



AGENDA
Greer Board of Zoning Appeals

September 14, 2026
Meeting Location: Greer City Hall - 2nd Floor
301 East Poinsett Street
Greer, SC 29651

5:30 PM
Regular Meeting

Call to Order & Establishment of Quorum

Approval of Minutes

1. March 2026 Board of Zoning Appeals Meeting Minutes

Swearing-in of Witnesses

Case Hearing

1. BZAV 26-01 - Greer Memorial Hospital Campus Signage Variance

Approval of Findings of Fact

1. BZAV 26-01 - Findings of Fact/Written Decision Letter

Staff Updates

Adjournment

Notice under Language Access

Persons requiring language assistance to effectively participate in this event may contact the Planning and Development Department at 864.801.2009, or by email at planning@cityofgreersc.gov, to request interpretation and/or translation services as soon as possible, but no later than three business days before the event or deadline date. Additional information on language access and meaningful access to government services may be found under Title VI of the Civil Rights Act.

Aviso sobre Acceso al Idioma

Las personas que necesitan asistencia con el idioma para participar eficazmente en este evento pueden comunicarse con el Departamento de Planificación y Desarrollo al 864.801.2009 o por correo electrónico a planning@cityofgreersc.gov para solicitar servicios de interpretación o traducción lo antes posible, a más tardar tres días hábiles antes del evento o de la fecha límite. Puede encontrar información adicional sobre

acceso al idioma y acceso significativo a los servicios gubernamentales en el Título VI de la Ley de Derechos Civiles.

Notice Under the Americans with Disabilities Act

Anyone who requires an auxiliary aid or service for effective communication or a modification of policies or procedures to participate in a program, service, activity or public meeting of the City of Greer should contact Keith Choate, ADA Coordinator at (864) 848-5386 as soon as possible, but no later than 48 hours prior to the scheduled event.

Aviso según la Ley de Estadounidenses con Discapacidades

Cualquier persona que requiera ayuda o servicio auxiliar para una comunicación efectiva o una modificación de políticas o procedimientos para participar en un programa, servicio, actividad o reunión pública de la Ciudad de Greer debe comunicarse con Keith Choate, Coordinador de ADA al (864) 848-5386 lo antes posible, pero no más tarde de 48 horas antes del evento programado.



AGENDA
Greer Board of Zoning Appeals

March 2, 2026
Meeting Location: Greer City Hall - 2nd Floor
301 East Poinsett Street
Greer, SC 29651

5:30 PM
Regular Meeting

Members Present: Mike Norris, Chair
Emily Tsesmeloglou
Dawn ZaBelle
William Crosby

Members Absent:
Monica Ragin Hughey, Vice-Chair
Steve Griffin
Nick Uva

Staff Present: Alex Cahill, Planning & Development Department Director
Ashley Kaade, Planning Manager

Call to Order & Establishment of Quorum

Mr. Norris called the meeting to order at 5:32pm and determined that a quorum was present.

Approval of Minutes

1. February 2026 Board of Zoning Appeals Meeting Minutes
ACTION – *Ms. Tsesmeloglou made a motion to approve the February 2026 Board of Zoning Appeals meeting minutes. Mr. Crosby seconded the motion. The motion passed with a vote of 4-0.*

Approval of Findings of Fact / Written Orders

1. BZAA 25-01 Findings of Fact & Conclusions
ACTION – *Ms. ZaBelle made a motion to approve the findings of fact and conclusions for Case BZAA 25-01. Mr. Crosby seconded the motion. The motion passed with a vote of 4-0.*

Staff Updates

Adjournment

The meeting adjourned at 5:34pm.

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Board of Zoning Appeals Application
(Variance, Special Exception, Appeal of Zoning Official Decision)

Applicant Information

Name Garifled Signs and Graphics
Address 203 Ford St, Greer, SC 29650

Contact Number [REDACTED]
Email [REDACTED]

Property Owner Information

Name Prisma Health
Address 700 West Faris Rd, Greenville, SC 29605

Contact Number [REDACTED]
Email [REDACTED]

Tax Map Number G006000200603 Property Address S Buncombe Rd, Greer, SC 29650

Business Name (if applicable) Prisma Health Proposed Use Medical Office Building

Description of Request Exterior Signage for the New Prisma Health Greer Medical Park

The applicant hereby requests: (Check one)

- ☒ Variance (additional form required) - Chose 1 of the following: ☐ Residential ☒ Commercial
- ☐ Special Exception
- ☐ Appeal of Zoning Official Decision

Applicant hereby appeals to the decision the Zoning Official for:

1. ☐ granting an application for a permit to _____
2. ☐ denial of an application for a permit to _____
3. Interpretation of Section of Unified Development Ordinance _____
4. Applicant request the following relief (if applicable):

*If additional space is required for further justification, please submit as an attachment.

