

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
JANUARY 12, 2022 AGENDA

I. Call to Order

II. Approval of Minutes Regular meeting held on December 8, 2021.

III. Public Hearing and Matter in Position for Action

DRB-2022-01 Request for a Certificate of Appropriateness to install signage and a handicapped access ramp on the parcel located at 615 South Dargan Street, Tax Map Number 90088-08-003; D-1 Redevelopment Overlay District.

IV. Public Hearing and Matter in Position for Action

DRB-2022-02 Request for a Certificate of Appropriateness to renovate the house located at 412 Jerome Street, Tax Map Number 90075-03-016; D-4 Timrod Park Overlay District.

V. Public Hearing and Matter in Position for Action

DRB-2022-03 Request for a Certificate of Appropriateness to install signage at 286 West Evans Street, Tax Map Number 90168-01-021; H-1 Historic Overlay District.

VI. Adjournment Next meeting is scheduled for February 9, 2022.

THE CITY OF FLORENCE DESIGN REVIEW BOARD

DECEMBER 8, 2021 AT 2:00 P.M.

MINUTES

MEMBERS PRESENT: Jamie Carsten, Jay Ham, Erik Healy, John Keith, Joey McMillan, Mike Padgett, Ranny Starnes, and David Tedder

MEMBERS ABSENT: Scott Collins and Brice Elvington

STAFF PRESENT: Jerry Dudley, Derek Johnston, and Alane Zlotnicki; Bryan Bynum for IT

CALL TO ORDER: Chairman Carsten called the December 8, 2021 regular meeting to order at 2:01 p.m.

APPROVAL OF MINUTES: Chairman Carsten introduced the November 10, 2021 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. McMillan moved that they be approved; Mr. Padgett seconded the motion, and it passed unanimously (8-0).

APPROVAL OF 2022 MEETING DATES: Chairman Carsten introduced the meeting dates for 2022 and asked for a motion to approve them. Mr. Ham moved that they be approved; Mr. Tedder seconded the motion, and it passed unanimously (8-0).

PUBLIC HEARINGS AND MATTERS IN POSITION FOR ACTION:

DRB-2021-30 **Request for a Certificate of Appropriateness to install signage on the parcel located at 615 South Dargan Street, Tax Map Number 90088-08-003; D-3 Arts & Culture Overlay District.**

Mr. Johnston explained that the applicant has asked to defer this case again. Chairman Carsten agreed to defer the case as requested.

DRB-2021-40 **Request for a Certificate of Appropriateness to construct a commercial building on the parcel located at 221 West Darlington Street, Tax Map Number 90086-01-012; D-2 Downtown Overlay District.**

Chairman Carsten read the introduction to DRB-2021-40 and asked staff for their report. Mr. Johnston gave the staff report as submitted to the Design Review Board. The applicant is requesting a variance from the 40 foot front setback requirement of the *Unified Development Ordinance* for fueling stations in order to place the building ten feet from the front property line along West Darlington Street to make it more in keeping with the urban character of the street.

Mr. Ham asked for the reasoning behind the request for the reduced setback. Mr. Dudley said that in previous conversations with the applicant, since the building is in the downtown area, the reduced setback seemed more appropriate as opposed to having the building pushed further back in order to have parking to the side rather than to the front. From a street view standpoint and building design standpoint this would be more appropriate. Its location will not interfere with the sidewalks. The parcel is irregularly shaped and

required some creativity in locating the building and pumps to allow for vehicular access since it is a fueling station.

Mr. Ham asked why the UDO requires the 40 foot setback for fueling stations. Mr. Dudley explained that the pumps are pulled back the correct amount of 20 feet.

Board members asked about the dumpster location behind the building. Mr. Johnston explained that the owners are considering private pickup but that the dumpster does meet City requirements in case they change their mind. It will be screened by an opaque fence.

The pumps are perpendicular to West Darlington Street. There were some questions about the elevations and which side was facing West Darlington Street. There's no door to the building facing that street, but it has some articulation with a curved wall and a combination of brick and block. There's no entryway but it will have some interest facing the road.

There being no further questions for staff, Chairman Carsten opened the public hearing. The applicants have already answered Board questions.

There being no one else to speak either for or against the request, Chairman Carsten closed the public hearing and called for discussion and then a motion. Dr. Keith moved to approve the request as submitted. Mr. Ham seconded the motion, and the vote to approve the request passed unanimously (8-0).

DRB-2021-41 Request for a Certificate of Appropriateness to install signage at 286 West Evans Street, Tax Map Number 90168-01-021; H-1 Historic Overlay District.

Mr. Johnston explained that the applicant has asked to defer this case. Chairman Carsten agreed to defer the case as requested.

OTHER BUSINESS:

Mr. Dudley explained that the Board members received a letter from the Timrod Park Neighborhood Association regarding the delayed implementation of the conditions for a Certificate of Appropriateness for a chain link fence at 423 Graham Street, issued in March of 2020. Staff will work with Codes Enforcement as well as the property owner and tenant involved to try to get the issues resolved and will follow up with the Board.

ADJOURNMENT: Chairman Carsten thanked everyone for their participation, wished them Merry Christmas and Happy New Year, and adjourned the meeting at 2:21 p.m. The next meeting is scheduled for January 12, 2022.

Respectfully submitted by

Alane Zlotnicki, AICP
Senior Planner

**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE DESIGN REVIEW BOARD
JANUARY 12, 2022**

CASE NUMBER: DRB-2022-01

LOCATION: 615 South Dargan Street

TAX MAP NUMBER: 90088-08-003

OWNER OF RECORD: Draper G. Myers

APPLICANT: Reverend Eddie LeSaine

PROJECT DESCRIPTION: Monument Sign and Handicapped Ramp approval

OVERLAY DISTRICT: D-1 Redevelopment Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to install a monument sign in the front yard of the property located at 615 South Dargan Street, Tax Map Number 90088-08-003. The applicant wishes to install a 4'x 8' foot double-sided 3mm poly-metal black bracket that will identify the funeral home's location (Attachment D). The monument sign will consist of printed and laminated lettering. The applicant will enclose the sign with traditional red brick framework which expands the monument sign to 5' x 11'.

The applicant is also seeking a Certificate of Appropriateness (COA) to keep the handicapped ramp that allows individuals with mobility issues to access Myers Funeral Home. When staff presented the exterior modifications to the Design Review Board on September 8, 2021, the original site plan the applicant submitted had the proposed handicapped ramp on the west side of the property, which included installing additional parking spaces on the west side of the property (Attachment F). During the September 8th DRB meeting, staff mentioned in the meeting that the applicant elected not to put additional parking to the left of the building.

According to the updated site plan, the handicapped ramp is located in the front of the property (Attachment E). Staff was made aware that the addition of the handicapped ramp was not stated in the September DRB meeting. The handicapped ramp has a wooden top, wooden intermediate, and concrete bottom landing. The color of the handicapped ramp is gray (Attachment G).

According to the American with Disabilities Act (ADA) requirements from January 26, 1992, "All funeral homes must take steps to make facilities accessible to members of the public with disabilities. The public accommodation provisions of the ADA require businesses to make reasonable attempts to provide individuals with disabilities the opportunity to enjoy the same level of service provided to individuals without disabilities." Staff did a site inspection in conjunction with the City of Florence Building Department to see if the handicapped ramp complies with the ADA guidelines. The Planning and Building Departments determined that the ramp at Myers Funeral Home complies with the ADA guidelines regarding funeral home ramps. With the addition of the ramp and the handicapped parking, landscaping will be placed between the edging border stones, between the front of the property next to the entrance steps (Attachment I). The applicant also plans to put landscaping at the parking lot buffering

strip, between the sidewalk and the accessible handicapped parking area (Attachment I).

Background Information

The 2700 square foot building was constructed in 1920 as a 3-bedroom, 2 bath residence on a 0.82-acre lot. The property is zoned Commercial Reuse within the D-1 Overlay District. On September 8, 2021, the Design Review Board approved site, building, and landscape changes for proposed commercial uses.

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
- 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 proposed 4' x 8' (32 square feet) sign bracket will be double faced. The City of Florence Unified Development Ordinance standard for signs in the Commercial Reuse (CR) Zoning District is 20 square feet for freestanding signs. Freestanding monument signs are limited to 12' in height and must be at least 5' from all property lines. The proposed 4' x 8' bracket will consist of black double-sided 3mm poly-metal that will identify the funeral home's location. The bracket that displays the funeral home location is black metal; the graphics will consist of printed and laminated lettering applied directly to the metal block surface. It is not lit, either internally or externally. The monument sign will be enclosed with traditional red bricks. The red brick framework will expand the monument sign to 5' x 11'.

The handicapped ramp that is currently installed meets the ADA required ramp guidelines for funeral homes. The City of Florence Planning and Building departments conducted a site inspection and did measurements of the handicapped ramp. According to the ADA guidelines, requirements for ramps are:

- *Ramps may have a maximum slope ratio of 1:12.*
- *Ramps must be a minimum of 36 inches wide.*
- *All edges must be protected to keep anyone from slipping off.*
- *All ramps shall have top and bottom landings as wide as the ramp itself and at least 60 inches long.*

- *Landing size must be at least five feet square.*

The Design Guidelines state that an applicant in the Redevelopment Overlay District requires a Certificate of Appropriateness (COA) before; “The issuance of a permit by the Building Official and/or Zoning Administrator for erection, alteration, improvement, demolition, or moving of structure, building, or signage.”

