

SHALLOTTE

Collector Street Plan



DRAFT September 3, 2025

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Introduction

Regional Overview

The coastal town of Shallotte is positioned along the US 17 corridor in one of North Carolina's fastest growing counties, Brunswick County. Shallotte is located between Wilmington, NC, and Myrtle Beach, SC. The topography is generally low and flat with significant environmental features including the Shallotte River, the Intracoastal Waterway, and large wetlands.

Fueled primarily by tourism, there are many growing industries in the area such as retail and real estate development, along with smaller industries such as marine research and agriculture, which are central to the area's character.

Grand Strand Area Transportation Study (GSATS) and the Town of Shallotte have undertaken this planning effort as the area's rapid growth presents numerous challenges. These include limited transportation routes, environmental vulnerability due to hurricanes and sea level rise, and the need for regional coordination among communities. As the population continues to increase, **building infrastructure to support this rapid growth while protecting ecological resources and the community's identity is a central concern** for this region and for the Town of Shallotte.

NCDOT is a partner in the development of the Collector Street Plan as numerous roadways in Shallotte — including US 17 and US 17 Business — are DOT owned and maintained.

Town of Shallotte Overview

Shallotte is a commercial and service hub for southern Brunswick County, hosting many dining and retail opportunities for residents and visitors.

The Town was incorporated in 1899 and covers roughly 9.6 square miles today, serving as a connection point between inland and coastal areas. With a strategic location; relatively affordable housing; and access to healthcare, shopping and schools; Shallotte is an attractive place to live and do business. US 17 is a major highway in the region, providing direct access to the Wilmington and Myrtle Beach areas. While well-connected by US 17, **Shallotte's historic development patterns have not produced a robust network of secondary roadways, leading traffic to use US 17 for local trips and leading to significant congestion** on existing roads.

Overview

Collector Street Plan (2025)

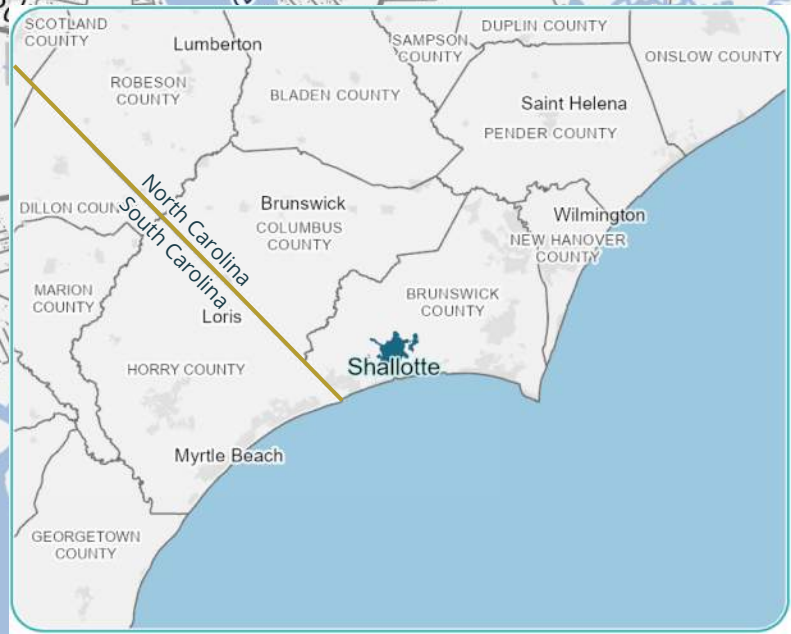
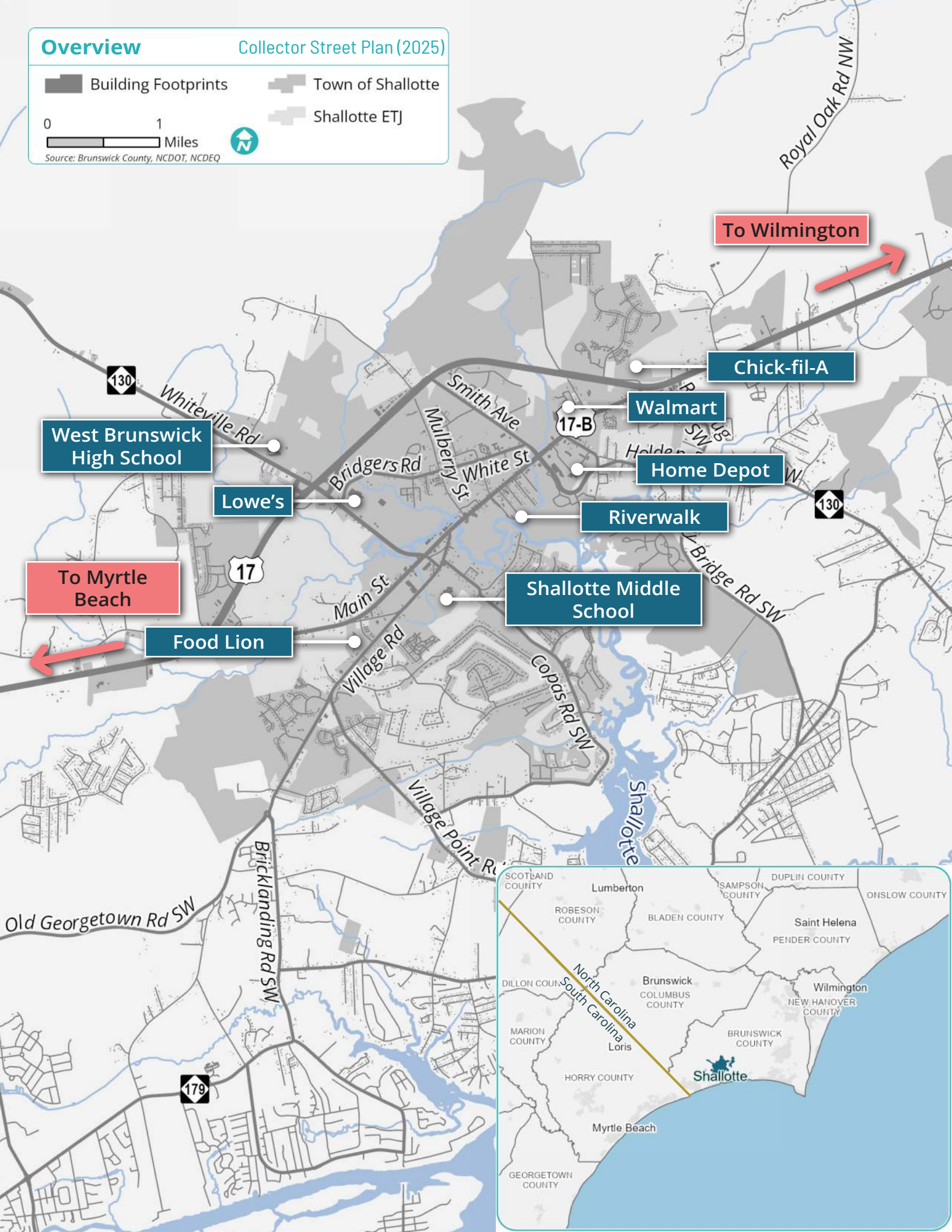
Building Footprints

Town of Shallotte

Shallotte ETJ

0 1 Miles

Source: Brunswick County, NCDOT, NCDEQ



Plan Overview

The Shallotte Collector Street Plan was developed with a number of goals in mind.



Decreasing dependence on major arterials for short trips



Creating safer transportation routes for pedestrians and cyclists



Creating more efficient routes for freight carriers

This plan came together through collaboration with the Town of Shallotte, GSATS, NCDOT, local business owners, residents, and visitors of the Town. Their thoughtful and thorough input informed project decisions and guided the recommendations below.

Public engagement ensured that this plan is grounded in community needs and experiences. During outreach efforts, community members and visitors participated in small group workshops, online surveys, and interactive maps where they shared insights about where they experienced traffic congestion, see and experience safety concerns, and where gaps in the transportation system exist. Participants voiced strong demands for intersection improvements, new roadway connections, upgrades to pedestrian and bicycle infrastructure, and added capacity to already built routes. Although most people drive alone, engagement events signal that

The plan addresses these goals while considering **environmental suitability**, current and future **land use**, **population and development projections** and **public input**.

The Collector Street Plan primarily focused on improvements to existing collector streets to improve safety, decrease congestion, and increase reliability. It also identified new collector street locations to support future development with a robust, connected street network.

Plan Process

preferences may be shifting. Residents and visitors also discussed being open to walking and biking in the future, provided the facilities are safe and convenient. The feedback also highlighted the need to strategically invest in existing collector streets, many of which are plagued by poorly timed lights, confusing designs, and lack of pedestrian infrastructure.

This robust feedback underscores the importance of the Collector Street Plan. More detailed information about the engagement activities can be found in the Existing Conditions section.

The results and conversations from community engagement activities held throughout the life of the project were used to develop the four themes. These themes informed the planning process and the following projects.

Project Recommendation Themes



Create new routes parallel to and connecting to Main Street to create alternate ways to travel within and around central Shallotte



Create new routes in the outer parts of Shallotte that are developing now and will develop in the future to create a consistent network of mobility through these areas



Strategically invest in the existing collector roadway system to improve safety and mobility through intersection improvements, new connections, walking and biking facilities, and other improvements



Improve existing collectors and build new collectors with dedicated walking and biking facilities to make all modes of travel safe and appealing

Along with engagement, the project team conducted various analyses on the transportation system based on data received from the Town, GSATS, and NCDOT. This included a crash summary that calculated intersections and segment crash rates and identified areas that were disproportionate to similar roadways in the region. A total of 17 intersections and 7 segments surpassed the critical crash rate threshold. (A statistical threshold for screening a location to determine if the number of crashes is above the statistical range of crashes that could occur. Exceeding this rate indicates a potential safety concern.) This analysis was directly used to determine areas that either needed improvements or new roadways nearby to alleviate traffic volumes.

Additionally, previous planning efforts were reviewed for compatibility with the Collector Street Plan. Reviewed plans include:

- Brunswick County Comprehensive Transportation Plan (2024)
- GSATS Congestion Management Process Update (2024)
- GSATS 2023-2033 Transportation Improvement Program (FY 2024)
- GSATS 2045 Metropolitan Transportation Plan Update (2023)
- Town of Shallotte Bike & Walk Plan (2023)
- Southeastern North Carolina Council of Governments Regional Trails Plan (2020)
- Shallotte Land Use Plan (2018)
- Cape Fear Regional Bicycle Plan (2017)

Several previous planned projects were brought forward into the Recommendations below to continue to build support for them.

How to Use This Plan

This plan document is organized to be easiest to use by policymakers and technical staff. This **Introduction** section is immediately followed by the **Recommendations** section, which details out individual recommendations for improving and expanding the collector street system and a **Funding Strategies** section which talks about funding implementation of these improvements.

The sections that follow take a step back and detail the **Existing Conditions** analysis that was performed in the early phases of the project and detail the **Community Engagement** process that helped shape the plan's priorities.

Plan Limitations

A Collector Street Plan is a specific kind of plan with a specific focus, and some specific limitations. This plan is not intended to serve as a comprehensive, community-wide transportation plan, but focuses on a specific class of roads - collectors - and puts a major emphasis on how the roadway network could be expanded as new areas are developed. The recommendations in this plan are broadly preliminary - they do not reflect final designs, nor are they on a specific timeline. Each recommendation will need additional vetting and design before construction if it is built at all. This plan will also be updated as development patterns change across Shallotte to better represent the community's needs in the future.

This plan...

- Provides a list of unfunded transportation projects
- Identifies potential connections for future transportation corridors
- Identifies potential future intersection improvements
- Identifies current roadways that may be in need of capacity upgrades today or in the future
- Identify current roadways that may be in need of walking and/or bicycling improvements
- Will serve as a guide for future public and private development
- Will help the Town preserve transportation corridors (i.e. right-of-way) when land is developed
- Will help the Town promote connectivity and design uniformity

This plan does not...

- Commit local, regional, and/or state governments to build specific roads or other improvements
- Show an exact, final alignment of any single project
- Set a timeframe for when a project should be constructed or completed by
- Rank or prioritize the recommended projects
- Provide a financial plan for the implementation of projects (though it does include financial *strategies*)

Collector Street Overview

As mentioned previously, this plan focuses on improvements to existing collector streets and expansion of the collector street network. The graphic below outlines what a collector street is and is not, and compares it to other roadway classifications.

Arterials

- High number of vehicles
- High travel speeds
- Often multiple lanes in each direction
- Examples in Shallotte: US 17



Collector Streets

- Middle speeds
- Connect neighborhoods to major roads and to destinations
- Examples in Shallotte: Gray Bridge Road, Holden Beach Road, Village Point Road



Local Roads

- Lowest speeds and traffic volumes
- Connect individual properties with collector streets and arterials



Recommendations



Image: March 2025 Whiteville Road NW and Main Street



Recommendations

In 2025, the Town of Shallotte, in partnership with the Grand Strand Area Transportation Study (GSATS) and the North Carolina Department of Transportation (NCDOT), set out to create a new Collector Street Plan. This plan was created based on extensive research, robust public engagement, and thoughtful consideration of growth in the area. The project team developed the basis for the recommendations through existing conditions research, data based metrics, and

community engagement. This three-pronged approach helped the team to understand topographical constraints while engagement informed specific needs that were not evident through typical data collection. The project team combined the numerical data and community feedback to develop the recommendations. The following section documents infrastructure recommendations and policy recommendations to guide future development and growth within the Town.

Categories

The recommendations were divided into the following categories: New Roadways, Intersections, Capacity Upgrades, and Multi-Modal Improvements. Design standards for new roadways within different contexts are found later in this section. New roadways will help to serve existing and future development and ensure areas of Shallotte are well connected to each other. Roadways may be constructed through new development or through other mechanisms.

- **New Roadways-** New roadway recommendations were developed to achieve the following goals:
 - To relieve already congested roads by providing alternative, parallel routes and/or
 - To ensure that areas of future development are well-covered by a collector street network.
- **Intersection Improvements-** Intersection projects focus on enhancing safety by reducing accidents and minimizing conflicts between modes of transportation. Four key intersections are recommended for improvement within Shallotte. These four do not include the intersections that are included (funded) within the State Transportation Improvement Program.
- **Capacity Upgrades-** Capacity upgrades may increase the number of vehicles that a roadway can carry or provide

improvements that allow more vehicles to travel along the roadway. NC 179, from NC 904 to Main Street, NC 130 from Edgewater Drive to the southeast, and Main Street are recommended for various capacity upgrades.

- **Multi-Modal Improvements-** Multi-modal improvements promote street design that encourages walking, cycling, and public transportation use in addition to the expansion of the East Coast Greenway. The multi-modal improvements presented below are from the Town of Shallotte Bike & Walk Plan (2023) and the Cape Fear Regional Bicycle Plan (2017).

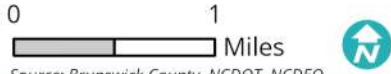
Maps of all projects are shown on the following two pages. Individual project types are then shown on the maps and in tabular form on the proceeding pages.

Recommended Projects

- Recommended Intersection Projects (II)
- Programmed NCDOT Interchange Project

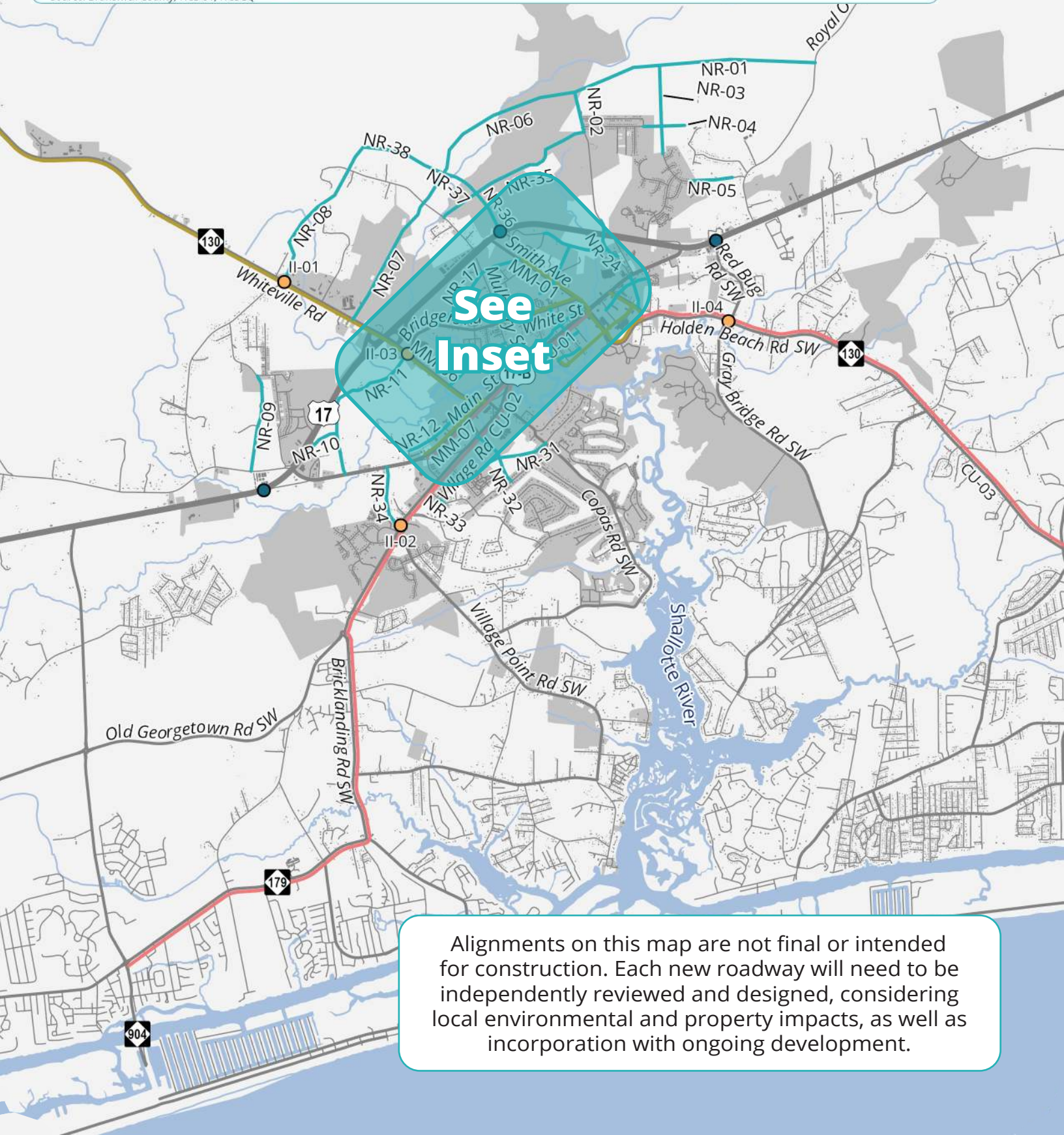
- Capacity Upgrade (CU)
- Multi-modal Improvement (MM)
- New Roadway (NR)

- Town of Shallotte
- Shallotte ETJ

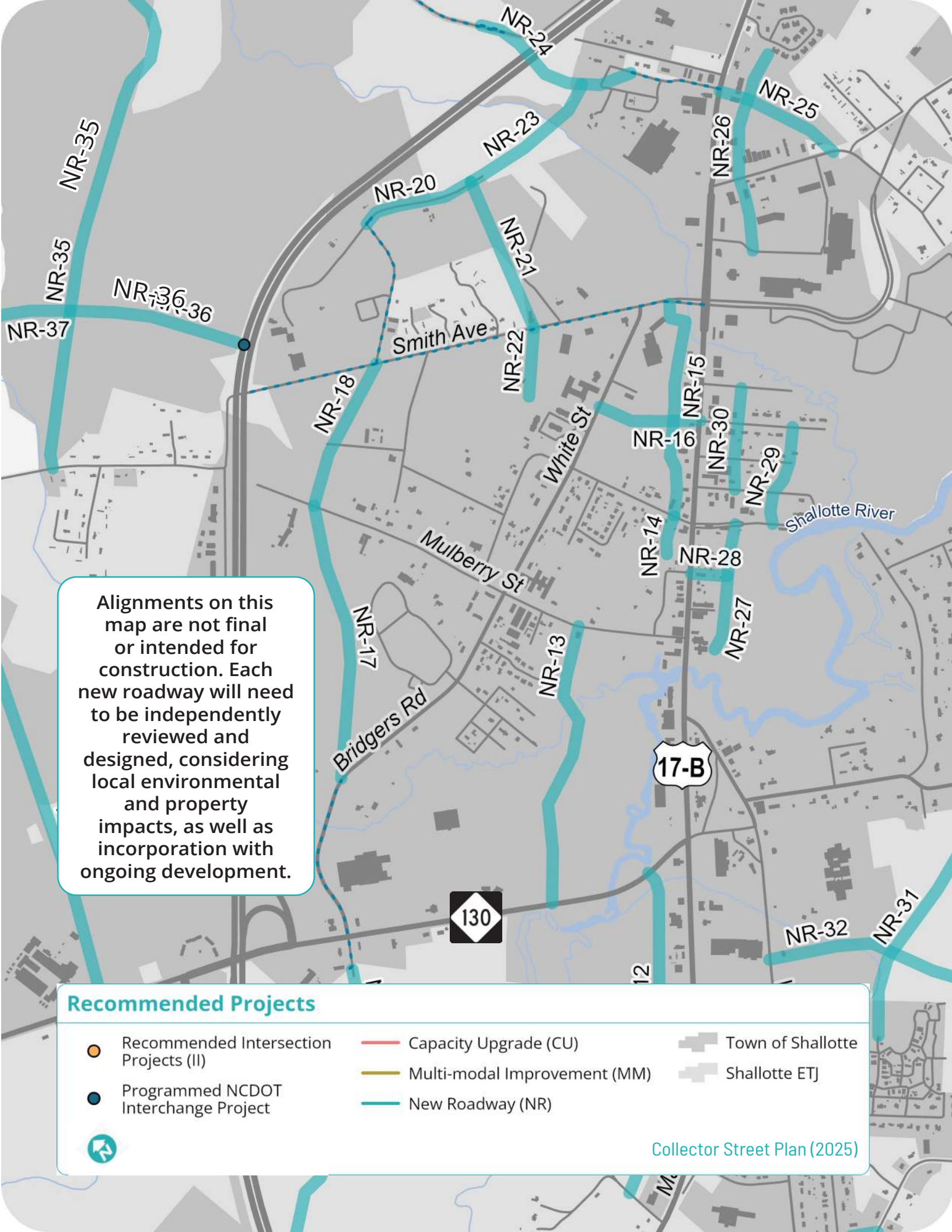


Source: Brunswick County, NCDOT, NCDEQ

Collector Street Plan (2025)



Alignments on this map are not final or intended for construction. Each new roadway will need to be independently reviewed and designed, considering local environmental and property impacts, as well as incorporation with ongoing development.



Alignments on this map are not final or intended for construction. Each new roadway will need to be independently reviewed and designed, considering local environmental and property impacts, as well as incorporation with ongoing development.

Recommended Projects

- | | | |
|--|--|---|
|  Recommended Intersection Projects (II) |  Capacity Upgrade (CU) |  Town of Shallotte |
|  Programmed NCDOT Interchange Project |  Multi-modal Improvement (MM) |  Shallotte ETJ |
|  |  New Roadway (NR) | |

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New Roadways

The largest single group of recommendations in this plan is a series of new roadways spread across the town. These recommendations can be broadly categorized as follows:

New roadways in undeveloped areas (or low-intensity areas) are generally intended as guidelines for new roads if these areas are developed in the future. This plan serves to explicitly show a network of new roads that future development should incorporate to ensure network connectivity in these areas in the future, and avoid circuitous, disjointed roadway networks.

Backage roads, which are located immediately behind commercial buildings along Main Street would most likely be built as part of future redevelopment, though they could be built without. These roads are intended to make it possible to move between Main Street businesses without adding to the congestion on Main Street itself and ultimately support access restrictions on Main Street (again, likely to occur only as part of redevelopment).

Other new roads similarly are intended to guide new connections in the case of future development.

As stated previously, the alignments shown in this section are not intended to be final. Specific environmental considerations and incorporation with future development will need to be considered during design of each segment to avoid unnecessary conflicts. It is expected that the specific alignments of these roads will change during this process, if built.

