

ZLDR-07-26-00136

Case History

Presentation

Application

Public Input

(<https://PublicInput.com/Report/bfl5pi5o4n2>)

ZLDR-07-26-00136 Case History

Planning Commission: August 10, 2026

Public Hearing: September 8, 2026

Planning and Public Works Committee: September 17, 2026

First Reading: September 22, 2026

Second Reading: October 13, 2026

Third Reading: October 27, 2026

CASE INFORMATION

Applicant: Marion Steed

Location: *Old Georgetown Loop Office Area* in the *Sweetgrass Basket Special Consideration Area* of the Mount Pleasant Overlay (MP-O) Zoning District.

Council District: 1 (Sass)

Application: Request to amend Sec. 5.4.15.G.2, *Old Georgetown Loop Office Area* to allow “Consumer Goods Rental Center” as an allowed by right use for all properties within the Old Georgetown Loop Area.

Proposed Language to ZLDR Sec. 5.4.15.G.2, Old Georgetown Loop Office Area:

“Permitted uses shall include **the Consumer Goods Rental Center use and** those allowed in the Residential Office (RO) and General Office (GO) Zoning Districts, as listed in Table 6.1.1, with the exception of Retail Sales and Service and Industrial uses. Refer to Sec. 5.4.14, Uses, for the list of prohibited or restricted uses.”

Zoning History: The Mount Pleasant Overlay Zoning District (MP-O) was adopted in January 1998 and includes unincorporated areas along Long Point Road, Coleman Boulevard, Chuck Dawley Boulevard, and Highway 17 North. This overlay was created as a result of community-wide planning efforts and in coordination with the Town of Mount Pleasant.

The Mount Pleasant Overlay Zoning District was amended in 2007 to include the *Sweetgrass Basket Stand Special Consideration Area*, which encompasses the area bounded by Highway 17 North, Porchers Bluff Road, Rifle Range Road, and the Isle of Palms Connector. The purpose of this special consideration area is to protect the tradition of selling Sweetgrass Baskets, to preserve the rural residential character of the community, to create a rural village appearance along Highway 17 North by allowing only low intensity office and commercial uses, and to encourage Affordable and Workforce Dwelling Units that are consistent with the single owner-occupied housing that currently exists.

The inclusion of the *Sweetgrass Basket Stand Special Consideration Area*, established the *Old Georgetown Loop Office Area*, consisting of properties with frontage on both Highway 17 and Old Georgetown Road. This area is intended solely for office and professional uses designed to have little impact on adjacent residential uses. Permitted uses within the Old Georgetown Loop Office area are limited to those allowed in the Residential Office (RO) and General Office (GO) Zoning Districts, as listed in Table 6.1.1, Use Table, with the exception of Retail Sales and Service uses and Industrial uses. The proposed Consumer Goods Rental Center use is currently listed under Rental and Leasing Services and is not permitted in either the Residential Office (RO) or the General Office (GO) Zoning Districts.

Adjacent Zoning: Surrounding adjacent parcels are zoned 3M Billboard Planned Development (PD-60) in unincorporated Charleston County or are zoned Office Professional District-1 (OP-1) and Office Professional-2 (OP-2) District in the Mount Pleasant jurisdiction.

Traffic Characteristics: There are no traffic count stations along Old Georgetown Road. The nearest

station, Station #0133, located west of the *Old Georgetown Loop Office Area* at N Hwy 17 and Monaco Drive, identifies 66,200 Average Annual Daily Trips (AADTs) in 2025. This section of N Highway 17 is classified by SCDOT as a four-lane principal arterial (urban) road, maintained by SCDOT with a design capacity of 33,600, and with a “F” level of service (LOS). Level of service measures a driver’s experience on a road and at intersections, based on the speed and number of cars using the road.

Old Georgetown Road is maintained and classified by SCDOT as a two-lane local (urban) road with a factored Annual Average Daily Traffic (AADT) of 750. Local Roads are not given a LOS by SCDOT.

