



**CITY OF FLORENCE DESIGN REVIEW BOARD  
CITY CENTER – COUNCIL CHAMBERS  
324 WEST EVANS STREET, FLORENCE, SC  
WEDNESDAY, NOVEMBER 13, 2024 – 2:00 P.M.  
REGULAR MEETING AGENDA**

**I. Call to Order**

**II. Approval of Minutes** Regular meeting held on October 9, 2024

**III. Matter in Position for Action**

DRB-2024-09 Request to amend the Certificate of Appropriateness for a wall sign to be located at 184 West Evans Street, specifically identified as Florence County Tax Map Number 90168-02-027 in the H-1 Historic Overlay District.

**IV. Matter in Position for Action**

DRB-2024-19 Request to amend the Certificate of Appropriateness to construct a sixth unit on the townhomes at 189 Warley Street, identified as Florence County Tax Map Number 90074-03-012, in the D-1 Redevelopment Overlay District.

**V. Public Hearing and Matter in Position for Action**

DRB-2024-21 Request for a Certificate of Appropriateness to alter the exterior of the building located at 600 West Palmetto Street, identified as Florence County Tax Map Number 90062-16-005, in the D-1 Redevelopment Overlay District.

**VI. Public Hearing and Matter in Position for Action**

DRB-2024-22 Request for a Certificate of Appropriateness for a wall sign on the building located at 605 South Irby Street, identified as Florence County Tax Map Number 90088-07-018, in the D-1 Redevelopment Overlay District.

**VII. Public Hearing and Matter in Position for Action**

DRB-2024-23 Request for a Certificate of Appropriateness to alter the exterior of the buildings located at 102 to 120 Warley Street, identified as Florence County Tax Map Numbers 90074-04-033 and -036 to -040, in the D-1 Redevelopment Overlay District.

**VIII. Matter of Information**

DRB-2024-20 Information regarding the plan to demolish the building located at 601 Gregg Avenue and replace it with a new medical education facility for Francis Marion University, identified as Florence County Tax Map Number 90074-01-001, in the D-1 Redevelopment Overlay District.

**IX. Adjournment** Next meeting is scheduled for December 11, 2024.

**CITY OF FLORENCE, SOUTH CAROLINA**  
**DESIGN REVIEW BOARD**  
**OCTOBER 9, 2024 MINUTES**

**MEMBERS PRESENT:** Scott Collins, Brice Elvington, Kyle Gunter, Dr. John Keith, Mike Padgett, and Ranny Starnes

**MEMBERS ABSENT:** Jamie Carsten, David Lowe, Joey McMillan, and David Tedder

**STAFF PRESENT:** Jerry Dudley, Patty Falcone, Derek Johnston, and Alane Zlotnicki

**CALL TO ORDER:** In the absence of Chairman Carsten, Scott Collins called the October 9, 2024 meeting to order at 2:01 p.m.

**APPROVAL OF MINUTES:** As there was no meeting in September, Chairman Collins introduced the August 14, 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. Mr. Gunter moved that they be approved; Mr. Padgett seconded the motion, and it passed unanimously (6-0).

**MATTERS TO BE DEFERRED:** Chairman Collins introduced the two cases that requested deferral; Mrs. Zlotnicki explained that the applicants asked that these requests be deferred to the November 13 meeting agenda.

**DRB-2024-19 Request for a Certificate of Appropriateness to construct six townhomes at 189 Warley Street, identified as Florence County Tax Map Number 90074-03-012, in the D-1 Redevelopment Overlay District.**

The Board voted unanimously (6-0) to defer the case as requested by the applicant.

Mr. Dudley explained that the following was for information purposes only and that the applicants requested more time to prepare.

**DRB-2024-20 Information regarding the plan for the building located at 601 Gregg Avenue, identified as Florence County Tax Map Number 90074-01-001, in the D-1 Redevelopment Overlay District.**

No action by the Board being needed, Chairman Collins moved on to the next items on the agenda.

**PUBLIC HEARINGS AND MATTERS 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.**

Chairman Collins read the introduction to DRB-2024-16 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

Ms. Debbie Jenkins with Tyson Sign Company was present to answer any questions. There being no questions for staff and no one else to speak regarding the request, Chairman Collins opened and closed the

public hearing and called for discussion and a motion. Mr. Gunter recused himself from the vote since he is a contractor for the project. Dr. Keith moved to approve the request as submitted. Mr. Elvington seconded, and the motion passed unanimously (5-0 with Mr. Gunter recused from the vote).

**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.**

Chairman Collins read the introduction to DRB-2024-17 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

There being no questions for staff, Chairman Collins opened the public hearing. Ms. Tiffany Brown, the applicant, said that she wanted to alter the sign to include a curved top rather than a straight top to the sign she proposed. Everyone agreed that the curved top would be better. Chairman Collins asked how tall the sign was. Ms. Brown said it was 8 feet above the ground with 4” by 4” vinyl posts. There was discussion about whether the sign was perpendicular or parallel to the road. Chairman Collins said that they could approve it either way.

There being no one else to speak regarding the request, Chairman Collins closed the public hearing and called for discussion and a motion. Mr. Padgett moved that the request be approved, whether the sign is parallel or perpendicular to the road and with either the curved or flat top. Mr. Elvington seconded, and the motion passed unanimously (6-0).

**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.**

Chairman Collins read the introduction to DRB-2024-18 and asked staff for the report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

Dr. Keith asked for clarification of the location of the sign; Mrs. Zlotnicki said there were two different businesses in the middle building. The Board agreed that it would look strange with one sign being neon and the other not being neon.

There being no other questions for staff and no one to speak on the request, Chairman Collins opened and closed the public hearing and called for discussion and a motion. Mr. Gunter moved that the request be approved as submitted. Mr. Padgett seconded, and the motion passed unanimously (6-0).

**DESIGN GUIDELINES REWRITE UPDATE:** Mr. Dudley explained that the Design Guidelines are being updated currently and he anticipated a draft in November to the Board and the Steering Committee. He said he welcomes members’ review of the draft at that time.

**ADJOURNMENT:** There being no other business, Chairman Collins called for a motion to adjourn. Mr. Elvington moved to adjourn; Mr. Gunter seconded, and the motion passed unanimously (6-0). Chairman Collins adjourned the meeting at 2:18 p.m. The next meeting is scheduled for November 13, 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**

**DATE:** November 13, 2024

**CASE NUMBER:** DRB-2024-09

**LOCATION:** 184 West Evans Street

**TAX MAP NUMBER:** 90168-02-027

**OWNER OF RECORD:** Andrew Blakeley

**APPLICANT:** Stoney Duprey

**PROJECT DESCRIPTION:** Commercial Wall Sign

**OVERLAY DISTRICT:** H-1 Historic Overlay District

**ZONING DISTRICT:** Central Business District

**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 184 West Evans Street, Tax Map Parcel 90168-02-027. The proposal is for a 30.25 square foot wall sign constructed of an LED illuminated acrylic face with translucent vinyl. There is an aluminum enclosure around the edge to hide direct LED lighting from the side. Dimensional PVC letter spelling out “Scoops” will be on the main portion of the sign, and dimensional PVC letters will be mounted directly to the building underneath the illuminated portion of the sign (see Attachment D).

**Background Information**

The building was constructed in 1920 and has a total of 5,792 square feet. The applicant is operating an ice cream shop in the space. On May 8, 2024, the Design Review Board approved the painting of the façade, but did not approve the flat vinyl sign proposed at the time. The applicant indicated that he would propose a dimensional sign with external lighting and the Board gave staff the authority to approve such a proposal administratively. This resubmission has the requested dimensionality but it also has internal illumination, which automatically requires DRB approval.

**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.

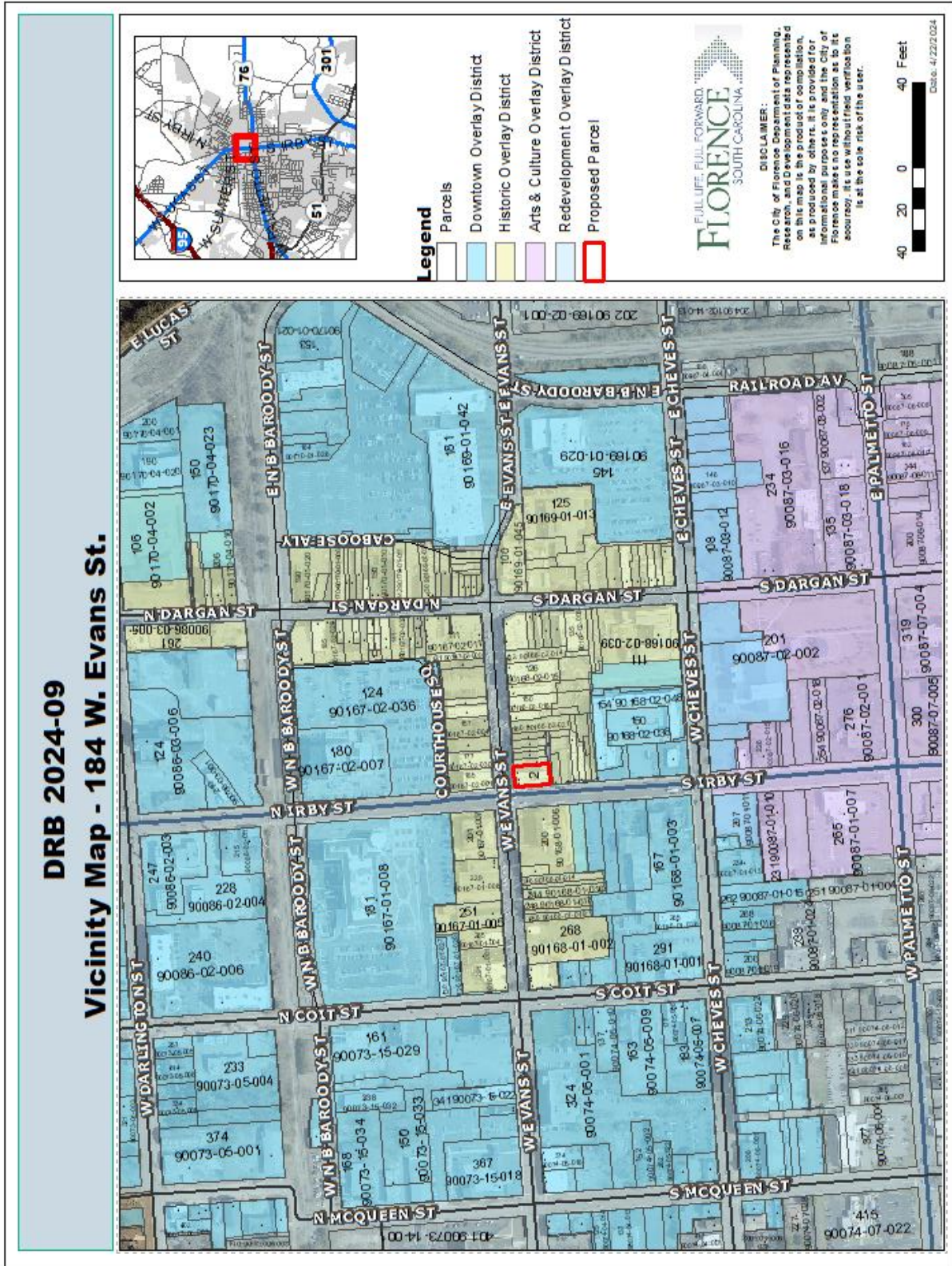
*The new proposed sign is dimensional and does appear to meet the intent of the Design Guidelines. It has internal LED lighting which will show through the acrylic face, similar to the example lighting with the McLeod Fitness signage (see Attachments D and E).*

