

**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-2025-008</b>	<p>Kenneth M. Reiter of Belmont Sayre, LLC for Judson Mill Ventures, LLC  701 Easley Bridge Rd., A St., B St., Lyncrest St., 2nd Ave., 3rd Ave., 5th St., 6th St., and Neubert St., Greenville, SC 29611  0114001000100,  0114001000102,  0114001000103,  0114001000104,  0114001000105,  0115000400100, and  0115000400300  PD, Planned Development District &amp; Unzoned to PD,  Planned Development District – Major Change</p>	23	Approval with Conditions	Approval with Amended Conditions		
<b>Public Comments</b>	<p><b>Some of the general comments made by Speakers at the Public Hearing on January 13, 2025 were:</b>  <u>Speakers For:</u>  1. Applicant <ul style="list-style-type: none"> <li>This development was originally zoned PD in 2016</li> <li>Would like to add some additional signage to enhance the site</li> </ul> <u>Speakers Against:</u>  None  <b>List of meetings with staff:</b>  Pre-Submittal Meeting on 11.21.2024</p>					<p><b>Petition/Letter For:</b></p> <p><b>Against:</b></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 36.75 acres.</li> <li>The subject property is part of the <u>Plan Greenville County</u> Comprehensive Plan, where it is designated primarily as <i>Mixed-Use Corridor</i> with a portion as <i>Traditional Neighborhood</i>. The subject property is part of the Judson Area Plan, where it is designated primarily as <i>Redevelopment</i> with portions as <i>Recreation/Open Space</i>, <i>Gateway</i>, and <i>Existing Single Family Residential</i>.</li> <li>Easley Bridge Road is a four-lane State-maintained arterial road and the property has approximately 900 feet of frontage along it. A Street is a one-lane State-maintained local road and the property has approximately 100 feet of frontage along it. B Street is a one-lane State-maintained local road and the property has approximately 300 feet of frontage along it. C Street is a two-lane State-maintained local road and the property has approximately 100 feet of frontage along it. Lyncrest Street is a one-lane State-maintained local road and the property has approximately 140 feet of frontage along it. 2nd Avenue is a one to two-lane State-maintained local road, and the property has approximately 900 feet of frontage along</li> </ul>					

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

it. 3rd Avenue is a two-lane State-maintained collector road, and the property has approximately 250 feet of frontage along it. 5th Street is a two-lane State-maintained local road, and the property has approximately 40 feet of frontage along it. 6th Street is a two-lane State-maintained collector road and the property has approximately 1,250 feet of frontage along it. Neubert Street is a two-lane State-maintained local road and the property has approximately 170 feet of frontage along it. The property is located approximately 1.0 mile northeast of the intersection of Easley Bridge Road (HWY 123) and White Horse Road (HWY 25). The property is along a bus route, with the 502 bus stop ~0.14 miles away. There is an existing sidewalk along both sides of Easley Bridge Road, along the opposite side of 3rd Avenue, and along a portion of the opposite side of B Street.

- Floodplain is not present on the site. There are no known historic or cultural resources on the site. Hollis Academy and the Sullivan Center are located within one mile of the site.
- The applicant is requesting to rezone the property to PD, Planned Development District – Major Change. The applicant is proposing to modify signage requirements for the site and initial zone a portion of the property.

### **Project Information:**

The applicant is proposing to modify the existing signage requirements for the PD. They are also requesting to initial zone an unzoned portion of the property obtained through a quit-claim deed.

### **Proposed Land Uses:**

The currently allowed uses in the Planned Development will remain unchanged.

### **Architectural Design:**

The applicant is establishing new signage standards for the site. These standards must be approved by the State Historic Preservation Office.

### **Access and Parking:**

Access and parking will remain unchanged, but there would be new directional signage.

### **Landscaping and Buffering:**

Landscaping and Buffering will remain unchanged.