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. Where specific guidelines are not available the following general guidelines shall apply:

1. **The historic and significant character of the property should be retained and preserved;**
The scope of work to the building and grounds includes:
 - A. *The installation of a monument sign that will identify the funeral home location.*
 - B. *The installation of the handicapped ramp that provides access for individuals with mobility issues to Myers Funeral Home.*
2. **Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved;**
The handicapped ramp in the front of the property will be permanent to enable members of the public who have mobility issues to access Myers Funeral Home.
3. **For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board; Not applicable.**
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.**
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 applicant is proposing to add a 4' x 8' double faced bracket sign that will identify the funeral home location at 615 South Dargan Street. The expansion of the red brick framework expands the monument sign to 5' x 11'. The installed handicapped ramp will enable patrons with mobility issues to enter and leave the funeral home. The proposed monument sign and the handicapped ramp can be removed in the future if necessary. The only addition to the building itself is the current handicapped ramp.
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 proposed monument sign will consist of a 4' x 8' double-sided 3 mm poly-metal black bracket sign enclosed with traditional red brick. The traditional red brick pillar framework will expand the proposed monument sign to 5' x 11'. A similar sign in the vicinity regarding the length and width of the proposed monument sign that the applicant is proposing is located at 610 South Dargan Street (Attachment J).
7. **The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings; Not applicable.**

8. **The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures;**
According to the applicant, the monument sign will be located in the front of the building. The 32 SF double-sided bracket sign with the traditional pillar will be 5 feet from the front property line, which complies with the City of Florence Unified Development Ordinance Table 5-17.2.1B Regulation of Signs by Type, Characteristics, and Zoning Districts. The signage renderings are as follows, a 4' x 8' double-sided 3 mm poly-metal black bracket sign enclosed with traditional red brick. The traditional red brick framework expands the proposed monument sign area to 5' x 11' (55 SF). The handicapped ramp is currently located in the front of the building. The handicapped ramp is constructed of wood and the color of the ramp is gray. City Planning and Building staff did a site visit on December 20, 2021 to take measurements of the ramp. The installed ramp is compliant with ADA requirement.
9. **The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures; Not applicable.**
10. **Landscaping should be added that enhances the property and provides for greenspace and appropriate buffering between land uses; Landscaping will be added to enhance the property.**
The applicant plans to add 3 feet Loropetalum ruby shrubs between the edging border stones (Attachment I). The edging border stones are in the front of the property next to the entrance steps. Landscaping will also be provided at the parking lot area buffering strip (Attachment I). The applicant plans to add 3 feet shrubbery and straw to cover the dirt (Attachment I).
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 alteration to the building will consist of the current handicapped ramp that will provide access for individuals with mobility issues to Myers Funeral Home.
12. **When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures.**
The proposed monument sign will consist of a 4' x 8' (32 SF) double-sided 3 mm poly-metal black bracket enclosed with traditional red brick. The expansion of the monument sign with the brick framework is 5' x 11' (55 SF). The handicapped ramp is gray to match the house.

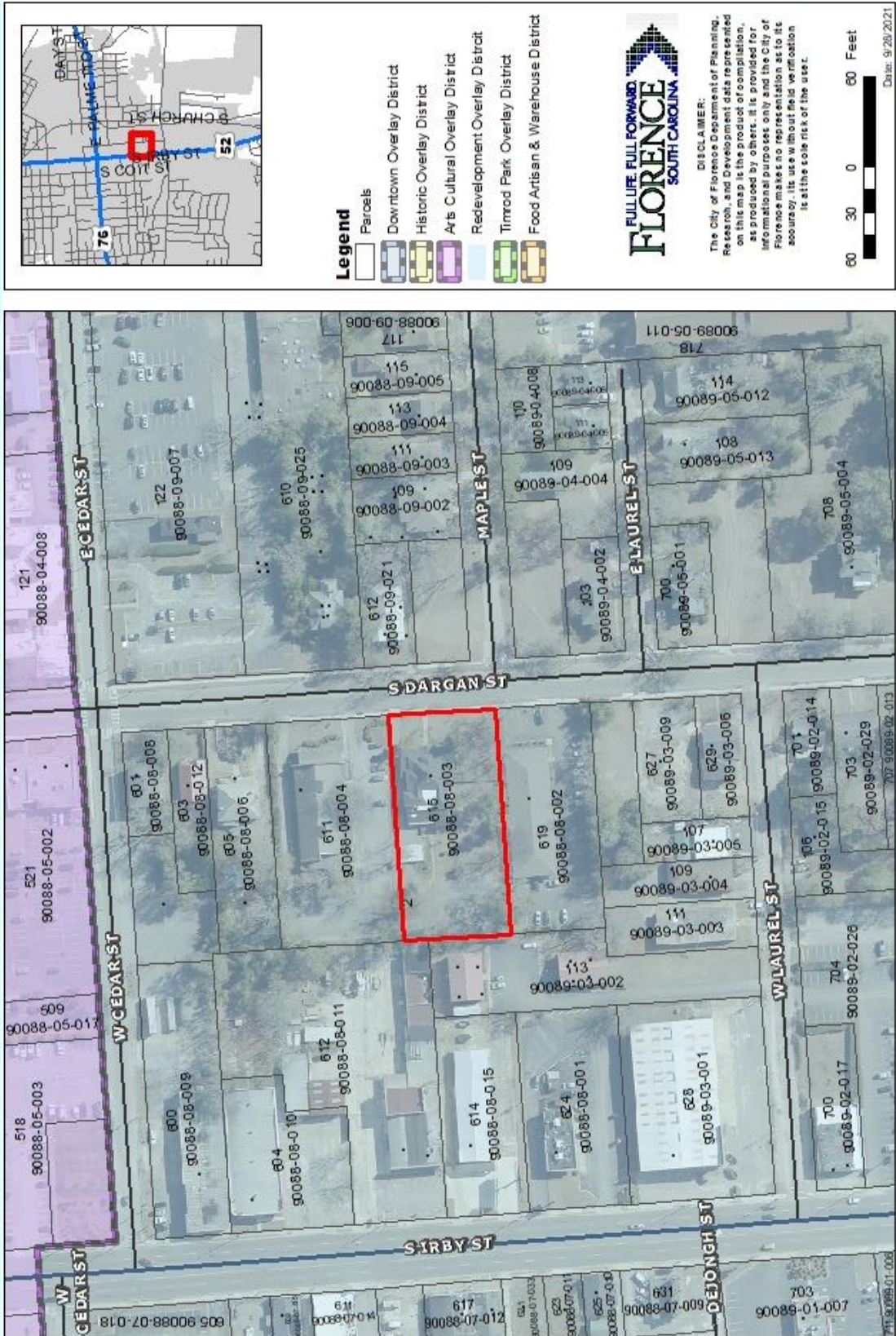
Board Action

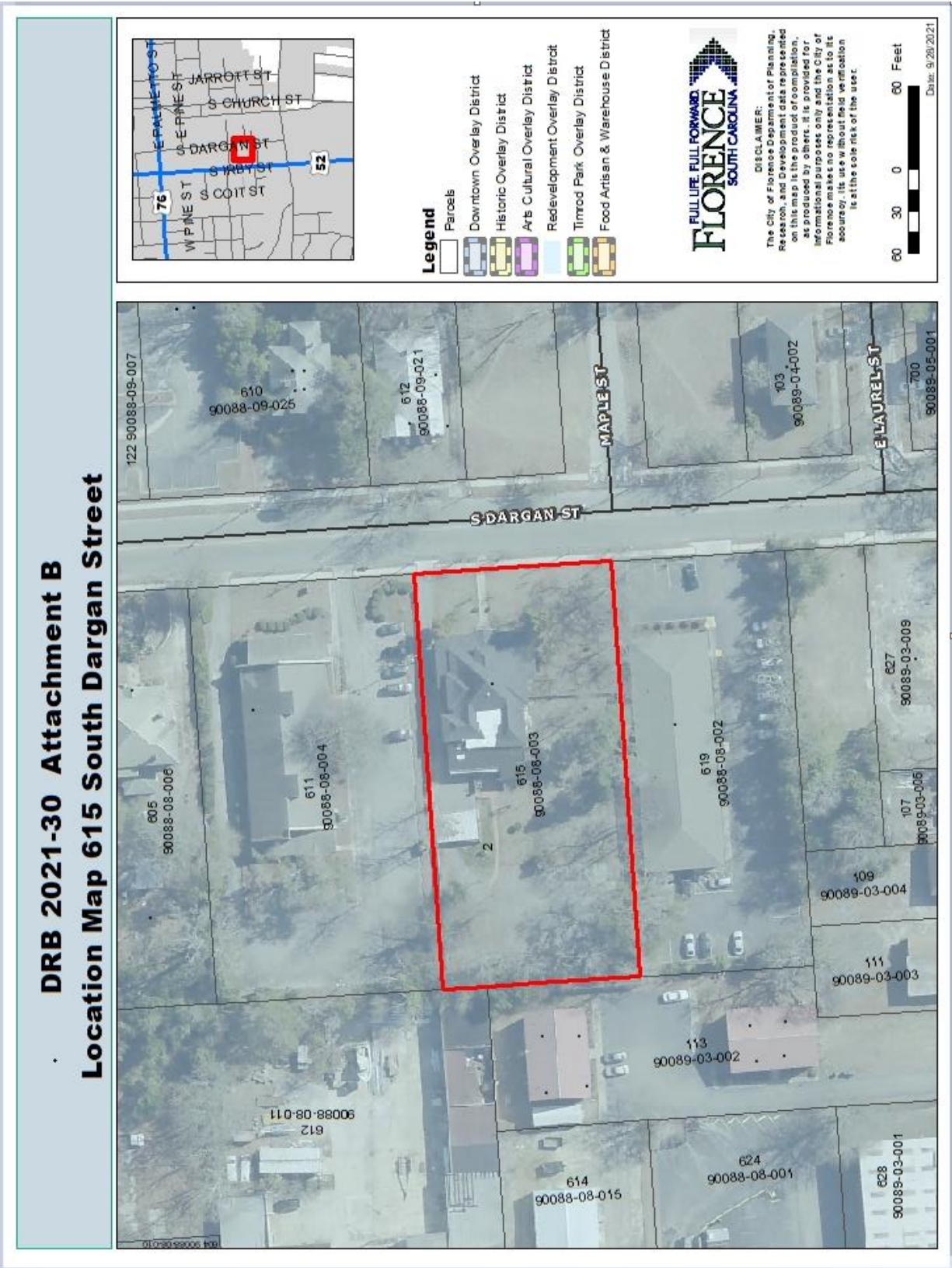
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

