

CITY OF FLORENCE DESIGN REVIEW BOARD
OCTOBER 13, 2021 AT 2:00 P.M.
AGENDA

I. Call to Order

II. Approval of Minutes Regular meeting held on September 8, 2021.

III. Public Hearing and Matter in Position for Action

DRB-2021-25 Request for a Certificate of Appropriateness to change out windows and doors for the building located at 257 North Coit Street, Tax Map Number 90073-05-005; D-2 Downtown Overlay District.

IV. Public Hearing and Matter in Position for Action

DRB-2021-28 Request for a Certificate of Appropriateness to construct an accessory building on the parcel located at 210 McLeod Alley, Tax Map Number 90088-07-032; D-1 Redevelopment Overlay District.

V. Public Hearing and Matter in Position for Action

DRB-2021-29 Request for a Certificate of Appropriateness to demolish the commercial buildings located at 221 West Darlington Street, Tax Map Number 90086-01-012; D-2 Downtown Overlay District.

VI. Public Hearing and Matter in Position for Action

DRB-2021-30 Request for a Certificate of Appropriateness to install signage on the parcel located at 615 South Dargan Street, Tax Map Number 90088-08-003; D-3 Arts & Culture Overlay District.

VII. Public Hearing and Matter in Position for Action

DRB-2021-31 Request for a Certificate of Appropriateness to change out windows and doors for the house located at 407 West Pine Street, Tax Map Number 90074-11-011; D-4 Timrod Park Overlay District.

VIII. Public Hearing and Matter in Position for Action

DRB-2021-32 Request for a Certificate of Appropriateness to remove three trees from the lot located at 703 Park Avenue, Tax Map Number 90064-04-011; D-4 Timrod Park Overlay District.

IX. Public Hearing and Matter in Position for Action

DRB-2021-33 Request for a Certificate of Appropriateness to install signage on the building located at 237 North Dargan Street, Tax Map Number 90086-03-005; H-1 Historic Overlay District.

X. Adjournment Next meeting is scheduled for November 10, 2021.

THE CITY OF FLORENCE DESIGN REVIEW BOARD
SEPTEMBER 8, 2021 AT 2:00 P.M.
MINUTES

MEMBERS PRESENT: Brice Elvington, Erik Healy, John Keith, Joey McMillan, Mike Padgett, Ranny Starnes, and David Tedder

MEMBERS ABSENT: Jamie Carsten, Scott Collins, and Jay Ham

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

APPLICANTS PRESENT: Kurt Ziegenfelder, Eddie Lesaine, Elizabeth Cann, Emily Creighton

CALL TO ORDER AND ELECTION OF TEMPORARY CHAIRMAN: Mr. Dudley called the September 8, 2021 regular meeting to order at 2:01 p.m. In the absence of both the chairman and co-chairman, he called for the election of a temporary chairman for the day's meeting. Mr. Tedder was nominated and elected unanimously (7-0).

APPROVAL OF MINUTES: Chairman Tedder introduced the August 11, 2021 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. Padgett moved that they be approved; Mr. Healy seconded the motion, and it passed unanimously (7-0).

PUBLIC HEARINGS AND MATTERS IN POSITION FOR ACTION:

DRB-2021-23 Request for a Certificate of Appropriateness to remove the trees on the lot located at 522 South Coit Street, Tax Map Number 90088-06-001; D-1 Redevelopment Overlay District.

Chairman Tedder read the introduction of DRB-2021-23 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board, adding that the applicant also wants to replace the windows and roof as well as the vinyl siding.

There being no questions for staff, Chairman Tedder opened the public hearing. The homeowner, Kurt Ziegenfelder, spoke in favor of the request. Dr. Keith asked if the siding was currently vinyl. Mr. Ziegenfelder said that it is, and he wants to replace it with gray vinyl siding. Mr. Jim Lyles, neighbor of the applicant, also spoke in favor of the request, reiterating Mr. Ziegenfelder's appeal.

Mr. McMillan commended the applicant for desiring to refurbish the house, mentioning that he owns two houses in the vicinity. Mr. Elvington mentioned that he would like to see a landscaping plan showing the removed trees being replaced. Dr. Keith asked how many large trees would remain. Mr. Ziegenfelder said if he had his say, none. He said there are 3 large trees in the rear that he could save.

Chairman Tedder mentioned that the trees in the City ROW are not part of the request, but the applicant would like the City to trim the trees and asked if there was an agreement in place. Mrs. Zlotnicki stated there is no agreement, but staff will look into it with the City arborist.

Ms. Starnes stated that she lives in the neighborhood and mentioned that, like Mr. Elvington, she would like to see some older trees remain.

There being no one else to speak either for or against the request, Chairman Tedder closed the public hearing and called for discussion and then a motion. Mr. Healy moved to approve the request as submitted, including the replacement of the roof, windows, and siding. Mr. Padgett seconded the motion, and the vote to approve the request passed unanimously (7-0).

DRB-2021-24 Request for a Certificate of Appropriateness to construct a driveway and remove trees on the parcel located at 615 South Dargan Street, Tax Map Number 90088-08-003; D-3 Arts & Culture Overlay District.

Chairman Tedder read the introduction of DRB-2021-24 and asked staff for their report. Mr. Cassidy gave the staff report as submitted to the Design Review Board.

Dr. Keith asked what the neighboring properties were zoned. Mr. Cassidy said they were zoned commercial. Mr. Dudley stated the changes visible from the street would be the handicap spaces and the removal of the dogwoods. He clarified that the applicant is working with the building department to ready the house to be used as a funeral home.

There being no further questions for staff, Chairman Tedder opened the public hearing. Mr. Eddie Lesaine spoke on behalf of the request and asked if the Board had any questions for him. He said he wants traffic to be able to go around the building instead of backing up. 95% of the time they'll have a City escort after a funeral. Mr. Cassidy stated that their signage request would be coming back to the Board in the next month.

There being no one else to speak either for or against the request, Chairman Tedder closed the public hearing and called for discussion and then a motion. Mr. Padgett moved to approve the request as submitted. Mr. McMillan seconded the motion, and the vote to approve the request passed unanimously (7-0).

DRB-2021-25 Request for a Certificate of Appropriateness to change out windows and doors for the building located at 257 North Coit Street, Tax Map Number 90073-05-005; D-2 Downtown Overlay District.

Chairman Tedder read the introduction of DRB-2021-25 and asked staff for their report. Mr. Johnston said that the applicant asked to defer this request pending his rezoning request before the Planning Commission on September 14.

Chairman Tedder called for a motion to defer. Mr. Padgett moved to defer as requested. Mr. Healy seconded the motion, and the vote to defer the request passed unanimously (7-0).

DRB-2021-26 Request for a Certificate of Appropriateness to demolish the house located at 315 Warley Street, Tax Map Number 90074-09-018; D-4 Timrod Park Overlay District.

Chairman Tedder read the introduction of DRB-2021-26 and asked staff for their report. Mr. Cassidy gave the staff report as submitted to the Design Review Board. Mr. Padgett and Mr. Elvington asked to recuse themselves as they both have ties to the Montessori School, on whose behalf the house is to be demolished.

Mr. Dudley pointed out that the Historical Commission will be meeting on September 13, 2021, and the Board may make its approval contingent upon their approval.

Mr. McMillan asked if staff could provide interior photos and block photos to provide some context for demolitions. Mr. Dudley said that staff could consider that depending on the circumstances. Mr. Padgett

said that the Montessori School wants to use the lot but has no use for the house. They will stabilize the lot once the house is removed.

There being no further questions for staff, Chairman Tedder opened the public hearing. The director of the Montessori School, Elizabeth Cann, spoke on behalf of the request, reiterating what Mr. Padgett said about wanting to beautify the area. They had to call the police frequently when people lived there. They want to absorb the lot into their outdoor classroom area.

There being no one else to speak either for or against the request, Chairman Tedder closed the public hearing and called for discussion and then a motion. Dr. Keith moved to approve the request as submitted once the Historical Commission ruled on the demolition. Mr. McMillan seconded the motion, and the vote to approve the request passed unanimously (5-0, with Mr. Padgett and Mr. Elvington abstaining).

MATTER FOR INFORMATION:

DRB-2021-27 Presentation of the First Responders Public Safety Memorial to be placed at the Judicial Center located at 181 North Irby Street, Tax Map Number 90167-01-008; D-2 Downtown Overlay District.

Chairman Tedder read the introduction of DRB-2021-27 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board, presenting it as a matter of information for the Board since it is part of a larger governmental project. Board members expressed their approval and their appreciation to first responders.

OTHER BUSINESS:

Mr. Dudley discussed the schedule for adoption of the comprehensive plan, promising to share the draft documents with the Board when they come available later in the fall or early winter. He commented that the downtown master plan is now in the process of being updated by the same consultants doing the City's plan as well. He also welcomed the new members and reminded them to do their orientation training.

ADJOURNMENT: Chairman Tedder thanked everyone for their participation, and adjourned the meeting at 2:56 p.m. The next meeting is scheduled for October 13, 2021.

Respectfully submitted by

Austin Cherry
Administrative Assistant III

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

CASE NUMBER: DRB-2021-25

DATE: October 13, 2021

LOCATION: 257 North Coit Street

TAX MAP NUMBER: 90073-05-005

OWNER OF RECORD: Rabah Abudayya

APPLICANT: Rabah Abudayya

PROJECT DESCRIPTION: Request to install brick and change out windows

OVERLAY DISTRICT: D-2 Downtown Central Overlay District and D-1 Redevelopment Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) for exterior renovations to the building located on Tax Map Parcel 90073-05-005 at the address of 257 North Coit Street. The scope of work includes removing and replacing the existing windows on the front of the building and installing brick to the façade of the front and side exteriors of the building (Attachment E).

Background Information

The one-story, 1,584 square foot building was constructed in 1935. The site is currently developed with a commercial building most recently occupied by Missy's Café and Jack's Seafood. The current zoning designation of Residential Urban was adopted with the land use maps associated with the adoption of the *Unified Development Ordinance* in 2018; however, this is not reflective of the developed site or the historic zoning. The owner is currently going through the rezoning process at City Council. First Reading of the Ordinance will occur October 11th to change the parcel to a commercial zoning designation, Destination>Select Use (DS).

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.

From Chapter 3 of the *Design Guidelines for downtown Florence, SC:*

“Of basic importance to this is the maintenance, restoration, and careful adaptive reuse of the many historic buildings in the revitalization area. The implementation of historic design guidelines is one tool to assure the preservation of these buildings, as well as to revive a sense of pride in Florence’s heritage.”

Exterior Wall Cladding

“In several cases within the Florence Historic District brick facades have been covered with siding, new facing, or stucco. Removal of these later materials to improve the integrity of the building should be considered carefully and is recommended if the original brick will not suffer significant damage in the process.”

The current building exterior appears to be a combination of wooden panels, concrete block, and stucco over concrete block. The exterior has been painted a sky-blue color with white, navy, and crimson trim.

Paint Colors

Historically, paint colors varied with changes in tastes reflected in changes of period and style. In historic districts such as Florence’s, most building trim should harmonize or accent the predominant color of the brick. There are a range of brick colors in the historic district, and muted earth tones will be best to complement the variety of brick colors without clashing with nearby buildings. More primary colors can be introduced with awnings, signage, and trim. Bright or fluorescent colors such as pink, orange, or bright purple should be avoided.

This section of the Design Guidelines speaks to the variety of brick colors found in Downtown Florence and the importance of choosing muted earth tones, regardless of the brick color, if painting. No painting is proposed, but it does give insight into the various brick colors found Downtown.

From Chapter 4 of the *Design Guidelines for downtown Florence, SC: Building Elements*

The various components used in the composition of a building design greatly affect the success of a design and its compatibility with its context. The following descriptions provide guidance for various components used in traditional retail/commercial structures.

Storefronts/building fronts

The first floor storefront should be composed of large expanses of glazed openings (60% or more). These allow for the display of merchandise in retail uses, but are also appropriate for other uses such as restaurants or offices. Features such as transoms allow for natural light to penetrate deeply into the building. The use of awnings can shade these large glass areas and allow for the introduction of appropriate colors to enliven the pedestrian experience. Metal framing for storefront glazing should be a minimum of 2" wide.

The Design Guidelines recommend large expanses of glazing on the first-floor of retail buildings for display purposes and to enliven the pedestrian experience in keeping with the proposed window installation. The windows proposed are large undivided commercial windows that promote openness. No additional window details have been provided beyond Attachment F.

Prohibited materials include:

- Colored glass, mirrored, or opaque glass
- Wood shakes or shingles

- Heavily textured stucco
- Imitation stone texturing
- Clapboard sidings, whether wood or alternative materials at the ground level, except with review and approval
- Metal awnings or canopies
- Backlit canopies or awnings
- Plastic awnings.

Some of the prohibited materials like wooden clapboard siding and heavily textured stucco will be covered by the addition of the proposed brick façade. The applicant has stated the bricks chosen will be a traditional red brick. No samples have been provided at this time.

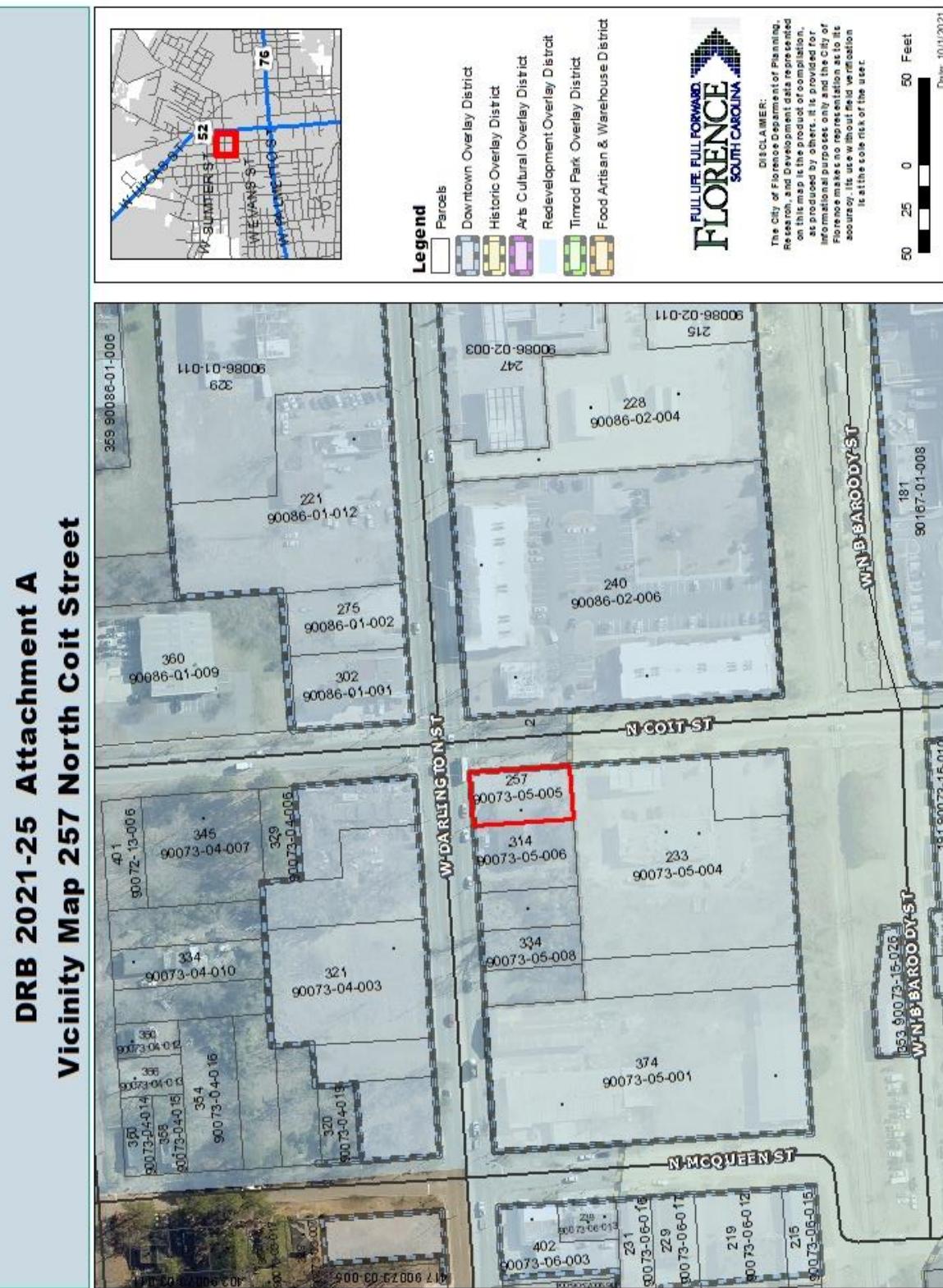
Board Action

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. Proposed Façade Rendering
- F. Window Photo
- G. Site Photos

