

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
APRIL 14, 2021 AT 2:00 P.M. VIA ZOOM
AGENDA

I. Call to Order

II. Approval of Minutes

Regular meeting held on February 10, 2021 (there was no meeting on March 10, 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-2021-04 Request for a Certificate of Appropriateness for a monument sign for the business located at 314 West Pine Street, Tax Map Number 90075-04-020; D-1 Redevelopment Overlay District.

V. Public Hearing and Matter in Position for Action

DRB-2021-05 Request for a Certificate of Appropriateness for the replacement of the siding on the business located at 165 Warley Street, Tax Map Number 90074-03-014; D-1 Redevelopment Overlay District.

VI. Public Hearing and Matter in Position for Action

DRB-2021-06 Request for a Certificate of Appropriateness to remove trees from the lot located at 125 East Cheves Street, Tax Map Number 90169-01-013; H-1 Historic Overlay District.

VII. Public Hearing and Matter in Position for Action

DRB-2021-07 Request for a Certificate of Appropriateness for a neon wall sign for the business located at 218 North Dargan Street, Tax Map Number 90170-04-015; H-1 Historic Overlay District.

VIII. Adjournment

Next meeting is scheduled for May 12, 2021.

**MINUTES OF THE REGULAR MEETING OF
THE CITY OF FLORENCE DESIGN REVIEW BOARD
VIA ZOOM REMOTE MEETING
WEDNESDAY, FEBRUARY 10, 2021 – 2:00 P.M.**

MEMBERS PRESENT: Pierce Campbell (in person); Jamie Carsten, Scott Collins, Erik Healy, Mike Padgett, and David Tedder (via Zoom)

MEMBERS ABSENT: Julia Buyck, Jay Ham, and Nathaniel Mitchell

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

APPLICANTS PRESENT: Jerry Fields for Orangeland Restaurant

CALL TO ORDER: Chairman Campbell called the February 10, 2021 regular meeting to order at 2:02 p.m. and thanked everyone in attendance via Zoom.

APPROVAL OF MINUTES: Chairman Campbell introduced the minutes from the January 13, 2021 regular meeting and asked if there were any corrections. Being none, he called for a vote. Mr. Healy moved to approve the minutes; Mr. Tedder seconded the motion. The vote to approve the minutes was unanimous (6-0).

PUBLIC HEARINGS AND MATTERS 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.

Chairman Campbell read the introduction of DRB-2021-02 and asked staff for their report. Mr. Johnston gave the staff report as submitted to the Design Review Board. He said that the applicant has requested to defer the case so he can look at other options for placement of the sign.

Chairman Campbell called for a vote to defer the request; it passed unanimously (6-0).

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.

Chairman Campbell read the introduction of DRB-2021-03 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board.

Mr. Collins asked if the restaurant has enough parking spaces. Ms. Zlotnicki stated the ordinance specifies they must have at least 25 spaces, and that Orangeland's plans call for 27 spaces.

Mr. Healy stated the landscaping plan looked acceptable.

There being no further questions of staff, Chairman Campbell opened the public hearing.

There being no one to speak either for or against the request, Chairman Campbell closed the public hearing and called for a motion to approve the request. Mr. Padgett asked to recuse himself because he is involved in this project in a professional capacity.

Mr. Collins moved to approve the request as submitted. Mr. Healy seconded the motion, and it passed unanimously (5-0) with Mr. Padgett abstaining.

ADJOURNMENT: Chairman Campbell thanked everyone for their patience and participation, and adjourned the meeting at 2:15 p.m. The next meeting is scheduled for March 10, 2021.

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: April 14, 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 Freestanding Sign (**Attachment E**) for the Flavors of India restaurant. 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 0.801 acre parcel. The property is in the Central Business District Zoning Designation within the D-3, Arts & Cultural (Overlay) District.

Staff Analysis

The following section is from the *Design Guidelines* addresses signage in the Arts & Cultural Overlay 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 now 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.

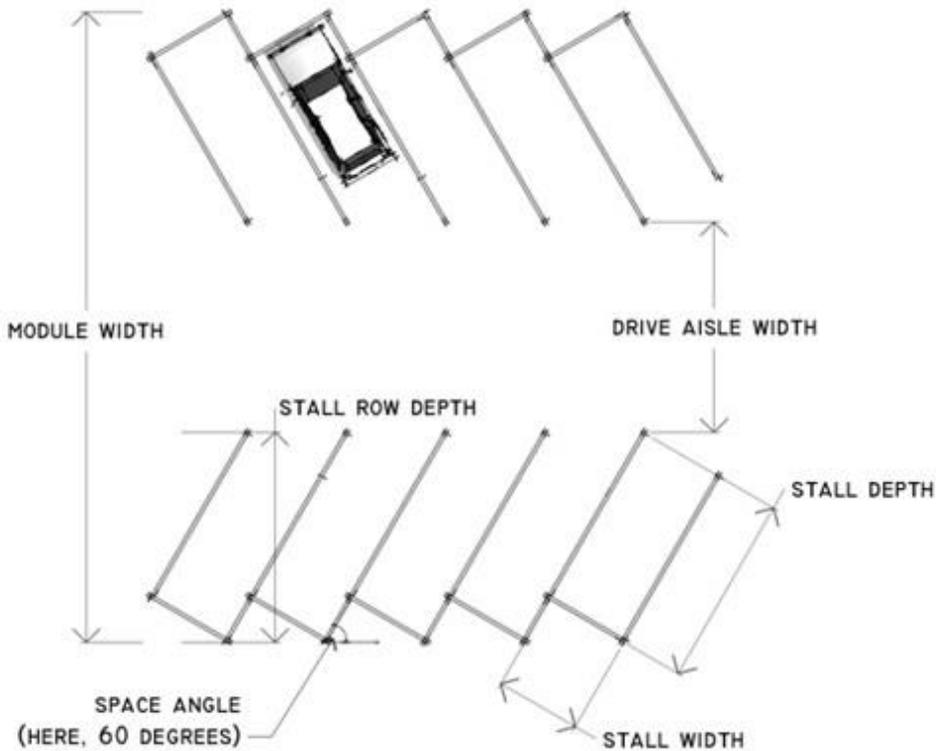
Location: The proposed freestanding Sign (Attachment E) will be placed about 1' from the back of the sidewalk in the parking lot drive aisle along East Palmetto Street pictured in Attachment D. The Central Business District

(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 applicant initially proposed a monument sign as recommended by the City's Design Guidelines. Due to a lack of space between the building and the sidewalk a monument sign would decrease the parking lots drive aisle width along the front of the building, further restricting vehicular traffic. Driver visibility would also be an issue with the location of the previously proposed monument sign. The freestanding sign placed 1' from the sidewalk (Attachment D) and the 5 parking spaces in front of the restaurant being converted into parallel parking spaces will allow a drive aisle width in compliance with Table 4-9.3.2 of the Unified Development Ordinance if traffic is limited to one-way only. The restaurant currently has a drive aisle width of approximately 15'. Placing the sign at the proposed location would meet the minimum drive aisle width of 13'2" in Table 4-9.3.2 of the Unified Development Ordinance as shown below. A Two-Way Aisle (23'3") may be possible with the additional space provided by the conversion of the 60 degree parking spaces to parallel. The handicap parking space will remain as is for ease of access.

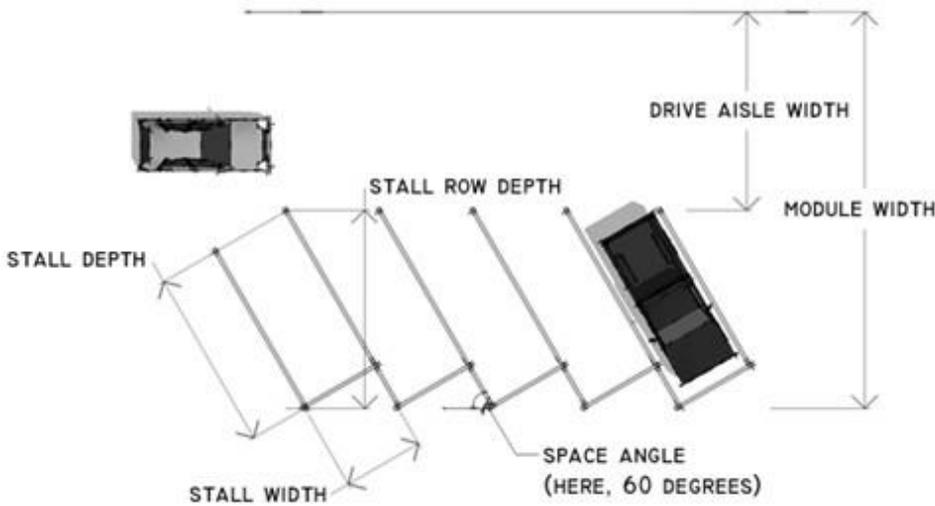
Table 4-9.3.2 Parking Module Dimensions				
Measurement	Parking Space Angle			
	0° / Parallel Parking	45°	60°	90°
One Stall Row, One-Way Aisle				
Stall Row Depth	8'	20' 7"	20' 1"	19'
Drive Aisle Width	13' 2"	13' 10"	14' 5"	22'
Minimum Module Width (row & aisle)	21' 2"	34' 5"	34' 6"	41'
Two Stall Rows, 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'

**Figure 4-9.3.2B
Parking Module Measurements**

Illustrative dimensions for two stall row parking module (below)



Illustrative dimensions for one stall row parking module (below)



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.

The signage should not block vehicular visibility when entering or exiting the driveway. The proposed sign pole will have a 6" diameter and the bottom of the sign is 12' high. The total height of the sign is approximately

16.5'. The sign face will be 4' in height and 7' in length totaling 28 square feet. The proposed signage complies with Unified Development Ordinance standards for the Central Business District (CBD) Zoning designation.

At the time of this report, the applicant has not provided details regarding sign lighting. "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" (page 36).