Pursuant to Section 6-29-1145 of South Carolina Code of Laws, is this tract or parcel retracted by any Recorded covenant that is contrary to, conflicts with, or prohibits the activity described?
Yes No

Brandon Coker
Brandon Coker (Aug 19, 2026 09:45:24 EDT)

Print Name and Signature (Property Owner)

Date

Variance

The applicant hereby appeals to the Board of Zoning Appeals for a variance from the strict application to the property described in the Notice of Appeal of the following provisions of the Unified Development Ordinance in Section(s): [UDO Section 5.2.8\(6\)](#), [UDO Section 5.2.4.C\(2\)](#), [UDO Section 5.2.6.D](#), and [UDO Section 5.2.4.C\(1\)](#) so that a zoning permit may be issued to allow use of the property in a manner shown on the attached plot plan, described as

[Monument, Directional, and Building Signage, that exceeds the Sizes and Total Number of each allowed](#)

for which a permit has been denied by a zoning official on the grounds that the proposal would be in violation of the cited section(s) of the Unified Development Ordinance.

The application of the ordinance will result in unnecessary hardship, and the standards for a variance set by state law and the ordinance are met by the following facts:

- a. There are extraordinary and exceptional conditions pertaining to the particular piece of property as follows:

[The new Prisma Health Greer Medical Park is located in very close proximity to Prisma Health Greer Memorial Hospital, creating a significant potential for wayfinding confusion. Our goal is to provide clear, visible signage that helps patients and visitors reach the correct destination without mistakenly going to the hospital when seeking services at the medical park or vice versa. Confusion can lead to delays and late arrivals resulting in health risks, costs, and unnecessary stress.](#)

- b. These conditions do not generally apply to other property in the vicinity as shown by:

[The main services of these are all medical and appear similar in nature. The need to distinguish between each is essential. The size of the site dictates more signage than is currently allowed to facilitate travel around the site](#)

- c. Because of these conditions, the application of the ordinance to the particular piece of property would effectively prohibit or unreasonably restrict the utilization of the property as follows:

[Without additional signage the overall efficiency and patient experience will be jeopardized](#)

- d. The authorization of the variance will not be of substantial detriment to adjacent property or to the public good, and the character of the district will not be harmed by the granting of the variance for the following reasons:

[The authorization of the variance will ensure that patients and visitors do not access the adjacent property in error. The public will benefit from a clear visible wayfinding system. The type of signage is consistent with the area and the character of the district.](#)

Board of Zoning Appeals

September 14, 2026

Variance

Case Number:	BZAV 26-01
Applicant:	Garfield Signs and Graphics
Address:	401 West Rd.
Parcel ID Number:	G006000200603
Existing Zoning:	Regional Center (RC)
Request:	Variance for number of large directional signs; number of building signs.



