

City of Easley
Planning and Development Department
Board of Zoning Appeals Meeting
September 22, 2026

Staff Report

Case Number: PLN-VAR-26-06

Applicant: Cyprus Engineering

Parcel ID: 5039-19-62-3116

Address: 4845 CALHOUN MEM HWY

Acreage: 1.18 (subject parcel), 36.5 (potential shopping center)

Zoning: General Commercial

Future Land Use: Commercial (via Ord. 2026-22-Ord.2026-24)

Surrounding Property:

Current Zoning: North: General Commercial (GC)
 East: General Commercial (GC)
 South: General Commercial (GC)
 West: General Commercial (GC)

Future Land Use: North: Commercial
 East: Commercial
 South: Commercial
 West: Commercial

Request:

The applicants, Cypress Engineering on behalf of property owner County Villa Properties, LLC – Bland Smith, are requesting a variance to increase the maximum permitted height of a commercial sign from fifteen (15) feet to forty (40) feet in the GC zoning district, pursuant to Section 10.2.2 of the Unified Development Ordinance, in order to construct new group sign for Easley Retail Center. Target would anchor the sign at the top and other commercial tenants would fill the remaining ten (10) cabinet spaces underneath. This large number of potential tenants would also violate the maximum square footage allowance for a single sign.

This new sign would replace the existing co-tenant sign for businesses Aldi and Freddy's.

Property Description:

The subject property is located at 4845 Calhoun Memorial Highway (U.S. 123) and identified as Tax Parcel 5039-19-62-3116. The parcel is zoned General Commercial, zoned to accommodate the broadest possible range of commercial uses, determined principally by market conditions.

This parcel contains a restaurant but the proposed sign is intended for numerous future tenants.

Background:

Section 10.2.2(A) of the City's Unified Development Ordinance establishes a maximum sign height for signage in commercial areas. No freestanding sign shall exceed 10' in height as measured from the base of the sign in the OI, NC, CC and MED Districts, or 15' in height as measured from the base of the sign in the GC or IND Districts. For a forty foot sign, this would exceed the requirement by 25 additional feet vertically.

A comparable sign, Easley Town Center/Walmart, is also a group or co-tenant sign, and is located directly across the street. It's height also exceeds the current 2025 standard but special consideration was given to the Prince Perry Road bridge over the railroad tracks. It is also set back substantially from U.S. 123, north of the tracks.

This sign would be the tallest in the City of Easley as proposed. Approval of a variance from the Board of Zoning Appeals is required before the sign as submitted may be constructed.

Variance Review Criteria:

Section 4.11.4 of the Unified Development Ordinance establishes the required findings that must be made by the Board of Zoning Appeals before granting a variance.

1. Extraordinary and Exceptional Conditions.

There are extraordinary or exceptional conditions pertaining to the property.

Staff Analysis:

The project site for Easley Retail Center/Target would be accessed by a single public road across from Town Center Way. These future tenants have no direct adjacency to U.S. 123.

However there are other examples of commercial buildings on U.S.123 that are not directly on the roadway but still are able to provide signage at the road entrance, such as this example.

2. Conditions Do Not Generally Apply to Other Properties

These conditions do not generally apply to other property in the vicinity.

Staff Analysis:

The conditions described in the request are not unique to the property. The applicant is correct in that there are many freestanding signs that are nonconforming to the ordinance. However, as standards/UDO codes improve over time, future businesses are expected to meet present standards as written. All properties in the General Commercial district are subject to the 15' height limit, even shared tenant signs. Planning staff should consider amended language for group signs in the future, but there is no precedent for a 40' sign in height.

3. Hardship Not Self-Created

The conditions are not the result of the applicant's own actions.

Staff Analysis:

The limitation on sign dimensions is established by the Unified Development Ordinance. The request for relief is associated with the applicant's proposal to construct a sign that exceeds the maximum size and height permitted by the ordinance.

4. Consistency with Comprehensive Plan and Ordinance Intent

Granting the variance would not substantially conflict with the Comprehensive Plan or the purposes of the ordinance.

