

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
FEBRUARY 10, 2021 AT 2:00 P.M. VIA ZOOM

AGENDA

I. Call to Order

II. Approval of Minutes

Regular meeting held on January 13, 2021

III. Public Hearing and Matter in Position for Action

DRB-2021-02 Request for a Certificate of Appropriateness for a monument sign for the restaurant located at 137 East Palmetto Street, Tax Map Number 90087-03-002; D-3 Arts and Culture Overlay District.

IV. Public Hearing and Matter in Position for Action

DRB-2021-03 Request for a Certificate of Appropriateness for a new building to be located at 711 South Irby Street, Tax Map Numbers 90089-01-006 and 90089-01-018; D-1 Redevelopment Overlay District.

V. Adjournment

Next meeting is scheduled for March 10, 2021.

**MINUTES OF THE REGULAR MEETING OF
THE CITY OF FLORENCE DESIGN REVIEW BOARD
VIA ZOOM REMOTE MEETING
WEDNESDAY, JANUARY 13, 2021 – 2:00 P.M.**

MEMBERS PRESENT: Julia Buyck (in person); Jamie Carsten, Scott Collins, Mike Padgett, and David Tedder (via Zoom)

MEMBERS ABSENT: Pierce Campbell, Jay Ham, Erik Healy, and Nathaniel Mitchell

STAFF PRESENT: Jerry Dudley, Alfred Cassidy, Derek Johnston, and Alane Zlotnicki; Danny Young for IT

APPLICANTS PRESENT: Pastor Alfonso Porter and Russell Godbolt with Majority Missionary Baptist Church

CALL TO ORDER: Co-Chairman Buyck called the January 13, 2021 regular meeting to order at 2:07 p.m. and thanked everyone in attendance via Zoom.

APPROVAL OF MINUTES: Co-Chairman Buyck introduced the minutes from the November 11, 2020 regular meeting and asked if there were any corrections. Being none, she called for a vote. Mr. Collins moved to approve the minutes; Mr. Padgett seconded the motion. The vote to approve the minutes was unanimous (5-0).

APPROVAL OF 2021 MEETING CALENDAR: Co-Chairman Buyck introduced the 2021 meeting calendar, and called for a motion to approve of the meeting schedule. Mr. Collins moved to approve the schedule; Mr. Tedder seconded. The vote to approve the meeting calendar was unanimous (5-0).

PUBLIC HEARINGS AND MATTERS IN POSITION FOR ACTION:

DRB-2021-01 Request to amend the Certificate of Appropriateness for landscaping for the building at 414 N. Coit Street, Tax Map Number 90085-01-013; D-1 Redevelopment Overlay District.

Co-Chairman Buyck read the introduction of DRB-2021-01 and asked staff for their report. Ms. Zlotnicki gave the staff report as submitted to the Design Review Board.

Mr. Collins asked if the Design Review Board possessed the power to circumvent the design guidelines of the *Unified Development Ordinance*. Ms. Zlotnicki stated she believed the Board could modify the requirements of the Certificate of Appropriateness. Mr. Dudley stated under the current ordinance the landscaping requirements are harsher towards the applicant but the buffer is more lenient.

Mr. Padgett asked for clarification of whether-or-not the request was for a time extension or a waiver on the landscaping requirements. Mr. Dudley stated the applicant is present for questions but in the past the intentions have been ambiguous, but in this case he believes they want a little of both.

There being no further questions of staff, Co-Chairman Buyck opened the public hearing.

Dr. Alonzo Porter, pastor of Majority Missionary Baptist, rose to speak in favor of the request. He stated the reasoning for the time extension is due to the loss of tithing from COVID-19. He stated the church has

lost close to 60% of the congregants and with it much of the tithes and offerings. He stated the drop in attendance/tithing is the reason they are seeking a postponement of the landscaping requirement to stay solvent. He stated the church is fully committed to upholding the Certificate of Appropriateness' requirements in the near future.

Mr. Padgett asked Dr. Porter how much time was requested, Dr. Porter stated no more than a year.

Mr. Collins expressed his sympathies for the church's situation and expressed support for the request. He added that this case would be setting a precedent for time extensions to required conditions, forcing the board to issue those in the future.

Co-Chairman Buyck stated that in this case the request is due to COVID-19, which hopefully will be a temporary phenomenon.

There being no one else to speak either for or against the request, Co-Chairman Buyck closed the public hearing and called for a motion to approve the request.

Mr. Collins moved to approve the request to extend the requirements as originally mandated by an additional 18 months. Mr. Padgett seconded the motion, and it passed unanimously (7-0).

ADJOURNMENT: Co-Chairman Buyck thanked everyone for their patience and participation, and adjourned the meeting at 2:31 p.m. The next meeting is scheduled for February 10, 2020.

Respectfully submitted:

Austin Cherry, Office Assistant III;
Alane Zlotnicki AICP, Senior Planner

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

DATE: February 10, 2021
CASE NUMBER: DRB 2021-02
LOCATION: 137 East Palmetto Street
TAX MAP NUMBER: 90087-03-002
OWNER OF RECORD: Angelo Bakis
APPLICANT: Flavors of India – Madhur Chodda
PROJECT DESCRIPTION: Installation of Monument Sign
OVERLAY DISTRICT: Arts & Cultural Overlay District (D-3)

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to install a Monument Sign (Attachment E) for the Flavors of India restaurant. At the time of this report, materials for the sign face were not provided. The proposed sign will be located at 137 East Palmetto Street on Tax Map Parcel 90087-03-002. The restaurant does not currently utilize a freestanding sign for advertisement.

Background Information

The building located at 137 East Palmetto Street is a 3840 square foot facility built in 1972 on the .801 acre parcel. The property is located in the Central Business District Zoning Designation within the D-3, Arts & Cultural Overlay District.