#### **Board Action**

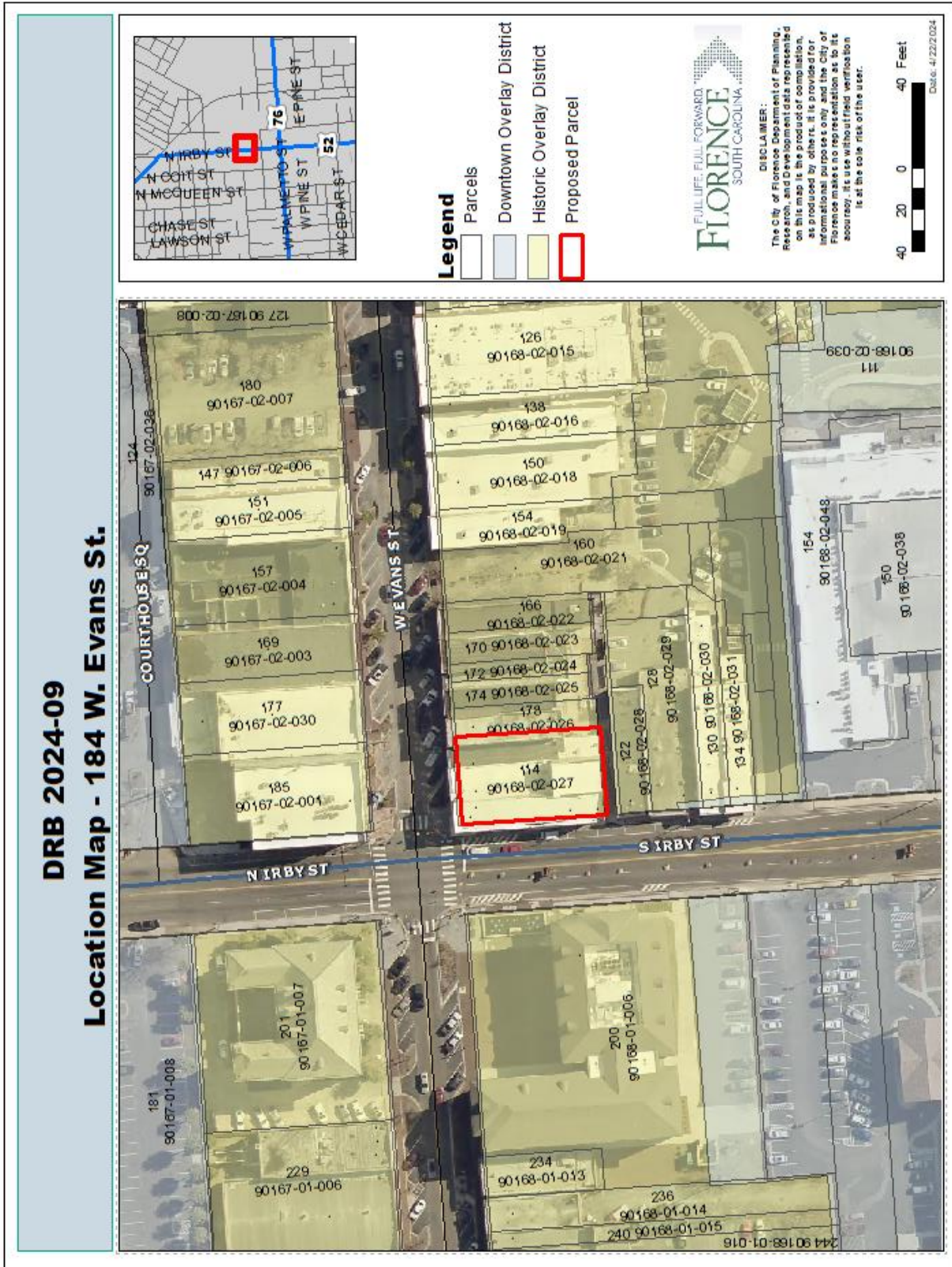
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

#### **Attachments**

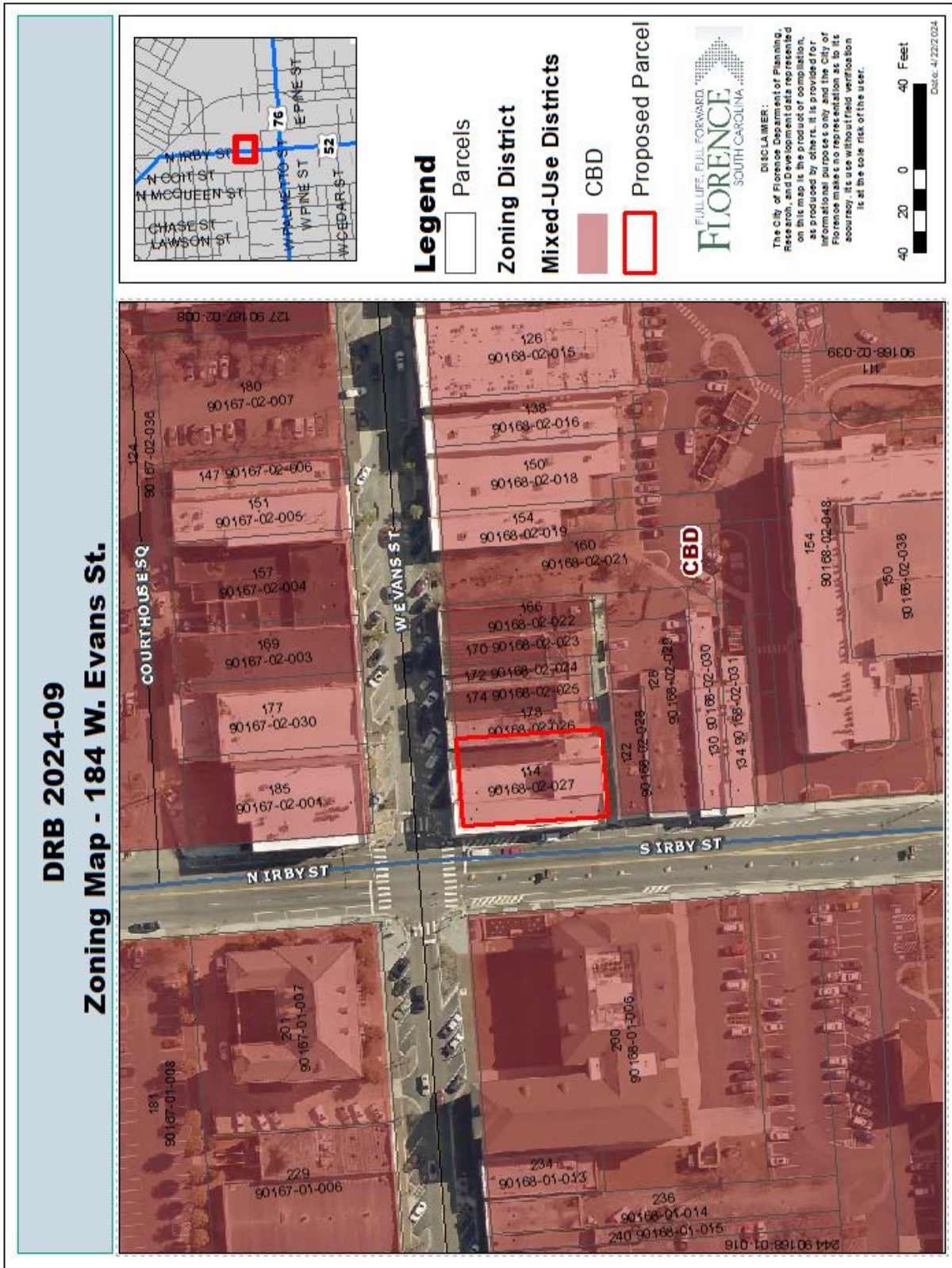
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Proposed Wall Sign Rendering
- E. McLeod Fitness Signs











Attachment D: Proposed Wall Sign Rendering





Attachment E: McLeod Fitness Signs (acrylic face with LED illumination)



**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT  
STAFF REPORT TO THE  
CITY OF FLORENCE DESIGN REVIEW BOARD  
OCTOBER 9, 2024**

**CASE NUMBER:** DRB-2024-19  
**LOCATION:** 189 Warley Street  
**TAX MAP NUMBER:** 90074-03-012  
**OWNER OF RECORD:** Dockside Investments LLC  
**APPLICANT:** Chris Cawthon  
**PROJECT DESCRIPTION:** Construction of Townhomes  
**OVERLAY DISTRICT:** D-1 Redevelopment Overlay District

**Project Description**

The applicant is seeking a Certificate of Appropriateness (COA) to construct six townhouse units to be located on the parcel that is currently 189 Warley Street, Tax Map Parcel 90074-03-012, in the City's Redevelopment Overlay District. They are being designed and constructed by Dowling Homes LLC and will be identical in style, materials, and color to those being built off of Celebration Boulevard (Attachments E and F). A COA was issued in June, 2024 permitting five units; the applicant would like to add a sixth unit to the approved building.

The Certificate of Appropriateness needs to address two items:

1. Table 2-4.1.3 of the *Unified Development Ordinance* establishes lot and building standards by housing type for townhouses. All six lots meet the minimum lot width requirement of 16 feet. The proposed building meets the 10 foot front setback. The applicant received a 2 foot variance from the rear setback in order to place the building 18 rather than 20 feet from the new rear property line (see Attachment D). This updated request places the side of the building approximately 5 inches from the street side property line (Warley Street side). Townhouses typically have as side setback requirement of 6 feet; however, the CBD zoning district allows commercial and mixed use buildings to build up to the property line.
2. The Ordinance's minimum lot area requirement for townhouses is 2,400 square feet per unit. The parcel's total area is 11,250 square feet, for an average of 1,875 square feet per lot inclusive of the individual unit lots and common areas, requiring a variance of 525 square feet per lot, or 22%. The original COA for the five units included a 10% variance in lot area.

### **Background Information**

The property is zoned Central Business District (CBD). Townhomes are a permitted use in this urban district. Setbacks in the CBD can be zero feet as long as the building does not impact the function of the public sidewalk. Off-street parking is not required in this zoning district.

The City periodically conducts downtown parking studies to quantify short and long term parking needs. As the Central Business District develops, the City will work to ensure that adequate public parking is designated or constructed to meet the demand and convenience for CBD residents and visitors. Within the immediate vicinity of the project there are approximately 18 parking spaces on the 100 block of South Warley and 14 spaces on the 200 block of South Warley. The proposed Cheves Street streetscape project funded by the Capital Penny Sales Tax will develop 18 on-street parking spaces directly adjacent to the proposed townhome project along with 13 additional on-street parking spaces in the block on Cheves Street immediately east of the project. This will provide approximately 63 on-street parking spaces within the adjacent blocks of the project. Additionally, 315 parking spaces are available at the McQueen Street parking garage and 75 parking spaces are available at the City Center parking lot on Cheves Street, both within one to two blocks from the proposed development.

### **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. According to “Chapter 2: Redevelopment Overlay District Design Guidelines and Requirements”, the following general guidelines apply.

