



**CITY OF FLORENCE PLANNING COMMISSION
CITY CENTER – COUNCIL CHAMBERS
324 WEST EVANS STREET, FLORENCE, SC
TUESDAY, FEBRUARY 10, 2026 – 6:00 P.M.
REGULAR MEETING AGENDA**

- I. Call to Order**
- II. Invocation and Pledge of Allegiance**
- III. Approval of Minutes** Regular meeting on January 13, 2026
- IV. Public Hearing and Matter in Position for Action**
PC-2026-06 Request to zone NC-15, pending annexation, the parcel located at 2511 Ascot Drive, identified as Florence County Tax Map Number 01221-01-191.
- V. Public Hearing and Matter in Position for Action**
PC-2026-07 Request to zone NC-15, pending annexation, the parcel located at 2710 Trotter Road, identified as Florence County Tax Map Number 00984-01-007.
- VI. Public Hearing and Matter in Position for Action**
PC-2026-08 Proposed text amendments to the City of Florence *Unified Development Ordinance* regarding window signs.
- VII. Adjournment** Next regular meeting is scheduled for March 10, 2026.

CITY OF FLORENCE, SOUTH CAROLINA PLANNING COMMISSION

JANUARY 13, 2026 MINUTES

MEMBERS PRESENT: Shelanda Deas, Charles Howard, Jerry Keith, Jr., Mark Lawhon, Bryant Moses, Xavier Sams, and Michael Valrie

MEMBERS ABSENT: Charlie Abbott and Drew Chaplin

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

CALL TO ORDER: In the absence of Chairman Drew Chaplin, Vice-Chairman Charles Howard called the meeting to order at 6:00 p.m.

INVOCATION & PLEDGE: Chairman Howard asked Mr. Keith to provide the invocation, which he did. He then led everyone in the Pledge of Allegiance.

APPROVAL OF MINUTES: Chairman Howard asked Commissioners if any changes needed to be made to the December 9, 2025 meeting minutes. There being no changes or discussion, Mr. Moses moved to approve the minutes, Mr. Valrie seconded, and the motion passed unanimously (6-0).

APPROVAL OF 2026 PLANNING COMMISSION MEETING DATES: Chairman Howard introduced the meeting dates for 2026, which fall on the second Tuesday of each month. There being no changes or discussion, Dr. Lawhon moved to approve the calendar, Mr. Moses seconded, and the motion passed unanimously (6-0).

Shelanda Deas arrived

PUBLIC HEARINGS AND MATTERS IN POSITION FOR ACTION:

PC-2026-01 Proposed amendment to the New Ebenezer Church Planned Development District to address signage at 312 South Ravenel Street, identified as Florence County Tax Map Number 90103-03-001.

Chairman Howard read the introduction to PC-2026-01, then asked Mrs. Zlotnicki for the staff report as submitted to Planning Commission.

Dr. Lawhon clarified that this was just for the sign; Mrs. Zlotnicki explained that it would update only the sign section of the PDD.

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

Mr. Kenneth Barnes with New Ebenezer Baptist Church spoke to explain that they want the sign to beautify the area and attract attention to their church. Ms. Sams asked why they weren't just replacing the existing sign; he said that the original sign is in front of the church, but the new one is better suited to the vacant lot. It will give more visibility for the church and the recreational center onsite as well.

There being no one else to speak about the matter, Chairman Howard closed the public hearing and called for discussion or a motion. Dr. Lawhon moved to approve the request as submitted; Ms. Smalls seconded, and the motion passed unanimously (7-0).

PC-2026-02 Request to zone RU, pending annexation, the parcel located at 2916 West Palmetto Street, identified as Florence County Tax Map Number 00100-01-031.

Chairman Howard read the introduction to PC-2026-02, then asked Mrs. Zlotnicki for the staff report as submitted to Planning Commission.

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

There being no one to speak about the matter, Chairman Howard closed the public hearing and called for discussion or a motion.

Dr. Lawhon asked what the current zoning in the county is; it was determined that it is zoned R-3A, which permits single family houses on small lots.

Mr. Moses asked about the demolition of the existing house. Mr. Keith asked about the apartments across Brittany Drive. Mr. Dudley said they could also do patio homes or conditional townhomes, which is similar to what RU zoning allows.

Mr. Valrie moved to approve the request as submitted; Mr. Keith seconded, and the motion passed unanimously (7-0).

PC-2026-03 Proposed text amendments to the City of Florence *Unified Development Ordinance* regarding itinerant vendor sales, mobile services, and temporary use permits.

Chairman Howard read the introduction to PC-2026-03, then asked Mrs. Zlotnicki for the staff report as submitted to Planning Commission.

Dr. Lawhon asked about the mobile services, whether they would need zoning every time; Mrs. Zlotnicki said no, it was a one-time permit.

Mr. Moses asked about one day events; she clarified that they would need a zoning permit, but they wouldn't need to apply to the Planning Commission as they do now. The purpose is to protect all the participants.

There being no further questions for staff, Chairman Howard opened the public hearing. There being no one to speak about the matter, Chairman Howard closed the public hearing and called for discussion or a motion. Mr. Moses moved to approve the request as submitted; Dr. Lawhon seconded, and the motion passed unanimously (7-0).

PC-2026-04 Proposed text amendments to the City of Florence *Unified Development Ordinance* regarding in-home childcare facilities.

Chairman Howard read the introduction to PC-2026-04, then asked Mrs. Zlotnicki for the staff report as submitted to Planning Commission.

Mr. Moses asked if the number of children included the operator's own kids; Mrs. Zlotnicki said yes. There being no questions for staff, Chairman Howard opened the public hearing.

Mr. Mark Kent asked how this would affect someone already operating a home with 6 children. Mr. Dudley said that if they'd already gotten their permits, they would be grandfathered in, but new ones would be held to the new standards.

There being no one else to speak about the matter, Chairman Howard closed the public hearing and called for discussion or a motion. Dr. Lawhon moved to approve the request as submitted; Mr. Keith seconded, and the motion passed unanimously (7-0).

MATTER IN POSITION FOR ACTION:

PC-2026-05 Request for sketch plan review of West Haven Townhomes, to be located at 2916 West Palmetto Street, identified as Florence County Tax Map Number 00100-01-031.

Chairman Howard read the introduction to PC-2026-05, then asked Mr. Johnston for the staff report as submitted to Planning Commission. He handed out the sketch plan received the day before from the developer. He pointed out that the emergency access point mentioned in the comments was granted through an easement also onto West Palmetto Street.

Dr. Lawhon asked about stop signs at the intersections where the radius variance was requested. There was discussion about the second access point, about whether it would be an emergency access only or a true second access point.

