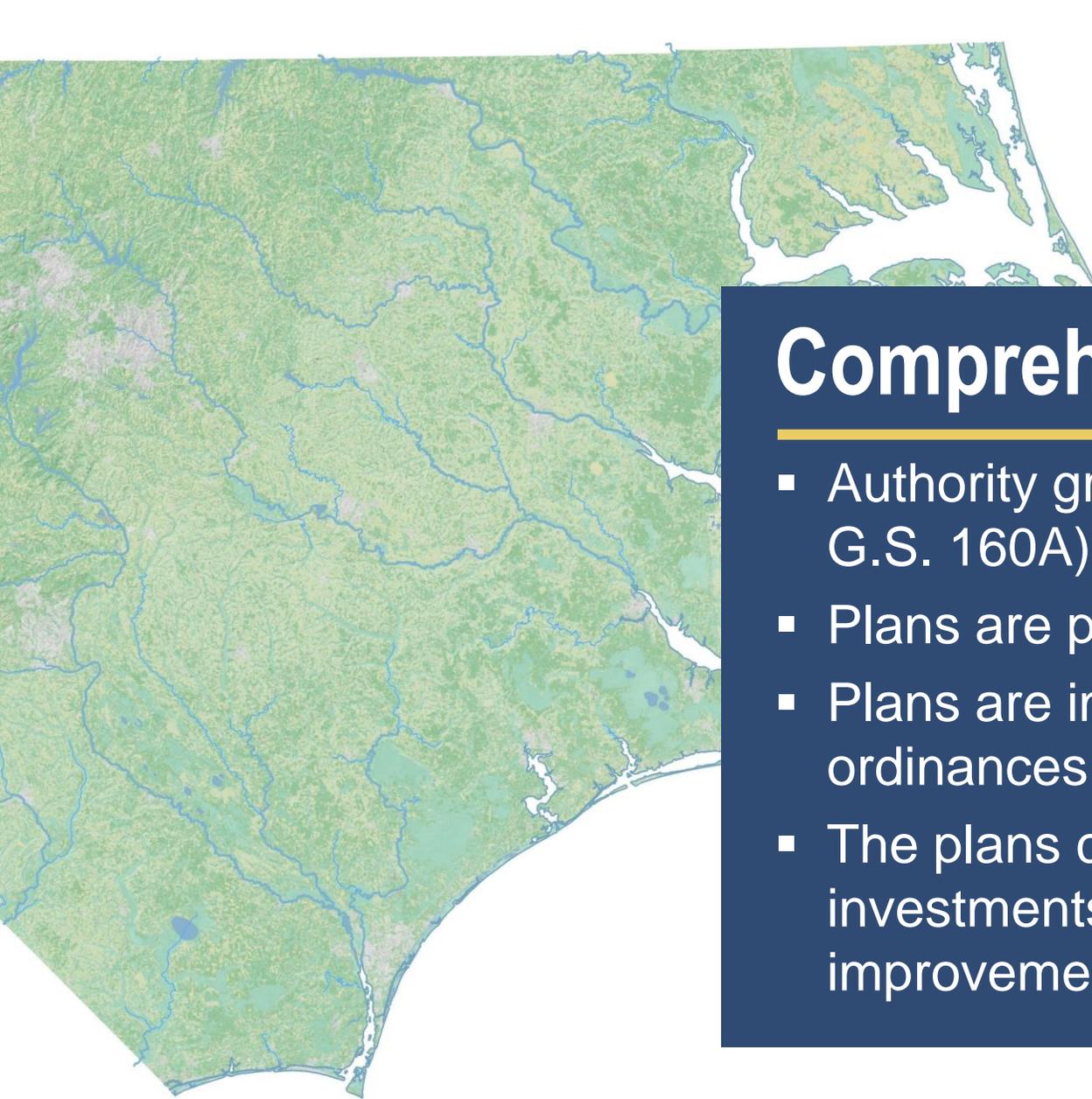
Future Development

- Projected Growth / Demographics
- Job Creation and Retention
- Desired Housing
- Services
- Shopping, Dining, Entertainment
- Hospitality

Infrastructure

- Parks + Recreation
- Education
- Healthcare
- Transportation Network
- Utilities (Water & Sewer)
- Broadband



A satellite-style map of North Carolina is shown on the left side of the slide, displaying the state's coastline, major rivers, and landmasses in shades of green and blue.

