



The Lowcountry's Hometown

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STAFF REPORT

TO: Town Council

FROM: Justin Westbrook, Community Development Director

SUBJECT: Zoning Map Amendment (ZA-25-03) – Live Production, LLC

DATE: July 22, 2025

Background: The applicant, J. Ryan Neal of Live Productions, LLC, has applied for a Zoning Map Amendment (ZA-25-03) for a parcel (TMS # 143-00-00-047). The applicant is seeking the parcel to be zoned **General Commercial (C-2)**.

Existing Zoning: The subject parcel is currently in the **Planned Development - Commercial District (PD-C)** Zoning District. Per the Town's Zoning Ordinance, this zoning district is intended to:

"...encourage the development of mixed-use communities which provide a range of harmonious land uses (residential, commercial, cultural, educational, etc.) which support the mixed uses within the planned unit development (PD District)."

Adjacent Zoning		Adjacent Land Use
North	MH-1	Mobile Home Park
South	R-2	UNDEVELOPED
	C-2	UNDEVELOPED
East	R-2	UNDEVELOPED
West	C-2	Various Retail Use Types

To date, Staff is unaware of any negotiated district standards required for this parcel's Planned Development district. This makes comparisons between the existing district and proposed district limited, as Staff always attempts to illuminate the potential challenges or benefits when rezoning a parcel.

Existing Site Conditions: The subject parcel comprises approximately 3.85 acres, which is currently undeveloped. Per the National Wetlands Inventory map, there does appear to be a very small amount of wetlands delineated on the parcel, which should not pose as a significant challenge for development, but will be appropriately addressed by Staff during the required Site Plan review. The subject parcel currently fronts and takes access from Fairground Road, with approximately 486-feet of road frontage. It is important to note that this parcel is approximately 196-feet from N Highway 52, along Fairgrounds Road, and is separated from this

major highway commercial corridor by only one parcel. The parcel also has frontage along Edwards Street, but this right-of-way does not have any improved access and most likely would be costly to provide should the development desire to utilize this as access.

Proposed Zoning Request: The applicant has requested to rezone the subject parcel and apply for a **General Commercial (C-2)** Zoning District. Per the Town’s Zoning Ordinance, the **General Commercial (C-2)** Zoning District is intended to:

“accommodate a variety of general commercial and nonresidential uses characterized primarily by retail, office and service establishments and oriented primarily to major traffic arteries or extensive areas of predominately commercial usage and characteristics.”

Staff is generally in support of increasing commercially zoned parcels near a major corridor, such as N. Hwy 52. With the adjacent existing **C-2** zoning and local businesses and offices, the proposed zoning district and associated uses fit in the current character and future intent of the existing surrounding properties.

Density: The subject parcels consist of approximately 3.85 acres. Per the Zoning Ordinance, the maximum lot coverage for **General Commercial (C-2)** zoning district is 60%. It is unclear at this time if any proposed structures will exceed that standard, however Staff will appropriately address this during the required Site Plan review. As the property does not currently allow for residential uses, and any future uses with the proposed zoning district would prohibit residential use types, density for the parcel is a moot point.

Transportation: Due to the proposed nature of the property, Staff will not require a separate Traffic Impact Analysis (TIA) for the subject parcel at this time. Should a more intense use type, or different plan be prepared for this parcel at a later date, Staff does reserve the right to require a TIA, subject to the standards reserved in the Zoning Ordinance.

Environmental: Staff will ensure all environmental concerns are addressed per the Zoning Ordinance, Stormwater Ordinance, and all other Town adopted policies and procedures.

Consistency with Plans: Adopted in 2024 as part of the Town’s Comprehensive Plan, the Future Land Use Map identifies the subject parcel as “Highway Commercial”. The Plan calls for this land use to be designated for:

“Intended for automotive dependent commercial uses such as gas stations, banks, fast food restaurants, auto sales, groceries, etc. While less common, light industrial uses such as auto shops, car washes and storage units, as well as conditional use/special exceptions”

The requested zoning designation does appear to be congruent with this designation of the Future Land Use Map. The subject parcel also appears to be within the aforementioned “Highway Commercial Overlay”, which the Plan defines as:

“A 1000 ft commercial buffer (2000 ft in total width) along the US 52 Corridor is approximately eleven miles in length and is intended to allow for low intensity (ideally service based) commercial businesses such as medical offices, banks, pharmacies, etc. along the highway corridor while permitting residential

units behind. Higher density residential units such as multi-family apartments would be permitted, however, should be part of a larger planned development.”

As this request seeks **General Commercial (C-2)**, it does appear the request complies with the Town’s Comprehensive Plan.

The Comprehensive Plan also lays out various goals and implementation strategies to help in decision making for land use requests. Staff believes the request generally follow the following policies listed in the plan.

1. Maintain a sustainable community by ensuring current infrastructure has the capacity to accommodate for current and future growth.
3. Enhance economic opportunities by improving the retention of businesses and encouraging a range of uses and services.

Staff does not believe that any of the various goals and implementation strategies are in conflict with the request.

Procedural Issues: As part of any Zoning Map Amendment, the request must be at least two (2) acres, or an extension of an existing district boundary, or additional C-1 zoning contiguous to existing commercial. In this case, the subject parcel is adjacent to the requested zoning district boundary and exceeds two (2) acres.

Staff Analysis: Staff believes that the designated future land use is consistent with the requested zoning district and is closely aligned with the Future Land Use Map and subsequent overlay. The inclusion of two (2) of the implementation strategies of the Comprehensive Plan also lends credence to the requested zoning district. The adjacent parcels also zoned congruently with the request, making the change in zoning districts consistent with the district and uses along the adjacent N. Highway 52 corridor.

Staff Recommendation: Currently, Staff recommends approval for the requested **General Commercial (C-2)** zoning district designation for the subject parcel. Staff’s recommendation is due to the commercial nature of the adjacent N. Highway 52 corridor, the 2024 Comprehensive Plan, specifically the Future Land Use Map, as well as the compatibility with the plan’s goals and strategies, specifically the “Highway Commercial Overlay”.

Planning Commission Recommendation: The Planning Commission heard the request at their June 24th meeting. The Commission voted 7-0 in favor of recommending APPROVAL of the requested zoning of General Commercial (C-2) designation for the subject parcel. Mr. Walter Brown, of 116 Fennick Drive, spoke against the request, with concerns centering around traffic and special events held at the parcel.

*Attachments: DRAFT – Ordinance (20250820)
 Location Maps (Aerial, Zoning, Future Land Use Map, Environmental)
 SIGNED - Application (J. Ryan Neal, Live Productions, LLC)(20250502)*