Ms. Smalls said she thought there should be a second access point that's not so close to the primary one. Dr. Lawhon asked about a traffic study, Mr. Johnston said an abbreviated one was submitted.

Mr. Bob Weaver spoke to address the Commission's concerns. He said that the DOT won't approve a second driveway; he said the secondary access point will be paved, but they don't want residents to use it. He said there is a turning lane on West Palmetto Street. He said they have the same density and type of development that the county would allow. The lake in Celebration was designed to serve this area as well. There are easements through Rogers Brothers as needed for stormwater.

Mr. Moses asked him why they weren't building some single family houses as well as townhouses. He said that wouldn't work here because of the size of the lot, and that most of the single family houses along West Palmetto Street are gone or commercial. There is commercial zoning everywhere around there. The density is less than permitted.

Dr. Lawhon asked about the variances requested. Mr. Weaver said the 150 foot radius encourages speeding..

Ms. Smalls moved to defer the request to look at it more closely, Dr. Lawhon seconded. Chairman Howard asked for more discussion before making any motions.

Mr. Moses and Dr. Lawhon asked about the intersections. Mr. Dudley said that they started out as curves but seem to have evolved into intersections.

There being no other questions for staff and no public hearing required, Chairman Howard called for discussion or a motion. There was discussion about the short notice and that the comments had been resolved by the applicant since the packets were sent out to the Commissioners.

Dr. Lawhon moved to approve the request as long as the intersections met the code requirements; Mr. Keith seconded, and the motion passed unanimously (7-0).

Dr. Lawhon asked staff to provide information in plenty of time before the meetings rather than dropping last minute changes on them. Mr. Dudley said that staff does try to be accommodating to applicants but will try to get everything to them with plenty of time to consider it thoroughly. Chairman Howard said that staff should not accept submittals after packets have been sent out.

ADJOURNMENT: There being no other business, Chairman Howard called for a motion to adjourn. Mr. Moses moved to adjourn, Chairman Howard seconded, and the motion passed unanimously. Chairman Howard adjourned the meeting at 7:15 p.m. The next regular meeting is scheduled for February 10, 2026.

Respectfully submitted,

Alane Zlotnicki, AICP
Senior Planner

**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE PLANNING COMMISSION
FEBRUARY 10, 2026**

AGENDA ITEM: PC-2026-06 Request to zone Neighborhood Conservation – 15 (NC-15), pending annexation, 2511 Ascot Drive, identified as Florence County Tax Map Number 01221-01-191.

I. IDENTIFYING DATA:

Owner	Tax Map Number
Xiaoying Xie and Chen Zhang	01221-01-191

II. CURRENT STATUS/PREVIOUS ACTION TAKEN:

This issue is before the Planning Commission for public hearing and recommendation of zoning designation to City Council. It has not been considered, nor has any previous action been taken, by the Planning Commission.

III. GENERAL BACKGROUND DATA:

Current Zoning:	R-1 (Florence County)
Proposed Zoning:	Neighborhood Conservation-15 (NC-15)
Current Use:	Single-Family Detached House
Proposed Use:	Single-Family Detached House

IV. POINTS TO CONSIDER:

- (1) This parcel is a “donut hole” in the Windsor Forest subdivision, surrounded by lots that are within City limits. It is zoned R-1 in the County.
- (2) The proposed zoning, pending annexation, is Neighborhood Conservation-15 (NC-15) District. The primary use permitted under the proposed zoning is single-family detached houses characterized by 15,000 square foot and larger lots.
- (3) The lot meets the requirements of the NC-15 zoning district per the City of Florence *Unified Development Ordinance*.
- (4) The only uses that may be developed under the proposed zoning, per the City of Florence *Unified Development Ordinance*, are those permitted in the NC-15 Neighborhood Conservation zoning district. The property will be subject to the City of Florence codes and regulations.
- (5) Land use of the adjacent properties is single-family residential.

- (6) Future Land Use of the parcel is Neighborhood Conservation. Adjacent single-family properties are also designated as Neighborhood Conservation.
- (7) City water and sewer services are available.
- (8) City staff recommends the zoning designation due to the location of the lot as an infill parcel.

V. OPTIONS:

Planning Commission may:

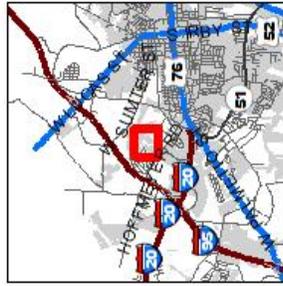
- (1) Recommend approval of the request as presented based on the information submitted.
- (2) Defer the request should additional information be needed.
- (3) Suggest other alternatives.
- (4) Recommend denial of the request based on information submitted.

VI. ATTACHMENTS:

- A) Vicinity Map
- B) Location Map
- C) Zoning Map
- D) Future Land Use Map
- E) Site Photo