Board Action

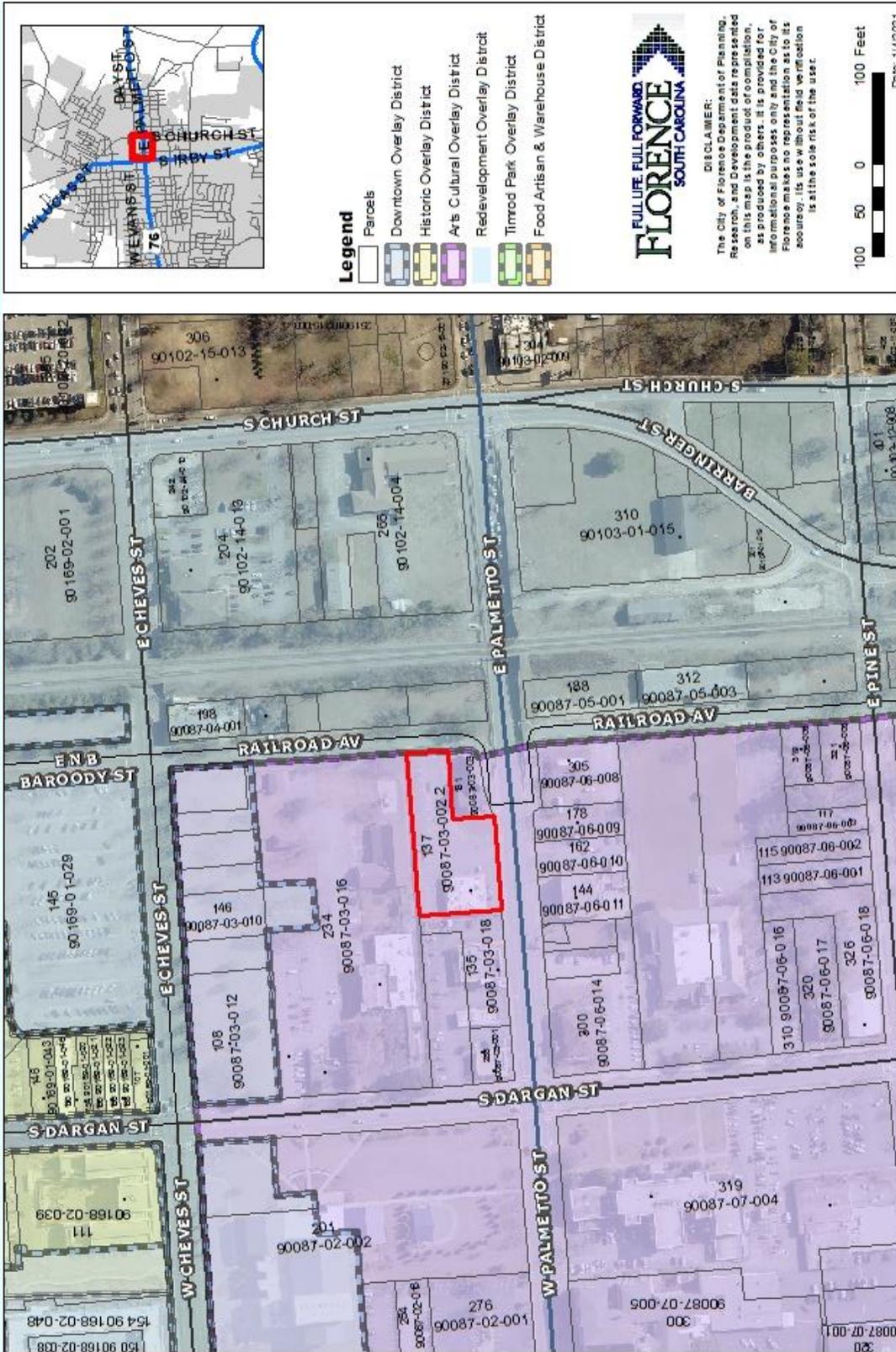
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, decide regarding the request on the application.

Attachments

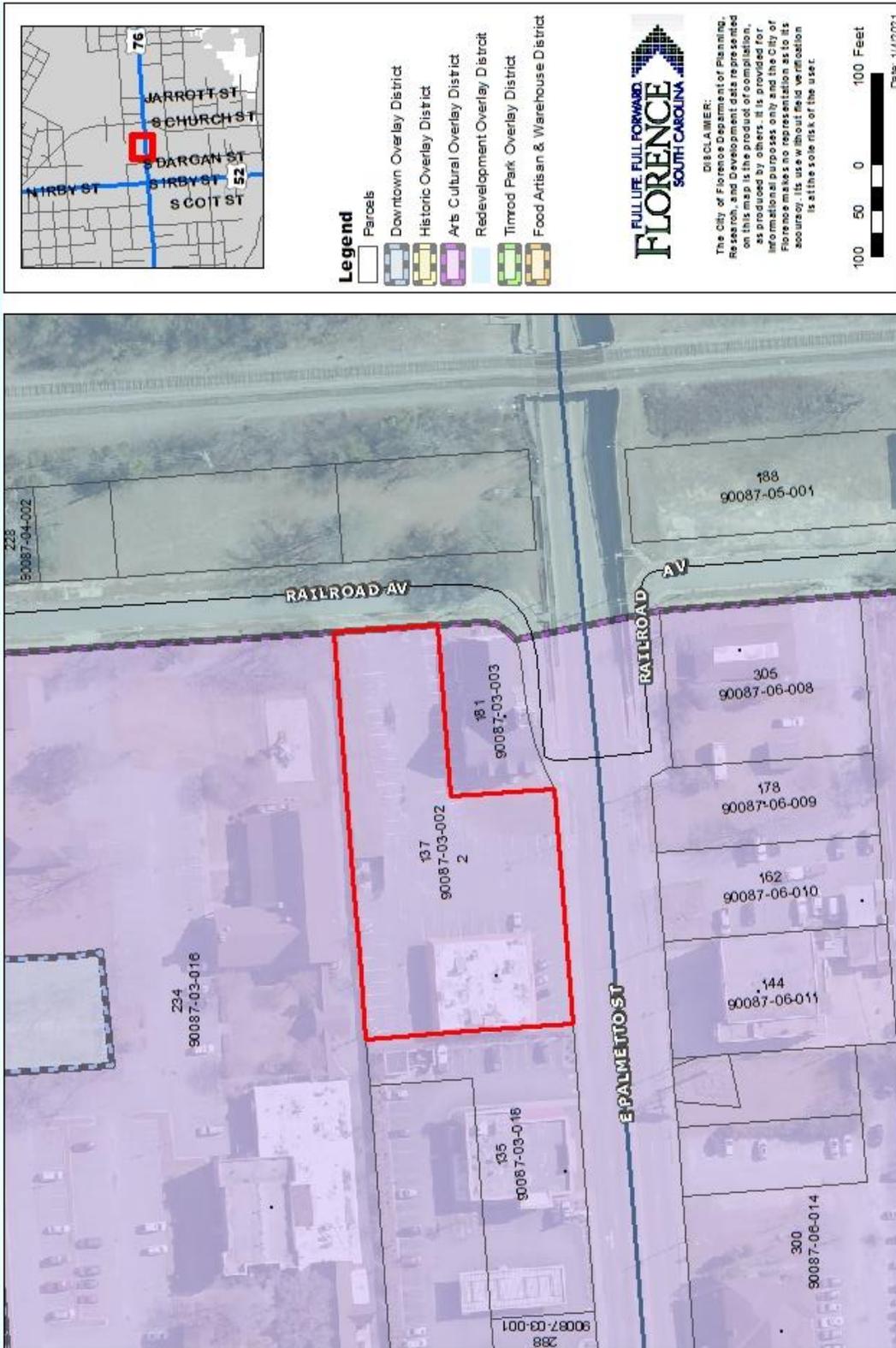
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Proposed Signage Location
- E. Freestanding Sign Rendering
- F. Freestanding Sign Proposed Placement
- G. Site Photos
- H. Driver Visibility Photos

Attachment A: Vicinity Map

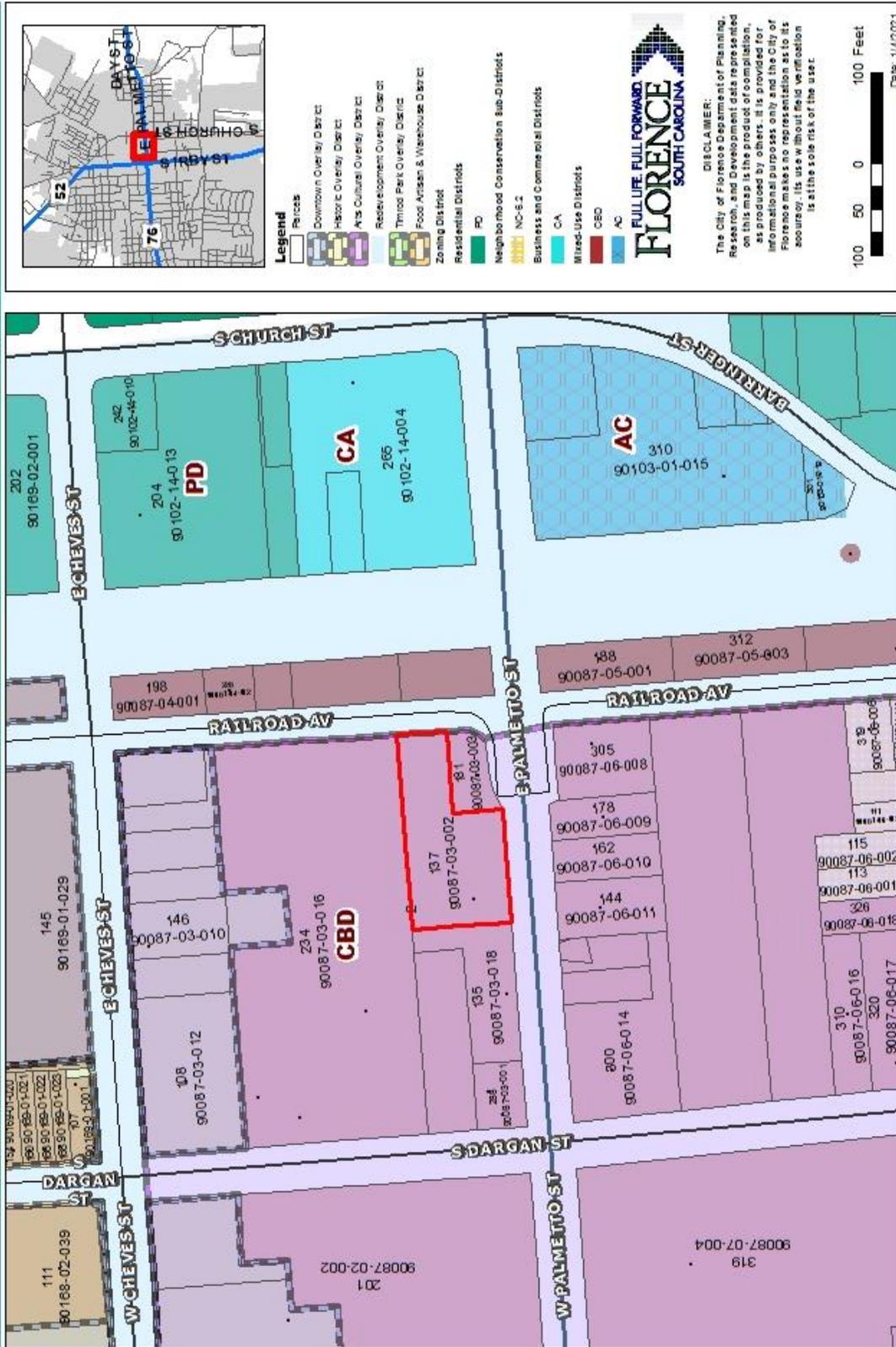
DRB 2021-02 Attachment A
Vicinity Map - 137 E. Palmetto Street



