

Design Review Board

Official Agenda



AGENDA

DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA

Regular Meeting

January 7th, 2021

4:00 PM

Webex Virtual Meeting

Agenda Amended 1.5.2021

Public meetings will be hosted virtually online and can be accessed at **greenvillesc.gov/meeting** using the password **meetnow**. Instructions to access the meeting, and information regarding a remote viewing location, are included at the end of this notice.

A remote meeting viewing location has been set up at the Greenville Civic Center at 1 Exposition Drive in Room 202A

1. Call to Order
2. Roll Call
3. Welcome and Opening Remarks from the Chair
4. Approval of Minutes – December 3rd, 2020
5. Call for Public Notice Affidavit from Applicants
6. Acceptance of Agenda
7. Conflict of Interest Statement
8. Old Business (public hearing)
 - A. None
9. New Business (public hearing)
 - A. CA 20-681

Application by **ST. CLAIR SIGNS** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for 'Mitsubishi Motors' at 325 Woodruff Rd. (TM# 025900-01-00303).

NOTE: The applicant has requested to withdraw this application

Documents:

[AGENDA PACKET - CA 20-681 - MITSUBISHI MOTORS SIGN.PDF](#)

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B. CA 20-682

Application by **ST. CLAIR SIGNS** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for 'Truck Farm' at 325 Woodruff Rd. (TM# 025900-01-00303).

NOTE: The applicant has requested to withdraw this application

Documents:

[AGENDA PACKET - CA 20-682 - TRUCK FARM SIGN.PDF](#)

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C. CA 20-775

Application by **BILL DONOVAN** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for 'Breakaway Honda' at 330 Woodruff Road. (TM# 026200-01-00103).

Documents:

[AGENDA PACKET - CA 20-775 - 330 WOODRUFF RD - BREAKAWAY HONDA SIGN.PDF](#)

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D. CA 20-778

Application by **EQUIP STUDIO** for a **CERTIFICATE OF APPROPRIATENESS** for a rooftop addition at 21 Augusta St. (TM# 008900-01-01900).

Documents:

[AGENDA PACKET - CA 20-778 - 21 AUGUSTA ST. - ROOFTOP BAR ADDITION.PDF](#)

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10. Advice and Comment (Not a Public Hearing)

A. None

11. Other Business (Not a Public Hearing)

A. None

12. Informal Review (Not a Public Hearing)

A. None

13. Adjournment

You are invited to review documents relating to these applications before the public hearing. Application materials are posted online at <http://www.greenvillesc.gov/drb>. You may contact the Planning Office at (864) 467-4476 for more information. Application materials are subject to change.

You will have the opportunity to voice your comments at the public hearing. Each speaker is limited to 3 minutes. Repetitive statements should be avoided; individuals sharing similar concerns are encouraged to appoint a spokesperson to represent their group. Alternatively, you may submit written comments to: Planning & Development Office, PO Box 2207, Greenville, SC 29602, by fax at (864) 467-4510, or by email at planning@greenvillesc.gov.

Written comments must be received by 2PM Monday before the hearing in order to be given adequate time for consideration by the Board before the hearing. Comments received after 2PM Monday will be provided to the Board at the hearing. Please reference the application number and include your name and address on all correspondence. All comments will be made part of the public record.

In some cases the applicant may be required, as part of the application process, to hold a neighborhood meeting before the application is heard by the Board. Property owners within 500' of the application site would then be notified by mail. A property owner that directly abuts the proposed project or owners of 20% of parcels within 500' may also request a meeting. Contact the Planning and Development Office for further instructions.'

Webex Meeting Instructions

Steps for Online Access

1. Visit greenvillesc.gov/meeting. You can also go to greenvillesc.gov and click on ONLINE MEETING.
2. Join Event: Design Review Board Meeting – Urban Panel 1/7/2021

Enter your: **First Name**
Enter your: **Last Name**
Enter your: **Email Address**
Enter the event password: **meetnow**
Click: **Join Now**

Steps for Phone Access

1. Dial: +1-415-655-0002
2. Enter Access Code: 179-028-4098

Remote Viewing Location

A remote meeting viewing location has been set up at the Greenville Civic Center at 1 Exposition Drive in Room 202A

The City seeks input from citizens while adhering to public health and safety guidelines. All attendees at the remote viewing location will be subject to a temperature screening with a touch-less forehead thermometer. Anyone with a temperature reading above 100 degrees Fahrenheit will not be admitted. Attendees will be required to wear a covering over their mouth and nose, unless it violates a religious tenant or belief or causes difficulty breathing.

Procedure for Public Comment during Meeting

1. The Design Review Board Chair will read through each agenda item and call for a list of names who wish to speak during public comment. The public shall communicate directly with the Planning Staff Liaison if they wish to speak on the specific agenda item.
2. The Planning Staff Liaison will take a list of names, which will be called in order at the time of the specific agenda item, to provide public comment.
3. The Planning Staff Liaison will communicate directly with the public during the public portion of each item to provide comments on the specific agenda item.
4. Each member of the public shall provide their comments when their name is called by the Planning Staff Liaison.
5. Each member of the public will have 3 minutes to speak on the specific agenda item. When speaking:
 - Begin by clearly stating your name and address for the record. Please spell your name if it is prone to be misspelled. The 3-minute timer will start after you provide this information.
 - Please do not repeat information already presented by someone else and avoid off-topic statements. Those who wish to share similar concerns are encouraged to appoint a spokesperson to speak on behalf of the group.
 - Direct all comments and questions to the chairperson, who will respond or direct the question to the appropriate party for response.
6. The Planning Staff Liaison will continue through the list of names until all members of the public who wished to speak on the specific agenda item have had an opportunity.
7. Once all names are called and public comment provided, the public portion for that specific agenda item will be closed.