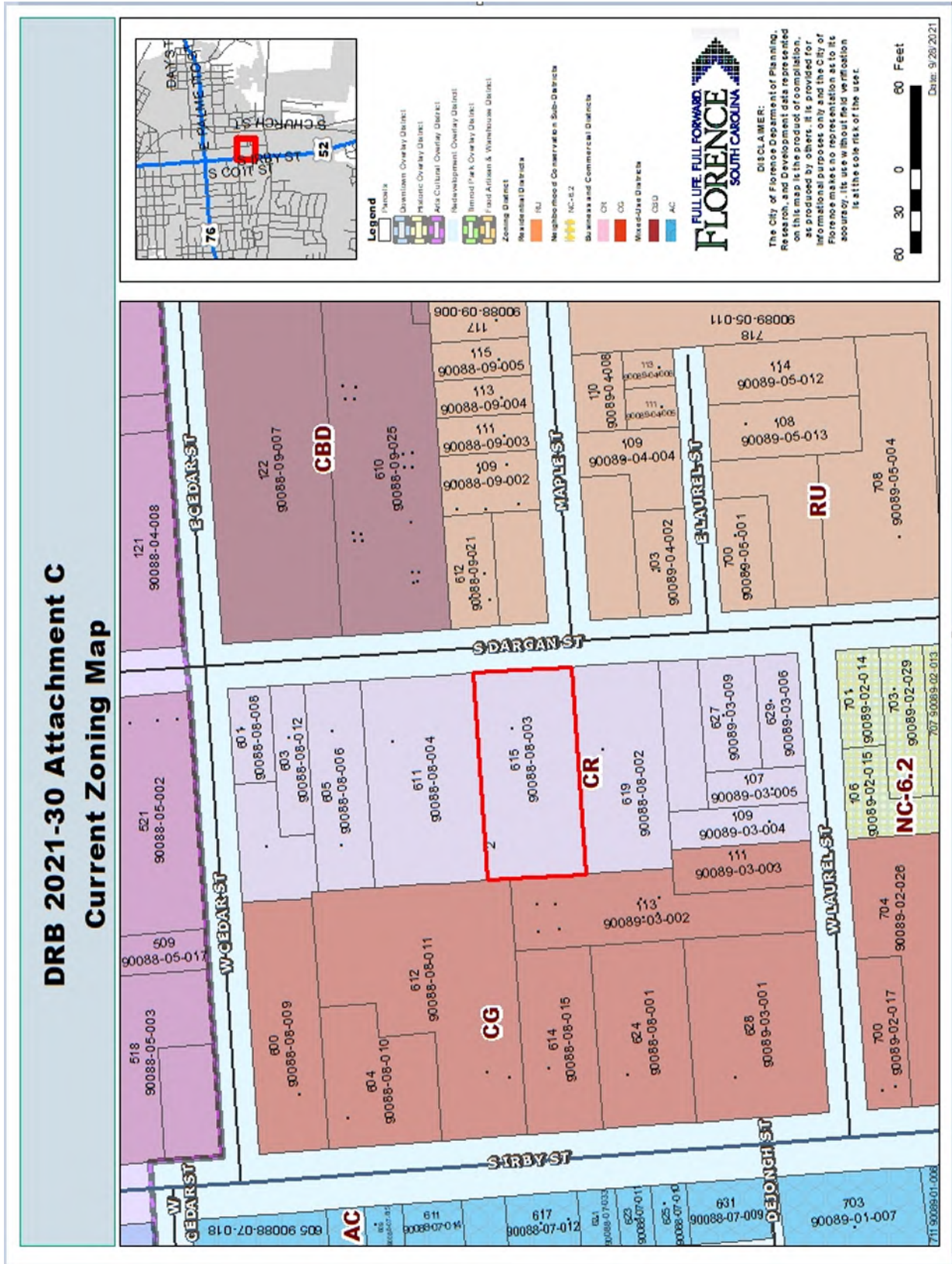
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Picture of the monument sign
- E. Picture of the updated site plan
- F. Picture of the original site plan
- G. Pictures of the handicapped ramp
- H. Pictures of the measurements
- I. Pictures where landscaping will be applied on the property
- J. Picture of a similar monument sign in the vicinity

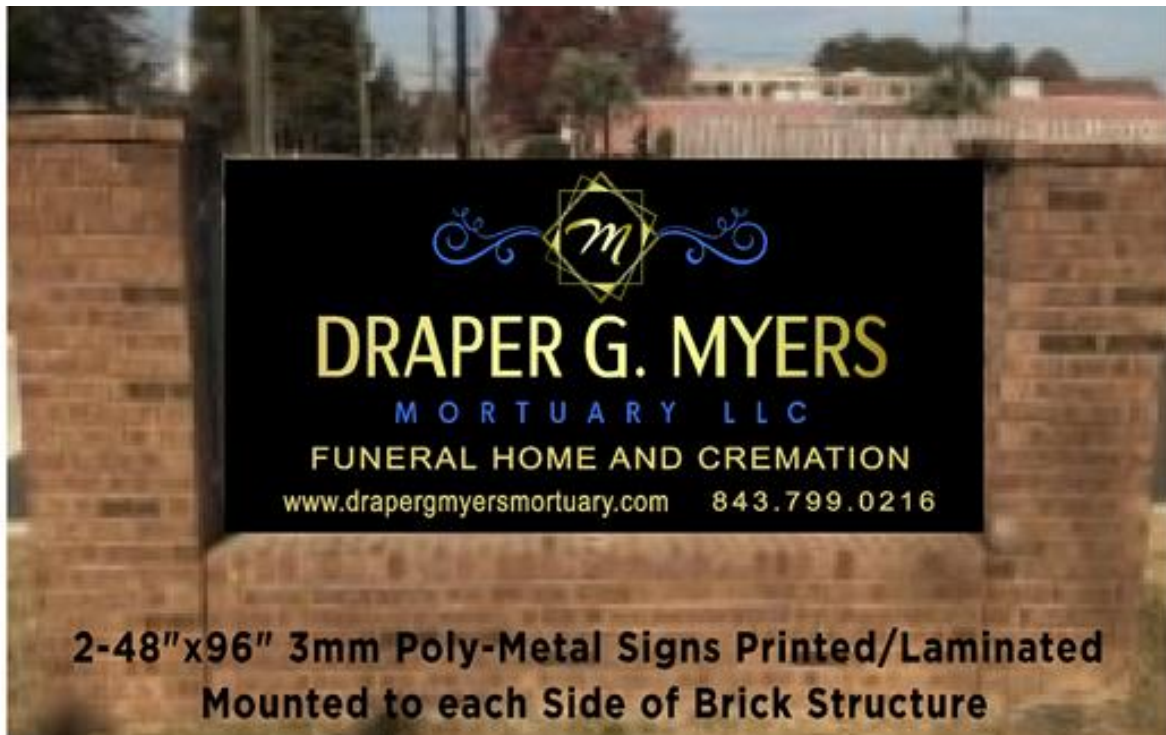
DRB 2021-30 Attachment A
Vicinity Map 615 South Dargan Street