Staff Analysis

The following section from the *Design Guidelines* addresses signage in the Arts & Cultural Overlay District and is applicable to this parcel due to the Guidelines' preference that professional office buildings with 5-15' setbacks should consider monument-type signs for their business signage.

From Chapter 5 of the *Design Guidelines for Downtown Florence, SC*:

Business signage

The type of sign appropriate for smaller buildings will depend on use. Professional offices or isolated retail businesses may prefer monument-type signs. A group of retail/restaurant buildings would more appropriately have individual signs on the store-fronts. Guidelines for these types of signs would be the same as described in the signage section of the guidelines for the Downtown Central District. For existing uses set back behind parking and for new and smaller buildings set back 5-15 feet, a ground mounted monument type sign is recommended. The scale of such signs will vary depending on the size of the use. 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.

Location: The proposed Monument Sign (Attachment E) will be placed about 2' from the back of the sidewalk in the parking lot drive aisle along East Palmetto Street pictured in Attachment D. The Central Business District (CBD) permits one freestanding sign with a 0' setback from the property line with a maximum height of 24', and 80 square foot surface area. The placement of the sign will decrease the parking lot's drive aisle width along the front of the building, further restricting vehicular traffic. The restaurant currently has a drive aisle width of approximately 15'. This is in compliance with *Unified Development Ordinance* standards if traffic is limited to one-way. The drive aisle currently has no signage or road markings restricting the aisle to one-way. The minimum drive aisle width required for a parking lot with 60 degree parking stalls and two-way traffic is 22'. Placing the sign at the proposed location would be counter to Table 4-9.3.2 of the *Unified Development Ordinance* as attached below. If the sign is allowed in this location, an updated parking and vehicular access plan would need to be provided to meet the requirements of the *Unified Development Ordinance* and provide for a safe and efficient use of the parking lot.

Table 4-9.3.2 Parking Module Dimensions				
Measurement	Parking Space Angle			
	0° / Parallel Parking	45°	60°	90°
One Stall Row, One-Way Aisle				
Stall Row Depth	8'	20' 7"	20' 1"	19'
Drive Aisle Width	13' 2"	13' 10"	14' 5"	22'
Minimum Module Width (row & aisle)	21' 2"	34' 5"	34' 6"	41'
Two Stall Rows, One-Way Aisle				
Stall Row Depth	16'	41' 1"	40' 2"	38'
Drive Aisle Width	13' 2"	13' 1"	14' 5"	22'
Minimum Module Width (row & aisle)	29' 2"	54' 2"	54' 7"	60'
One Stall Row, Two-Way Aisle				
Stall Row Depth	8'	20' 7"	20' 1"	19'
Drive Aisle Width	23' 3"	20'	22'	25'
Minimum Module Width (row & aisle)	31' 3"	40' 7"	42' 1"	44'
Two Stall Rows, Two-Way Aisle				
Stall Row Depth	16'	41' 1"	40' 2"	38'
Drive Aisle Width	23' 3"	20'	24'	25'
Minimum Module Width (row & aisle)	39' 3"	61' 1"	64' 2"	63'

The building was constructed in 1972, which might account for the smaller drive aisle width making it an existing non-conformity. At one time, the parking lot may have had signage restricting traffic to one-way instead of the existing two-way traffic. Further limiting the drive aisle width could lead to traffic problems that spill out onto East Palmetto Street.

The signage should not block vehicular visibility when entering or exiting the driveway. The proposed sign will be 6' in height, 6' in length, and 2' in width for a total square footage of 36', below the maximum permitted by the *Unified Development Ordinance*.

At the time of this report, the applicant had not provided details regarding materials or sign lighting. Backlit 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.