Flood Data: The subject parcel contains areas designated by FEMA in the X and Shaded X flood zones; both are outside the Special Flood Hazard Area (SFHA) while X is classified as low risk flood zone and Shaded X is classified as a moderate-risk flood zone. In accordance with FEMA regulations, when a parcel includes multiple flood zone classifications, the most restrictive designation applies for regulatory purposes.

Municipalities Notified/Response: The Town of Summerville, Town of Sullivan’s Island, Town of Seabrook Island, Town of Mt Pleasant, Town of Meggett, Town of McClellanville, Town of Lincolnville, Town of Kiawah Island, Town of James Island, Town of Hollywood, Town of Awendaw, City of North Charleston, City of Isle of Palms, City of Folly Beach, and City of Charleston were notified of the request. Any responses are included in this packet.

APPROVAL CRITERIA

According to Section 3.3.6 of the Charleston County Zoning and Land Development Regulations Ordinance, text amendments to the ordinance may be approved or approved with conditions if the following approval criteria have been met:

A. The proposed amendment corrects an error or inconsistency or meets the challenge of a changing condition;

Applicant’s Response: *“The proposed amendment responds to the evolving needs of Mount Pleasant’s growing tourism economy and changing consumer preferences. Consumer goods rental business, including the rental of beach chairs, umbrellas, cribs, car seats, and other temporary-use items, have become increasingly common in coastal communities. The current ordinance does not specifically recognize this low-impact commercial use. Adding Consumer Goods Rental Center as a permitted use will modernize the ordinance and accommodate a business model that serves residents and visitors while remaining compatible with surrounding commercial development.”*

B. The proposed amendment is consistent with the adopted Charleston County Comprehensive Plan and goals as stated in Article 1.5, Purpose and Intent;

Applicant’s Response: *“The proposed amendment is consistent with the goals of the Charleston County Comprehensive Plan and the stated purposes of the zoning ordinance by supporting economic development, enhancing services available to residents and visitors, and encouraging appropriate commercial uses within established commercial corridors. The proposed use is compatible with the character of the Old Georgetown Loop area and promotes efficient utilization of commercially zoned property while maintain the intent of the Overlay District.”*

C. The proposed amendment is to further the public welfare in any other regard specified by County Council; and

Applicant’s Response: *“Approval of this amendment will promote public welfare by expanding services available to residents and tourists, supporting local business growth, and encouraging economic investment within the community. The proposed use generates minimal traffic impacts, limited outdoor activity, and low-intensity operations compared to many other commercial uses currently permitted within the district. Furthermore, the business model relies primarily on delivery and staging operations, making it a compatible and beneficial addition to the Old Georgetown Loop*

area.”

- D. The proposed amendment, if changing the Zoning District designation of a property to a more intense zoning designation as determined by the Zoning and Planning Director, will allow Development that can be served by available, adequate, and suitable traffic/transportation facilities and stormwater management.**

Applicant's Response: “Although the proposed amendment would permit a use within a more intensive zoning designation, the proposed development can be adequately served by the existing transportation network and will fully comply with all applicable site development requirements. The property benefits from two points of access, including an existing curb cut on Highway 17 North and secondary access from Old Georgetown Road, providing safe and efficient ingress and egress while minimizing traffic conflicts. In addition, the proposed Consumer Goods Rental Center generates significantly less customer traffic than many retail or commercial uses because approximately 99 percent of all rentals are delivered directly to customers, resulting in very limited on-site customer visits. The existing structure will be demolished and replaced with a new building designed in compliance with all applicable Town requirements, including stormwater management regulations, landscaping, buffering, and historical preservation or architectural standards applicable within the Mount Pleasant Overlay District. As a result, the proposed development will adequately address transportation, infrastructure, and environmental considerations while remaining compatible with the surrounding area.”

