

**STAFF REPORT
TO THE
FLORENCE COUNTY BOARD OF ZONING APPEALS
TUESDAY, AUGUST 19, 2025
BZA#2025-07**

SUBJECT: A variance requested by Christina James from requirements of the Florence County Code of Ordinances, Chapter 30 - ZONING ORDINANCE, ARTICLE V. – SIGN REGULATIONS, Sec. 30-202. - Signs on private property. Table VIII: Number, Dimension, and Location of Permitted Signs, by Zoning District. For property located at 2491 Florence Harlee Boulevard, Florence, SC 29506, as shown on Florence County Tax Map Number 00236, Block 01, Parcel 038.

LOCATION: 2491 Florence Harlee Boulevard, Florence, SC 29506

TAX MAP NUMBER: Map 00236, Block 01, Parcel 038

COUNCIL DISTRICT(S): 7; County Council

OWNER OF RECORD: Cheney Bros Inc

APPLICANT: Christina James

LAND AREA: Approximately 44.40 acres

VARIANCE REQUESTED: The variance requested would allow the applicant to exceed the maximum number of allowed building wall signs and obtain a certificate of zoning compliance for two (2) additional building wall signs (for a total of four (4) wall signs) within the B-6 zoning district.

STAFF ANALYSIS:

Existing Land Use and Zoning:

The subject property is zoned B-6 with the current use being industrial.

Surrounding Land Use and Zoning:

North: Interstate 95/B-3 & B-6/ Commercial & Vacant

South: B-6/Industrial

West: B-6/Industrial

East: B-6/Industrial

BACKGROUND

§30-202. Signs on Private Property

Excerpt from Table VIII Number, Dimension, and Location of Permitted Signs, by Zoning District

BUILDING SIGNS										
	ALL RESI	B-1	B-2	B-3	B-4	B-5/B-6	RU-1	RU-2	INS(B)	UZ(I)
Number permitted	1	1	2	2	2	2	2	1	1	NA
Max sign area (sq ft)	4	12	NA	NA	NA	NA	NA	12	12	NA
Max wall area (%)	NA	NA	25	25	25	15	25	NA	NA	NA

Per Chapter 30 of the Florence County Code of Ordinances, Article V, §30-202. Signs on Private Property, Table VIII. Number, Dimension, and Location of Permitted Signs, by Zoning District, the maximum number of building signs allowed on any building within the B-5 & B-6, Industrial zoning districts is two (2) and additionally, each wall sign placed on a building's exterior may only cover up to 15% of the corresponding wall area.

The applicant is requesting an additional two (2) building wall signs (making a total of four (4) building wall signs) for the Cheney Brothers Inc. facility that is currently under construction. The 386,043 sq. ft. refrigerator/freezer food distribution facility is the newest addition to the Pee Dee Commerce City East Industrial Park located off of SC Hwy 327 at Interstate 95, Exit 170. The Cheney Brothers Inc. site is addressed at 2491 Florence Harlee Blvd and more specifically located on Florence County Tax Map 00236 Block 01 Parcel 038, which has a County zoning designation of B-6, Industrial. In addition to a food distribution facility, the building will house the largest culinary test kitchen in the Southeast at 3,364 sq. ft. as well as a Cheney Express, which is a unique outlet that offers the general public, direct access (with no membership fees required) to wholesale-priced food products and accessories that are typically reserved only for restaurants and businesses.

A County sign permit (#70349-0625-SIGN-CO) has been applied for and successfully issued for two (2) of the four (4) proposed wall signs for this building. The applicant is requesting a variance from §30-202 of the Florence County Code of Ordinances that will allow the installation of two (2) additional wall signs. The first requested wall sign is noted as, "E04" on submitted plans and is a two (2) inch depth, 8'5-3/8" tall by 15' wide, non-illuminated, aluminum pan sign with the words, "C-B-I" in white set on a red oval shaped badge. This proposed wall sign will face Interstate 95 and is estimated to cover an area on the corresponding building wall that is approximately 126 sq. ft. which is around 2% of the total proposed wall area (5,200sq. ft.). This 2% wall area coverage is well below the 15% maximum wall area coverage set forth in the Ordinance for building wall signs. The second proposed wall sign (noted as "E05" in submitted plans) would be on the opposite side of the building, facing Florence Harlee Blvd. The total proposed area is around 75 sq. ft.; and the sign would be composed of five (5) inch depth, internally-illuminated channel letters, C-B-I, mounted to a raceway. This proposed sign would cover around 0.5% of the total corresponding wall area (17,750 sq. ft.). If the Board grants the

variance, Zoning staff will be able to issue a certificate of zoning compliance for two (2) additional building wall signs, bringing the total number of building wall signs to four (4) for this building.

