

# Zoning Docket from January 13<sup>th</sup>, 2025 Public Hearing

Docket Number	Applicant	CC DIST.	STAFF REC.	GCPC REC.	P&D REC.	COUNCIL ACTION
<b>CZ-2025-007</b>	Nathan Kirkman of DNK Development for UCP Heddle Greenville, LLC 1801 Rutherford Rd., Delmar Ave., Sunnydale Dr., & E. Belvue Rd., Greenville, SC 29609 P004000100100 & P004000100200 I-1, Industrial District & S-1, Services District to PD, Planned Development District	20	Denial	Denial 1/22/2025		
<b>Public Comments</b>	<p><b>Some of the general comments made by Speakers at the Public Hearing on January 13, 2025 were:</b></p> <p><u>Speakers For:</u></p> <ol style="list-style-type: none"> <li>Applicant <ul style="list-style-type: none"> <li>The current property owners have owned the parcel for approximately 2 years</li> <li>The property consists of primarily industrial uses</li> <li>Would like to explore turning this property into a mixed-use development</li> <li>Would like to bring a residential component into the parcel</li> <li>Would like to have this property as a destination for Greenville citizens</li> <li>Would like to develop some nature paths on site</li> <li>This will be a 10-plus year development</li> <li>Residential siding would be cementitious siding</li> <li>Proposing a total of 100 townhomes with up to 300 apartments with the option of expanding that by an additional of 75 townhomes or 200 apartments</li> </ul> </li> <li>Owner Representative <ul style="list-style-type: none"> <li>Would like to make this site important to the fabric of Greenville</li> <li>There are about 36 small businesses that are currently on site</li> <li>Want to be open to businesses that are not permitted in the current zoning designation.</li> </ul> </li> </ol> <p><u>Speakers Against:</u> None</p> <p><b>List of meetings with staff:</b> Pre-Submittal Meeting on 11.18.2024</p>					<p><b>Petition/Letter For:</b></p> <p><u>Against:</u></p>
<b>Staff Report</b>	<p><b>Below are the facts pertaining to this docket:</b></p> <ul style="list-style-type: none"> <li>The subject property consists of approximately 49.292 acres.</li> <li>The subject property is part of the <u>Plan Greenville County</u> Comprehensive Plan, where it is designated primarily as <i>Industrial</i> with a portion as <i>Suburban Neighborhood</i>. The subject property is not part of any area or community plans.</li> </ul>					

## Zoning Docket from January 13<sup>th</sup>, 2025 Public Hearing

- Rutherford Road is a five-lane State-maintained arterial road and the property has approximately 1,340 feet of frontage along it. Delmar Avenue is a two-lane State-maintained local road and the property has approximately 1,340 feet of frontage along it. Sunnydale Drive is a two-lane County-maintained local road and the property has approximately 135 feet of frontage along it. E. Belvue Road is a two-lane State-maintained collector road and the property has approximately 430 feet of frontage along it. The property is approximately 1.1 miles northeast of the intersection of Rutherford Road and N. Pleasantburg Drive. The property is along a bus route; Route 505 bus stop is ~0.53 miles away. There is an existing sidewalk along both sides of Rutherford Road.
- Floodplain is present on the site. Any development must follow the County Floodplain Ordinance. There are no known historic or cultural resources on the site. There are three schools located within one mile of the site: Paris Elementary, Sevier Middle, and Wade Hampton High.
- The applicant is requesting to rezone the property to PD, Planned Development District. The applicant is proposing a mixed-use development.

### **Project Information:**

The applicant is proposing to convert an existing industrial and business use site into a mixed-use development.

### **Proposed Land Uses:**

Proposed uses within the PD would be those permitted in S-1, Services District with some exceptions as listed in the Statement of Intent. There would also be additional uses such as multifamily and single-family attached residential, retail, and light industrial.

### **Architectural Design:**

The applicant states that new townhomes would be 2-3 stories, 2-3 bedrooms, and range from 1300-1800 square feet. Multifamily buildings would be 1-3 bedroom units in a podium structure over 1 level of parking. Materials will include brick, metal, and residential siding. Existing industrial structures may be rehabbed over time to help create a cohesive aesthetic.

### **Access and Parking:**

There will be three full access entrances to the site off of Rutherford Road, Delmar Avenue, and E. Belvue Road. Parking for the development will conform to the Green County Zoning Ordinance, with exceptions for certain uses as listed in the Statement of Intent. Parking will be shared across the development. New 5' sidewalks would be added along street frontages.

### **Landscaping and Buffering:**

The applicant states that there will be a 25' landscape buffer adjacent to residential properties in accordance with Section 12:9 of the Greenville County Zoning Ordinance (GCZO). Parking lot landscaping likewise will comply with Section 12:4 of the GCZO. Stormwater management facilities will be landscaped with native vegetation. Site amenities such as a central green space and walking trails will be provided.

