



**CITY OF FLORENCE DESIGN REVIEW BOARD
CITY CENTER – COUNCIL CHAMBERS
324 WEST EVANS STREET, FLORENCE, SC
WEDNESDAY, JUNE 18, 2025 – 2:00 P.M.
RESCHEDULED MEETING AGENDA**

I. Call to Order

II. Approval of Minutes Regular meeting held on May 14, 2025

III. Public Hearing and Matter in Position for Action

DRB-2025-05 Request for a Certificate of Appropriateness to remove trees from 319 South Irby Street, identified as Florence County Tax Map Number 90087-08-005, in the D-3 Arts & Culture Overlay District.

IV. Public Hearing and Matter in Position for Action

DRB-2025-06 Request for a Certificate of Appropriateness to install an LED monument sign at 163 South Coit Street, identified as Florence County Tax Map Number 90074-05-009, in the D-2 Downtown Overlay District.

V. Adjournment Next meeting is scheduled for July 9, 2025.

CITY OF FLORENCE, SOUTH CAROLINA
DESIGN REVIEW BOARD
MAY 14, 2025 MINUTES

MEMBERS PRESENT: Jamie Carsten, Scott Collins, Brice Elvington, David Lowe, Joey McMillan, Mike Padgett, Ranny Starnes, and David Tedder

MEMBERS ABSENT: Kyle Gunter and Dr. John Keith

STAFF PRESENT: Jerry Dudley, Derek Johnston, and Alane Zlotnicki

CALL TO ORDER: Chairman Carsten called the May 14, 2025 meeting to order at 2:00 p.m.

APPROVAL OF MINUTES: Chairman Carsten introduced the April 9, 2025 minutes and asked if there were any corrections or comments. There being none, he asked for a motion. Mr. Padgett moved to approve the minutes as submitted; Mr. McMillan seconded the motion, and it passed unanimously (6-0).

Bryce Elvington and David Lowe arrived

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.

Chairman Carsten read the introduction to DRB-2025-04 and asked staff for their report. Mrs. Zlotnicki presented the staff report as submitted.

Mr. Collins asked if this was affected by the new standards, and if it would be approvable under the new standards. Mrs. Zlotnicki said it would be, with Board review. It's only animated signs that are now prohibited.

Mr. Dudley pointed out that the reason for denying the internal illumination for 314 West Pine Street was because it is immediately adjacent to residential uses, and it is zoned Commercial Reuse. This lot is zoned CBD.

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

Mr. Rich Heaton with RSH Sign Group spoke. He explained that the effect will be halo lit, not lighting the whole panel. He offered an example of a similar sign in Columbia where only the letters are lit.

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. McMillan moved that the request be approved as submitted. Mr. Elvington seconded, and the motion passed unanimously (8-0).

ADJOURNMENT: Mrs. Zlotnicki announced that the Downtown Design Standards were approved by City Council on May 12, and they were now in effect.

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

CASE NUMBER: DRB-2025-05

LOCATION: 319 South Irby Street

TAX MAP NUMBER: 90087-08-005

OWNER OF RECORD: Florence School District One

APPLICANT: Erik Healy, Healy Horticulture

PROJECT DESCRIPTION: Removal of Three Mature Trees from Parcel

OVERLAY DISTRICT: D-3 Arts & Culture Overlay District
ISCOD Irby Street Corridor Overlay District

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) for the removal of three live oak trees from the West Pine Street side of the building located at 319 South Irby Street as illustrated in Attachment D. The trees are located within the right-of-way, between the street and the sidewalk. The new landscaping plan proposed by the applicant does not provide replacements for the mature street trees.

Background Information

The building is currently the location of the Florence School District One offices. It was constructed in 1925 and has a total area of about 18,000 square feet. The property is zoned Central Business District within the Arts & Culture and Irby Street Corridor Overlay Districts.

An Administrative COA was granted on May 2, 2025 with the approval of the City Arborist to remove two Bradford pear trees at the entrance of the parking lot as part of a new building and parking lot landscaping plan. However, removal of the three live oaks was not included in this approval. The removal of the three mature street trees must also receive approval from the City of Florence Parks Commission, which meets on June 5, 2025.

