



Greenville County Planning Division
Department of Zoning Administration
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Greenville, SC 29601
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TO: County Council
Planning and Development Committee
Planning Commission

FROM: Todd Baxley, Planner II

RE: CZ-2025-032

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: 50.049

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. Rezoning docket CZ-2025-007 to rezoning the property from S-1 and I-1 to PD, Planned Development District is currently being held by the Planning & Development Committee. 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 – Annexation covenant required

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	50.049	0 units
Requested	PD	12 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	2022	2023	2024
Rutherford Road	0'	15,400	16,200 +5.19%	15,500 -4.32%

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 industrial service.

Architectural Design:

The applicant states that new townhomes would be 2-3 stories, 2-3, bedrooms, and range from 1,500-1,800 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. Evergreen vegetation and/or horizontal slat fencing will be used to screen residential areas from industrial service areas. Stormwater management facilities will be landscaped with native vegetation. A minimum of 10 acres of open spaces will be provided with site amenities such as a central green space and walking trails.

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*. This land use designation does call for warehousing, manufacturing, highway commercial, and open space, but does not include residential development. Staff also has concerns about the viability of the Rutherford Road access point which would require the construction of a right-turn lane adjacent to a railroad. Additionally, the Preliminary Development Plan shows the residential component to be built on the western side of the property with the closest road access off of Delmar Ave, a relatively narrow local road. The alternative would be for resident vehicles to path through the commercial and industrial areas of the site to utilize other accesses, potentially causing internal congestion.

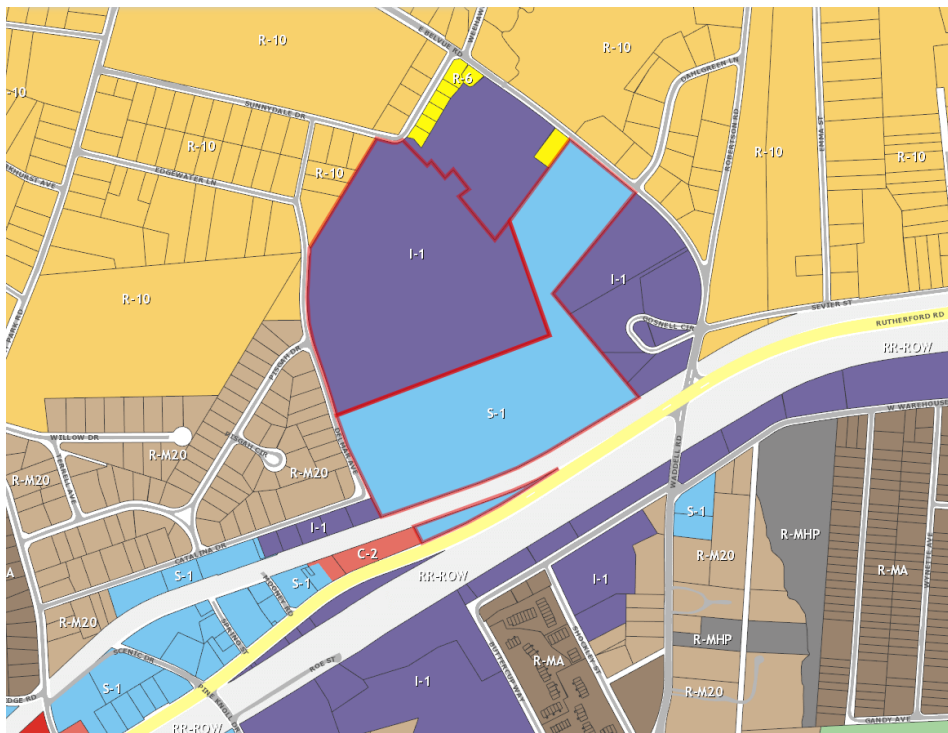
STAFF

RECOMMENDATION:

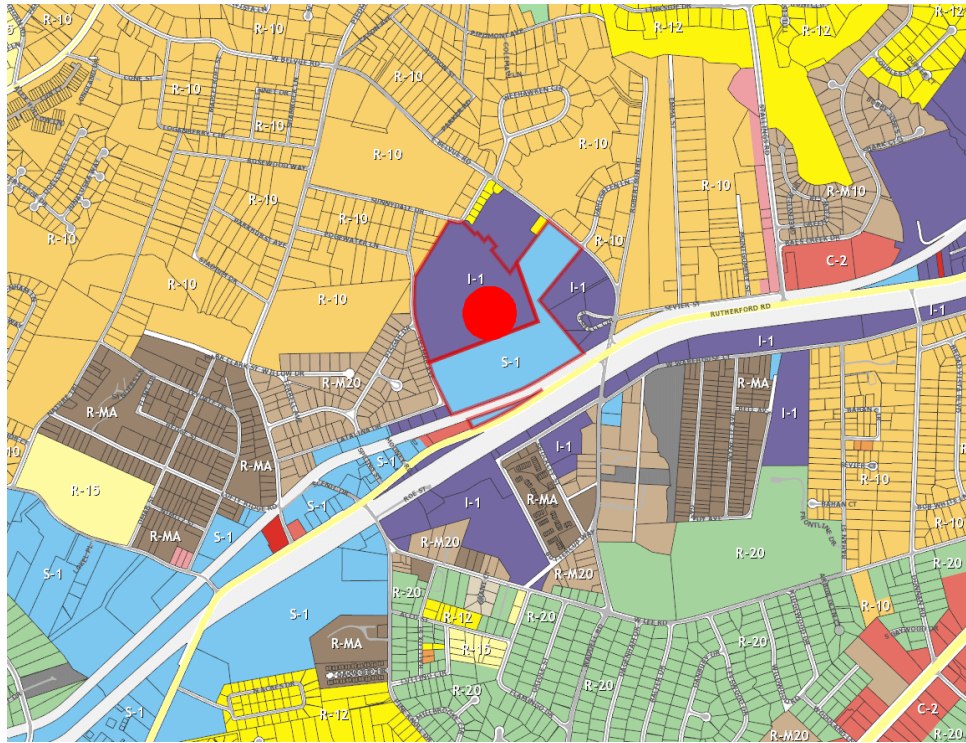
Based on these reasons, staff recommends denial of the requested rezoning to PD, Planned Development District.



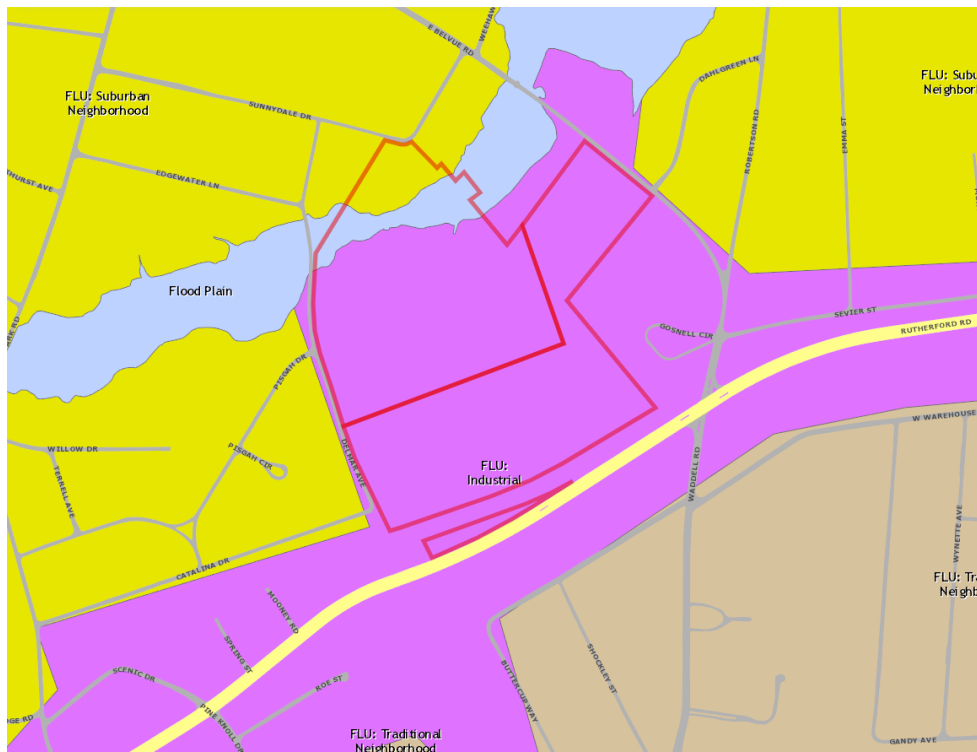
Aerial Photography, 2024



Zoning Map, Zoomed In



Zoning Map, Zoomed Out



Plan Greenville County, Future Land Use Map