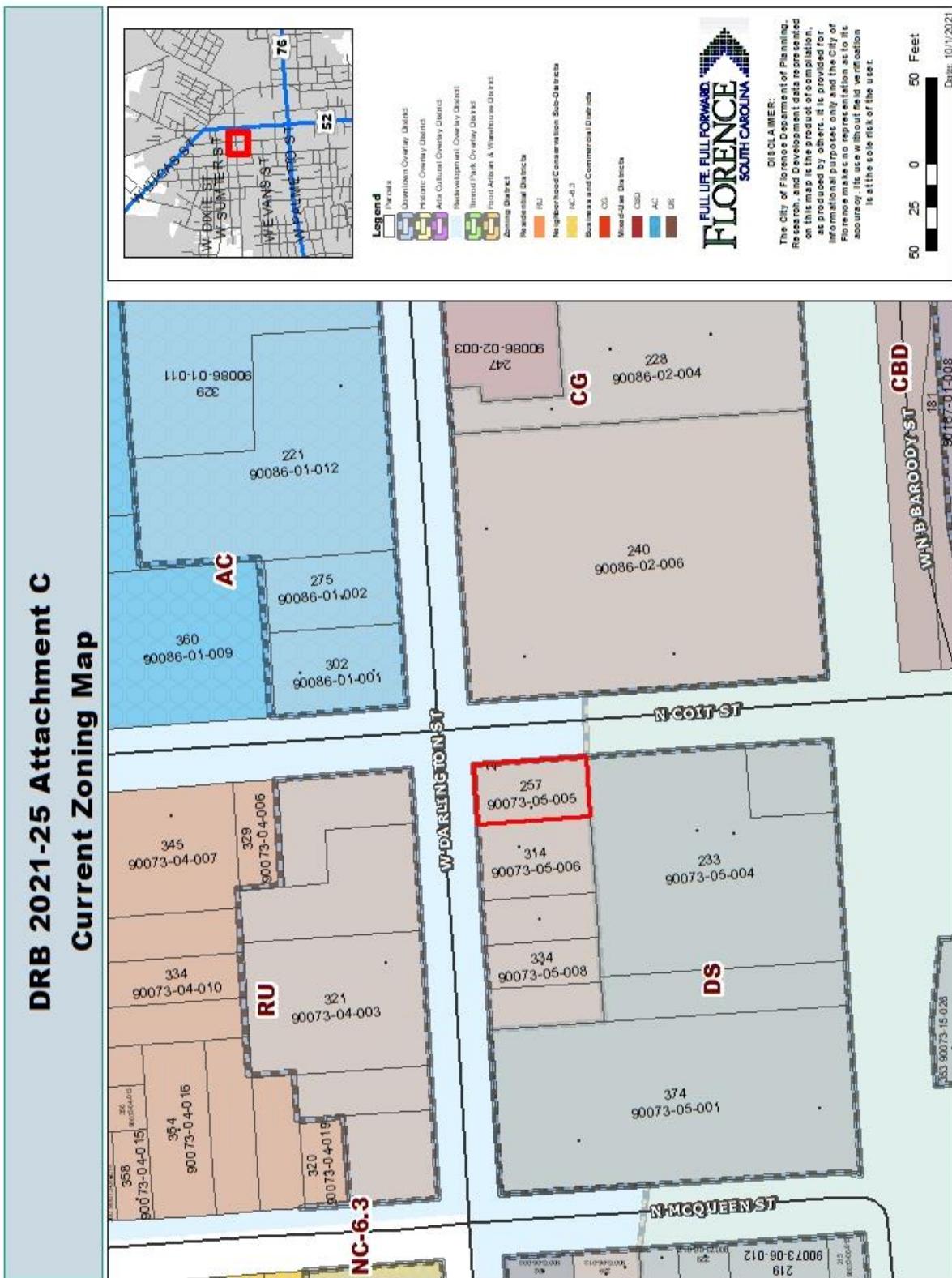
Attachment A: Vicinity Map



Attachment B: Location Map



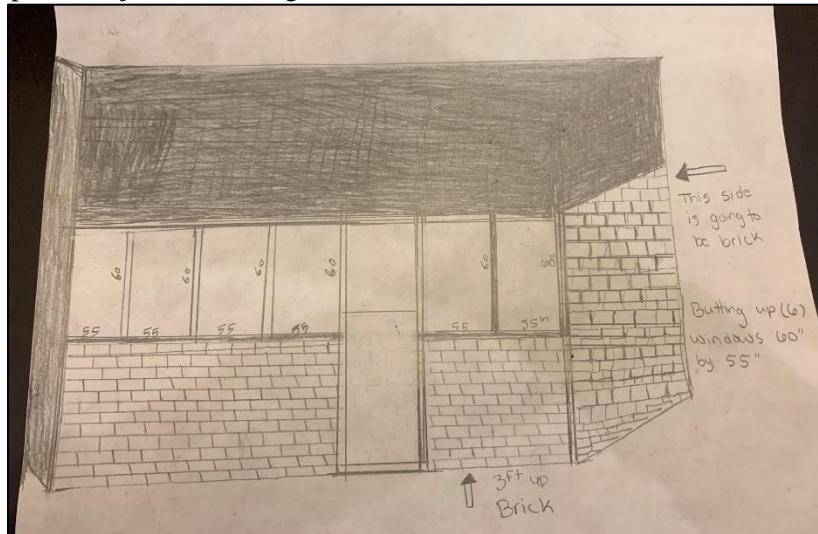
Attachment C: Zoning Map



Attachment D: Tax File Card

FLORENCE COUNTY TAX ASSESSOR		PROPERTY LOCATION Address		PROPERTY BILLING NAME/ADDRESS	
Property Card Record for MBP: 00073-05-005 TAX YEAR: 2021 9/16/21 10:13:19 PAGE: 68807					
Number: 00000	Suffix:	City: 00000000	State: 00000	Zip: 00000 0000	TAYARA IMADEDDINE CHAFIC
Street Name: 00000000	Street Suffix:			711 S IRBY ST	
District: 110	Land Class: CI COMMERCIAL IMPROVED			FLORENCE	SC29501
Legal Desc: COIT & DARLINGTON					
Lane Characteristic Selections					
01 Topography	1	Level			
02 Street	1	Paved			
03 Utilities	1	All Public Utilities			
04 Fronting Traffic	5	Heavy			
05 Ownership	1	Private			
L A N D Lots: Comm.Site		Eff Frontage: 125	Eff Depth: 65		
L A N D Square Feet:	0				
C O M M E R C I A L MBP: 00073-05-005 BUILDING ID#: 001 SUFFIX#:					
Category: 312 DISCOUNT STORES		Yr.Built: 1935	Area Sq.Ft: 1,584		
Improvement Cost with Additions: 48,363.33		Land/Other Bldg Values: 4,914.00	Total Buildings Value: 53,277.33		
--- Totals for MBP ---					
# Buildings: 1	Building Value: 53,277.33	Land Market Value: 18,375.00			
Market Acres: .00	Use Acres: .00	Land Use Value: .00			
Bld/Land Use Total: 53,277.33	Bld/Land Mar.Total: 71,652.33	6% Bld Value: 53,277	# of 6% Bld: 1		
Rental Acres: 0	Rental Acres Value: 0	Ren.Acres-Mar: 0	Ren.Acres Value-Mar: 0		
Transfer Date: 05/11	DEED Book: 8354	Page: 0154	Sales Price: 60,000		
Transfer Date: 12/08	DEED Book: 8220	Page: 0439	Sales Price: 75,000		
Transfer Date: 10/03	DEED Book: A793	Page: 1652	Sales Price: 65,000		

Attachment E: Proposed Façade Rendering



Attachment F: Window Photo



Attachment G: Site Photos





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

CASE NUMBER:	DRB-2021-28
DATE:	October 13, 2021
LOCATION:	210 McLeod Alley
TAX MAP NUMBER:	90088-07-032
OWNER OF RECORD:	R. Austin Gilbert, Jr.
APPLICANT:	Gilbert Construction Company
PROJECT DESCRIPTION:	Request to Construct Secondary Principal Building to Match Existing Principal Building
OVERLAY DISTRICT:	D-1 Redevelopment Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to construct a pre-engineered steel building with the dimensions of 60 feet long, 30 feet wide, and 14 feet high, with an associated stone parking area and construction entrance to offer access to vehicles off DeJongh Street. The applicant is also proposing a 10 foot wide Type B Bufferyard per Table 4-10.3.1 of the *Unified Development Ordinance* to screen the metal building from Public view (Attachment D). A Type B Bufferyard requires a minimum of two canopy trees, two understory trees, two evergreen trees, and twenty shrubs per 100 linear feet. The applicant's proposed landscaping area is approximately 75 feet in length.

The proposed 1800 square foot building will be constructed as a secondary principal building, of similar design and construction to the existing principal building (Attachment H). The front of the storage building will be oriented towards the east side of the parcel and have three overhead "roll-up" metal doors. Two personnel entrances will be provided on the Mcleod Alley (north) and DeJongh (south) sides for employee entrances (Attachments E & F). The accessory building will be painted Polar White as shown on Attachment G.

Background Information

The existing principal building was constructed in 1987 and has a total area of 3,000 square feet. It currently houses construction equipment for Gilbert Construction. From Gilbert Construction's website: "*We are a licensed general contractor and have been providing commercial services to the Pee Dee and surrounding areas for over 35 years. Our projects range from small-medium to multimillion dollar Plan/Spec and Design-Build construction. Gilbert Construction was founded by R. Austin Gilbert Jr. and his wife Beth in 1975. Jerry Fields came to work for Austin in 1976 and became a partner of the Gilbert & Fields division of Gilbert Construction which specialized in metal building in 1977.*"

The applicant is requesting approval to install the 1800 square foot steel metal building to provide additional storage space for construction equipment.

Staff Analysis

Table 2-6.1.1 of the *Unified Development Ordinance* outlines Commercial Building Standards for principal buildings:

Table 2-6.1.1 Nonresidential and Mixed Use Lot and Building Standards							
District / General Use Type	Lot Width 1	Minimum Setback ²			Minimum Landscape Surface Ratio	Maximum Building Height	
Activity Center (AC)							
Retail	200'	15"		10' / 20'	40'	20%	
Office / Overnight Accommodations	200'	15"	See C., Below.	10' / 20'	40'	20%	38' -See F., Below.
Services	150'	15"		10' / 20'	40'	20%	
All Other Uses	100'	15"		10' / 20*	40*	20%	

TABLE NOTES:

¹Along collector and arterial roadways, frontages in excess of the minimum lot width may be required to meet all other access and development requirements.

²If the required bufferyard width is greater than that specified, the setback or build-to line shall be the width of the required bufferyard. All build-to lines shall apply to any public street frontage whether they are front or side property lines.

³Buildings shall be constructed to a build-to line that allows sufficient room for a 10' wide sidewalk. If a 10' wide sidewalk can be constructed entirely within the right-of-way, then the build-to line shall be the property line.

AC, CG, CA, IL, IH, and AR District Height. In the AC (Activity Center), CG (General Commercial), CA (Campus), IL (Light Industrial), IH (Heavy Industrial), and AR (Agricultural/Rural) districts the maximum building height as listed in Table 2-6.1.1 may be exceeded provided that side and rear setbacks shall increase by one (1) foot for each two (2) feet in height in excess of the listed maximum building height.

This section provides specific standards for non-residential buildings. The proposed 1800 square foot building will meet the standards for a principal building prescribed by Table 2-6.1.1 in the AC District.

In considering the issue of appropriateness, the Design Review Board and the Downtown Planning Coordinator shall use the *Design Guidelines for Downtown Florence, South Carolina* prepared by Allison Platt & Associates and Hunter Interests Inc., as adopted by Florence City Council. According to *Chapter 2: Redevelopment Overlay District (D-1) Design Guidelines and Requirements*, the following general guidelines shall apply:

1. The historic and significant character of the property should be retained and preserved; ***Not applicable to this project.***
2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved; ***Not applicable to this project.***
3. For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board; ***The proposed new construction will be a steel building with Polar White wall and trim to complement the existing building that is has walls of light beige and trim of brown.***
4. Chemical or physical treatments that cause damage to or cover the original materials may not be used unless approved by the Design Review Board; ***Not applicable to this project.***
5. New additions and adjacent or related new construction should be undertaken in such a manner that if removed in the future, the essential form and integrity of the original property and its environment would be unimpaired; ***The proposed building could be removed in the future to return the original property to its essential form and integrity.***
6. The height of any alteration or construction should be compatible with the style and character of the proposed or modified structure or building and with the surrounding buildings and structures; ***The***

Unified Development Ordinance caps the height of principal buildings at 38' in height. The proposed storage building will be approximately 14' in height. Existing buildings in the vicinity are of similar one-story height. The applicant is proposing a vegetative screen from the right-of-way.