Staff Analysis

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.”

According to Section 4-10.1.1 of the *Unified Development Ordinance*, one of the purposes of the landscaping and buffering standards and requirements is to “promote and preserve the appearance and character of the community, increase the compatibility between land uses, and improve the health and quality of life of the residents of the City through the protection of specified trees located on property within the City and the public rights-of-way.”

The planting of street trees along public rights-of-way is required for all new development, and their preservation and protection is a City-wide priority.

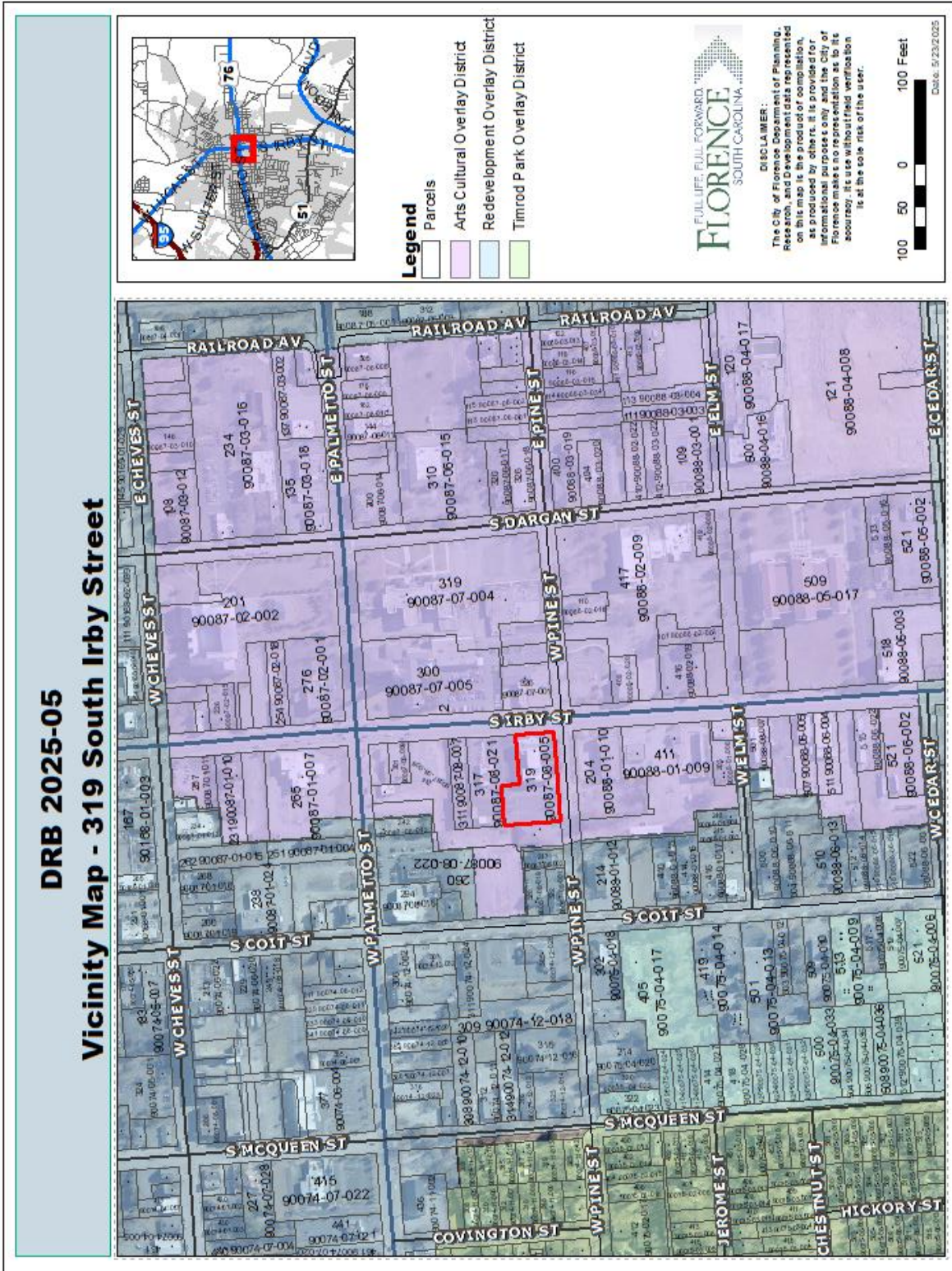
Board Action

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.

