

CITY OF FLORENCE DESIGN REVIEW BOARD

CITY CENTER – COUNCIL CHAMBERS

324 WEST EVANS STREET, FLORENCE, SC

WEDNESDAY, APRIL 10, 2024 – 2:00 P.M.

MEETING AGENDA

I. Call to Order

II. Approval of Minutes Regular meeting held on March 13, 2024

III. Matter in Position for Action

DRB-2024-02 Request for a Certificate of Appropriateness for changes to be made to the previously approved building to be located at 175 North Dargan Street, specifically identified as Florence County Tax Map Number 90167-02-019 in the H-1 Historic Overlay District.

IV. Public Hearing and Matter in Position for Action

DRB-2024-04 Request for a Certificate of Appropriateness for a metal building to be located at 615 South Dargan Street, specifically identified as Florence County Tax Map Number 90088-08-003 in the D-1 Redevelopment Overlay District.

V. Public Hearing and Matter in Position for Action

DRB-2024-05 Request for a Certificate of Appropriateness for wall signage to be located at 183 B and C South Coit Street, specifically identified as Florence County Tax Map Number 90074-05-007 in the D-2 Downtown Overlay District.

VI. Public Hearing and Matter in Position for Action

DRB-2024-06 Request for a Certificate of Appropriateness for exterior changes to be made to the building located at 505 North Coit Street, specifically identified as Florence County Tax Map Number 90072-14-031 in the D-1 Redevelopment Overlay District.

VII. Public Hearing and Matter in Position for Action

DRB-2024-07 Request for a Certificate of Appropriateness for a monument sign to be located at 320 West Cheves Street, specifically identified as Florence County Tax Map Number 90074-06-022 in the D-2 Downtown Overlay District.

VIII. Adjournment Next meeting is scheduled for May 8, 2024.

**CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
MARCH 13, 2024 MINUTES**

MEMBERS PRESENT: Jamie Carsten, Scott Collins, Brice Elvington, David Lowe, Joey McMillan, and David Tedder

MEMBERS ABSENT: Kyle Gunter, John Keith, Mike Padgett, and Ranny Starnes

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

CALL TO ORDER: Chairman Carsten called the March 13, 2024 meeting to order at 2:24 p.m. after a delay to obtain quorum.

APPROVAL OF MINUTES: Chairman Carsten introduced the January 10, 2024 minutes and asked if there were any corrections or comments. There being none, he called for a motion to approve the minutes as submitted. Chairman Carsten moved that they be approved; Mr. McMillan seconded the motion, and it passed unanimously (6-0).

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.

Chairman Carsten read the introductions to DRB-2024-01 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

Mr. Collins clarified that lighting needs to be exterior such as through gooseneck lights. There was discussion as to precedence for interior lighting in the H-1 district. The size is not a problem, just the interior lighting and being flat. It's a brand new business; this does not appear to be a reuse of an existing sign. Mr. Dudley said that signs in the H-1 with interior lighting had individual components lit up, not the entire sign itself. He said this one is flat and lit from the back.

Mr. Collins pointed out that, unlike the Trendy Twist sign, this one has a custom shape but it is still flat with interior lighting. It is more of a suburban style sign, which is out of character for the H-1 district.

Mr. Elvington asked about the business identifying itself after dark. Mr. Collins pointed out that several signs downtown are lit from the inside, but they are more dimensioned. Mr. Dudley pointed out that this one has the flat suburban strip mall style to it. There are signs they can pursue more creatively.

Mr. Collins asked if this sign has been fabricated yet; Mrs. Zlotnicki said she didn't think so.

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.

Chairman Carsten called for a motion. Mr. Collins moved that the applicant work with staff to come up with a more appropriate design. Mr. McMillan seconded, and the motion passed unanimously (6-0).

MATTER OF DISCUSSION:

Mrs. Zlotnicki explained about the need to remove two large trees from the right of way in front of 608 South McQueen Street. It is a Duke Energy project since they are growing into the power lines. Mr. Dudley said he would work with Public Works to replant appropriate trees under the power lines.

ADJOURNMENT:

There being no other business, Chairman Carsten adjourned the meeting at 2:34 p.m. The next meeting is scheduled for April 10, 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: April 10, 2024

CASE NUMBER: DRB-2024-02

LOCATION: 175 North Dargan Street

TAX MAP NUMBER: 90167-02-019

OWNER OF RECORD: Carlos Velazquez

APPLICANT: Michael Padgett, P.E.

PROJECT DESCRIPTION: Façade Changes to Proposed Building Previously Approved by The Board

OVERLAY DISTRICT: H-1 Historic Overlay District

Project Description

The applicant obtained a Certificate of Appropriateness (COA) to demolish the one-story, 1400 square foot commercial building located at 175 North Dargan Street at the May 11, 2022 Design Review Board meeting. The COA also included construction of a three-story building in its place, with the first floor being dedicated to commercial space and the second and third floors built out with two-bedroom apartments. The applicant obtained approval for two different exterior finish options; one option in Exterior Insulation Finishing System (EIFS) finished with stucco, and one with brick.

The owner will utilize the dark gray brick (Attachment F) on the front and rear of the new building. The owner is proposing to change the façade of the front of the building (east) to include a black Carrara glass marble tile finish for the commercial storefront as shown in Attachment E. The brick façade will be retained for the remainder of the building front with the dark gray brick to blend with the proposed black Carrara glass marble tile.

Attachment E is the most up to date representation of the building façade illustrating the aforementioned proposed materials with gray split face block being utilized for the sides of the building to complement the brick and marble tile on the front and rear facades.

The owner will open a jewelry store, V Latin Jewelers, on the first floor of the proposed building with rental two-bedroom apartments on the second and third floors.

Background Information

According to the Florence County Property Card, the demolished commercial property was built in 1920; however, the façade materials indicated that the building may not have been original or may have been altered mid-century. The building was 1,386 square feet on an approximately 0.043 acre lot.

The property is zoned Central Business District (CBD) and located in the Historic Overlay District. The CBD is intended for mixed use development including commercial and residential. The original building was not a contributing building for the City's historic downtown 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. According to Chapter 4 *Downtown Central District Design Guidelines*, the following general guidelines shall apply.

1. The historic and significant character of the property should be retained and preserved. ***The previous building was demolished, and a new building is being proposed with a gray split-face block façade on the left (south) and right (north) sides to balance the dark brick and marble tile materials as shown in Attachment E to match and/or complement the character of existing and renovated buildings in the Historic Overlay District.***

The front (east) will feature a commercial storefront façade of black Carrara glass marble tile with the finish shown in Attachment E. The rear (west) wall will be a brick façade to match the bricks utilized on the front façade.

2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved. ***The storefront was previously approved with large expanses of glazing trimmed with wide black metal framing in the proposed new construction with an added two floors of two-bedroom apartments. The wide black metal framing is meant to mimic that of other storefronts in the area including Collins & Almers at 155 North Dargan Street. The storefront has been altered to include less glazing than previous iterations.***

The upper floors have symmetrical windows with façade accents including decorative cornice, belt course, window hoods, and piers to provide interest. The applicant is proposing to add six windows instead of the four previously approved. The building will also have a metal awning overhanging the storefront (Attachment E).

3. For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board. ***Not applicable to this request; the new addition will have facades of Carrera glass marble tile, brick, and split face block. Carrera glass and brick are common materials in the historic downtown; however, split face block is less common as an exposed material.***
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. ***Because this is new construction, it is not applicable to this request.***
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 building could be removed in the future if necessary.***
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 building will have three stories. In the same block are the Mangum and Nofal buildings each at two stories. In close proximity on Dargan Street is the Kress Building (three story) and Hyatt Place (four story). The two directly adjacent buildings are one story structures.***

7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings. ***Windows on the ground floor front of the building were originally an open storefront style with a black metal finish with vertical and horizontal cross bars. The new iteration reduces the amount of glazing and removes the decorative cross bars. The proposed door will have more glazing. The applicant is open to keeping the black metal accents as originally approved.***

Windows on the left and right elevation add visual interest for the second and third floor apartments. The rear façade has a commercial security door on the first floor and the second and third floors have vinyl sliding glass doors with residential wooden doors.

8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures. ***The proposed building will be physically attached to the adjacent buildings in keeping with the architectural styles of other buildings in the downtown area.***
9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures. ***The roof will be flat in keeping with the architectural styles of other buildings in the downtown area. The construction will be a metal standing seam roof of either black or dark gray. The brick parapets surrounding the roof will step down gradually from the front of the building to the rear. Black or dark grey metal coping along the top of the wall will be added to match the roof.***
10. Landscaping should be added that enhances the property and provides for greenspace and appropriate buffering between land uses. ***No new landscaping is proposed for 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. ***The original building and those directly adjacent are one story. The proposed building will be three stories in height.***
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures. ***The proposal is generally compatible with the majority of other commercial buildings in the downtown historic district, which are brick or stucco, have one to four stories, and have storefront windows and doors. The Carrara glass marble tile does provide an accent to surrounding buildings of all brick, but only for the first-floor storefront. The color of the brick (dark gray) is different from other brick colors in the historic downtown. Also, the split face block proposed for the side elevations is not common in the historic downtown.***

