

EASTERN PLANNING DIVISION

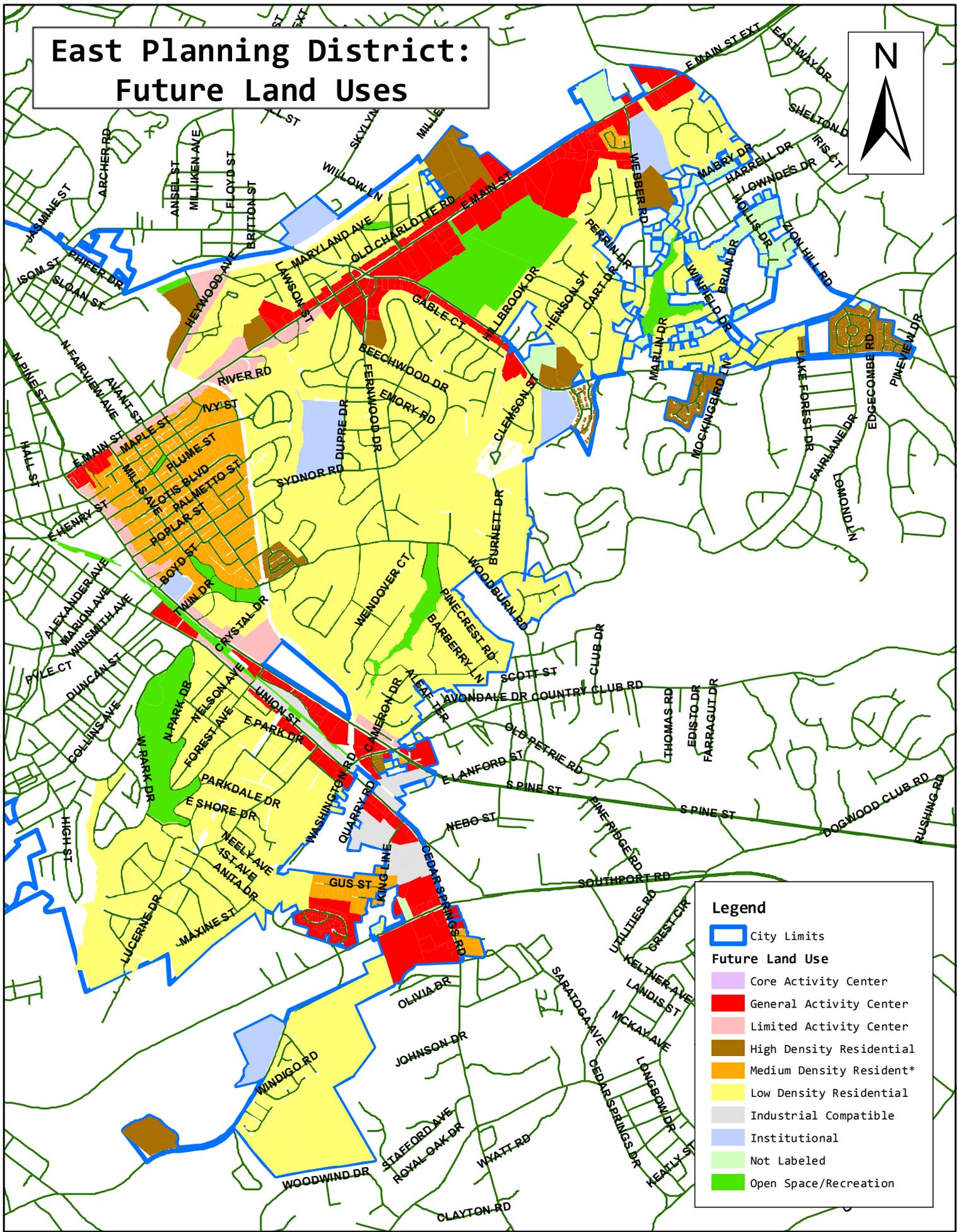
EXISTING LAND USE

In a general sense, the land use pattern in the Eastern Planning Division is similar to that of the Western Planning Division. The area has developed primarily as a suburban residential community over the past thirty years. As residential growth has occurred, it has generated a market for commercial activities and small to medium scale professional offices. The primary issue is to determine the extent of the area necessary for commercial activities and to establish the best locations for their establishment. Residential development is primarily in the form of single family subdivisions, with scattered apartment complexes along major corridors. Commercial development is stripped along major roads. Offices are typically small professional service facilities.

