

Pete Pamian
Mayor

Joshua Patti
Mayor Pro Tem

Greg Hines
Councilmember

Phil Misciagno
Councilmember

Walter Zabicki
Councilmember

Pamala Hall
Councilmember

Town of Holly Ridge

Post Office Box 145
Holly Ridge, North Carolina 28445

Telephone (910) 329-7081
Fax (910) 329-1593



Heather Reynolds
Town Manager

Margaret Stiltner-Richmond
Town Clerk

TOWN OF HOLLY RIDGE PLANNING BOARD MEETING MINUTES October 21, 2025 6:00 P.M.

Call to Order

The meeting was called to order at 6:00 PM. Members present were Dave Mosey, Toni Hardin, Emily Hedrick and Jeff Barton. Also present were Brad Schuler with Paramounte Engineering, Hunter Young with Evolve Companies and Wes MacLeod with Anchorpoint Planning, as well as Nathan Rhue, and Marsha-Gray Kircher from the Community Development Department.

Roll Call.

Roll Call was performed by Dave Mosey. Anna Gaskins was absent.

A motion was made by *Dave Mosey* and seconded by *Toni Hardin* to record the absence of Anna Gaskins as unexcused. *All Agreed.*

Invocation and Pledge of Allegiance

Board paused for a moment of silence. Dave Mosey led the Pledge of Allegiance.

Adoption of Agenda (Additions and/or Deletions)

A motion was made by *Toni Hardin* and seconded by *Jeff Barton* to adopt the agenda as presented. *All Agreed.*

Adoption of Minutes

A motion was made by *Emily Hedrick* and seconded by *Toni Hardin* to adopt the minutes from the Planning Board Meeting held on June 17th, 2025, as is. *All Agreed.*

New Business

A. Planned Unit Development – Evolve Holly Ridge Apartments, LLC

Presented by Nathan Rhue -- representatives with Paramounte Engineering, Brad Schuler and Hunter Young with Evolve Holly Ridge Apartments, LLC are present and will be available for any questions and clarification if needed. Property ID 009158 consisting of approximately 24 acres -- a portion of 51 acres of the Planned Unit Development that was previous approved back in 2021. This property is zoned commercial with all Planned Unit Development overlay. The request received is for a modification to change from previously approved apartments for Phase 2, to townhomes.

Nathan Rhue mentioned that there are currently 264 completed apartments in Phase 1. The proposed layout is townhomes -- 19 buildings, 111 townhomes. The previously approved PUD met all the Town requirements associated with minimum acreage, access to streets, density, open space etc. With the requested modification, the result is a reduction of allowable units from 408 (7.89 dwelling units/ac) to 375 (7.25 dwelling units/ac) for phase 2. Additionally, the proposed development will far exceed the minimum open space standards for Planned Unit Developments (15% of the site). The proposed open space areas have been located around existing wetland pockets and will also provide areas for recreation and stormwater facilities. Overall, the development will include over 16.5 acres of open space (about 32% of the site), which is an increase from 30% provided at the original approval.

Nathan Rhue reminded the Board that this is the concept plan stage -- all of the specifics will come at the preliminary plat portion. The preliminary plat will come before the Board again for approval. There is a 46-foot private right of way within Phase 2. The existing structures have been built with the allowance for underground utilities. Onwasa will be providing their comment at the preliminary plat review. Nathan Rhue explained that the reason why this is before the Board is because even though this is not a major modification, it still needed to be presented due to the number of buildings and the road being changed.

Nathan Rhue explained to the Board that they shall review the concept plan of the planned unit development and shall forward their recommendation to the town council for consideration during public hearing based upon findings that:

1. The proposed planned unit development will not adversely affect the orderly development of Holly Ridge, as embodied in the zoning ordinance and in any land use plan or portion thereof adopted by the town,
2. The proposed planned unit development will not adversely affect the health and safety of residents and/or workers in the area and will not be detrimental to the natural

environment or to the use or development of adjacent properties or the general neighborhood,

3. The proposed planned unit development will accomplish the development objectives and will meet the standards and performance criteria as outlined.

Brad Schuler with Paramounte Engineering – representing Evolve Holly Ridge. Brad Schuler explained that they are requesting an amendment for the concept plan of Phase 2 of the Planned Unit Development. Currently 264 apartments have been constructed, with commercial development proposed along Hwy 17. The section to be modified is currently approved for 144 dwelling units (apartments). The applicant is seeking to modify this section and change it to 111 townhomes.

Brad Schuler mentioned that the proposed plan does take into account the Town's future roadway project and have shown that future 120-foot public right of way on the plans and have applied appropriate setbacks to that right of way and made a connection to it from the future proposed townhomes. The townhomes will be subdivided into individual lots. Overall, it is a reduction in density of what was previously approved and is significantly less than what the ordinance would permit for a planned unit development.