Staff Analysis:

The ordinance establishes newer, stricter size limits in all districts than previous codes in order to Maintain a Pleasing Appearance - maintain and enhance the pleasing look of the City; which attracts to the City major events of local, regional, and statewide interest. The purpose and intent is also to improve pedestrian and traffic safety, minimize adverse effects, and ensure that signs in the community are compatible with the high quality image that the City seeks and in which the City continually invests.

Conversely, there is also the goal to Preserve Easley as a community that is attractive to business.

5. Unreasonable Restriction on Property Use

Application of the ordinance would unreasonably restrict utilization of the property.

Staff Analysis:

The property is within municipal limits and zoned for general commercial. Businesses are zoned for a broad range of commercial uses, wall signage is additionally permitted, and monument signage at the 15' standard may also be located on the new public street.

Multiple tenants can be placed on a sign on U.S. 123 without exceeding the 15' height.

6. No Detriment to Adjacent Property or Public Good

Granting the variance will not be detrimental to adjacent property or the public good.

Staff Analysis:

The Zoning Administrator has not received any written comments expressing support or concern about the proposed variance. Given the height approaching the maximum height limit of homes in residential areas, staff believes the scale of the structure could have impacts as the tallest sign in the City. Adjacent properties are zoned commercial; residential impact is minimal.

Limitations (UDO Section 4.11.5):

The requested variance does not:

- Permit a use not otherwise allowed in the zoning district
- Increase the allowable density of development
- Extend a nonconforming use
- Modify zoning district boundaries

The request is limited solely to an increase in the size of a potential commercial sign.

Staff Recommendation

Based on the findings above, staff does not support the requested variance. Staff finds that the request substantially exceeds the maximum height (over double the requirement) established in the Unified Development Ordinance and that the applicant has not demonstrated extraordinary conditions specific to a 40' height justification. Staff does acknowledge the current standard of 15' is limiting for a shopping center of this scale, and impacts to residential uses is minimal – it will not harm the character of the district. The justification that a new monument sign is required for adequate site distance or that the public cannot locate the proposed development or its future tenants without a variance cannot be confirmed.

Respectfully submitted,

Gregory Gordos, AICP

City Planner

Exhibits:

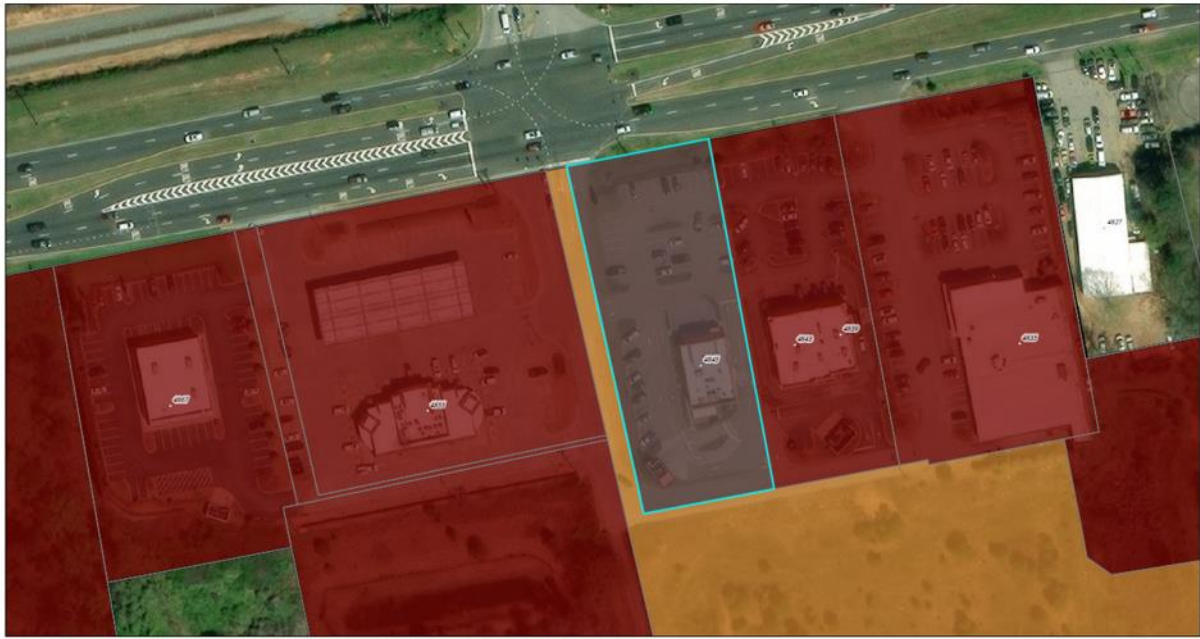
Street View Photos

Zoning Map

Sign Specifications

Variance Application





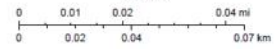
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- County Boundary
- Address Points
- Pickens County Parcels
- City Limits

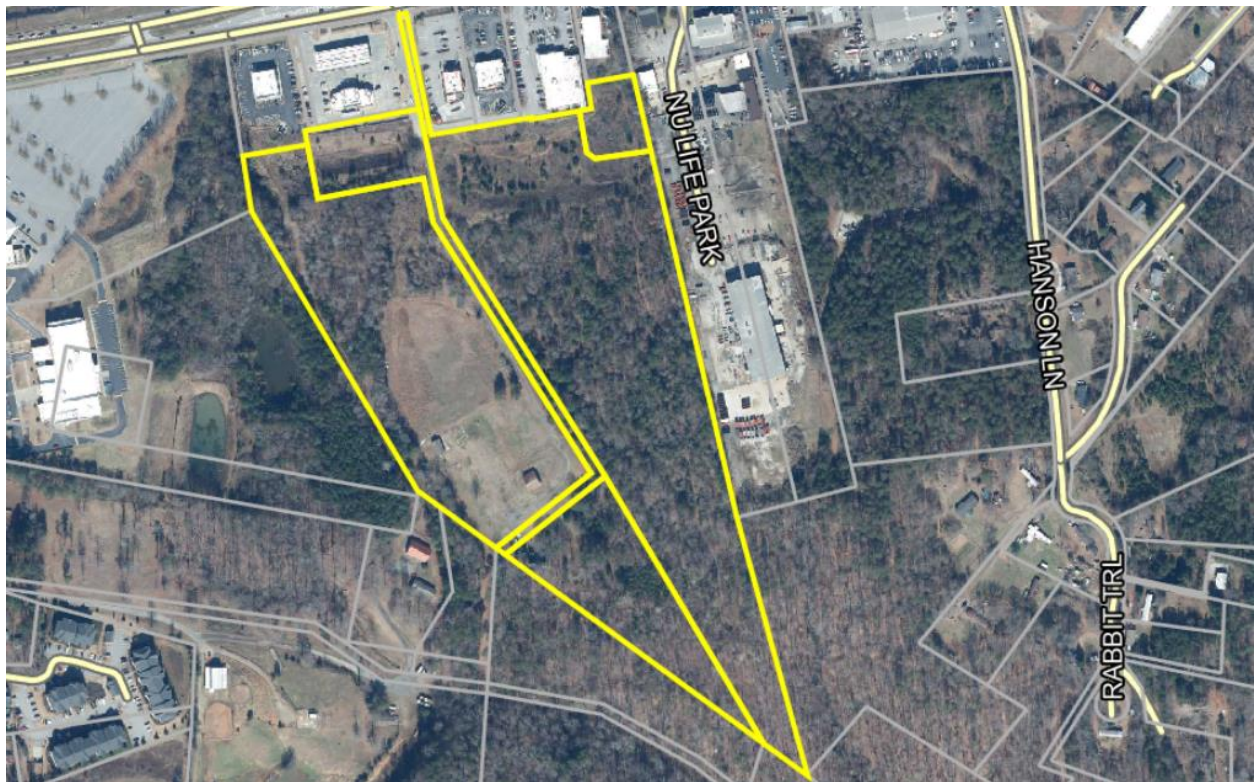
Zoning

- General Residential 2 (GR-2)
- General Commercial (GC)