Board Action

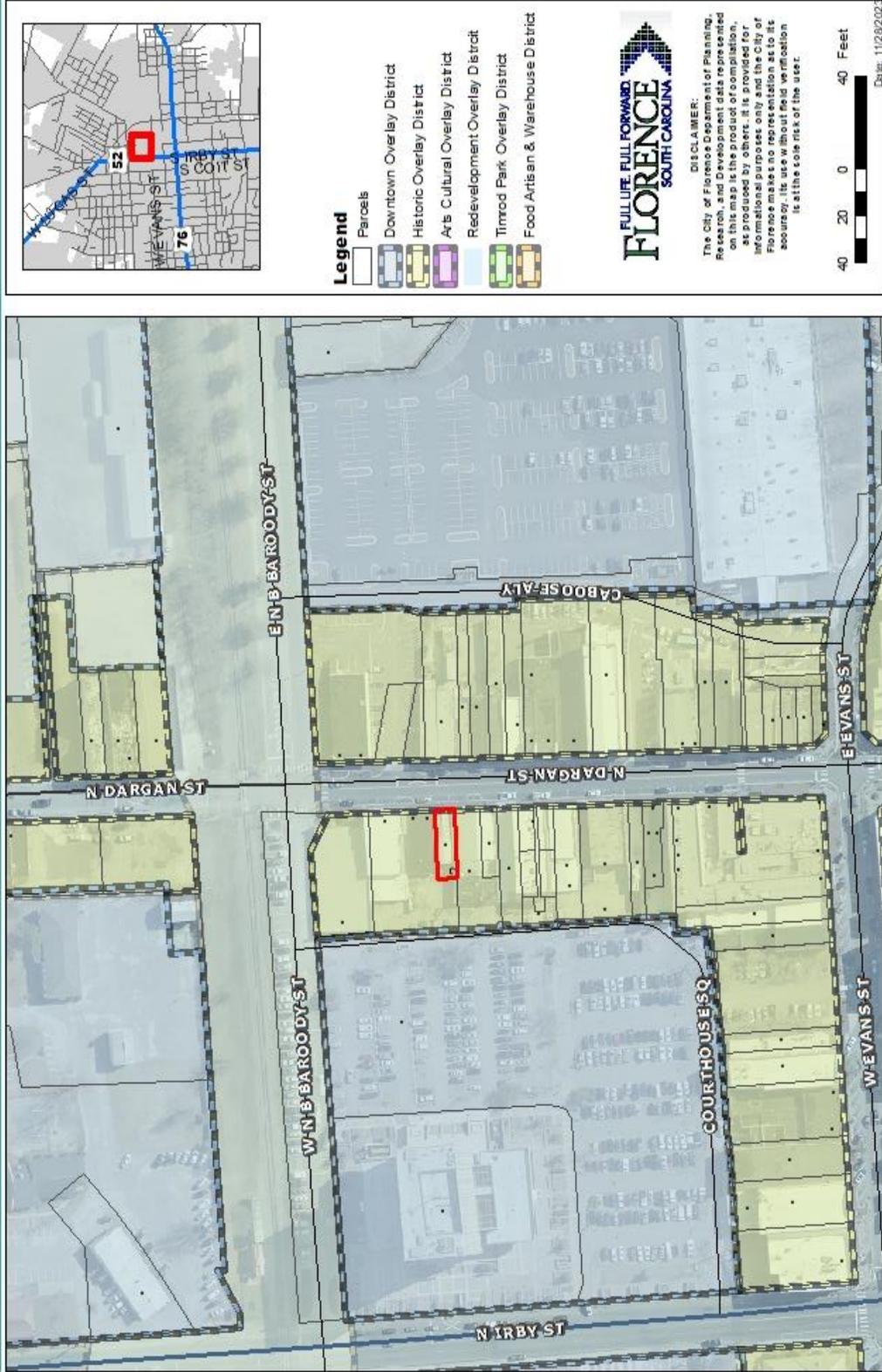
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request for demolition.

Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Site Photos
- E. Proposed Building Renderings – Marble Tile Façade
- F. Proposed Material Specifications

Attachment A: Vicinity Map

DRB 2023-24 Attachment A
Vicinity Map 175 North Dargan Street



Attachment B: Location Map

DRB 2023-24 Attachment B
Location Map 175 North Dargan Street



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

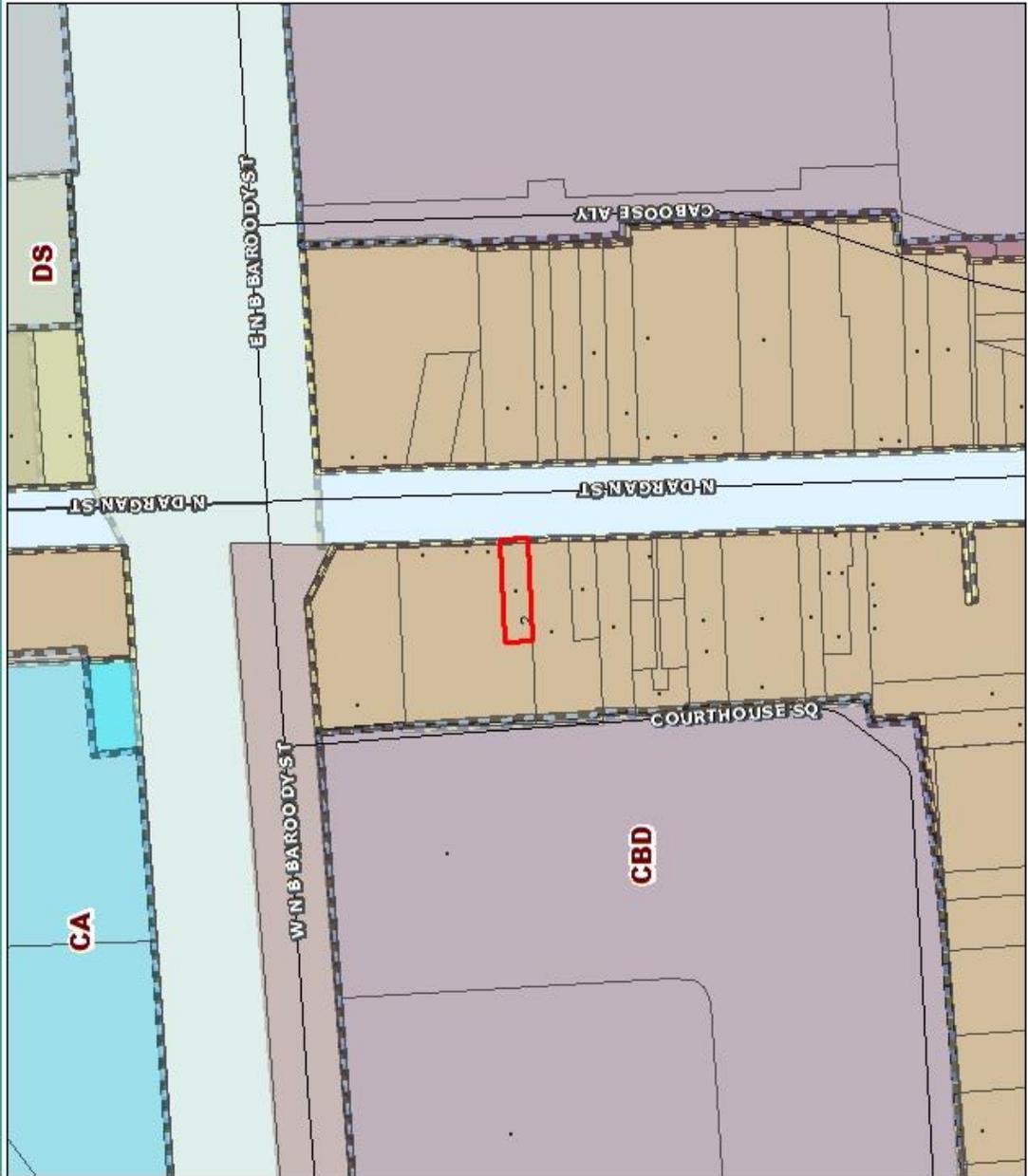


DISCLAIMER:
 The City of Florence Department of Planning, Research, and Development data represented on this map is the product of compilation, as produced by others. It is provided for informational purposes only and the City of Florence makes no representation as to its accuracy, its use without field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



Date: 11/28/2023

DRB 2023-24 Attachment C Current Zoning Map



- Legend**
- Parcels
 - Downtown Overlay District
 - Historic Overlay District
 - Arts Cultural Overlay District
 - Redevelopment Overlay District
 - Timrod Park Overlay District
 - Food Artisan & Warehouse District
 - Zoning District
 - Business and Commercial Districts
 - CA
 - Mixed-Use Districts
 - CBD
 - DS



DISCLAIMER:
The City of Florence Department of Planning, Research, and Development data represented on this map is the product of compilation, as produced by others. 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.



Date: 11/28/2023



Current Front of 175 North Dargan Street (Building Demolished)



Current Front of 175 North Dargan Street (Building Demolished)