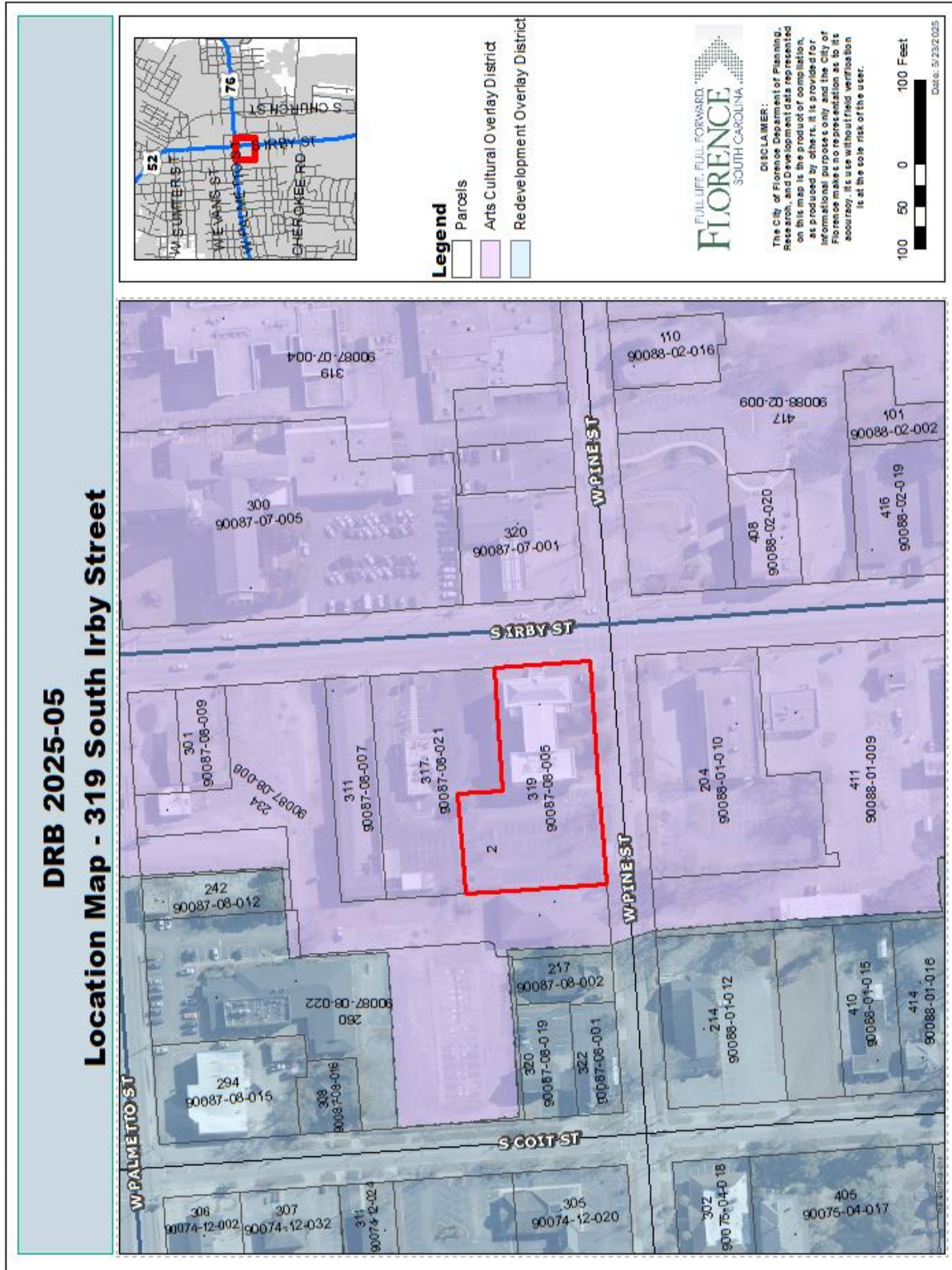
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Landscaping Plan
- E. Plant Removal Proposal
- F. Site Photo

