

CHAPTER 3

FUTURE LAND USE

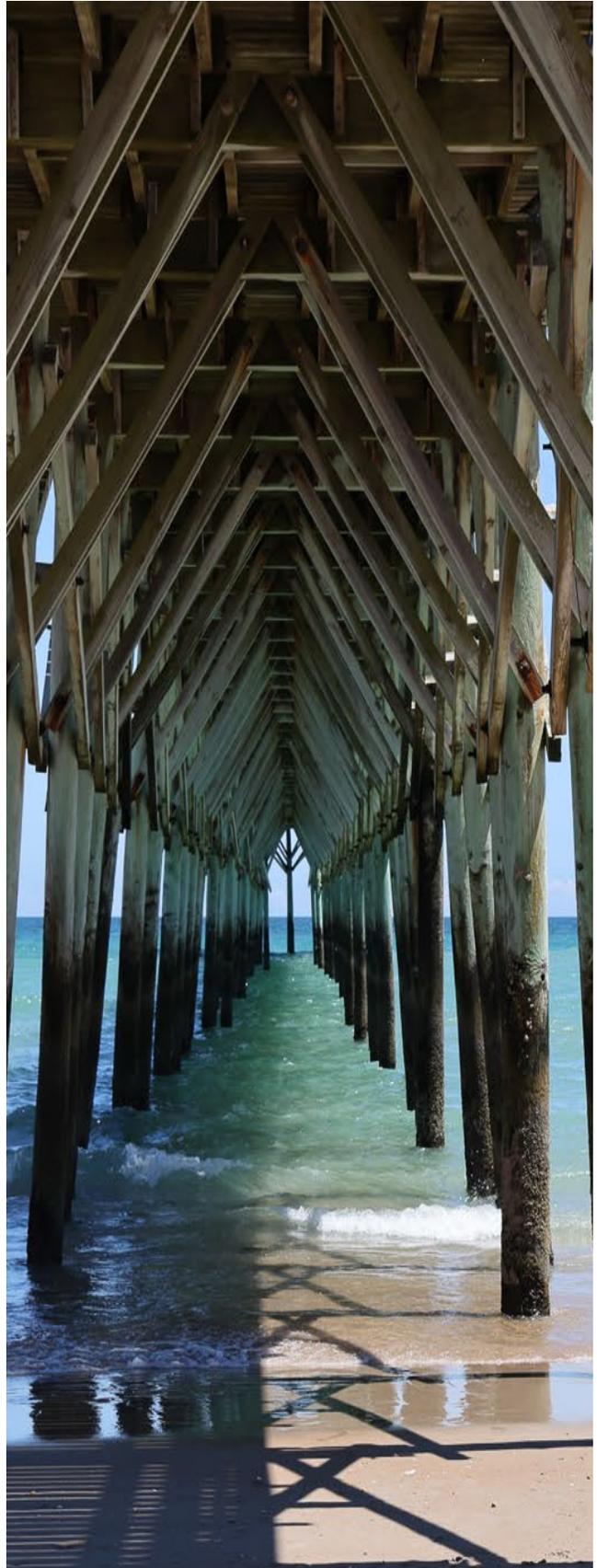


The Future Land Use Map (FLUM) and Categories, together with the Policies of this Plan, serve as the framework for guiding coordinated and sustainable land use decisions in Pender County. The Plan should also be used to inform decisions related to future infrastructure investment, zoning, preservation of natural and rural areas, and steering future economic development opportunities. The Map is not only a critical part of the Plan, but is also legally required to be adopted and reasonably maintained by the County.

The Categories are the descriptive component of the guidance, while the FLUM is the spatial component and identifies where the categories are located. The placement of the Categories was determined by a combination of public input, existing conditions, this Plan's Vision Themes and Goals, market forces, and existing and planned infrastructure. This thoughtful process ensures that the FLUM reflects both current realities and future aspirations of the County.

The FLUM also identifies the municipalities in Pender County and their planning jurisdictions (which includes town or village limits and unincorporated extraterritorial jurisdiction, or ETJ). These municipalities have their own land use and zoning authority, and therefore the County's Plan does not apply Future Land Use Categories to those jurisdictions.

The FLUM guidance is also a broad statement of how growth and change in the County is intended to occur. When landowners look to invest in Pender County, they are encouraged to refer to this Plan.