**Planning Staff Report to
Design Review Board - Urban
December 31, 2020**
for the January 7, 2021 Public Hearing

Docket Number:	CA 20-681
Applicant:	St. Clair Signs
Property Owner:	Bradshaw Family Limited Partners
Property Location:	325 Woodruff Rd.
Tax Map Number:	025900-01-00303
Zoning:	S-1, Service District
Proposal:	CERTIFICATE OF APPROPRIATENESS FOR EXCEPTION TO SIGN STANDARDS
Staff Recommendation:	Denial

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-6.6.4(C) Freestanding Signs

Sec. 19-6.6.4(C)(7) Exception to Sign Standards

Table 19-6.6-3 Freestanding Signs

Administrative Manual Appendix J – Sign Standards and Design Guidelines

Application Request:

The applicant proposes to install one (1) freestanding sign under this application request for Mitsubishi Motors. One (1) additional freestanding sign is proposed at the same subject property under a different application request, CA 20-682, for The Truck Farm.

Staff Analysis:

The subject site located at 325 Woodruff Road is zoned S-1 and within the Special Sign Overlay, which permits wall signs and pylon/monument signs. Staff may approve these sign types that do not exceed a maximum height of 10 ft. tall. Applicants may request a taller sign height, not to exceed a height of 25 feet, as an exception to sign standards based on meeting standards described in subsection 19-6.6.4(C), standards described in the sign administrative manual, compliance with exceptions described in subsection 19-6.6.4(C), and approval by the Design Review Board (DRB).

The subject site is considered to be a group development as two (2) separate occupancy permits have been issued for this property under two separate tenant names (Mitsubishi Motors and The Truck Farm). A group development permits a total of two (2) freestanding signs per street frontage; therefore, this request and the request under CA 20-682 remain consistent with this determination.

This proposed sign is located at the property's eastern entrance along Woodruff Road. The proposed sign has an overall height of 21 ft. 10 in. and an overall sign face area of approximately 50 sq. ft., designed with push-through acrylic text and logo.

According to the Land Management Ordinance (LMO), the DRB may allow an increase in sign area and or sign height up to 25 feet if the DRB finds the design meets the exception to sign standards, Sec. 19-6.6.4(C)(7). Staff provides the following analysis:

(a) There are exceptional or unusual circumstances associated with the property involved, such as, but not limited to:

1. Size of the development parcel.

The size of the development parcel is approximately 5 acres in total size; which is not unusual along this portion of Woodruff Road.

2. Frontage on an interstate highway.

The subject site fronts Woodruff Road, which does not include frontage on an interstate highway.

3. Visual obstructions.

The site is relatively flat with little visual obstructions that would warrant a nearly 22-foot-high freestanding sign.

4. Unusual building location on-site.

The existing building fronts Woodruff Road with a building setback consistent with adjacent properties.

5. Certain uses which are primarily for entertainment, recreation, conference, or exhibition venues, which are open to the public and which have regularly changing events, such as convention and exhibition halls, theaters and cinemas, sports stadiums and arenas.

Proposed use on-site is an automobile lot. Use does not meet the above listed uses.

The applicant has not provided responses or justification relating to these standards.

(b) The exception is consistent with the intent and purpose of the sign regulations and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.

The applicant has not provided sufficient information to determine whether the sign is consistent with the purpose and intent of the sign regulations to "promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with the surrounding buildings and landscape, in order to meet the community's expressed desire for quality development" (subsection 19-6.6.1(A)(1)(c)). Information has not been provided regarding the material of the sign panels nor the consistency of the proposed black color with the principal structures on site.

The applicant provided a packet of existing free-standing auto dealership signs along Laurens Road for comparison purposes. While the proposed monument sign is comparable in height to these example signs, staff notes that many of the example signs shown were approved under previous ordinance standards and are now considered non-conforming

- (c) The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

The applicant has not provided sufficient information to make this determination. Information has not been provided regarding proposed panel materials and the consistency of the proposed black color with the principal structures on site. Additional elements required per the Administrative Sign Manual, such as architectural elements on the sides and top of the sign to frame the sign, are not shown.

Staff concludes that the proposed freestanding sign does not meet the criteria for granting an exception to sign standards, as presented in Sec. 19-6.6.4(C)(7). **Therefore, staff recommends denial of the exception to sign standards.**

Applicable sign standards and guidelines follow below.

Freestanding signs: Subsection 19-6.6.4(C)

Freestanding signs. Freestanding signs are those types of signs that are supported by a structure secured to the ground and are wholly independent of any building, other than a sign structure, for support. Freestanding signs include monument signs, decorative post signs, freestanding suspended signs, and pylon or pole signs. Allowances for the number and size of freestanding signs are provided in table 19-6.6-3, freestanding signs. Applicants are encouraged to submit sign plans for evaluation during the site plan permit review process.

