

**City of Easley**  
**Planning Commission minutes**  
**2025-09-02**

**Item No. 1** - Meeting will act on a petition to rezone ~0.57 acres from GR-2 (General Residential 2) to NC (Neighborhood Commercial) located at 300 Pope Field Road, Easley SC, the proposed use is commercial. The current use is residential.

**Item No. 2** - Approval of Mural (Artwork - Quilt) design - Address TBD.

**Planning Commission Members:**

**Bob Fedder** 12/31/25 - Chair  
**Lowell C. Seal** 12/31/26  
**Calvin Wright** 12/31/26 – Vice Chair  
**Alex Warren** 12/31/27  
**Watson Nealy** 12/31/28

Meeting called to order by Chair Bob Fedder

**Item No. 1**

**Public Comment:**

- a. Robert Sweetmann – presented case of rezoning, added letter to record.
- b. Noel Walderra
  - i. Against – incompatible use, future could be anything, front setbacks and outbuildings would need to be reviewed. Delivery trucks and extra traffic
- c. Kim Walderra
  - i. Against – no adjacent commercial uses. Future use.
- d. Justin Patterson
  - i. Building would remain the same architecturally and a cooler would be added as an addition. Outbuildings shall be removed.
- e. Joyce Sweetman – wants to be part of the neighborhood.
- f. Amy Lake – In favor of use.

**Motion for discussion:**

**The commission discussed the ramification of making it a NC and the potential uses in the future.**

**The chair** requested a motion.

Mr. Wright -made a motion for denial – Mr. Seal seconded motion.

**Voting:**

**Chair** called for vote:

In Favor: **Mr. Fedder, Mr. Seal, Mr. Nealy, Mr. Warren, and Mr. Wright**

**Results:**

Commission recommended denial of rezone, to be sent to council.  
First reading from Council – 2025-10-13  
Second Reading from Council – 2025-11-10

**Item No. 2**

No vote, we will review when the location is determined.

Meeting Adjourned.

Dear Neighbors,

We are Joyce and Robert Sweetman, the new owners of the brick house at **300 Pope Field Road**. We are excited to be a part of this community!

I'm writing to you today to share our plans for the property and to ask for your support. We are in the process of applying to have the property rezoned from General Residential (GR-2) to Neighborhood Commercial (NC).

## Our Plans

We have two main goals for this property:

- The upstairs will be a long-term rental apartment.
- The downstairs will be the new home of **Valentin Occasions**, an established and respected floral shop that has been serving the Easley area for over 15 years.

Valentin Occasions is a small, quiet, family-owned business. Their focus is on creating beautiful floral arrangements, and they work by appointment and with online orders. This isn't a business that will generate heavy traffic or noise. They are dedicated to being a positive addition to the community.

## Rezoning for the Future

We understand that a change like this can raise questions. We'd like to address some common concerns directly:

- **Impact on the Neighborhood:** We've chosen this location because its existing layout and the mix of residential and business properties in the area are a perfect fit for a small, neighborhood-friendly business. As you can see from the attached map, there are already other businesses nearby. Rezoning this one property to NC zoning will allow a quiet, low-impact business like a flower shop to operate here.
- **A "Slippery Slope":** Some may worry that this change could lead to less desirable businesses in the future. The NC zoning we are requesting is specifically designed for small-scale, neighborhood-focused businesses. This type of zoning is not a gateway to allowing loud or disruptive commercial operations. It's meant to support businesses that blend seamlessly into a residential setting.

We believe that bringing a business like Valentin Occasions to our street will enhance the character of our neighborhood without disrupting the peace and quiet we all value. They will bring a new, attractive business to an existing building, and they will be a friendly face for our community.

We need to pass three public hearings to complete the rezoning process. Your support and attendance at these meetings would mean a great deal to us. We will be sharing the dates and times for these hearings as they are scheduled.

We are committed to being good neighbors and welcome the opportunity to speak with you in person to answer any questions you may have.

Thank you for your consideration.

Sincerely,

Joyce & Robert Sweetman | (864) 918-3929 | [info@valentinoccasions.com](mailto:info@valentinoccasions.com)