New Roadway Recommendations

ID	Name	Description	Primary Purposes			
			Safety	Capacity	Network Connectivity	Other
NR-01	Mulberry Branch Road East	Connection between Royal Oak and Forest St extension (NR-02)				
NR-02	Forest Street Extension (N/S)	Extend Forest St Extension to connect to NR-01 and NR-06				
NR-03	Hawick Drive Northern Extension	Northward extension of Hawick Dr to connect to NR-03				
NR-04	Bay Village Street Extension	Eastward extension of Bay Village St to Tarkin Ct NW				

Recommended Projects: New Roadways

● Programmed NCDOT Interchange Project

■ Town of Shallotte

■ Shallotte ETJ

— New Roadway

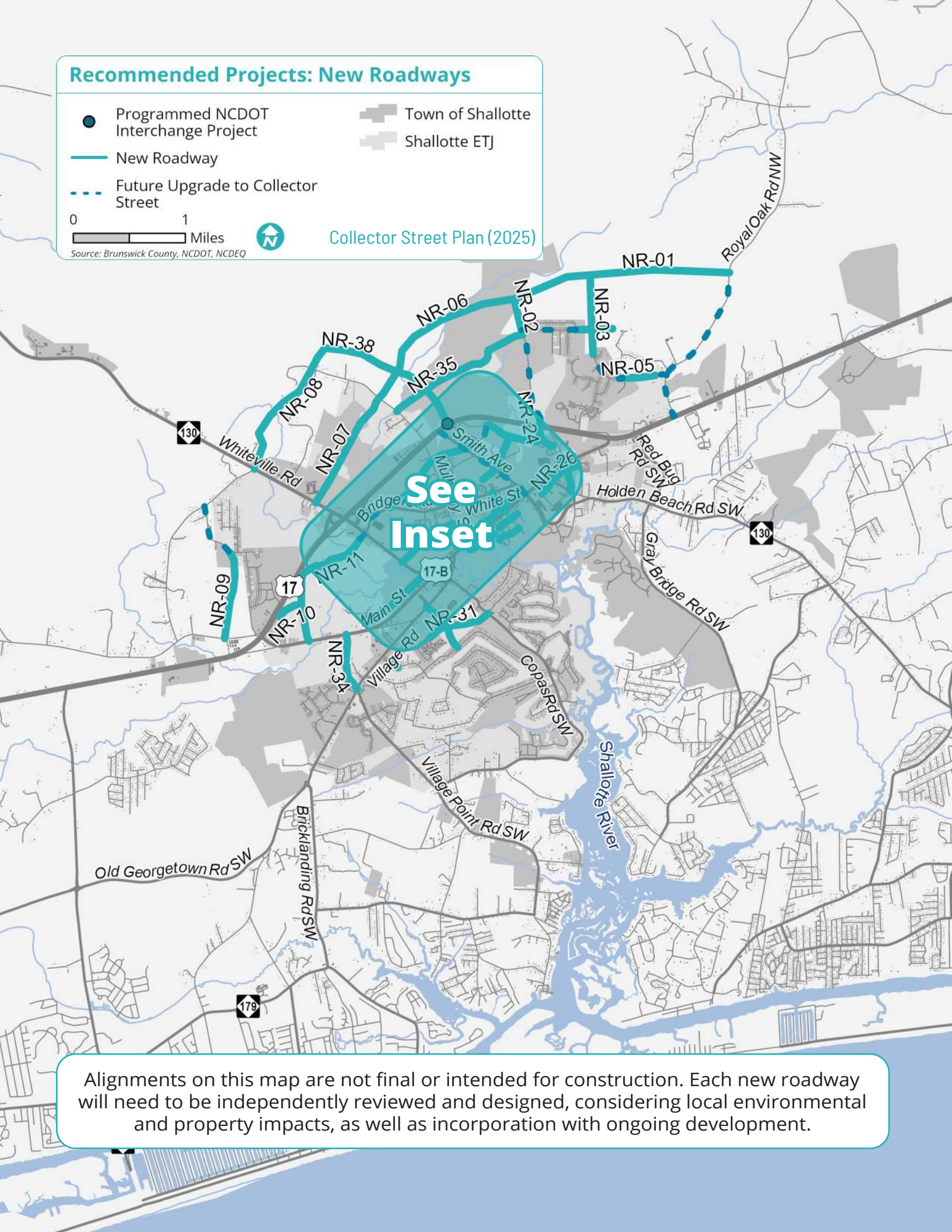
- - - Future Upgrade to Collector Street

0 1 Miles



Collector Street Plan (2025)

Source: Brunswick County, NCDOT, NCDEQ



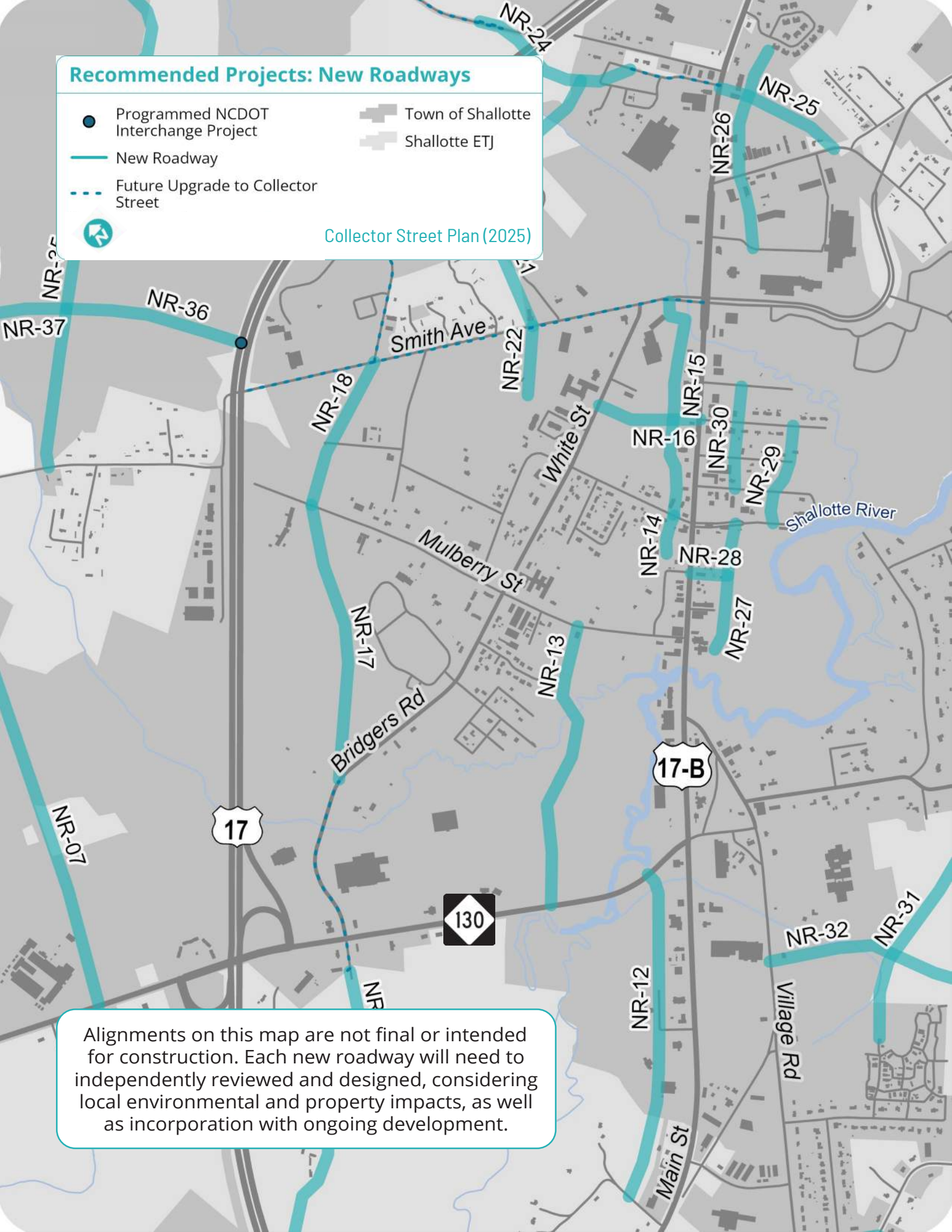
Alignments on this map are not final or intended for construction. Each new roadway will need to be independently reviewed and designed, considering local environmental and property impacts, as well as incorporation with ongoing development.

New Roadway Recommendations (continued)

ID	Name	Description	Primary Purposes			
			Safety	Capacity	Network Connectivity	Other
NR-05	Hawick Drive Southern Extension	Eastward extension of Hawick Dr to Old New Britton Dr				
NR-06	Mulberry Branch Road Center	New road from Mulberry Rd to NR-02				
NR-07	Mulberry Branch Road East	New road from NC 130/Whiteville Rd to Mulberry Rd				
NR-08	McMilly Road Extension	Northward extension of McMilly Rd to Mulberry Rd				
NR-09	Tryon Road Extension	Southward extension of Tryon Rd to Old Shallotte Rd NW				
NR-10	Parkview Place Extension	Northward extension of Parkview Pl to NR-11				
NR-11	Bridger Road Extension	Southward extension of Bridger Rd to US 17B/Main St to Shallotte Township Park				
NR-12	Northwest Backage Road	New backage road connecting properties north of Main St from Myra Way to NC 130/ Whiteville Rd				
NR-13	Downtown Whiteville-Mulberry Connector	New road from NC 130/Whiteville Rd to Mulberry Rd between Main St and Bridgers Rd. Note: may not be feasible due to prevalence of wetlands.				
NR-14	Mulberry Park Backage Road	New backage road connecting properties north of Main St from Mulberry Park to Shallotte Ave				
NR-15	Northeast Backage Road	New backage road connecting porperties north of Main St from Shallotte Ave to Smith Ave through shopping center parking lot				
NR-16	Pine Street Extension	Northward extension of Pine St from Main St to White St				
NR-17	Bridgers Road - Baily Street Connector	Eastward extension of Bridgers Rd to NR-18				

Recommended Projects: New Roadways

- Programmed NCDOT Interchange Project
 - New Roadway
 - - - Future Upgrade to Collector Street
 - 🔄 Collector Street Plan (2025)
- Town of Shallotte
Shallotte ETJ



Alignments on this map are not final or intended for construction. Each new roadway will need to be independently reviewed and designed, considering local environmental and property impacts, as well as incorporation with ongoing development.

New Roadway Recommendations (continued)

ID	Name	Description	Primary Purposes			
			Safety	Capacity	Network Connectivity	Other
NR-18	Arnold Street Extension	Westward extension of Arnold St to Mulberry St				
NR-20	Northside Drive Improvements (West)	Improvements to Northside Dr between Arnold St and NR-21 to match collector street sections				
NR-21	Northside Drive Extension Connector	New roadway between NR-20/NR-23 and Smith Ave				
NR-22	Shallotte Avenue - Smith Avenue Connector	Eastward extension of Shallotte Ave to Smith Ave at NR-20. Note: Only feasible if existing residential property is sold and developed in the future. Should not displace current residents				
NR-23	Northside Drive Extension	Eastward extension of Northside Dr to NR-24, Commerce St, or Forest Dr				
NR-24	Commerce Street - Forest Street Overpass	Overpass of US 17 connecting Commerce St or Forest Dr to Forest St Ext. Note: Would not be able to provide any access to US 17 due to NCDOT restrictions				
NR-25	Commerce Street - NC 130 Connector	Southward extension of Commerce St to Holden Beach Rd. May require realignment of Edgewater Dr to continue along this alignment (GSATS 2045 MTP)				
NR-26	Southeast Backage Road	New backage road connecting properties south of Main St from Smith Ave to Birch Pond Dr. Note: Some segments not feasible without redevelopment due to locations of buildings, retention ponds, etc.				
NR-27	Southwest Backage Road	New backage road connecting properties south of Main St from Camp United Methodist Church to Wall St				
NR-28	Park Drive Extension	Southward extension of Park Dr from Main St to NR-27				
NR-29	South Downtown Roadway	New roadway connecting Wall St just north of the Riverwalk eastward to Pine St				

New Roadway Recommendations (continued)

ID	Name	Description	Primary Purposes			
			Safety	Capacity	Network Connectivity	Other
NR-30	South Central Backage Road	New road connecting Cheers St to Hinson St just south of Main St properties				
NR-31	Mintz Street Extension	Westward extension of Mintz St to Sylvan St, or other connection to Pender Rd				
NR-32	Country Club Connector	New roadway from Country Club Dr to NC 179/Village Rd, potentially tying in to shopping center rear alley				
NR-33	Hickory Wendy Connector	Southward extension of Hickory St to Wendy Ln				
NR-34	Village Point - Main Street Connector	Northward extension of Village Point Rd from NC 179/Village Rd to US 17 BUS/Main St (GSATS 2045 MTP Project)				
NR-35	Inner Mulberry Road - Forest Street Connector	Improve utility access road to support public access				
NR-36	Interchange Connector	Connection from NR-35 to NCDOT planned interchange				
NR-37	Outer Interchange Connector	Connection from NR-35 to NR-06 to provide access to NCDOT planned interchange				
NR-38	Outer Interchange Connector to McMilly Road Extension	Connection from NR-37 to NR-08 to provide additional connection to NCDOT planned interchange and northwest Shallotte				

Capacity Upgrades and Intersection Projects

The projects in this section serve an existing or future need. Intersection projects were identified based on a review of the safety analysis shown later in this plan, and community feedback on congestion and safety concerns. A detailed study and following improvement for Main Street it included, as are long-term roadway widening projects from the Brunswick County Comprehensive Transportation Plan.

Capacity Upgrade and Intersection Recommendations

ID	Name	Description	Primary Purposes			
			Safety	Capacity	Network Connectivity	Other
CU-01	Main Street	Access management and safety improvements, likely to include a median along the corridor, signals at major crossings and partial access at major driveways. Note: Only feasible once significant portions of backage roads or other connections have been constructed (GSATS 2024-2033 TIP)				
CU-02	NC 179 Widening	Widening of NC 179 to four lanes from Ocean Isle Beach Rd SW to NC 130 (Brunswick County CTP)				
CU-03	NC 130 Widening	Widening of NC 130 to four lanes from Edgewater Dr SW to Holden Beach (Brunswick County CTP)				
II-01	McMilly Road NW Intersection	Intersection improvement focused on safety, likely new turn lanes				
II-02	Village Road and Bricklanding Intersection	Safety and mobility improvements at Village Rd and Bricklanding Rd				
II-03	NC 130/Whiteville Road and Bridgers Road Safety Improvement	Intersection improvement focused on safety, potentially a partial RCI or similar treatment				
II-04	NC 130/Holden Beach Road, Gray Bridge Road, and Red Bug Road Safety Improvement	Intersection improvement focused on safety, potentially better separating left turn lanes or changing intersection configurations				

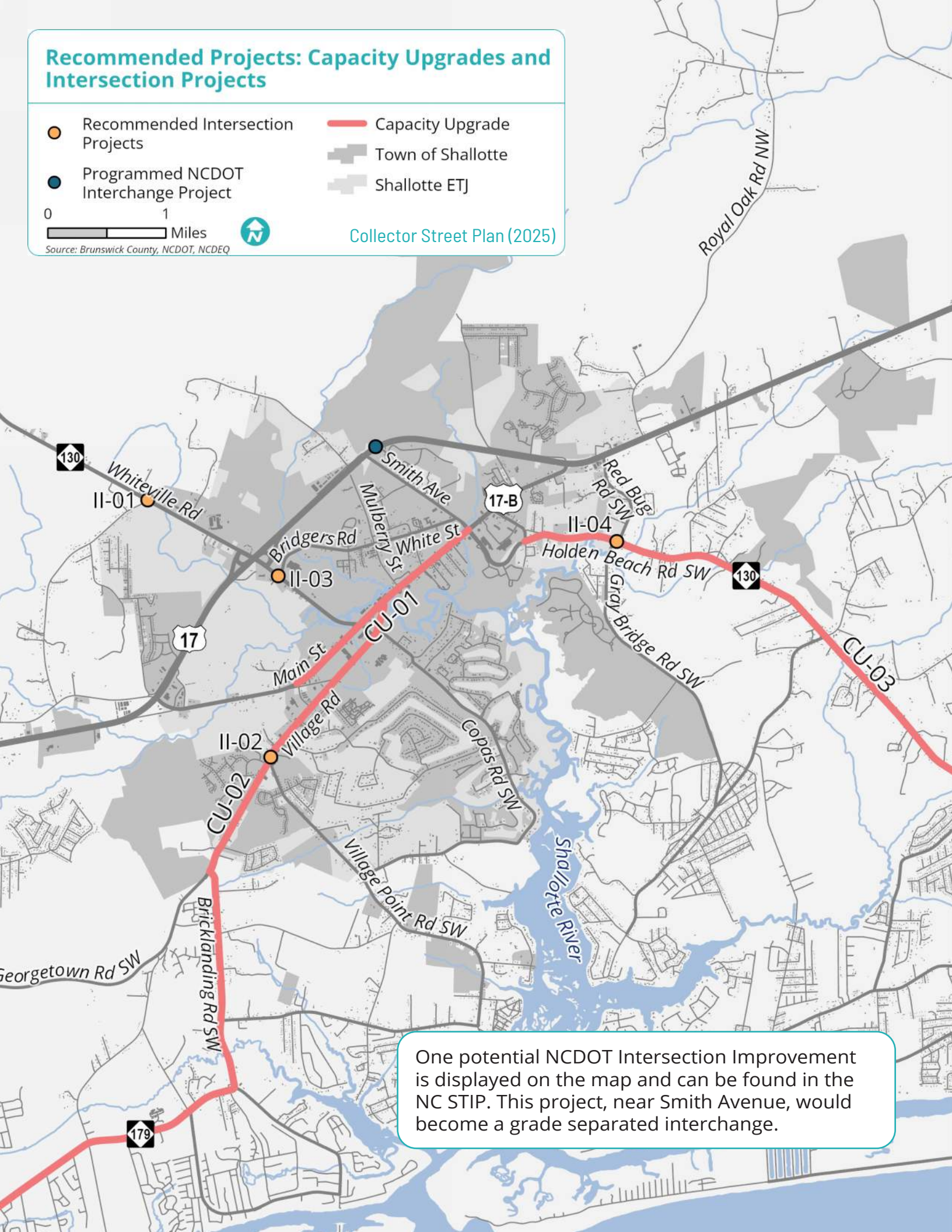
Recommended Projects: Capacity Upgrades and Intersection Projects

- Recommended Intersection Projects
- Programmed NCDOT Interchange Project
- Capacity Upgrade
- Town of Shallotte
- Shallotte ETJ

0 1 Miles

Source: Brunswick County, NCDOT, NCDEQ

Collector Street Plan (2025)



Multi-Modal Improvements

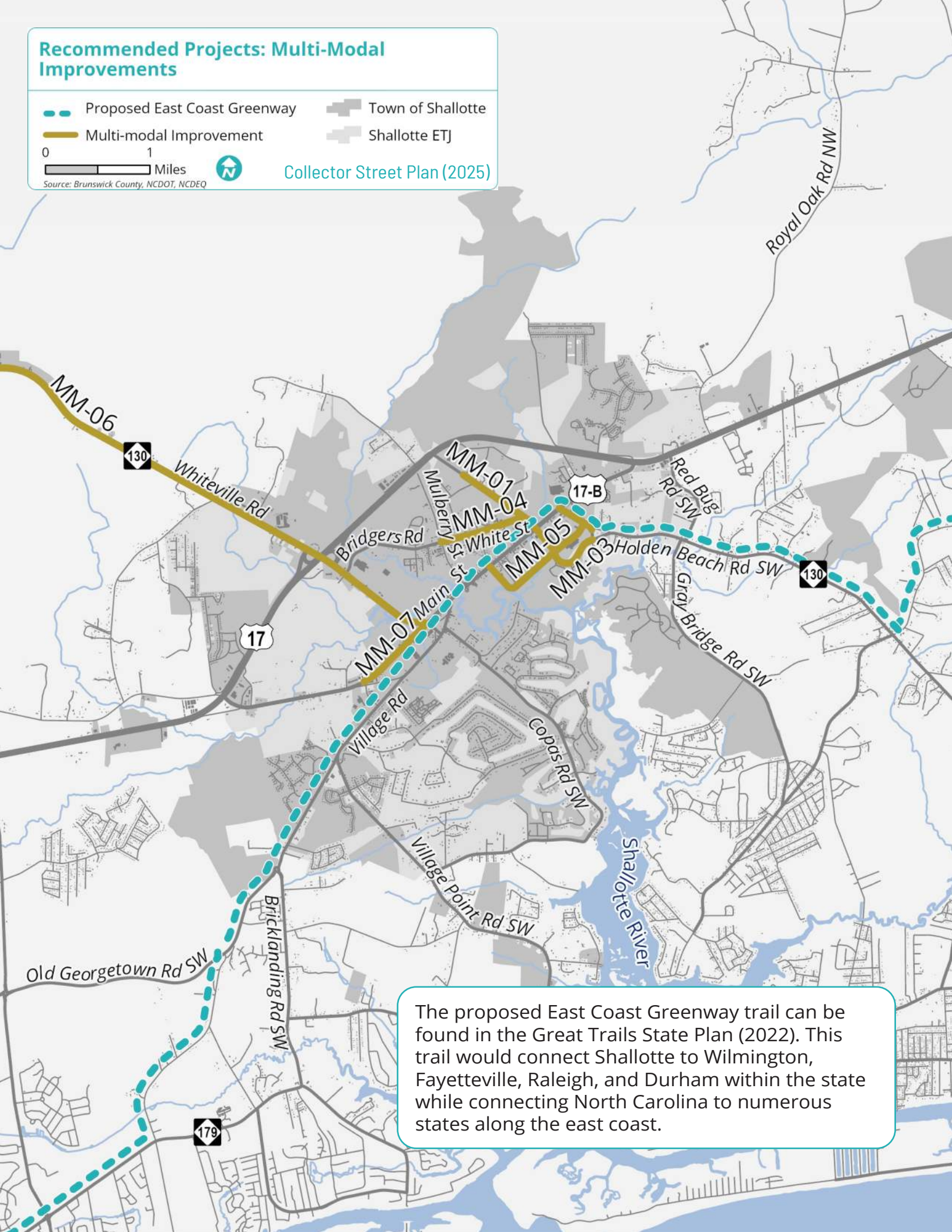
Improvements in this category are intended to create new facilities for walking or bicycling, like sidewalks, bike lanes, and/or shared-use paths. These recommendations are included to be consistent with the Town's adopted Bike and Pedestrian Plan. It should be noted that in addition to these dedicated recommendations, all new roads are also expected to be built with accommodations for non-automotive users.

Multi-Modal Recommendations

ID	Name	Description	Primary Purposes			
			Safety	Capacity	Network Connectivity	Other
MM-01	Smith Avenue Pedestrian Improvements	Pedestrian Improvements, Within ROW from Arnold St to Main St				
MM-02	Main Street Bike and Pedestrian Improvements	Within ROW, from Washington Rd SW to Copas Rd SW				
MM-03	Shared-Use Path West Shallotte	NC 130 to Holden Beach Rd, Shallotte Crossing Pkwy to Edgewater Dr SW				
MM-04	White Street Pedestrian Improvements	From Mulberry St to Smith Ave				
MM-05	Wall Street Pedestrian Improvements	From Main St to Holden Beach Rd, From Main St to Permit Ln along Smith Ave				
MM-06	Whiteville Road NW Bicycle Improvements	From Longwood Rd NW to Main St				
MM-07	Main St Pedestrian Improvements	From S Willis Dr to Blake St				

Recommended Projects: Multi-Modal Improvements

- Proposed East Coast Greenway
 - Multi-modal Improvement
 - Town of Shallotte
 - Shallotte ETJ
- 0 1 Miles
- Source: Brunswick County, NCDOT, NCDEQ
- Collector Street Plan (2025)



The proposed East Coast Greenway trail can be found in the Great Trails State Plan (2022). This trail would connect Shallotte to Wilmington, Fayetteville, Raleigh, and Durham within the state while connecting North Carolina to numerous states along the east coast.

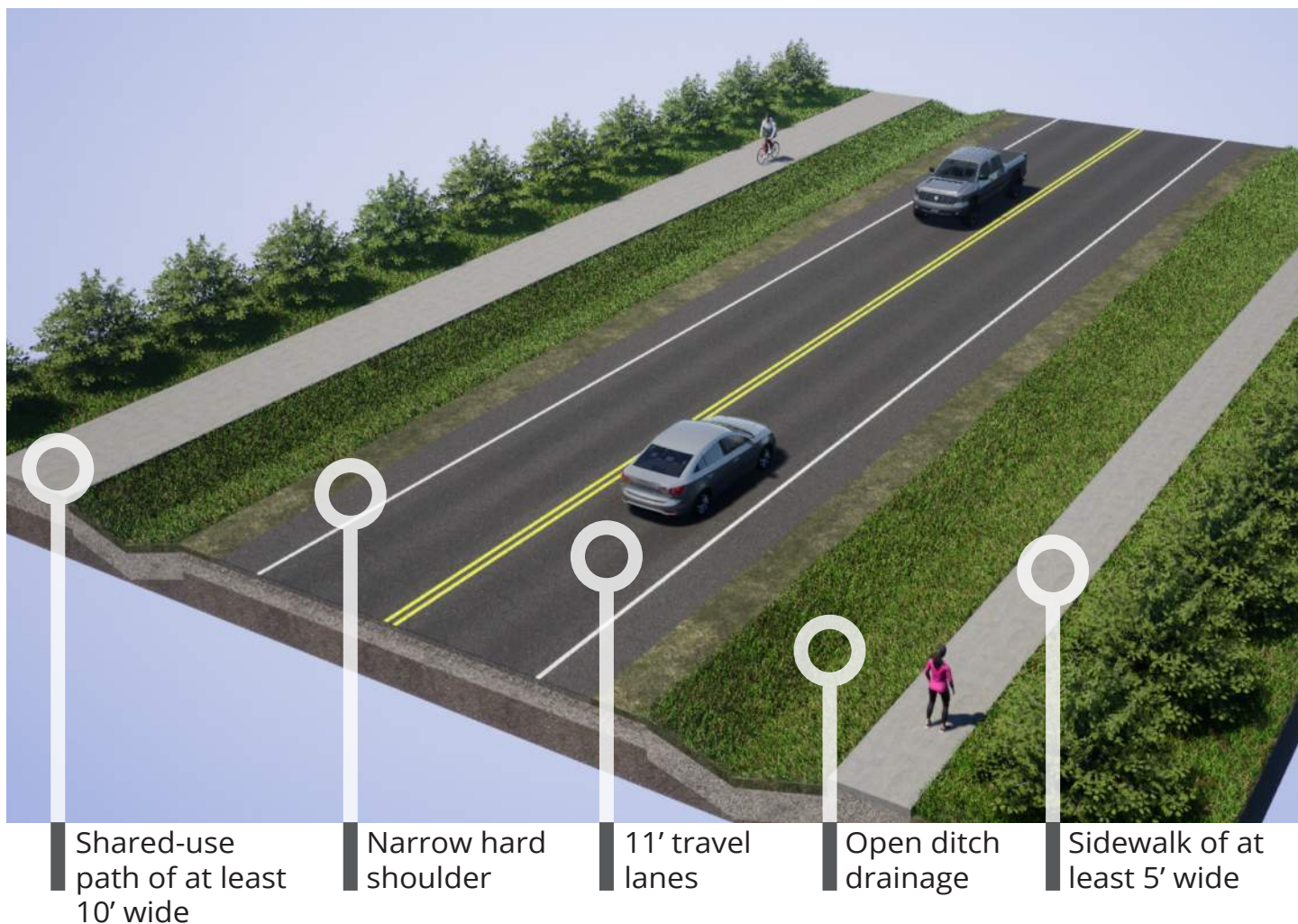
Roadway Section Recommendations

This section outlines the proposed roadway types intended to support Shallotte's future growth and connectivity needs. The proposed network includes Rural Section Collectors, Urban Section Collectors, Four-Lane Collectors, and Backage Roads—each designed to serve specific transportation functions based on surrounding land use and anticipated traffic volumes.