Attachment A: Vicinity Map

PC 2026-06
Vicinity Map - 2511 Ascot Drive

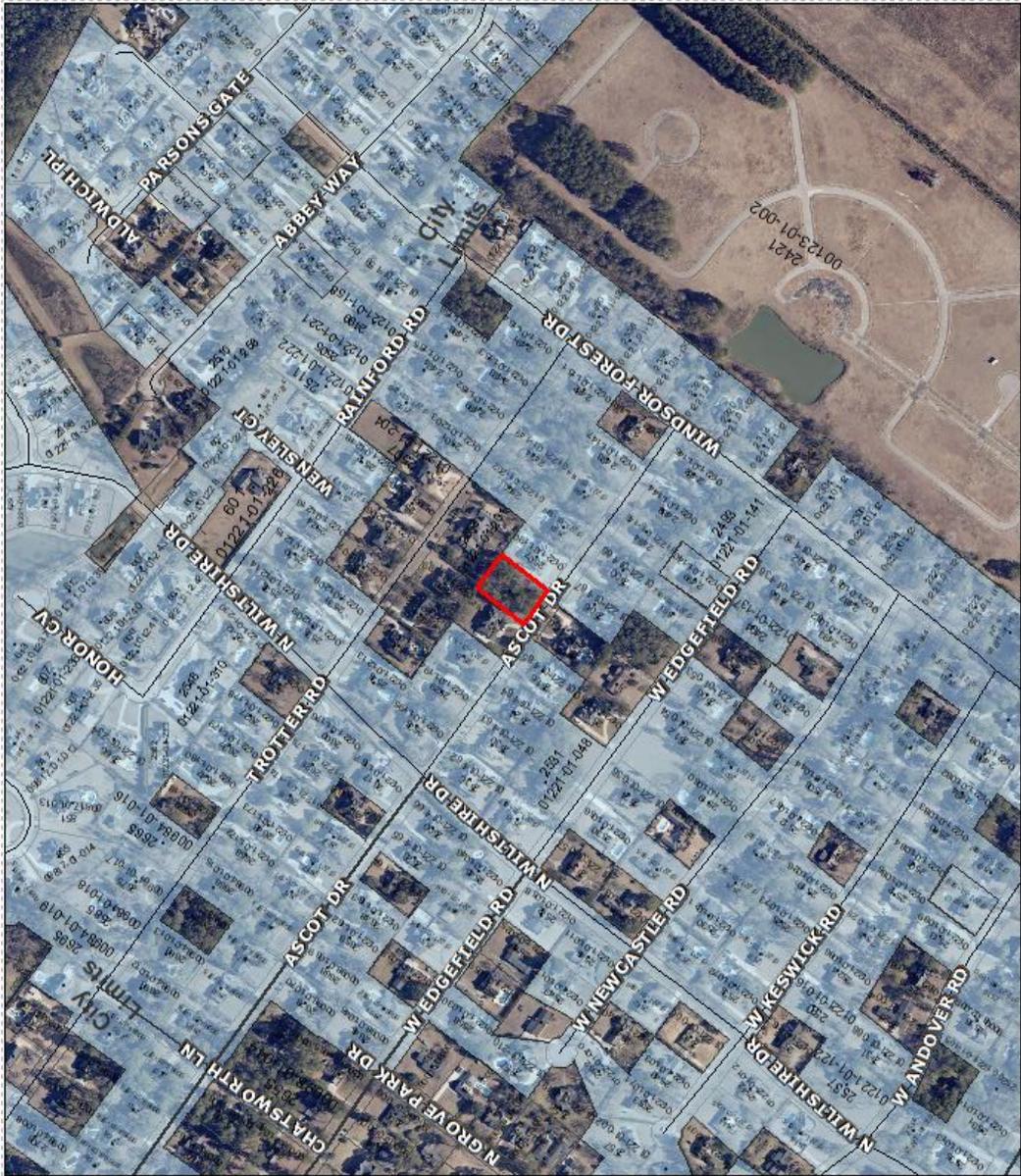
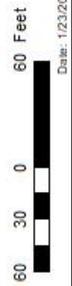


