



# Land Use Alternatives Report

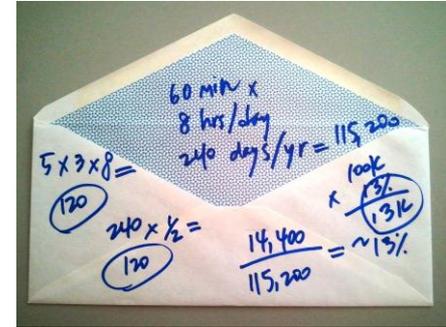
February 19, 2025



# **Overview of Land Use Alternatives**

# Purpose/Intent of Land Use Alternatives

1. **Model hypothetical future policy alternative** for unincorporated Pender County and assess outcomes.
2. **Share outcomes** with Steering Committee and **gather feedback** to support the preparation of the Future Land Use Map (FLUM).



Back of the envelope alternative approach

# The Alternative Is **NOT**

1. **...a Recommendation for a new Future Land Use map.**
  1. It is a starting point for the Steering Committee discussion to identify adjustments to the adopted FLUM.
  2. The SC feedback will help identify changes to the adopted FLUM to create a new preferred map.

# Testing Alternatives in Land Use Planning Context

Initial Public Inputs on Plan Vision and Goals

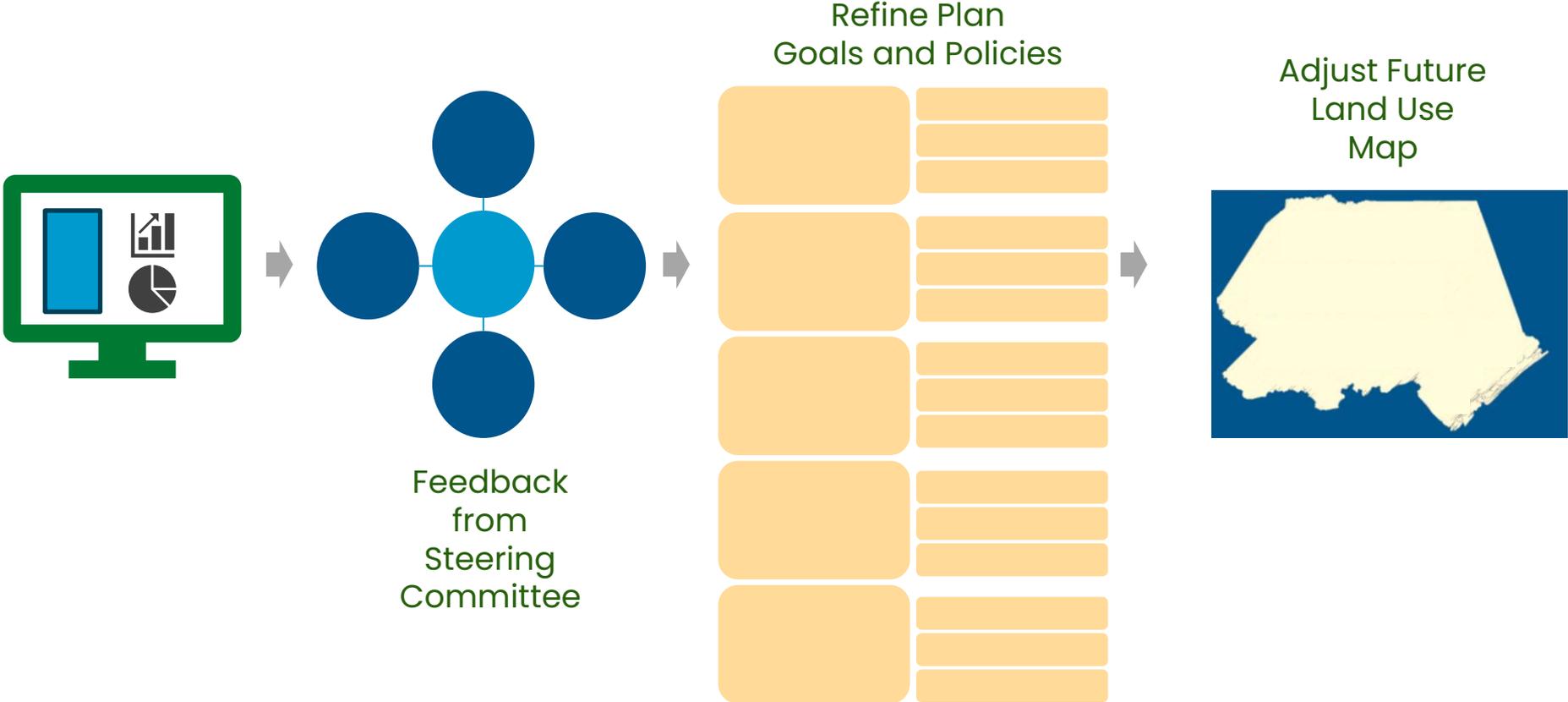
Existing Conditions & Planning Influences Analysis

Development of Land Use Alternatives

Steering Committee Inputs on Preferred Aspects of Land Use Alternatives

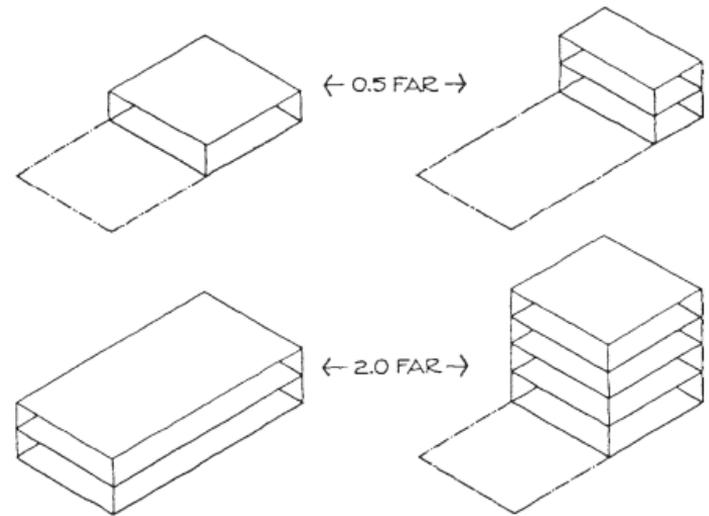
Development of Policies and Future Land Use  
(map and categories)

# How LU Alternatives will be used...



# Key Terms

1. **Land use alternatives** and **scenarios** are synonymous
2. **FLUM** is acronym for future land use map
3. **FAR** is Floor Area Ratio, calculated by the total floor area of all buildings or structures on a zoning lot divided by the area of said lot.



