



**CITY OF FLORENCE DESIGN REVIEW BOARD
CITY CENTER – COUNCIL CHAMBERS
324 WEST EVANS STREET, FLORENCE, SC
WEDNESDAY, SEPTEMBER 11, 2024 – 2:00 P.M.
REGULAR MEETING AGENDA**

I. Call to Order

II. Approval of Minutes Regular meeting held on August 14, 2024

III. Public Hearing and Matter in Position for Action

DRB-2024-16 Request for a Certificate of Appropriateness for wall signs at 301 North Dargan Street, identified as Florence County Tax Map Number 90085-10-003, in the H-1 Historic Overlay District.

IV. Public Hearing and Matter in Position for Action

DRB-2024-17 Request for a Certificate of Appropriateness for a free standing monument sign at 505 North Coit Street, identified as Florence County Tax Map Number 90072-14-031, in the D-1 Redevelopment Overlay District.

V. Public Hearing and Matter in Position for Action

DRB-2024-18 Request for a Certificate of Appropriateness for a neon wall sign to be located at 210 North Dargan Street, identified as Florence County Tax Map Number 90170-04-024, in the H-1 Historic Overlay District.

VI. Adjournment Next meeting is scheduled for October 9, 2024.

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
AUGUST 14, 2024 MINUTES

MEMBERS PRESENT: Jamie Carsten, Brice Elvington, John Keith, David Lowe, Joey McMillan, Mike Padgett, Ranny Starnes, and David Tedder

MEMBERS ABSENT: Scott Collins and Kyle Gunter

STAFF PRESENT: Jerry Dudley, Derek Johnston, and Alane Zlotnicki

CALL TO ORDER: Chairman Carsten called the August 14, 2024 meeting to order at 2:00 p.m.

APPROVAL OF MINUTES: As there was no meeting in July, Chairman Carsten introduced the June 12, 2024 minutes and asked if there were any corrections or comments. There being none, he called for a motion to approve the minutes as submitted. Chairman Carsten moved that they be approved; Mr. Padgett seconded the motion, and it passed unanimously (6-0).

David Lowe arrived

PUBLIC HEARINGS AND MATTERS IN POSITION FOR ACTION:

DRB-2024-06 Revisit the request for a Certificate of Appropriateness for renovation of the building at 505 North Coit Street, identified as Florence County Tax Map Number 90072-14-031, in the D-1 Redevelopment Overlay District.

Chairman Carsten read the introduction to DRB-2024-06 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board. She explained that there had been miscommunication regarding the original intentions for the renovation, and that the applicant had always planned to continue the existing white vinyl siding over the new section of the building.

There being no questions for staff and no one to speak regarding the request, Chairman Carsten opened and closed the public hearing and called for discussion and a motion. Mr. McMillan moved to approve the request as submitted. Mr. Lowe seconded, and the motion passed unanimously (7-0).

John Keith arrived

DRB-2024-14 Request for a Certificate of Appropriateness to demolish the house located at 118 East Pine Street, identified as Florence County Tax Map Number 90088-03-014, in the D-3 Arts and Culture Overlay District.

Chairman Carsten read the introduction to DRB-2024-14 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board, commenting that she didn't know what the purpose of demolishing the house was, but it was in rough shape and the Historical Commission had not found it to have any historical significance.

There being no questions for staff, Chairman Carsten opened the public hearing. There being no one to speak regarding the request, Chairman Carsten closed the public hearing and called for discussion and a

motion. Mr. Tedder moved that the request for demolition be approved. Mr. McMillan seconded, and the motion passed unanimously (8-0).

DRB-2024-15 Request for a Certificate of Appropriateness for the construction of two rooftop pergolas located at 101 West Evans Street, identified as Florence County Tax Map Number 90167-02-011, in the H-1 Historic Overlay District.

Chairman Carsten read the introduction to DRB-2024-15 and asked staff for the report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

There being no questions for staff and no one to speak on the request, Chairman Carsten opened and closed the public hearing and called for discussion. Mr. Padgett asked if the building department had issued building permits; Mrs. Zlotnicki said that they had received the plans for it but was unaware if any inspections had been done yet, but they would be required.

Mr. McMillan commented that it matched the roof on the Hyatt Hotel across the street. Mr. Tedder asked if staff recommended approval. Mr. Dudley pointed out that staff doesn't usually make a recommendation but said that the materials were compliant with the Guidelines; the profile from the street was the main concern. Mr. Tedder repeated that it was cohesive with the Hyatt. Mrs. Zlotnicki was asked if any neighbors had complained, and she said she had not heard from anyone. Dr. Keith asked if string lighting would be added; applicant Mr. Dale Barth said he was planning to add some post lighting. He said it was supposed to be part of the improvements he was making to the existing deck.

Mr. McMillan moved that the request be approved as submitted. Mr. Tedder seconded, and the motion passed unanimously (8-0).

MATTER OF INFORMATION:

Mrs. Zlotnicki presented the landscaping plan provided by the school district for the renovated Poynor Building, located at 301 South Dargan Street in the D-3 Arts and Culture Overlay District. Mr. Dudley clarified that it was part of a large government project and staff ensures that the work is in compliance with the Design Guidelines. Staff presents the aspects of the project as they are received for informational purposes to the Board. He said they appear to be doing it correctly, including restoring the windows, and added that this area will complement the new park area in front of the administrative building at the McClenaghan Adult Education building.

Mr. Dudley shared that a Steering Committee had been formed and met to help the consultants rewriting the Design Guidelines and invited them to the public workshop scheduled for August 22 at 5:30 pm. He said that drafts will be shared as the process goes on to get their feedback.

Mr. Padgett asked if there would be a list of changes, and Mr. Dudley said that was possible. He offered to share the materials from Bolton and Menk that were shared with the steering committee earlier that day.

ADJOURNMENT: There being no other business, Chairman Carsten adjourned the meeting at 2:17 p.m. The next meeting is scheduled for September 11, 2024 at 2:00 p.m.

Respectfully submitted by
Alane Zlotnicki, AICP
Senior Planner

DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE DESIGN REVIEW BOARD
SEPTEMBER 11, 2024

CASE NUMBER: DRB-2024-16

LOCATION: 301 North Dargan Street

TAX MAP NUMBER: 90085-10-003

OWNER OF RECORD: HopeHealth Inc. Medical Center

APPLICANT: Dennis Ward – FW Architects

PROJECT DESCRIPTION: Commercial Wall Signs

OVERLAY DISTRICT: H-1 Historic Overlay District

ZONING DISTRICT: Campus

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to approve the installation of wall signage to the front of the commercial building located at 301 North Dargan Street, Tax Map Parcel 90085-10-003. The Streater Building has recently been renovated and expanded to provide conference and meeting space for HopeHealth Medical Center. The proposal includes two halo illuminated logo wall signs and one non-illuminated blade sign. The property owners will also be installing aluminum street numbers and vinyl window decals on the front door, but those do not require a COA.