Legend

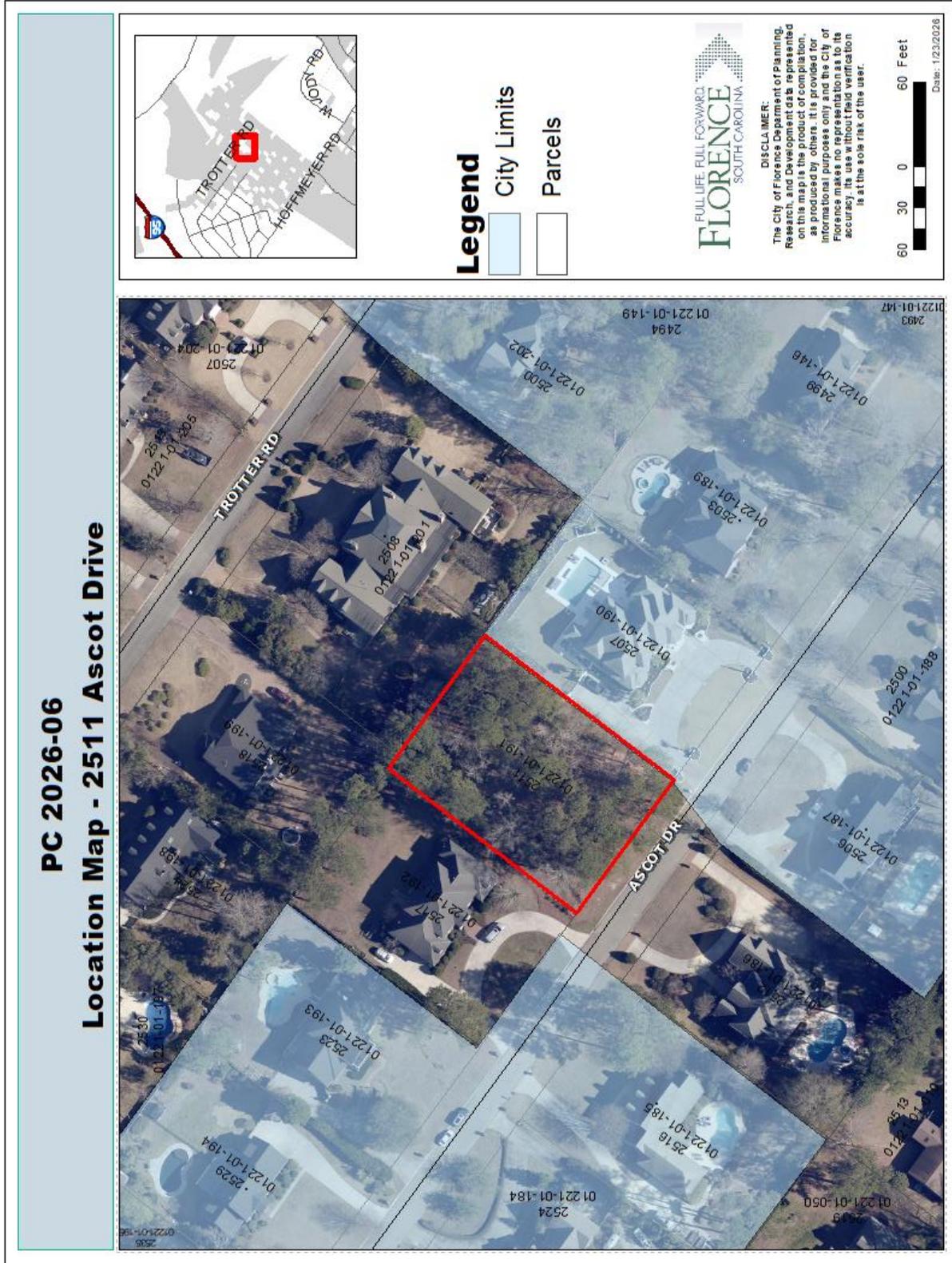
- City Limits
- Parcels



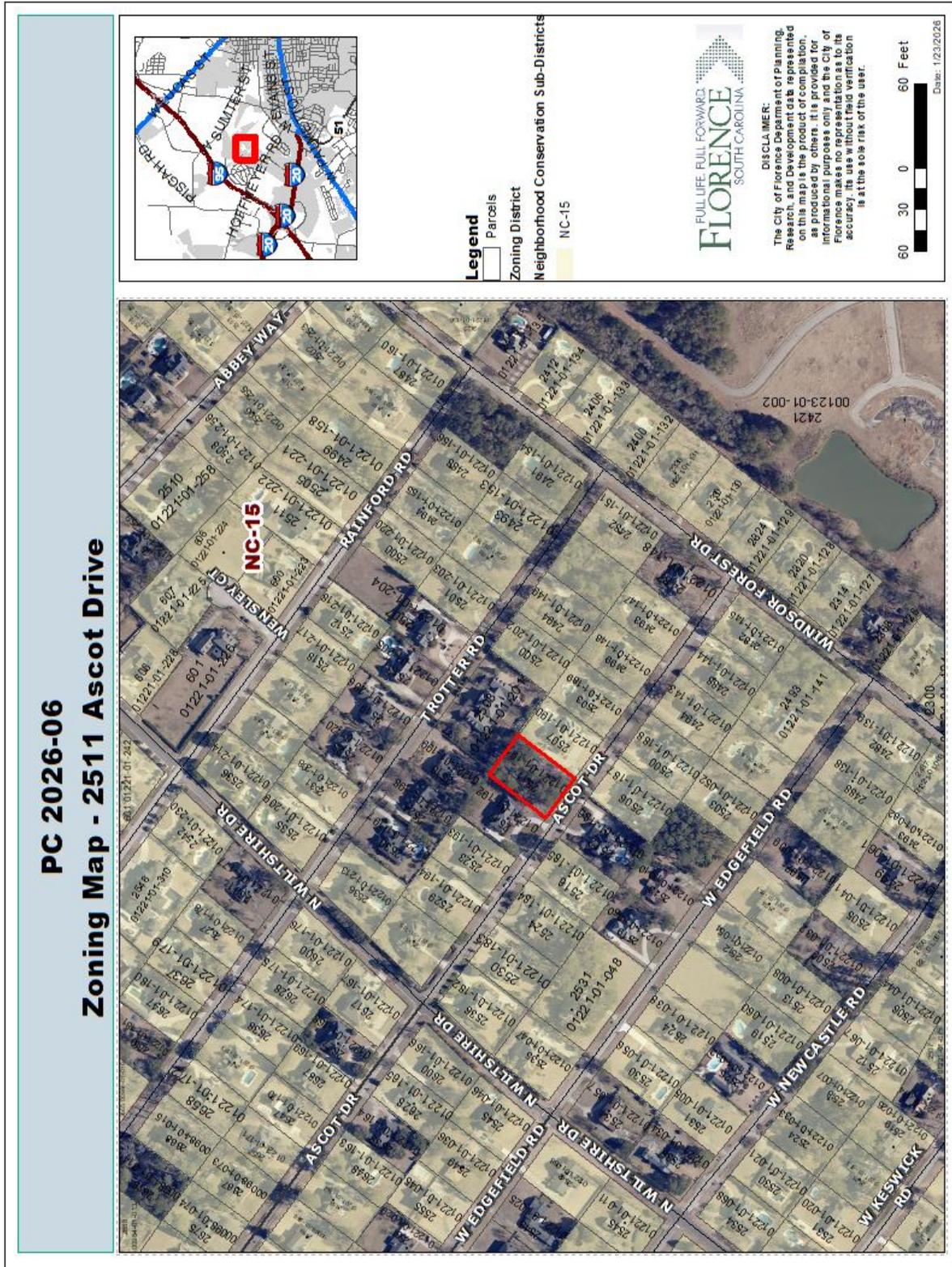
DISCLAIMER:
The City of Florence Department of Planning, Research, and Development data represented on this map is the product of compilation, as produced by others. It is provided for informational purposes only and the City of Florence makes no representation as to its accuracy. Its use without field verification is at the sole risk of the user.

