



**CITY OF FLORENCE DESIGN REVIEW BOARD
CITY CENTER – COUNCIL CHAMBERS
324 WEST EVANS STREET, FLORENCE, SC
WEDNESDAY, MARCH 12, 2025 – 2:00 P.M.
REGULAR MEETING AGENDA**

I. Call to Order

II. Approval of Minutes Regular meeting held on January 8, 2025

III. Public Hearing and Matter in Position for Action

DRB-2025-02 Request for a Certificate of Appropriateness to add an LED panel to the existing monument sign located at 181 West Cheves Street, identified as Florence County Tax Map Number 90168-02-001, in the D-2 Downtown Central Business Overlay District.

IV. Adjournment Next meeting is scheduled for April 9, 2025.

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
JANUARY 8, 2025 MINUTES

- MEMBERS PRESENT:** Jamie Carsten, Brice Elvington, Dr. John Keith, Joey McMillan, Mike Padgett, and Ranny Starnes
- MEMBERS ABSENT:** Scott Collins, Kyle Gunter, David Lowe, and David Tedder
- STAFF PRESENT:** Jerry Dudley, Derek Johnston, and Alane Zlotnicki
- CALL TO ORDER:** Chairman Carsten called the January 8, 2025 meeting to order at 2:14 p.m.

APPROVAL OF MINUTES: Chairman Carsten introduced the December 11, 2024 minutes and asked if there were any corrections or comments. There being none, he asked for a motion. Mr. McMillan moved to approve the minutes as submitted; Mr. Padgett seconded the motion, and it passed unanimously (6-0).

PUBLIC HEARINGS AND MATTERS IN POSITION FOR ACTION:

DRB-2025-01 Adoption of the updated City of Florence *Downtown Design Standards*.

Chairman Carsten read the introduction to DRB-2025-01 and asked staff for their report. Mr. Dudley shared that the draft has been online for several weeks, that a number of public meetings were provided to share the standards with the public, a steering committee provided input, and staff had the consultants add outdoor dining standards that put in a permitting procedure, includes types of outdoor furniture allowed, lists the encroachment permits needed, and so on. He explained the adoption procedure since the standards are technically part of the *Unified Development Ordinance*. Planning Commission reviews and then recommends to City Council, which requires two readings. DRB is the first step in the approval process.

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. Chairman Carsten thanked the steering committee for streamlining the document.

Mr. Padgett asked if cross links would be provided in the online version. Mr. Dudley said that staff would look at digital searchability for the document or see if the consultants could do something like that.

Mr. Padgett asked if downtown businesses were able to look at the draft. Mr. Dudley said the public workshops were attended by downtown business owners and 30 to 40 people attended them and the standards were well received.

Mr. Elvington asked if there was any follow up with customers about the process to make sure we're not putting more burdens on people. Mr. Dudley said the ones that were caught are the ones who are frustrated, but generally most people seem satisfied once their project gets going. He explained that these standards do give more clarity on what can be approved by staff and speed up the process for those that do need DRB approval.

Mr. Dudley and Mrs. Zlotnicki explained that the ability to approve administratively if a project meets the standards will speed things up, and it encourages applicants to tweak their project to comply to avoid the delay of going to the DRB. The criteria is no longer monetary but whether it complies with the standards.

There being no other comments or questions, Mr. McMillan moved that the *Design Standards* be approved as submitted. Ms. Starnes seconded, and the motion passed unanimously (6-0).

ADJOURNMENT: There being no other business, Chairman Carsten adjourned the meeting at 2:33 p.m. The next meeting is scheduled for February 12, 2025 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**

DATE: March 12, 2025

CASE NUMBER: DRB-2025-02

LOCATION: 181 West Cheves Street

TAX MAP NUMBER: 90168-02-001

OWNER OF RECORD: Harrington Real Estate Holdings LLC

APPLICANT: Lee Harrington

PROJECT DESCRIPTION: Installation of LED Panel on Existing Monument Sign

OVERLAY DISTRICT: Downtown Overlay District (D-2)

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to install an LED panel on the existing monument sign at Harrington Vision Center. The optometry office is located on the northeast corner of the intersection of West Cheves Street and South Irby Street.