STAFF RECOMMENDATION

During the adoption of the *Sweetgrass Basket Stand Special Consideration Area* in the Mount Pleasant Overlay Zoning District, the *Old Georgetown Loop Office Area* was identified as an area to be solely for office and professional uses designed to have little impact to adjacent residential uses. Residents of the area identified the allowed land uses of the Residential Office and General Office Zoning Districts, in which the proposed use is not allowed, to be best suited for the area. The proposed Consumer Goods Rental Center use is a higher intensity use permitted only in the more intensive zoning districts and it was not identified as an allowed use for the area during the adoption process.

Therefore, staff recommends disapproval of the proposed amendment to allow the Consumer Goods Rental Center use.

PLANNING COMMISSION MEETING: August 10, 2026

Public Input: No public input was received.

Notifications: 1,161 notification letters were sent to individuals on the ZLDR/Comp Plan, East Cooper Interested Parties Lists, and property owners in the Mount Pleasant Overlay Zoning District on July 24, 2026. Additionally, this request was noticed in the *City Paper* on July 24, 2026.

Charleston County ZLDR Text Amendment Request

Planning Commission: August 10, 2026

Public Hearing: September 8, 2026

Planning and Public Works Committee: September 17, 2026

First Reading: September 22, 2026

Second Reading: October 13, 2026

Third Reading: October 27, 2026



ZLDR-07-26-00136

Request to amend Sec. 5.4.15.G.2, Old Georgetown Loop Office Area to allow “Consumer Goods Rental Center” as an allowed by right use for all properties within the Old Georgetown Loop Area.

- East Area: *Old Georgetown Loop Office Area of the Sweetgrass Basket Special Consideration Area in the Mount Pleasant Overlay Zoning District*
- Applicant: Marion Steed

Proposed ZLDR Text Amendment to Art. 5.4

Proposed Language to ZLDR Sec. 5.4.15.G.2, *Old Georgetown Loop Office Area*:

“Permitted uses shall include ***the Consumer Goods Rental Center use and*** those allowed in the Residential Office (RO) and General Office (GO) Zoning Districts, as listed in Table 6.1.1, with the exception of Retail Sales and Service and Industrial uses. Refer to Sec. 5.4.14, Uses, for the list of prohibited or restricted uses.”

ZLDR DEFINITION

ZLDR, CHAPTER 12, defines Consumer Goods Rental Center use as, the following:

An establishment primarily engaged in the rental or leasing of new or used products to the general public, excluding vehicle or watercraft rentals. This includes the rental of electronics, appliances, formal wear, costume, video or disc, home health equipment, recreational goods, or other household items.

ZONING HISTORY

- The Mount Pleasant Overlay Zoning District (MP-O) was adopted in January 1998 and includes unincorporated areas along Long Point Road, Coleman Boulevard, Chuck Dawley Boulevard, and Highway 17 North. This overlay was created as a result of community-wide planning efforts and in coordination with the Town of Mount Pleasant.
- The Mount Pleasant Overlay Zoning District was amended in 2007 to include the *Sweetgrass Basket Stand Special Consideration Area*, which encompasses the area bounded by Highway 17 North, Porchers Bluff Road, Rifle Range Road, and the Isle of Palms Connector.
- The inclusion of the *Sweetgrass Basket Stand Special Consideration Area*, established the *Old Georgetown Loop Office Area*, consisting of properties with frontage on both Highway 17 and Old Georgetown Road.

ZONING HISTORY cont.

- The *Old Georgetown Loop Office Area* is intended solely for office and professional uses designed to have as little impact on adjacent residential uses.
- Permitted uses within the *Old Georgetown Loop Office Area* are limited to those allowed in the Residential Office (RO) and General Office (GO) Zoning Districts, as listed in Table 6.1.1, Use Table, with the exception of Retail Sales and Service uses and Industrial uses.
- The proposed Consumer Goods Rental Center use is not permitted in either the Residential Office (RO) or the General Office (GO) Zoning Districts.