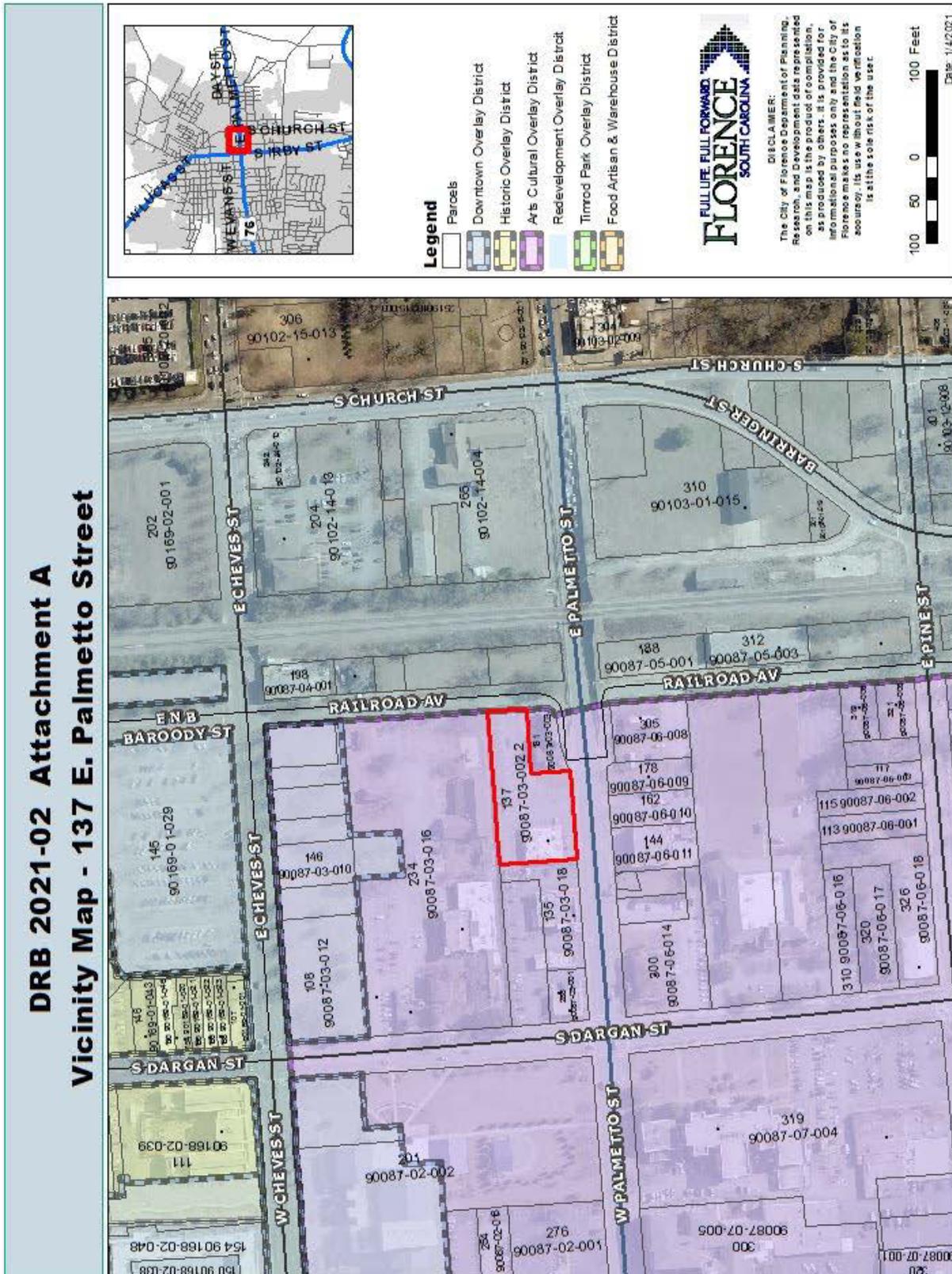
Board Action

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, decide regarding the request on the application.