1:1,129



Maintained by Pickens County E911 Department, Microsoft, Vantor





MANUFACTURE AND INSTALL (1) ONE NEW D/F ILLUMINATED MONUMENT SIGN

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

Approval: _____

Sales: _____

P.M.: _____

Design: _____

Client: _____

PAGE SIZE: 11" X 17"

Date: _____
Date: _____
Date: _____
Date: _____

CID352744

Sheet 3

GENERAL SPECIFICATIONS

BRICK BASE.
FRAME: 2" x 2" x .125" ALUMINUM ANGLE W/ 3' x 5' x 7/16" WONDER BOARD.
BRICK: TO MATCH EXISTING

MAIN ID CABINET,

STRUCTURE: 2" x 2" x .1875" ALUMINUM SQUARE TUBE

RETAINERS: FULL BLEED RETAINERS

FACES: 3M PANAGRAPHICS LL WITH 3M 3630-53 CARDINAL RED TRANSLUCENT VINYL
PAINT: TO MATCH TARGET RED

ATTACHMENT : SLIP CABINET OVER SUPPORT TUBE AND WELD PLATE TO PIPE INSIDE.

CAPS

STRUCTURE: 4" X .1875" ALUMINUM C-CHANNEL

PAINT: PAINTED TO MATCH BRUSHED ALUMINUM

TENANT CABINET

STRUCTURE: 2" x 2" x .1875" ALUMINUM SQUARE TUBE

RETAINERS: 2" X 2 X .125" ALUMINUM

SKIN: .080" ALUMINUM

FACES : 177" WHITE POLYCARB WITH VINYL GRAPHICS

FACES: 111 WHITE POLYCARB. WITH VINYL PAINT. CABINET EXTENSION PAINTED BL ACK

ILLUMINATION :WHITE LED'S & POWER SUPPLIES AS REQUIRED FOR PROPER ILLUMINATION
ATTACHMENT : SLIP CABINET OVER SUPPORT TUBE AND WELD PLATE TO PIPE INSIDE.

 FeCO_3

FACE: 1/4" THK. ALUM.

PAINT: ECO PAINTED WHITE



#0000

Calhoun Memorial Hwy

Easley, SC 29640



10101 Reunion Place
Suite 200
San Antonio, TX 78216

P 210. 886. 0644
waltonsignage.com

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Client: TARGET - 0000
Address: CALHOUN MEMORIAL HWY
City/State: EASLEY, SC 29640
Sales: HOUSE Designer: RH
Date: 12.05.25 PM JMD

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Revision:
R1) 12/17/25 Revise placement at sign "A" - RH
R2) 04/09/25 Revise placement at sign "A" / logos / remove option - RH
R3) 06/03/26 Remove tenant graphics - RH
R4) 09/23/26 Resize monument - RH
R5) 09/24/26 Add proposed renderings - RH
R6) 10/07/26 Update tenant layout - RH
Z:\Customers\Target___LOCATIONS\SC\0000 Easley, SC\3. Design

Signs will be manufactured with 120 or 277 Volts A/C. All Primary electrical service to the sign, and final connection thereof, is the responsibility of the buyer. All work is to be done in accordance with the purchase agreement attached hereto. In case of variance between the specifications of the purchase agreement and this drawing, the drawing shall prevail.