FLOOR AREA RATIO

*floor area ratio*



# **Key Question for Land Use Alternatives to Answer**

## Key Question for the Steering Committee

**As we explore the adopted FLUM and hypothetical adjustments, what are the aspects of each map that you support or do not support?**

# FLUM Alternative Concepts

- Protect water resources in coastal areas
- Reduce stormwater, drainage, and floodplain impacts
- Increase acreage of land available for economic development opportunities
- Guide growth in alignment with utility planning
- Protect agricultural and rural character
- Harness potential of cultural and historic resources in western Pender
- Support the development of housing choices

# Alignment with Planning Themes

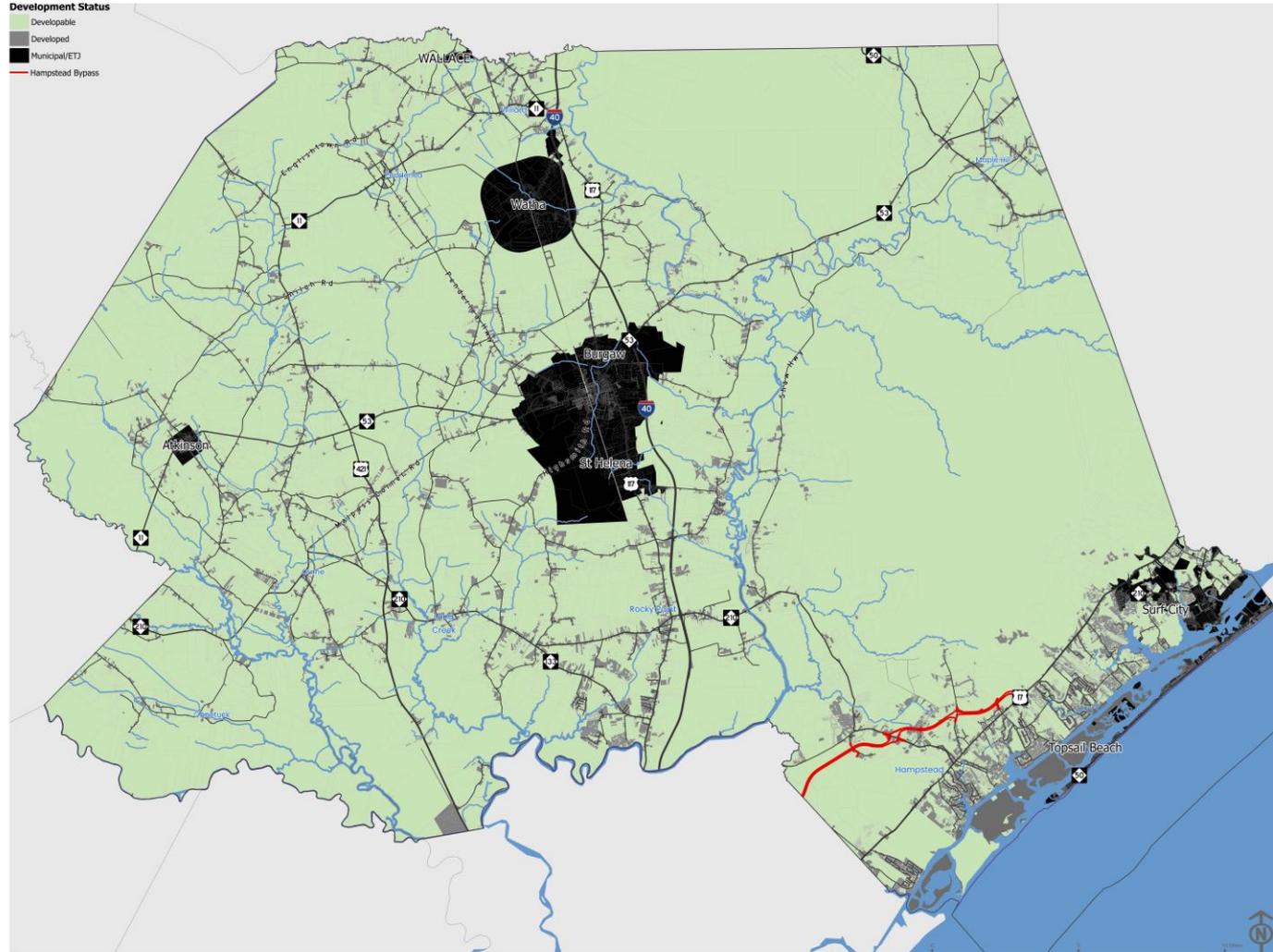
- Sustainable and Managed Growth
- Expanded Economic Development
- Community Unity and Civic Engagement
- Supported Agricultural and Working Lands
- Environmental Conservation and Preservation
- Attainable Housing Choices
- Enhanced Quality of Life and Community Health



# **Land Use Alternatives: Assumptions and Methodology**

**Development Status**

- Developable
- Developed
- Municipal/ETJ
- Hampstead Bypass



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- Developable
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# Land Use Alternatives: Assumptions

## **Intensity Assumptions**

- Residential Density (units/acre)
- Non-Residential Density (FAR)

## **Development Constraint Assumptions**

- Open Space (%)
- Infrastructure (%)
- Wetlands/floodplains also removed

## **Development Assumptions**

- Non-Residential (%)\*
- Residential, Total (%)\*
- Single-Family Residential (%)\*
- Multi Family (%)\*