THE FUTURE LAND USE MAP



How was the Future Land Use Map Developed?

Guided by the themes from public and stakeholder engagement, the Imagine Pender 2050 project team conducted multiple work sessions to develop the land use framework for the County. During this phase of the process, the team modeled a hypothetical future land use alternative for unincorporated Pender County to compare a new FLUM to the previously adopted Pender 2.0 FLUM.

The hypothetical land use alternative was a starting point for discussions with staff and the Steering Committee on changes to the FLUM. The project team then leveraged feedback from the Steering Committee and the public to prepare the preferred Future Land Use Map. For more information on the alternative map, please see the Land Use Alternative Report on the Pender County Planning & Community Development Department website.

FUTURE LAND USE CATEGORIES

The following chapter provide descriptions of each Future Land Use Category. These descriptions include an outline of the character, pattern, intent, and characteristics of each Category, including the primary uses, secondary uses, discouraged uses, infrastructure, residential density, transportation needs, character and placemaking, and parking. The purpose is to illustrate the desired development type and features within each Future Land Use Category.

How to Use the Future Land Use Map and Future Land Use Categories

This chapter should be referenced when considering land use, infrastructure, and development related decisions, and policy implementation. The Future Land Use Map should be amended if significant changes occur. This will aid in consistency with changes to the County's official Zoning Map.

The color that identifies the Future Land Use Category on the Future Land Use Map is also provided on the page containing the narrative and development guidelines.

The following are key terms used to describe the Future Land Use Category characteristics:

- **Primary Uses:** The dominant land uses that serve as the focus of the Future Land Use Category and inform the character of an area.
- **Secondary Uses:** The supporting and complementary land uses that are compatible with the preferred use but not the primary focus of the area. When a project is proposed to include a secondary use, Pender County staff, the Planning Board, and the Board of County Commissioners should evaluate whether the project aligns with the intent for the Future Land Use Category and the surrounding area. Identifying the primary and secondary uses for each Future Land Use Category provides flexibility for new construction and redevelopment to be guided by market factors, while also achieving a level of understanding for the character of the area. Criteria for evaluating proposed secondary uses may include:
 - Considering the overall character of the area where the project is proposed and not just the project site.
 - Will the proposed design of the secondary use align with the intent of the Future Land Use Category, and will it adhere to the characteristics of that Category.
- **Discouraged Uses:** Land uses that are inconsistent with the desired

development pattern within the Future Land Use Category.

- **Residential Density:** On average, the number of housing units per acre that are envisioned for the Future Land Use Category. For example, two single-family homes on a one-acre parcel results in a density of two dwelling units per acre. Within this Plan, the residential density is calculated using gross density, rather than net density.

- **Infrastructure to Serve Development:** The form of water or wastewater service that is provided within the Future Land Use Category. This typically includes private well and septic within rural areas and centralized water and wastewater service within suburban and **mixed-use** areas.

- **Character and Placemaking:** Identifies the applicable and preferred types of development character and placemaking designs that should be provided in the Future Land Use

Category. These elements are important in establishing a sense of community identity and are intended to enhance the social and cultural aspects of an area to improve quality of life for residents and visitors.