All proposed roadway sections are to be constructed in accordance with the standard cross-sections defined by NCDOT. These standards ensure consistency in design, safety, and performance across the state's transportation infrastructure. The following pages describe the purpose and typical design features of each.

Rural Section Collector

A rural collector would be constructed outside of Downtown Shallotte in areas where development may not be expected in the near future. The section would have two 11-foot vehicular travel lanes, a 12-foot open ditch for drainage, a sidewalk of at least 5 feet on one side and a shared-use path of at least 10 feet on the other side to facilitate the safe movement of pedestrians and bicyclists.



Urban Section Collector

An urban collector could be constructed in residential and/or commercial areas.

This section would have two 11-foot lanes (one in each direction) with a planting strip of at least 5 feet separating the vehicular travel lanes from the pedestrian and bicycle spaces. For larger, mature trees, 6 to 8 feet of planting strip is recommended. A larger width will also accommodate stormwater storage and other utilities.

On one side of the roadway a shared-use path of at least 10 feet would be constructed while on the other would be a 5-foot sidewalk.



Shared-use path of at least 10' wide

Homes and businesses may have direct access

11' travel lanes

Sidewalk of at least 5' wide

Four Lane Roadway

The four-lane roadway is similar to the urban section collector but instead of one lane in each direction the roadway has two-lanes in each direction with a median of at least 17 feet. Per NCDOT standards, the ideal median width is 23 feet to accommodate for potential future left-turn lanes.

This section would also have a sidewalk of at least 5 feet on one side with a shared-use path of at least 10 feet on the other side to facilitate the safe movement of pedestrians and bicyclists. If right-of-way allows, consider a shared-use path on both sides of the roadway.



Shared-use path of at least 10' wide

Grassy median up to 23' wide

11' travel lanes

Sidewalk of at least 5' wide

Backage Roads

A backage road can be described as a road providing connection on the backsides of commercial and office buildings along busier regional routes such as Main Street. This enables local traffic to travel between businesses without entering and exiting Main Street/ US 17 Business and other roadways within commercial areas.

Backage roads could be composed of two 10-to-11-foot vehicular travel lanes (one in each direction) with a back-of-curb sidewalk of at least 5 feet.



Sidewalk of at least 5' wide adjacent to commercial parcels

Curb and gutter along the roadway

11' travel lanes

Shared-use path of at least 10' wide

Additional Policy Recommendations

Along with physical infrastructure changes, the following section outlines policies that could be adopted by the Town of Shallotte to guide new developments and ensure a multi-modal network. The following three policies are recommended:

Update Commercial and Main Street Zoning Districts to Require Backage Roads

To improve traffic circulation and reduce congestion along collector streets, the Town should update its unified development ordinance (UDO) to require backage roads within Commercial and Main Street zoning districts. Backage roads – secondary streets located behind commercial properties – provide alternative access for vehicles, deliveries, and service traffic, thereby minimizing direct driveway access onto collector or arterial roads.

Incorporating backage roads into development requirements will:

- Improve safety by reducing conflict points along busy corridors
- Support walking and biking by limiting curb cuts and preserving sidewalk continuity
- Enhance connectivity between adjacent parcels and developments
- Facilitate future growth by establishing a more resilient and flexible street network

Require Shared-Use Paths on Roadways Classified as Collector and Above

To promote walking and biking, enhance safety, and support transportation mode choice, it is recommended that the Town require the construction of shared-use paths as part of all new roadway construction. This policy would apply to all roadway types classified as a Collector or above, and may be applied to others, and should be guided by context-sensitive design standards. Integrating pedestrian and bicycle infrastructure into new roadways will:

- Improve safety for non-motorized users by providing dedicated space separated from vehicular traffic
- Encourage active transportation such as walking and biking
- Enhance connectivity between neighborhoods, commercial areas, schools, and parks

Require Subdivisions to Include Multiple Access Points

It is recommended that the Town requires all new subdivisions to be constructed with multiple access points to enhance neighborhood connectivity and reduce traffic congestion. This policy ensures that residential developments are integrated into the broader street network, rather than functioning as isolated or cul-de-sac-based communities.

The Town of Shallotte may consider UDO amendments to implement this change. Several similar communities have done so by setting minimum (240 feet) and maximum (1,000 feet) block lengths for rural and suburban districts or by requiring through-block connections for pedestrians and bicyclists if the block is deemed to be too long (minimum 800 feet). Towns have also used a ratio of connection points to external street to dwelling units to achieve this policy.

Additionally, the Town may consider requiring points of access to the street system outside of the development. Requiring multiple access points will distribute traffic more evenly onto the broader roadway network by providing additional entry/exit points and will improve public safety by providing alternative routes for emergency responders and evacuation routes. When combined with sidewalks and/or shared-use paths, enhanced connectivity will be established between neighborhoods, commercial areas, schools, and parks. The Town of Zebulon requires development entry points based on the below table found in 6.10 Streets.

When combined, these policy recommendations can help to guide the development of a safe, connected, and resilient transportation network in Shallotte. By requiring backage roads in commercial areas, integrating shared-use paths into new roadways, and requiring multiple access points in subdivisions, the Town can proactively manage growth while enhancing mobility for all users.

Zebulon UDO Table 6.10.7.1: Required Points of Access

Type of Development	Development Size	Minimum Number of Vehicular Access Points
Residential and Mixed-Use Development	50 or fewer lots	1
	51 to 200	2
	201 or more	2 + 1 per every additional 100 lots
Non-Residential Development, other than Industrial	Less than 5 acres or fewer than 10 lots	1
	More than 5 acres	1
Notes: 1) Points of access shall refer to streets, not driveways. 2) Additional vehicular access points may be required where determined necessary by the Town.		

Funding Strategies

Context and Overview

The Shallotte Collector Street Plan identifies 48 intersection, roadway, bicycle, and pedestrian projects as solutions to the Town's need for connected roadways to relieve congestion pressure from Main Street and overall mobility improvements. The recommendations include projects from previous plans, those presented in Stakeholder Committee meetings, results and priorities learned from public input, and conversations with key stakeholders such as Town staff, people who work and commute along Main Street, and NCDOT.

While the majority of the recommendations in this plan are envisioned to be achieved as part of future developments, the Town or NCDOT may take an interest in implementing some projects. This section provides guidance on the funding sources available for these projects from state and federal sources.

All projects are transportation infrastructure projects. Each has several phases of work which could include a feasibility study, environmental analysis, engineering and design, permitting, right-of-way, and construction costs. There are several funding sources available that will fund the various phases, and there are federal and state grants available through different federal and state agencies. Ultimately, close communication and partnership with NCDOT, GSATS, and private developers are needed to implement the recommended projects. There is one funding source in which a vast majority (if not all) recommended projects are eligible projects: NCDOT's State Transportation Improvement Plan (STIP). Most other state and federal funding sources call for documented support and partnership with NCDOT and/or GSATS.

Funding Sources Overview

There are several funding options for transportation infrastructure projects. Federal grants tend to be more competitive but can award funding for larger and more expensive projects. State grants can be less competitive and tend to award smaller amounts for projects. Among the federal and state funding opportunities, there are several ‘themes’ of projects within transportation infrastructure funding. There are specific grant programs for multi-modal projects, multi-modal projects with a focus on recreation, transportation infrastructure resiliency projects, large scale (expensive) projects, and bridge projects.

Appendix A: Funding Sources provides details about each of the funding sources referenced below, including eligible projects, purpose, timeline, required match, award amounts, and considerations for the Collector Street Plan recommended projects.

Below is an overview of themes presented in **Appendix A:**

Multi-modal projects will score better and have more funding opportunities, particularly those that connect to key destinations. Funding sources include:

- USDOT’s BUILD program for a larger scale project
- USDOT’s ATTIP program
- Southeast Crescent Regional Commission’s (SCRC) Program for Economic and Infrastructure Development Assistance
- NCDOT’s SPOT Process (Strategic Prioritization Office of Transportation)
- NCDOT’s High Impact/Low Cost funds
- NCDOT’s Small Construction Funds

Multi-use path projects that connect to a park and enhance/connect to recreation opportunities could be funded through recreation-based programs. (See Multi-Modal list for additional funding sources.)

- NCDNCR’s Recreational Trails Program
- NCDNCR’s Parks & Recreation Trust Fund Grant
- NCDOT’s SPOT Process
- NCDOT TAP Funds (Transportation Alternative Program)
- Direct Attributable funds via MPO
- In conjunction with roadway projects

Projects that are in the Collector Street Plan and also identified in transportation infrastructure resiliency planning, flood mitigation studies, etc. can be funded through sources that focus more on critical infrastructure at risk of impact from natural hazards, particularly flooding, extreme weather, and climate change.

- Federal Emergency Management Agency’s (FEMA) Building Resilient Infrastructure and Communities (BRIC) Program
- The Southeast Crescent Regional Commission (SCRC) Program for Economic and Infrastructure Development Assistance (EIDA) Promoting Resilient Operations for Transformative, Efficient, and Cost Saving Transportation (PROTECT) Grant Program

There are several federal funding sources that award tens and hundreds of millions of dollars for large-scale projects. A series of Collector Street Plan recommended projects can be combined to create a corridor of proposed improvements.

- USDOT's BUILD grant program (for Main Street connectors and improvements)
- Note: USDOT also offers the Infrastructure for Rebuilding America (INFRA) grant and the MEGA (National Infrastructure Project Assistance) Program that fund project over \$100 million. Individual Collector Street Plan recommended projects would not be

competitive, but the corridor projects could, depending on scope and cost estimates

Bridge projects and those that require replacing/expanding culverts can be funded through environmental resiliency programs.

- USDOT's Bridge Investment Program
- FEMA's Building Resilient Infrastructure and Communities grant program
- USDOT's Promoting Resilient Operations for Transformative, Efficient, and Cost Saving Transportation grant program
- NCDOT's SPOT

Federal Funding for Transportation Projects: 2025 Updates

All grant programs are competitive and projects will need to score well and meet the priorities of the program. The 2024 election brought in new administration with new funding priorities. This section focuses on what we know about those priorities and how to plan for them and consider the most-competitive projects for potential grant applications.

Early 2025 Federal Legislative Decisions

The Infrastructure Investment and Jobs Act (IIJA) was signed into law by President Biden on November 15, 2021. Commonly known as the Bipartisan Infrastructure Law (BIL), it provides funding to the Department of Transportation to improve roadways and bridges, freight projects, public transportation, safety, and it addresses climate change.

The Inflation Reduction Act (IRA) was passed by Congress and signed into law by President Biden on August 16, 2022. The IRA provides funding for transportation projects through grants, loans, and incentives with a focus on combating climate change.

In January and February 2025 President Trump signed a series of Executive Orders

(EOs) that impact priorities and funding of the IIJA and IRA. The US Department of Transportation (USDOT) has been tasked with rescinding, canceling and revoking all orders, rules, funding agreements and policies that reference topics such as climate change; greenhouse gas (GHG) emissions; racial equity; gender identity; Diversity, Equity, and Inclusion (DEI) goals; environmental justice; and/or the Justice40 Initiative.

While many of President Trump's EOs are facing litigation challenges, and others will require congressional approval prior to full implementation, the EOs nevertheless signal the intention and direction of the current administration.

The EOs and department orders to note are:

- EO 14148 – Initial Recissions of Harmful Executive Orders: This EO rescinds 78 Biden EOs, including EO 14052 (Implementation of the Infrastructure Investment and Jobs Act); EO 14082 (Implementation of the Energy and Infrastructure Provisions of the Inflation Reduction Act); EO 13990 (Protecting Public Health and the Environment and Restoring Science to Tackle the Climate Crisis; and EO 14008 (Tackling the Climate Crisis at Home and Abroad).
 - Impact on transportation projects: USDOT and FHWA are no longer using equity or climate as criteria for grant awards. Projects that focused on underserved communities or emissions reduction are being re-evaluated, paused, or canceled. Project Scoring Criteria Changed: Environmental justice, community connectivity, and equity are no longer part of federal grant evaluations.
- EO 14154 – Unleashing American Energy: This EO pauses disbursement of funds appropriated through the IIJA and IRA. The goal is to remove burdensome climate and energy regulations. It also rescinds the National Environmental Policy Act (NEPA) which significantly impacts the environmental review portion of the project delivery phase.
 - Impact on transportation projects: Climate and equity considerations (like social cost, emissions, and justice factors) are largely out of federal decision-making. The environmental review process (NEPA) has been rescinded. The permitting process will move faster. Guidance calls for relying temporarily on former administration rules; agency-level protocols will be established by February 2026.
- USDOT Order - Ensuring Reliance Upon Sound Economic Analysis in Department of Transportation Policies, Programs, and Activities: This departmental order reflects a shift to traditional cost-benefit approach with an economic efficiency focus rather than a broader social or environmental consideration. The cost-benefit approach will apply to all grantmaking, lending, policymaking, and rulemaking decisions.
 - Impact on transportation projects: All USDOT actions (grants, loans, contracts, policymaking, rulemaking) must be backed by rigorous economic analysis and show positive net benefits. This has been integrated into all ongoing and future discretionary grants. USDOT is reviewing and potentially amending existing grant/contracts to align with economic criteria. As of June 2025, approximately one-third of previous disbursement grants (~\$5 Billion) have been released following economic review, with the rest still under evaluation.

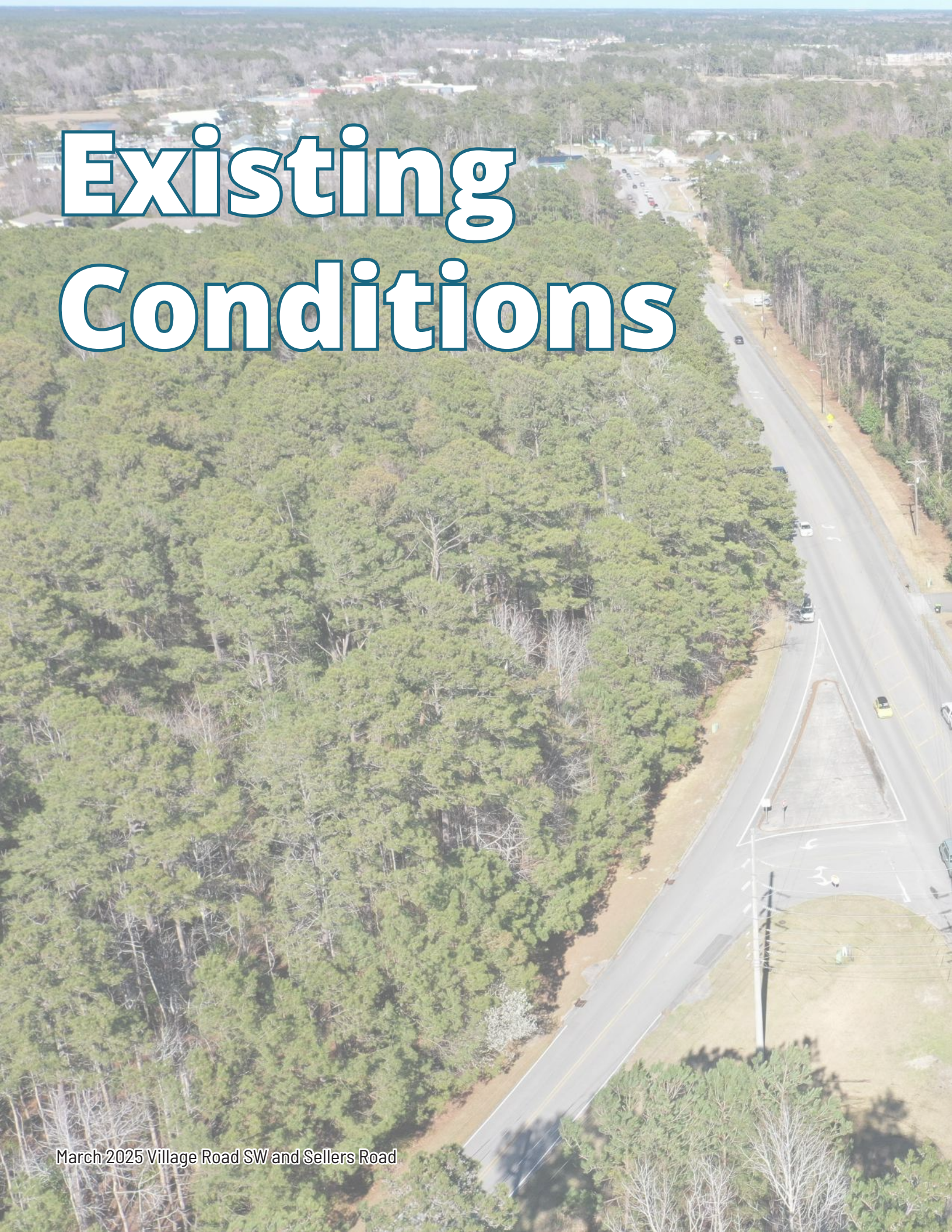
Planning for the New Administration's Transportation Priorities

As of June 2025, several components of President Trump's EOs are in litigation. Fine details about some federally funded grant programs are unknown (except for a few electric vehicle/infrastructure programs that have been eliminated). However, the intent and priorities of federal funds for transportation projects can be understood. It is anticipated that funding will be prioritized for the following communities/projects:

- Those that are in a designated Opportunity Zone;
- Those in Census tracts with higher marriage and birth rates compared to the national average;
- Those with a stronger financial commitment/local match;
- Those that include or implement user-pay revenue models (gas tax, tolls, vehicle related fees, etc.);
- Those that yield significant economic development benefits;
- Those that don't include equity considerations/data;
- Those that aren't driven and justified by environmental benefits, climate change, or Greenhouse Gas emissions.

Appendix B includes information about federal, state, and local funding opportunities for the transportation infrastructure projects recommended in this plan. Please note that as of April 2025, there is not yet a clear indicator of which federally funded programs will continue, and which will not. It is likely that several programs will continue, but the evaluation criteria may be modified.

Existing Conditions

An aerial photograph showing a road intersection. A two-lane road runs diagonally from the bottom left towards the top right. To the left of this road is a large, dense forest of green trees. To the right of the road is a grassy area with a utility pole. In the background, a residential area with houses and a parking lot is visible under a clear sky.

March 2025 Village Road SW and Sellers Road



Existing Conditions

The Project Team collected data on the Town of Shallotte's transportation network, land use, environmental features, and other systems as a key component of the planning process. This review enabled the Team to understand what challenges and opportunities are presented within the Town limits and ETJ. Additionally, this helped the project team determine current population mobility and access needs. Included in this section are maps and descriptions of the following:

- Zoning areas and future land use designations
- Locations identified for historic preservation by the North Carolina Historic Preservation Office and their current status
 - The Shallotte Prison Camp and the Shallotte National Guard Armory have been deemed eligible for historic preservation at this time
- Environmental conditions, including wetlands, floodplains, natural areas, and critical habitats
- The transportation system — including a crash analysis from 2019 to 2024. This analysis highlighted intersections and roadway segments with the highest crash rates compared to similar roads in the region
 - Critical crashes—those resulting in fatalities or serious injuries—were mapped separately. Any crash involving a pedestrian or bicyclist are also classified as critical
- Previously planned projects from both local and state planning efforts were mapped to illustrate where future development may occur in and around Shallotte

There are a number of approved residential developments in Shallotte. These are primarily located on the southeast and northeast sides of Shallotte. Recommendations in the previous section were developed with these in mind.

Zoning and Land Use

Zoning

Shallotte uses a unified development ordinance that contains the Towns' primary land use and development regulations that include all zoning, subdivision, stormwater, and floodplain regulations. Brunswick County provides zoning for the areas immediately adjacent to the Town's planning area. The Brunswick County and Town zoning designations for Shallotte, Ocean Isle Beach, and Holden Beach, have been combined into the land use categories noted below (Labeled as CO-, SH-, OI-, and HB-, respectively.). While some differences occur at a more granular level the zoning areas are generally as follows.

Low-Density / Single Family Residential

This district is established for low density residential purposes and to encourage the development of residential neighborhoods that complement one another by providing a variety of dwellings suitable to all life styles and family sizes. Small multi-family dwellings and manufactured homes may also occur in this zoning area. (SH-R-10, SH-R-10/PRD, SH-R-15, SH-RM-10)

Medium and High Density / Multifamily Residential

The principal use of this area is for single-family and multifamily development. Regulations in this district allow for intensive development provided the necessary public or community water and sewer systems are available. The main purpose of this zone is to transition into higher intensity land uses, prohibiting commercial and industrial use of the land, and not allowing any other use that would interfere with development of continuation of dwellings in the zone. (CO-R-7500, OI-R-2, SH-MF-10, SH-MF-14, SH-MF-6, SH-MF-14-CZ, OI-R-2M, CO-MR-3200, CO-R-6000, CO-SBR-6000, HB-R-2)

Planned Unit Development

This area is characterized by an integration of residential development, open space land uses and some commercial development. Calculation of density occurs over the entire development rather than lot-by-lot. No PUD area should be less than 25 acres. (SH-PUD)

Commercial and General Business

This area provides space for retail of durable goods and commercial services for areas of industrial and residential dwellings. This zone encourages establishments that are grouped together to minimize strip development along roadways. (SH-B-2, SH-HB CO-CI, CO-CLD, CO-CLD-CZ, HB-C-1, OI-C-1, OI-C-2, OI-C-2M, OI-C-3)

Industrial

Permitted uses include the construction and ongoing use of wholesale, industrial, and related research facilities. Residential uses are prohibited, and additional regulations apply to heavy industry to prevent interference with future development. (SH-LI, SH-HI, CO-IG, SH-LI-CZ)

County and Town Zoning (Generalized)

Zoning Classifications

- Conservation and Preservation
- Rural/Residential Agriculture
- Low Density/Single Family Residential
- Medium & High Density/Multifamily Residential

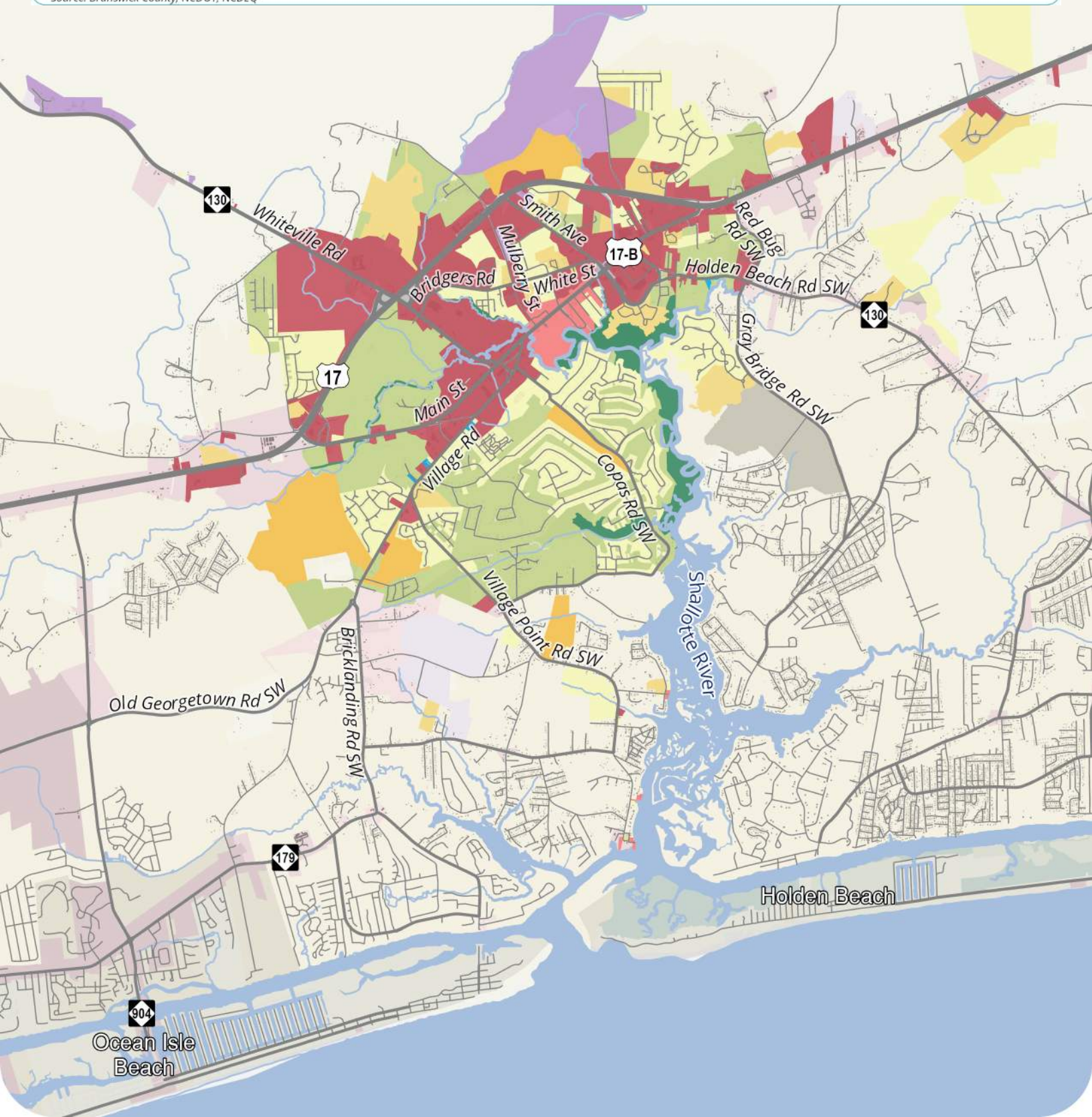
- Planned Unit Development
- Commercial & General Business
- Neighborhood Commercial, Central Business, & Commercial Waterfront
- Industrial
- Office and Institutional

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Miles



Source: Brunswick County, NCDOT, NCDEQ

Collector Street Plan (2025)



Neighborhood Commercial, Central Business, and Commercial Waterfront

 The Commercial Waterfront zoning preserves and reserves adequate areas for water-related uses in the Town that prohibit heavier commercial use of the land and give priority to water-dependent uses. The Neighborhood and Central Business zone promotes a diversified central business district that is pedestrian friendly and serves both residents and visitors. It serves as river gateway and center for living, working, dining, the arts, and entertainment. Mixed use developments are located in the district and are designed to be compatible with the surrounding businesses. (CO-NC, SH-CB, SH-CW)

Conservation and Preservation

 The regulations of this zone include protecting the floodplain and estuarine areas. This district applies to those areas above mean high water which may be covered by marsh and are protected by the Coastal Area Management Act (CAMA). (SH-CON, CO-CP, HB-C)

Rural / Residential Agriculture

 This zone focuses on medium density residential and agricultural purposes. Commercial and industrial land uses are prohibited. Manufactured homes may also be located in this zone. (SH-RA-15, SH-RAM-15 HB-RS, HB-R)

Office and Institutional

 This zone functions as a transitional land use between more intensive commercial and industrial uses and less intensive residential uses. The principal use is for businesses, offices, and institutional spaces. It may also function as a method to reduce the intensity of development along thoroughfares between large commercial uses. (SH-O&I)

Future Land Use

The future land use map was created as part of the Town's 2018 Land Use Plan, which represents a path for the community to grow and develop while enhancing economic opportunities, preserving its family-friendly character, and maintaining its existing natural resources as a means of attraction. The future land use map identifies the character of eleven distinct areas, which are purely visionary and non-binding.