7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings; *The proposed storage building will have three large overhead "roll-up" metal doors facing east and two personnel entrance doors; one on the north and one on the south. The door configuration will closely match the existing storage building. No windows are proposed.*
8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures; *The location of the structure will be at the rear of the property approximately 35' South of the existing metal building of similar construction and design. The structure will only be visible from the Eastside of the property. The accessory building will be screened by the proposed landscaping to the South, by an existing stand of trees to the West, and the existing metal building to the North.*
9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures; *The roof of the proposed metal building will be flat compared to the existing building which has a very gentle slope.*
10. Landscaping should be added that enhances the property and provides for green space and appropriate buffering between land uses and/or property boundaries; *The applicant is proposing to install a 10' wide Type B Bufferyard per Table 4-10.3.1 of the Unified Development Ordinance. A Type B Bufferyard requires a minimum of 2 canopy trees, 2 understory trees, 2 evergreen trees, and 20 shrubs per 100 linear feet. The applicant's proposed landscaping area is approximately 75' in length.*
11. The scale of buildings or structures after alteration, construction, or partial demolition should be compatible with the style and character of surrounding buildings and structures; *The proposed building will be of similar size and construction as the existing metal building.*
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures; *The proposed building will be Polar White. Other metal buildings if the vicinity are beige, light brown, and light tan in color.*

Board Action

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

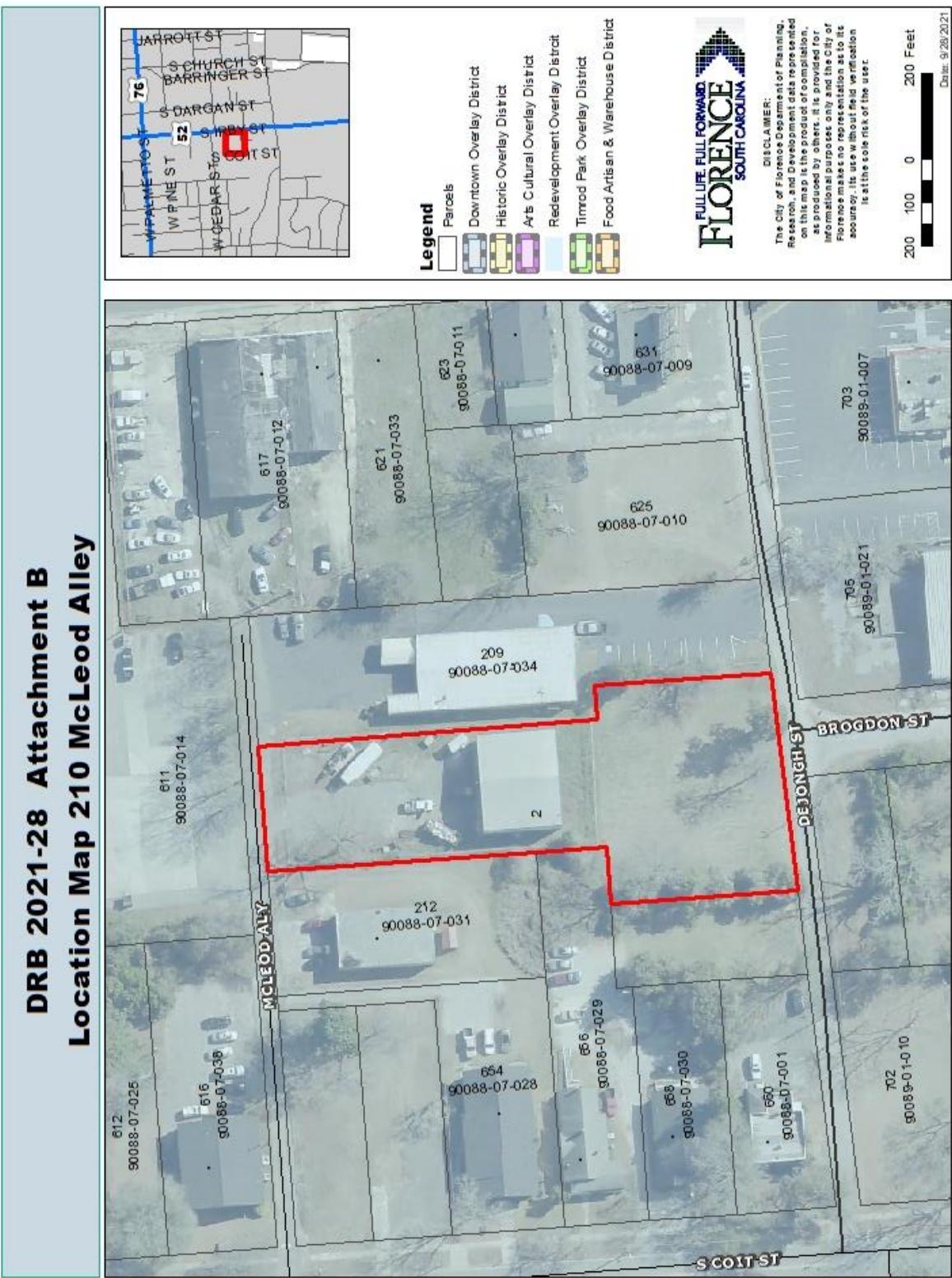
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Site Plan
- E. Renderings
- F. Elevations
- G. Color Palette
- H. Site Photos

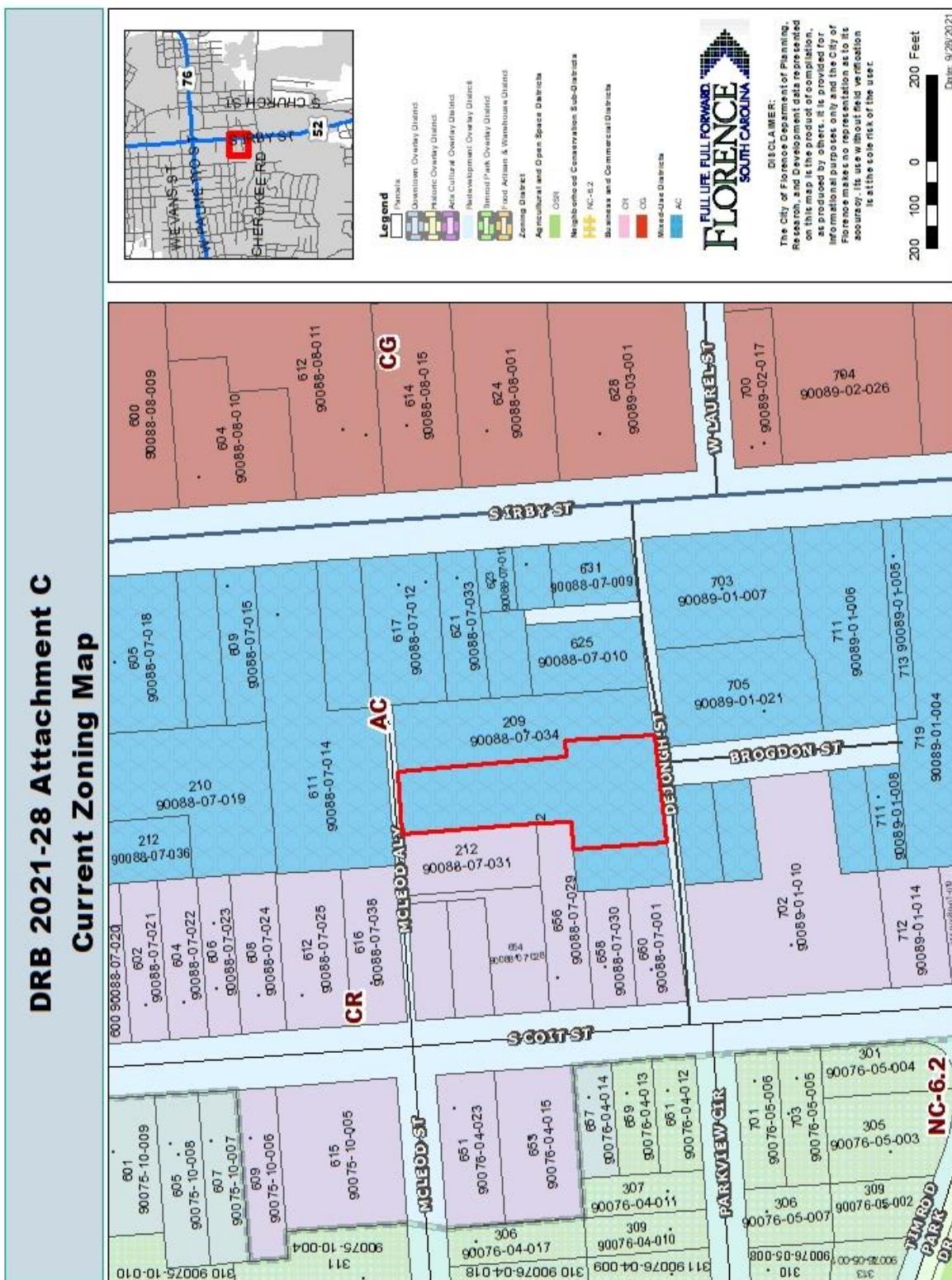
Attachment A: Vicinity Map



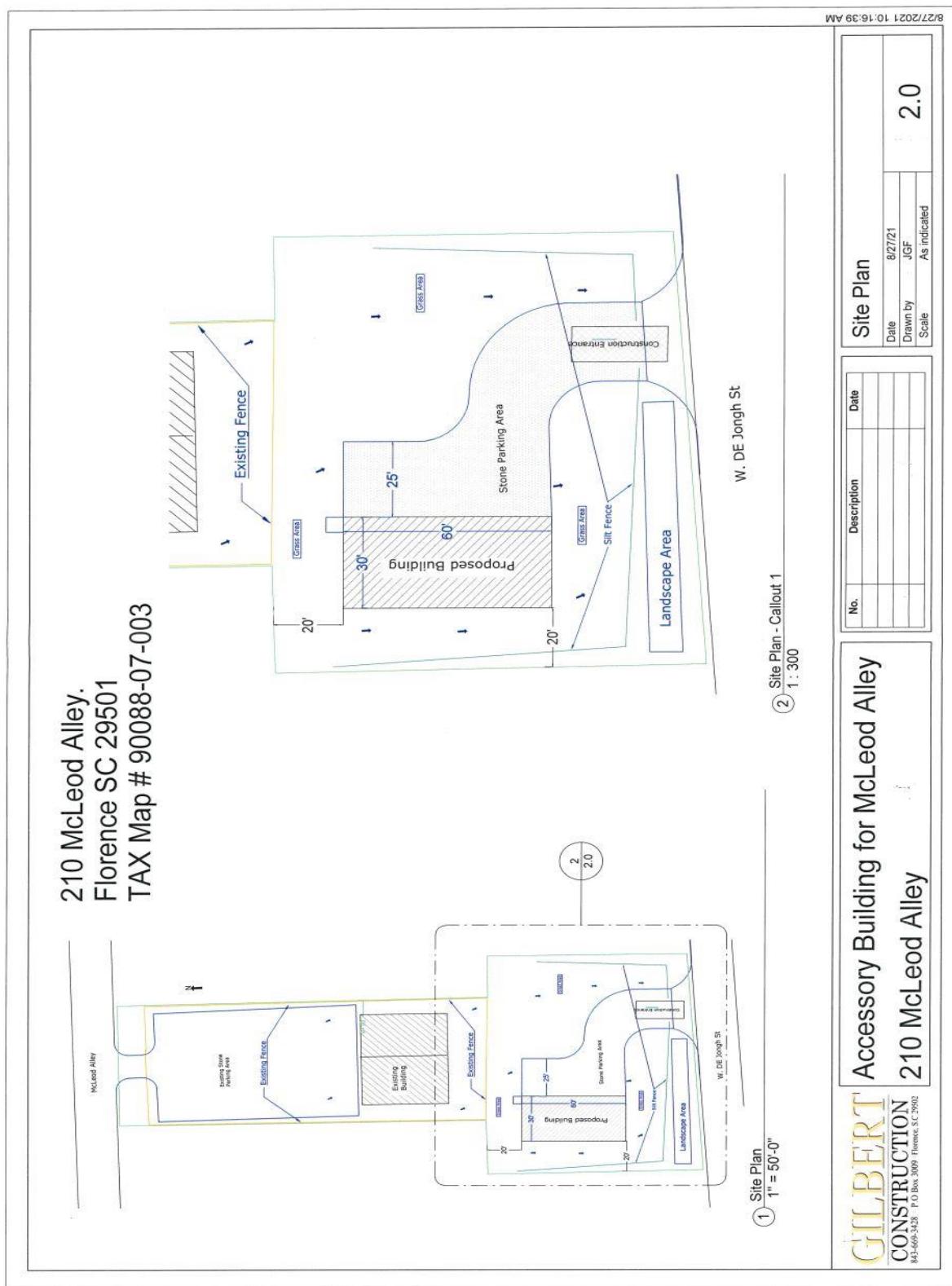
Attachment B: Location Map



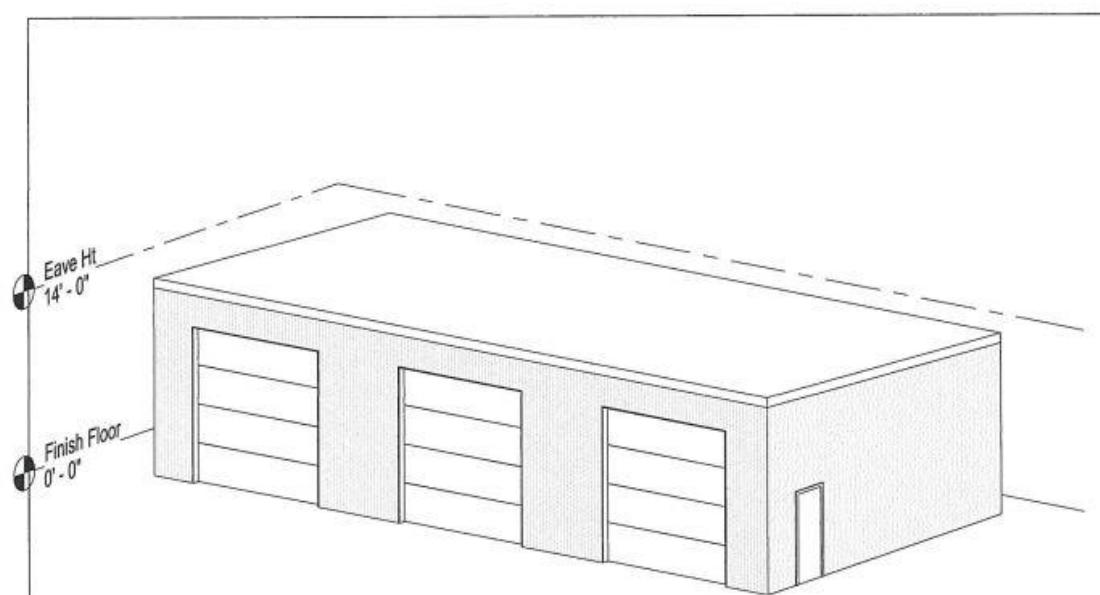
DRB 2021-28 Attachment C
Current Zoning Map



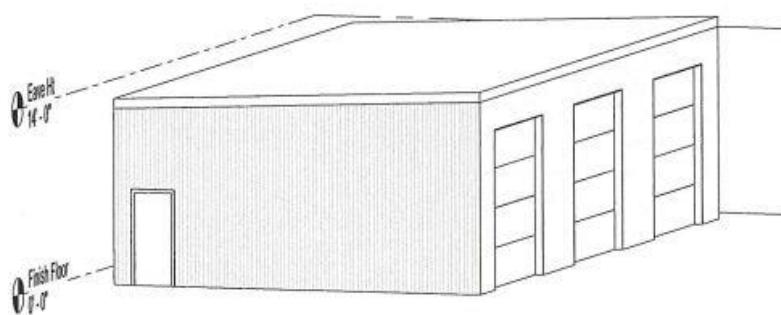
Attachment D: Site Plan



Attachment E: Renderings



① Rendering 1



② Rendering 2

GILBERT
CONSTRUCTION
843-669-3428 • P.O. Box 3009 • Florence, SC 29502

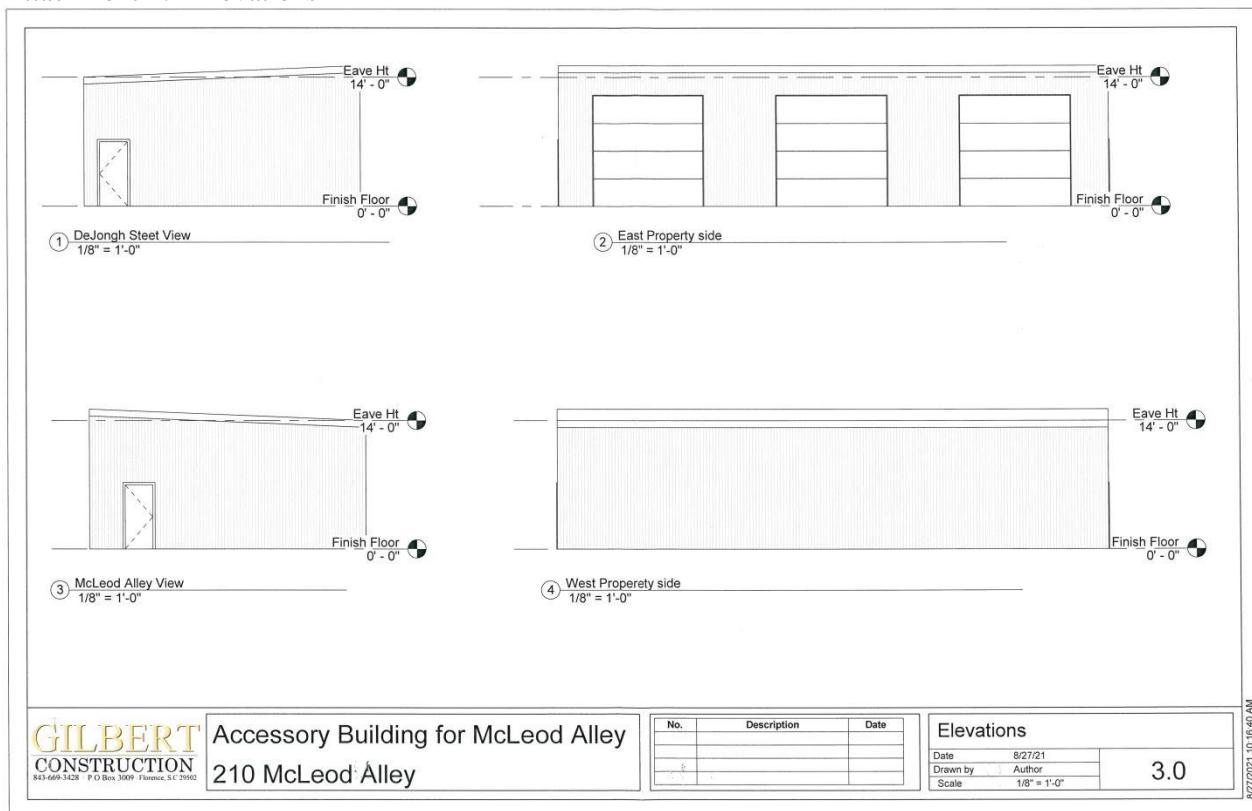
Accessory Building for
McLeod Alley
210 McLeod Alley