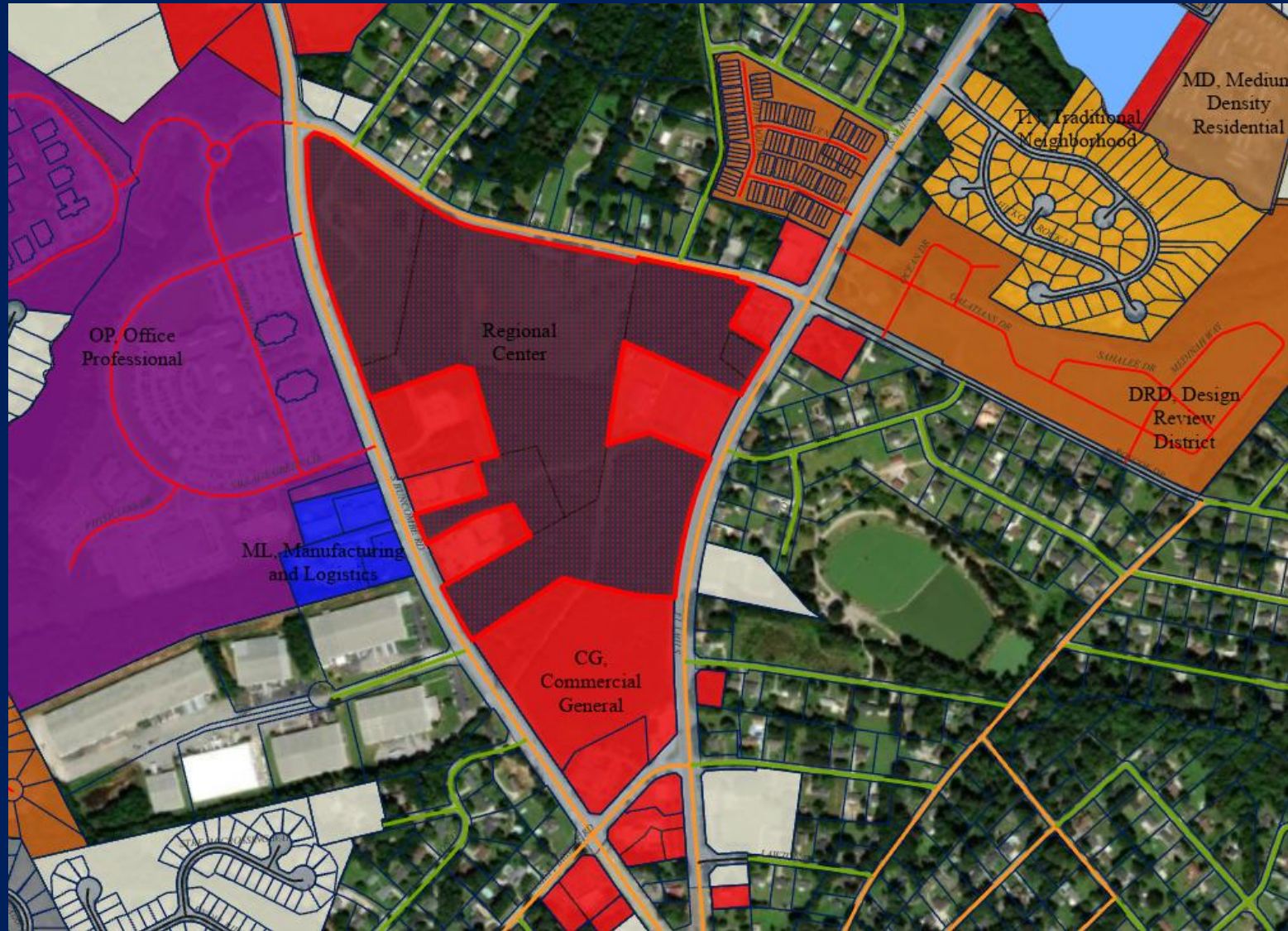
BZAV 26-01

Aerial Map



BZAV 26-01

Zoning Map



BZAV 26-01

Exiting Conditions



BZAV 26-01

Exiting Conditions



BZAV 26-01 – Variance Request

Exempt Signage - Section 5.2.8.A(6)

“On-site directional signs not exceeding three (3) square feet in sign area and three (3) feet in height.”

Number of Freestanding Signs - Section 5.2.4.C(2): “Freestanding Signs

A maximum of three (3) freestanding signs are permitted per development, subject to the specific standards for the type of freestanding sign per Section 5.2.6: Sign Type Specific Standards.”

Number of Monument Signs - Section 5.2.6.D(C)

“Projects/developments up to five (5) acres: One (1) primary sign and one (1) secondary sign. Projects/developments 5.0 acres or greater: One (1) primary sign and one (1) secondary sign per driveway/location from the public roadway, up to three (3) secondary signs maximum (total).”