1. The historic and significant character of the property should be retained and preserved. ***Not applicable to this project; this is all new construction.***
2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved. ***Not applicable to this project.***
3. For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board. ***The townhouses are clad in brick and Hardie board siding.***
4. Chemical or physical treatments that cause damage to or cover the original materials may not be used unless approved by the Design Review Board. ***Not applicable to this project.***
5. New additions and adjacent or related new construction should be undertaken in such a manner that if removed in the future, the essential form and integrity of the original property and its environment would be unimpaired. ***Not applicable to this project.***
6. The height of any alteration or construction should be compatible with the style and character of the proposed or modified structure or building and with the surrounding buildings and structures. ***The new townhouses will be 32 feet tall at the highest point of the roof.***
7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings. ***The building is characterized by distinctive articulation of the windows and doors.***
8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures. ***The Central Business District has an urban character with small***



*yards and setbacks. Commercial and mixed use buildings in the CBD can have 0 foot side and rear setbacks. This structure is proposing a 5” street side setback so the building would be located 5 inches from the property line along Warley Street. Other buildings in this vicinity are built up to or very close to the property line.*

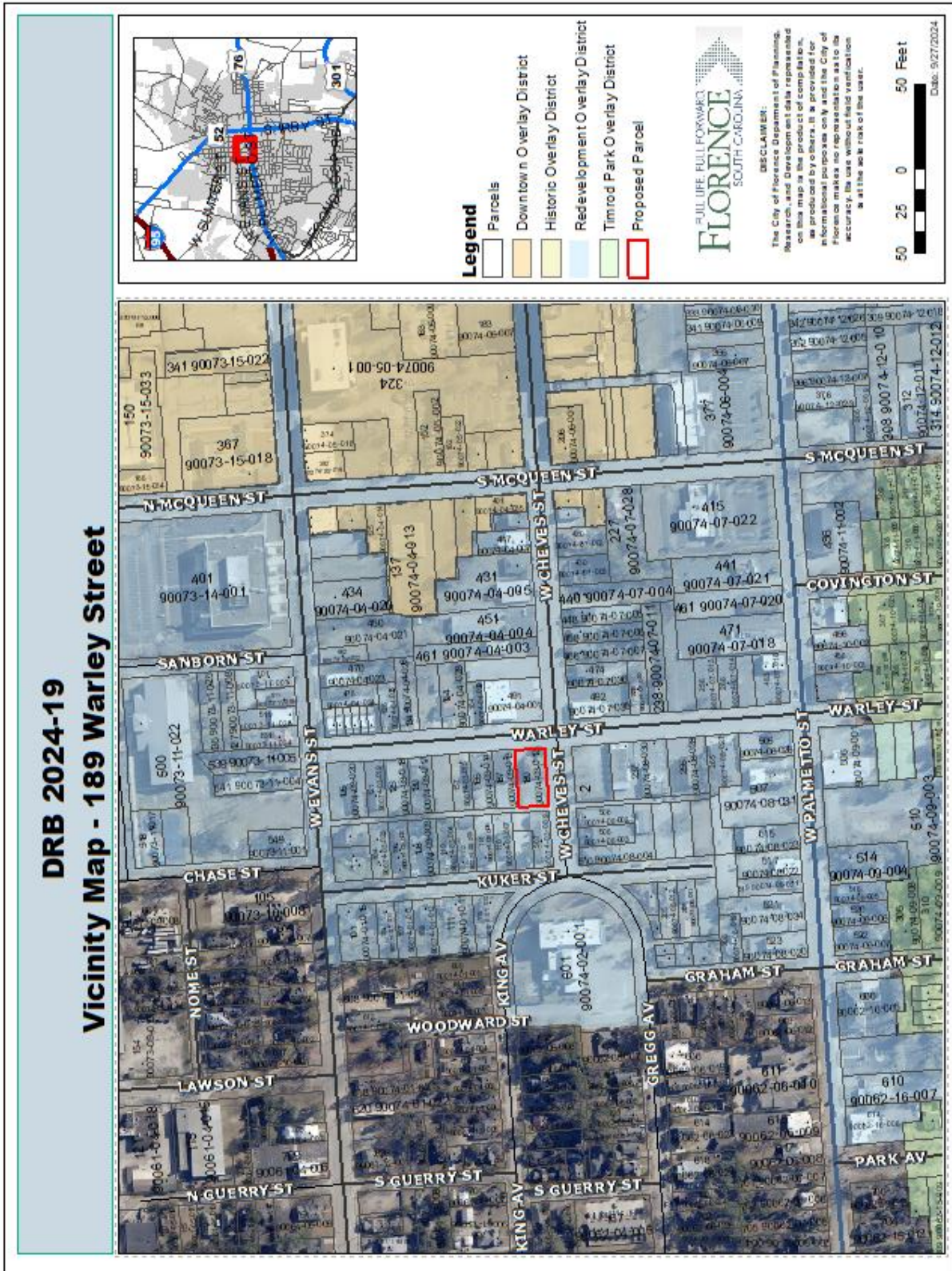
9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures. ***The roofline of the proposed building has distinct articulation between the units.***
10. Landscaping should be added that enhances the property and provides for greenspace and appropriate buffering between land uses. ***Landscaping will be provided around the new parking lot and around the building as required by the Unified Development Ordinance.***
11. The scale of buildings or structures after alteration, construction, or partial demolition should be compatible with the style and character of surrounding buildings and structures. ***There is a six unit, two story townhouse development one block away on the opposite side of the street at 102 Warley Street. Other buildings in the vicinity consist of a mixture of single story commercial and residential structures and two story residential and mixed use buildings.***
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures. ***The Design Guidelines do not provide architectural guidelines for the D-1 Redevelopment Overlay District, but the D-2 Downtown Overlay District states that “new construction should be traditional in character while reflecting the time period of its creation”.***

#### **Board Action**

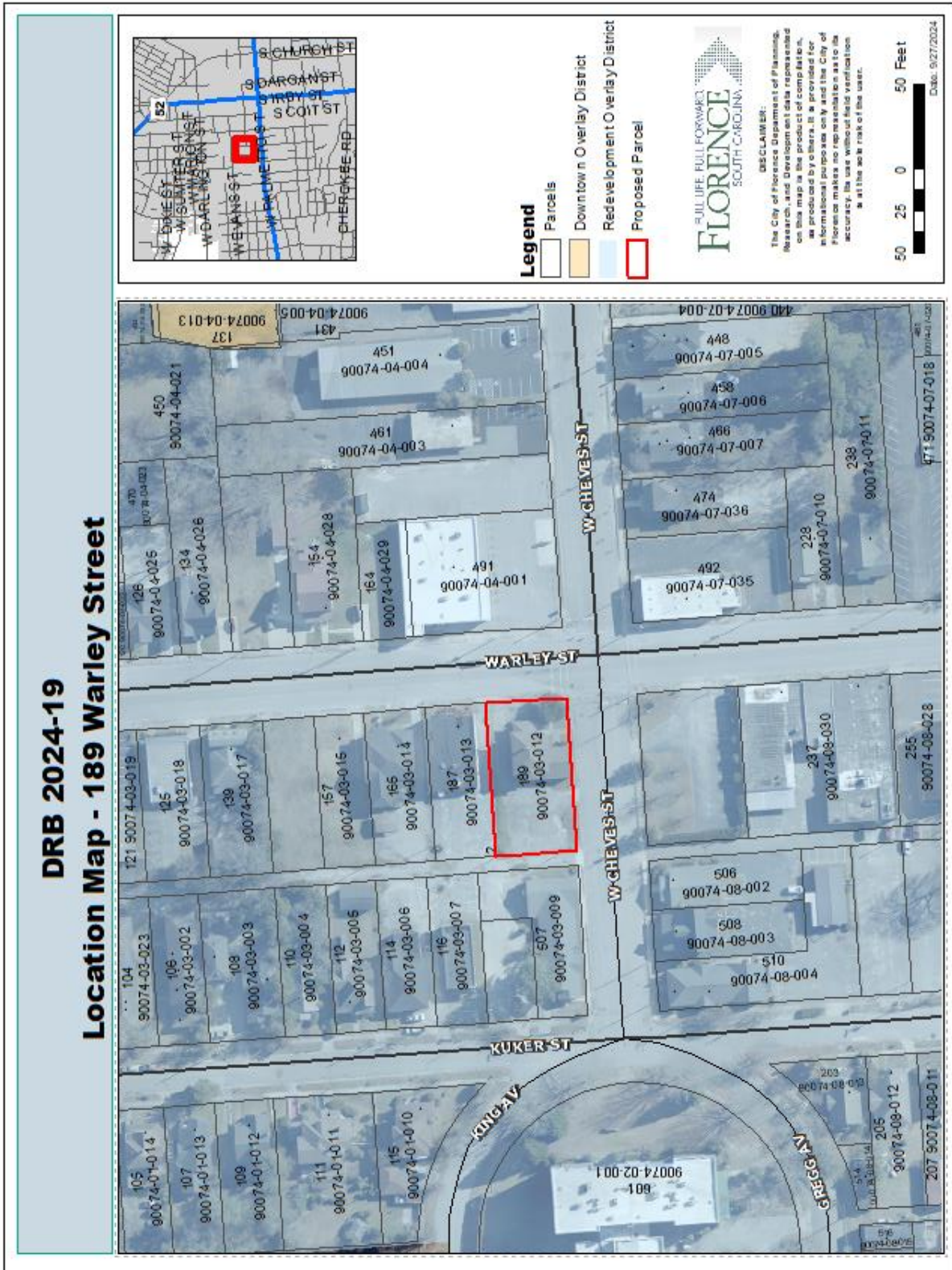
1. Consider only the evidence presented before the Board during the public hearing.
2. Make findings of fact to apply the Design Guidelines to the application.
3. Based on the findings of fact, make a motion regarding the request for a COA.

