

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
SEPTEMBER 14, 2022 AGENDA

I. Call to Order

II. Approval of Minutes Regular meeting held on August 10, 2022

III. Public Hearing and Matter in Position for Action

DRB-2022-32 Review of proposed amendments to the Design Guidelines for Downtown Florence, South Carolina.

IV. Public Hearing and Matter in Position for Action

DRB-2022-33 Request for a Certificate of Appropriateness for two monument signs to be located at 221 West Darlington Street, Tax Map Number 90086-01-012; D-2 Downtown Overlay District.

V. Adjournment Next meeting is scheduled for October 12, 2022.

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
AUGUST 10, 2022 MINUTES

MEMBERS PRESENT: Jamie Carsten, Brice Elvington, John Keith, Joey McMillan, Ranny Starnes, and David Tedder

MEMBERS ABSENT: Scott Collins, Jay Ham, Erik Healy, and Mike Padgett

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

CALL TO ORDER: Chairman Carsten called the August 10, 2022 meeting to order at 2:00 p.m.

APPROVAL OF MINUTES: Chairman Carsten introduced the July 13, 2022 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; Ms. Starnes seconded the motion, and it passed unanimously (6-0).

PUBLIC HEARINGS AND MATTERS IN POSITION FOR ACTION:

DRB-2022-30 Request for a Certificate of Appropriateness to enlarge the house located at 504 Graham Street, Tax Map Number 90075-07-014; D-4 Timrod Park Overlay District.

Chairman Carsten read the introduction to DRB-2022-30 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

There being no questions for staff, Chairman Carsten opened the public hearing.

Winfield Brown, president of the Timrod Park Neighborhood Association, asked the owner about parking and the garage in the back yard after complimenting him on the improvements proposed to the house. Mr. Thomas stated that they intend to clean up the carriage house as well and will provide improved parking at the rear of the lot as shown on the plat.

Mr. McMillan asked about the use of the carriage house as an additional apartment; Mrs. Zlotnicki explained that the ordinance currently does not permit accessory dwelling units. Dr. Keith asked the reasoning behind the restrictions on ADUs. Mr. Dudley said that the concern is about turning single family neighborhoods into multi-family areas. They can be grandfathered in if they are in continuous use, but new ones are not permitted.

Mr. Elvington said that often these buildings are eyesores and this might be an opportunity to improve them without allowing too many families on a single lot. Mr. McMillan agreed and complimented the applicant on his efforts to provide housing.

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

Mr. McMillan moved to approve the project as submitted; Dr. Keith seconded the motion, and the vote to approve the request passed unanimously (6-0).

DRB-2022-31 Request for a Certificate of Appropriateness to demolish the house located at 721 South Dargan Street, Tax Map Number 90089-02-007; D-1 Redevelopment Overlay District.

Chairman Carsten read the introduction to DRB-2022-31 and asked staff for their report. Mr. Johnston gave the staff report as submitted to the Design Review Board.

There being no questions for staff, Chairman Carsten opened the public hearing. Barron Ervin said it was just going to be a green space.

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

Mr. Tedder moved to approve the request as submitted. Mr. McMillan seconded the motion, and the vote to approve the request passed unanimously (6-0).

DRB-2022-32 Review of proposed amendments to the Design Guidelines for Downtown Florence, South Carolina.

Chairman Carsten read the introduction to DRB-2022-32 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board. She explained these were staff's response to concerns expressed by the Board regarding some shortcomings in the Design Guidelines at the prior meeting. The staff is looking for input and direction on these suggestions. They then go to Planning Commission and City Council for approval.

There was discussion about how to inform property owners about the requirements in the overlay districts; Mr. Dudley said that post cards or water bill inserts had been used in the past, but staff could speak with our social media people about it.

Mr. Elvington expressed his desire to be helpful and encourage people to do the right thing. Dr. Keith said he doesn't think security bars are necessary at all with the other security options available and they imply that an area has a crime problem.

Mrs. Zlotnicki asked the Board to contact her with any questions or suggestions they might have after looking over the proposals. Staff will bring them back in more formal format at the September meeting.

ADJOURNMENT: Chairman Carsten adjourned the meeting at 2:26 p.m. The next meeting is scheduled for September 14, 2022.

Respectfully submitted by

Alane Zlotnicki, AICP
Senior Planner

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

CASE NUMBER: DRB-2022-32
DATE: September 14, 2022
PROJECT DESCRIPTION: Amendments to Design Guidelines

Background Information

The *Design Guidelines for Downtown Florence, South Carolina* were prepared for the Florence Downtown Development Corporation and adopted in March 2005. At the meeting on August 10, 2022, several proposed changes were identified by Board members and a request was made for staff to draft edits to the text. The following amendments to the Design Guidelines have been proposed in order to encourage adherence to the Guidelines by property owners and streamline the approval process through planning staff. Signage requirements were also identified as an area needing updating, but due to the complexity of the sign ordinance, staff will look at it separately and bring those suggestions to the Board separately.