### **Signage and Lighting:**

The applicant states that signage will adhere to the Greenville County Sign Ordinance. Site lighting will be full-cutoff LED with a maximum pole height of 16'.

### **CONCLUSION and RECOMMENDATION:**

The subject property, zoned I-1, Industrial District and S-1, Services District is located along

**Zoning Docket from January 13<sup>th</sup>, 2025 Public Hearing**

	<p>Rutherford Road, a five-lane State-maintained arterial road, Delmar Avenue, a two-lane State-maintained local road, Sunnydale Drive, a two-lane County-maintained local road, and E Belvue Road, a two-lane State-maintained collector road. Staff is of the opinion that the request for PD, Planned Development District for a mixed-use development would not be consistent with the Plan Greenville County Comprehensive Plan designation of Industrial. Additionally, Staff feels that the development would allow for more intensive uses which are incompatible with the planned residential component and there are not sufficient buffers or other safeguards proposed to separate those uses.</p> <p>Based on these reasons, Staff recommends denial of the requested rezoning to PD, Planned Development District.</p>
--	--



Greenville County Planning Division  
Department of Zoning Administration  
301 University Ridge Suite S-3200  
Greenville, SC 29601  
Office: 864.467.7425

**TO:** County Council  
Planning and Development Committee  
Planning Commission

**FROM:** Todd Baxley, Planner II

**RE:** CZ-2025-007

**APPLICANT:** Nathan Kirkman of DNK Development for UCP Heddle  
Greenville, LLC

**PROPERTY LOCATION:** 1801 Rutherford Rd., Delmar Ave., Sunnydale Dr., & E.  
Belvue Rd., Greenville, SC 29609

**PIN/TMS#(s):** P004000100100 & P004000100200

**EXISTING ZONING:** I-1, Industrial District & S-1, Services District

**REQUESTED ZONING:** PD, Planned Development District

**PROPOSED LAND USE:** Mixed-Use Development

**ACREAGE:** 49.292

**COUNCIL DISTRICT:** 20 – Shaw

**ZONING HISTORY:** The subject property was originally zoned I-1, Industrial District in May, 1970 as part of Area 1. Parcel P004000100200 was rezoned from I-1 to S-1, Services district as part of rezoning docket CZ-2015-055. There have been no other rezoning requests for the property.

**EXISTING LAND USE:** Industrial/Service

**AREA  
CHARACTERISTICS:**

Direction	Zoning	Land Use
North	R-6, R-10, I-1	Single-Family Residential, Primary School, Warehousing
East	R-6, R-10, I-1	Single-Family Residential, Warehousing, Religious Facility
South	I-1, R-MA, R-20	Industrial, Multifamily Residential
West	R-10, R-M20, C-2	Single-Family Residential, Vacant Land, Commercial

**WATER AVAILABILITY:** Greenville Water

**SEWER AVAILABILITY:** Metro District – Sewer is accessible

**PLAN GREENVILLE  
COUNTY**

**CONFORMANCE:** The subject property is part of the Plan Greenville County Comprehensive Plan, where it is designated as primarily *Industrial* with a portion as *Suburban Neighborhood*. \*\*Please refer to the Future Land Use Map at the end of the document. \*\*

**AREA AND COMMUNITY  
PLANS:**

The subject property is not part of any area or community plans.

**DENSITY WORKSHEET:** The following scenario provided the potential capacity of residential units based upon County records for acreage.

	Zoning	Zoning Density	Acres	Total Units
Current	I-1 & S-1	0 units/acre	49.292	0 units
Requested	PD	12.17 units/acre		600 units

A successful rezoning would allow for 600 more dwelling units than is allowed under the current zoning.

**ROADS AND TRAFFIC:** Rutherford Road is a five-lane State-maintained arterial road and the property has approximately 1,340 feet of frontage along it. Delmar Avenue is a two-lane State-maintained local road and the property has approximately 1,340 feet of frontage along it. Sunnysdale Drive is a two-lane County-maintained local road and the property has approximately 135 feet of frontage along it. E. Belvue Road is a two-lane State-

maintained collector road and the property has approximately 430 feet of frontage along it. The property is approximately 1.1 miles northeast of the intersection of Rutherford Road and N. Pleasantburg Drive. The property is along a bus route; Route 505 bus stop is ~0.53 miles away. There is an existing sidewalk along both sides of Rutherford Road.

Location of Traffic Count	Distance to Site	2019	2021	2022
Rutherford Road	0'	15,900	14,300 -10.1%	15,400 +7.7%

**CULTURAL AND  
ENVIRONMENTAL:**

Floodplain is present on the site. Any development must follow the County Floodplain Ordinance. There are no known historic or cultural resources on the site. There are three schools located within one mile of the site: Paris Elementary, Sevier Middle, and Wade Hampton High.

