

**Zoning Docket from January 28, 2015 GCPC Meeting**

Docket Number	Applicant	CC DIST.	STAFF REC.	GCPC REC.	P&D REC.	COUNCIL ACTION
<b>CZ-2015-04</b>	April Breton for General Funding, Inc. and First Palmetto Trust Lots 4 & 5 Poinsett Highway and 2201 Poinsett Highway 0439000900200, 0439000900300 and 0439000900400 0.70 acres O-D & R-7.5 to C-2	19	Denial	Denial		
<b>Public Comments</b>	<p><b>Some of the general comments made by Speakers at the Public Hearing on January 12, 2015 were:</b></p> <p><u>Speakers For:</u> None</p> <p><u>Speakers Against</u></p> <p>1) Cut-through traffic through the neighborhood is a safety concern.                      2) Commercial use next to residential neighborhood would compromise the closeness of the community.                      3) Rezoning would allow many uses that residents of the adjacent neighborhood would prefer not to have next to them.</p>					<p><b>Petition/Letter For:</b> None</p> <p><b>Against:</b> None</p>
<b>Staff Report</b>	<p>The subject property consist two vacant parcels along Poinsett Highway and a single family home converted to a business at the northwest corner of the intersection between Poinsett Highway and Lenore Avenue. The parcels have approximately 210 feet of road frontage on Poinsett Highway and approximately 155 feet of road frontage on Lenore Avenue. The property is currently zoned R-7.5 (Single Family Residential) and O-D (Office District); this application is requesting to rezone to C-2 (Commercial). The C-2 district is established to provide for the development on major thoroughfares of commercial land uses that are oriented to customers traveling by automobile. Establishments in this district provide goods and services for the traveling public and also for the convenience of local residents.</p>					

**Planning Report**

**DOCKET NUMBER:** CZ-2015-04

**APPLICANT:** April Breton for General Funding, Inc. and First Palmetto Trust

**PROPERTY LOCATION:** Lots 4 & 5 Poinsett Highway and 2201 Poinsett Highway

**PIN/TMS#(s):** 0439000900200, 0439000900300 and 0439000900400

**EXISTING ZONING:** R-7.5, Single Family Residential and O-D, Office District

**REQUESTED ZONING:** C-2, Commercial

**ACREAGE:** 0.70

**COUNCIL DISTRICT:** 19 – Meadows

**ZONING HISTORY:** The three subject parcels were zoned R-7.5, Single-Family Residential in April 1972 as part of Area 3.

2201 Poinsett Highway (TMS# 0439000900400) was rezoned to O-D, Office District by CZ-1987-087, which was approved by County Council on November 17, 1987.

**EXISTING LAND USE:** Lots 4 & 5 Poinsett Highway (TMS# 0439000900200 and 0439000900300) – Vacant  
2201 Poinsett Highway (TMS# 0439000900400) – Office (Psychic/Palm Reader)

**AREA CHARACTERISTICS:**

Direction	Zoning	Land Use
North	R-7.5	Single family residence
East	R-12	Right of way for Poinsett Highway; further east is a distribution warehouse
South	R-7.5	Right of way for Lenore Avenue; further south is a church
West	R-7.5	Single family residences

**WATER AVAILABILITY:** Greenville Water System

**SEWER AVAILABILITY:** Parker Sewer District

**IMAGINE GREENVILLE:** **Transit Corridor (Poinsett Highway)** - The form and function will vary along the corridor from the highest level of urban, with tall buildings oriented to the street, to a more typical suburban with shorter buildings and larger setbacks. All development should share a common design that supports multi-modal transportation alternatives including bicycle, pedestrian, and bus rapid transit. With high volume and speed of traffic, access is managed with design principles that are intended to limit curb cuts and have access points off the road.

**AREA PLAN:**

**Cherrydale, Special Policy Area 2** - relate to the need to create higher-density, higher-intensity development; Meeting these needs will satisfy the potential of the Market District to be a regional activity center (Cherrydale Regional Center)

**ROADS:**

Poinsett Highway: Five-lane Federal-maintained major arterial  
Lenore Avenue: Two-lane State-maintained minor arterial

**TRAFFIC:**

Location of Counter	Distance to Site	2007	2010	2012
Poinsett Highway	2,100' S	32,900	31,400 (-5%)	30,900 (-6%)

**SUMMARY:**

The subject property consist two vacant parcels along Poinsett Highway and a single family home converted to a business at the northwest corner of the intersection between Poinsett Highway and Lenore Avenue. The parcels have approximately 210 feet of road frontage on Poinsett Highway and approximately 155 feet of road frontage on Lenore Avenue. The property is currently zoned R-7.5 (Single Family Residential) and O-D (Office District); this application is requesting to rezone to C-2 (Commercial). The C-2 district is established to provide for the development on major thoroughfares of commercial land uses that are oriented to customers traveling by automobile. Establishments in this district provide goods and services for the traveling public and also for the convenience of local residents.

The applicant stated did not state a proposed use.

**CONCLUSION:**

It is staff's opinion that this requested rezoning would have adverse impact on surrounding uses. The Cherrydale Area plan shows this location included in a special policy area together with the industrial use across Poinsett Highway. The plan instructs that a balance be met among these urban scaled intensive uses. At this time, commercial land is adequately represented on this corridor and less intensive uses like office and residential are integral in maintaining a balance of use types along Poinsett Highway. However, the buffer for the surrounding single family use to the south must be maintained (and potentially improved in the future) to the high capacity traffic and industrial uses near this location. Note the property to the south is commercially zoned (C-2), however, the land use is a church. Less intensive uses in line with O-D would be a better suited transition to the single family neighborhood and adjacent church. Further, this area will also be subject to the results of the Poinsett Corridor Master Plan plan now being initiated. Based on these reasons, staff recommends denial of the application to rezone from the R-7.5 and O-D district to the C-2 district.

**STAFF RECOMMENDATION:** Denial