Low Density Residential

 Predominantly for single-family residential uses and recreation such as parks and open space. This area is located around the fringes of the planning boundary. Water and sewage are not often available in these areas. At the maximum, 3 dwelling units per acre are allowed.

Medium Density Residential

 Generally located within the extraterritorial planning jurisdiction boundary. This land use area is used for existing residential subdivisions and nearby vacant properties that are not designated for commercial use. Uses include single-family residences and subdivisions, duplexes, and community recreation and open spaces. At the maximum, 6 dwelling units per acre are allowed.

High Density Residential

 Typically located behind or adjacent to areas planned for commercial development, High-Density Residential is used to advance the walkability and pedestrian activity in Shallotte's planning jurisdiction. This use is for multi-family residences such as apartments and condominiums, along with attached single-family residences. At a maximum, 14 dwelling units per acre are allowed for residential uses and a minimum of 10,000 square feet for non-residential uses.

General Commercial

 Concentrated primarily along roadways for high intensity commercial, office, institutional establishments, and big box retail such as grocery stores and supply stores. Future high-intensity commercial development is planned to be located along major thoroughfares on portions of Main Street, US Highway 17 Bypass, Whiteville Road, Smith Avenue, and areas along Holden Beach Road that are easily accessible to consumers. At a minimum, lot sizes are 10,000 square feet.

Light Commercial

 Serves as a buffer between higher intensity general commercial uses and adjacent residential development. Light Commercial is primarily located along Smith Avenue, Bridger Road, and White Street. Buildings should be neighborhood scale and include retail services, offices, small-scale institutional uses, and high-density residential uses. At a minimum, commercial lot sizes are 10,000 square feet and residential uses are a maximum of 4 dwelling units per acre.

Town Future Land Use

Future Land Use

- Conservation
- Recreation
- Low Density Residential

- Medium Density Residential
- High Density Residential
- General Commercial
- Light Commercial

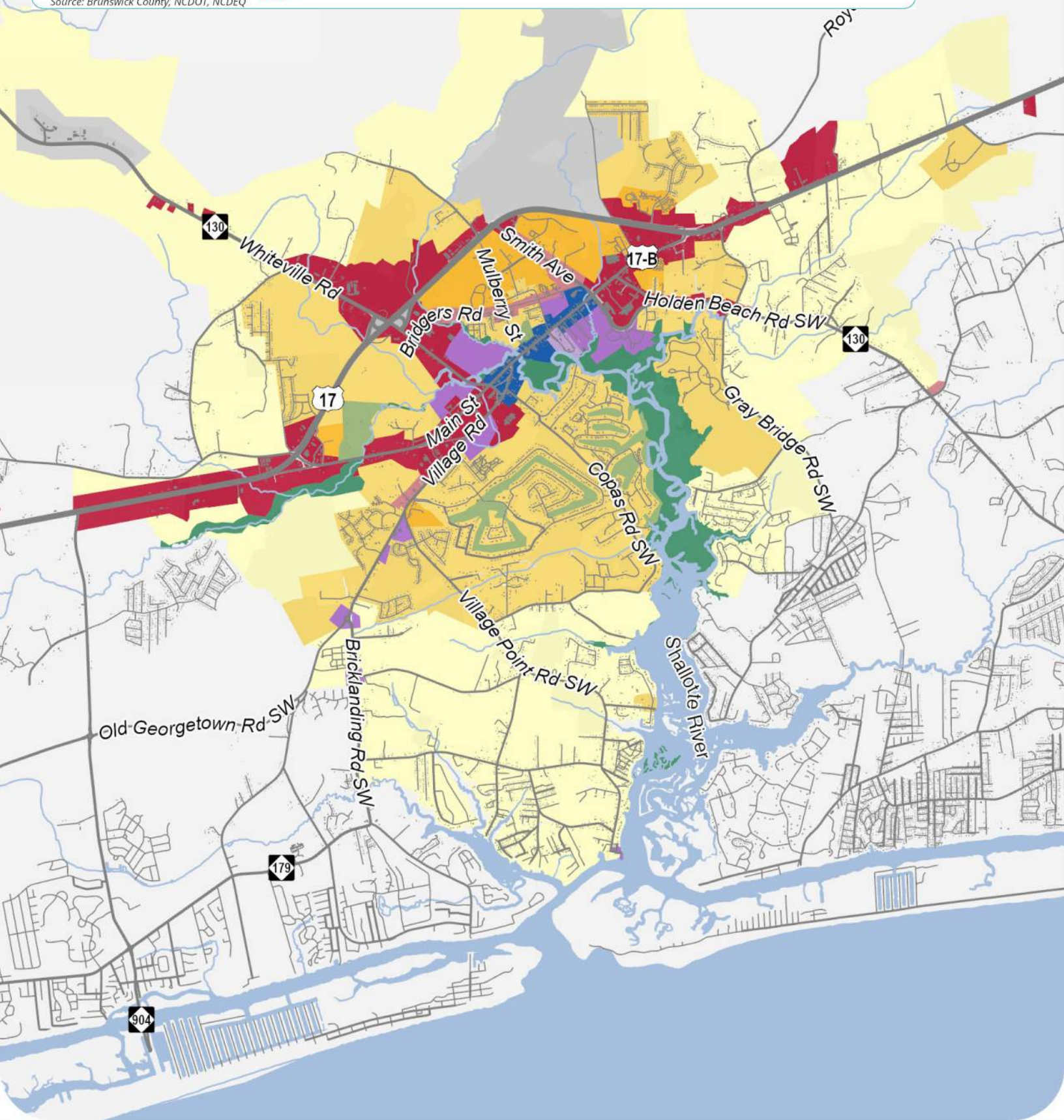
- Main Street Commercial
- Riverfront Mixed Use
- Mixed Use
- Industrial

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Source: Brunswick County, NCDOT, NCDEQ



Collector Street Plan (2025)



Main Street Commercial

Main Street Commercial provides a mix of commercial, daily services, institutional, and residential uses that serve residents and visitors alike. This land use area should mix pedestrian-oriented and auto-oriented uses in a high density environment. Parking should be shared or have standards reduced when possible. Standalone residences and auto-oriented uses are discouraged from fronting Main Street. At a maximum, 14 dwelling units per acre are allowed for residential uses and no minimum lot size exists for non-residential uses.

Conservation

This land use acts as a buffer where the likelihood of flooding is high and where potential land use conflicts may occur between uses that are not compatible. This use is primarily located along the Shallotte River but is found around other environmentally sensitive areas. The Conservation land use also helps to identify recreational, historical, and cultural open spaces targeted for permanent preservation. Development is not appropriate in these areas.

Recreation

Intends to preserve future public and private recreation/open space lands. Development is not encouraged in these areas and if recreational opportunities are no longer viable, the space is encouraged to transition to public open space or preserved lands.

Riverfront Mixed Use

This area is intended to be developed in the future as a retail and recreational amenity as Shallotte grows and continues to attract residents and visitors. The area should be pedestrian oriented and development is encouraged to create a lively riverfront destination. Shared on-street parking is encouraged over off-street parking. At a maximum, 20 dwelling units per acre are allowed for residential uses and no minimum lot size exists for non-residential uses.

Mixed Use

A walkable urban development that is composed of commercial, office, institutional, and residential uses. Not intended solely for mixed-use developments if single-use developments contribute to the desired integrated land use pattern. At a maximum, 14 dwelling units per acre are allowed for residential uses and no minimum lot size exists for non-residential uses.

Industrial

Existing Industrial areas are located in the north and northwest portions of Shallotte. Future developments should occur along Whiteville Road as the Town grows. Appropriate buffers should be put into place between Industrial and Residential uses and should be based on the type of industrial activity occurring. At a minimum developments should be 10,000 square feet.

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Historic Preservation

Preserving historic elements within a community can enrich their sense of identity and provide tourism and educational opportunities. Two locations in Shallotte have been found to be eligible for historic preservation, the Shallotte Prison Camp and the Shallotte National Guard Armory.

The Shallotte Prison Camp is located on Bailey Street adjacent to US 17 while the Shallotte National Guard is located on Bridgers Road. The Shallotte National Guard Amory has a determined eligible boundary behind the property as well.

Many properties have been surveyed and may be considered eligible for the NCHPO list in the future. These properties can be seen on the following page.

Historic Preservation

NCHPO Location Status

- ▲ Determined Eligible
- 🏠 Surveyed Only, Gone
- Study List Individual Entry
- Study List Individual Entry, Gone

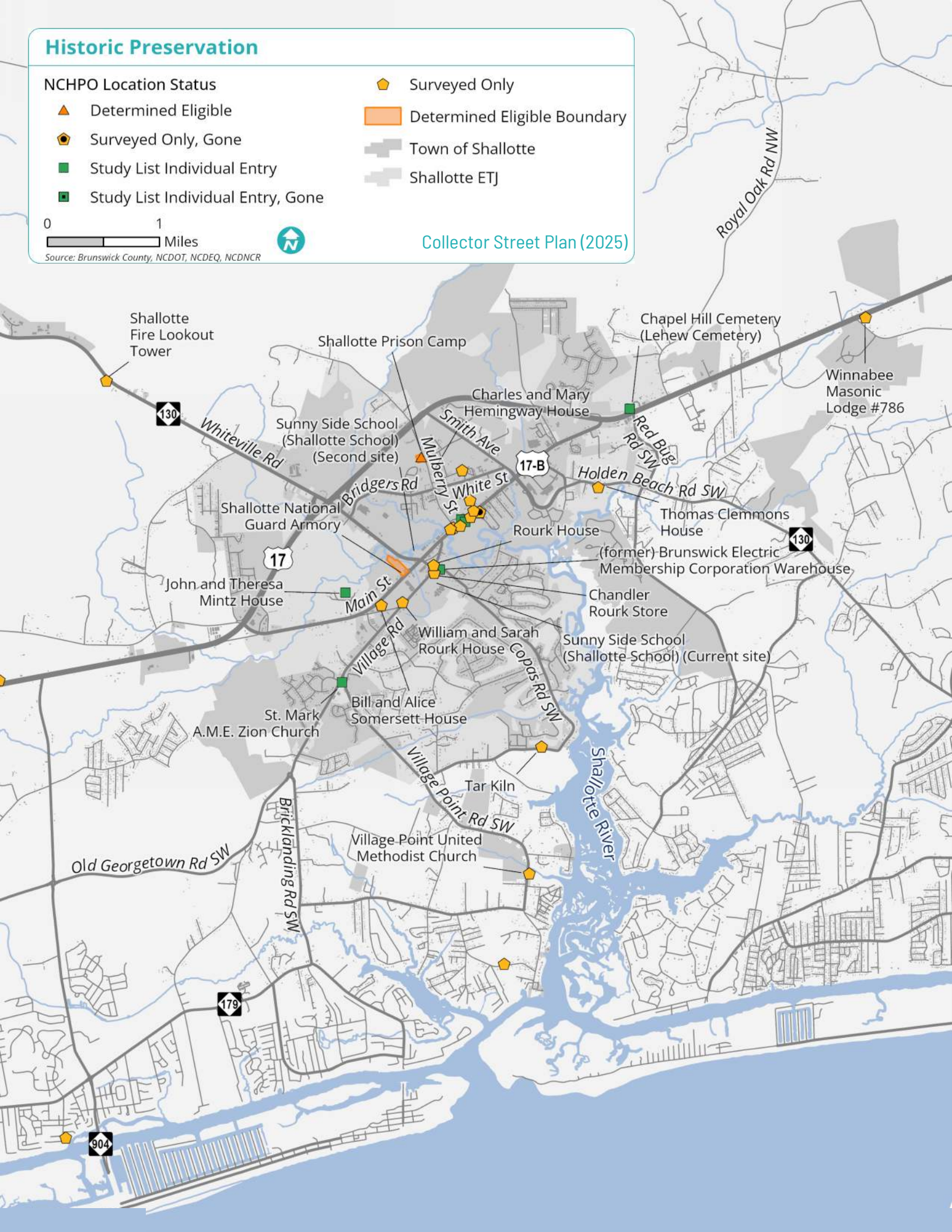
- 📍 Surveyed Only
- ▭ Determined Eligible Boundary
- ▭ Town of Shallotte
- ▭ Shallotte ETJ

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Collector Street Plan (2025)

Source: Brunswick County, NCDOT, NCDEQ, NCDNCR



Historic Preservation

Collector Street Plan (2025)

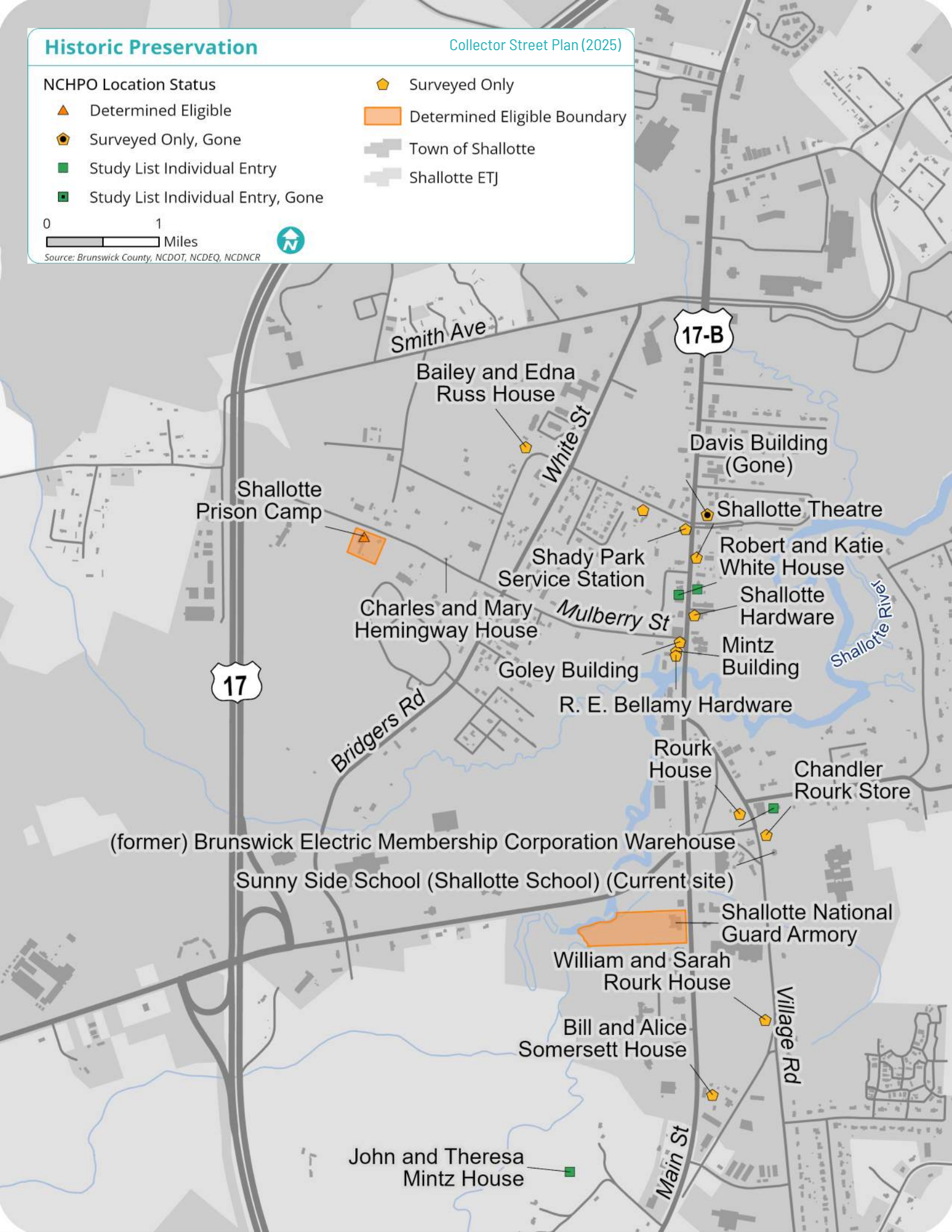
NCHPO Location Status

- ▲ Determined Eligible
- 🏠 Surveyed Only, Gone
- Study List Individual Entry
- Study List Individual Entry, Gone

- 📍 Surveyed Only
- ▭ Determined Eligible Boundary
- ▭ Town of Shallotte
- ▭ Shallotte ETJ

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Source: Brunswick County, NCDOT, NCDEQ, NCDNCR



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Environmental Conditions

As in many coastal communities environmental resources, especially wetlands and floodplains, are major considerations when determining the appropriateness of public and private infrastructure and development.

The following Environmental Conditions map divides the Town of Shallotte and surrounding areas into the following categories. If a piece of land is not within one of the categories it has been colored grey.

Wetlands

Areas where water covers the soil. Important in coastal communities to protect inlands from storm surges and salt water.

Flood Way

A channel for an overflow of water caused by an increase in water that protects areas upstream from additional or more severe flooding.

Coastal 100-Year Floodplain

Area where there is a 1% chance of being inundated by a flood of a specific magnitude in any given year on the coast.

100-Year Floodplain

Area where there is a 1% chance of being inundated by a flood of specific magnitude in any given year.

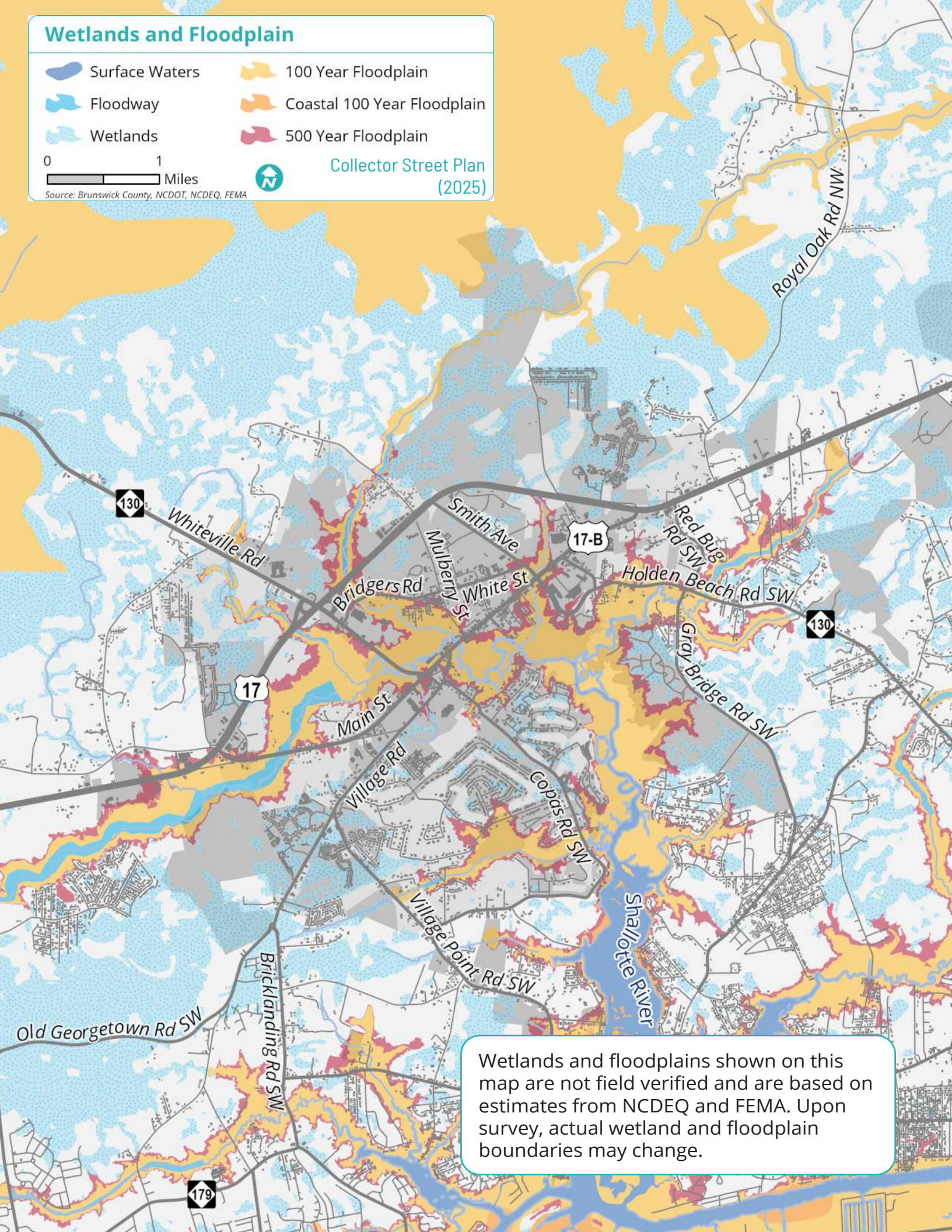
500-Year Floodplain

Area where there is a 0.2% chance of experiencing a flood in any given year.

Wetlands surround Shallotte in every direction, with denser concentrations found in the northern part of town. On the northeastern side of town, the Shallotte River branches off, forming a natural floodway. Most areas on the outer edge of the river would be impacted by 100- and 500-year storms.

Additionally, the Town recognizes the importance of Natural Areas and Critical Habitats, including those designated for the Loggerhead Sea Turtle and the Piping Plover, these protected regions lie outside of the proposed planning area. Therefore, no interaction with them is anticipated.

Wetlands and Floodplain



Wetlands and floodplains shown on this map are not field verified and are based on estimates from NCDEQ and FEMA. Upon survey, actual wetland and floodplain boundaries may change.