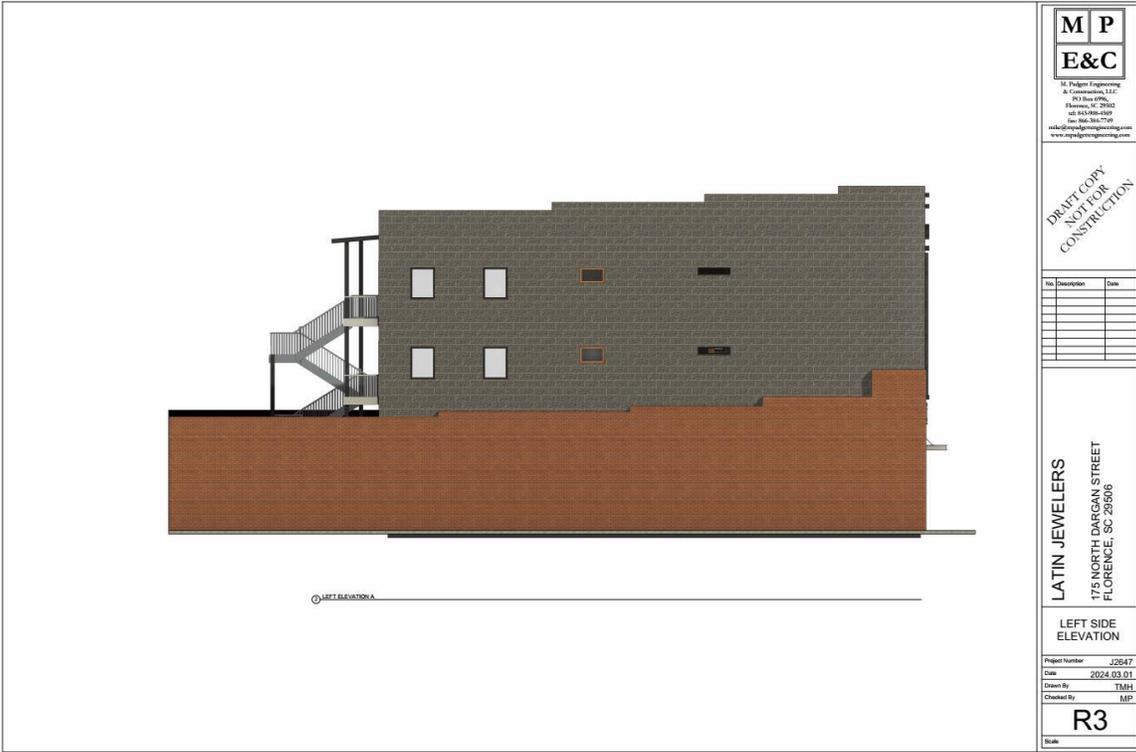


Front of Previous Building – 175 North Dargan Street

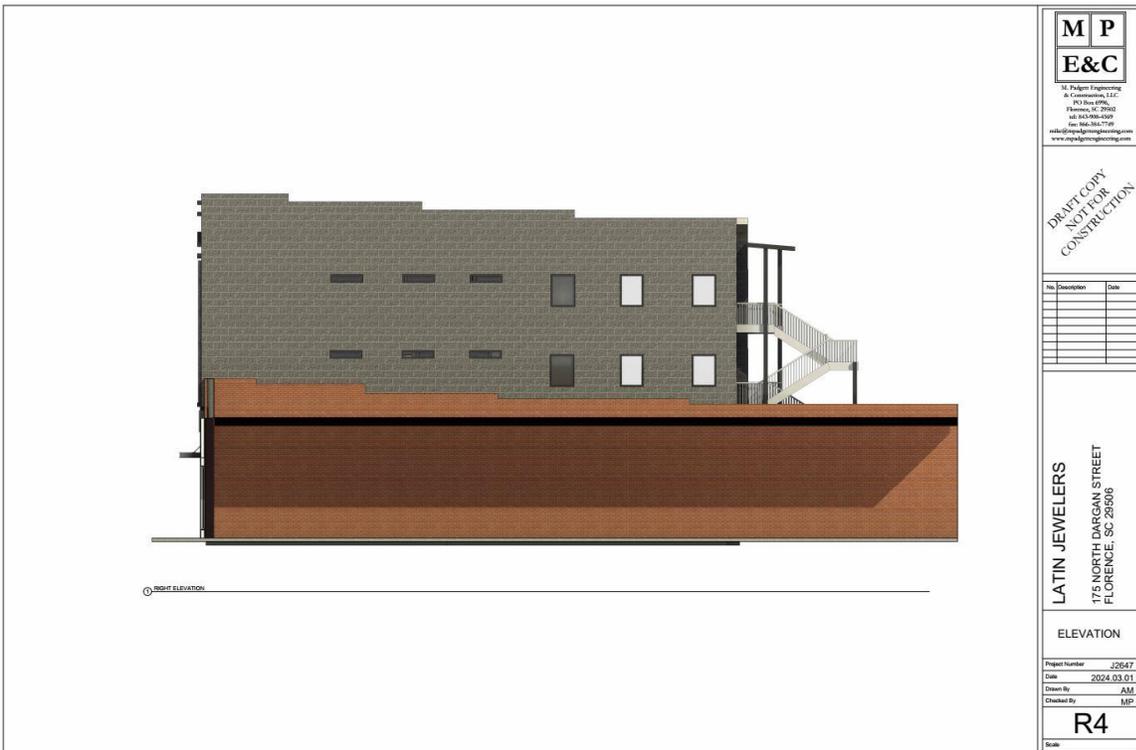


Rear of Previous Building – 175 North Dargan Street

Attachment E: Proposed Building Renderings – Carrara Marble Tile Façade



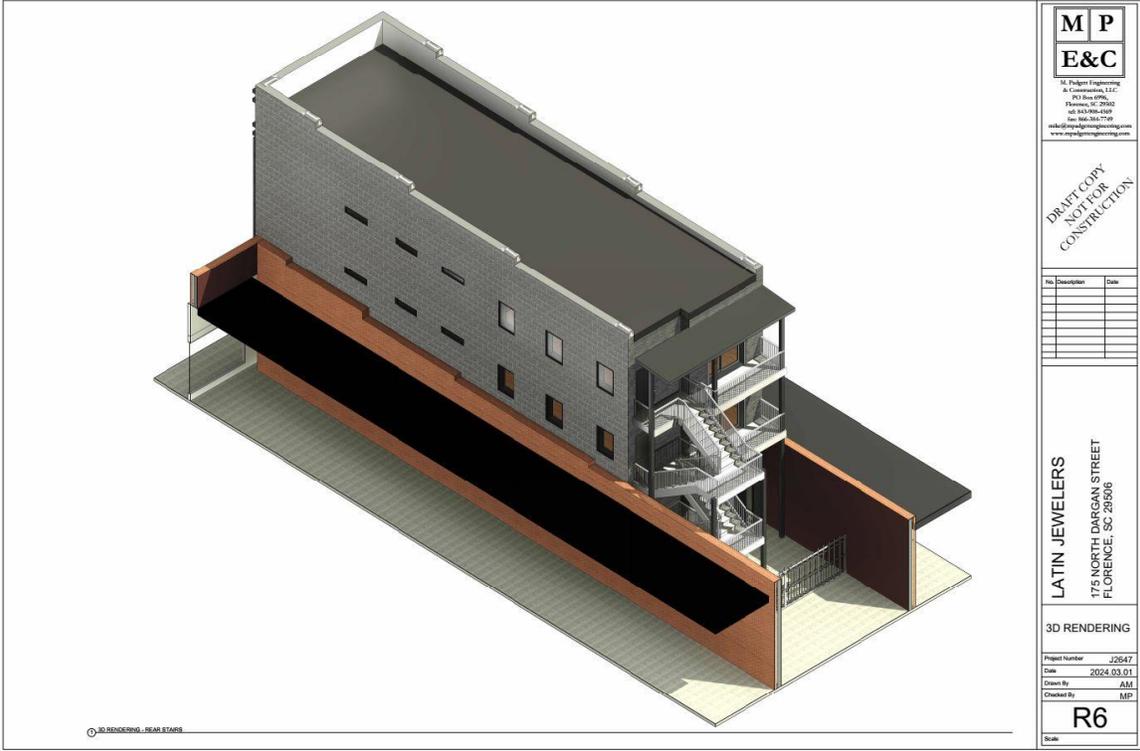
Left Elevation



Right Elevation



3D Elevation – Front



3D Elevation – Rear

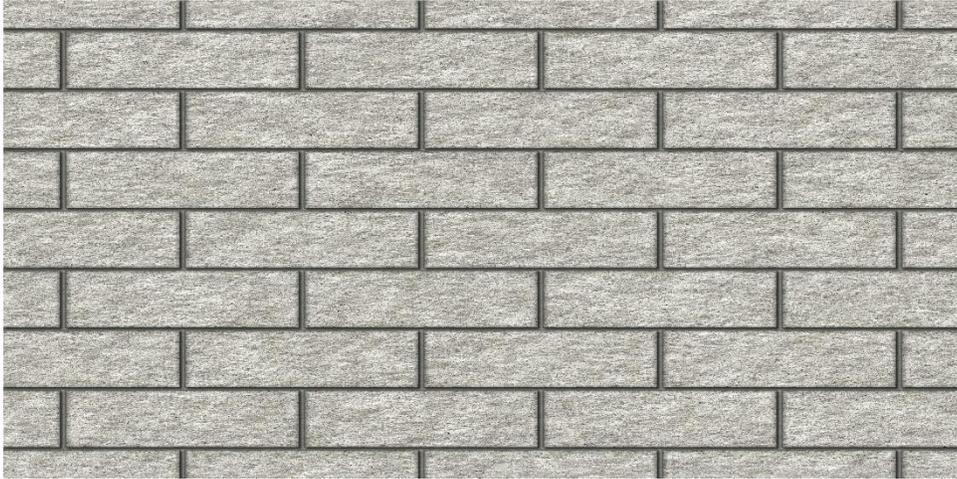
Attachment F: Proposed Material Specifications



Carrara Glass Marble Tile - Black



Brick - Dark Gray



Split Face Block - Gray

Options for Board Action Based on Findings of Fact

a. Deferral

I move to defer 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 _____ 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 _____ 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 _____ 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 _____ 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 _____ 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]

DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT

STAFF REPORT TO THE

CITY OF FLORENCE DESIGN REVIEW BOARD

DATE: April 10, 2024
CASE NUMBER: DRB-2024-04
LOCATION: 615 South Dargan Street
TAX MAP NUMBER: 90088-08-003
OWNER OF RECORD: Draper Myers
APPLICANT: Wesley Swinton
PROJECT DESCRIPTION: Construction of Accessory Building
OVERLAY DISTRICTS: D-1 Redevelopment Overlay Districts

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to construct a storage building at 615 South Dargan Street. The purpose of the building is to store the hearse and cars for the Draper Myers Funeral Home. The proposed building is 30 feet deep and 21 feet wide (630 square feet), and 18 feet high at the roof peak. The applicants want to locate it in the southwest corner of the lot where it backs up to apartments that are zoned Commercial General.

The applicant is proposing a metal building with the garage door and a pedestrian door on the end (Attachment E). The four sides are blue to match the principal building, which consists of wood siding. The metal roof is gray to match the color of the shingle roof on the funeral home. The metal rollup commercial garage door will be painted white, as will the metal pedestrian door.

In the Commercial Reuse (CR) zoning district, accessory structures must be 10 feet from the side property lines and 20 feet from the rear property line. The building pad is already in place, 9 feet from the rear property line and 9.5 feet from the side property line. The structure will be visible from South Dargan Street, located about 245 feet from the public right of way behind a brick fence with about 50% transparency and an opening in the center (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.

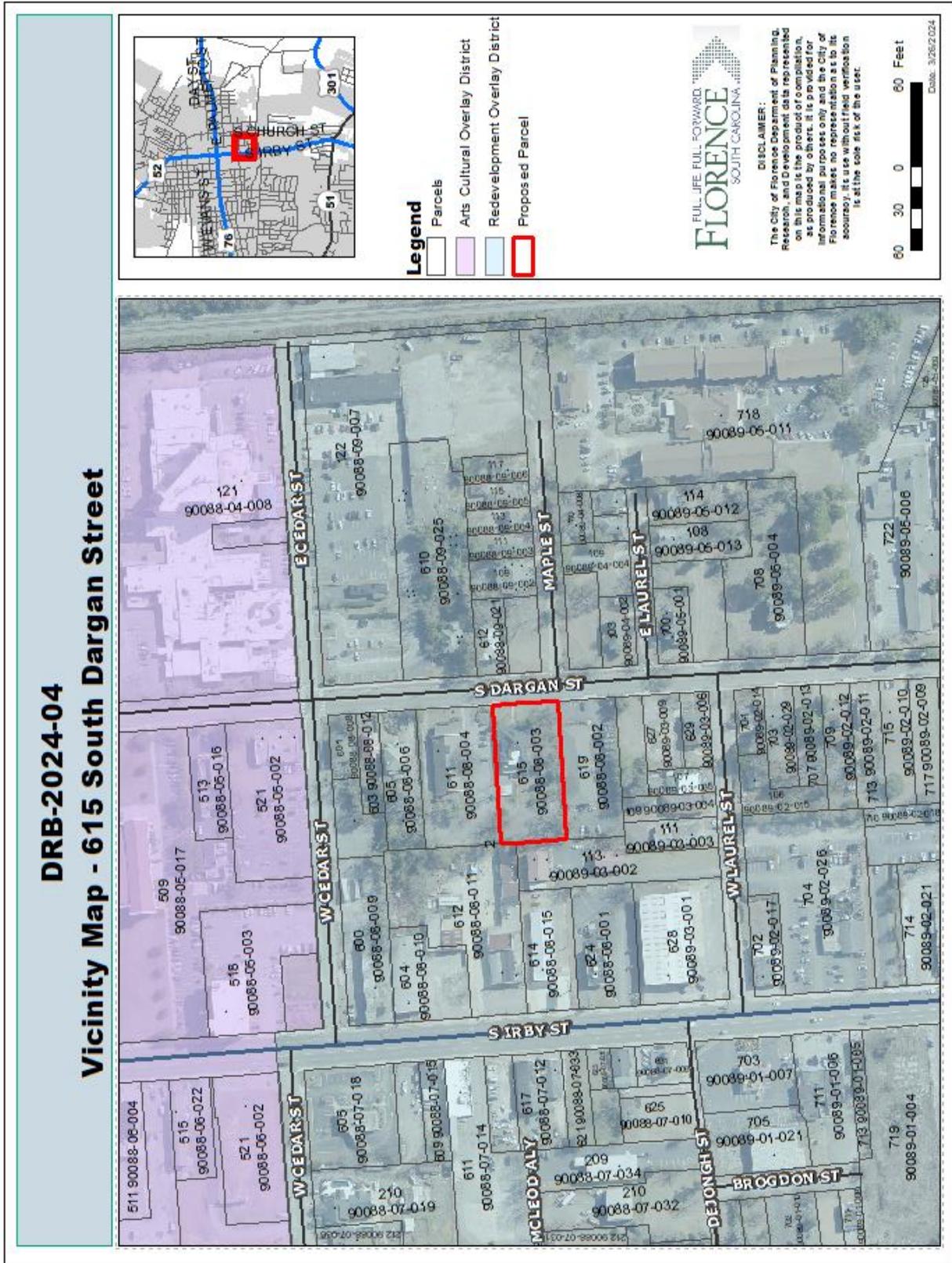
1. Every reasonable effort should be made to preserve and enhance the historically significant elements of a building. ***Not applicable to this project.***
2. Architectural restoration, rather than renovation, is a preferred option when feasible. ***Not applicable to this project.***
3. Qualities critical to overall design should be studied and retained when possible. ***Not applicable to this project.***
4. Before replacing historic elements of a building, preservation and consolidation should be considered. ***Not applicable to this project.***
5. All additions and renovations to existing structures should complement the original or historic elements in terms of material, size, shape, and color. ***Not applicable to this project.***
6. New construction should be appropriate to the period and style of character of the district as a whole. ***The materials used on the commercial metal storage building do not match those of the existing principal structure. The applicant is attempting to use similar colors.***
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. ***Not applicable to this project.***
8. Façade details such as cornice ornaments should not be covered to avoid the need for maintenance painting or refinishing. ***Not applicable to this project.***

