

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

**I. Call to Order**

**II. Approval of Minutes** Regular meeting held on January 10, 2024

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

DRB-2024-01 Request for a Certificate of Appropriateness for wall signage for the building located at 170 West Evans Street, specifically identified as Florence County Tax Map Number 90168-02-023 in the H-1 Historic Overlay District.

**IV. Matter of Discussion**

Need to remove two large trees from the right of way in front of 608 South McQueen Street.

**V. Adjournment** Next meeting is scheduled for April 10, 2024.

**CITY OF FLORENCE, SOUTH CAROLINA**  
**DESIGN REVIEW BOARD**  
**JANUARY 10, 2024 MINUTES**

**MEMBERS PRESENT:** Jamie Carsten, Scott Collins, Brice Elvington, Joey McMillan, Mike Padgett, Ranny Starnes, and David Tedder

**MEMBERS ABSENT:** Kyle Gunter, David Lowe, and John Keith

**STAFF PRESENT:** Clint Moore, Derek Johnston, and Alane Zlotnicki

**CALL TO ORDER:** Chairman Carsten called the January 10, 2024 meeting to order at 2:00 p.m.

**APPROVAL OF MINUTES:** Chairman Carsten introduced the December 13, 2023 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. Collins moved that they be approved; Mr. Tedder seconded the motion, and it passed unanimously (7-0).

**PUBLIC HEARING AND MATTER IN POSITION FOR ACTION:**

**DRB-2024-03 Request for a Certificate of Appropriateness for exterior renovations to the building located at 312 South McQueen Street, specifically identified as Florence County Tax Map Number 90074-12-011 in the D-1 Redevelopment Overlay District.**

Chairman Carsten read the introductions to DRB-2024-03 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 Carsten opened the public hearing. There being no one to speak regarding the request, Chairman Carsten closed the public hearing and called for discussion. There being none, Chairman Carsten called for a motion. Mr. Padgett moved that the request be approved as submitted by the applicant. Mr. McMillan seconded, and the motion passed unanimously (7-0).

**ADJOURNMENT:**

Mr. Moore updated the Board on the process for the rewriting of the Design Guidelines, explaining that the RFP has been issued. There being no other business, Chairman Collins adjourned the meeting at 2:04 p.m. The next meeting is scheduled for February 14, 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:** March 13, 2024  
**CASE NUMBER:** DRB-2024-01  
**LOCATION:** 170 West Evans Street  
**TAX MAP NUMBER:** 90168-02-023  
**OWNER OF RECORD:** Monika Brigman  
**APPLICANT:** Coastal Signs  
**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 170 West Evans Street, Tax Map Parcel 90168-02-023. The proposal is for a 4 feet tall by 6 feet wide internally illuminated sign with LED channel letters on a raceway with vinyl graphics. It is 3.5” in depth, made of aluminum, with no raised lettering.

**Background Information**

The building was constructed in 1920 and has a total of 4,500 square feet. The applicant represents a new tenant who wants to operate a restaurant in the space. They have requested an LED wall sign rather than propose a standard dimensional sign with exterior lighting which would meet the signage requirements in the historic district.

**Staff Analysis**

In Chapter 4 of the *Design Guidelines for Downtown Florence, South Carolina*, the following 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 proposal includes one internally lit wall sign which would be mounted to the wall over the door. The sign has an area of 24 square feet and consists of flat vinyl graphics over an LED cloud style sign in a 3.5” deep aluminum frame (see Attachment D).*

