



# AGENDA

REGULAR MEETING OF BOARD OF ZONING APPEALS

THURSDAY, JANUARY 8, 2026 - 4:00 PM

Greenville City Hall, Council Chambers, 10th Floor

206 S. Main Street

Greenville, South Carolina 29601

Citizens may access the meeting at the following web address:

<https://www.greenvillesc.gov/meeting>

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1. Call to Order
2. Welcome and Opening Remarks from the Chair
3. Roll Call
4. Approval of Minutes
  - A. Approval of Minutes for meeting on December 11, 2025
5. Call for Public Notice Affidavit from Applicants
6. Acceptance of Agenda
7. Conflict of Interest Statement
8. OLD BUSINESS
  - A. **A 25-307**  
Application by FMO Real Estate, LLC to **APPEAL** the administrator's decision to deny a permit to install a digital face on a billboard in a MX-D, Mixed Use Downtown district near the intersection of **N ACADEMY ST AND BUNCOMBE ST** (TM# 001400-05-00300)
  - B. **S 25-1005** *Application withdrawn*  
Application by Pharos Land Design (Duane Ensor, P.E.) on behalf of Michnoff, LLC (Robert Blumenthal) for a **SPECIAL EXCEPTION** to establish an accessory 'drive-thru' use as part of a 'General food and beverage (up to 6,000 SF)' use in an MX-3, Mixed Use 3 district at **298 S PLEASANTBURG DR** (TM# 026600-01-01106)
9. NEW BUSINESS
  - A. **S 25-1004**  
Application by Michael Short for a **SPECIAL EXCEPTION** to establish an accessory 'drive-thru' use as part of a 'General retail (up to 6,000 SF)' use in an MX-2, Mixed Use 2 district at **430 WOODRUFF RD** (TM# 026200-01-00723)
10. OTHER BUSINESS
11. Adjournment





**Planning Staff Report to  
Board of Zoning Appeals  
January 2, 2026**  
*for the January 8, 2026 Public Hearing*

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**Docket Number:** A 25-307  
**Appellant:** FMO Real Estate, LLC  
**Property Owner:** James E Woodside & Co LLC  
**Property Location:** North Academy Street and Buncombe Street (unaddressed parcel)  
**Tax Map Number:** 001400-05-00300  
**Acreage:** 0.42  
**Zoning:** MX-D, Mixed Use Downtown District  
-DD, Downtown Design Overlay District  
**Proposal:** **APPEAL OF ADMINISTRATOR'S DECISION**

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**Applicable Sections of the City of Greenville Code of Ordinances:**

Sec. 19-6.1.4. Board of Zoning Appeals  
Sec. 19-6.2.15. Quasi-Judicial Review  
Sec. 19-4.11.6. Outdoor Advertising Signs  
Sec. 19-6.3.4. Nonconforming Signs

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**Recommendation:** **Affirm Administrator's Decision**

**Staff Analysis:**

Summary

On February 19, 2025, Lamar Advertising submitted a sign application to modify an existing billboard at the southwest corner of the intersection of North Academy Street and Buncombe Street. The narrative stated, "this is an application for a permit to replace the static sign at the existing billboard located at the intersection of Academy and Buncombe Rd. with a digital display." The application also noted that "the proposed digital display to be installed would be removed from Augusta Road which is currently at the following location: TMID: M015010100101." The application clarified that "the proposed digital display would face towards the intersection of N. Academy St and Buncombe Street."

On March 19, 2025, then Zoning Code Enforcement Officer John Hamlett completed the review of the sign application for compliance with the city's development code. Mr. Hamlett denied the application and stated the following in his review:

*\*1. The application is for the face replacement on an existing non-conforming billboard located within MX-D zoning.*

*\*2. Per the GDC the only permissible zoning districts for outdoor advertising signs (billboards) are BG, BH, IX and IG districts with the exception of two permitted in MX-D zoning located at:*

1. A maximum of 1 roof-mounted Type I outdoor advertising sign is permitted with visibility from South Church Street between East McBee Avenue and East Washington Street; and

2. A maximum of 1 Type I outdoor advertising sign is permitted along East North Street between North Academy Street and Lavinia Avenue.

\*3. The proposed work would constitute the expansion of a non-conformity which is not permitted.

*Application is Denied.*

On April 2, 2025, FMO Real Estate, LLC, filed an appeal of the Zoning Administrator's decision to deny the sign application. Materials were filed in a timely manner to supplement the appeal.

Deferrals, at the Appellant's request, occurred over the following months prior to presenting the case to the Board.

### Background

A billboard has existed on the subject property since at least 1997.

On June 11, 2001, the City of Greenville passed an ordinance that established a maximum number of Type I outdoor advertising signs (also known as billboards), required a billboard registry, and restricted placement of billboards.

On August 31, 2001, a sign permit application was submitted and later issued by the City of Greenville to Fairway Outdoor Advertising, LLC to register a billboard on the subject property on the city's registry.

In October 2012, a settlement agreement between the City of Greenville and Fairway Outdoor Advertising, LLC was signed that approved multiple changes to billboards across the city limits. One change allowed Fairway Outdoor Advertising to convert the "2-face Side by Side unit at Hwy 123 (Academy St.) S/O Buncombe St. to Back to Back unit."

On July 2, 2013, a sign permit was issued by the City of Greenville to remove two previous side by side style billboards on-site and to install a new monopole billboard on site. The billboard was approved at an overall height of 37 feet and 12' by 25' in area. The permit specified the sign was a "v-type monopole, static, illuminated" billboard.

No permit applications related to the billboard were submitted until February 19, 2025, when Wesley McCracken, on behalf of Lamar Advertising, submitted a sign application to modify an existing billboard. The narrative stated, "this is an application for a permit to replace the static sign at the existing billboard located at the intersection of Academy and Buncombe Rd. with a digital display." The application also noted that "the proposed digital display to be installed would be removed from Augusta Road which is currently at the following location: TMID: M015010100101." The application clarified that "the proposed digital display would face towards the intersection of N. Academy St and Buncombe Street."

On March 6, 2025, the application was assigned permit number 25-985 and on March 10, 2025, the application was routed for review.

On March 19, 2025, then Zoning Code Enforcement Officer John Hamlett completed a review of the sign application for compliance with the city's development code. Mr. Hamlett denied the application and stated the following in his review:

\*1. The application is for the face replacement on an existing non-conforming billboard located within MX-D zoning.

\*2. Per the GDC the only permissible zoning districts for outdoor advertising signs (billboards) are BG, BH, IX and IG districts with the exception of two permitted in MX-D zoning located at:

1. A maximum of 1 roof-mounted Type I outdoor advertising sign is permitted with visibility from South Church Street between East McBee Avenue and East Washington Street; and

2. A maximum of 1 Type I outdoor advertising sign is permitted along East North Street between North Academy Street and Lavinia Avenue.

\*3. The proposed work would constitute the expansion of a non-conformity which is not permitted.

*Application is Denied.*

On April 1, 2025, a meeting was held between staff with Lamar Advertising and the City of Greenville to discuss the process to submit an appeal to the Board of Zoning Appeals regarding the denial of the sign permit.

On April 2, 2025, FMO Real Estate, LLC, filed an appeal of the Zoning Administrator's decision to deny the sign application. Materials were filed in a timely manner to supplement the appeal.

Within the written notice for appeal, the Appellant states the "requested action will not change the use of the property; it would remain an outdoor advertising sign/billboard. The existing billboard will not be expanded." The Appellant also provided construction plans, dated November 21, 2012, that were not previously submitted during the 2025 permit review that state "note: this structure has been designed to support a 2,800 lb. L.E.D. sign face on each side."

On April 17, 2025, a request to delay the appeal's hearing was made by Lamar Advertising to allow continued discussion with City officials.

On May 22, 2025, a meeting between staff with Lamar Advertising and the City of Greenville was held.

During the meeting, both parties appeared to agree as a matter of fact that plan review comments 1 and 2 were accurate. The existing sign is a Type I outdoor advertising sign and is nonconforming with the Type I outdoor advertising standards based on, at least, the property's MX-D zoning classification. Planning staff elaborated on plan review comment 3 that the non-conforming sign was being "expanded." Staff noted that the new digital display would "expand," not in physical size, but in intensity as the number of sign faces would increase beyond the single face present today.

On May 27, 2025, a request was made by Lamar's legal counsel to delay the hearing to allow additional time to discuss a resolution with the City. Additional requests to delay the hearing date were made by Lamar on July 2, 2025, and again on August 25, 2025. Although dialogue between Lamar and the City continued sporadically, no resolution was achieved.

### Staff Findings:

Staff offers the following findings:

- Staff finds the sign was legally erected in 2013 as part of a legal settlement with Fairway Outdoor Advertising;
- Staff finds that the sign is classified as a Type I outdoor advertising sign and that Type I outdoor advertising signs are subject to the standards of Greenville Development Code Section 19-4.11.6.;
- Staff finds the sign does not conform with the standards of Greenville Development Code Section 19-4.11.6. because the sign is located on a property zoned MX-D, which only permits Type I outdoor advertising signs at two specific locations, neither of which include the location of this appeal;
- Staff finds that changes to nonconforming signs must comply with Greenville Development Code Section 19-6.3.4.;

- Staff finds the proposed modification would be in violation of the nonconforming sign provisions of Greenville Development Code Section 19-6.3.4. which state “a nonconforming sign may *continue* in operation” if the “sign will not be **changed** to or **replaced** with another nonconforming sign” **and** the “sign will not be **expanded**.”
- Staff finds that the removal of the static, inwardly illuminated display face and installation of a digital display face that is outwardly illuminated with regularly changing content would be a change or replacement of the existing nonconforming sign with another nonconforming sign.
- Staff finds that installation of a digital display face that is outwardly illuminated with regularly changing content will “expand” visibility and intensity of the existing nonconforming sign with another nonconforming sign.
- Staff finds that the Zoning plan reviewer correctly denied the application to modify the sign as the sign is a nonconforming sign and that the modification would violate the nonconforming sign provisions; and
- Staff finds that the Appellant has not offered sufficient evidence or documentation to support their claim that the Administrator erred in denying the application.