#### **Attachments**

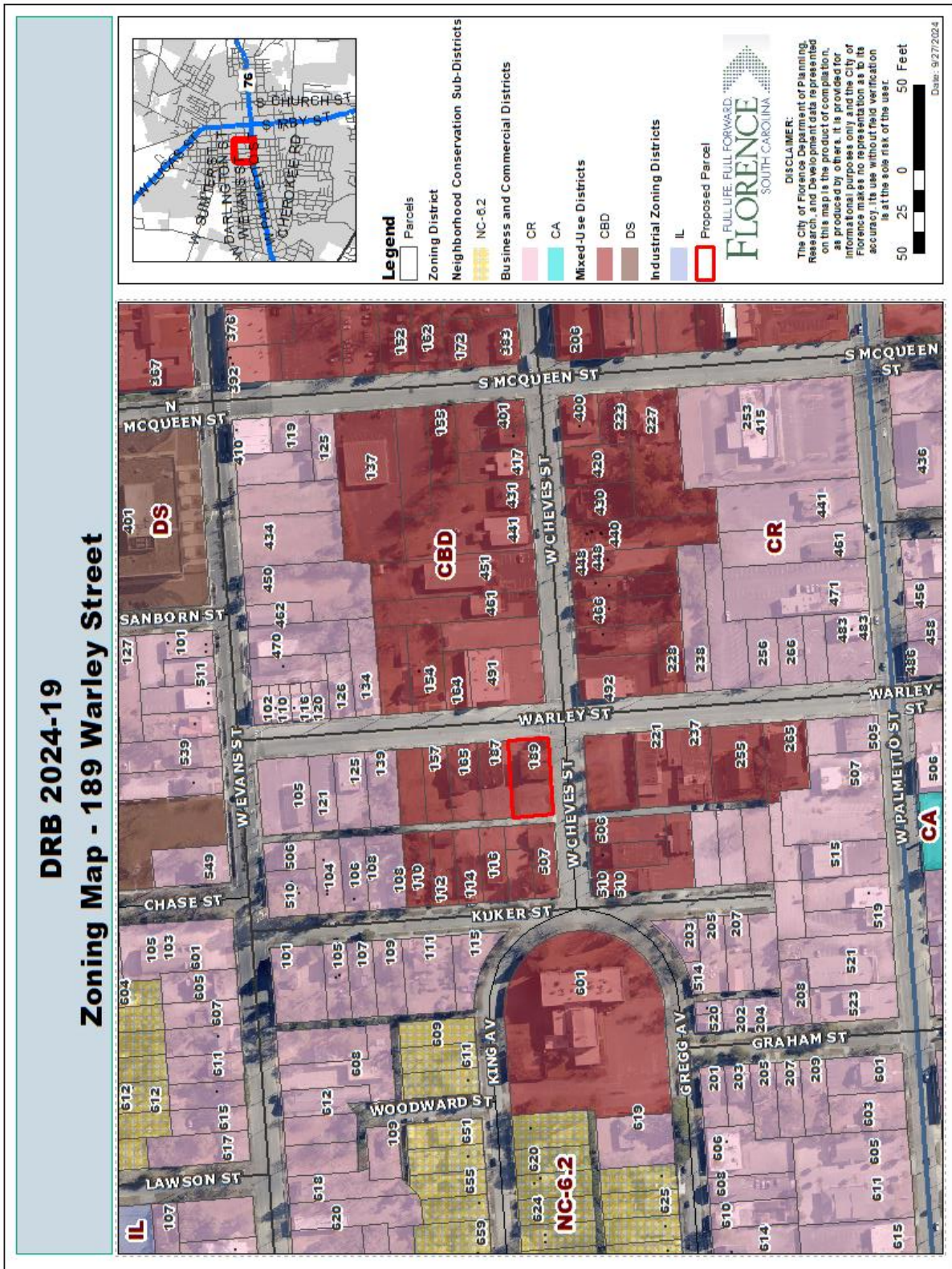
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Site Plan
- E. Twelve Oaks Townhomes Elevations and Photograph















Attachment E: Twelve Oaks Townhomes Elevations and Photograph



Front Elevations for Six Units at 189 Warley Street



**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT**  
**STAFF REPORT TO THE**  
**CITY OF FLORENCE DESIGN REVIEW BOARD**  
**NOVEMBER 13, 2024**

**CASE NUMBER:** DRB-2024-21

**LOCATION:** 600 West Palmetto Street

**TAX MAP NUMBER:** 90062-16-005

**OWNER OF RECORD:** Synovus Bank

**APPLICANT:** Jody Bowles with TRG Facilities

**PROJECT DESCRIPTION:** Renovation of Commercial Building

**OVERLAY DISTRICTS:** D-1 Redevelopment Overlay Districts

**Project Description**

The applicant is seeking a Certificate of Appropriateness (COA) to stabilize trim work on the exterior of the commercial building located at 600 West Palmetto Street. The renovations include covering all existing wood trim with white metal in a manner that preserves the details. All wood trim is being covered due to flaking paint and the deterioration of the wood. Known as “capping”, the process involves encasing windows, doors, columns, and other wood elements in aluminum that has been cut and shaped to the same profile as the detail it will be protecting. It is considered to be a long lasting solution to repair and maintain deteriorated architectural features.

**Background Information**

The 8,118 square foot commercial building was built in 1965 and is zoned Commercial Reuse. It is currently the site of Synovus Bank. Several features have already been covered in white aluminum (Attachment D).

**Staff Analysis**

In considering the issue of appropriateness of the renovation, 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.

1. Every reasonable effort should be made to preserve and enhance the historically significant elements of a building. *The proposal involves encasing the existing windows and trim work with white aluminum to protect them from further deterioration.*
2. Architectural restoration, rather than renovation, is a preferred option when feasible. *The capping technique preserves original woodwork but encases it in aluminum sheeting.*
3. Qualities critical to overall design should be studied and retained when possible. *The architectural*

*details will be preserved.*

4. Before replacing historic elements of a building, preservation and consolidation should be considered. ***The purpose of the technique is to preserve existing woodwork.***
5. All additions and renovations to existing structures should complement the original or historic elements in terms of material, size, shape, and color. ***The aluminum capping will be white, the same color as the paint on all trim work.***
6. New construction should be appropriate to the period and style of character of the district as a whole. ***Not applicable to this project.***
7. To avoid deterioration and possible loss, all elements, especially the historically significant elements, should be carefully maintained. Repairs should match in terms of materials, size, shape, and color. ***The purpose of the capping is to avoid further deterioration of the decorative elements.***
8. Façade details such as cornice ornaments should not be covered to avoid the need for maintenance painting or refinishing. ***The details themselves will be covered to protect them in their original form.***

#### **Board Action**

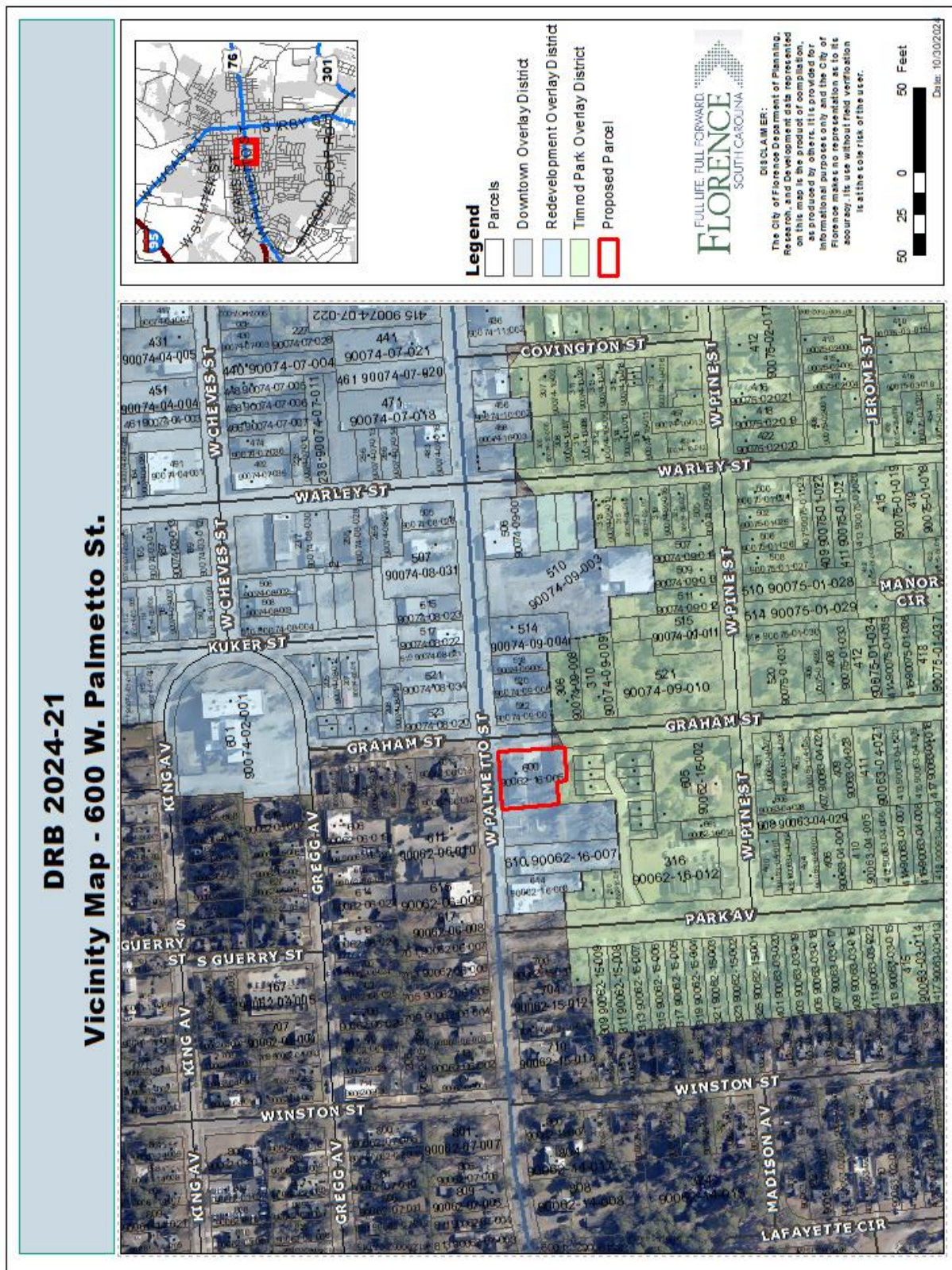
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

#### **Attachments**

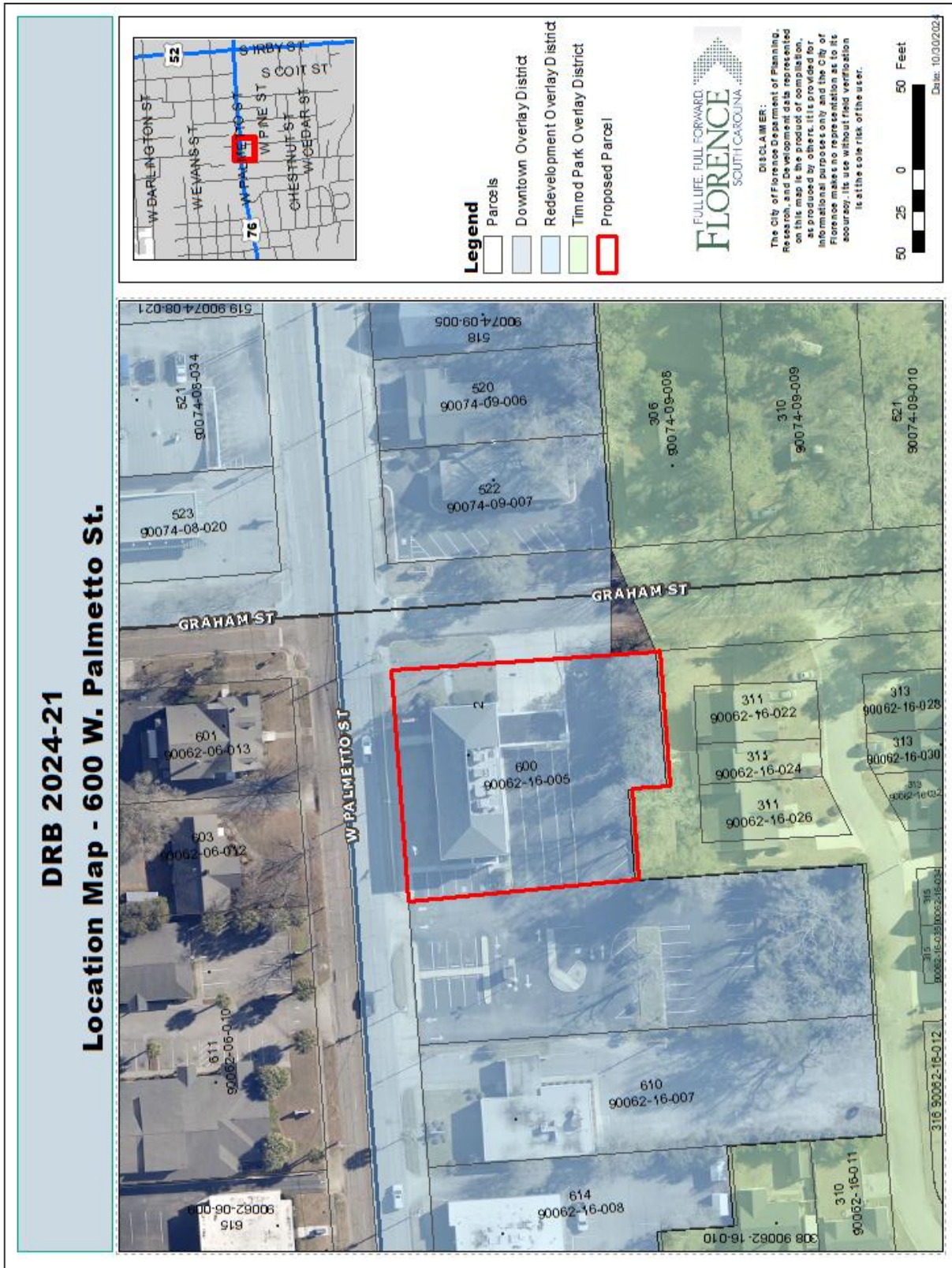
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Existing Conditions Photos
- E. Current Site Photos