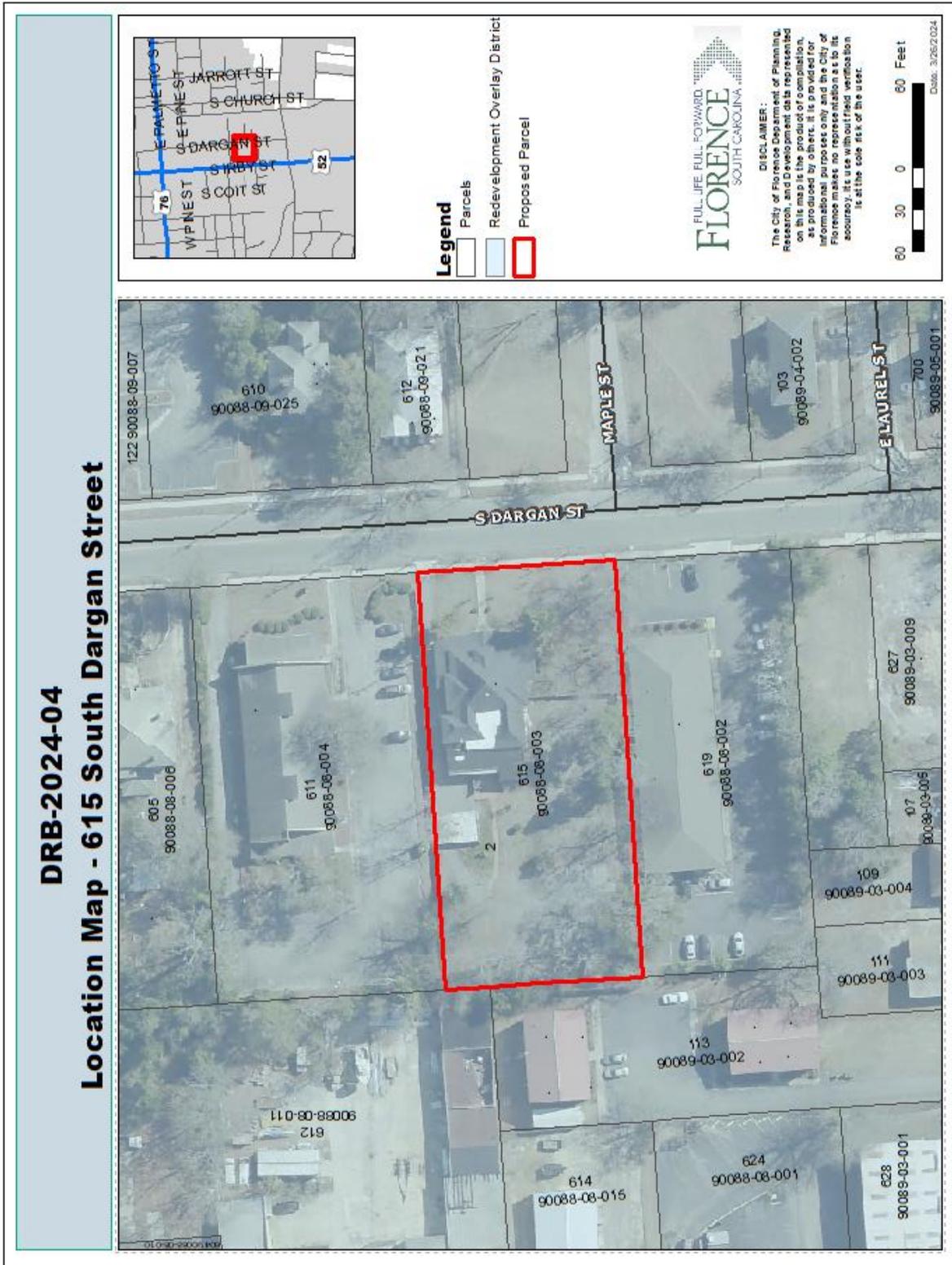
Board Action

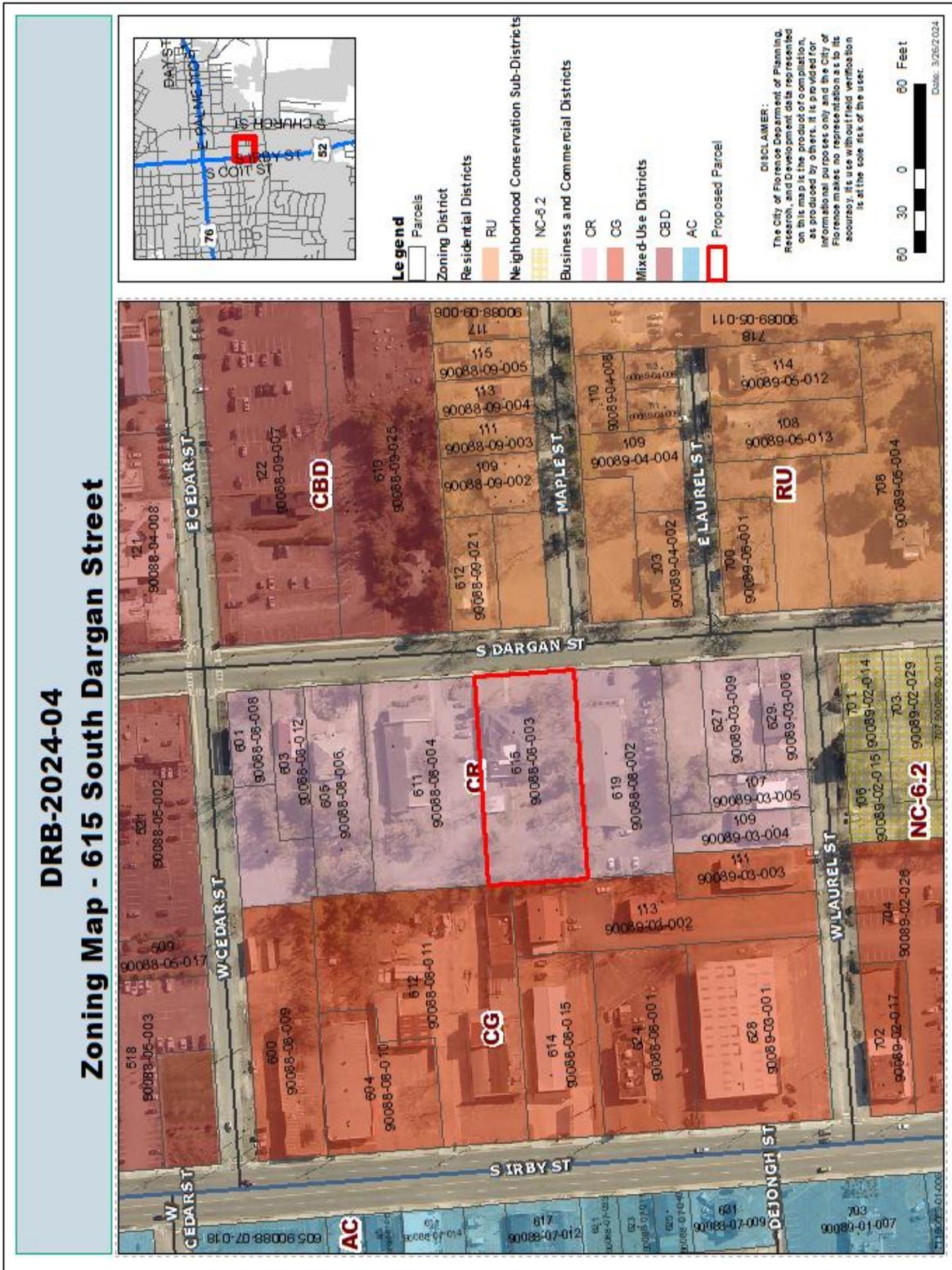
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

