



To: Town of Shallotte Board of Aldermen
From: Wes MacLeod, AICP, ASLA – Anchorpoint Planning
Date: May 27, 2026
Re: Proposed Amendments to Chapter 5 – Land Use and Growth Management and Map 5.4 (Future Land Use Classification Map)

Introduction

This memo summarizes proposed amendments to Chapter 5 of the 2016 CAMA Land Use Plan and revisions to Map 5.4 – Future Land Use Classification Map. Attached to the memo please find the currently adopted Future Land Use Classification Map and also the proposed revised map denoted by the map title including the word (draft).

The purpose of these amendments is to update the Future Land Use framework to reflect substantial changes in market conditions, development trends, infrastructure investment, and regional growth patterns that have occurred since the Plan’s adoption in 2018. The proposed changes do not alter the Town’s core land use philosophy or environmental protections; rather, they recalibrate the location and intensity of future growth to better align with present-day realities. At their meeting held on March 10th, the Planning Board unanimously recommended approval of the updated and revised Future Land Use Map.

Background: Future Land Use and Growth Management

Chapter 5 of the 2016 Land Use Plan establishes the Town’s land use and growth management framework by:

- Documenting existing land use conditions
- Identifying development capacity and build-out potential
- Recognizing environmental constraints and land use conflicts
- Establishing future land use classifications
- Providing policy direction for zoning and development decisions

Since adoption growth in Brunswick County and the greater coastal region has continued to accelerate. Shallotte’s role as a commercial, medical, and service hub has intensified, and development pressures have shifted both in scale and in character. The proposed amendments respond to these changed conditions.

Summary of Key Changes

The proposed amendments focus on targeted refinements to the Future Land Use Map to better align with demonstrated housing demand, corridor development trends, and the Town's evolving role as a regional commercial center.

Mixed Use areas have been expanded along portions of the US 17 corridor, both east and west of town, to recognize continued commercial growth and increasing demand for integrated residential and commercial development along this primary transportation route. Adjustments have also been made to residential density categories, particularly along NC 130 and east of town bordering US 17, to better reflect current housing needs. The primary modification in these areas is a transition from Low Density Residential to Medium Density Residential, allowing for more flexible housing types while remaining compatible with surrounding development patterns. In addition, the Industrial tract located north of US 17 has been revised to Low Density Residential to support changing market dynamics and long-term compatibility considerations. Finally, the Mixed Use framework has been modestly expanded within the town center and commercial area along Bridgers and Mulberry to reinforce the established pattern of commercial activity and encourage coordinated, walkable redevelopment.

Summary of Proposed Map Adjustments:

- Expanded Mixed Use areas along portions of the US 17 corridor, east and west of town.
- Adjustments to residential density classifications along NC 130 and east of town bordering US 17, primarily shifting from Low Density Residential to Medium Density Residential.
- Reclassification of the Industrial tract north of US 17 to Low Density Residential.
- Slight expansion of the Mixed Use framework in the town center/commercial area along Bridgers and Mulberry.

Importantly, these proposed adjustments do not introduce high-density development into established low-density neighborhoods. Rather, they concentrate higher intensity uses where infrastructure, access, and commercial activity already exist.

Consistency with Adopted Policies

The proposed amendments remain consistent with the Land Use Compatibility Management Goal of balancing natural resource protection with economic development.

Specifically, the amendments:

- Maintain environmental protections and floodplain sensitivity
- Continue to protect established single-family neighborhoods
- Reinforce walkability and Town Center development
- Encourage appropriate industrial clustering

The revisions adjust land use intensity guidance in targeted areas but do not alter the Plan's underlying development philosophy. These updates modernize the Future Land Use Map to better align long-term policy guidance with present-day realities. The revisions provide clearer direction for managing current development pressures while continuing to protect environmentally sensitive areas and maintain compatibility with established neighborhoods.

Process

The amendment process will proceed in accordance with the requirements of the CAMA Land Use Planning Guidelines. Following review of the proposed amendments at their March meeting, the Planning Board the Planning Board recommend approval of the revised map to the Board of Aldermen. Following the public hearing and consideration of any input received, the Board of Aldermen may take action to adopt the amendments.