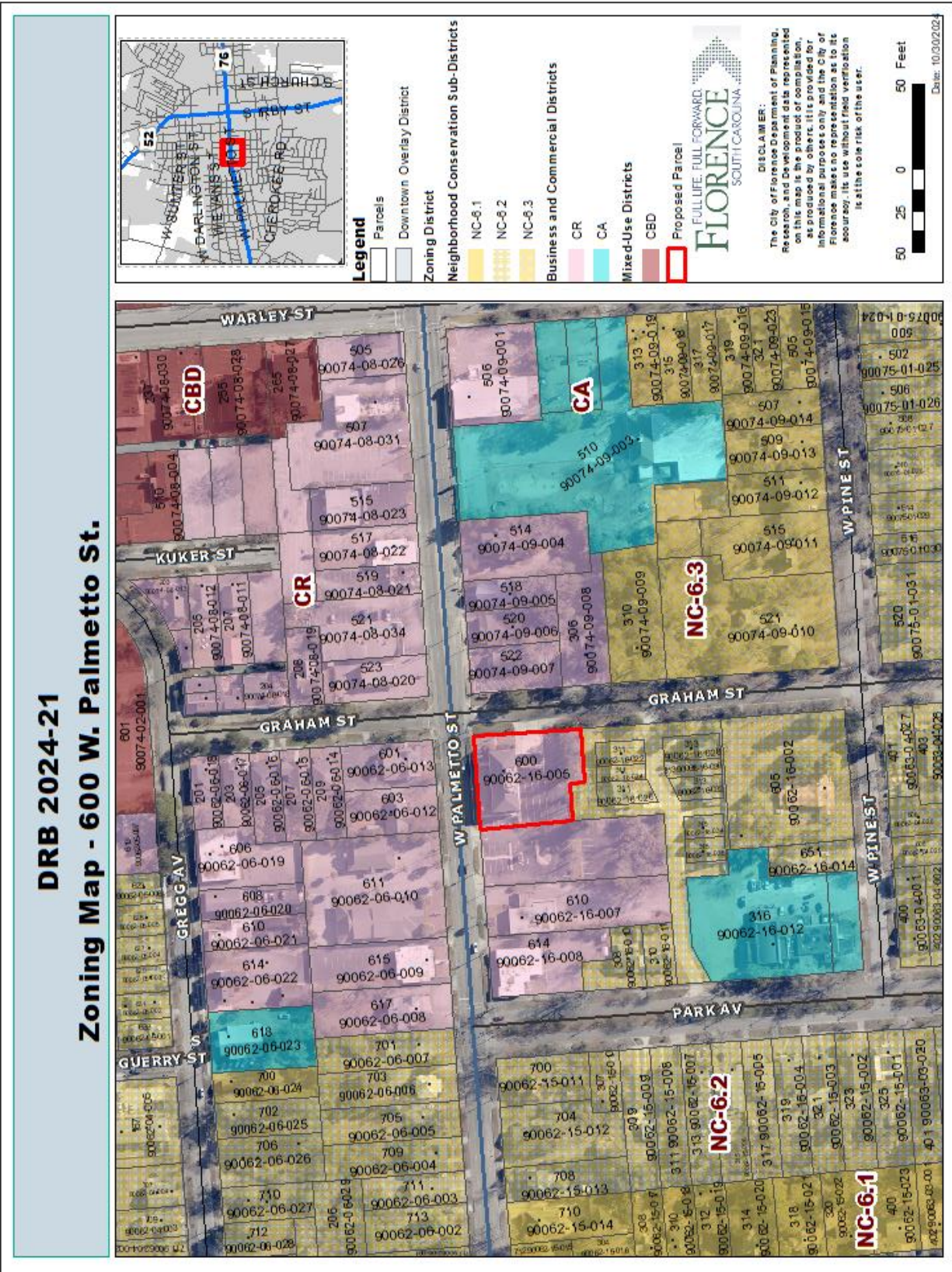
Attachment A: Vicinity Map













Attachment D: Existing Conditions



Attachment E: Current Site Photos







**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT**  
**STAFF REPORT TO THE**  
**CITY OF FLORENCE DESIGN REVIEW BOARD**  
**NOVEMBER 13, 2024**

**CASE NUMBER:** DRB-2024-22

**LOCATION:** 605 South Irby Street

**TAX MAP NUMBER:** 90088-07-018

**OWNER OF RECORD:** Well Center Pharmacy LLC

**APPLICANT:** Jennifer Lozano

**PROJECT DESCRIPTION:** Wall Signage

**OVERLAY DISTRICT:** D-1 Redevelopment Overlay District

**Project Description**

The applicant is seeking a Certificate of Appropriateness (COA) to add a wall sign to the building located at 605 South Irby Street, Tax Map Parcel 90088-07-018. The request concerns the addition of a 31.5 square foot wall sign next to the existing wall sign on the front façade in order to identify the second business inside the building. The existing sign is not illuminated, and the requested sign is a vinyl panel with a black metal frame and no illumination.

**Background Information**

The commercial structure was constructed in 1979 and has an area of 2,520 square feet. It was built as a BB&T bank branch location, but in 2018 was converted to WellCenter Pharmacy. In early 2019, the Design Review Board issued a COA for a flat 78 square foot wall sign over the main entrance.

**Staff Analysis**

**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

- 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.

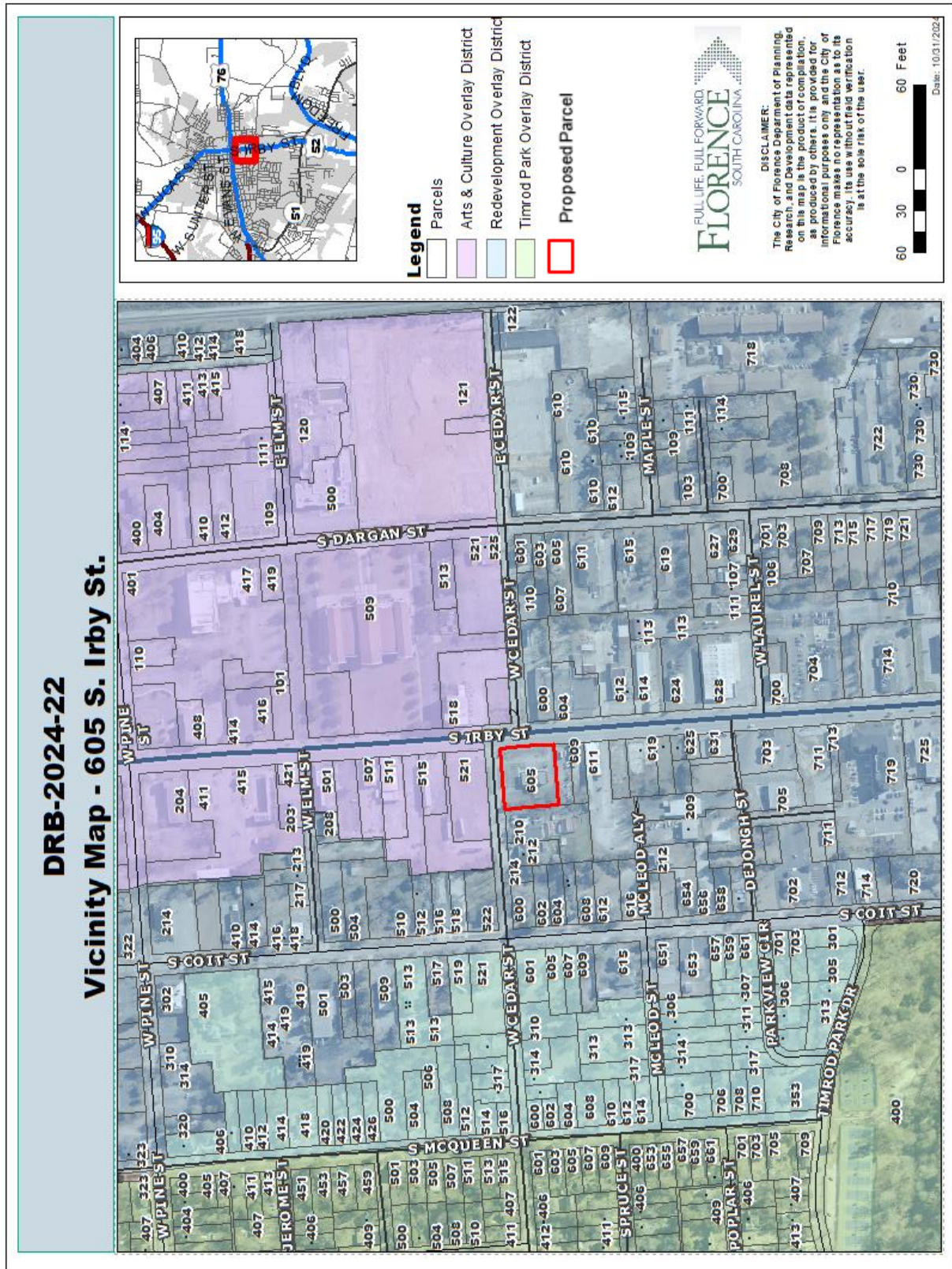
*The lot is zoned Activity Center, which permits two wall signs with a combined area of up to 25% of the front façade of the building. There are wall signs identifying WellCenter Pharmacy on the north and east walls of the building. The requested sign makes a second wall sign on the east wall. The Design Review Board does have the authority to allow the second wall sign on the front façade. Additionally, one wall sign is permitted per tenant. Because the requested sign identifies a second tenant of the building, it does not necessarily violate the sign ordinance.*