Attachments

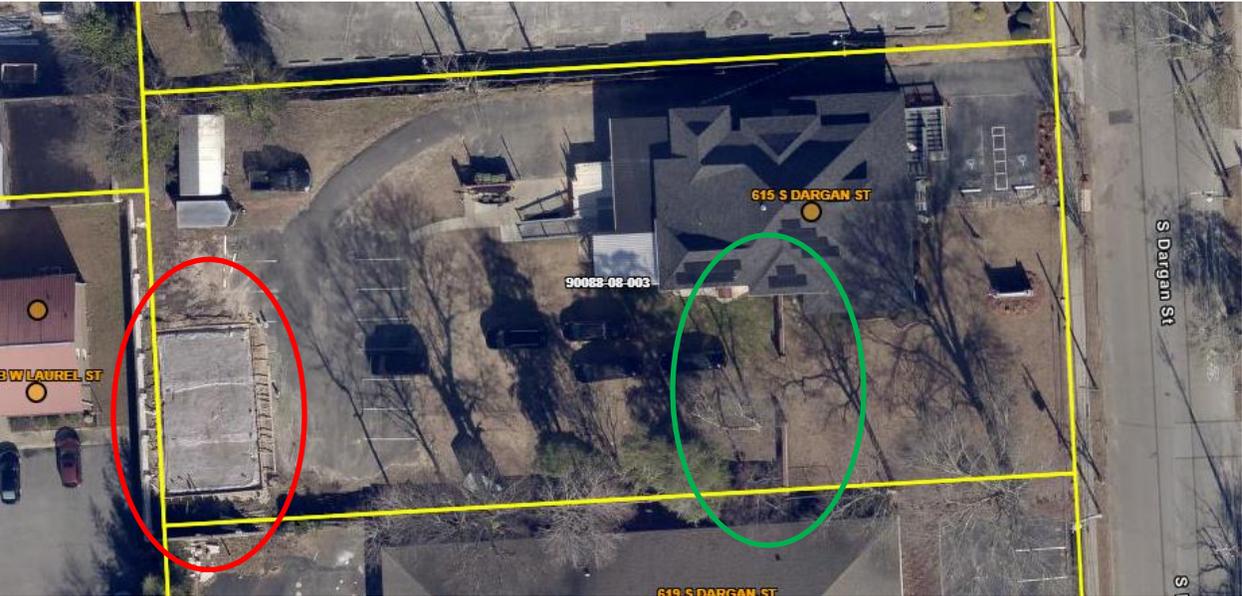
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Site Plan
- E. General Building Elevations
- F. Site Photos





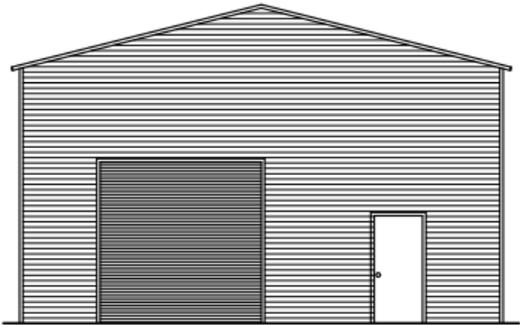


Attachment D: Site Plan

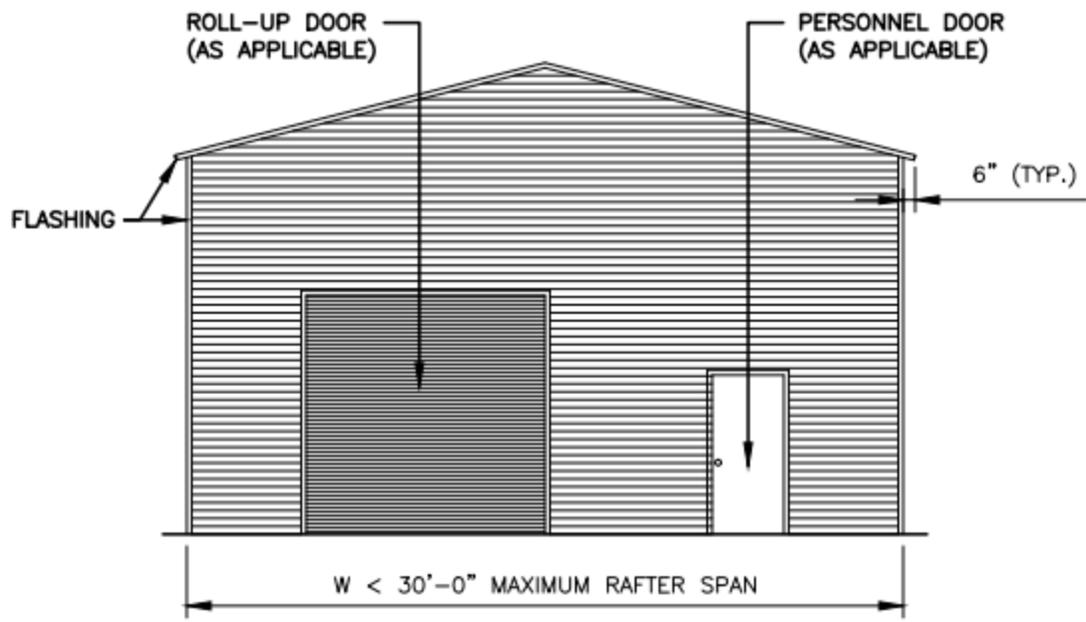


The foundation is circled in red; the fence is circled in green. South Dargan Street is on the right. The property line is slightly off.

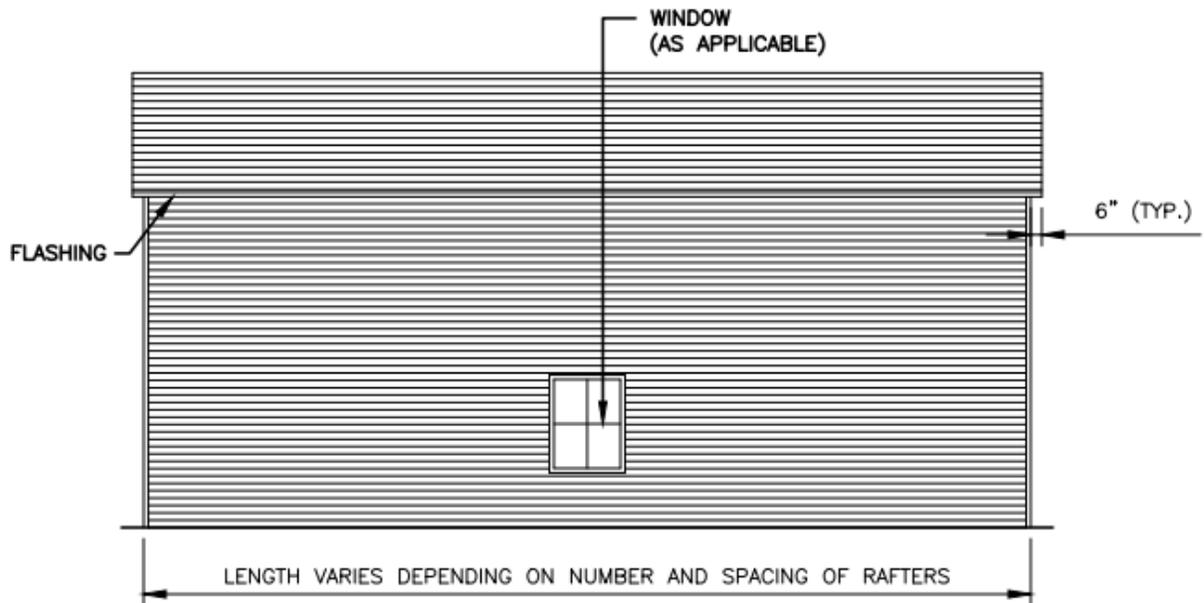
Attachment E: General Building Elevations



ENCLOSED GABLE END BUILDING
MAXIMUM 30'-0" WIDE X 16'-0" EAVE HEIGHT WITH BOX FRAME / (UP TO) 145 M.P.H. WIND ZONE - 35 P.S.F. SNOW LOAD



TYPICAL END ELEVATION



TYPICAL SIDE ELEVATION

Attachment F: Site Photos



View from South Dargan Street.



View of brick fence from South Dargan Street.



Building pad in the back corner of the parcel. Apartment buildings behind this lot are visible on the other side of the concrete block wall.



Current car storage conditions.

Options for Board Action Based on Findings of Fact

a. Deferral

I move to defer Case Number _____ [or items _____ of Case Number _____], to the next 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 _____ 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 _____ 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 _____ 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 _____ 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 _____ 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]

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

DATE: April 10, 2024

CASE NUMBER: DRB-2024-05

LOCATION: 183 South Coit Street Units A and B

TAX MAP NUMBER: 90074-05-007

OWNER OF RECORD: PLC Commercial LLC

APPLICANT: SC Department of Children’s Advocacy Continuum of Care

PROJECT DESCRIPTION: Commercial Wall Signs

OVERLAY DISTRICT: D-2 Downtown 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 183 South Coit Street, Units A and B, Tax Map Parcel 90074-05-007. The proposal is for a 2 feet tall by 1.5 feet wide (3 square feet) wall sign with no raised lettering flat on the wall to the right of the door outside each suite.

Background Information

The building was constructed in 1960 and has a total of 9,620 square feet for three distinct units. The applicant uses two of the spaces and wishes to install a wall sign outside each door to identify their suites. The tenant of space C has a similar flat wall sign that was approved in 2017.

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.

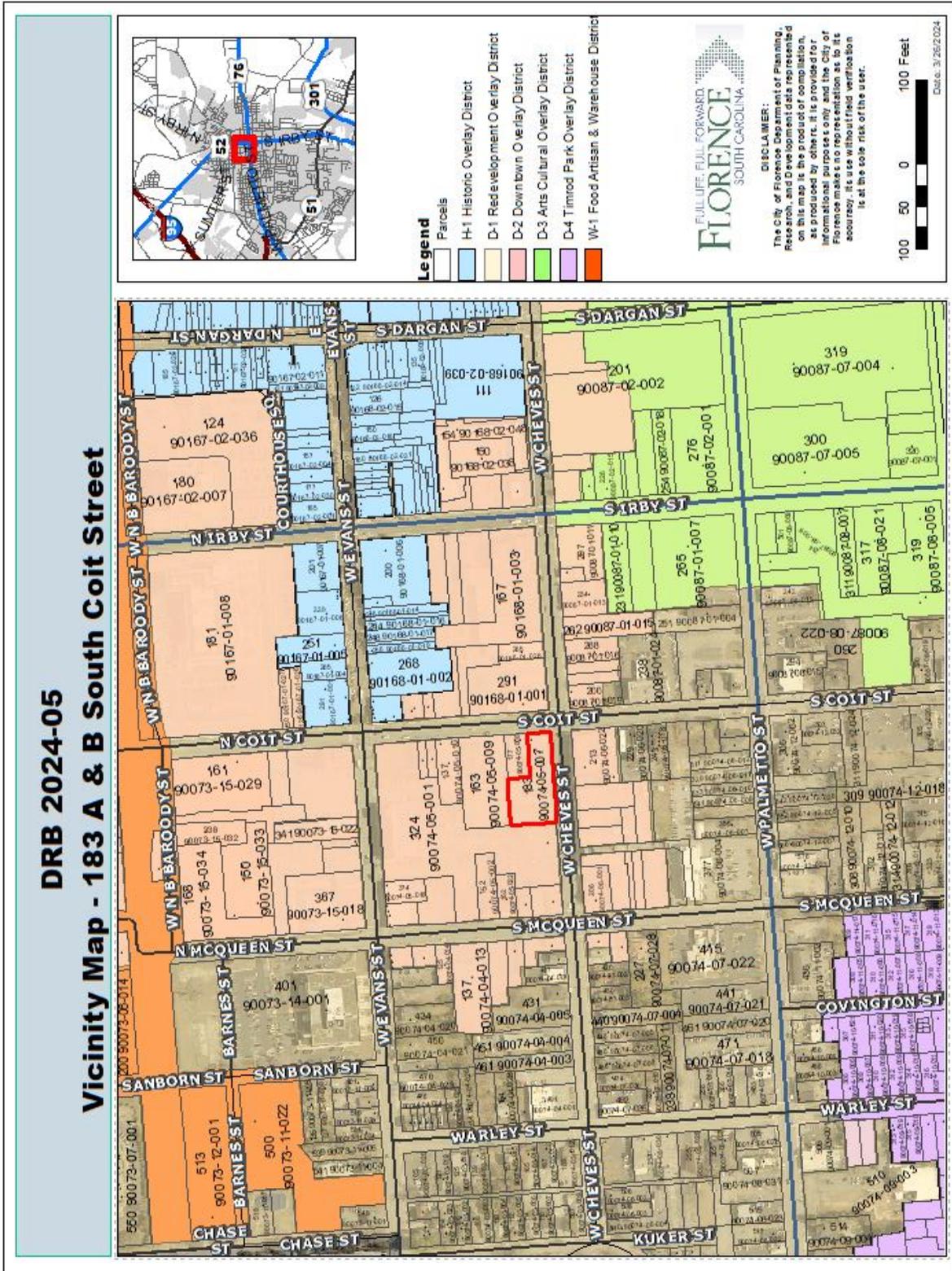
Flashing signs are not permitted. Back-lit and internally lit signs may be used if approved by the Design Review Board and will be allowed only when they complement the existing façade and surrounding structures and are consistent with the objectives of the Design Guidelines.