### **Signage and Lighting:**

As part of this major change, the applicant is proposing to establish new signage standards for the development. The 4-sign limit for monument signs would be removed, as would the maximum height limit of 16'. There would be 14 signs allowed per use, with three 1 group freestanding sign allowed per entrance for a maximum of 3. Height and sign face area standards are established for different signage types. Individual freestanding signs would be limited to 8 feet in height and 32 square feet in area. Group freestanding signs would be limited to 23' in height and 250 square feet. Wall signage would be limited to 450 square feet, and roof signage 8' in height above highest roof point and 400 square feet. Signage could utilize internal or external illumination.

### **CONCLUSION and RECOMMENDATION:**

The subject property, zoned PD, Planned Development District is located along Easley Bridge Road, a four-lane State-maintained arterial road, A Street, a one-lane State-maintained local road, B Street, a one-lane State-maintained local road, C Street, a two-lane State-maintained local road, Lyncrest Street, a one-lane State-maintained local road, 2nd Avenue, a one to two-lane State-maintained local road, 3rd Avenue, a two-lane State-maintained collector road, 5th Street is a two-lane State-maintained local road, 6th Street is a two-lane State-maintained collector road, and Neubert Street, a

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	<p>two-lane State-maintained local road. Staff is of the opinion that the proposed major change to establish new signage requirements for the development would help with navigation of the existing Judson Mill Development. The proposed amendments have already received approval from the State Historic Preservation Office.</p> <p>The development would have to meet the following conditions:</p> <ol style="list-style-type: none"><li>1. Under the Signage and Lighting section of the Statement of Intent (SOI), reduce the number of signs per use in Section 8.5.3-A from a maximum of 14 to a maximum of 5.</li><li>2. Under Signage and Lighting Section 8.5.3.-E, reduce the maximum group freestanding sign height from 23' to 16'.</li><li>3. Under the Signage and Lighting section of the SOI, remove provision 8.5.3-B for Premises Yard Signs.</li></ol> <p>Based on these reasons, staff recommends approval of the request for PD-MC, Planned Development District Major Change with the aforementioned conditions.</p>
<b>GCPC</b>	<p>At the January 22<sup>nd</sup>, 2025 Planning Commission meeting the Commission voted for approval with the following amended conditions:</p> <ol style="list-style-type: none"><li>1. Staff and applicant work together to agree on a maximum number of signs per use. Use Site Plan provided of signage location to determine number of signs.</li><li>2. Under Signage and Lighting Section 8.5.3.-E, reduce the maximum group freestanding sign height from 23' to 16' for interior group freestanding signs and group freestanding sign on 6<sup>th</sup> street. Two group freestanding signs permitted on Easley Highway at 23'.</li><li>3. Under the Signage and Lighting section of the SOI, Section 8.5.3-B, Premise Yard Signs may be permitted for a period no greater than six months.</li></ol>



Greenville County Planning Division  
Department of Zoning Administration  
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**TO:** County Council  
Planning and Development Committee  
Planning Commission

**FROM:** Todd Baxley, Planner II

**RE:** CZ-2025-008

**APPLICANT:** Kenneth M. Reiter of Belmont Sayre, LLC for Judson  
Mill Ventures, LLC

**PROPERTY LOCATION:** 701 Easley Bridge Rd., A St., B St., Lyncrest St., 2nd  
Ave., 3rd Ave., 5th St., 6th St., and Neubert St.,  
Greenville, SC 29611

**PIN/TMS#(s):** 0114001000100, 0114001000102, 0114001000103,  
0114001000104, 0114001000105, 0115000400100, and  
0115000400300

**EXISTING ZONING:** PD, Planned Development District & Unzoned

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

**PROPOSED LAND USE:** Mixed-Use Multifamily Residential and Commercial  
Development

**ACREAGE:** 36.75

**COUNCIL DISTRICT:** 23 – Mitchell

**ZONING HISTORY:**

The property was originally zoned R-7.5, Single-Family Residential District and I-1, Industrial District in June, 1973 as part of Area 4A. The property was rezoned to PD, Planned Development District as part of docket CZ-2016-65. There was previously a major change to the PD as part of docket CZ-2019-12 to expand the list of uses, add residential density, add buffer requirements, and make various other changes. A portion of the property was acquired through a Quitclaim Deed of right-of-way in September of 2023 and is currently unzoned. Rezoning docket CZ-2024-031 was administratively withdrawn prior to public hearing. There have been no other rezoning requests for the property.