Although the population of the Eastern Planning Division is larger than that of the Western Planning Division, the demand for commercial activities may be roughly similar or slightly lower. Twenty percent of the land area in the Western Planning Division is utilized as commercial or office, while only 14% is utilized as such in the Eastern Planning Division. This difference is explained by the relationship to the regional transportation system of the two areas. The Eastern Planning Division does not benefit from these location advantages. To a large extent its market is confined to residents of the eastern half of Spartanburg and Spartanburg County. It is well connected to downtown by East Main Street, but has poor access to the interstate system and other residential areas, reducing commercial potential from through traffic and from the larger region.

There are no large public or institutional land uses in the Eastern Planning Division. Spartanburg Senior High School is the largest public land use and two elementary schools Jesse Boyd Elementary, and Pine Street Elementary, are located within the planning division; lending stability to the residential neighborhoods in the planning area.

East Planning District: Future Land Uses



Legend

- City Limits
- Future Land Use**
- Core Activity Center
- General Activity Center
- Limited Activity Center
- High Density Residential
- Medium Density Resident*
- Low Density Residential
- Industrial Compatible
- Institutional
- Not Labeled
- Open Space/Recreation

0 2,000 4,000 8,000 Feet

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K.Tolloty 3/30/10

Table LU6

Eastern Planning Division Land Use Character													
Percentage of Area by Major Land Use Category													
SF Res	Other Res	Office	Inst.	Comm.	Industrial	Rec./Open	Vacant	Total					
61	14	4	4	5	2	4	6	100					
Percentage of Area by Zoning Classification													
R-15	R-12	R-8SF	R-8	R-6	GID & LOD	LC	B-1	B-2	B-3	B-4	I-1	I-2	Total
54	6	0	8	8	4	0	6	0	10	3	1	0	100
Percentage of Area by Future Land Use Classification													
LDR	MDR	HDR	LAC	GAC	CAC	IC	Ind.	Inst.	OS/R	Total			
69	9	4	2	9	0	0	1	3	3	100			

Future Land Use Categories

LDR	Low Density Residential	CAC	Core Activity Center
MDR	Medium Density Residential	IC	Industrial Compatible
HDR	High Density Residential	Ind.	Industrial
LAC	Limited Activity Center	Inst.	Institutional
GAC	General Activity Center	OS/R	Open Space / Recreation

Land Use Issues

As with the general land use pattern, the primary land use issues are similar to those in the Western Planning Division. A demand has developed for commercial activities along major thoroughfares to serve the residential population. Appropriate locations for these activities need to be determined, and perhaps more importantly, inappropriate locations for commercial expansion must be identified. An additional issue is the potential for annexation along the East Main Street corridor in the area of the Lan Yair Country Club. Expansion of the City's boundaries in this area and impacts to existing development should be examined carefully to determine the best way to proceed.

EAST MAIN STREET CORRIDOR

Existing Conditions

East Main Street is the main thoroughfare in the area, with an average daily traffic count of approximately 22,900 vehicles. This road connects the Eastern Planning Division to downtown Spartanburg. Its existing development pattern is fairly attractive and effective, both in terms of promoting a positive economy and in terms of the inter-relation of land uses. As the corridor enters the planning division from the west, Converse College is located to the north and a row of small offices, many of which are converted homes, align the road to the south. The college creates an attractive image and the offices are all occupied and well maintained. Further to the east, strip shopping centers are interspersed with professional offices. Most of the centers are fairly new and have utilized design and landscape features to improve their aesthetic quality. The intensity of development increases at Fernwood-Glendale Road. The old Hillcrest Mall is located at this intersection and has been redeveloped since the Plan was last adopted. An automobile dealership and another large shopping center are also present. Further to the east commercial development is beginning to spread with the development of a Wal-Mart shopping center near Webber Road. The Lan Yair golf course is situated to the north with additional scattered commercial establishments to the south.