Amendment proposals made by the Design Review Board will be combined and then taken to the Planning Commission for review. Their recommendation goes to City Council for final approval and adoption.

It was suggested that a contingency be included in cases of damage that needs to be repaired immediately; that is covered by Section 6-20.3.2 5 i 3 in the *Unified Development Ordinance* (see Attachment A).

Proposed amendments are in Attachment B, with deletions struck through and highlighted, and additions in red.

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 amendments.

Attachments

A: Section 6-20.3.2 5 i from the *Unified Development Ordinance*

B: Proposed Amendments to the *Design Guidelines for Downtown Florence, South Carolina*

Attachment A: Section 6-20.3.2 5 i from the *Unified Development Ordinance*

Deletions are struck through and highlighted; additions are in red. The provision for casualty repairs is underlined.

- i. Certificate of Appropriateness, provided the Director, acting as the Downtown Planning Coordinator, determines that the materials, paint color, design, architectural features, or style of the project or signage conforms to the application design district in the following situations:
 1. Any project or signage for which the total cost does not exceed ~~\$5,000~~ **\$15,000** in which a specific determination is made by the Director, acting as the Downtown Planning Coordinator, that the subject project is not a part of a larger project:
 2. Interior modifications/maintenance or exterior maintenance, which does not change or impact the appearance of the structure, including, but not limited to, roofing, facade repairs, awnings, shutters, or window replacement. This power does not extend to those properties and structures listed on the State or National Register of Historic Places.
 3. For emergency and/or permanent repairs relating to the incident to any structure resulting from a Force Majeur, (superior or overpowering force) fire, or accident beyond the control of the property owner or tenant as long as the subject repair does not exceed 25 percent of the value of the structure as determined by the tax assessor and the materials used in the repairs are consistent with the design guidelines for the design district in which it is located.
 4. In all cases, the Director, acting as the Downtown Planning Coordinator, may, by discretion, refer the application to the Design Review Board for review and consideration with particular attention being paid to properties and structures within the H-1 Historic District.

Attachment B: Amendments to the *Design Guidelines for Downtown Florence, South Carolina*

Deletions are struck through and highlighted; additions are in red.

1. Chapter 1: Design Principles for Successful Downtowns:

Amend #7 under “Architectural Design Principles” by removing the highlighted sentence:

7. Articulate the ground floor of buildings to respond to the pedestrian. Require ground floor architecture in commercial and retail areas to be “open” to the street. The traditional “storefront” in retail areas increases activity and adds to civic life through the display of goods and services. Even where the activities are not strictly retail, such as the ground floor of a restaurant or office, transparency can still be employed to provide enhanced entry areas or views to attractive lobby spaces, atriums, or displays. Where large buildings with few windows must face the street, such areas can be used to create outdoor seating areas or gardens. ~~Consideration of safety must be taken into account, but whenever possible the use of open security grates or grilles or special thick glass rather than roll-down solid metal shutters is recommended in order to make the street attractive even when stores are closed.~~

2. Chapter 2: D-1 Design Guidelines and Requirements:

Certificate of Appropriateness: Application Fee

Upon presentation of a signed application, the owner/agent must pay any required fees as determined and approved by the Florence City Council. Once received by the City of Florence the application fee is not refundable. An application fee is not required of any local, state, or federal governmental body. Also, an application fee is not required of any owner or developer for a project which is submitted to the Downtown Planning Coordinator for administrative approval and does not exceed \$5,000, \$15,000 in cost.

The application fee for the Design Review Board is \$100 prior to the work being done. If the work has already been started or completed, the application fee is \$200.

Certificate of Appropriateness: Approval by the City Planner

For any project or signage which does not exceed \$5,000, \$15,000 the Downtown Planning Coordinator has the authority to administratively approve a Certificate of Appropriateness if it is determined that materials, paint color, design, architectural feature, or style conforms to the applicable District and is not considered to be part of a larger project.

3. Add the following paragraph to each of the indicated chapters and amend in Chapter 3:

- 2: Redevelopment District (D-1) Design Guidelines & Requirements
- 3: Florence Historic District (H-1) Design Guidelines
- 4: Downtown Central District (D-2) Design Guidelines
- 5: Arts and Cultural District (D-3) Design Guidelines
- 6: Timrod Park Residential District (D-4) Design Guidelines
- 7: Food, Artisan, and Warehouse District (W-1) Design Guidelines
- 8: Irby Street Corridor Overlay District (IS-COD) Design Guidelines

Storefront Security

In order to avoid the implication of blight, roll-down solid or mesh window and door covers are not allowed in the Florence Historic District. Instead, it is recommended that thicker security glass be installed at the ground level combined with alarm systems if needed. Lighting of the display windows in the evening hours also serves to deter crime. ~~Decorative metal security grilles finished in dark colors are allowed on windows to the side and rear of buildings in this district.~~

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

DATE: September 14, 2022

CASE NO: DRB 2022-33

LOCATION: 221 West Darlington Street

TAX MAP NUMBER: 90086-01-012

OWNER OF RECORD: Dollar and More Inc.

