

**CITY OF FLORENCE DESIGN REVIEW BOARD**  
**CITY CENTER – COUNCIL CHAMBERS**  
**324 WEST EVANS STREET, FLORENCE, SC**  
**WEDNESDAY, MAY 10, 2023 – 2:00 P.M.**  
**MEETING AGENDA**

**I. Call to Order**

**II. Approval of Minutes** Regular meeting held on April 12, 2023

**III. Public Hearing and Matter in Position for Action – deferred to June 14.**

DRB-2023-04 Request for a Certificate of Appropriateness for operation of a flea market to be located at 711 South Irby Street, specifically identified as Florence County Tax Map Number 90089-01-006 in the D-1 Redevelopment Overlay District and ISCOD Irby Street Corridor Overlay District.

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

DRB-2023-07 Request for a Certificate of Appropriateness for removal of trees from the lot located at 501 Park Avenue, specifically identified as Florence County Tax Map Number 90063-06-013 in the D-4 Timrod Park Overlay District.

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

DRB-2023-08 Request for a Certificate of Appropriateness for commercial signage to be located at 320 South Irby Street, specifically identified as Florence County Tax Map Number 90087-07-001 in the D-3 Arts and Cultural and Irby Street Corridor Overlay Districts.

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

DRB-2023-09 Request for a Certificate of Appropriateness for commercial signage to be located at 190 North Dargan Street, specifically identified as Florence County Tax Map Number 90170-01-020 in the H-1 Historic Overlay District.

**VII. Adjournment** Next meeting is scheduled for June 14, 2023.

**CITY OF FLORENCE, SOUTH CAROLINA**  
**DESIGN REVIEW BOARD**  
**APRIL 12, 2023 MINUTES**

**MEMBERS PRESENT:** Scott Collins, Brice Elvington, John Keith, David Lowe, Joey McMillan, and David Tedder

**MEMBERS ABSENT:** Jamie Carsten, Kyle Gunter, Mike Padgett, and Ranny Starnes

**STAFF PRESENT:** Clint Moore, Derek Johnston, Alane Zlotnicki, Bryan Bynum for IT

**CALL TO ORDER:** In the absence of Chairman Carsten, Co-Chairman Scott Collins called the April 12, 2023 meeting to order at 2:01 p.m.

**APPROVAL OF MINUTES:** Chairman Collins introduced the March 8 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. Tedder moved that they be approved; Mr. Lowe seconded the motion, and it passed unanimously (6-0).

**PUBLIC HEARINGS AND MATTERS IN POSITION FOR ACTION:**

**DRB-2023-04 Request for a Certificate of Appropriateness for operation of a flea market to be located at 711 South Irby Street, specifically identified as Florence County Tax Map Number 90089-01-006 in the D-1 Redevelopment Overlay District and ISCOD Irby Street Corridor Overlay District.**

Chairman Collins read the introduction to DRB-2023-04 and asked staff for their report. Mr. Johnston gave the staff report as submitted to the Design Review Board.

Chairman Collins asked how restrooms were being accommodated; Mr. Johnston said usually portable bathrooms were provided, but Reverend Leo Woodberry, the applicant, said from the audience that the Kingdom Temple church building would be available. Chairman Collins then asked how the occupancy load of 45 was calculated. Mr. Johnston said the design engineer threw out that number but that staff is concerned about the parking accommodations and how limiting to that number would be accomplished.

Dr. Keith asked if the vendor tents would be removed each week; Mr. Johnston said staff hadn't received details like that. Chairman Collins asked which facilities would be permanent and which were temporary. Mr. Johnston wasn't sure. Mr. Elvington said he was concerned about traffic as well.

There being no other questions for staff, Chairman Collins opened the public hearing. Reverend Leo Woodberry, the executive development of the New Alpha Development and the pastor for Kingdom Living Temple, said they would provide parking spaces as well as opening up the church restrooms to support the market.

Chairman Collins asked Reverend Woodberry which buildings would be permanent. He said they wanted to look like the current flea market so the open shed would be a permanent structure and the rest would be taken down after each weekend. Dr. Keith asked if details on the shed had been submitted; Mr. Johnston said no, nor landscaping. Reverend Woodberry said they knew they had to provide landscaping.

Chairman Collins asked staff if they could derive an occupancy load from the square footage of the structures. Mr. Moore said they could work with the fire marshal to come up with one. Chairman Collins asked how traffic could be calculated and accommodated if the building is actually bigger than the 45 people proposed by the applicant. Mr. Moore said that the building official and fire marshal would look at the proposal and determine occupancy.

Chairman Collins asked Reverend Woodberry the nature of the parking lots. Mr. Moore said that it is mostly paved. Mr. Woodberry said they'd like to leave it as it is.

Reverend Woodberry said they wanted to have fresh produce as well as other goods for sale, so they'd work with farmers to provide fresh produce because there's a food desert in the city so this could provide fresh food for people with health problems to help people become healthier.

Mr. Elvington asked about church on Sundays competing for parking; Mr. Woodberry said they have evening services from 4 to 6 p.m. and the church has 23 additional spaces for parking.

There being no one else to speak in favor of the request, Chairman Collins invited anyone against the proposal to speak.

Mr. Dewey Powers spoke against the proposal. His business is at 713 South Irby Street. He is concerned about the parking situation. He said there isn't room for 45 cars, and he doesn't want to have to deal with litter or people parking on his property. He's also concerned that this will conflict with the efforts to improve South Irby Street and will decrease property values.

Reverend Woodberry countered that they've always cleaned the property after events for the past 5 years.

Ms. Cherie Springs with Bazen's Restaurant spoke next in opposition to the proposal. She's concerned about people parking in Bazen's parking lot, where her customers need to park, as well as the presence of food trucks across the street from her restaurant in direct competition to her. They already have a problem with homeless people hanging out in the area. She thinks it's against every business in the area.

Ms. Vickie Costas-Underwood expressed the same concerns about parking, about property values decreasing, and the hazards of people crossing South Irby Street from parking across the street. She said there's already a flea market on East Palmetto Street as well as the City Farmer's Market and the Farmer's Market out on US 52.

Ms. Jacquelyn Odell, who owns 702 South Irby Street, expressed her concern with the homeless and the trash they leave, and the exacerbation of that problem by providing another shelter, as well as the parking issues and necessity of crossing South Irby Street.

Mr. JP Costas, who owns 703 South Irby Street, spoke in opposition to the proposal. He said that despite the placement of the Irby Street Corridor Overlay District, there haven't been any real efforts to beautify the area and he thinks this will have the opposite effect.

There being no one else to speak either for or against the proposal, Chairman Collins closed the public hearing and called for discussion or a motion.

Mr. Moore explained that this is at the conceptual level; the use is permitted, it is the Board's role to determine which requirements will help it to meet the intent of the Design Guidelines. Depending on what

the Board decides, final approval would depend on final details regarding occupancy load, parking, landscaping, etc.

Ms. Odell spoke again, asking each member to go out and look at the site; she doesn't see how it would work. Chairman Collins said they've all had opportunity to check it out.

Mr. Tedder asked staff about the City Center Farmer's Market; Mr. Moore confirmed it is City owned and operated. Mr. Tedder asked if there was a vacancy rate or if it was full every weekend. Mr. Moore said they have the capacity of about 40 vendors and there is still some availability for vendor applications.

Chairman Collins asked if staff saw a conflict with the use itself on this site. Mr. Moore said that it is a permitted use in this zoning district; if it wasn't in an overlay district, we would be looking at details for parking and landscaping requirements. Mr. Johnston added that sanitation and noise and other standards laid out in the UDO would be required to be satisfied before staff could permit it. Mr. Moore said that this use requires a commitment from the applicant regarding the standards, and the permit can be revoked if they aren't adhered to.

Chairman Collins clarified that as the Design Review Board their role was to review proposals for compliance to the Design Guidelines, so questions about usage and zoning are not as critical for the Board to determine appropriateness, and the information they need to make their determination hasn't really been provided, including information given to them at this meeting. He doesn't feel they have enough information to evaluate the proposal in relation to the Design Guidelines. Size, materials, occupancy load, parking surfaces, none of that information has been provided.

Mr. Elvington said they've been told 45 people were expected, for a use that allows up to 1500 people, and there's nothing to enforce the capacity. There's too much they don't know. Mr. Tedder said he agreed with them, that there's not enough information. He asked staff to explain to the applicant what the process is.

Mr. Moore explained that the applicant could request a deferral to avoid a denial, which would necessitate a delay of a year before he could reapply. Mr. McMillan said the Board hasn't discussed it at all yet. He suggested that the applicant should defer it so the Board can look at the information and have a better understanding of the request.

Reverend Woodberry said a deferral was acceptable.

Dr. Keith moved to defer the request; Mr. McMillan seconded, and the motion to defer the request until the next meeting passed unanimously (6-0).

Chairman Collins said that these questions need to be resolved before they can make an informed evaluation of the request.