**Based on these findings, staff recommends that the Board of Zoning Appeals affirm the administrator’s decision to deny sign permit 25-985 seeking modifications to the nonconforming Type I outdoor advertising sign near the intersection of North Academy Street and Buncombe Street.**

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#### **Applicable Sections of the Code of Ordinances**

The Administrator rendered his interpretation based on the following specific code sections:

*Sec. 19-4.11.6. Outdoor Advertising Signs*

*Sec. 19-6.1.4. Board of Zoning Appeals*

*Sec. 19-6.2.15. Quasi-Judicial Review*

*Sec. 19-6.3.4. Nonconforming Signs*

## 19-4.11.6. OUTDOOR ADVERTISING SIGNS

### A. Type I Signs (Billboards)<sup>2</sup>

A Type I Outdoor Advertising Sign is a permanent freestanding off-premises sign, commonly referred to as a billboard, and that is generally used to rent or lease advertising space.<sup>2</sup>

#### 1. Spacing: Minimum Distance from Certain Uses

Type I outdoor advertising signs must not be located closer than 1,000 feet to another Type I outdoor advertising sign or an historic property listed on the national register, a Preservation (-P) overlay district, or a public park; or closer than 500 feet to a residential district or cemetery, the Downtown Design (-DD) overlay district, or the right-of-way of I-385, I-185, Pleasantburg Drive, Pete Hollis Highway, Mills Avenue, Haywood Road, Woodruff Road, Verdae Boulevard, Church Street or Roper Mountain Road. These distances are computed whether the existing sign or protected use is within the City limits or not.

#### 2. Districts Where Permitted

- a. Type I outdoor advertising signs are permitted in BG, BH, IX and IG districts, subject to the conditions of this section.
- b. Within the MX-D district, Type I outdoor advertising signs are permitted in the following locations only, subject to the conditions of this section:
  - i. A maximum of 1 roof-mounted Type I outdoor advertising sign is permitted with visibility from South Church Street between East McBee Avenue and East Washington Street; and
  - ii. A maximum of 1 Type I outdoor advertising sign is permitted along East North Street between North Academy Street and Lavinia Avenue.

#### 3. Maximum Area

No single sign face shall exceed 378 square feet in area. Extended advertising area must not exceed 50 square feet in area.

#### 4. Maximum Height

Type I outdoor advertising signs must not exceed 35 feet in height.

#### 5. Setback

All parts of a Type I outdoor advertising sign must be located no closer than 15 feet from a public right-of-way.

#### 6. Number of Faces

Two faces are allowed per Type I outdoor advertising sign structure. These faces must be parallel to each other or at an interior angle to one another not greater than 60 degrees. There must be no double-decker or side-by-side Type I outdoor advertising signs.

#### 7. Signs Not to be Counted as Part of Total Number of Allowed On-Premises Signs

Type I outdoor advertising signs do not count toward the total number of permanent signs allowed on the premises on which they are located.

## SIGNS

### 8. Maximum Number

The maximum number of Type I outdoor advertising signs permitted within the City must not exceed the maximum number of legally-established conforming Type I outdoor advertising signs existing on June 11, 2001. However, in the event that unincorporated areas are annexed into the City, the total number of allowable Type I outdoor advertising signs must be increased by the number of legally-established conforming Type I outdoor advertising signs existing in the territories annexed on the effective date of annexation.

### 9. Determination of Maximum

- a. All conforming Type I outdoor advertising signs existing on June 11, 2001, must be re-permitted for purposes of determining the maximum number of allowed signs. By August 31, 2001, the sign owners must submit to the City the following information for each existing Type I outdoor advertising sign:
  - i. Location (e.g., address and/or tax map number of parcel);
  - ii. Size of each sign face, excluding extended advertising space;
  - iii. Height of each sign;
  - iv. Name, address and telephone number of the owner of each sign, and the same information of any person having a security interest in each sign;
  - v. If the parcel on which a sign is located is not owned by the owner of the sign, the remaining term of the lease;
  - vi. Digital or professionally processed color photographs of each sign face and sign structure that has such quality and clarity as to make identification reliable; and
  - vii. Date of erection of sign.
- b. Any existing Type I outdoor advertising sign that is not re-permitted will be classified as a prohibited and illegal sign and must be completely removed within 60 days of notification to the sign owner.

### 10. New Signs as Replacements

- a. A sign permit is required for the construction and erection of Type I outdoor advertising signs. No permit to construct or erect a Type I sign will be issued until the City has verified that at least one existing Type I outdoor advertising sign has been completely removed.
- b. The maximum area allowed for sign faces of new Type I signs as replacements must not exceed the sign face area of the sign being replaced or the maximum area allowed in *subsection 3.* above, whichever is less.
- c. The construction or erection of a Type I outdoor advertising sign must be completed within the time frame of the sign permit.

### 11. Special Exception Permit Required for Type I Sign

- a. The owner of a Type I sign may apply to the Board of Zoning Appeals for a special exception permit under *Sec. 19-6.2.15* to remove the sign and to replace it with another Type I sign at the same or different location.
- b. The Board of Zoning Appeals in its discretion may also authorize the use of LED lighting, or comparable digital luminance, for the face of the sign in such instances with due regard to nearby

land uses and the compatibility of the proposed luminance with those uses. If the application for the replacement of Type I signs results in a reduction in the total number of sign faces in the City, then the Board of Zoning Appeals may allow an increase in the height and face size of individual replacement signs beyond what is otherwise permitted under this section.

- c. No approval will be granted for a proposed new location of the replacement sign unless the sign owner first makes an affirmative showing that the replacement sign will be “aesthetically compatible” with the area where it is to be located and that the sign will not adversely impact public safety as a consequence of its design, construction, or placement. Approval for a replacement sign at the same location will consider factors similar to those provided in this section for a new location, but also take into consideration the benefits arising from the improved appearance of a nonconforming sign at the same location or the removal of signs at other locations.
- d. For purposes of determining whether the proposed sign will be “aesthetically compatible”, the Board of Zoning Appeals must consider the following:
  - i. The height of the sign in relation to the height of surrounding structures and vegetation;
  - ii. The vertical elevation of the sign site in relation to the elevation of nearby properties;
  - iii. The sight distance from nearby properties to the sign’s site;
  - iv. The sign’s potential for blocking views otherwise available to occupants of nearby properties;
  - v. The sign’s potential for blocking views otherwise available to motorists and pedestrians on nearby streets and sidewalks;
  - vi. The extent of the sign’s reasonably anticipated impact on the values of nearby properties;
  - vii. The suitability of the sign’s proportions and structural design for the character of nearby uses authorized under existing zoning and the City’s land use plan; and
  - viii. Other comparable and reasonable considerations relevant to the proposed sign site and the uses and designs of nearby properties and nearby rights-of-way.
- e. The Board of Zoning Appeals’ approval may establish conditions on the appearance, location, and positioning of the replacement sign needed to ensure compliance with the purposes of this subsection.

## 12. Federal Aid Highways

Implementation of this section are subject to federal and state statutes otherwise applicable to Type I signs.

## B. Type II Signs (Bus Shelter Signs)<sup>2</sup>

A Type II Outdoor Advertising Sign is a sign located on, and designed as an integral part of, city-approved public transportation shelters and is generally used to rent or lease advertising space.<sup>2</sup>

### 1. Administrator Review and Approval<sup>2</sup>

The Administrator may issue a permit for a Type II Outdoor Advertising Sign upon determination that the design of the sign is integral to the public transportation shelter and that any lighting or other design features will not create a traffic safety hazard or negative impacts on adjacent properties. A Type II Outdoor Advertising Sign located in the Preservation (-P) or Downtown Design (-DD) overlay districts requires a Minor Certificate of Appropriateness as provided in Sec. 19-6.2.6. or Sec. 19-6.2.8.

**2. Approval**

The Planning Commission is responsible for final action regarding:

- a. Engineering Design and Specifications Manual adoption, amendments, and appeals pertaining thereto; and<sup>4</sup>
- b. Major Subdivision - Preliminary Plats.
- c. Appeals of administrative decisions regarding Minor Subdivisions.
- d. Variances and appeals from certain stormwater provisions as provided in *Sec. 19-5.3.9*.<sup>1</sup>

## 19-6.1.4. **BOARD OF ZONING APPEALS**

**A. General**

The Board of Zoning Appeals is established as authorized in *Chapter 2, Administration* of the Municipal Code, and has the following powers and duties under this Code.

**B. Authority**

**1. Approval**

The Board of Zoning Appeals is responsible for final action regarding:

- a. Variances;
- b. Special Exception Permits; and
- c. Appeals from administrative decisions on all approval processes of this Code, except:
  - i. Appeals considered by either the Historic Review Board or Design Review Board,
  - ii. Appeals of administrative decisions regarding Minor Subdivisions

## 19-6.1.5. **HISTORIC REVIEW BOARD**

**A. General**

The Historic Review Board is established as authorized in *Chapter 2, Administration* of the Municipal Code, and has the following powers and duties under this Code.

