



Planning & Development

205 North 1st Street | Easley, SC 29640
864-855-7900 | www.cityofeasley.com

OFFICE USE ONLY

Application #: TX-T-26-06
Received on: 10/7/26 Staff: DA
Issued on: _____ Staff: _____

Text Amendment Application

The applicant hereby requests amendment to the following section(s):

Unified Development Ordinance § 10.6.2 - Electronic Message Boards, Specifically § 10.6.2(A)
Concerning the zoning districts in which Electronic Message Boards are permitted.
Explanation of the proposed change:

Amend § 10.6.2 (A) to permit one Electronic Message board as part of an
otherwise permitted civic ground sign serving a community facility
activity within a residential zoning district, subject to the existing
residential civic-sign standards of § 10.6.1 and the existing EMB

Please attach a separate narrative describing the proposed change in greater detail. Standards of § 10.6.2

See attachment "A"

PROPERTY INFORMATION

Complete this section only if the proposed change affects a specific property or parcel of land. List additional parcels on a separate sheet.

Address/Location: 461 Saco Lowell Rd, Easley, SC 29640
Tax Map Parcel #: 5029-16-93-7948 Zoning District: R-10 One-Family-Residential

APPLICANT INFORMATION

Who is the primary contact person for this application?

Owner Name: Faith Missionary Baptist Church
Company: Easley Christian School
Mailing Address: 461 Saco Lowell Rd
City / State / ZIP: Easley, SC 29640
I prefer to be contacted by: ☒ cell # ☐ business # ☐ e-mail
Preferred Phone #: 864-385-8399
E-Mail: dennyandcarrie@gmail.com

☐ the owner of property described above (fill in left section only)

☒ an applicant representing an owner or company (fill in both)

Primary Contact: Dennis Whitehead
Owner Name: _____
Company: _____
Mailing Address: 113 Nicholas CT
City / State / ZIP: Easley, SC 29640
I prefer to be contacted by: ☒ cell # ☐ business # ☐ e-mail
Preferred Phone #: 864-385-8399
E-Mail: dennyandcarrie@gmail.com

SUBMITTAL & FEE PAYMENT

An amendment to the written text of the Unified Development Ordinance (UDO) may be proposed by City Council, the Planning Commission, the Board of Zoning Appeals, the Planning Director, any department or agency in the City, or any other individual, corporation, or agency.

Fee: \$ _____

Form T | Updated 10/2025

I (we) certify that the information in this application is correct and hereby authorize the City of Easley to process this application.

Signature: Dennis Whitehead

Submittal Date: 10/07/2026

ATTACHMENT A

Proposed Text Amendment to Easley Unified Development Ordinance Section 10.6.2

Applicant: Faith Baptist Church / Easley Christian School
Property: 461 Saco Lowell Road, Easley, South Carolina 29640
Zoning District: R-10

1. Purpose of Proposed Amendment

The purpose of this proposed amendment is to allow schools, religious institutions, and other community facility activities lawfully located within residential zoning districts to incorporate an Electronic Message Board (EMB) into an otherwise permitted civic ground sign, while remaining subject to the City's existing civic-sign and EMB standards.

The Unified Development Ordinance already recognizes that community facility activities located within residential districts have legitimate signage needs by permitting civic ground signs. Section 10.6.2, however, currently limits EMBs by zoning district. This proposed amendment would address that narrow difference without changing the underlying land use, increasing the number of signs allowed, or creating a general right to commercial electronic advertising in residential districts.

2. Proposed Amendment Language

Proposed addition to Section 10.6.2(A):

Electronic Message Boards shall be permitted within the General Commercial and Central Business Districts. In addition, one Electronic Message Board may be permitted as part of an otherwise permitted civic ground sign serving a community facility activity located within a residential zoning district, subject to the provisions of Section 10.6.1 and all applicable conditions of this Section.

All remaining provisions and operating requirements of Section 10.6.2 would remain in effect unless otherwise modified by the City during the review process.

3. Reason for the Amendment

Schools, churches, and other civic or institutional uses often operate lawfully within residential zoning districts and have communication needs that differ from those of a typical residential property. The existing ordinance already recognizes those needs by allowing civic signage for community facility activities.

Electronic message-board technology serves substantially the same communication function historically served by manual changeable-copy signs, but allows messages to be updated safely and efficiently. Such messages may include school activities, church services, community events, emergency information, nonprofit activities, and similar on-premises or community-oriented information.

The proposed amendment is intended as a general zoning-text improvement rather than a special exception for one property. It would allow an EMB only when it is incorporated into an otherwise permitted civic ground sign serving a qualifying community facility activity.

4. Example Demonstrating the Need

Easley Christian School is an established school and community facility located on approximately 8.96 acres along Saco Lowell Road in an R-10 zoning district. A freestanding institutional sign has existed at the current sign location for many years. The existing sign is approximately 15 feet high and approximately 10 feet wide, and is located roughly 35 feet from the edge of the road.

The school proposes to replace the aging sign with a modern civic sign incorporating an Electronic Message Board at the same general location. Property directly across Saco Lowell Road is zoned General Commercial, where EMB technology is permitted. Other institutional properties along the same corridor also use electronic signage.

These circumstances illustrate how the current zoning-district restriction can produce different sign treatment for similar institutional or civic uses along the same roadway corridor, even where a proposed sign could otherwise comply with applicable civic-sign and EMB standards.

5. Public Welfare and Good Zoning Practice

The proposed amendment is intended to preserve the City's existing protections while providing a limited modernization option for civic and institutional uses. Under the proposed language: **The proposed amendment would not alter the existing height, area, setback, or sign-count limitations applicable to civic signs in residential zoning districts.**

- Only one EMB would be permitted as part of an otherwise permitted civic ground sign.
- The sign would remain subject to the applicable civic-sign provisions of Section 10.6.1.
- The EMB would remain subject to the applicable operating requirements of Section 10.6.2.
- Existing limits on message duration and transition time would continue to apply.
- Existing limits on EMB area would continue to apply.
- Existing restrictions on off-premises advertising would continue to apply.
- The amendment would not authorize general commercial electronic advertising throughout residential districts.

6. Requested Action

The applicant respectfully requests that the City of Easley consider amending Section 10.6.2(A) to permit an Electronic Message Board as part of an otherwise permitted civic ground sign serving a community facility activity in a residential zoning district, subject to the City's existing civic-sign and EMB regulations and any additional safeguards the City determines appropriate through the text-amendment review process.

Draft prepared for discussion with the City of Easley Planning & Development Department and for attachment to a Text Amendment Application. Final ordinance wording remains subject to staff, Planning Commission, City Attorney, and City Council review.