APPLICANT: Skyline Signs LLC, Justin Mooney

PROJECT DESCRIPTION: Requesting Certificate of Appropriateness to Construct Two Internally Lit Monument Signs

OVERLAY DISTRICT: D-2 Downtown Central & D-1 Redevelopment Overlay Districts

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) for (2) internally lit monument signs for the On The Go #3 fueling station being constructed on Tax Map Parcel 90086-01-012 at the address of 221 West Darlington Street in the Activity Center (AC) Zoning District. The sign contractor, Skyline Signs of Conway, has provided signage details and will install the monument signs. The signs are to be displayed at both the West Darlington Street and North Irby Street entrances.

Background Information

On The Go #3 received approval from the Design Review Board at the December 8, 2021 meeting. The Certificate of Appropriateness (COA) included construction of a fueling station consisting of a 4,800 square foot convenience store with entrances from West Darlington Street and North Irby Street. On The Go #3 was also approved to have a 186 foot by 24 foot (4,464 square feet) canopy to cover 7 fuel pumps in the parking lot to the west of the convenience store. The fueling station is currently under construction.

Signage details were not provided at the December 2021 meeting with the understanding that DRB approval would be sought later.

Staff Analysis

The following section from the *Design Guidelines* addresses signage in the Downtown Central and Redevelopment Overlay Districts.

From Chapter 4 of the *Design Guidelines for Downtown Florence, SC*:

Business signage

Signs are an important part of the identity of any business. Modern technology has extended the range of possible materials and treatments available to business owners.

The following materials are recommended:

- Wood (carved, sandblasted, etched, and properly sealed, primed, and painted or stained)
- Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion)
- High density pre-formed foam or similar material. New materials may be appropriate if properly designed in a manner consistent with these guidelines and painted or otherwise finished to complement the architecture
- Custom neon tubing, in the form of graphics or lettering, may be incorporated into several of the above permitted sign types.
- Sign material should be compatible with the design of the face of the façade where it is to be placed.

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

From Chapter 5 of the *Design Guidelines for Downtown Florence, SC* regarding monument signs in the Arts and Culture District:

Signage

Signage in this area will depend on use. For new retail and commercial uses, the setback will be minimal, and the guidelines for commercial signage in the Downtown Commercial District (Chapter 4) will apply. For all civic uses, a ground mounted monument type sign is required. The scale of such signs will vary depending on the size of the use and parcel. Because of the recommendations for street trees on Irby Street and Dargan Street, monument type signs will be more visible than pole-mounted signs in the future.

The proposed signage is shown in Attachments D & E

The proposed monument signs will be placed at both the West Darlington Street and North Irby Street entrances (Attachment D). The proposed signage meets the Unified Development Ordinance standards for signs in the AC Zoning District. Freestanding signs are limited to 24' in height, 80 square feet, and can be up to the property line with a setback of 0'. The signage is not permitted in any right-of-way and cannot obstruct driver visibility. The proposed sign on West Darlington Street will be behind the sidewalk and should not hinder driver sight when exiting.

The signs will be 43 square feet with the entire sign structure being approximately 5 feet wide, 8 feet long, and 8 feet in height. Both monument signs will have concrete foundations supported by rebar with brick and mortar bases. The acrylic sign box will be set on top of the brick bases. The sign box on West Darlington Street will include one 4 foot by 2 foot LED price display, and the sign box on North Irby Street will include two 4 foot by 2 foot LED price displays (Attachment E). Attachments G and H provide examples of monument and/or LED signs within the vicinity of downtown.