**B. Authority**

**1. Review and Recommend**

The Historic Review Board is responsible for review and recommendation regarding:

- a. Establishment or modification to design guidelines for Preservation (-P) overlay districts and designated local landmarks;
- b. Establishment or modification to boundaries for Preservation (-P) overlay districts; and

## 19-6.2.15. QUASI-JUDICIAL REVIEW

### A. Applicability

Quasi-judicial review is required for the following:

1. **Variance.** A request for a deviation from certain provisions of this Code when meeting specific hardship criteria.
2. **Special Exception Permit.** Certain uses within each zoning district that may be appropriate in the district, but because of the potential for incompatibility with adjacent uses, require individual review by the Board of Zoning Appeals.
3. The Board of Zoning Appeals decides applications for Quasi-Judicial Review.

### B. Application Requirements

#### 1. Application Initiation

An application for Quasi-Judicial Review may be initiated by any person, firm, corporation, or agency provided they are the owner or the owner's representative of the subject property.

#### 2. Application Submittal

##### a. Pre-Application Conference

Before submitting an application for Quasi-Judicial Review, an applicant must schedule a pre-application conference with the Administrator to discuss the procedures, standards, and regulations required for approval. This requirement may be waived at the discretion of the Administrator.

##### b. Submitting an Application

Following the pre-application conference, an applicant may start the application process. To begin, a complete application form, required plans, and review fees must be filed with the Planning and Development Department. Other general submittal requirements for all development review applications are listed in *Sec. 6.2.1*.

##### c. Additional Requirements for Properties in Downtown Design (-DD) or Preservation (-P) Overlay Districts and Historic Landmark Properties

- i. For properties located within the *Downtown Design (-DD) overlay district*, the Design Review Board review the application based on the following:



## APPROVAL PROCESSES

- a) Where a Minor Design Permit is required, the Design Review Board must conduct a preliminary consideration of the eligibility of the proposal based on the standards in this Section. The Design Review Board will provide a report and recommendation on the application.
- b) Where a Major Design Permit is required, the application must obtain an approval on the Major Design Permit before the application can be considered by the Board of Zoning Appeals.
- ii. For properties located within a Preservation (-P) overlay district or are designated as a local landmark, the Historic Review Board must review the application based on the following:
  - a) Where a Minor Historic Certificate of Appropriateness is required, the Historic Review Board must conduct a preliminary consideration of the eligibility of the proposed area based on the standards in this Section. The Historic Review Board will provide a report and recommendation on the application.
  - b) Where a Major Historic Certificate of Appropriateness is required, the application must obtain an approval before the application can be considered by the Board of Zoning Appeals.
- iii. The Administrator will forward the application, reviewing board recommendation, and additional approvals to the Board of Zoning Appeals. The application will then be processed according to the procedures in this Section.

### C. Review and Action Process

#### 1. Administrative Action

- a. The Administrator will review the application and will provide a staff report to the Board of Zoning Appeals in advance of the public hearing. Prior to the preparation of the staff report, City staff may make recommendations to the Administrator to include in the staff report.
- b. Notice of the public hearing must be given in accordance with **Sec. 6.1.1.** and Sec. 6.2.1.

#### 2. Board of Zoning Appeals Action

- a. The Board of Zoning Appeals will conduct a public hearing on the application. At the public hearing, the Board of Zoning Appeals will consider the application, the relevant support materials, the staff report, and the evidence presented at the public hearing.
- b. After the close of the public hearing, the Board of Zoning Appeals will approve, approve with modifications, approve with conditions, or disapprove the application based on the standards in this Section.

### D. Criteria for Review and Action

#### 1. Variance

- a. A variance permit may be approved only upon a finding that the applicant will suffer undue hardship if the Code is strictly enforced and the Board of Zoning Appeals finds that all of the following standards are met:
  - i. There are extraordinary and exceptional conditions (such as size, shape, topography) pertaining to the particular piece of property for which the variance is sought that do not generally apply to other land or structures in the vicinity.

**NONCONFORMITIES**

## 19-6.3.4. NONCONFORMING SIGNS

### A. General

1. Nonconforming signs may continue in operation provided the following standards are met:
  - a. Sign will not be changed to or replaced with another nonconforming sign.
  - b. Faceplates and tenant panels cannot be replaced or changed on a nonconforming single-tenant freestanding sign.<sup>2</sup>
  - c. Sign will not be structurally altered to extend useful life;
  - d. Sign will not be expanded;
  - e. Sign will not be relocated, except in compliance with this Division; or
  - f. Sign will not be reestablished after damage or destruction of more than 50% of the replacement value of the same type of sign at the time of such damage or destruction. Any damage to a nonconforming sign that is not repaired constitutes damage or destruction for purposes of this Section, and that damage will be cumulative;
  - g. Sign must be removed when the business or other activity which the sign advertises is no longer in operation on the same parcel as the sign; and
  - h. Sign must be removed if the site or building on the same parcel as the sign is demolished, redeveloped, or reconstructed.
2. This section will not prevent normal maintenance operations performed on a nonconforming sign or sign structure, provided structural elements are not removed and replaced. Nonconforming signs declared to be structurally unsafe by the Administrator must be removed and not repaired.

### B. Nonconforming Signs Due to Condemnation

When a sign is located on land condemned for road right-of-way acquisition, the following standards will apply:

1. Any sign not located within, and which does not overhang, the land acquired for right-of-way may remain in place.
2. Any sign located within the new right-of-way for a state or federal highway must, at a minimum, comply with state standards for relocation.
3. Any sign located within the right-of-way acquired for a City street or for other purposes must comply with the provisions of this Subsection.



# APPLICATION FOR APPEAL OF ADMINISTRATOR'S DECISION OR INTERPRETATION

Contact Planning & Development (864) 467-4476 or [planning@greenville.gov](mailto:planning@greenville.gov)

## APPLICANT/OWNER INFORMATION

\*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	Contact City of Greenville Planning for contact information
*Title:	
*Address:	
*State:	
*Zip:	
*Phone:	
*Email:	

## PROPERTY INFORMATION

Street Address: 309 Buncombe St Greenville, SC 29601

Tax Parcel #: 001400-05-00300                      Zoning Designation: MX-D

Pursuant to S.C. Code Ann. § 6-29-1145, I hereby attest that the tract or parcel of land subject to this application IS NOT restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

\*Initial: [REDACTED]

If the planning office has actual notice that a restrictive covenant is contrary to, conflicts with, or prohibits the requested activity, the office must not issue the permit unless the office receives confirmation from the applicant that the restrictive covenant has been released by action of the appropriate authority, property holders, or by court order.

## REQUEST

Applicable Code Section: 19-6.3.4

Description of Request:

Appealing permit denial of swap of vinyl static panel to digital LED panel. Requested action will not change the use of the property; it would remain an outdoor advertising sign/billboard. The existing billboard will not be expanded.

**INSTRUCTIONS**

1. The application and fee, **made payable to the City of Greenville**, must be received by the planning and development office no later than 2:00 pm within ten (10) business days of the date of the written decision or interpretation.
2. You must attach a statement addressing the reasons that you believe the administrator erred in his determination or interpretation of the City Code regarding the subject property.
3. You must attach any other information relevant to the disputed item, and if applicable, a scaled drawing of the property that reflects, at a minimum, the following:
  - Property lines, existing buildings, and other relevant site improvements;
  - The nature (and dimensions) of the disputed item;
  - Existing buildings and other relevant site improvements on adjacent properties; and
  - Topographic, natural features, etc.
4. You must attach the required application fee:
  - For appeal to the Board of Zoning Appeals: \$250.00 for persons having rights in contract in the subject land; \$50.00 for those adjacent to the subject land.
  - For appeal to the Design Review Board: \$150.00 for signs and single-family residential; \$300.00 for all other.
  - For appeal to the Planning Commission: \$250.00.
5. The administrator will review the application for "completeness" pursuant to section **19-6.2.1(B)(3), *Completeness Determination***, prior to placing the application on a public hearing agenda. If the application is determined to be "incomplete," the administrator will contact the applicant to request that the applicant resolve the deficiencies.
6. You must post the subject property at least 15 days (but not more than 18 days) prior to the scheduled hearing date. Signs will be provided to you by the City after application is determined to be complete.
7. The appellant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

APPLICANT:



DATE: 4/1/2025

PROPERTY OWNER:



DATE: 4/1/2025







# Academy & Buncombe Appeal Application

Final Audit Report

2025-04-02

Created:	2025-04-02
By:	[REDACTED]
Status:	Signed
Transaction ID:	CBJCHBCAABAAIb-LweeveHqtvGCSvxxm5urAj62wfWVz

## "Academy & Buncombe Appeal Application" History

-  Document created by [REDACTED]  
2025-04-02 - 12:42:49 PM GMT-[REDACTED]
-  Document emailed to [REDACTED] for signature  
2025-04-02 - 12:45:19 PM GMT
-  Email viewed by [REDACTED]  
2025-04-02 - 1:10:32 PM GMT-[REDACTED]
-  Signer [REDACTED] entered name at signing as [REDACTED]  
2025-04-02 - 1:20:52 PM GMT [REDACTED]
-  Document e-signed by [REDACTED]  
Signature Date: 2025-04-02 - 1:20:54 PM GMT - Time Source: server-[REDACTED]
-  Agreement completed.  
2025-04-02 - 1:20:54 PM GMT





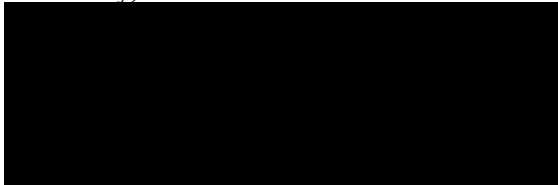
April 1, 2025  
City of Greenville Board of Zoning Appeals  
206 S Main St  
Greenville, SC 29601

RE: Appeal of Denial of Application Number: 25-00000985

Dear Greenville Board of Zoning Appeals,

Appealing permit denial of swap of vinyl static panel to digital LED panel. Requested action will not change the use of the property; it would remain an outdoor advertising sign/billboard. The existing billboard will not be expanded.