**DRB-2023-05 Request for a Certificate of Appropriateness for renovations to a house located at 501 North Irby Street, specifically identified as Florence County Tax Map Number 90085-02-007 in the D-1 Redevelopment Overlay District and ISCOD Irby Street Corridor Overlay District.**

Chairman Collins read the introduction to DRB-2023-05 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

There being no questions for staff, Chairman Collins opened the public hearing. There being no one to speak either for or against the request, Chairman Collins closed the public hearing and called for discussion

or a motion. Mr. McMillan moved to approve the request; Mr. Tedder seconded, and the motion to issue the COA passed unanimously (6-0).

**DRB-2023-06 Request for a Certificate of Appropriateness for renovations to a commercial building located at 265 West Evans Street, specifically identified as Florence County Tax Map Number 90167-01-004 in the H-1 Historic Overlay.**

Chairman Collins read the introduction to DRB-2023-06 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

Chairman Collins asked if the sign met the Design Guidelines; she said it does and explained that there are actually two spaces in this building and they may need a second sign, so it could be approved by staff administratively.

There being no other questions for staff, Chairman Collins opened the public hearing. Mr. Barron Ervin came to answer questions of the Board. Chairman Collins asked if there's any examples of projects with the black trim; he was surprised by the choice of black for the trim work. Mr. Ervin said the prospective tenant picked the colors, and if it looks bad, they're willing to repaint it. Chairman Collins said it will be a definite improvement. Mr. Ervin said that if it looks bad, they might change it. Chairman Collins asked staff if it would need to come back to the Board if that happened; Mrs. Zlotnicki said that since these were historically accurate colors, staff could use their discretion for any minor changes if it doesn't look good once painted.

There being no one else to speak, Chairman Collins closed the public hearing and called for discussion or a motion. Mr. Tedder moved to approve the request as submitted, giving staff authority to approve any changes; Mr. Lowe seconded, and the motion to issue the COA passed unanimously (6-0).

**OTHER BUSINESS:** There was discussion about the first case, about the lack of information. Mr. Moore explained that staff tries to guide the applicant to be successful, but when they ask to be heard, we have to move forward with it whether we have enough information or not. This did demonstrate to the applicant that staff does need complete information. Chairman Collins said that it was inadequate and delinquent and asked if there was a way to prevent them coming if they didn't have the right information. Mr. Moore said if they are not compliant with what's needed for an application, staff does let them know, but if they ask, we have to bring it to the Board.

Mr. McMillan asked if they have to vote even if there's not enough information or time. Mr. Moore said that they could ask for a deferral or just vote it up or down. Mr. Elvington said he thought they wanted to push through even when they were told they didn't have enough information. Mr. Moore said that often people don't seem to understand the seriousness of the role of the Board. If this wasn't in an overlay district, staff wouldn't approve it because of the lack of information. But likewise, sometimes they need to know if they can do it as they are requesting before investing too much into something that the Board wouldn't permit.

**ADJOURNMENT:** Chairman Collins adjourned the meeting at 3:01 p.m. The next meeting is scheduled for May 10, 2023 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:** May 10, 2023  
**CASE NUMBER:** DRB-2023-07  
**LOCATION:** 501 Park Avenue  
**TAX MAP NUMBER:** 90063-06-013  
**OWNER OF RECORD:** Coastal Nest Properties  
**APPLICANT:** Thomas Flowers – Flowers Tree Service  
**PROJECT DESCRIPTION:** Removal of trees  
**OVERLAY DISTRICT:** D-4 Timrod Park Overlay District

**Project Description**

The applicant is seeking a Certificate of Appropriateness (COA) to remove trees on the lot of the house located at 501 Park Avenue, Tax Map Parcel 90063-06-013. Coastal Nest Properties has recently acquired the property and would like to remove and trim trees to increase the curb appeal for possible sale or rental of the home.

Section 6-20.3.2B.5.i.1 of the *Unified Development Ordinance* permits the Planning Director to administratively approve projects in an Overlay District under \$15,000 including tree removal. Administrative approval was granted to the Flowers Tree Service after an onsite inspection by the City Arborist to:

- Remove Small Crape Myrtle Tree (4)
- Trim Oak Tree (5)
- Remove Small Tree (6)
- Trim Volunteer Trees (8)

It was determined that the Oak Tree (2) along Chestnut Street is located within the City’s Right-of-Way. The City is responsible for the tree and is working with the Parks Commission about removal.

The applicant is requesting **DRB** grant approval to:

- Remove Hackberry Tree (3)
- Remove Magnolia Tree (7)

*(See Attachment D for Tree Details)*

### **Background Information**

The 1,682 square foot frame 1-story home was built in 1940. The home has recently been purchased by Coastal Nest Properties. The new owner is currently renovating and repairing the home and desires to trim and remove trees as shown in Attachment D.

### **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. For the Downtown Redevelopment District, Certificates of Appropriateness are issued by the Design Review Board or the Downtown Planning Coordinator for all changes in zoning, new construction, demolition, renovation and rehabilitation of buildings, and landscape changes. Landscape changes include removal of any trees four inches in caliper or greater or any hedge or shrub group that exceeds 30" in height. However, single-family dwelling units occupying a lot of record which are located outside the boundaries of the Florence Historic District (H-1), Downtown Central District (D-2) or the Downtown Arts & Cultural District (D-3) are exempt from these Guidelines.

***Proposed removal of the magnolia and hackberry trees requires DRB Approval. Both trees are mature, and removal would have a significant impact on the tree canopy of the property. Removal of the hackberry tree particularly would have an impact on the streetscape along Chestnut Street. The front and back yards are heavily vegetated necessitating trimming and removal of potentially hazardous branches and trees to increase marketability. In previous cases the Board has required applicants to plant a new tree that is appropriate in species and mature size for every tree removed; or in cases where properties are over-vegetated, work with city staff to plant an appropriate number and species of tree(s) for replacement.***

### **Board Action**

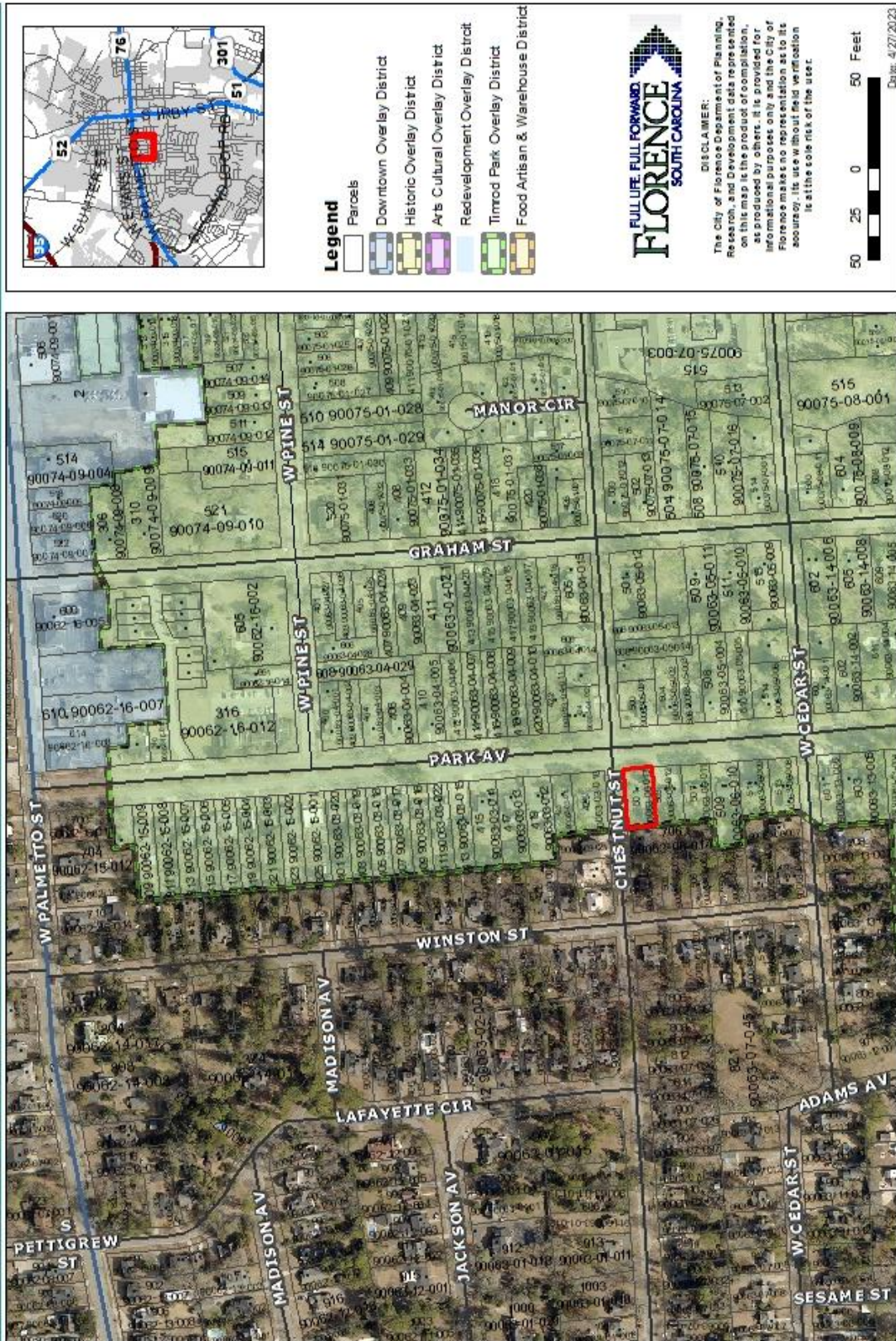
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, make a decision regarding the request on the application.

