



REQUEST FOR COUNCIL ACTION

City of Greenville, South Carolina

Agenda Item No.

14a

TO: Honorable Mayor and Members of City Council
FROM: Nancy P. Whitworth, Interim City Manager

Ordinance/First Reading Ordinance/Second & Final Reading Resolution/First & Final Reading Information Only

AGENDA DATE REQUESTED: February 11, 2019

ORDINANCE/RESOLUTION CAPTION:

TO REZONE APPROXIMATELY 103 ACRES OF PROPERTY ALONG A PORTION OF PENDLETON STREET, NORTH MEMMINGER STREET, SOUTH CALHOUN STREET, AND SOUTH ACADEMY STREET (Z-20-2018) REVISED

SUMMARY BACKGROUND:

This Ordinance rezones multiple properties along a portion of Pendleton Street, North Memminger Street, South Calhoun Street and South Academy Street in order to better align zoning with current uses and encourage development that is compatible with the surrounding neighborhoods.

This Ordinance is revised to rezone the following Tax Map Numbers 78-6-4, 78-6-12, 78-6-12.1 and 78-6-3.1 to RDV (Redevelopment District) based upon their size, the property's frontage along Academy Street, and the goal to encourage more neighborhood-friendly redevelopment.

IMPACT IF DENIED:

If denied, the properties will not be rezoned.

FINANCIAL IMPACT

N/A

REQUIRED SIGNATURES

Department Director _____

OMB Director _____

City Attorney Michael S. Pitts

City Manager Nancy Whitworth

DocuSigned by:

Michael S. Pitts

5E0F2A267E2D413...
DocuSigned by:

Nancy Whitworth

1DC2D48BBB5D4AB...

A N O R D I N A N C E

TO REZONE APPROXIMATELY 103 ACRES OF PROPERTY ALONG A PORTION OF PENDLETON STREET, NORTH MEMMINGER STREET, SOUTH CALHOUN STREET, AND SOUTH ACADEMY STREET (Z-20-2018)

WHEREAS, the City of Greenville applied to the City Planning Commission and City Council to rezone multiple properties along a portion of Pendleton Street, North Memminger Street, South Calhoun Street and South Academy Street in order to better align zoning with current uses and encourage development that is compatible with the surrounding neighborhoods; and

WHEREAS, the Pendleton Street corridor, between South Main Street and Academy Street, is an important link connecting downtown, the West End Historic District and the Village of West Greenville; and

WHEREAS, Academy Street between Markley and Pendleton Streets also links Heritage Green, Downtown, the Salvation Army's Kroc Center, A.J. Whittenberg Elementary School and the new Unity Park with the neighborhoods located in Greenville's West Side; and

WHEREAS, the West Greenville, West End, and Sterling neighborhoods have undergone transformation with the renovation of existing homes and the construction of new homes including affordable, workforce and market-rate options; and

WHEREAS, while this revitalization, taken as a whole, has been a positive development, these three neighborhoods also face development pressures including the demolition of existing homes and religious and commercial structures, and the loss of affordable housing; and

WHEREAS, the West End Neighborhood Association asked City staff to review the zoning classifications in this area and present recommendations that encourage more neighborhood compatible development; and

WHEREAS, the Sterling Neighborhood Master Plan also included a recommendation to update the zoning along Pendleton Street to encourage more mixed use and neighborhood friendly development; and

WHEREAS, in light of these neighborhood changes and the concerns expressed by the residents, the City developed a study area that included the Pendleton Street and Academy Street corridors and adjacent areas and undertook an evaluation of the current zoning, and the commercial zoning designations permitted within the City's Land Management Ordinance; and

WHEREAS, from those efforts and studies emerged a recognition that the Pendleton Street corridor was predominately zoned C-3 (Regional Commercial), one of the most intensive commercial designations and found on corridors such as Laurens Road, Wade Hampton Boulevard and Pleasantburg Drive, while the Academy Street corridor in close proximity was zoned C-2 (Local Commercial); and