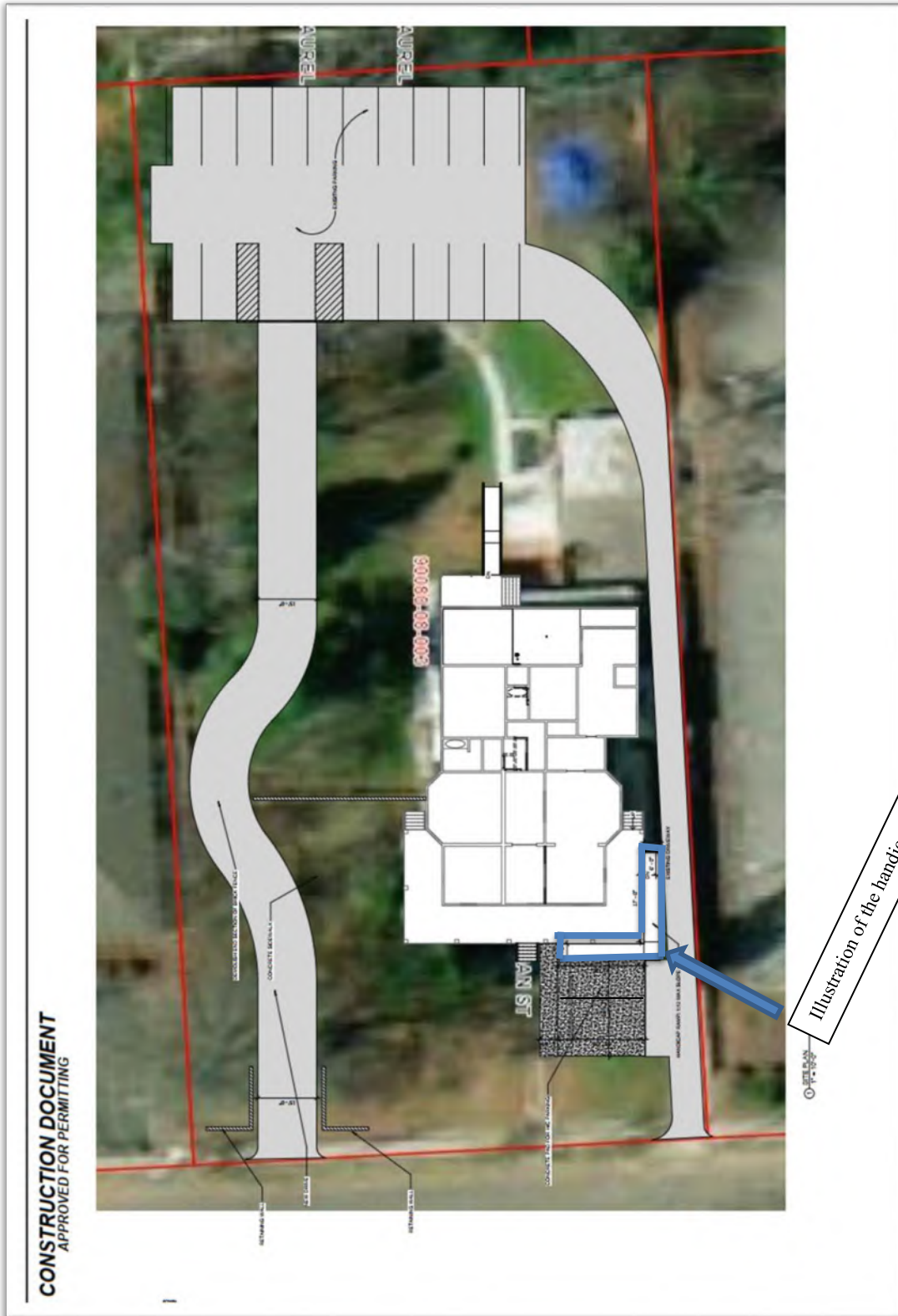




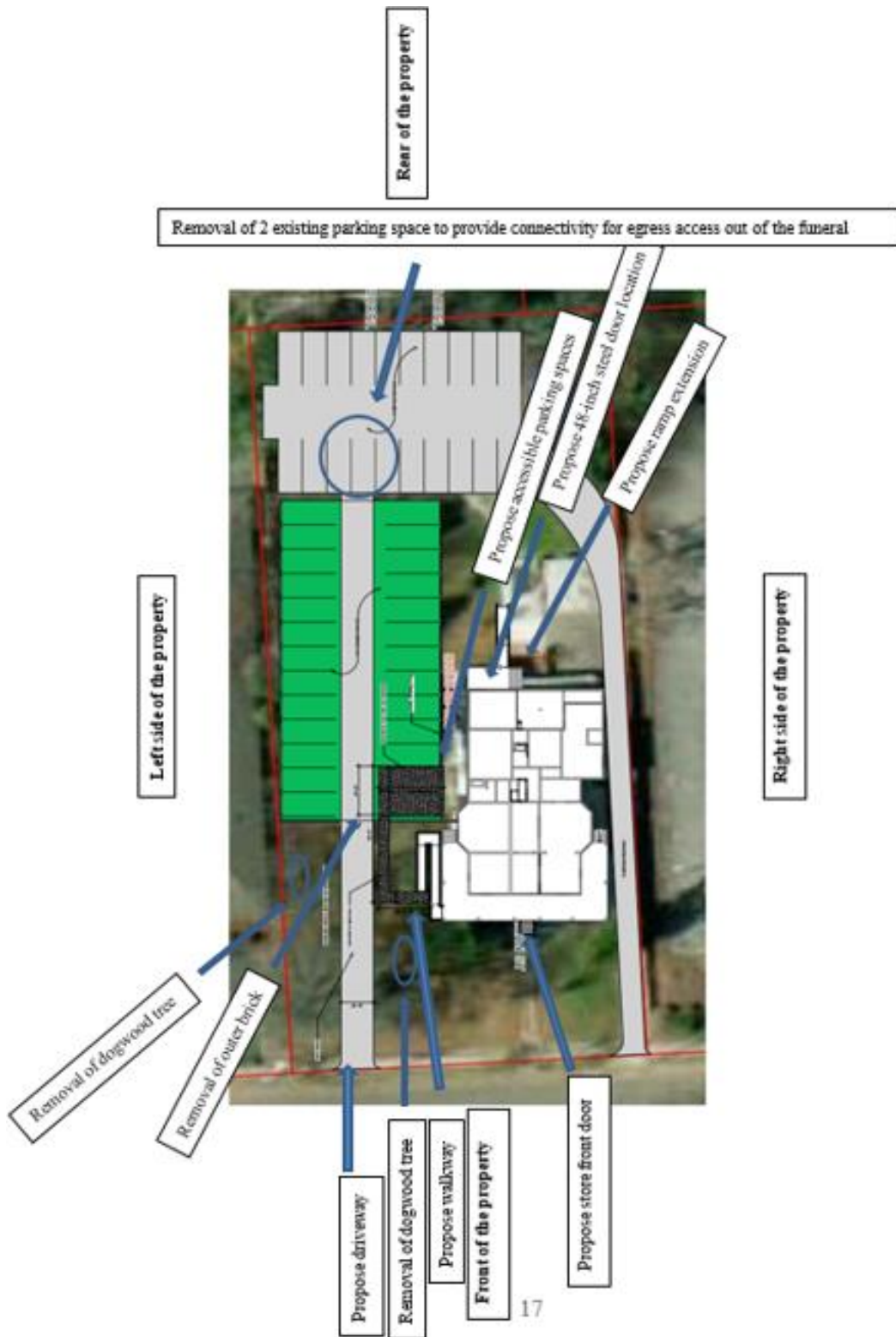
Attachment D: Picture of the proposed monument sign



Attachment E: Picture of the updated site plan submitted by the applicant



Attachment F: Picture of the original site plan that was presented to the DRB on September 8



Attachment G: Street view picture of the ramp



Attachment H: Pictures of the measurements



Attachment H: Pictures of the measurements continue



Width is 5ft. 3 inches



Attachment I: Pictures where landscaping will be applied at the property



Proposed area that the applicant plans to plant the Loropetalum shrubs

Attachment I: Picture where landscaping will be applied at the property continued



Shrubbery and straw will be place in the parking lot buffering strip

Attachment J: Similar monument sign in the vicinity



**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE DESIGN REVIEW BOARD
JANUARY 12, 2022**

CASE NUMBER: DRB 2022-02

LOCATION: 412 Jerome Street

TAX MAP NUMBER: 90075-03-016

OWNER OF RECORD: Jabez Property Management

APPLICANT: Rodney Hannah/George Morris

PROJECT DESCRIPTION: Exterior renovations (windows, roof shingles, front doors, and rear door replacement).

OVERLAY DISTRICT: D-4 Timrod Park Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to replace 12 wooden windows, 2 front doors, 1 rear door, and the roof shingles of the house located on Tax Map Number 90075-03-016 at 412 Jerome Street. The applicant is proposing to replace 12 wooden windows with 12 vinyl windows (Attachment G). The 12 wooden windows the applicant is proposing to replace at the property are 6 over 1 upper sash windows. The vinyl windows the applicant wants to install at the property are 1 over 1 vinyl windows (Attachment G). The 12 vinyl windows the applicant is proposing to replace the current windows will be energy efficient. After talking to the contractor, Mr. Morris mentioned that all the wooden windows were brittle, damaged, and beyond disrepair.

The applicant is proposing to replace the 3-tab rusted roof shingles with onyx black laminated architectural shingles (Attachment H). The applicant stated that the onyx black laminated architectural shingles are wind-resistant, durable, and give the property a warm inviting look once the property gets rehabbed.

The applicant is proposing to replace two front doors (Attachment F). The front entrance wooden 3 pane door with top glass will be replaced with a standard 6 panel steel door (Attachment I). The front wooden 6 panel door to the west will be replaced with a standard 6 panel steel door (Attachment I). The applicant is also proposing to replace the rear entrance three-pane top glass door with a standard 6 panel steel door (Attachment E). The rear wooden door will be replaced with a standard 6 panel steel door (Attachment I).

Background Information

According to County Property Tax Records, 412 Jerome Street is a two-bedroom, one-bathroom, 1,184 square foot home in the Timrod Park Overlay District (D-4). The intent of the D-4 Timrod Park Overlay District is to foster good residential design and to maintain and build upon the attractive and significant historic architecture that exist throughout the district.

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. If the goal for Florence's Historic District is to become a National Register Historic District or simply to maintain the historical significance of a building, the following general guidelines should apply:

1. **The historic and significant character of the property should be retained and preserved;**
The 12 wooden windows will be replaced with 12 vinyl windows. Both the materials and the appearance of the windows will be different, the wooden windows at the property are 6 over 1 upper sash divided light windows and the proposed replacement vinyl windows are 1 over 1.
2. **Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved;**
The applicant wants to replace 12 wooden windows (6 over 1 upper sash divide light windows) with vinyl windows (1 over 1). The applicant also wants to replace 3 pane doors with top glass doors (two doors to the front entrance and one door in the rear) with 3 six panel steel doors.
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; Existing wood windows are being replaced with vinyl windows. Existing wood and glass doors are being replaced with metal doors.**
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;**
All new additions that the applicant is proposing to the property, the two front doors, one rear door, roof shingles, and the 12 vinyl windows could be replaced at a future date with other style doors, shingles, and windows.
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; Not applicable to this project.**
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 location of the windows, doors, and roof are not changing – the materials are changing from wood to vinyl for the windows, the doors are changing from 3 pane wooden doors with top glass to 3 standard 6 panel steel doors, and the roof is changing from 3-tab rusted roof shingles to onyx black laminated architectural shingles.
8. **The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures; Not applicable to this project.**
9. **The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures;**
The design of the roof will be compatible with existing residential properties on Jerome Street. The proposed roof will consist of onyx black laminated architectural shingles.
10. **Landscaping should be added that enhances the property and provides for green space and appropriate buffering between land uses and/or property boundaries;**

Not applicable to this project.

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;** *Not applicable to this project.*

12. **When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures.**

The 12 wooden windows will be replaced with 12 vinyl windows. Although the materials and the appearance of the windows will be different, the wooden windows at the property are 6 over 1 upper sash divided light windows and the proposed replacement vinyl windows are 1 over 1. The window color will remain white. The 3 replacement doors (two front entrance doors and the rear door) materials are also different. The material of the doors are wooden with top glass and the replacement doors will be 3 standard six panel steel doors.