### **Attachments**

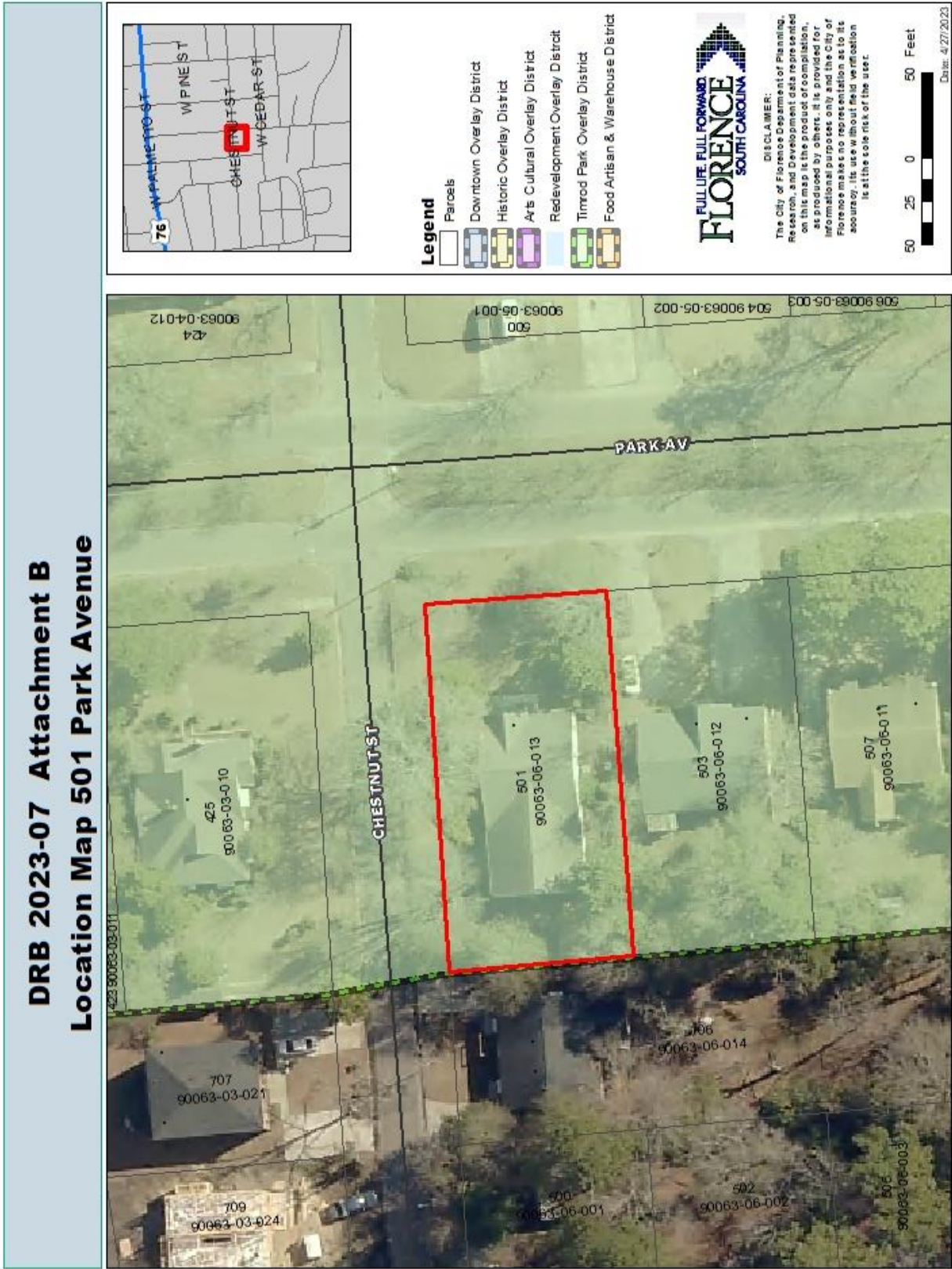
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Tree Removal Site Plan
- E. Site Photos
- F. Options for Board Action Based on Findings of Fact



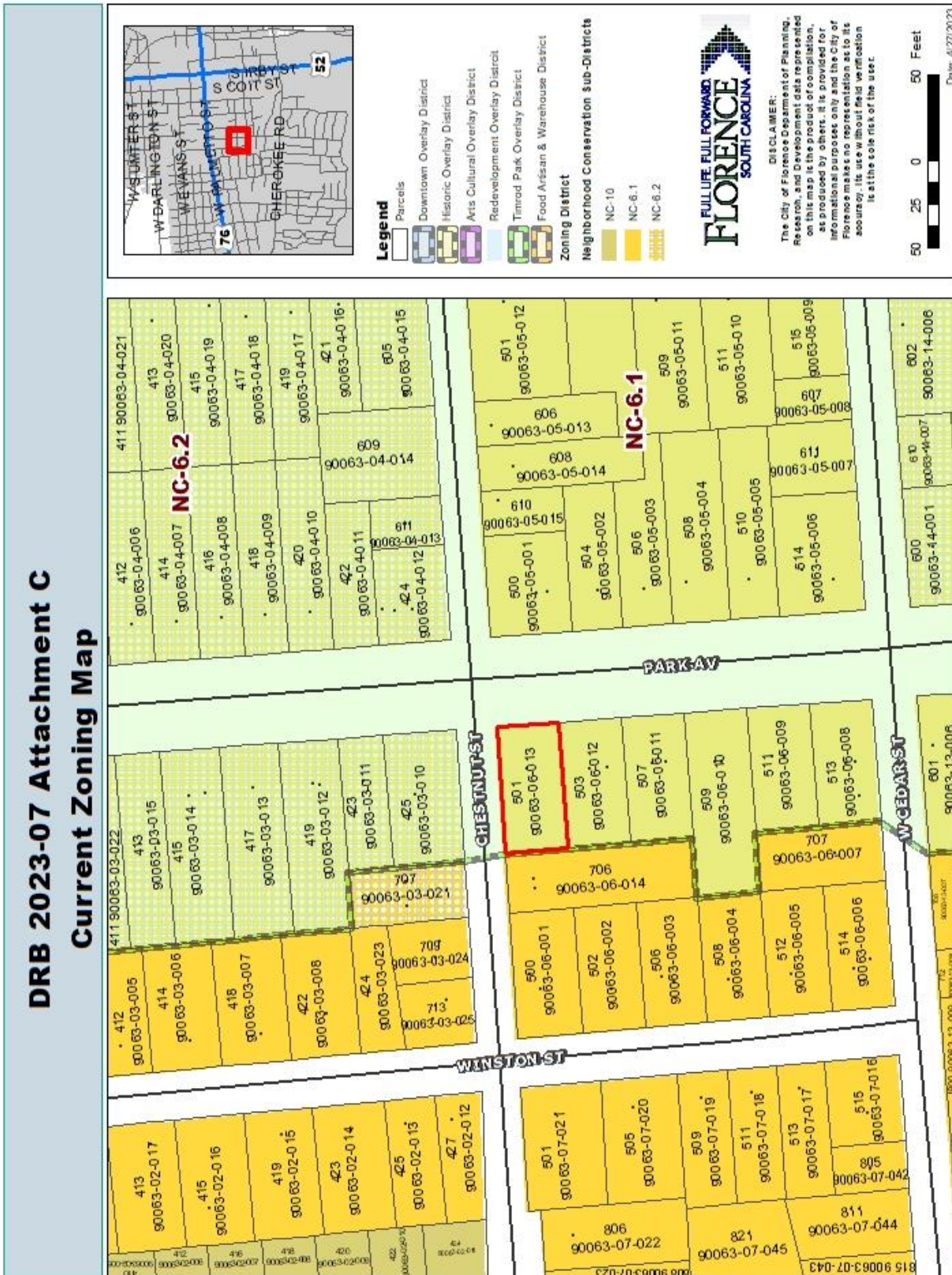
**DRB 2023-07 Attachment A**  
**Vicinity Map 501 Park Avenue**