- (1) *Lighting.* Freestanding signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.
- (2) *Address.* The address of the property shall be displayed on the freestanding signs oriented to the street on which the address is assigned. The address shall be displayed using a character size of at least six inches tall.
- (3) *Landscaping.* It is the intent of this section to ensure that freestanding signs are an integral part of the overall built and landscaped environment of a site. Landscaping around the base of a freestanding sign may be used to soften a blank base of a sign and to help integrate a sign into its surroundings. Guidelines for the use of landscaping around a sign base are provided in the administrative manual. General landscape requirements are listed in subsection 19-6.2.2, landscaping requirements.
- (4) *Electronic messages boards.* Electronic message boards shall incorporate a phot cell, or similar technology, that adjusts brightness of the sign relative to outdoor ambient light, and may be included on monument and pylon signs, subject to the following conditions
 - (A) When signs are to be located within the OD, C-1, C-2, C-3, C-4, S-1, RDV or I-1 districts, the area of the electronic sign face shall not exceed 30 percent of the overall sign face, and the electronic message shall maintain a static message for at least six seconds, and shall not utilize any of the techniques prohibited by subsection 19-6.6.2(B).

Exceptions to sign standards: Subsection 19-6.6.4(C)(7)

Exceptions to sign standards. Unusual site conditions or other design factors may warrant signs not otherwise permitted by these regulations. The design review board, through an application for a certificate of appropriateness, is authorized to grant an exception to allow an increase in sign area and or sign height, up to 25 feet, or other design-related modifications based on the following findings:

- (a) There are exceptional or unusual circumstances associated with the property involved, such as, but not limited to:
 - 1. Size of the development parcel.
 - 2. Frontage on an interstate highway.
 - 3. Visual obstructions.
 - 4. Unusual building location on-site.
 - 5. Certain uses which are primarily for entertainment, recreation, conference, or exhibition venues, which are open to the public and which have regularly-changing events, such as convention and exhibition halls, theaters and cinemas, sports stadiums and arenas.
- (b) The exception is consistent with the intent and purpose of the sign regulations and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.
- (c) The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

Table 19-6.3-3: Freestanding Signs

Zoning District	Sign Type	Number ¹	Height	Size	Applicable Standards
All nonresidential districts, all nonresidential uses permitted in residential districts, multifamily residential developments, and single-family residential subdivisions	Monument Sign	Two per street front for group development or one per street front for freestanding business or use ²	5 feet ^{3, 4}	16 square feet ^{3, 4}	Downtown Design Guidelines in C-4 and Preservation Overlay Districts, plus standards in subsection 19-6.6.4(C) and administrative manual

NOTES:

¹ Allowed number of signs includes all freestanding sign types.

² Group development is a building or group of buildings which consists of more than one business functioning as a unit, and which are inter-dependent on required site amenities such as parking, site access, landscaping and trash collection, regardless of the number of parcels the group development

may be separated into. A freestanding business is a single business or use on a single parcel that is not dependent on another parcel for compliance with required site amenities.

³ Sign height may be increased up to a ten foot height and size may be increased up to 36 square feet based on standards described in subsection 19-6.6.4(C), and the administrative manual, and approval of the administrator.

⁴ Sign height may be increased up to 25 feet and size may be increased based on standards described in subsection 19-6.6.4(C), and the administrative manual, and compliance with exceptions described in subsection 19-6.6.4(C) and approval by the design review board.

Administrative Manual Appendix J – Sign Standards and Design Guidelines

Incentives: Additional height or size may be allowed by incorporating one or more of the following features

- Use of back-lighted (halo) lettering, or carved, routed, or sandblasted signs with a three-dimensional textured surface integral to the design.
- Use of native or natural materials on at least 75% of the sign face and structure.
- Incorporation of unique architectural features, materials, and colors of the development site appropriately into the sign design.
- Landscaping designed to soften any blank base of the sign.
- Reduction in the total number of signs allowed on a site.
- Removal of nonconforming signs existing on the site.



city of
greenville

**APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS
URBAN DESIGN PANEL**

Contact Planning & Development:
(864) 467-4476

Office Use Only:

Application# _____ Fees Paid _____
Date Received _____ Accepted By _____
Date Complete _____ App Deny Conditions _____

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT		PROPERTY OWNER
*Name:	Donna w/St. Clair Signs	Bradshaw Family Limited Partn
*Title:	Procurement	
*Address:	1334 Miller Rd Greenville, SC 29607	1728 Dwyer Rd Greer SC 29650
*Phone:	864-244-0040	864 304 1526
*Email:	donna@stclairsigns.com	jaye.easkymitsubishi.com

PROPERTY INFORMATION

*STREET ADDRESS 325 Woodruff Rd

*TAX MAP #(S) 0259000100303

*SPECIAL DISTRICT Special Sign Overlay District

DESCRIPTION OF REQUEST

To include scope of project and justification or response to specific guidelines and special conditions.

21'10" OAH MONUMENT SIGN.

SIGN TO READ "MITUBISHI" WHICH IS THE NEW VEHICLE ENTITY OF THE BUSINESS.