DRB 2021-02 Attachment B
Location Map 137 E. Palmetto Street



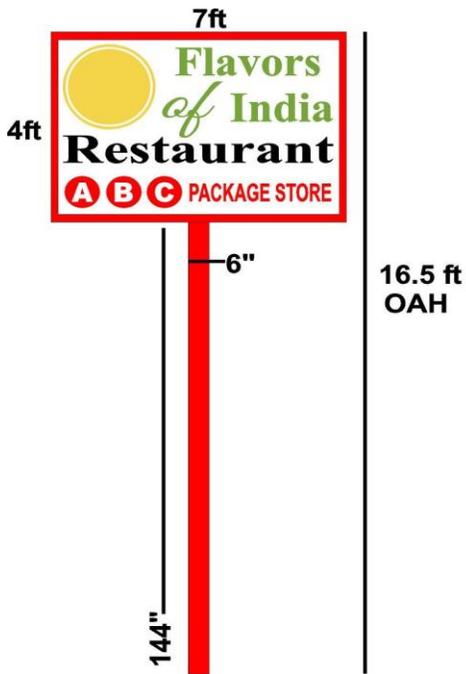
DRB 2021-02 Attachment C
Current Zoning Map



Attachment D: Proposed Signage Location



Attachment E: Freestanding Sign Rendering



Sign Specs:
4ft x 7ft Extruded Aluminum Box with Acrylic Faces (3M multi-colored graphics applied to faces)

Sign will be mounted to 6x6x3.16 steel post

Attachment F: Freestanding Sign Proposed Placement



Attachment G: 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 Freestanding Sign (1' from back of sidewalk)



Proposed Location of Freestanding Sign (1' from back of sidewalk)

Attachment H: 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)

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

DATE: April 14, 2021

CASE NUMBER: DRB 2021-04

LOCATION: 314 West Pine Street

TAX MAP NUMBER: 90075-04-020

OWNER OF RECORD: City of Florence

APPLICANT: Madie Robinson, Executive Director of Pee Dee Healthy Start

PROJECT DESCRIPTION: Requesting Certificate of Appropriateness to Construct an Internally Lit Monument Sign

OVERLAY DISTRICT: D-1 Redevelopment Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) for an internally lit monument sign for Pee Dee Healthy Start located on Tax Map Parcel 90075-04-020 at the address of 314 West Pine Street in the Commercial Reuse (CR) Zoning District. The sign contractor Signs Limited of Lake City has provided signage details and will install the monument sign.

Background Information

From Pee Dee Healthy Start’s homepage: “*Pee Dee Healthy Start Inc. is a 501(c)3, community based, nonprofit organization with a well-respected and strong 30-year history of successful service delivery with community recognition in the Pee Dee. The Pee Healthy Start Initiative began in 1991 as a response to high rates of infant mortality, low birth weight infants, and inadequate health care for women of childbearing age in the Pee Dee, predominately in rural counties of South Carolina.*

At the heart of its programs, Pee Dee Healthy Start Inc., hires, trains, and supervises community residents to provide education and support to high-risk families to connect them to a system of health care. Also, we assess the needs and link families to community resources like jobs, job training, housing, food, etc.” (<https://pdhs.org/our-history/>).

The purpose of the CR Zoning District is intended to provide for low-impact commercial uses that are small-scale and thus, may be appropriate in certain residential settings, as well as adaptive re-use of residential buildings for limited commercial uses along major corridors.

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*:

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 now 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.

The proposed signage is shown in Attachment D.

The proposed monument sign will be placed in the exact location of the existing freestanding sign (Attachment E) facing the parking lot and perpendicular to West Pine Street. The proposed signage meets the Unified Development Ordinance standards for signs in the CR Zoning District. Freestanding signs are limited to 12' in height, 20 square feet, and must be at least 5' from all property lines. The sign itself will be 20 square feet with the entire brick structure approximately 7' in length, 8' in height, and 16" wide. The Aluminum Sign Box will be set on top of the brick foundation. The sign box will be painted with acrylic enamel paint covered with acrylic faces with translucent vinyl. The box will be lit with white Satco LED Tube Lights.

Board Action

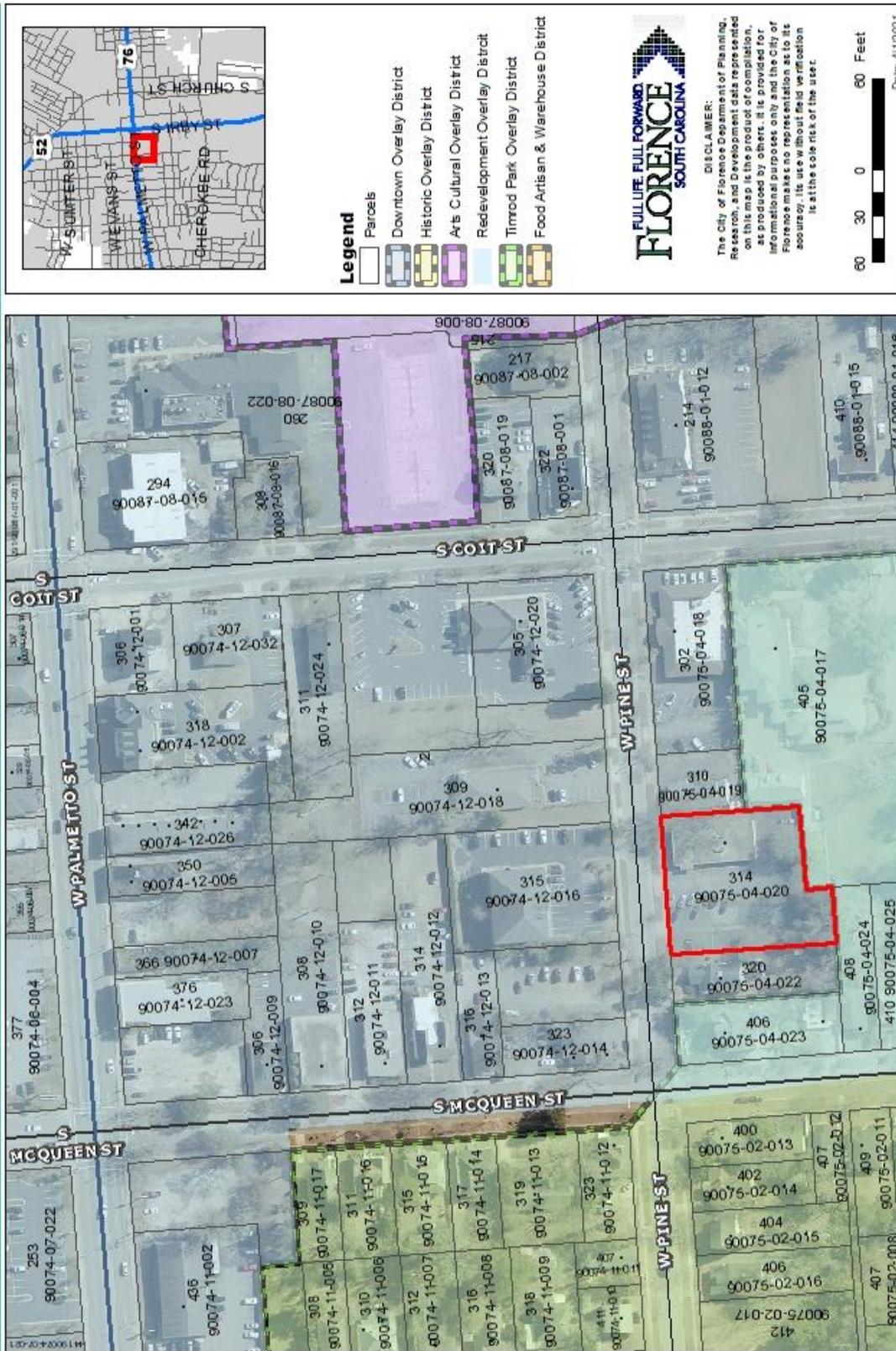
1. Consider only the evidence presented before the board during the public hearing.
2. Make findings of fact to apply the guidelines to the application presently before the board.
3. Based on the findings of fact, decide regarding the request on the application.