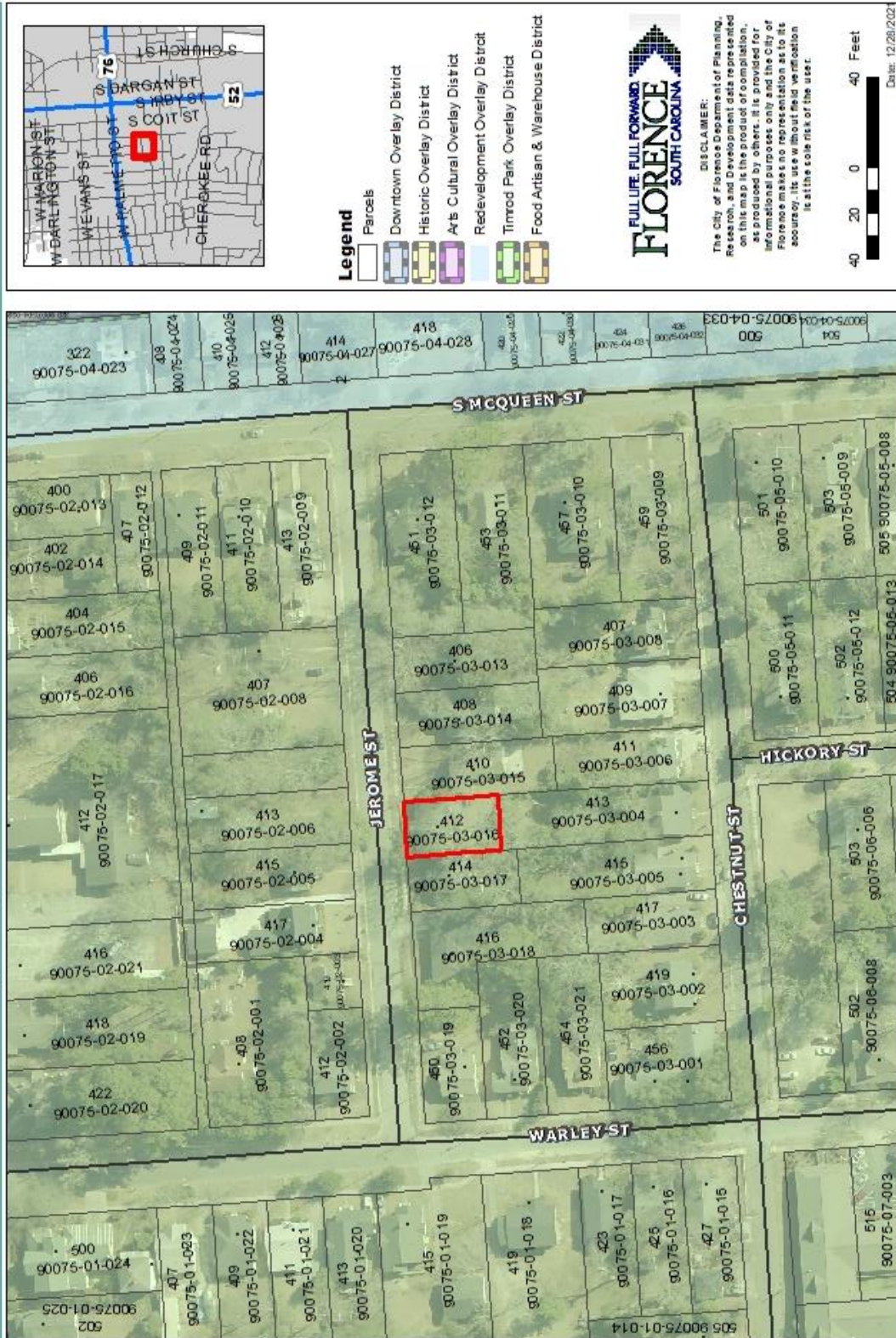
Board Action

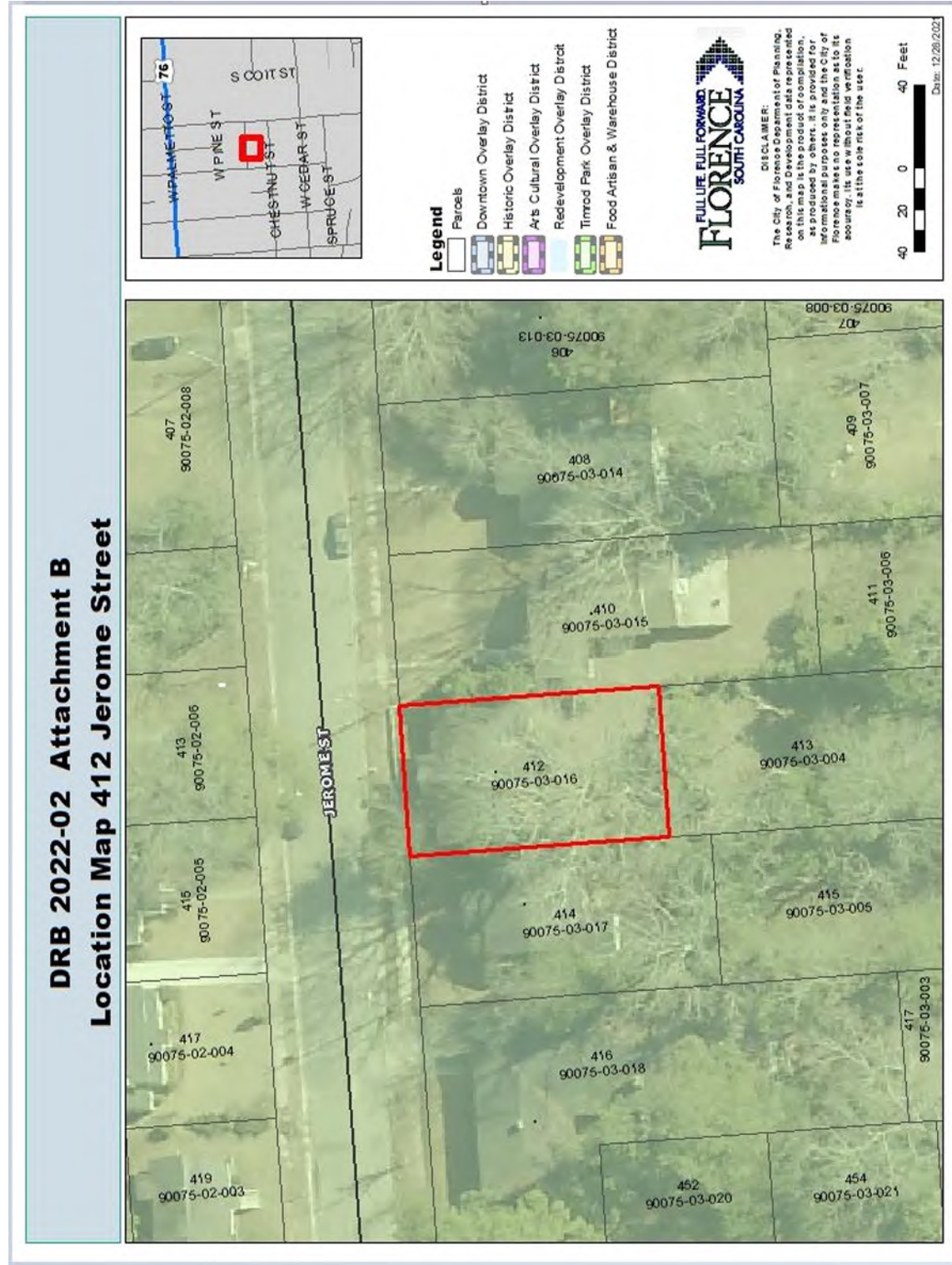
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