Attachment A: Vicinity Map

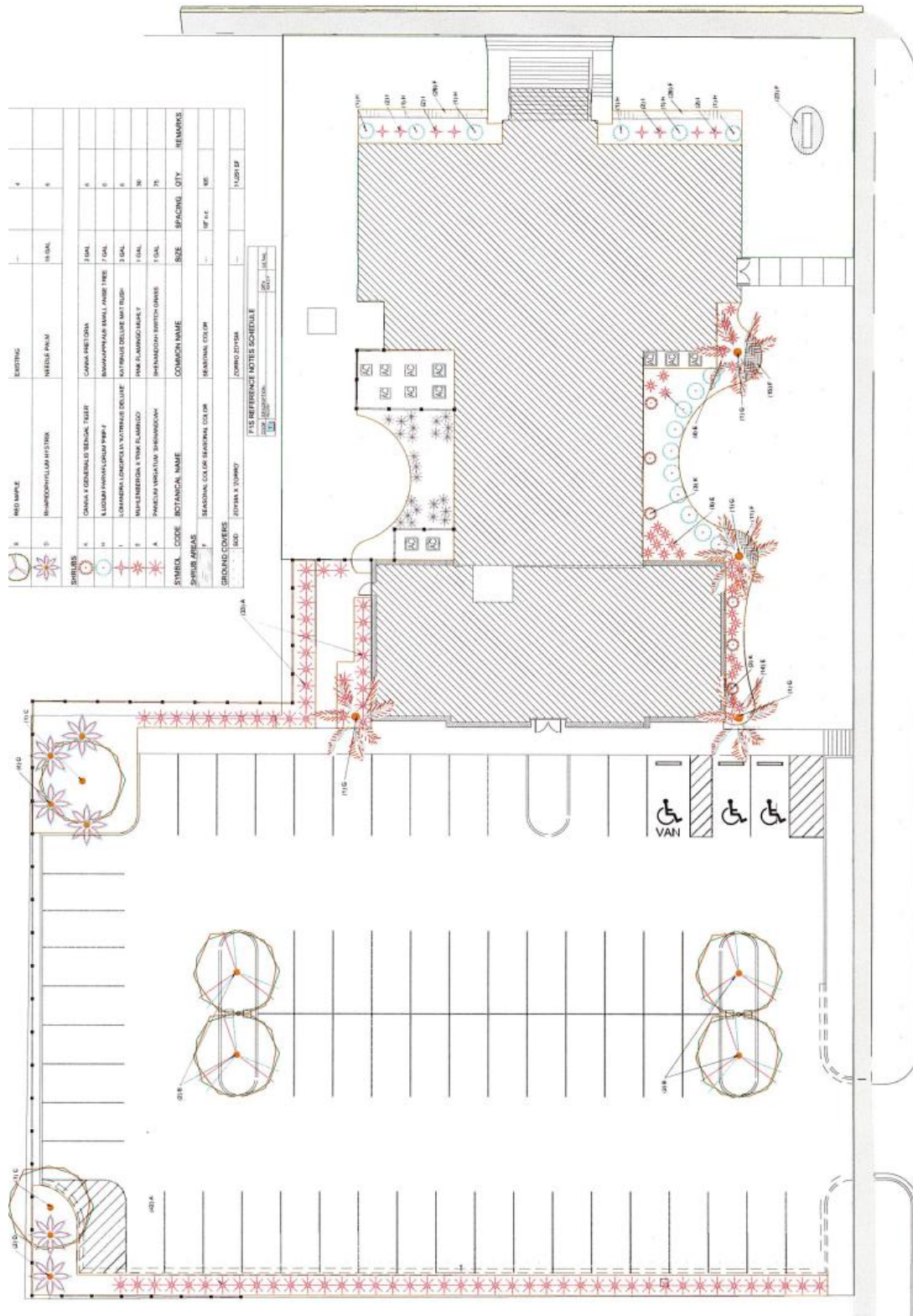


Attachment B: Location Map





Attachment D: Landscaping Plan



This site plan illustrates the layout of a new house and its surrounding environment. The building, labeled 'NEW HOUSE IN SAME AREA', is a large, irregularly shaped structure with a hatched interior. It features a central courtyard and several smaller rooms. The plan includes a parking lot with 10 spaces, three of which are designated for disabled vehicles (marked with wheelchair icons and 'VAN'). Landscaping is indicated by various symbols: blue crosses for trees, red star-like symbols for shrubs, and green areas for lawns. A 'WALKWAY' is shown along the left side of the building. The plan also shows a 'CONCRETE DRIVEWAY' and a 'CONCRETE PAVEMENT' area. A 'NEW HOUSE' is also indicated near the top left. The plan is oriented with North (N) at the top.

Attachment F: Site Photo



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

DATE: June 11, 2025

CASE NUMBER: DRB-2025-06

LOCATION: 163 South Coit Street

TAX MAP NUMBER: 90074-05-009

OWNER OF RECORD: Cumberland United Methodist Church

APPLICANT: William G. Richardson

PROJECT DESCRIPTION: Installation of LED Monument Sign to Replace Existing

OVERLAY DISTRICT: Downtown Central Overlay District (D-2)

Project Description

The applicant is seeking a Certificate of Appropriateness (COA) to remove the existing monument sign and install a new LED monument sign at Cumberland United Methodist Church. The church is located directly adjacent to the City Center at 163 South Coit Street. Attachment D shows the applicant's desired location for the signage which will be perpendicular to South Coit Street.

Attachment E shows the proposed LED monument sign. Including the 2 feet high base, the sign itself is a total of 6.5 feet tall. The LED panel is 6 feet 7 inches wide and 4.5 feet high, resulting in an illuminated area of 30 square feet.

Background Information

From the church's website: *In 1865, Joseph Kershaw and his wife Sarah began what was known as the Gate City Mission in east Florence. Meetings were held in their home while worship services were held in the yard under a brush arbor. From this humble beginning, Cumberland United Methodist Church was formed.*