Attachments

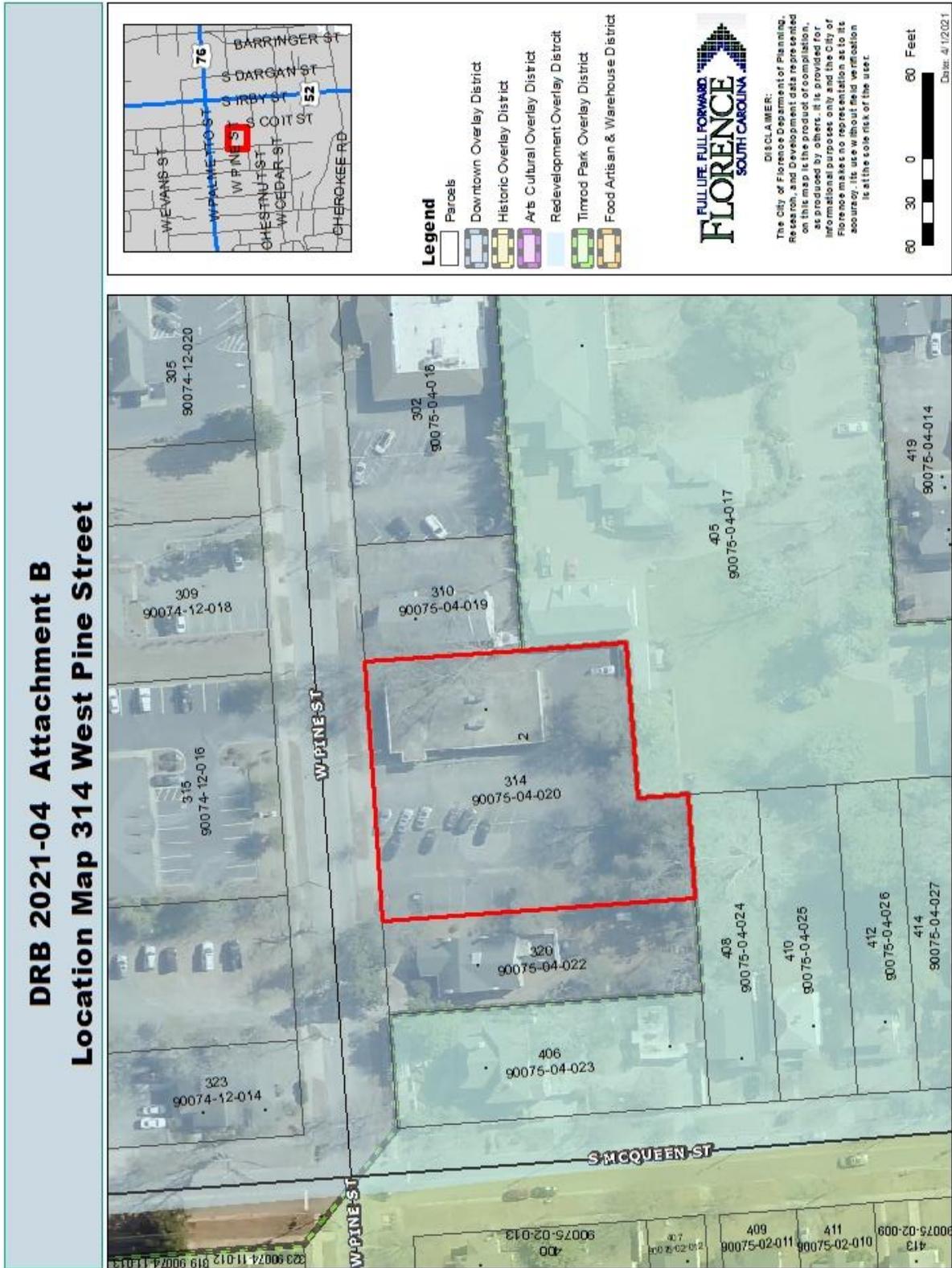
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Proposed Signage
- E. Site Photos

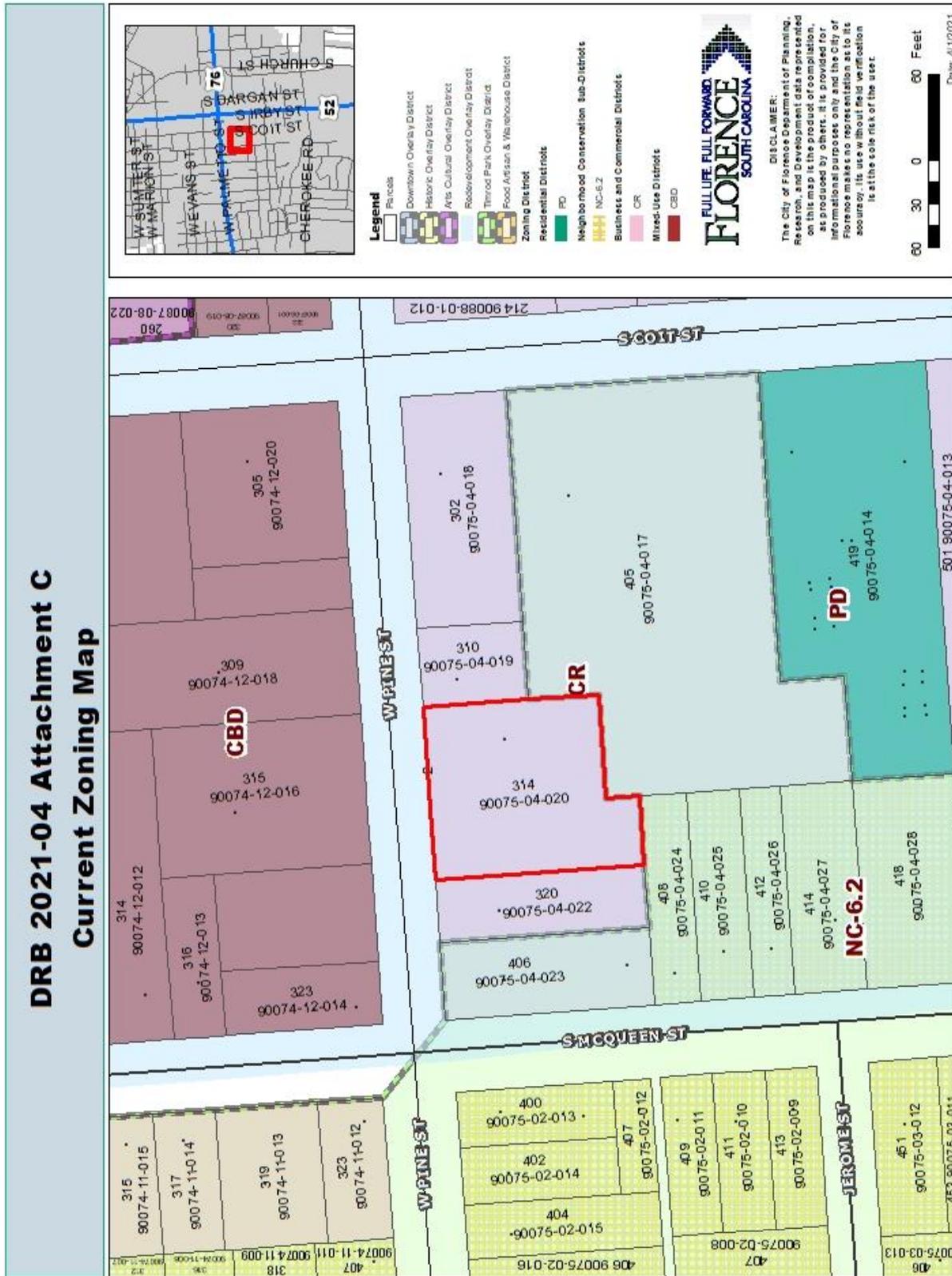
Attachment A: Vicinity Map

DRB 2021-04 Attachment A
Vicinity Map 314 West Pine Street



Attachment B: Location Map





Attachment D: Proposed Signage



SIGNS LTD.
LAKE CITY, SC

843.394.2542
WWW.SIGNSLTD.COM

Owner Kenny Sauls

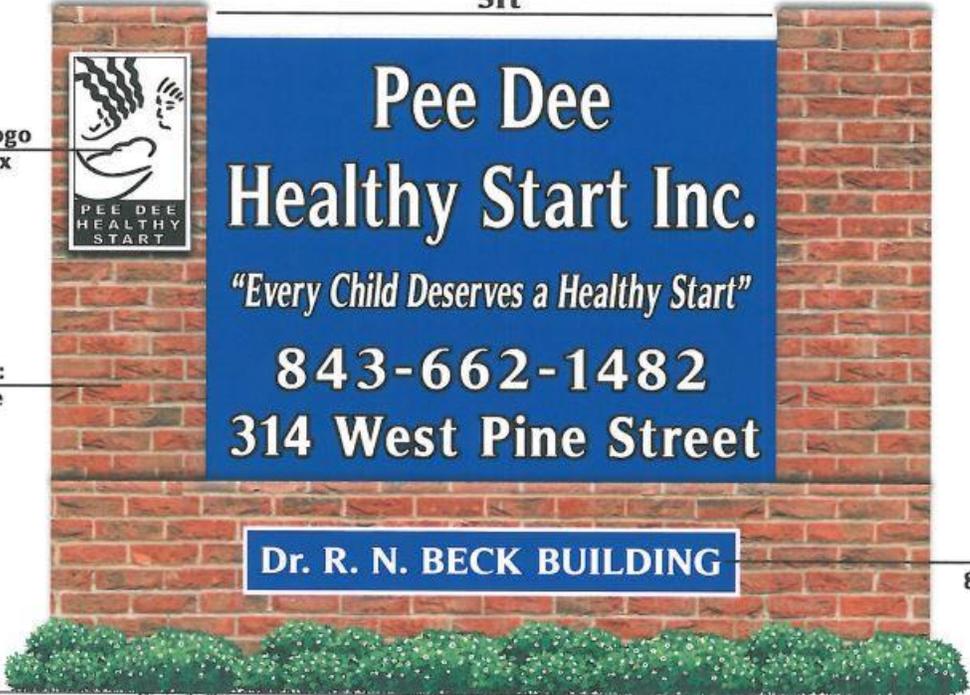
PROJECT PROOF SHEET

CLIENT: Pee Dee Healthy Start DATE: Feb 2021

Lorem Ipsum

5ft

Metal Logo
16"x22x



Brick Column
72" tall

Columns:
16" Wide

8"x52"

Brick Base
24" tall

PROJECT: 4ft x 5ft Sign on Brick PROOF#: 1a

SALES CONTACT: Kenny Sauls DESIGN BY: Jessica Harris

PLEASE CAREFULLY LOOK OVER PROOFS BEFORE SIGNING APPROVAL!

Please be sure to double check the design, colors, sizes, spelling/grammar, any logos, and over all layout/design before approving artwork. Signs LTD. is not responsible for any corrections, changes, or errors on produced work that has been proofed and signed off on.

APPROVED BY: _____ DATE: _____

Attachment E: Site Photos





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

DATE: April 14, 2021

CASE NUMBER: DRB 2021-05

LOCATION: 165 Warley Street

TAX MAP NUMBER: 90074-03-014

OWNER OF RECORD: Michael L. Smith – Ed Smith Insurance Agency

APPLICANT: Michael L. Smith

PROJECT DESCRIPTION: Replacement of Siding

OVERLAY DISTRICT: D-1 Redevelopment Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) for exterior renovations to the commercial office located on Tax Map Parcel 90074-03-014 at the address of 165 Warley Street in the Central Business District (CBD) Zoning District. The scope of work includes installing new vinyl siding. The contractor for the job is Benton Construction. (Attachment F).

Background Information

This commercial office building is the location of the Ed Smith Insurance Agency. The building was constructed in 1930 and has a total area of 2,576 square feet. The building currently has a wood panel siding (T1-11 plywood siding). 102-120 Warley Street (townhouses) & 134 Warley Street (house) recently received approval for the installation of vinyl siding.

