



**CITY OF FLORENCE DESIGN REVIEW BOARD
CITY CENTER – COUNCIL CHAMBERS
324 WEST EVANS STREET, FLORENCE, SC
WEDNESDAY, MAY 14, 2025 – 2:00 P.M.
REGULAR MEETING AGENDA**

I. Call to Order

II. Approval of Minutes Regular meeting held on April 9, 2025

III. Public Hearing and Matter in Position for Action

DRB-2025-04 Request for a Certificate of Appropriateness to install a lighted monument sign, awning sign, and wall signage at 315 West Pine Street, identified as Florence County Tax Map Number 90074-12-016, in the D-1 Redevelopment Overlay District.

IV. Adjournment Next meeting is scheduled for June 11, 2025.

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
APRIL 9, 2025 MINUTES

MEMBERS PRESENT: Jamie Carsten, Scott Collins, Kyle Gunter, Dr. John Keith, Joey McMillan, Mike Padgett, Ranny Starnes, and David Tedder

MEMBERS ABSENT: Brice Elvington and David Lowe

STAFF PRESENT: Alane Zlotnicki

CALL TO ORDER: Chairman Carsten called the April 9, 2025 meeting to order at 2:01 p.m.

APPROVAL OF MINUTES:

Chairman Carsten introduced the March 12, 2025 minutes and asked if there were any corrections or comments. There being none, he asked for a motion. Mr. McMillan moved to approve the minutes as submitted; Mr. Gunter seconded the motion, and it passed unanimously (8-0).

PUBLIC HEARING AND MATTER IN POSITION FOR ACTION:

DRB-2025-03 Request for a Certificate of Appropriateness to construct a storage building behind the Florence Little Theater located at 417 South Dargan Street, identified as Florence County Tax Map Number 90088-02-009, in the D-3 Arts & Culture Overlay District.

Chairman Carsten read the introduction to DRB-2025-03 and asked staff for their report. Mrs. Zlotnicki presented the staff report as submitted. Jessica Coleman Larrimore with the Florence Little Theater was present to answer questions.

There was discussion about the steel storage building the Board approved for the funeral home on South Dargan Street as well as about the masonry enclosure for the existing dumpster.

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

Mr. Gunter asked Ms. Larrimore if they had any plans to add landscaping around the building; she said they did plan to eventually add some shrubbery to soften the structure visually. She said that they would probably need to remove the tree immediately to the right of the dumpster enclosure and would be installing a curb cut to access the building with wheeled equipment. She said the purpose of the building was to replace the storage space at 410 South Dargan Street, which was recently sold as well as being inconvenient. She wasn't entirely sure about the orientation of the doors, but the steel exterior would match as closely as possible the tan brick of the theater building itself.

Mr. Collins asked if there were any other noncompliance issues; Mrs. Zlotnicki said no, that the only reason the request was before the DRB was because it was in the overlay district.

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

There being no other comments or questions, Mr. Tedder moved that the request for the storage building be approved as submitted with the additional requirement that some type of landscaping be provided around the building. Mr. McMillan seconded, and the motion passed unanimously (8-0).

ADJOURNMENT:

There being no other business, Chairman Carsten adjourned the meeting at 2:11 p.m. The next meeting is scheduled for May 14, 2025 at 2:00 p.m.

Respectfully submitted by

Alane Zlotnicki, AICP
Senior Planner

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

DATE:	May 14, 2025
CASE NUMBER:	DRB-2025-04
LOCATION:	315 West Pine Street
TAX MAP NUMBER:	90074-12-016
OWNER OF RECORD:	SC State University
APPLICANT:	Ashley Zion with RSH Sign Group
PROJECT DESCRIPTION:	Installation of Illuminated Monument Sign, Awning Sign, and Wall Sign
OVERLAY DISTRICT:	Redevelopment Overlay District (D-1)

Background Information

The building located at 315 West Pine Street is a two story, 10,534 square foot office building constructed in 2006 on the 0.66 acre parcel. The property is zoned Central Business District (CBD), which is a commercial and mixed use district within the D-1 Redevelopment Overlay District. South Carolina State University acquired the building in 2020 and is using it as a research and education center.