ARCHITECTURAL REVIEW

- Elevation Drawings of all Exterior Sides (indicate proposed materials, existing grade and proposed grade, proposed mechanical equipment, outdoor lighting fixtures, landscape drawings, design and location of signage, removal of existing building elements, addition to existing building, a streetscape elevation of building adjacent to and across the street from the site, including the proposed building).
- Sections (include vertical dimensions in feet, building sections where significant changes occur in building volume, wall section for review of material relationships).
- Detail Drawings (include material and methods of each type of construction affecting the exterior appearance of the structure, samples, brochures and photographs of all exterior finishes, windows, fixtures, lighting and signage).
- Renderings (include perspective drawings, including views from pedestrian and public realm).
- Model (physical or digital model that includes the surrounding context and should include accurate scale, architectural detail to the extent that it describes the design intent, proposed textures and proposed signage).

For more detail on these submittal requirements, please refer to the **Greenville Downtown Design Guidelines**, adopted May 2017.

Please verify that all required information is reflected on the plan(s). Please submit one (1) paper copy and one (1) electronic version of the plan(s).

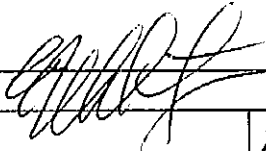
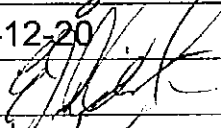
6. Please read carefully:

The applicant and property owner affirm that all information submitted with this application, including any/all supplemental information, is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will indicate in its report to the Design Review Board that granting the requested change would not likely result in the benefit the applicant seeks.

7. To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ____ or is not ____ restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

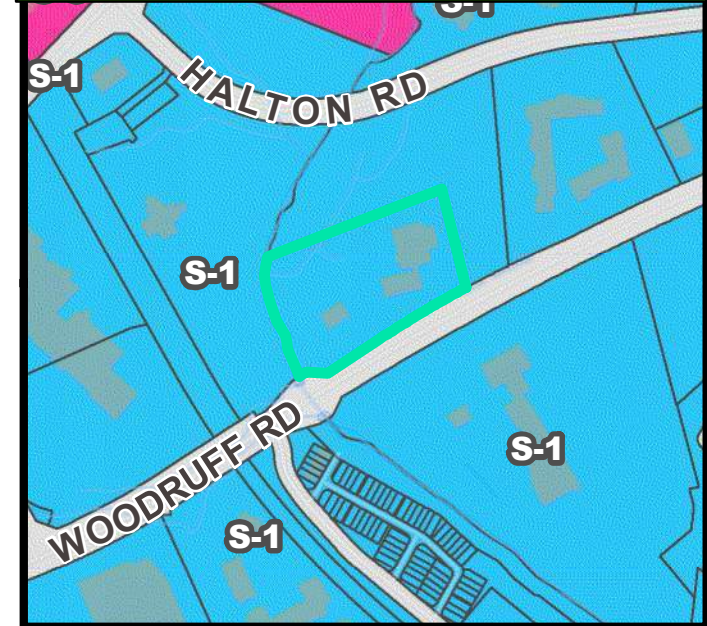
*Signatures	
Applicant	Donna Zielinski
Date	10-12-20
Property Owner/Authorized Agent	
Date	10/12/2020
Public Hearing Information	
Public Hearing Signs	