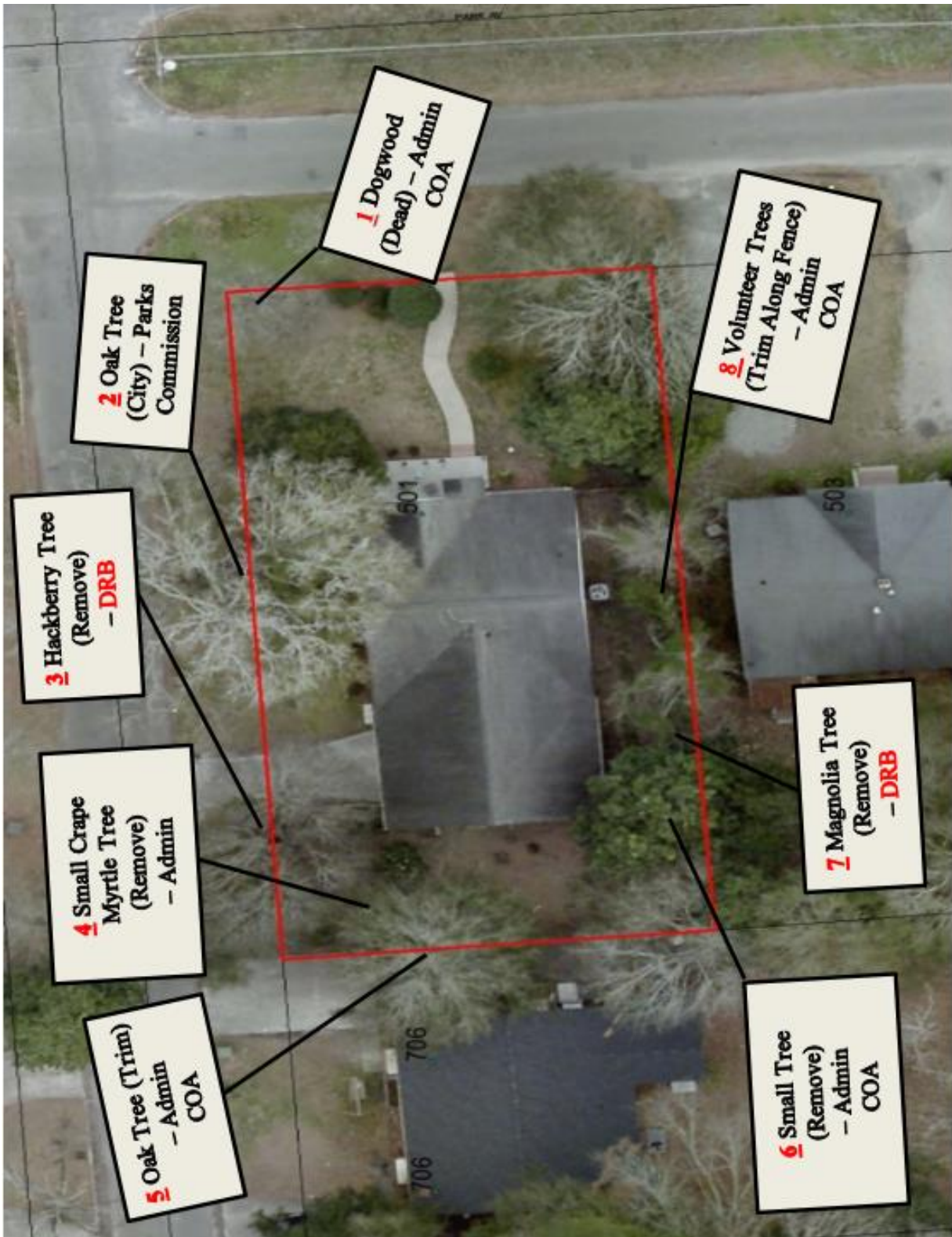








Attachment D: Tree Removal Site Plan





Attachment E: Site Photos



**501 Park Avenue 1**



**Chestnut Street (Southwest) 2**



**Front Yard (South) 1**



**Chestnut Street (Southwest) 3**



**Chestnut Street (South) 3**



**Backyard (Northwest) 3**



**Chestnut Street (East) 2**



**Backyard (South) 4 & 5**





**Backyard (South) 7 & 6**



**Backyard (East) 8**



**Backyard (South) 7**



**Backyard (West) 7**





**Backyard (Southwest) 7 & 6**



**Backyard (Northwest) 5 & 4**

Attachment F: 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:** May 10, 2023

**CASE NUMBER:** DRB-2023-08

**LOCATION:** 320 South Irby Street

**TAX MAP NUMBER:** 90087-07-001

**OWNER OF RECORD:** Punchum Estate Holdings LLC

**APPLICANT:** Garry Potts; Encoe, Inc.

**PROJECT DESCRIPTION:** Wall Signs, Canopy Signs, Pylon Sign

**ZONING DISTRICT:** CBD – Central Business District

**OVERLAY DISTRICT:** D-3 Arts & Cultural and Irby Street Corridor Overlay Districts

**Background Information**

The 4,770 square foot commercial building contains Tommy’s Quick Mart. This gas station and convenience store has been in business since January 1983. They currently have two free standing signs, which are permitted since they have two street frontages, and no canopy signage or pump signage.

**Project Description**

The applicants are seeking a Certificate of Appropriateness (COA) to rebrand Tommy’s Quick Mart at 320 South Irby Street to an Exxon gas station through the replacement of canopy fascia, addition of gas pump signs, and the replacement of one freestanding sign .

**Proposal**

The signage request consists of seven types (Attachment E):

1. One free standing identification sign.
2. Canopy banding and branding signage.
3. Pump signage:
  - a. Blade
  - b. Koala
  - c. Numbers
  - d. Dispensers
  - e. Pump Toppers

**Unified Development Ordinance and Design Guidelines Standards**

Table 5-17.2.1B “Regulation of Signs by Type, Characteristics, and Zoning Districts” permits one free standing sign per street frontage with a total area of 80 square feet in the Central Business District. Because this is a corner lot, they are permitted two signs, one per frontage. The existing sign to be replaced is 132 square feet in total area; the replacement sign is 70 square feet, so it will comply for total area in the CBD. At 22 feet tall, it will also comply with the height limit of 24 feet. The second free standing sign is noncompliant for total area.

Per Table 5-17.2.1A “Number, Dimension, and Location of Permitted Signs by Zoning District”, gas station signs are not permitted in the Central Business District, but Tommy’s Quick Mart has been at this location for 40 years, qualifying it as a permitted non-conforming use. The same table gives the following guidance for gasoline service signage:

6. Gasoline service signs shall be allowed on gasoline pumps so as to provide required information to the public such as "gallon," "octane rating," "self-service," "price," and "type of fuel." As the trade name of the business is often incorporated into the different types of fuel, said trade name and any associated symbols shall be permitted on the pumps. In addition, each service bay in a service station may include signs identifying "type of service" above the doorway provided they do not exceed five square feet in size. Gas station service signs shall not be counted against the maximum number of permitted signs or associated square footage otherwise allowed on the property.

In Chapter 4 of the *Design Guidelines for Downtown Florence, South Carolina*, the following guidance on 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 free standing sign and the canopy signage are all internally lit. The pump signs are constructed of acrylonitrile butadiene styrene with vinyl graphics.*

