

## GENERAL COMMERCIAL

Commercial land uses in Shallotte’s planning jurisdiction are currently concentrated along primary roadways. Future high-impact commercial development is intended 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 have easy access for automobiles. More intense commercial uses requiring larger lots sizes, parking area, and stormwater infrastructure are permitted in this land use category.

Big box buildings, such as department stores, variety stores, warehouse retail centers, grocery stores, furniture outlets, and similar buildings shall be designed such that the exterior façade has the appearance of several smaller, human scale, buildings through the use of vertical treatments and elements that break up the horizontal wall.

Lower intensity commercial uses such as small offices and boutiques are also appropriate, as are appropriately sited high-density residences in limited circumstances. Manufacturing operations, detached single-family residences, and residential subdivisions are not appropriate.

Internal circulation patterns should create street-like spaces lined with on-street angled or parallel parking and parking areas should connect to adjoining sites. Sidewalks should connect all buildings within the site and to adjoining sites. Sidewalks should have street trees and pedestrian lighting

### General Commercial

#### Desired Uses:

- High intensity commercial, office, and institutional establishments
- Big box retail, such as grocery stores and building supply stores

#### Inappropriate Uses:

- Industrial uses
- Single-family residential uses & duplexes

#### Desired Density:

- Residential uses: 4 dwelling units per acre
- Non-residential uses: 10, 000 square feet minimum lot size