TRAFFIC CHARACTERISTICS

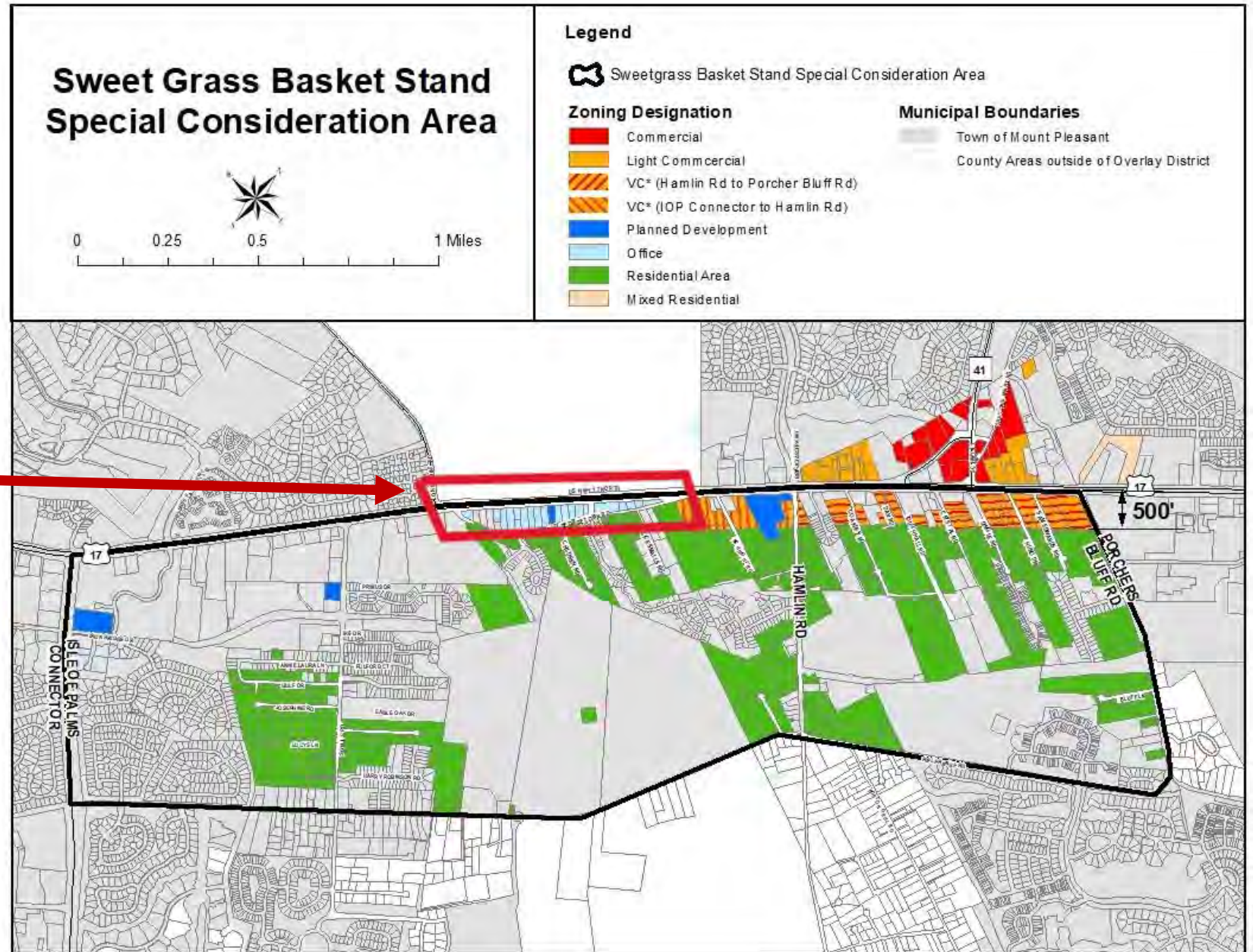
- There are no traffic count stations located along Old Georgetown Road.
- The nearest station, Station #0133, located west of the *Old Georgetown Loop Office Area* at N Hwy 17 and Monaco Drive, identifies 66,200 Average Annual Daily Trips (AADTs) in 2025. This section of N Highway 17 is classified by SCDOT as a four-lane principal arterial (urban) road, maintained by SCDOT with a design capacity of 33,600, and with a “F” level of service (LOS).
- Old Georgetown Road is maintained and classified by SCDOT as a two-lane local (urban) road with a factored Average Daily Traffic (AADT) of 750. Local Roads are not given a LOS by SCDOT.
- Level of service measures a driver’s experience on a road and at intersections, based on the speed and number of cars using the road.