Issues

The relevant issue in this corridor is to determine the appropriate intensity and character of infill development. In making such determinations, it is important to preserve the existing high quality character of the corridor, to promote businesses that are compatible with existing operations, and to consider the impacts of development on adjoining areas off the corridor. The eastern most segment of the corridor is designated as a Critical Development Area since it is a primary gateway into the City. Also, the area contains some large, relatively undeveloped lots that have the potential to significantly affect the character of the community.

East Main St Corridor



Development potential of the Lan Yair property makes the future of this site a significant factor in the development on the east side of Spartanburg. The property adjoins a busy commercial corridor and established residential areas. Development at this site would affect the character of surrounding neighborhoods but as well as have significant impacts on infrastructure and traffic demand in the area. Use of this property will need to address compatibility with the residential and commercial uses nearby.

1999 Future Land Use Designation

Promote the area in the vicinity of the Main Street - Pine Street intersection as a General Activity Center. Extending eastward from the Pine Street node to Montview Street on the south side of Main Street, the corridor is classified as a Limited Activity Center. To the east of Montview Street, both sides of the road are designated as a General Activity Center.

Recommendation

Promote the area in the vicinity of the Main Street - Pine Street intersection is designated as a General Activity Center. Extending eastward from the Pine Street node to Montview Street on the south side of Main Street, the corridor is classified as a Limited Activity Center. To the east of Montview Street, both sides of the road are designated as a General Activity Center.

Future potential for annexation and development of property in the Lan Yair Country Club area will need to address compatibility with the residential and commercial uses nearby. A mixture of uses as part of a planned development would be an optimal strategy and should be utilized as the basis for any future rezoning in this location. Large scale developments should support a mixture of uses including commercial, office and residential activities. The City should work to promote a master plan concept for development in this area. This recommendation is consistent with the 1999 Future Land Use Plan with the one change being the consideration given to potential development of the Lan Yair area in the future.

PINE STREET - UNION STREET CORRIDOR

The Pine-Union Street corridor is situated in both the Southern and Eastern Planning Divisions. Union Street, in fact, forms the border between the two planning areas between Main Street and Park Drive. For continuity, the analysis in this section includes the entire corridor, including the portion in the Southern Planning Division.

Existing Conditions

The issues associated with the Pine Street and Union Street corridors are similar to those related to Church Street. These also are main entry ways into Spartanburg. Both streets contain a mixture of residential uses and numerous homes converted into offices or businesses, creating a patchwork of land uses and zoning classifications along the corridor. This haphazard development produces a poor visual image and marginal commercial development. The pattern has generated little interest in substantial new investment into the area.



Because these roads are further from the City center, they do not possess the same potential for development as a commercial center as does Church Street. As major thoroughfares in the southern portion of the City, however, the optimization of their development potential is important.

Pine and Union Streets run parallel on either side of a Southern Rail Line track to a point south of the city limits. Quality, stable, single family neighborhoods are adjacent to the corridor. The stretch between the two roads is of particular issue. Homes, commercial businesses and light industrial operations are interspersed. Lots are small and located between one of the two roads and the railroad track. Access is poor. Traffic is light and parcels are small with limited setbacks. Topography also constrains land use, as the land rises steeply to a crown at the rail line.

Issues

The Pine-Union Street corridor needs a focus to optimize development potential. A balance must be struck between a desire to improve aesthetic quality through the use of design standards and a need to retain flexibility to stimulate investment. Recommendations must take into account topographic constraints and the protection of nearby residential areas.