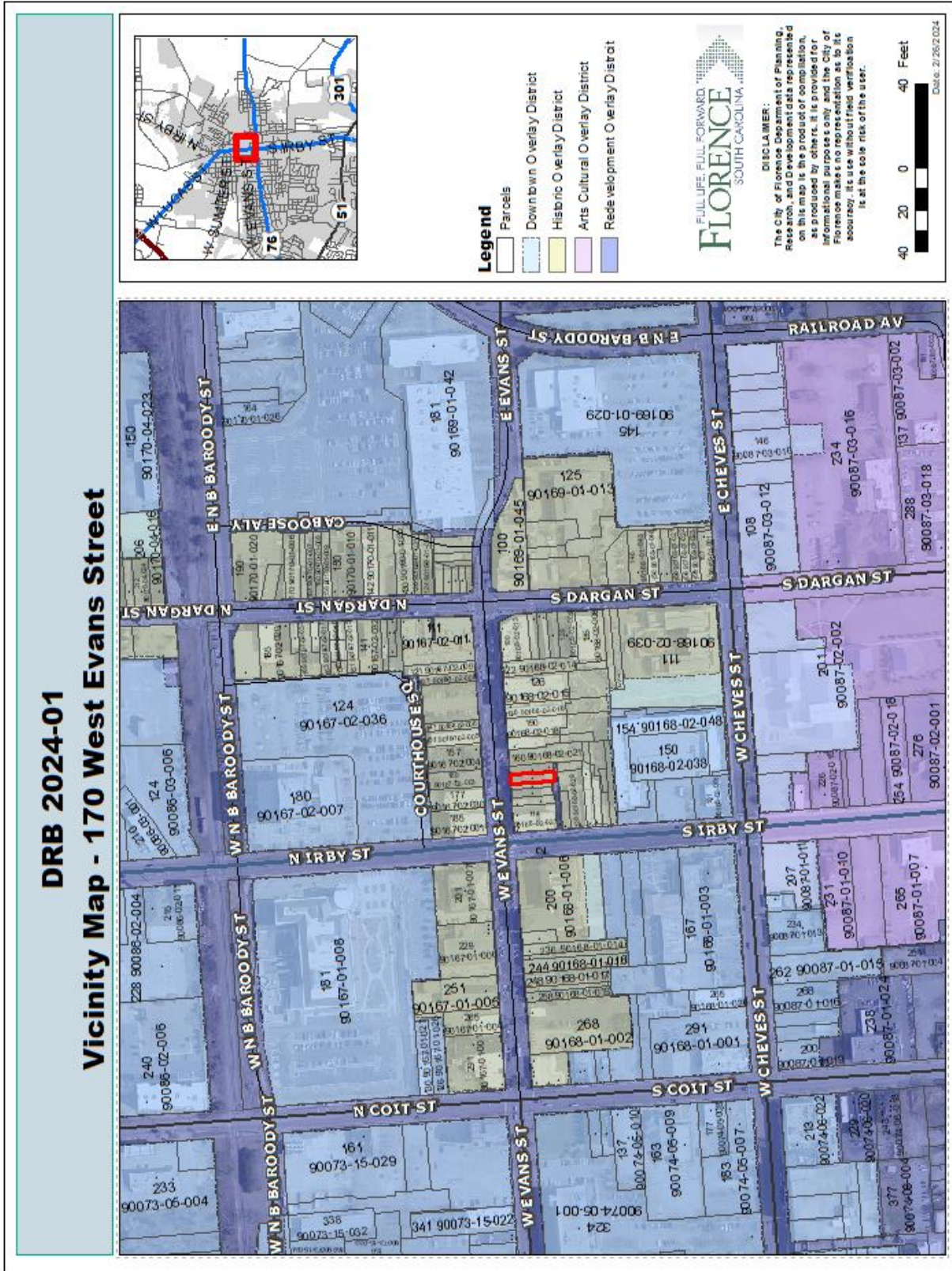
#### **Board Action**