FLOOD DATA

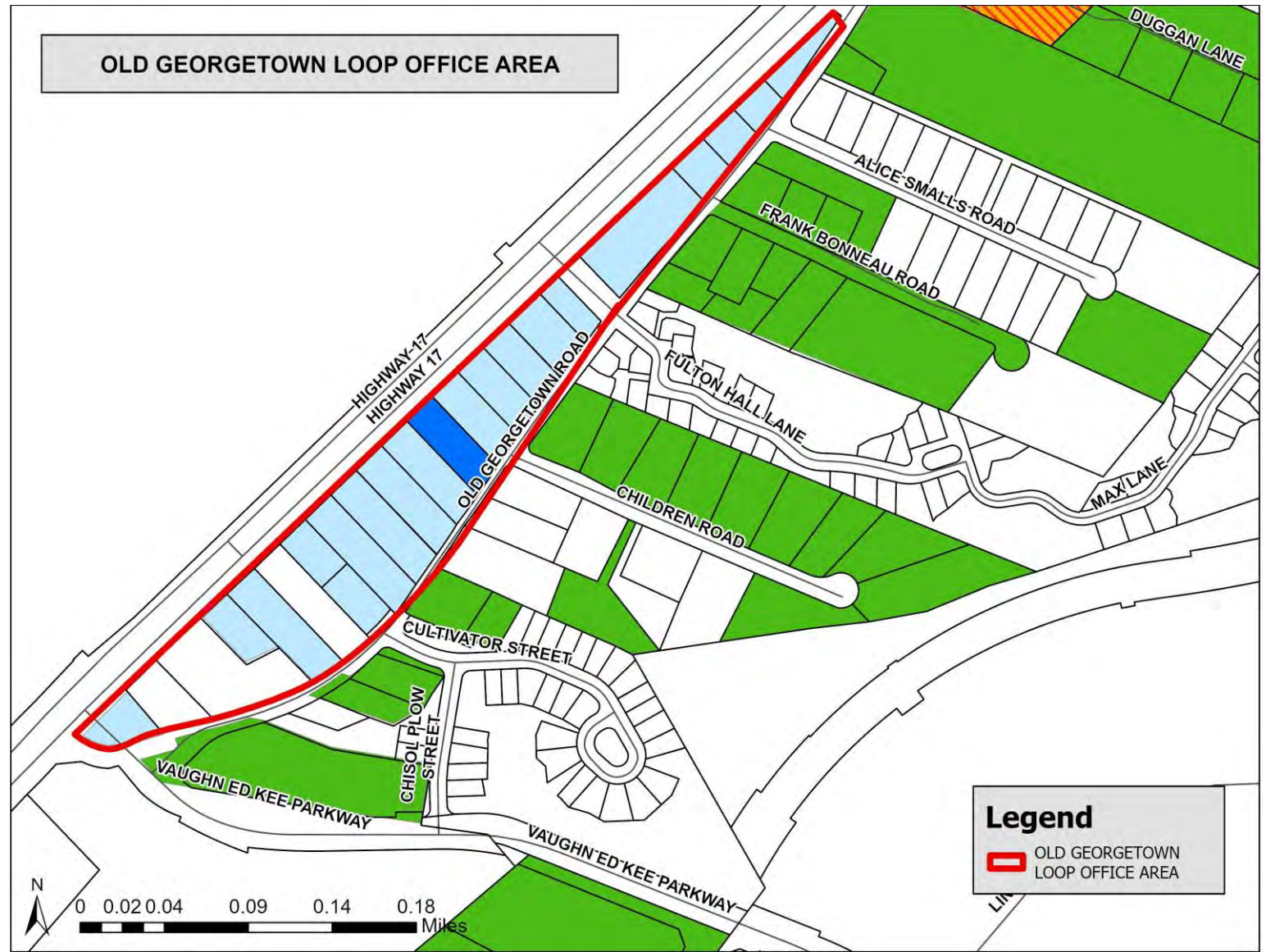
- The subject parcel contains areas designated by FEMA in the X and Shaded X flood zones, placing the area outside of the Special Flood Hazard Area (SFHA; 100-year floodplain).