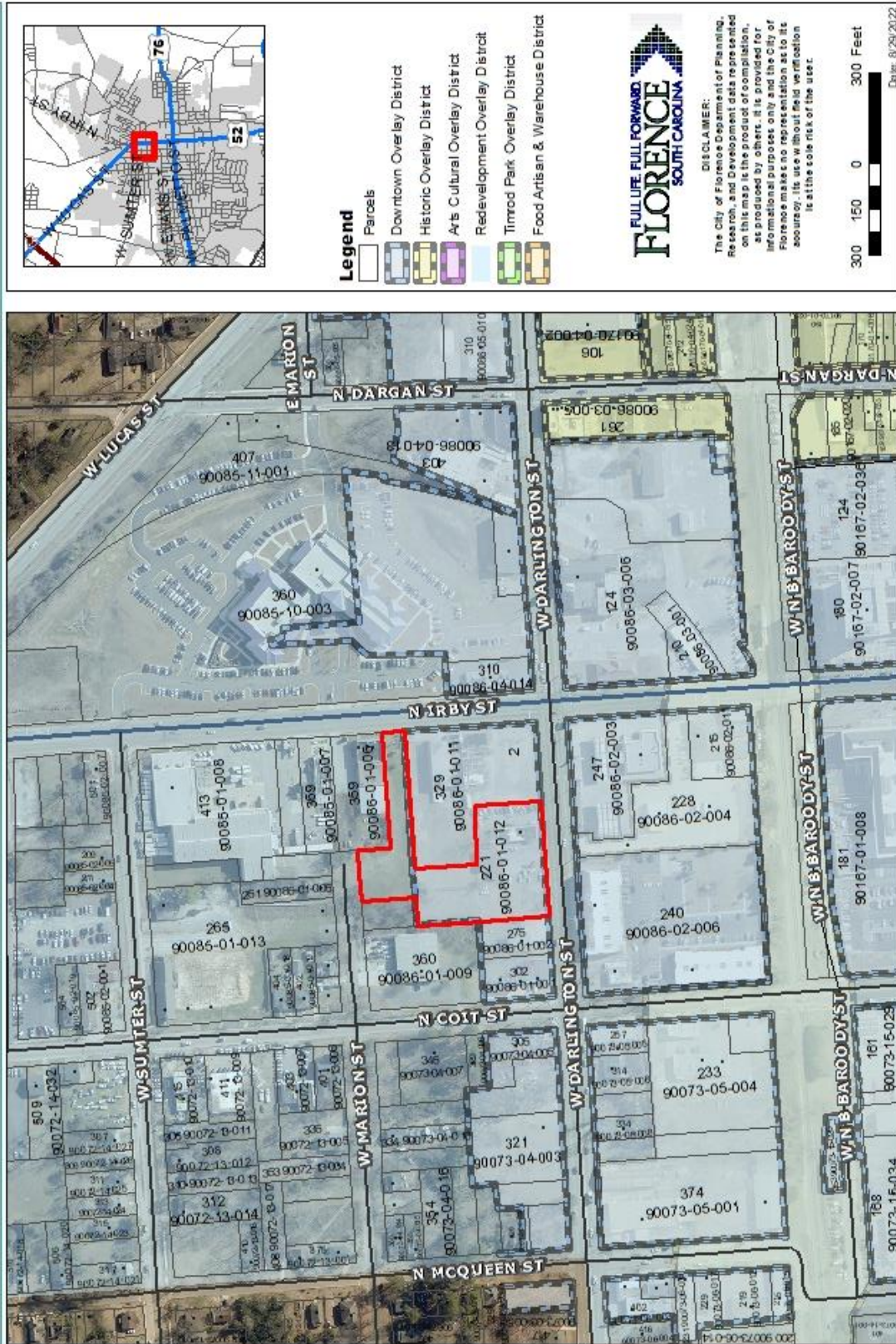
Board Action

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, decide regarding the request on the application.