Background Information

The building located at 181 West Cheves Street is a 2,052 square foot office building constructed in 1950 on the 0.25 acre parcel. The property is zoned Central Business District (CBD), which is a commercial and mixed use district within the D-2 Downtown Overlay District. The ISCOD – Irby Street Corridor Overlay District begins on the south side of West Cheves Street along both sides of South Irby Street down to Cherokee Road and National Cemetery Road.

Staff Analysis

The following section from Chapter 4 of the *Design Guidelines for Downtown Florence, South Carolina* addresses signage in the D-2 Downtown Overlay District.

“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.”

Animated signage has been approved in the past within the D-1 Redevelopment Overlay District as a component of business signage but not the entirety of the sign. However, there are no permitted LED reader boards within the D-2 Downtown Overlay District. Examples of signs in the D-1 Redevelopment Overlay District are provided in Attachment F.

Although final approval by City Council is still pending, the updated Downtown Design Standards will prohibit all changeable message and flashing signs within all five overlay districts.

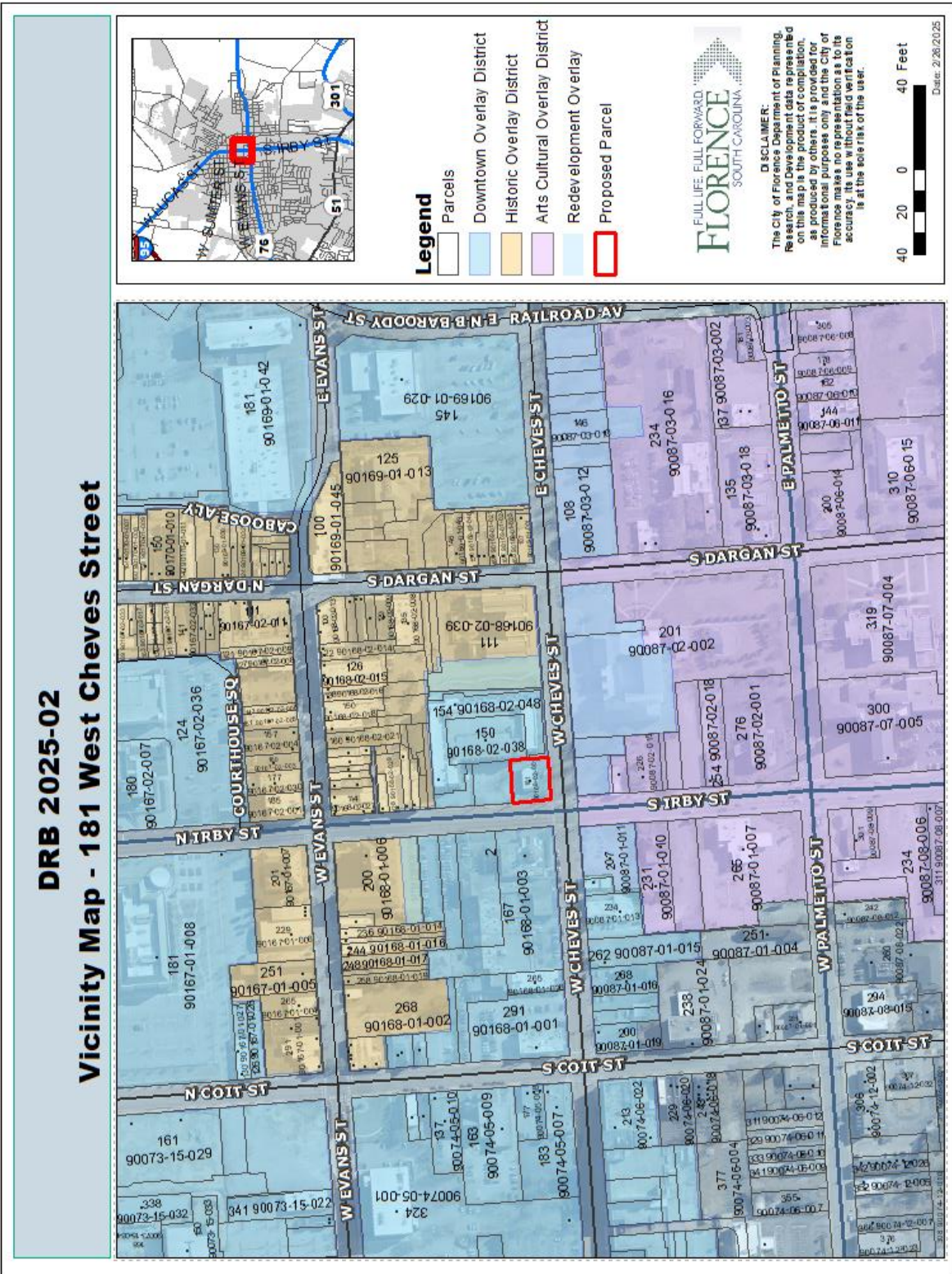
Board Action

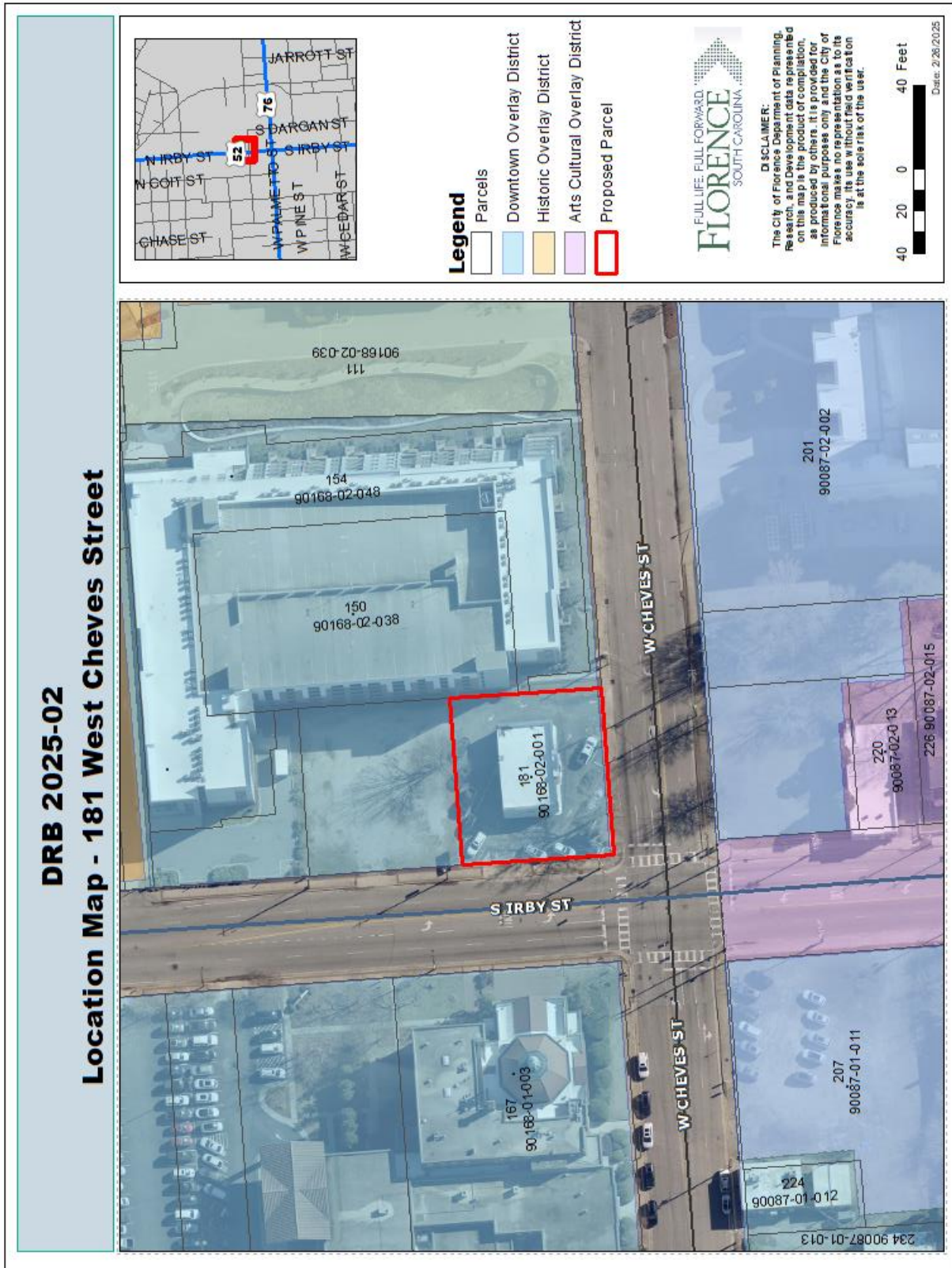
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, decide regarding the request on the application.