Natural Areas and Critical Habitat

Critical Habitat

 Loggerhead Sea Turtle

 Piping Plover

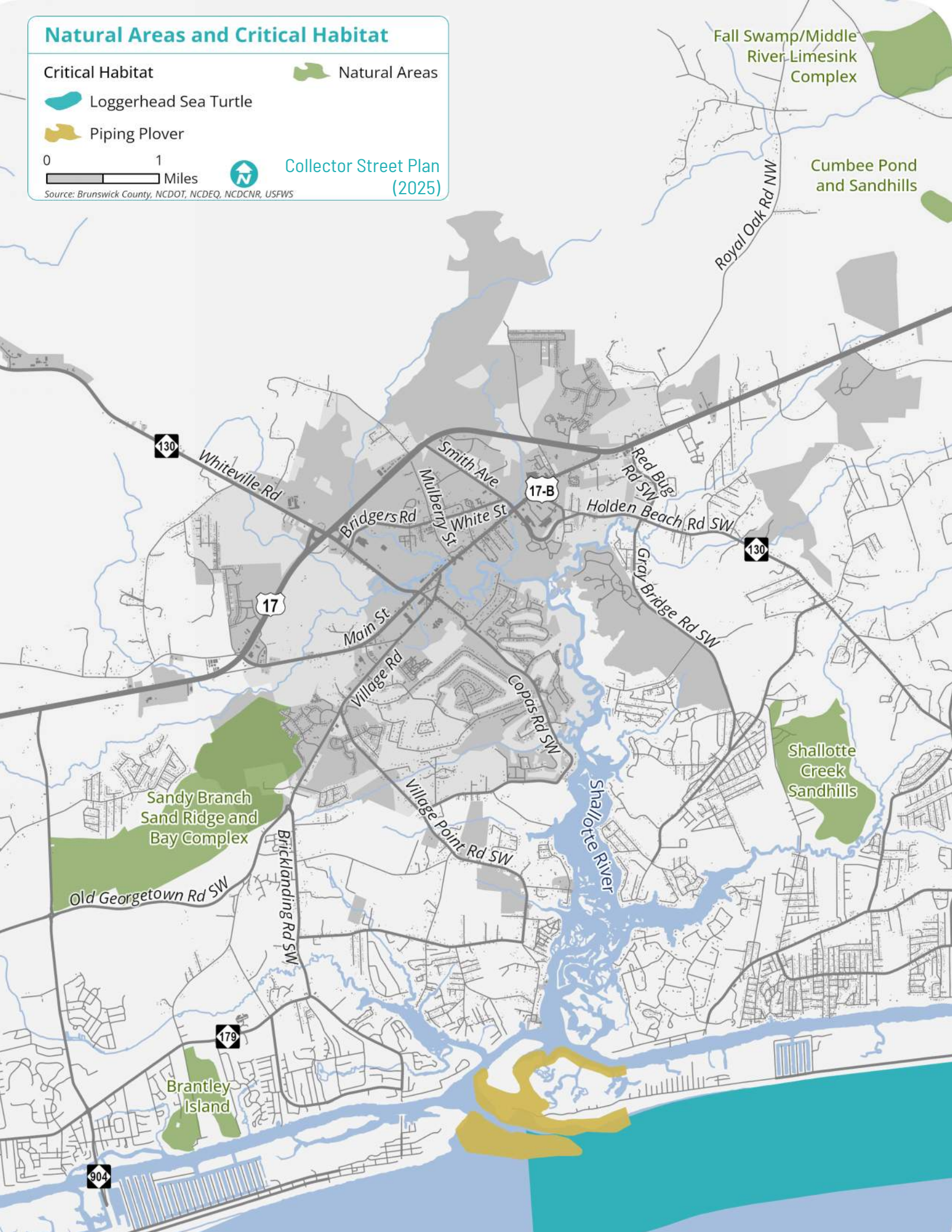
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Collector Street Plan
(2025)

Source: Brunswick County, NCDOT, NCDEQ, NCDCNR, USFWS

 Natural Areas



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Transportation

Travel Volumes

The road network in and around Shallotte is predominantly composed of two-lane roads. These roads connect neighborhoods, businesses, and nearby communities. The only major exception is U.S. Highway 17, a four-lane divided highway that serves as the primary thoroughfare for regional traffic.

Despite the small-town feel, several of Shallotte's two-lane roads experience high traffic volumes. Roads such as Main Street/US 17 Business, Whiteville Road, Holden Beach Road SW, and Bricklanding Road SW each carry close to or more than 10,000 vehicles per day. These roads are vital for both local commuters and visitors, especially during peak tourist seasons (May, June, July) when traffic to nearby beach destinations increases significantly. Average Annual Daily Traffic (AADT) per NCDOT traffic counts (2023) are shown on the following page.

Road Characteristics: Traffic Volume

Traffic Volumes

250 - 2,500

2,500 - 5,000

5,001 - 10,000

10,001 - 20,000

20,001 - 36,000

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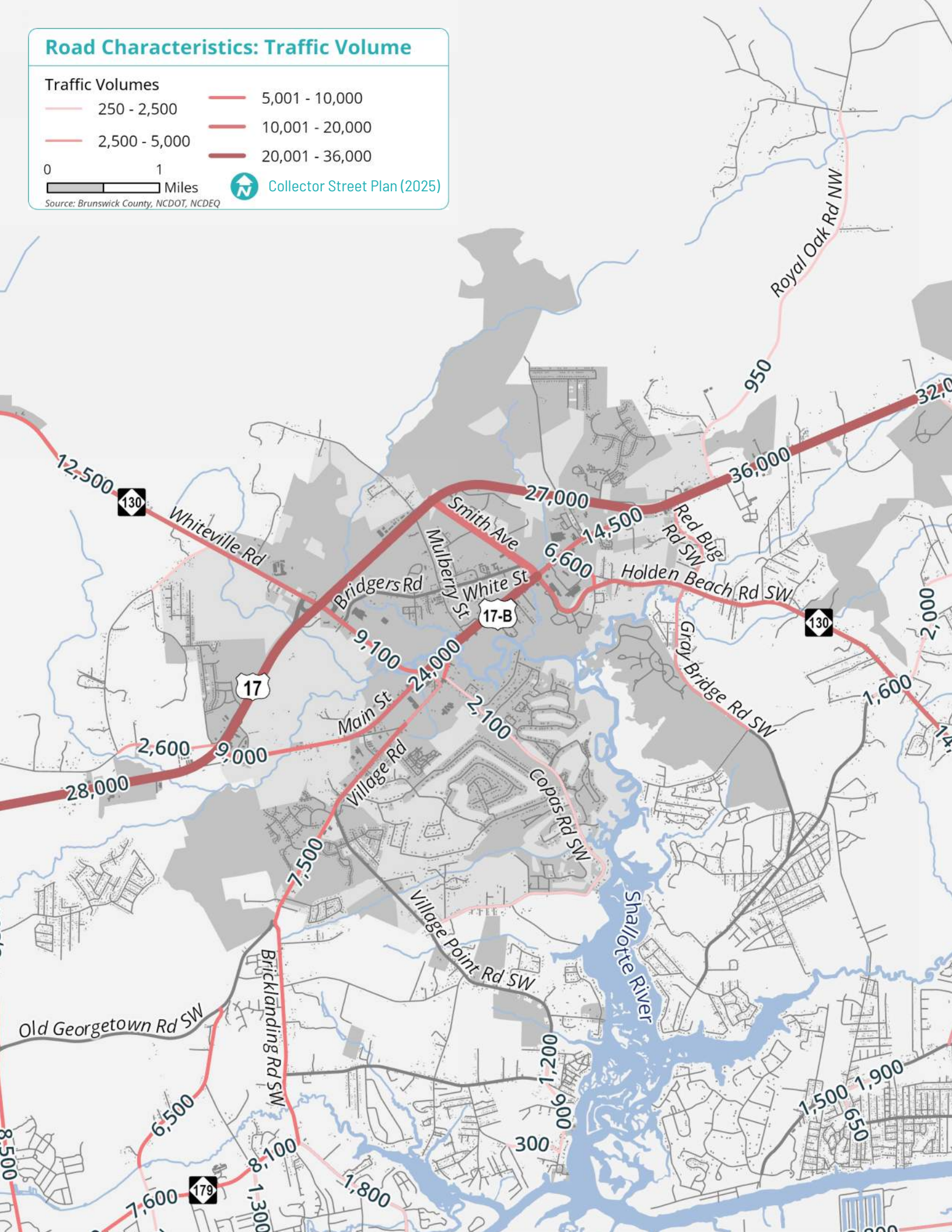
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Collector Street Plan (2025)

Source: Brunswick County, NCDOT, NCDEQ

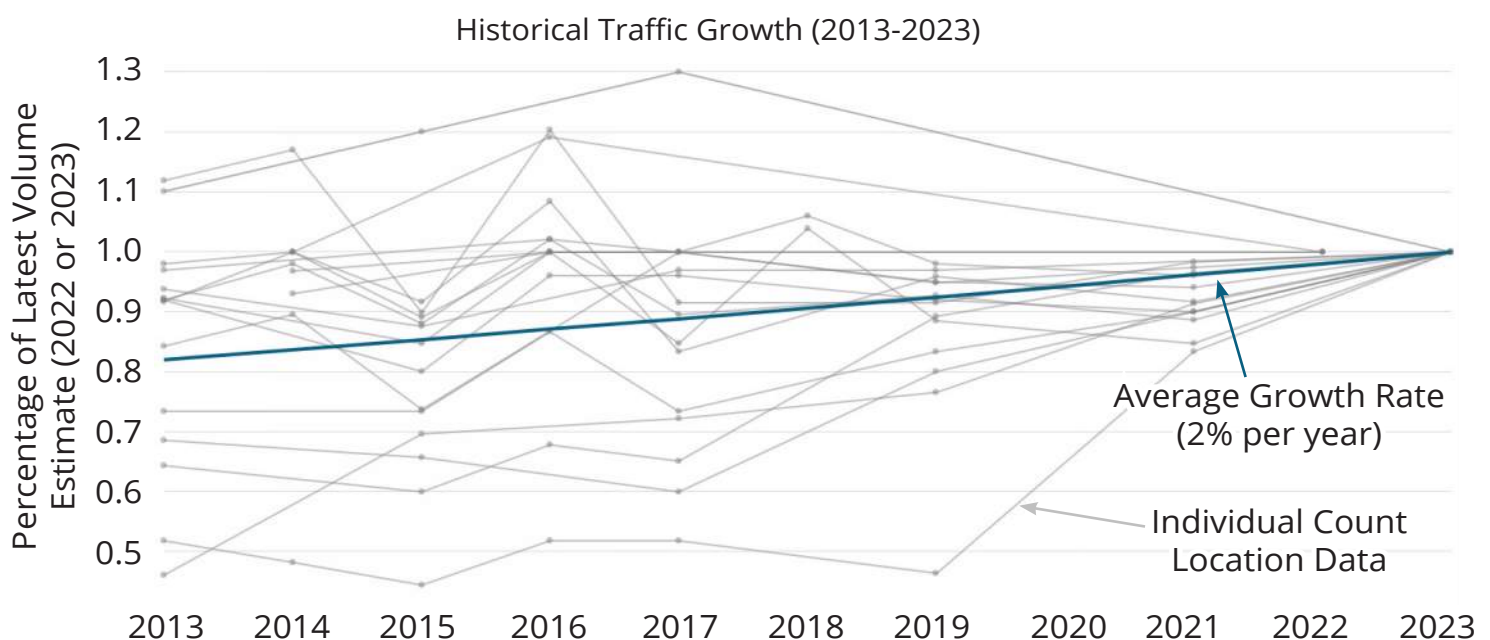


Historical Travel Growth

Based on a comprehensive growth analysis, the overall traffic growth rate from **2002 to 2023 was approximately 0.9% AADT annually, increasing to 2.0% AADT annually over the last 10 years (2014–2023), and further to 3.0% AADT annually over the most recent 5-year period (2019–2023)**. Traffic growth has inundated the current transportation network, reinforcing the need for roadway improvements and potential new routes.

While the network as a whole exhibits positive growth, some locations stand out for their sharp increases or declines. In the most recent 5-year period (2019–2023), east of Village Road experienced the highest annual growth rate at 13.4% AADT. In contrast, east of US 17 Business/NC 130 showed the most notable decline at -3.4% AADT for the same time period. 10-year growth rates and all-year growth rates are shown on the next page.

To assess growth trends, the project team employed a linear regression-based methodology, where the slope of the best-fit line through the AADT values for each location was calculated and normalized against the most recent AADT count. This yielded an annualized growth rate for each segment, minimizing the impact of short-term fluctuations. The growth rates were then aggregated using a weighted average approach, with each segment's contribution proportional to its latest AADT volume. This approach ensures that higher-volume roadways have an appropriate influence on the overall area-wide trend, providing a more accurate reflection of system-wide demand changes.



Building Footprints Town of Shallotte
 Shallotte ETJ

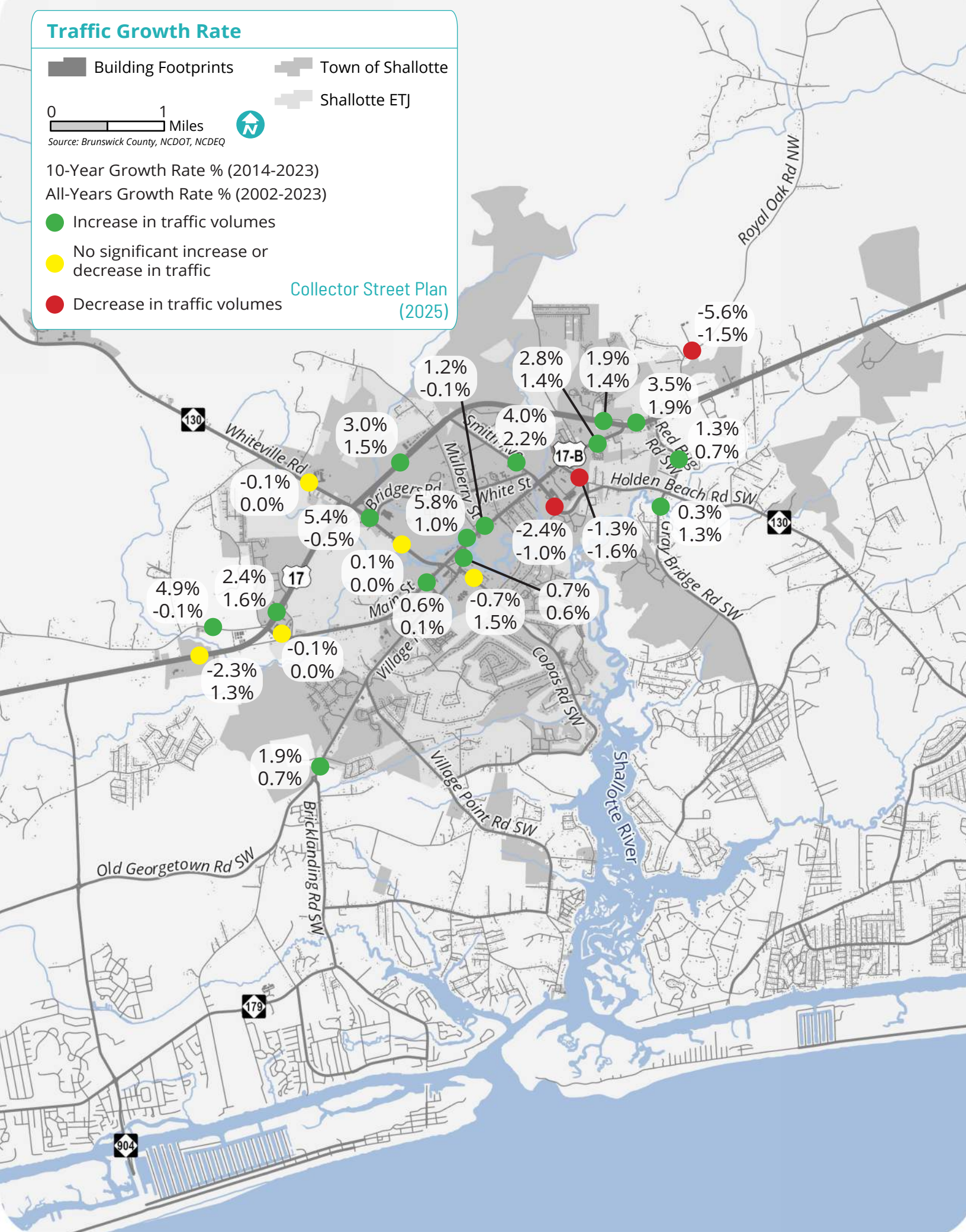
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Source: Brunswick County, NCDOT, NCDEQ

All-Years Growth Rate % (2002-2023)

- Increase in traffic volumes
- No significant increase or decrease in traffic
- Decrease in traffic volumes

Collector Street Plan (2025)



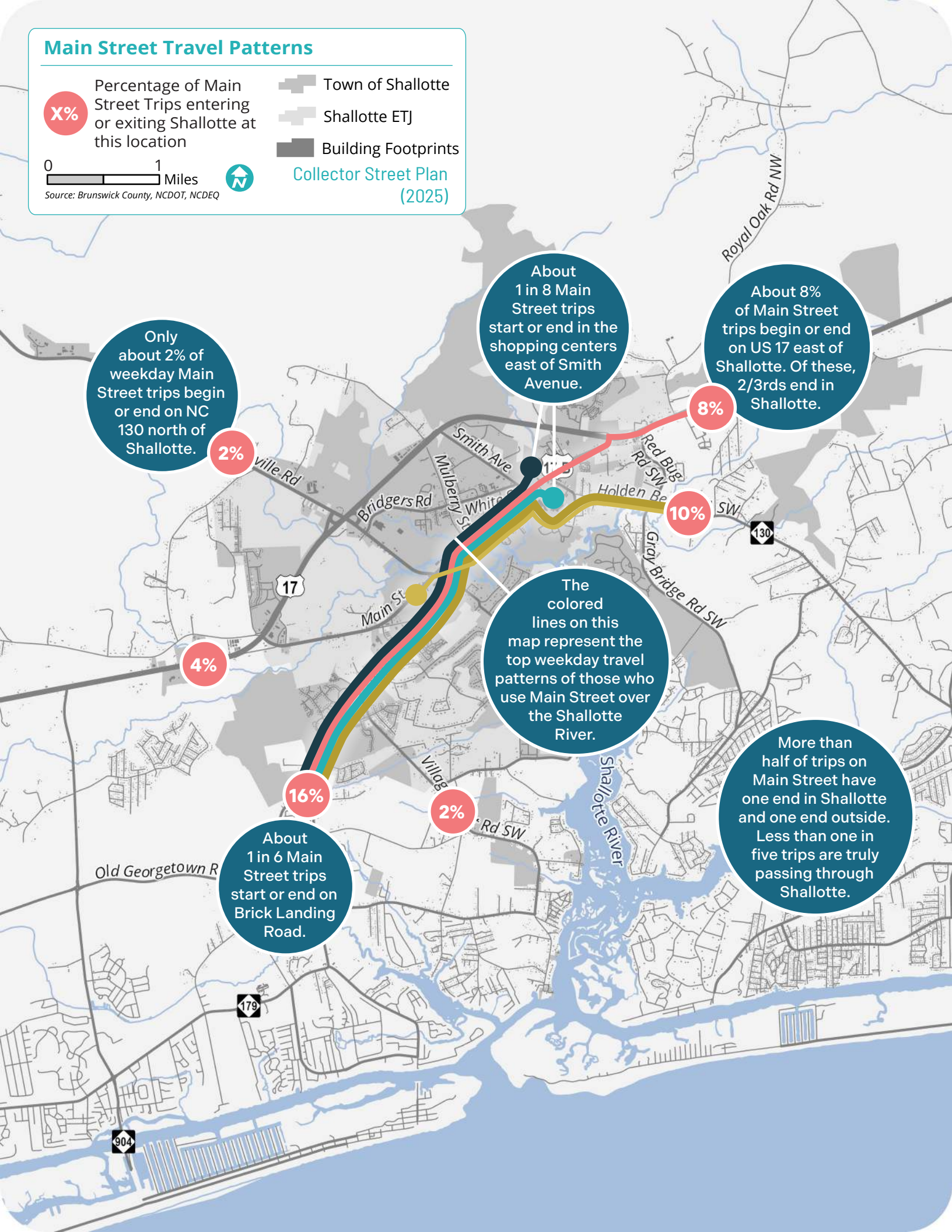
Travel Patterns

The project team analyzed how limited routes around and across Shallotte influenced travel patterns on major roads using StreetLight Data runs. These datasets allowed the team to see where trips begin and end, which routes travelers use, how long trips take, and other key travel characteristics. The project team obtained several of these datasets specifically for this planning process.

Key takeaways from the assessment of these datasets include:

- Of the traffic using Main Street/US 17 Business where it crosses the Shallotte River, approximately:
 - **One in four vehicles are traveling** within Shallotte (trip begins and ends in Shallotte or immediate surroundings)
 - **Just over half of vehicles are traveling into or out of Shallotte** (trip has one end in Shallotte and one end outside Shallotte)
 - **One in five vehicles is passing through Shallotte** (trip begins and ends outside of Shallotte)
- On an average weekday (Monday-Thursday), **approximately 6,660 trips are made between the areas adjacent to Main Street/US 17 Business** (trips both begin and end in areas adjacent to Main Street). Of these trips, **more than half are made midday** (10am to 3pm).
- **Just less than half of the traffic on US 17 is pass-by through traffic**, staying on US 17, not stopping or turning in Shallotte
- Of trips that start outside Shallotte and end inside Shallotte, most trips enter via US 17 west of town (20%), US 17 east of town (24%), NC 179/Bricklanding Road west of town (17%), or NC 130 southeast of town (17%). **These four entrances account for almost four out of five vehicles entering the Shallotte area.**

Main Street Travel Patterns



Crash Summary

The project team calculated the intersection and segment crash rates to identify locations with disproportionately high crash rates. This analysis used the critical crash analysis methodology, which applies statistical methods to identify high crash locations. If a location has a crash rate that exceeds the calculated critical crash rate, it is likely that existing roadway conditions are contributing to elevated crash rates. The crash summary map is shown on the following page.

17 intersections have crash rates that exceed the critical crash rate. These include (but are not limited to):

- Main Street/US 17 Business and S Willis Drive
- Brierwood Road SW and Village Road/NC 179
- Main Street/US 17 Business and Smith Avenue/NC 130
- White Street and Smith Avenue
- Holden Beach Road SW/NC 130 and Gray Bridge Road SW and Red Bug Road SW

7 segments exceed the critical crash rate. These include (but are not limited to):

- Whiteville Road NW/NC 130 from US 17 to Main Street/US 17 Business
- Bridgers Road from Whiteville Road NW/NC 130 to Mulberry Street
- Smith Avenue from US 17 to Main Street/US 17 Business

Crash Map Terminology

Crash Rate - Crashes per one million vehicles.

Critical Crash Rate - A statistical threshold for screening a location to determine if the number of crashes is above the statistical range of crashes that could occur. Exceeding this rate indicates a potential safety concern.

Critical Crashes

Critical crashes are those that result in serious injury or death or involve a non-motorist such as a pedestrian or bicyclist. These types of crashes occur throughout Shallotte and are not located in any one area. However, they are more likely to occur near intersections and in areas with more congestion.

Crash Summary (2019-2024)

Intersection Crash Summary

- Critical Index ≥ 1
- Crash Rate $\geq$ Crash Rate Average
- Crash Rate $<$ Crash Rate Average
- No Crashes

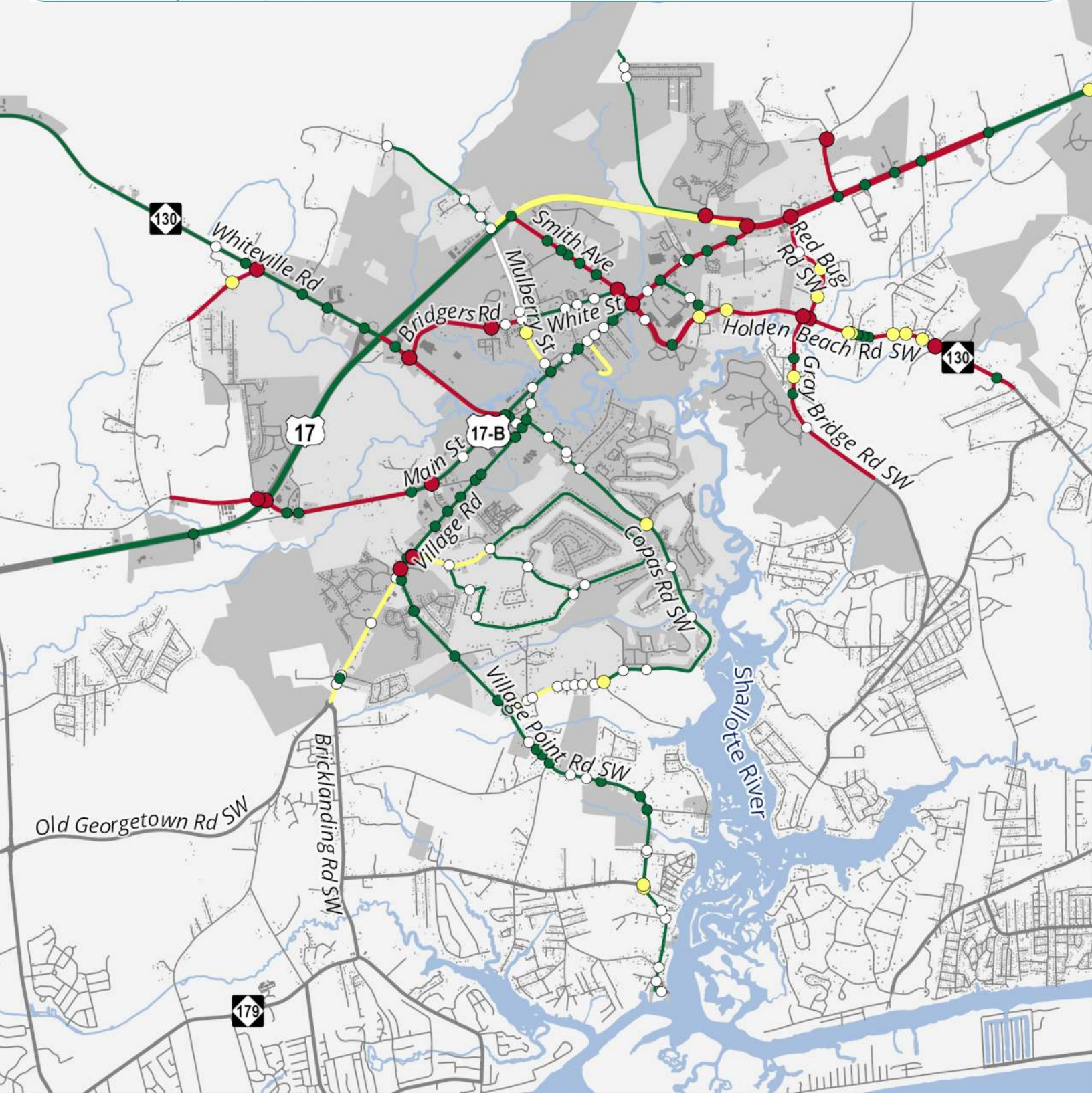


Segment Crash Summary

- Critical Index ≥ 1
- Crash Rate $\geq$ Crash Rate Average
- Crash Rate $<$ Crash Rate Average
- No Crashes

- Town of Shallotte
- Shallotte ETJ

Collector Street Plan (2025)



Capacity Analysis

To understand where locations of consistent congestion exist within Shallotte, a planning-level capacity analysis was conducted. The map on the facing page shows the results of this analysis, which compares NCDOT's estimated Annual Average Daily Traffic (AADT) to planning-level estimated capacities for the roadway. Capacities used in this calculation are based on the number of travel lanes present in each direction, with modifiers for turn lanes and other major roadway attributes.

