

**MINUTES OF THE REGULAR MEETING OF
THE CITY OF FLORENCE DESIGN REVIEW BOARD
VIA ZOOM REMOTE MEETING
WEDNESDAY, APRIL 14, 2021 – 2:00 P.M.**

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

MEMBERS ABSENT: Jay Ham and Nathaniel Mitchell

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

APPLICANTS PRESENT: Deidra Thomas, Michael Smith, Signs Ltd.

CALL TO ORDER: Chairman Campbell called the April 14, 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 February 10, 2021 regular meeting and asked if there were any corrections. Being none, he called for a vote. Ms. Buyck moved to approve the minutes; Mr. Padgett seconded the motion. The vote to approve the minutes was unanimous (7-0).

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. Mr. Tedder recused himself from the case.

Mr. Collins asked if the sign setback was one foot from the tip of the sign face or from the pole. Mr. Dudley stated they can have a zero-foot setback, but a sign cannot encroach on the property line, or Right of Way. In this case the tip of the sign face will be one foot from the property line. Chairman Campbell asked if the Drive-In restaurant has a free standing internally lit sign. Mr. Johnston stated it does have a freestanding sign but cannot remember if the sign is internally lit.

Ms. Buyck asked about the choice to include the parallel parking, she stated it appeared that the restaurant had enough parking. Mr. Johnston stated the drive space between the front of the building and the street is already narrow and the addition of the new sign would further limit the space in front of the building. He stated the space is too narrow not to adjust the parking. Ms. Buyck asked if the restaurant is in the overlay district. Mr. Johnston stated it is. Ms. Buyck asked if monument signs are required in the cultural overlay district. Mr. Johnston stated they are recommended, not required, and because of the lot's constraints, in this case a monument sign is not feasible.

Chairman Campbell asked how an ABC store is allowed so close to two churches. Mr. Dudley stated the ABC store has been operating for quite a while, and at the time before its opening, the churches would have had the opportunity to protest, but had not. Ms. Buyck asked if it were feasible for the restaurant to adjust the entrance to a one-way style driveway. Mr. Johnston stated that would most likely cause confusion. She added that it may be prudent for the applicant to study the feasibility of a monument sign. Mr. Johnston mentioned the applicant had already studied that, and that staff agreed that because of visibility concerns, a monument sign is not ideal.

Mr. Carsten asked if the sign could be moved to a different location. Mr. Dudley stated that had been researched but there is not enough space in the other corner, it is too cluttered already. Mr. Padgett also expressed concern that a monument sign would hinder visibility for cars entering Palmetto Street from the Drive-In and Flavors of India. Mr. Collins stated looking at the corridor there is a clear precedent for the approval of this sign.

There being no further questions of staff, Chairman Campbell opened the public hearing. There being no one else to speak either for or against the request, Chairman Campbell closed the public hearing and called for a motion.

Mr. Collins moved to approve the request as submitted. Mr. Healy seconded the motion, and it passed 4-2, with Chairman Campbell and Ms. Buyck voting no and Mr. Tedder recusing himself.

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.

Chairman Campbell read the introduction of DRB-2021-04 and asked staff for their report. Mr. Johnston gave the staff report as submitted to the Design Review Board.

Chairman Campbell asked if there was a reason for the sign to be internally lit. He stated on this section of Pine there are not many internally lit signs. Mr. Johnston stated the applicant is present.

There being no further questions of staff, Chairman Campbell opened the public hearing. Susan with Signs Ltd. asked the chairman if the sign would be acceptable if externally lit or with lit lettering. Chairman Campbell stated external lighting would be ideal and he would have the same reservations with a lit letter sign. The chair asked her to modify the request in order to receive Board approval.

The Chairman of Pee Dee Healthy Start and Ms. Deidre Thomas spoke in opposition to Chairman Campbell's amendment request. They emphasized the neighboring properties are all residential, and that the bank on the corner of Coit and Pine has an internally lit sign. Chairman Campbell stated he understands the frustration of Pee Dee Healthy Start, but that according to the Code of Ordinances approved by City Council, he cannot approve a sign in that district which is internally lit. Ms. Buyck also joined with the chairman stating the only problem is the sign being internally lit. The applicant agreed to the change to the lighting, they amended the request to an exterior lit sign.

There being no one else to speak either for or against the request, Chairman Campbell closed the public hearing and called for a motion. Mr. Collins moved to approve the request with external rather than internal lighting of the sign. Mr. Padgett seconded the motion, and it passed unanimously (7-0).

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.

Chairman Campbell read the introduction of DRB-2021-05 and asked staff for their report. Mr. Johnston gave the staff report as submitted to the Design Review Board.

Ms. Buyck asked if the DRB had approved the vinyl siding on neighboring properties. Mr. Dudley stated 134 Warley Street had been previously approved by the Board. Mr. Collins asked if the trim would be different from the siding, and what that material would be. Mr. Johnston stated the applicant is present and the information to answer was not in the application. Ms. Buyck asked if the siding would be covering the entire house. Mr. Johnston stated yes.

There being no further questions of staff, Chairman Campbell opened the public hearing. Mr. Michael Smith, the applicant stated repairing the existing siding is not possible. He responded to Mr. Collins' question stating the trim will be replaced in the most economical, yet tasteful way.

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

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.

Chairman Campbell read the introduction of DRB-2021-06 and asked staff for their report. Mr. Johnston gave the staff report as submitted to the Design Review Board.

Mr. Healy asked if the remaining crepe myrtle trees would be pruned. Mr. Johnston stated they will be. Ms. Buyck expressed regret that the two live oaks would be cut down. Mr. Dudley agreed but explained the applicant's reasoning for removal. Ms. Buyck asked if the location has any other live oaks, Mr. Dudley stated there are two other live oak trees on the premises.

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.

Mr. Healy moved to approve the request as submitted with the stipulation that the two live oaks will be replaced elsewhere on the site. Mr. Collins seconded the motion, and it passed unanimously (7-0).

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.

Chairman Campbell read the introduction of DRB-2021-07 and asked staff for their report. Mrs. Zlotnicki gave the staff report as submitted to the Design Review Board. She added that the applicant asked her to gauge the Board's thoughts regarding a historical mural to be painted on the side of the barber shop.

Chairman Campbell asked how large the mural would be. Mrs. Zlotnicki stated the mural would take up only a portion of the wall. Mr. Dudley stated the rendering the applicant showed the directors and staff looked good. Ms. Buyck asked if there was a historical marker at the site. Mr. Dudley stated there is not one for this site.

Mr. Collins expressed reservations stating, "a good mural is a good thing, and a bad mural is a bad thing". He signaled his approval as long as the mural is tastefully done. He also stated the neon sign would be a good addition to the downtown because of the vibrancy neon gives. Mr. Collins and Mr. Healy also expressed concern with the scale and location of the neon sign, and asked staff if the applicant would be open to relocating the sign to a more appealing location along the façade.

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.

Mr. Collins moved to approve the request with the stipulation that staff will work with the applicant to approve the final location of the neon sign. Ms. Buyck seconded the motion, and it passed unanimously (7-0).

ADJOURNMENT: Chairman Campbell thanked everyone for their patience and participation, and adjourned the meeting at 3:15 p.m. The next meeting is scheduled for May 12, 2021.

Respectfully submitted:

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