MAP 5.4.A, Sweet Grass Basket Stand Special Consideration Area (Mount Pleasant Overlay Zoning District)

Old Georgetown Loop Office Area



OLD GEORGETOWN LOOP OFFICE AREA



APPROVAL CRITERIA – Sec. 3.4.6

Pursuant to ZLDR Section 3.3.6, of the Charleston County Zoning and Land Development Regulations Ordinance, text amendments of the ordinance may be approved or approved with conditions if the following approval have been met.

A. The proposed amendment corrects an error or inconsistency or meets the challenge of a changing condition;

Applicant's Response: *"The proposed amendment responds to the evolving needs of Mount Pleasant's growing tourism economy and changing consumer preferences. Consumer goods rental business, including the rental of beach chairs, umbrellas, cribs, car seats, and other temporary-use items, have become increasingly common in coastal communities. The current ordinance does not specifically recognize this low-impact commercial use. Adding Consumer Goods Rental Center as a permitted use will modernize the ordinance and accommodate a business model that serves residents and visitors while remaining compatible with surrounding commercial development."*

APPROVAL CRITERIA – Sec. 3.4.6 cont.

Pursuant to ZLDR Section 3.3.6, of the Charleston County Zoning and Land Development Regulations Ordinance, text amendments of the ordinance may be approved or approved with conditions if the following approval have been met.

B. The proposed amendment is consistent with the adopted Charleston County Comprehensive Plan and goals as stated in Article 1.5, Purpose and Intent;

Applicant's Response: *"The proposed amendment is consistent with the goals of the Charleston County Comprehensive Plan and the stated purposes of the zoning ordinance by supporting economic development, enhancing services available to residents and visitors, and encouraging appropriate commercial uses within established commercial corridors. The proposed use is compatible with the character of the Old Georgetown Loop area and promotes efficient utilization of commercially zoned property while maintain the intent of the Overlay District."*

C. The proposed amendment is consistent with the adopted Charleston County Comprehensive Plan and goals as stated in Article 1.5, Purpose and Intent;

Applicant's Response: *"Approval of this amendment will promote public welfare by expanding services available to residents and tourists, supporting local business growth, and encouraging economic investment within the community. The proposed use generates minimal traffic impacts, limited outdoor activity, and low-intensity operations compared to many other commercial uses currently permitted within the district. Furthermore, the business model relies primarily on delivery and staging operations, making it a compatible and beneficial addition to the Old Georgetown Loop area."*

APPROVAL CRITERIA – Sec. 3.4.6 cont.

Pursuant to ZLDR Section 3.3.6, of the Charleston County Zoning and Land Development Regulations Ordinance, text amendments of the ordinance may be approved or approved with conditions if the following approval have been met.