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to install an internally illuminated monument sign as well as identifying signage on the office building. The project involves the removal of the existing brick columns in the front yard in order to construct a new monument sign at the street. The request includes the installation of awning signs and a small wall sign next to the staff entrance at the rear of the building.

The proposed monument sign has an illuminated push through acrylic panel with translucent graphics. Its total area is 43 square feet, which is well within the 80 square feet area limit for free standing signs in the CBD.

Royal blue custom fabric awnings have already been installed over a side entrance and the staff entrance at the rear of the building to replace dilapidated preexisting awnings. The name of the school is printed on the face of the side entrance awning, and a similar sign is proposed for the rear entrance awning as well. Additionally, a 3 square foot wall sign is proposed to identify the staff entrance as such.

Staff Analysis

The following section from Chapter 4 of the *Design Guidelines for Downtown Florence, South Carolina* addresses signage in the D-1 Redevelopment Overlay District.

“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.

Internally illuminated signage has been approved in the past within the D-1 Redevelopment Overlay District as a component of business signage, but it has been permitted only along major thoroughfares, such as Jimmy John’s at 483 West Palmetto Street and Circle Park at 238 South Coit Street, whose animated sign is also along West Palmetto Street.

On April 14, 2021, Pee Dee Healthy Start, which is located directly across the street from the applicant, requested an internally illuminated monument sign. The Board approved the sign itself but denied the internal illumination facet, requiring instead that the sign be lit externally. On May 8, 2024, the Board denied an internally illuminated monument sign for Dollar Tree at 204 West Pine Street, a block east of this location, requiring external illumination for that sign as well.

Placement of business information on the drop portion of fabric awnings is permitted by the current Design Guidelines.

Although final approval by City Council is still pending, the updated Downtown Design Standards will allow internally illuminated signs in the D-1 district with Design Review Board approval. Signs on awnings will not be allowed unless specifically permitted by the Board.