\* Percentage of total development, by land area

# Land Use Alternatives

## **Baseline:** Continue Current Policies

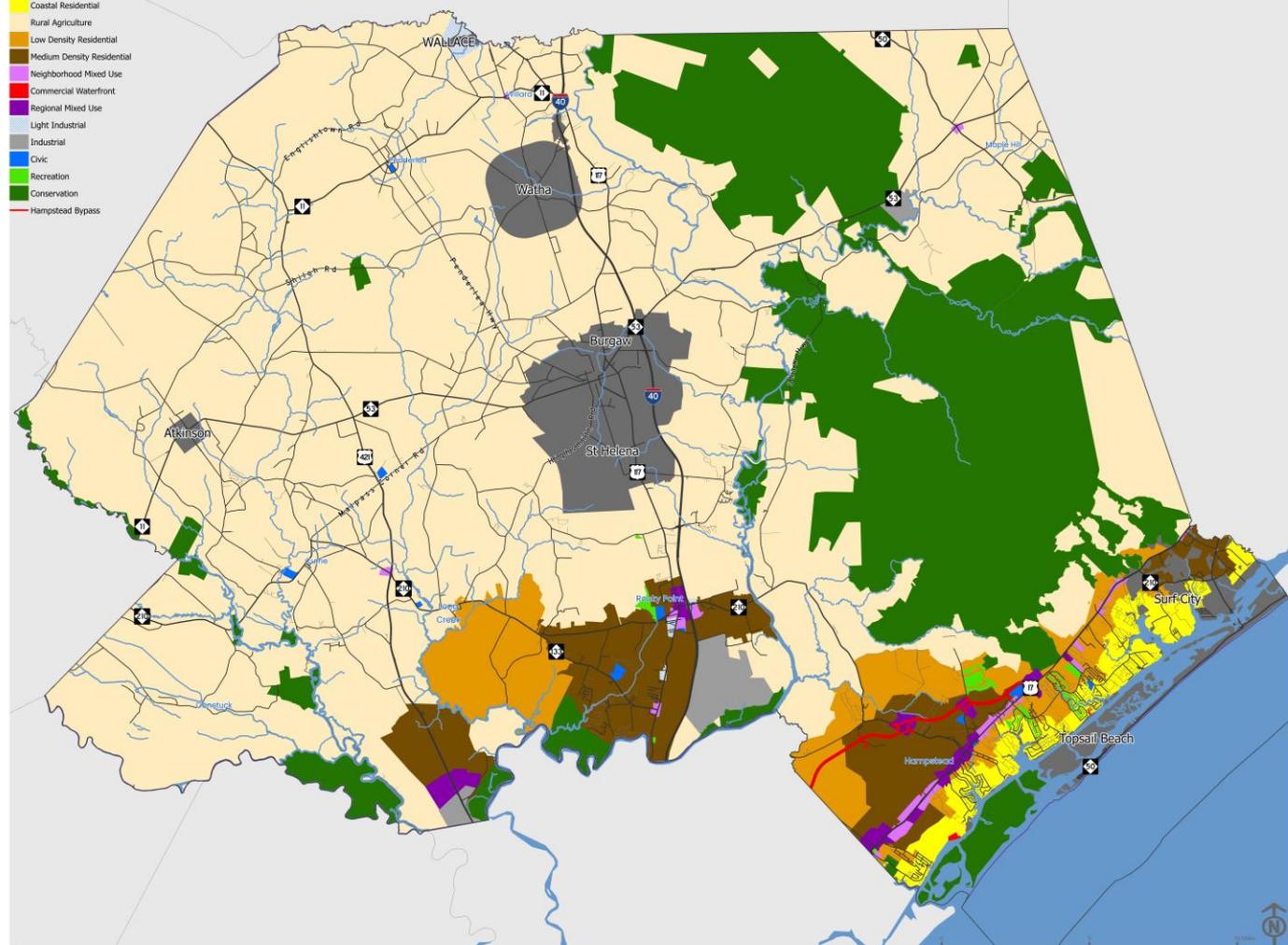
- Minor adjustments to the existing land use categories in the currently adopted FLUM

## **Alternative:** Test New Policies

- Creation of new categories with different applied densities to test alternative concepts

# Currently Adopted Future Land Use Map (Baseline)

Adopted Future Land Use - Baseline Scenario



- Coastal Residential
- Rural Agriculture
- Low Density Residential
- Medium Density Residential
- Neighborhood Mixed Use
- Commercial Waterfront
- Regional Mixed Use
- Light Industrial
- Industrial
- Civic
- Recreation
- Conservation
- Hampstead Bypass