Attachments

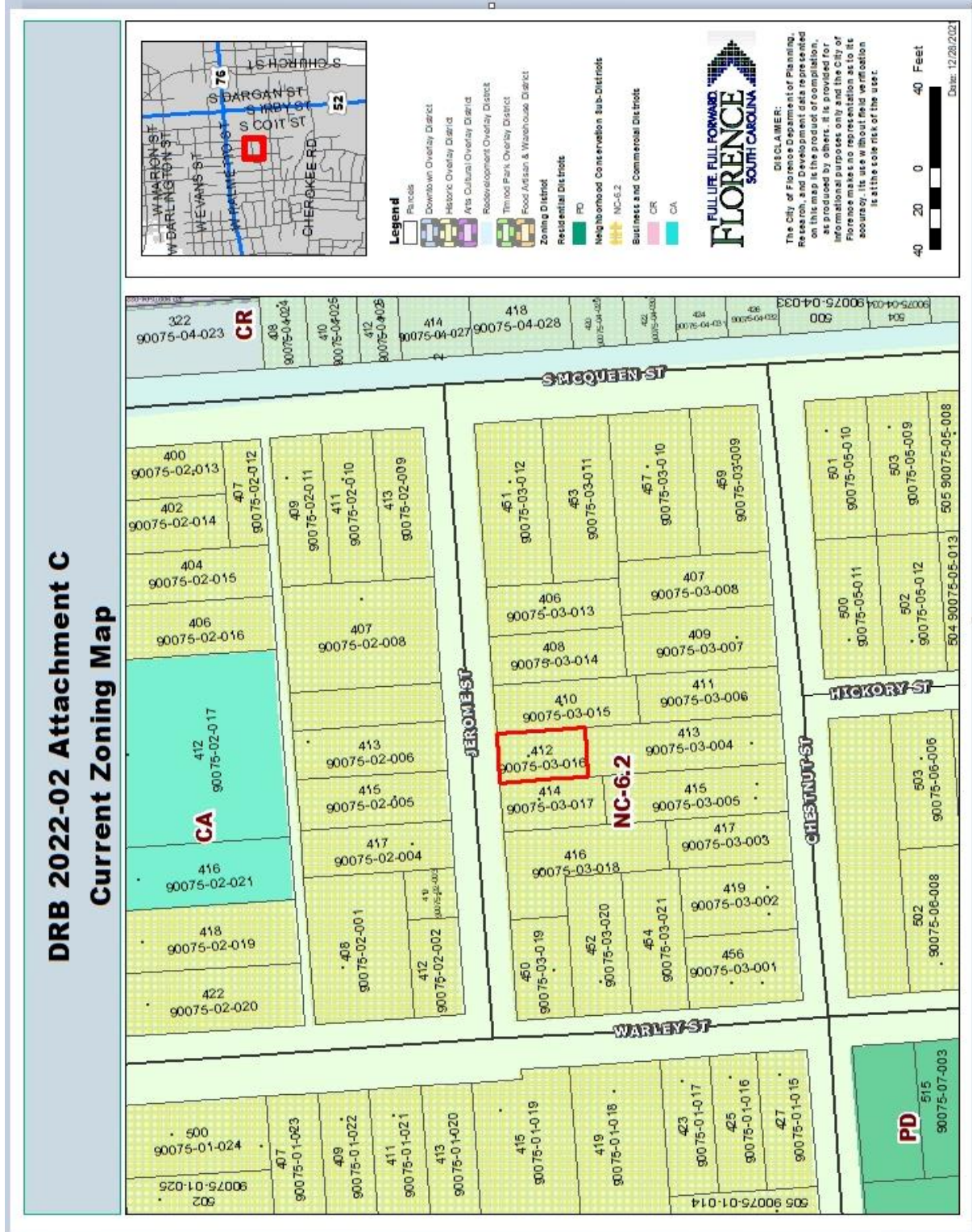
- A. Vicinity Map
- B. Location Map
- C. Current Zoning Map
- D. Property Tax Card
- E. Street view of the front of the property
- F. Site Photos of the property
- G. Window replacement picture (vinyl double pane)
- H. Onyx black laminated architectural singles picture (roof replacement)
- I. Standard 6 panel steel door (2 entrance doors and a rear door) replacement picture

DRB 2022-02 Attachment A
Vicinity Map 412 Jerome Street





Attachment C: Current Zoning Map



| | | |
|-------------------------------|-------------------------------|----------------|
| Date: Dec 20, 2021 | Florence County Taxes Inquiry | Time: 07:46 |
| Map/Block/Parcel 90075 03 016 | Property Card File | Year 2017 File |

Close This Window

FLORENCE COUNTY TAX ASSESSOR
 Property Card Record for MBP: 90075-03-016 TAX YEAR: 2021 9/16/21 10:13:19 PAGE: 69290

----- PROPERTY LOCATION Address ----- PROPERTY BILLING NAME/ADDRESS ===

| | |
|---|-----------------------------------|
| Number: 00412 Suffix: | PROPERTY BILLING NAME/ADDRESS === |
| Street Name: JEROME ST Street Suffix: | JABEZ PROPERTY MANAGEMENT |
| City: State: Zip: 00000 0000 | LLC |
| District: 110 Land Class: RI RESIDENTIAL IMPROVED | 425 E DAVIS ST |
| Legal Desc: JEROME ST | BISHOPVILLE SC29010 |

Land Characteristic Selections

| | | |
|---------------------|---|----------------------|
| 01 Topography | 1 | Level |
| 01 Topography | 2 | Above Street |
| 02 Street | 1 | Paved |
| 02 Street | 5 | Curb & Gutter |
| 02 Street | 6 | Sidewalk |
| 03 Utilities | 1 | All Public Utilities |
| 03 Utilities | 2 | Public Water |
| 03 Utilities | 3 | Public Sewer |
| 04 Fronting Traffic | 3 | Light |
| 05 Ownership | 1 | Private |

L A N D Lots: Eff Frontage: 50 Eff Depth: 186
 L A N D Gross Acres: Site Value .00

R E S I D E N T I A L MBP: 90075-03-016 BUILDING ID#: 001 SUFFIX#: 000
 Building Use Code: RESIDENTIAL 1 FAMILY Age Erected: 1948 Grade: D Story Height: 15 1 STORY
 Bedrooms: 02 Full Bath: 1 Half Bath: 0 Fireplaces: Heating & Air Conditioning: 2 UNITS
 Total Living Area: 1,184 Exterior Wall Construction: F STUD FRAME 02 SF-METAL/VINYL SID.
 Ext.Feat.Code: 21 Description: OMP Area: 78
 Ext.Feat.Code: 21 Description: OMP Area: 78
 Improvement Cost with Additions: .00 Yard/Other Bldg Values: +NH%: 30 Total Buildings Value: 38,120.3

--- Totals for MBP ---

| | | | | | |
|---------------------|-----------|---------------------|-----------|----------------------|---------------------|
| # Buildings: | 1 | Building Value: | 38,120.31 | Land Market Value: | 6,000.00 |
| Market Acres: | .00 | Use Acres: | .00 | Land Use Value: | .00 |
| Bld/Land Use Total: | 38,120.31 | Bld/Land Mar.Total: | 44,120.31 | 6% Bld Value: | 0 |
| Rental Acres: | 0 | Rental Acres Value: | 0 | Ren.Acres-Mar: | 0 |
| | | | | Ren.Acres Value-Mar: | 0 |
| | | | | Transfer Date: 09/03 | DEED Book: A789 |
| | | | | Page: 0397 | Sales Price: 35,500 |

Attachment E: Street view picture of the front of the house



Attachment E: Site photos continued



East side of the property



West side of the property

Attachment E: Site photos continued



Attachment F: Two front doors (entrance door and door to the west)



Attachment G: Window replacement (vinyl double pane)



Attachment H: Onyx black laminated architectural singles (roof replacement)



Attachment I: Standard 6 panel steel door that will replace the two front entrance doors and the rear door



**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE DESIGN REVIEW BOARD
JANUARY 12, 2022**

CASE NUMBER: DRB-2022-03

LOCATION: 286 West Evans Street

TAX MAP NUMBER: 90168-01-021

OWNERS OF RECORD: Thompson Rentals of Florence

APPLICANT: John Moody

PROJECT DESCRIPTION: Perpendicular sign

OVERLAY DISTRICT: H-1 Historic Overlay District &
D-1 Redevelopment Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to permit a perpendicular sign to be attached to the building located at 286 West Evans Street, Tax Map Number 90168-01-021. The commercial property is the site of Purvis Florist and Event Planning.

Background Information

The 5,644 square foot commercial building was constructed in 1951. The property is zoned Central Business District within the H-1 Historic Overlay District and the D-1 Redevelopment Overlay District. The intent of the H-1 Historic Overlay District is to safeguard architectural integrity of historic structures and sites by preventing the intrusion of incompatible development. The intent of the D-1 Overlay District is to foster the cultural, economic, and general welfare of the public by providing a mechanism for the identification, recognition, conservation, maintenance, protection, and enhancement of existing architecturally valuable structures, properties, and neighborhoods. The applicant, Mr. Moody, is currently renting out a tenant space to promote his floral and event planning business. According to Mr. Moody, he mentioned that he is the only African American male florist in Florence.

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
- 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 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 perpendicular sign to be mounted on the outer wall stucco block to the west of the property (Attachment E). The proposed signage rendering is not included in the staff report; however, the proposed rendering will be added in the presentation to the Design Review Board.

The design guidelines state that an applicant in the Redevelopment Overlay District requires a Certificate of Appropriateness (COA) before; “The issuance of a permit by the Building Official and/or Zoning Administrator for erection, alteration, improvement, demolition, or moving of structure, building, or signage.”

1. **The historic and significant character of the property should be retained and preserved;**
The applicant is proposing to add a perpendicular sign that will identify the location of his business which would be visible for potential clientele who are walking or driving in the 200 block of West Evans Street.
2. **Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved;** *Not applicable.*
3. **For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board;** *Not applicable.*
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.*