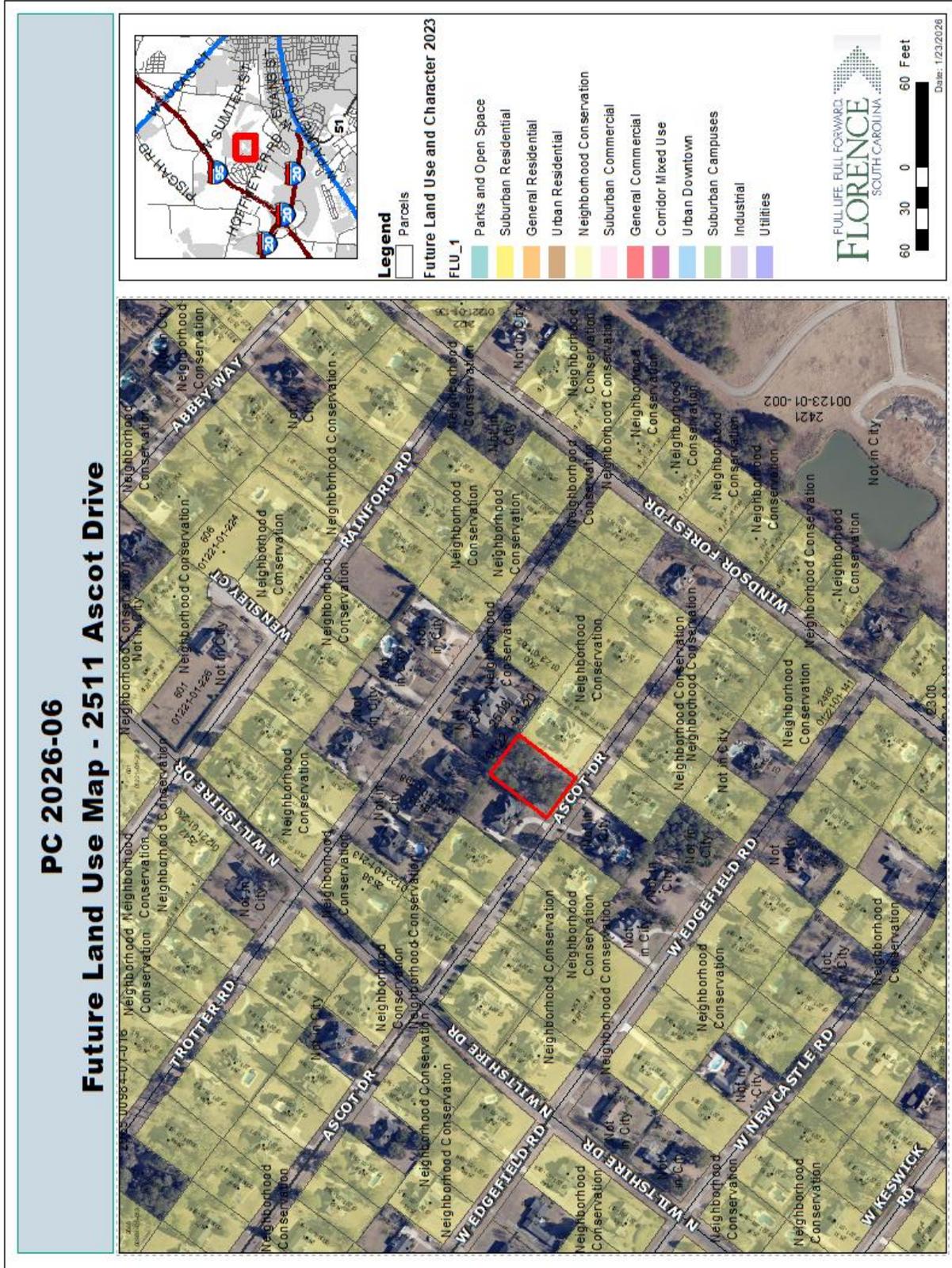


Attachment B: Location Map



Attachment C: Zoning Map





Attachment E: Site Photo



**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE PLANNING COMMISSION
FEBRUARY 10, 2026**

AGENDA ITEM: PC-2026-07 Request to zone Neighborhood Conservation – 15 (NC-15), pending annexation, 2710 Trotter Road, identified as Florence County Tax Map Number 00984-01-007.

I. IDENTIFYING DATA:

Owner	Tax Map Number
Roy Davidson Jones Jr.	00984-01-007

II. CURRENT STATUS/PREVIOUS ACTION TAKEN:

This issue is before the Planning Commission for public hearing and recommendation of zoning designation to City Council. It has not been considered, nor has any previous action been taken, by the Planning Commission.

III. GENERAL BACKGROUND DATA:

Current Zoning:	Unzoned (Florence County)
Proposed Zoning:	Neighborhood Conservation-15 (NC-15)
Current Use:	Single-Family Detached House
Proposed Use:	Single-Family Detached House

IV. POINTS TO CONSIDER:

- (1) This parcel is a “donut hole” in the Grove Park subdivision, surrounded by lots that are within City limits. It is listed as unzoned by the County.
- (2) The proposed zoning, pending annexation, is Neighborhood Conservation-15 (NC-15) District. The primary use permitted under the proposed zoning is single-family detached houses characterized by 15,000 square foot and larger lots.
- (3) The lot meets the requirements of the NC-15 zoning district per the City of Florence *Unified Development Ordinance*.
- (4) The only uses that may be developed under the proposed zoning, per the City of Florence *Unified Development Ordinance*, are those permitted in the NC-15 Neighborhood Conservation zoning district. The property will be subject to the City of Florence codes and regulations.
- (5) Land use of the adjacent properties is single-family residential.

- (6) Future Land Use of the parcel is Neighborhood Conservation. Adjacent single-family properties are also designated as Neighborhood Conservation.
- (7) City water and sewer services are available.
- (8) City staff recommends the zoning designation due to the location of the lot as an infill parcel.

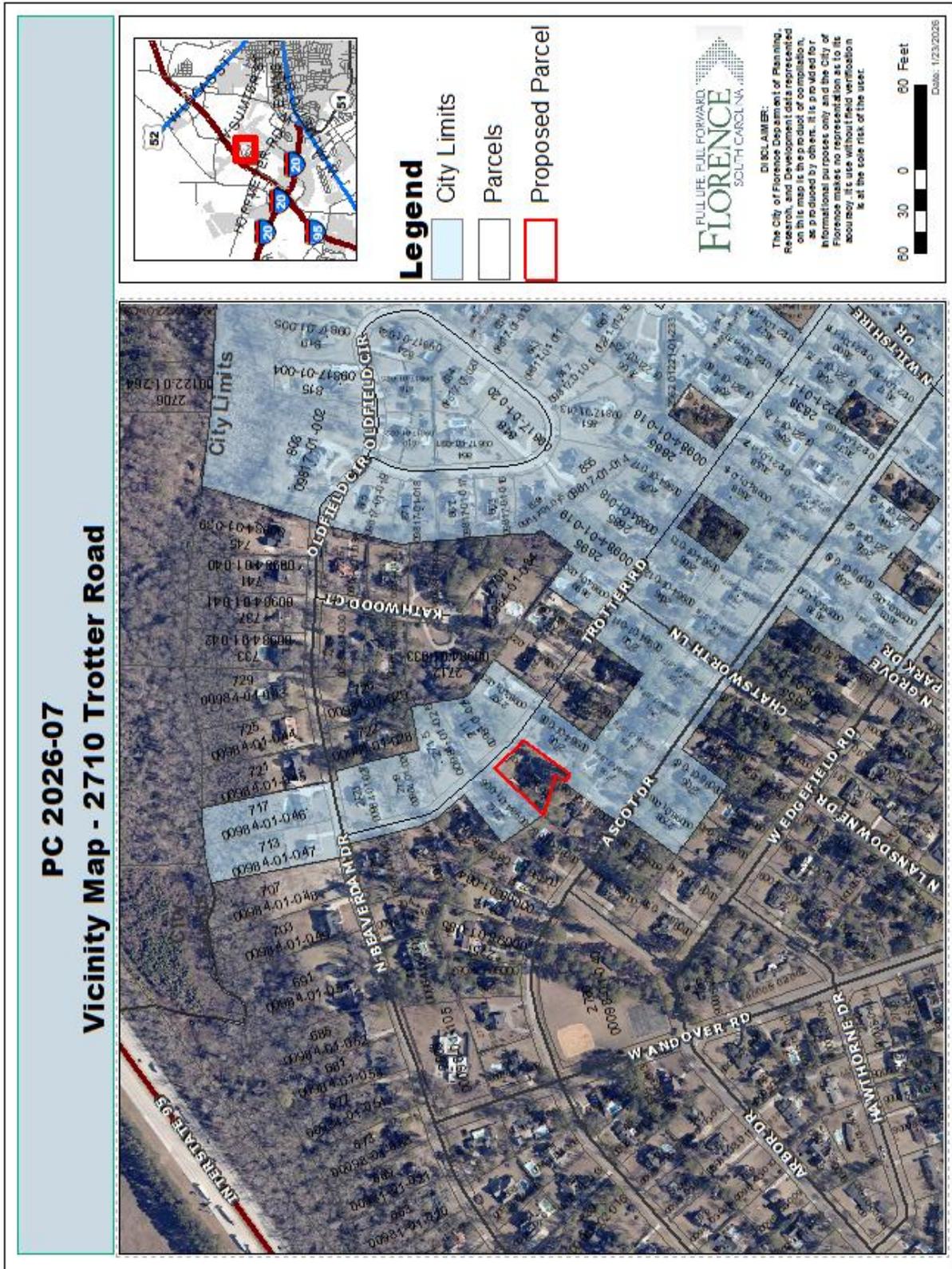
V. OPTIONS:

Planning Commission may:

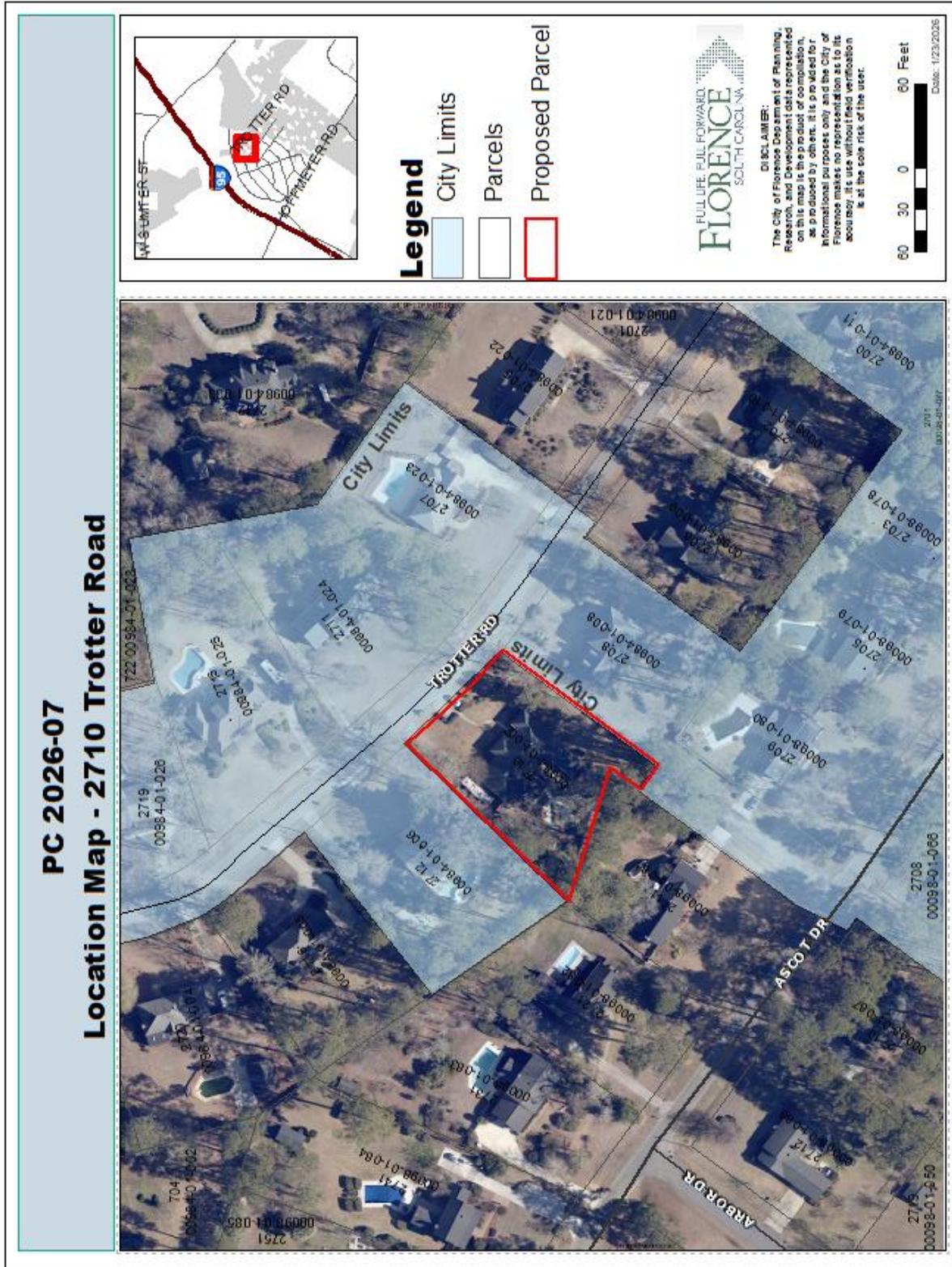
- (1) Recommend approval of the request as presented based on the information submitted.
- (2) Defer the request should additional information be needed.
- (3) Suggest other alternatives.
- (4) Recommend denial of the request based on information submitted.