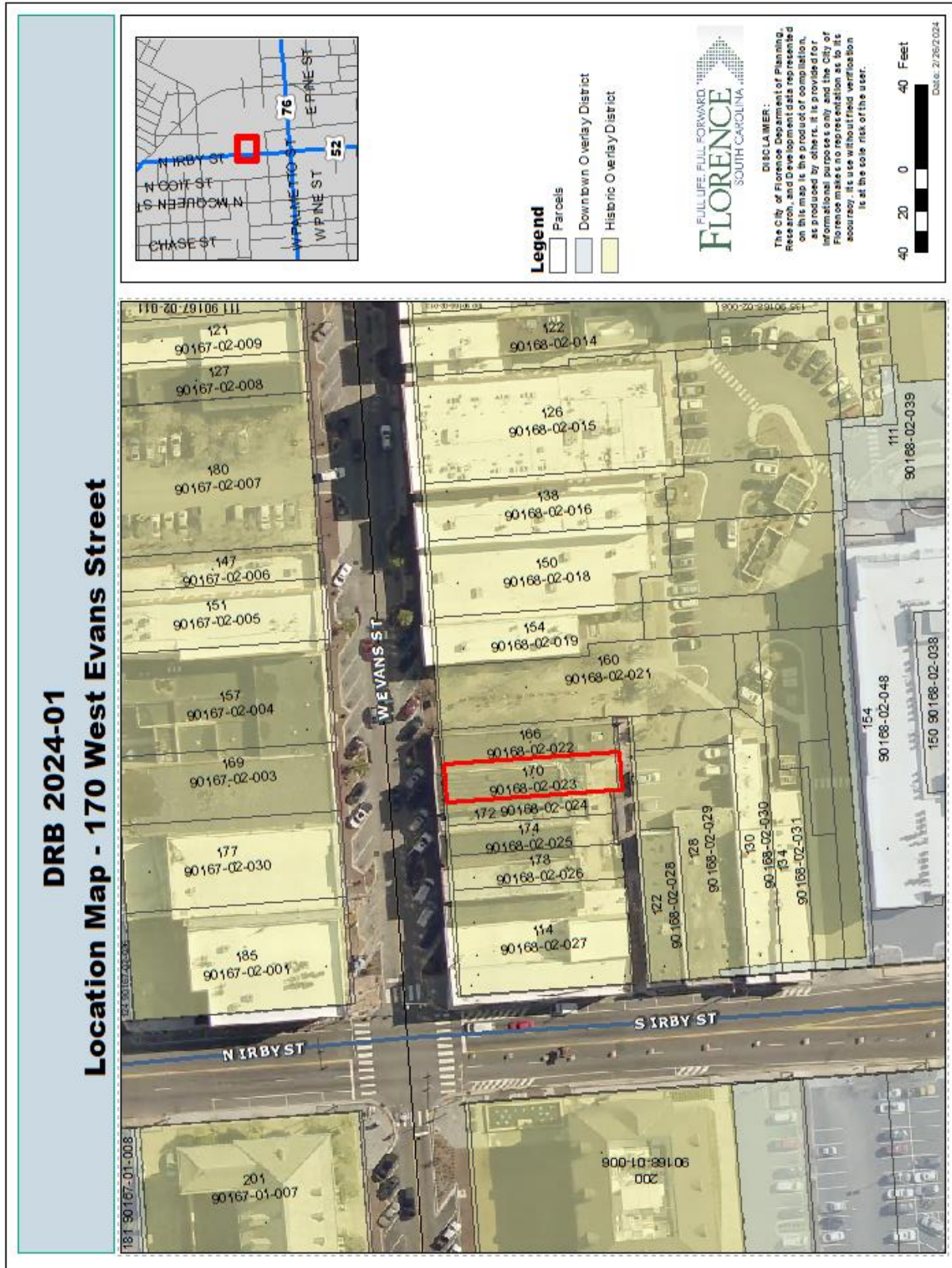
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