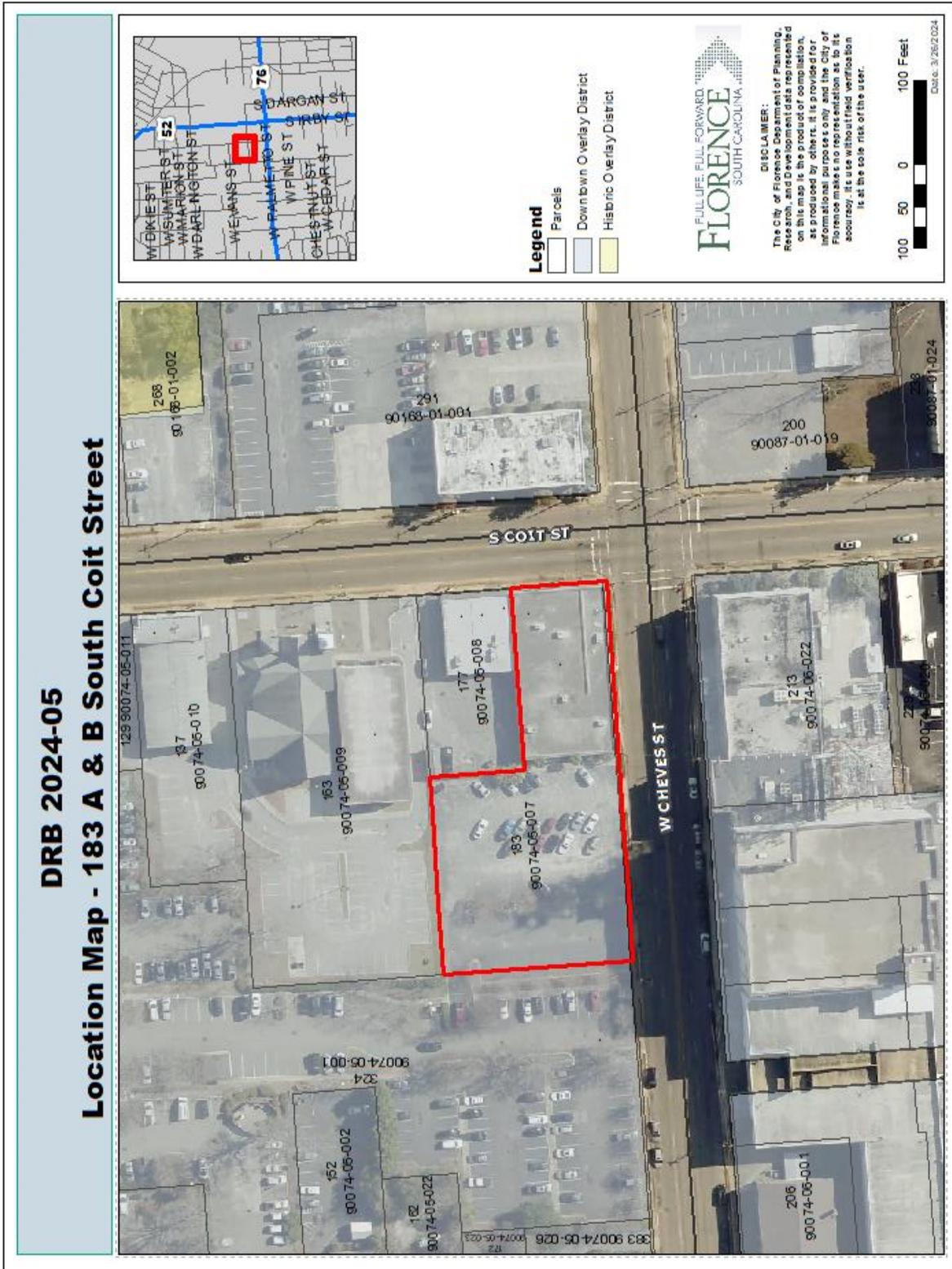
Board Action

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

Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Proposed Signage Renderings and Site Photos
- E. Photos of Other Sign at Unit C

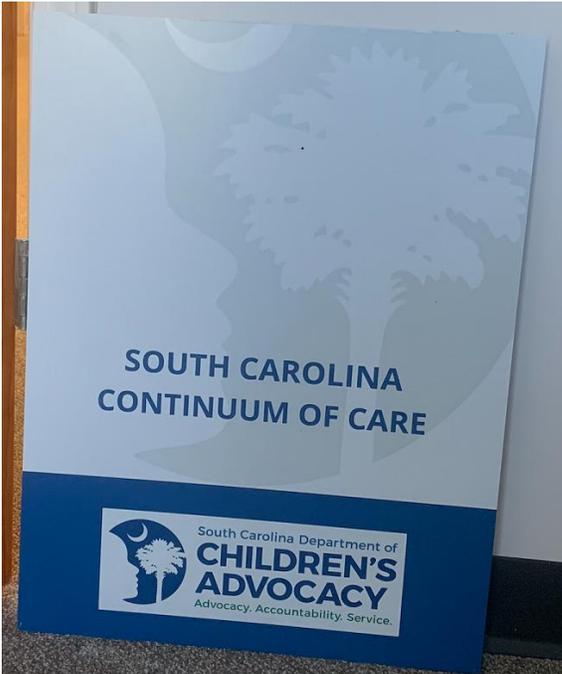




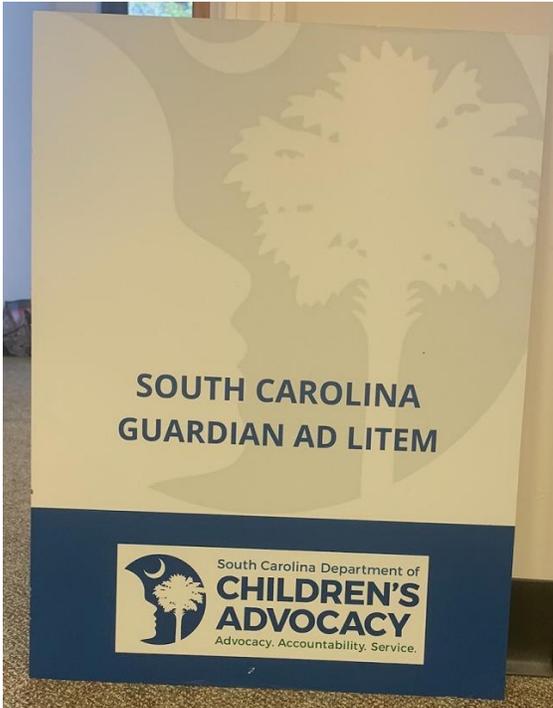
Attachment C: Current Zoning Map



Attachment D: Proposed Signage Renderings and Site Photos



Suite A sign.



Suite B sign.

Attachment E: Photos of Other Sign at Unit C



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]

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

DATE: April 10, 2024
CASE NUMBER: DRB-2024-06
LOCATION: 505 North Coit Street
TAX MAP NUMBER: 90072-14-031
OWNER OF RECORD: The Law Offices of Tiffany J. Brown LLC
APPLICANT: Tiffany J. Brown
PROJECT DESCRIPTION: Renovation of Commercial Building
OVERLAY DISTRICTS: D-1 Redevelopment Overlay Districts

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to modify the building located at 505 North Coit Street. The renovations include enclosure of the front porch, the installation of new windows and a front door, replacement of existing windows, and new siding, as well as interior updates.

Background Information

The one and a half story building was constructed as a single family house in 1933 and consists of 1,384 square feet. It is to be used as a law office building. The new owner wishes to reduce the residential character of the house to make it more commercial as she adapts it for an office use. It is zoned Commercial Reuse.

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 enclosing the existing front porch to add office space and increase the commercial character of the building. The lattice under the porch will be replaced with brick, and the façade of the enclosure will be a mixture of brick and white siding. New vinyl windows and a front door will be provided.***
2. Architectural restoration, rather than renovation, is a preferred option when feasible. ***The new owner wishes to renovate the house rather than restore it.***
3. Qualities critical to overall design should be studied and retained when possible. ***The roof line, which***

is the most historic characteristic of the house, will not be changed. The windows will be replaced with vinyl windows with the same number of muntins, but the architecture will not be changed.