CA 20-681 • 325 WOODRUFF ROAD

AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

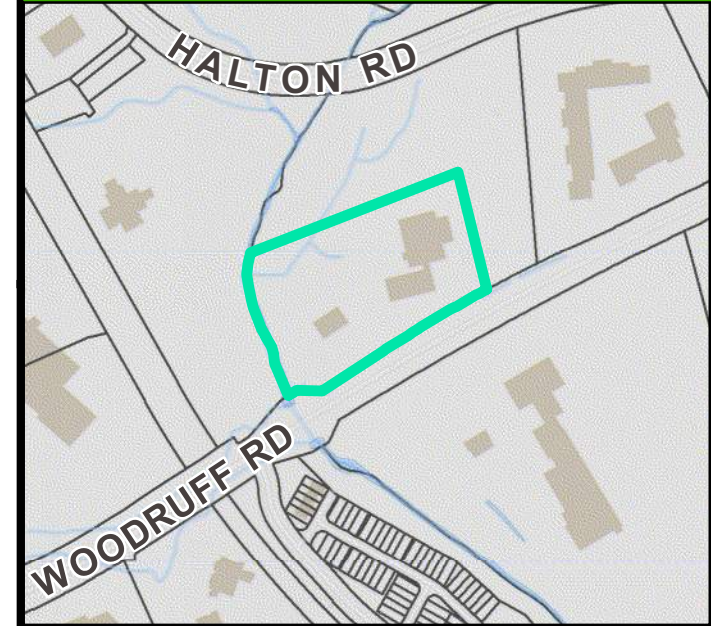


CA 20-681 • 325 WOODRUFF ROAD

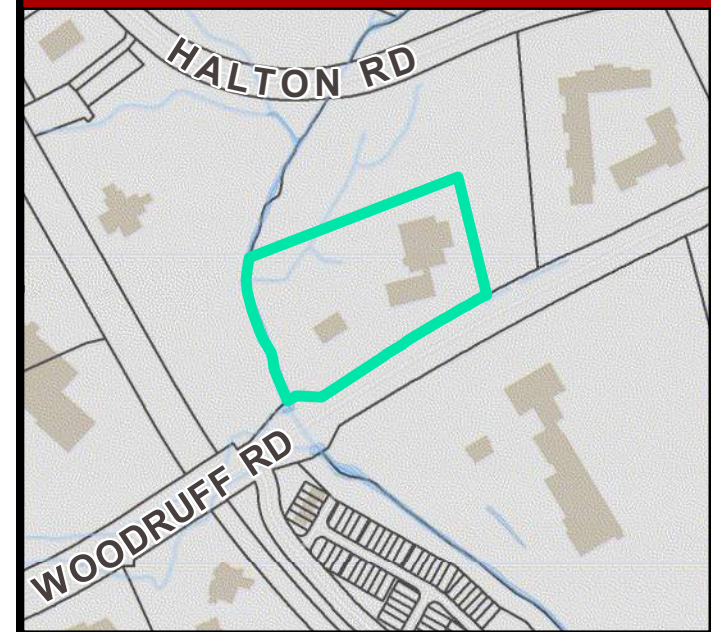
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



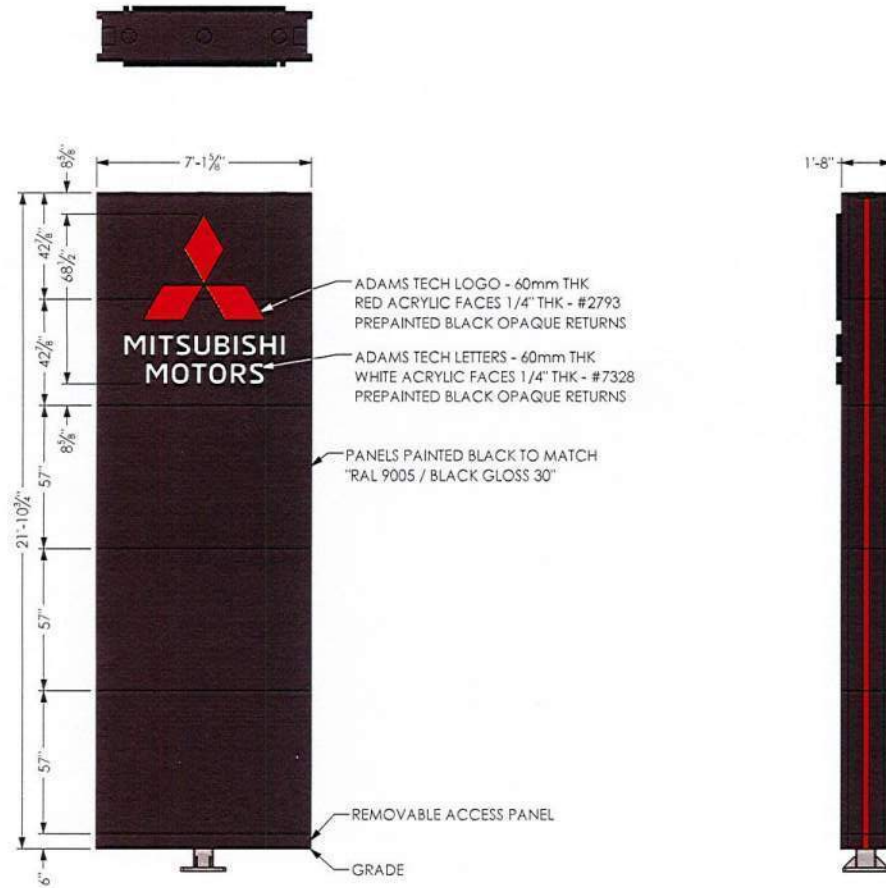
REVISIONS					
ZONE	REV.	ECR NUMBER	REV CHANGE	DATE	DRAFTER
	*	38233	INITIAL RELEASE		FS

RBA Structural Engineering, LLC
Engineers
227 French Landing Drive Nashville, TN 37228

PERMIT ONLY

DESIGNED IN
ACCORDANCE WITH
2018 SOUTH CAROLINA
BUILDING CODE
(ASCE 7-16)

"TRAILED FOR STRUCTURAL COMPONENTS ONLY"
It is unlawful to alter this document as issued by a
professional engineer.



Program/Customer:		MITSUBISHI MOTORS	
Interior/Exterior:	EXTERIOR		
Sign Type:	MONOLYTH		
Engineer:	MATT SMITH		
Windspeed:	115 MPH IBC 2015		
Illumination:	ILLUMINATED	MONOLITH SIGN - 51-SF HEAD	
Voltage:		SCALE: 1:48	MIT-M51-21-115

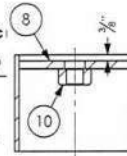
NOTES:

1. MTL - MILD STEEL; ANGLES AND PLATE - ASTM A36, TUBE STEEL - ASTM A500B.
2. WELD PER AWS D1.1; ALL WELDS TO BE 1/4" FILLET ALL AROUND USING 70KSI FILLER METAL, UNLESS OTHERWISE NOTED.
3. ALL WELDMENTS TO BE FREE OF WELD SPLATTER, SLAG, AND ARCING.
4. REMOVE ALL SHARP EDGES & BURRS.
5. ALL WELDMENT EXPOSED SURFACES TO BE PAINTED GRAY EPOXY PRIMER, EXCEPT WHERE NOTED.