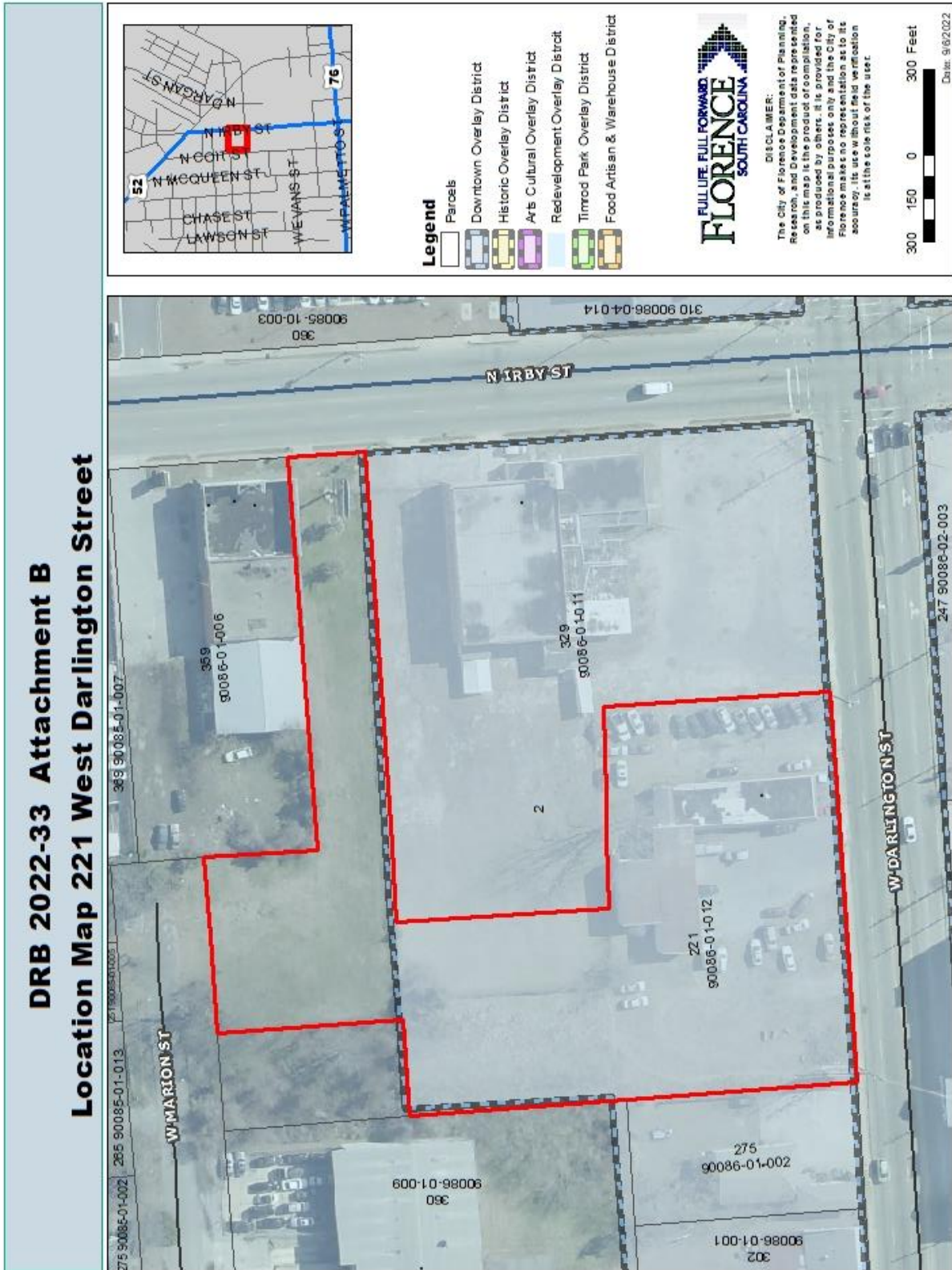
Attachments

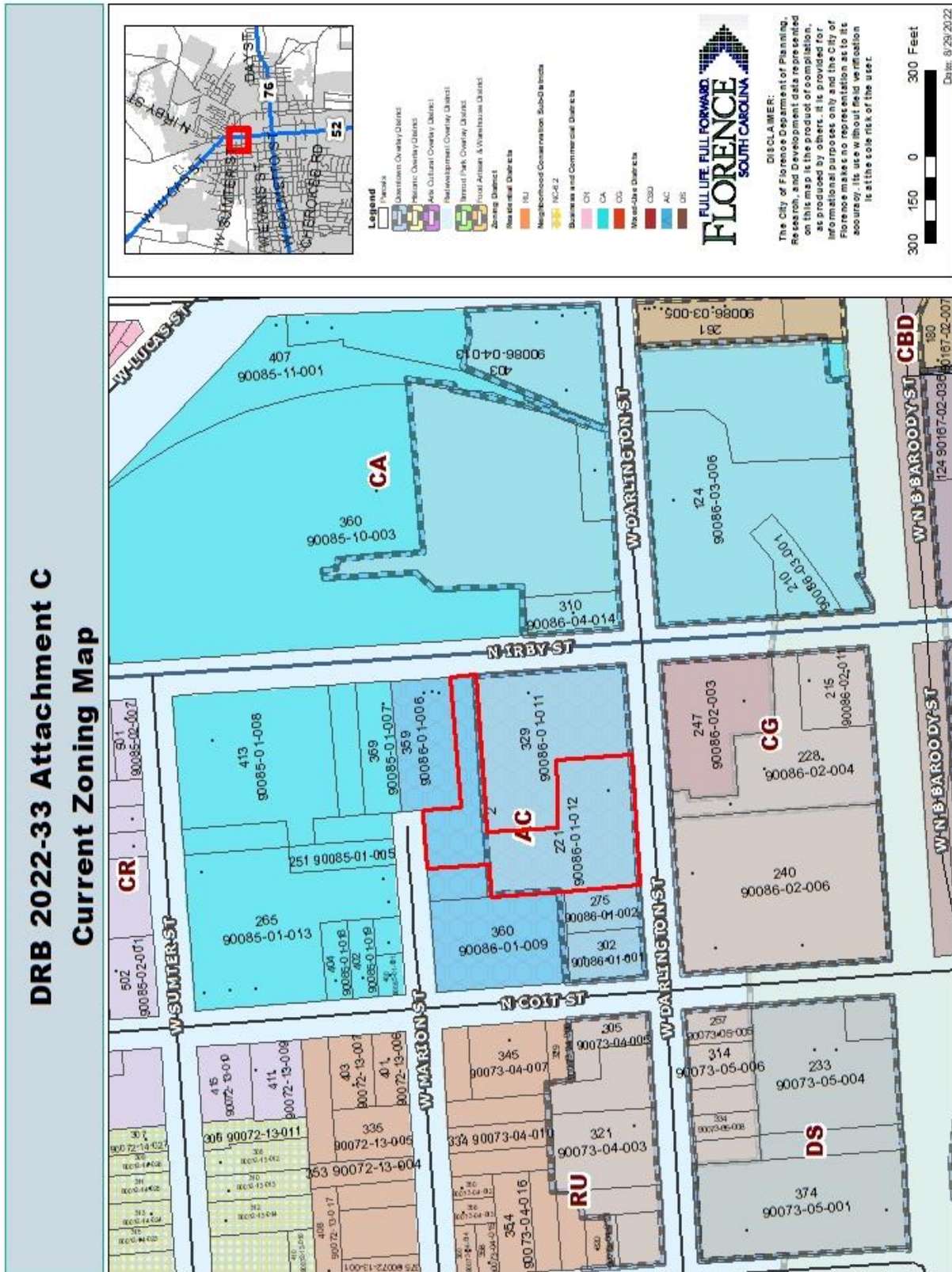
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Site Plan
- E. Proposed Sign Renderings
- F. Site Photos
- G. Redevelopment Overlay District (D-1) Monument Signs
- H. Redevelopment Overlay District (D-1) LED Signs