In May 1866, a 75 x 275-foot parcel of land was purchased on Coit Street for \$195 (approx. \$2,800 today). That August, the first building to be known as Cumberland was built. By 1869, membership had grown to 429 and continued to grow at a rapid pace. Within four years, membership nearly doubled to 825. Because of the rapid growth, additional land had to be purchased. The additional 75 x 300-foot parcel cost the church \$100.

Around 1908, a decision was made to build a new church. Funds were raised and work on the new church began. The building was completed in 1911. In 1924, a stately Moeller pipe organ was installed. In 1954, an additional building (The Hut) was erected to provide a place for members to meet and dine. Later, the

church added an education building with many classrooms and a bigger dining hall. In 1994, the Outreach Center, located at 408 Kemp Street, was constructed. From 2000-2010, the church underwent remodeling, then complete rebuilding from the ground up.

The property is zoned Central Business District (CBD), which is a commercial and mixed-use district within the D-2 Downtown Overlay District. The sign meets all applicable UDO signage standards.

Staff Analysis

The following section from Chapter 4 of the *Design Guidelines for Downtown Florence, South Carolina* addresses signage in the D-2 Downtown Overlay District. Because this application came in on May 6, before the adoption of the updated Downtown Design Standards on May 12, it falls under the regulations of the 2008 design guidelines, which are provided below.

“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.”

Animated signage has been approved in the past within the D-1 Redevelopment Overlay District as a component of business signage but not the entirety of the sign. The DRB approved a 12 square foot LED reader board on an existing sign within the D-2 Downtown Overlay District at the March 12, 2025 meeting (Attachment F).

The updated Downtown Design Standards prohibit all changeable message and flashing signs within all five overlay districts. This application was submitted before the new standards were enacted.