Number of Monument Signs - Section 5.2.6.D(D)

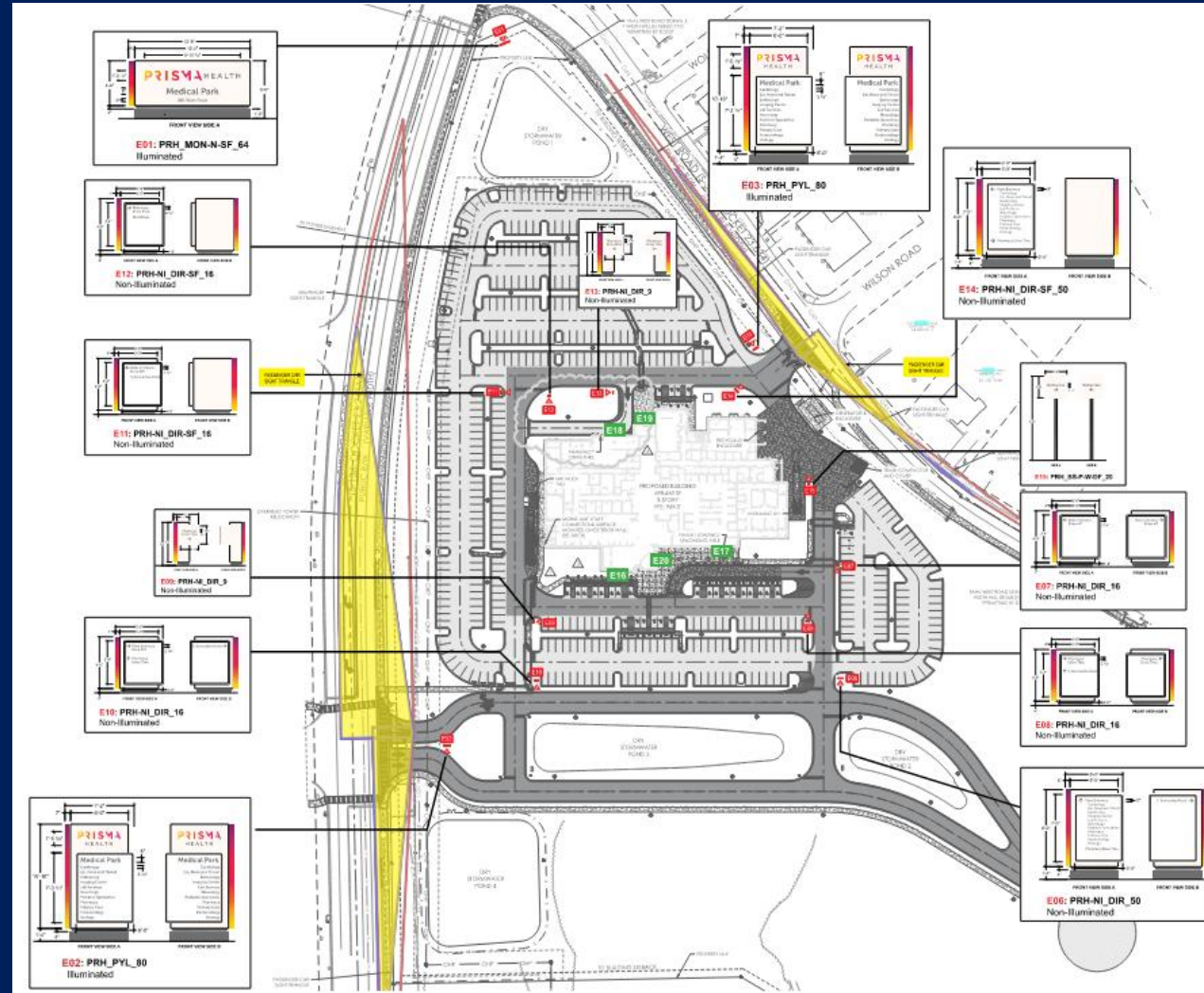
“Multi-tenant projects/developments with more than two tenants may not exceed the maximum number of signs or sign types as stated in 5.2.6.D.C.”

Number of Building Signs - Section 5.2.4.C(1): “Building Signs

A total of three (3) building signs may be permitted per tenant/business. Such signs shall be permitted only on a building frontage along a public or private roadway, or along a parking lot serving the building.”