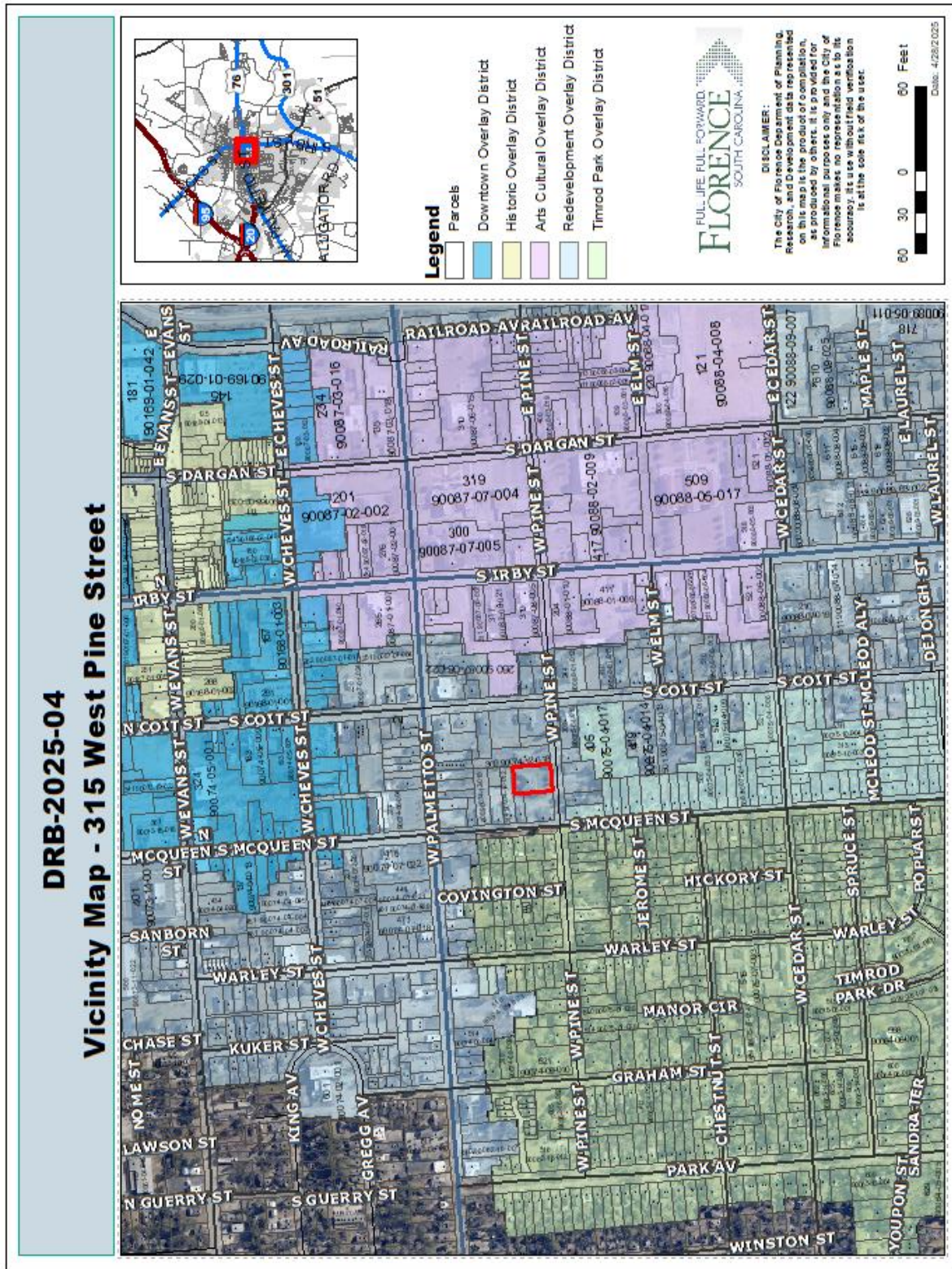
Board Action

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.