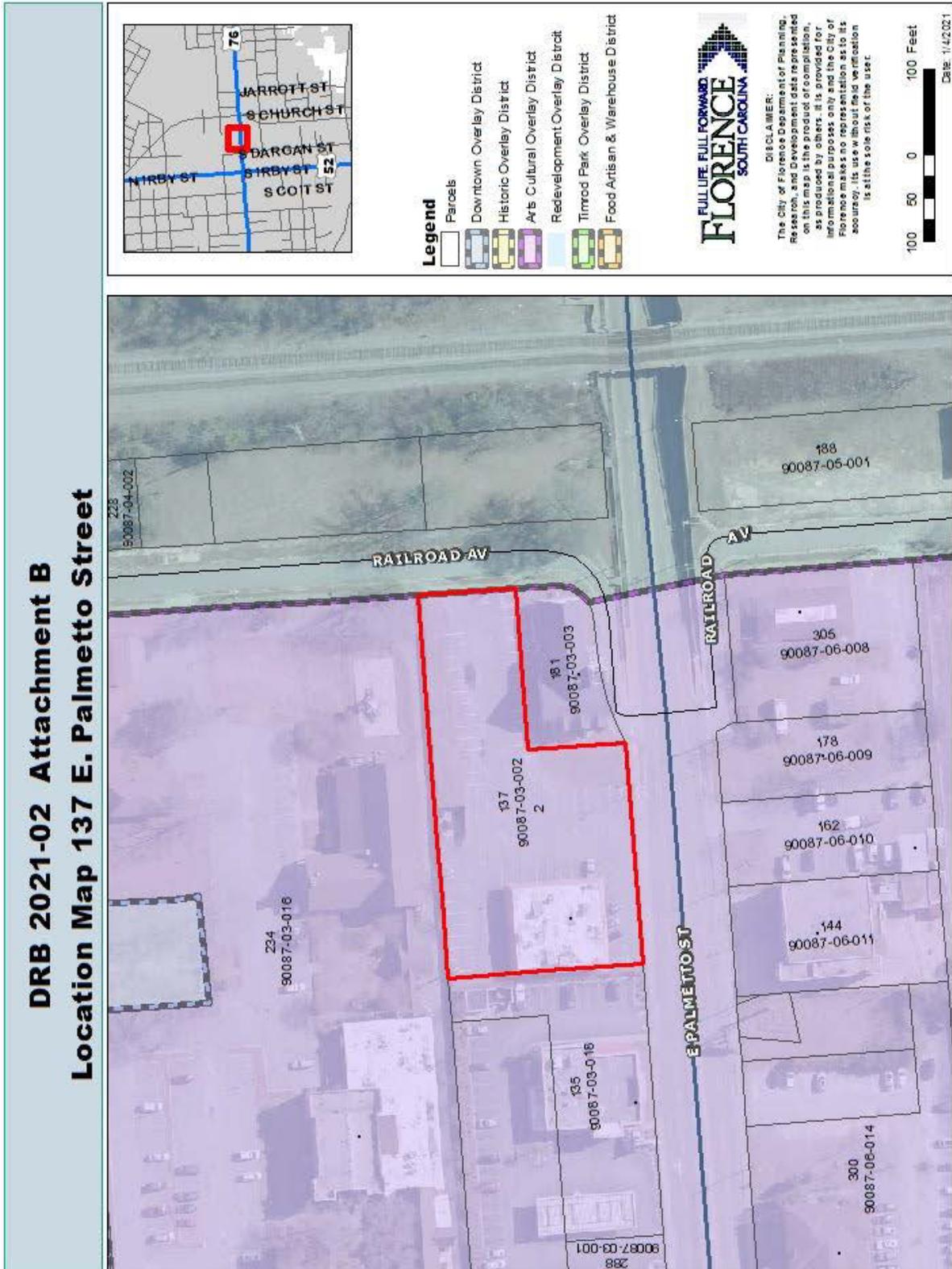
Attachments

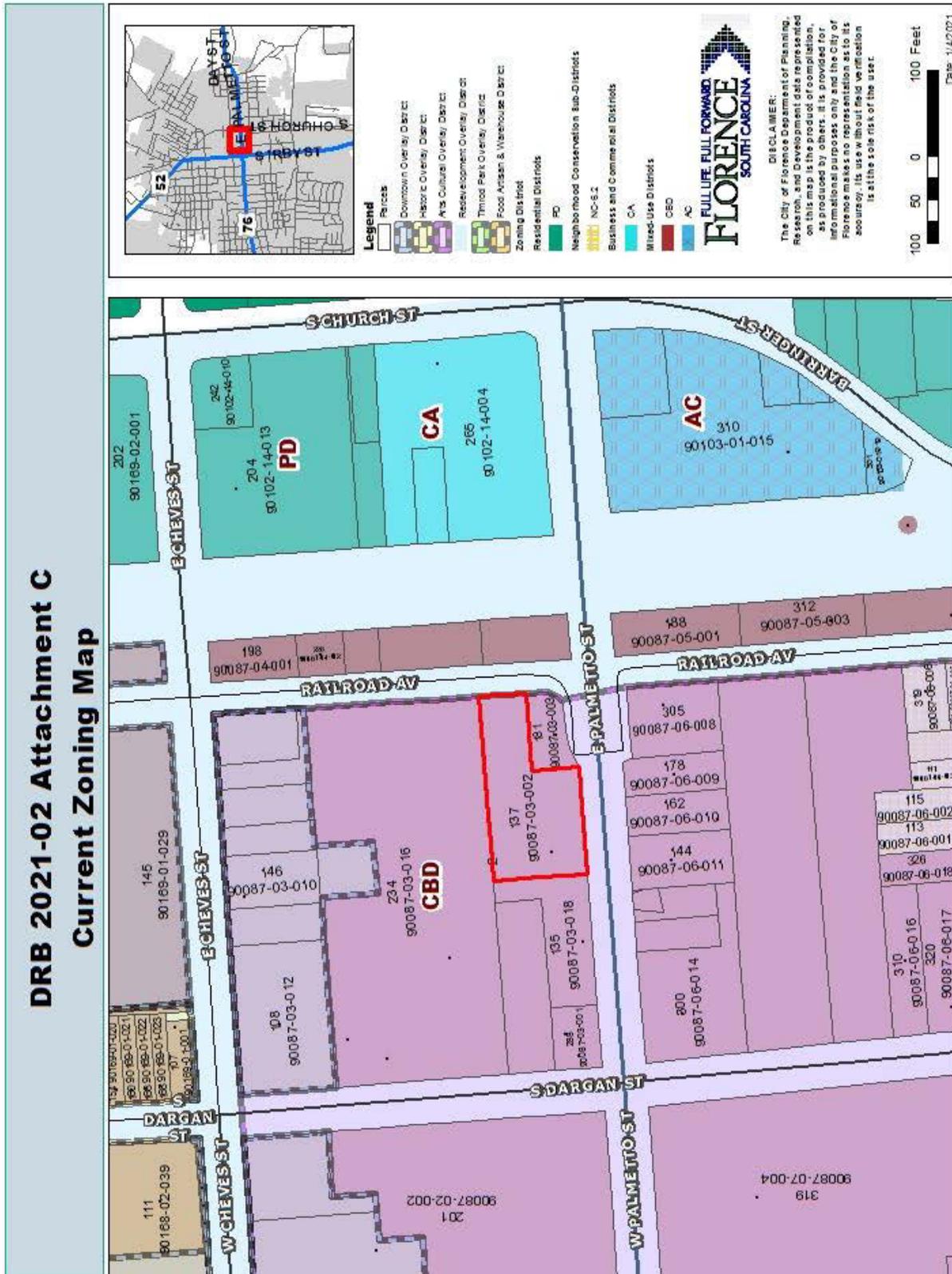
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Proposed Signage Location
- E. Monument Sign Rendering
- F. Site Photos
- G. Driver Visibility Photos
- H. Possible Alternative Sign Location

Attachment A: Vicinity Map



Attachment B: Location Map





Attachment D: Proposed Signage Location



Attachment E: Monument Sign Rendering



Attachment F: Site Photos



Front of Restaurant facing East Palmetto Street



View East down East Palmetto Street (1st Driveway)



View East down East Palmetto Street (2nd Driveway)



Proposed Location of Monument Sign (2' from back of sidewalk)



Proposed Location of Monument Sign (2' from back of sidewalk)

Attachment G: Driver Visibility Photos



View looking East down East Palmetto Street (2nd Driveway)



View looking West down East Palmetto Street (2nd Driveway)



View looking East down East Palmetto Street (1st Driveway)



View East – Grace Church



Yard on East-side of Parcel (possible monument sign location)



Yard on East-side of Parcel (possible monument sign location)

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

DATE: February 10, 2021

CASE NUMBER: DRB-2021-03

LOCATION: 711 South Irby Street

TAX MAP NUMBERS: 90089-01-006 and 90089-01-018

OWNERS OF RECORD: Mike and Cheryl Tayara

APPLICANTS: Mike and Cheryl Tayara

PROJECT DESCRIPTION: New building and parking lot

OVERLAY DISTRICT: D-1 Redevelopment Overlay District and ISCOD Irby Street Corridor Overlay District

Project Description

The applicants are seeking a Certificate of Appropriateness (COA) for the reconstruction of the Orangeland Seafood Restaurant located at 711 South Irby Street, Tax Map Numbers 90089-01-006 and 90089-01-018. The new building will house the restaurant and a separate fish market, separated by a fire rated tenant separation wall. There will also be an office on the second floor with access from the exterior and the fish market. Entry into both businesses will be from the left side of the building.

Background Information

The original Orangeland Seafood Restaurant was damaged by a fire on October 6, 2020. It was demolished in January, 2021. The owners are rebuilding the restaurant on the same lot, which is within the Redevelopment Overlay District and the Irby Street Corridor Overlay 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. Where specific guidelines are not available, the following general guidelines shall apply.