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

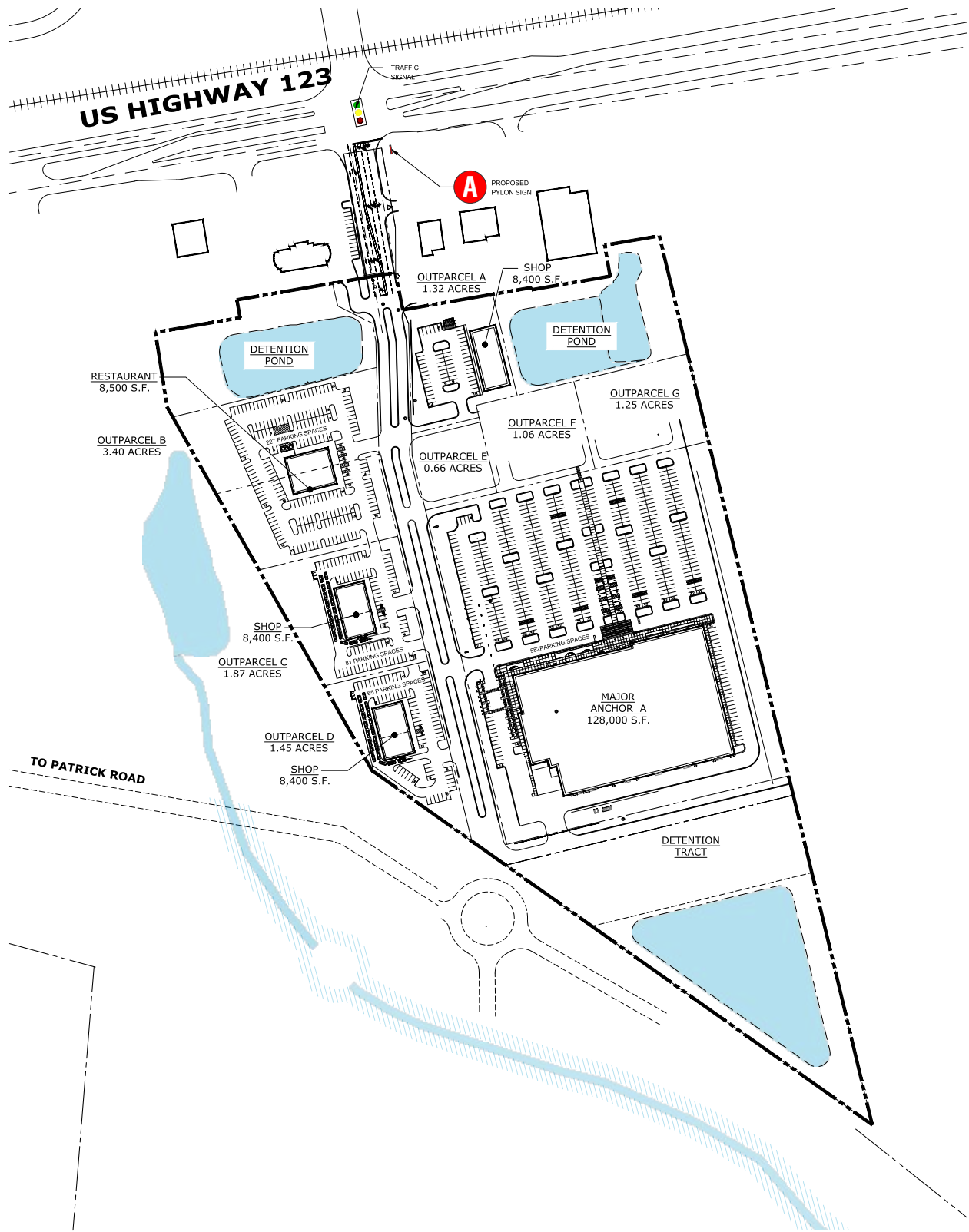
PAGE SIZE: 11" x 17"

Approvals:

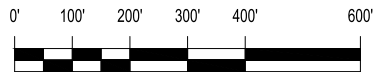
Sales:	Date:
P.M.:	Date:
Design:	Date:
Client:	Date:

CID352744

Sheet: 1



SITE DATA	
MAJOR ANCHOR TRACT	11.70 ACRES
OUTPARCEL A	1.32 ACRES
OUTPARCEL B	3.40 ACRES
OUTPARCEL C	1.87 ACRES
OUTPARCEL D	1.45 ACRES
OUTPARCEL E	0.66 ACRES
OUTPARCEL F	1.06 ACRES
OUTPARCEL G	1.25 ACRES
ROADWAY TRACT	3.11 ACRES
ENTRY TRACT	0.54 ACRES
DETENTION AREA/ FUTURE DEV.	10.21 ACRES
TOTAL	36.56 ACRES



SP-8

SITE PLAN
EASLEY, SOUTH CAROLINA
DRAWING PREPARED JUNE 27, 2025

ALL INFORMATION HEREIN IS PRELIMINARY AND SUBJECT TO CHANGE AND IS NEITHER A REPRESENTATION, WARRANTY, OR AGREEMENT. NEITHER IS THERE ANY REPRESENTATION, WARRANTY, OR AGREEMENT THAT PROSPECTIVE TENANTS SHOWN HEREIN WILL BE TENANTS OF THE SHOPPING CENTER AT THE LOCATION SHOWN OR AT ANY OTHER LOCATIONS IN THE SHOPPING CENTER.
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10101 Reunion Place
Suite 200
San Antonio, TX 78216
P 210. 886. 0644
waltonsignage.com

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Client: **TARGET - 0000**
Address: **CALHOUN MEMORIAL HWY**
City/State: **EASLEY, SC 29640**
Sales: **HOUSE** Designer: **RH**
Date: **12.05.25** PM **JMD**

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R4) 09/23/26 Resize monument - RH
R5) 09/24/26 Add proposed renderings - RH
R6) 10/07/26 Update tenant layout - RH
Z:\Customers\Target\LOCATIONS\SC\0000 Easley, SC\3. Design

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PAGE SIZE: 11" x 17"

Approvals:

Sales:	Date:
P.M.:	Date:
Design:	Date:
Client:	Date:

CID352744

Sheet: 2



PHOTO RENDERING OF EXISTING
Scale: Not to Scale



A PHOTO RENDERING OF PROPOSED
Scale: Not to Scale



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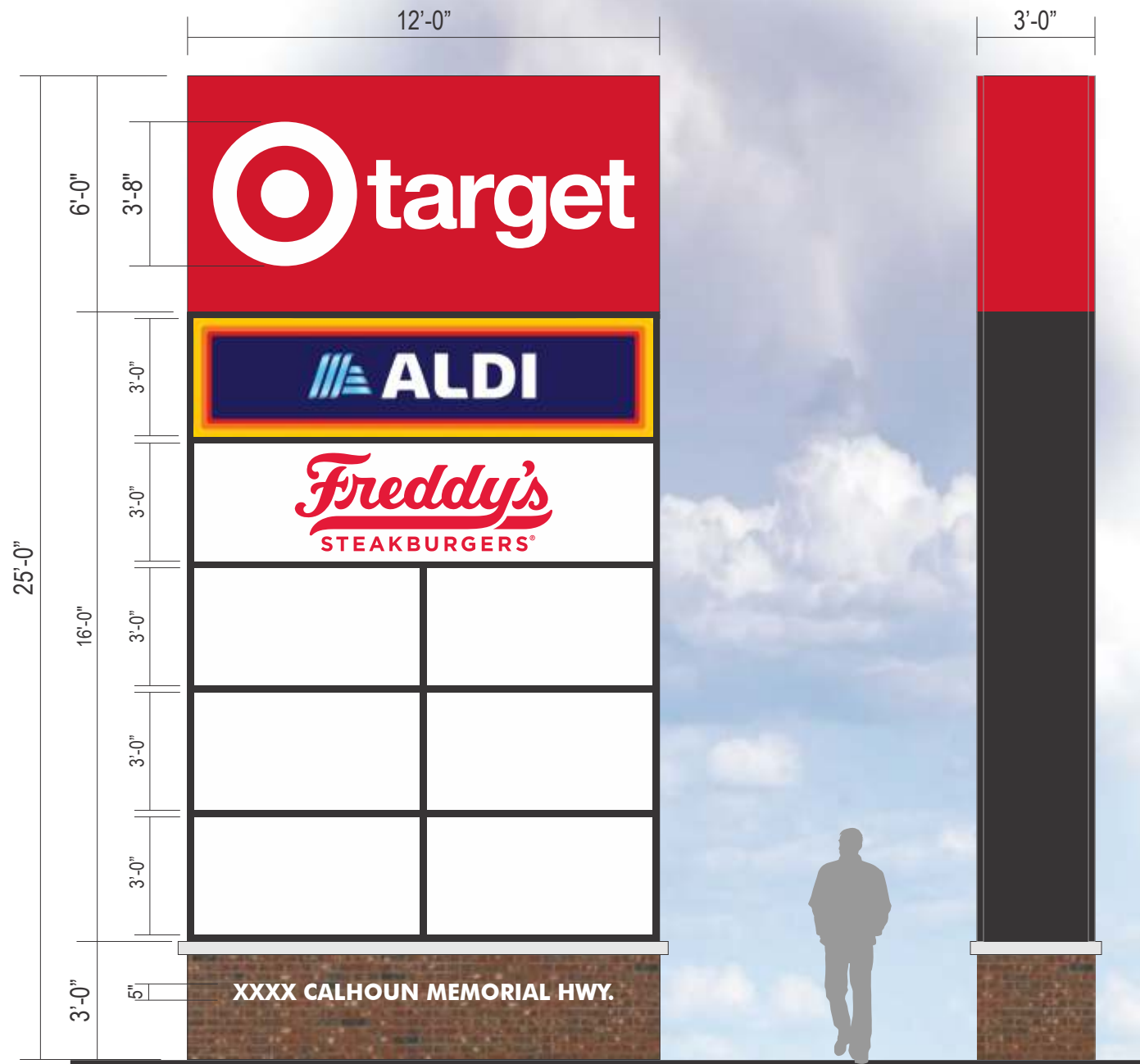
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Sheet: 3