Background Information

The Streater Building was constructed in 1926. HopeHealth Medical Center acquired it in 2018 with plans to preserve as much of the original brick structure as possible and renovate it for modern use. In 2022, they received a Certificate of Appropriateness to restore the building and build an addition to the north. The signage proposed with this request is to identify the updated building.

Staff Analysis

In Chapter 4 of the *Design Guidelines for Downtown Florence, South Carolina*, the following general guidance for signage is given:

Business signage

The following materials are recommended:

- Wood (carved, sandblasted, etched, and properly sealed, primed, and painted or stained)

- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion)
- High density pre-formed foam or similar material. New materials may be appropriate if properly designed in a manner consistent with these guidelines and painted or otherwise finished to complement the architecture
- Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.
- Sign material should be compatible with the design of the face of the façade where it is to be placed.

Flashing signs are not permitted. Back-lit and internally lit signs may be used if approved by the Design Review Board and will be allowed only when they complement the existing façade and surrounding structures and are consistent with the objectives of the Design Guidelines.

The signage requested includes the following:

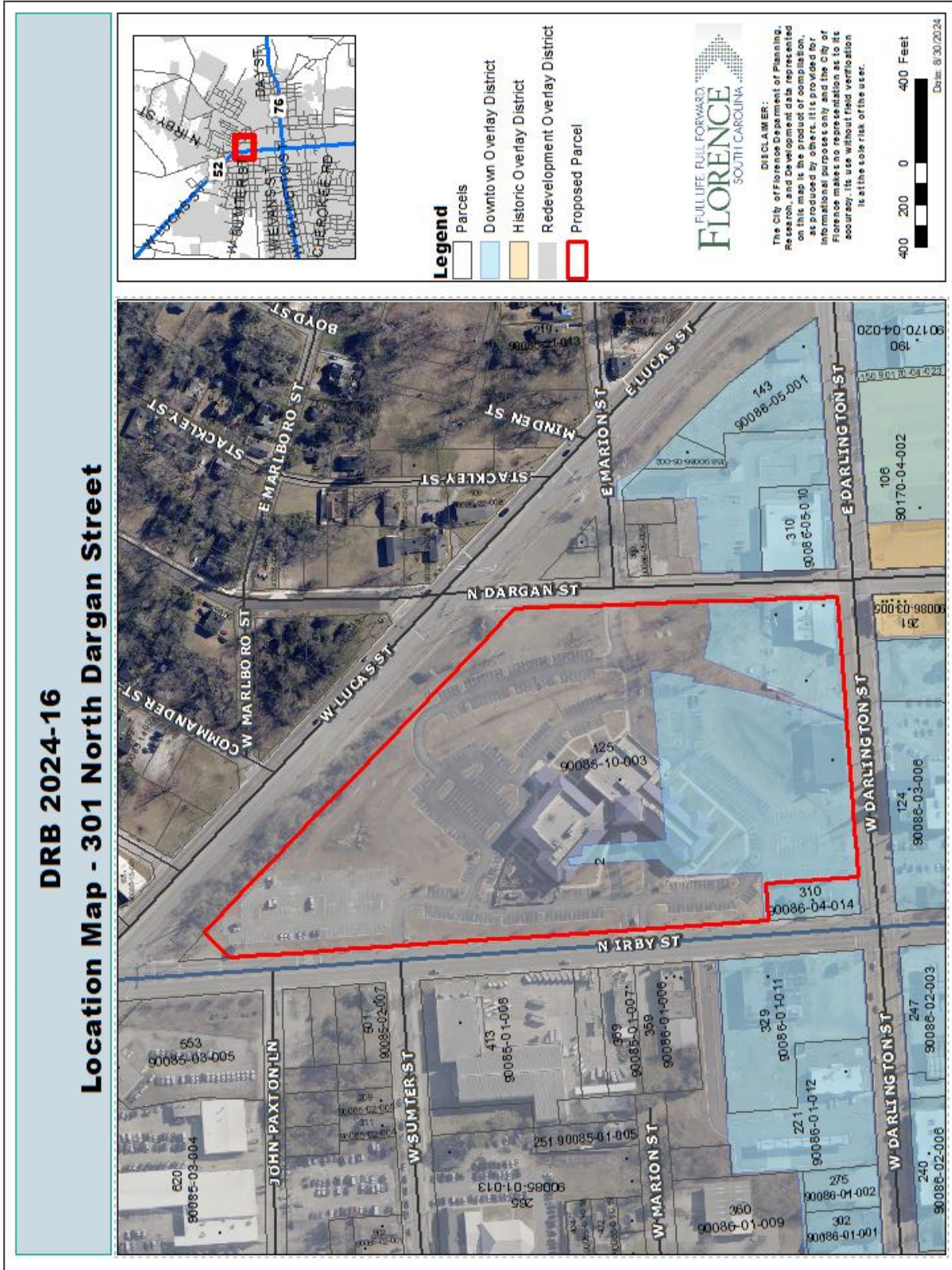
- 1. 2 halo illuminated wall signs – 15.4 square feet each. These are lit from behind at night.*
- 2. 1 blade sign – 9 square feet, not illuminated*