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. If the goal for Florence’s Historic District is to become a National Register Historic District or simply to maintain the historical significance of a building, the following general guidelines should apply:

1. Every reasonable effort should be made to preserve and enhance the historically significant elements of a building.
2. Architectural restoration, rather than renovation, is a preferred option when feasible.
3. Qualities critical to overall design should be studied and retained when possible.

4. Before replacing historic elements of a building, preservation and consolidation should be considered.
5. All additions and renovations to existing structures should complement the original or historic elements in terms of material, size, shape and color.
6. New construction should be appropriate to the period and style of character of the district as a whole.
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.
8. Façade details such as cornice ornaments should not be covered to avoid the need for maintenance painting or refinishing.

The existing T1-11 plywood siding would not have been original to the structure. This type of material was commonly used in the 1960s, 70s, and 80s. The original siding type for this structure is unknown but was likely a wooden material of lap or board and batten style.

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.

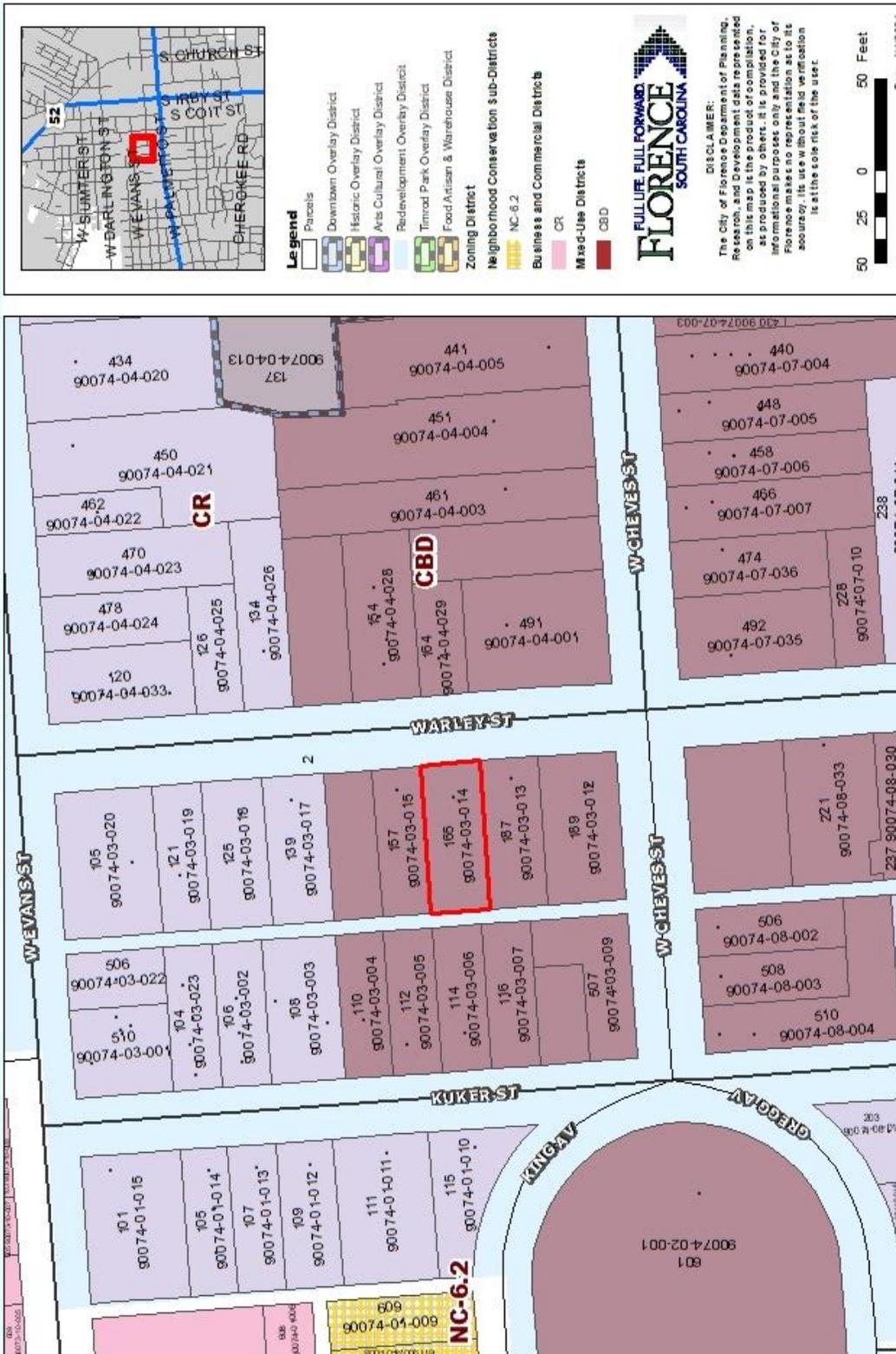
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Tax File Card
- E. Site Photos
- F. Façade Details

DRB 2021-05 Attachment B
Location Map 165 Warley Street



**DRB 2021-05 Attachment C
Current Zoning Map**



Attachment D: Tax File Card

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FLORENCE COUNTY TAX ASSESSOR
Property Card Record for MBP: 90074-03-014 TAX YEAR: 2020 9/19/20 10:18:14 PAGE: 68271
----- PROPERTY LOCATION Address -----== PROPERTY BILLING NAME/ADDRESS ==
Number: 00000 Suffix:
Street Name: 00000000 Street Suffix:
City: State: Zip: 00000 0000 165 WARLEY ST
District: 110 Land Class: CI COMMERCIAL IMPROVED FLORENCE SC29501
Legal Desc: WARLEY ST LOT 11 PT 10
Land Characteristic Selections
01 Topography 1 Level
02 Street 1 Paved
02 Street 5 Curb & Gutter
02 Street 6 Sidewalk
03 Utilities 1 All Public Utilities
04 Fronting Traffic 4 Med.
05 Ownership 1 Private
L A N D Lots: Eff Frontage: 60 Eff Depth: 150
L A N D Square Feet: Primary Site 9,000
-----
C O M M E R C I A L MBP: 90074-03-014 BUILDING ID#: 001 SUFFIX#: 000
Category: 503 OFFICE BUILDINGS Yr.Built: 1930 Area Sq.Ft: 2,576
Improvement Cost with Additions: 62,013.34 Yard/Other Bldg Values: 4,362.93 Total Buildings Value: 66,376.27
-----
--- Totals for MBP ---
# Buildings: 1 Building Value: 66,376.27 Land Market Value: 31,500.00
Market Acres: .00 Use Acres: .00 Land Use Value: .00
Bld/Land Use Total: 66,376.27 Bld/Land Mar.Total: 97,876.27 6% Bld Value: 66,376 # of 6% Blds: 1
Rental Acres: 0 Rental Acres Value: 0 Ren.Acres-Mar: 0 Ren.Acres Value-Mar: 0
    
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Attachment E: Site Photos







Board & Batten Vertical Siding

Historic Beauty, Contemporary Convenience and Appeal



Overview

Specifications

Colors

Literature

About

It's easy to add distinctive details to your home with Alside Board and Batten Premium Vinyl Siding. Use its historically inspired details to create emphasis for your entire home, or to add elegance at key architectural areas.

A stately 5-1/2" board face is accented by a delicate 1-1/2" batten that projects 1/2" above the board surface. With 28 colors to choose from, including 7 new architectural colors, Alside Board and Batten has everything you need to achieve your ideal finished look.

Features and Benefits

- Heavy-duty panel thickness
- Available in natural grain and light roughsawn textures
- 28 colors, including standard and architectural hues
- Lifetime Transferable Warranty*
*See printed warranty for complete details

Vinyl Siding

ENERGY-EFFICIENT INSULATED VINYL SIDING

Prodigy Next Generation Insulated Siding

Charter Oak Energy Elite

Charter Oak Featuring Neopor Thermal Foam Technology

HORIZONTAL SIDING

Charter Oak

Odyssey Plus

Coventry by Alside

Conquest

Williamsport Colonial Beaded

Brighton Beaded

VERTICAL SIDING

Board & Batten

Charter Oak Soffit

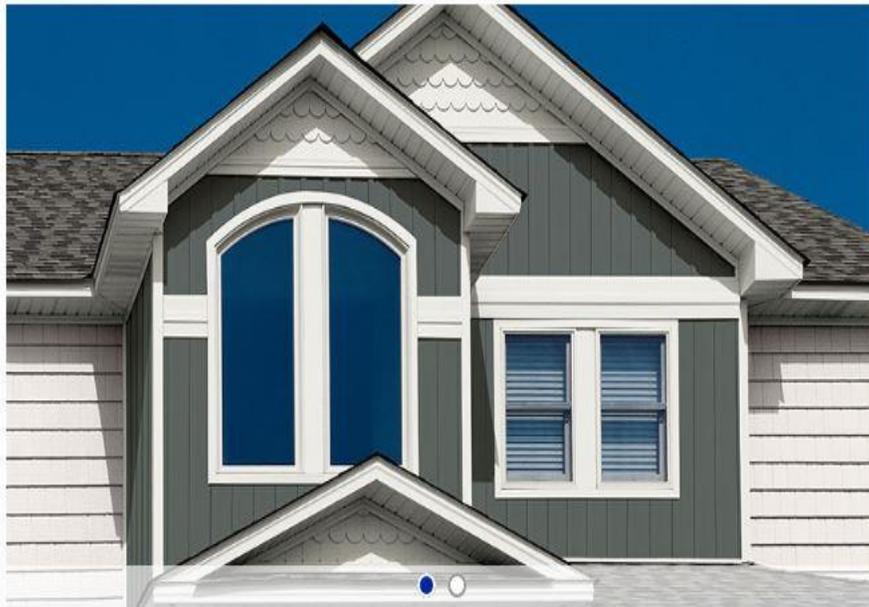
Alliance™ T4

Design Showcase



Board & Batten Vertical Siding

Historic Beauty, Contemporary Convenience and Appeal



Overview

Specifications

Colors

Literature

Specification

Profile	Vertical
Exposure	Single 7" (5-1/2" board, 1-1/2" batten)
Projection	1/2"
Siding Thickness	.048" (nominal)
Texture(s)	Finely milled cedar
Color(s)	25