# Baseline Assumptions

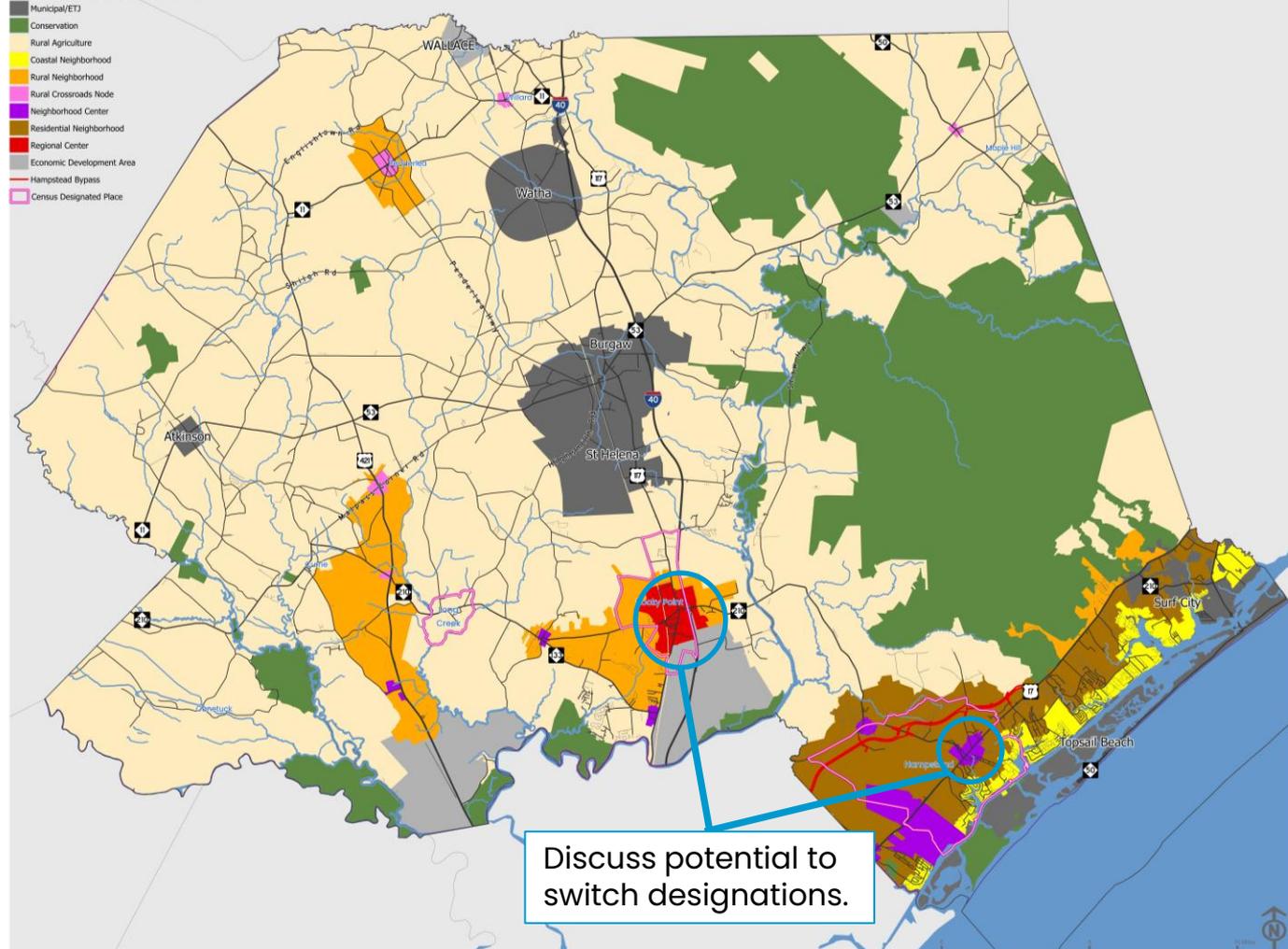
LU Category Name	Residential (units/acre)	Non-Residential Density (FAR)	Open Space (%)	Infrastructure (%)	Non-Residential (%)	Residential (%)
Conservation	0	0	100%	0%	0%	0%
Recreation	0	0	100%	0%	n/a	0%
Rural Agriculture	1	0.1	0%	5%	5%	95%
Coastal Residential	3	0	10%	5%	0%	100%
Low Density Residential	2	0	10%	5%	5%	95%
Medium Density Residential	3 - 6	0.1	15%	10%	10%	90%
Neighborhood Mixed Use	10	0.15	15%	10%	60%	40%
Regional Mixed Use	15 MF 10 SF	0.25	15%	10%	60%	40%
Commercial Waterfront	0	0.25	0%	20%	100%	0%
Light Industrial	0	0.2	0%	15%	100%	0%
Industrial	0	0.2	0%	15%	100%	0%
Civic	0	0.25	0%	15%	100%	0%
Incorporated	0	0	100%	0%	0%	0%

# Alternative Land Use Scenario (DRAFT)

DRAFT - Alternative Scenario Land Use

- Municipal/ETJ
- Conservation
- Rural Agriculture
- Coastal Neighborhood
- Rural Neighborhood
- Rural Crossroads Node
- Neighborhood Center
- Residential Neighborhood
- Regional Center
- Economic Development Area
- Hampstead Bypass
- Census Designated Place

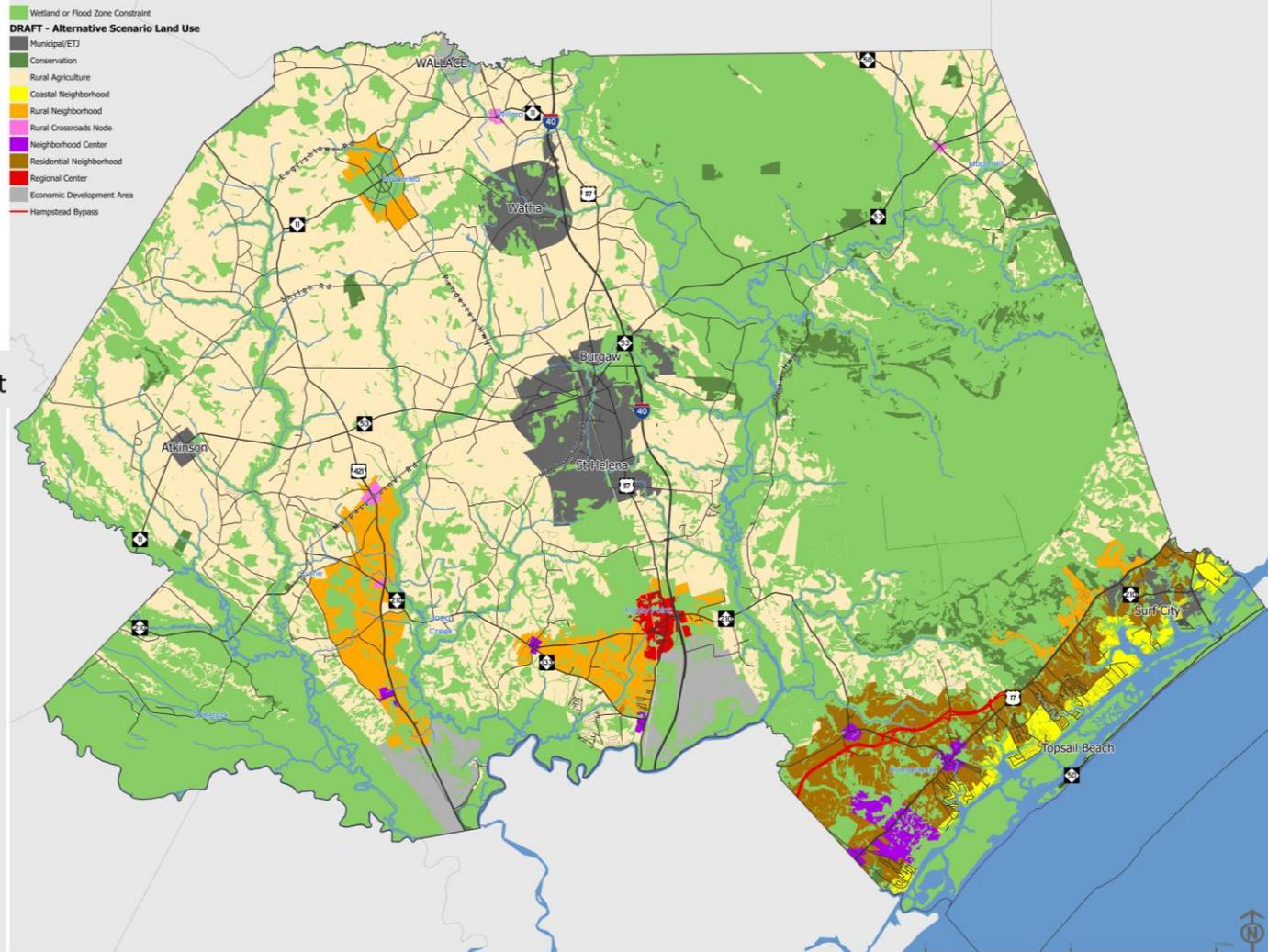
- Municipal/ETJ
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# Alternative Land Use Scenario – Wetland and Flood Zone Constraints