This analysis highlights how remarkable the volume on Main Street is. Main Street carries significantly more vehicles on an average day than similar facilities are generally expected to be able to support. Other major corridors like Village Road and NC 130/Holden Beach Road are above their planning-level daily capacity, indicating significant, recurring congestion. Other roads like Smith Avenue and US 17 north of Shallotte are approaching their capacity, highlighting that future growth may exacerbate existing congestion challenges.

This analysis was performed using AADT, which is an average over the entire year. It should be noted that traffic in this area is highly seasonal and volumes on some roads can be 20%-30% higher than average during peak travel season, leading to significantly increased congestion on these routes during these important months.

Volume to Capacity

Volume to Capacity Ratio

< 85%

85% - 100%

> 100%

Town of Shallotte

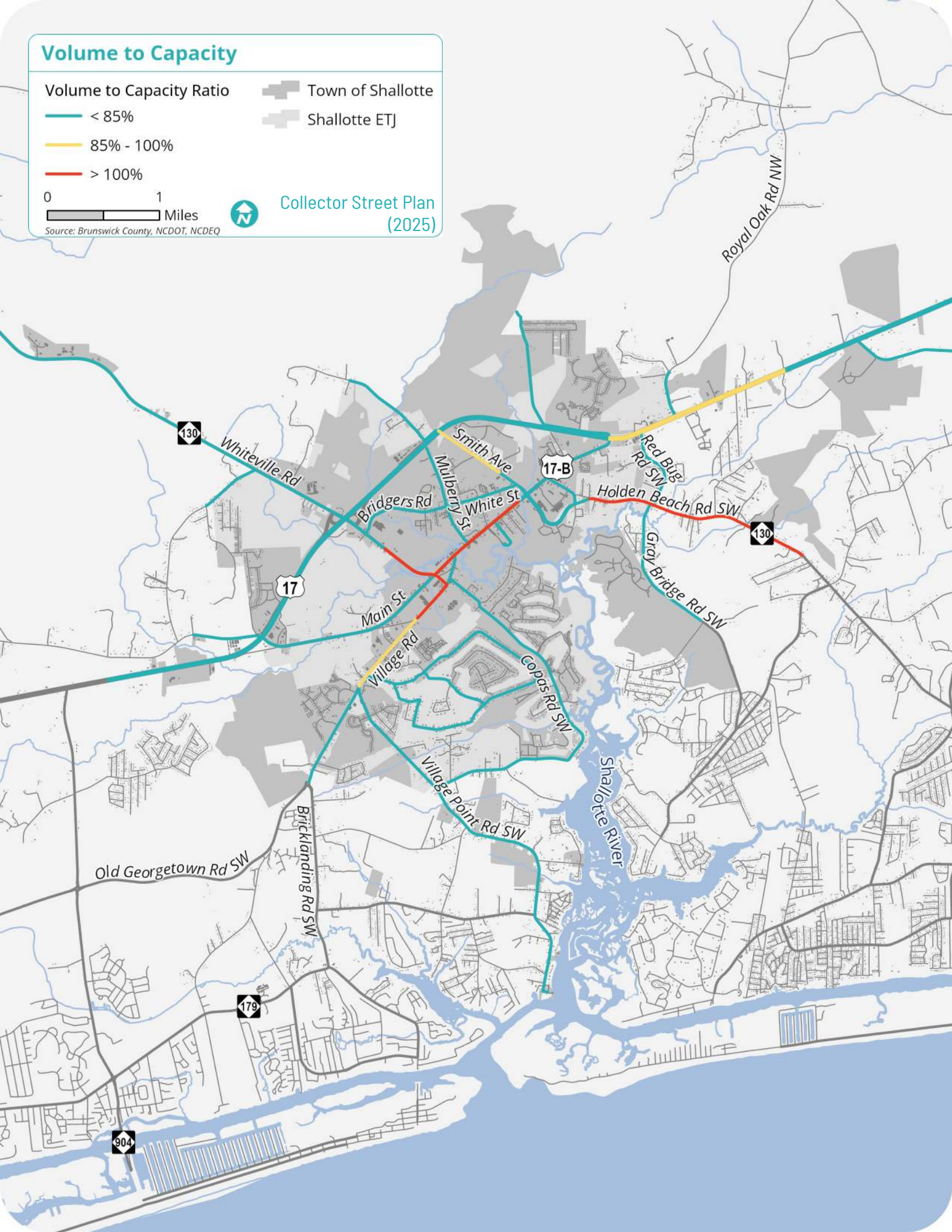
Shallotte ETJ

0 1 Miles

Source: Brunswick County, NCDOT, NCDEQ



Collector Street Plan
(2025)



Collector Density

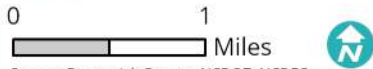
The US Federal Highway Administration recommends that in built-up areas, a collector should be present every 1/2 to 1 mile. In the map on the facing page, an analysis was performed to compare existing collector density to this rule of thumb. Areas highlighted in the darker coral color are within the 1/2 mile guidance, while areas in the lighter coral color are within the 1 mile guidance. Areas outside of either of these colors are more than one mile to a collector street, indicating a need for a better-developed roadway network.

While most areas in central Shallotte have adequate collector street coverage today, areas north of US 17 are completely lacking in roadway network, even as these areas see notable residential development. New roadways recommended in this plan would create a new network with adequate collector street coverage in this area. It bears repeating that this rule of thumb is for built-up areas, so those new roadway are only warranted if the area does indeed continue to develop.

Existing Collectors and Minor Arterials

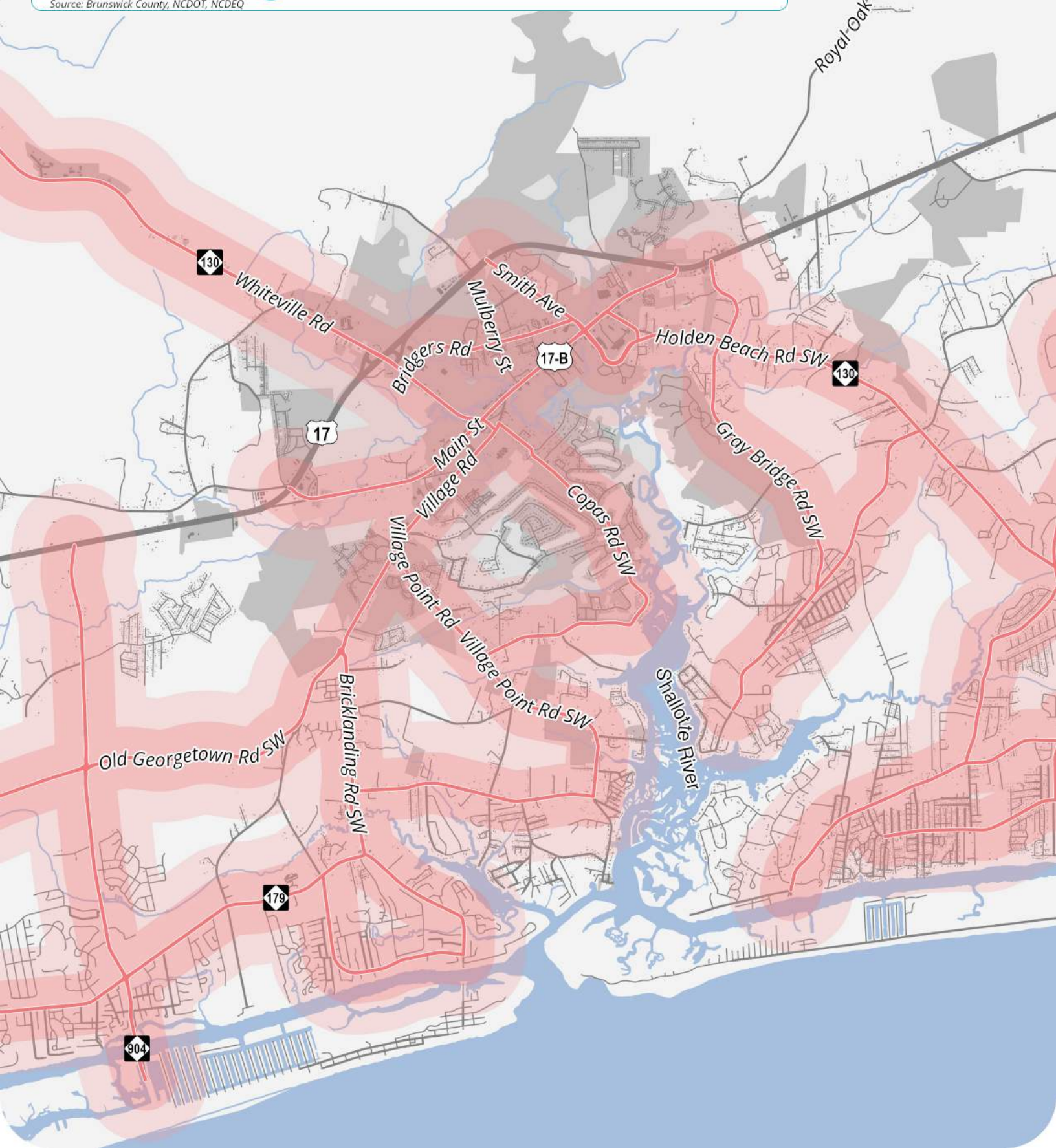
- Existing Collectors and Minor Arterials
- Existing Collector and Minor Arterial Quarter Mile Buffer
- Existing Collector and Minor Arterial Half Mile Buffer

- Town of Shallotte
- Shallotte ETJ



Source: Brunswick County, NCDOT, NCDEQ

Collector Street Plan (2025)



Previously Planned Projects

Numerous projects have been planned to benefit Shallotte's travelers. The Brunswick County Comprehensive Transportation Plan (CTP) includes several proposed roadways that run parallel to US 130—both north and south—and connect to US 17 heading east. The State Transportation Improvement Program categorizes these projects under division, regional, statewide, and statewide safety initiatives, all of which fall under highway planning. Each category addresses different sections of the highway, targeting specific needs. These planned projects aim to manage the area's growth while keeping the town's overall goals and well-being in mind.

Projects are color coded based on which plan they are sourced from. A map of these projects can be seen on **page 48**. (Purple: Brunswick County CTP, Dark Teal: GSATS 2045 MTP, Light Teal: Cape Fear Regional Bicycle Plan, Green: STIP)

1 Carolina Bays Parkway Extension, R-5876

- From SC State Line to US 17 at NC 130
- Length: 15.47 miles
- Timeline: Undetermined
- Source: Brunswick County Comprehensive Transportation Plan
- Construct a new 4-lane freeway

2 Smith Avenue Extension

- From US 17 to NC 130
- Length: 2.7 miles
- Timeline: Undetermined
- Source: Brunswick County Comprehensive Transportation Plan
- Construct a new roadway location to provide an additional east/west connection as an evacuation route

3 Bridgers Road Extension

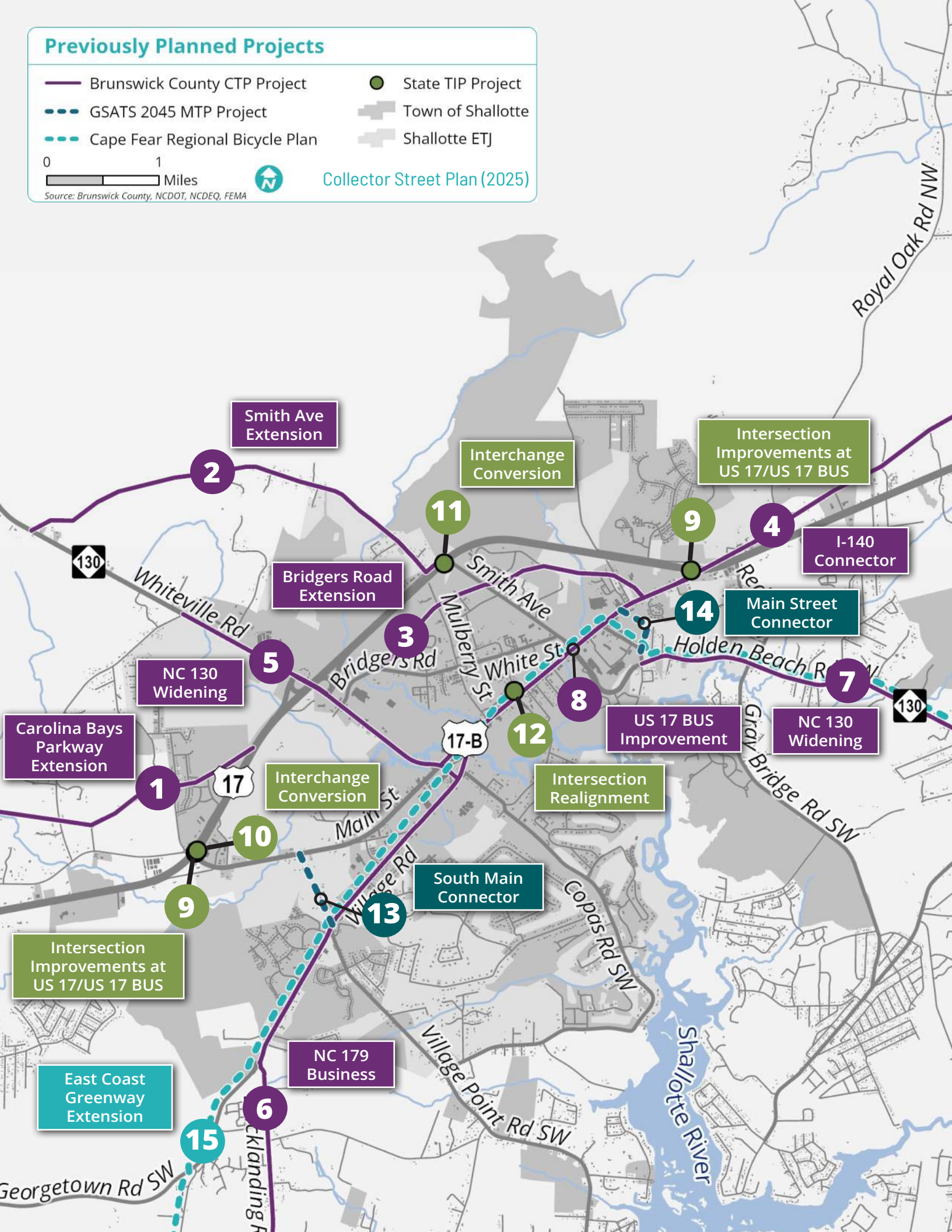
- From SR 1349 (Bridgers Road) to Main Street/US 17 Business
- Length: 2.23 miles
- Timeline: Undetermined
- Source: Brunswick County Comprehensive Transportation Plan
- Construct a new 2-lane roadway. Bike lanes and sidewalks are recommended

4 I-140 Connector

- From US 17 at US 17 BUS to US 17 North of NC 87
- Length: 19.39 miles
- Timeline: Undetermined
- Source: Brunswick County Comprehensive Transportation Plan
- New location road to address congestion and mobility

Previously Planned Projects

- Brunswick County CTP Project
 - GSATS 2045 MTP Project
 - Cape Fear Regional Bicycle Plan
 - State TIP Project
 - Town of Shallotte
 - Shallotte ETJ
- 0 1 Miles
- Source: Brunswick County, NCDOT, NCDEQ, FEMA
-  Collector Street Plan (2025)



5 NC 130 (Whiteville Road)

- From McMilly Road to Village Road
- Length: 2.02 miles
- Timeline: Undetermined
- Source: Brunswick County Comprehensive Transportation Plan
- Widen NC 130 to 4-lanes. A shared-use path, bicycle lanes, and sidewalks are being recommended along NC 130

6 NC 179 Business

- From US 17 Business to SR 1184 (Ocean Isle Beach Road)
- Length: 6.31 miles
- Timeline: Undetermined
- Source: Brunswick County Comprehensive Transportation Plan
- Widen to 4 lanes with paved shoulders and a side path. A shared-use path is recommended along NC 179 from the SC border to US 17 Business and is part of the East Coast Greenway Plan

7 NC 130 (Holden Beach Road)

- From SR 1357 (Smith Avenue) to the end of State Maintenance
- Length: 8.47 miles
- Timeline: Undetermined
- Source: Brunswick County Comprehensive Transportation Plan
- Widen NC 130 to 4 lanes. A shared-use path is recommended along NC 130 from Shell Point Road to Shallotte Crossing Parkway and bike lanes from Shell Point Road to sabbath Home Road SW

8 US 17 Business: From US 17 to NC 130 (Whiteville Road)

- Length: 1.7 miles
- Timeline: Undetermined
- Source: Brunswick County Comprehensive Transportation Plan
- Recommended to bring the road up to standard cross section 4D. Currently 3-lanes with turning lane

9 US 17 BUS at US 17 Intersection (North and South of Shallotte)

- STIP #: R-5857
- Route #: US 17 - Bypass
- Length: 4.30 miles
- Planned Construction Year: 2026
- Total Cost: \$28,170,000
- Source: State Transportation Improvement Plan
- Convert existing intersections to reduced conflict intersections to improve safety and reduce traffic congestion

10 US 17 BUS at US 17 Intersection

- STIP #: U-6104
- Route #: US 17
- Timeline: Undetermined
- Total Cost: \$23,733,000
- Source: State Transportation Improvement Plan
- Upgrade existing at grade intersection at US 17 BUS to interchange

11 Smith Avenue at US 17 Intersection

- STIP #: U-5862
- Route #: SR 1357
- Length: 0.88 miles
- Planned Construction Year: 2030
- Total Cost: \$44,925,000
- Source: State Transportation Improvement Plan
- Upgrade intersection to interchange

12 Main Street/US 17 Business Intersection Realignment

- STIP #: U-5788
- Route #: US 17 Business
- Total Cost: \$2,995,000
- Construction Year: Current
- Source: State Transportation Improvement Plan
- Realign Wall Street with Shallotte Avenue

13 South Main and Village Point Road Connector

- Timeline: 2028-2033
- Total Cost: \$9,810,000
- Source: GSATS 2045 Metropolitan Transportation Plan
- A new interconnection between S Main Street near Shallotte Park to NC 179 and Village Point Road. The new roadway will include a two-lane roadway with shoulders

14 Main Street/US 17 Business to Holden Beach Road Connector

- Timeline: 2028-2033
- Total Cost: \$3,830,000
- Source: GSATS 2045 Metropolitan Transportation Plan
- New connection from Main Street (US 17 BUS) to Holden Beach Road

15 East Coast Greenway Extension

- Timeline: Undetermined
- Source: Cape Fear Regional Bicycle Plan
- Construct a shared-use path along Holden Beach Road, Main Street, and Village Road. Supported in numerous local and regional plans

NCDOT Index Data

NCDOT has developed Environmental Justice (EJ) and Transportation Disadvantage Index (TDI) maps and interactive dashboards to help NCDOT staff and external partners understand and visualize transportation disadvantage and the disproportionate impact of transportation barriers on communities of color, as well as help inform policies, planning, and project development decision making.

NCDOT's EJ screening tool will highlight communities that are historically underserved or overburdened. The tool identifies areas with high concentrations of minority or low-income populations, helping to demonstrate equity impacts. Many state and federal funding programs prioritize projects that address EJ concerns. Including EJ maps or data in grant applications can strengthen the case by showing the project supports fair access and reduces harm to vulnerable communities. The tool can also guide community engagement and document how you involved EJ populations in your planning. This supports compliance with Title VI and helps align the project with equity-focused funding priorities.

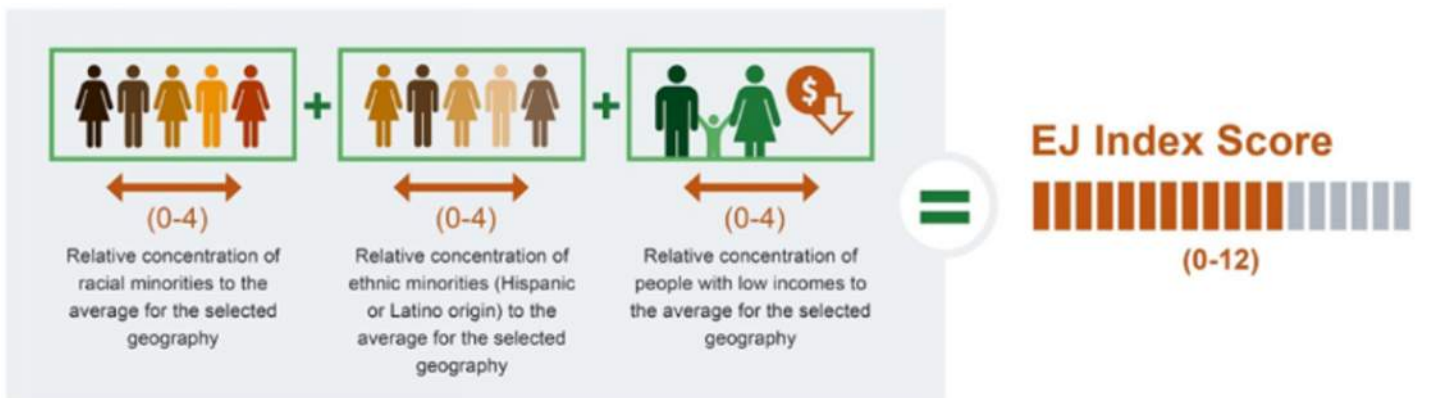
NCDOT's Transportation Disadvantage Index (TDI) score will show that the transportation project serves an area with high need. The TDI measures factors like income, car access, age, disability, and minority status to identify disadvantaged communities. Many funding programs, like SS4A or RAISE, prioritize equity, so highlighting high TDI scores can strengthen your application. Include TDI maps or data in proposals to show how the project improves access for underserved populations. TDI may be used in local project scoring, so it can help with regional prioritization too. TDI data can be paired with safety, access, or public feedback to make the case for funding even stronger.

Environmental Justice Index

The EJ tool responds to a variety of federal protections such as Title VI of the Civil Rights Act and Executive Order 12898. The EJ tool focuses on low-income and racial/ethnic minorities, the prime environmental justice indicators identified in the executive order. The tool is not specific to transportation but instead focuses on federally protected demographics. The EJ Index score provides a score for a Census block group based on concentrations of ethnic and racial minorities and poverty status compared to statewide averages. The below figure describes how the EJ score is derived.

The map on the following page shows the EJ Index scores in the Shallotte area. The Census block group shaded in dark red has a higher EJ score of 7. This is higher than other areas in Shallotte. The poverty rate is 30% compared to the 23% state average. Racial minority is 63% compared to the 32% state average. The Hispanic and Latino population is 6% compared to the 10% state average.

EJ Index Scoring Mechanism



Environmental Justice Index

Environmental Justice Index Score by Block Group

Lower EJI Score (1)

Higher EJI Score (7)

0 1 Miles

Source: Brunswick County, NCDOT, NCDEQ



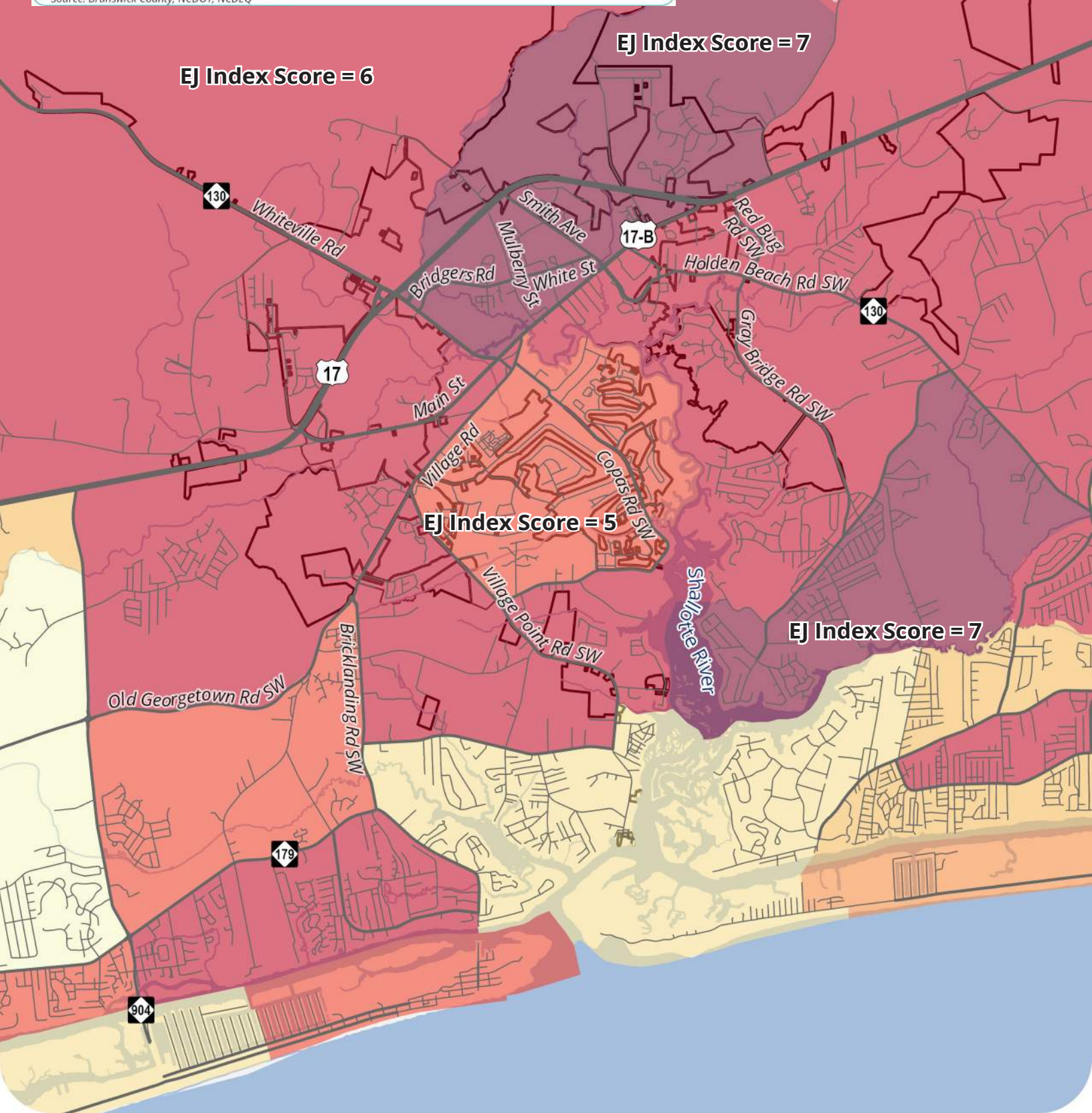
Town of Shallotte



Shallotte ETJ



Collector Street Plan (2025)



Transportation Disadvantage Index

Improving transportation access for all North Carolinians is vital to ensuring everyone is able to reach necessary goods, services, and employment, particularly for those without other means of transportation.