Sincerely,

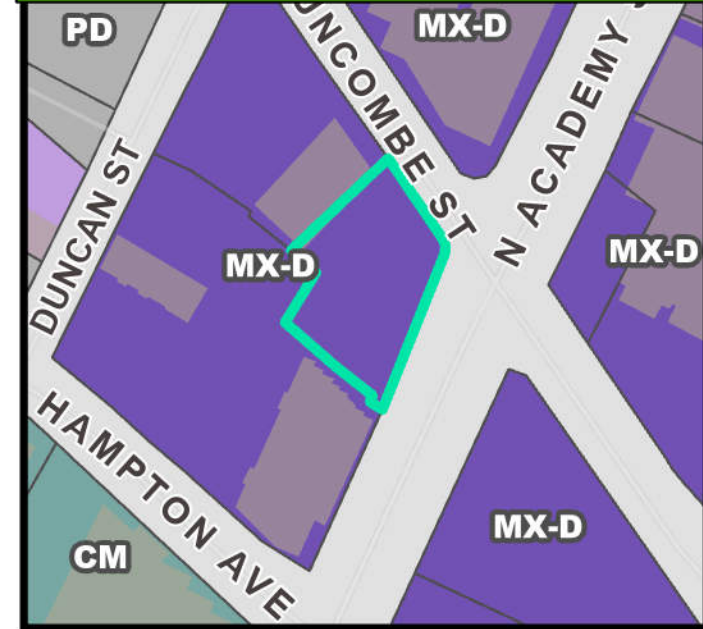


**A 25-307 • N ACADEMY STREET**

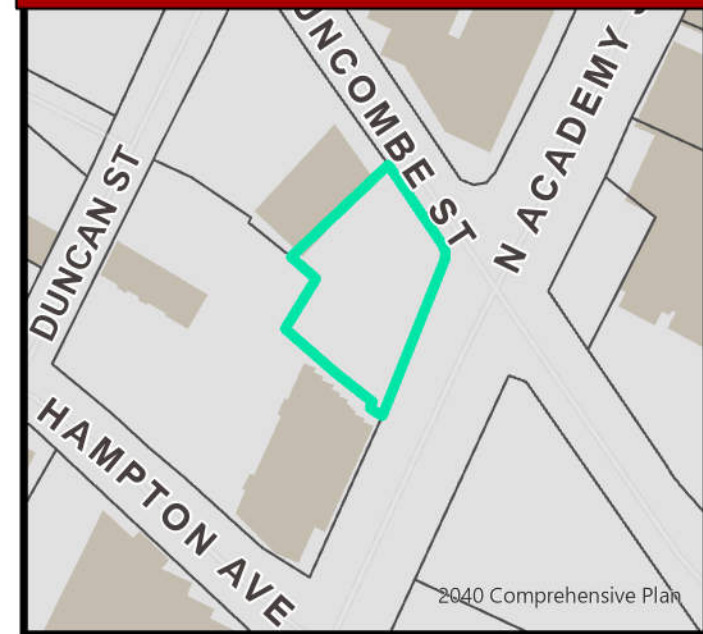
**AERIAL VIEW**



**CURRENT ZONING**



**FUTURE LAND USE**

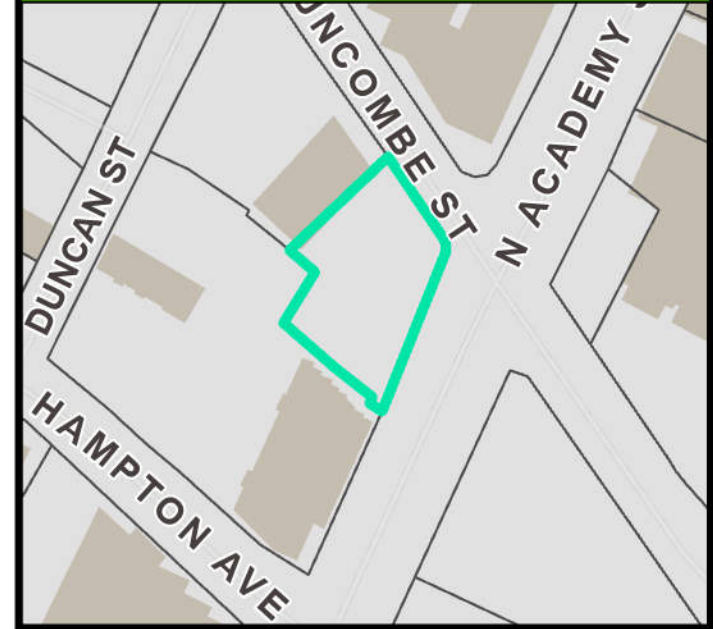


**A 25-307 • N ACADEMY STREET**

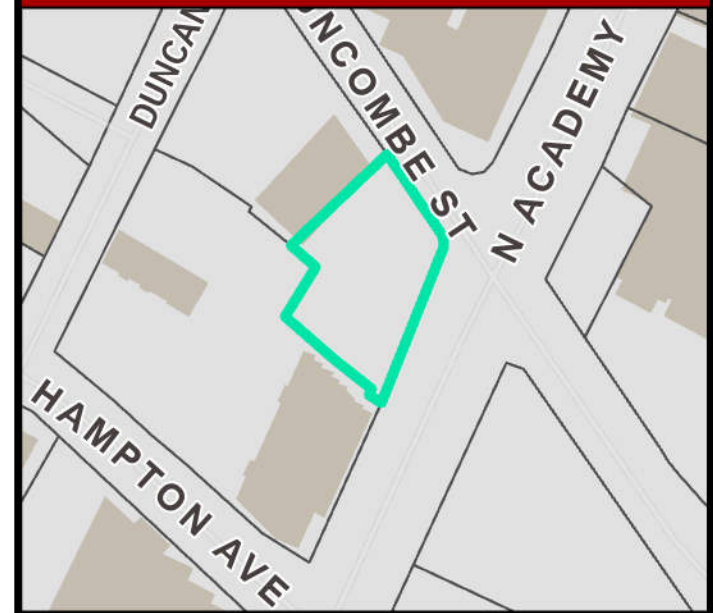
**NATURAL / ENVIRONMENTAL FEATURES**



**SPECIAL EMPHASIS NEIGHBORHOODS**



**PRESERVATION OVERLAYS**



Permitting department,

**This is an application for a permit to replace the static sign at the existing billboard located at the intersection of Academy and Buncombe Rd. with a digital display.**

*The physical address of the static which would become digital is:*

309 Buncombe Rd, Greenville SC, 29601

TMID: 0014000500300

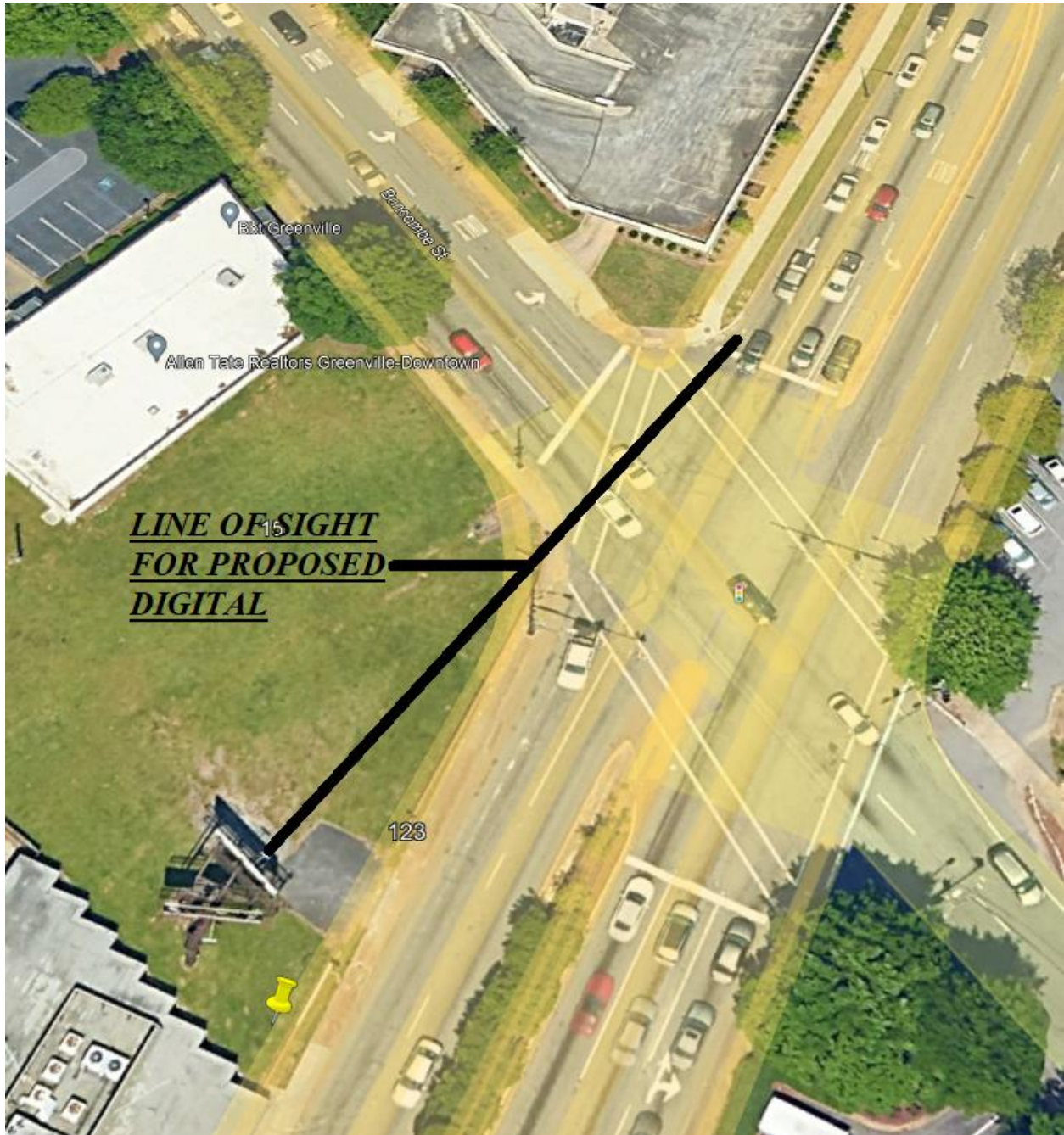
*The proposed digital display to be installed would be removed from Augusta Road which is currently at the following location:*