Access and Circulation:

The property is currently accessed primarily by way of Florence Harllee Blvd and alternatively by way of Alex Lee Blvd, both which are located within the Pee Dee Commerce City East industrial park off of SC Hwy 327 at Interstate 95, Exit 170.

Sec. 30-293. – Board of zoning appeals (c)

Powers of board of appeals; variances; special exceptions; remand; stay; hearing; decisions and orders. The board of appeals has the following powers:

- (1) To hear and decide appeals where it is alleged there is error in an order, requirement, decision, or determination made by an administrative official in the enforcement of the zoning ordinance;
- (2) To hear and decide appeals for variance from the requirements of the zoning ordinance when strict application of the provisions of the ordinance would result in unnecessary hardship. 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.

VARIANCE REQUEST:

1. 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 [Form 1] of the following provisions of the Zoning Ordinance:

a. **Applicant's Response:**

Sign ordinance does not allow 4 wall signs per building façade size - reference §30-202 (from County's Code of Ordinances)

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 follows:

- b. **Applicant's Response:**
install 4 total wall signs at a square footage total of 1945.62

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 Zoning Ordinance.

- 2. 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:

Applicant's response:
the subject property is too large of a building to properly identify, we are asking for wall signs on 4 elevations and a monument sign to help alleviate for trucks and visitors to find the building

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

Applicant's response:
The other large industrial building in the park have multiple wall signs that were developed when the area was Unzoned and/or the fact that the property is adjacent to the Interstate and is a massive facility making the proposed signs absolutely necessary for proper identification.

- 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:

Applicant's response:
More signage as the ordinance allows to properly identify the building for visitors and trucks

- 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:

Applicant's response:
Being that this is an industrial park – adding extra signs to the building will not

adversely affect neighboring businesses and will help with traffic control in the business park.

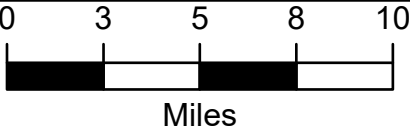
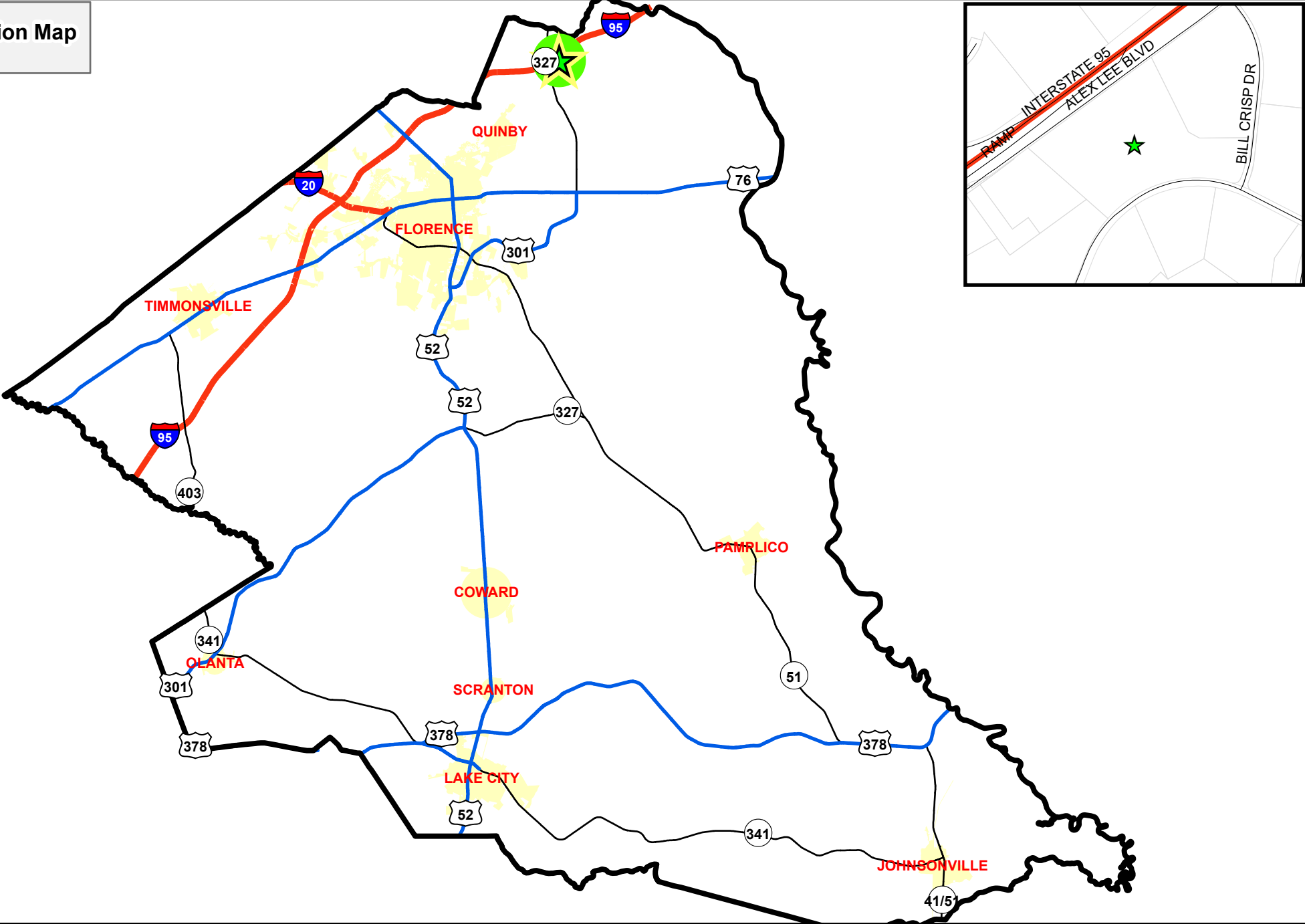
3. The following documents are submitted in support of this application:

Applicant's response:
Artwork

ATTACHMENTS:

1. Location Map
2. Zoning Map
3. Aerial Map
4. Sign Layout Reference Map
5. Artwork
6. Letter from Gregg Robinson, CEO, FCEDP

Location Map

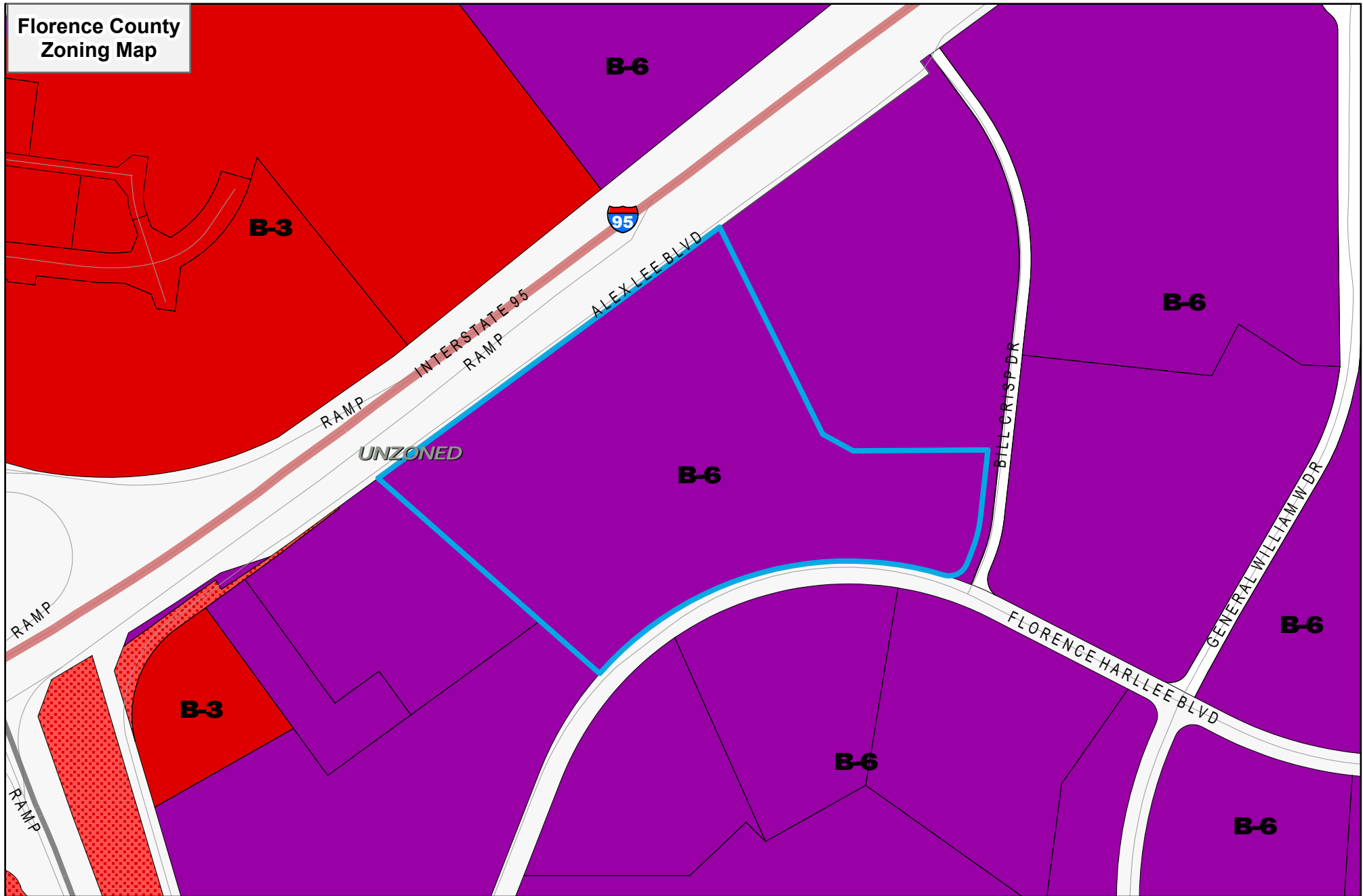


Florence County
Planning Department
Meeting Date:
08/19/2025



Council District 7
BZA#2025-07