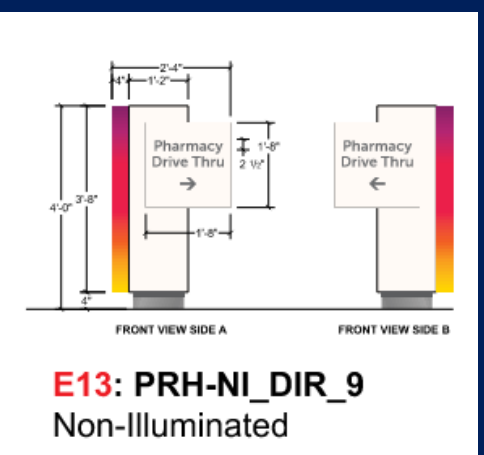
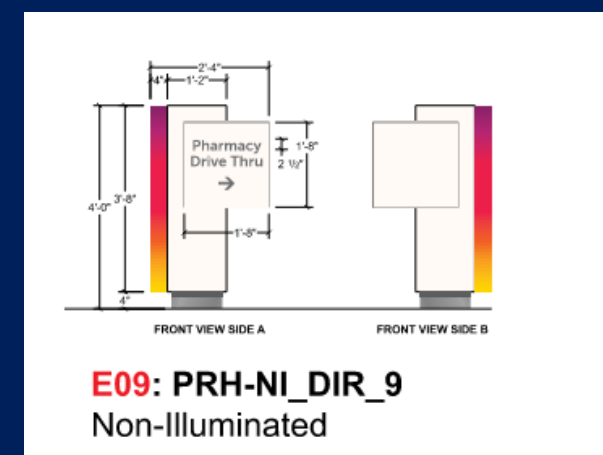
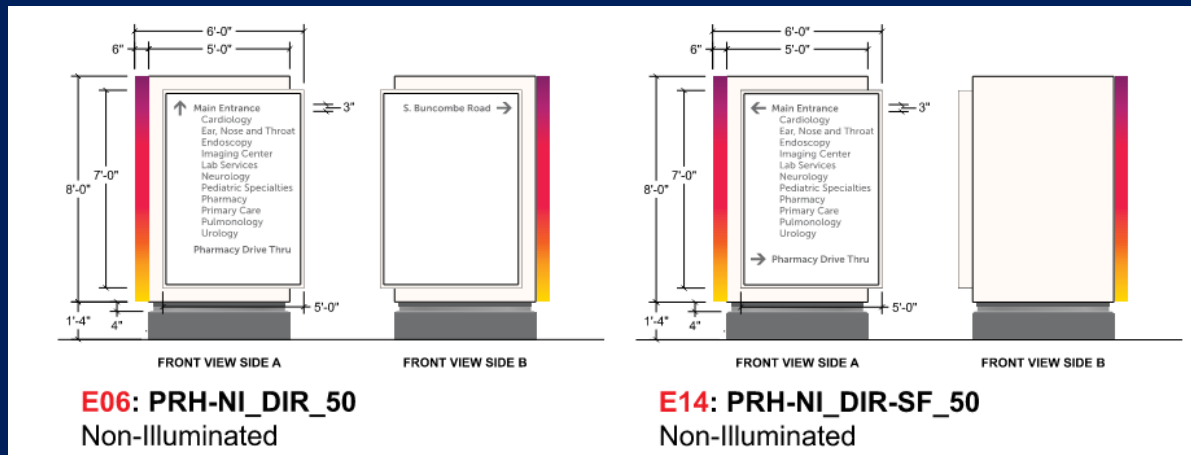
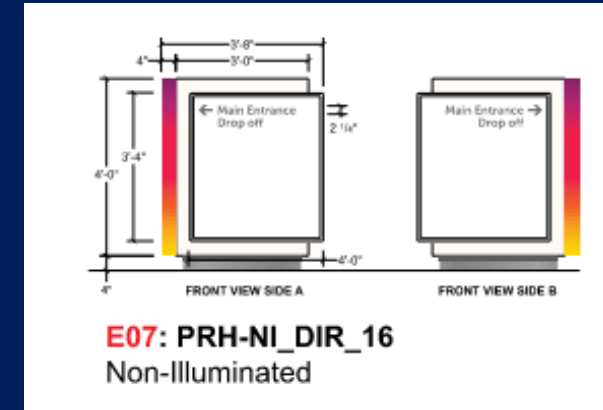
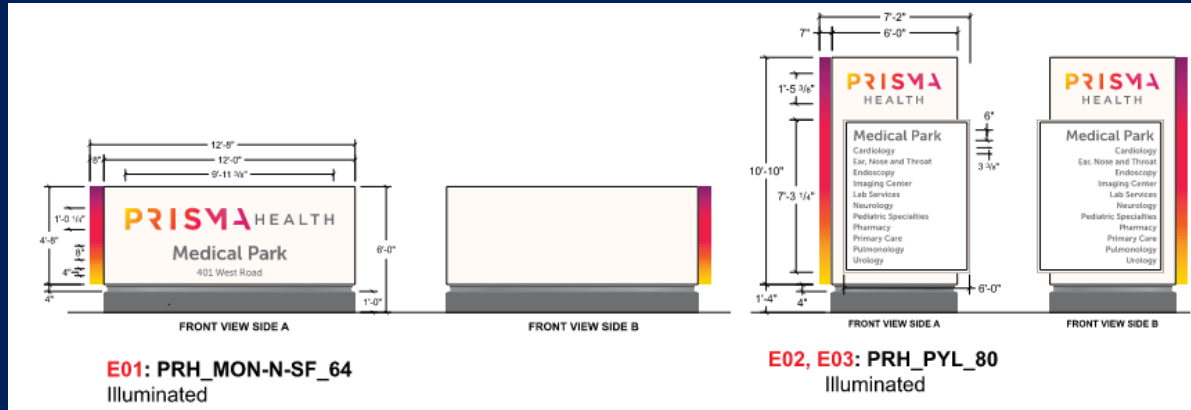
BZAV 26-01

