



Town of Shallotte Board of Aldermen  
**ACTION AGENDA ITEM**  
2026

**TO:** Board of Aldermen

**ACTION ITEM #:** TXT 25-35

**FROM:** Brandon Eaton, Planner II

**MEETING DATE:** 01-06-2026

**DATE  
SUBMITTED:**

**ISSUE/ACTION REQUESTED:**

Request Board’s review and decision of a staff-initiated amendment to the Town of Shallotte Unified Development Ordinances. Specifically, Article 21, Section 21-13(D).

**PUBLIC HEARING:**  YES  NO

**BACKGROUND/PURPOSE OF REQUEST:**

The proposed amendment to the Town’s UDO would update ordinance language, revising the Town’s list of prohibited signage to allow for the installation of rooftop signage on commercial structures in the Central Business zoning district. The proposed amendment is citizen initiated and is detailed in the included draft language “Exhibit A”.

Staff has also proposed alternative language which would allow for the installation of rooftop signs in the Central Business (CB) Zoning District and is included herein as “Exhibit B”. Staff’s proposed ordinance language would similarly permit the use of roof signage in the Central Business District (CB), adding supplemental regulations related to height, location, safety, structural integrity, and other aesthetic elements which are consistent with the surrounding zoning district, to provide safeguards for public health and property values within the zoning district.

Currently, rooftop signs are prohibited in all zoning districts.

- See attached “Exhibit A”

The Board may vote to:

- Approve the ordinance as written, or
- Further amend the ordinance and vote to approve, or
- Continue the Board’s review and ask that the ordinance be further researched, or
- Deny the ordinance.

**FISCAL IMPACT:**

<b>BUDGET AMENDMENT REQUIRED:</b>	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
<b>CAPITAL PROJECT ORDINANCE REQUIRED:</b>	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
<b>PRE-AUDIT CERTIFICATION REQUIRED:</b>	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO
<b>REVIEWED BY FINANCE DIRECTOR</b>	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO

**CONTRACTS/AGREEMENTS:**

**REVIEWED BY TOWN ATTORNEY:**  YES  NO  N/A

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**ADVISORY BOARD RECOMMENDATION:**

The Planning Board voted *not* to recommend approval of any iteration of ordinance language that would allow rooftop signage at their December 9, 2025, meeting. Planning Board members were particularly concerned that any allowance would lead to the proliferation of this type of signage throughout the Central Business (CB) Zoning District, and potentially other zoning districts throughout the Town.

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**STAFF RECOMMENDATION:**

Staff prepared alternate language (included herein as “Exhibit B”) that would allow for rooftop signs as a permitted use in the proposed zoning district, with additional supplemental regulations to mitigate any negative impacts the proposed language may create in the absence of such standards. Staff recommends adoption of the ordinance text amendment language included in “Exhibit B” if the Board is inclined to permit rooftop signage.

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**FINANCE RECOMMENDATION: NA**

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**ATTACHMENTS:**

1. Draft Language “Exhibit A”
2. Staff proposed Draft Language “Exhibit B”
3. Examples of signage types “Exhibit C”
4. Planning Board Statement of Consistency
5. Draft Statement of Consistency
6. Ordinance

<b><u>ACTION OF THE BOARD OF ALDERMEN</u></b>	
<b>APPROVED:</b> <input type="checkbox"/> <b>DENIED:</b> <input type="checkbox"/>	<b>ATTEST:</b> _____ <b>CLERK TO THE BOARD</b>
<b>DEFERRED UNTIL:</b> _____	_____
<b>OTHER:</b>	<b>SIGNATURE</b>