WHEREAS, the RDV (Redevelopment District) designation was the most appropriate commercial zoning designation for this section of Pendleton Street given the desire to discourage uses that do not contribute to the revitalization of the area, and to encourage more urban and pedestrian friendly development; and

WHEREAS, the RDV designation meets the Mixed-Use Community (Pendleton Street) and Urban Residential (Academy Street) future land use designations set out in the 2009 Comprehensive Plan; and

WHEREAS, in the Comprehensive Plan, a Mixed-Use Community designation encourages grocery stores, specialty stores, community libraries, medical offices, mid-size employers, community parks and residential uses; and

WHEREAS, the Urban Residential designation encourages a range of housing, including single-family detached houses, attached homes and multifamily units in order to serve as a transition between the Downtown core uses and the single family neighborhoods of outlying areas; and

WHEREAS, the City's planning efforts culminated with a recommendation of the rezoning contemplated in this Ordinance, which in summary, rezones the Pendleton Street commercial corridor from C-3 to RDV and those portions of the Academy Street commercial corridor in the same vicinity from C-2 to RDV, RM-1 (Single-family and Multifamily Residential District) and RM-2 (Single-family and Multifamily Residential District) while maintaining and slightly expanding the residential designation where appropriate based on current uses; and

WHEREAS, staff also reviewed the intersection of Academy Street and Pendleton Street and given that Academy Street is an arterial street and generates traffic counts of between 20,200 and 27,300 cars per day, and the three (3) adjoining corners are currently zoned C-3, staff recommended that this corner remain C-3; and

WHEREAS, City staff was also mindful of existing uses within the subject area and the majority of the existing uses will be allowed by right with a few current uses that will be considered non-conforming under the RDV designation; and

WHEREAS, those non-conforming uses may continue as long as the operations do not cease for a period greater than six (6) months which at that time, the zoning will revert to the new zoning designation; and

WHEREAS, in the past, City Council has taken steps to better align the zoning along commercial corridors to encourage redevelopment that supports its adjacent neighborhoods including a portion of Pendleton Street between Academy Street and the Village of West Greenville in 2010, portions of E. Stone Avenue and Wade Hampton Boulevard in 2008 and portions of the Pete Hollis Gateway area in 2006; and

WHEREAS, the proposed rezoning is more fully set forth in Exhibit A, attached hereto and made a part hereof, which sets forth the tax map number along with the existing and proposed designation for each affected property — further reference is also made to Exhibits B and C, attached hereto and made a part hereof, which set forth maps prepared by Planning staff reflecting the existing and proposed zoning, respectively; and

WHEREAS, several neighborhood and public meetings were held to request and receive feedback from the impacted property owners and neighbors as more fully set forth in Exhibit D, attached hereto and made a part hereof; and

WHEREAS, the City Planning Commission, pursuant to public notice, held a public hearing on December 20, 2018, to consider the proposed rezoning, and the Commission recommended approval; and

WHEREAS, City Council finds that the proposed re-zoning guides development in accordance with existing and future needs and substantially advances legitimate governmental interests by promoting public convenience, order, appearance, prosperity, and welfare; and

WHEREAS, City Council finds the proposed zoning classifications to be compatible with the City's Comprehensive Development Plan and with the zoning of surrounding properties; and

WHEREAS, at the January 28 meeting, City Council requested that staff review the proposed zoning for four parcels comprising Tax Map Numbers 78-6-4, 78-6-12, 78-6-12.1 and 78-6-3.1; and

WHEREAS, staff reviewed the proposed zoning for these parcels and based upon their size, frontage along Academy Street, and the goal to encourage more neighborhood-friendly redevelopment, staff is recommending that the aforementioned parcels listed above be zoned RDV;

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COUNCIL OF THE CITY OF GREENVILLE, SOUTH CAROLINA, approximately 103 acres of property currently located along a portion of Pendleton Street, North Memminger Street, South Calhoun Street and South Academy Street are hereby rezoned as reflected in Exhibit A. This Ordinance shall be effective upon second and final reading.