TMID: M015010100101

Street Address of 3315 Augusta Rd, Greenville SC 29605

The proposed digital display would face towards the intersection of N. Academy St and Buncombe Street. The display would be visible to individuals heading Southwest on N. Academy St. as shown in **Exhibit A.**

*Exhibit A*







PLANNING & ZONING DIVISION
CITY OF GREENVILLE, SOUTH CAROLINA
SIGN REVIEW COMMENTS

DATE: March 19, 2025
PERMIT NUMBER: 25-00000985
APPLICATION DATE: March 6, 2025
APPLICATION TYPE: SIGNS
ADDRESS: BUNCOMBE ST
OWNER: [Redacted]
CONTRACTOR: [Redacted]

For all Permanent Sign applications requiring revisions, please submit the revisions using our Permanent Sign Permit Revision e-form or find our PDF version at www.greenvillesc.gov.

Reviewing Agency Revision Number
PAYMENT PENDING - PZ 000
Date Action Reviewed by
March 10, 2025 REVIEWED PLANS DEANNA ENSLEY 467-4476

Reviewing Agency Revision Number
APPLICATION SUFFICIENT PL 000
Date Action Reviewed by
March 10, 2025 REVIEWED PLANS DEANNA ENSLEY 467-4476

Reviewing Agency Revision Number
ZONING 000
Date Action Reviewed by
March 19, 2025 REVIEWED PLANS JOHN HAMLETT 467-4473

\*Plan Revisions Required for the following reasons:

- \*1. The application is for the face replacement on an existing non-conforming billboard located within MX-D zoning.
\*2. Per the GDC the only permissible zoning districts for outdoor advertising signs (billboards) are BG, BH, IX and IG districts with the exception of two permitted in MX-D zoning located at:

- 1. A maximum of 1 roof-mounted Type I outdoor advertising sign is permitted with visibility from South Church Street between East McBee Avenue and East Washington Street; and
2. A maximum of 1 Type I outdoor advertising sign is permitted along East North Street between North Academy Street and Lavinia Avenue.

\*3. The proposed work would constitute the expansion of a non-conformity which is not permitted.
Application is Denied.

3/19/2025, 1:32:20 PM GRVLJFH



**Planning Staff Report to  
Board of Zoning Appeals  
January 2, 2026**  
*for the January 8, 2026 Public Hearing*

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**Docket Number:** S 25-1004  
**Applicant:** TMC Development (Michael Roth)  
**Agent:** Site Design, Inc. (Ethan Olliff)  
**Property Owner:** Woodruff Properties Gen Partners (Sonya Rogers)  
**Property Location:** 430 Woodruff Road  
**Tax Map Number:** 026200-01-00723  
**Acreage:** 3.96 acres  
**Zoning:** MX-2, Mixed Use 2 District  
**Proposal:** **SPECIAL EXCEPTION to establish a 'Drive-thru'**

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**Applicable Sections of the City of Greenville Code of Ordinances:**

*Sec. 19-3.2.2. Use Table*  
*Sec. 19-3.5.2.B. Specific Standards/Drive-thru*  
*Sec. 19-4.6.4. Other Vehicle Use Areas*  
*Sec. 19-6.2.15. Quasi-Judicial Review/Applicability*  
*Sec. 19-6.2.15.D.2. Special Exception Permit*

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**Staff Recommendation: Approve with conditions**

Staff concludes that the application complies with the standards to grant a Special Exception Permit for a 'drive-thru'. If the Board decides to grant the Permit, Staff recommends the following conditions:

1. The operation of the establishment shall substantially conform to the testimony of the Applicant and the content of the application.
2. The proposed building with drive-thru must meet all dimensional standards for the zoning district, including setbacks and build-to requirements of the MX-2 zoning district.
3. The drive-thru area shall install a frontage screen meeting the requirements of Section 19-4.8.3.
4. Devices for the transmission or voices used as part of the drive-thru operation must comply with Section 19-3.5.2.B.7.
5. Per Section 19-3.2.1.B.3., delivery, waste collection, and similar commercial traffic is prohibited between the hours of 10:00 p.m. and 7:00 a.m.

**Staff Analysis:**

The Applicant, TMC Development (Michael Roth), requests special exception approval to establish a drive-thru as part of a new bank off Woodruff Road near the Verdae community.

The subject property is zoned MX-2, Mixed-Use 2. The MX- zoning districts are characterized as moderate intensity mixed-use, office and residential buildings intended to accommodate a variety of residential, retail, service and commercial uses in a vibrant, pedestrian-friendly environment.

The proposed use of a bank is classified as 'general retail (up to 6,000 SF)' and is permitted by right in the MX-2 zone. However, a special exception permit is required for an accessory 'drive-thru' use in the MX-2 zoning district.

Attendance at the monthly Project Preview Meeting was required as part of this application. The applicant presented the project at the November 18, 2025 Project Preview Meeting. A summary of the meeting completed by the Applicant is included as part of the staff report materials. Feedback on the project was reportedly neutral.

A Special Exception Permit shall be approved only upon finding that the applicant demonstrates that **all** the following are met:

***Standard a: The Proposed Special Exception Is Consistent with the Comprehensive Plan.***

The Future Land Use Map of the City's GVL 2040 Comprehensive Plan designates this property within the 'Community Mixed-Use' classification.

*Community Mixed-Use* is generally located adjacent to highways and major thoroughfares and are buffered from the Sub-urban Residential areas. They serve the larger Greenville community and contain a diverse mix of mid-size to large-size employers in commercial, light manufacturing/ industrial, distribution, medical offices, institutional, etc. Multi-family developments are also included with appropriate buffers when adjacent to high intensity uses.

A bank is a commercial use that would serve the larger Greenville community and positively contribute toward the diverse mix of uses along the Woodruff Road corridor. This portion of the corridor features a five-lane road and is predominately nonresidential in nature, separated from established single- and multi-family developments in the area. For these reasons, the use of a drive-thru as part of the bank use appears to be consistent with *Community Mixed-Use* designation.

*Staff finds that the proposed use is consistent with the Comprehensive Plan.*

***Standard b: The Proposed Special Exception Complies With All Use Standards in Div. 19-3.4.***

The proposed use of a bank is classified as 'General retail,' which is a use permitted by right. There are no associated use standards in Division 19-3.4. However, an accessory use of a 'drive-thru' does have use standards, which are listed below:

*19-3.5.2. Specific Standards*

*B. Drive-thru*

*Allows for service provided directly to automobiles where the customer drives up to a window or mechanical device through or by which the customer is serviced without exiting the vehicle on the same lot as a permitted commercial use.*

- 1. Must meet the stacking requirements of Sec. 4.6.4.C.3.*
- 2. Vehicle stacking spaces must be illustrated on the site plan.*
- 3. Buildings with drive-thrus must meet all dimensional standards for the zoning district, including setbacks and build-to requirements.*
- 4. To minimize the visual impact when drive-thru facilities are visible from the street, drive-thru facilities must be incorporated into the overall building design with material selection and design details.*
- 5. Drive-thru areas require the installation of a frontage screen meeting the requirements of Section 19-4.8.3.*

6. Full details of all drive-thru equipment including signage, menu boards, canopies, directional markings, lighting, and other elements must be included on the site plan.
7. Devices for the transmission or broadcasting of voices or music must be so directed or muffled so as to minimize impacts to any adjacent residential properties and must comply with the City's noise ordinance. A sound attenuation study may be required by the Administrator if deemed necessary.
8. In MX- and BG districts, drive-thrus must meet the following standards:
  - a. Drive-thru windows and stacking lanes cannot be placed between the primary street and the building. Drive-thru windows, lanes, and drive aisles must be placed to the side or rear of the building.
  - b. No drive-thru window or ordering area is permitted on the side of a building facing any RH- or RN district.

The Applicant has stated their intent to comply with the use standards within their application.

A full analysis for zoning compliance will be completed during administrative plan review should the proposed use be approved by the Board of Zoning Appeals.

Based on the information provided, the proposed site plan accounts for the drive-thru location, minimum required stacking, building setbacks, and does not have a drive-thru window or stacking lane between the primary street and building.

Additional information would be needed to ensure building design, build-to, frontage screen, drive-thru equipment and communication devices, and signage comply with the use standards. A sound attenuation study is not anticipated to be necessary for this location.

Although the proposed design does not feature an "escape lane" which is required for drive-thrus that are associated with new construction, Planning staff do not anticipate that such feature is essential based on the layout and use and that an additional lane would negatively impact the internal pedestrian network.

