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MEMORANDUM

To: Greenville County Planning and Development Committee

Cc: Tee Coker, Rashida Jeffers-Campbell, Nicole Miglionico

From: Tyler Stone, Long Range Planning Manager

Date: August 7, 2023

Subject: Zoning Ordinance Text Amendment: Pelham Road Commercial Corridor (PCC) Overlay District

Over the past year, numerous stakeholders, public officials, and county staff participated in a series of meetings to develop the Pelham Road Commercial Corridor (PCC) Overlay District.

The PCC Overlay District reflects the business community's desire to encourage development and corridor design that is compatible with mixed-use commercial thoroughfares and mixed-use employment centers located along Pelham Road from Blacks Drive to SC Hwy 14. As such, the standards of the PCC Overlay District focuses on site design of commercial properties, walkability, vehicular connectivity, beautification, and signage.

Therefore, staff is requesting that the Planning & Development Committee initiate the adoption process for the PCC Overlay District as an amendment to Article 8 of the Greenville County Zoning Ordinance by adding Section 8.22 PCC, Pelham Road Commercial Corridor Overlay District – a new Special Purpose District.

The PCC boundary and zones shall be shown on the Official Zoning Map of Greenville County. The PCC boundary incorporates the use of subareas (Subarea A, Subarea B, and Subarea C) and respective development standards applicable only within that subarea (Official PCC Boundary enclosed). The items listed below reflects a summary of the primary elements of the proposed text amendment:

Intent and Purpose

The Pelham Road Commercial Corridor Overlay District is intended to encourage development and corridor design that is compatible with mixed-use commercial thoroughfares and mixed-use employment centers located along Pelham road from Blacks Drive to SC Hwy 14. Considerations include site design of commercial properties, walkability, vehicular connectivity, beautification, and signage. The district also aims to protect investments in commercial and residential properties by ensuring new development is consistent with the visions outlined in the Plan Greenville County Comprehensive Plan.

Subarea A

Setbacks

- Front setback shall be at least fifteen (15) feet from property line.

Roadside Buffers

- A minimum 15' landscaped roadside buffer is required. Buffers shall meet or exceed the following requirements:
- Trees shall be spaced so that there is an average of one (1) tree per forty (40) linear feet of road frontage.
- A continuous evergreen screening of shrubs planted at time of inspection capable of growing into a screen within three (3) years of installation. Shrubs must be trimmed to a maximum of three (3) feet in height.

Screening

- Fencing is not allowed within subarea A.
- Screening shall be required where any non-residential use is adjacent to a residential use and/or district.

Off-Street Parking and Loading

Reasonable effort should be made to provide parking behind structures. Parking shall not exceed 120% of the minimum parking requirements per table 12.1. Shared use of required parking may occur in part or entirely subject to review of the building and zoning permit application. The following documentation must be submitted:

- The names and addresses of the uses and of the owners or tenants that are sharing the parking;
- The location and number of parking spaces that are being shared;
- A legal instrument such as an easement or deed restriction that guarantees access to the parking for both uses.

Signage

All signs within the PCC shall follow guidelines established in the Greenville County Sign Ordinance, Chapter 19 of the Greenville County Code of Ordinances, with the following exceptions. Signage must meet standards indicated below:

Window Signs

- To be located on the ground floor only.
- Extraneous information that is not allowed on building or freestanding signs may be permitted.

Building Signs

- Extraneous information such as services provided by the business, phone numbers or websites, hours of operation, etc. is not permitted.
- Building signs on a one story building must not be located above the roof line or parapet.
- Building signs for businesses located above the ground floor are generally not allowed. Identification of these buildings should be limited to an area on or adjacent to the ground floor leading to the upper floor.
- Signs located adjacent to single-family residential cannot be internally lit.

Wall Signs

- Quantity: One (1) per tenant wall

Awning Signs

- Quantity: One (1) per tenant; for buildings with multiple tenants, awning signs should be separate to identify each tenant space.
- Text and graphics should be limited to 60% of the awning width and 30% of the awning height.
- Awning signs should be complimentary to the architecture of the building.

Projecting Signs

- Quantity: One (1) per tenant
- Sign can be no more than 20 sq. ft.

Free Standing Signs

- Two per street front for group development or one per street for individual tenants.

Additional Sign Standards:

- Façade mounted signs shall not exceed 20 percent of the area of the façade upon which they are mounted, with the maximum size of any one sign limited to 225 square feet.
- No freestanding sign shall exceed five (5) feet in height.
- No Group Signage shall exceed sixteen (16) feet in height.

Lighting

For lighting of horizontal tasks such as roadways, sidewalks, entrances, and parking areas, fixtures shall meet IESNA "Full-Cutoff". Fixtures shall not be mounted in excess of 16' above finished grade. All other outdoor lightings, such as floodlights and spotlights, shall

be aimed, located, and designed so as not to present a hazard to drivers or pedestrians by impairing their ability to safely traverse and so as not to create a nuisance by projecting or reflecting objectionable light skyward onto neighboring property or roadways. Flashing lights are prohibited.

Vehicular Connectivity

- Two ingress/egress points must be provided through the use of vehicular cross access, shared drives, or encroachment subject to the review of Greenville County and/or South Carolina Department of Transportation.
- A reduction in required ingress/egress points may be permitted upon proof of exhaustion of viable options, subject to review at the discretion of the Zoning Administrator, or their designee.
- Reasonable effort should be made to provide one ingress/egress point along a public road other than Pelham Road, subject to SCDOT and County review, or neighboring property.