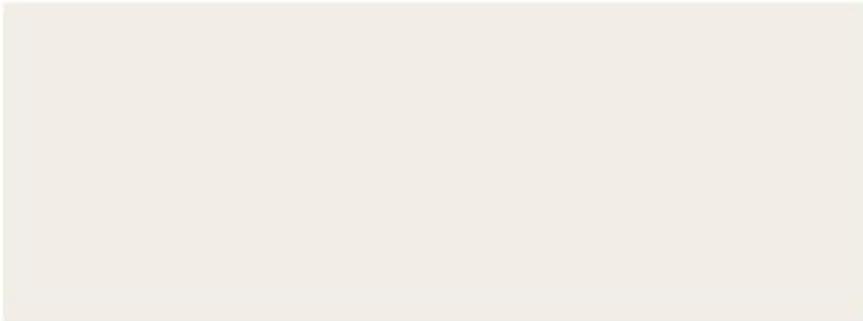


Single 7" vertical



Coastal Sage

(Vertical Vinyl Siding Color - Board)



Natural Linen

(Vinyl Siding Trim Color - Batten)

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

DATE: April 14, 2021

CASE NUMBER: DRB 2021-06

LOCATION: 125 East Cheves Street

TAX MAP NUMBER: 90169-01-013

OWNER OF RECORD: State of SC with SC Department of
Mental Health as Agent

APPLICANT: Patrick Bresnan – Pee Dee Mental Health Center

PROJECT DESCRIPTION: Removal of Trees from Parcel

OVERLAY DISTRICT: H-1, Historic Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) for the removal of trees from the Pee Dee Mental Health Center building property located at 125 East Cheves Street. The applicant is seeking to remove twenty trees as illustrated in Attachment D. The applicant is also trimming trees on the property. The reasoning for the tree removal revolves around damage caused by trees due to their proximity to the Pee Dee Mental Health Center(PDMHC) building and The Hyatt; and the damage and potential damage caused to the parking lots and properties of PDMHC, DHEC, and The Hyatt.

Background Information

The property is located in the Central Business District zoning designation within the H-1, Historic Overlay District. The property is owned by The State of South Carolina with the South Carolina Department of Mental Health as Agent. Pee Dee Mental Health has been serving the Pee Dee area for more than forty years. Pee Dee Mental Health provides outpatient mental health services for Florence, Darlington, and Marion Counties. The campus includes about 2 acres in the City’s Downtown.

Staff Analysis

In general, the *Unified Development Ordinance* states that the downtown overlay districts require a Certificate of Appropriateness (COA) in the event of “Landscape changes which include either the removal of any tree four (4) inches in caliper, or greater, or the removal of any hedge or shrub group that is at least thirty (30) inches in height.”

Unified Development Ordinance Requirements – Central Business District

The *Unified Development Ordinance* requires the following for any new or redeveloped parking lots and building landscapes in the CBD:

- One canopy tree or two understory trees per landscape island (within parking area, 1 island per 20 spaces maximum); **4 islands = 4 canopy trees or 8 understory trees**

- Front, rear, and street side building landscaping shall include one understory tree per 50 linear feet.
**Front: 162' = 3 understory; Rear: 162' = 3 understory;
Street Side: 165' = 3 understory.**
- Side building landscaping shall include one understory tree per 25 linear feet.
Side: 165' = 6 understory

Total required trees, if the site were developed following the Unified Development Ordinance landscape requirements would be:

4 canopy or 8 understory trees; plus 15 understory trees

Upon inspection, the City Arborist confirmed three of the twenty trees would necessitate removal. These three trees consist of a Bradford pear and two volunteer pine trees. The other 20 trees are willow oaks likely planted as part of the original landscaping for the facility. The trees on site, while not placed in the prescribed locations of the current zoning ordinance, do exceed the number of trees required in the Unified Development Ordinance (approximately 23 would be required). City staff is currently working with SC State staff to either reduce the number of trees requested for removal and/or provide a plan for mitigation of any removed trees.

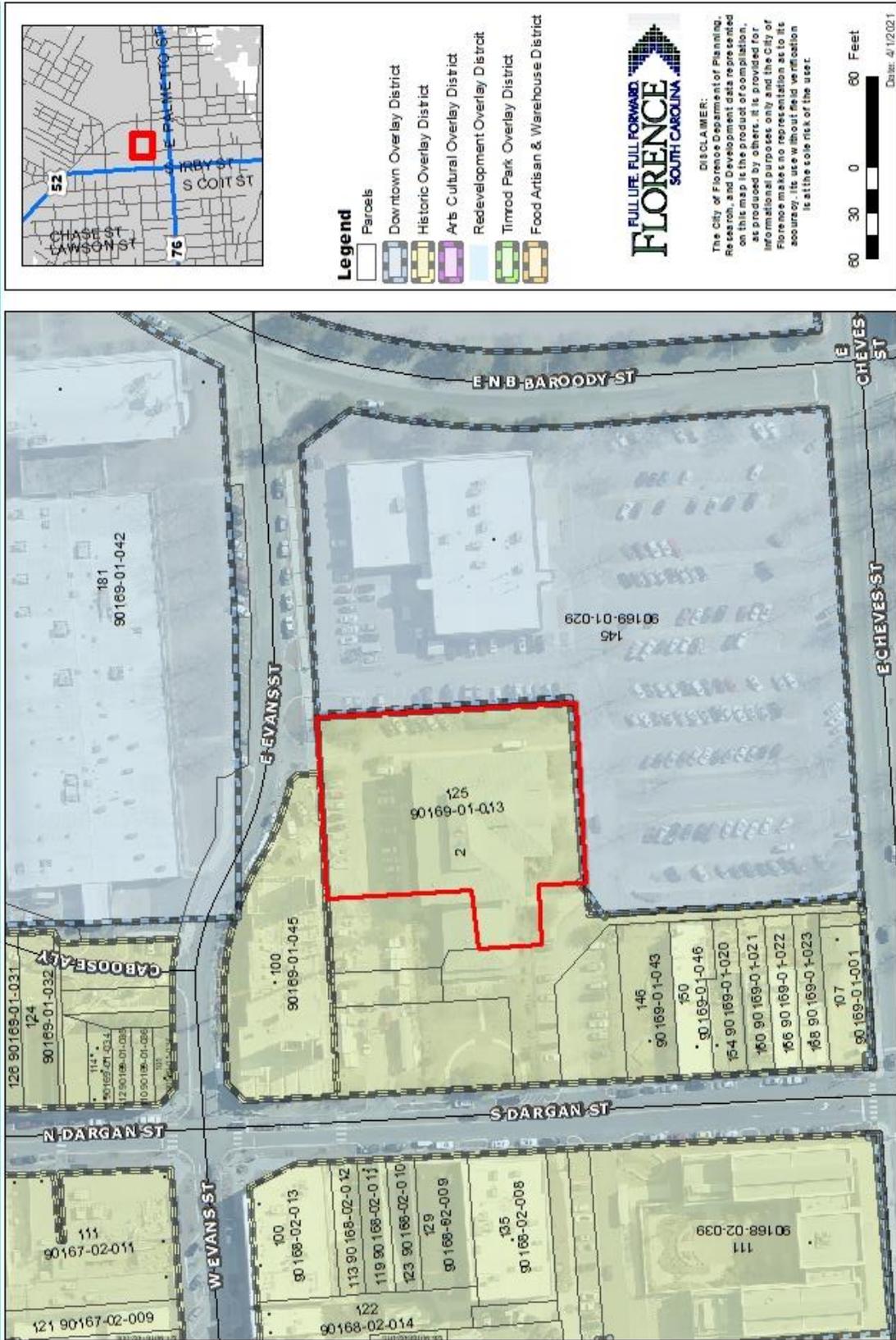
Board Action

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 application.