Rendering

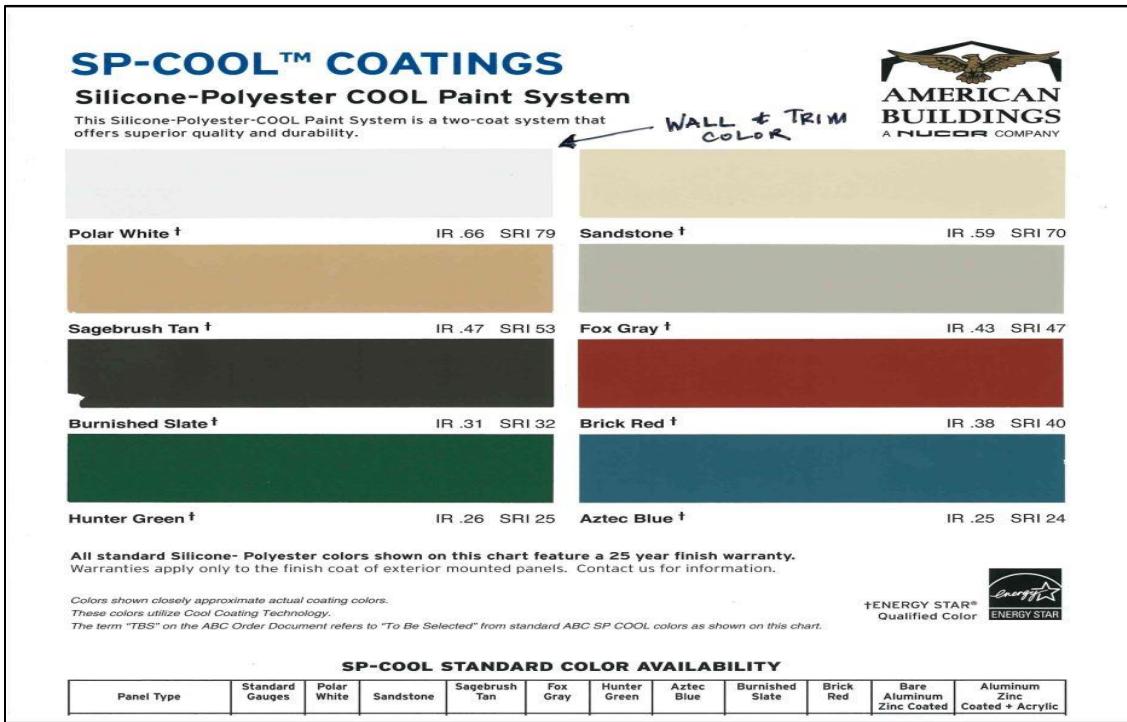
Project number	Project Number	1.0
Date	8/27/21	
Drawn by	Author	Scale

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Attachment F: Elevations



Attachment G: Color Palette



Attachment H: Site Photos



Northside of Parcel – Front of Building along McLeod Alley



Northside of Parcel – Front of Building along McLeod Alley



East side of parcel – front of building along McLeod Alley



South side of Parcel – Rear of Building along Dejongh Street



South side of Parcel – Rear of Building along Dejongh Street

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

DATE: October 13, 2021

CASE NUMBER: DRB-2021-29

LOCATIONS: 221 W. Darlington Street

TAX MAP NUMBERS: 90086-01-012

OWNER OF RECORD: Dollar and More, Inc.

APPLICANT: Johnny Rishmawi

PROJECT DESCRIPTION: Demolition of commercial building, garage, and foundation

OVERLAY DISTRICT: D-2 Downtown Central Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to demolish the commercial buildings located at 221 West Darlington Street, Tax Map Parcel 90086-01-012. Upon complete demolition of the property and foundation, the bare soil will be vegetated, stabilized, and maintained by the property owner until the time of the construction of a fueling station and convenience store. The applicant plans to start construction during the first quarter of 2022.

Background Information

The commercial building was constructed in 1972 and has an area of 1,777 square feet. The commercial overhead 8 garages were built in 1974 with a total area of 2,960 square feet. The lot is zoned Activity Center (AC). The principal function of the Activity Center district is intended for mixed use development outside of the Central Business District (CBD). The parcel is 1.25 acres. The property was previously used as a mechanic shop and the brick building was used as an office. Both buildings have been unoccupied for several years.

The property was purchased by Rishmawi Investments from the Griffin Motors Estate. The applicant is proposing to construct a fueling station and a convenience store. According to Table 1-2.7.4 Commercial Uses of the City of Florence Unified Development Ordinance, a fueling station is a conditional use within the Activity Center zoning district. The proposed construction plans will be presented to the Board at a future date with construction anticipated to begin during the first quarter of 2022.

The Florence City-County Historical Commission reviewed this request on September 13, 2021. They found no historical significance to the structures and issued a Record of Official Action for the commercial property (Attachment F).

Staff Analysis

According to Chapter 4 *Downtown Central District Design Guidelines*, the following general guidelines shall be followed, but for this particular request of a complete demolition, they do not 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 all 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 or cover the original 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 original 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.

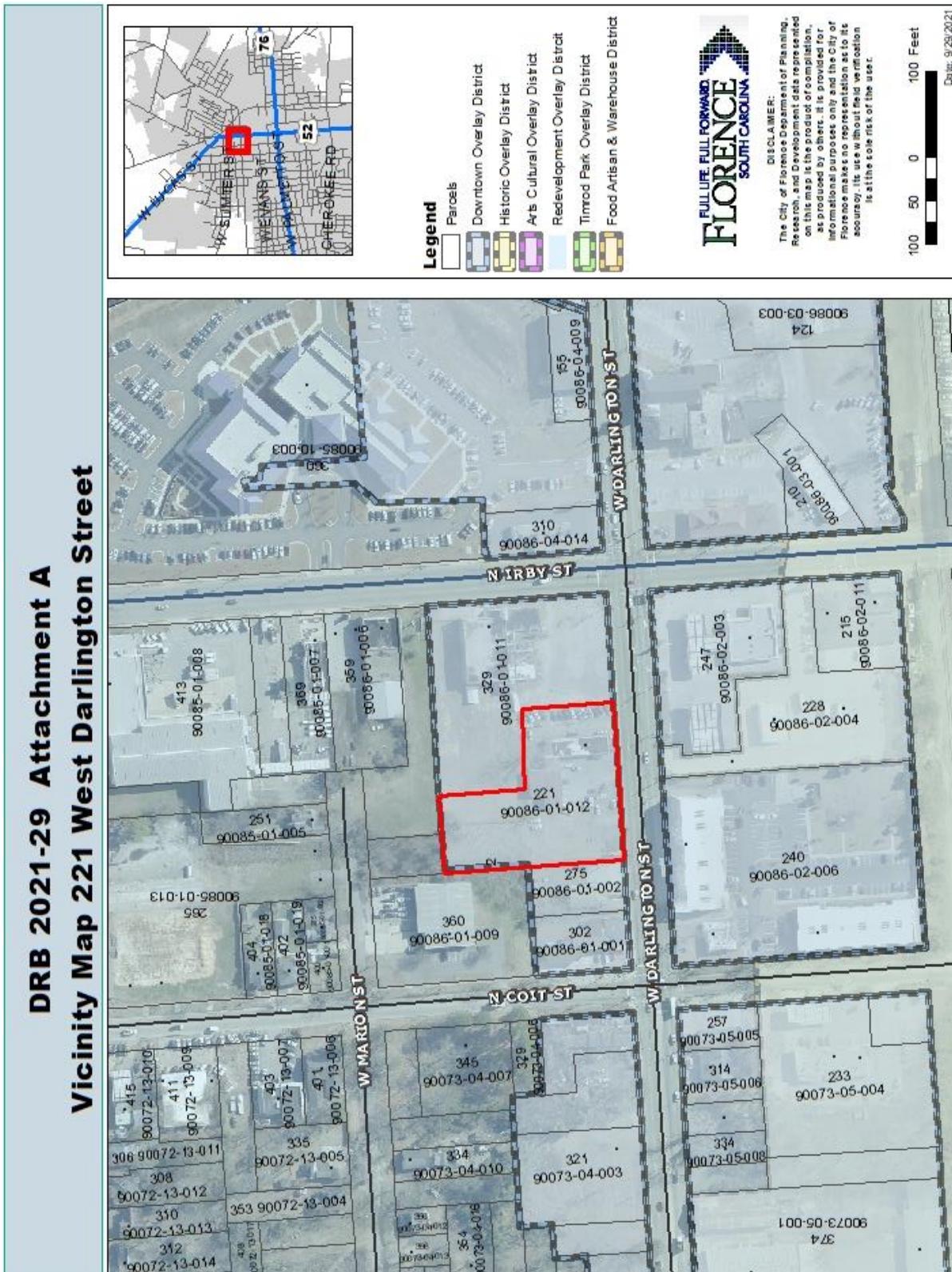
Board Action

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

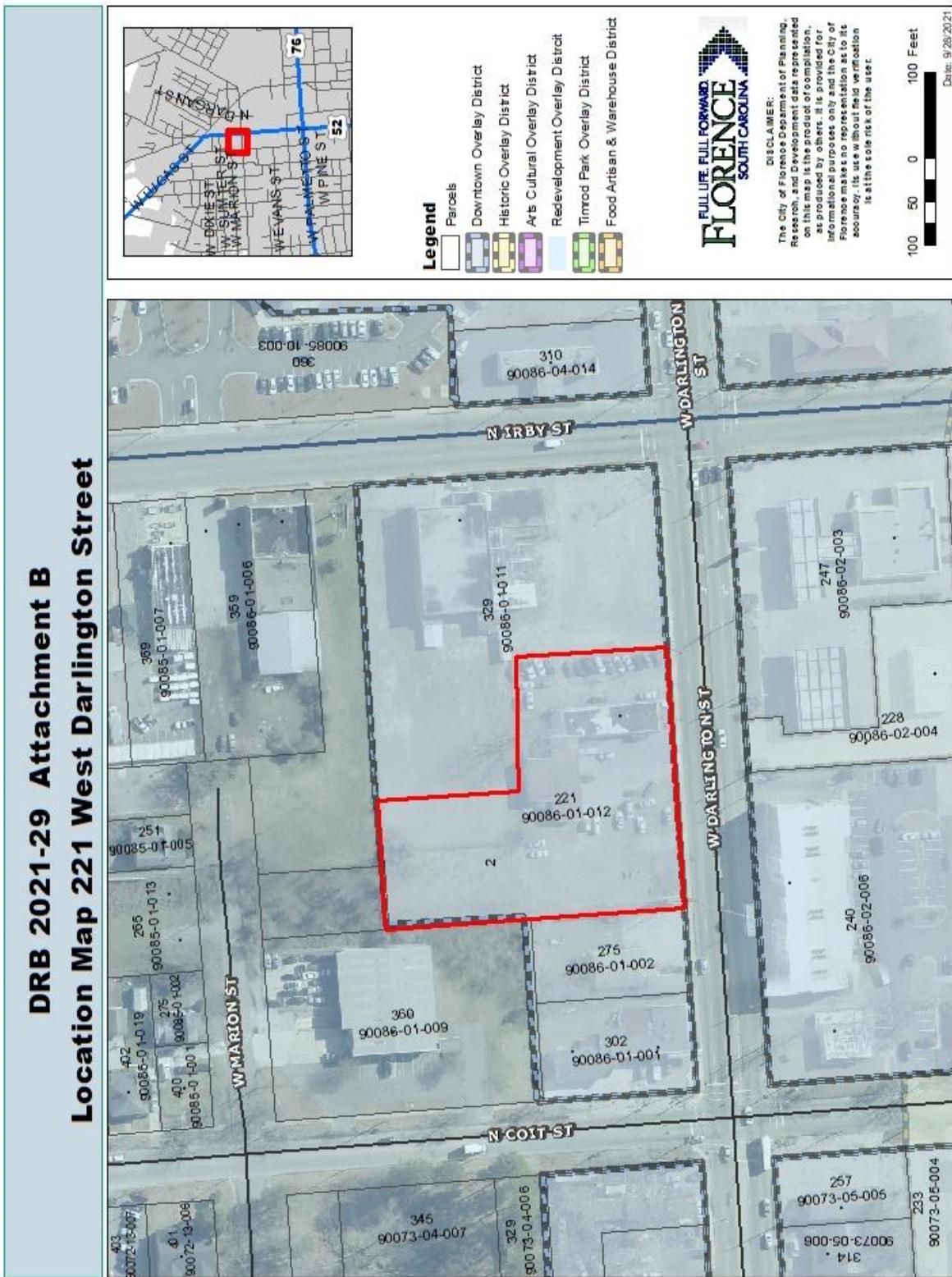
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Property Card
- E. Site Photos
- F. Signed Records of Official Action