Pedestrian Connectivity

- External and internal sidewalks and pathways must be provided at least eight (8) feet in width.
- Pedestrian connectivity must be clearly delineated between public sidewalks and building entrances.
- Pedestrian connections must be provided between adjacent developments or land uses.

Subarea B: Commercial Zone

Setbacks

- Front setback as prescribed in the base zoning district.

Screening

- Fencing is allowed within setbacks and buffer yards such that they do not obstruct visibility. Use of Chain-Link fences, or similar, non-decorative fences is prohibited within the front yard.
- Screening shall be required where any non-residential use is adjacent to a residential use and/or district.

Off-Street Parking and Loading

To encourage cross-parcel connectivity, increased pedestrian use, and shared parking, parking shall not exceed 120% of the minimum parking requirements per Table 12.1 in the Zoning Ordinance. Shared use of required parking may occur in part or entirely subject to review of the building and zoning permit application. The following documentation must be submitted:

- The names and addresses of the uses and of the owners or tenants that are sharing the parking;
- The location and number of parking spaces that are being shared;

- A legal instrument such as an easement or deed restriction that guarantees access to the parking for both uses.

Orientation

Buildings shall be configured in a manner that enhances pedestrian activity, regardless of the location of the main entrance or building setbacks through any of the following features:

- Orientation of the building towards adjacent streets, sidewalks, or open spaces;
- The inclusion of storefront windows and awnings;
- Pedestrian-oriented entrances; or
- Similar features that foster an active public realm.

Nonresidential and mixed-use development should be configured in a manner that creates and enhances access to existing and planned transit features or bicycle/pedestrian trail.

Multiple building developments shall be oriented in at least one of the following formats:

- Buildings facing each other across a relatively narrow vehicular access area with pedestrian amenities in a "main street" character;
- Buildings framing and enclosing at least three sides of parking areas, public spaces, or other site amenities; or
- Buildings framing and enclosing outdoor dining or gathering spaces for pedestrians between buildings.

Outparcels

- Outparcels and their buildings shall be situated in order to define street edges, entry points, and spaces for gathering or seating between buildings.
- Spaces between buildings on outparcels shall be configured with small scale pedestrian amenities such as plazas, seating areas, pedestrian connections, and gathering spaces.

Signage

All signs within the PCC shall follow guidelines established in the Greenville County Sign Ordinance, Chapter 19 of the Greenville County Code of Ordinances, with the following exceptions.

- No freestanding sign shall exceed five (5) feet in height, with the option for ten (10) feet with staff review.
- No Group Signage shall exceed sixteen (16) feet in height.

Lighting

For lighting of horizontal tasks such as roadways, sidewalks, entrances, and parking areas, fixtures shall meet IESNA "Full-Cutoff". Fixtures shall not be mounted in excess of 20' above finished grade. All other outdoor lightings, such as floodlights and spotlights, shall be aimed, located, and designed so as not to present a hazard to drivers or pedestrians by impairing their ability to safely traverse and so as not to create a nuisance by

projecting or reflecting objectionable light skyward onto neighboring property or roadways. Flashing lights are prohibited.

Vehicular Connectivity

- Two ingress/egress points must be provided through the use of vehicular cross access, shared drives, or encroachment subject to the review of Greenville County and/or South Carolina Department of Transportation.
- A reduction in required ingress/egress points may be permitted upon proof of exhaustion of viable options, subject to review at the discretion of the Zoning Administrator, or their designee.

Pedestrian Connectivity

- External and internal sidewalks and pathways must be provided at least five (5) feet in width.
- Pedestrian connectivity must be clearly delineated between public sidewalks and building entrances.
- Internal pedestrian connections must be provided between adjacent non-residential developments or land uses.

Subarea C: Industrial Zone

Setbacks

- Front setback as prescribed in the base zoning district.

Screening

- Screening shall be required where any non-residential use is adjacent to a residential use and/or district.

Off-Street Parking and Loading

To encourage cross-parcel connectivity, increased pedestrian use, and shared parking, parking shall not exceed 120% of the minimum parking requirements per Table 12.1 in the Zoning Ordinance. Shared use of required parking may occur in part or entirely subject to review of the building and zoning permit application. The following documentation must be submitted:

- The names and addresses of the uses and of the owners or tenants that are sharing the parking;
- The location and number of parking spaces that are being shared;
- A legal instrument such as an easement or deed restriction that guarantees access to the parking for both uses.

Lighting

For lighting of horizontal tasks such as roadways, sidewalks, entrances, and parking areas, fixtures shall meet IESNA "Full-Cutoff". Fixtures shall not be mounted in excess of 20' above finished grade.

All other outdoor lightings, such as floodlights and spotlights, shall be aimed, located, and designed so as not to present a hazard to drivers or pedestrians by impairing their ability to safely traverse and so as not to create a nuisance by projecting or reflecting objectionable light skyward onto neighboring property or roadways. Flashing lights are prohibited.

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Pedestrian Connectivity

- External and internal sidewalks and pathways must be provided at least five (5) feet in width.
- Pedestrian connectivity must be clearly delineated between public sidewalks and building entrances.
- Pedestrian connections must be provided between adjacent developments or land uses.

Please feel free to contact me at (864) 467-7279 or email me at astone@greenvillecounty.org with any questions.