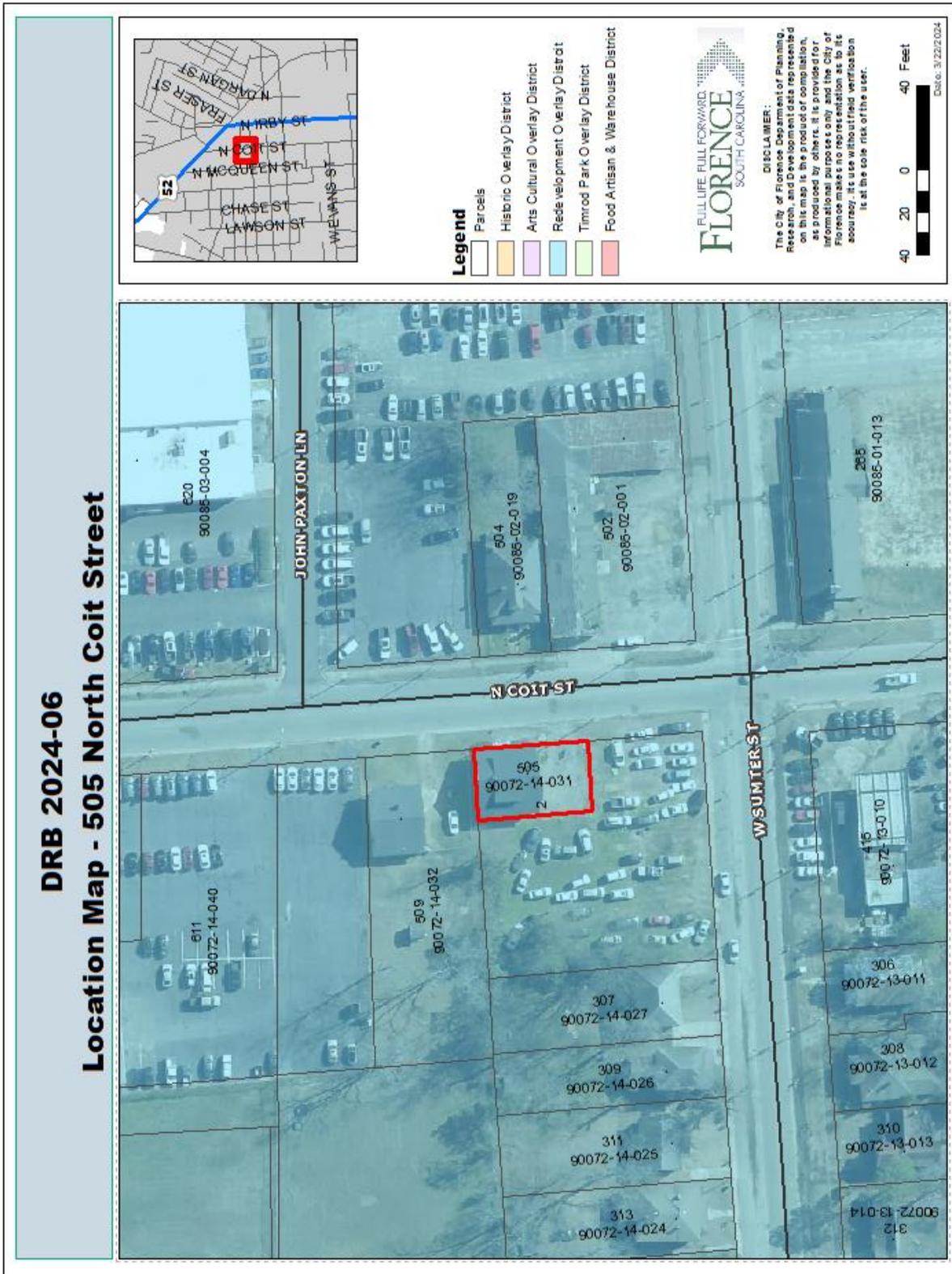
4. Before replacing historic elements of a building, preservation and consolidation should be considered. *The owner's desire is to alter the character of the building to reflect its new use as an office rather than as a single family residence. It has been used commercially since at least 2008.*
5. All additions and renovations to existing structures should complement the original or historic elements in terms of material, size, shape, and color. *The applicant is proposing brick and white Hardie plank siding to replace the existing white vinyl siding. Elevations have been requested but have not been received from the applicant.*
6. New construction should be appropriate to the period and style of character of the district as a whole. *The enclosure of the house to make it more commercial in character will not make it stand out in the neighborhood, which has a mixture of commercial, church, and residential buildings.*
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 color, white, will be maintained, and the main cladding is to remain horizontal siding. The proposal calls for Hardie plank to replace the existing vinyl siding.*
8. Façade details such as cornice ornaments should not be covered to avoid the need for maintenance painting or refinishing. *Not applicable to this project.*

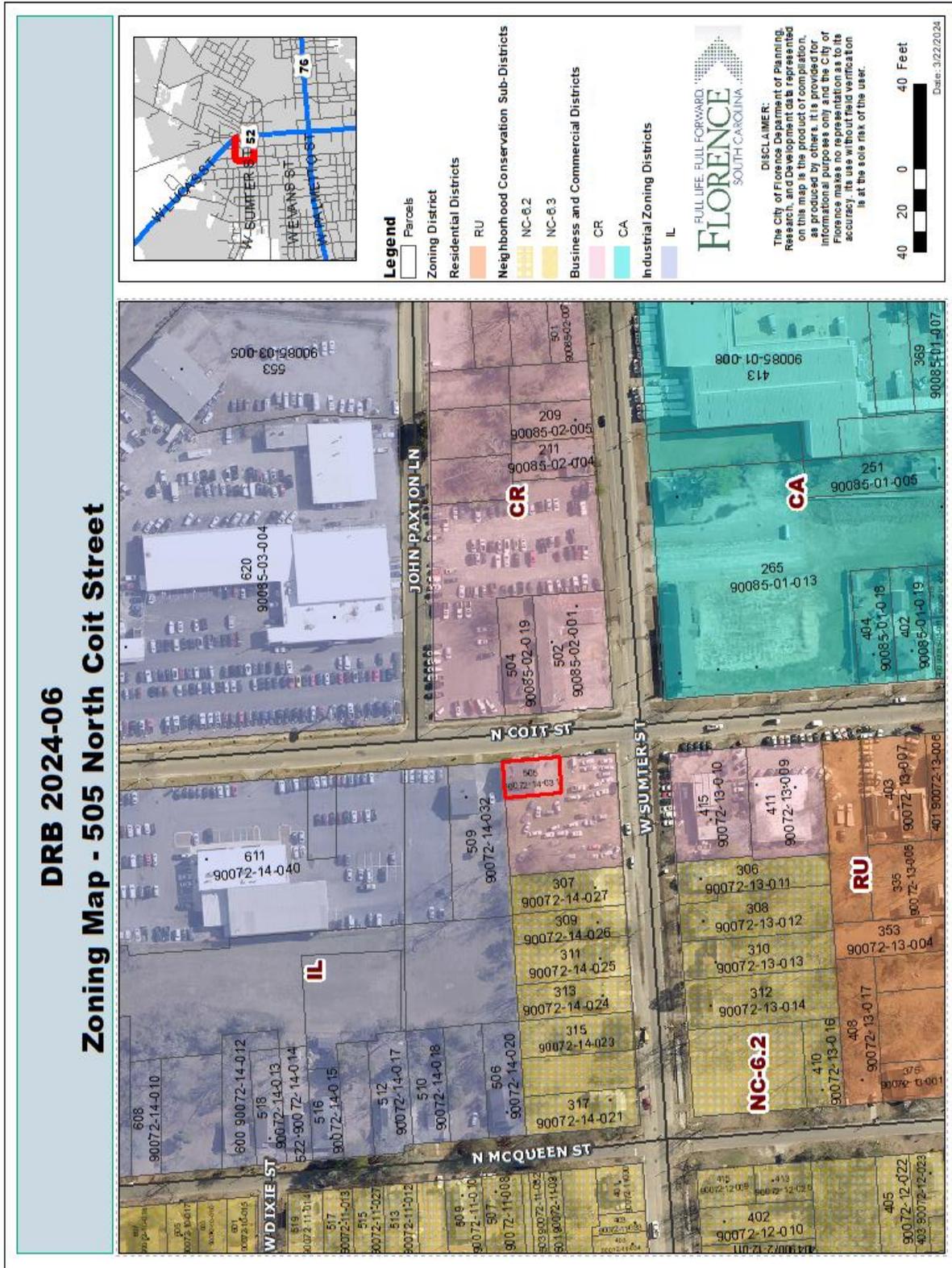
Board Action

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. Site Photos





Attachment D: Site Photos



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]

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

DATE: April 10, 2024

CASE NUMBER: DRB-2024-07

LOCATION: 320 West Cheves Street

TAX MAP NUMBER: 90074-06-022

OWNER OF RECORD: Florence – Darlington Technical College

APPLICANT: Andrew Golden

PROJECT DESCRIPTION: Monument Sign

OVERLAY DISTRICT: D-2 Downtown Overlay District

ZONING DISTRICT: Central Business District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to approve the installation of a replacement monument sign for the Florence – Darlington Technical College classroom building located at 320 West Cheves Street. The proposed monument sign will replace an existing one. It will be 78” tall and 48” wide, larger than the existing sign (Attachment D). It is not illuminated, and it will go in the same location as the current monument sign.

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.

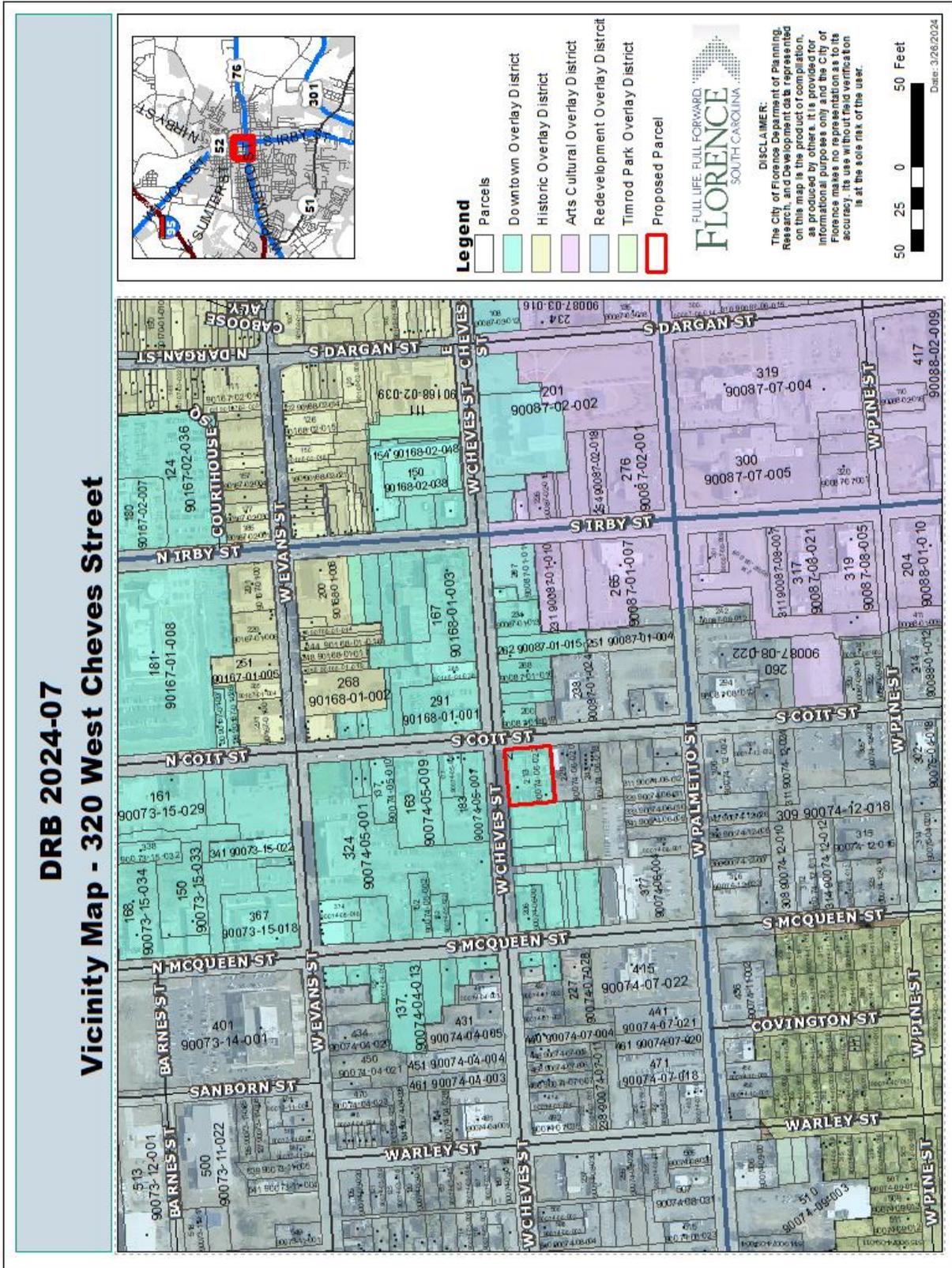
Flashing signs are not permitted. Back-lit and internally lit signs may be used if approved by the Design Review Board and will be allowed only when they complement the existing façade and surrounding structures and are consistent with the objectives of the Design Guidelines.