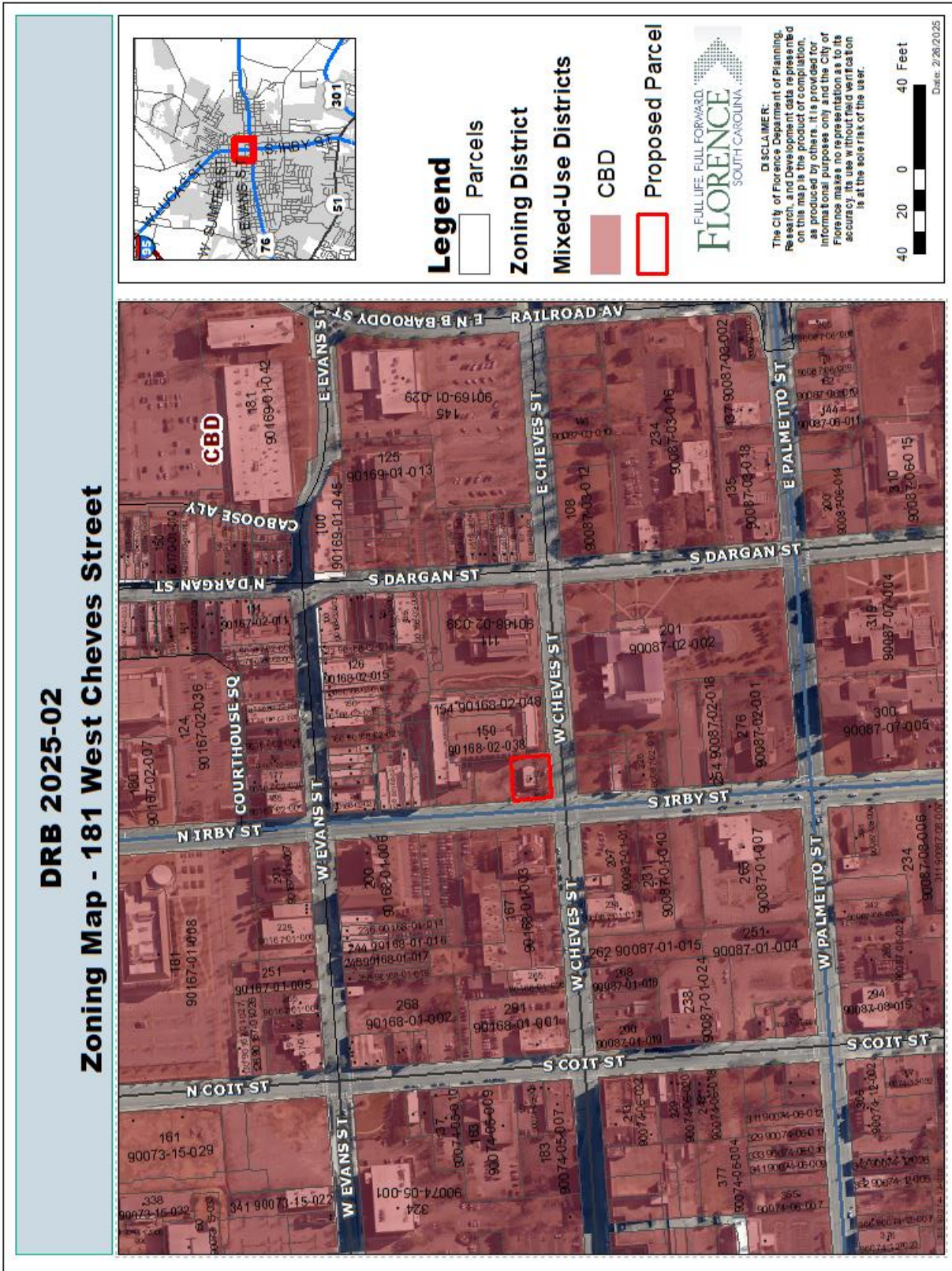
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Sign Rendering
- E. Site Photos
- F. LED Signs in the D-1 Redevelopment Overlay District

Attachment A: Vicinity Map







Attachment D: Sign Rendering



Attachment E: Site Photos



Attachment F: LED Signs in the D-1 Redevelopment Overlay District



483 W. Palmetto Street – D-1 District, Zoned CR



436 W. Palmetto Street – D-1 District, Zoned CR



733 S. Irby Street – D-1 District, Zoned AC