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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: October 26, 2023

Subject: **CZ-2023-72:** Zoning Ordinance Text Amendment: Pelham Road Commercial Corridor 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 Overlay District.




At its meeting on October 25, 2023, Planning Commission expressed concern about the effect of these standards on local businesses in its recommendation for denial. As a result, staff is requesting that the Planning & Development Committee hold Docket **CZ-2023-72** at its November 6, 2023 meeting to allow staff, the commission, and stakeholders the opportunity to address these concerns.

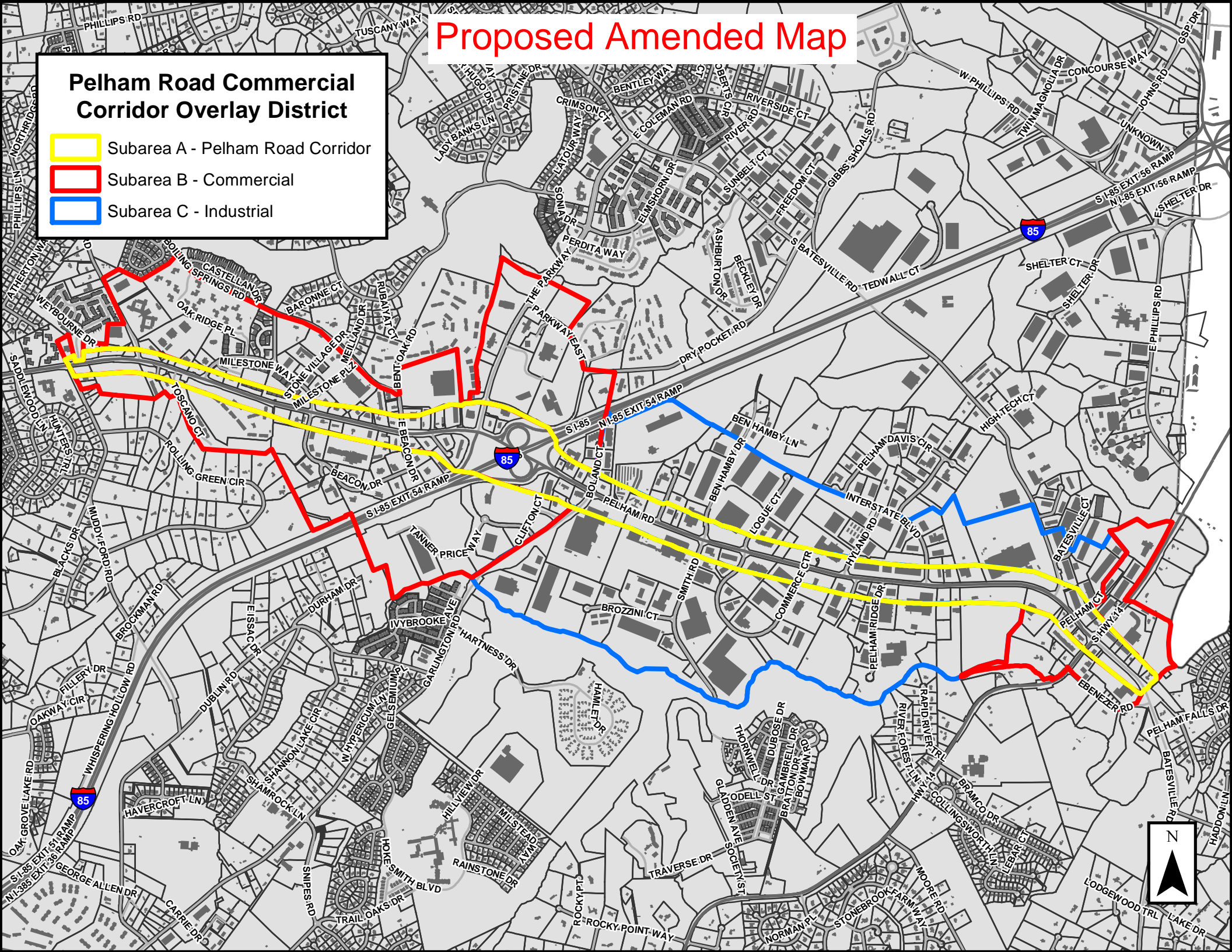
Please find a copy of the proposed ordinance and district map attached.