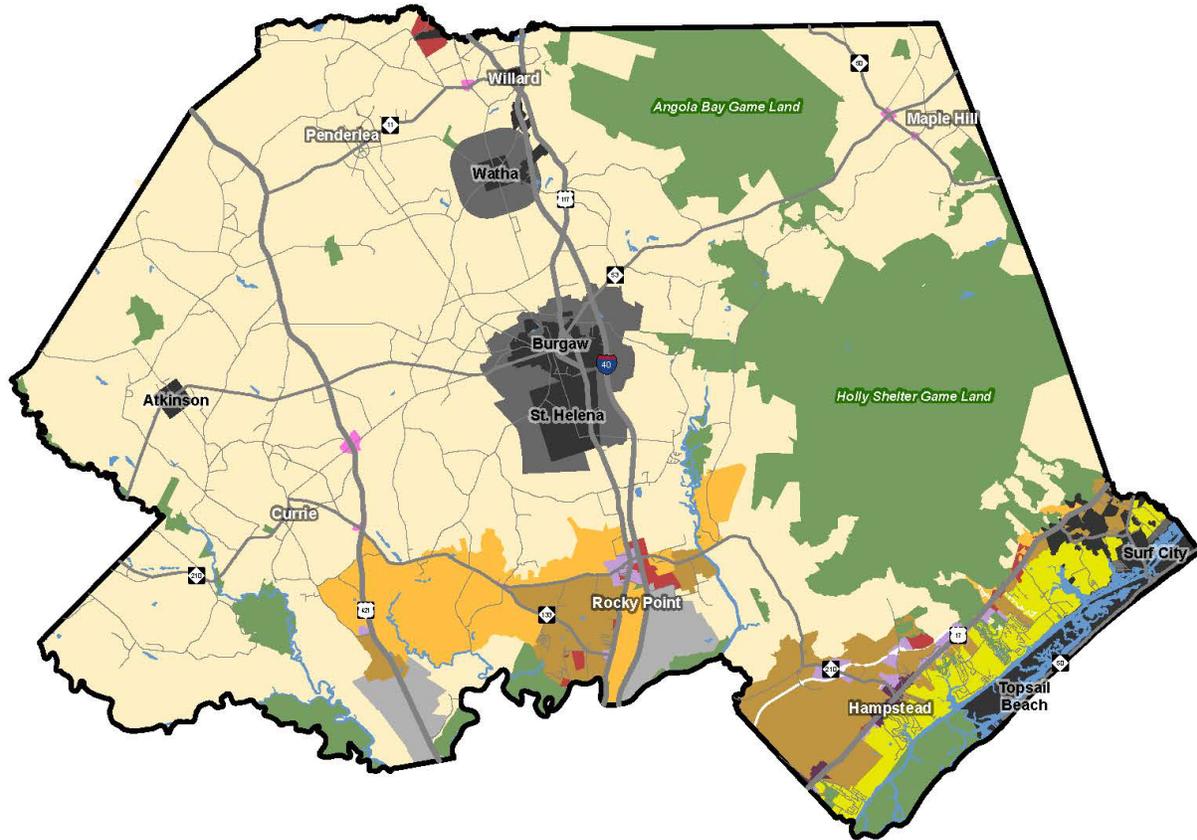
- **Transportation:** Identifies the desired transportation infrastructure for the types of development in the Future Land Use Category, including automobile, pedestrian, cyclist, and transit.
- **Parking:** Identifies the types of parking to be provided in the Future Land Use Category and its preferred scale, design, access, material surfacing, and orientation. These guidelines can foster the overall operational and social functionality of a place and can make a place feel more welcoming for the community.



Legislative Context

SL 2024-57, passed by the North Carolina General Assembly on December 11, 2024, established limitations on the ability of a local government to “down-zone” property. Therefore, any property owner of currently zoned Planned Development (PD) parcels has the option to choose between the Future Land Use Category identified in either the Pender 2.0 Comprehensive Land Use Plan or the Imagine Pender 2050 Comprehensive Land Use Plan.

FUTURE LAND USE MAP



Future Land Use Categories

- | | | |
|--|---|---|
| Coastal Neighborhood (CN) | Regional Center (RC) | Extraterritorial Jurisdiction |
| Conservation & Recreation (CR) | Residential Neighborhood (RN) | County Boundary |
| Industry & Commerce (IC) | Rural Agricultural (RA) | |
| Heavy Commercial (HC) | Rural Crossroads (RX) | |
| Neighborhood Center (NC) | Rural Neighborhood (RU) | |



CONSERVATION & RECREATION (CR)

Description

The Conservation and Recreation Category denotes areas that are identified to support the conservation of natural resources, promote recreational opportunities, and foster environmental access and education. This Category includes lands owned by federal, state, or county government (e.g., Holly Shelter Game Land, Angola Bay Game Land, Cape Fear Game Land), as well as lands for which a conservation easement applies that significantly restricts future development. This Category also includes the County's public park sites and areas used for private recreation, including golf courses that are part of existing developments.

Character, Intent, and Development Pattern

Land within this Category should continue to be preserved and conserved for recreational and conservation use by future generations. Lands currently held in conservation are intended to be maintained in a natural state with limited development to support nature-based recreational uses. These lands also serve as resources for the public through environmental education opportunities, natural aesthetic qualities, wildlife habitat, and stormwater drainage.