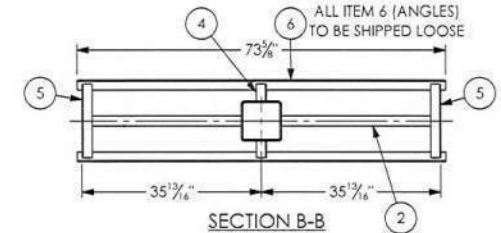
RBA Structural Engineering, LLC
Engineers
227 French Landing Drive Nashville, TN 37226

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(ASCE 7-16)

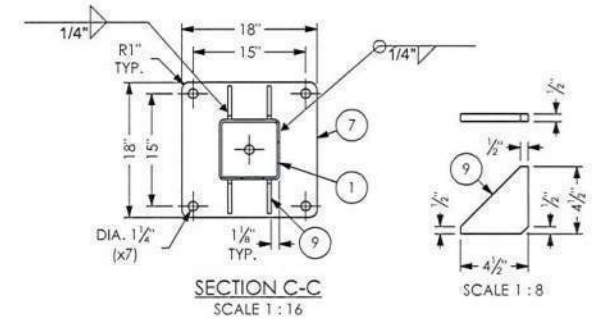
"SEAL FOR STRUCTURAL COMPONENTS ONLY"
It is unlawful to alter this document as sealed by a
professional engineer.



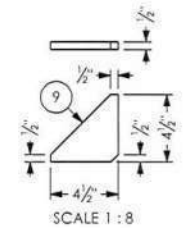
SECTION D-D
SCALE 1:8



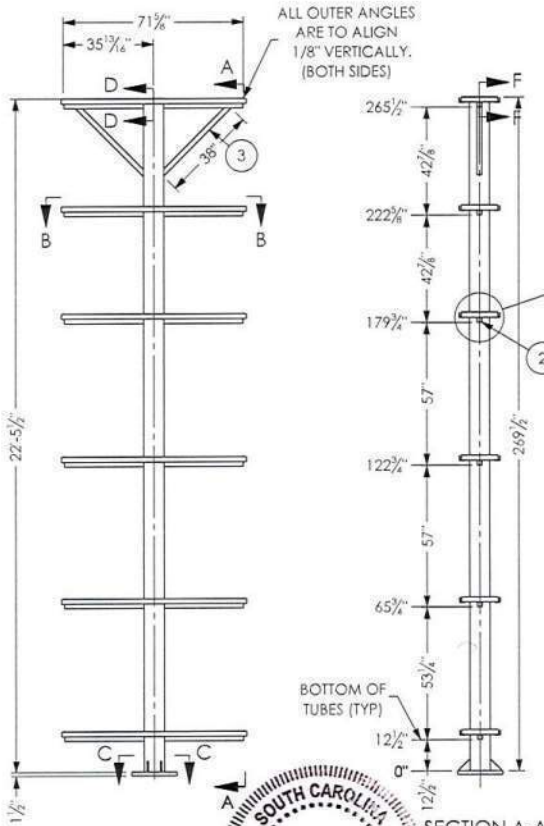
SECTION B-B
SCALE 1:24



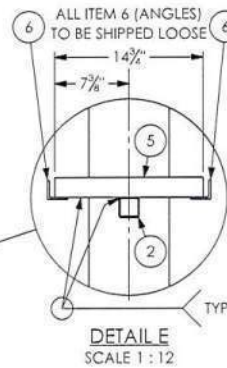
SECTION C-C
SCALE 1:16



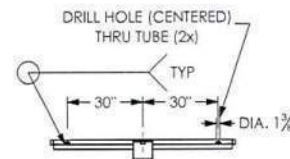
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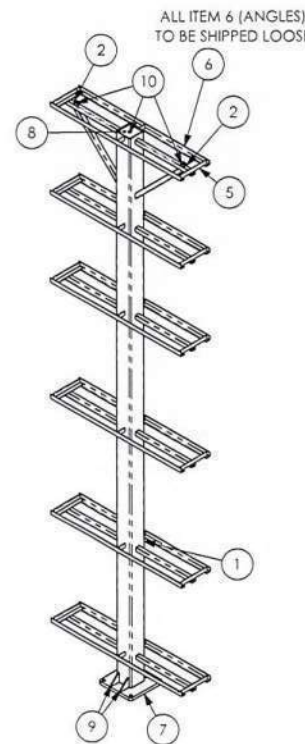
SECTION A-A



DETAIL
SCALE 1:12



SECTION F-F
(TOP TUBES)



TOTAL WEIGHT = 1194lbs

WELDMENT CUT LIST					
ITEM	QTY.	DESCRIPTION	LENGTH	ANGLE1	ANGLE2
1	1	TS8x8x0.3125	269 1/2"	0°	0°
2	12	HSS2X2X0.125	31 9/16"	0°	0°
3	2	HSS2X2X0.125	38"	45°	45°
4	12	L2x2x0.1875	3 3/8"	0°	0°
5	12	L2x2x0.1875	14 3/4"	0°	0°
6	12	L2x2x0.1875	73 5/8"	0°	0°
7	1	PLATE, 1 1/2" x 18" x 18"			
8	1	PLATE, 1/2" x 7 3/8" x 7 3/8"			
9	4	PLATE, 1/2" x 4 1/2" x 4 1/2"			
10	3	1 1/4" HEX NUT			

Program/Client:

MITSUBISHI MOTORS

Interior/Exterior: EXTERIOR

Sign Type: MONOLITH

Engineer: MATT SMITH

Windspeed: 115 MPH IBC 2015

Illumination:

Voltage:

SCALE: 1:48



STEEL FRAME

MIT-M51-21-115-ST

SHEET 1 OF 1

4

3

2

1

RBA Structural Engineering, LLC
Engineers
227 French Landing Drive Nashville, TN 37228

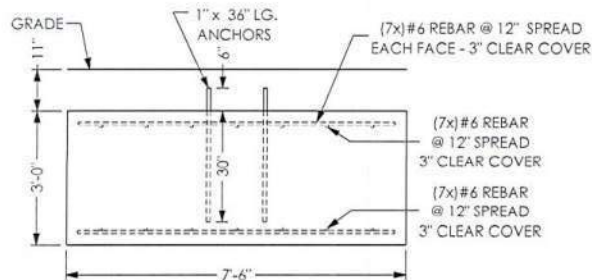
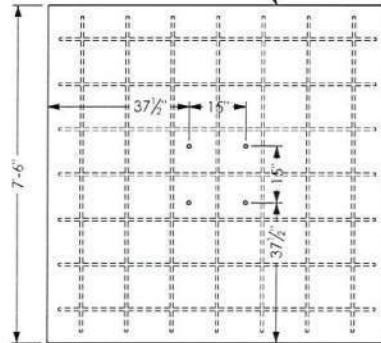
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(ASCE 7-16)

"TRAILED FOR STRUCTURAL COMPONENTS ONLY"
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professional engineer.

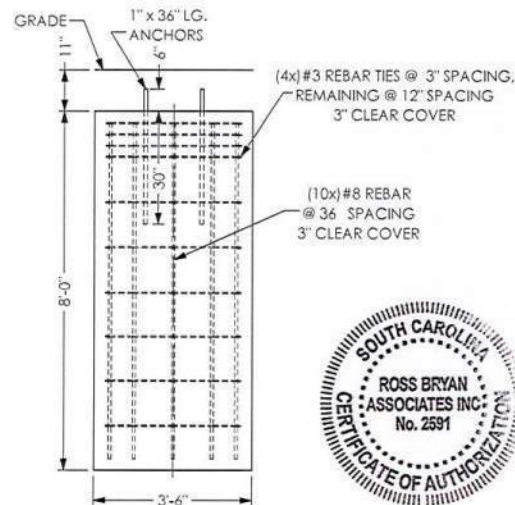
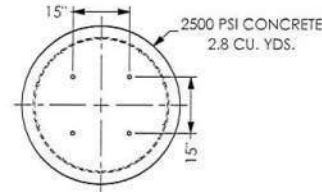
REVISIONS

ZONE	REV.	ECR NUMBER	REV CHANGE	DATE	DRAFTER
	*	38233	INITIAL RELEASE		BLR

2500 PSI CONCRETE
6.2 CU. YDS.



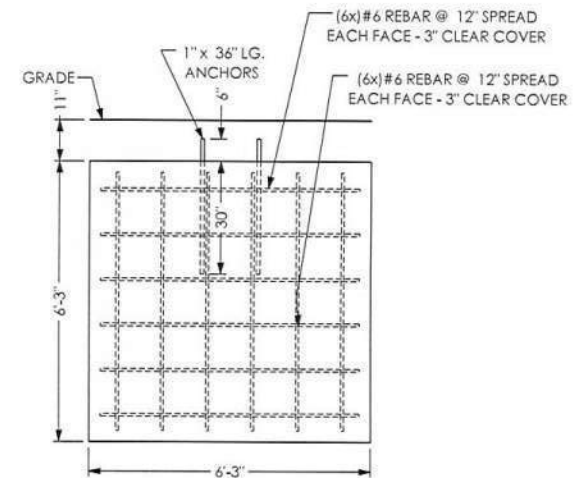
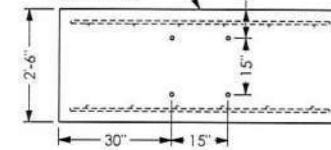
SPREAD FOUNDATION
FRONT ELEVATION



CAISSON FOUNDATION
FRONT ELEVATION



2500 PSI CONCRETE
3.6 CU. YDS.



VERTICAL SLAB FOUNDATION
FRONT ELEVATION

Program/Customer:

Interior/Exterior:

Sign Type:

Engineer:

Wind speed:

Illumination:

Voltage:

SCALE: 1:32



AGI FOUNDATIONS

Project number:

MIT-M51-21-115-FDN

SHEET 2 OF 2

4

3

2

1

REVISIONS				
ZONE	REV.	ECR NUMBER	REV CHANGE	DATE
	*	38233	INITIAL RELEASE	BLR

RBA Structural Engineering, LLC
Engineers
227 French Landing Drive Nashville, TN 37228

DESIGNED IN
ACCORDANCE WITH
2018 SOUTH CAROLINA
BUILDING CODE
(ASCE 7-16)

"SEALED FOR STRUCTURAL COMPONENTS ONLY"
It is unlawful to alter this document or sealed by a
professional engineer.



*** NOTE ***

ALL STEEL BELOW GRADE (INCLUDING EXPOSED ANCHOR BOLTS)
SHALL BE COATED WITH CARBOLINE BITUMASTIC 50 COAL TAR OR EQUAL
AFTER INSTALLATION, AND PRIOR TO LANDSCAPING.