DONE, RATIFIED AND PASSED THIS THE _____ DAY OF _____, 2019.

MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

REVIEWED:

CITY MANAGER

EXHIBIT A
List of properties by tax map numbers

1

PIN	Existing	Proposed
0073000400200	C-3	C-4
0073000400400	C-3	C-4
0073000400600	C-3	C-4
0073000400601	C-3	C-4
0073000400602	C-3	C-4
0073000400603	C-3	C-4
0073000400604	C-3	C-4
0073000400605	C-3	C-4
0073000400607	C-3	C-4
0073000400608	C-3	C-4
0073000400609	C-3	C-4
0073000400610	C-3	C-4
0073000400611	C-3	C-4
0073000400612	C-3	C-4
0073000400613	C-3	C-4
0073000400614	C-3	C-4
0073000400615	C-3	C-4
0073000400616	C-3	C-4
0073000400617	C-3	C-4
0073000400618	C-3	C-4
0073000400619	C-3	C-4
0073000400800	C-3	C-4
0073000401000	C-3	C-4
0073000401500	C-3	C-4
0073000401600	C-3	C-4
0074000200100	C-2	RM-2
0074000200101	C-2	RM-2
0074000200102	C-2	RM-2
0074000200103	C-2	RM-2
0074000200104	C-2	RM-2
0074000200105	C-2	RM-2
0074000200106	C-2	RM-2
0074000200107	C-2	RM-2
0074000200108	C-2	RM-2
0074000200109	C-2	RM-2
0074000200110	C-2	RM-2
0074000200111	C-2	RM-2
0074000200112	C-2	RM-2
0074000200113	C-2	RM-2
0074000200114	C-2	RM-2
0074000200200	C-2	RM-2
0074000300300	C-2	C-2
0074000401300	C-2	C-2
0074000500100	RM-2	RM-2
0074000500200	RM-2	RM-2
0074000500300	C-2	C-2
0074000600100	C-2	RM-2
0074000600200	RM-2	RM-2
0074000600201	RM-2	RM-2
0074000600300	RM-2	RM-2
0074000600400	RM-2	RM-2
0074000600500	RM-2	RM-2
0074000600600	RM-2	RM-2
0074000600700	RM-2	RM-2
0074000600800	RM-2	RM-2
0074000600900	RM-2	RM-2
0074000700100	RM-2	RM-2
0074000700101	RM-2	RM-2
0074000700200	RM-2	RM-2
0074000700300	RM-2	RM-2
0074000700400	RM-2	RM-2

List of Current and Proposed Zoning by Parcel (003)

0074000700500	RM-2	RM-2
0074000700600	RM-2	RM-2
0074000700700	RM-2	RM-2
0074000700800	RM-2	RM-2
0074000700900	RM-2	RM-2
0074000700901	RM-2	RM-2
0074000701000	RM-2	RM-2
0074000701100	RM-2	RM-2
0074000701200	RM-2	RM-2
0074000701300	RM-2	RM-2
0074000701301	RM-2	RM-2
0074000701400	RM-2	RM-2
0074000701500	RM-2	RM-2
0074000701600	RM-2	RM-2
0074000800200	RM-2	RM-2
0074000800300	RM-2	RM-2
0074000800400	RM-2	RM-2
0074000800500	RM-2	RM-2
0074000800600	RM-2	RM-2
0074000800700	RM-2	RM-2
0074000800800	RM-2	RM-2
0074000800900	RM-2	RM-2
0074000801200	C-4/RM-2	C-4/RM-2
0074000801400	RM-2	RM-2
0075000300900	C-2	RM-1
0075000301000	C-2	RM-1
0075000301100	C-2	RM-1
0075000301101	C-2	RM-1
0075000301200	C-2	RM-1
0078000101000	C-2	RM-1
0078000101001	C-2	RM-1
0078000101002	C-2	RM-1
0078000200101	C-2	RM-2
0078000200102	C-2	RM-2
0078000200200	C-3	C-3
0078000200301	C-3	C-3
0078000200302	C-3	C-3
0078000200400	C-3	C-3
0078000200500	C-3	RDV
0078000200700	C-3	RDV
0078000200900	C-3	RDV
0078000201200	C-2	RM-2
0078000201201	C-2	RM-2
0078000201202	C-2	RM-2
0078000201300	C-2	RM-2
0078000201400	C-2	RM-2
0078000201500	C-2	RM-2
0078000201600	C-2	RM-2
0078000201601	C-2	RM-2
0078000201700	C-2	RM-2
0078000300100	C-3	RDV
0078000300101	C-3	RM-2
0078000300200	C-3	RM-2
0078000300300	C-3	RM-2
0078000300900	RM-2	RM-2
0078000301200	C-3	RDV
0078000301300	C-3	RDV
0078000301500	C-3	RDV
0078000400100	C-3	RDV
0078000400101	C-3	RDV
0078000400700	C-3	RDV
0078000400800	C-3	RDV