The TDI was calculated for each block group to identify concentrations of populations that face barriers to accessing transportation. The figure below describes how the TDI score is derived. A map of the TDI scores in the Shallotte area is located on the following page.

The Census block group with the TDI score of 13.5 has a more elderly population (29% are +65 compared to the 16% state average), a more BIPOC population (65% compared the 37% state average), and a higher percentage of people without a household vehicle (9% compared to the 6% state average).

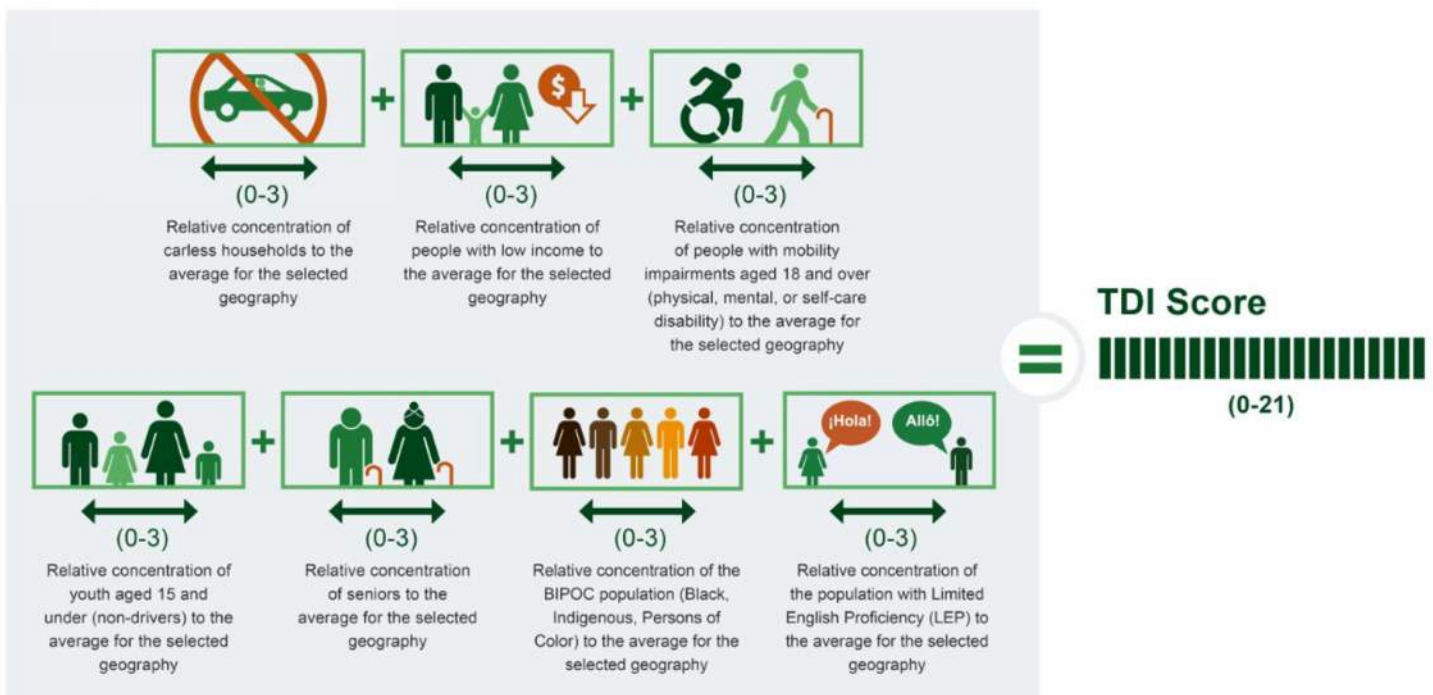
The Census block group with the TDI score of 14 has a more elderly population (23% are +65 compared to the 16% state average), a high poverty level (28% compared to the 23% state average),

a population with more BIPOC (53% compared to the 37% state average), a higher percent of people that are disabled (26% compared to the 16% state average), and a higher percentage of people with limited English proficiency (14% compared to the 4% state average). The darkest purple Census block group with the TDI score of 16.5 is not located in the Town of Shallotte, but highlighted as a reference point.

Opportunity Zones

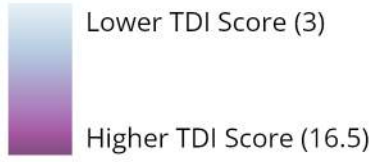
Federal funding will be prioritized in Opportunity Zones. Opportunity Zones are economically distressed communities, defined by individual census tract, nominated by America's governors, and certified by the U.S. Secretary of the Treasury via his delegation of that authority to the Internal Revenue Service. Under certain conditions, new investments in Opportunity Zones may be eligible for preferential tax treatment. There are 8,764 Opportunity Zones in the United States, 252 are in North Carolina. However, the **Town of Shallotte is not located in an Opportunity Zone.**

TDI Scoring Mechanism



Transportation Disadvantage Index

Transportation Disadvantage Index Score by Block Group



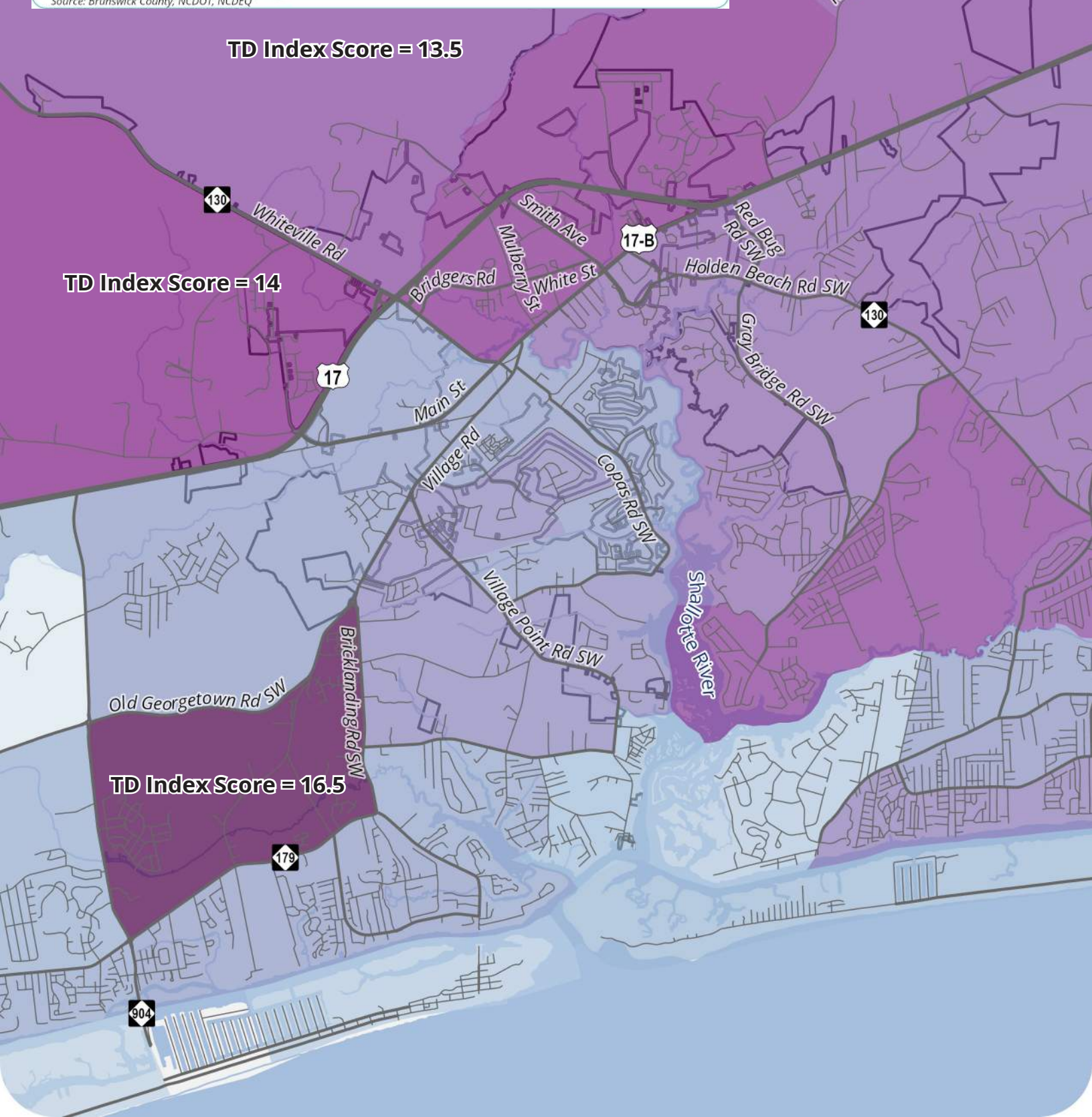
0 1 Miles



Source: Brunswick County, NCDOT, NCDEQ

Town of Shallotte
Shallotte ETJ

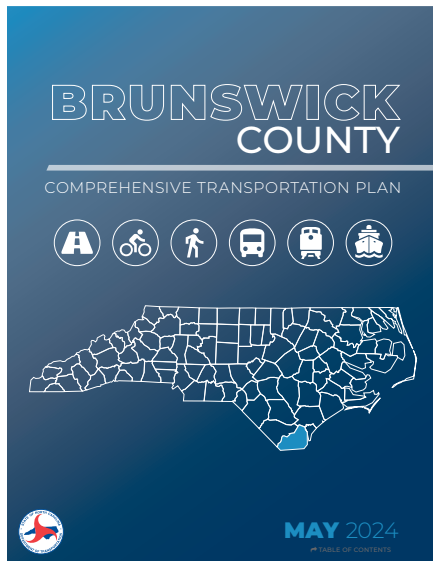
Collector Street Plan (2025)



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Previous Planning Efforts

Understanding Shallotte's previous planning efforts is essential to shaping its future. Over the past decade, various plans and initiatives at all levels of government have been developed to guide the town's growth patterns, infrastructure, and overall community development. Reviewing these past efforts provides valuable insight into the Town's evolving priorities, challenges, and long-term goals.



SOUTHEASTERN NORTH CAROLINA - COUNCILS OF GOVERNMENT REGIONAL TRAILS PLAN

Technical Report

Lumber River Mid-Carolina Eastern Carolina Cape Fear



Town of Shallotte, NC:

2018 Land Use Plan



Brunswick County Comprehensive Transportation Plan (2024)

The Brunswick County Comprehensive Transportation Plan (CTP) includes identified transportation system needs, as well as possible solutions, to support anticipated growth and development over a 28-year timeframe. Various modes of transportation were evaluated, and recommendations made, including: highway, public transportation, bicycle/pedestrian.

Applicable Plan Goals:

- Create a more efficient transportation system through improved connectivity, capacity, and operations.
- Support growth through a transportation network that serves local, inter- and intra- regional accessibility and mobility needs for both people and goods.
- Preserve the social and environmentally sensitive character of the county through an integrated transportation and land use strategy that addresses Transportation solutions.
- Promote a safer and more secure transportation network through crash reduction, enhanced reliability and predictability, and improved emergency coordination.

Projects identified in the CTP have been listed above in the Previously Planned Projects section.

GSATS 2024 Congestion Management Process Update (2024)

The Congestion Management Process (CMP) is a systematic process of identifying congestion and its causes, applying congestion mitigation strategies to improve transportation system performance and reliability, and evaluating the effectiveness of implemented strategies. The CMP is an integral part of the metropolitan transportation planning process and defines a process for programming and implementing congestion management strategies either independently or as part of larger programs and projects programmed in the Metropolitan Transportation Plan (MTP) and Transportation Improvement Plan (TIP). Proposed congestion management strategies for segments within Shallotte include the following:

US Highway 17

Growth Management, Access Management, Wayfinding, Incident Management

NC 130

Safe Routes to Schools, Bicycle and Pedestrian Facilities, Public Transportation, Intersection Improvements, Access Management

US Business Highway 17

Growth Management, Safe Routes to Schools, Bicycle and Pedestrian Facilities, Flexible Work Schedules, Intersection Improvements, Intelligent Transportation System (ITS), Wayfinding

GSATS 2023-2033 Metropolitan Transportation Improvement Program (FY 2024)

The 2024-2033 Metropolitan Transportation Improvement Program (FY 2024) for the GSATS area is a ten-year program of transportation capital projects combined with a three-year estimate of transit capital and maintenance requirements.

GSATS 2045 Metropolitan Transportation Plan Update (2023)

The Metropolitan Transportation Plan (MTP) outlines the transportation goals, objectives, and performance measures for the urbanized area, as well as addresses transportation related issues and impacts over a 23-year horizon. The 2045 GSATS MTP is an update to the previous long-range transportation plan adopted in 2017.

Fiscally constrained projects in the MTP have been listed above in the Previously Planned Projects section. The MTP also lists numerous unfunded projects in the GSATS area.

Town of Shallotte Bike & Walk Plan (2023)

The recommendations presented in the plan align with the Bike & Walk Plan vision by creating safe and comfortable bicycle and pedestrian travel ways through a low-stress network, appropriate for people of all ages and abilities. The plan includes 53 prioritized projects with 6 rising to the top through community engagement and stakeholder feedback.

Main Street and US 17 Bypass Intersection

Recommendations for this intersection include a low-conflict intersection design, ADA curb ramps, high visibility crosswalks and pedestrian count-down signals, a 10' wide sidepath along the south side of Main Street, and a 5' wide sidewalk along the north side of Frontage Road.

Main Street and Holden Beach Road Intersection Improvements

Recommendations for this intersection include ADA curb ramps, high visibility crosswalks, and a 10' wide sidepath along the north side of Holden Beach Road (serving as the future East Coast Greenway Trail).

White Street Sidewalk Improvements

Recommendations include ADA curb ramps and traditional crosswalks across driveways. In the near-term, a 5' wide sidewalk along the north side of the roadway is proposed while in the long-term, a 10' sidepath along the south side of White Street is proposed to also accommodate bicycles.



Main Street and Mulberry Street Intersection

Recommendations for this intersection include ADA curb ramps, high-visibility crosswalks, pedestrian refuge islands with rectangular rapid flashing beacons, and a potential driveway consolidation or closure for the Carquest Auto Parts lot.

Main Street/US 17 Business & Whiteville Road/NC 179 Intersection

Recommendations at this location include ADA curb ramps, high-visibility crosswalks and pedestrian count down signals, realignment of the intersection to limit unnecessary pavement, a 10' wide sidepath along Whiteville Road and Main Street with a 5' wide sidewalk along Main Street (north side).

Village Road & Whiteville Road / NC 179 Intersection

Proposed recommendations include ADA curb ramps, high-visibility crosswalks and pedestrian count down signals, the utilization of an existing concrete island as a pedestrian refuge island, a 10' wide sidepath along the east side of Village Road and north of Whiteville Road, and a 5' wide sidewalk along the west of Village Road and on the south side of Whiteville Road.

These six projects are located primarily along Main Street/US 17 Business which is an important corridor for local and regional vehicular traffic.

Southeastern North Carolina Council of Governments Regional Trails Plan (2020)

The Southeast North Carolina Regional Trails Plan is a vision for trail development in the state's Coastal Plain. The North Carolina Trails Program (Trails Program), managed by the Division of Parks and Recreation (Division), facilitated the planning process in partnership with regional Councils of Government (COGs), starting in late 2019 and ending with final plan release in 2021. The Trails Program supports regional trail planning across the state, with previous efforts largely focused on the Mountains and Piedmont regions. The Coastal Plain region lacked the conceptual framework for trails connecting to major destinations in the area. This plan aims to fill that gap and is structured around the four COGs that make up southeastern North Carolina- Lumber River, Eastern Carolina, Mid-Carolina, and Cape Fear.

Within the Cape Fear COG there are 232 miles of proposed trails and 514 proposed loop miles. The population per proposed mile of trail is 2,136.

The Cape Fear Regional Trails Plan includes routes that will connect to destinations such as Lake Waccamaw State Park, and Carolina Beach State Park. The COG's regional area routes connect into a loop system that will link the Fayetteville and Wilmington areas.

Shallotte Land Use Plan (2018)

The 2018 Land Use Plan provides a blueprint for growth and development over the next 20 to 30 years. The primary purpose of the plan is to preserve Shallotte's unique sense of place while also providing vision for development and growth.

Goals and objectives related to the Transportation chapter are supported by various policies including (but not limited to):

- Shallotte supports **efficient transportation through the interconnectivity of residential and non-residential** subdivisions to include commercial development.
- Shallotte **supports subdivision developments which utilize the North Carolina Department of Transportation Traditional Neighborhood Development (TND) Street Design Guidelines**. A TND is a human scale, walkable community with moderate to high residential densities, a mixed-use core, and a dense network on narrow streets with a reduced curb radii.

The Town supports the **realignment of the intersection of Wall Street and Shallotte Avenue**.

- The Town **supports the completion of the I-140 Bypass** that will provide a more direct route to Interstate 40 for residents and visitors of Shallotte.

The recommended actions are as follows:

- The Town shall **consider establishing rear access via alleys along Main Street/US 17 Business** in an effort to reduce driveway/traffic conflicts along the roadway.
- The Town shall **partner with GSATS to complete a Collector Street Plan** to identify alternative routes and interconnections to be established as development occurs.

The Town of Shallotte has three projects in the 2018-2027 STIP and several in the GSATS 2040 LRTP which are listed below.

Shallotte GSATS 2040 Long Range Transportation Plan Projects

Location	Description
Whiteville Road	Widen NC 130 to a multi-lane facility from McMilly Road (SR 1320) to Village Road (NC 179) with sidewalk.
New Road (South Main to Village)	A new interconnection between South Main Street near Shallotte Park to NC 179 and Village Point Road.
Village Road	Widen NC 179 to a multi-lane facility from US 17 BUS to Hale Swamp Road (future NC 179) with a shared-use path.

Shallotte 2018-2027 State Transportation Improvement Program Projects

Roadway	Description
US 17 (Shallotte Bypass)	US 17 to Smith Avenue. Upgrade intersection to interchange.
US 17 (BUS) (South)	Convert intersection to superstreet.
US 17 (BUS / Main Street)	Realign the Wall Street / Shallotte Avenue intersection.

Cape Fear Regional Bicycle Plan (2017)

The Cape Fear Regional Bicycle Plan represents a 30-year vision, with completion of recommendations to be achieved in stages. The plan's recommendations and implementation strategy will build on the Cape Fear Region's existing bicycling infrastructure and bicycling community efforts to achieve the following goals and the plan's vision.

Increase Transportation Choices

Improve connectivity of the bicycle network while increasing accessibility to transit and key destinations throughout the region.

Improve Safety for All Bicyclists

Improve the quality and safety of bicycling through new infrastructure, policies and programs, for all types of bicyclists.

Improve Health and Well-being of Communities

Improve health and wellness by increasing access to bike ways, thereby offering more opportunities for recreation, active transportation, and physical activity.

Create Value & Generate Economic Activity

Promote bicycle-related tourism and economic development, thereby increasing quality of life in the Cape Fear Region.

The plan recommends Priority Project E, Shallotte Riverfront Town Center, for the Town. This project would extend from the Main Street/Village Road intersection to the Main Street/Smith Avenue intersection for an approximate length of 1.1 miles. The Bicycle Plan states, "Combined with the Shallotte Riverfront Town Center development, this project, that features separated bike lanes as part of a Main Street redesign, could transform the center of Shallotte into an anchor for the East Coast Greenway, NC bike route 3, and overall regional network in a part of the region that presently offers limited options for bicyclists."



Community Engagement



Community Engagement

Spring 2025

The development of the Town of Shallotte's Collector Street Plan includes two phases of public engagement. Phase One took place from Monday March 17, 2025 – Friday April 25, 2025. During this time:

- One public workshop was held at Shallotte Town Hall for the general public
- One workshop was held to discuss transportation options and solution with businesses along Main Street/US 17 Business
- An online input map and survey were available to all community members
- Hard copies of the survey and map were available at Town Hall for people to drop in during business hours and provide their input on transportation issues in Shallotte.

All information received during Phase One of public engagement is analyzed and summarized below. Round 2 of public engagement will take place from the end of July until the end of August. Details about Round 2 can be found starting on **page 42**.

Outreach for Public Engagement

The Town of Shallotte worked with the consultant team to create social media graphics, printed flyers, template information, and a press release to promote the public engagement opportunities. A 'toolkit' was created using a shared folder; it included all graphics, flyers, and template information and was shared with the Stakeholder Committee. This allows other people and agencies direct access to information to easily share with their connections, whether it be through social media posts, emails/e-newsletters, or printing and posting flyers. One toolkit was created prior to the workshop that included information about the workshop. After the workshop, another toolkit was created that focused on the online engagement opportunities and the engagement opportunities available at Town Hall during business hours. Three different designs were created; the below are the primary branding design for public engagement.

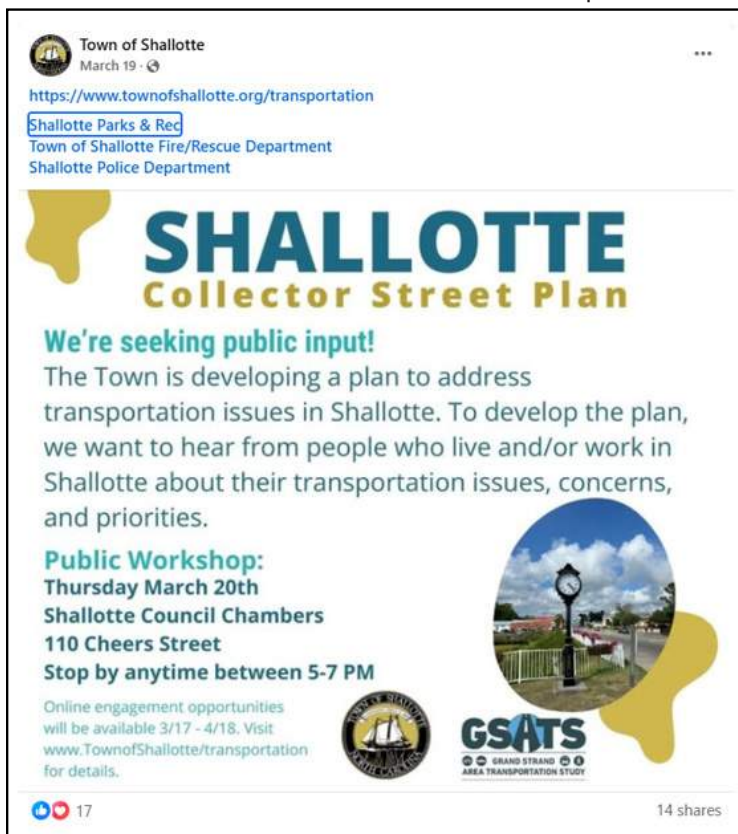
Facebook Graphic - After the Workshop



Quarter-Page Flyer



Facebook Post - Prior to Workshop



Public Workshop

The Town of Shallotte hosted a public workshop on Thursday, March 20, 2025 from 5 pm – 7 pm at Town Council Chambers. Residents were invited to stop by anytime during those hours. Boards were displayed that provided information about the goals of the Collector Street Plan and data such as roadway volumes and crash data. Attendees were provided with sticker dots and asked to indicate how important they think the eight goals are, how they currently travel, how they want to travel, and which improvements they think are most helpful in improving connectivity and mobility in Shallotte. Maps were displayed on tables and attendees were asked to draw where they see transportation issues using markers and pens.

Public Workshop Results

Nine people attended the public workshop. General concerns and opportunities are very similar to what is represented in the public survey and mapping activity. Most attendees indicated they agreed with the eight project goals. When asked how they currently drive, most indicated they drove alone, and some want to walk and bike more. When asked about what improvements would be most helpful, roundabouts received five votes followed by sidewalks (four votes), bike lanes, trails, and new roadways (three votes each), turn lanes (two votes), and traffic signals (one vote). Paper surveys that were submitted at the workshop were incorporated into the public survey results starting on the next page. Three comment cards were submitted with written suggestions; those have been incorporated into the open ended portion of the survey results. Comments written on physical maps were incorporated into the online platform as shown on page 66.

