

Zoning Docket from November 14th, 2022 Public Hearing

Docket Number	Applicant	CC DIST.	STAFF REC.	GCPC REC.	P&D REC.	COUNCIL ACTION
CZ-2022-106	<p>Eric Dean Jackson of RealtyLink, LLC for SC Greenville Garlington, LLC and FIP Master Funding VII, LLC 225 Entertainment Blvd., Entertainment Blvd., Garlington Rd., 315 Tanner Price Way, Tanner Price Way, 204 Clifton Ct., Clifton Ct., and Honbarrier Dr., Greenville, SC 29615 0533020105500, 0533040100726, 0533040100728, 0533040100724, 0533040100725, and portion of 0533040100700 PD, Planned Development District to PD-MC Planned Development District- Major Change</p>	21	Approval	Approval		
Public Comments	<p>Some of the general comments made by Speakers at the Public Hearing on November 14th, 2022 were:</p> <p><u>Speakers For:</u></p> <ol style="list-style-type: none"> 1) Applicant <ul style="list-style-type: none"> • The reason for the Major Change is to increase the signage allowed for the PD • Was unaware that the signage stated in the previous Statement of Intent was as low as it is <p><u>Speakers Against:</u></p> <p>None</p> <p>List of meetings with staff: 9-21-22</p>					<p>Petition/Letter For: None</p> <p>Against: None</p>
Staff Report	<p>Below are the facts pertaining to this docket:</p> <ul style="list-style-type: none"> • The subject parcel is 20.5 acres • The subject property is part of the <u>Plan Greenville County Comprehensive Plan</u>, where it is designated as <i>Mixed Employment Center, Suburban Mixed Use, and Floodplain</i>. The subject property is part of the <u>Dublin Road Area Community Plan</u>, where it is designated as <i>Service and Low Density Residential</i>. • Garlington Road is a two to three-lane State-maintained collector road and the parcels have approximately 250 feet of road frontage. Honbarrier Drive is a two-lane State-maintained local road and the parcels have approximately 306 feet of frontage. Entertainment Boulevard is a two-lane private drive and the parcels have approximately 900 feet of frontage. The parcels are approximately 0.20 miles southwest of the intersection of Garlington Road and Pelham Road. The site is currently not located along a bus route. There are sidewalks in the area. • Floodplain is present on portions of the site. There are no known historic or cultural 					

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resources on the site. There are no schools located within one mile of the site.

- The applicant is proposing changes to the Statement of Intent for signage. No changes to the uses or other architectural details are proposed.

PROJECT INFORMATION:

The applicant is proposing changes to the Statement of Intent for signage. No changes to the uses or other architectural details are proposed.

SIGNAGE:

The applicant states that each building will be restricted to three exterior building signs. Additionally, the square footage for total signage of each side shall not exceed 8% of the associated elevation or side's total square footage. Lastly, no individual sign shall exceed 350 square feet.

CONCLUSION and RECOMMENDATION:

The subject parcels, zoned PD, Planned Development District are located along Garlington Road, a two to three-lane State-maintained collector road; Honbarrier Drive, a two-lane State-maintained local road; and Entertainment Boulevard, a two-lane private drive. Staff is of the opinion that the requested zoning to PD-MC, Planned Development Major Change, to revise the Statement of Intent allowing additional signage is appropriate.

Based on these reasons, Staff recommends approval of the requested rezoning to PD-MC, Planned Development District Major Change.



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TO: County Council
Planning and Development Committee
Planning Commission

FROM: Lisa Mann, Planner II

RE: CZ-2022-106

APPLICANT: Eric Dean Jackson of RealtyLink, LLC for SC Greenville
Garlington, LLC and FIP Master Funding VII, LLC

PROPERTY LOCATION: 225 Entertainment Blvd., Entertainment Blvd.,
Garlington Rd., 315 Tanner Price Way, Tanner Price
Way, 204 Clifton Ct., Clifton Ct., and Honbarrier Dr.,
Greenville, SC 29615

PIN/TMS#(s): 0533020105500, 0533040100726, 0533040100728,
0533040100724, 0533040100725, and portion of
0533040100700

EXISTING ZONING: PD, Planned Development District

REQUESTED ZONING: PD-MC, Planned Development District – Major Change

PROPOSED LAND USE: Restaurant, Hotel, and Entertainment Center

ACREAGE: 20.5

COUNCIL DISTRICT: 21 – Harrison

ZONING HISTORY: The parcels were originally zoned in May 1971 as part of Area 2. The application to rezone 0533040100519 and 0533040100520 from R-S, Residential Suburban to S-1, Services was approved in 1977, CZ-1977-24. There was an unsuccessful PD, Planned Development rezoning request in 2006, CZ-2006-86. There was an unsuccessful R-M11, Multifamily Residential rezoning request in 2015, CZ-2015-58. There was also a rezoning request in 2019, CZ-2019-82 to rezone 73.6 acres to PD, Planned Development that was withdrawn by the applicant. The parcels were successfully rezoned to PD, Planned Development as part of docket CZ-2020-19 in July 2020.