We appreciate your time and consideration in reviewing the draft map updates and welcome any comments, questions, or suggestions. Please feel free to contact our office at any time during your review.

Best Regards,

Wes MacLeod, AICP, ASLA

Principal

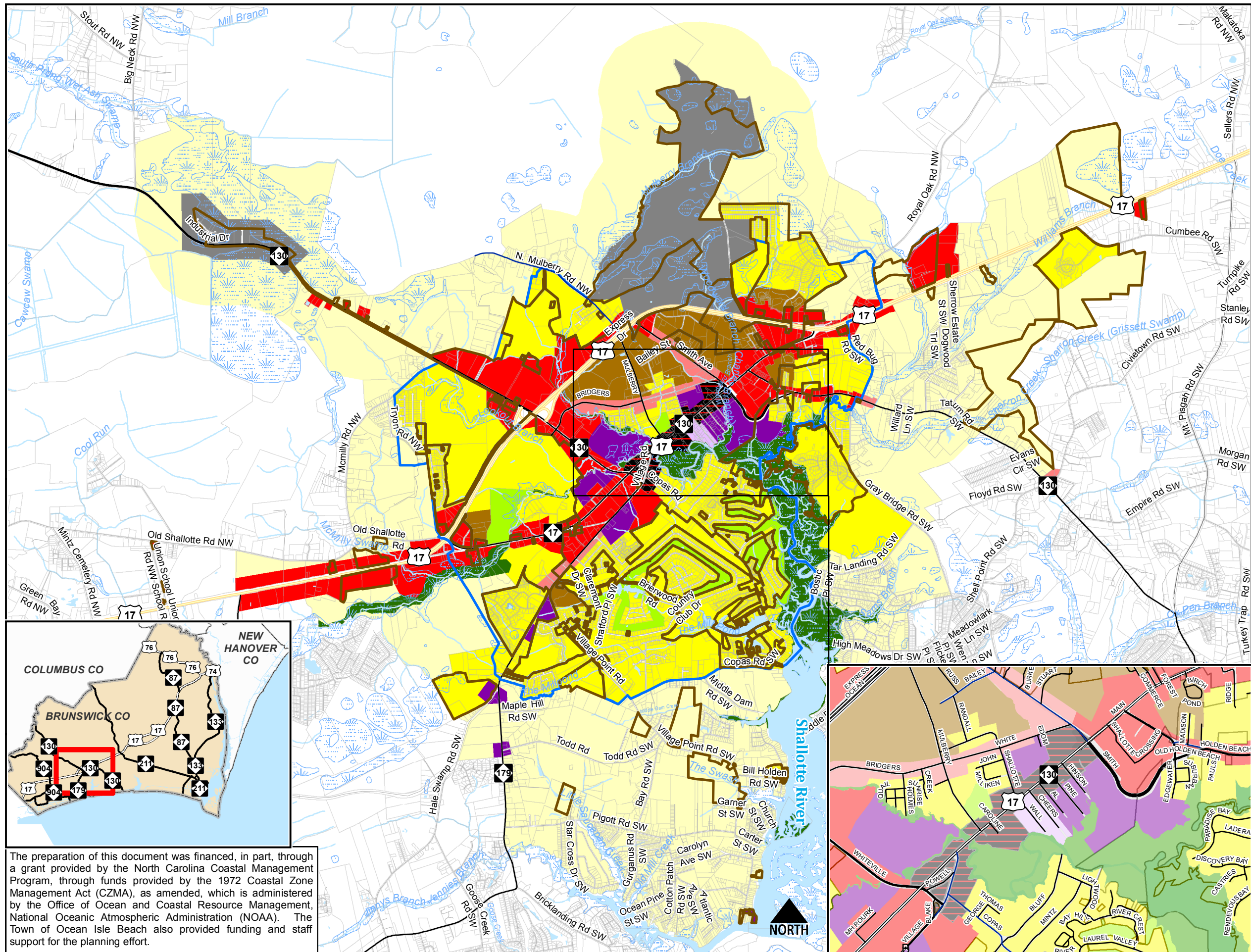
Anchorpoint Planning

wes@anchorpointplanning.com

Town of Shallotte

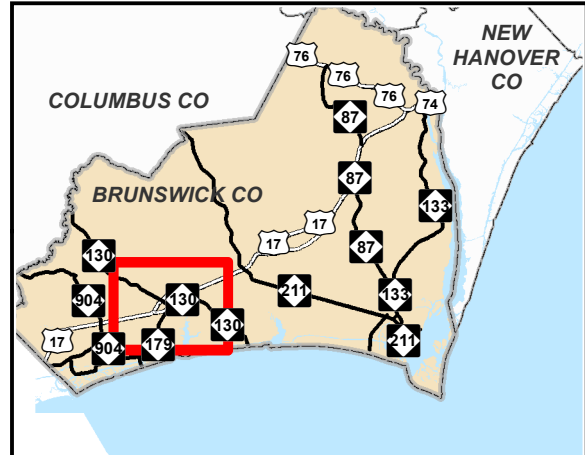
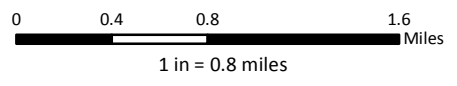


2016 Land Use Plan Map 5.4 Future Land Use Classification Map



- Waterbody
- Swamp/Marsh
- Municipal Boundaries**
- Corporate Limits
- ETJ
- Future Land Use**
- General Commercial
- Light Commercial
- Main Street Commercial
- Riverfront Mixed Use
- Mixed Use
- Industrial
- High Density Residential
- Medium Density Residential
- Low Density Residential
- Recreation
- Conservation

Map is to be used for general purposes only. Spatial data used to generate this map was gathered from disparate sources and represent a condition at a fixed period in time. 100% accuracy of spatial data to current circumstances cannot be guaranteed. The Cape Fear Council of Governments is not legally responsible for the misuse of this map.



The preparation of this document was financed, in part, through a grant provided by the North Carolina Coastal Management Program, through funds provided by the 1972 Coastal Zone Management Act (CZMA), as amended, which is administered by the Office of Ocean and Coastal Resource Management, National Oceanic Atmospheric Administration (NOAA). The Town of Ocean Isle Beach also provided funding and staff support for the planning effort.