Public parks owned and operated by the County are included in this Category, as are golf courses that are part of an existing development. Lands that become permanently protected through conservation easements, acquisition by state or federal government agencies, or properties acquired through flood buyout programs should be added to this Category. Sites that are identified as historically or culturally significant may also be suitable for this Category.

Development in this Category is generally discouraged unless it is intended to support public access, recreational, or educational opportunities.

CONSERVATION AND RECREATION CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none">• Natural lands• Conservation lands• Parks and recreation facilities
SECONDARY USES	<ul style="list-style-type: none">• Active and passive recreation uses (such as nature trails and greenways)• Nature-based educational uses that have limited environmental impact (such as a nature center)
DISCOURAGED USES	<ul style="list-style-type: none">• Non-residential development unless listed as Secondary Use• Residential development
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none">• Private well and septic systems
RESIDENTIAL DENSITY	<ul style="list-style-type: none">• Not appropriate for new residential uses
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none">• Pedestrian and Cyclist: nature trails and multi-use paths
PARKING	<ul style="list-style-type: none">• Small surface lots to serve educational and recreational uses, preferably with natural surfaces or pervious materials

RURAL AGRICULTURAL (RA)

Description

Rural Agricultural is the predominate Future Land Use Category as it encompasses nearly 60% of the land area in Pender County. These are lands with a mix of agricultural uses, low-density residential uses, and limited rural commercial uses. These lands support and protect the agricultural heritage of the County.

Character, Intent, and Development Pattern

Rural Agricultural areas are intended to maintain the rural character and agricultural lands valued by the community. These areas are an essential part of the County's economy and agricultural heritage. Preservation of prime farmland soils for the continued prosperity of farming and forestry operations should be prioritized.

Traditional, rural, large-lot subdivisions or clustered conservation subdivisions that permanently protect open space are appropriate forms of development. Conservation subdivisions are preferred in areas with significant floodplain, wetlands, or other environmentally sensitive areas. Limited non-residential uses may be accommodated where appropriately located to provide services, amenities, and employment to rural residents. Rural event venues and agritourism uses that preserve the rural character of the area are also encouraged.

The residential development pattern is intended to be low-density, typically one dwelling unit an acre or less. Expansion of centralized water and sewer systems within this Future Land Use Category is discouraged unless it is necessary to protect public health when existing systems fail.

RURAL AGRICULTURAL CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none">• Agriculture, farms, and forestry• Single-family detached homes• Manufactured homes
SECONDARY USES	<ul style="list-style-type: none">• Agritourism• Agricultural support services• Individual rural-scale businesses• Duplexes allowed on lots greater than one acre
DISCOURAGED USES	<ul style="list-style-type: none">• Multifamily residential
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none">• Private well and septic systems
RESIDENTIAL DENSITY	<ul style="list-style-type: none">• 1 unit/acre or less
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none">• Pedestrian and Cyclist: multi-use paths
PARKING	<ul style="list-style-type: none">• Small surface lots to serve non-residential uses, preferably using pervious surfaces to reduce stormwater runoff• Homes are served by private driveways

RURAL NEIGHBORHOOD (RN)

Description

Rural Neighborhoods provide a transition in intensity from rural to suburban densities and uses. These lands are generally located on the fringe of medium density residential uses in the southern part of the County or within existing low-density residential developments.

Character, Intent, and Development Pattern

Rural Neighborhoods provide an alternative to the lowest density Rural Agricultural areas and allow for rural-style development on smaller lots. Conventional subdivisions or clustered conservation subdivisions that permanently protect open space are appropriate forms of development. Conservation subdivisions are preferred in areas with significant floodplain, wetlands, or other environmentally sensitive areas. **Incremental density** housing is supported where appropriately located.

Rural Neighborhoods are generally located near intersections of larger rural roads and state highways that can or do already serve the surrounding community with commercial uses. Limited non-residential uses, such as neighborhood-scale commercial, retail, and service businesses, are supported in these areas at key road intersections and should be designed to reduce impacts on adjacent residential neighborhoods. Centralized water and sewer service is generally not available in these areas. The residential development pattern is intended to be low-density, typically two dwelling units an acre or less.