Board Action

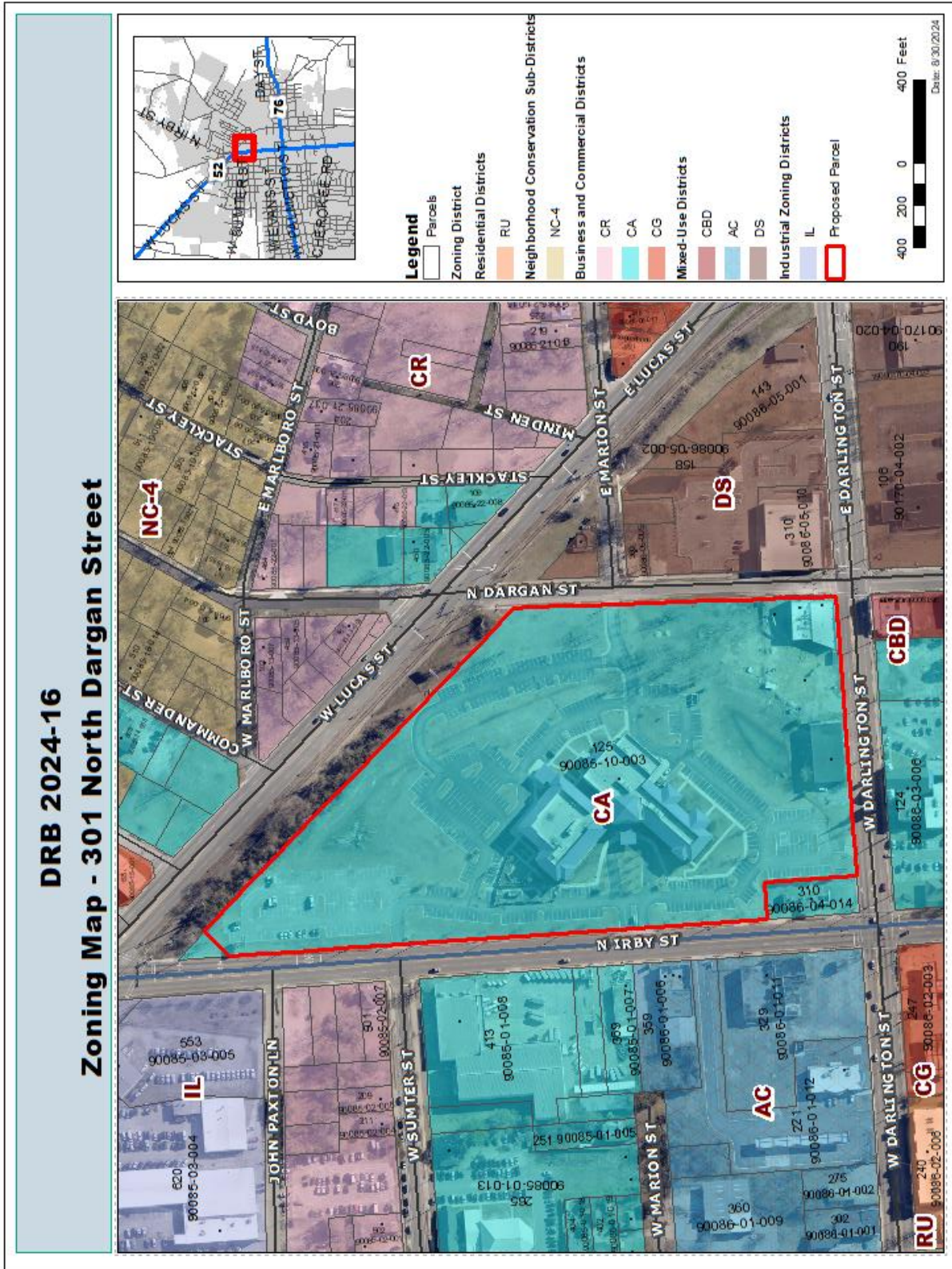
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

Attachments

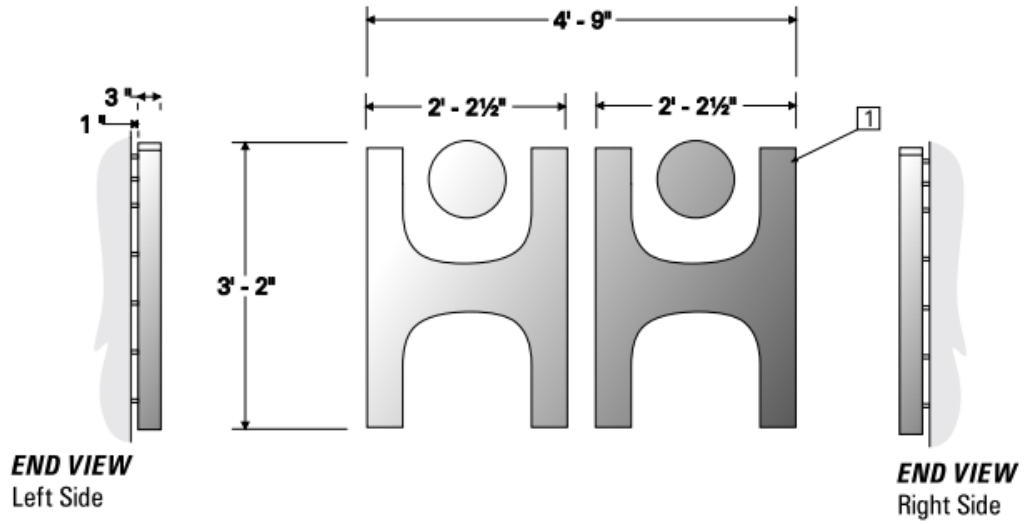
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Proposed Signage Renderings
- E. Site Photos
- F. Additional Allowed Signage