List of Current and Proposed Zoning by Parcel (003)

0078000400801	C-3	RDV	
0078000400900	C-3	RDV	
0078000401000	C-3	RDV	
0078000401100	C-3	RDV	
0078000401300	C-3	RDV	
0078000401400	C-3	RDV	
0078000401500	C-3	RDV	
0078000401700	C-3	RDV	
0078000401701	C-3	RDV	
0078000401900	C-3	RDV	
0078000402000	C-3	RDV	
0078000402100	C-3	RDV	
0078000402200	C-3	RDV	
0078000402201	C-3	RDV	
0078000402202	C-3	RDV	
0078000402203	C-3	RDV	
0078000402204	C-3	RDV	
0078000402205	C-3	RDV	
0078000402206	C-3	RDV	
0078000402207	C-3	RDV	
0078000402208	C-3	RDV	
0078000402300	C-3	RDV	
0078000402401	C-3	RDV	
0078000402500	C-3	RDV	
0078000500100	RM-2	RM-2	
0078000500200	RM-2	RM-2	
0078000500300	RM-2	RDV	
0078000500301	C-3	RDV	
0078000500500	C-3	RDV	
0078000500600	C-3	RDV	
0078000500700	C-3	RDV	
0078000500800	C-3	RDV	
0078000500900	RM-2	RM-2	
0078000501000	RM-2	RM-2	
0078000501001	RM-2	RM-2	
0078000501200	RM-2	RM-2	
0078000501300	RM-2	RM-2	
0078000600100	C-2	RM-2	
0078000600200	RM-2	RM-2	
0078000600300	C-2	RM-2	
<u>0078000600301</u>	C-2	RM-2	<u>RDV</u>
<u>0078000600400</u>	C-2	RM-2	<u>RDV</u>
0078000600500	RM-2	RM-2	
0078000600501	RM-2	RM-2	
0078000600502	RM-2	RM-2	
0078000600600	RM-2	RM-2	
0078000600700	RM-2	RM-2	
0078000600800	RM-2	RM-2	
0078000600900	RM-2	RM-2	
0078000601000	RM-2	RM-2	
0078000601100	RM-2	RM-2	
<u>0078000601200</u>	C-2	RDV	<u>RDV</u>
<u>0078000601201</u>	C-2	RDV	<u>RDV</u>
0078000601800	C-2	RM-2	
0078000601801	RM-2	RM-2	
0078000601802	C-2	RM-2	
0078000700400	OD	RDV	
0078000700500	OD	RDV	
0078000700600	OD	RDV	
0078000700900	C-2	RM-2	
0078000700901	OD	RDV	
0078000700901	C-2	RDV	