RURAL NEIGHBORHOOD CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none">• Single-family detached homes• Manufactured homes
SECONDARY USES	<ul style="list-style-type: none">• Incremental density residential uses: duplex or triplex• Limited non-residential uses, such as rural-scale commercial retail and service businesses at crossroad intersections• Civic and institutional uses
DISCOURAGED USES	<ul style="list-style-type: none">• Multifamily residential uses• Industrial uses
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none">• Private well and septic systems
RESIDENTIAL DENSITY	<ul style="list-style-type: none">• 2 units/acre
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none">• Pedestrian and Cyclist: multi-use paths• Cyclist: paved roadway shoulder
PARKING	<ul style="list-style-type: none">• Small surface lots to serve non-residential uses, preferably using pervious surfaces to reduce stormwater runoff• Homes are served by private driveways

RURAL CROSSROADS (RC)

Description

Rural Crossroads support and encourage clustering non-residential uses at key roadway intersections in rural areas. Rural Crossroads identifies areas where opportunities for rural centers for commerce and **place-based economic development** fit within the context of the rural community. These areas are located at key intersections and corridors to provide exposure and access to goods and services.

Character, Intent, and Development Pattern

Rural Crossroads are intended to be centers of activity in rural areas and allow for non-residential uses that provide services and amenities to residents and rural businesses. Individual businesses should have a smaller building footprint and generally be no more than 15,000 square feet in size.

While not suburban in character, these Rural Crossroads can be designed to support customers being able to park their car once and walk to adjacent commercial establishments that may share a parking lot. Secondary uses of heavier commercial establishments with outdoor storage should be designed to reduce impacts on neighboring businesses. Natural buffers should be provided between non-residential uses and nearby residential properties.

RURAL CROSSROADS CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none">• Neighborhood-scale commercial (such as markets, retail, and restaurants)• Community-based institutions, community centers, clinics, and institutional uses
SECONDARY USES	<ul style="list-style-type: none">• Heavy commercial uses that support agricultural industries• Small-scale lodging (inn, bed and breakfast)• Single-family homes
DISCOURAGED USES	<ul style="list-style-type: none">• Multifamily residential uses• Industrial development
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none">• Private well and septic systems
RESIDENTIAL DENSITY	<ul style="list-style-type: none">• 2 units/acre
CHARACTER AND PLACEMAKING	<ul style="list-style-type: none">• Courtyards, tree-lined walking paths, multi-use paths
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none">• Pedestrian: walking paths between parking areas and retail uses, multi-use paths• Cyclist: multi-use paths, paved roadway shoulder
PARKING	<ul style="list-style-type: none">• Small surface lots to serve commercial uses, preferably using pervious surfaces to reduce stormwater runoff• Homes are served by private driveways

COASTAL NEIGHBORHOOD (CN)

Description

The Coastal Neighborhood category provides unique single-family housing options near natural coastal habitats. Coastal Neighborhood areas are located east of the US Highway 17 corridor and are generally within close proximity to estuarine waters. Much of the area within this Category includes established neighborhoods with a low to medium density development pattern. Low-impact development methods are encouraged for new development to reduce stormwater runoff impacts and support adjacent coastal surface water quality.

Character, Intent, and Development Pattern

Supporting the County's coastal character and natural habitat is a top priority for Pender County residents. Conventional subdivisions or clustered conservation subdivisions that permanently protect open space are appropriate forms of development. Unencumbered access to public trust coastal waters and maximum development setback from the shoreline is highly encouraged. Tree preservation and mitigation is encouraged as a means of preserving coastal habitats. Dedication of park space for public water access or as a means for the public to enjoy the natural coastal habitat is desired.

The residential development pattern is three units per acre or less. The primary form of development will be single family detached homes, but **incremental density**, such as duplexes, may also be appropriate. Smaller-scale, water-based commercial uses may be appropriate in some locations as well.