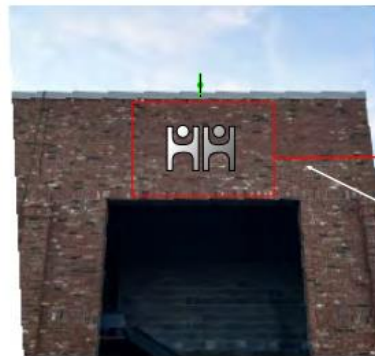
Attachment C: Zoning Map



Attachment D: Proposed Signage Renderings



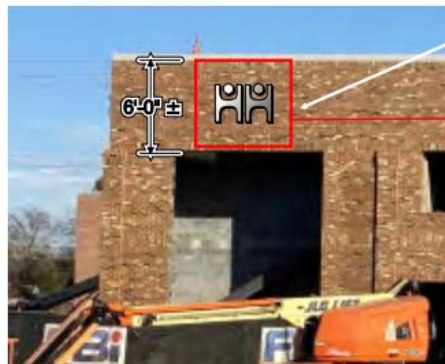
EXISTING
WEST ELEVATION – NTS



INSTALLED SIGN
WEST SIDE – NTS

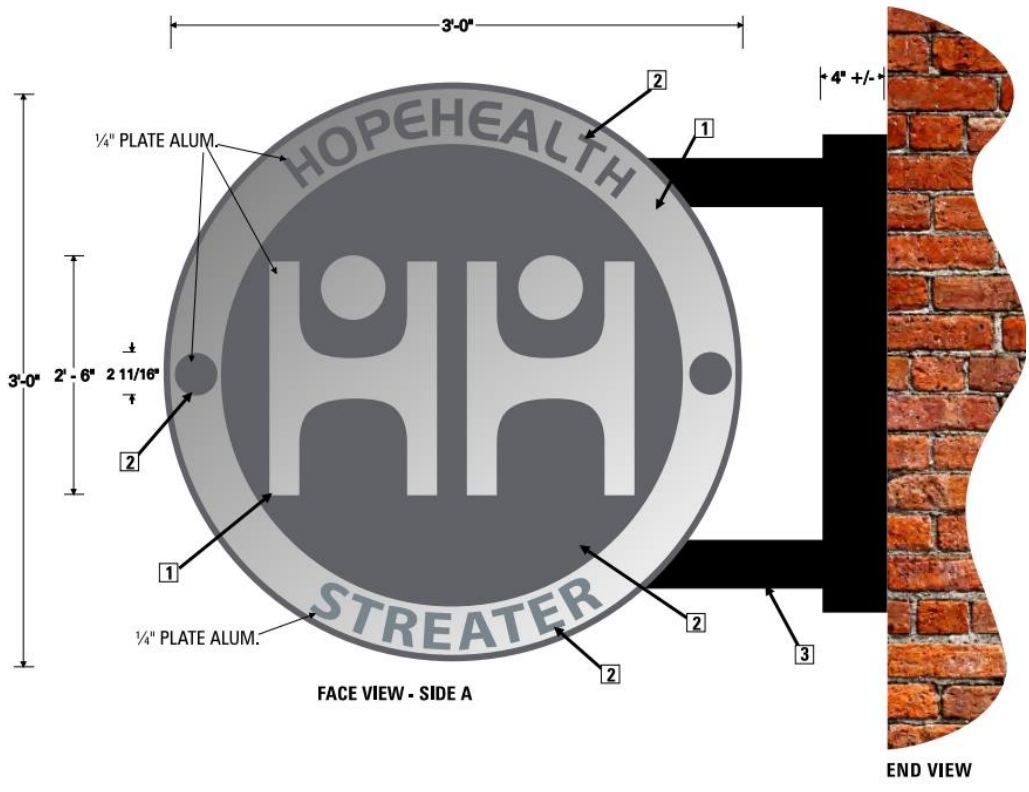


EXISTING
EAST ELEVATION – NTS

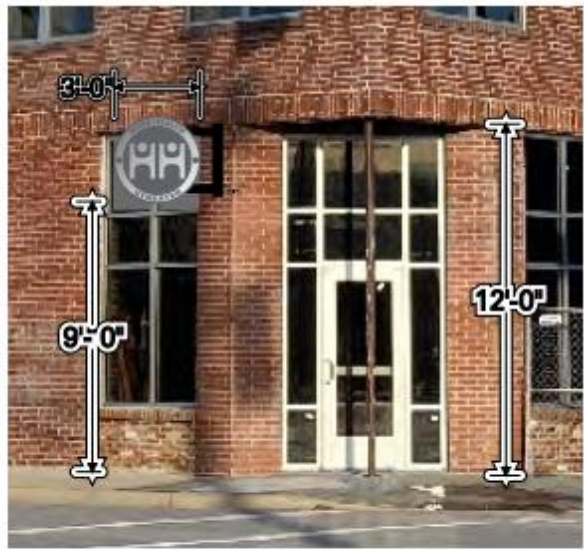


INSTALLED SIGN
EAST SIDE – NTS

**SURVEY
REQUIRED**
WORKING AREA
TO BE VERIFIED



EXISTING
For Reference Only | NTS



INSTALLED - Photo Edit - SIDE A
For Reference Only | NTS

Attachment E: Site Photos



Attachment F: Additional Allowed Signage



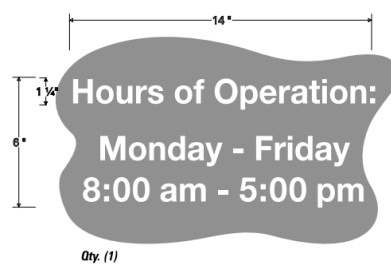
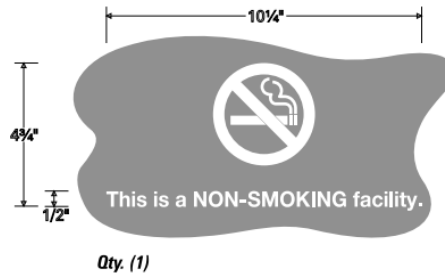
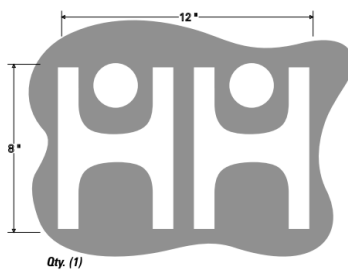
**INSTALL
BELOW
SOLDIER
COURSE
BRICK-
SEE
NOTES**



INSTALLATION LOCATION
For Reference Only – NTS

INSTALL LOCATION - Photo Edit
For Reference Only | NTS

Address numbers on the wall, and 3 sets of vinyl graphics on the door:



DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE DESIGN REVIEW BOARD
SEPTEMBER 11, 2024

CASE NUMBER: DRB-2024-17

LOCATION: 505 North Coit Street

TAX MAP NUMBER: 90072-14-031

OWNER OF RECORD: The Law Offices of Tiffany J. Brown LLC

APPLICANT: Tiffany J. Brown

PROJECT DESCRIPTION: Monument Sign

OVERLAY DISTRICTS: D-1 Redevelopment Overlay Districts

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to install a monument sign in front of the recently renovated law offices at 505 North Coit Street. The sign’s dimensions are 4 feet by 4 feet, for a total size of 16 square feet. The material is Alumilite resin with high performance print, and it will be mounted to vinyl posts and caps. The sign will be placed about 2 feet from the curb on the left side of the building. It is six feet tall.

Background Information

The one and a half story building was constructed as a single family house in 1933 and consists of 1,384 square feet. It was recently renovated to use as a law office building. It is zoned Commercial Reuse, which permits free standing signs with a maximum sign area of 20 square feet and maximum height of 12 feet. It also permits one wall sign with a maximum area of 12 square feet.

Staff Analysis

In Chapter 4 of the *Design Guidelines for Downtown Florence, South Carolina*, the following general guidance for signage is given:

Business signage

The following materials are recommended:

- Wood (carved, sandblasted, etched, and properly sealed, primed, and painted or stained)
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion)
- High density pre-formed foam or similar material. New materials may be appropriate if

properly designed in a manner consistent with these guidelines and painted or otherwise finished to complement the architecture

- Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.
- Sign material should be compatible with the design of the face of the façade where it is to be placed.

Flashing signs are not permitted. Back-lit and internally lit signs may be used if approved by the Design Review Board and will be allowed only when they complement the existing façade and surrounding structures and are consistent with the objectives of the Design Guidelines.