EXISTING LAND USE: Vacant Land

AREA CHARACTERISTICS:

Direction	Zoning	Land Use
North	S-1	Recreation
East	I-1	Industrial
South	S-1	Offices/Services
West	S-1	Vacant

WATER AVAILABILITY: Greenville Water

SEWER AVAILABILITY: Metro Sewer

PLAN GREENVILLE COUNTY

CONFORMANCE: The subject property is part of the Plan Greenville County Comprehensive Plan, where it is designated as *Mixed Employment Center, Suburban Mixed Use, and Floodplain*. **Please refer to the Future Land Use Map at the end of the document.**

AREA AND COMMUNITY PLANS:

The subject property is part of the Dublin Road Area Community Plan, where it is designated as *Service and Low Density Residential*.

ROADS AND TRAFFIC:

Garlington Road is a two to three-lane State-maintained collector road and the parcels have approximately 250 feet of road frontage. Honbarrier Drive is a two-lane State-maintained local road and the parcels have approximately 306 feet of frontage. Entertainment Boulevard is a two-lane private drive and the parcels have approximately 900 feet of frontage. The parcels are approximately 0.20 miles southwest of the intersection of Garlington Road and Pelham Road. The site is currently not located along a bus route. There are sidewalks in the area.

Location of Traffic Count	Distance to Site	2013	2016	2019
Garlington Road	4,181' SW	6,300	7,300 +15.9%	8,000 +9.6%

CULTURAL AND ENVIRONMENTAL:

Floodplain is present on portions of the site. There are no known historic or cultural resources on the site. There are no schools located within one mile of the site.

REVIEW DISTRICT DETAILS:

Project Information:

The applicant is proposing changes to the Statement of Intent for signage. No changes to the uses or other architectural details are proposed.

Proposed Land Uses:

The applicant is proposing changes to the Statement of Intent for signage. No changes to the uses or other architectural details are proposed.

ARCHITECTURAL DESIGN:

The applicant is proposing changes to signage only. No access, parking, landscaping, buffering, or lighting changes are proposed.

Signage:

The applicant states that each building will be restricted to three exterior building signs. Additionally, the square footage for total signage of each side shall not exceed 8% of the associated elevation or side's total square footage. Lastly, no individual sign shall exceed 350 square feet.

CONCLUSION:

The subject parcels, zoned PD, Planned Development District are located along Garlington Road, a two to three-lane State-maintained collector road; Honbarrier Drive, a two-lane State-maintained local road; and Entertainment Boulevard, a two-lane private drive. Staff is of the opinion that the requested zoning to PD-MC, Planned Development Major Change, to revise the Statement of Intent allowing additional signage is appropriate.