Florence County
Zoning Map



Current County Zoning

- B-3 GENERAL
- B-6, INDUSTRIAL
- CMU, COMMERCIAL MIXED-USE
- UNZONED

Florence County
Planning Department
Meeting Date:
08/19/2025

Council District 7
BZA#2025-07



2024 Aerial

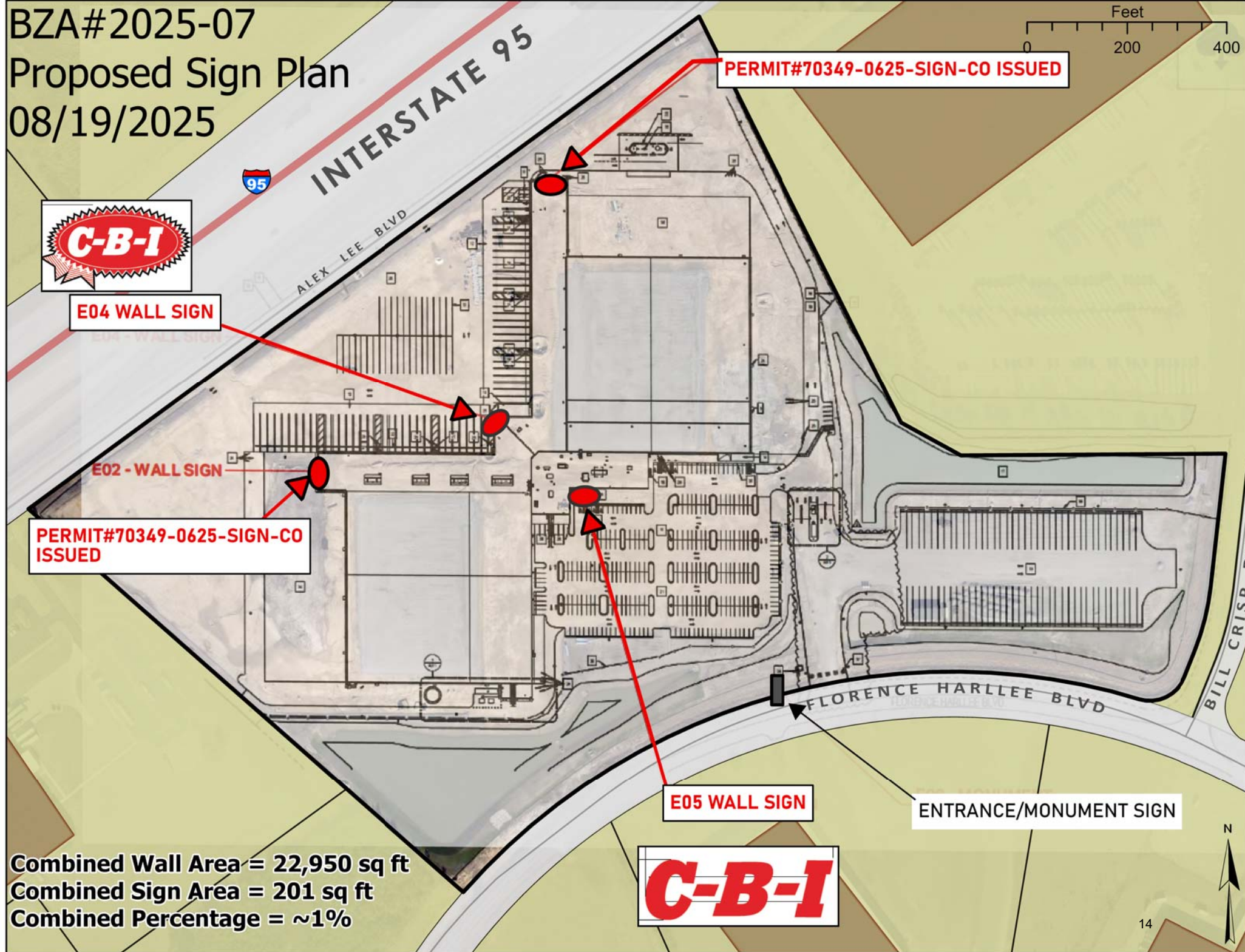


Florence County
Planning Department
Meeting Date:
08/19/2025



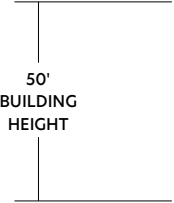
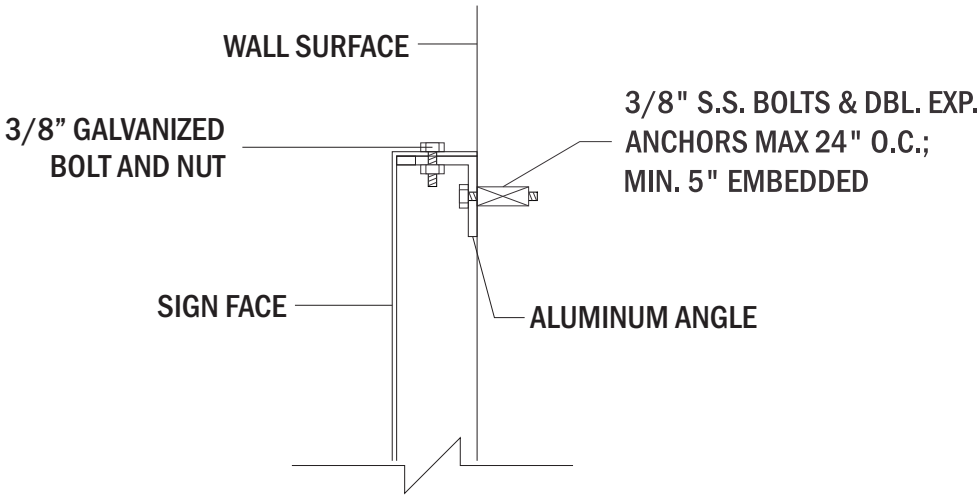
Council District 7
BZA#2025-07

BZA#2025-07
Proposed Sign Plan
08/19/2025



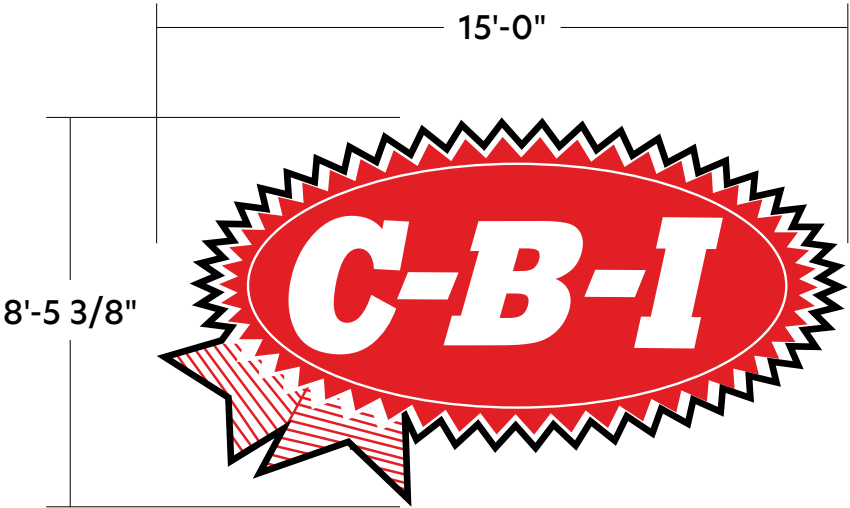
- S1 CMYK: 5, 100, 100, 0
- S2 PERFORATED BLACK VINYL
- S3 WHITE
- S4 SW 7006 (RACEWAY)
- S5 BLACK TRIMCAP AND RETURNS