Wetland or Flood Zone Constraint  
**DRAFT - Alternative Scenario Land Use**  
Municipal/ETJ  
Conservation  
Rural Agriculture  
Coastal Neighborhood  
Rural Neighborhood  
Rural Crossroads Node  
Neighborhood Center  
Residential Neighborhood  
Regional Center  
Economic Development Area  
Hampstead Bypass

- Wetland or Flood Zone Constraint
- Municipal/ETJ
- Conservation
- Rural Agriculture
- Coastal Neighborhood
- Rural Neighborhood
- Rural Crossroads Node
- Neighborhood Center
- Residential Neighborhood
- Regional Center
- Economic Development Area
- Hampstead Bypass



# Alternative Assumptions

New LU Category Name	Residential (units/acre)	Non-Residential Density (FAR)	Open Space (%)	Infrastructure (%)	Non-Residential (%)	Residential (%)
Rural Agriculture	1	0.1	10%	5%	5%	95%
Coastal Neighborhood	3	0	10%	5%	0%	100%
Rural Neighborhood	2	0.1	10%	5%	5%	95%
Rural Crossroads Node	2	0.1	15%	10%	30%	70%
Neighborhood Center	8-10	0.2	15%	10%	40%	60%
Residential Neighborhood	3-6	0.15	15%	10%	10%	90%
Regional Center	12-15	0.4	5%	15%	40%	60%
Economic Development Area	0	0.2	10%	15%	100%	0%
Conservation and Recreation	0	0	100%	0%	0%	0%
Municipal/ETJ	n/a	n/a	n/a	n/a	n/a	n/a



# Modeling Outcomes: Development Capacity

# Development Capacity

- **Modeling steps:**

- Determine potentially developable area
  - Parcels are determined Developed/Developable
- Remove open space or wetland/floodplain (whichever is greater)
- Remove infrastructure acreage
- Calculate split of residential and nonresidential acreage
- Apply density to residential and non-residential portions

# Development Capacity: Baseline

Land Use Category	Residential Capacity (Units)	Non-Residential Capacity (Sq. Ft.)
Civic	-	3,388,909
Coastal Residential	9,511	-
Commercial Waterfront	-	11,979
Conservation	-	-
Industrial	-	21,306,486
Light Industrial	-	2,921,268
Low Density Residential	21,275	-
Medium Density Residential	42,278	4,547,266
Neighborhood Mixed Use	1,735	1,700,930
Recreation	-	-
Regional Mixed Use	15,568	18,495,137
Rural Agriculture	157,901	36,200,949
<b>TOTAL</b>	<b>248,269</b>	<b>88,572,923</b>

# Development Capacity: Baseline

Census Designated Places (CDP) in County	Residential Capacity (Units)	Non-Residential Capacity (Sq. Ft.)
Hampstead	24,232	14,223,986
Long Creek	570	76,564
Porters Neck	6	-
Rocky Point	4,314	1,759,207
Other (Remainder of County)	219,147	72,513,166
<b>Grand Total</b>	<b>248,269</b>	<b>88,572,923</b>

# Development Capacity: Alternative

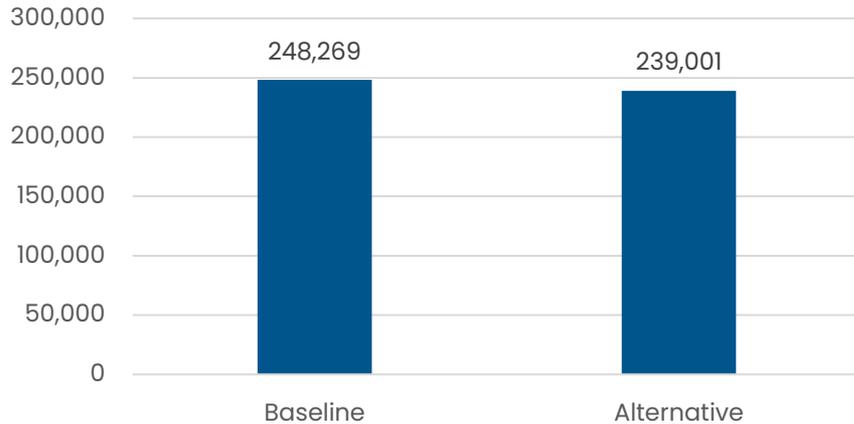
Land Use Category	Residential Capacity (Units)	Non-Residential Capacity (Sq. Ft.)
Coastal Neighborhood	7,472	-
Conservation	-	-
Economic Development Area	-	54,558,166
Neighborhood Center	10,698	6,903,453
Regional Center	6,697	5,762,425
Residential Neighborhood	41,050	6,622,741
Rural Agriculture	150,473	34,497,995
Rural Crossroads Node	326	304,192
Rural Neighborhood	22,284	2,554,505
<b>Total</b>	<b>239,001</b>	<b>111,203,478</b>