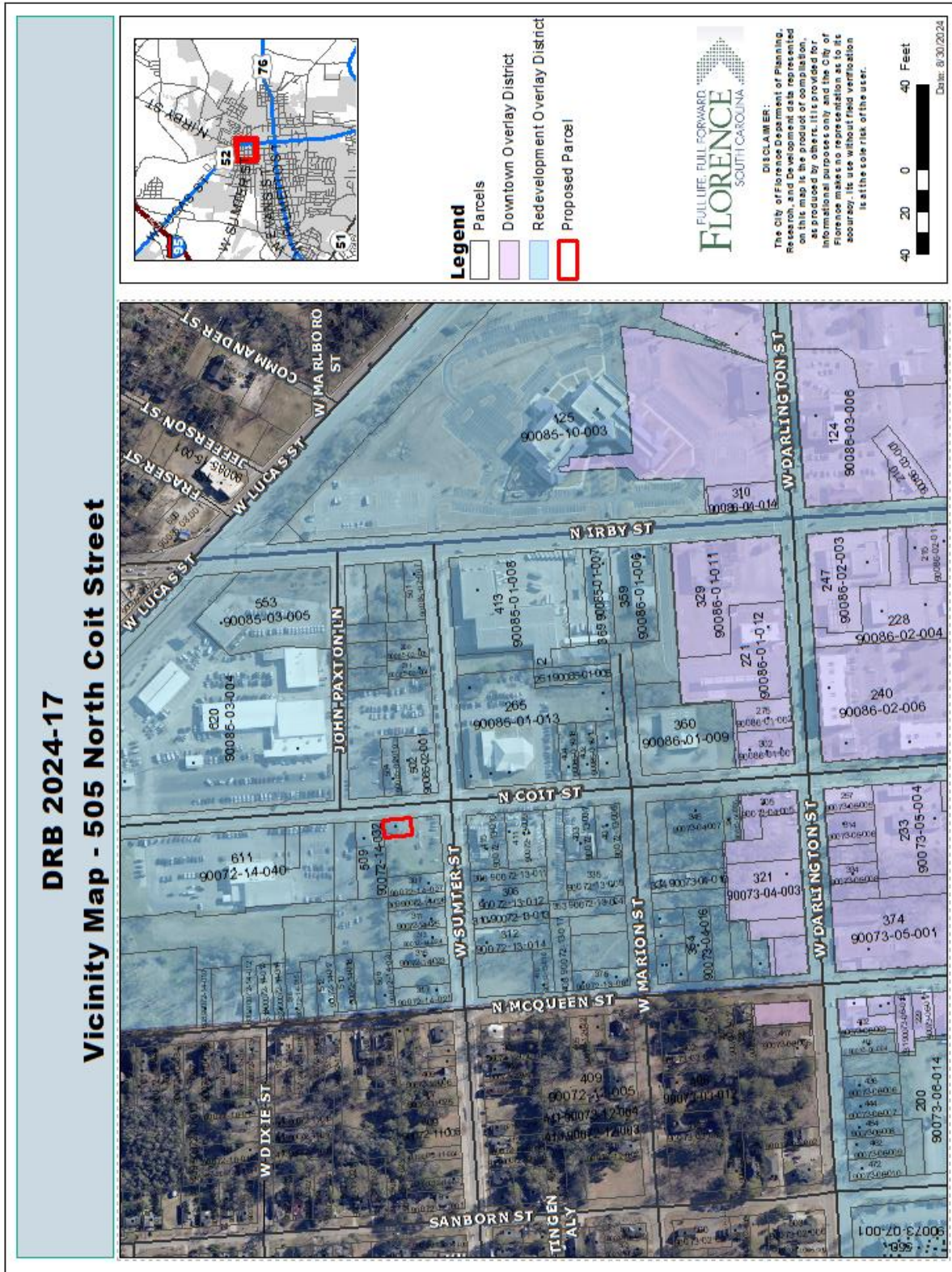
Flat signs are not unusual in the D-1 overlay district. The sign does meet the district requirements for area and height.