COASTAL NEIGHBORHOOD CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none">• Single-family detached homes
SECONDARY USES	<ul style="list-style-type: none">• Water-based recreation uses• Incremental density: Duplexes• Appropriately scaled water-based commercial uses
DISCOURAGED USES	<ul style="list-style-type: none">• Multifamily residential uses• Most commercial and office uses• Industrial uses
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none">• Centralized water and wastewater
RESIDENTIAL DENSITY	<ul style="list-style-type: none">• 3 units/acre
CHARACTER AND PLACEMAKING	<ul style="list-style-type: none">• Natural parks, tree-lined walking paths, multi-use paths, and public water access
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none">• Pedestrian: 5-foot sidewalks, multi-use paths• Cyclist: protected bike lanes and multi-use paths
PARKING	<ul style="list-style-type: none">• Homes are served by private driveways• Small surface lots to serve commercial uses, preferably using pervious surfaces to reduce stormwater runoff

RESIDENTIAL NEIGHBORHOOD (RN)

Description

The Residential Neighborhood Category supports the growing population by establishing medium-density residential uses, including single-family (detached and attached) and **incremental density** integrated with limited non-residential, neighborhood-scale uses. This Category is vital to supporting Pender County's growing population by strategically locating residential development in areas that will not create conflicts with existing neighborhoods. The Residential Neighborhood areas were determined by their proximity to services that support a mixture of development types and are found in the southern and eastern portions of the County.

Character, Intent, and Development Pattern

Suburban scale residential neighborhoods that provide access, including bicycle and pedestrian access, to nearby amenities are appropriate forms of development. Townhomes, duplexes, triplexes, and quadplexes are suitable where compatible with adjacent properties or as part of a master planned community. Conventional subdivisions or clustered conservation subdivisions that permanently protect open space are also appropriate forms of development. Well-integrated, neighborhood-scale commercial and office uses are appropriate at key locations, particularly where accessible to area residents by foot. Automobile and bicycle/pedestrian connectivity between neighborhoods, both existing and developing, is required.

Age-restricted retirement housing is encouraged as a secondary use in order to facilitate increased housing and care options for families and seniors that are close to community services and facilities. Similarly, assisted living centers and convalescent homes can also be expected in the Residential Neighborhood Category.

The residential development pattern is three to six units per acre. The Residential Neighborhood Category is identified as a growth area, and as such, developments should be served by centralized water and sewer.

RESIDENTIAL NEIGHBORHOOD CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none">• Single-family homes• Incremental density: townhomes, duplex, triplex, and quadplex
SECONDARY USES	<ul style="list-style-type: none">• Age-restricted retirement housing, assisted living centers, and convalescent homes• Small nodes of neighborhood-scale commercial or office uses such as markets, restaurants, retail, bakeries, personal care services, or service-based businesses• Neighborhood-scale institutional uses such as community centers or civic uses
DISCOURAGED USES	<ul style="list-style-type: none">• Multifamily residential (more than 6 dwellings in a building)• Industrial uses• Storage facilities
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none">• Centralized water and wastewater
RESIDENTIAL DENSITY	<ul style="list-style-type: none">• 3-6 units/acre
CHARACTER AND PLACEMAKING	<ul style="list-style-type: none">• Parks, tree-lined streets with sidewalks, and multi-use paths• Plazas and courtyards in non-residential areas
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none">• Pedestrian: 5-foot sidewalks, multi-use paths, and signalized pedestrian crosswalks• Cyclist: protected bike lanes and multi-use paths
PARKING	<ul style="list-style-type: none">• Homes are often served by private driveways or alley parking• Nonresidential parking should be located to the side or rear of buildings, encourage shared parking, connect parking to buildings with sidewalks, and include bicycle parking

NEIGHBORHOOD CENTER (NC)

Description

The Neighborhood Center Category is primarily dedicated to non-residential uses that provide services, employment, entertainment, and amenities to area residents. This Category allows for a mix of medium- to high-density residential development that is integrated with non-residential uses.

Character, Intent, and Development Pattern

Development within this Category can provide a mixture of uses in a horizontal or vertical format and provide integrated architectural designs, human-scale signage, and multimodal connectivity between uses. Ideally, these uses are located in close proximity, allowing customers to access businesses and services by using sidewalks and paths from nearby housing. The area is encouraged to be designed to support customers' ability to park their car once and walk to adjacent commercial establishments that may share a parking lot. While mixed-use development is encouraged, single use developments that contribute toward an integrated land use pattern of appropriate commercial, office, civic, and residential uses are appropriate.