Proposed Sign Plan



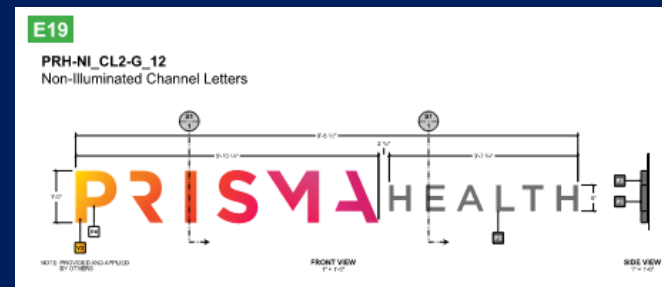
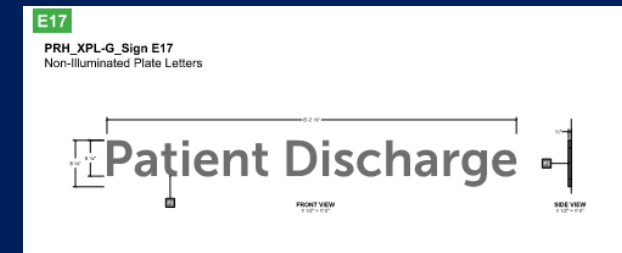
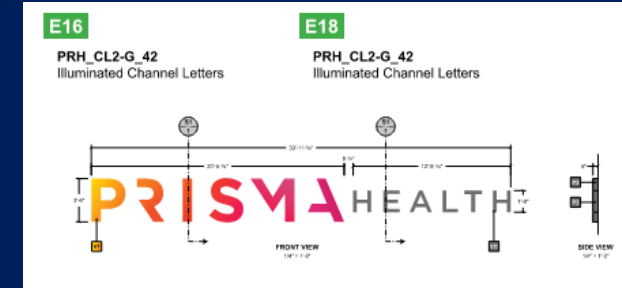
BZAV 26-01

Proposed Sign Plan



BZAV 26-01

Proposed Sign Plan



BZAV 26-01 – Legal Criteria

Per the South Carolina Enabling Act (South Carolina Code § 6-29-800) a variance may be granted in an individual case of unnecessary hardship if the board makes and explains in writing the following findings:

- (a) There are extraordinary and exceptional conditions pertaining to the particular piece of property
- (b) These conditions do not generally apply to other property in the vicinity;
- (c) Because of these conditions, the application of the ordinance to the particular piece of property would effectively prohibit or unreasonably restrict the utilization of the property; and
- (d) The authorization of a variance will not be of substantial detriment to adjacent property or to the public good, and the character of the district will not be harmed by the granting of the variance.

