



## Rezoning Analysis-Report to City Council

Meeting Date: August 22, 2011

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<b>Location:</b>	1333 E. Main St., Tax Map #626-05-02-014
<b>Site Area:</b>	Approx. 3.98 acres
<b>Request:</b>	Rezone property from Industry General (IG) to Limited Commercial (LC).
<b>Proposed Development:</b>	Grocery Store
<b>Applicant:</b>	CH Development, LLC Greenville, SC 864.272.0088
<b>Owner:</b>	Pro Build Real Estate Atlanta, GA

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### Site Description

The subject property is the former location of Hope Lumber & Supply. It is located on the east side of the City at the corner of East Main Street (principal arterial) and Belleview Road (local). Surrounding uses include retail, restaurant, and industrial uses in commercial and industrial zoning districts. A rail line borders the property to the south.

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### Development Proposal

The applicant is requesting the rezoning in order to facilitate the development of a grocery store on the property. The proposed building would be one story and approximately 20,000 square feet in size. The proposed building would front East Main Street. Access would be provided from Belleview Road.

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### Existing Zoning District Summary

Industry General (IG)- The IG District is established and intended to provide lands for light industrial uses that can be operated in a relatively clean and quiet manner and that will not be obnoxious to adjacent residential or business districts. Allowable uses include limited manufacturing and functionally related uses such as distribution, storage, and processing. Some heavier industrial uses may be permitted with a Special Exception (see Section 2-300(D)). Commercial uses are allowed, but are considered incidental to the predominantly light industrial nature of the district. Residential uses, other than caretaker dwellings, and uses that generate hazardous wastes are not permitted.

### Proposed Zoning District Summary

Limited Commercial (LC)- The LC district is established as a mid-level intensity commercial district that allows a wider range of non-residential uses at increasing intensities than the NC district. The uses allowed in this district include a wide range of general retail, business, and service uses, as well as professional and business offices along with integrated residential uses as allowed in the NC (Neighborhood Commercial)

district. Uses in this district are intended to serve groups of neighborhoods instead of individual neighborhoods.

**Zoning History of the Property and Previous Rezoning Cases in the Area**

The area across the railroad track was rezoned from IG to LC in 2006 by the City due to the large number of nonconforming uses that were created by the transition from M-L zoning to IG zoning with the adoption of the new Zoning Ordinance.

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**INFRASTRUCTURE CONSIDERATIONS**

**Transportation**

The property has frontage on East Main Street, a principal arterial, and Belleview Road, a local street. The site will be accessed from Belleview Road. Sidewalks exist along East Main Street. Frontage sidewalks will be required along Belleview Road when the site is redeveloped.

Historic traffic volumes in the area are shown below:

Street	Vehicles Per Day				Capacity*
	2009	2004	1999	1994	
East Main Street	23,000	24,200	23,800	22,800	33,600
East White Street	6,300	6,100	5,300	6,200	8,600

\*Capacity denotes Level of Service "C". (LOS C = road is carrying 75-100% of capacity.)

**Public Utilities**

All necessary utilities are available to the site.

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**RELATIONSHIP TO PUBLIC PLANS**

**Vision 2020 Comprehensive Plan**

The City's Vision 2020 Land Use Map indicates that these parcels are within the Community Center sub-area of the Suburban Mixed Use Center Character Area. Uses located within the Community Center classification should be medium scale and serve multiple surrounding neighborhoods, but not include big box retail centers. Community Centers should typically be anchored by a grocery store, with supporting commercial uses. Access from arterial roadways should be balanced with pedestrian and bicycle enhancements and circulation. Mixed Use Centers should be well integrated into the fabric of surrounding neighborhoods through sensitive building design. Centers should provide a compatible transition into the existing residential areas by stepping down building heights and using materials that fit within the context of the neighborhood. Other key planning principles that apply to Community Suburban Mixed Use Centers include an emphasis on pedestrian orientation, connectivity between uses and to adjacent properties, and well designed circulation and access for all modes of transportation.

## **Conclusion**

The requested rezoning is generally consistent with the City of Rock Hill Vision 2020 Comprehensive Plan and Vision 2020 Land Use Map.

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## **PUBLIC INVOLVEMENT**

Staff hereby certifies that the required public notification actions have been completed as follows:

- July 10 & 24: Planning Commission public hearing advertisements published in *The Herald*.
- July 22: Rezoning notification signs posted on subject property.
- July 22: Rezoning notification postcards sent to property owners within 300' of the subject property. A total of 20 postcards were sent to properties within rezoning area and surrounding areas.

## **Public Hearing**

The Rock Hill Planning Commission held a public hearing on this application on August 9, 2011. One members of the public spoke and the applicant presented information about the proposal.

Mr. Paul Moydell, Bi-Lo, Director of Real Estate, stated that Kimley-Horn had been retained to do a traffic survey of the area. He noted that this store had approximately 15,000 customers per week, and stated that the company's main concern was over the added traffic to the area and the welfare of the customers within that area.

Mr. Roper asked Mr. Moydell if he had a copy of the traffic study. Mr. Moydell provided the commission with a copy of the report. He stated that the company had done a study in October 2010, from 6 am until 10 pm. The study indicated that there were approximately 25,000 vehicles traveling through the area with the peak time being from 3 to 6 pm with over 2000 vehicles per hour.

Mr. Roper asked if there were traffic counts from Belleview Road. Mr. Moydell stated that the count was approximately 1200-1400 vehicles, and that the same numbers applied to Pinewood Road. He added that there was no reason for anyone to be on Belleview Road as it was not a cut-through to other areas.

Mr. Christopher asked about the size of the Bi-Lo. Mr. Moydell stated that it was 46,500 square feet.