MOUNTING DETAIL:



126.75 SQ.FT.

NOT QCed



2" DEPTH



RENDERING NOT TO EXACT SCALE

Cheney Brothers
- Florence SC

Project Location:
2491 Florence Harlee Blvd.
Florence, SC

Project No.:
230187-09

Salesperson:
Matt Elkin

Designer:
Eric Hellstrand

Date:
4/24/2025

Scale:
1:50

Revision:	
	x/n/23 - EWH - xxx



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ORIGINAL CONCEPT
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E04 - FABRICATE AND INSTALL ONE (1) 2" DEPTH NON-ILLUMINATED ALUMINUM PAN SIGN, WITH DIGITALLY PRINTED VINYL COPY AND DETAIL. TO BE MOUNTED FLUSH TO BUILDING SURFACE. ADD CLEAR COAT FOR EXTRA UV PROTECTION.

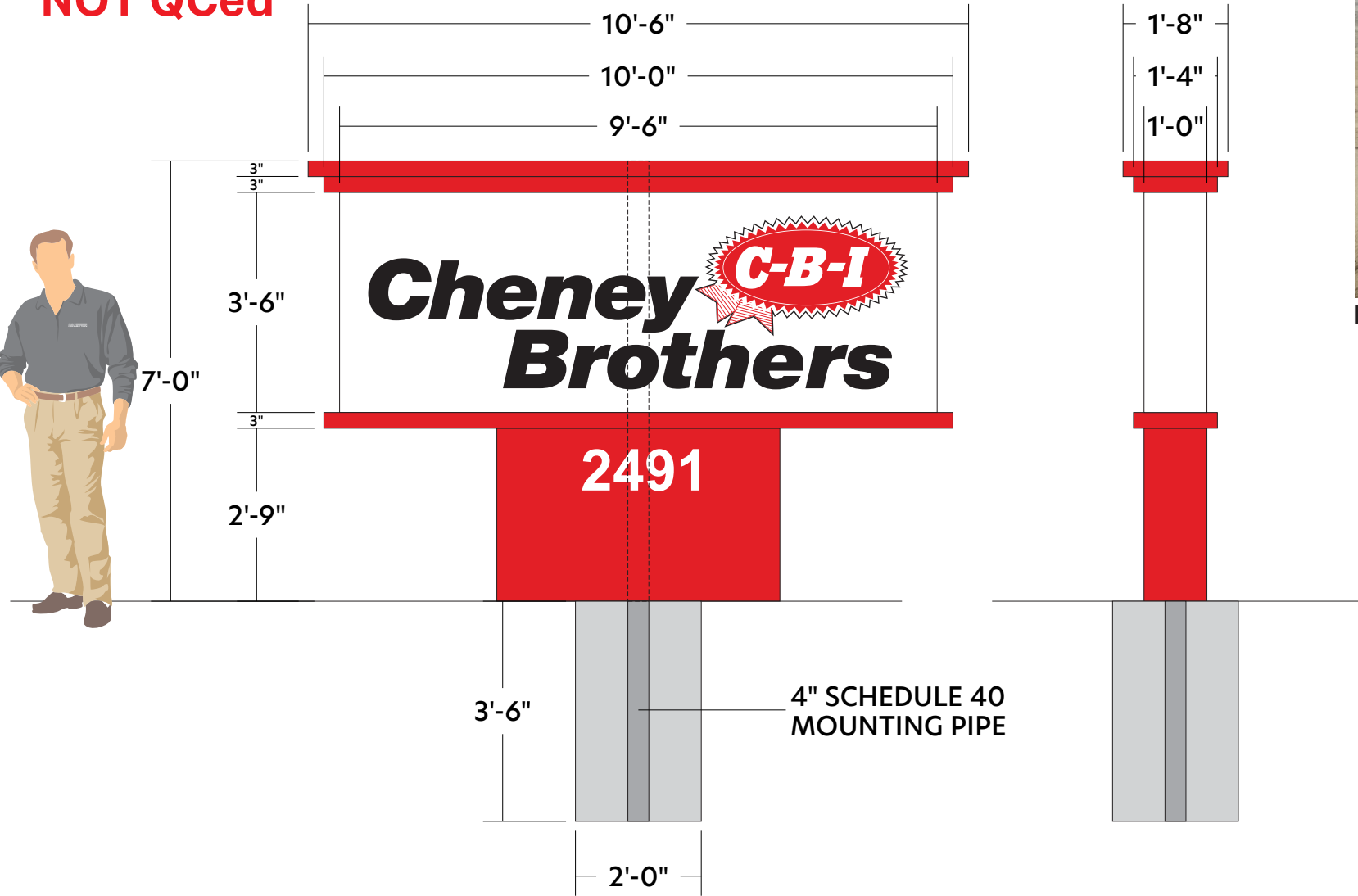
S1 CMYK: 5, 100, 100, 0