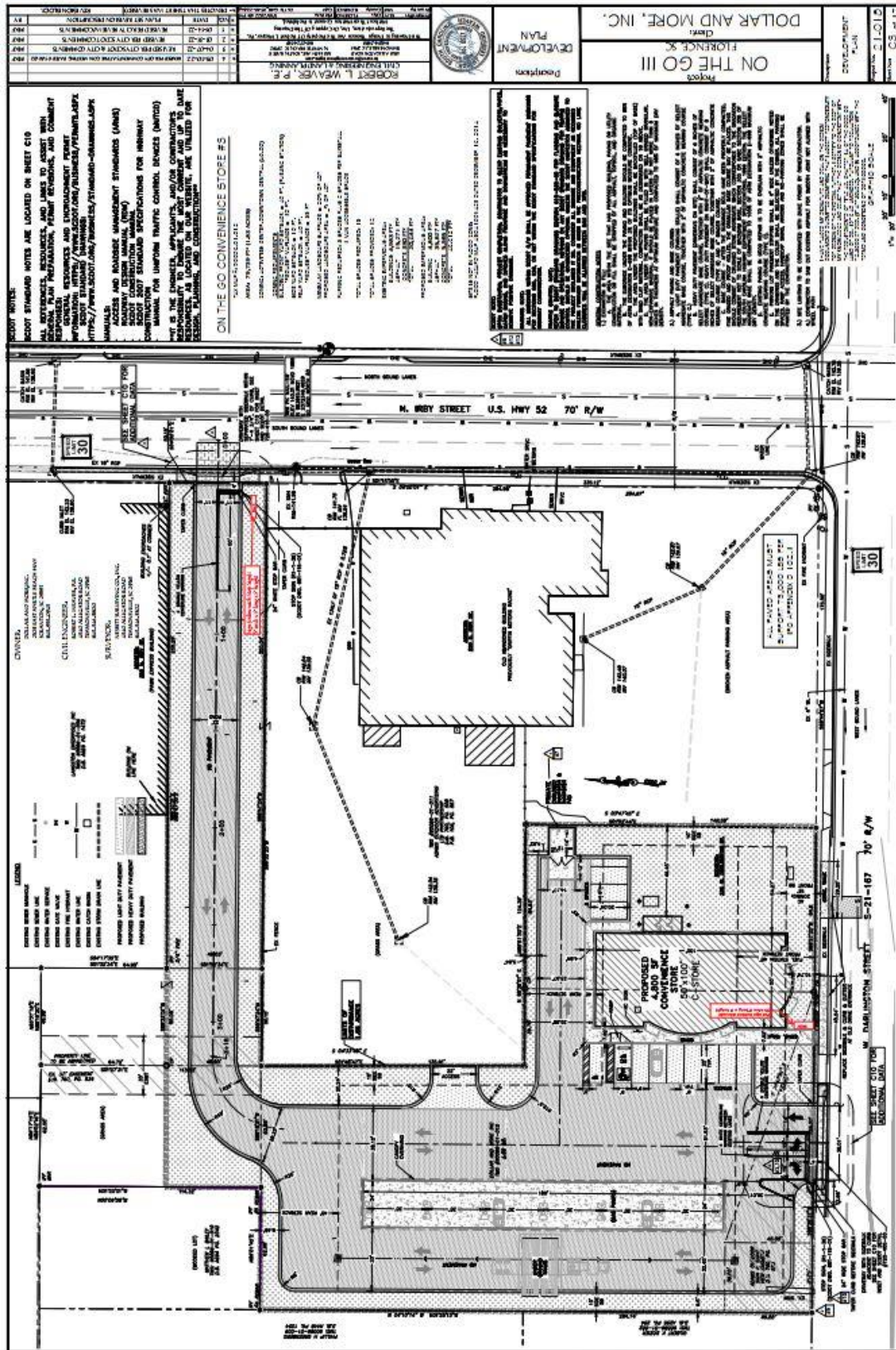
DRB 2022-33 Attachment A
Vicinity Map 221 West Darlington Street