Mr. Moydell asked if the grocery store was the only building under consideration or if there would be any additional retailers associated with the store. Mr. Hawkins stated that there were no other additional retailers proposed.

Mr. Bill Misiaveg, CH Development, 19 Tamaron Way, Greer, SC, applicant, stated that the request for Limited Commercial (LC) zoning was based on the 2020 Comprehensive Plan Vision Statement, and was compatible with the intended use. He noted that the entrances would be aligned with the shopping center across Belleview Road. He noted that the traffic numbers may not approach the ones mentioned on Belleview or Pinewood, but that the shopping center there also has access points off Belleview,

Pinewood, and E. Main Street. He added that they did not propose to use the existing curb cut at E. Main Street. He added that the proposal included more substantial landscaping and less impervious surfaces than the previous use, and noted that sidewalks along Belleview and E. Main Street were included as part of the redevelopment effort, which was hoped to spur additional redevelopment in the area.

Mr. Roper asked about the proposed truck traffic for the site. Mr. Misiaveg stated that trucks would enter in off Belleview and follow a designated path in and out of the site.

Mr. Roper asked at what times trucks would be on the site. Mr. Misiaveg stated typically during the day.

Mr. Christopher asked if there would be curb and gutter along Belleview Road. Mr. Misiaveg stated there would not.

Mr. Roper asked if the adjacent property would be purchased as well. Mr. Misiaveg stated that it would not, but that there would be ample buffering put into place.

Mr. David Hall, Hall Engineering, 11 Toy Street, Greenville, SC, site engineer, stated that there were some concerns over drainage issues to be addressed with a retention area along the front of the property, and other drainage concerns that would be addressed in the future as needed. He noted that there would be less runoff in the future than currently exists.

Mr. Christopher asked if the Traffic Commission would be involved with curb and gutter issues. Mr. Hawkins stated that it would not as it was an existing road that did not require these improvements.

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## **RECOMMENDATIONS**

### **Staff Assessment**

The proposed rezoning would result in a down-zoning from industrial to commercial. The LC zoning is consistent with the City's Land Use Plan and would permit uses that are more compatible with the surrounding development than the uses permitted in the IG district.

### **Staff Recommendation**

Staff recommends approval of the proposed Limited Commercial (LC) zoning.

### **Planning Commission Discussion**

At their August meeting, the Planning Commission held the following discussion:

Mr. Roper asked what the current zoning was for the adjoining property in between this and the SF-4 property. Mr. Hawkins stated that this was also zoned IG and is a metal fabrication business. He noted that the area across the railroad tracks that is zoned LC had originally been zoned IG as well until rezoned in 2006 by the City. That area was rezoned in order to be more consistent with the existing businesses in the area and more compatible with the surrounding residential neighborhoods.

Mr. Roper asked about the access to Bi-Lo from E. Main Street and Belleview Road. Mr. Hawkins stated that there was access off both streets.

Mr. Graham asked if there would be improvements to Belleview Road. Mr. Hawkins stated that there were none as part of this proposal.

Mr. Graham asked about the width of property along E. Main Street and if there would be any access at that location. Mr. Hawkins stated that any access to this site would be off Belleview Road.

Mr. Roper asked if the access would be aligned or offset from the Belleview Road entrance to the Bi-Lo shopping center. Mr. Hawkins stated that while there had been no site plan submitted as of this time, the entrance would be required to be aligned or further back.

Mrs. Easley asked about the adjacent operation that would remain zoned IG. Mr. Hawkins stated that this was a metal fabrication and scrap business.

Mr. Graham asked if staff had any concerns over the access off Belleview Road. Mr. Hawkins stated there were none, that traffic and access improvements would be determined as part of the site plan for the redevelopment of the property and that there would be no more impact than that from the previous use.

Mr. Graham stated his concern that Belleview Road was residential, that the entrance onto E. Main Street from that area created a lot of stacking, and there isn't a good alternate exit onto E. Main Street.

There was general discussion as to improvements to Belleview Road. Mr. Hawkins stated that engineering improvements to the area could be addressed with the site plan for the new development.

Mrs. Easley asked about access points for the school. Dr. Robinson stated that access was by way of gates along Sullivan Street.

Mr. Graham asked about the estimated number of customers or trips per day generated by this redevelopment. Mr. Hawkins stated the applicant may have these numbers.

Mr. Graham asked if Neighborhood Commercial (NC) zoning had been considered. Mr. Hawkins stated that there was a size limitation of 10,000 square feet in NC, and that LC was more compatible with the adjacent zoning of GC and LC.

Mr. Graham asked if staff had a concern over traffic. Mr. Hawkins stated that these details had not been discussed, that from a general zoning standpoint there were no concerns over the proposed zoning.

Mrs. Easley asked about the ownership of the vacant lots to the rear (along Sullivan St.), beyond the adjoining property. Mr. Hawkins stated that these were owned by the adjoining residential property owner.

Mr. Roper stated that while there may be some reservations over the issues discussed, these could be addressed during the site plan submittal stage.

### **Planning Commission Recommendation**

Following the public hearing at their August meeting, the Planning Commission voted 6-0 to recommend approval of the rezoning.

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### **Attachments**

- Rezoning Map

For copies of the following attachments, see the digital version of the report on the City's website:

- Annexation Application
- Rezoning Application

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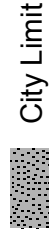
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**ROCK HILL**  
SOUTH CAROLINA

**M-2011-12**

**Legend**



City Limit



Zoning District Boundaries

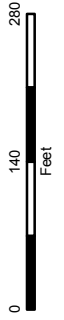


Area of Interest

**Zoning Data**

**Current: IG**

**Proposed: LC**



Planning & Development  
Services Department  
City of Rock Hill

6/11/11