Comprehensive Planning in NC

- Authority granted by the State to local governments (NC G.S. 160A).
- Plans are policy guides. They are not legally binding.
- Plans are implemented by land development ordinances (such as zoning or subdivision regulations).
- The plans can also be used to guide public investments, such as water, sewer, and transportation improvements.



PLAN



Sets the VISION for the future of the community.

ZONING

T4 Neighborhood Small Footprint (T4N.SF)
1703-2.70 T4 Neighborhood Small Footprint (T4N.SF)

A. Intent

To provide variety of urban housing choices, in small-to-medium footprint, medium-to-high density building types, which reinforce the walkable nature of the neighborhood, support neighborhood-serving retail and service uses adjacent to this Zone, and support public transportation alternatives. The following are generally appropriate form elements in this Zone:

- Detached or Attached
- Narrow-to-Medium Lot Width
- Small-to-Medium Footprint
- Building at or Close to ROW
- Small to No Side Setbacks
- Up to 2½ Stories
- Elevated Ground Floor
- Primarily with Stoops and Porches

B. Sub-Zone(s)

T4N.SF-Open Zone (T4N.SF-O)

The open sub-zone provides the same building form but allows for a more diverse mix of uses.

General note: The drawing above is intended to provide a brief overview of this Transect Zone and is illustrative only.

C. Allowed Building Types

Building Type	Width A	Depth B	Standards
Carriage House	n/a	n/a	1703-3.40
Detached House	30' min.; 50' max.	75' min.	1703-3.60
Compact	50' max.		
Cottage Court	75' min.; 100' max.	100' min.	1703-3.70
Duplex	40' min.; 75' max.	100' min.	1703-3.80
Rowhouse	18' min.; 35' max.	80' min.	1703-3.90
Multi-Plex: Small	50' min.; 100' max.	100' min.	1703-3.100
Live/Work	18' min.; 35' max.	80' min.	1703-3.130

D. Building Form

Height	
Main Building	
Stories	2½ stories max.
To Eave/Parapet	24' max. C
Overall	35' max. D
Accessory Structure(s)	
Accessory Dwellings	2 stories max.
Other	1 story max.
Ground Floor Finish Level above Sidewalk	18' min.
Ground Floor Ceiling	
Service or Retail	12' min. E
Upper Floor(s) Ceiling	8' min. F
Footprint	
Depth, Ground-Floor Space	24' min. G
Accessory Structure(s)	
Width	24' max.
Depth	32' max.
Miscellaneous	
Loading docks, overhead doors, and other service entries shall be screened and not be located on primary street facades.	

Establishes the RULES to achieve that vision.

Plan vs. Zoning Ordinance



OBJECTIVES + BENEFITS

✓ FRAME

Defines the issues and opportunities so everyone can move forward with purpose.

✓ FOCUS

Sets a clear vision for the future so everyone—leaders, staff, citizens, partner agencies—are all headed in the same general direction.

✓ GUIDE

Informs decisions, especially those pertaining to use of tax revenue.

✓ COORDINATE

Aids coordination across departments and with neighboring jurisdictions.

✓ STRENGTHEN

Bolsters grant application and other initiatives to build funding.

✓ COMPLY

Sets foundation for regulations and other government functions.