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

Proposed Amended Map

Pelham Road Commercial Corridor Overlay District

-  Subarea A - Pelham Road Corridor
-  Subarea B - Commercial
-  Subarea C - Industrial



AN ORDINANCE

AN ORDINANCE TO AMEND THE GREENVILLE COUNTY ZONING ORDINANCE TO ADD ARTICLE 8, SECTION 12, SPECIAL PURPOSE AND REVIEW DISTRICT REGULATIONS TO ESTABLISH THE PELHAM ROAD COMMERCIAL CORRIDOR OVERLAY DISTRICT AS SHOWN ON THE MAP LABELED “EXHBIT A” ATTACHED HERETO.

BE IT ORDAINED BY THE GREENVILLE COUNTY COUNCIL:

The Pelham Road Commercial Corridor Overlay District is an amendment to the Greenville County Zoning Ordinance to be included in Article 8 as a new Special Purpose District.

Section 8:12 PCC, Pelham Commercial Corridor District Zoning Overlay

Section 8:12.1 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.

Section 8:12.2 Official PCC Boundary

The PCC boundary and zones shall be shown on the Official Zoning Map of Greenville County.

The PCC boundary incorporates the use of subareas and respective development standards applicable only within that subarea. Each area outlined has unique characteristics, issues, and opportunities which required the creation of a special emphasis zone.

Section 8:12.3 Subarea A

The following sections are applicable to any property falling within Subarea A entirely or partially.

Section 8:12.3.1 Setbacks

Setbacks shall apply to all structures.

1. Front setback shall be at least fifteen (15) feet from property line.
2. Please refer to Section 7:3.1, *Setbacks/Height* for additional setback and height requirements as prescribed in the base zoning district.

Section 8:12.3.2 Screening and Buffers

Section 8:12.3.2-1 Purpose

The intent for screening and buffering requirements along the corridor is to promote economic vitality, screen vehicular drives and parking areas, and promote safety, health, and general welfare for Greenville County residents.

Section 8:12.3.2-2 Roadside Buffers

A minimum 15' landscaped roadside buffer is required. Buffers shall meet or exceed the following requirements:

1. Trees shall be spaced so that there is an average of one (1) tree per forty (40) linear feet of road frontage, with no gap in spacing larger than sixty (60) feet.
2. Evergreen shrubs planted so as to create a minimum thirty (30) inch tall continuous screen within three (3) years of installation. Shrubs shall have a minimum install height of twelve (12) inches and be maintained at no greater than thirty-six (36) inches when mature.

Refer to Section 12:4.8, *Suggested Plant List* for suitable species.

See Section 12:4.1, *Roadside Buffers* for additional screening requirements.

Section 8:12.3.2-3 Screening

Fencing is not allowed within Subarea A, except conditional uses which require screening per Section 6:2.

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

See Section 12:9, *Screening and Buffering Requirements* for additional screening requirements.

Section 8:12.3.3 Off-Street Parking and Loading

For new developments, reasonable effort should be made to provide parking behind primary structures. Parking shall meet, but not exceed 120% of the minimum parking requirements per Table 12.1. If minimum requirements cannot be satisfied behind the primary structure, the Zoning Administrator or his agent may authorize a reduction in the total number of parking spaces required on the site. 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:

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

Remote Parking may be provided on any land subject to Section 12:2.3, *Remote Parking*.

The provisions of Section 12:2, *Off-Street Parking* provides the minimum parking requirements, and Section 12:3, *Off-Street Loading* provide loading requirements.

Section 8:12.3.4 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:

- A. Window Signs
 - 1. To be located on the ground floor only.
 - 2. Extraneous information that is not allowed on building or freestanding signs may be permitted.
- B. Wall Signs
 - 1. Extraneous information such as services provided by the business, phone numbers or websites, hours of operation, etc. is not permitted.
 - 2. Building signs on a one story building must not be located above the roof line or parapet.
 - 3. 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.
 - 4. Signs located within thirty (30) feet of a single-family residential use and/or district may not be internally lit.
 - 5. Quantity: One (1) per tenant wall in multi-tenant buildings
- C. Awning Signs
 - 1. Quantity: One (1) per tenant; for buildings with multiple tenants, awning signs should be separate to identify each tenant space.
 - 2. Text and graphics should be limited to 30% of the awning area.
 - 3. Awning signs should be complimentary to the architecture of the building.
- D. Projecting Signs
 - 1. Quantity: One (1) per tenant
- E. Freestanding Signs
 - 1. Two per street front for group development or one per street for individual developments.
 - 2. No Freestanding Sign shall exceed eight (8) feet in height.
 - 3. No Group Freestanding Signage shall exceed twenty (20) feet in height.