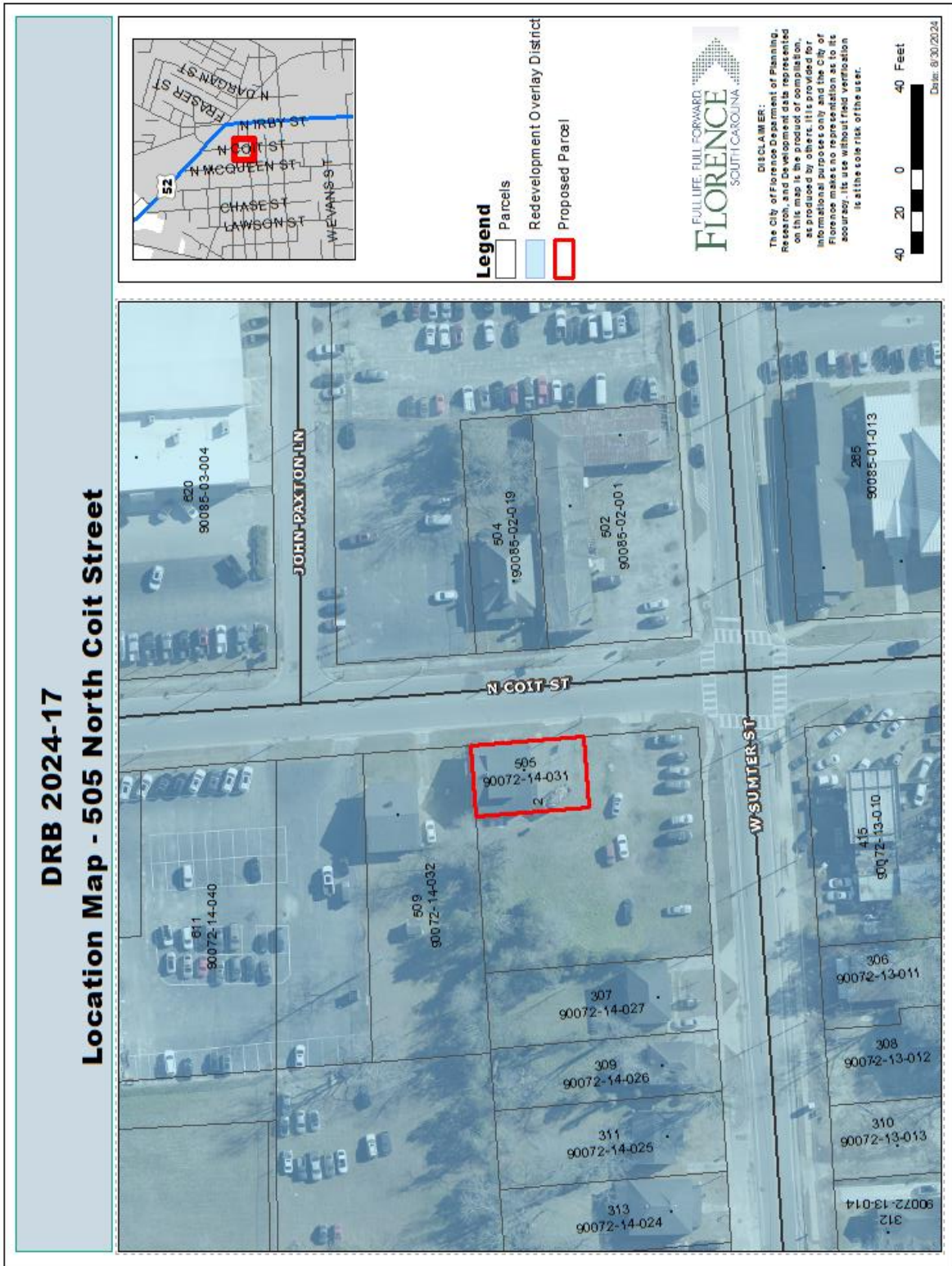
Board Action

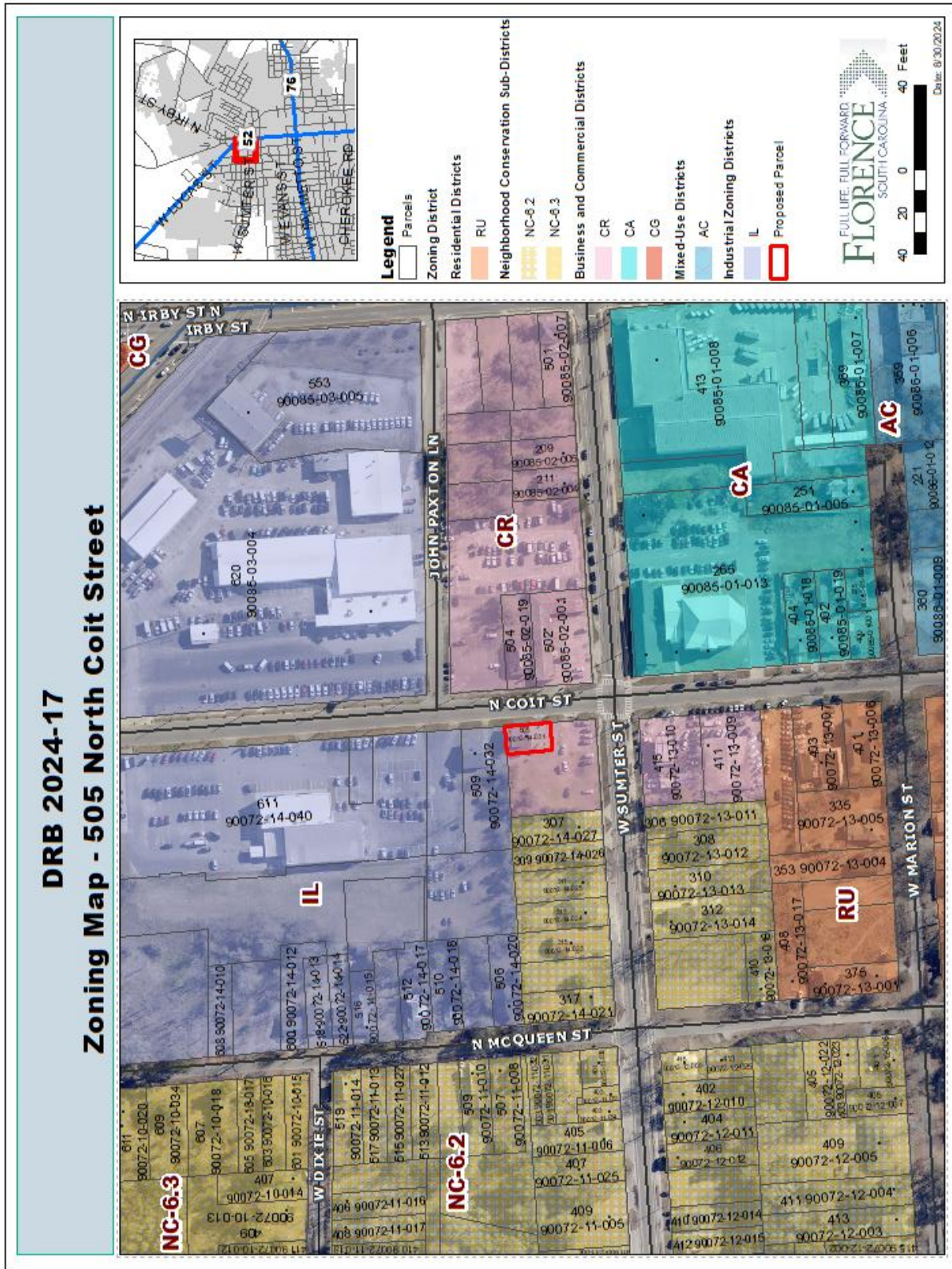
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2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Sign Renderings
- E. Site Photos







Attachment D: Sign Rendering



Attachment E: Site Photo



DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE DESIGN REVIEW BOARD
SEPTEMBER 11, 2024

CASE NUMBER: DRB-2024-18

LOCATION: 210 North Dargan Street

TAX MAP NUMBER: 90170-04-024

OWNERS OF RECORD: William Thompson

APPLICANTS: William Thompson

PROJECT DESCRIPTION: Neon wall sign

OVERLAY DISTRICT: H-1 Historic Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to permit a new neon wall sign to be attached to the building located at 210 North Dargan Street, Tax Map Number 90170-04-015. The building is the future site of Willie T’s booth rental venue.

Background Information

Thompson & Son’s Barber College is located at 218 North Dargan Street and received a Certificate of Appropriateness for a neon wall sign in 2021. The owner/applicant is the Son in Thompson & Son’s, and he wishes to install another neon sign on the front wall of the building above the space at 210 North Dargan Street. The “Willie T’s” sign proposed for this request is to mark the location of a new booth rental business space.

Staff Analysis

In considering the issue of appropriateness, the Design Review Board and the Downtown Planning Coordinator shall use the *Design Guidelines for Downtown Florence, South Carolina* prepared by Allison Platt & Associates and Hunter Interests Inc., as adopted by Florence City Council. From Chapter 4 of the *Design Guidelines for downtown Florence, SC*:

Business signage

Signs are an important part of the identity of any business. Modern technology has extended the range of possible materials and treatments available to business owners.

The following materials are recommended:

- Wood (carved, sandblasted, etched, and properly sealed, primed, and painted or stained)
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion)
- High density pre-formed foam or similar material. New materials may be appropriate if properly designed in a manner consistent with these guidelines and painted or otherwise finished to complement the architecture
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The architecture in the Historic District and the Downtown Overlay District provides for two kinds of building mounted signs:

- panels and letters mounted flat to the wall
- panels mounted perpendicular to the wall

Both kinds of signs require installations that are coordinated with and responsive to the architecture of the buildings. The architectural elevations suggest two graphic zones that will accommodate signage: the sign band zone and the transom zone. The sign band zone provides space for pin-mounted individual letters or a panel placed flat against the wall to address views from vehicles and long distances. The transom zone above the door openings, where an awning may be installed, also provides space for signs installed perpendicular to the building to provide pedestrian orientation on the sidewalk, between or beneath the awning(s).