Dave Mosey asked for clarification – each townhome would have a garage and would there be enough space for a second car.

Brad Schuler responded that they each have a one-car garage and there is one driveway space, and visitor parking throughout the development.

Dave Mosey asked how many additional parking spaces total.

Brad Schuler responded that there are 44 visitor parking spaces, and each townhome will have 2 spaces (1 garage and 1 driveway).

Dave Mosey asked if the back of each townhome would be fenced.

Brad Schuler responded there is a rear patio area and it will be fenced off – a private area for the residents.

Jeff Barton asked what the height of the townhomes would be.

Brad Schuler responded approximately 30 feet; the Planned Unit Development allows for a maximum height of 40 feet.

Dave Mosey asked what the height of the fence will be, and what type of fence.

Brad Schuler responded 6-foot height. Hunter Young responded that a wood fence is what they would typically do there.

Dave Mosey asked for clarification – is this location tied into City water and City sewer.

Brad Schuler responded that they are connected to Onwasa.

Jeff Barton asked if there would be sidewalks.

Brad Schuler responded there would be sidewalks on both sides of the roads, and a sidewalk along one side of Dragstrip that will connect the multi-family section.

Jeff Barton asked if the longer section would be a multi-use path or just a sidewalk.

Brad Schuler responded that it would be a 5-foot sidewalk.

Dave Mosey asked the Board if there were any additional questions. There were none.

Dave Mosey asked the Board if anyone saw any issues with the proposed changes.

Toni Hardin stated that their change is not increasing anything compared to what was previously approved.

Dave Mosey asked the Board for discussion and stated the findings of fact:

1. The proposed planned unit development will not adversely affect the orderly development of Holly Ridge, as embodied in the zoning ordinance and in any land use plan or portion thereof adopted by the town,

A motion was made by *Toni Hardin* and seconded by *Emily Hardin* to approve the first finding of fact. *All Agreed.*

2. The proposed planned unit development will not adversely affect the health and safety of residents and/or workers in the area and will not be detrimental to the natural environment or to the use or development of adjacent properties or the general neighborhood,

A motion was made by *Emily Hedrick* and seconded by *Toni Hardin* to approve the second finding of fact. *All Agreed.*

3. The proposed planned unit development will accomplish the development objectives and will meet the standards and performance criteria as outlined.

A motion was made by *Jeff Barton* and seconded by *Toni Hardin* to approve the third finding of fact. *All Agreed.*

A motion was made by *Toni Hardin* and seconded by *Emily Hardin* to recommend approval of the Phase 2 Concept Plan as submitted to Town Council. *All Agreed.*

B. Comprehensive Land Use Plan Update

Presented by Wes MacLeod – explained what a Land Use Plan is: this serves as an official document containing goal, policies analysis and maps that help provide the community's

blueprint for growth. This is a requirement for all North Carolina local governments to have to continue with zoning in their jurisdictions.

Wes MacLeod mentioned that since the last Land Use Plan was adopted, the population has effectively exploded – the population was somewhere around 2,200 and census data is not immediately available but estimated over 4,500 today. This is a great reason to reevaluating the growth managing policies due to the growth here in Town. Once the most fantastic characteristic of the Town of Holly Ridge is the age cohort and the age groups. The coveted age group for a lot of businesses is the millennial age group – the folks with the discretionary income. The Town is a lower medium age overall than the state.

Wes MacLeod explained that if we were to base the population projections on the number of units that were permitted over the last couple of years – it would be a staggering amount of development. In 2023, there was 266 multi-family units that were permitted in Town. There has been a significant decrease in multi-family activity in Town, but there may be another time where there is another year where 266 multi-family units are permitted. If we took that number and projected the population growth, it would be approximately 20,000 people by 2055. This speaks to the amount of development that has occurred in Town in the last 5 years.

Wes MacLeod mentioned the timeline: managed to stay on schedule since beginning this project in March. We received a recommendation for approval from the Land Use Plan Committee on October 2nd, 2025. There is a consideration for potential Planning Board approval tonight at this meeting. Should the Board decide to recommend this plan for approval, it would then go to the Division of Coastal Management for their inner agency review. They make sure the plan is compliant with the CAMA code requirements. Once notification is received that this plan meets their requirements, it would move forward to the Town Council for adoption. After adoption, it goes back to the Division of Coastal Management for certification as the Town's Land Use Plan. Once the Town Council adopts it, this is effective and current Land Use Plan and is the document that you operate from.