Land use and development within this Category is closely coordinated with existing and planned roadway transportation networks, while encouraging bicycle and pedestrian access from nearby neighborhoods. New developments in the Neighborhood Center Category should be designed as much as possible to reduce the number of driveways on the primary access road. Streetscaping should be considered in coordination with NCDOT and may involve right-of-way encroachment and tri-party agreements. Development in this category should use architectural features, reduced setbacks, and incremental transitions between uses of varying intensity.

NEIGHBORHOOD CENTER CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none"> • Commercial uses, including neighborhood scale retail, restaurant, and office establishments • Small-scale multifamily (5-10 units per building) • Incremental density: townhomes, duplex, triplex, and quadplex
SECONDARY USES	<ul style="list-style-type: none"> • Single-family detached • Local or regional institutional uses • Vertical mixed-use with residential or office above ground-floor commercial or office of up to 2-3 stories
DISCOURAGED USES	<ul style="list-style-type: none"> • Establishments requiring large surface parking in excess of 20,000 square feet • Low-density residential uses • Industrial uses • Storage facilities
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none"> • Centralized water and wastewater
RESIDENTIAL DENSITY	<ul style="list-style-type: none"> • 7-10 units/acre
CHARACTER AND PLACEMAKING	<ul style="list-style-type: none"> • Plazas, courtyards, and tree-lined streets with wide sidewalks
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none"> • Pedestrian: wide sidewalks, signalized pedestrian crosswalks, and multi-use paths • Cyclist: protected bike lanes and multi-use paths
PARKING	<ul style="list-style-type: none"> • Nonresidential and multifamily parking should be located to the side or rear of buildings, encourage shared parking, and connect parking to buildings with sidewalks • On-street parking integrated with streetscaping elements is also appropriate • Homes are often served by private driveways or alley parking • Bicycle parking

REGIONAL CENTER (RC)

Description

The Regional Center Category supports commercial, office, and higher density residential uses that provide housing choices, shopping, and employment opportunities in strategic locations in the eastern part of the County. The Regional Center Category is intended to support regional commerce to increase retail, office, and entertainment opportunities in the County and support a balanced tax base.

Character, Intent, and Development Pattern

The Regional Center Category supports and encourages the provision of a mixture of residential and non-residential uses in a walkable format. Commercial and office uses are the primary form of development, and when residential development occurs, higher density development is appropriate to support a variety of housing choices. A mixture of uses is desired to allow customers to access businesses and services by using sidewalks and paths from nearby housing or to park once and walk to adjacent businesses, services, public spaces, and community centers.

A well-connected street grid that provides a framework for future, denser, and walkable development is highly encouraged in this area. New developments in the Regional Center Category should be designed to reduce the number of driveways on the primary access road. Streetscaping should be considered in coordination with NCDOT and may involve right-of-way encroachment and tri-party agreements. Development in this category should use architectural features, reduced setbacks, and incremental transitions between uses of varying intensity.

REGIONAL CENTER CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none"> • Commercial retail including restaurants, shopping, and entertainment • Office uses such as corporate headquarters, hospital, or medical facilities, and small businesses • Higher-density residential, such as townhomes and multifamily apartments • Vertical mixed-use with residential above ground-floor commercial or office of up to 3-4 stories
SECONDARY USES	<ul style="list-style-type: none"> • Hotels • Incremental density: townhomes, duplex, triplex, and quadplex • Local or regional institutional uses such as community centers and civic or educational institutions
DISCOURAGED USES	<ul style="list-style-type: none"> • Single-family detached housing • Establishments requiring large surface parking lots located in front of buildings • Industrial uses • Storage facilities
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none"> • Centralized water and wastewater
RESIDENTIAL DENSITY	<ul style="list-style-type: none"> • 12-15 units/acre
CHARACTER AND PLACEMAKING	<ul style="list-style-type: none"> • Plazas, courtyards, and tree-lined streets with sidewalks • When required, stormwater ponds should be integrated as a part of an amenity or public park
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none"> • Pedestrian: wide sidewalks, signalized pedestrian crosswalks, and multi-use paths • Cyclist: protected bike lanes, multi-use paths • Transit: Park and ride facilities, bus shelters
PARKING	<ul style="list-style-type: none"> • Grid street pattern that supports on-street parking • Surface parking lots are located to side or rear of buildings and dispersed across the development and not clustered in one large lot • Tree-lined sidewalks should link parking to buildings and to adjacent sites • Bicycle parking

HEAVY COMMERCIAL (HC)

Description

The Heavy Commercial Category is designated to support more intensive commercial opportunities in appropriate locations and foster local entrepreneurship. Similar to Industry & Commerce, Heavy Commercial areas focus on providing locations for more job opportunities within Pender County. These developments support both the immediate community and the region at large by allowing residents and property owners to utilize their properties in ways that are not possible in typical urban or suburban environments.