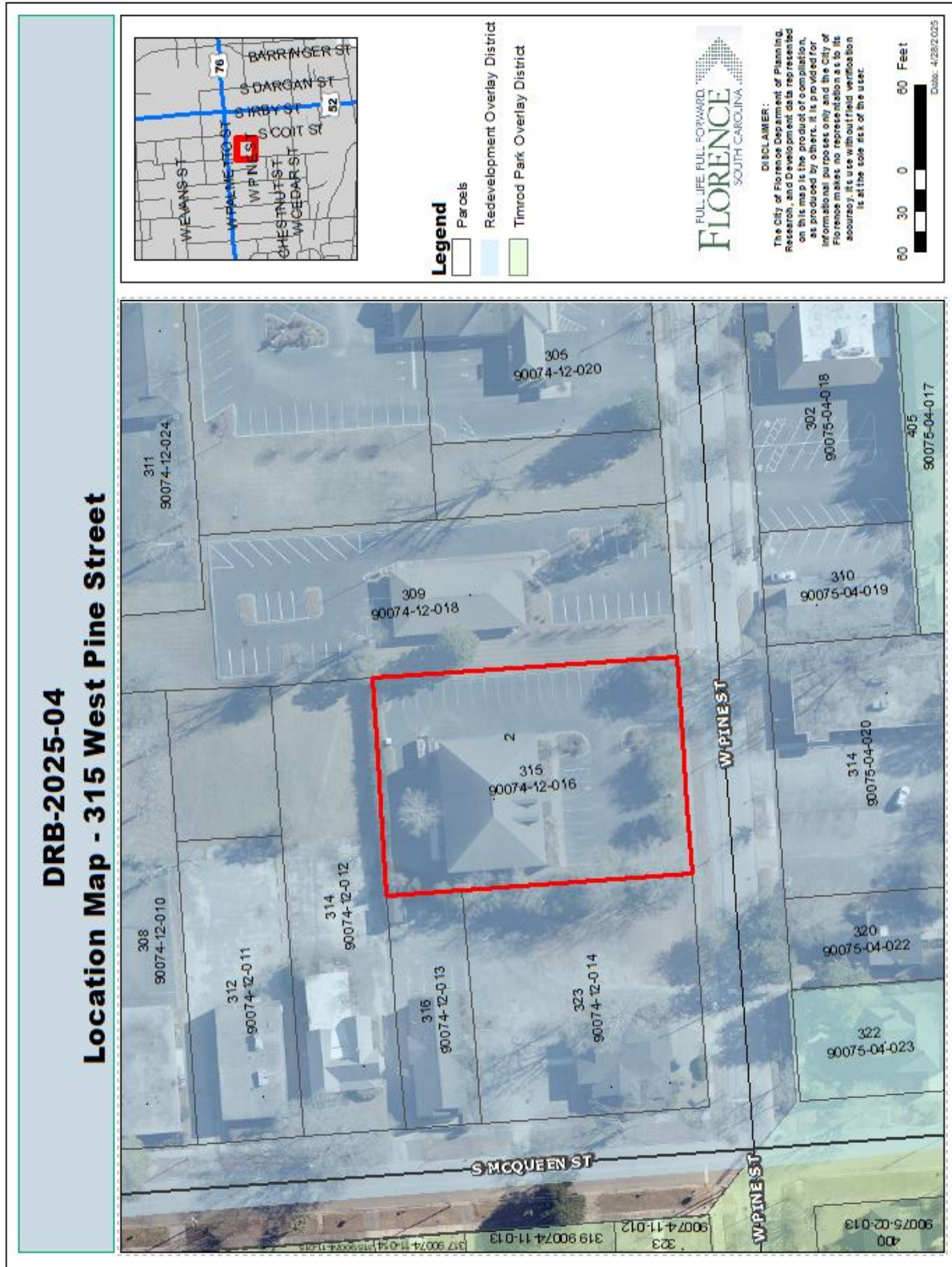
Attachments

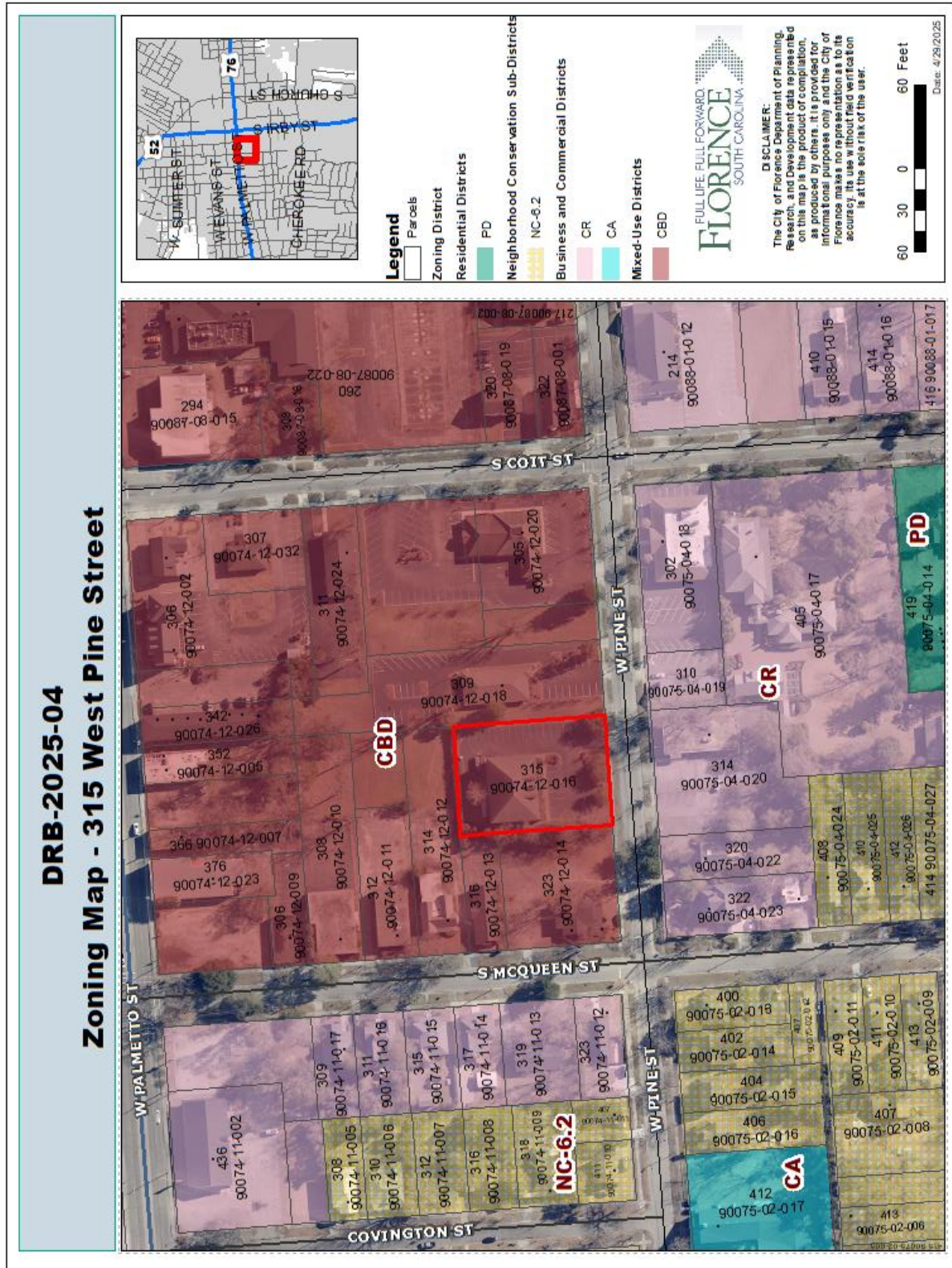
- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Sign Renderings
- E. Site Photos
- F. Pee Dee Healthy Start Sign