1999 Future Land Use Designation

The portion of the corridor near East Main Street is a General Activity Center. To the south, a Limited Activity Center designation lies to the east of Pine Street. To the north of Forest Avenue, the area between the Pine and Union Streets is classified a General Activity Center to the east of the tracks to approximately Ponce De Leon Street. The remaining area north to Woodland Street is designated Open Space and Recreation. To the south, the area between Pine Street and Old Glendale Road is established as a General Activity Center.

Recommendation

The portion of the corridor near East Main Street is a General Activity Center. To the south, a Limited Activity Center designation lies to the east of Pine Street. This is a difficult area for planning. No clear focus is provided by the existing land use pattern. The close proximity of such a wide variety of uses means any recommendation will have weaknesses. Small lots limit potential for substantial development and restrict opportunities for effective screening. In view of existing development, any classification more strict than Limited Activity Center for the eastern portion of the Pine Street corridor would not allow for marketable development. A change in grade offers separation for residential areas off of the corridor.

For the area between Pine and Union Streets, Forest Avenue serves as a division line. To the north, the area between the two streets is classified as General Activity Center to the east of the tracks to approximately Ponce De Leon Street. The remaining area north to Woodland Street is designated as Open Space and Recreation. To the south, the area between Pine Street and Old Glendale Road is established as a General Activity Center. Between Old Glendale Road and Union Street, the corridor is classified as Industrial Compatible.

The area south of Park Avenue is designated as Industrial Compatible between Pine Street and the rail line. To the west of the rail line a General Activity Center classification is given. The street pattern and terrain between the two roads does not effectively support industrial development; however, those types of activities are most consistent with existing uses and the rail line. Industrial uses also place less traffic on the small streets present in the area than would commercial development.

The area adjoining the western edge of Union Street is classified as a Limited Activity Center. This classification also forms a transition between residential activities to the west and more intense commercial and industrial designations to the east. This represents no change from the 1999 Future Land Use Plan.

HILLBROOK NEIGHBORHOOD

Existing Conditions



The Hillbrook neighborhood is situated at the eastern edge of the City. A large portion of the area was annexed into Spartanburg in 1989. Zoning was established to reflect existing land use. The neighborhood is bordered by East Main Street to the north and Fernwood-Glendale Road to the west. Webber Road crosses through the approximate center of the area in a north-south direction, and Zion Hill Road forms the border of the neighborhood, as well as the city limits, to the northeast. The area is predominantly single family residential in terms of both existing land use, as well as zoning. Some exceptions do exist, however.

These include commercial activities along Main Street and Fernwood-Glendale Road, as well as two multi-family complexes, one of which is near the southern city limits on Fernwood-Glendale Road. The other is to the east of Webber Road where the site that formerly housed a nursery located to the south of Main Street between Fernwood-Glendale and Webber Roads now is the site of a Wal-Mart Shopping Center. Since 1999, the zoning in this area has changed from B-4, Heavy Commercial to a less intense use of B-1, Neighborhood Shopping District and R-15 Single Family District. These zoning designations are in conformance with the planning designations of the 1999 Comprehensive Plan.

Issues

The East Main Street corridor is considered separately in a previous section; therefore it is not analyzed here. There appears to be no reason to consider a change to the single family residential portions of the area. These are quality stable subdivisions, offering excellent housing opportunities in the City. The existing land use pattern is consistent with a primary goal of the plan. It is important, however, to reaffirm the City's commitment to the protection of these neighborhoods.

Fernwood-Glendale Road Corridor

Fernwood-Glendale Road is a major arterial running south from Main Street behind the old Hillcrest Mall site. To the west, the road is aligned by commercial activities at its intersection with Main Street and by a fairly recently developed but abandoned shopping center approximately two blocks west of Webber Road. A multi-family housing complex is located to the east of the shopping center. To the north of the road, Hillcrest Mall is located at its northern end and a multi-family complex is just to the east of Webber Road. The remainder of the corridor is single family residential.