1. The historic and significant character of the property should be retained and preserved;
2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved;
3. For historic commercial buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board;
4. Chemical or physical treatments that cause damage to historic materials may not be used unless approved by the Design Review Board;
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 historic property and its environment would be unimpaired;

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;
7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings;
8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures;
9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures;
10. Landscaping should be added that enhances the property and provides for greenspace and appropriate buffering between land uses;
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;
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures.

Because this is new construction, there is no historic character to retain or preserve. The focus is on meeting the Design Guidelines for the Irby Street Corridor Overlay District in order to provide new construction that complements the existing built environment and furthers the goals of the District.

According to the applicant, the new building will be 4800 square feet whereas the original building was 7500 square feet in area. It will have a brick veneer using Blackmoore OS bricks by Pine Hall Brick Company (see Attachment F). The mortar will be a cream color. The EIFS wall coping will match the mortar color. All metal trim, aluminum canopies, and storefront framing will be matte black in color. The existing restaurant building sign will be mounted on the front wall and a new sign will be installed for the fish market. A sign will also be installed at the entrance to the restaurant.

The previous building had no landscaping. The new building includes planted areas in front of the building and landscaped islands (Attachment E). There is also a trash dumpster enclosure, which was not part of the original building.

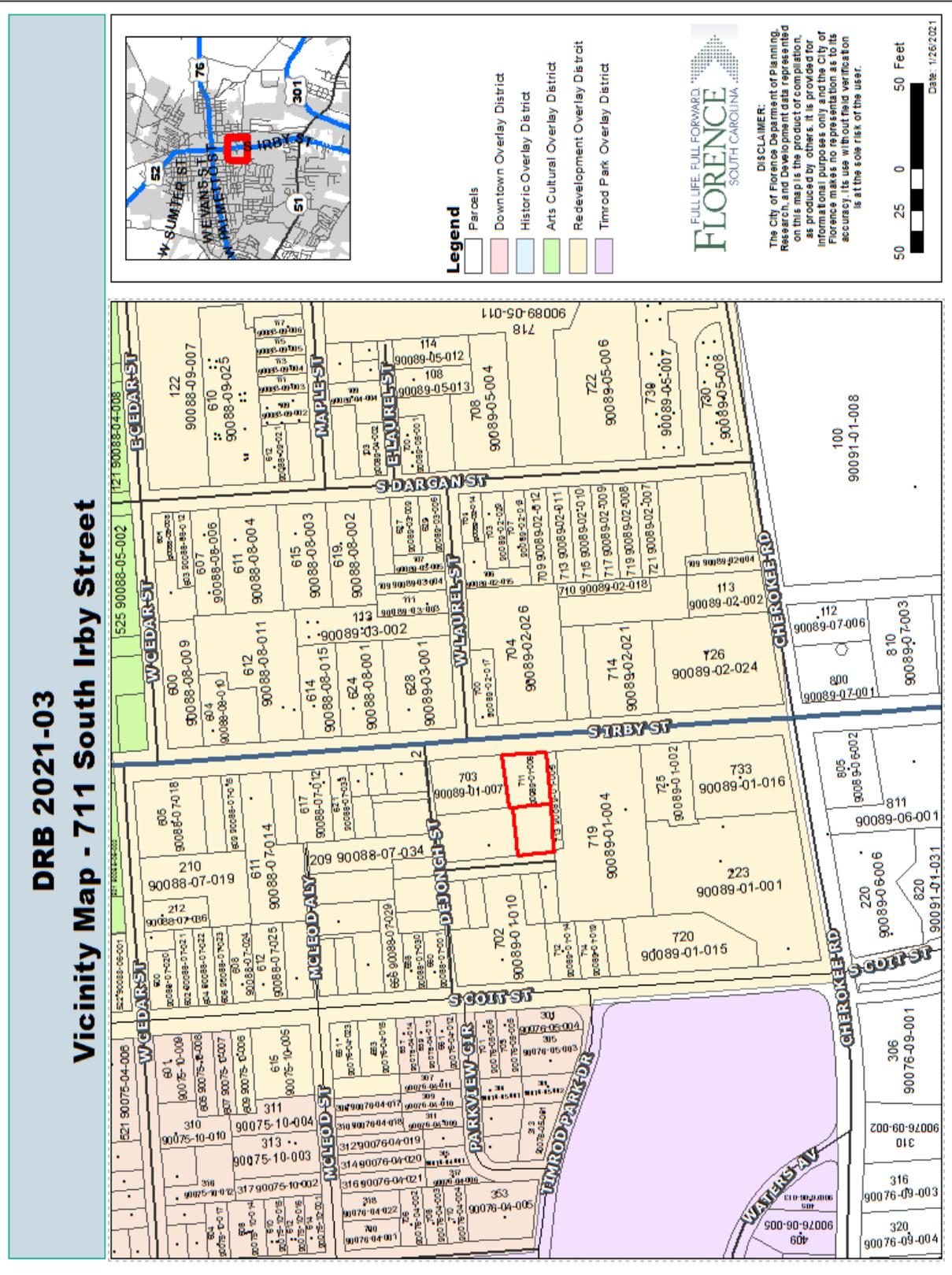
Previously there were twelve parking spaces in front and unpaved employee parking in the rear. There was a verbal agreement to use adjacent businesses' parking if necessary, which is still in effect per conversations with those owners (Attachment G). The new site has 27 parking spaces. The former building had no outside pickup window but the new one does. The ordinance requires 24 parking spaces.