BZAV 26-01 – Staff Analysis & Recommendation

Staff recommend approval based on the following findings of fact:

- **Campus Scale and Use:** Unlike standard commercial properties in the vicinity, this subject property forms part of a major hospital campus. The size and complexity of the development necessitate a comprehensive, campus-wide directional framework that exceeds standard zoning provisions.
- **Public Safety and Emergency Services:** As an emergency services site, the property requires highly visible, efficient wayfinding to prevent transit delays for patients, emergency vehicles, and visitors.
- **Regulatory Suitability:** The strict application of the current sign code does not account for the unique public health infrastructure and navigational demands of a large-scale institutional campus.

Consequently, staff finds that literal enforcement of the ordinance results in an unnecessary hardship, and the proposed variance serves the public interest by ensuring clear, effective wayfinding.

Staff Recommendation: Approval

Board of Zoning Appeals

September 14, 2026



Staff Report to the City of Greer Board of Zoning Appeals
Monday, September 14, 2026

Case Number: BZAV 26-01

Applicant: Garfield Signs and Graphics

Property Location: 401 West Rd

Tax Map Numbers: G006000200603

Existing Zoning: Regional Center (RC)

Request: Variance for number and size of signs

Analysis: **BZAV 26-01**

BZAV 26-01 is a request for a variance to allow for a greater number of large directional signage and more building signage than is normally allowed by the following Unified Development Ordinance Sections:

Section 5.2.8.A(6): “On-site directional signs not exceeding three (3) square feet in sign area and three (3) feet in height.”

Section 5.2.4.C(1): “**Building Signs.** A total of three (3) building signs may be permitted per tenant/business. Such signs shall be permitted only on a building frontage along a public or private roadway, or along a parking lot serving the building.”

Section 5.2.4.C(2): “**Freestanding Signs.** A maximum of three (3) freestanding signs are permitted per development, subject to the specific standards for the type of freestanding sign per Section 5.2.6: Sign Type Specific Standards.”

Section 5.2.6.D(C): “Projects/developments up to five (5) acres: One (1) primary sign and one (1) secondary sign. Projects/developments 5.0 acres or greater: One (1) primary sign and one (1) secondary sign per driveway/location from the public roadway, up to three (3) secondary signs maximum (total).”

Section 5.2.6.D(D): “Multi-tenant projects/developments with more than two tenants may not exceed the maximum number of signs or sign types as stated in 5.2.6.D.C.”

Due to the size of the proposed directional signs, they are not considered exempt from the UDO’s sign language per UDO Section 5.2.8.A(6). Since they are not exempt, they need to comply with the number and size requirements outlined elsewhere in the UDO’s signage standards (Section 5.2.4.C(1), Section 5.2.4.C(2), & Section 5.2.6.D(C)). Under these standards, there are too many building and freestanding directional signs.

The applicant is requesting a variance to allow for the number of signs shown on the attached site plan and references the property’s hospital/emergency department use and campus-style layout to justify the request.

Per the South Carolina Enabling Act (South Carolina Code § 6-29-800) a variance may be granted in an individual case of unnecessary hardship if the board makes and explains in writing the following findings:

- (a) there are extraordinary and exceptional conditions pertaining to the particular piece of property;
- (b) these conditions do not generally apply to other property in the vicinity;
- (c) because of these conditions, the application of the ordinance to the particular piece of property would effectively prohibit or unreasonably restrict the utilization of the property; and
- (d) the authorization of a variance will not be of substantial detriment to adjacent property or to the public good, and the character of the district will not be harmed by the granting of the variance.

Staff recommend approval of the requested sign variance, as the application demonstrates compliance with the statutory criteria for a variance. The recommendation is based on the following findings of fact:

- **Campus Scale and Use:** Unlike standard commercial properties in the vicinity, this subject property forms part of a major hospital campus. The size and complexity of the development necessitate a comprehensive, campus-wide directional framework that exceeds standard zoning provisions.
- **Public Safety and Emergency Services:** As an emergency services site, the property requires highly visible, efficient wayfinding to prevent transit delays for patients, emergency vehicles, and visitors.
- **Regulatory Suitability:** The strict application of the current sign code does not account for the unique public health infrastructure and navigational demands of a large-scale institutional campus.