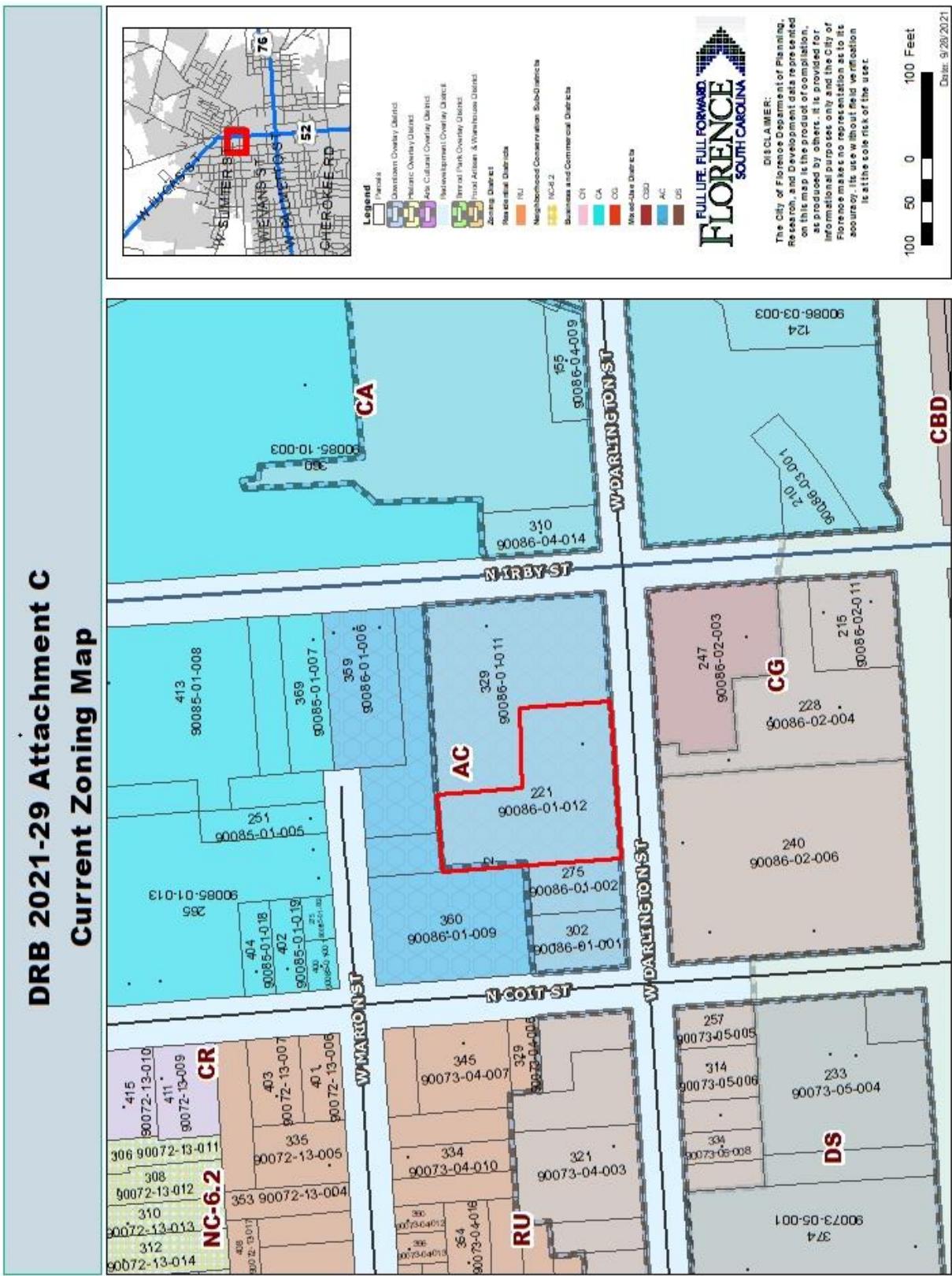
Attachment A: Vicinity Map



Attachment B: Location Map



Attachment C: Zoning Map



Attachment D: Property Card

Date: Sep 17, 2021		Florence County Taxes Inquiry	Time: 14:52
Map/Block/Parcel	90086 01 012	Property Card File	Year 2017 File
Close This Window			
FLORENCE COUNTY TAX ASSESSOR Property Card Record for Map: 90086-01-012 TAX YEAR: 2020 9/19/20 10:18:14 PAGE: 68816 PROPERTY LOCATION Address: GRIFIN MOTORS INC Number: 00000 Suffix: Street Suffix: ST City: DARLINGTON State: SC Zip: 29020 29000 District: 000 Land Class: CI COMMERCIAL IMPROVED PO BOX 1226 Legal Desc: DARLINGTON/MARION TRR 2 FLORENCE SC129503 Building Characteristic Selections 01 Topography Level 02 Streets Paved 03 Utilities Public Water 04 Utilities Public Sewer 05 Utilities Electricity 06 Utilities Heat 08 Ownership Private L A N D Square Feet: Primary Site 61,419 <hr/> C O M M E R C I A L MRP: 90086-01-012 BUILDING ID: 001 SUFFIX#000 Yr.Built: 1974 Area Sq.Ft.: 2,960 Category: 427 SERVICE (REPAIR) GARAGES Improvement Cost with Additions: 30,604.63 Yard/Other Bldg Values: Total Buildings Value: 30,604.63 <hr/> C O M M E R C I A L MRP: 90086-01-012 BUILDING ID: 002 SUFFIX#000 Yr.Built: 1972 Area Sq.Ft.: 1,777 Category: 312 PROFESSIONAL OFFICES Improvement Cost with Additions: 29,250.42 Yard/Other Bldg Values: 2,149.10 Total Buildings Value: 32,129.52 <hr/> Totals for Building Value: 62,728.15 Land Market Value: 184,237.00 Market Acres: .00 Use Acres: .00 Land Use Value: .00 Bid/Land Use Total: 62,728.15 Land Mar.Total: 246,885.15 # of Blds: 2 General Market: 0 Land Acres Value: 0 Rent/Other Val: 0 Rent/Acres Value/Mar: 0			

Attachment E: Site Photos



Office building



Close-up picture of inside of the vacant office building

Attachment E: Site Photos continued



Metal garage building

Attachment F: Signed Record of Official Action

Florence City / County Historical Commission

RECORD of OFFICIAL ACTION

On 9/13, 2021
(month / day) (year)

The Florence City / County Historical Commission chairperson or an appointed designee
reviewed the historical significance of

221 W. Darlington ST., Florence, South Carolina
(address)

The following action was taken:

No Action / No Historical Significance

Additional time is needed to evaluate, because the structure(s) has general value to the community and could be preserved and rehabilitated. Therefore, the Historical Commission has decided to delay the issuance of the permit for up to thirty (30) days in order to properly survey and document the structure(s) and to arrange with the owner for the purchase, rehabilitation, renovation or relocation of the structure(s).

Additional time is needed to evaluate, because the structure(s) has historical significance. Therefore, the Historical Commission has decided to delay the issuance of the permit for up to sixty (60) days in order to properly survey and document the structure(s) and to arrange with the owner for the purchase, rehabilitation, renovation or relocation of the structure(s).

Other (Please describe in detail) _____

Name

MARK BURKE III

Florence City/County Historical Commission Chairperson or Designee

Signature

Mark Burke III

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

DATE: October 13, 2021
CASE NUMBER: DRB 2021-30
LOCATION: 615 South Dargan Street
TAX MAP NUMBER: 90088-08-003
OWNER OF RECORD: Draper G. Myers
APPLICANT: Reverend Eddie LeSaine
PROJECT DESCRIPTION: Monument Sign approval
OVERLAY DISTRICT: D-1 Redevelopment Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to install a monument sign in the front of the property located at 615 South Dargan Street, Tax Map Parcel 90088-08-003. The applicant wishes to install a 4x8 double-sided black metal monument sign that will identify the funeral home's location. The monument sign bracket will consist of vinyl lettering. The applicant will enclose the bracket with white bricks to match the color of the commercial property.

Background Information

The 2700 square foot building was constructed in 1920 as a 3-bedroom, 2 bath residence on a 0.82-acre lot. The property is zoned Commercial Reuse within the D-1 Overlay District. The intent of the D-1 Overlay District is to foster the cultural, economic, and general welfare of the public by providing a mechanism for the identification, recognition, conservation, maintenance, protection, and enhancement of existing architecturally valuable structures, properties, and neighborhoods. On September 8, 2021, the Design Review Board approved site, building, and landscape changes for the proposed use as a funeral home.

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 proposed signage rendering is not included in the staff report; however, the proposed rendering will be added in the presentation to the Design Review Board. The applicant did mention what materials would be chosen to create the monument sign.

The proposed monument sign will be double faced and will meet the City of Florence Unified Development Ordinance standard for signs in the Commercial Reuse (CR) Zoning District. Freestanding monument signs are limited to 24' in height and must be at least 5' from all property lines. The proposed double-sided monument sign will be 4 feet high by 8 feet wide. It is black metal; the graphics will consist of lettering applied directly to the metal block surface. It is not lit, either internally or externally. The monument sign will be enclosed in white brick that will match the property.

The Design Guidelines state that an applicant in the Redevelopment Overlay District requires a Certificate of Appropriateness (COA) before; “The issuance of a permit by the Building Official and/or Zoning Administrator for erection, alteration, improvement, demolition, or moving of structure, building, or signage.”

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; *The applicant is proposing to add a monument sign that will identify the location of his business.*
2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved; *Not applicable.*
3. For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board; *Not applicable.*
4. Chemical or physical treatments that cause damage to or cover the original materials may not be used unless approved by the Design Review Board; *Not applicable.*
5. New additions and adjacent or related new construction should be undertaken in such a manner that if removed in the future, the essential form and integrity of the original property and its environment would be unimpaired; *The applicant is proposing to add a monument sign that will identify the funeral home's location on South Dargan Street.*

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; ***Not applicable.***
7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings; ***Not applicable.***
8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures; ***The applicant will provide the exact location of the sign to be presented at the meeting.***
9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures; ***Not applicable.***
10. Landscaping should be added that enhances the property and provides for greenspace and appropriate buffering between land uses; ***Not applicable.***
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; ***Not applicable.***
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures; ***The proposed monument sign will consist of a 4 foot by 8 foot metal black sign enclosed with white brick. The white brick will match the color of the property.***

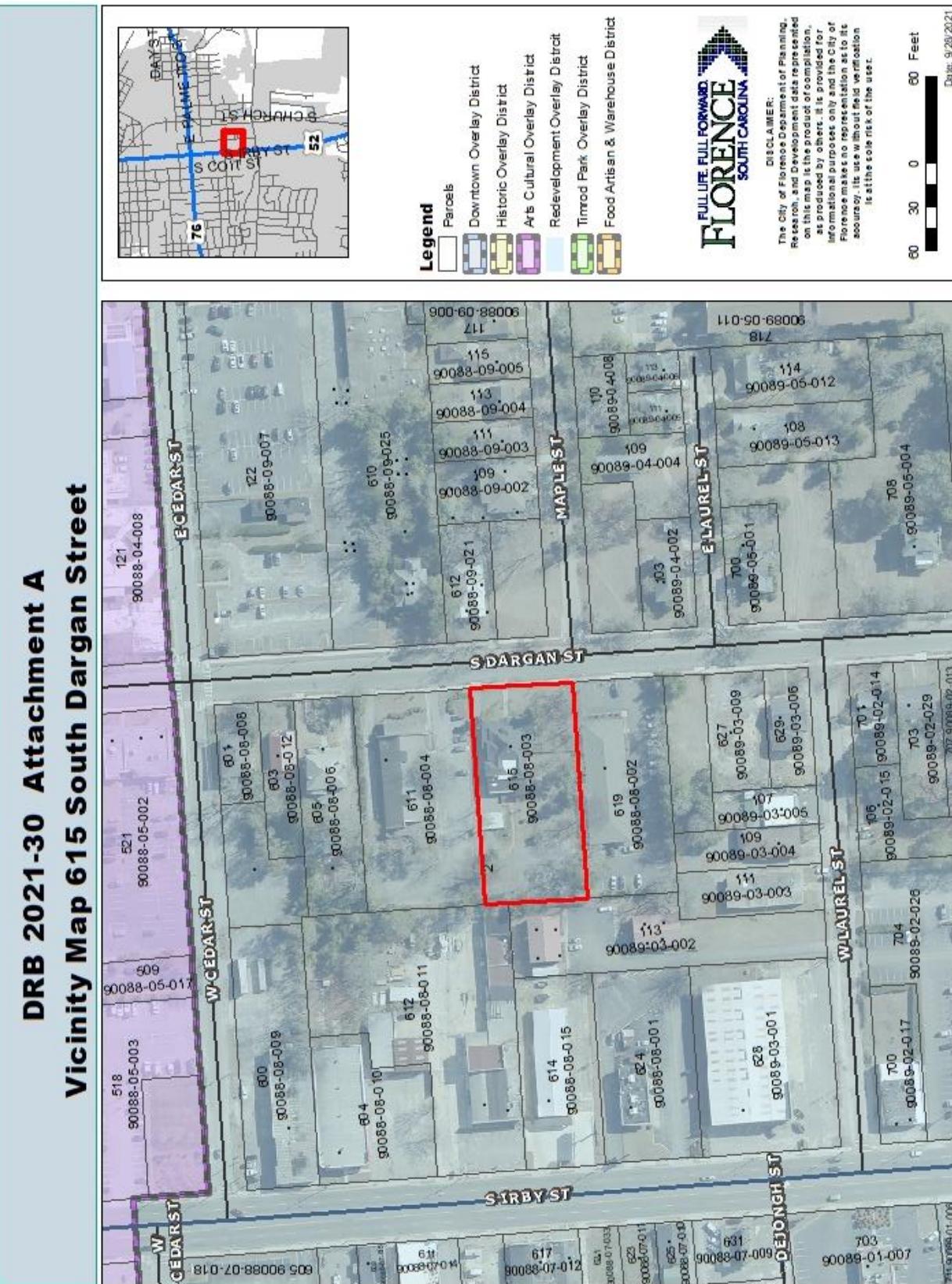
Board Action

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.

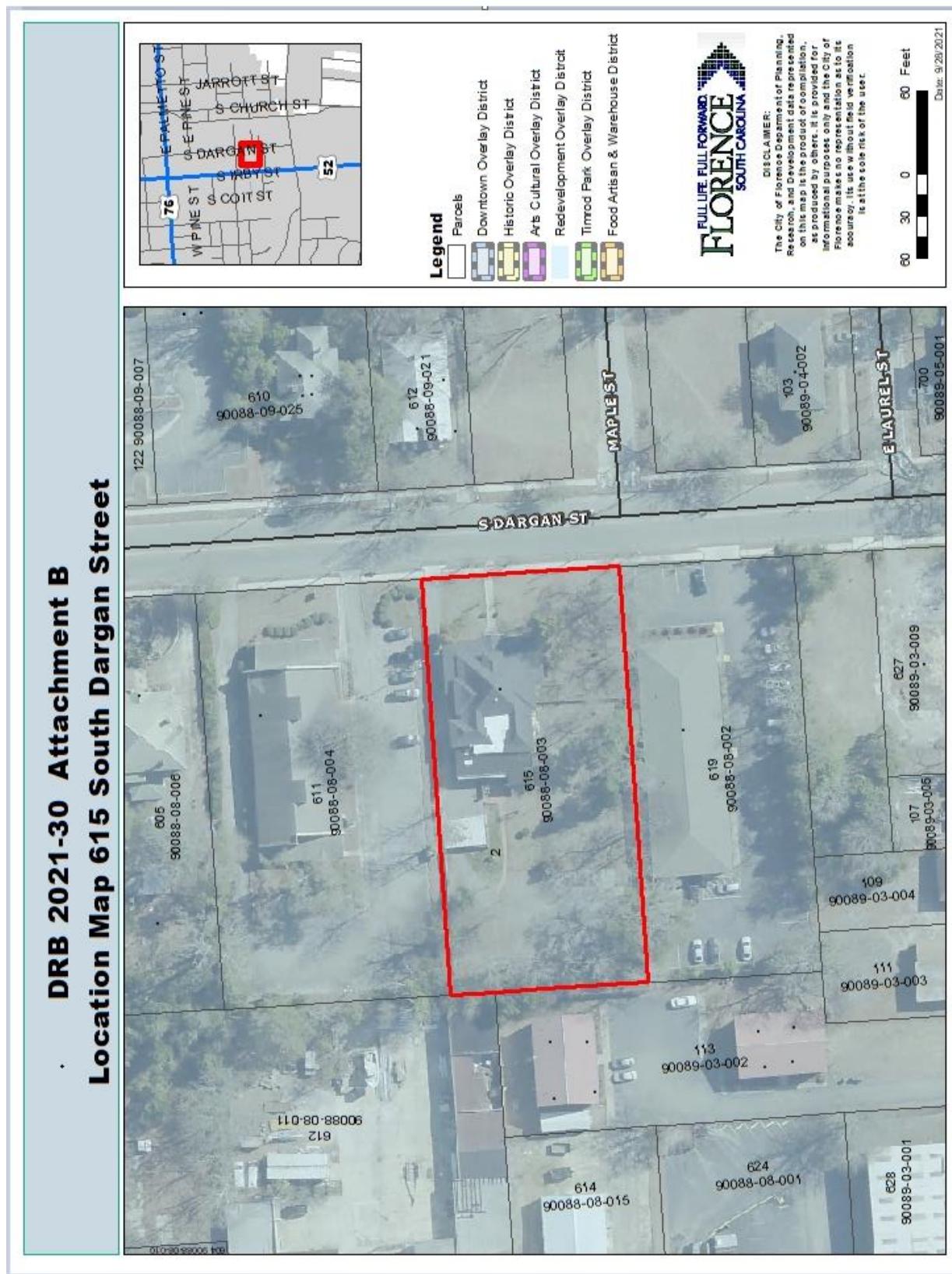
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Picture of the monument sign (will be added for review during the DRB presentation for October 13, 2021)
- E. Pictures of the property