- NC General Statutes 160 (NEW: 160D Requirements and Changes)
- NRPA and PARTF



PARKS & RECREATION



Master Plan Process and Outcomes

- Goals and Vision for Brunswick County
- Inventory & Assessment
- Assess Community Needs & Input
- Analysis of Current & Future Recreation Trends
- Establish Current and Future Levels of Service
- Define Partnerships with County Schools, Municipalities, & Private Providers
- Proposals and Recommendations
- Viable Implementation Plan



USING THE PLANS

MARKET + COMMUNICATE



Job Retention and
Attraction

Collaboration with
Partners

DEVELOPMENT APPROVALS



Zoning
Subdivision

INVESTMENTS



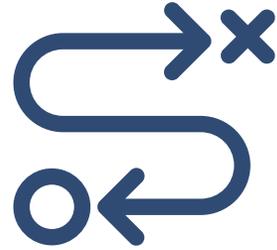
Infrastructure
Services
Amenities
Conservation Tools

FUNDING



CIP
Grant Applications
Private





THE PLANNING PROCESS

Meetings + Milestones





JUL '20 – JUL '21

Project Coordination
Engagement Plan
Steering Committee Meetings
Project Kickoff + Tours



JUL '20 – DEC '20

Data + Mapping
Plan Review
Inventory + Analysis
Community Meeting: Vision + Goals
Existing Conditions Summary + Goals



DEC '20 – MAY '21

Scenario Development
Community Meeting: Bringing the Future into Focus
Land Use + Conservation Map
Parks & Recreation System Map
Recommendations + Strategies / Action Plan

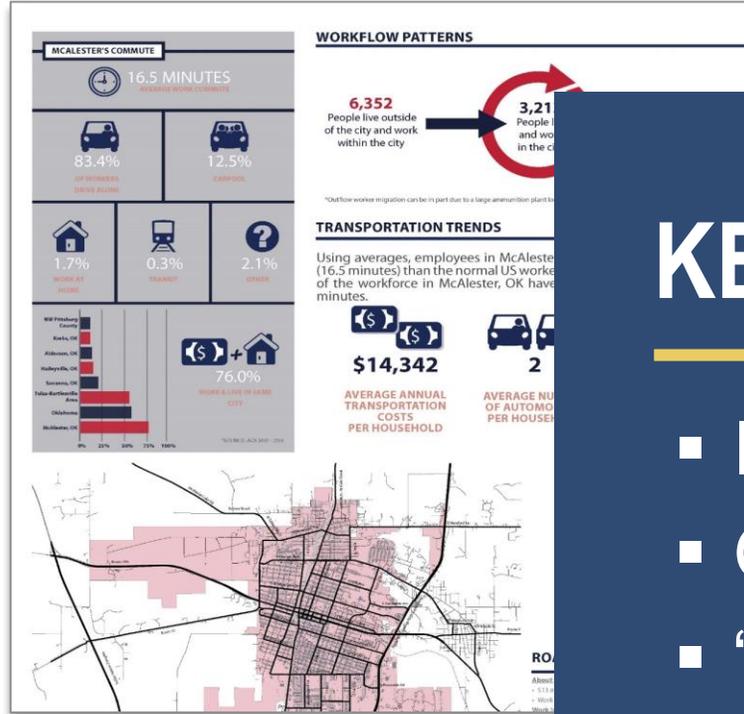
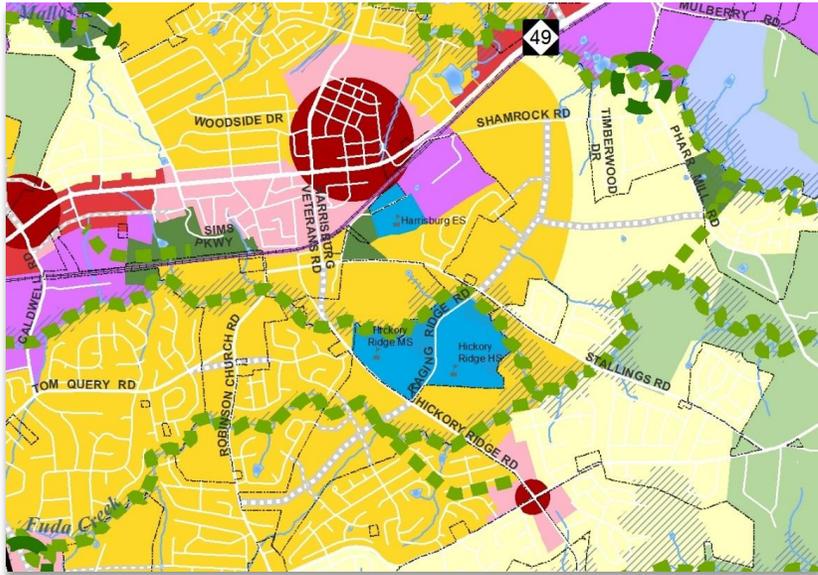