Wes MacLeod explained the public input process: there was an appointed citizen advisory committee and a community survey that was approved and provided to participants. The survey aligned with the desires of the committee and 345 residents in total participated in the survey. In 2019 there was a total of 208 residents that participated in the survey. There was a facilitated public input meeting held in June 2025 and anticipate having an open house that will be held prior to the Land Use Plan adoption. There will also be a public hearing prior to the adoption, giving two additional opportunities for public input beyond where we are today.

Wes MacLeod mentioned some items within the survey, and discussed the Top 5 Input Priorities:

1. Preserve small town character through managed growth and housing density.
2. Ensure that infrastructure (e.g., utilities, transportation, and stormwater) keeps pace with community development.
3. Develop a Walkable Town Center and Local Commercial Options.
4. Preserve Natural Resources, Trees, and Wetlands.
5. Expand Recreational and Community Amenities.

Wes MacLeod mentioned to the Board that the Land Use Plan Committee developed a vision statement -

Envision 2050 Comprehensive Plan Vision Statement:

Holly Ridge will guide growth in a way that protects its small-town character, ensuring that new housing and development fit within the community's scale and identity. By creating a walkable Town Center, expanding recreational amenities, and attracting local businesses, Holly Ridge will enhance quality of life while remaining a connected, welcoming place to live.

This statement does differ slightly from the Town's Strategic Plan vision statement, but it was the preference of the committee that we have this more focused vision statement that related to land use.

Wes MacLeod turned it back to the Chair for any comments, questions, concerns.

Dave Mosey asked if anyone on the Board had any questions, there were none. Dave Mosey mentioned the grammatical in previous email he submitted. Errors will be corrected.

Dave Mosey asked if there were any additional comments brought up.

Wes MacLeod mentioned that he received an email today from the Jacksonville Board of Realtors.

Dave Mosey asked if there are things that should be discussed with regard to the modification to the document as it currently exists.

Wes MacLeod responded that it is up to the discretion of the board, and that he could touch on some of the items.

Dave Mosey mentioned that he had not seen this email and would like Wes MacLeod to go over a couple of the things brought up.

Wes MacLeod explained that the Jacksonville Board of Realtors requests review under the National Association of Realtors Land Use Initiative for the Town of Holly Ridge Draft 2025 Comprehensive Land Use Plan, compared to the adopted 2019 Plan and the Town's adopted Strategic Plan. There were 5 different items mentioned in the email that were discussed: housing density and supply, affordable and workforce housing, annexation and ETJ development, economic development and industrial compatibility, and consistency with state housing and growth goals.

Dave Mosey asked why the workforce housing option was removed.

Wes MacLeod responded that it was stricken from the policy by the Land Use Plan committee – if it he recalled it correctly, Christina Asbury asked for this item to be removed.

Dave Mosey asked for some commentary from Christina Asbury.

Christina Asbury explained the Land Use Initiative and how other surrounding areas have incorporated their recommendations – Pender County and Onslow County. The Board of Realtors submitted this plan for an independent policy review; the review process is usually 2-3 weeks. It is mainly reviewed to evaluate how the plan handles housing density, annexation and

property rights. Christina Asbury mentioned that the Plan deserves an outside review from an independent third party that is disinterested in any of us. There is a trust issue right now – the public is frustrated and are misinformed about annexation, and do not understand how infrastructure ties into growth, and do not understand what this type of plan does. This will offer neutral-based recommendations that the Town Council and Planning Board can trust and focus on policy merit.

Christina Asbury requested that the Planning Board table any action on this plan until an analysis can be provided by a third party – the National Association of Realtors Land Use Initiative. A short delay to get it right is better than years of public confusion.

Toni Hardin asked how long it usually takes.

Christina Asbury responded that typically it is 14 business days – come back and meeting with the Planning Board and the Planning department and look at the recommendations and discuss how/if they can be incorporated.

Toni Hardin stated that if they make the recommendation tonight, there is still a period of 75 days while it is under review with the Division of Coastal Management. Toni Hardin asked Christina Asbury if it is better to table now or later.

Christina Asbury responded that the difference from her perspective is that there is not a whole bunch of people showing up here for this tonight, but there will be a whole bunch of people showing up at a Town Council meeting – potential for new leadership. Either way, the Realtor Board wanted it to be brought up to the Planning Board and get in before it goes out to everybody, so everyone is on board with the draft that is presented.

Wes MacLeod mentioned that there are still two additional public input opportunities remaining and has already discussed the 5 items brought up by the Board of Realtors. Wes MacLeod stated that he is happy to receive any comments on any of this, but this is a special interest group providing independent comment on this plan. Wes MacLeod does not believe that is a good reason to delay the recommendation; this plan will be received by the Town Council after an election regardless.

