COMMUNITY APPEARANCE BOARD
Meeting Held on July 21, 2026

MEMBERS PRESENT: Mr. Burt Shell, Mrs. Madden Freiberg, Mr. Toby Avant, Mr. Doug Wendel & Mr. John Kester

MEMBERS ABSENT: Mr. Peter Stevens

OTHERS PRESENT: Mrs. Brittany Powell & Mrs. Jennifer Boyer

I. **Call to Order** "Notice of this meeting has been made in accordance with the South Carolina Code of Laws as Amended."

II. **Approval of Minutes for Meetings Held on June 16, 2026: Mrs. Madden Frieberg made a motion to approve the minutes as submitted; Mr. Peter Stevens seconded the motion. The motion passed unanimously.**

III. **Public Input on Non-Agenda Items: None.**

IV. **Old Business: None.**

V. **New Business:**

A. **CAB-2026-0007 – Request: Signs. 1001 North Fraser Street. TMS# 05-008-012-00-00. Request to establish a new monument sign within the General Commercial (GC) and the Main Corridor Design Overlay (MCOD) Districts.**

Staff presented a request to establish a new monument sign within the General Commercial (GC) and the Main Corridor Overlay (MCOD) Districts. This request involves relocating an existing monument sign to a new location and updating the sign. Mr. Tyler Russell represented the applicant. During Board discussion, it was noted the sign was appropriate. Mr. Burt Shell asked how the location of the sign was selected. Mr. Russell stated the property owner felt the existing sign location was difficult to see off Fraser St. They wanted more visibility. The location is the only appropriate place on Fraser St that meets setbacks and stays outside of any easements.

Mrs. Madden Freiberg made a motion to approve the sign application request as presented, finding it consistent with the applicable architectural design standards of Sections 2105, 2116, 2117, and 2121 of the Unified Development Ordinance. The motion was seconded by Mr. Doug Wendell and approved unanimously by the Board.

B. **CAB-2026-0008 - Request: Signs. Request to install one non-illuminated wall sign at 418 Wood St. (TMS#: 05-0027-047-01-00) within the General Commercial (GC) Zoning District and the Urban Core Design Overlay (UCOD).**

Staff presented a request for a new non-illuminated wall sign at 418 Wood St. The property is located within the General Commercial (GC) and the Urban Core Design Overlay (UCOD) Districts. The proposal included a circular wall sign that is 3'6" H x 3'6" W. this property is also in the Historic Buildings Overlay District; although CAB will act on the sign request since it is a commercial structure. Debbie Jenkins, Tyson Sign Company, represented the Applicant. Ms. Jenkins stated the sign would provide depth with placement in the eave. This was a multi-tenant building and the new tenant will be the single tenant. Mrs. Madden Freiberg asked if there were more linear signage designs available for this client. Ms. Jenkins stated they discussed name placement and layout options, but since this is the only place to set a sign, the circular design was better suited for the location. Mrs. Madden Freiberg stated she did not love the proportions of the sign in that location, but she asked if the size was acceptable to the other board members. She noted it is not a large sign; no other members had issues with the sign design. Mr. Burt Shell did note that the applicant is limited in space due to the design of the building.

Mrs. Madden Freiberg made a motion to approve the application as presented, finding it consistent with the applicable standards of the Unified Development Ordinance, including Sections 2152 and 2164. The motion was seconded by Mr. Doub Wendel and approved unanimously by the Board.

C. CAB-2026-0009 - Request: Signs. Request to replace existing signs for Speedway with new signs for BP at 401 Church Street. (TMS#: 05-0030-040-00-00) within the General Commercial (GC) Zoning District and the Urban Core Design Overlay (UCOD) Districts.

Staff presented a request to replace the existing Speedway signs with BP signs. The property is located at 401 Church St and is in the General Commercial (GC) and Urban Core Design Overlay (UCOD) Districts. This property is also located in the Historic Buildings Overlay District. The new signs include replacement of any existing monument sign with a new LED sign. The sign will remain the same size at 32 square feet and will remain in the same location. Installation of LED light bars on six (6) sides. The existing canopy signage for Speedway will be replaced with three (3) logo signs for BP. The logo sign is approximately 10.5 square feet in size. The request also includes replacement of the existing wall sign on the store front building with a new wall sign approximately 47 square feet in size. Elizabeth George from Scout Services represented the applicant. Mr. Burt Shell noted that while CAB does not oversee the landscaping, he asked that their client look into maintenance of the landscaping. Since Church Street is highly visible, BP should pay attention to their landscape. Mr. Burt Shell asked when BP plans to update the signs and the building. Ms. George was unsure, but she was willing to email staff with an update.