**REVIEW DISTRICT DETAILS:**

**Project Information:**

The applicant is proposing to convert an existing industrial and business use site into a mixed-use development.

**Proposed Land Uses:**

Proposed uses within the PD would be those permitted in S-1, Services District with some exceptions as listed in the Statement of Intent. There would also be additional uses such as multifamily and single-family attached residential, retail, and light industrial.

**Architectural Design:**

The applicant states that new townhomes would be 2-3 stories, 2-3 bedrooms, and range from 1300-1800 square feet. Multifamily buildings would be 1-3 bedroom units in a podium structure over 1 level of parking. Materials will include brick, metal, and residential siding. Existing industrial structures may be rehabbed over time to help create a cohesive aesthetic.

**Access and Parking:**

There will be three full access entrances to the site off of Rutherford Road, Delmar Avenue, and E. Belvue Road. Parking for the development will conform to the Greenville County Zoning Ordinance, with exceptions for certain uses as listed in the Statement of Intent. Parking will be shared across the development. New 5' sidewalks would be added along street frontages.

**Landscaping and Buffering:**

The applicant states that there will be a 25' landscape buffer adjacent to residential properties in accordance with Section 12:9 of the Greenville County Zoning Ordinance (GCZO). Parking lot landscaping likewise will comply with Section 12:4 of the GCZO. Stormwater

management facilities will be landscaped with native vegetation. Site amenities such as a central green space and walking trails will be provided.

**Signage and Lighting:**

The applicant states that signage will adhere to the Greenville County Sign Ordinance. Site lighting will be full-cutoff LED with a maximum pole height of 16’.

**CONCLUSION:**

The subject property, zoned I-1, Industrial District and S-1, Services District is located along Rutherford Road, a five-lane State-maintained arterial road, Delmar Avenue, a two-lane State-maintained local road, Sunnydale Drive, a two-lane County-maintained local road, and E Belvue Road, a two-lane State-maintained collector road. Staff is of the opinion that the request for PD, Planned Development District for a mixed-use development would not be consistent with the Plan Greenville County Comprehensive Plan designation of Industrial. Additionally, staff feels that the development would allow for more intensive uses which are incompatible with the planned residential component and there are not sufficient buffers or other safeguards proposed to separate those uses.

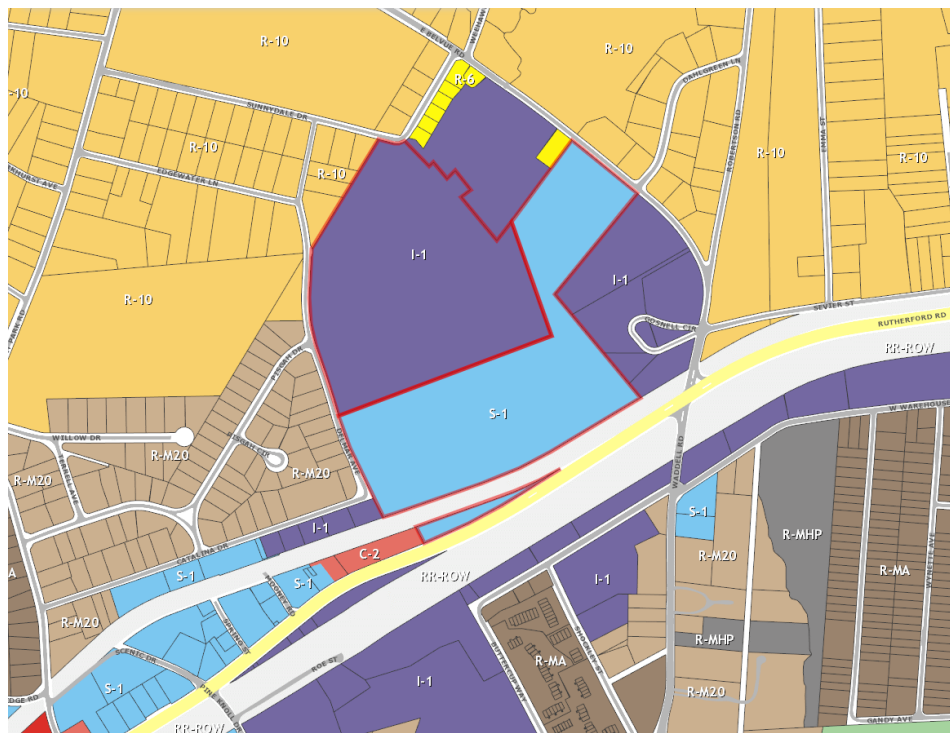
**STAFF**

**RECOMMENDATION:**

Based on these reasons, staff recommends denial of the requested rezoning to PD, Planned Development District.