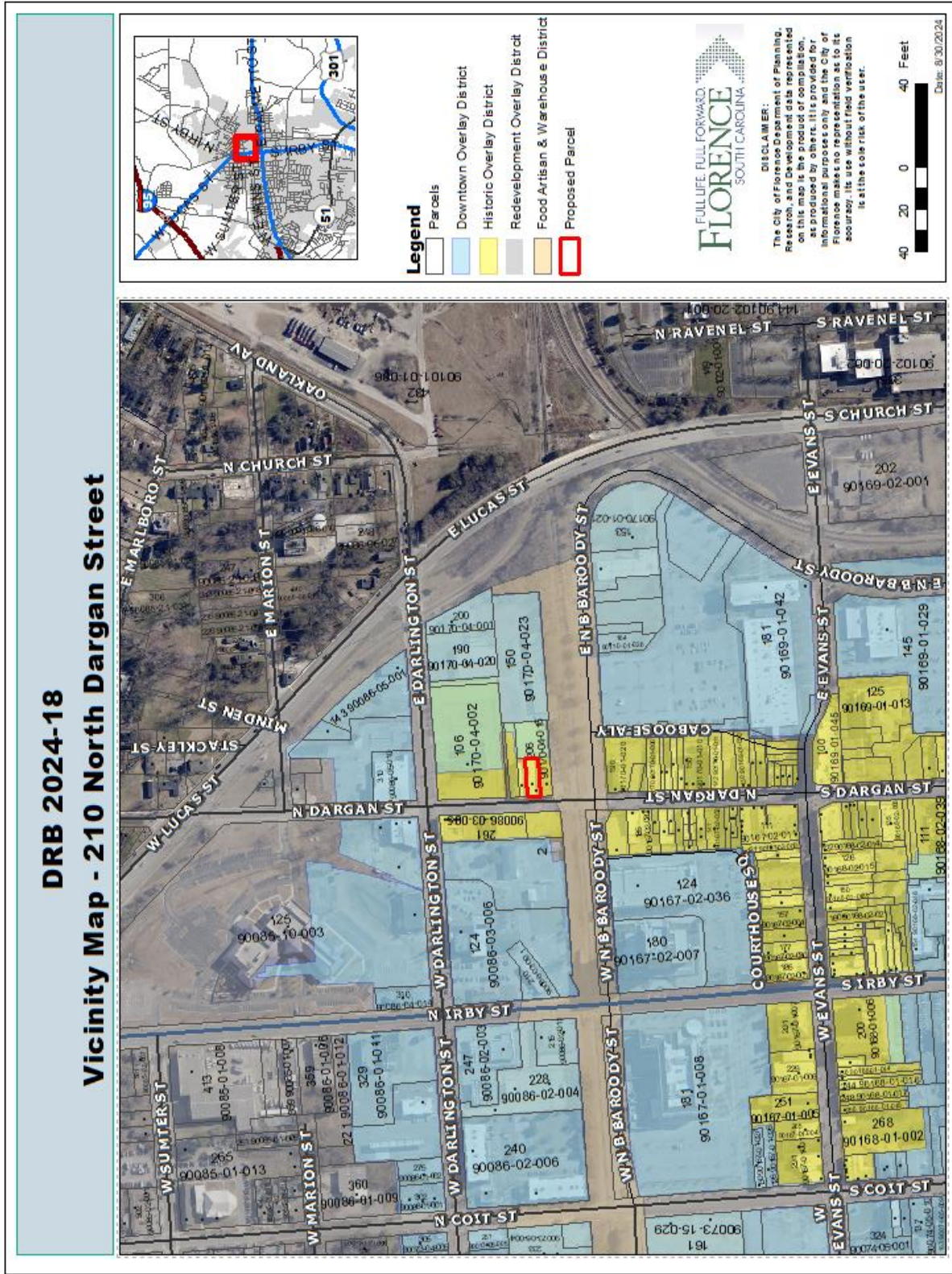
The applicant is proposing a custom neon tubing sign to be mounted above the storefront windows on the whitewashed brick wall face (see Attachment E).