### **Board Action**

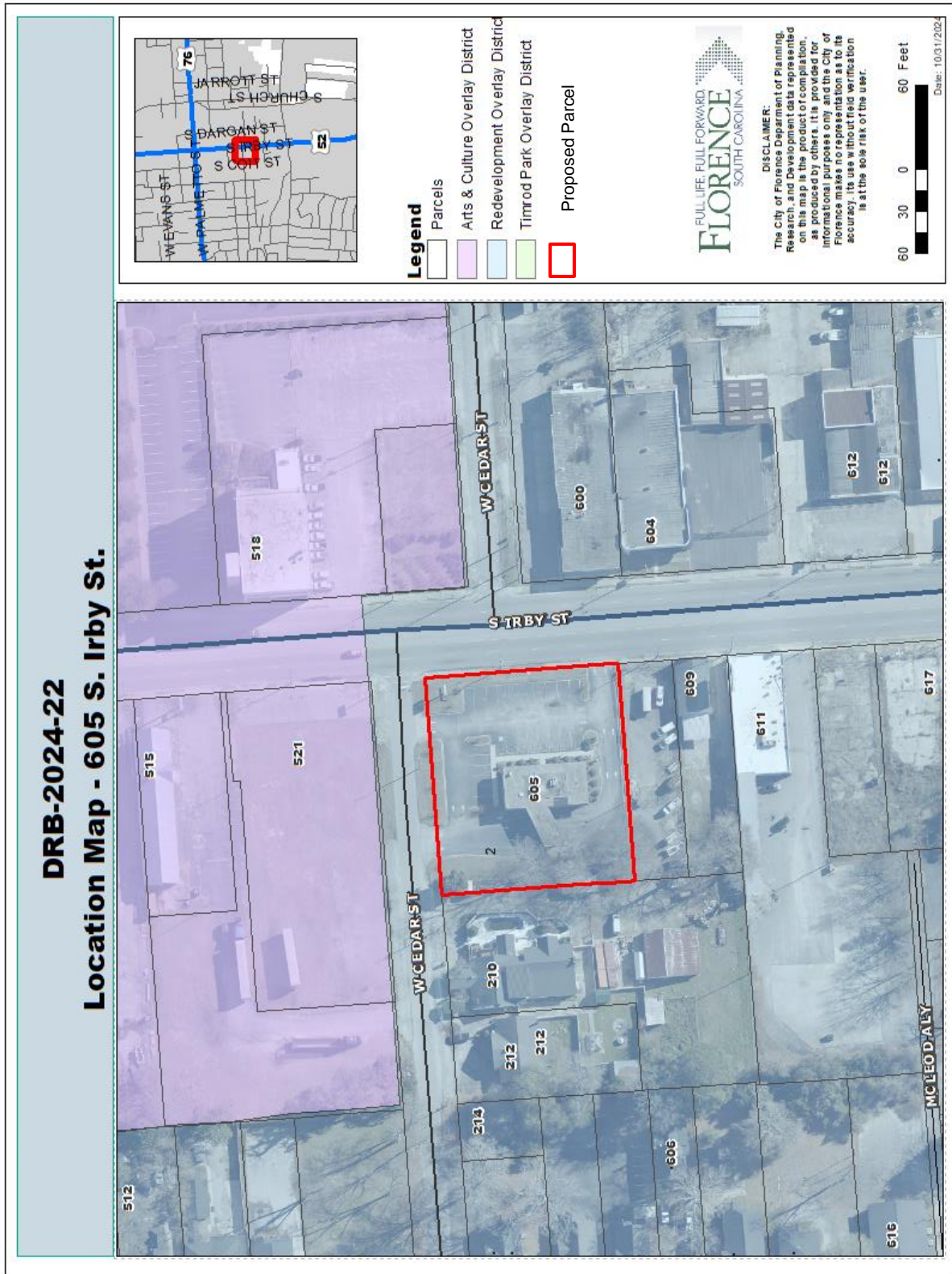
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request for signage.

### **Attachments**

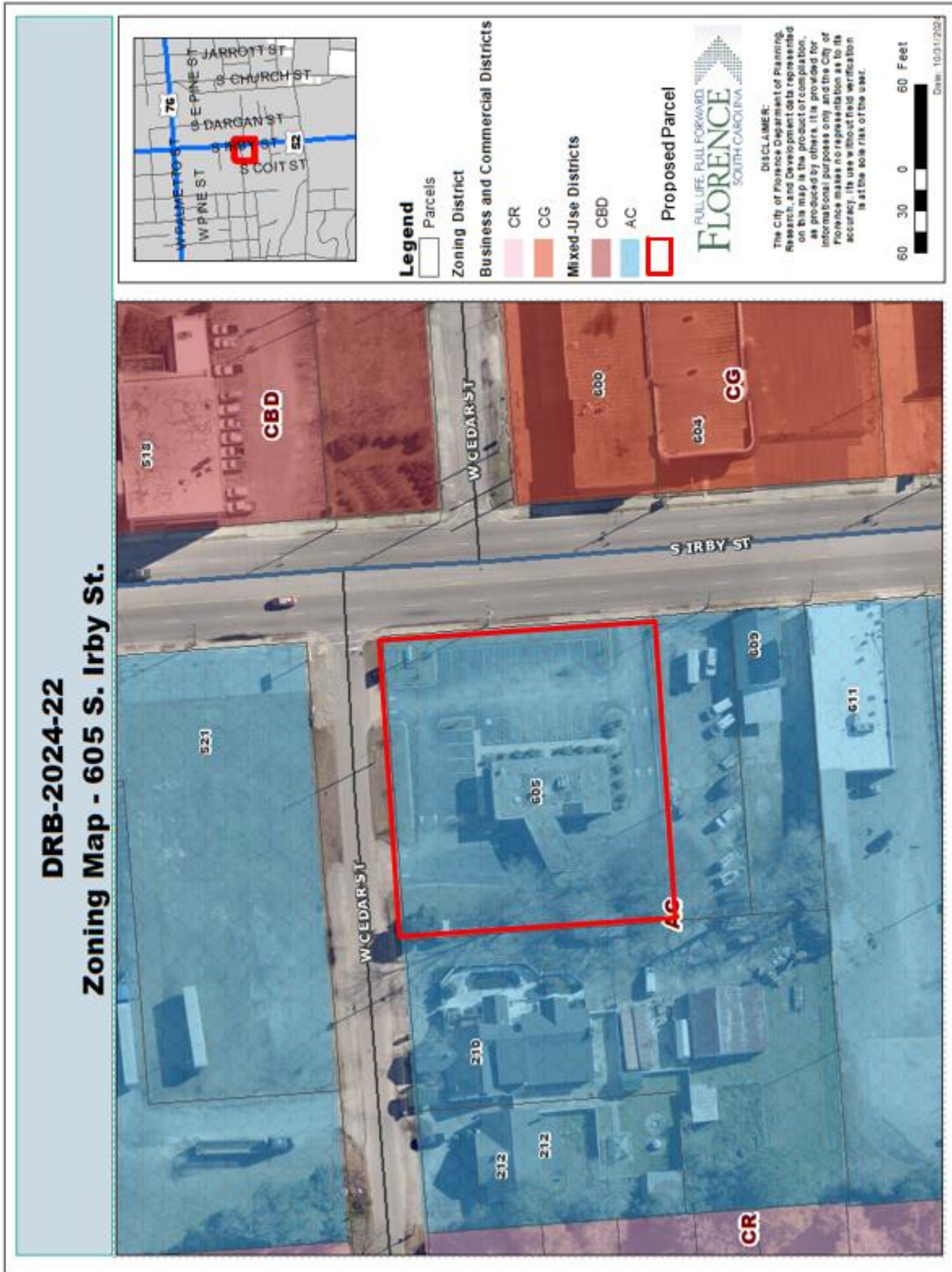
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Property Card
- E. Sign Rendering and Site Photo











Attachment D: Site Photos



East side facing South Irby Street.



North side facing West Cedar Street.





South Side



North Side



**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT**  
**STAFF REPORT TO THE**  
**CITY OF FLORENCE DESIGN REVIEW BOARD**  
**NOVEMBER 13, 2024**

**CASE NUMBER:** DRB-2024-23

**LOCATION:** 102-120 Warley Street

**TAX MAP NUMBER:** 90074-04-036 through -040 & 90074-04-033

**OWNER OF RECORD:** Paramount Properties of Florence, LLC

**APPLICANT:** William Jason Wicker

**PROJECT DESCRIPTION:** Façade Repair and Paint; Demolition of Storage Rooms to be Reconstructed as Bathrooms

**OVERLAY DISTRICTS:** D-1 Redevelopment Overlay District

**Project Description**

The applicant is seeking a Certificate of Appropriateness (COA) to perform façade improvements to the exterior of the six townhomes located from 102 to 120 Warley Street. The renovations include repair and painting of the existing stucco, demolition and reconstruction of the storage room behind each unit, painting and replacement of rotten wood on front porches and around windows, glass replacement of broken windows, and replacement of the back doors with steel doors. The rear porches will also be demolished and reconstructed.

The stucco façade will be painted SW 9111, Antler Velvet (Attachment G). The existing mud room behind each unit will be demolished and rebuilt to the dimensions as it appears presently. It has been determined the structure is unsound and requires demolition and reconstruction. The rebuilt space will be used as a half-bath and laundry room. The storage rooms are currently clad with vinyl siding. When reconstructed, the exteriors will receive stucco to match the rest of the building.

Where replacement is required, the applicant has expressed the desire to exchange like for like whenever possible. The window frames, which are aluminum, will be preserved and glass panes replaced where necessary.

**Background Information**

The six-unit 7,500 square foot building was constructed in 1930 and is zoned Commercial Reuse. The owner received administrative approval in 2020 to repair the existing stucco and paint the exterior Antler Velvet. The work was never completed. That scope of work is included in the applicant's current request.

**Staff Analysis**

In considering the issue of appropriateness of the renovation, 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.

1. Every reasonable effort should be made to preserve and enhance the historically significant elements of a building. ***The proposal involves preserving all existing architecture and materials. Elements to be replaced will be exchanged like for like whenever possible. The demolition and reconstruction of the storage building into a bathroom will have a stucco exterior, in contrast to the existing vinyl, to match the rest of the townhome to provide uniformity to the overall structure.***
2. Architectural restoration, rather than renovation, is a preferred option when feasible. ***The applicant when necessary, will replace materials like for like including preserving the existing window frames and replacing the glass. The back doors will be replaced to provide added security for the residents.***
3. Qualities critical to overall design should be studied and retained when possible. ***The architectural details will be preserved.***
4. Before replacing historic elements of a building, preservation and consolidation should be considered. ***The proposal is to preserve and enhance the existing townhome building.***
5. All additions and renovations to existing structures should complement the original or historic elements in terms of material, size, shape, and color. ***The building is being preserved in its entirety except for structurally unsound materials. The stucco will be repaired and repainted to the proposed paint color of Antler Velvet.***
6. New construction should be appropriate to the period and style of character of the district as a whole. ***The only new construction will be to the exact dimensions of the current structure.***
7. To avoid deterioration and possible loss, all elements, especially the historically significant elements, should be carefully maintained. Repairs should match in terms of materials, size, shape, and color. ***The proposed renovation to the interior and exterior of the building is to prevent further damage from the environment and those trespassing on the premises.***
8. Façade details such as cornice ornaments should not be covered to avoid the need for maintenance painting or refinishing. ***Not applicable.***

#### **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. Current Site Photos
- E. Elevations
- F. Proposed Floor Plan
- G. Sherwin Williams (SW) 9111, Antler Velvet