- D. The proposed amendment, if changing the Zoning District designation of a property to a more intense zoning designation as determined by the Zoning and Planning Director, will allow Development that can be served by available, adequate, and suitable traffic/transportation facilities and stormwater management.**

Applicant's Response: *"Although, the proposed amendment would permit a use within a more intensive zoning designation, the proposed development can be adequately served by the existing transportation network and will fully comply with all applicable site development requirements. The property benefits from two points of access, including an existing curb cut on Highway 17 North and secondary access from Old Georgetown Road, providing safe and efficient ingress and egress while minimizing traffic conflicts. In addition, the proposed Consumer Goods Rental Center generates significantly less customer traffic than many retail or commercial uses because approximately 99 percent of all rentals are delivered directly to customers, resulting in very limited on-site customer visits. The existing structure will be demolished and replaced with a new building designed in compliance with all applicable Town requirements, including stormwater management regulations, landscaping, buffering, and historical preservation or architectural standards applicable within the Mount Pleasant Overlay District. As a result, the proposed development will adequately address transportation, infrastructure, and environmental considerations while remaining compatible with the surrounding area."*

STAFF RECOMMENDATION

During the adoption of the *Sweetgrass Basket Stand Special Consideration Area* to the Mount Pleasant Overlay Zoning District, the *Old Georgetown Loop Office Area*, was identified as an area to be solely for office and professional uses designed to have little impact to adjacent residential uses. Residents of the area identified the allowed land uses of the Residential Office and General Office Zoning Districts, in which the proposed use is not allowed, to be best suited for the area. The proposed Consumer Goods Rental Center use is a higher intensity use permitted only in the more intensive zoning districts, and it was not identified as an allowed use for the area during the adoption process.

Therefore, recommends disapproval of the proposed amendment to allow the Consumer Goods Rental Center use.

PUBLIC INPUT

No public input was received.

NOTIFICATIONS

- A total of 1,161 notification letters were sent to individuals on the ZLDR/Comp Plan Interested Parties List, East Cooper Interested Parties List and the All Interested Parties List, as well as property owners in the Mount Pleasant Overlay Zoning District on July 24, 2026.
- Additionally, this request was noticed in the *City Paper* on July 24, 2026.



Joel H. Evans, AICP, PLA
Zoning & Planning Director

Lonnie Hamilton, III
Public Services Building
4045 Bridge View Drive
North Charleston, SC 29405
843.202.7200 Fax: 843.202.7222

ZONING ORDINANCE TEXT AMENDMENT APPLICATION

APPLICATION INFORMATION

Application Number:	ZLDR-07-26-00136		
Date Submitted:	06/30/2026		
Applicant Name:	Marion Steed		
Address:	[REDACTED]		
City:	[REDACTED]	State:	[REDACTED]
Zip Code:	[REDACTED]		
Telephone:	[REDACTED]	Email:	[REDACTED]

TEXT/MAP LOCATION OF REQUESTED AMENDMENT

Section Number & Title:	5.4.15.G.2, Old Georgetown Loop Office Area (MP-O)
Page:	
Email:	

Please provide further indicators below to locate the subject text (subsection, item, paragraph, figure/exhibit)

We propose to add Consumer Goods Rental Center (CGRC) use as an allowed use in the Old Georgetown Loop in the Mt. Pleasant Overlay District.

REQUESTED AMENDMENT

PROVIDE PRECISE WORDING FOR THE PROPOSED AMENDMENT

(documentation may be attached to the application in lieu of completing this section)

Sec. 5.4.15.G.2: "Permitted uses shall include **the Consumer Goods Rental Center use and** those allowed in the Residential Office (RO) and General Office (GO) Zoning Districts, as listed in Table 6.1.1, with the exception of Retail Sales and Service and Industrial Uses. Refer to Sec. 5.4.14, Uses, for the list of prohibited or restricted uses."

