

MOVING FORWARD

Comprehensive Plan | Section 5





About Implementation

While the planning process is relatively brief, plan implementation is a long-term commitment. Implementation of this plan is a shared responsibility. The County will take the lead while working collaboratively with a wide variety of partners, including local, regional, state and federal agencies, NCDOT, non-profits, area organizations and institutions, private developers, businesses, property owners, and landowners. The recommendations and strategies presented in Section 4 will enable those involved in implementation to effectively evaluate and determine priorities, and identify short-, mid-, and long-term tasks.

Tools for Managing Development

Managing development in the county requires the employment of several types of tools. The recommendations in Section 4 of this document provide guidelines and targets for shaping future growth and development in the community. Equally important are the supporting strategies, which can generally be categorized into one of three types of tools: (1) plans, studies, and policies; (2) regulations; and (3) special projects. The following is a brief explanation of these tools. *(Note: Some that are identified as strategies in Section 4 are currently underway.)*

Specific Plans, Studies, and Policies

A comprehensive plan can raise questions that require further study or present ideas not contemplated in other plans adopted by The County. To address the questions and ideas at a deeper level, plans and studies may be required as a step toward the implementation of the Comprehensive Plan.

Regulations

Brunswick County's Unified Development Ordinance (UDO) sets forth zoning, subdivision, and other land development regulations. In order to implement many of the plan recommendations, revisions will need to be made to the UDO as well as related local codes.

Special Projects

Capital projects identified address existing deficiencies and/or anticipated future year needs. Implementation of projects recommended in this comprehensive plan provides additional capacity to serve the magnitude and timing of development depicted on the Growth and Conservation Framework Map. Some of the projects require coordination with responsible county, state, or federal agencies.

New initiatives led by The County and partner agencies will address a wide range of topics important to promoting economic development and improving the quality of life for residents. These initiatives are a critical opportunity to build local capacity by involving stakeholders, especially citizens, in plan implementation.

Implementation Steps

Implementation Schedule

The implementation schedule is a mechanism to be used in initiating and monitoring implementation activities. Since implementation is a shared responsibility, this schedule is intended to guide the work of The County, partner agencies, local organizations, and representatives of the private sector as they work together to implement the plan and realize the vision. The schedule names each action item and a suggested timeframe for completion.

Some tasks are easily accomplished in the near-term while others will likely be more feasible later. So, patience may be needed for some aspects of the plan to be realized over an extended period of time.

Coordination across County departments is key to achieving results efficiently and effectively. Therefore, County departments should consider the potential for identifying common interests and needs and sharing appropriate resources. For example, the Planning and Inspections Department might schedule special studies for the timely delivery of findings that could benefit initiatives of two or more departments. Similarly, efforts to obtain necessary grant funding could be optimized by two or more departments sharing responsibilities for the preparation and submission of applications.

The Implementation Schedule is provided in Appendix G.



The Action Plan

Taken together, the recommendations might seem to be a lengthy and daunting list of tasks. Knowing where to begin requires focus on near-term activities, which could also bring about some early “wins.” For this reason, the project team, with input from the Advisory Committee, has reviewed the Implementation Schedule and identified several priority action steps to be considered immediately following plan adoption. The resulting Action Plan is intended to facilitate efforts to implement Blueprint Brunswick. Building on the information in the Implementation Schedule, it provides recommended metrics to measure progress toward completing the priority action steps and suggests assignments to two or more responsible parties who can take the lead or serve in supporting roles. The Action Plan may be updated over time to address changing needs and trends. *(Note: The Action Plan is a separate document maintained by The County.)*

Monitoring the plan’s implementation should be an open and ongoing process. The Action Plan can be used as a tool to record advancement toward specific milestones. Regular meetings should be held to evaluate progress and adjust course as necessary to ensure implementation efforts remain strong. All achievements should be summarized each year in a community report card or state-of-the-county report. When milestones are reached, celebrate! Reporting success maintains momentum and helps build community pride and ownership of the plan.