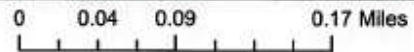
0078000701000	C-2	RM-2
0078000701001	OD	RM-2
0078000701100	C-2	RM-2
0078000701101	C-2	RM-2
0078000701102	C-2	RM-2
0078000701200	C-2	RM-2
0078000701400	C-2	RDV
0078000701900	C-2	C-2
0079000100100	RM-2	RM-2
0079000100200	RM-2	RM-2
0079000100201	RM-2	RM-2
0079000100400	RM-2	RM-2
0079000100500	RM-2	RM-2
0079000100502	RM-2	RM-2
0079000100600	RM-2	RM-2
0079000100700	RM-2	RM-2
0079000100800	RM-2	RM-2
0079000100801	RM-2	RM-2
0079000100900	RM-2	RM-2
0079000101000	RM-2	RM-2
0079000101100	RM-2	RM-2
0079000101200	RM-2	RM-2
0079000101300	C-2	RM-2
0079000101500	RM-2	RDV
0079000101800	C-2	RM-2
0079000101900	RM-2	RM-2
0079000102000	RM-2	RM-2
0079000102100	RM-2	RM-2
0079000102700	RM-2	RM-2
0079000102800	RM-2	RM-2
0079000102900	RM-2	RM-2
0079000103000	RM-2	RM-2
0079000103100	RM-2	RM-2
0079000103200	RM-2	RM-2
0079000103300	RM-2	RM-2
0079000103400	RM-2	RM-2
0079000103500	RM-2	RM-2
0079000103600	RM-2	RM-2
0079000103700	RM-2	RM-2
0079000103801	RM-2	RM-2
0079000103802	RM-2	RM-2
0079000103803	RM-2	RM-2
0079000103900	RM-2	RM-2
0079000200100	RM-2	RM-2
0079000200200	RM-2	RM-2
0079000200300	RM-2	RM-2
0079000200400	RM-2	RM-2
0079000200500	RM-2	RM-2
0079000200600	RM-2	RM-2
0079000200700	RM-2	RM-2
0079000200800	RM-2	RM-2
0079000200900	RM-2	RM-2
0079000201000	RM-2	RM-2
0079000201100	RM-2	RM-2
0079000201200	RM-2	RM-2
0079000201300	RM-2	RM-2
0079000201400	C-2	RDV
0079000201401	RM-2	RDV
0079000201900	C-2	RDV
0079000202100	RM-2	RM-2
0079000202400	RM-2	RM-2
0079000202500	RM-2	RDV

0079000202501	RM-2	RDV
0079000202600	RM-2	RDV
0079000202700	C-2	RDV
0079000202800	C-2	RM-2
0079000202900	RM-2	RM-2
0079000203000	RM-2	RM-2
0079000203100	RM-2	RM-2
0079000203200	RM-2	RM-2
0079000203300	RM-2	RM-2
0079000203400	RM-2	RM-2
0079000203401	RM-2	RM-2
0079000203500	RM-2	RM-2
0079000203506	RM-2	RM-2
0079000203507	RM-2	RM-2
0079000203508	RM-2	RM-2
0079000203509	RM-2	RM-2
0079000203510	RM-2	RM-2
0079000204000	RM-2	RM-2
0080000100100	C-3	RDV
0080000100101	C-3	RDV
0080000100200	OD	RDV
0080000100400	RM-2	RM-2
0080000100500	RM-2	RM-2
0080000100600	RM-2	RM-2
0080000100700	RM-2	RM-2
0080000100800	RM-2	RM-2
0080000100900	RM-2	RM-2
0080000100901	RM-2	RM-2
0080000101000	C-3	RDV
0080000101100	C-3	RDV
0080000101200	C-3	RDV
0080000101300	C-3	RDV
0080000101301	C-3	RDV
0080000200100	C-3/RM-2	RDV
0080000300100	RM-2	RDV
0080000300200	C-3	RDV
0080000300300	RM-2	RDV
0080000300400	C-3	RDV
0080000300500	C-3	RDV
0080000300502	C-3	RDV
0080000400100	C-3	PD
0080000400102	C-3	RDV
0080000400103	C-3	PD
0080000400104	C-3	PD
0080000400105	C-3	RM-2
0080000400106	PD	RM-2
0080000400107	PD	RM-2
0080000400108	PD	RM-2
0080000400109	PD	RM-2
0080000400110	PD	RM-2
0080000400111	C-3	RM-2
0080000400112	PD	RM-2
0080000400113	C-3	RM-2
0080000400400	PD	RDV
0080000400500	C-3	RM-2
0080000500100	C-3/RM-2	RDV
0080000500200	C-3	RDV
0080000500300	C-3	RDV
0080000500301	C-3	RDV
0080000500900	C-3	RDV
0080000600100	C-3	C-4
0080000600200	C-3	C-4