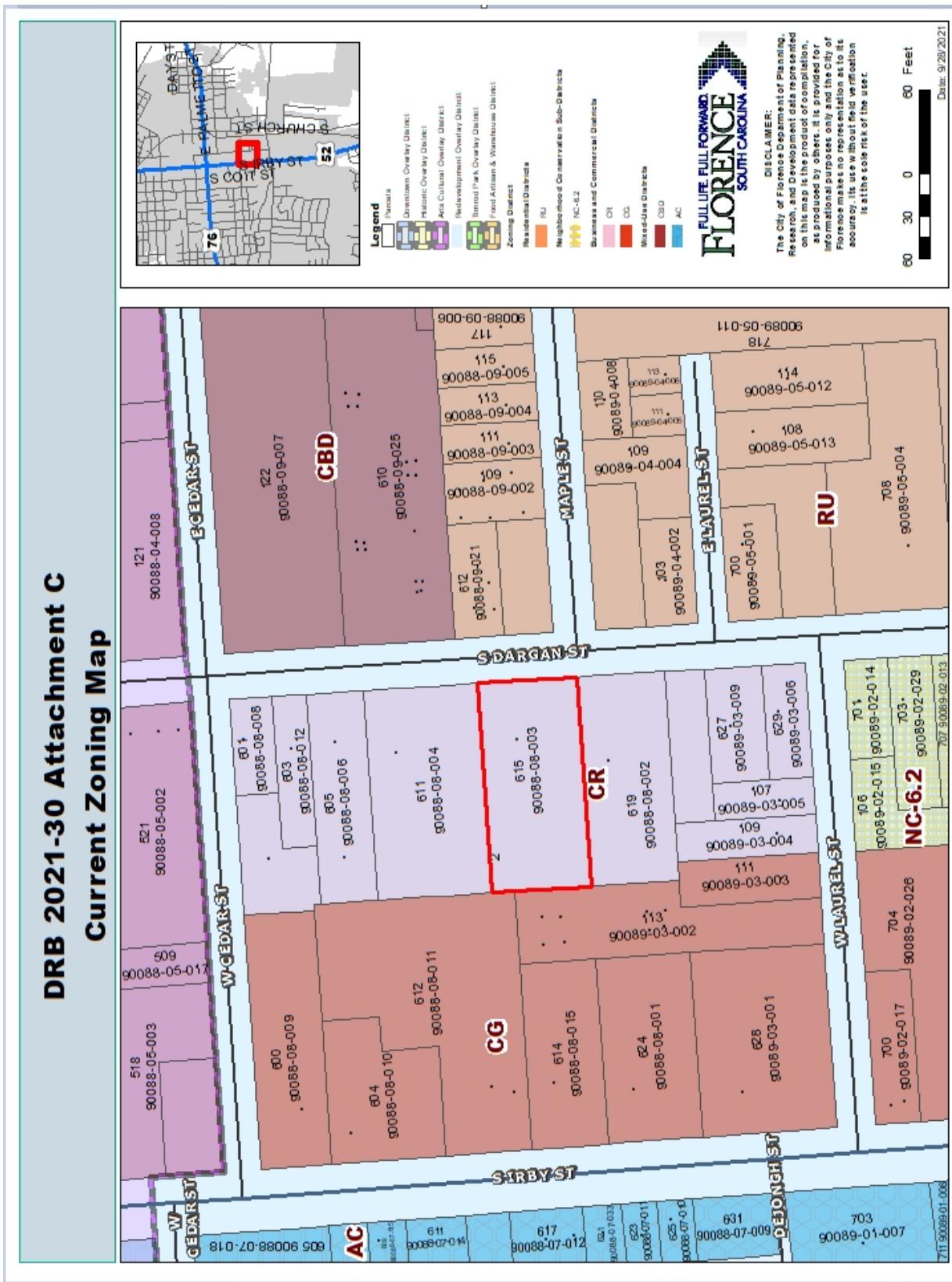
Attachment A: Vicinity Map



Attachment B: Location Map



Attachment C: Zoning Map



Attachment D: Rendering of the proposed monument sign (will be added for review during the presentation for October 13, 2021)

Attachment E: Site photo



Front of Funeral Home – 615 South Dargan Street

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

DATE: October 13, 2021

CASE NUMBER: DRB-2021-31

LOCATION: 407 West Pine Street

TAX MAP NUMBER: 90074-11-011

OWNER OF RECORD: Damon Burgess

APPLICANT: Trevis Cooper, Cooper & Associates LLC

PROJECT DESCRIPTION: Windows and front door replacement

OVERLAY DISTRICT: D-4 Timrod Park Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to replace the front door and 17 windows on the property located on Tax Map Parcel 90074-11-011 at the address of 407 West Pine Street. The applicant is proposing to replace the wooden 6 panel door with a standard 6 panel steel door (Attachment E). The applicant is also seeking to replace the wooden windows with vinyl windows (Attachment E). Upon site inspection of the property, the applicant has already replaced all the wooden windows with vinyl windows before getting approval from the Design Review Board (DRB). After talking to the applicant, Mr. Cooper mentioned that all the wooden windows were brittle, damaged, and beyond repair.

Background Information

407 West Pine Street is a one-story, two-bedroom, one bath, 1,348 square foot home in the Timrod Park Overlay District (D-4). The intent of the D-4 Timrod Park Overlay District is to foster good residential design and to maintain and build upon the attractive and significant historic architecture that exists throughout the district. The applicant last appeared before the Design Review Board regarding the property on June 10, 2020, at which time the applicant received approval from the DRB for partial demolition of an addition at the rear of the residence.

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. The historic and significant character of the property should be retained and preserved; ***The wooden windows (six over six divided light) have been replaced by vinyl windows (one over one) and the existing wooden door is being replaced by a metal door. The metal door will match the same style as the wooden door.***
2. Distinctive features, finishes, and construction techniques or examples that characterize a property should be preserved; ***The wooden windows (six over six divided light) have been replaced by vinyl***

windows (one over one), and the existing wooden door is being replaced by a metal door. The metal door will match the same style as the wooden door.

3. For all buildings, aluminum or vinyl siding may not be used unless approved by the Design Review Board; *Not applicable to this project.*
4. Chemical or physical treatments that cause damage to or cover the original materials may not be used unless approved by the Design Review Board; *Not applicable to this project.*
5. New additions and adjacent or related new construction should be undertaken in such a manner that if removed in the future, the essential form and integrity of the original property and its environment would be unimpaired; *All new additions that the applicant is proposing to the property (front steel door and vinyl windows) could be replaced at a future date with other style windows or doors.*
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; *Not applicable to this project.*
7. The proportions and relationship between doors and windows should be compatible with the architectural style and character of the building and surrounding buildings; *The location of the doors and windows is not changing – only the materials.*
8. The visual relationship of open space between buildings or structures should be compatible with adjacent buildings or structures; *Not applicable to this project.*
9. The design of the roof should be compatible with the architectural style and character of existing buildings and surrounding structures; *Not applicable to this project.*
10. Landscaping should be added that enhances the property and provides for green space and appropriate buffering between land uses and/or property boundaries; *Not applicable to this project.*
11. The scale of buildings or structures after alteration, construction, or partial demolition should be compatible with the style and character of surrounding buildings and structures; *Not applicable to this project.*
12. When appropriate, the architectural details (colors, materials, and textures) should be compatible with the style and character of surrounding buildings and structures; *The window frames will remain white as were the original windows. The new door will be white.*

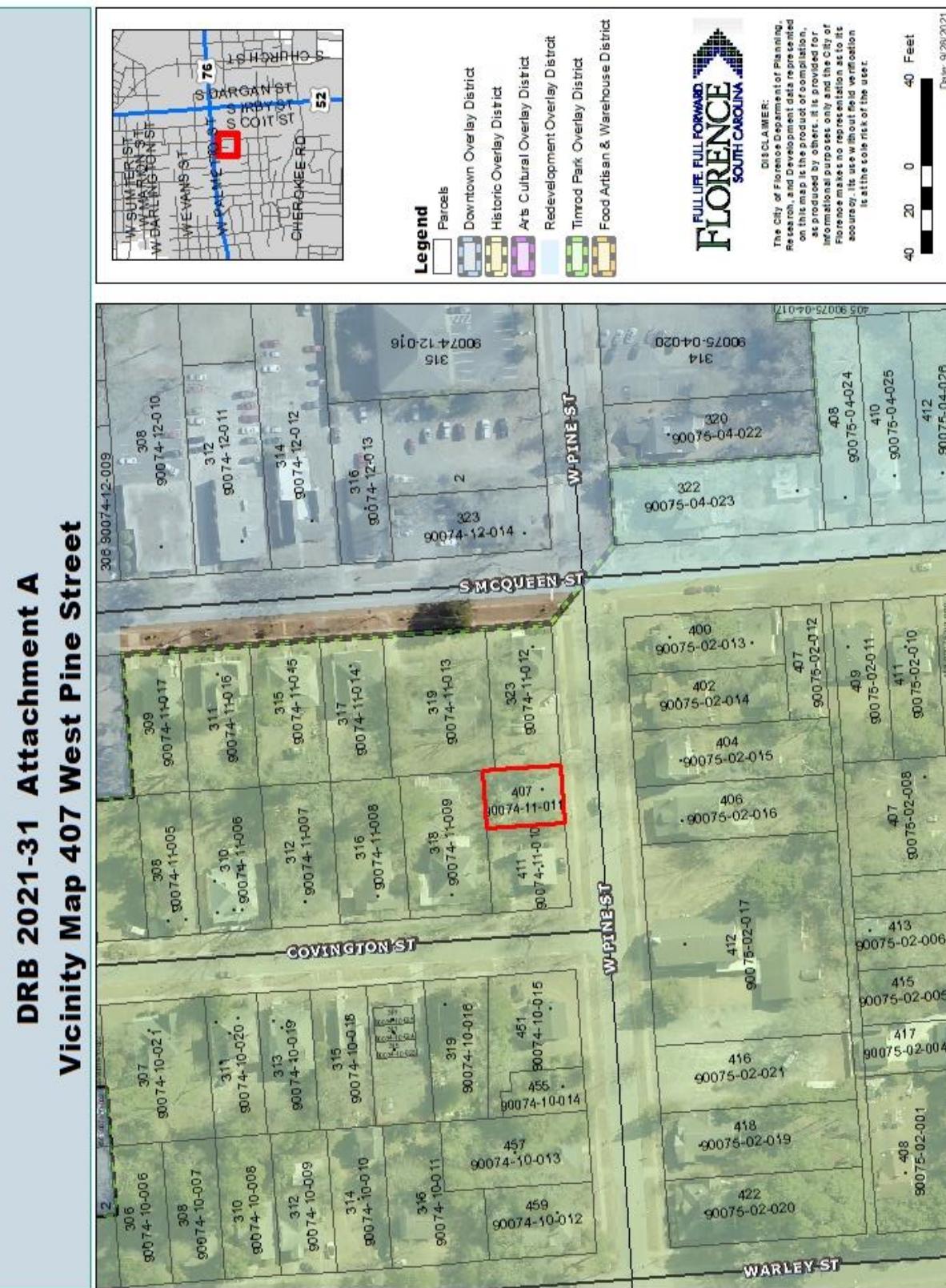
Board Action

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. Property Tax Card
- E. Site Photos