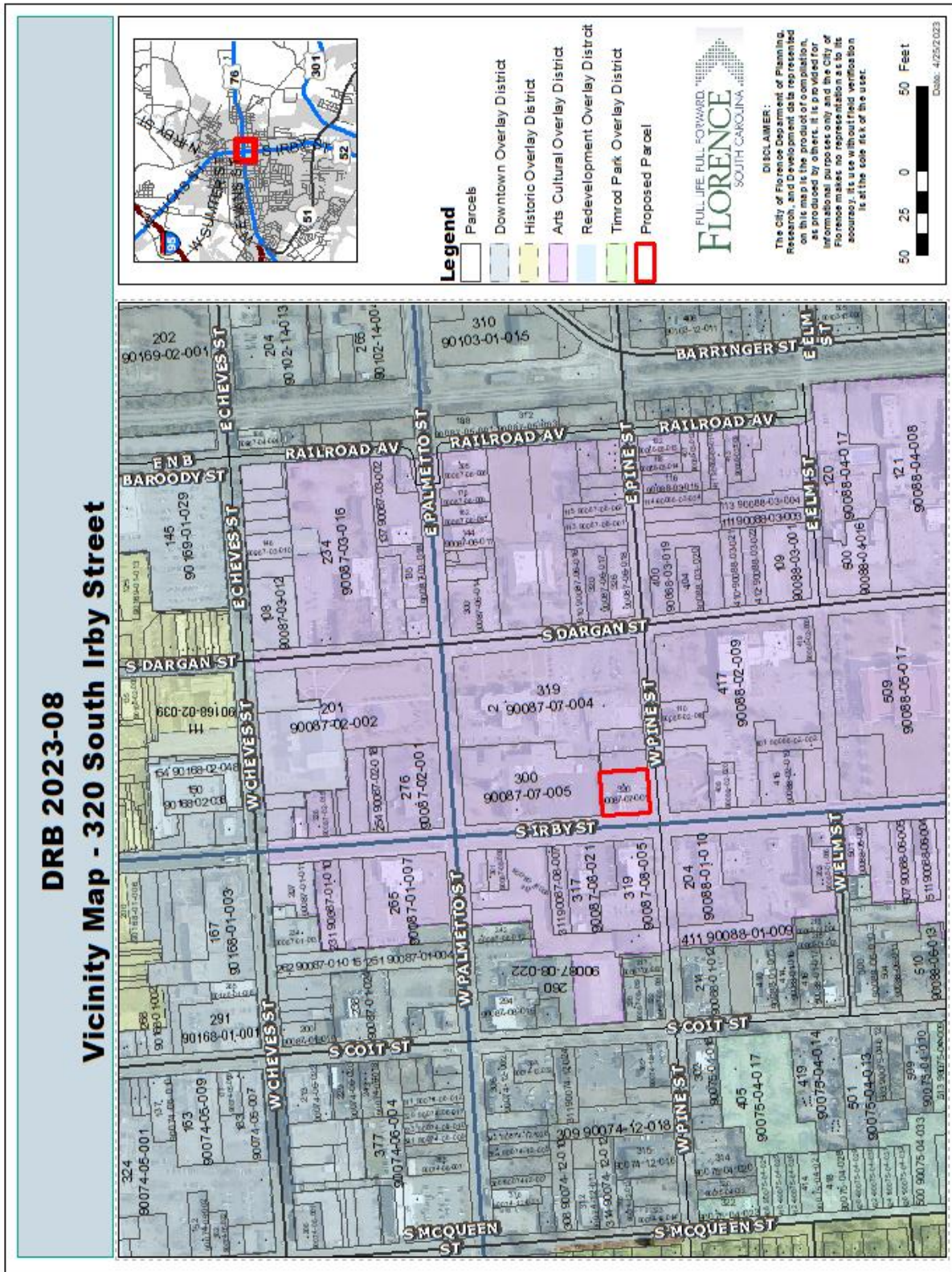
### **Board Action**

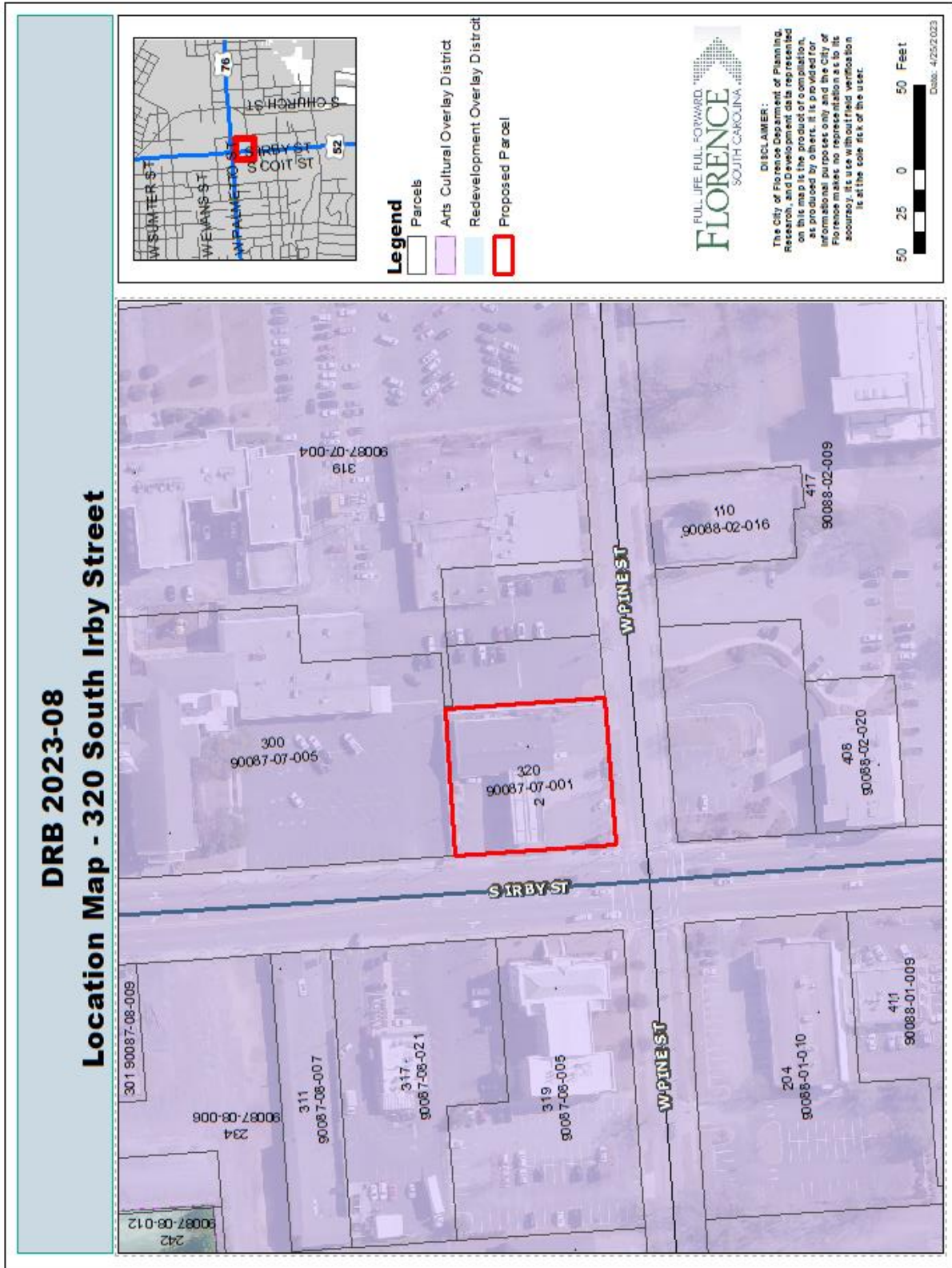
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### **Attachments**

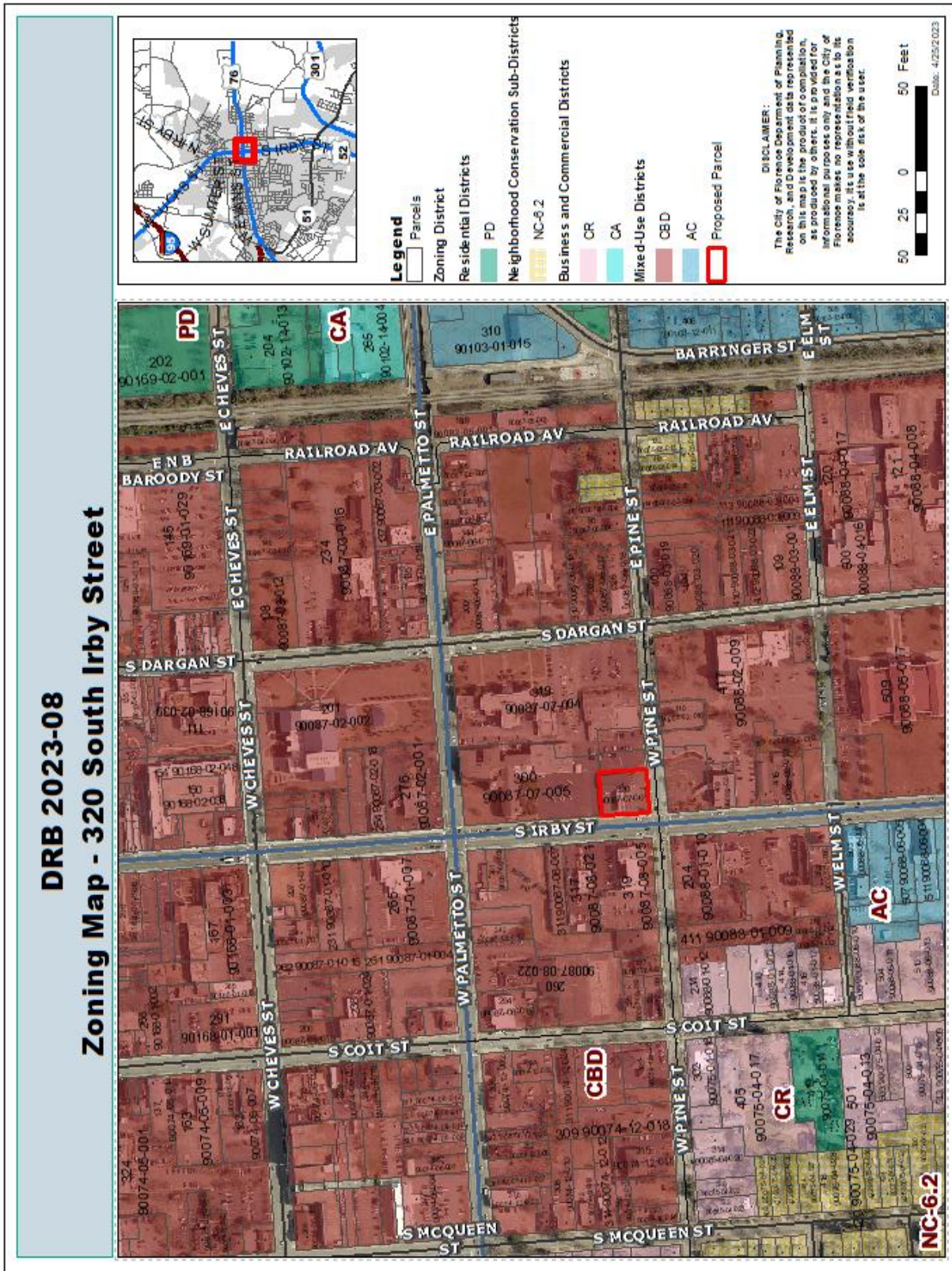
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Current Conditions
- E. Proposed Signage
- F. Options for Board Action Based on Findings of Fact













