### AARP

**State:** North Carolina  
**Community Name:** Town of Leland  
**Population Size:** 22908  
**Percentage of Residents Above Age 60:** 26  
**Community Structure:** Town  
**Other:**  
**Community Type:** Urban, Mixed, Suburban (offices, apartments and shops), Suburban (mostly residential), Small Town, Rural

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**Elected Official Signing the Letter of Commitment**  
**Name:** Brenda Bozeman  
**Title:** Mayor  
**Office Mailing Address:** 102 Town Hall Drive Leland, NC 28451  
**Community Contact Name:** Barnes Sutton  
**Position:** Community Development Planner  
**Telephone:**  
**Role:** As the Community Contact, my position plans, coordinates, and manages planning projects including long- and short-term strategies to enhance planning, land use and livability, housing affordability, transportation network, community development, economic development, and hazard mitigation and resiliency for residents in all life stages. More specifically, my role is to aid the initiation of the Leland 2045 Comprehensive Plan which is structured around key features such as facilitating programs and policies that produce pleasant, clean, secure, and physically accessible neighborhoods, outdoor spaces, buildings, and transportation. Additionally, community development advances Town goals for vibrant, inclusive, sustainable, safe, and resilient built and preserved environments and economy.

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**Older Adult Involvement:** The age of the town’s population has implications for future land use and policy development. During the drafting of Leland 2045, one of the goals was 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 shaped around a continuous and multi-faceted cycle of input with stakeholders and the public, designed to aggregate feedback from a
diverse group of voices within the Town. Everyone wants to feel valued. Numerous studies document the special needs and policy challenges associated with a population that ranges in age. These community challenges are heightened by the rapid increase in both the number of older people and their increase as a share of the population, but it is critical to recognize that the Baby Boomer generation shares many preferences with the Millennial generation. Intergenerational gatherings and activities are a great way for young and older people to learn from one another, honor what each has to offer and, at the same time, feel good about themselves. Many older adults and seniors are choosing to maintain active lifestyles and recognize the health benefits of regular physical activities. With the large number of adults in these age cohorts, many communities have found a need to offer more programming, activities, and facilities that support the active lifestyle this generation desires.

Striving towards improving the accessibility to these amenities are a critical component of this plan. 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.

**Increasing Collaboration and Coordination:**

Through active participation in a cooperative region, the town will collaborate regionally on promotion and economic development so that the collective efforts create more opportunity for all. Transportation is the vital link that connects older adults to social activity, economic opportunity, and community services that support their independence. Additionally, people need public places to gather indoors and out. Green spaces, seating and accessible buildings can be used and enjoyed by people of all ages. Therefore, in pursuit of age-friendly collaboration, when transportation and recreation plans, including those for trails, streets, multi-use paths, blueways, greenways, transit, and other regionally significant linkages, are being prepared, the town will coordinate with surrounding jurisdictions to create high levels of integration and linkages. We recognize that the Town is made up of unique natural and social environments and we position economic development opportunities that fit those locations. Communities with integrated live, work and play opportunities create strong market demand. Livable communities are good for people and good for business. They are places where Americans increasingly want to live, work and play. Whether a person is young or old, starting a family or a business, livable communities provide a host of appealing advantages that enhance the quality of life of residents, the economic prospects of businesses and the bottom lines of local governments. We recognize that regional cooperation and coordination will expand opportunities for us all. Additionally, age-friendly communities recognize that information needs to be shared through a variety of methods since not everyone is tech-savvy, and not everyone has a smartphone or home-based access to the internet. 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.
AARP Team Member Contact Info:
We have spoken mostly with Rosalie Calarco, Associate State Director for the AARP NC Coastal Region. Her email is

Most Instructive Area of Work:
Shift the focus from regulating land use to regulating urban form. Adopting the town’s FlexCode zoning ordinance was a commitment to embrace connectivity. The better the connections between people, places and ideas, the broader the opportunities. By emphasizing standards and parameters for form with predictable physical outcomes, rather than relying on numerical parameters, the town aims to promote and conserve an interconnected street network and pedestrian-scaled blocks critical to age-friendly neighborhood development. These neighborhoods then combine opportunities for residential living, shopping, entertainment and other daily pursuits thereby delivering a range of choices for living, working, shopping and playing – all within a space as suitable for walking and biking as for driving.

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