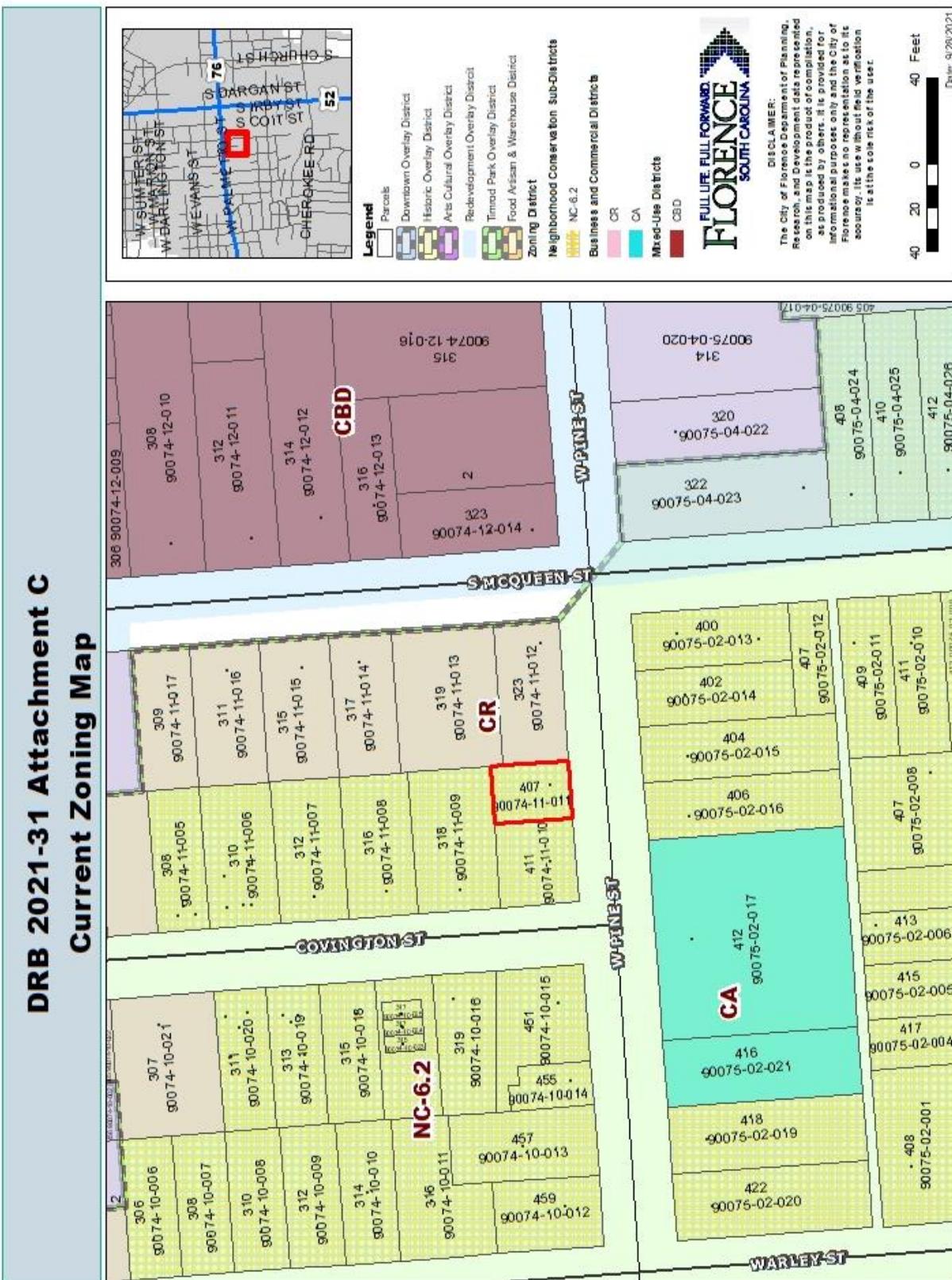
Attachment A: Vicinity Map



Attachment B: Location Map



Attachment C: Zoning Map



Attachment D: Property Tax Card

FLORENCE COUNTY TAX ASSESSOR		Property Card Record for MBP: 90074-11-011 TAX YEAR: 2018		9/26/18 10:12:51	PAGE: 67420
Number: 00407 Suffix:		Street Name: PINE ST Street Suffix:		PROPERTY BILLING NAME/ADDRESS ===	
City: State: Zip: 00000 0000				BURGESS DAMON BRUCE	
District: 110 Land Class: RI RESIDENTIAL IMPROVED				5225 FALKIRK DR	
Legal Desc: W PINE ST				DUNWOODY GA30338	
Land Characteristic Selections					
01 Topography	1	Level			
02 Street	1	Paved			
02 Street	6	Sidewalk			
03 Utilities	2	Public Water			
03 Utilities	3	Public Sewer			
03 Utilities	8	Electricity			
04 Fronting Traffic	4	Med			
05 Ownership	1	Private			
L A N D Lots:	Eff Frontage: 55	Eff Depth: 80			
L A N D Gross Acres:	Site Value .00				
R E S I D E N T I A L MBP: 90074-11-011 BUILDING ID#: 001 SUFFIX#: 000					
Building Use Code: RESIDENTIAL 1 FAMILY		Age Erected: 1940		Grade: D Story Height: 18 1 STORY	
Bedrooms: 02 Full Bath: 1 Half Bath: 0		Fireplaces: Heating & Air Conditioning: 4 HTG & AC			
Total Living Area: 1,348 Exterior Wall Construction: F STUD FRAME		02 SF-METAL/VINYL SID.			
Ext.Feat.Code: 11 Description: OFP		Area: 96			
OBY Code: 4 SHED	Size: (len,wid,ht) 6 8	AREA: 48			
Improvement Cost with Additions: .00	Yard/Other Bldg Values: .00	Total Buildings Value: 46,130.3			
--- Totals for MBP ---					
# Buildings: 2	Building Value: 46,130.32	Land Market Value: 5,000.00			
Market Acres: .00	Use Acres: .00	Land Use Value: .00			
Bld/Land Use Total: 46,130.32	Bld/Land Mar.Total: 51,130.32	6% Bid Value: 0 # of 6% Blds: 0			
Rental Acres: 0	Rental Acres Value: 0	Ren.Acres-Mar: 0 Ren.Acres Value-Mar: 0			
Transfer Date: 02/10 DEED Book: B286 Page: 1549 Sales Price: 75,000					
Transfer Date: 09/06 DEED Book: B039 Page: 0073 Sales Price: 79,900					

Attachment E: Site photos



Picture of the wooden front door taken on 9/22/21



Picture of the proposed steel front door submitted by the applicant

Attachment F: Site Photos continued



Picture of the wooden windows (6/10/20)



Picture of the vinyl windows (9/20/21)

Picture of the left side wooden windows (6/10/20)



Picture of the left side vinyl windows (9/20/21)



Picture of the right-side wooden windows (6/10/20)



Picture of the right-side vinyl windows (9/20/21)



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

DATE: October 13, 2021

CASE NUMBER: DRB-2021-32

LOCATION: 703 Park Avenue

TAX MAP NUMBER: 90064-04-011

OWNER OF RECORD AND APPLICANT: Clint Moore

PROJECT DESCRIPTION: Removal of three mature trees

OVERLAY DISTRICT: D-4 Timrod Park Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to remove three trees from the front yard of the house located at 703 Park Avenue, Tax Map Parcel 90064-04-011. The new owner wants to remove the trees to reduce potential damage to the house. He will mitigate the loss of the mature trees with the planting of five new trees, also in the front yard.

Background Information

The house was built in 1940. One of the mature trees in the front yard fell in July 2021, and the new owner is concerned about the remaining three mature trees closest to the house.

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.

The applicant wishes to remove one magnolia and two Darlington oaks. He will replace them with two allee elms, two red buds, and one nuttall oak.

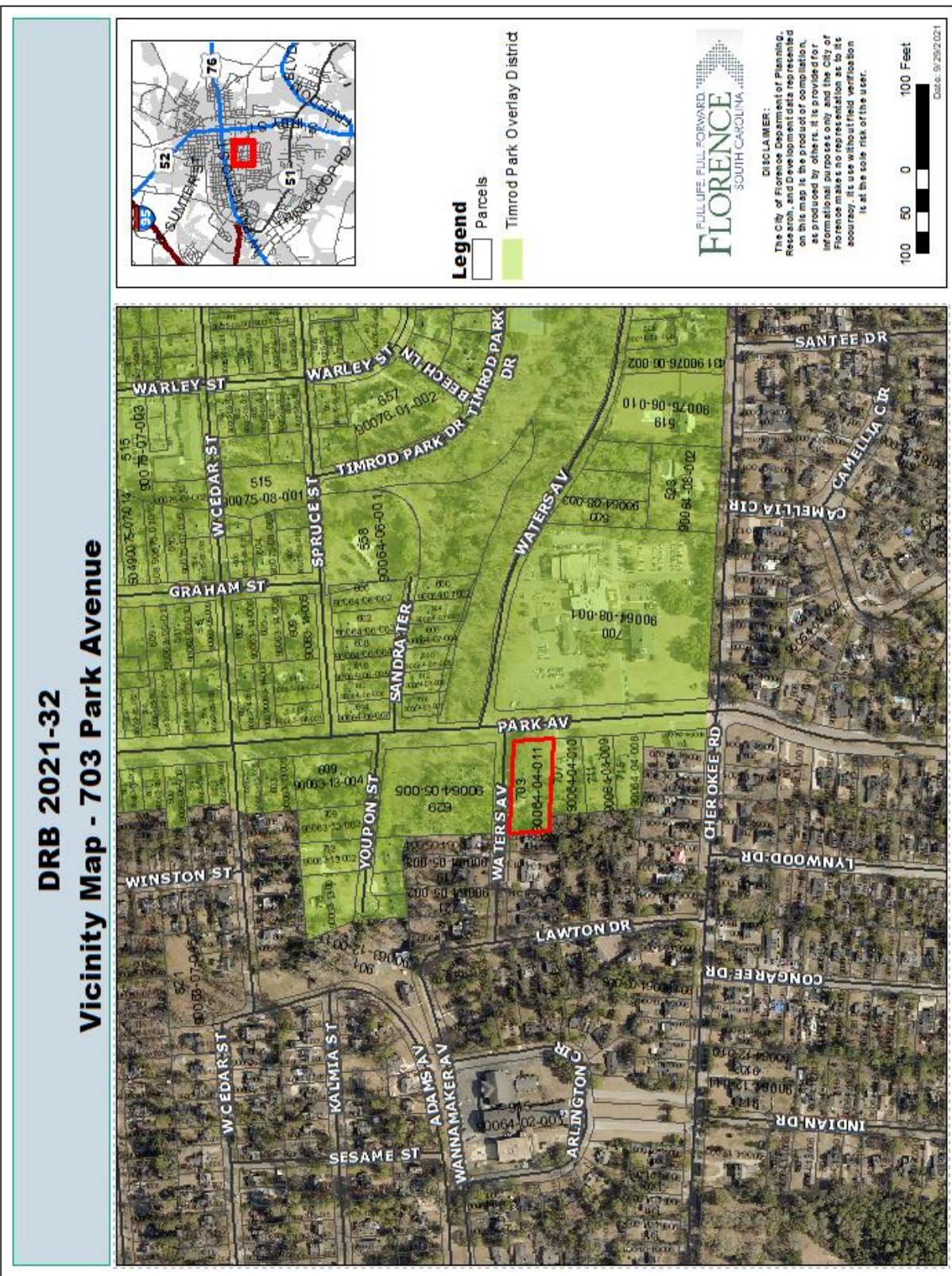
Board Action

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.

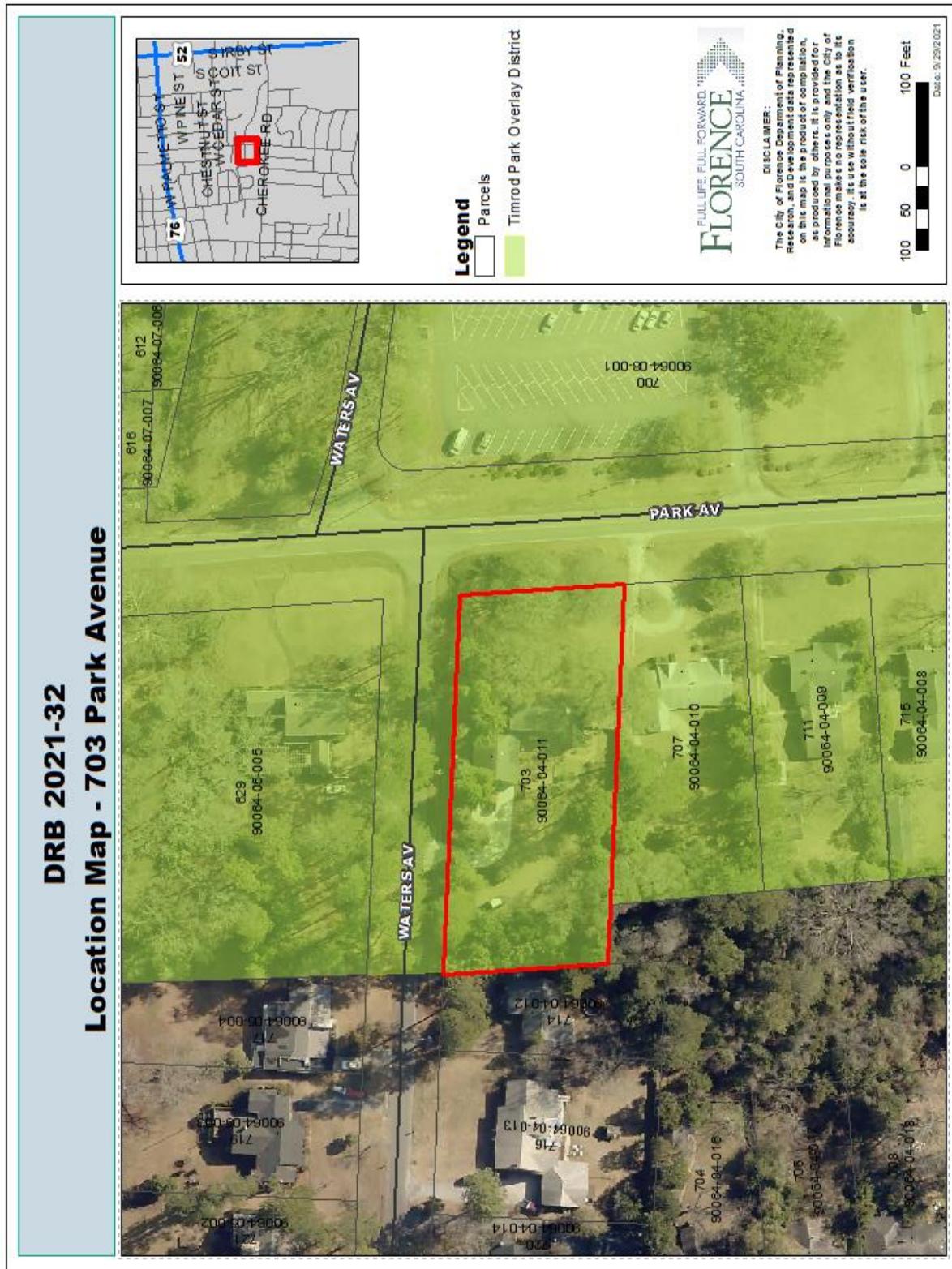
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Aerial Layout
- E. Site Photos
- F. Examples of New Trees

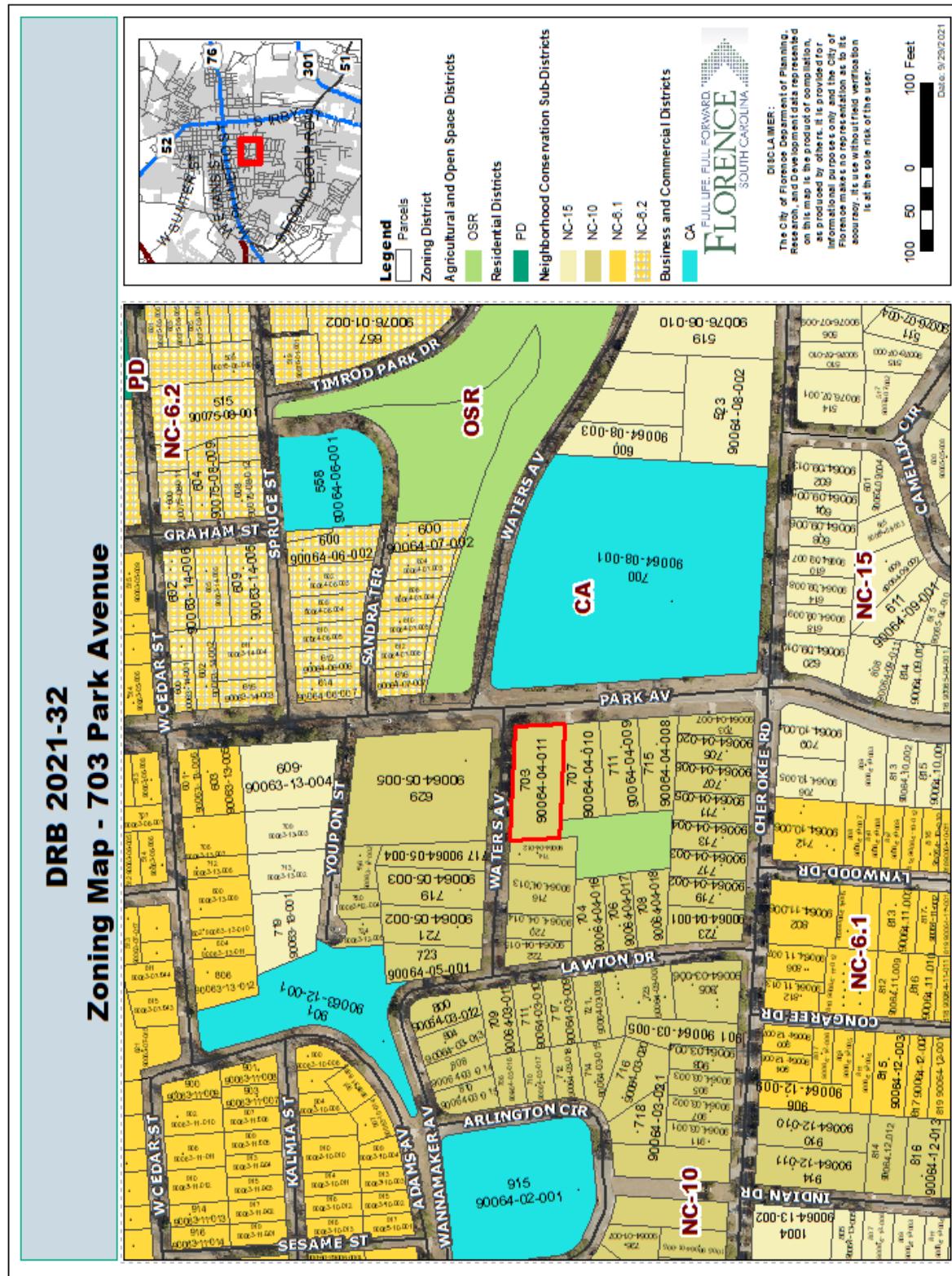
Attachment A: Vicinity Map



Attachment B: Location Map



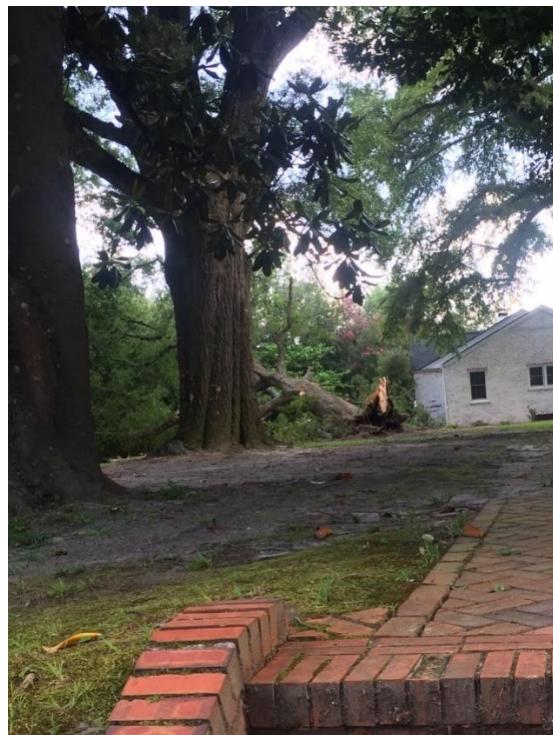
Attachment C: Zoning Map



Attachment D: Aerial Layout



The trees to be removed are marked with a black X.