# Development Capacity: Alternative

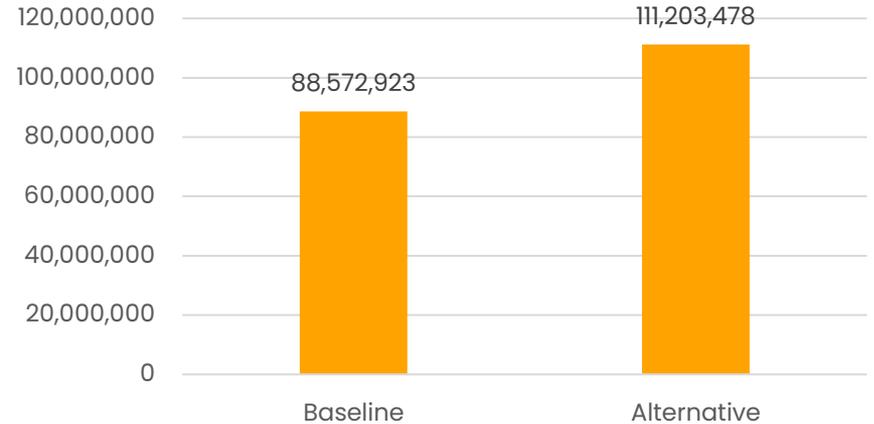
Census Designated Places (CDP) in County	Residential Capacity (Units)	Non-Residential Capacity (Sq. Ft.)
Hampstead	24,929	8,355,519
Long Creek	437	100,182
Porters Neck	8	1,324
Rocky Point	6,623	7,029,909
Other (Remainder of County)	207,003	95,716,545
<b>Grand Total</b>	<b>239,001</b>	<b>111,203,478</b>