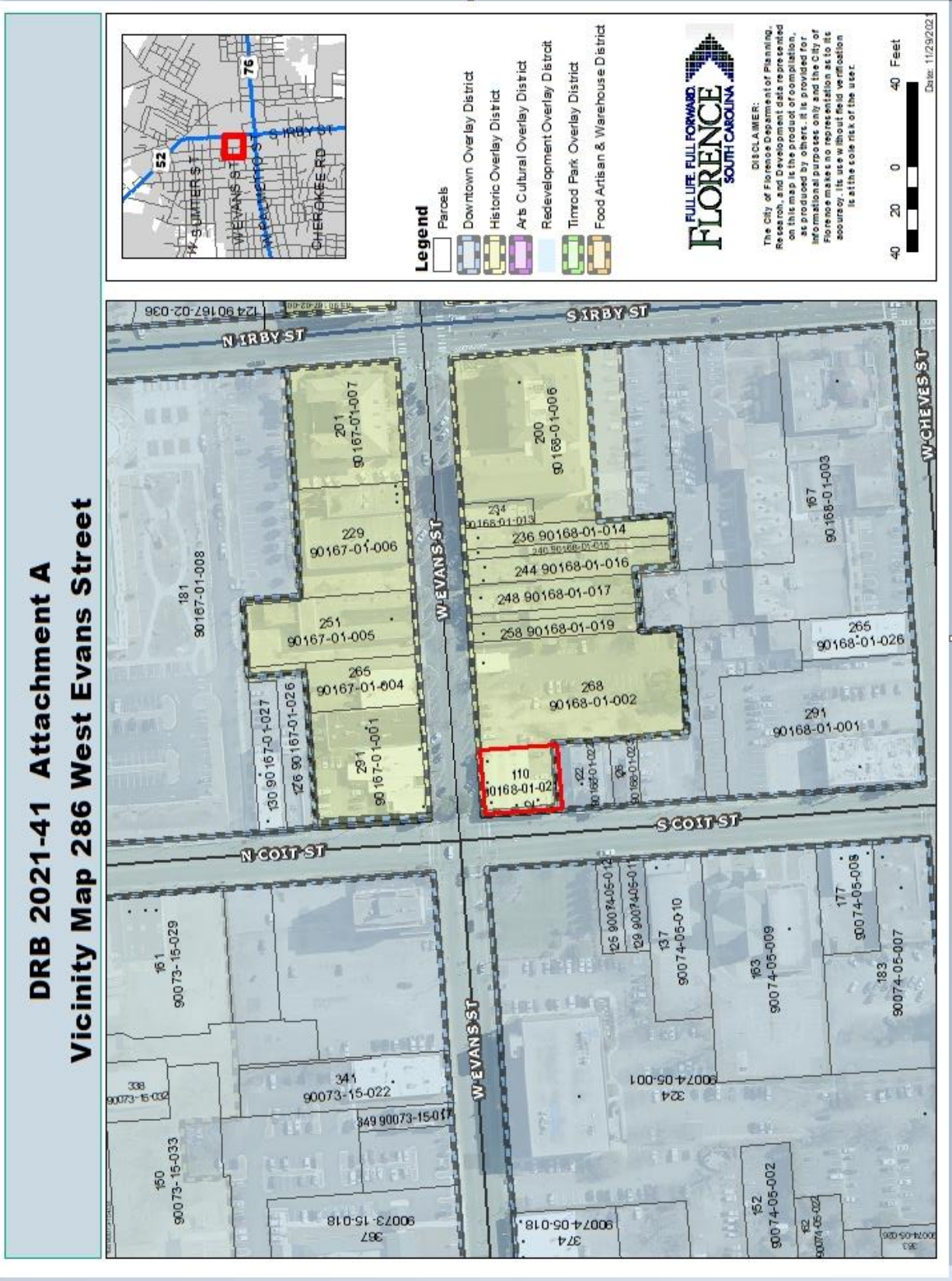
5. **New additions and adjacent or related new construction should be undertaken in such a manner that if removed in the future, the essential form and integrity of the original property and its environment would be unimpaired;**
The applicant is proposing to add a perpendicular sign that will identify the florist and event planning shop location at 286 West Evans Street.
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; Not applicable.**
7. **The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings; Not applicable.**
8. **The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures;**
According to the applicant, the perpendicular sign will be located on the front left side below the canopy. The perpendicular sign complies with the City of Florence Unified Development Ordinance Table 5-17.2.1B Regulation of Signs by Type, Characteristics, and Zoning Districts. Similar perpendicular signs that have been approved by the Design Review Board are in the 100 and 200 block of West Evans Street (Attachment G).
9. **The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures; Not applicable.**
10. **Landscaping should be added that enhances the property and provides for greenspace and appropriate buffering between land uses; Not applicable.**
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; Not applicable.**
12. **When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures.**
The proposed perpendicular sign rendering will be added in the presentation to the Design Review Board.

Board Action

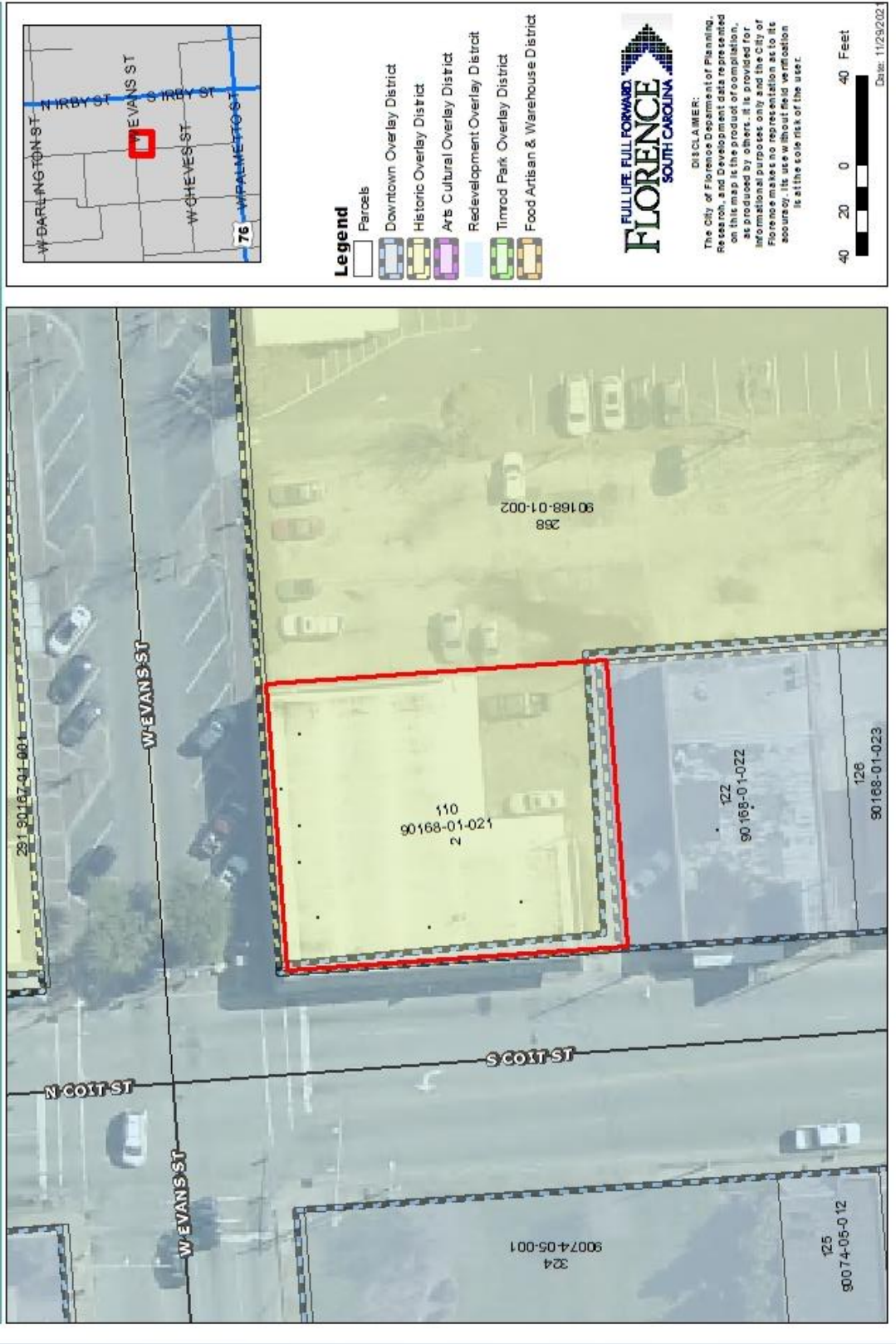
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

Attachments

- A. Vicinity Map
- B. Location Map
- C. Current Zoning Map
- D. Property Card
- E. Proposed Perpendicular Sign Rendering
- F. Site Photos
- G. Approved perpendicular signs located in the 100 and 200 block on West Evans St.



DRB 2021-41 Attachment B
Location Map 286 West Evans Street

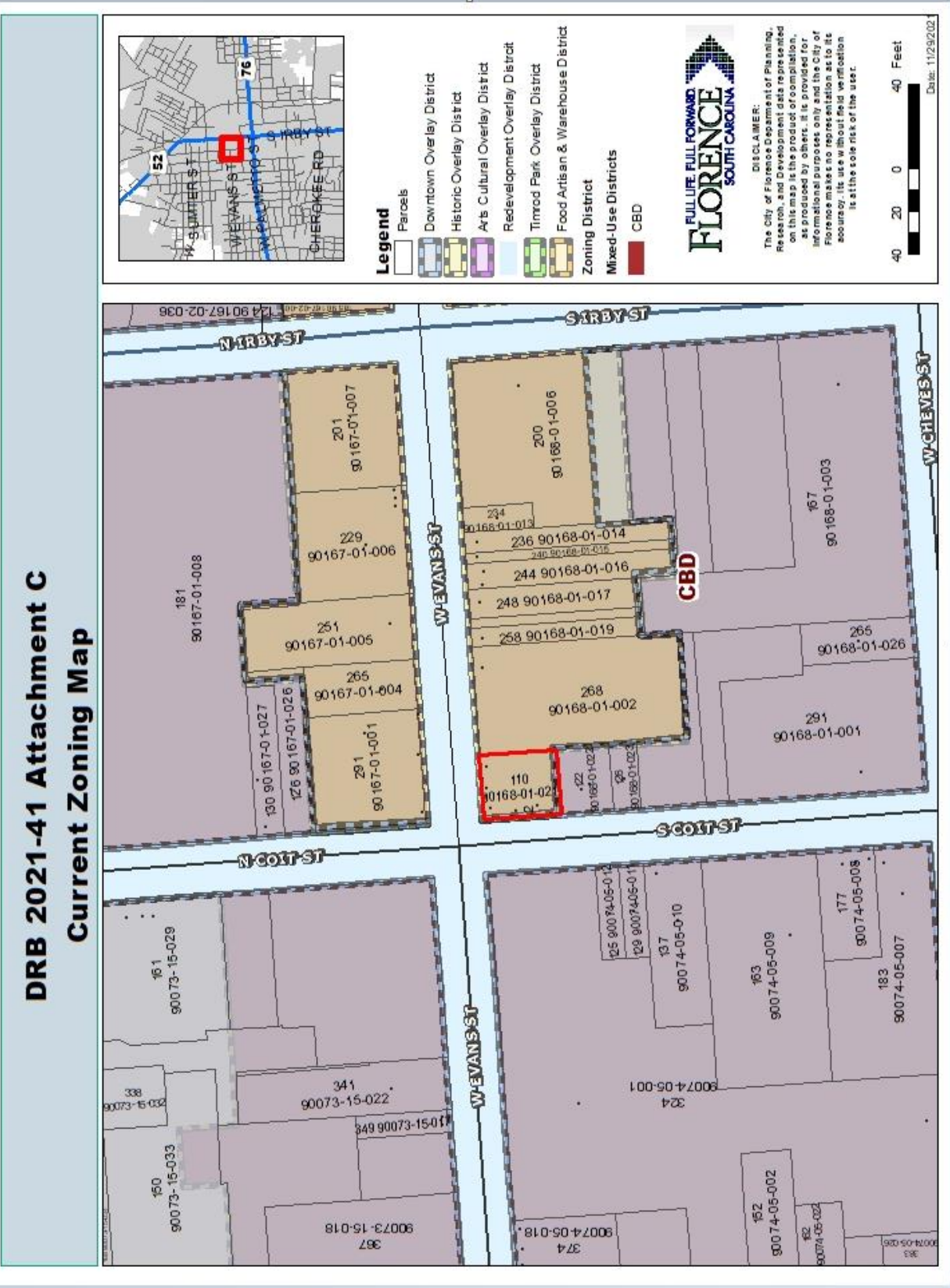


- Legend**
- Parcels
 - Downtown Overlay District
 - Historic Overlay District
 - Arts Cultural Overlay District
 - Redevelopment Overlay District
 - Timrod Park Overlay District
 - Food Artisan & Warehouse District