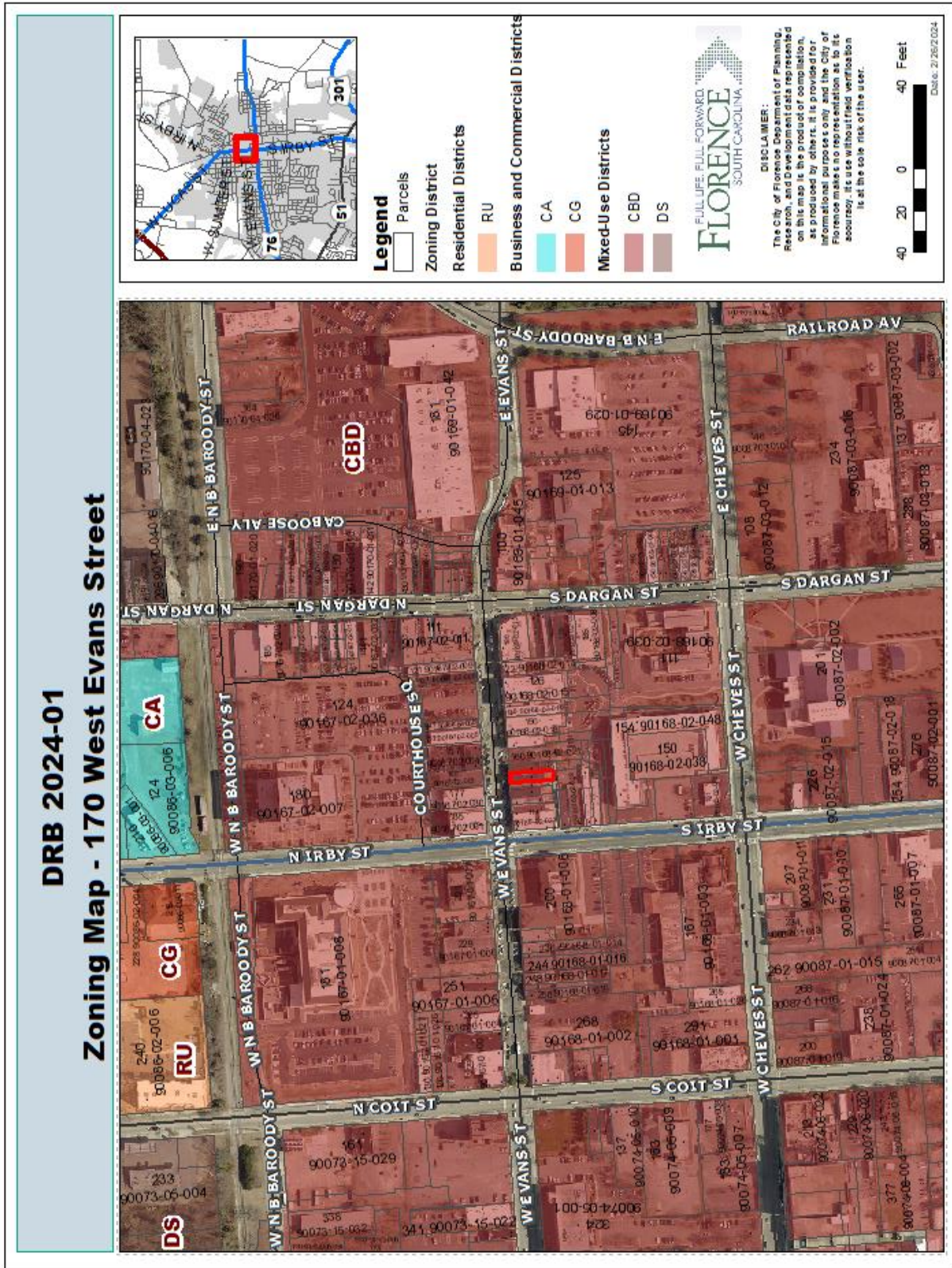
#### **Attachments**

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Proposed Signage Rendering
- E. Options for Board Action Based on Findings of Fact

Attachment A: Vicinity Map









**4ft x 6ft Back-Lit Cloud Style Sign Attached w/ 3/8 Stainless Lag Bolts Wired to existing power**



710 Seaboard Rd.  
Myrtle Beach, S.C. 29577  
843-636-7461

**FRONT ELEVATION**

DATE: 01.13.2024  
SCALE: 1"=4'-0"  
ALUMINUM: 11" x 17"

PROJECT NO.:  
SHEET NO.: 01

**ACM BACKING**  
3.5" ALUMINUM RETURN  
3/16 ACRYLIC / 1" JEWEL TRIM  
VINYL GRAPHICS

**LED CHANNEL LETTER**  
TYPICAL INSTALLATION

**LETTERS COME WITH**  
1" X 1" ACRYLIC BACKING  
1" X 1" ACRYLIC TRIM  
1" X 1" ACRYLIC JEWEL TRIM  
1" X 1" ACRYLIC JEWEL TRIM