Board Action

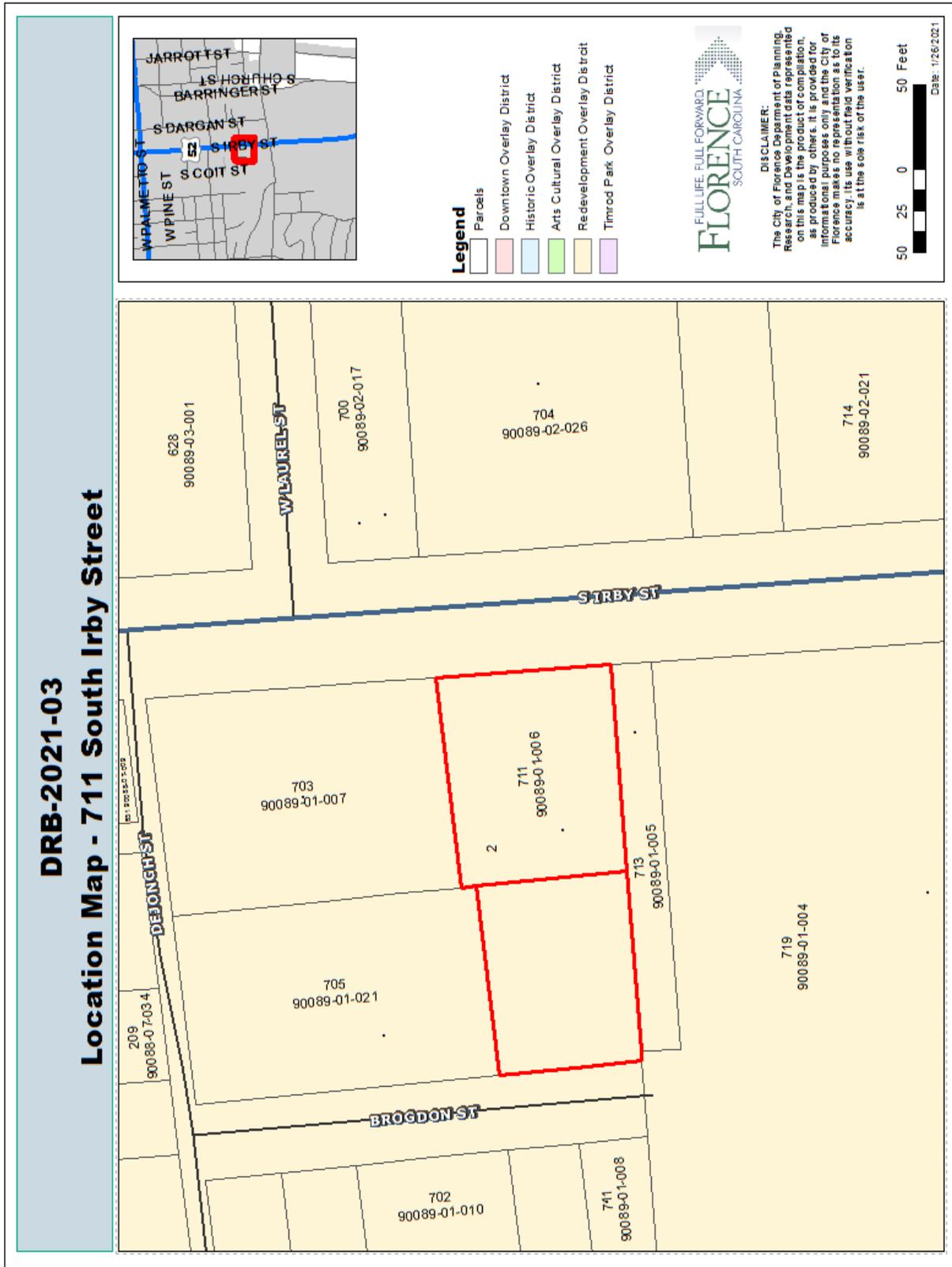
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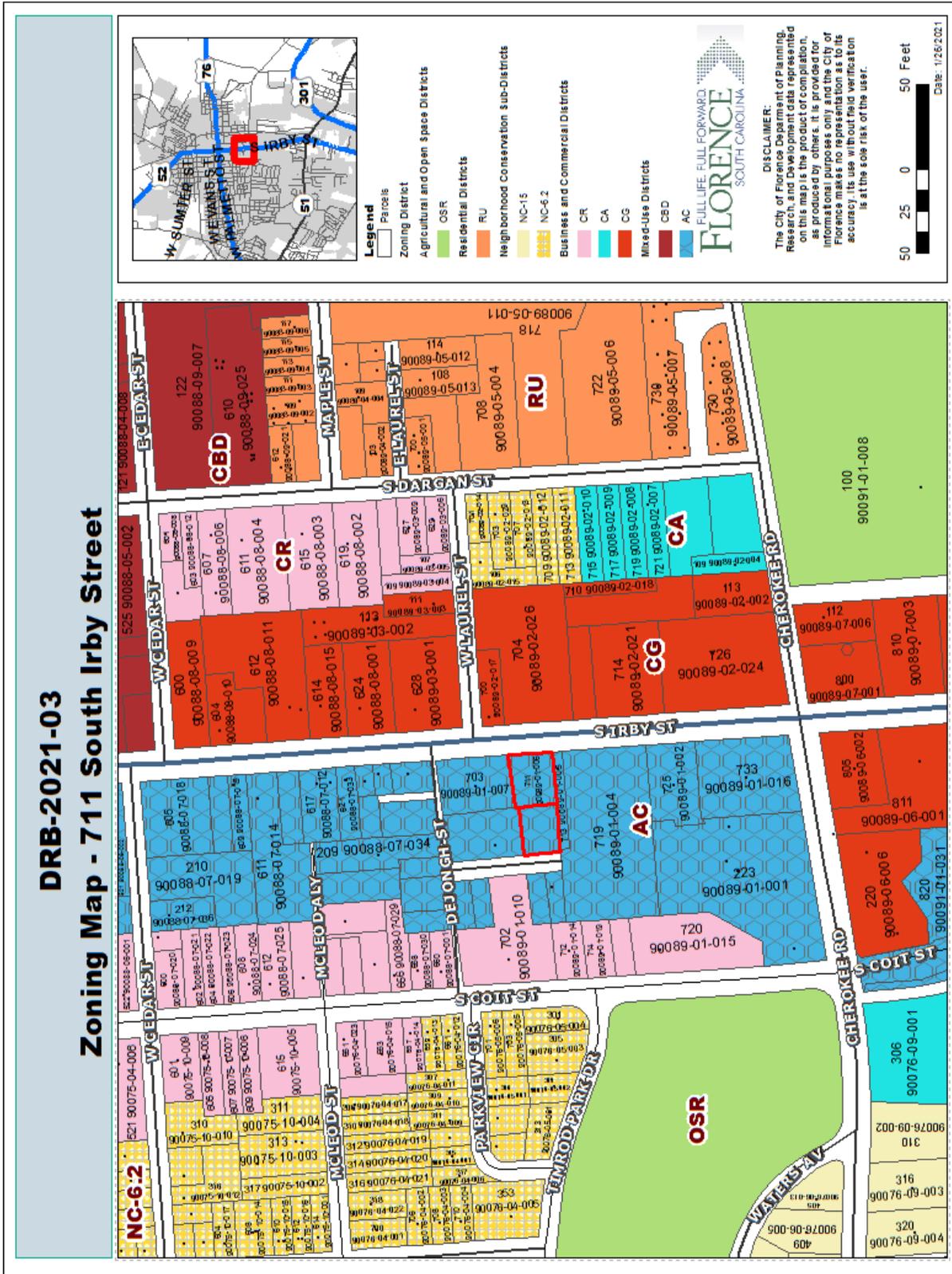
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Original and Current Site Photos
- E. Proposed Site Plan
- F. Building Elevations
- G. Parking Letter