**EXISTING LAND USE:**

Mixed Use Multifamily Residential and Commercial Development

**AREA  
CHARACTERISTICS:**

Direction	Zoning	Land Use
North	C-2, R-7.5	Commercial, Single-Family Residential
East	R-7.5	Single-Family Residential
South	R-7.5	Single-Family Residential
West	C-2, R-7.5	Commercial, Church, Single-Family Residential

**WATER AVAILABILITY:**

Greenville Water

**SEWER AVAILABILITY:**

Metro District - Sewer is accessible for 0115000400300, 0115000400100, and 0114001000100. Sewer is currently accessible through private sewer mains for 0114001000104, 0114001000103, and 0114001000102. Sewer is not currently accessible, but is available for 0114001000105 with an easement. Capacity will have to be confirmed.

**PLAN GREENVILLE  
COUNTY****CONFORMANCE:**

The subject property is part of the Plan Greenville County Comprehensive Plan, where it is designated primarily as *Mixed-Use Corridor* with a portion as *Traditional Neighborhood*. \*\*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 Judson Area Plan, where it is designated primarily as *Redevelopment* with portions as *Recreation/Open Space, Gateway, and Existing Single Family Residential*. \*\*Please refer to the Future Land Use Map at the end of the document. \*\*

**DENSITY WORKSHEET:**

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

	<b>Zoning</b>	<b>Zoning Density</b>	<b>Acres</b>	<b>Total Units</b>
<i>Current</i>	<i>PD</i>	<i>10.88 units/acre</i>	36.75	<i>400 units</i>
Requested	PD-MC	10.88 units/acre		400 units

A successful rezoning would not allow for more dwelling units than is allowed under the current zoning.

#### **ROADS AND TRAFFIC:**

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<b>Location of Traffic Count</b>	<b>Distance to Site</b>	<b>2019</b>	<b>2021</b>	<b>2022</b>
Easley Bridge Road	0'	21,400	23,300 +8.88%	23,400 +0.43%
3 <sup>rd</sup> Avenue	600'	2,500	2,000 -20%	2,200 +10%
6 <sup>th</sup> Street	1,150'	450	275 -38.89%	475 +72.73%

#### **CULTURAL AND ENVIRONMENTAL:**

Floodplain is not present on the site. There are no known historic or cultural resources on the site. Hollis Academy and the Sullivan Center are located within one mile of the site.

**REVIEW DISTRICT DETAILS:****Project Information:**

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**CONCLUSION:**

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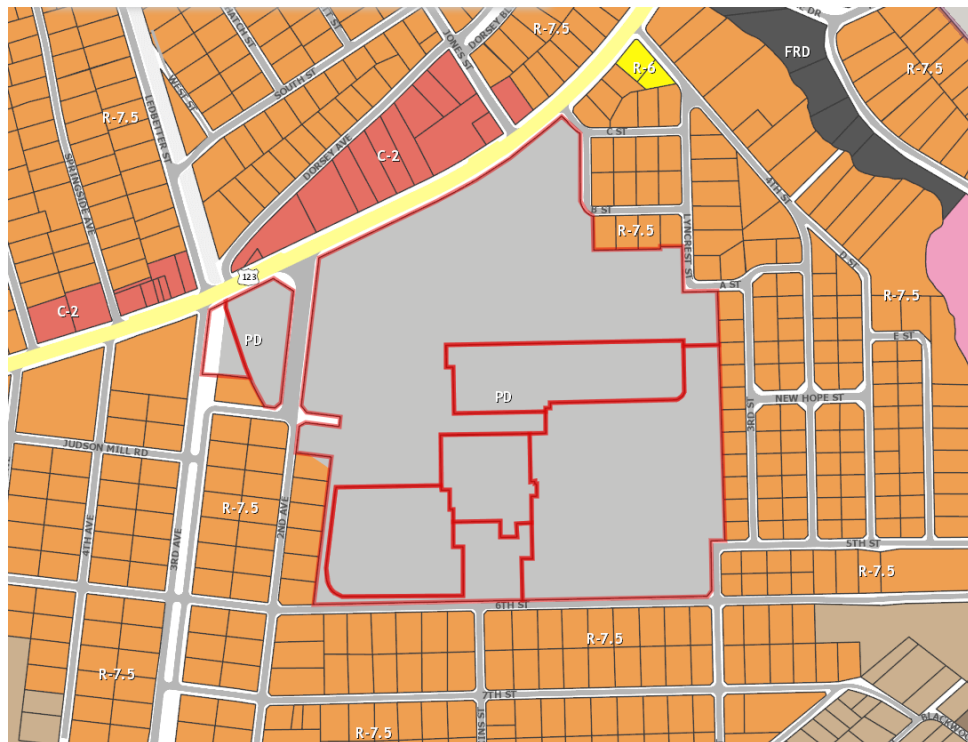
**STAFF****RECOMMENDATION:**