Attachment A: Vicinity Map

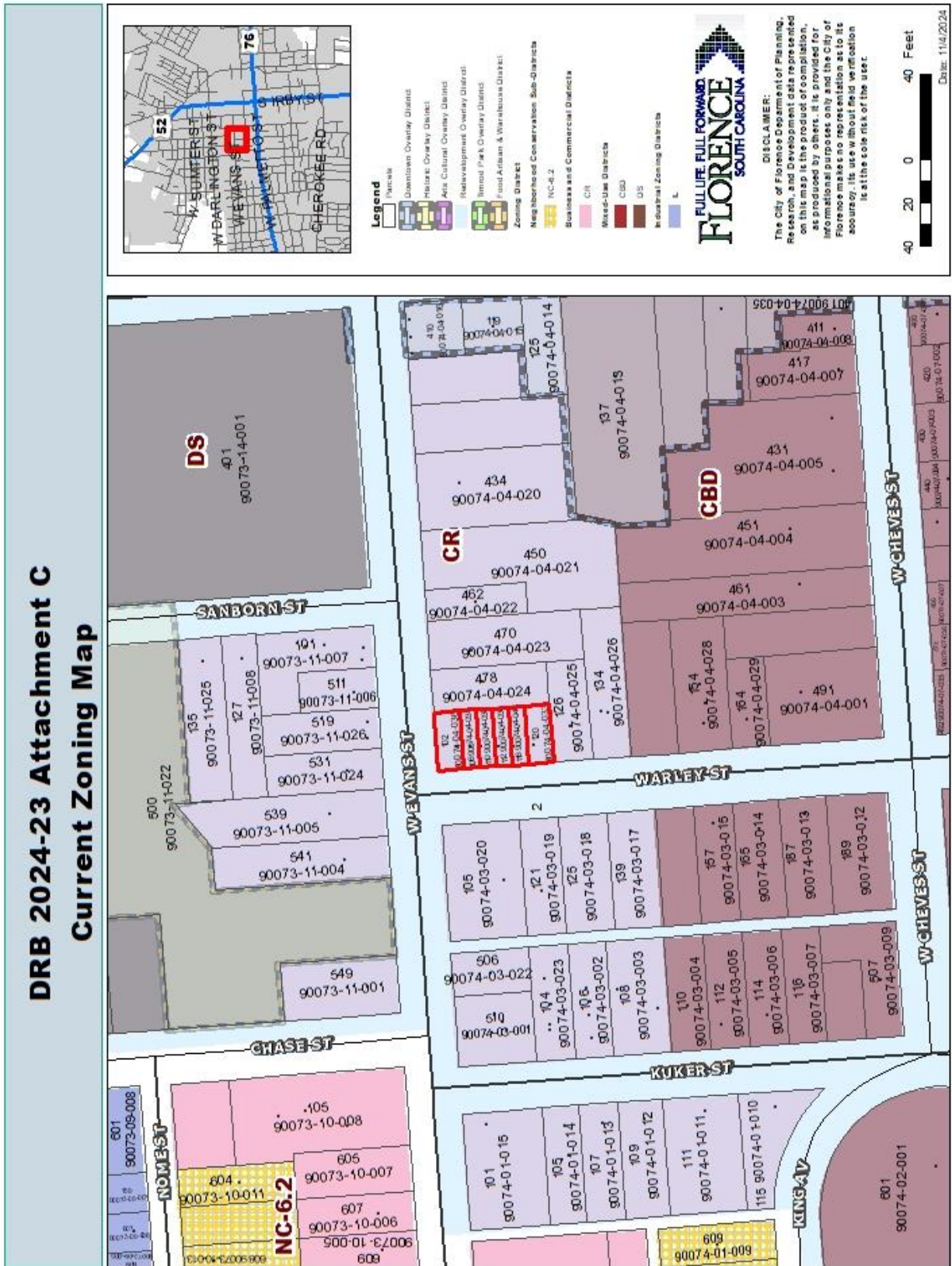
**DRB 2024-23 Attachment A**  
**Vicinity Map 102-120 Warley Street Townhomes**





**DRB 2024-23 Attachment B**  
**Location Map 102-120 Warley Street Townhomes**







Attachment D: Current Site Photos



Front façade of townhomes along Warley Street (West side of 6 townhomes).



Rear façade of townhomes (East side).



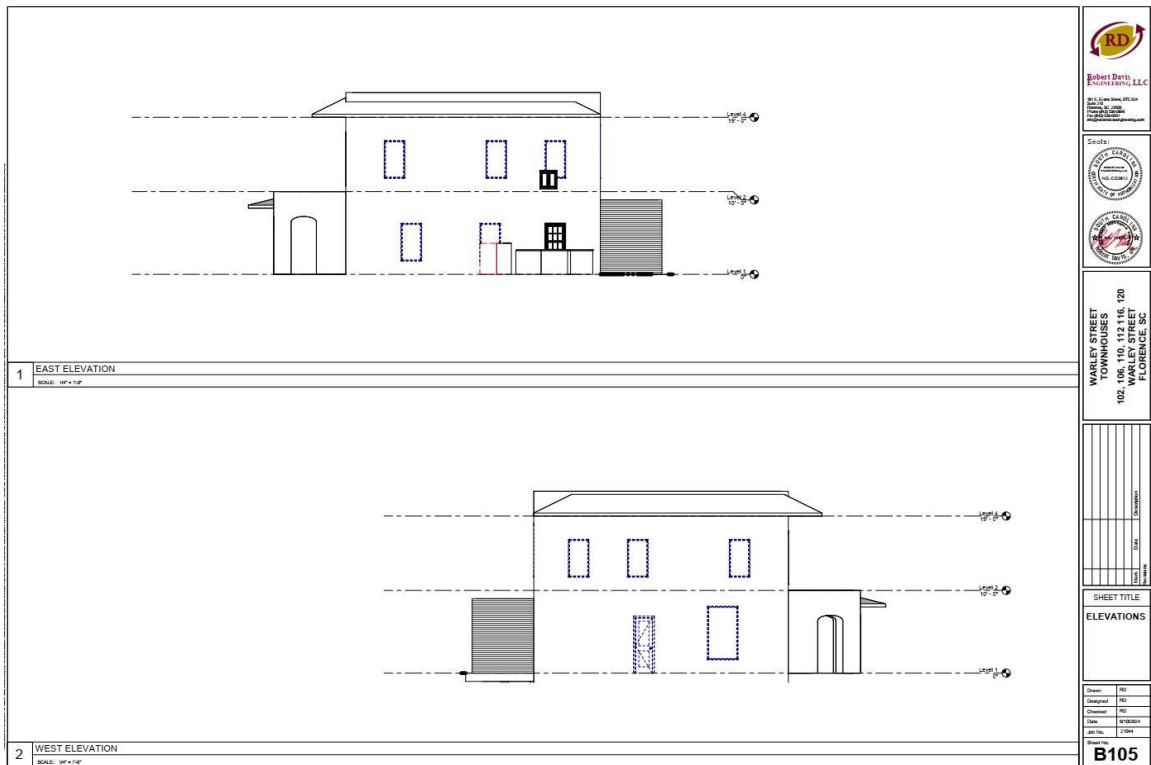
Rear façade showing attached storage building to be demolished and rebuilt for bathroom.



Attachment E: Elevations



North & South Elevations



East & West Elevations



Attachment G: Sherwin Williams (SW) 9111, Antler Velvet





**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT  
STAFF REPORT TO THE  
CITY OF FLORENCE DESIGN REVIEW BOARD  
NOVEMBER 13, 2024**

**CASE NUMBER:** DRB-2024-20

**LOCATION:** 601 Gregg Avenue

**TAX MAP NUMBER:** 90074-02-001

**OWNERS OF RECORD:** Francis Marion University

**APPLICANT:** Ralph Davis & Taylor McMillan, FMU

**PROJECT DESCRIPTION:** Demolition of Existing Building and Construction of New Building

**OVERLAY DISTRICT:** D-1 Redevelopment Overlay District

**Project Description**

Francis Marion University is seeking a permit to demolish the former school and office building located at 601 Gregg Avenue, Tax Map Parcel 90074-02-001 in the City’s Redevelopment Overlay District. It is to be replaced by a new medical education facility complete with sitework. This presentation is for informational purposes only, since a Certificate of Appropriateness from the Design Review Board is not required.

Section 6-21.4.1 C 1 b of the *Unified Development Ordinance* established an exception to the requirement for a Certificate of Appropriateness for the following circumstances involving major governmental construction projects:

1. For the purposes of this ordinance, a "major governmental construction project" is defined as a construction project being built by a governmental agency (federal, state, county, or city) and for which the total costs of the project exceeds One Million and no/100th (\$1,000,000.00) Dollars.
2. For a "major governmental construction project" as defined above, no Certificate of Appropriateness is required.
3. In lieu of the requirement of applying for and obtaining a Certificate of Appropriateness for such a "major governmental construction project", the governmental agency shall, prior to seeking a permit from the Building Official and/or the Zoning Administrator, submit a detailed description of the project, including cost information establishing that the total project costs exceed \$1,000,000.00, to the Downtown Planning Coordinator to establish that the project falls within this exception and to further establish that the project substantially complies with the intent of the Design Guidelines. Upon receipt of the application, the Downtown Planning Coordinator shall then certify that the project falls within this exception and further certify, by submitting findings of fact that the project substantially complies with the intent of the Design Guidelines. Such certification shall be made part of the public record and shall be forwarded to the City Attorney, City Manager, Design Review Board Chair and Mayor and

City Council. Upon approval of said submission, the Downtown Planning Coordinator shall issue a Certificate certifying that the project falls within the exception created herein and authorizing the Building Official and/or the Zoning Administrator to issue required permits without a Certificate of Appropriateness.

Planning staff is reviewing the request for compliance with the Design Guidelines.

### **Background Information**

601 Gregg Avenue was originally known as McKenzie School and then the Circle School. It was the location of Circle Park Behavioral Health Services for thirty years, until it was closed on June 30, 2019. The property is zoned Central Business District (CBD).

The Florence City-County Historical Commission received the request for demolition on September 16, 2024.

### **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. According to “Chapter 2: Redevelopment Overlay District Design Guidelines and Requirements”, the following general guidelines shall be followed.