DISCLAIMER:
 The City of Florence Department of Planning, Research, and Development data represented on this map was prepared by the City of Florence. It is provided for informational purposes only and the City of Florence makes no representation as to its accuracy. Its use without field verification is at the sole risk of the user.





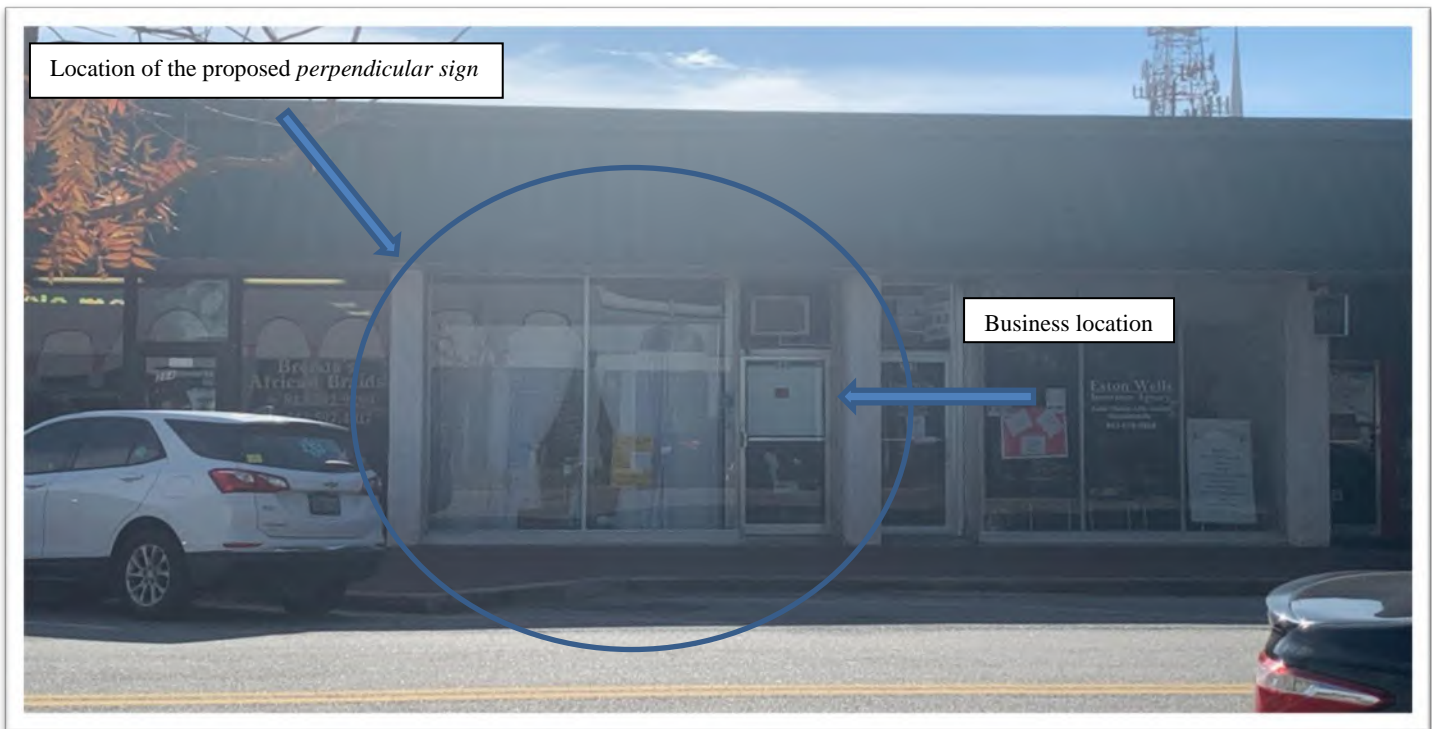
Attachment D: Property Card

| | | | |
|--|------------------------------------|----------------------------------|------------------------|
| FLORENCE COUNTY TAX ASSESSOR | | | |
| Property Card Record for MBP: 98168-01-021 | | TAX YEAR: 2021 | 9/16/21 10:13:19 |
| PAGE: 77239 | | PROPERTY LOCATION Address | |
| Number: 00000 | Suffix: | PROPERTY BILLING NAME/ADDRESS | |
| Street Name: 00000000 | Street Suffix: | THOMPSON RENTALS OF FLORENCE | |
| City: | State: | Zip: 00000 0000 | LLC |
| District: 110 | Land Class: CI COMMERCIAL IMPROVED | 2144 SUMAC DR | FLORENCE SC29503 |
| Legal Desc: W EVANS ST | | | |
| Land Characteristic Selections | | | |
| 01 Topography | 1 | Level | |
| 02 Street | 1 | Paved | |
| 02 Street | 5 | Curb & Gutter | |
| 02 Street | 6 | Sidewalk | |
| 03 Utilities | 1 | All Public Utilities | |
| 04 Fronting Traffic | 5 | Heavy | |
| 05 Ownership | 1 | Private | |
| L A N D Square Feet: Primary Site | | 8,542 | |
| C O M M E R C I A L MBP: 98168-01-021 BUILDING ID#: 001 SUFFIX#: 000 | | | |
| Category: 312 DISCOUNT STORES | Yr. Built: 1951 | Area Sq.Ft: 5,644 | |
| Improvement Cost with Additions: 64,957.93 | Yard/Other Bldg Values: | Total Buildings Value: 64,957.93 | |
| --- Totals for MBP --- | | | |
| # Buildings: 1 | Building Value: 64,957.93 | Land Market Value: 34,168.00 | |
| Market Acres: .00 | Use Acres: .00 | Land Use Value: .00 | |
| Bld/Land Use Total: 64,957.93 | Bld/Land Mar.Total: 99,125.93 | 6% Bld Value: 64,957 | # of 6% Blds: 1 |
| Rental Acres: 0 | Rental Acres Value: 0 | Ren.Acres-Mar: 0 | Ren.Acres Value-Mar: 0 |

Attachment E: Proposed sign rendering

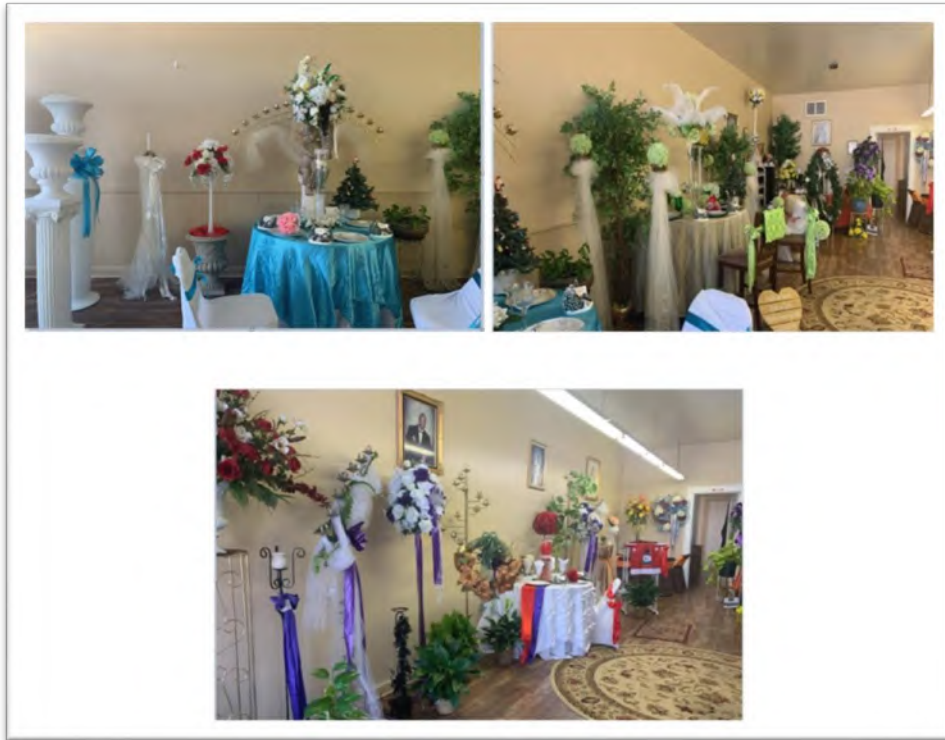
The proposed rendering of the perpendicular sign will be presented to the Design Review Board meeting on January 12, 2022.

Attachment F: Site Photo



286 West Evans Street (street view of the property)

Attachment F: Site Photos continued



286 West Evans Street interior of the shop

Attachment G: Perpendicular signs located on West Evans Street



154 W. Evans St.



178 W. Evans St.



234 W. Evans St.



290 W. Evans St.