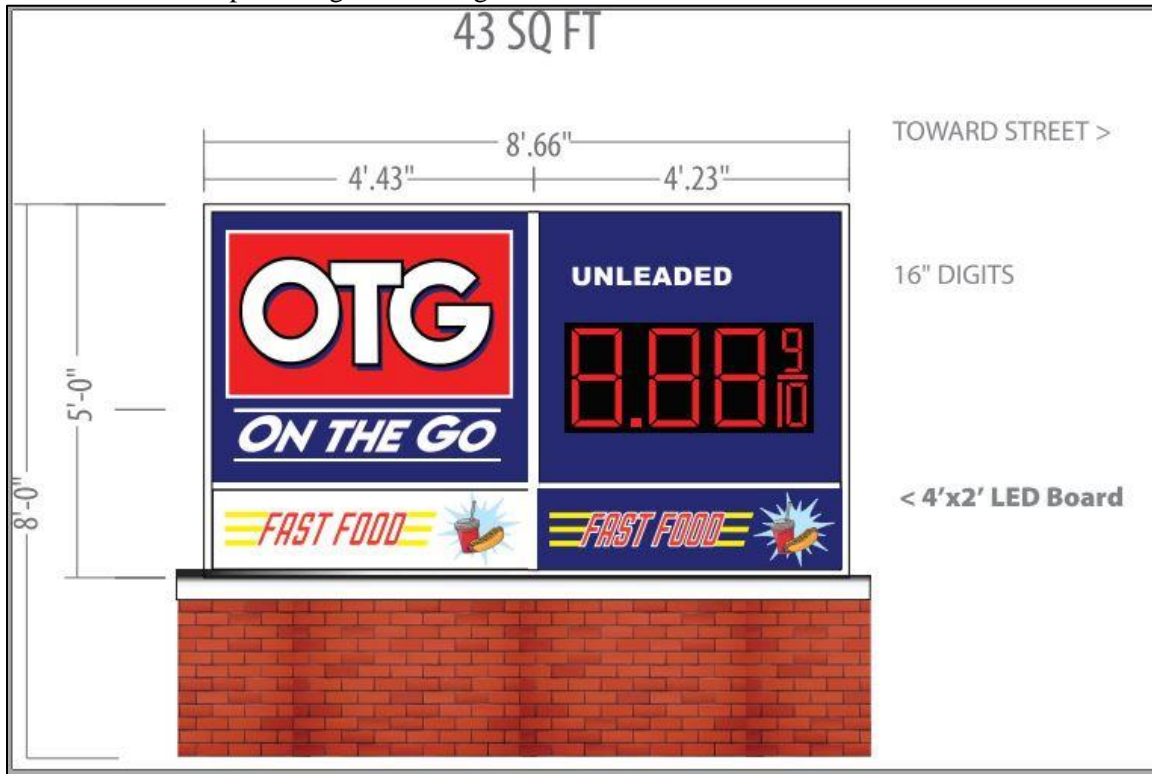
Attachment B: Location Map



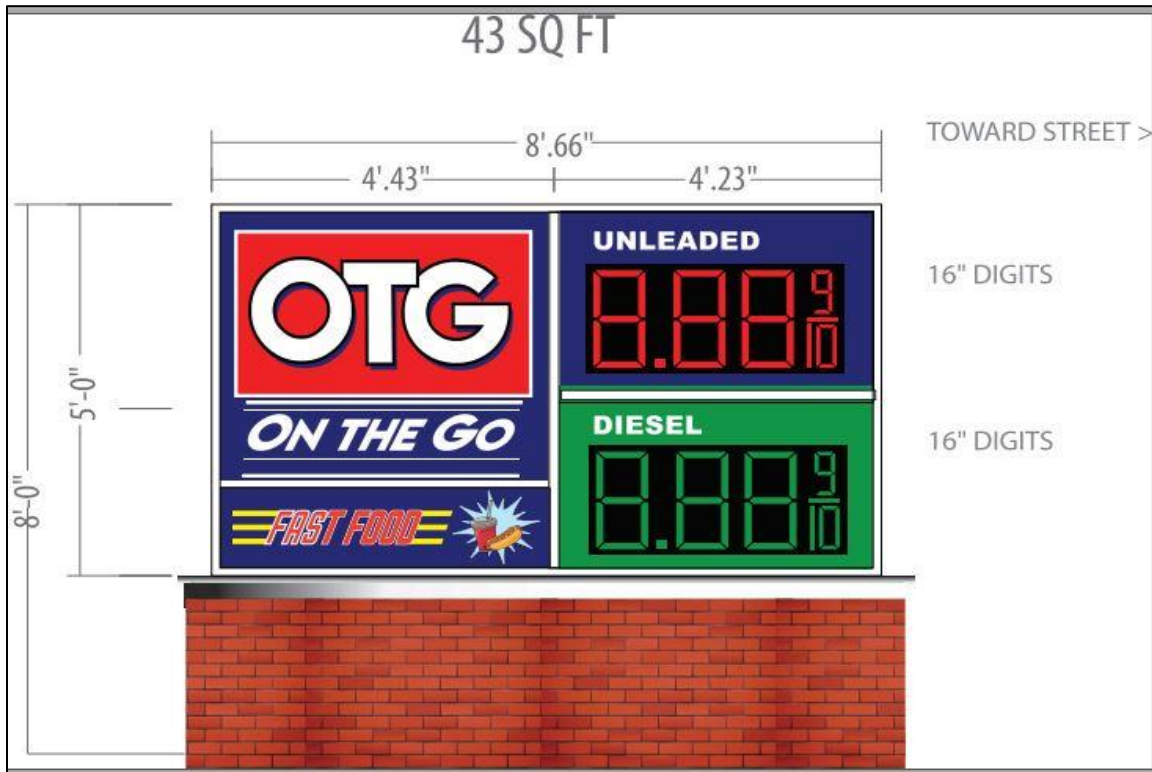




Attachment E: Proposed Sign Renderings



West Darlington Street



North Irby Street

Attachment F: Site Photos

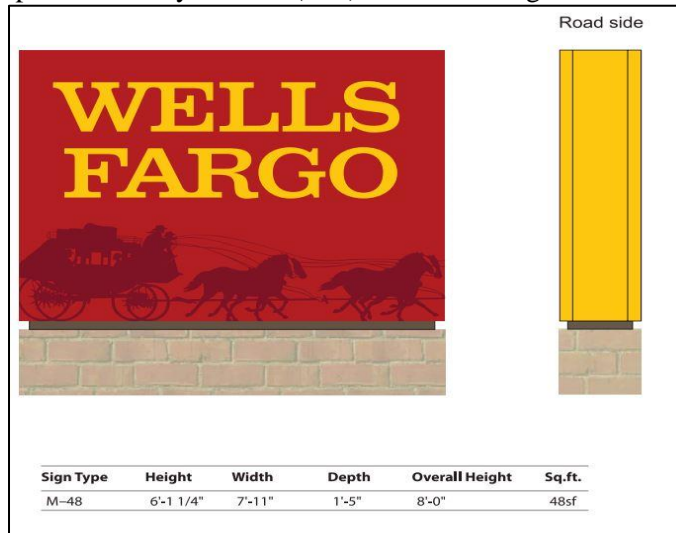


View from West Darlington Street (Looking Northwest)

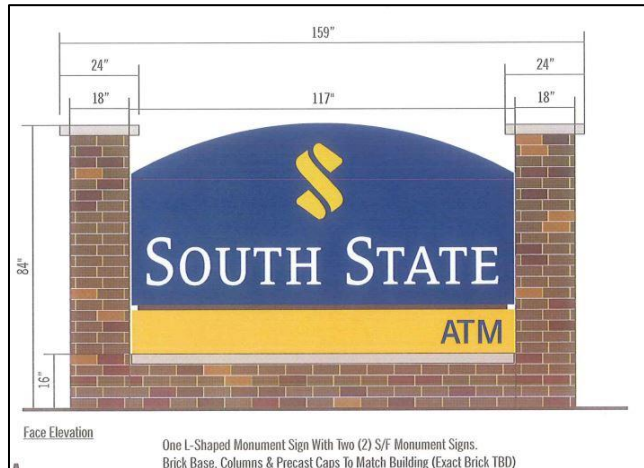


View from North Irby Street (Looking West)