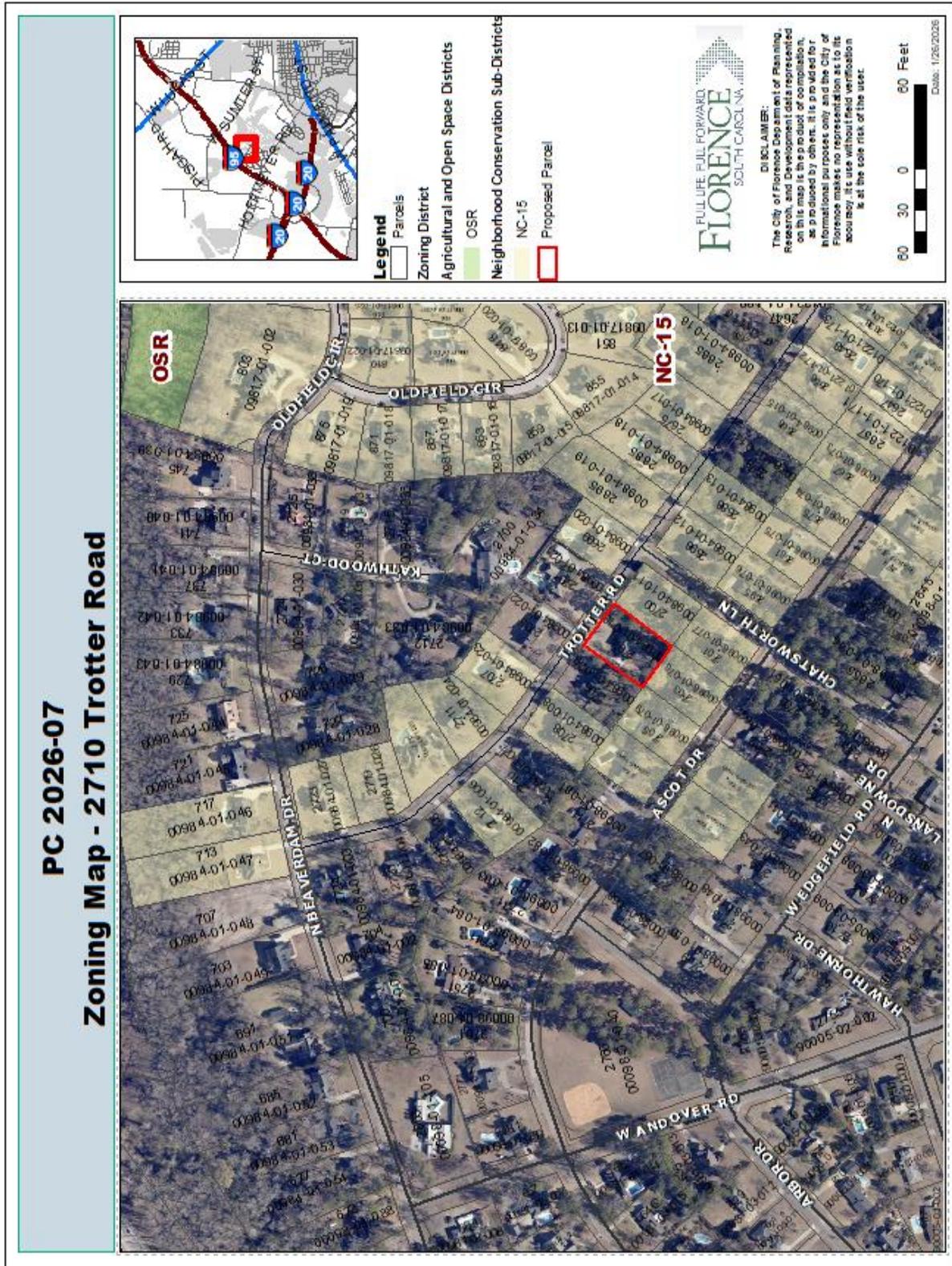
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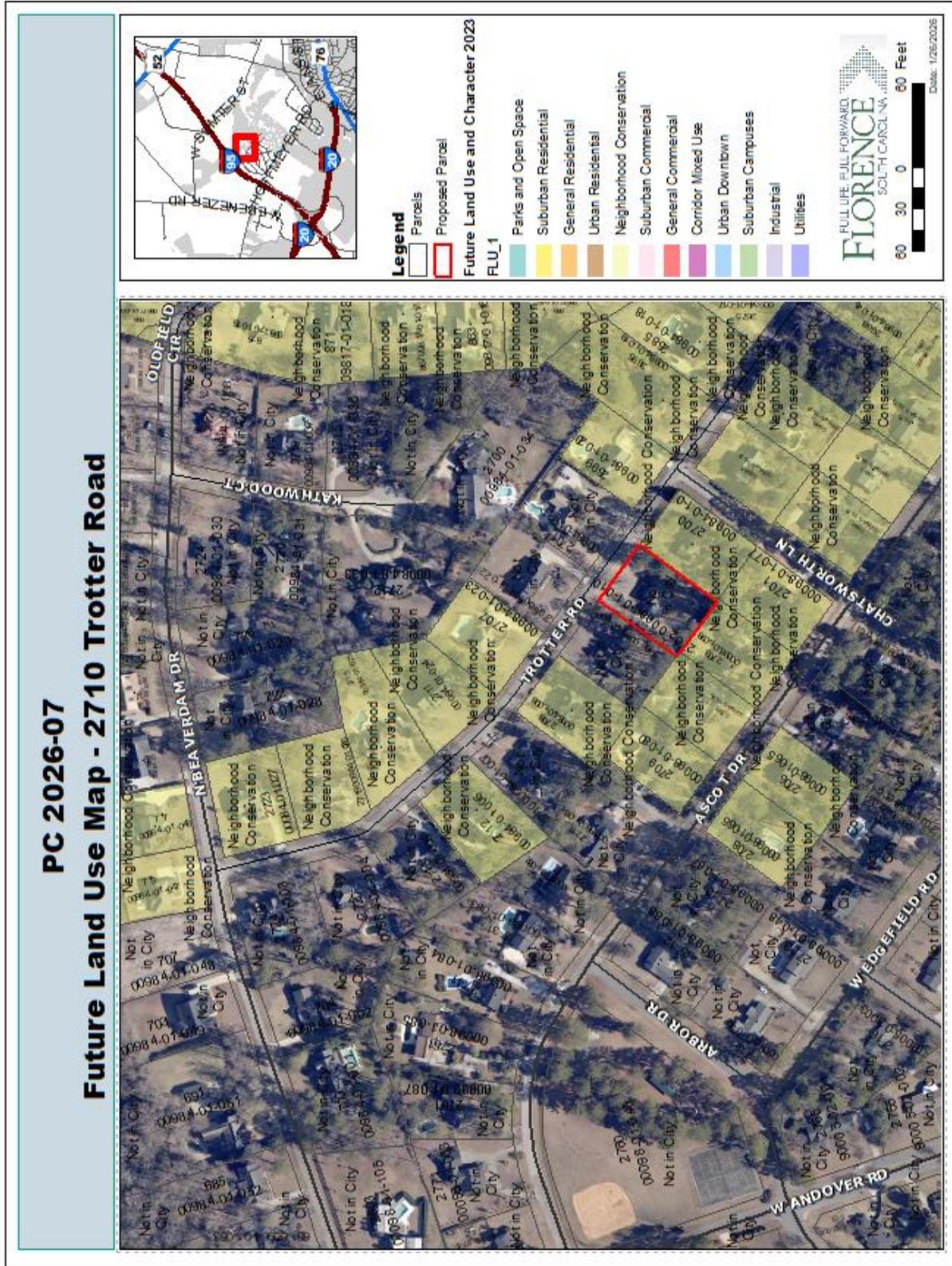
- A) Vicinity Map
- B) Location Map
- C) Zoning Map
- D) Future Land Use Map
- E) Site Photo



Attachment B: Location Map







Attachment E: Site Photo



**DEPARTMENT OF PLANNING, RESEARCH & DEVELOPMENT
STAFF REPORT TO THE
CITY OF FLORENCE PLANNING COMMISSION
FEBRUARY 10, 2026**

AGENDA ITEM: PC-2026-08 Proposed text amendments to the City of Florence *Unified Development Ordinance* regarding window signs.

I. ISSUES UNDER CONSIDERATION:

Amendments to the *Unified Development Ordinance* to clarify the regulations for window signage.

II. CURRENT STATUS/PREVIOUS ACTION TAKEN:

This issue is before the Planning Commission for recommendation to City Council. It has not previously been addressed by Planning Commission.