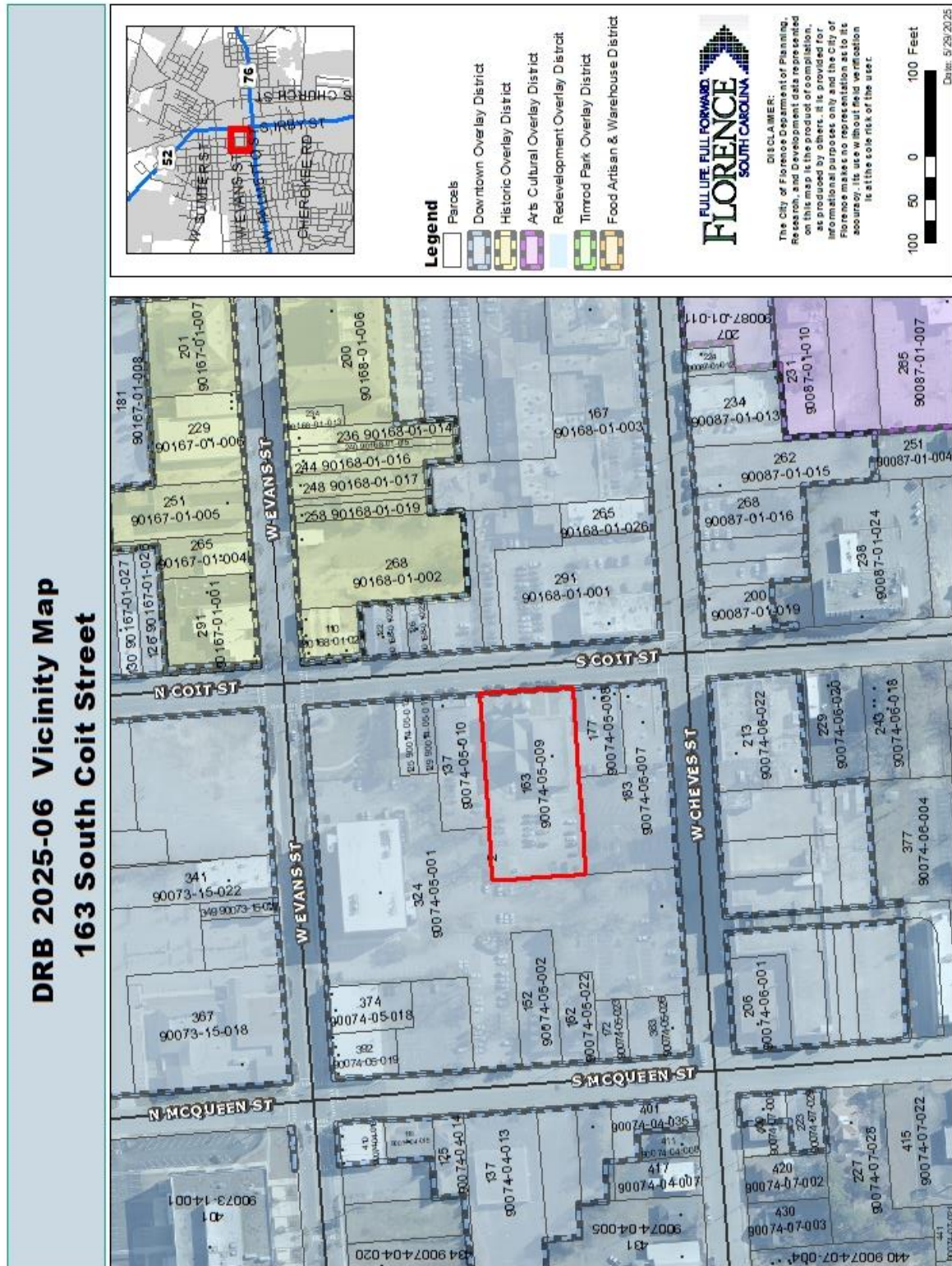
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3. Based on the findings of fact, decide regarding the request on the application.