Consequently, staff finds that literal enforcement of the ordinance results in an unnecessary hardship, and the proposed variance serves the public interest by ensuring clear, effective wayfinding.

STAFF RECOMMENDATION: Approval



Board of Zoning Appeals Written Decision Order

Docket Number:	BZAV 26-01
Case Type:	Variance
Property Address:	401 West Road
Tax Map Numbers:	G006000200603
County:	Greenville
Applicant Name:	Garfield Signs and Graphics
Applicant Address:	203 Ford Street
Request:	A request for a variance to for a greater allowance in size and number of building & freestanding signs than currently allowed under Unified Development Ordinance (UDO) Sections 5.2.8.A(6), 5.2.4.C(1), 5.2.4.C(2), 5.2.6.D(C), & 5.2.6.D(D).
Date of Board Action:	September 14, 2026
Action:	

Staff Recommendation

The intent of this request is allow for efficient wayfinding around the Greer Memorial Hospital campus by permitting a greater signage allowance than is typically provided under the UDO. According to the applicant, providing enhanced directional signage and some additional building signage will help hospital patients and visitors to navigate around the site more easily. Limiting the area and number of signs would lead to unnecessary confusion, which could prove to be particularly problematic given the role of the site in public health and emergency services. The campus-style development of the site and its public health present a unique condition to this particular property and, in staff's opinion, meets the legal criteria for the granting of a variance. Therefore, staff recommends approval without conditions.

Findings of Fact

The Board of Zoning Appeals finds that the Applicant has requested a variance from UDO Sections 5.2.8.A(6), 5.2.4.C(1), 5.2.4.C(2), 5.2.6.D(C), & 5.2.6.D(D) to allow for a greater number of large directional signage and more building signage than is typically allowed by the UDO.

Based on the materials submitted, staff analysis, and testimony presented at the public hearing, the Board finds that strict application of the ordinance creates practical difficulties due to the property's large campus scale and its role in public safety and emergency services. It also finds that the strict application of the UDO's current sign code does not account for unique public health infrastructure and navigational demands of a large-scale institutional campus. The evidence shows that allowing for more, larger signs than typically permitted around the campus minimizes nuisance and ensure safety and efficient wayfinding while avoiding unnecessary hardship and preserving reasonable use of the site.

The Board further finds that granting the variance will not adversely affect adjacent properties, will maintain the spirit and intent of the UDO's signage requirements, and will not be detrimental to public health, safety, or welfare. The proposed signage achieves the ordinance's objectives without impairing surrounding land uses, and no evidence was presented that the modification would create visual,

PLANNING AND DEVELOPMENT DEPARTMENT

301 East Poinsett Street • Greer, S.C. • Phone: (864) 848-2150 • Fax: (864) 801-2020



Board of Zoning Appeals Written Decision Order

environmental, or operational impacts beyond what the UDO seeks to prevent. Accordingly, the Board concludes that the application satisfies the required variance criteria and that the additional allowance in size and number of signs is an appropriate and reasonable alternative to the standard requirement.

Conclusion of Law

Based on the foregoing Findings of Fact and the evidence contained in the record, the Board concludes that the Applicant has satisfied the legal criteria for a variance under S.C. Code § 6-29-800 and the City of Greer Unified Development Ordinance. The Board finds that strict application of UDO Sections 5.2.8.A(6), 5.2.4.C(1), 5.2.4.C(2), 5.2.6.D(C), & 5.2.6.D(D) would result in an unnecessary hardship due to the unique physical conditions of the property— specifically the property’s role in public safety and emergency services as well as its large-scale campus layout — that do not generally apply to other properties in the same district. The requested allowance of additional sign area and numbers is the minimum action necessary to afford relief and is consistent with the ordinance’s intent to provide adequate directional & building signage without causing a nuisance to the surrounding property owners.

The Board further concludes that granting this variance does not confer a special privilege, is not the result of actions by the Applicant, and will not be injurious to surrounding properties or contrary to the public interest. Therefore, as a matter of law, the Board determines that the variance request fully complies with the statutory and UDO requirements for relief, and Garfield Signs and Graphics may proceed with installing the building & directional signage shown in the plans provided alongside the variance application, pending approval from applicable City reviewers.

Signatures

Chair Signature: _____ Date: _____

Staff Signature: _____ Date: _____