S2 BLACK

S3 WHITE

33.25 SQ.FT.

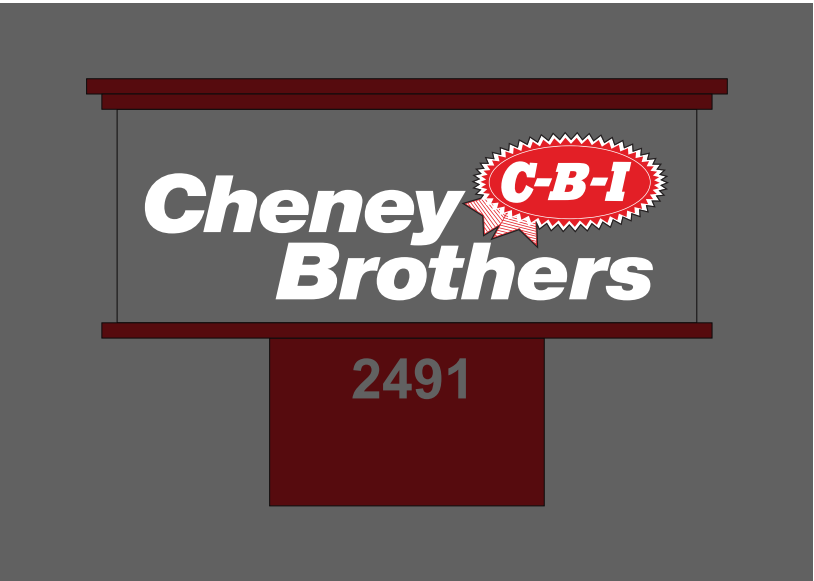
NOT QCed



E06 - FABRICATE AND INSTALL ONE (1) INTERNALLY ILLUMINATED DOUBLE SIDED MONUMENT SIGN, CONSTRUCTED OF ALUMINUM AND FINISHED AS SHOWN. COPY AND DETAIL TO BE ROUTED AND BACKED WITH ACRYLIC; COPY TO BE FACED WITH PERFORATED BLACK VINYL. ADDRESS NUMERALS TO BE 3/8" ACRYLIC.



RENDERING NOT TO EXACT SCALE



SIMULATED NIGHT VIEW

Cheney Brothers
- Florence SC

Project Location:
2491 Florence Harlee Blvd.
Florence, SC

Project No.:
230187-09

Salesperson:
Matt Elkin

Designer:
Eric Hellstrand

Date:
4/24/2025

Scale:
1:30

Revision:

x/n/23 - EWH - xxx



SIGN CONNECTION

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Sheet No.:

5 /6

SITE PLAN FOR 2491 FLORENCE HARLEE BLVD. FLORENCE, SC

Cheney Brothers
- Florence SC

Project Location:
2491 Florence Harlee Blvd.
Florence, SC

Project No.: **230187-09**















Salesperson: **Matt Elkin**

Designer: **Eric Hellstrand**

Date: **4/24/2025**

Scale: **NA**

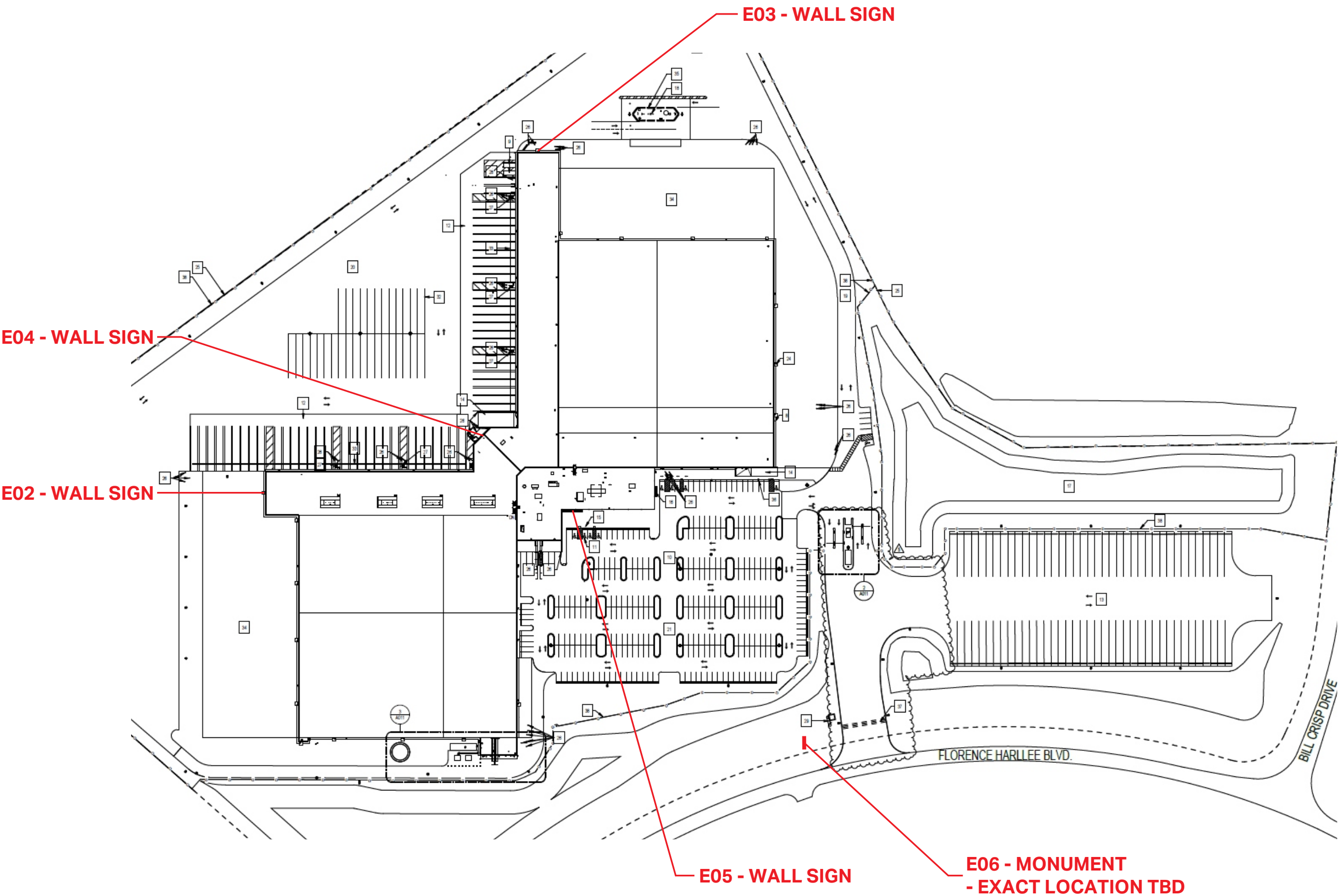
Revision:

	x/n/23 - EWH - xxx
	
	
	
	
	
	
	
	
	
	
	
	
	



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FLORENCE COUNTY
Economic Development
PARTNERSHIP
www.fcedp.com

July 17, 2025

Dear Members of the Florence County Board Of Zoning Appeals,

On behalf of the Florence County Economic Development Partnership (FCEDP), I am writing to respectfully support the request for a variance from the existing Florence County signage ordinance for Cheney Brothers, a new distribution facility currently under construction at the well-established Pee Dee Commerce City East industrial park.

This variance is crucial for Cheney Brothers, a valued partner in our community's economic growth, to implement additional building signage primarily for corporate branding and property identification. The proposed signage, detailed in the attached plans, will be located on both the front and back of the building to effectively reinforce their corporate identity.

While we fully understand and respect the purpose of the current signage regulations in maintaining aesthetic standards, we believe this specific request warrants careful consideration due to its unique nature, building layout with I-95 frontage, and the positive impact Cheney Brothers has on our community. We are confident that this additional signage will not detract from the visual appeal of the area or pose any safety concerns. Furthermore, we believe this request is consistent with other food and beverage industrial signage approvals and will not detract from other manufacturing or distribution companies in the area.

We respectfully request the Planning Commission to review this variance request with an understanding of the strategic importance of Cheney Brothers' presence in Florence County. We are readily available to provide any additional information, detailed plans, or presentations that may assist the Commission in its review process.

Thank you for your time and consideration of this important matter and for your continued support of economic development in Florence County.

Sincerely, I am,

C. Gregory (Gregg) Robinson
Chief Executive Officer