Based on these reasons, staff recommends approval of the request for PD-MC, Planned Development District Major Change with the aforementioned conditions.

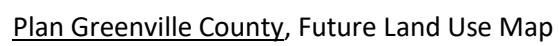
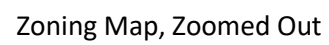


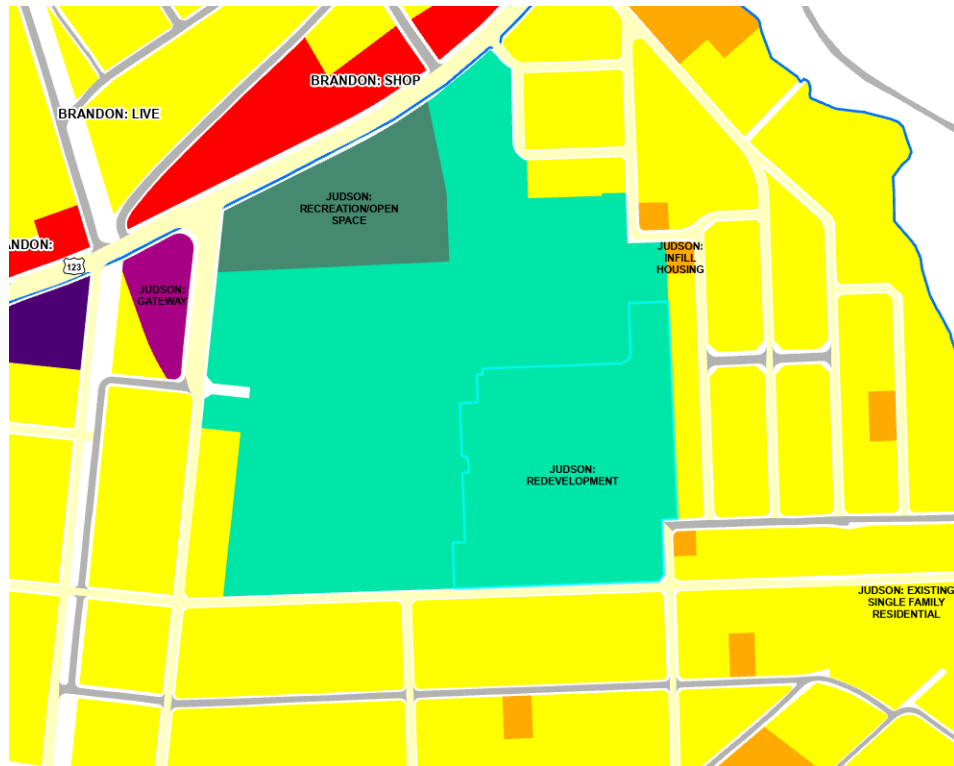


Aerial Photography, 2023



Zoning Map, Zoomed In





Judson Area Plan, Future Land Use Map