APR '21 – JUL '21

Draft Plans
Final Plans
Public Hearings + Adoption
Summaries



PROJECT SCHEDULE



KEY MILESTONES

- Inventory + Analysis
- Goals
- “Vision” Plans
- Recommendations
- Action Plans
- Final Plan Documents

CHAPTER 6 MEASURING SUCCESS

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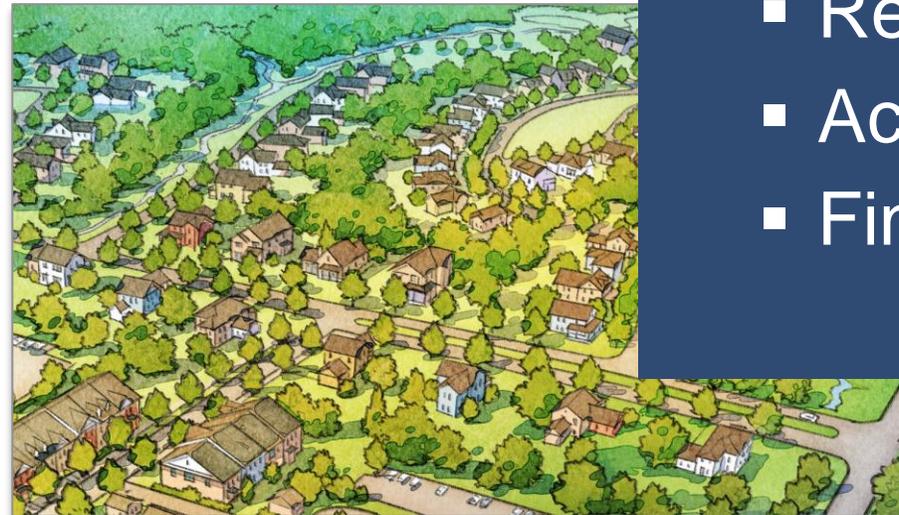
This plan is a document to guide policies and decision making in order to realize the community's vision for Leander's future. In order to ensure that the recommendations in this plan are implemented effectively, the city should create a Destination Leader Comprehensive Plan Implementation Committee consisting of city staff, key stakeholders, and other engaged citizens. This committee would be responsible for:

- Coordination and prioritization of plan implementation efforts
- Identification of funding opportunities
- Project network, communication and advisory efforts
- Monitoring and reassessment of progress.

In addition, the city should update the Capital Improvements Program (CIP) to include the priority projects identified in the Comprehensive Plan via the annual budget.

Implementation Matrix

The following pages contain a matrix that reiterates the city's goals and priority projects along with their accompanying recommendations. The table also lists the appropriate timeframe, responsible entry and metric for success to ensure that the community's vision for Leander is effectively attained.