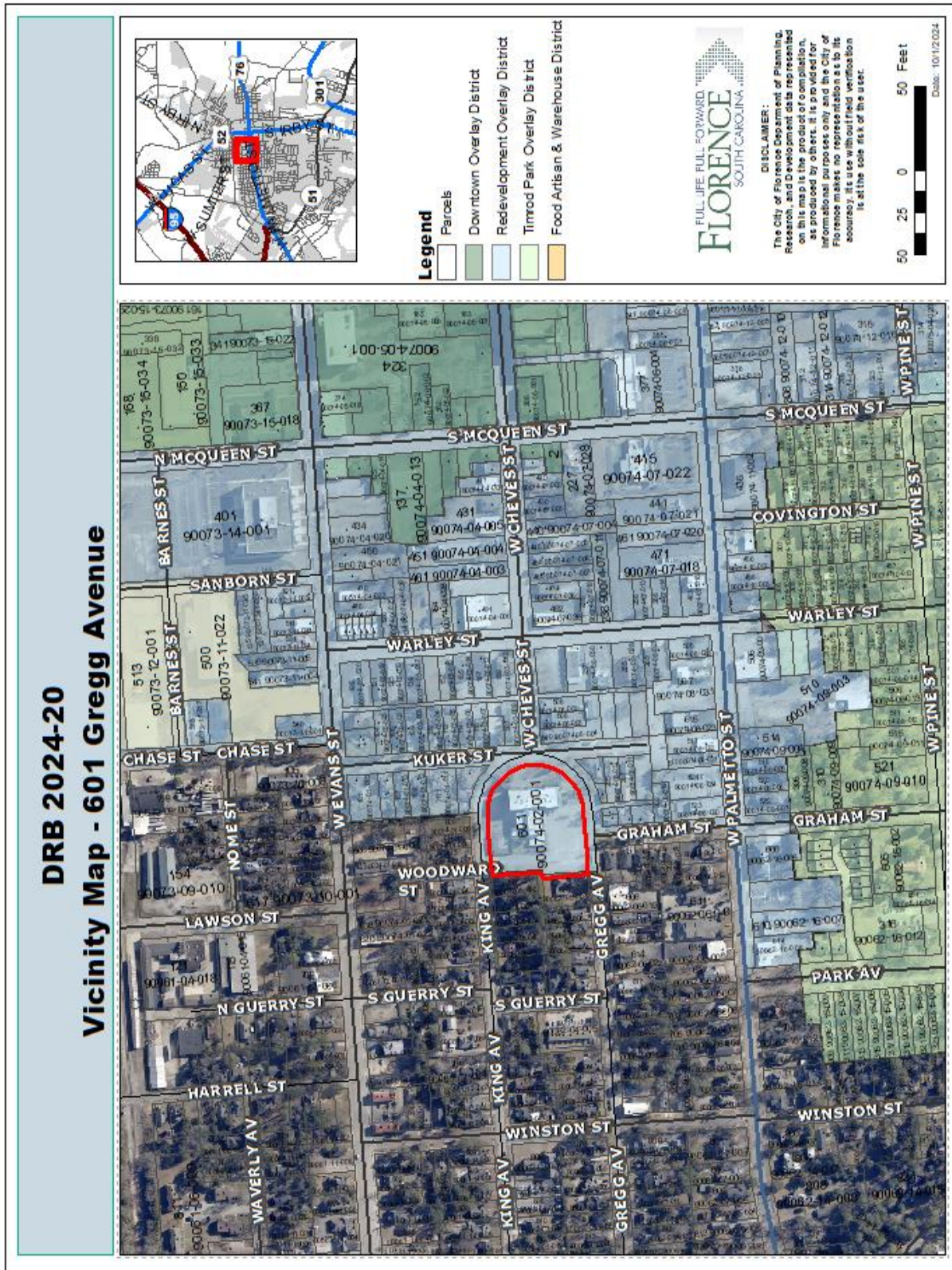
1. The historic and significant character of the property should be retained and preserved: ***The request is for complete demolition of the existing building.***
2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved: ***The request is for a complete demolition of the existing building.***
3. For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board: ***Not applicable to this project.***
4. Chemical or physical treatments that cause damage to or cover the original materials may not be used unless approved by the Design Review Board: ***Not applicable to this project.***
5. New additions and adjacent or related new construction should be undertaken in such a manner that if removed in the future, the essential form and integrity of the original property and its environment would be unimpaired: ***The existing building will be replaced by a three story structure that echoes the building it will be replacing in form, style, and scale.***
6. The height of any alteration or construction should be compatible with the style and character of the proposed or modified structure or building and with the surrounding buildings and structures: ***The original building was three stories in height and the new building is also three stories tall.***
7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings: ***The new building has a symmetrical façade with well-articulated windows and details that are similar to those of the original.***
8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures: ***The new building will be placed on the footprint of the original building.***

9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures: ***Both the original and the replacement buildings have flat roofs.***
10. Landscaping should be added that enhances the property and provides for greenspace and appropriate buffering between land uses: ***Appropriate landscaping as well as a fountain will be installed as part of the new development.***
11. The scale of buildings or structures after alteration, construction, or partial demolition should be compatible with the style and character of surrounding buildings and structures: ***The scale and character of the new construction is very similar to the scale and character of the original building. The front portion of the building facing West Cheves Street is three stories tall, and the rear of the building facing Gregg Avenue is one story tall.***
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures: ***Architectural details of the new building will be very similar to those of the original structure. The new building will be constructed of brick as well.***

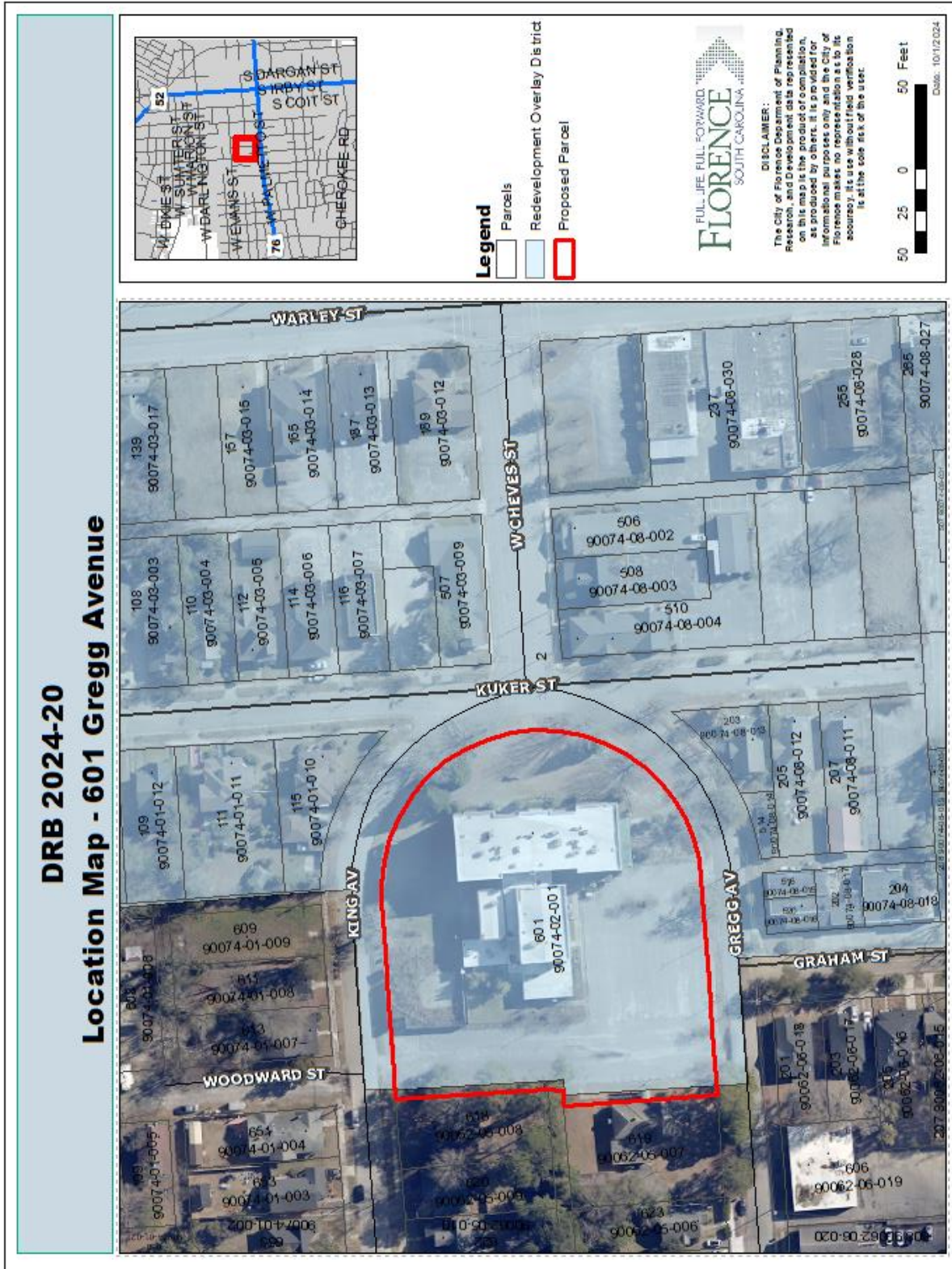
#### **Attachments**

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Current Site Photos
- E. FMU Elevation Renderings
- F. Architectural Site Plans

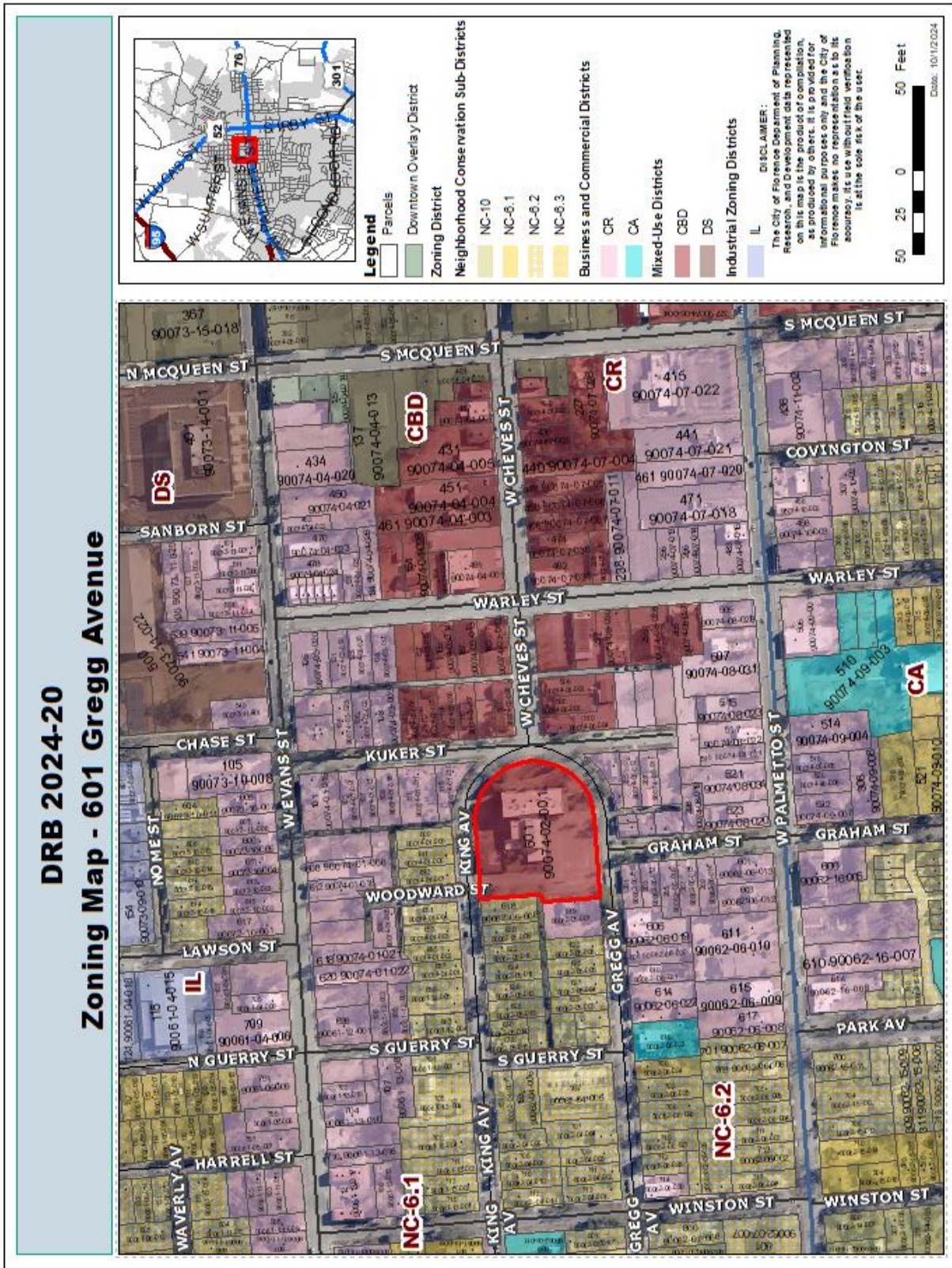














Attachment D: Current Site Photos



East Elevation.



South Elevation.



West Elevation.



North Elevation.



Attachment E: FMU Elevation Renderings



East Elevation.



North Elevation.



Attachment F: Architectural Site Plans