Board Action

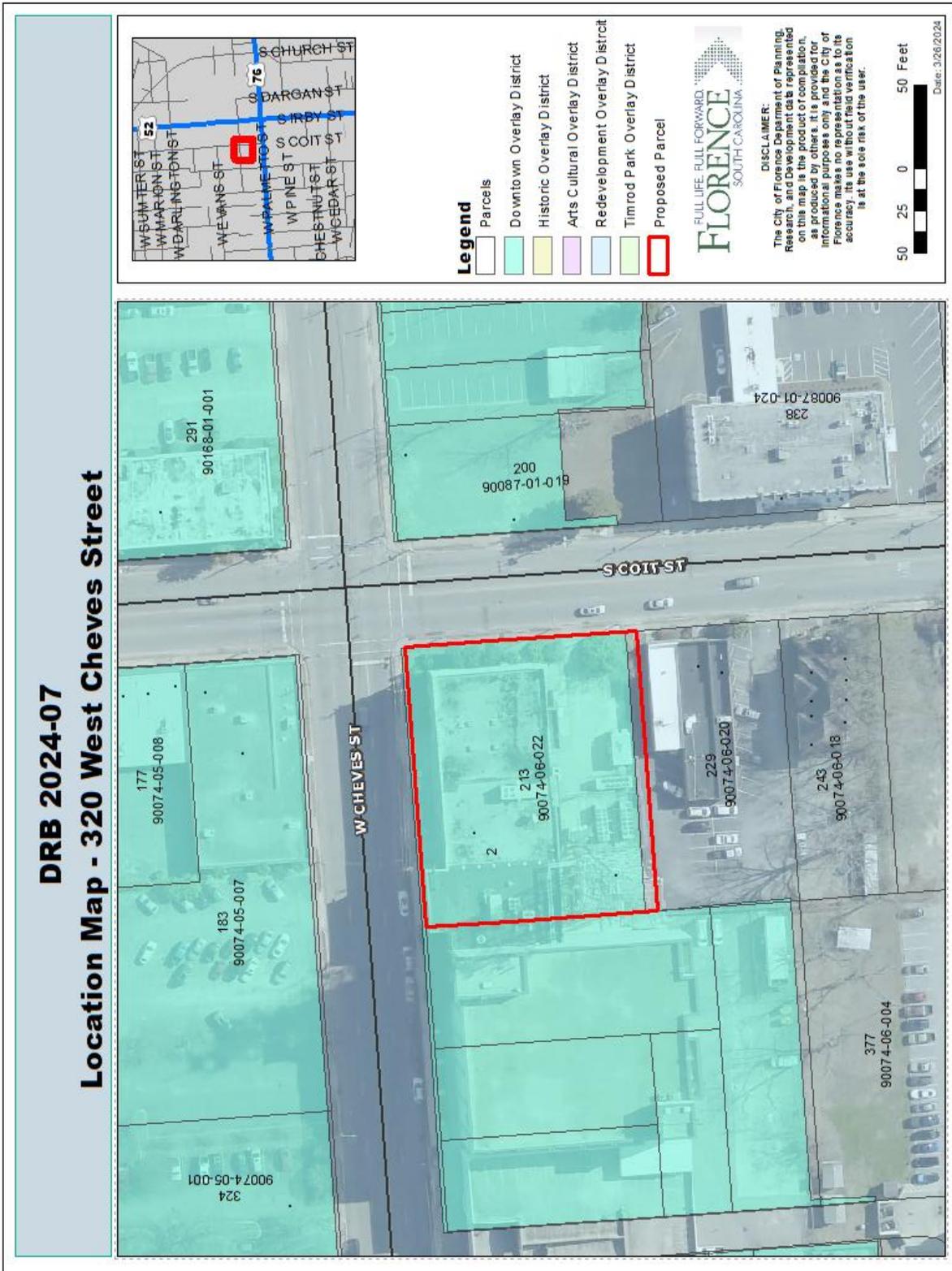
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

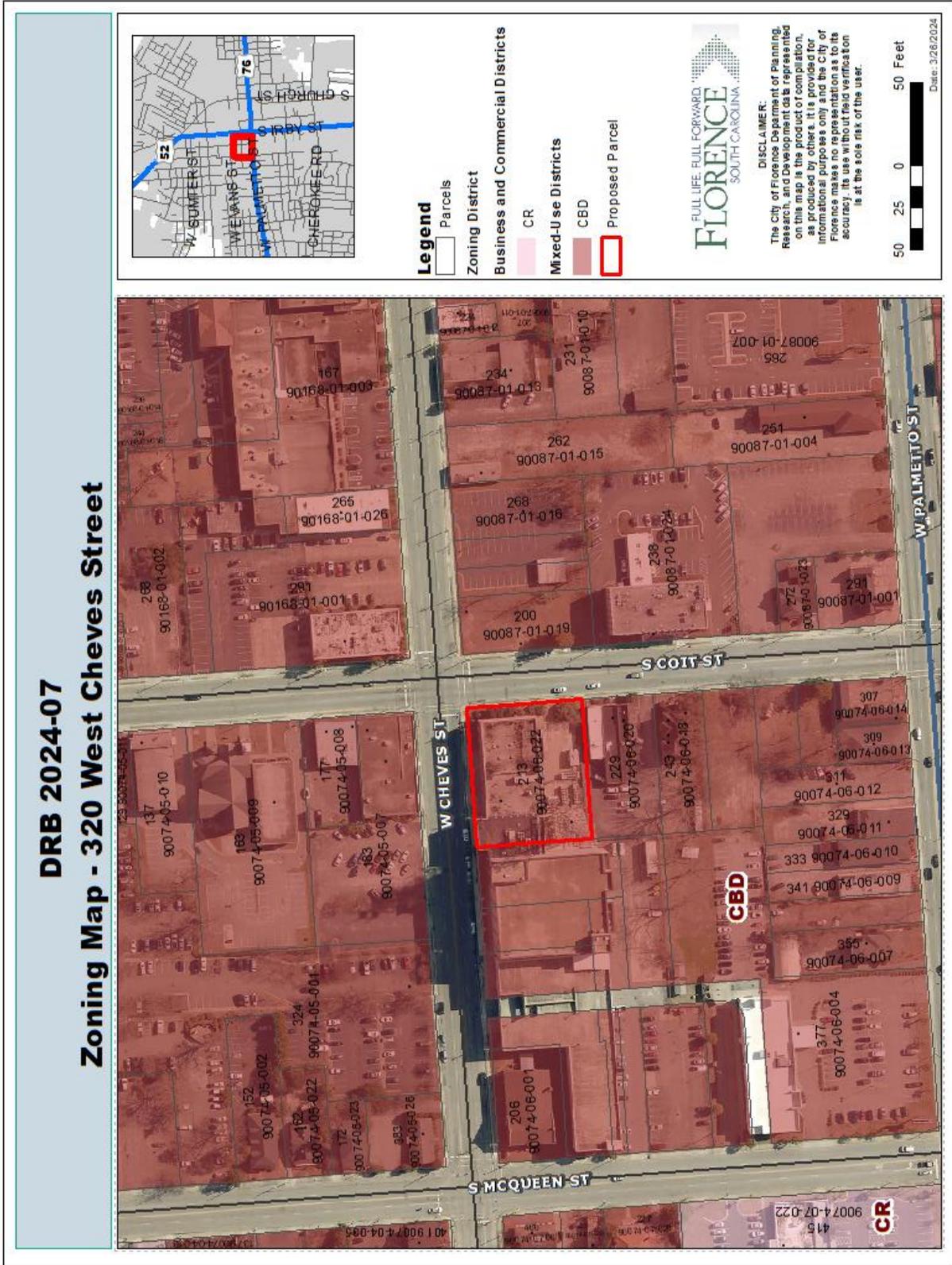
Attachments

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



Attachment B: Location Map

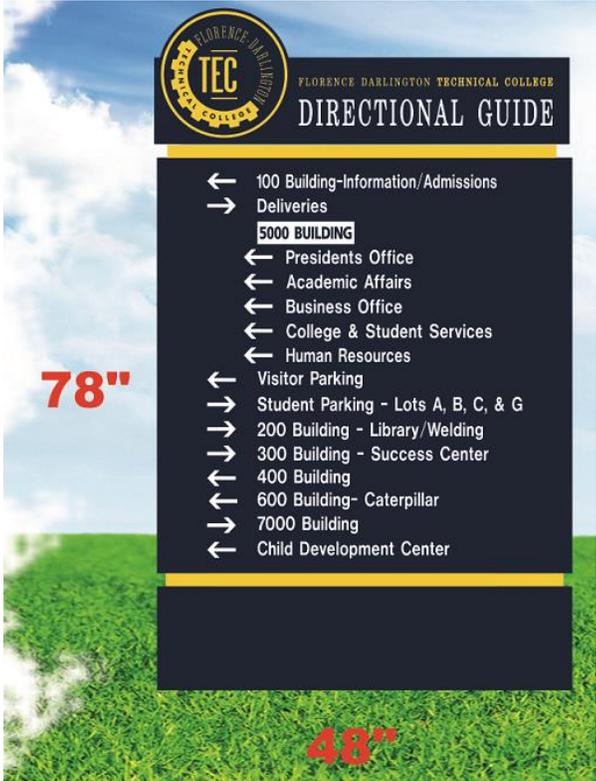




Attachment D: Proposed Signage Characteristics



Showing the shape and depth of the monument sign.



Showing the dimensions of the proposed monument sign (does not depict actual sign content).

Attachment E: Site Photos



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]