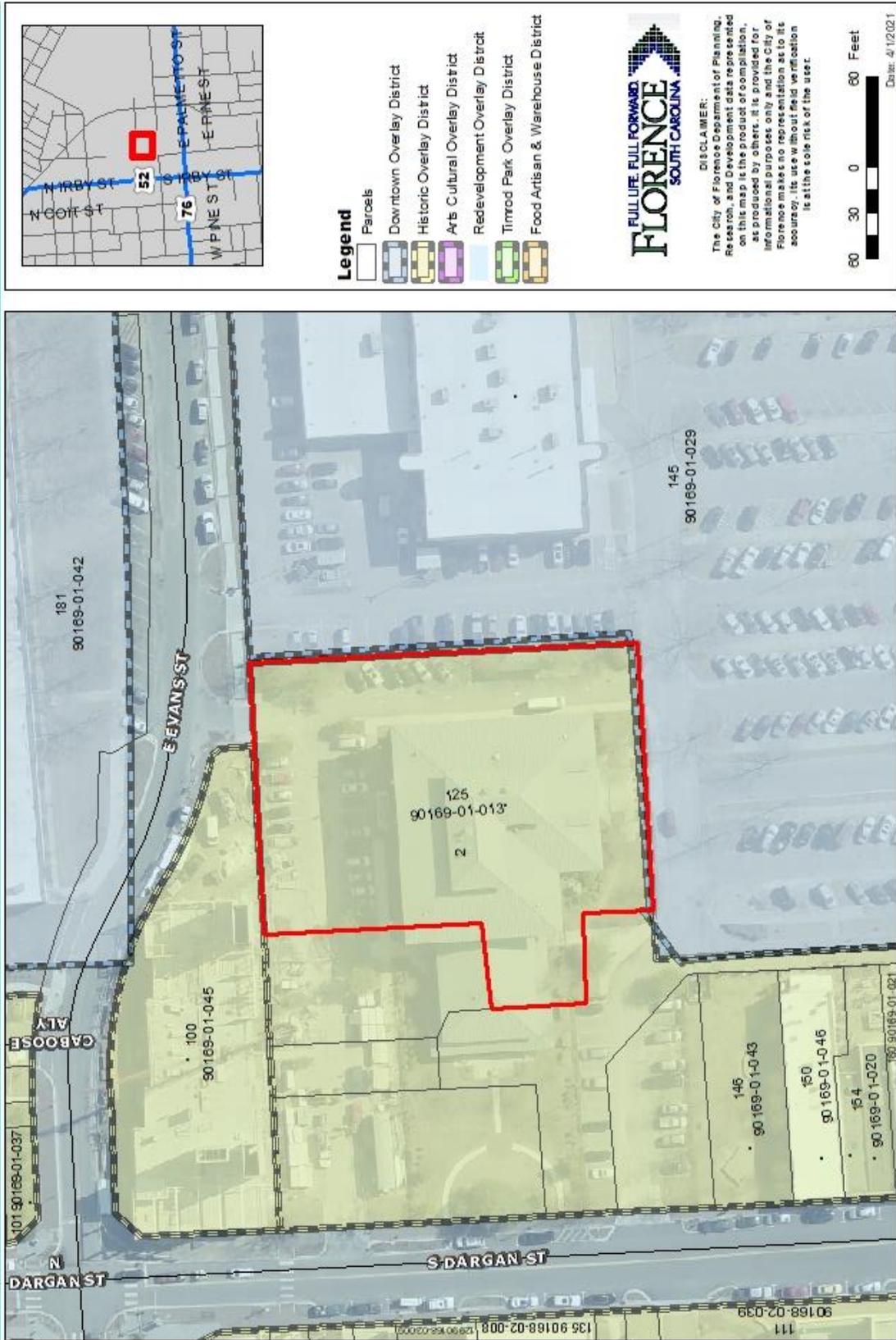
Attachments

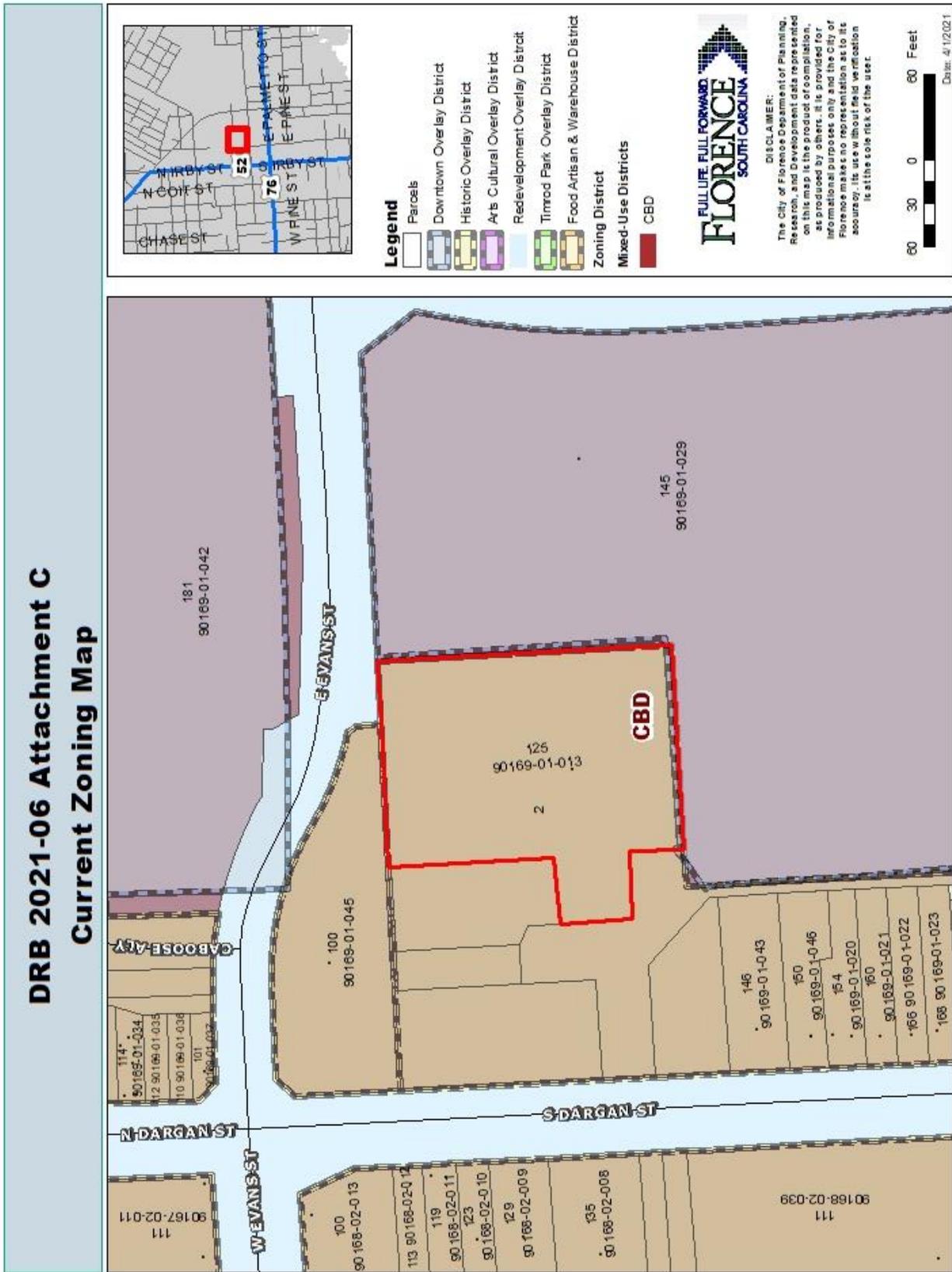
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Proposed Tree Removal Locations
- E. Aerial of PDMHC
- F. Site Photos (With Applicant Reason for Tree Removal)

DRB 2021-06 Attachment A
Vicinity Map 125 East Cheves Street



DRB 2021-06 Attachment B
Location Map 125 East Cheves Street





Attachment E: Aerial of PDMHC



Attachment F: Site Photos (With Applicant Reason for Tree Removal)



Front Entrance from East Cheves Street



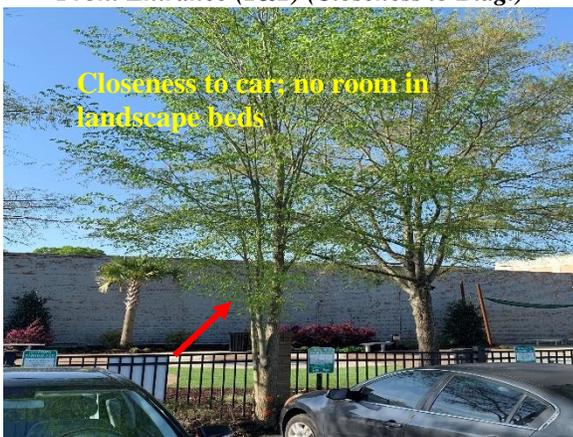
Front Entrance



Front Entrance (1&2) (Closeness to Bldg.)



Left of Entrance-Clockwise around property



Parking Lot SW of Building (3)



SW Parking Lot towards PDMH (4,5,6)



Westside of PDMH facing Dargan Street



North Parking Lot (Hyatt in background)



Pine Tree crowded by bigger tree

North Parking Lot towards Dargan (7)



Proximity to parking lot light causing damage

North Parking Lot looking East to PDMH (8)



Proximity to handicap spaces and parked cars

North Parking Lot looking South to PDMH (9)



Narrow landscape beds and proximity to parking and hotel

North Parking Lot looking North to Hyatt (10)



North Parking Lot facing PDMH (11)



North Parking Lot facing towards Hyatt (12)



North Parking Lot towards BTC (13)



East Parking Lot towards DHEC (14,15)



East Parking Lot SE towards DHEC (16)



East Parking Lot towards DHEC (17)



East Parking Lot facing DHEC (18)



East Parking Lot facing DHEC (19)



East Parking Lot Facing DHEC (20)

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

DATE: April 14, 2021

CASE NUMBER: DRB-2021-07

LOCATION: 218 North Dargan Street

TAX MAP NUMBER: 90170-04-015

OWNERS OF RECORD: William Thompson

APPLICANTS: William Thompson

PROJECT DESCRIPTION: Neon wall sign

OVERLAY DISTRICT: H-1 Historic Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to permit a new neon wall sign to be attached to the building located at 218 North Dargan Street, Tax Map Number 90170-04-015. The building is the site of the Thompson & Son's Barber College. The neon sign is about 14 square feet in size.

Background Information

218 North Dargan Street was opened in the 1930s as the Lincoln Theater, an African-American theater with seating listed at 275. It was operated as such until 1975. Thompson & Son's Barber College has been in this location since then. The owner/applicant is the Son in Thompson & Son's, and he wishes to install a neon sign on the front wall of the building. He is also interested in gauging the Board's approval for the painting of a mural on the side wall of the building in the future. He wishes to honor its past use and his father's achievements by commissioning an artist to paint a mural that reflects that history. The Downtown Development office would work with him to find an artist and ensure that any artwork is appropriate for the space. He is interested to know if he should pursue the project.

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. 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.

The architecture in the Historic District and the Downtown Overlay District provides for two kinds of building mounted signs:

- panels and letters mounted flat to the wall
- panels mounted perpendicular to the wall

Both kinds of signs require installations that are coordinated with and responsive to the architecture of the buildings. The architectural elevations suggest two graphic zones that will accommodate signage: the sign band zone and the transom zone. The sign band zone provides space for pin-mounted individual letters or a panel placed flat against the wall to address views from vehicles and long distances. The transom zone above the door openings, where an awning may be installed, also provides space for signs installed perpendicular to the building to provide pedestrian orientation on the sidewalk, between or beneath the awning(s).