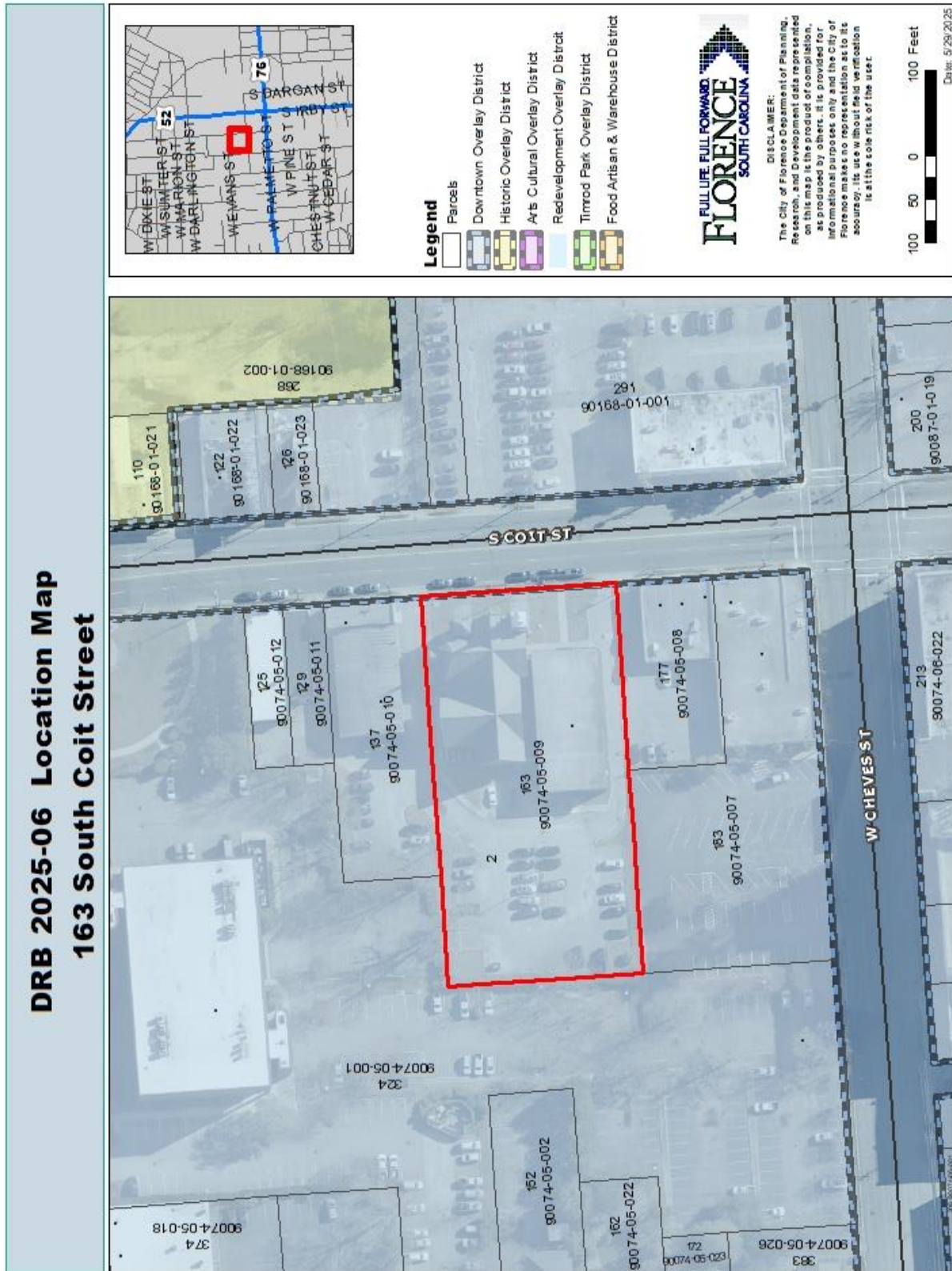
Attachments

- A. Vicinity Map
- B. Location Map
- C. Zoning Map
- D. Signage Site Plan
- E. Sign Rendering
- F. Harrington Vision Center DRB Approved Signage

Attachment A: Vicinity Map



Attachment B: Location Map





Attachment D: Signage Site Plan



Attachment E: Sign Rendering



Attachment F: Harrington Vision Center DRB Approved Signage



Attachment G: Image of Existing Building from South Coit Street