Character, Intent, and Development Pattern

These areas are intended for development of flex or warehouse space, heavy commercial uses that require outdoor storage yards, artisanal and light manufacturing, or office employment uses to foster small and local businesses. Small businesses or trades that require warehouse space or showroom locations but do not necessarily need storefronts with road frontage are encouraged. When uses with outdoor elements, such as boat and RV storage or equipment rental are located along arterial roads, setbacks and buffers should be increased to reduce the visual impact to drivers. Development in this Category should provide adequate transitions to adjacent lower intensity uses, such as residential and commercial uses, in the form of vegetated buffers, landscaping, setbacks, and limited building heights.

HEAVY COMMERCIAL CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none">• Heavy commercial uses such as landscaping businesses, heavy equipment rental, machine shops, and other similar uses• Smaller scale artisanal manufacturing businesses• Warehousing and trade showrooms• Business and wholesale suppliers• Storage facilities
SECONDARY USES	<ul style="list-style-type: none">• Restaurants and caterers• Office uses• Convenience retail and gas station uses
DISCOURAGED USES	<ul style="list-style-type: none">• Residential uses
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none">• Centralized water and wastewater
RESIDENTIAL DENSITY	<ul style="list-style-type: none">• Not appropriate for new residential uses
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none">• Pedestrian: 5-foot sidewalks and multi-use paths• Cyclist: protected bike lanes and multi-use paths
PARKING	<ul style="list-style-type: none">• Parking should be located to the side or rear of development, as feasible, and should encourage shared parking and connect parking to buildings with sidewalks• Bicycle parking

INDUSTRY & COMMERCE (IC)

Description

The Industry & Commerce Category is created to support large scale, non-residential development. These areas focus on providing job opportunities at both a local and regional scale. Industry & Commerce uses are vital for the sustained fiscal health of the County, including a more balanced tax base. These areas also support Pender County's economic role in the region and are accordingly located in strategic areas and key transportation corridors, such as along the border of New Hanover County on US Highway 421 and along Interstate 40 in Rocky Point.

Character, Intent, and Development Pattern

These areas are intended to accommodate development of industrial, flex, or warehouse space, or office employment uses to attract and retain high-quality employers. Development within this Category should be designed to utilize landscaping and tree buffers at their road frontages to reduce the visual impacts from roadways. Providing adequate transitions to adjacent lower intensity uses, such as residential and commercial uses, in the form of vegetated buffers, landscaping, setbacks, and appropriate building heights is required. Targeted commuter transportation options should be considered, such as on-demand micro-transit or commuter-oriented fixed route shuttles from population centers in the County to these areas.

INDUSTRY & COMMERCE CHARACTERISTICS

PRIMARY USES	<ul style="list-style-type: none">• Industrial uses (manufacturing and assembly, research and development, warehousing)
SECONDARY USES	<ul style="list-style-type: none">• Limited commercial or retail uses that serve the industrial development• Heavy commercial establishments
DISCOURAGED USES	<ul style="list-style-type: none">• Residential uses
INFRASTRUCTURE TO SERVE DEVELOPMENT	<ul style="list-style-type: none">• Centralized water and wastewater
RESIDENTIAL DENSITY	<ul style="list-style-type: none">• Not appropriate for new residential uses
TRANSPORTATION ALTERNATIVES	<ul style="list-style-type: none">• Pedestrian: 5-foot sidewalks to connect buildings and multi-use paths• Cyclist: protected bike lanes, multi-use paths• Transit: on-demand micro transit, commuter-oriented fixed route service, and bus shelters
PARKING	<ul style="list-style-type: none">• Parking should be located to the side or rear of development, as feasible, and should encourage shared parking and connect parking to buildings with sidewalks• Bicycle parking