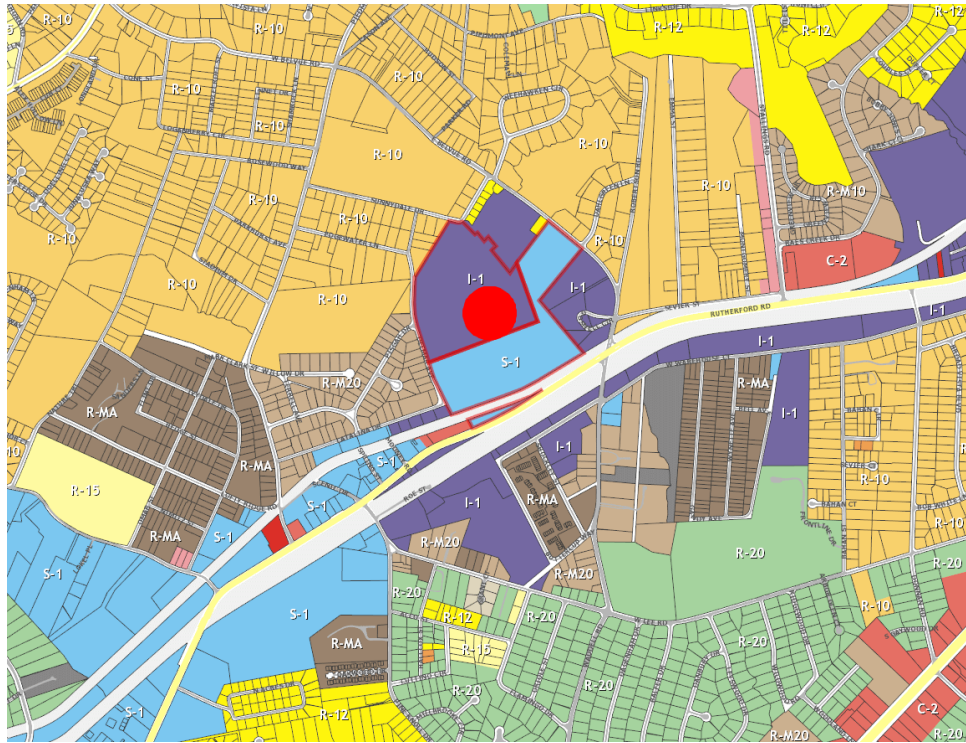


Aerial Photography, 2024

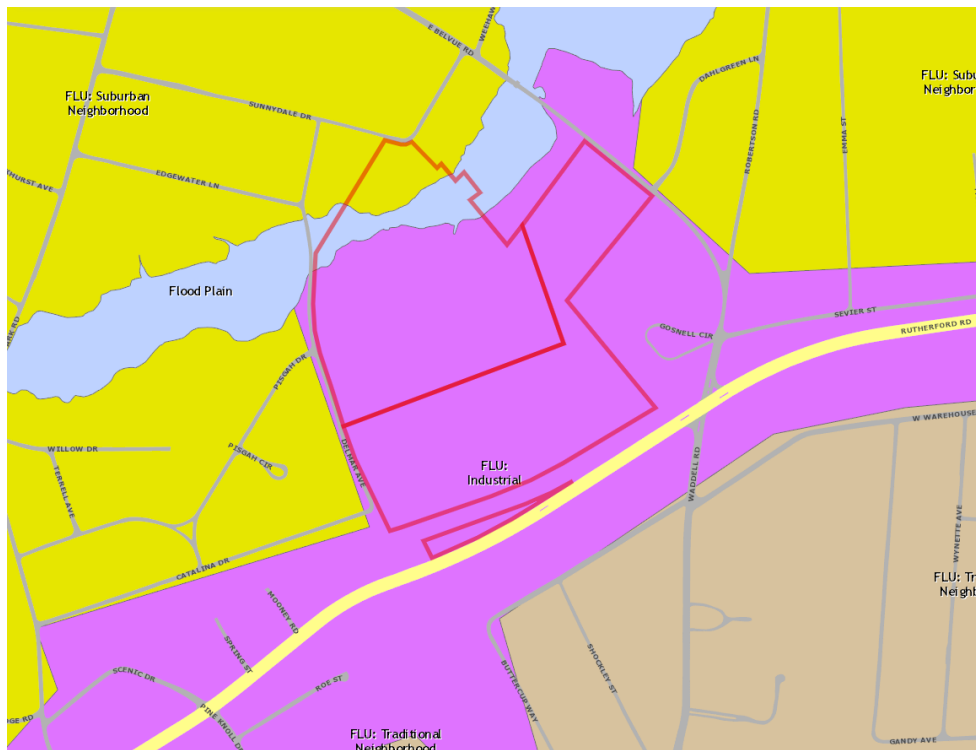


Zoning Map, Zoomed In





Zoning Map, Zoomed Out



Plan Greenville County, Future Land Use Map