Attachment B: Location Map

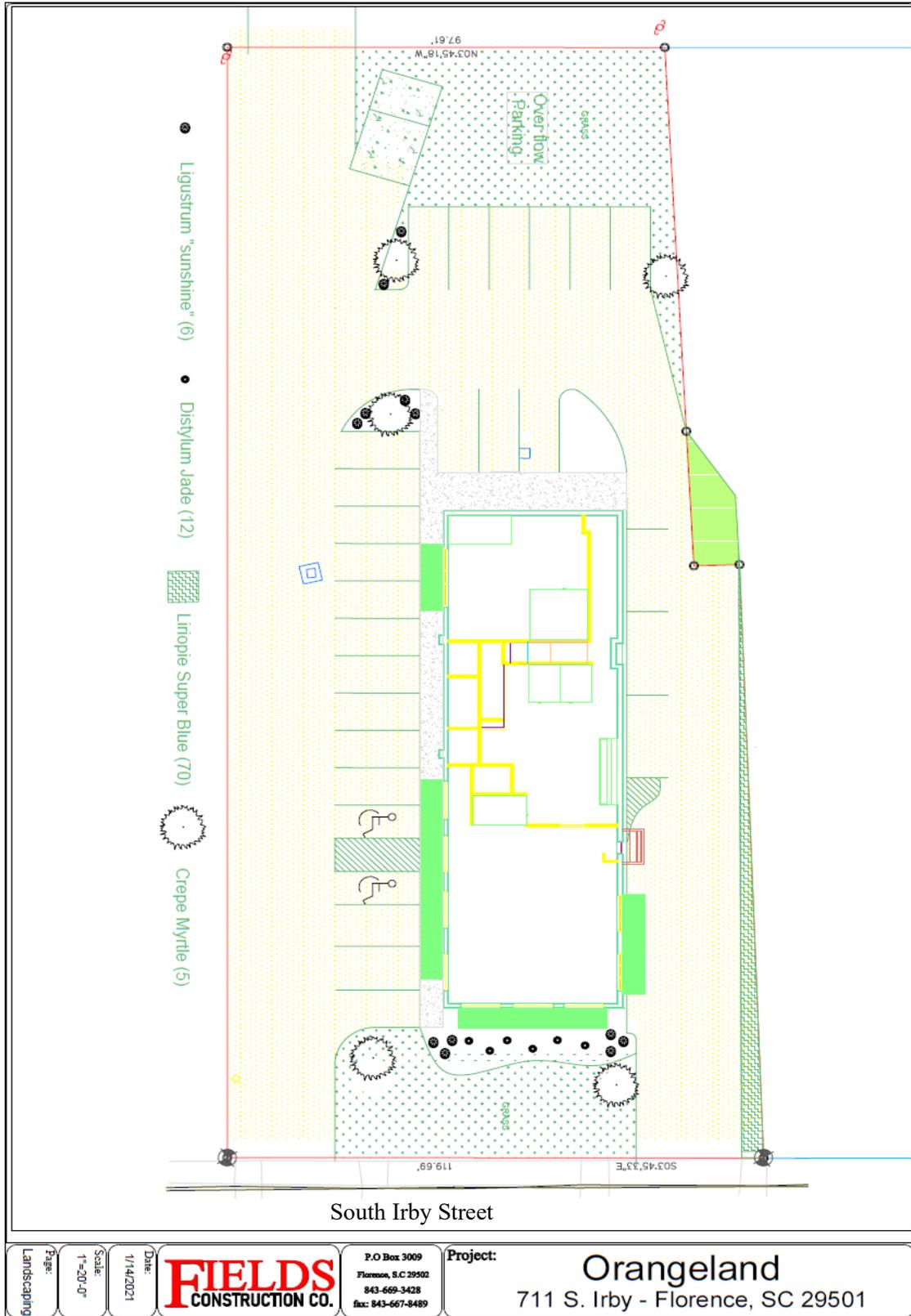




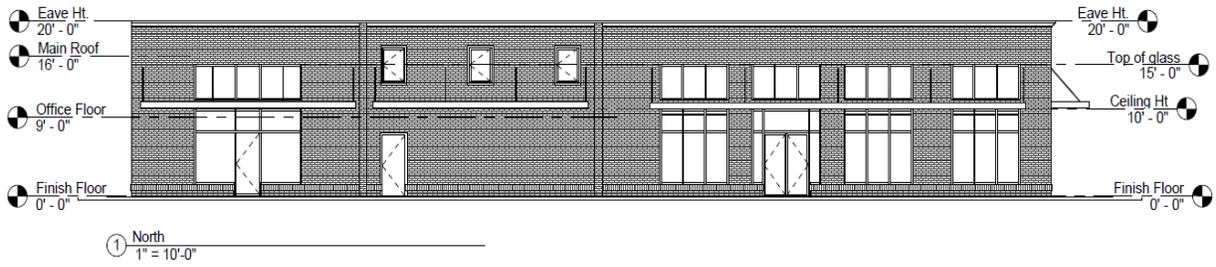
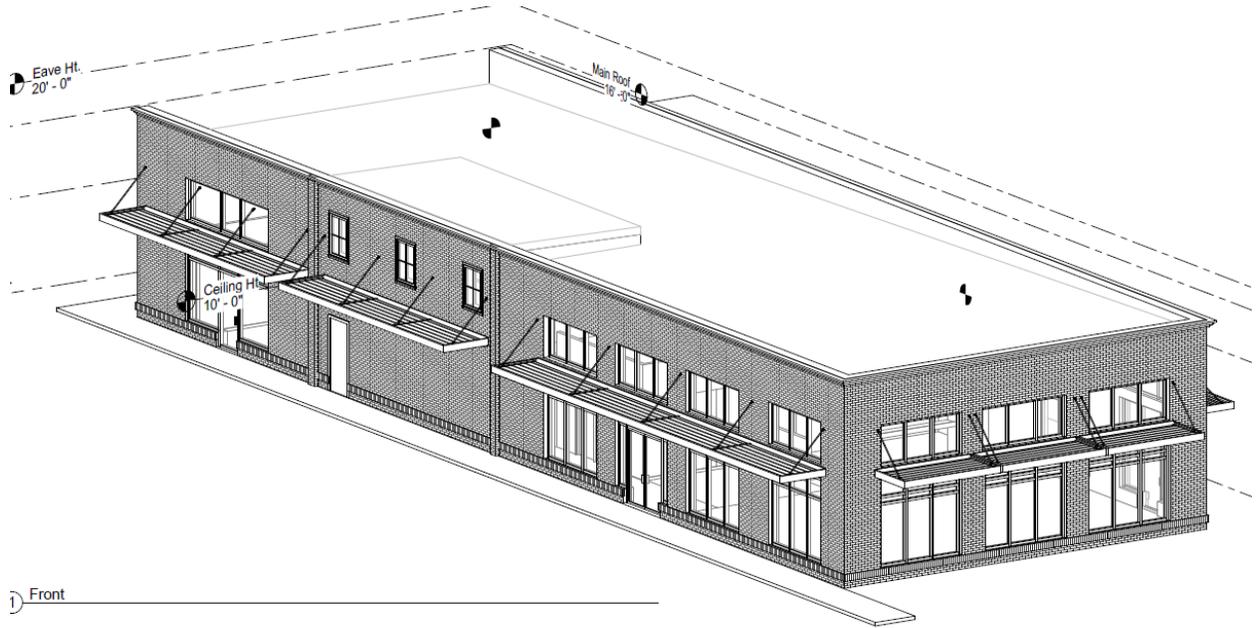
Attachment D: Original and Current Site Photos



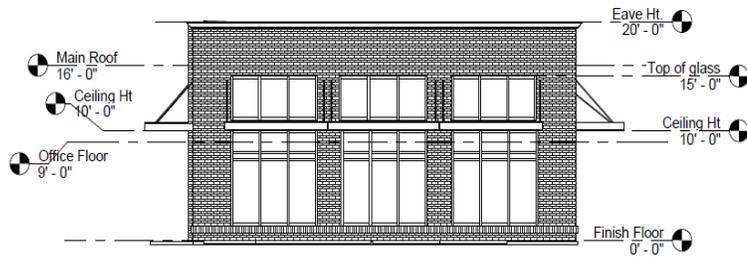
Attachment E: Proposed Site Plan



Attachment F: Building Elevations



① North
1" = 10'-0"



② West
1/8" = 1'-0"

Brick sample: Blackmoore by Pine Hall Brick Company.



Attachment G: Parking Letter

January 15, 2021

To the City of Florence Design and Review Board:

This letter is meant to accompany the plans submitted to rebuild Orangeland of Florence Inc. at 711 S. Irby Street Florence, SC 29501 after a total loss due to a fire in October. It has come to my attention that the Board may have concern with the amount of available parking in the proposed plan. The new parking lot will have ample space for 25 parking spots as opposed to the old plot that only contained 12.

Besides employing many residents of the surrounding area, who walk to work and do not require parking, we also have informal parking agreements with all surrounding property owners including, Dewey Powers' State Farm Insurance Agency, Boys Scouts of America, JP Costas with Carolina Title Loans Inc., Kingdom Living Temple, and Bazen's restaurant across the street. Our employees have been parking in these lots for the past twenty years. Along with the informal agreement with Dewey Powers, we have a formal "First Right of Refusal" to purchase his building and property when he is ready.

Another solution that we have built into our plan is a pick-up window, which will allow patrons to order via telephone and quickly drive-through to pick up. This new feature will eliminate the need for parking in many cases.

Please contact us if you have any other questions or concerns.

Sincerely,

Mike and Cheryl Tayara
Orangeland of Florence Inc.