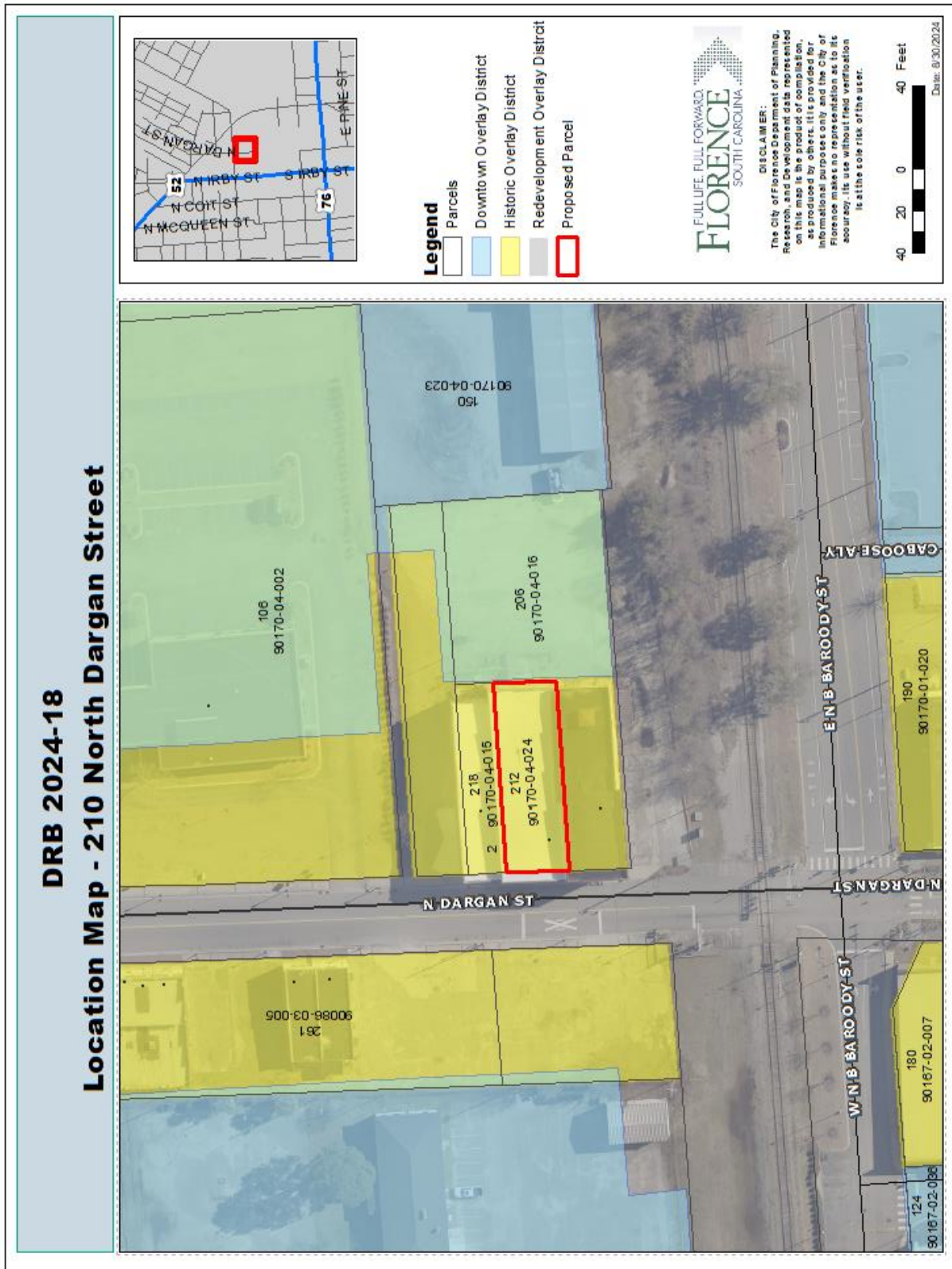
Board Action

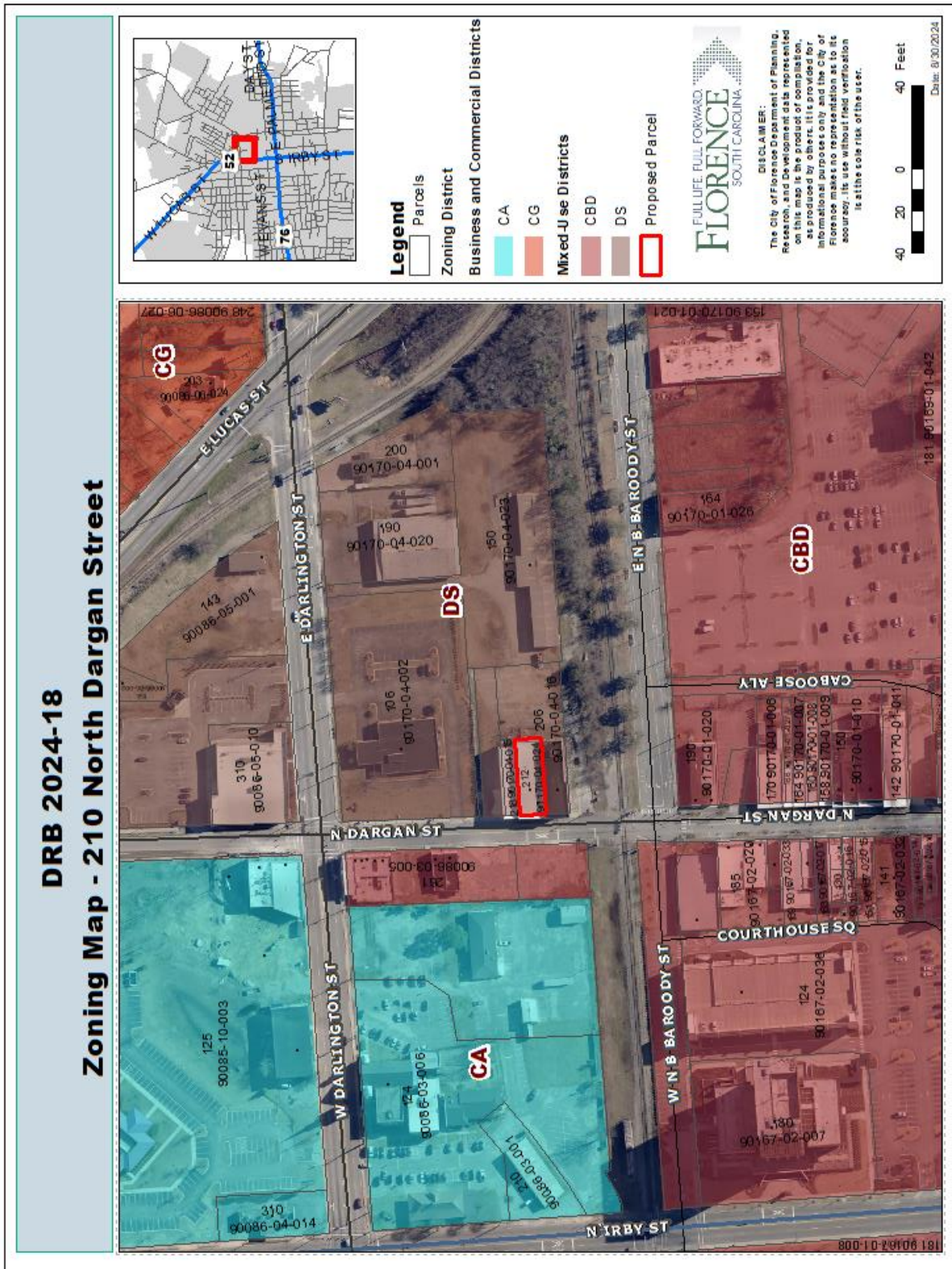
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3. Based on the findings of fact, make a decision regarding the request on the application.

Attachments

- A. Vicinity Map
- B. Location Map
- C. Current Zoning Map
- D. Site Photos
- E. Proposed Sign Location and Rendering



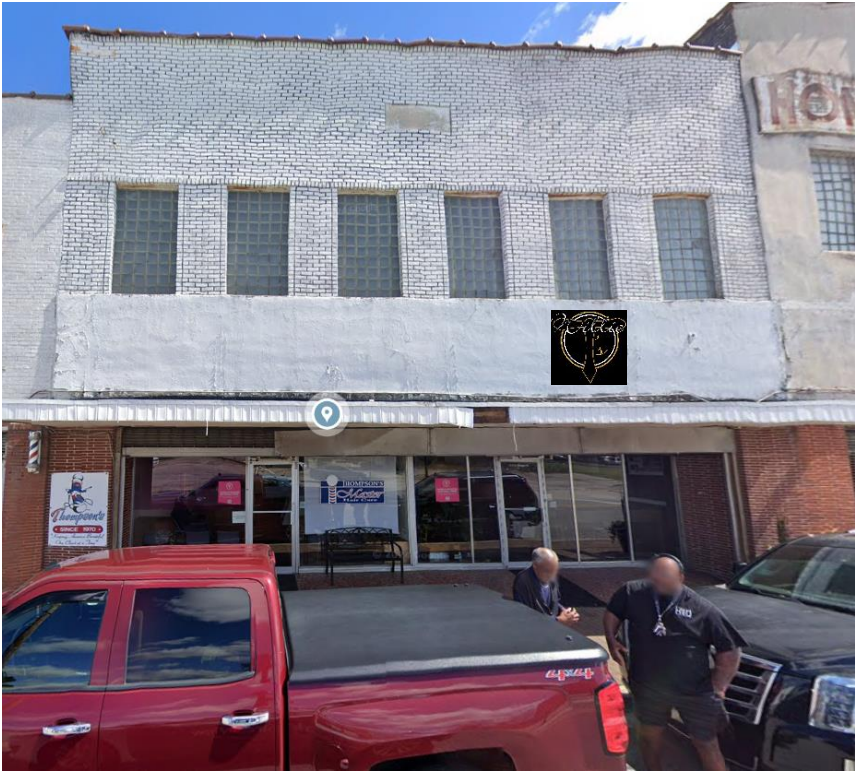




Attachment D: Site Photos



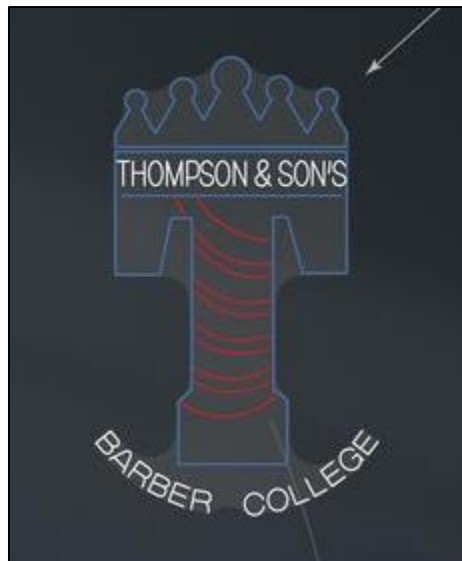
Attachment E: Proposed Sign Location and Renderings



Neon wall sign inside and visible through the windows of 210 North Dargan Street.



New neon sign proposed for outside wall of 210 North Dargan Street.



Neon sign approved in 2021 for 218 North Dargan Street.