



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: Kelsey Mulherin, Planner I

RE: CZ-2024-013

APPLICANT: Ethan Olliff of Site Design, Inc. for Hotels Enterprise, LLC

PROPERTY LOCATION: Grove Reserve Pkwy. & Old Grove Rd., Piedmont, SC 29673

PIN/TMS#(s): 0409000100107

EXISTING ZONING: C-1, Commercial District

REQUESTED ZONING: C-2, Commercial District

PROPOSED LAND USE: Hotel

ACREAGE: 5.708

COUNCIL DISTRICT: 25 – Fant

ZONING HISTORY: This parcel was originally zoned R-S, Residential Suburban District in May 1971, as part of Area 2. Docket CZ-1997-71 included the subject parcel and originally requested rezoning from R-S, Residential Suburban District and R-M, Multifamily Residential District to I-1, Industrial District, S-1, Services District, and C-2, Commercial District. During the review process the applicant requested to remove the I-1 & S-1 portions and to keep the C-2 request. County Council amended the request to C-1, Commercial District on September 16, 1997, the amended request was adopted at third reading October 7, 1997. There have been no other rezoning requests submitted.

EXISTING LAND USE: Vacant

AREA CHARACTERISTICS:

Direction	Zoning	Land Use
North	R-S	Single-Family Residential
East	C-2 & C-1	Commercial
South	I-1	Vacant
West	C-1	Vacant

WATER AVAILABILITY: Greenville Water

SEWER AVAILABILITY: Metro District – Sewer is available

PLAN GREENVILLE COUNTY

CONFORMANCE: The subject property is part of the Plan Greenville County Comprehensive Plan, where it is designated as *Industrial*. **Please refer to the Future Land Use Map at the end of the document. **

AREA AND COMMUNITY PLANS:

The subject property is a part of the South Greenville Area Plan, where it is designated as *Commercial*. **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.

	Zoning	Zoning Density	Acres	Total Units
Current	C-1	12 units/acre	5.708	68 units
Requested	C-2	16 units/acre		91 units

A successful rezoning would allow for 23 more dwelling units than is allowed under the current zoning if submitted as a Mixed-Use Development as defined by Greenville County Zoning Ordinance.

ROADS AND TRAFFIC: Grove Reserve Parkway is a three to five-lane County-maintained

collector road. The parcel has approximately 598 feet of frontage along Grove Reserve Parkway. Old Grove Road is a two-lane State-maintained local road. The parcel has approximately 479 feet of frontage along Old Grove Road. The parcel is approximately 0.07 miles west of the intersection of Grove Reserve Parkway and Augusta Road (HWY 25). The property is not located along a bus route. There are no sidewalks located at the parcel boundaries.

Location of Traffic Count	Distance to Site	2019	2021	2022
Grove Reserve Parkway	569' E	0	225 +225%	3,800 +1588%
Sterling Grove Road	156' SE	75	50 -33.3%	75 +50%

CULTURAL AND ENVIRONMENTAL:

Floodplain is not present on the site. There are no known historic or cultural resources on the site. There are no schools located within one mile of the site.

CONCLUSION:

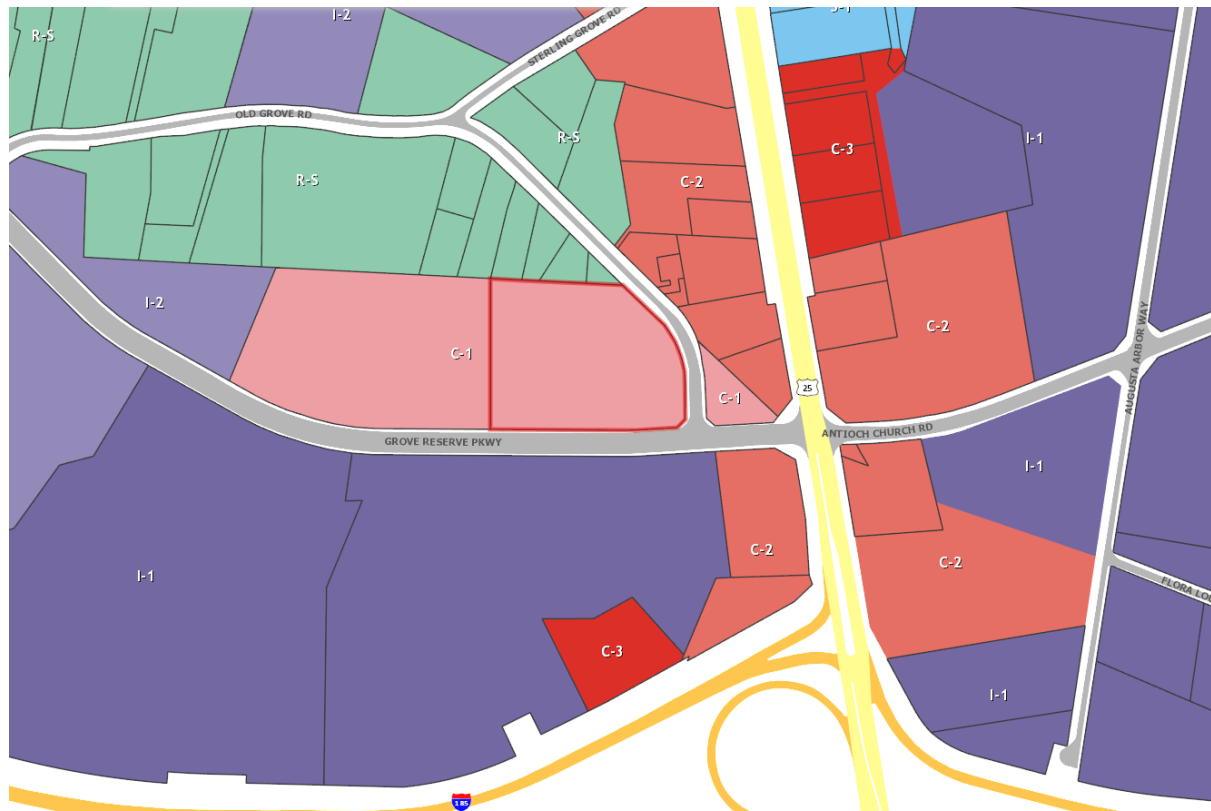
The subject parcel zoned C-1, Commercial District is located along Grove Reserve Parkway, a three to five-lane County-maintained arterial road and Old Grove Road, a two-lane State-maintained local road. Staff is of the opinion that a successful rezoning to C-2, Commercial District would not have an adverse impact on the surrounding area. Additionally, the request is consistent with the South Greenville Area Plan, which designates the parcel as *Commercial*.