Section 8:12.3.5 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 properties or roadways.

Flashing lights are prohibited.

Section 8:12.3.6 Connectivity

Section 8:12.3.6-1 Vehicular Connectivity

The intent of vehicular connectivity is to provide internal connections between all uses and parking areas, as well as encourage shared access points, shared parking, and reduce traffic congestions along the PCC District.

- 1. 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.

2. 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.

Section 8:12.3.6-2 Pedestrian Connectivity

The intent of pedestrian connectivity is to provide safe connections between parking areas and uses, as well as encourage shared parking and mixed-use developments all while contributing overall to the connectivity network.

1. External sidewalks and pathways must be provided at least eight (8) feet in width.
2. Internal sidewalks and pathways must be provided at least five (5) feet in width.
3. Pedestrian connectivity must be clearly delineated between public sidewalks and building entrances.
4. Pedestrian connections must be provided between adjacent developments or land uses.
5. Pedestrian connectivity requirements may be waived at the discretion of the Zoning Administrator, or their designee, where infeasible.

Section 8:12.3.7 Transparency

Transparency refers to the use of clear, non-mirrored glass windows, doors, and other architectural elements that are fundamentally see-through. Frosted, heavily tinted, and other semi-opaque glass materials shall not satisfy transparency zone requirements.

1. Within the Corridor Aesthetic Zone, at least seventy percent (70%) of public facing façade surface area between 3 and 8 vertical feet from grade shall be transparent. Primary pedestrian-oriented entry required.

Section 8:12.4 Subarea B: Commercial Zone

Section 8:12.4.1 Setbacks

Setbacks shall apply to all structures.

1. Front setback as prescribed in the base zoning district.
2. Please refer to Section 7:3.1, *Setbacks/Height* for additional setback and height requirements as prescribed in the base zoning district.

Section 8:12.4.2 Screening and Buffers

Section 8:12.4.2-1 Purpose

The intent for screening and buffering requirements along the corridor is to promote economic vitality, screen vehicular drives and parking areas, and promote safety, health, and general welfare for Greenville County residents.

Section 8:12.4.2-2 Roadside Buffers

See Section 12.4.1, *Roadside Buffers*.

Section 8:12.4.2-3 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. See Section 12:9, *Screening and Buffering Requirements*.

Section 8:12.4.3 Off-Street Parking and Loading

To encourage cross-parcel connectivity, increased pedestrian use, and shared parking, parking shall meet but 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:

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

Remote Parking may be provided on any land subject to Section 12:2.3, *Remote Parking*.

The provisions of Section 12:2, *Off-Street Parking* provide the minimum parking, and Section 12:3, *Off-Street Loading* for loading requirements.

Section 8:12.4.4 Orientation

- A. 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:
 1. Orientation of the building towards adjacent streets, sidewalks, or open spaces;
 2. The inclusion of storefront windows and awnings;
 3. Pedestrian-oriented entrances; or
 4. Similar features that foster an active public realm.
- B. Nonresidential and mixed-use developments should be configured in a manner that creates and enhances access to existing and planned transit features or bicycle/pedestrian trail.
- C. Multiple building developments shall be oriented in at least one of the following formats:
 1. Buildings facing each other across a relatively narrow vehicular access area with pedestrian amenities in a "main street" character;
 2. Buildings framing and enclosing at least three sides of parking areas, public spaces, or other site amenities; or
 3. Buildings framing and enclosing outdoor dining or gathering spaces for pedestrians between buildings.
- D. Outparcels
 1. Outparcels and their buildings shall be situated in order to define street edges, entry points, and spaces for gathering or seating between buildings.
 2. Spaces between buildings on outparcels shall be configured with small scale pedestrian amenities such as plazas, seating areas, pedestrian connections, and gathering spaces.