Per the Applicant, while the business will not be open to the public after midnight, the ATM in the drive-thru will operate 24 hours a day. A special exception permit is not required for ATMs operating after midnight.

*Staff finds that, with appropriate conditions, the use will comply with the specific use standards of the Greenville Development Code.*

***Standard c: The Proposed Special Exception is Appropriate for its Location and is Compatible with the Character of Surrounding Lands and the Uses Permitted in the Zoning Districts of Surrounding Lands, and Will Not Reduce Property Values of Surrounding Lands.***

The zoning districts and land uses of adjacent property is as follows:

- East:** Undeveloped and vehicle sale/rental (MX-2, Mixed Use 2)
- North:** Undeveloped, general medical, and general office (MX-2)
- West:** Preschool and general group living (MX-2)
- South:** Single-unit living (RH-D, House D)

The subject property is currently occupied by an existing multi-tenant building featuring several office suites. The project will be located in front of the existing building, that was left for future development.

Abutting properties include a variety of commercial and residential uses.

Legacy Academy, a preschool use, is located to the west of the site. Also to the west is the Blake at Hollingworth Park, an assisted living facility.

Across Woodruff Road, to the north of the property, sits an undeveloped lot. The Board of Zoning Appeals approved a special exception for a bank with drive-thru on this lot in 2024, however that

project did not materialize. Additional uses to the north include The Blood Connection and Vinyard Dental, medical uses.

Directly to the east is an undeveloped lot owned, which currently functions as a natural barrier between the subject parcel and the Budget Car Rental, a vehicle rental business.

Bella Grove, a single family subdivision, lies to the south of the subject property. While the property in its current form abuts the neighborhood, the closest dwelling units are approximately 350 feet away from the proposed drive-thru.

A drive-thru is not anticipated to conflict with the character or property values of existing surrounding lands.

*Staff finds that the use will be compatible with surrounding lands.*

***Standard d. The Design of the Proposed Special Exception Minimizes Adverse Effects, Including Visual Impacts of the Proposed Use on Adjacent Lands; Furthermore, the Proposed Special Exception Does Not Impose Significant Adverse Impact on Surrounding Lands Regarding Service Delivery, Parking and Loading, Odors, Noise, Glare, Vibration, and Does Not Create a Nuisance.***

The proposed drive-thru use would be part of a newly constructed building. Visual impacts associated from the use should be minimal given the placement of the drive-thru. A frontage landscape screen will be required to limit visibility of the drive-thru from Woodruff Road and will be provided according to the application. A photometric plan will be required during administrative plan review to ensure site lighting has limited impact on surrounding properties. No substantial adverse glare or visual impacts are anticipated from the use.

Parking for the use is expected to come from the parking lot proposed on-site. Vehicle access will come from Woodruff Road. Cross-access with abutting properties is required and is existing with the property to the west. Cross-access to the property to the east is not feasible at this time, but a design for future connectivity will likely be required.

Loading/unloading will occur in the on-site parking lot. Delivery times were not provided in the application but would be restricted to certain times of day by city code. Trash collection for the use will occur through an above ground dumpster, with collection times subject to city code. The dumpster will be located within an enclosure as required by code. With appropriate conditions, no substantial adverse impacts are anticipated regarding delivery, parking, loading, and odors.

Two of the drive-thru lanes will be designed to conduct business with bank tellers, while the third lane would be for an ATM. Noise from speakers would need to comply with the use standards and city's noise ordinance. With appropriate conditions, no substantial adverse noise and vibration impacts are anticipated nor is the use anticipated to create a public nuisance.

*Staff finds that, with appropriate conditions, the use and its design will not have substantial adverse impacts.*

## **Staff Comments and Conditions**

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### **City Engineer**

#### **Comments:**

No comments at time of staff report posting.

### **Civil Engineer**

**Comments:**

No comments.

**Environmental Engineer**

**Comments and Conditions:**

1) Wastewater – Wastewater service for the development will be subject to the following conditions:

- a. There are existing City sewer mains available to serve this development. The developer must confirm that the existing sewer system/treatment plant has available flow from the City and ReWa by submitting a Sewer Capacity Request Form (Service Lateral Fillable Form aka PSSAR).  
<https://survey123.arcgis.com/share/0277dbae6a974c5fab9b932b414d59bb>
- b. The wastewater permitting and acceptance process shall meet those requirements set forth in the City of Greenville Design and Specifications Manual Chapter 8.
- c. Each building shall have a separate and direct connection to the City's sanitary sewer main.
- d. Prior to using an existing lateral, the existing lateral must be tested to ensure that it conforms to City of Greenville performance requirements. Provide a video documenting the condition of the existing service connection prior to its reuse. A new lateral will be required if the existing lateral is in poor condition. The final Certificate of Occupancy will not be issued until the lateral is shown to be in good condition or a new lateral is installed.
- e. Each building shall require a new service fee through ReWa.

2) Stormwater Management – The development is considered a larger common plan and must be performed in conformance with the City's stormwater ordinance (Article 19-5.3: Stormwater Management). Specifically, you will need to have a Professional Engineer prepare a non-single family site plan for the development and it will be subject to the following conditions:

- a. A stormwater plan is required to be submitted with the non-single family site plan permit. Submit the major or minor stormwater plan as appropriate.
- b. At a minimum, a stormwater plan should include:
  - i. Proposed layout.
  - ii. Appropriate erosion control best management practice standard details.
  - iii. A construction entrance.
  - iv. A concrete washout.
  - v. Silt fence
- c. The plan should also show any drainage details needed to ensure the development will not adversely impact adjacent properties and will adequately control runoff from offsite.
  - a. If the proposed development creates a new impervious surface greater than or equal to 0.25 acres, water quantity will be required for the 2, 10 & 25 year 24 hour storm event with no significant increase in the 100 year 24 hour storm event.
  - b. Any stormwater drainage system conveying offsite water shall be designed in compliance with the Stormwater Ordinance.
  - c. Water quality treatment is required when either:
    - The proposed development or Larger Common Plan will disturb more than 10,000 square feet.
    - The proposed development disturbs 50% or more of the parcel or larger common plan.

Floodplain – A portion of the subject property is not located in a FEMA floodplain as determined utilizing 2019 Flood Insurance Rate Maps

S 25-1004  
430 Woodruff Road

**Traffic Engineer**

**Comments and Conditions:**

The access point at the parcel adjacent to the site has the potential for vehicular conflicts. Consider modifying the parking spaces to be angled and the traffic flow one-way in the WB direction. This will help prevent drivers coming from the western parcels from cutting through the lot. It will also reduce the width of the drive aisle and the amount of pavement present. Adequate signage will be needed.

**Fire Department**

**Comments:**

No comments.



**APPLICATION FOR SPECIAL EXCEPTION**

Contact Planning & Development (864) 467-4476 or [planning@greenvillesc.gov](mailto:planning@greenvillesc.gov)

**APPLICANT/OWNER INFORMATION**

\*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	Contact City of Greenville Planning for contact information
*Title:	
*Address:	
*State:	
*Zip:	
*Phone:	
*Email:	

APPLICANT'S AGENT<sup>1</sup>:

Name	Title / Organization
Phone	Email

*(<sup>1</sup>Optional Field- includes project architects, engineers, attorneys, representatives, etc.)*

**PROPERTY INFORMATION**

STREET ADDRESS: 430 Woodruff Road, Greenville, SC 29607

TAX PARCEL #: 0262000100723      ACREAGE: 3.96      ZONING DESIGNATION: MX-2

\*Pursuant to S.C. Code Ann. § 6-29-1145, I hereby attest that the tract or parcel of land subject to this application IS NOT restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

Initial: [REDACTED] \_\_\_\_\_

**REQUEST**

Refer to Article 19-3, Use Regulations, of the [Greenville Development Code](#)

PROPOSED LAND USE: Bank with Drive-Thru

DESCRIPTION OF PROPOSED USE:

Proposed Bank (+/-3,320 SF per floor) with drive-thru teller service and ATM (requiring a special exception permit) and associated parking, drive, landscaping, utilities, etc. The existing site is a pad site.

**INSTRUCTIONS**

1. Refer to the application timeline on Page 4 of this application for a detailed overview of this process.
2. Prior to submitting this application, an Applicant must schedule a pre-application conference with the Administrator to discuss the procedures, standards, and regulations required for approval. Contact the Planning and Zoning Division to schedule a pre-application conference. The email address is [planning@greenvillesc.gov](mailto:planning@greenvillesc.gov) and the phone number is **864-467-4476**.
3. The questions on Page 3 of this application are the criteria that the Board will use to judge an application. Ensure answers demonstrate how and why the application meets the requirements for the granting of a special exception permit. See **Section 19-6.2.15.(D)(2)** for additional information. An Applicant must attach a separate sheet addressing these questions. To find the Comprehensive Plan and the Greenville Development Code use standards, visit [www.greenvillesc.gov/planningzoning](http://www.greenvillesc.gov/planningzoning).
4. Supplemental information will need to be included with this application as well. A floor plan and/or a site plan showing the existing and proposed conditions associated with the application is generally necessary. A zoning compliance application may also be required for some special exception applications.  
  