**1" X 1" ACRYLIC BACKING**  
FOR BACKING ATTACHMENT

**1" X 1" ACRYLIC TRIM**  
FOR BACKING ATTACHMENT

**1" X 1" ACRYLIC JEWEL TRIM**  
FOR BACKING ATTACHMENT

**FRONT ELEVATION**

**FRONT VIEW PLASTER MOUNT**

**FRONT VIEW**

**LED CHANNEL LETTER**  
TYPICAL INSTALLATION

**LETTERS COME WITH**  
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1" X 1" ACRYLIC JEWEL TRIM  
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**1" X 1" ACRYLIC BACKING**  
FOR BACKING ATTACHMENT

**1" X 1" ACRYLIC TRIM**  
FOR BACKING ATTACHMENT

**1" X 1" ACRYLIC JEWEL TRIM**  
FOR BACKING ATTACHMENT

**FRONT ELEVATION**

**FRONT VIEW PLASTER MOUNT**

**FRONT VIEW**

**LED CHANNEL LETTER**  
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**1" X 1" ACRYLIC BACKING**  
FOR BACKING ATTACHMENT

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**1" X 1" ACRYLIC JEWEL TRIM**  
FOR BACKING ATTACHMENT

**FRONT ELEVATION**

**FRONT VIEW PLASTER MOUNT**

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**LED CHANNEL LETTER**  
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FOR BACKING ATTACHMENT

**FRONT ELEVATION**

**FRONT VIEW PLASTER MOUNT**

**FRONT VIEW**



Attachment E: Options for Board Action Based on Findings of Fact

**a. Deferral**

I move to defer Case Number \_\_\_\_\_ [or items \_\_\_\_\_ of Case Number \_\_\_\_\_], to the \_\_\_\_\_ meeting of the Design Review Board, with the specific finding that additional information is required from the applicant in order to determine whether the action requested is consistent with the relevant Design Guidelines and is in compliance with the relevant sections of the *Unified Development Ordinance* as referenced in the Staff Report.

**b. Approval**

I move to approve Case Number \_\_\_\_\_ [or items \_\_\_\_\_ of Case Number \_\_\_\_\_] with the specific finding that the proposed work as submitted will not have an adverse effect on the historic character of the district or property, and it complies with the relevant Design Guidelines and sections of the *Unified Development Ordinance* as referenced in the Staff Report.

**c. Approval with Conditions**

I move to approve Case Number \_\_\_\_\_ [or items \_\_\_\_\_ of Case Number \_\_\_\_\_] with the specific finding that the proposed work as submitted, with the agreed-upon conditions, will not have an adverse effect on the historic character of the district or property, and the items comply with the relevant Design Guidelines and sections of the *Unified Development Ordinance* as referenced in the Staff Report. [list conditions in a numbered format]

**d. Approval with Unique Circumstances**

I move to approve Case Number \_\_\_\_\_ [or items \_\_\_\_\_ of Case Number \_\_\_\_\_] with the specific finding that the proposed work as submitted will not have an adverse effect on the historic character of the district or property; that the following unique circumstances exist; that the items do not strictly comply with the relevant Design Guidelines or are not addressed by them, but are nonetheless consistent with the spirit and intent of the Guidelines and the *Unified Development Ordinance* as referenced in the Staff Report. [list unique circumstances in a numbered format]

**e. Approval with Conditions and Unique Circumstances**

I move to approve Case Number \_\_\_\_\_ [or items \_\_\_\_\_ of Case Number \_\_\_\_\_] with the specific finding that the proposed work as submitted, with the agreed-upon conditions, will not have an adverse effect on the historic character of the district or property; that the following unique circumstances exist; that the items do not strictly comply with the relevant Design Guidelines or are not addressed by them, but are nonetheless consistent with the spirit and intent of the Guidelines and the *Unified Development Ordinance* as referenced in the Staff Report. [list conditions and circumstances in a numbered format]

**f. Denial**

I move to deny Case Number \_\_\_\_\_ [or items \_\_\_\_\_ of Case Number \_\_\_\_\_] with the specific finding that the proposed work as submitted will have an adverse effect on the historic character of the district or property; it is not consistent with the provisions of the Design Guidelines, and it is not in compliance with the relevant sections of the City of Florence *Unified Development Ordinance* as referenced in the Staff Report. [list the reasons in a numbered format]