Attachment A: Vicinity Map



Attachment B: Location Map





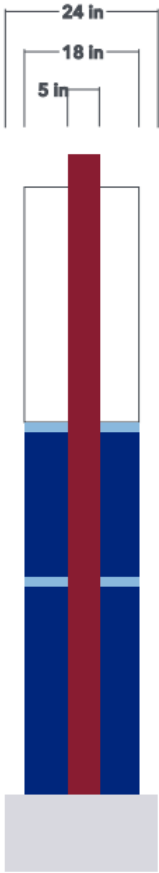
Attachment D: Sign Renderings



before



after



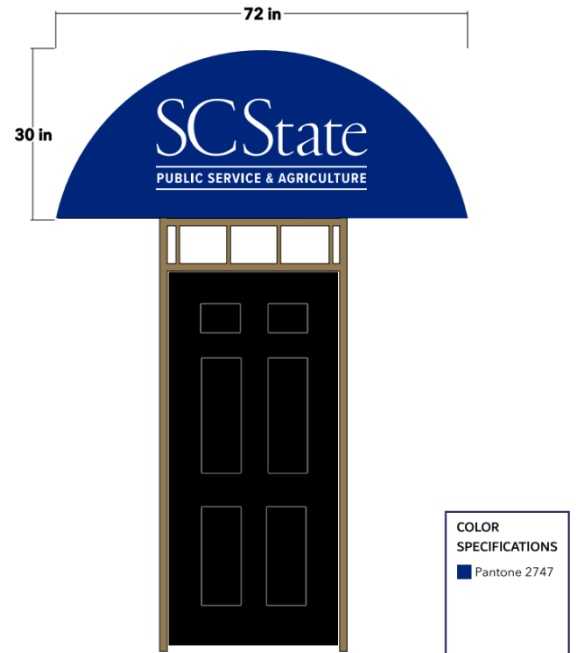
SIDE VIEW



before



after



before



after

Attachment E: Site Photos (April 30, 2025)



View from West Pine Street.



Existing brick sign pillars from previous tenants.



Side door facing parking lot.



Rear employee entrance.

Attachment F: Pee Dee Healthy Start Sign



Signage directly across the street at 314 West Pine Street.