For site plans, attach a scaled drawing of the property that reflects, at a minimum, the following:
  - (a) property lines, existing buildings, and other relevant site improvements;
  - (b) the nature (and dimensions) of the proposed development (activity);
  - (c) existing buildings and other relevant site improvements on adjacent properties; and,
  - (d) topographic, natural features, etc. relevant to the requested special exception.
5. The application must be received by the Planning and Zoning Division no later than 2:00 p.m. of the date reflected on the Board of Zoning Appeals meeting schedule. The application can be emailed to [planning@greenvillesc.gov](mailto:planning@greenvillesc.gov).
6. The Administrator will acknowledge receipt of the application and will provide instructions on application fee payment. The required application fee is \$250.00.
7. The Administrator will review the application for "completeness" pursuant to **Section 19-6.2.1(B)(3) Completeness Determination**, prior to proceeding with public notice. If the application is determined to be "incomplete," the Administrator will contact the Applicant to request that the applicant resolve the deficiencies.
8. The Applicant must post the subject property at least 15 calendar days (but not more than 18 days) prior to the scheduled hearing date. Additionally, the Applicant is responsible for preparing and mailing the written notice at least 15 calendar days prior to the public hearing. Posted and mailed notice instructions will be provided to the Applicant by the Administrator after application is determined to be complete.

Please read carefully: The Applicant and Property Owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

If the Planning and Zoning Division by separate inquiry determines that such a restriction exists, it shall notify the Applicant. If the Applicant does not withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived, then the Administrator will indicate in its report to the Board of Zoning Appeals that granting the requested change would not likely result in the benefit the Applicant seeks.

APPLICANT / AGENT SIGNATURE: \_\_\_\_\_ DATE: 11/26/2025

PROPERTY OWNER SIGNATURE: \_\_\_\_\_ DATE: 11/26/2025

**APPLICANT RESPONSE TO**

**SECTION 19- 6.2.15(D)(2) - SPECIAL EXCEPTION PERMIT**

The following questions are the criteria that the Board will use to judge an application. Ensure answers thoroughly demonstrate how and why the application meets the requirements for the granting of a special exception.

**Please attach a separate sheet that addresses each of the following questions:**

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.
  
2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN **SECTION 19-3.4, USE STANDARDS.**
  
3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.
  
4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING:
  - A. VISUAL IMPACTS;
  - B. SERVICE DELIVERY;
  - C. PARKING AND LOADING;
  - D. ODORS;
  - E. NOISE;
  - F. GLARE;
  - G. AND, VIBRATION.

**Section 6.2.15(B) Application Requirements**  
**Application Timeline**



## **Exhibit A: Special Exception Permit Application Responses (430 Woodruff Road)**

- 1. Describe the ways in which the proposed special exception is consistent with the comprehensive plan.**
  - a. The Future Land Use for the property as outlined in the 2040 comprehensive plan is Community Mixed-Use. Community Mixed-Use is defined as “generally located adjacent to highways and major thoroughfares and are buffered from the Sub-urban Residential areas. They serve the larger Greenville community and contain a diverse mix of mid-size to large-size employers in commercial, light manufacturing/ industrial, distribution, medical offices, institutional, etc. Multi-family developments are also included with appropriate buffers when adjacent to high intensity uses.” The proposed financial institution use falls within this category.
- 2. Describe the ways in which the request will comply with the standards in section 19-3.4, use standards.**
  - a. While section 19-3.4 does not specifically apply to this use within the MX-2 zoning district, section 19-3.5.2.B does address a drive-thru as an accessory use.
    - i. The three drive-thru lanes meet the three-vehicle stacking requirement and the stacking is shown on the associated site plan.
    - ii. The drive-thru is incorporated into the primary building is located along the rear of the building. The proposed building and therefore drive-thru meets all applicable building setbacks.
    - iii. Devices for the transmission of voices will be limited to the levels required to communicate with customers. The property is surrounded by an institutional use to the west, office use to the rear, and a vacant parcel with the same zoning and future use designation to the east. The use will not be adjacent to residential uses once property is subdivided during the project permitting process. The proposed use will comply with the City’s noise ordinance.
- 3. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.**
  - a. The proposed use is permitted within the MX-2 zoning district and is consistent with the property’s future land use designation. Surrounding properties are predominantly commercial in character, including medical offices, financial institutions, general office uses, vehicle dealerships and rental agencies, educational facilities, and an assisted living facility. The proposed use will

complement these existing uses and will not negatively impact adjacent properties. Although there are no residential uses directly adjoining the parcel to be subdivided, the project will serve as an appropriate transitional use between the Woodruff Road corridor and the nearby Bella Grove residential community, consistent with the intent of the City's 2040 Comprehensive Plan.

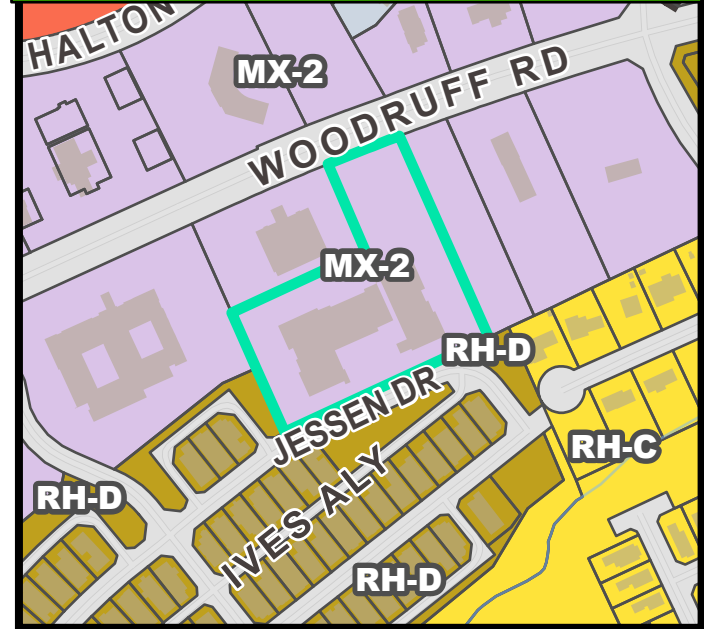
**4. Describe the ways in which the request will minimize adverse effects on adjacent lands including visual impacts; service delivery; parking and loading; odors; noise; glare; and vibration.**

- a. The drive-thru and associated parking areas are located behind the primary building, consistent with the development code's intent to minimize visual impacts from the public right-of-way. The proposed financial institution is not expected to generate odors, noise, glare, or vibration beyond what is typical for surrounding MX-2 district uses. Additionally, the drive-thru placement behind the principal structure—approximately centered within the newly created parcel following subdivision—will further reduce any potential impacts to adjacent properties.

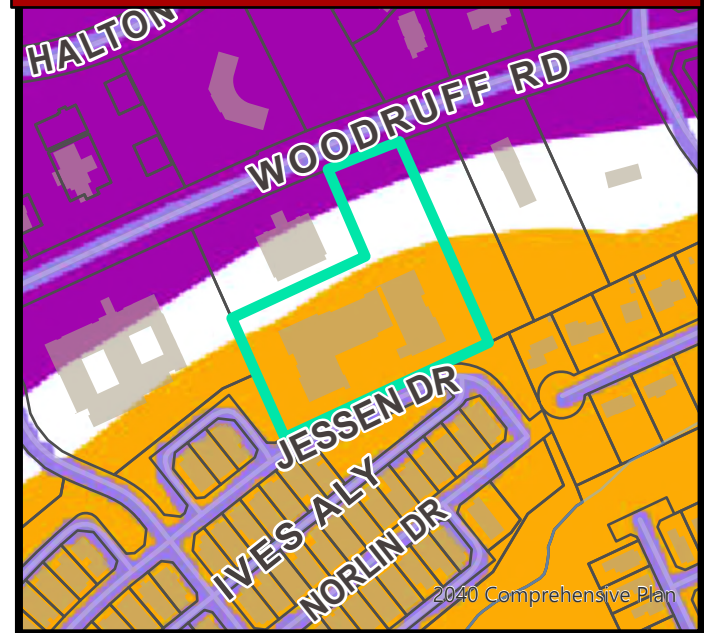
AERIAL VIEW



CURRENT ZONING



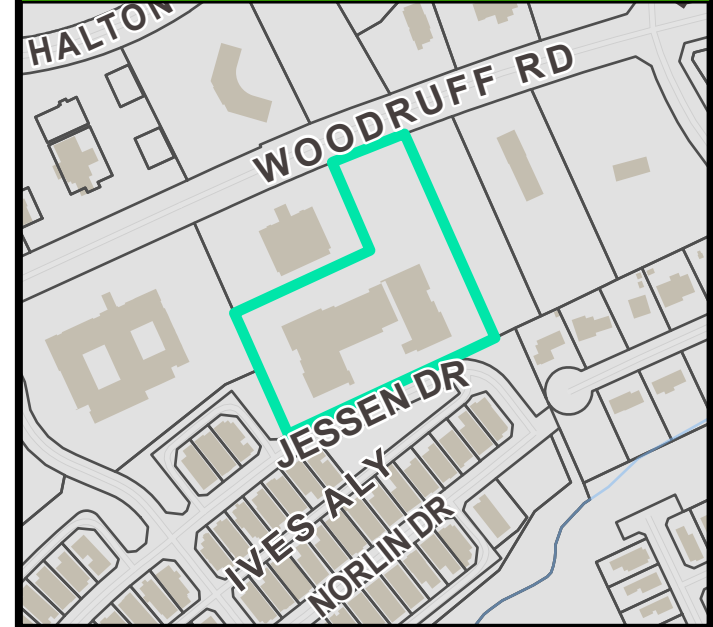
FUTURE LAND USE



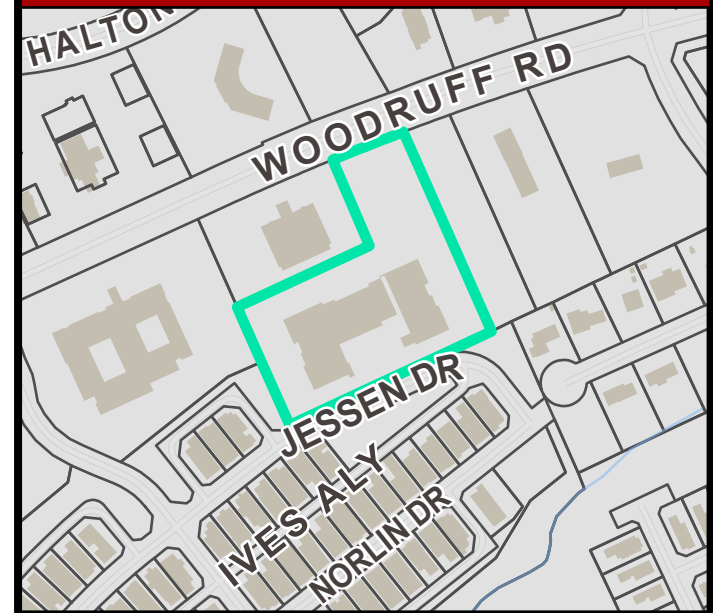
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



WOODRUFF ROAD  
(SC HWY. 146)

N 66°31'19" E  
R=6155.00/L=412.5'

240,334 SQ.FT.  
5.517 ACRES

(TMS #0262000100701)

(APPROX. LOCATION TAX PARCEL LINE)

EXISTING POWER POLE WITH  
OVERHEAD AND UNDERGROUND LINES.