Main Street Focused Workshop

On Wednesday April 23, 2025, the Town of Shallotte hosted another workshop specifically for business owners and employees along Main Street/US 17 Business. The project team wanted to hear from the people that are commuting along Main Street as part of their workday.

An inventory of businesses was created that included the business's address. Ninety flyers were printed and mailed to the business addresses. People were invited to stop by Town Council Chambers between 9 am – 11 am to discuss the Safety Action Plan with the project team.

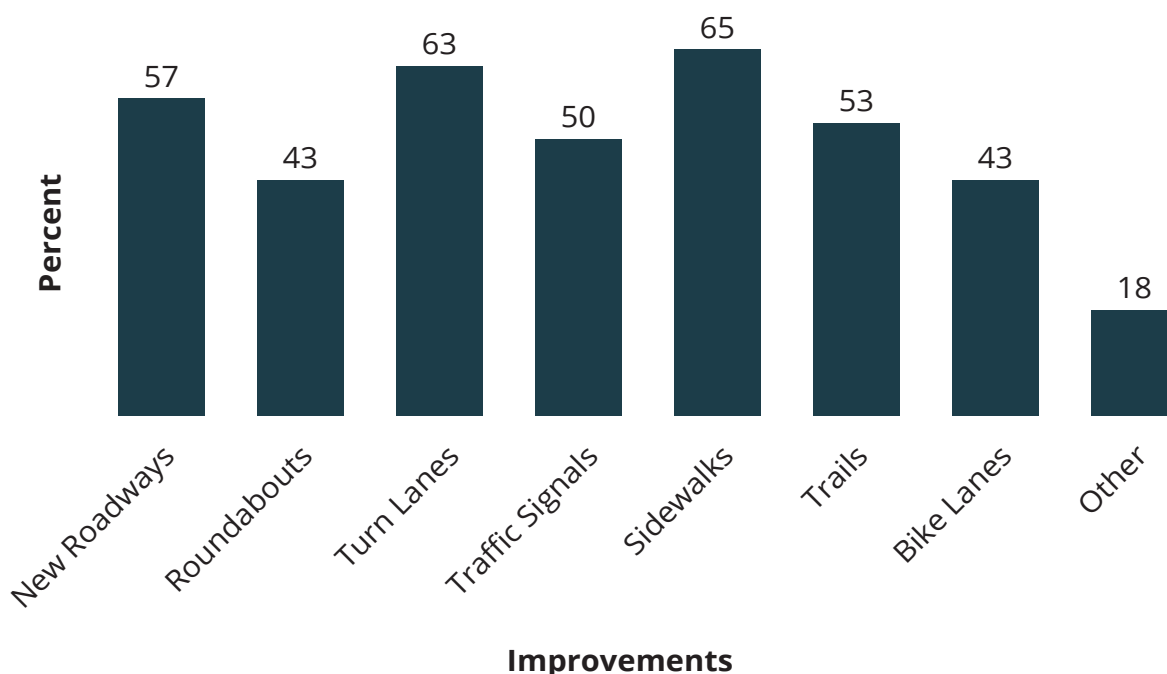
The boards and activities were the same as what was presented to the public during the other public workshop. There were approximately 14 mailed envelopes that were returned to sender because mail was not accepted at that location (no mailbox).

The Town shared this opportunity on their social media page and with the Chamber of Commerce. There were 5 people that attended the workshop for people who work along Main Street.

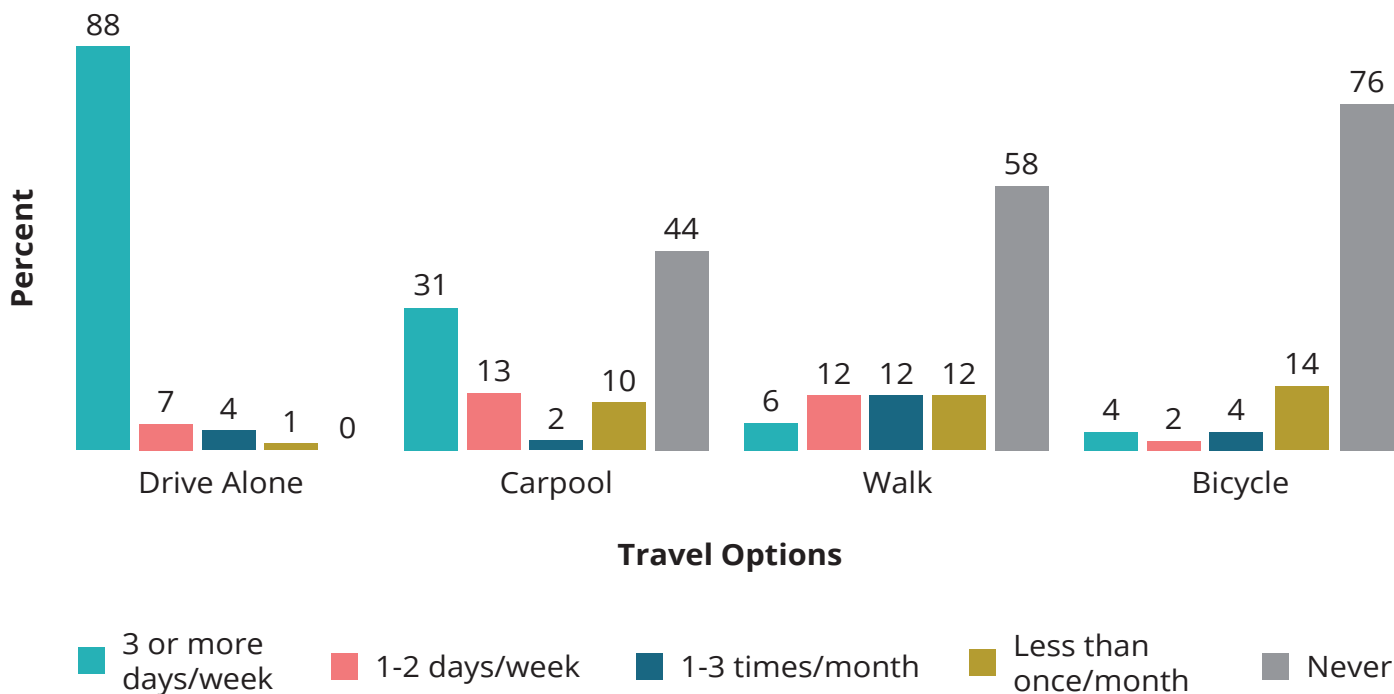
Public Survey Results

The survey was available online and hard copies were available at Town Hall and the public workshops. There were 73 surveys completed and submitted. It asked participants about their current and desired transportation usage, their preferred types of transportation improvements and how they felt about project goals. In general, people want to drive alone less frequently and walk and bike more - given safe and appropriate infrastructure to do. Select results are shown.

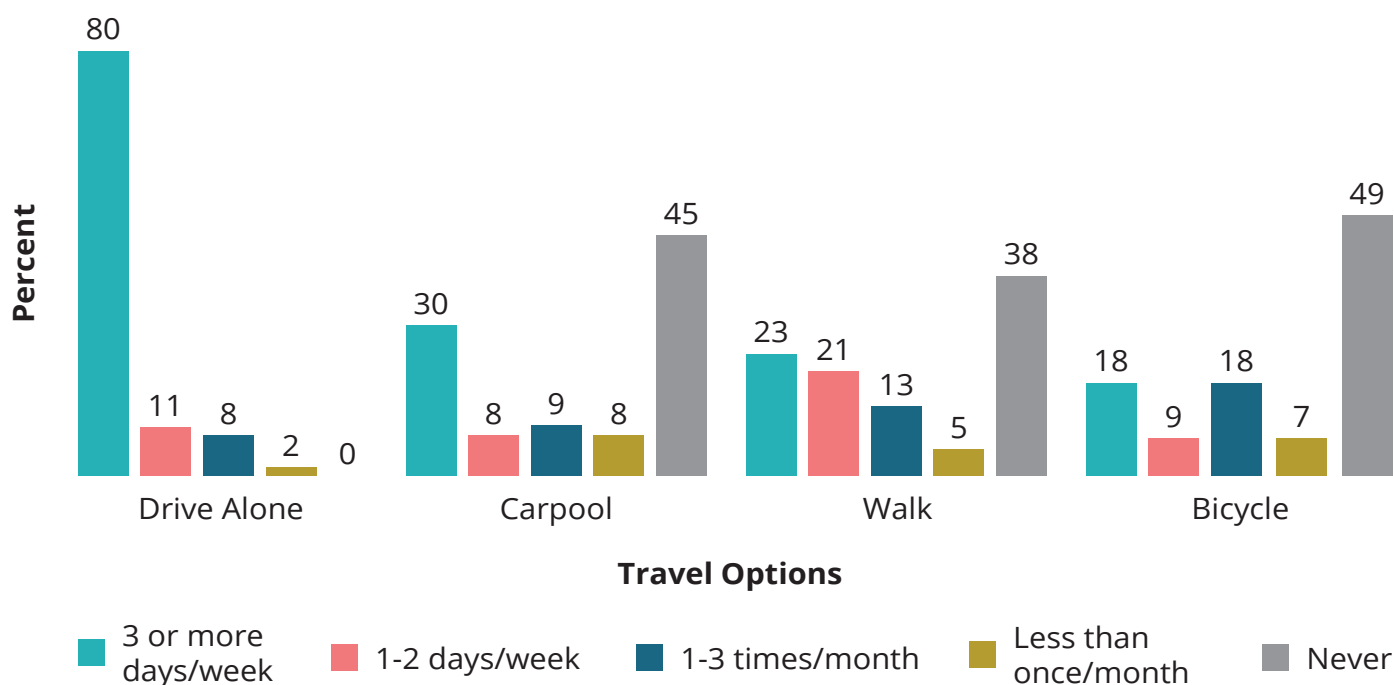
Which transportation improvements do you prefer? Select all that apply.



How often do you **currently** travel within or from Shallotte using the following methods of transportation?



How often **would you** want to use the following methods of transportation?
For walking and bicycling, please assume there are ample sidewalks, crosswalks, and bicycle facilities, and safety is not an issue.



Map Comments and Suggestions

An online input map was available during the public engagement period. At Shallotte Town Hall, a map was on display with markers and pens available for people to add suggestions and transportation needs to the map. There were a total of 66 locations identified as either a new connection needed, safety concern, congestion concern, or walking or bicycling need. 'Other concern' was also an option. The online input map allowed respondents to 'like' or 'dislike' comments made by others. A total of 97 reactions occurred, including 67 'likes' and 30 'dislikes'.

New Connections Needed

There are 31 locations in which new connections are needed. Residents are calling for multiple new road connections and extensions (e.g., Forest Street Extension, N Mulberry Street, Royal Oak Road, Northside Road) to reduce congestion—especially around Main Street, Walmart, and US 17. There's a strong push for better traffic flow via alternative routes, right-turn-only exits onto US 17 BUS, and connections between residential and commercial areas. Key safety concerns include the intersection at NC 179 and Village Point Road, where a roundabout or traffic light is suggested. Additional needs include road widening, resurfacing (especially Village Point Road), improved subdivision access, and enhancing secondary routes like Bridges Road.

Safety Concerns

There are 15 locations in which there is a safety concern. Multiple intersections in Shallotte are seen as hazardous due to high traffic volumes, poor design, and inadequate infrastructure. Key concerns include short traffic light cycles, unsafe left turns (especially near Walmart, Chick-fil-A, and Holden Beach Road), and poorly maintained roads like Shallotte Avenue and Mulberry Street. Residents are requesting safety improvements such as traffic lights, turn lanes, roundabouts (especially at NC 179 and Village Point Road), and right-turn-only restrictions to reduce congestion and prevent accidents. Increased traffic from businesses and future development (like Brierwood) further heightens the urgency for these changes.

Congestion Concerns

There are 7 locations in which there are congestion concerns. Residents are deeply concerned about worsening traffic congestion and safety issues, particularly near Main Street, Chick-Fil-A, NC 130, and school zones. Key complaints include poorly timed traffic lights, unsafe intersections (like Willis Drive and Main Street), excessive driveway access along Main Street, and a lack of infrastructure improvements despite increasing development pressures (e.g., the revived San Rio project). Many feel the town prioritizes tourism-related projects over essential road upgrades, leading to frustration among locals who live and work in the area. Suggested solutions include synchronized signals, rerouting NC 130 to relieve downtown congestion, and limiting driveway cuts.

InputID Summary

Public Comment

- + New Connection Needed
- ▲ Walking or Bicycling Need
- Congestion Concern
- Safety Concern
- ⬡ Other Concern

Number of Likes

- Fewer Likes
- More Likes

Town of Shallotte

Shallotte ETJ

0 1 Miles

Source: Brunswick County, NCDOT, NCDEQ



Collector Street Plan (2025)

So many people are just trying to go Wal-Mart. Give them an exit off 17 so they don't have to battle main street congestion.

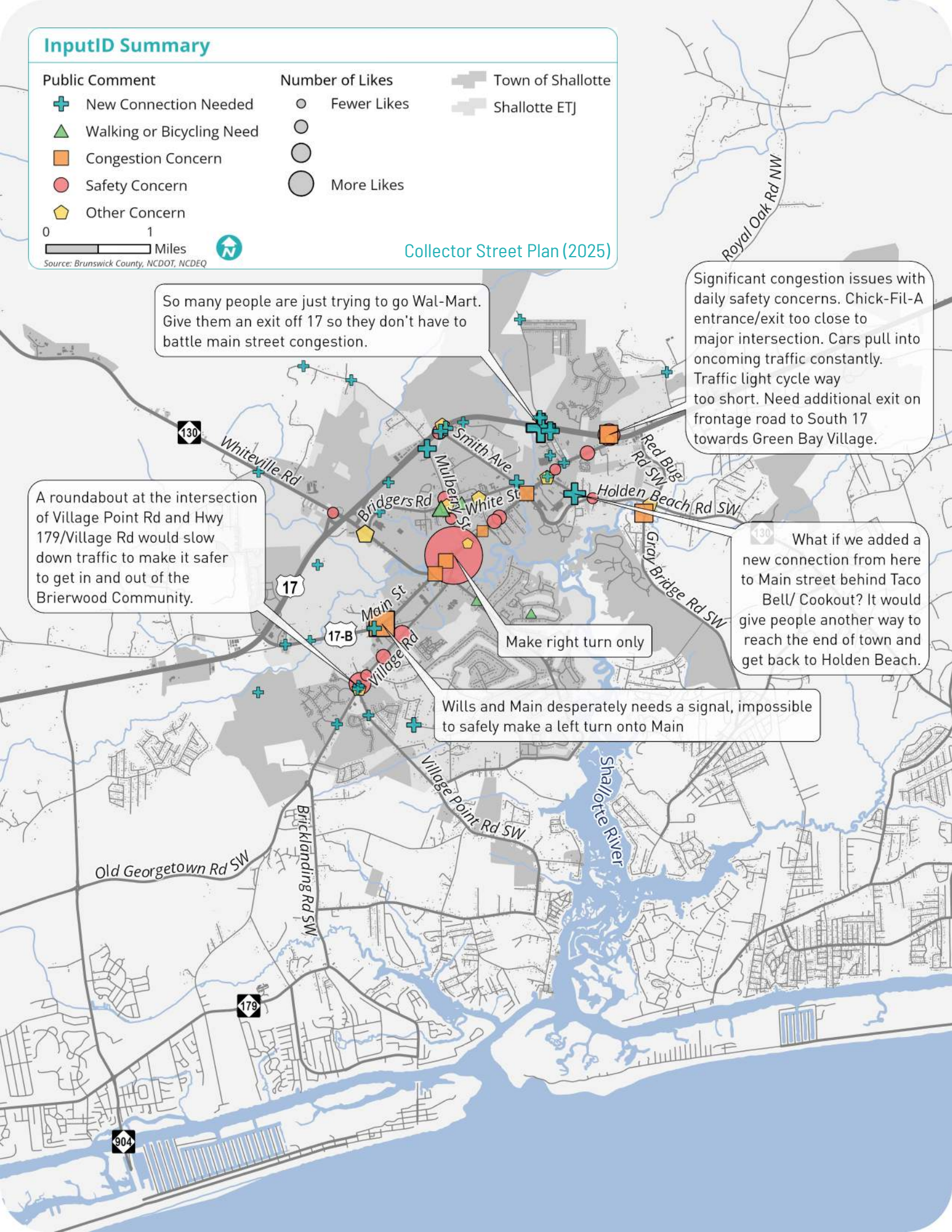
A roundabout at the intersection of Village Point Rd and Hwy 179/Village Rd would slow down traffic to make it safer to get in and out of the Brierwood Community.

Make right turn only

Wills and Main desperately needs a signal, impossible to safely make a left turn onto Main

Significant congestion issues with daily safety concerns. Chick-Fil-A entrance/exit too close to major intersection. Cars pull into oncoming traffic constantly. Traffic light cycle way too short. Need additional exit on frontage road to South 17 towards Green Bay Village.

What if we added a new connection from here to Main street behind Taco Bell/ Cookout? It would give people another way to reach the end of town and get back to Holden Beach.



Walking or Bicycling Need

There are 4 locations in which a walking or bicycling need is identified. Residents are requesting improved pedestrian and cyclist infrastructure, including sidewalks on streets with high foot traffic (like near Walmart and Bridgers Road), as well as bike paths and trails connecting Rivers Edge to Main Street. These additions would enhance safety and accessibility for non-drivers.

Other Concerns

There are 9 locations in which an 'other concern' was noted. Residents are calling for better traffic flow and access improvements in the area, particularly around US 17. Suggestions include building a service road connecting Express Drive to Frontage Road with added ingress/egress lanes, aligning Red Bug Road with Gray Bridge Road, and upgrading key intersections. Proposals include replacing certain 4-way stops with 2-way stops, installing traffic signals (e.g., at Bridgers Road), and considering a roundabout. Concerns were also raised about the lack of a signal at Mulberry and Main Streets, which may hinder emergency access.

Input Map and Comments

The next page is the map of select public comments. **Appendix A** contains a map and spreadsheet with all comments left throughout the engagement period.

InputID Summary

Public Comment

- + New Connection Needed
- ▲ Walking or Bicycling Need
- Congestion Concern
- Safety Concern
- ⬡ Other Concern

Number of Likes

- Fewer Likes
- More Likes

Town of Shallotte

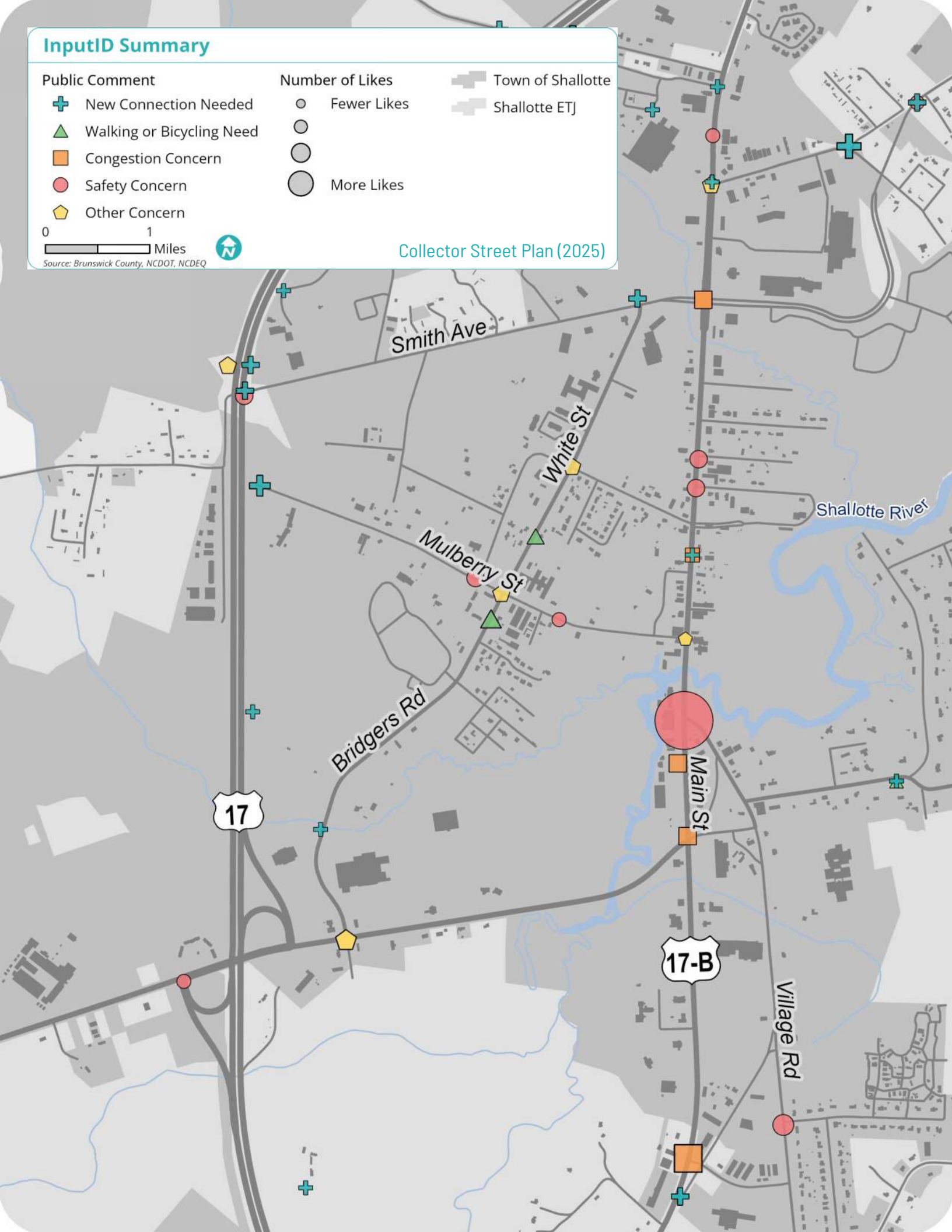
Shallotte ETJ

0 1 Miles

Source: Brunswick County, NCDOT, NCDEQ



Collector Street Plan (2025)



Incorporating Public Input in the Draft Collector Street Plan

The purpose of Round 1 of public engagement was to understand how people travel, how they want to travel, where they see roadway connection issues, and to learn about mobility concerns. The input gained from Round 1 was utilized to develop the draft Collector Street Plan. A summary of how they input was incorporated the Plan is described below.

- The draft Plan reflects top priorities by including new sidewalks, turn lanes, roads, and roundabouts—these were the most supported improvements.
- It focuses on areas with congestion and safety concerns like Main Street, Walmart, and Mulberry Road. Map comments were used directly as the 66 mapped comments to guided new street connections and bike/pedestrian upgrades.
- The draft recommendations match desired travel behavior by adding complete street features (sidewalks, trails, bike lanes) where requested.
- The Plan acknowledges the desire for phased improvements before growth. It was noted that residents oppose new development without infrastructure repairs first and want to prioritize road upgrades first.

Summer 2025

Summer 2025 public engagement took place from July 24, 2025 - August 26, 2025. During this time:

- One public workshop was held at Shallotte Town Hall for the general public
- An online survey were available to all community members
- An informational presentation was given to the Shallotte Planning Board

All information received during the Summer 2025 engagement period is analyzed and summarized below.

Outreach for Public Engagement

As with Spring 2025 engagement, the Town of Shallotte worked with the consultant team to create social media graphics, printed flyers, template information, and a press release to promote the public engagement opportunities. A "toolkit" was created using a shared folder; it included all graphics, flyers, and template information was shared with the Stakeholder Committee.

This allows other people and agencies direct access to information to easily share with their connections to promote the engagement period. After the workshop, other graphics and flyers were distributed to focus on advertising the online survey and in-person opportunities to comment on the plan at Town Hall.

The below images show items from the toolkit.

Quarter-Page Flyer



Please review the recommended transportation solutions to improve connectivity and reduce traffic congestion in Shallotte.

Online Map & Survey

Scan the QR code or visit www.TownofShallotte.org/transportation to view the transportation recommendations and provide input.

Public input received until August 26, 2025



Facebook Graphic - After the Workshop



Review draft recommendations online and provide feedback:

Visit www.TownofShallotte.org/transportation to access the online map and take the survey to provide feedback on the draft transportation recommendations.



Input will be received July 24 - August 26

Public Workshop #2

The Town of Shallotte hosted a public workshop on March 29, 2025 from 5 pm - 7 pm at Town Council Chambers. Residents were invited to stop by anytime during those hours. Boards were displayed that provided information about the physical infrastructure recommendations and policy recommendations discussed in the Collector Street Plan. Attendees and those who submitted online surveys were asked if they agreed with the survey or if not, what types of changes they would like to see.

Public Workshop #2 Results

Eight people signed into the public workshop, which included information about the draft recommendations. Attendees reviewed the information and provided feedback to the planning team.

The online survey received a total of 59 responses.

Many responses expressed their opposition towards a specific recommendation or opposition to the construction of new roadways in agricultural and/or natural areas. Others were supportive of the plan.

In response to this feedback, additional narrative was added to this plan document to explain and emphasize the unfunded, preliminary nature of the recommendations included herein. Disclaimers stating the need for additional detailed planning and design work before any individual recommendation is funded or constructed were also added. Additional existing conditions analyses were also added based on stakeholder feedback at this time.

Planning Board Meeting

This plan was presented to the Town of Shallotte's Planning Board on two occasions. At the Board's August 12 meeting, the planning process and draft plan document were introduced, with no action requested. At the Board's September 9 meeting, the previously mentioned updates to the plan were described.

Additional text will be added to this section after the September 9 meeting is held.

Board of Aldermen Meeting

Additional text will be added to this section after the Board of Aldermen meeting is held.

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