It is significant that the retail shopping center in the corridor is abandoned. This is not an old obsolete facility, but is fairly recently developed and is well designed. Its closure indicates that the retail commercial market is insufficient in the area. Although the road is heavily traveled and there are a number of non-residential uses present, large clusters of homes remain. Neighborhoods are well kept.

1999 Future Land Use Designation

Existing shopping centers are designated as General Activity Center and High Density Residential designations are applied to existing apartment communities. The remainder of the corridor's designation should be Low Density Residential.

Recommendation

Apply the General Activity Center designation only to the existing shopping centers. Do not expand areas for commercial operations. Likewise, a High Density Residential classification should be applied only to the existing apartment community. The remainder of the corridor is categorized as Low Density Residential to preserve the existing character. This recommendation represents no change from the 1999 Future Land Use Plan.

Webber Road Corridor

This corridor is located within the East Main Street Gateway Critical Development Area.

Webber Road is a through street connecting East Main Street to Fernwood-Glendale Road. The only existing commercial development is at its intersection with Main Street. A multi-family complex is located to the east of the road approximately a quarter mile south of Main Street. The remainder of the road is developed as low density residential. Lots are large and development is somewhat sparse.

1999 Future Land Use Designation

The 1999 plan designates the intersection of Webber Road with East Main Street as a General Activity Center. The existing multi-family complex is designated as High Density Residential. The remainder of the corridor is a Low Density Residential classification.

Recommendation

Designate the intersection of Webber Road with East Main Street as a General Activity Center. The existing multi-family complex is designated as High Density Residential. Assign a Low Density Residential classification to the remainder of the corridor. This will help to concentrate commercial activities in the Eastern Planning Division along Main Street. There is no compelling reason to extend such uses along Webber Road. The Low Density Residential recommendation allows for greater intensity of development than is present. The lot layout combined with assurance through the planning process that commercial intrusion will not occur, will promote the area for solid residential growth.

This recommendation is consistent with the 1999 Future Land Use Plan. The only change to the recommendations for the Hillbrook Neighborhood is the deletion of the section that discusses the former nursery site which is now developed as a Wal-Mart shopping center.

HEYWOOD AVENUE CORRIDOR

Existing Conditions

The issue area extends along Heywood Avenue from the Norfolk Southern Rail line to the northern city limits. To the west of Heywood Avenue, an apartment complex is in existence immediately north of the rail line. To the north of the apartment complex, scattered single family homes and vacant parcels are present to the city limits. Most of the vacant parcels have steep slopes or gullies. To the east of Heywood Avenue, a fairly new residential subdivision is present, though the homes are set back by a fairly deep lot from the road. In addition, a small townhouse development and another single family neighborhood are located between the subdivision and the city limits. One vacant parcel that adjoins Heywood Avenue and that backs up to the new subdivision has recently been rezoned for office use.



Along Heywood Avenue to the north of the city limits, the land use is mixed with commercial activities, residences, schools, and churches. In the issue area, Heywood Avenue averaged 6,200 vehicles per day.

Issues

Several factors are present that pose issues in this area. Fairly intense activities are located both to the north and south of the issue area. Heywood Avenue is a through road, connecting East Main Street with Cannons Campground Road. A portion of the area to the east of Heywood Avenue is now zoned Limited Office Development (LOD). Conversely, the existing quality single family neighborhood and apartment complex should be protected.

1999 Future Land Use Designation

This issue area was not identified in the 1999 Future Land Use Plan.

Recommendation

To the west of Heywood Avenue, the portion of the corridor to the north of Beverly Avenue is classified as Limited Activity Center. A High Density Residential classification is designated for the remainder of the western portion. To the east of the corridor, parcels fronting on Heywood Avenue are designated Limited Activity Center. Non-residential zoning is restricted to the Limited Office District (LOD) designation. This classification provides for activities that are consistent with surrounding land uses and the traffic characteristics of Heywood Avenue. The LOD zoning category includes provisions to protect the residential neighborhood that is set back from Heywood Avenue.