Mrs. Madden Freiberg made a motion to approve the application, finding it consistent with the applicable standards of the Unified Development Ordinance, including Sections

2152 and 2164. The motion was seconded by Mr. John Kester and approved unanimously by the Board.

VI. Board Discussion:

A. Ms. Boyer provided an update on the anticipating moving date into new City Hall. Board meetings will eventually move to the new City Hall Building. Ms. Boyer also noted that the boards will be moving to a tablet system, eliminating the need for paper copies.

B. Mr. Burt Shell wanted to discuss continuing education credits. He asked if exemption status was still being reviewed for Mr. Peter Stevens and Mrs. Madden Freiburg. Ms. Boyer noted the exemption requirement is state law, but she is seeking determination for both members. Mr. Shell noted that if anyone else may want to apply for an exemption, speak with Jennifer. Mr. Shell also noted that the state organization should also be looking to expand its exemption qualifications, recognizing other professional qualifications.

Mr. Burt Shell noted that the Planning Commission will be hearing a text amendment at its next meeting on July 28, 2026. The text amendments include the removal of the Community Appearance Board (CAB) as the reviewing body and establishing administrative review and approval in the commercial overlay districts. Ms. Boyer noted that the Planning Commission is holding a public hearing on various text amendments to the UDO. Staff and the administration looked at reducing the number of boards in the city. The overlay districts would not be dissolved, and review would be done at an administrative level. Mr. Burt Shell opposes staff level review, as the CAB works for the citizens of Georgetown. If staff review a project, the city is not made aware of any conditions. He will address this at the Planning Commission and City Council meetings. Mr. Burt Shell asked the board members if he had permission to go to the Planning Commission and City Council meetings and speak on behalf of CAB, or if he had to speak as a resident. Mrs. Madden felt the proposal was extremely short cited. She did note that the overlay districts are being rewritten by a consultant, but the onus is on the city if something unfavorable is built. Mr. Kester noted that administrative review is not public, and the CAB is a public forum, where residents can come in and voice their opinions. Mr. Burt Shell said she contacted Ms. Gibson and asked if she was happy with the CAB's decision about her fence, to which he said she was happy CAB advocated for her. He also applauded Mr. Altman, who did a good job even though he was disappointed in the decision granted to him. Mr. Toby Avant said the whole reason for this board is to keep politics out of the city. Mr. Doug Wendel said that with everything happening in the city, with the steel mill and IP, this is a good example. Mr. Burt Shell said that there have been no public forums yet with the consultant's rewrites, and to propose these amendments to the Planning Commission without coming to the CAB Chairman or Vice-Chairman is disrespectful. Ms. Boyer noted that the proposal will go before the Planning Commission for their recommendation. The board's recommendation will then be forwarded to City Council. Mr. Burt Shell noted he will attend the Planning Commission meeting next week.

Ms. Boyer noted that the amendments will go before the Planning Commission, and that she would discuss the updates with CAB before the ordinance is heard by City Council. Mr. Burt Shell asked the board's input as to whether they should put their opposition in writing or discuss it with the boards. Mr. Burt Shell stated he was blessed to have Mr. Toby Avant and Mr. John Kester join this board, along with the other talented members. He does not want staff to review applications; he does not support the dissolution of the CAB. He was looking for a presentation as to the proposal of why this CAB should be dissolved. Mrs. Madden Freiburg reiterated that the proposal is short cited, noting that some development could be staff level approved, such as standards signs being rebranded, and everything organized could be staff level approved. However, it would be idiotic to not have a review board looking at thousands of acres of redevelopment, noting the steel mill redevelopment as one example. Mr. Burt Shell noted the board needs better guidelines. The Steel Mill redevelopment should not be done at a staff level review. Mr. John Kester asked if the Planning Commission members were appointed, to which Ms. Boyer confirmed. Mr. Toby Avant believed CAB was a place where residents could air their grievances, so they don't have to go before City Council. Mr. Burt Shell stated the City Council should also evaluate their other boards. Mr. Burt Shell thanked the board for their discussion on the matter.

C. Mr. Burt Shell asked about the status of the moratorium. Ms. Boyer stated the moratorium is set to expire on August 19th. An extension is before City Council on Thursday for a first reading.

VII. Motion to Authorize Staff to Type Handwritten Changes on the Orders of the Board: Mrs. Madden Freiburg made a motion to authorize staff to type handwritten changes on the orders of the board; Mr. Burt Shell seconded the motion. The motion passed unanimously.

VIII. Adjournment: With there being no further business to discuss, the workshop adjourned.

Submitted By:

Jennifer Boyer
On behalf of Brittany Powell

Board Secretary