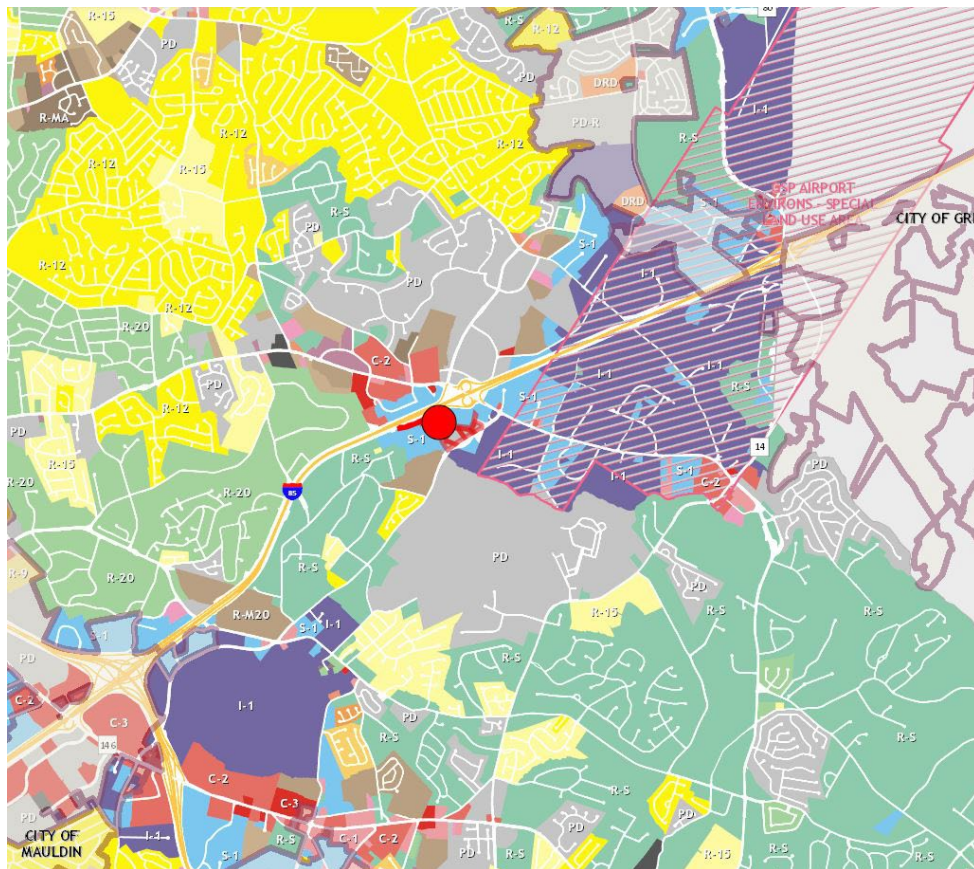
STAFF

RECOMMENDATION:

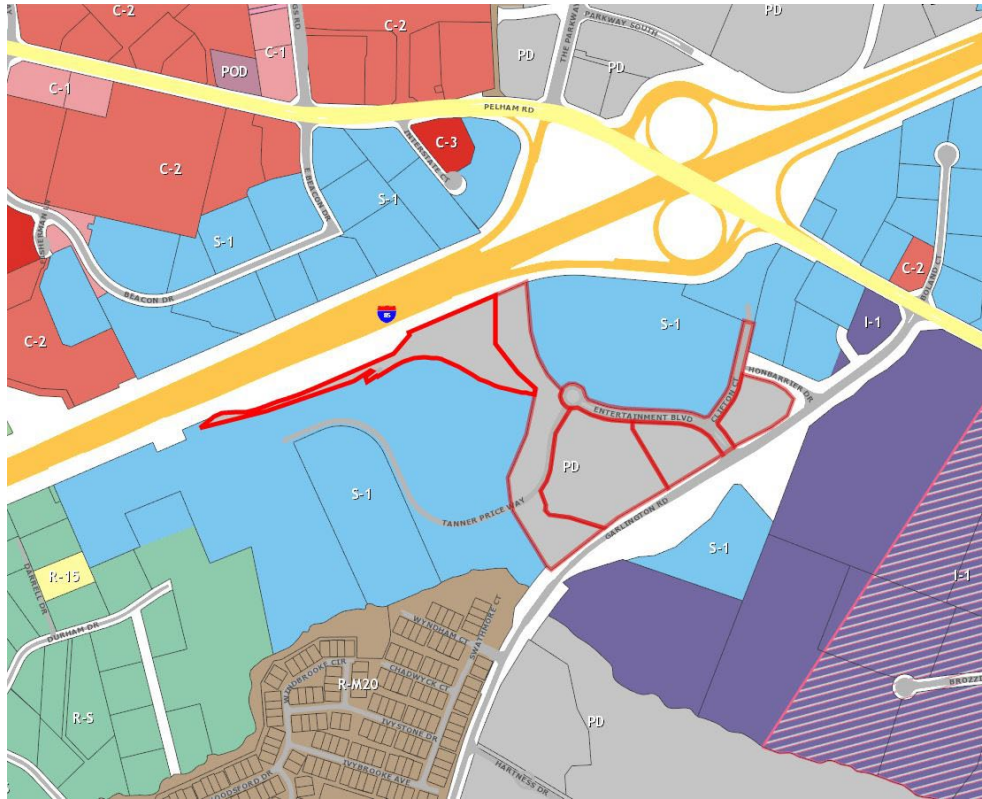
Based on these reasons, Staff recommends approval of the requested rezoning to PD-MC, Planned Development District Major Change.