COMMUNITY ENGAGEMENT

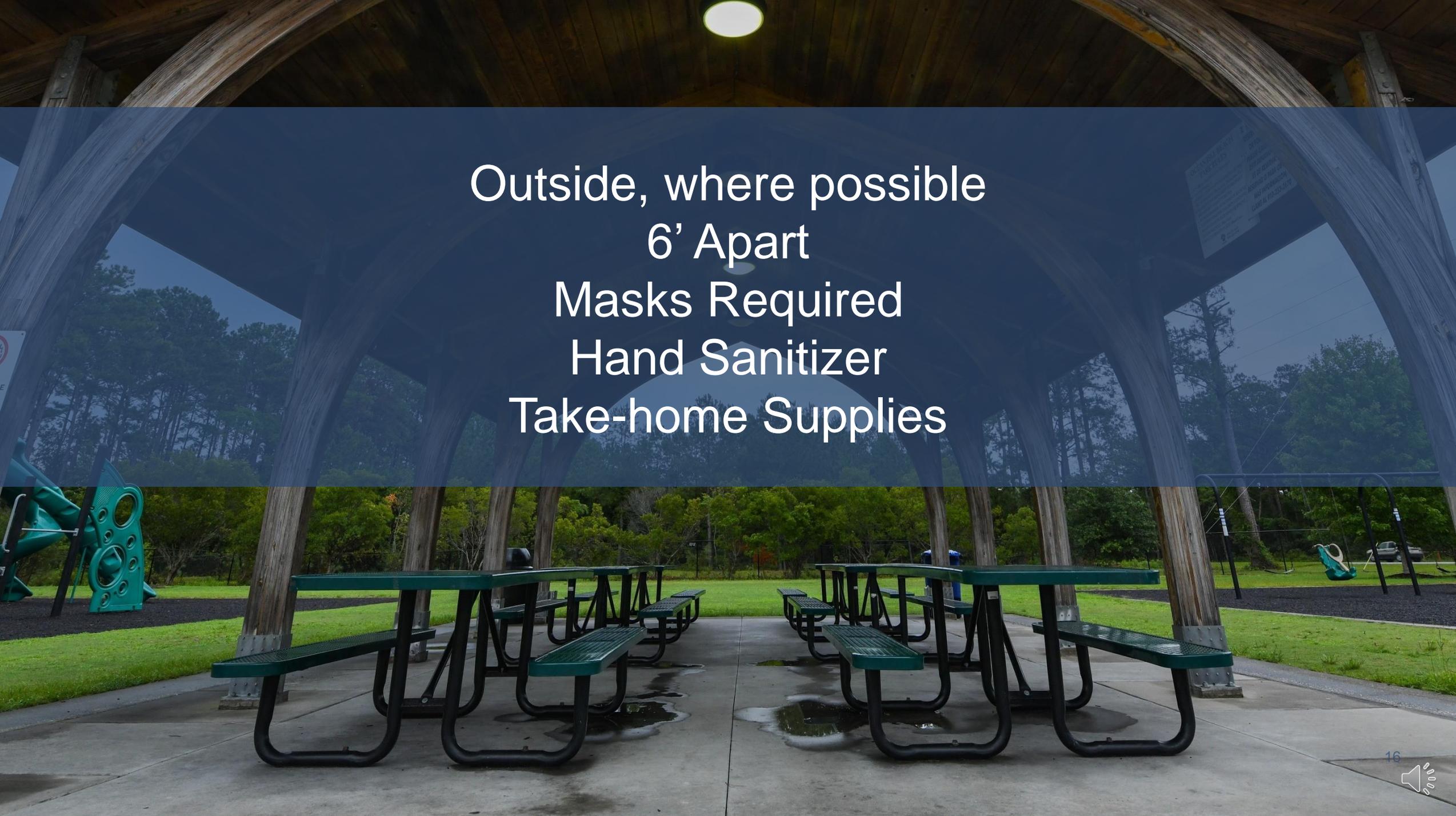


COMMUNITY ENGAGEMENT

- Elected/Appointed Officials
- Focus Groups
- Steering Committee Meetings
- Community Meetings (by District)*
- Pop-ups at Events
- Small Group Meetings



Outside, where possible
6' Apart
Masks Required
Hand Sanitizer
Take-home Supplies



Community Engagement



Virtual Meetings

- Live with live polling or chat
- Pre-recorded presentations with short surveys:
 - Videos
 - PowerPoint

Website

- Online surveys
- Meeting-in-a-Box
- Mobile-friendly

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COMMUNITY ENGAGEMENT



Non-Digital Tools

- Meeting-in-a-Box
- Mail-back paper surveys
- Public school communications
- Handouts at scheduled events
- Municipal, Neighborhood and Church Distribution Lists





DISCUSSION

Key Success Factors



DISCUSSION: Key Success Factors

What are your expectations?

What do you think is important for us to know?

*What does **SUCCESS** look like?*





STAY INVOLVED!

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THANK YOU!



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