SIGNATURES

Applicant(s) Name(s) (Print):	Marion Steed	
Signature(s):	<i>Marion Steed</i>	Date: 06/30/2026

FOR OFFICIAL USE ONLY

Planning Official:	Marche' Miller	Date Submitted:	6/30/2026
Application Number:	ZLDR-07-26-00136	Receipt Number:	01248112
Amount Received:	\$250.00	☐ Cash	☒ Credit Card ☐ Check #

LETTER OF INTENT

RE: Proposed Text Amendment – Addition of Consumer Goods Rental Center as a Permitted Use within the Old Georgetown Loop Area of the Mount Pleasant Overlay District

The purpose of this request is to amend the zoning ordinance to allow Consumer Goods Rental Center as an additional permitted use within the Old Georgetown Loop area of the Mount Pleasant Overlay District.

1. The Proposed Amendment Meets the Challenge of a Changing Condition

The proposed amendment responds to the evolving needs of Mount Pleasant's growing tourism economy and changing consumer preferences. Consumer goods rental businesses, including the rental of beach chairs, umbrellas, cribs, car seats, and other temporary-use items, have become increasingly common in coastal communities. The current ordinance does not specifically recognize this low-impact commercial use. Adding Consumer Goods Rental Center as a permitted use will modernize the ordinance and accommodate a business model that serves residents and visitors while remaining compatible with surrounding commercial development.

2. The Proposed Amendment is Consistent with the Comprehensive Plan and the Purpose and Intent of the Ordinance

The proposed amendment is consistent with the goals of the Charleston County Comprehensive Plan and the stated purposes of the zoning ordinance by supporting economic development, enhancing services available to residents and visitors, and encouraging appropriate commercial uses within established commercial corridors. The proposed use is compatible with the character of the Old Georgetown Loop area and promotes efficient utilization of commercially zoned property while maintaining the intent of the Overlay District.

3. The Proposed Amendment Furthers the Public Welfare

Approval of this amendment will promote the public welfare by expanding services available to residents and tourists, supporting local business growth, and encouraging economic investment within the community. The proposed use generates minimal traffic impacts, limited outdoor activity, and low-intensity operations compared to many other commercial uses currently permitted within the district. Furthermore, the business model relies primarily on delivery and staging operations, making it a compatible and beneficial addition to the Old Georgetown Loop area.

4. The Proposed Amendment Will Allow Development That Can Be Served by Adequate Transportation Facilities and Stormwater Management

Although the proposed amendment would permit a use within a more intensive zoning designation, the proposed development can be adequately served by the existing transportation network and will fully comply with all applicable site development requirements. The property benefits from two points of access, including an existing curb cut on Highway 17 North and secondary access from Old Georgetown Road, providing safe and efficient ingress and egress while minimizing traffic conflicts. In addition, the proposed Consumer Goods Rental Center generates significantly less customer traffic than many retail or commercial uses because approximately 99 percent of all rentals are delivered directly to customers, resulting in very limited on-site customer visits. The existing structure will be demolished and replaced with a new building designed in compliance with all applicable Town requirements, including stormwater management regulations, landscaping, buffering, and any historical preservation or architectural standards applicable within the Mount Pleasant Overlay District. As a result, the proposed development will adequately address transportation, infrastructure, and environmental considerations while remaining compatible with the surrounding area.

The precise language of the Text Amendment is as follows:

Marion Steed

A large black rectangular redaction box covers the text below the name Marion Steed.

Sec. 5.4.15.G.2: *"Permitted uses shall include **the Consumer Goods Rental Center use and** those allowed in the Residential Office (RO) and General Office (GO) Zoning Districts, as listed in Table 6.1.1, with the exception of Retail Sales and Service and Industrial uses. Refer to Sec. 5.4.14, Uses, for the list of prohibited or restricted uses."*

For these reasons, the applicant respectfully requests approval of the proposed text amendment to permit Consumer Goods Rental Center as an additional permitted use within the Old Georgetown Loop area of the Mount Pleasant Overlay District.