Attachment D: Current Conditions: 2 free standing signs, canopy, and pumps



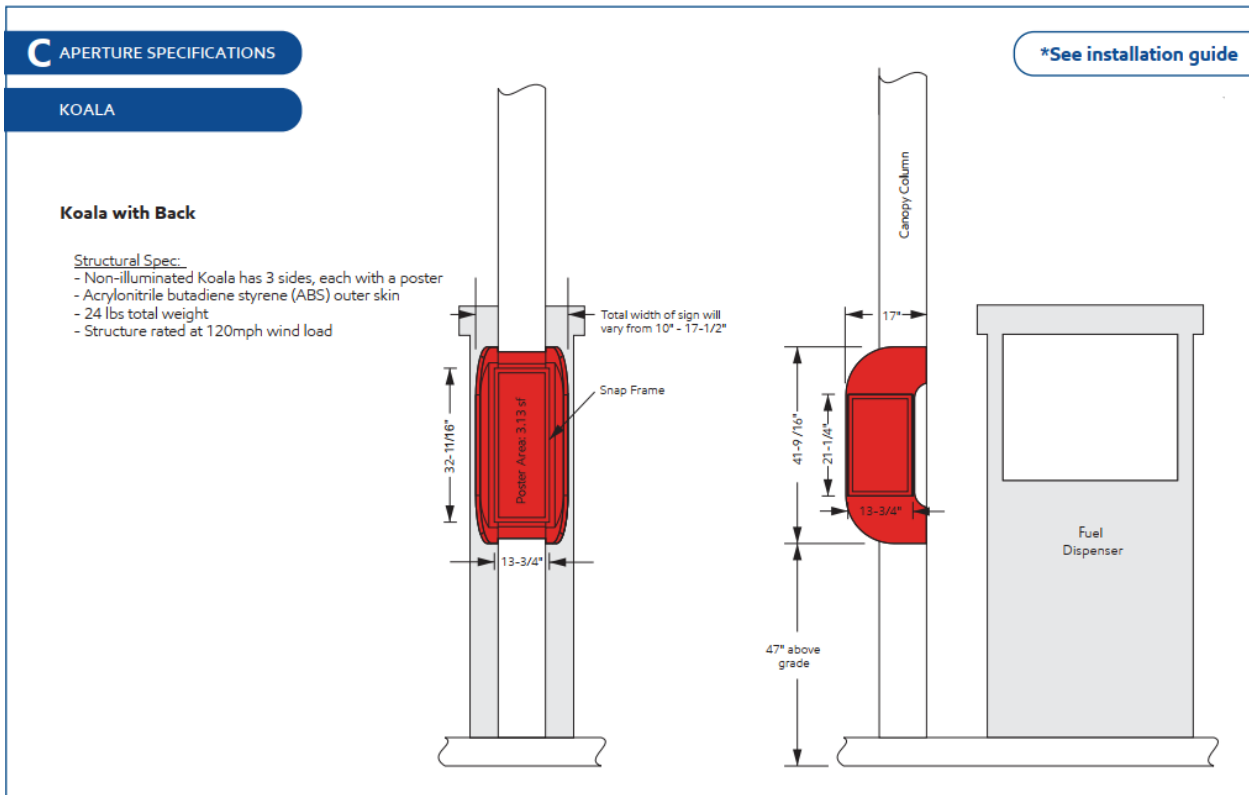
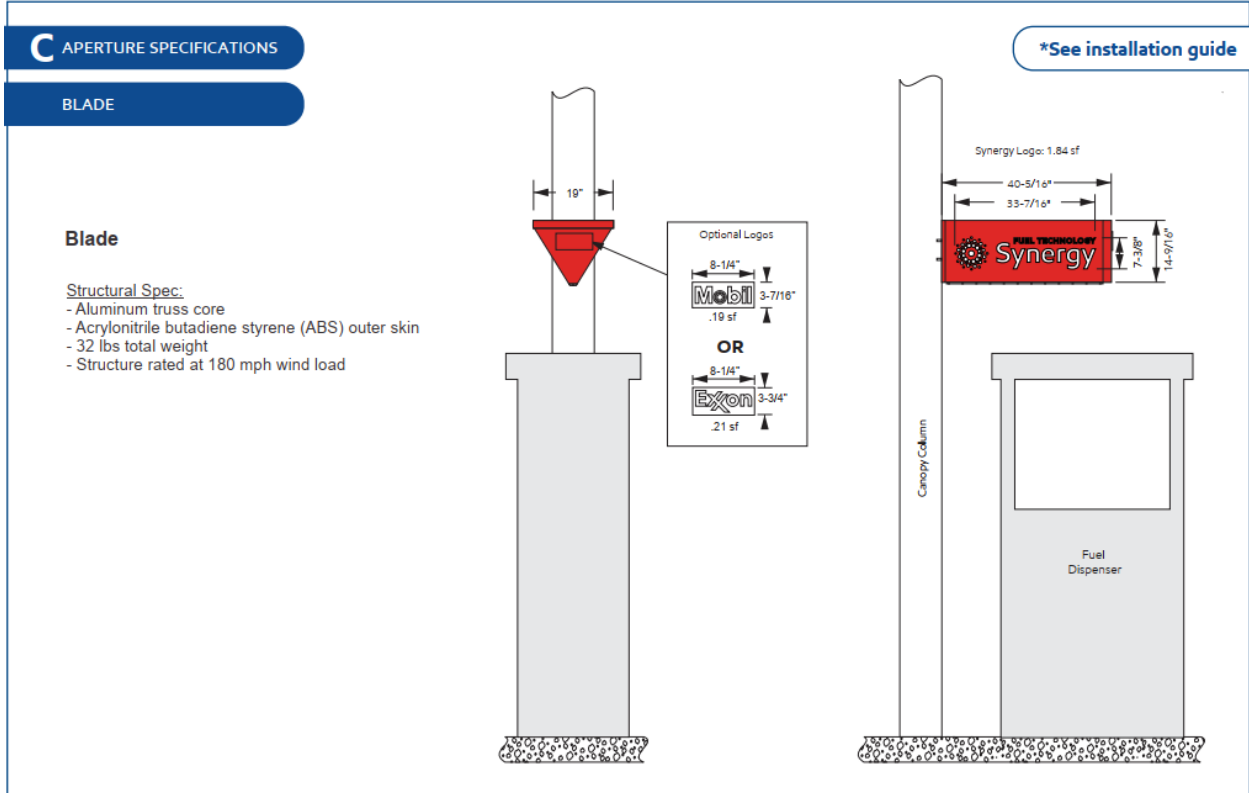
This nonconforming sign on S. Irby St. will remain. The sign on W. Pine St. will be replaced.



Currently there is no signage on the canopy.



New pump signage:





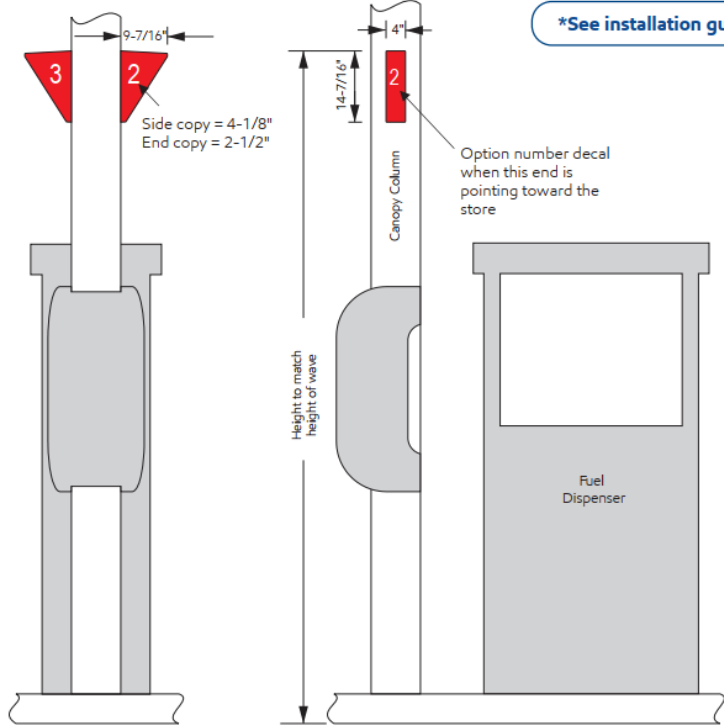
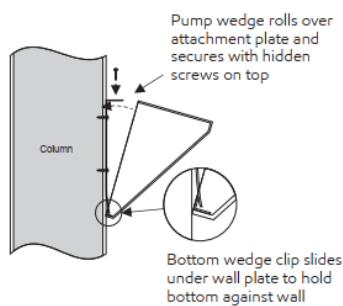
## C APERTURE SPECIFICATIONS

### NUMBER WEDGE

#### Structural Spec:

- Wedges are 2 sided, non-illuminated, with white vinyl graphics
- Acrylonitrile butadiene styrene (ABS) skin with aluminum mounting plate
- 2 lbs total weight
- Structure rated at 120 mph wind load

#### Mounting Detail



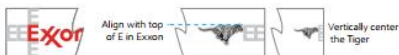
\*See installation guide

## D DISPENSER

### Gilbarco | Encore 500/700 S with EPP 3 Product Ancillary decals placement

**Note:** Please make sure the dispenser surface is cleaned prior to applying any of the adhesive backed or sponge tape decals.