RECOMMENDATION:

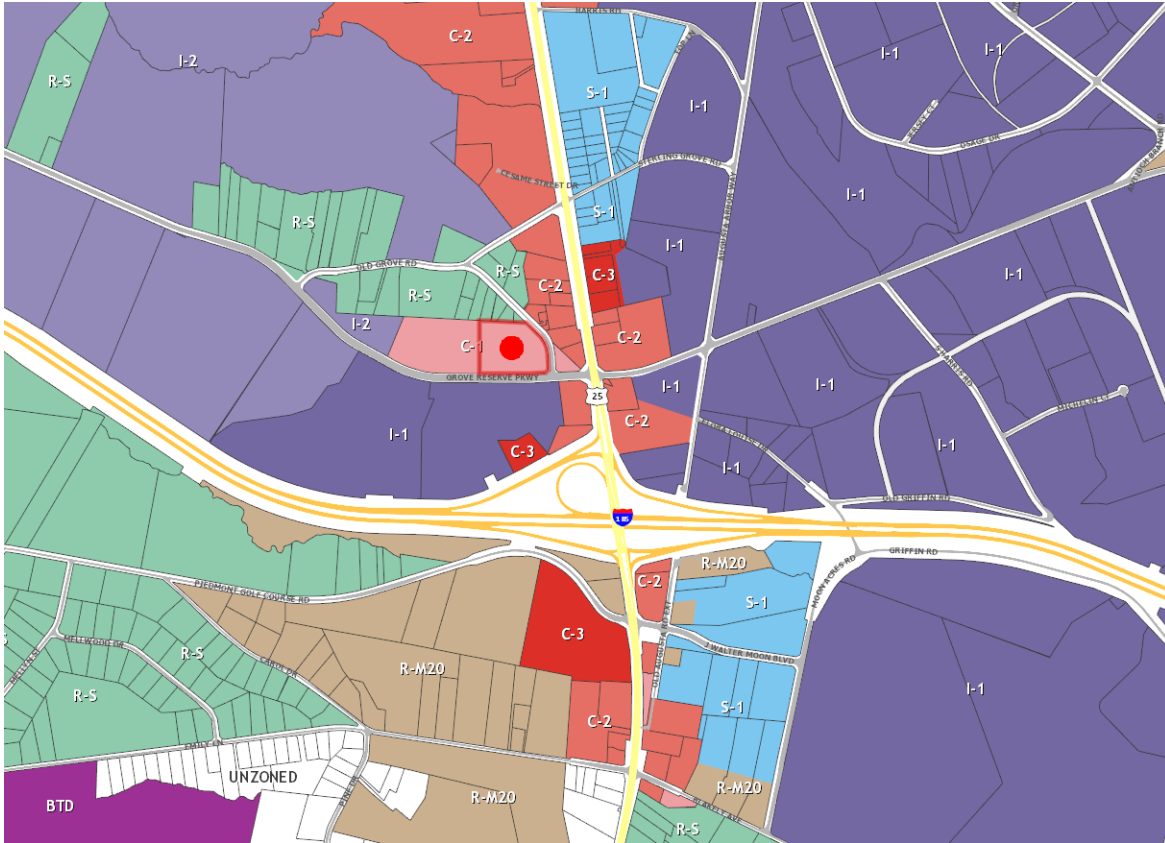
Based on these reasons, staff recommends approval of the requested rezoning to C-2, Commercial District.



Aerial Photography, 2023



Zoning Map, Zoomed In



Zoning Map, Zoomed Out



Plan Greenville County, Future Land Use Map