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BRICK: TO MATCH EXISTING

MAIN ID CABINET,
STRUCTURE: 2" x 2" x .1875" ALUMINUM SQUARE TUBE
RETAINERS: FULL BLEED RETAINERS
SKIN: .080" ALUMINUM
FACES : 3M PANAGRAPHSICS LL WITH 3M 3630-53 CARDINAL RED TRANSLUCENT VINYL
PAINT: TO MATCH TARGET RED
ILLUMINATION :WHITE LED'S & POWER SUPPLIES AS REQUIRED FOR PROPER ILLUMINATION.
ATTACHMENT : SLIP CABINET OVER SUPPORT TUBE AND WELD PLATE TO PIPE INSIDE.

CAPS,
STRUCTURE: 4" x .1875" ALUMINUM C-CHANNEL
PAINT: PAINTED TO MATCH BRUSHED ALUMINUM

TENANT CABINET,
STRUCTURE: 2" x 2" x .1875" ALUMINUM SQUARE TUBE
RETAINERS: 2" x 2 x .125" ALUMINUM
SKIN: .080" ALUMINUM
DIVIDER: 1 1/2" STANDARD DIVIDER
FACES : .177" WHITE POLYCARB. WITH VINYL GRAPHICS
PAINT: CABINET EXTERIOR PAINTED BLACK
ILLUMINATION :WHITE LED'S & POWER SUPPLIES AS REQUIRED FOR PROPER ILLUMINATION.
ATTACHMENT : SLIP CABINET OVER SUPPORT TUBE AND WELD PLATE TO PIPE INSIDE.

FCO,
FACE: 1/4" THK. ALUM
PAINT: FCO PAINTED WHITE
ATTACHMENT: FLUSH MOUNT TO BRICK BASE WITH WELDED STUDS & SILICONE

A **D/F ILLUMINATED PYLON SIGN**
Scale: 1/4" = 1'-0"

MANUFACTURE AND INSTALL (1) ONE NEW D/F ILLUMINATED MONUMENT SIGN