- Pump number (dispenser mounted)
- Nozzle instruction
- Site experience decal and EZ Enroll decal
- Card reader graphic
- Pump operation message - defined as needed
- Receipt decal
- Safety/caution message - as defined per legal requirements
- Customer assistance decal, if applicable
- Product content - ethanol %, bio %, sulfur ppm, if applicable
- ExxonMobil-related only marketing program, instructions (within dotted area at right)
- Marketing/loyalty stickers (within dotted area at right; K2 is for the Smart card program)
- Apple App Clip QR code, Speed pass QR code, and G Pay QR code
- Clean air nozzle decal, Temperature notice decal, Oxygenated gas decal, etc. dotted area (within at right; Motor fuel decal goes here, if required, M2 is alternate placement)
- Local regulatory decals, e.g. Weights and Measures (within dotted area at right)
- Dispenser manufacturing decals (within dotted area at right)
- "Gasoline" decal, California-only and on mixed fuel dispensers only
- Florida-only ADA decal
- Valance logos - as defined by brand (positioned per graphic below)
- "Use your cell phone to enroll." Decal

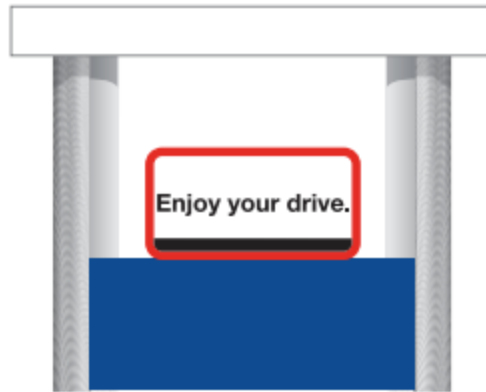


Ensure these instructional decals and application holders are removed from all Synergy imaged dispensers



## D PUMP TOPPERS

### MHD PUMP TOPPERS



<b>QUANTITY:</b>	4
<b>WIDTH:</b>	26.25"
<b>HEIGHT:</b>	12.25"

## E PAINT SPECIFICATIONS

**Sherwin Williams: P1**  
**Name:** Tan  
**Pantone:** N/A  
**NCS:** 2610-Y11R

**Jones Blair:** A2W-080101/  
 99951 Acrylithane HS2  
 Semi-Gloss

**Application:** Proscenium arch existing buildings

**Sherwin Williams: P8**  
**Name:** Eggshell White  
**Pantone:** N/A  
**NCS:** N/A

**Jones Blair:** (U.S. only)  
 45027/99951 Acrylithane  
 1152 Semi-Gloss

**Application:** All columns shrouds or columns, ID signs/frames (excluding high rise signs) includes any sign with prices and island shelter buildings

**Sherwin Williams: P6**  
**Name:** ExxonMobil Red  
**Pantone:** 485C  
**NCS:** 0980-Y81R

**Jones Blair:** A2N-D10169/  
 99951 Acrylithane HS2  
 Semi-Gloss

**Application:** Signage and fascia

**Sherwin Williams: P9**  
**Name:** Gunmetal Gray  
**Pantone:** N/A  
**NCS:** N/A

**Jones Blair:** A2N6011/  
 99951 Acrylithane HS2  
 Semi-Gloss

**Application:** Sign frames (snap-lock), high rise ID sign poles, frames, yard lights and poles, small free-standing message sign frames, Air & Water stand, trash enclosure, and vent pipes (remote from building)

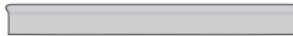
**Sherwin Williams: P13**  
**Name:** Gray  
**Pantone:** N/A  
**NCS:** N/A

**Jones Blair:** 45604/99951  
 Acrylithane HS2  
 Semi-Gloss

**Application:** Exterior walls on existing buildings, mullions, door and door frames, building sign frames, curbs, and bollards

### Islands

Existing painted islands need to be painted P13 gray



Unpainted and stainless steel islands do not need to be painted



### Bollards

Existing painted bollards need to be painted P13 gray



Stainless steel bollards do not need to be painted





Attachment F: 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:** May 10, 2023  
**CASE NUMBER:** DRB-2023-09  
**LOCATION:** 190 North Dargan Street  
**TAX MAP NUMBER:** 90170-01-020  
**OWNER OF RECORD:** Neal Patel  
**APPLICANT:** Tyrell Waiters  
**PROJECT DESCRIPTION:** Commercial Signage  
**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 190 North Dargan Street, Tax Map Parcel 90170-01-020.

**Background Information**

This freestanding building was constructed in 1980 and has a total of 4,356 square feet. The applicant is currently upfitting the interior to use as a retail space, TK's Clothing. In June 2020 the applicant received a Certificate of Appropriateness to install a new awning with signage imprinted on it. He has since decided not to use an awning and is seeking a COA for wall signage. Some of the signage will be back lit, which requires DRB approval.

**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 two wall signs: the side wall sign will consist of LED backlit channel letters with an area of 14 square feet. The front wall sign is 16 square feet in area made of 1.5" thick sign foam (high density urethane board). It will be sandblasted or routed to be three dimensional. (Attachment F)*

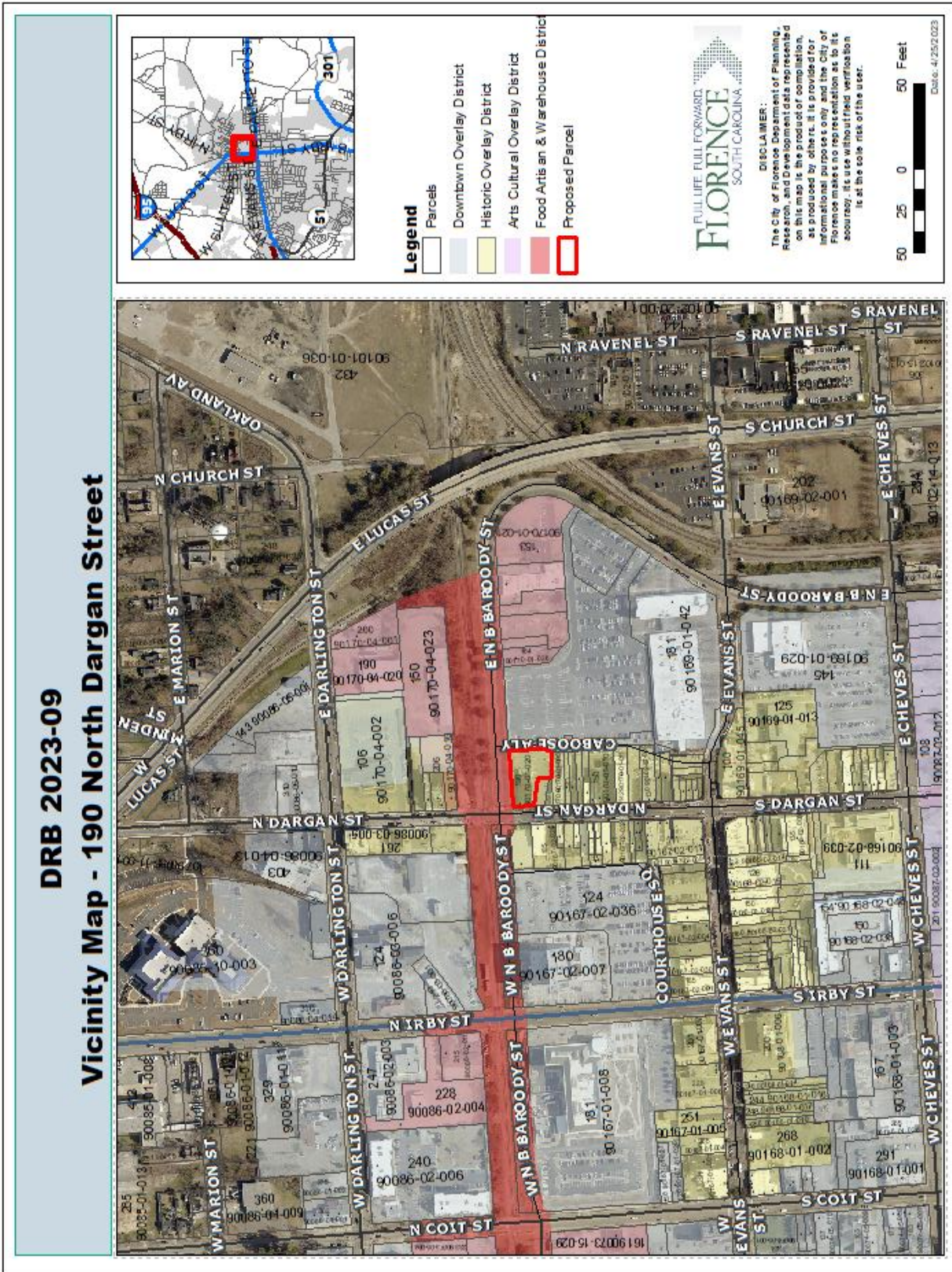
#### **Board Action**

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.