III. POINTS TO CONSIDER:

- (1) Window signs are currently allowed without a permit in any commercial zoning district, but they are subject to the applicable provisions of Table 5-17.2.1B, *Regulation of Signs by Type, Characteristics, and Zoning Districts*.
- (2) Division 7-25.2 defines a Wall Sign to mean “a sign that is applied or attached to the exterior or interior of a window or located in such manner within a building that it can be seen from the exterior of the structure through a window.”
- (3) Most districts limit wall signage to 25% or less of the front façade of a structure.
- (4) Table 5-17.2.1B does not provide any directives for window signage.
- (5) Because the UDO does not provide any guidance for the amount of window signage allowed, it can be used to cover entire window surfaces of buildings, resulting in the visual equivalent of wall signage that exceeds 25% of the façade of the building.
- (6) Staff recommends making window signs permitted rather than allowed signs so that a zoning permit is required along with renderings to show the size and location of the signs (Attachment A).
- (7) Staff recommends limiting the area of the total window signage (Attachment B).

IV. OPTIONS:

Planning Commission may:

- (1) Recommend approval of the amendments as presented based on the information submitted.
- (2) Defer the request should additional information be needed.
- (3) Suggest other amendments to the ordinance.
- (4) Recommend denial of the request based on the information submitted.

IV. ATTACHMENTS:

- A. Table 5-17.2.1 A “Number, Dimension, and Location of Permitted Signs, by Zoning District”
- B. Table 5-17.2.1B, “Regulation of Signs by Type, Characteristics, and Zoning Districts”

Deletions are crossed out in red; additions are highlighted.

Attachment A: Table 5-17.2.1A “Number, Dimension, and Location of Permitted Signs, by Zoning District”

Table 5-17.2.1A Number, Dimension, and Location of Permitted Signs, By Zoning District									
Sign Type	All Residential Zones	INS (1)	CR	CA/DS	CG	CBD/AC	IL/HI	AR	OSR
PERMANENT									
Free-standing									
Billboards (2)	N	N	N	N	P	N	P	P	N
Other	P (3)	P	P (3)	P	P	P	P	P	P (3)
Directional (4)	N	A	A	A	A	A	A	A	A
Authorized Flags (5)	A	A	A	A	A	A	A	A	A
Building									
Canopy	N	N	P	P	P	P	P	P	P
Identification	A	A	A	A	A	A	A	A	A
Directional	N	A	A	A	A	A	A	A	A
Gas Station Service Signs (6)	N	N	N	N	A	N(CBD)/A(A)	A	N	N
Marquee	N	N	N	P	P	P	P	P	N
Projecting	N	N	N	P	P	P	P	P	N
Roof	N	N	N	P	P	P	P	P	N
Roof, Integral	N	P	N	P	P	P	P	P	N
Wall	N	P	P	P	P	P	P	P	P
Window	N	A-P	A-P	A-P	A-P	A-P	A-P	A-P	A-P

Attachment B: Table 5-17.2.1B, “Regulation of Signs by Type, Characteristics, and Zoning Districts”

Table 5-17.2.1B Regulation of Signs By Type, Characteristics, and Zoning Districts									
Sign Characteristic By Type	All Residential Zones	INS (1)	CR	CA/DS	CG	CBD/AC	IL/HI	AR	OSR
FREE-STANDING SIGNS									
Number Permitted Per lot (E)									
Billboards	N	N	N	N	NA	N	NA	NA	N
Other (I)	1(A)	2	1	1	1	1	1	1	1 (A)
Per Feet of St. Frontage									
Billboards	N	N	N	N	1:1,200	N	1:1,200	1:1,200	N
Other	NA	(K)	NA	NA	(D)	NA	(D)	(D)	NA
Maximum Sign Area (s.f.)									
Billboards	NA	NA	NA	NA	(F)	NA	(F)	(F)	NA
Other	20	(L)	20	32	3 sf. per each ft. st. frontage (G)	80	80	32	20
Minimum Setback from Property Line									
Billboards	NA	NA	NA	NA	10'	NA	10'	10'	NA
Other	5'	5'	5'	5'	5'	0'	5'	5'	5'
Maximum Height	12'	12'	12'	24'	(H)	24'	(H)	(H)	12'
BUILDING SIGNS									
Number Permitted (J)	1	2	1	2	2	2	2	2	1
Maximum Sign Area (s.f.)	4	90 (L)	12	NA	NA	NA	NA	NA	12
Maximum Wall Area (J)	NA	20%	NA	25%	25%	25%	15%	25%	NA
WINDOW SIGNS									
Maximum Window Area (M)	25%	25%	25%	25%	25%	25%	25%	25%	25%
TEMPORARY SIGNS See 5-18.1.3, Temporary Signs									

TABLE NOTES: (NA = Not Applicable; N= Not Allowed; sf = Square Feet)

- A. Two-use identification signs, not exceeding 20 sf each, are permitted for each entrance of a subdivision, residential project, or agricultural operation.
- B. This column does not represent a zoning district. It applies to institutional and other non-residential uses permitted under the Unified Development Ordinance in residential zoning district, i.e. churches, schools, parks, etc.
- C. Minimum distances required by this section shall be measured between billboards located on either side of the street along the centerline of the street from which the billboard is viewed.
- D. One per lot or one for each 300 linear feet of street frontage, whichever is less.
- E. Lots fronting on two or more streets are allowed one additional sign for each street frontage, but signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.
- F. 378 sf except where located within 600 feet of an Interstate Highway ROW, where maximum shall be 672 square feet. Interstate highway ROW does not include I-20 Spur or McLeod Blvd. From W. Evans to I-95.
- G. Not to exceed 160 square feet.
- H. Maximum height of billboards shall not exceed 100 feet where located within 600 feet of Interstate Highway as defined above (measured from the average roadway grade level) maximum height of other signs and billboards not on Interstate ROW shall not exceed forty (40) feet.**
- I. Directional signs shall meet the following conditional criteria:
 - a. The display surface area of directional signs shall not exceed 2 square feet per sign.
 - b. A limit of three signs stacked may be utilized and shall not exceed five feet in height measured from the ground up.
 - c. The height of a directional sign shall not exceed five feet in height measured from the ground up.
 - d. Sign cannot intrude into the required sight triangle.
 - e. Company colors and/or logo may be used but no commercial message may be displayed
- J. One projection or wall sign may be allowed per tenant wall, not above the roof line, meeting the following size requirement and not to exceed 4 tenant walls; Front and rear walls=20% of wall area not to exceed 200 square feet; side walls=20% of wall areas not to exceed 100 square feet. This provision shall apply to structures within line of sight of interstate highways and major thoroughfares.
- K. One Additional freestanding sign may be permitted per lot meeting a separation of 300 linear feet per sign.
- L. Permitted up to a 20 square foot minimum and a maximum of 1 square foot for each 2 feet of street frontage up to 90 square feet for building signs and 60 square feet for free standing signs.
- M. Window signage shall not exceed more than 25% of the window on which it is placed.