Section 8:12.4.5 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.

1. No freestanding sign shall exceed eight (8) feet in height.
2. No Group Signage shall exceed twenty (20) feet in height.

Section 8:12.4.6 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.

Section 8:12.4.7 Connectivity

Section 8:12.4.7-1 Vehicular Connectivity

The intent of vehicular connectivity is to provide internal connections between all uses and parking areas, as well as encourage shared access points and shared parking along major thoroughfares such as the PCC District.

1. 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.
2. 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.

Section 8:12.4.7-1 Pedestrian Connectivity

The intent of pedestrian connectivity is to provide safe connections between parking areas and uses, as well as encourage shared parking and mixed-use developments all while contributing overall to the connectivity network.

1. External and internal sidewalks and pathways must be provided at least five (5) feet in width.
2. Pedestrian connectivity must be clearly delineated between public sidewalks and building entrances.
3. Internal pedestrian connections must be provided between adjacent non-residential developments or land uses.
4. Pedestrian connectivity requirements may be waived at the discretion of the Zoning Administrator, or their designee, where infeasible.
- 5.

Section 8:12.5 Subarea C: Industrial Zone

Section 8:12.5.1 Setbacks

Setbacks shall apply to all structures.

1. Front setback as prescribed in the base zoning district.

2. Please refer to Section 7:3.1, *Setbacks/Height* for additional setback and height requirements as prescribed in the base zoning district.

Section 8:12.5.2 Screening and Buffers

Section 8:12.5.2-1 Purpose

The intent for screening and buffering requirements along the corridor is to promote economic vitality, screen vehicular drives and parking areas, and promote safety, health, and general welfare for Greenville County residents.

Section 8:12.5.2-2 Roadside Buffers

See Section 12:4.1 *Roadside Buffers*

Section 8:12.5.2-3 Screening

Screening shall be required where any non-residential use is adjacent to a residential use and/or district. See Section 12:9, *Screening and Buffering Requirements*.

Section 8:12.5.3 Off-Street Parking and Loading

To encourage cross-parcel connectivity, increased pedestrian use, and shared parking, parking shall meet but 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:

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

Remote Parking may be provided on any land subject to Section 12:2.3, *Remote Parking*.

The provisions of Section 12:2, *Off-Street Parking* provide the minimum parking, and Section 12:3, *Off-Street Loading* for loading requirements.

Section 8:12.5.4 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.

Section 8:12.5.5 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 24' 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.

Section 8:12.5.6 Connectivity

Section 8:12.5.6-1 Vehicular Connectivity

The intent of vehicular connectivity is to provide internal connections between all uses and parking areas, as well as encourage shared access points and shared parking along major thoroughfares such as the PCC District.

1. 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.
2. 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.

Section 8:12.5.6-1 Pedestrian Connectivity

The intent of pedestrian connectivity is to provide safe connections between parking areas and uses, as well as, encourage shared parking and mix-use developments all while contributing overall to the connectivity network.

1. External and internal sidewalks and pathways must be provided at least five (5) feet in width.
2. Pedestrian connectivity must be clearly delineated between public sidewalks and building entrances.
3. Pedestrian connections must be provided between adjacent developments or land uses.
4. Pedestrian connectivity requirements may be waived at the discretion of the Zoning Administrator, or their designee, where infeasible.
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Section 8:12.6 Variances

If the strict application of the provisions of this ordinance would result in unnecessary hardship, a request for a variance may be submitted to the Board of Zoning Appeals.

Section 8:12.7 Non-conformities

All Changes to existing conditions of the lands, or structures within the Pelham Commercial Corridor Overlay District after spring 2023 shall be subject to the provisions of this District and the Greenville County Zoning Ordinance.

All new development and changes to existing developments with the exception of Dwelling – Single Family and Dwelling – Two-Family (duplex) shall be subject to the provisions of this district and shall be reviewed by the staff of the Zoning Administrator.

Please refer to Section 9:3, Nonconforming Uses and Structures for information regarding nonconformities.

DONE IN REGULAR MEETING THIS ____ DAY OF _____, 2023.

ATTEST:

Regina McCaskill
Clerk to Council

Dan Tripp, Chairman
Greenville County Council

Joseph M. Kernell
County Administrator