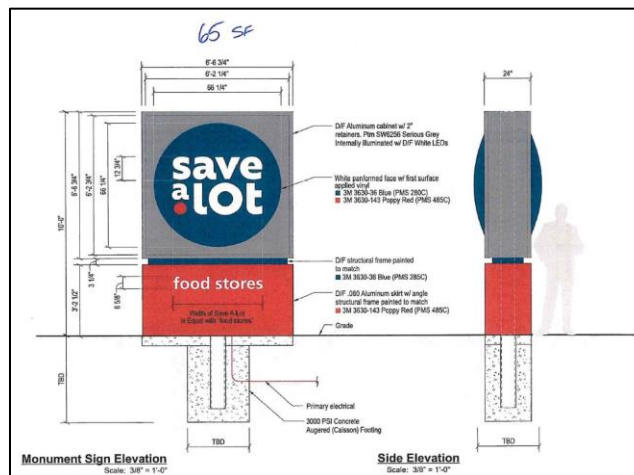
Attachment G: Redevelopment Overlay District (D-1) Monument Signs



408 South Irby Street



265 South Irby Street



310 North Dargan Street

Attachment H: Redevelopment Overlay District (D-1) LED Signs



506 West Palmetto Street



483 West Palmetto Street



436 West Palmetto Street



726 South Irby Street



733 South Irby Street