The tree that fell in July 2021.

Attachment E: Site Photos



The view from Park Avenue.



The trees on the left nearest to Park Avenue will remain.



The three trees to be removed as seen from Park Avenue.



The three trees to be removed as seen from Water Street.

Attachment F: Examples of New Trees



Allee Elm



Nuttall Oak



Red Bud

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

DATE: October 13, 2021

CASE NUMBER: DRB-2021-33

LOCATION: 237 North Dargan Street

TAX MAP NUMBER: 90086-03-005

OWNER OF RECORD: Trinity Baptist Church

APPLICANT: Rhonda Wingate

PROJECT DESCRIPTION: Wall Signs

OVERLAY DISTRICT: H-1 Historic Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to install two wall signs on the commercial building located at 237 North Dargan Street, Tax Map Parcel 90086-03-005. She is opening a hair salon and wants to install wall signs on the wall facing North Dargan Street as well as that facing the parking lot. The signs she wants to use do not entirely comply with the Design Guidelines for signage in the Historic Overlay District.

Background Information

The applicant will be using one tenant space in a commercial building with two spaces. It was built in 1940 and contains a total of 2500 square feet. Both tenant spaces have traditionally been used as barber shops.

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 requesting two wall signs, both constructed of 3 mil max-metal (cbond). The front sign is 3 feet high by 7 feet wide for a total of 21 square feet. The side wall sign is 20 inches high by 48 inches wide for a total of 6.67 square feet. The signs will have the same design and are flat metal signs without dimensionality.

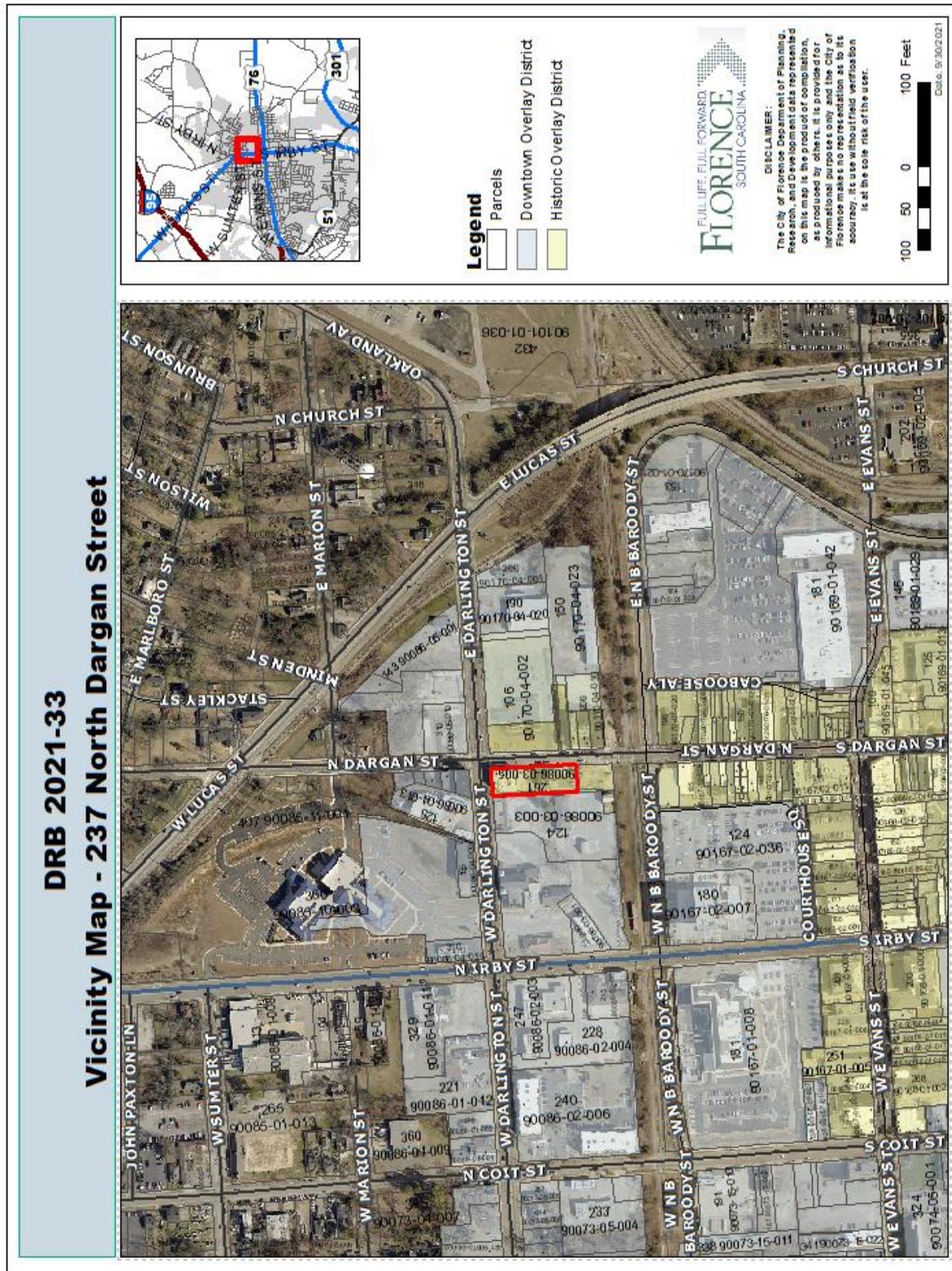
Board Action

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.

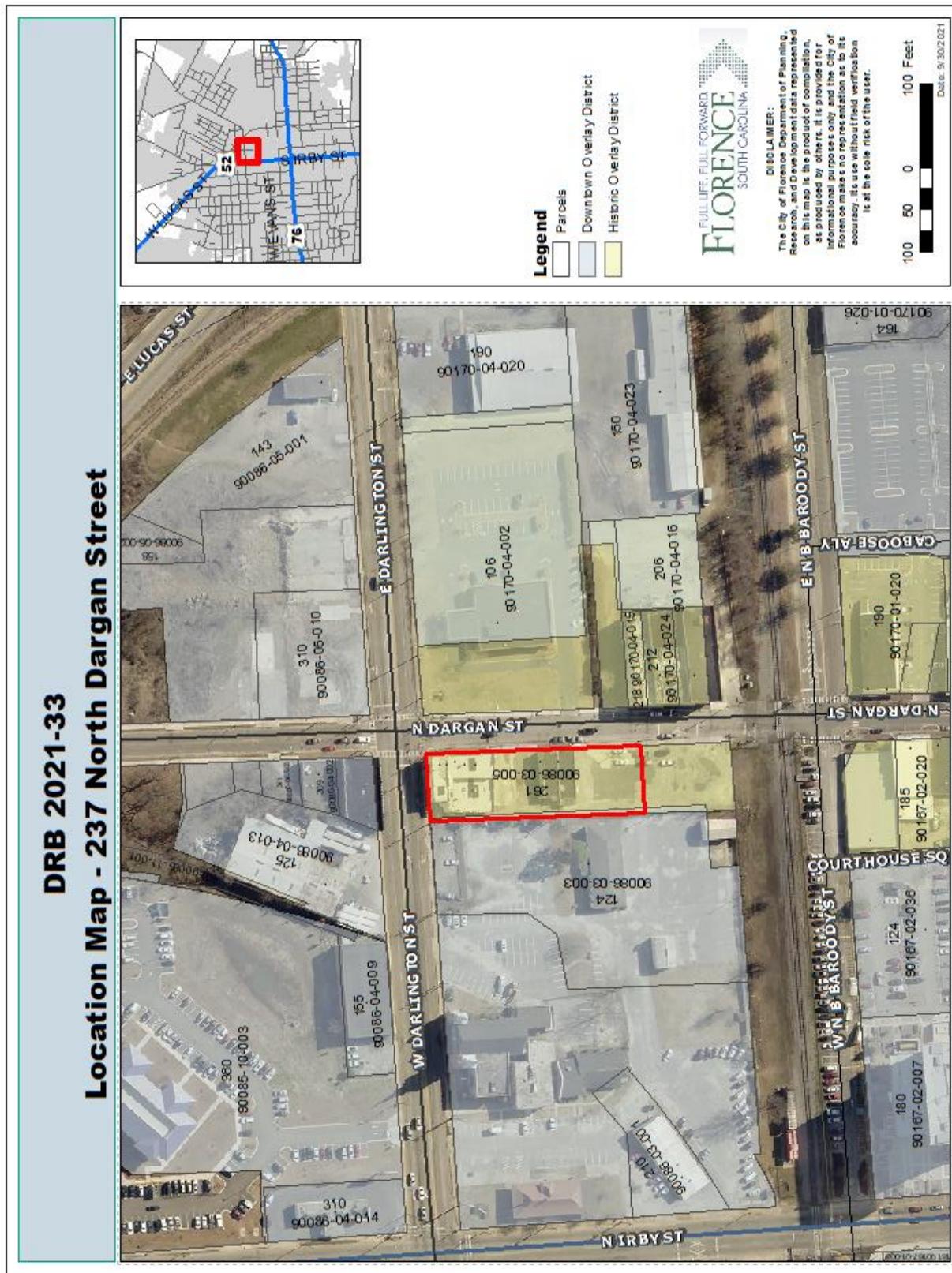
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Site Photos
- E. Sign Rendering and Details

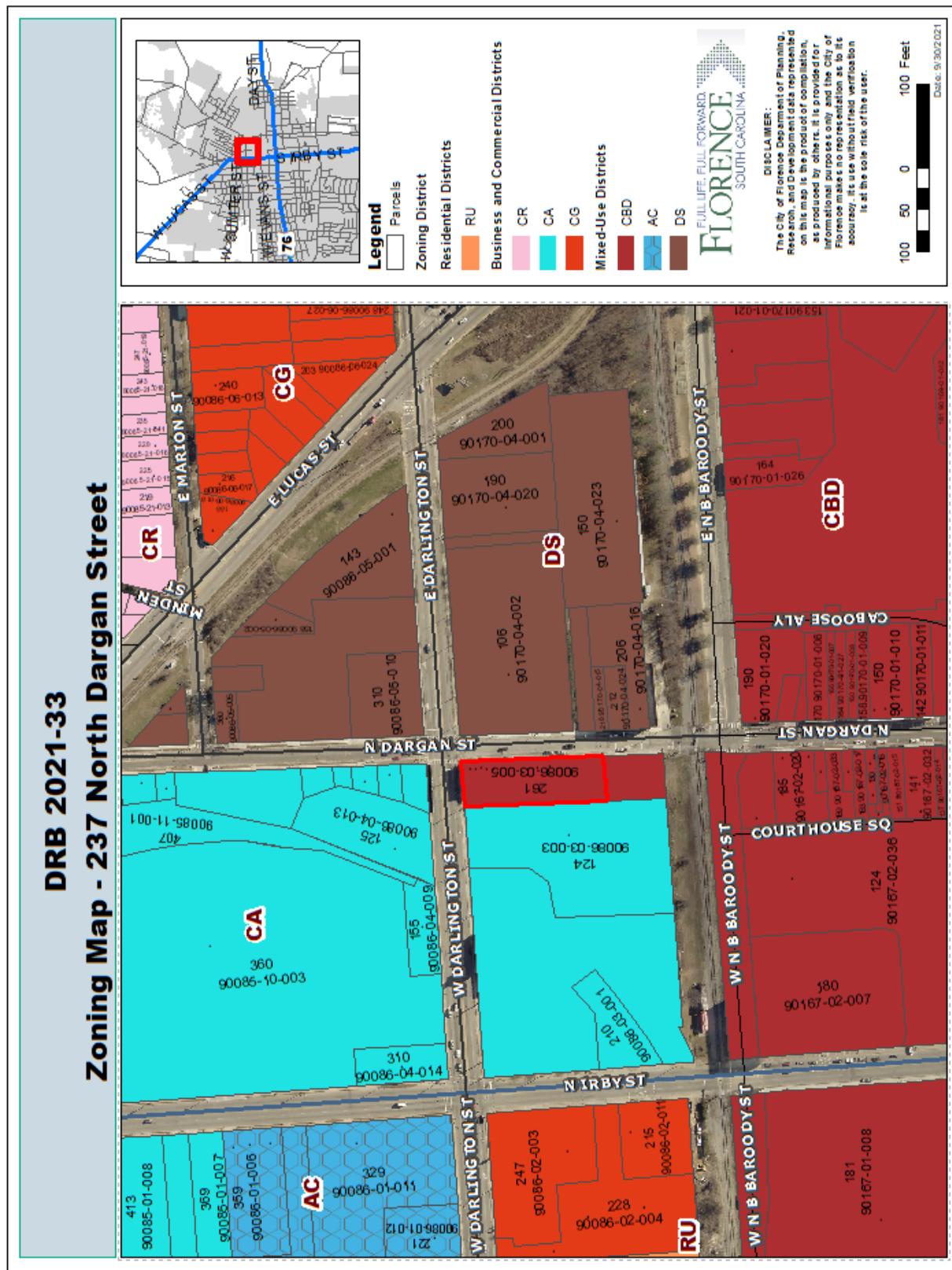
Attachment A: Vicinity Map



Attachment B: Location Map



Attachment C: Zoning Map



Attachment D: Site Photos



U-Slay Hair is leasing the space on the left.



One wall sign will go over the windows facing North Dargan Street.



The south side of the building facing the parking lot. The applicant wants to install a second wall sign over the door.



A close up of the south side door.

Attachment E: Sign Rendering and Details



 The logo consists of the word "SIGN" in yellow with a black outline, stacked above the word "Sational" in red with a black outline. Both words have a 3D, blocky appearance.	
<p><i>919-A W. Lucas St. Florence, SC 29501 (843)661-2192</i></p>	
NAME / ADDRESS	
U Slay Hair	
DESCRIPTION	
3mil max-metal(cbond) 3'x7' printed sign 1 sided sign (front) 3mil max-metal(cbond) 20"x48" printed sign 1 side (door) Sales Tax	