3,320 SF BLDG  
FOOTPRINT  
(2 STORY)

558+/- TO  
ROCKY SLOPE ROAD

USE EXISTING ENTRANCE

3 DRIVE-THRU LANE WITH 3 STACKING SPACES

SPEED TABLE  
AT CROSSWALK

EXISTING EGRESS ACCESS TO ADJACENT  
PROPERTY TO BE MAINTAINED

PROPOSED LOT  
LINE

MAIL BOX  
ON CONC.

CONC.  
PAD

CONC. WALK

479.44'

S 24°41'13" E

HOLLINGSWORTH FUNDS, INC. N/F  
TMS #0262000100704  
DB. 1938, PG. 745

**SITE DATA**

**LOCATION**

DEVELOPER [REDACTED]  
ADDRESS 430 WOODRUFF ROAD  
TMS # 0262000100723  
PARCEL AREA 3.96 ACRES

**BUILDING SETBACKS**

FRONT MIN 0 FT/ MAX 10 FT  
SIDES 0 FT  
REAR 0 FT

**BUFFERS**

ROAD PARKING LOT: 8-10 FT  
ADJACENT PROPERTY N/A (SAME ZONE/USE)

**PARKING**

MINIMUM PARKING REQUIRED 6 SPACES  
MINIMUM: 6,640 SF / 600 = 74.3 = 11 SPACES  
MAXIMUM: 6,640 SF / 150 = 297.11 = 44 SPACES  
GENERAL OFFICE: MIN 1 SPACE PER 600 SF/ MAX 1 SPACE PER 150 SF  
TOTAL PARKING PROVIDED 28 SPACES  
MINIMUM ADA REQUIRED 2 SPACE  
TOTAL ADA PROVIDED 2 SPACES  
MIN. STALL DIMENSIONS 9 FT x 18 FT  
MIN. AISLE WIDTH 24 FT

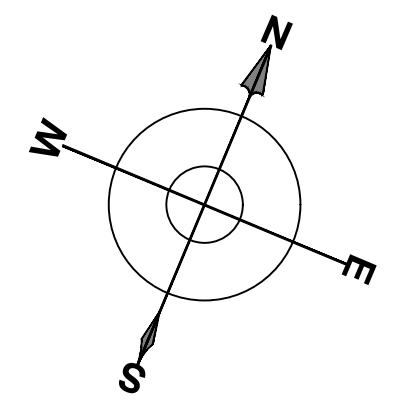
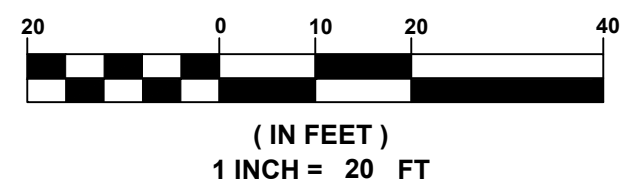
**ZONING**

JURISDICTION CITY OF GREENVILLE  
ZONING DISTRICT MX-2  
PROPOSED USE BANK W/ DRIVE-THRU

CITY OF GREENVILLE DEVELOPMENT CODE  
FINANCIAL DRIVE THRU REQUIRES 3 STACKING SPACES AND 10 FT WIDE ESCAPE AISLE.  
NO MORE THAN 10 PARKING SPACES WITHOUT AN ISLAND.

MX-2 REQUIREMENTS  
MAX BLDG COVERAGE: 80%  
OUTDOOR AMENITY SPACE: 10%  
BUILD TO WIDTH PRIMARY LOT LINE: MINIMUM 75%

 OUTDOOR AMENITY SPACE  
(UNDER DESIGN)



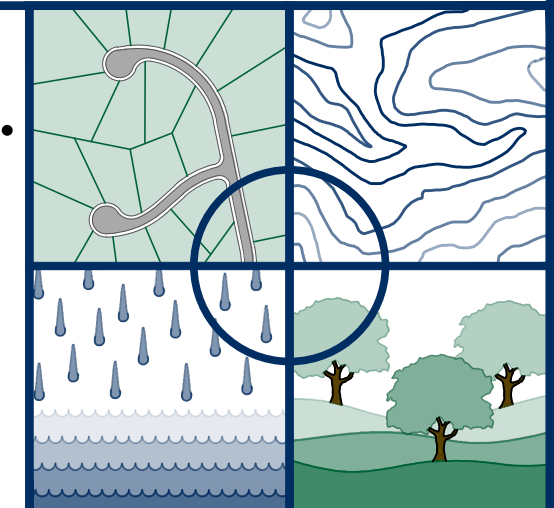
**BANK W/ DRIVE-THRU  
SCHEMATIC PLAN**

S251137  
11/26/2025  
DRAWN BY: ELO

**SITE DESIGN, INC.**  
CIVIL ENGINEERS - SURVEYORS - LANDSCAPE ARCHITECTS



PLAN BASED ON SURVEY BY SITE DESIGN, 2001.  
NOT FOR CONSTRUCTION OR SUBMITTAL.





PROJECT PREVIEW MEETING (PPM) RESPONSE FORM

Contact Planning & Development (864) 467-4476 or planning@greenvillesc.gov

APPLICANT/OWNER INFORMATION

\*Indicates Required Field

APPLICANT

Table with 2 columns: Field Name, Value. Fields include Project Type, Name, Address, City/State, Zip, Phone, Email. Values include Bank Branch with Drive Thru and a large redacted area.

PROPERTY INFORMATION

\*TAX MAP #(S): 0262000100723
\*PROPERTY ADDRESS: 430 Woodruff Road
\*CURRENT ZONING DESIGNATION: MX-2
\*BRIEF DESCRIPTION OF PROJECT REQUEST: Special Exceptions for a drive-thru for a bank branch

For the following items, fill out in response to the public's attendance and reaction to your presented project.

\*DATE ATTENDED PPM: 11/18/2025 \*NUMBER OF PEOPLE WHO VISITED STATION: 8-10
\*NAME OF ATTENDEES WHO REPRESENTED PROJECT: [Redacted]

\*DESCRIBE MAIN QUESTIONS RECEIVED AND RESPONSES PROVIDED: Why is this project here? Explained that the drive-thru is a SE in this zoning district. What bank? A: Confidential still.

\*PROVIDE OVERALL SUMMARY OF DISCUSSION WITH ATTENDEES REGARDING YOUR PROJECT: Most comments were asking why the drive-thru was a SE on Woodruff Road. Additional comments/questions were questions about which bank was doing this.

\*DETAIL ANY SPECIFIC QUESTIONS OR AREAS OF INTEREST FROM COMMUNITY: \_\_\_\_\_

One visitor saw the project on woodruff road and said "I don't care about Woodruff Road, I want something more contentious than this." She promptly left.

\*DETAIL ANY COMMENTS OR CONCERNS EXPRESSED BY ATTENDEES: \_\_\_\_\_

\*WERE ANY COMMENTS OR PHONE CALLS RECEIVED FROM COMMUNITY OUTSIDE OF THE PPM? IF SO, PLEASE SUMMARIZE: None

\*ARE THERE ANY ITEMS YOU WOULD TO DISCUSS WITH STAFF? \_\_\_\_\_

Still working on fine tuning site plan regarding side walk access and overhead power poles that could impact front setback requirements.

\*DO YOU PLAN TO MODIFY OR REVISE YOUR PROPOSAL BASED ON COMMENTS OR INPUT RECEIVED AT THE PPM? IF SO, PLEASE DISCUSS: \_\_\_\_\_

We are adjusting the site plan but not due to comments from PPM.

We received no critical comments at PPM

\*ANY ENGAGEMENT WITH NEIGHBORHOOD OR COMMUNITY OUTSIDE OF THE PPM? IF SO WHEN/WHERE?

Communicating with neighboring parcel owner. I have talked with Dan at Verdae.

\*ANY SUGGESTIONS TO IMPROVE THE PPM PROCESS IN THE FUTURE? \_\_\_\_\_

**OVERALL TYPE OF FEEDBACK RECEIVED**

\*Select one:  Positive  Negative  Neutral

**\*PLEASE COMPLETE AND EMAIL TO PLANNING@GREENVILLESC.GOV BY END OF WEEK FROM THE PROJECT PREVIEW MEETING.**