# Comparison: Baseline and Alternative Development Capacity

## Residential Capacity (Units)

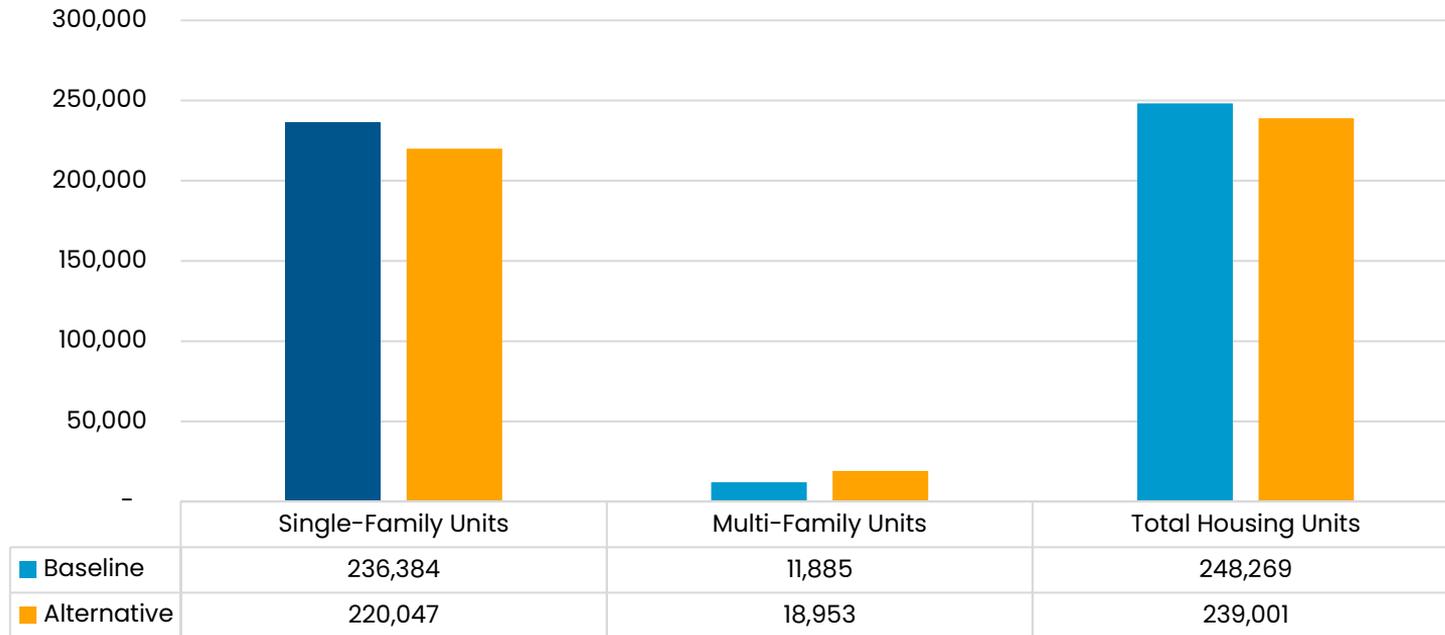


## Non-Residential Capacity (Sq. Ft.)



# Comparison: Baseline and Alternative Residential Development Capacity

Comparison of Housing Units: Baseline versus Alternative

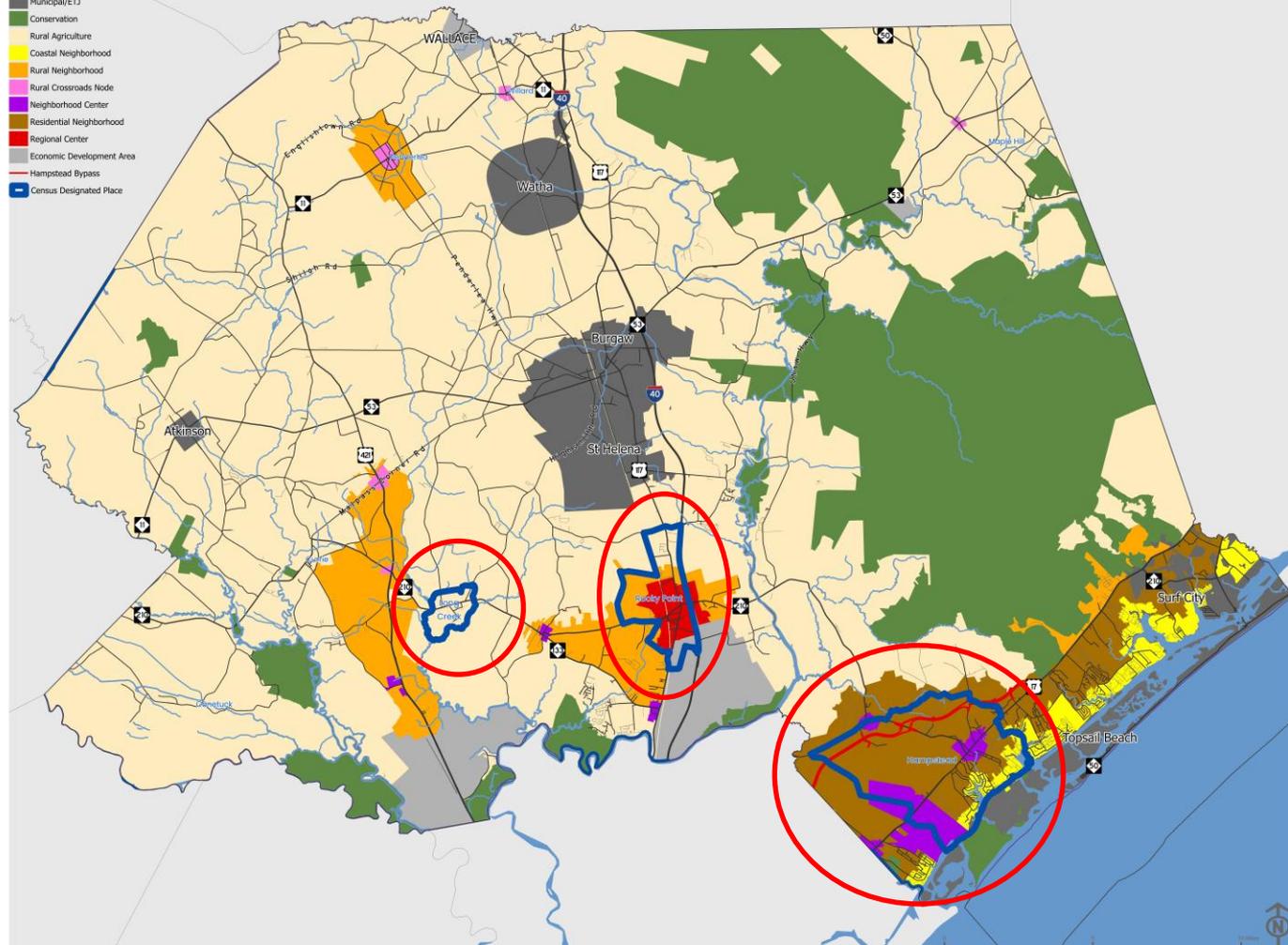


■ Baseline ■ Alternative

# ALTERNATIVE SCENARIO LAND USE MAP - WORKING DRAFT 1/21/2025

## DRAFT - Alternative Scenario Land Use

- Municipal/ETJ
- Conservation
- Rural Agriculture
- Coastal Neighborhood
- Rural Neighborhood
- Rural Crossroads Node
- Neighborhood Center
- Residential Neighborhood
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- Economic Development Area
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- Census Designated Place