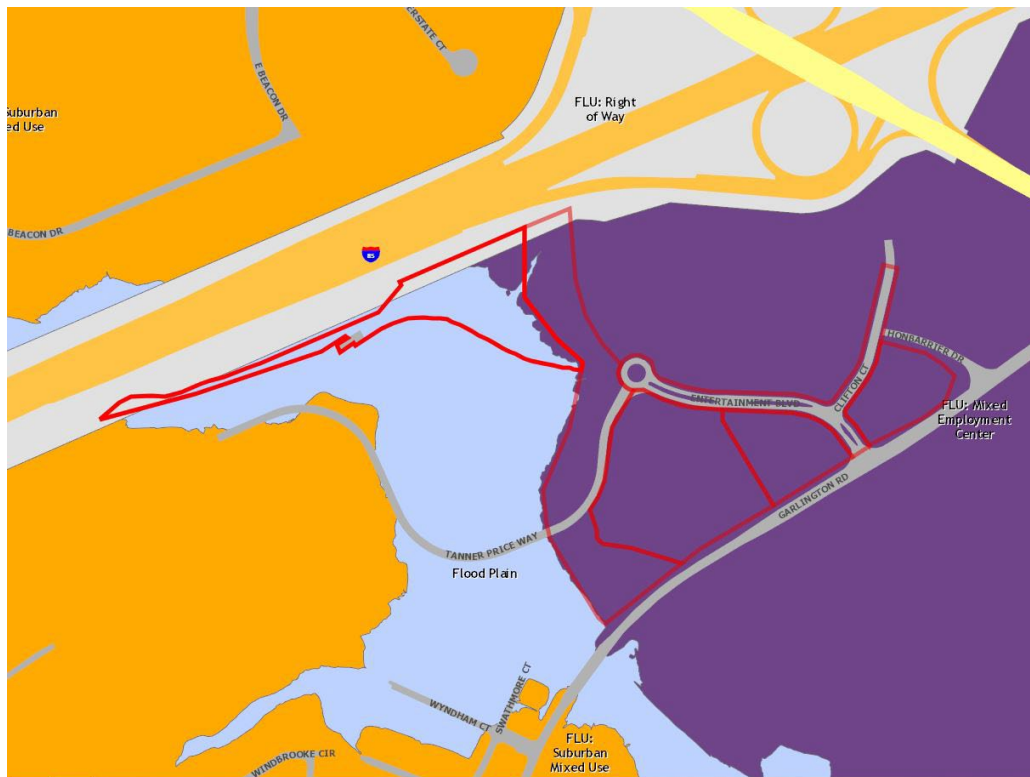
Aerial Photography, 2022



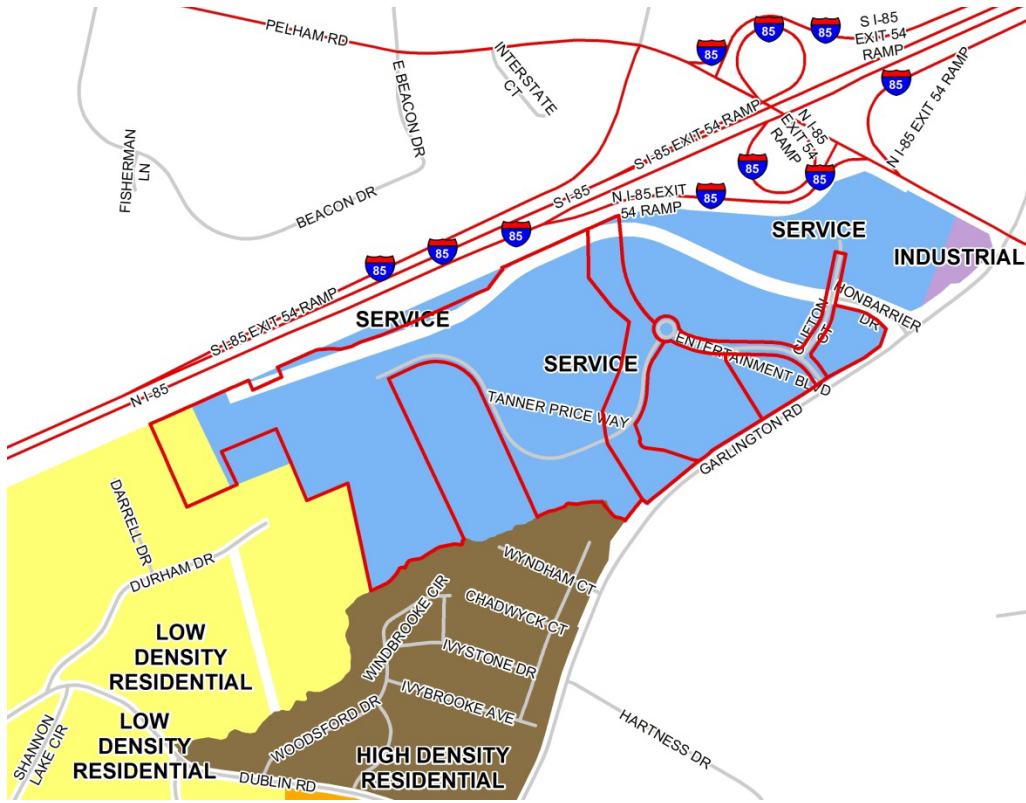
Zoning Map, Zoomed Out



Zoning Map, Zoomed In



Plan Greenville County, Future Land Use Map



Dublin Road Area Plan, Future Land Use map