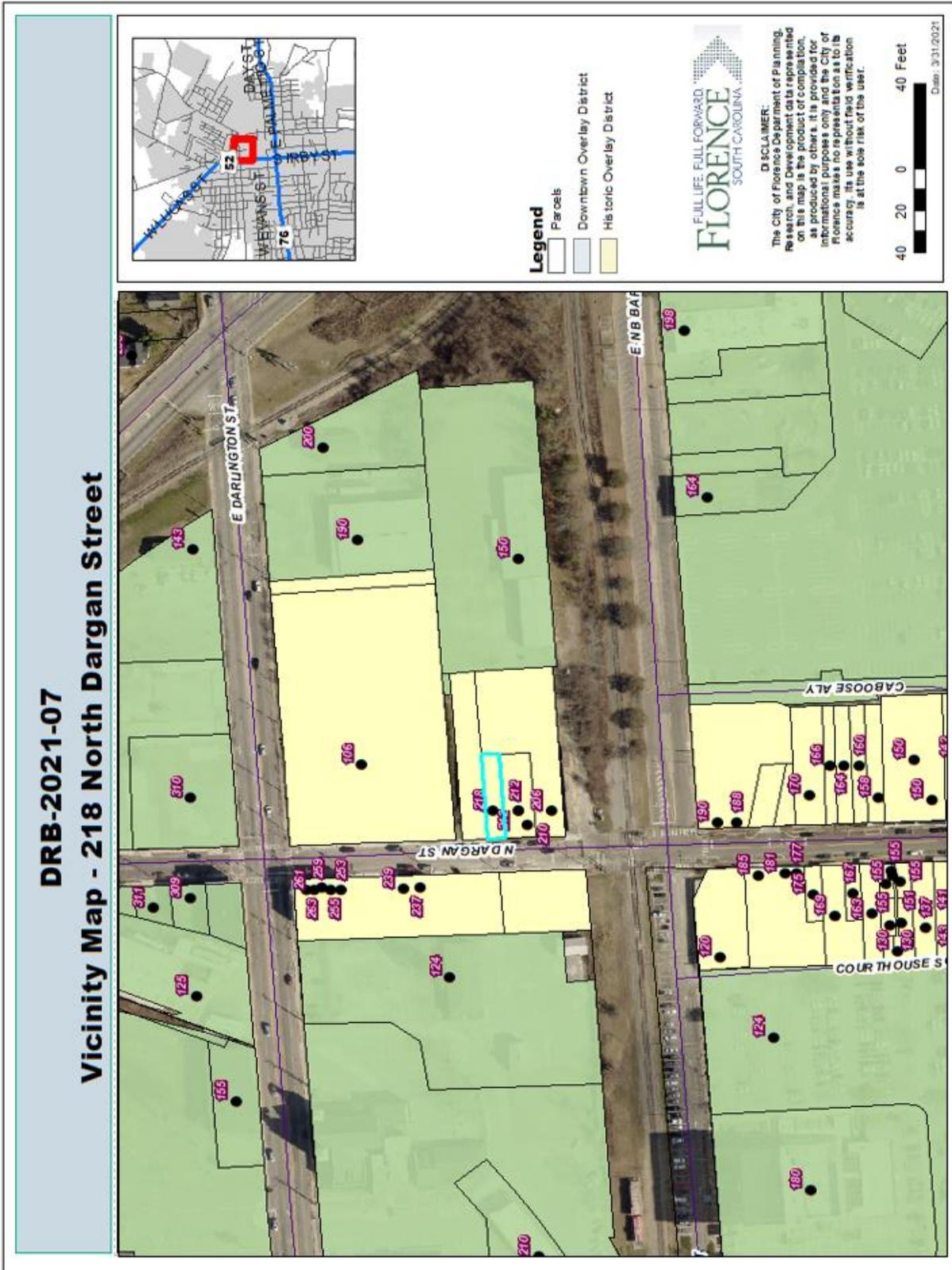
The applicant is proposing a 14 square foot custom neon tubing sign to be mounted above the storefront windows on the whitewashed brick wall face (see Attachment D).

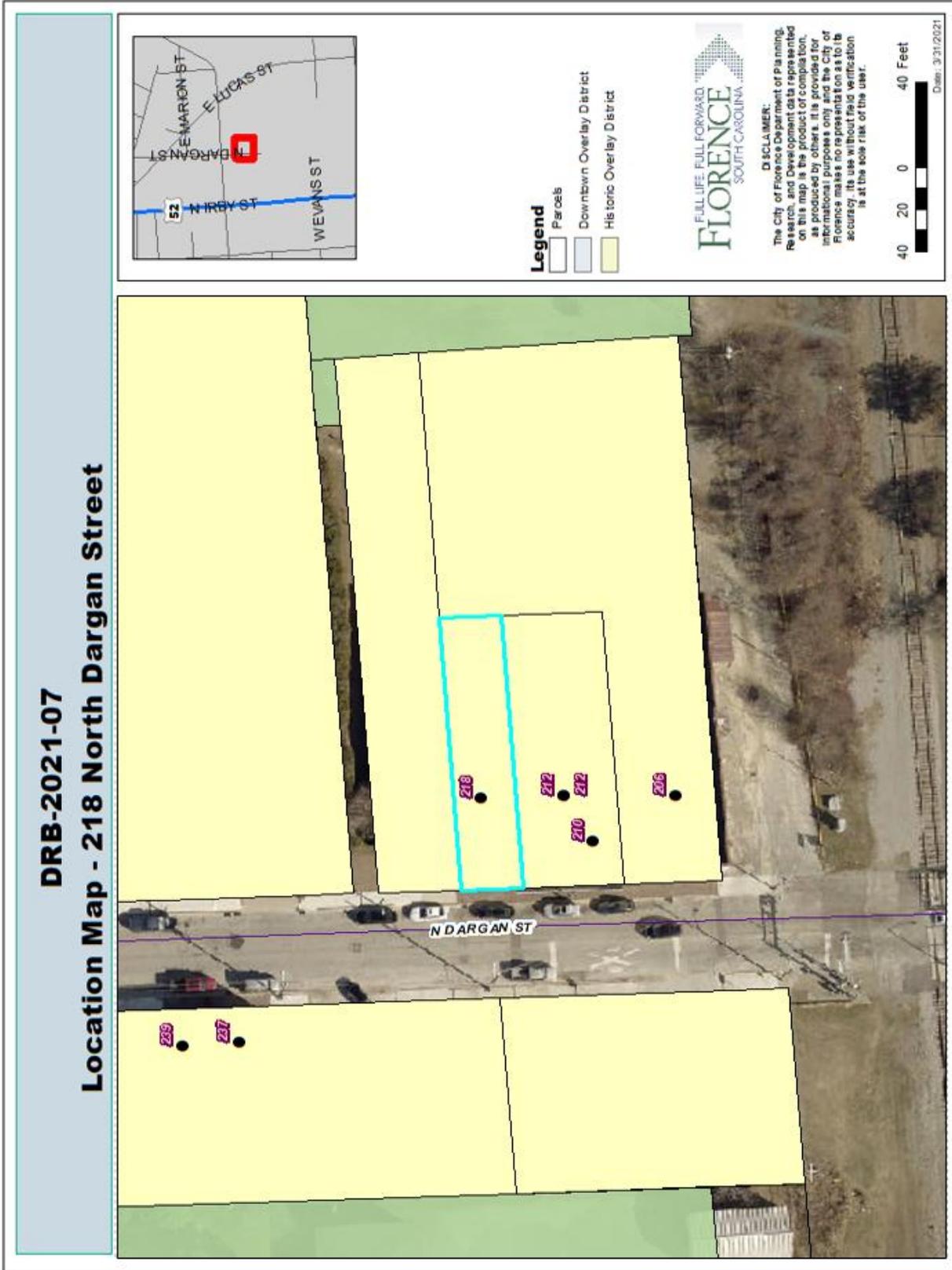
Board Action

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

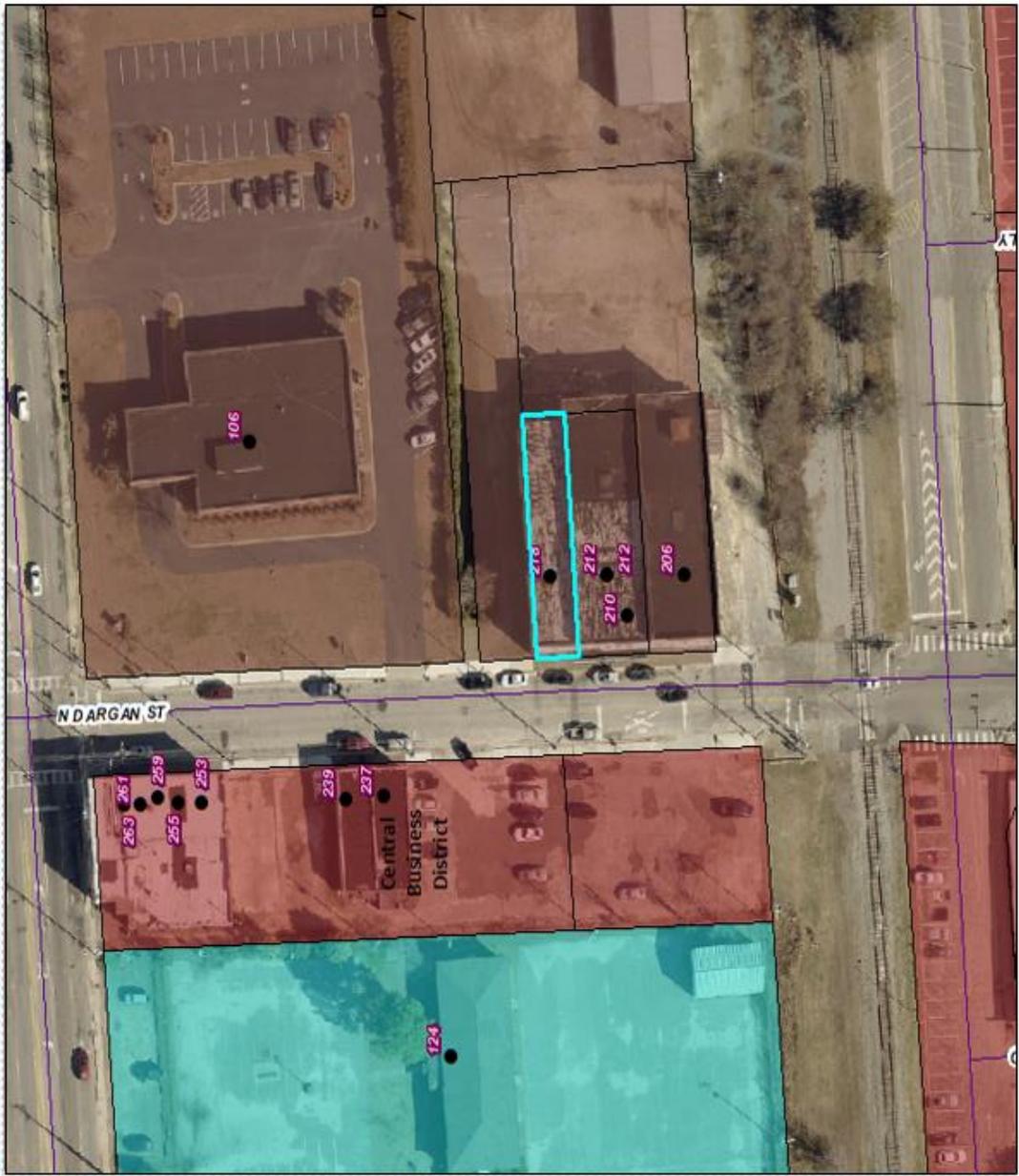
Attachments

- A. Vicinity Map
- B. Location Map
- C. Current Zoning Map
- D. Site Photos
- E. Proposed Sign Rendering





DRB-2021-07
Current Zoning Map - 218 North Dargan Street



- Legend**
- Parcels
 - 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: 3/01/2021

Attachment D: Site Photos



The picture on the left is the wall where the applicant wants to paint the mural honoring the local history of these buildings. The picture on the right is the storefront where he wants to install the neon sign above the front door. The neon sign is about 5 feet tall; for scale, the whitewashed brick above the storefront is about 20 feet tall.

Attachment E: Proposed Sign Rendering