Wes MacLeod explained that once this plan leaves Planning Board, they request that the Planning Board is comfortable with the draft being placed on the Town's website so everyone can see it, the plan being sent to Town Council with the understanding that there is an ongoing CAMA review, and any other independent entities reviewing the plan submit their comments.

Dave Mosey asked if the Board were to recommend approval, and if we decide to suggest any of these additional items or things that may come up, we could modify the plan to include that, but would it restart the clock again on the review.

Wes MacLeod responded no, it would not restart the CAMA review. The only event that it would restart the clock would be if there were any suggested modifications to any of the CAMA requirements. These suggestions are all outside of the CAMA requirements, they are generalized policy questions.

Jeff Barton asked if the plan goes back to the Planning Board at all.

Wes MacLeod responded that it can, but the intention is that once it is moved forward, the Planning Board would make a recommendation of this plan, and any further modifications would be presented to the Town Council.

Jeff Barton asked if they could have a special meeting in 2 or 3 weeks.

Nathan Rhue responded that it would be up to the Board.

Jeff Barton stated that it would give them time to review.

Christina Asbury mentioned that the Board of Realtors do not assume to be planners, but she wanted to come back and bring up these comments because three of the Planning Board members were also on the Land Use Plan committee. If you move it fine, the Board of Realtors will understand and that there is plenty of time for public review and public comment. Christina Asbury stated that she wanted to be upfront with her fellow committee members and bring up these comments from the Board of Realtors.

Dave Mosey explained that he believes there is plenty of opportunity after this is approved or denied moving forward tonight, for it to move forward, in a way that additional changes can still take place. Dave Mosey stated that his personal inclination is to recommend approval.

Toni Hardin stated that she understood what Dave Mosey was saying, and also what Christina Asbury was saying. Toni Hardin asked what Emily Hedrick thought since she is the only one present on the planning board tonight that was not on the Land Use Committee.

Emily Hedrick stated that she is in agreeance with Dave Mosey to move forward with the recommendation due to there being enough time for additional public input.

Dave Mosey mentioned that it is possible that there could possibly be a regime change here in the Town Council and they may want to possibly change a lot of things anyway. It would be presumptuous of the Board to believe that it is going to fly through with no problems at all.

Toni Hardin asked if there is a regime change and they want changes, what happens.

Wes MacLeod responded that it was the committee's responsibility to recommend approval, now it is the Planning Board's responsibility to recommend approval. The Town Council can call for a joint workshop with the Planning Board requesting modifications if they choose. Wes MacLeod mentioned that he would go through the plan with Town Council and is happy to change whatever the Town Council may want.

Jeff Barton asked about the annexation policy, if that was out of the scope of the plan.

Wes MacLeod responded that an annexation policy is a very specific objective, a lot of that has to do with engaging the Town Council directly. This plan was not contemplated to include any areas outside of the corporate limits as part of the scope of work.

Dave Mosey thanked Wes MacLeod for his time and technical expertise. Dave Mosey thanked Christina Asbury for her input.

A motion was made by *Dave Mosey* and seconded by *Emily Hedrick* that the Town of Holly Ridge Planning Board hereby recommends approval of the Comprehensive Land Use Plan inclusive of the two text changes provided by Dave Mosey. *Not All Agreed – Jeff Barton opposed.*

Persons wishing to address the Board

There were none.

Board Member Questions or Concerns

Jeff Barton asked Christina Asbury for a copy of the current annexation policy for the Town. Nathan Rhue responded that there is a process that is related to annexation, but the process is bound by General Statute as far as what can qualify for annexation, what the process is, the notifications etc.

Wes MacLeod stated that it is really hard to foresee what could come through the door requesting an annexation. It would be very complicated to develop a policy that could possibly foresee any request for annexation, very difficult. Regardless of where it is, there is always going to be some concern about transparency or back room deals; it is a part of life and folks not understanding, through no fault of their own, understanding how to read our thousands and thousands of pages of statute.

Toni Hardin made a comment how impressive it was to have all those permits issued for the multi-family in 2023 – had no idea how many it was.

Dave Mosey and Toni Hardin thanked Staff.

Staff Updates

Nathan Rhue mentioned the multi-use path; it is with the engineer and we have received agreeable comments from DOT. Work is starting with the design for the municipal park path. Received another RCCP grant for the walking trails within the park. There is a lot of good things going on in Town from a growth perspective.

The Carolinian Apartment building that was vacant for years, has been completed and CO issued. The owner is looking forward to starting the other 2 slabs onsite and completing those apartment buildings.

Nathan Rhue thanked the Board for their workable relationship and growth.

Adjourn

A motion was made by *Jeff Barton* and seconded by *Toni Hardin* to adjourn the meeting at 7:11 PM. *All Agreed.*



Dave Mosey
Chairman



Marsha-Gray Kircher
Community Development Department