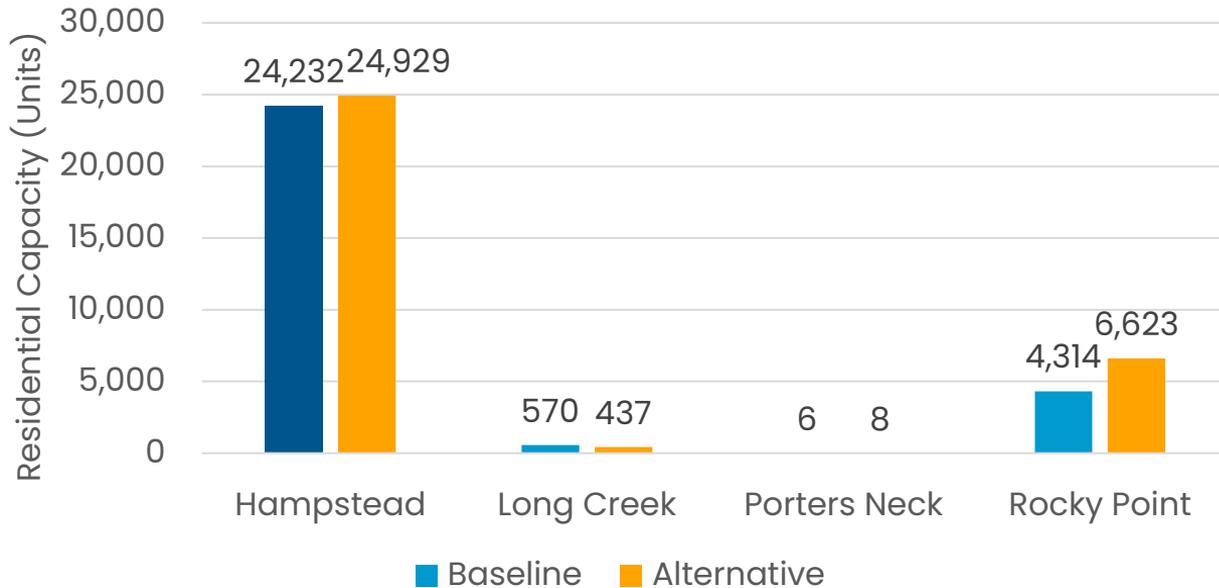


## Census Designated Places:

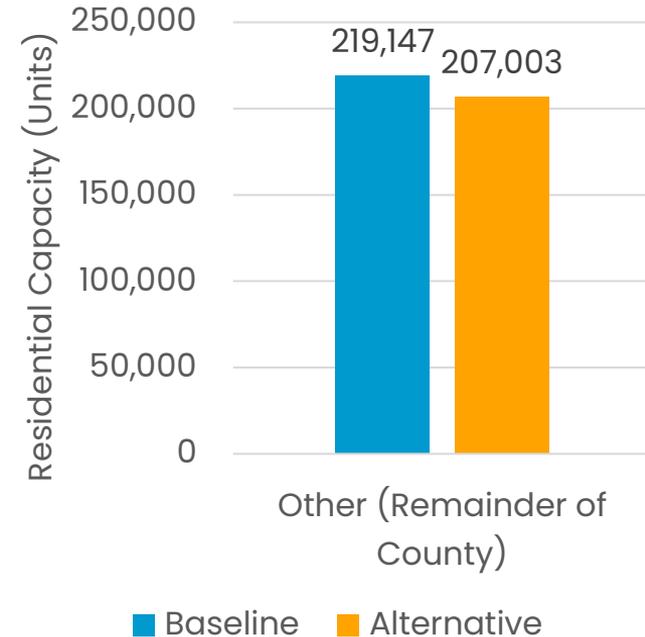
Long Creek  
Rocky Point  
Hampstead

# Comparison: Residential Capacity

Residential Capacity: Baseline and Alternative

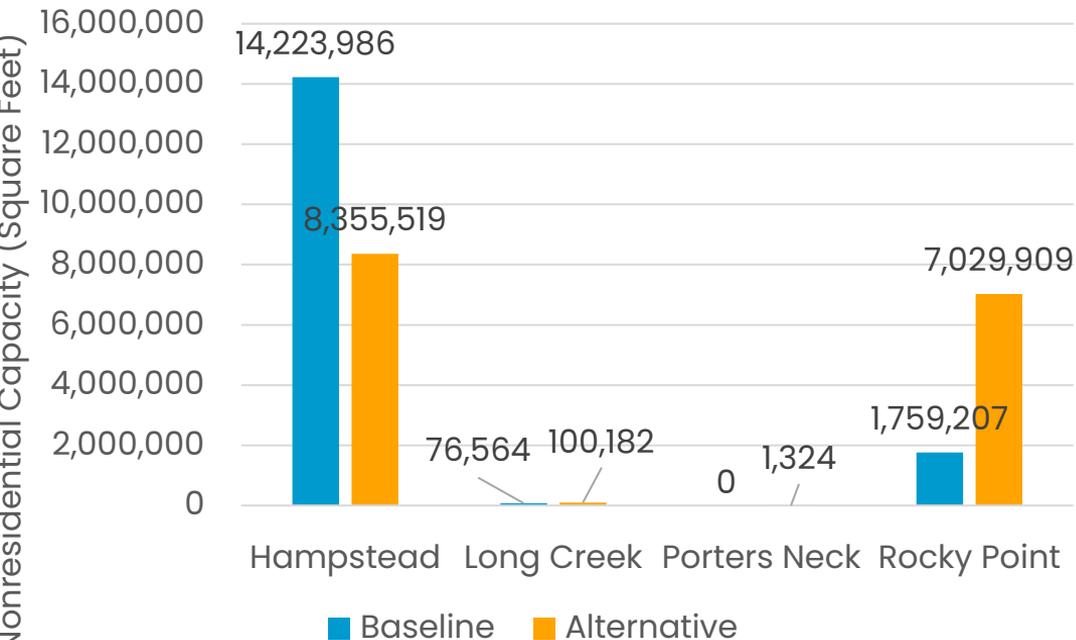


Residential Capacity: Baseline and Alternative

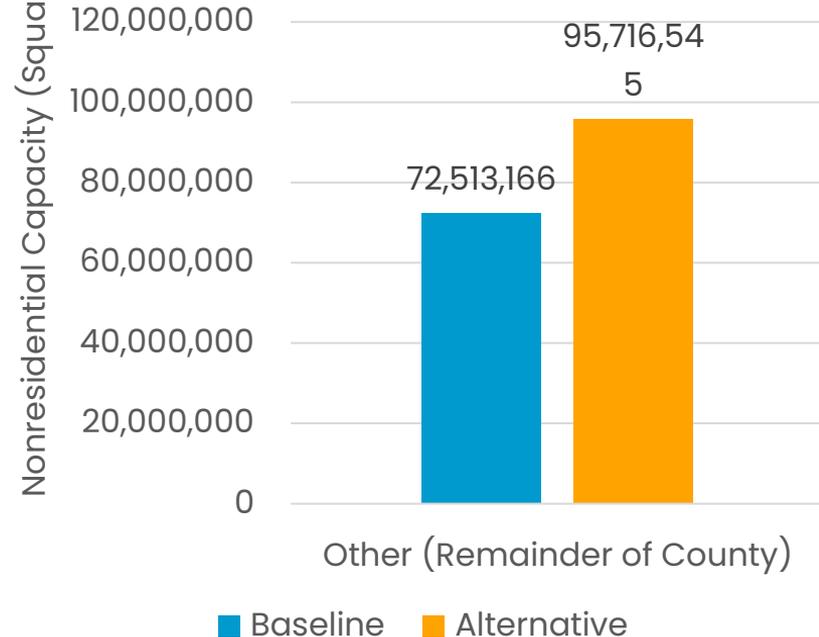


# Comparison: Non-Residential Capacity

Non-Residential Capacity: Baseline and Alternative



Non-Residential Capacity: Baseline and Alternative





# Conclusions

# Current FLUM versus Alternative

- **Currently Adopted Future Land Use Map:**

- Maximizes residential growth opportunities
- Limits opportunities for non-residential uses, including smaller-scale commercial
- Does not take advantage of transportation systems, infrastructure, and proximity to New Hanover County for job growth and economic development opportunities
- Maintains approach for environmental protections

- **Alternative:**

- Balances residential growth opportunities
- Supports agricultural protection and rural character
- Increases opportunities for non-residential uses, including smaller-scale commercial businesses
- Aims to take advantage of transportation systems, infrastructure, and proximity to New Hanover County for job growth and economic development opportunities, in particular along 421 corridor
- Maintains approach for environmental protections
- Increases opportunities for mixed use

# Steering Committee Feedback

## Requested map changes:

- Would like to see a new category, tentatively called “Heavy Commercial” – increases opportunities for more commercial areas to support small businesses and trades. Locations include:
  - North of 17 by Machine Gun Road and Morris Drive on appropriate-looking parcels (trying to avoid placing near parcels with existing residential development)
  - Previous Residential Neighborhood, around new Hampstead Bypass
  - Previous Neighborhood Center at intersection of 17/210 in Hampstead
- Emphasize need for and supportive of more economic development/nonresidential opportunities where possible
  - Expanded Regional Center area around Rocky Point
  - Expanded EDA along 421

# Steering Committee Feedback

## Policy suggestions:

- Potential idea for collaboration with the Wildlife Resource Commission to utilize a plan for Holly Shelter Game Land that benefits more of our population - not just use for hunting
- Clarify the wetland and flood zone constraints in the land use category descriptions (especially how it applies to residential density)
- Develop policies to support local businesses such as restaurants and align with land use category descriptions; could include a recommendation to update code to restrict drive through locations in effort to limit national chains
- Focus land use descriptions on place making and integrate suggestions to improve walkability where appropriate
- Include more policy language around supporting uses like agritourism and event centers
- Update Coastal Neighborhood land use category to have small scale, mixed use commercial with residential uses (support waterfront commercial uses), in alignment with floodplain standards
  - Aim is to improve waterfront access, which was part of Pender 2.0's goals, and can be achieved through public access points or private businesses

**IMAGINE PENDER**



**2050**

**COMPREHENSIVE  
LAND USE PLAN**