0080000600300	C-3	C-4
0081000200200	C-3	OD
0081000200300	C-3	OD
0081000200301	C-3	OD
0081000200302	C-3	OD
0081000200303	C-3	OD
0081000200304	C-3	OD
0081000200305	C-3	OD
0081000200306	C-3	OD
0081000200307	C-3	OD
0081000200308	C-3	OD
0081000200309	C-3	OD
0081000200400	C-3	OD
0081000200500	C-3	OD
0081000200600	C-3	RM-1
0081000201700	C-3	RM-1
0081000201800	C-3	RM-1
0081000202100	C-3	OD
0081000202200	C-3	OD
0081000202300	C-3	OD
0084000103100	C-3	RM-2
0084000103100	RDV	RM-2
0084000103101	RDV	RM-2
0084000103102	RDV	RM-2
0084000103103	RDV	RM-2
0084000103104	RDV	RM-2
0084000103105	RDV	RM-2
0084000103106	RDV	RM-2
0084000103107	RDV	RM-2
0084000103108	RDV	RM-2
0084000103109	RDV	RM-2
0084000103110	RDV	RM-2
0084000103111	RDV	RM-2

EXHIBIT B

Pendleton Street Existing Zoning



Legend

Zoning

- C-1, Neighborhood Commercial District
- C-2, Local Commercial District
- C-3, Regional Commercial District
- C-4, Central Business District
- FRD, Flexible Review District
- I-1, Industrial District
- OD, Office and Institutional District
- PD, Planned Development District
- R-6, Single Family Residential District

- R-9, Single Family Residential District
- RDV, Redevelopment District
- RM-1, Single- and Multi-Family Residential District
- RM-1.5, Single- and Multi-Family Residential District
- RM-2, Single- and Multi-Family Residential District
- RM-3, Single- and Multi-Family Residential District
- S-1, Service District
- Buildings
- Study Area

EXHIBIT C Pendleton Street Proposed Zoning Revised 2 - 11 - 2019



Legend

Zoning

- | | |
|---|---|
| C-1, Neighborhood Commercial District | RDV, Redevelopment District |
| C-2, Local Commercial District | RM-1, Single- and Multi-Family Residential District |
| C-3, Regional Commercial District | RM-1.5, Single- and Multi-Family Residential District |
| C-4, Central Business District | RM-2, Single- and Multi-Family Residential District |
| FRD, Flexible Review District | RM-3, Single- and Multi-Family Residential District |
| I-1, Industrial District | S-1, Service District |
| OD, Office and Institutional District | Buildings |
| PD, Planned Development District | Study Area |
| R-6, Single Family Residential District | |
| R-9, Single Family Residential District | |

EXHIBIT D

Pendleton and Academy Street Proposed Zoning Update
Public Meetings and presentations to gather citizens and property owner comments

- West End Neighborhood Association meeting – April 3, 2018 at 6:30
St. Andrews Episcopal Church

- Open House for Property owners and citizens – April 30, 2018, 4:00-6:00
St. Andrews Episcopal Church

- Open House for property owners and citizens – May 1, 2018, 4:00-6:00
St. Andrews Episcopal Church

- Sterling Neighborhood Association meeting – May 10, 2018 at 6:00
Sterling Community Center

- Sterling Land Trust Board of Directors – May 17, 2018 at 6:30
Sterling Hope Center

- West Greenville Neighborhood Association – October 9, 2018 at 6:30
W. Greenville Community Center

- West End Neighborhood Association – December 4, 2018 at 6:30
St. Andrews Episcopal Church