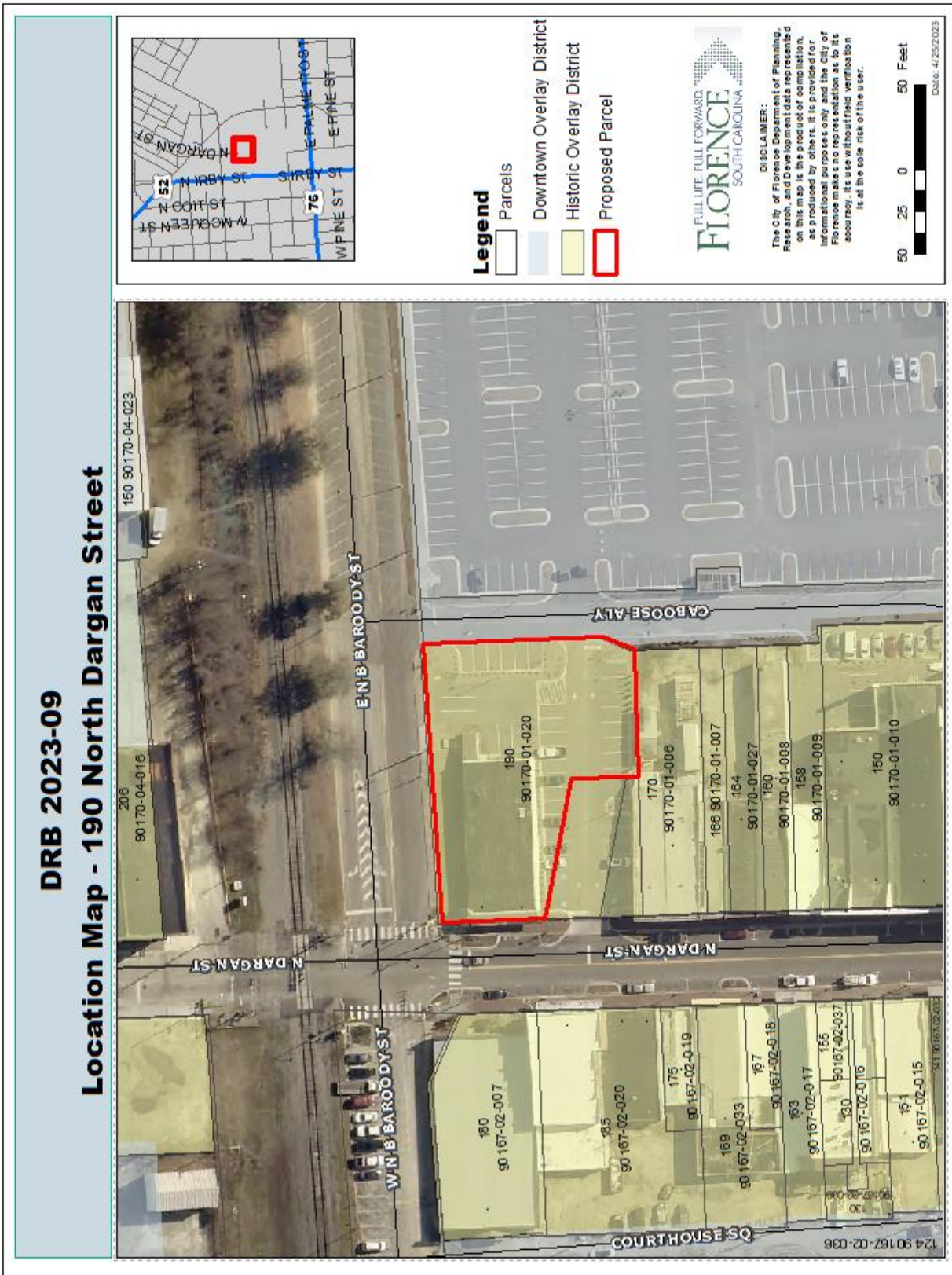
#### **Attachments**

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

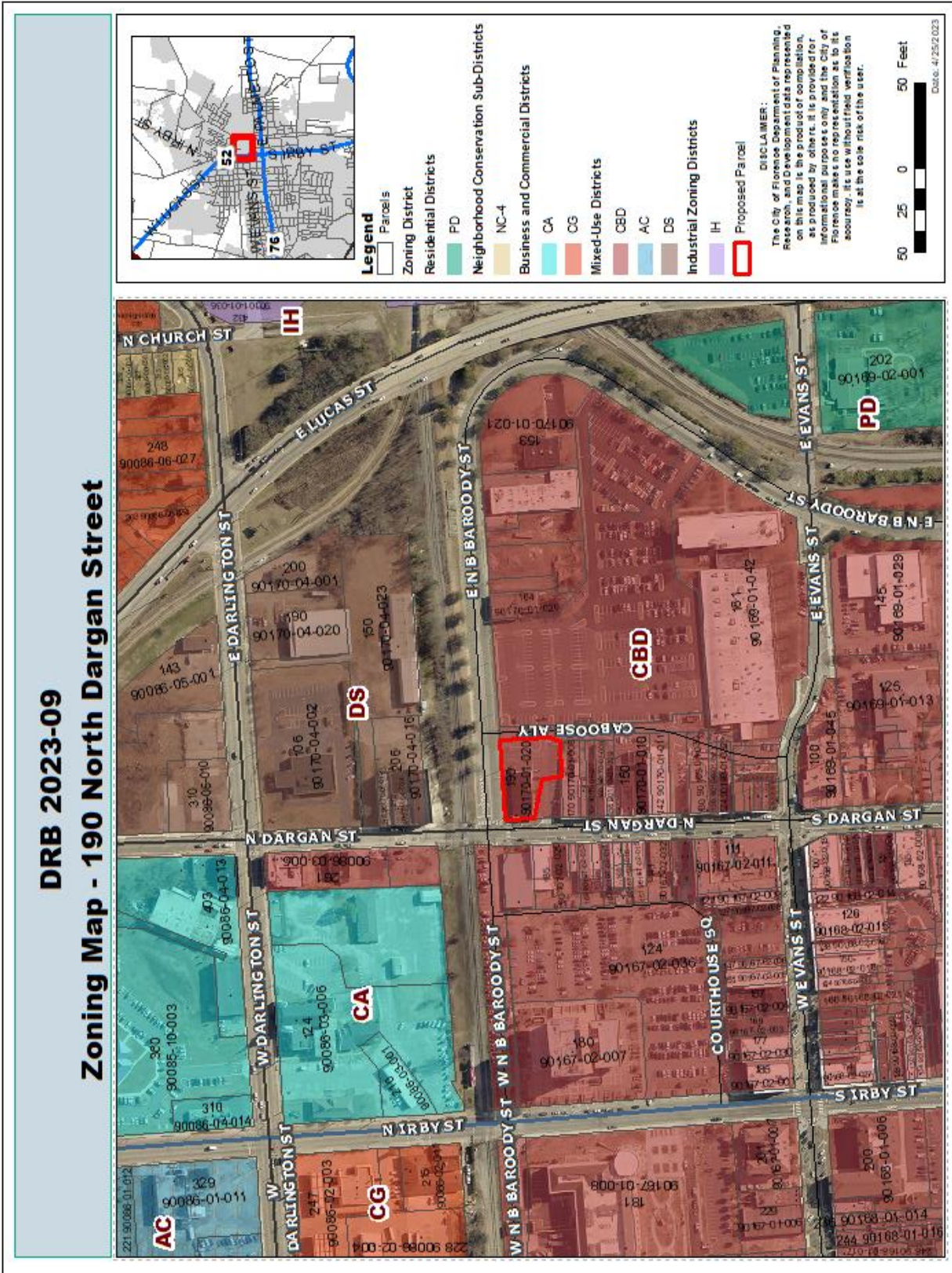
Attachment A: Vicinity Map









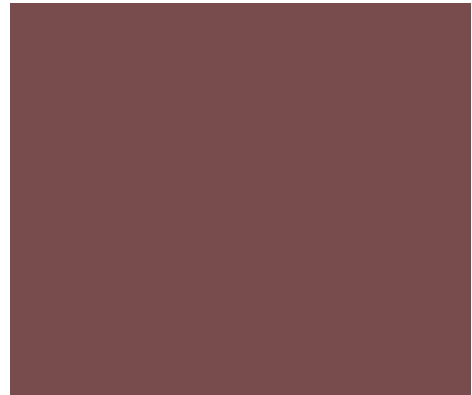




Attachment D: Current Site Photos



Attachment E: Previously Approved Signage



1. Awning:     Color - Black with white trimming  
                  Material - cloth material  
                  Style – 12 x 6 foot rectangle shape awning
  
2. Sign:        Letters - “Tk’s Clothing” in bubble letters 1 1/2 foot size  
                  Color - White  
                  Material - imprinted into the awning  
                  Location - middle front of the awning  
                  Lighting - depends on the price; I may use lighting under the awning to light up the Tk’s Clothing at night.
  
3. Paint color swatch or brand number for painting the brick: Valspar 1009-5 “Moving Melody”

Attachment F: Proposed Signage



Side wall: 14 square feet LED backlit channel letters.

Front wall: 16 square feet 1.5" thick sign foam (high density urethane board). Sandblasted or routed for 3d using this material:



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

**a. Deferral**

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**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**

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