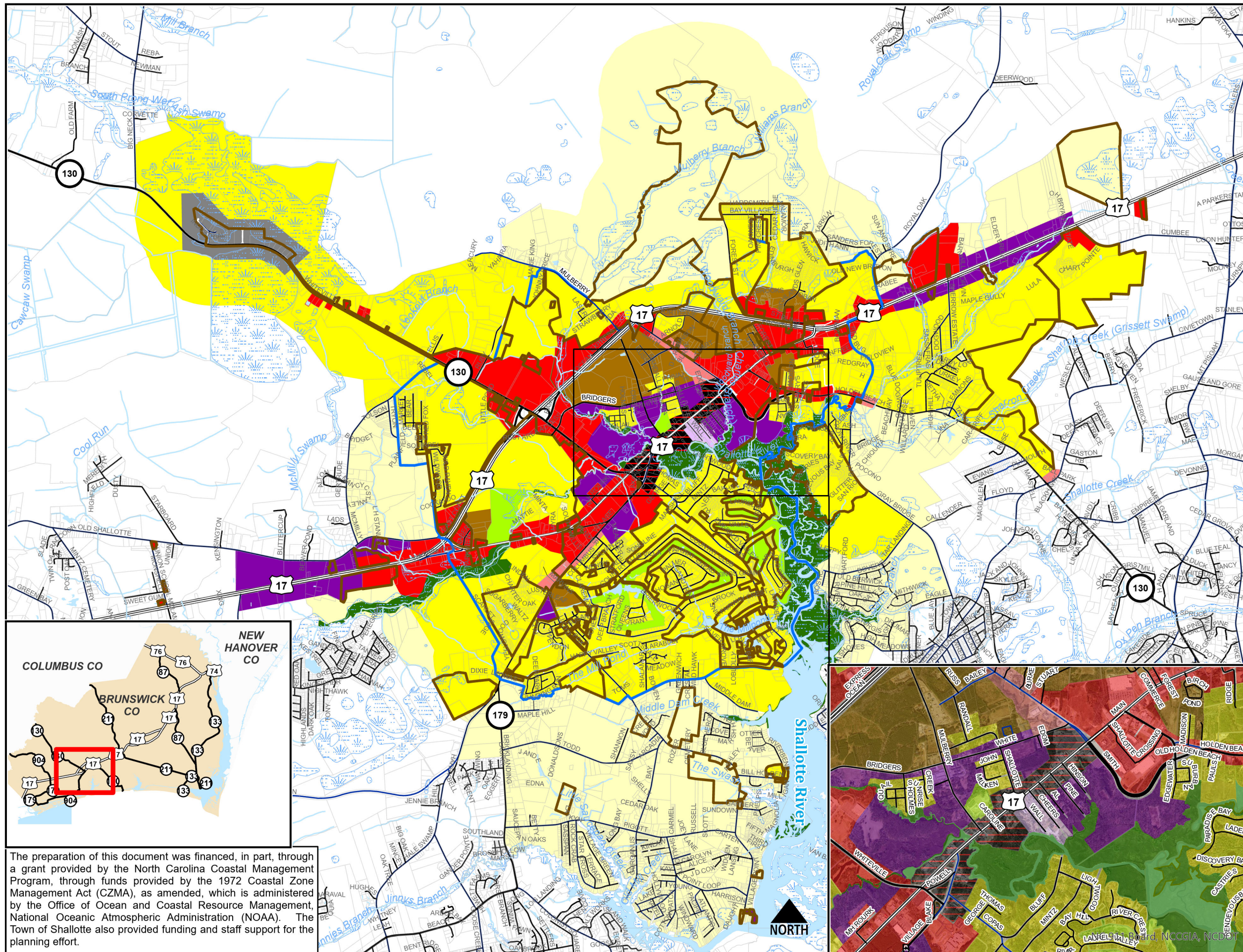
Map prepared by Cape Fear Council of Governments. Data sources: Brunswick Co., NCDEQ, NCDOT, USGS.



Town of Shallotte

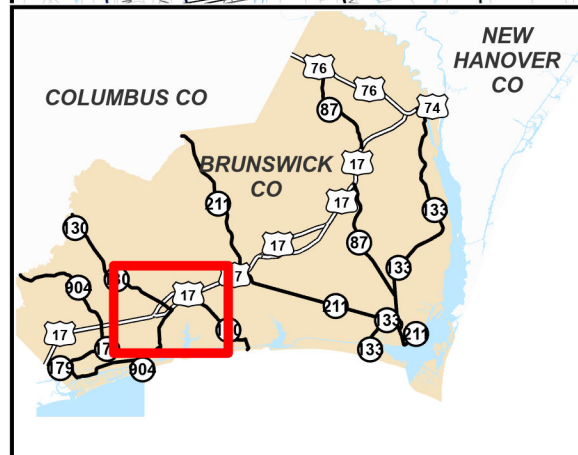


2016 Land Use Plan Map 5.4 Future Land Use Classification Map (draft)



- Waterbody
- Swamp/Marsh
- Municipal Boundaries**
 - Corporate Limits
 - ETJ
- Future Land Use**
 - General Commercial
 - Light Commercial
 - Main Street Commercial
 - Riverfront Mixed Use
 - Mixed Use
 - Industrial
 - High Density Residential
 - Medium Density Residential
 - Low Density Residential
 - Recreation
 - Conservation

Map is to be used for general purposes only. Spatial data used to generate this map was gathered from disparate sources and represent a condition at a fixed period in time. 100% accuracy of spatial data to current circumstances cannot be guaranteed. The Town is not legally responsible for the misuse of this map.



The preparation of this document was financed, in part, through a grant provided by the North Carolina Coastal Management Program, through funds provided by the 1972 Coastal Zone Management Act (CZMA), as amended, which is administered by the Office of Ocean and Coastal Resource Management, National Oceanic Atmospheric Administration (NOAA). The Town of Shallotte also provided funding and staff support for the planning effort.

Map prepared by Cape Fear Council of Governments and revised by Anchorpoint Planning. Data sources: Brunswick Co., NCDEQ, NCDOT, USGS.