BOM TABLE: MIT-M51-21-115-FDN

ITEM	PART NUMBER	DESCRIPTION	QTY.
1	47609	1"X36" GALVANIZED ANCHOR	4
2	33188	GALVANIZED WASHER	8
3	36719	1" HEX NUT - GALV.	16

Program/Customer:

Interior/Exterior:

Sign Type:

Engineer:

Wind speed:

Illumination:

Voltage:

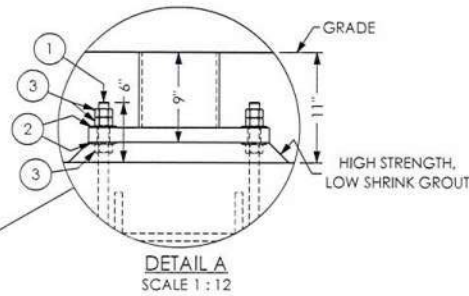
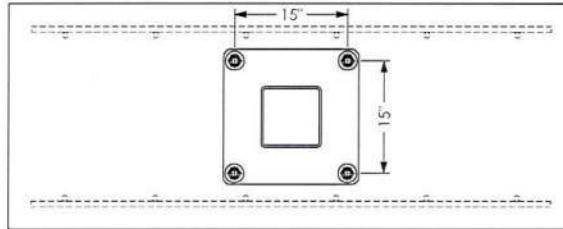
SCALE: 1:16



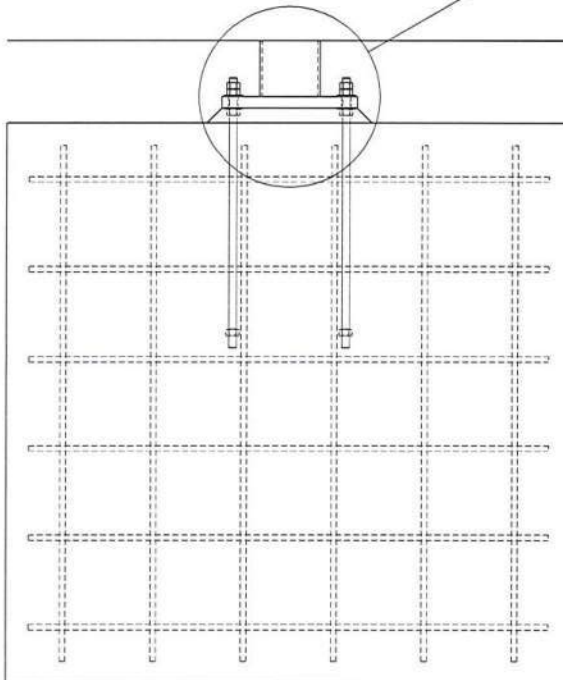
AGI FOUNDATIONS

MIT-M51-21-115-FDN

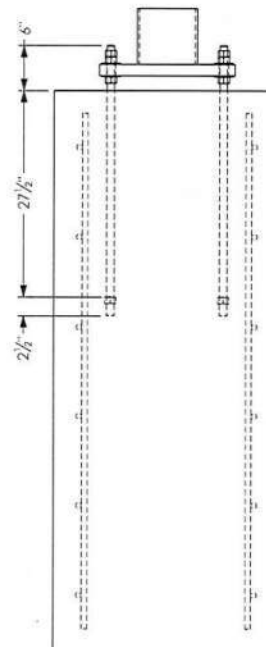
SHEET 1 OF 2



DETAIL A
SCALE 1:12



FRONT ELEVATION
(VERTICAL SLAB DISPLAYED)



ST. CLAIR SIGNS

The Truck Farm of Greenville
Greenville Mitsubishi
325 Woodruff Rd

Greenville Mitsubishi
and The Truck Farm of...
Mitsubishi dealer

SIGN
25' 25' 25'
MITSUBISHI
SCDOT ROW
Woodruff 37.5' CL

SIGN
25' 25' 25'
SCDOT ROW
Woodruff 37.5' CL

325 Woodruff Road
SIGN
25' 25' 25'
SCDOT ROW
37.5' CL
146



Kevin Whitaker Chevrolet
2320 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 46'
ID Cabinet: Approx: 8' tall x 18' wide (144 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



Kevin Whitaker Cadillac
2320 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 40'
ID Cabinet: Approx: 12' tall x 11' wide (144 sq ft)
Flowerbed at base: N/A



Parks Buick GMC
2640 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 54'
ID Cabinet: Approx: 16' tall x 17' wide (272 sq ft)
Flowerbed at base: N/A

ST. CLAIR
SIGNS



Parks Buick GMC
2640 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 40'
ID Cabinet: Approx: 11' tall x 11'-6" wide (126.5 sq ft)
Flowerbed at base: N/A

ST. CLAIR
SIGNS



Parks Buick GMC
2640 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 40'
ID Cabinet: Approx: 12' tall x 12'-6" wide (150 sq ft)
Flowerbed at base: N/A



Bradshaw Mazda
2512 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 39'
ID Cabinet: Approx: 12' tall x 14' wide (168 sq ft)
Flowerbed at base: N/A



Mercedes-Benz
Carlton Motorcars

2446 Laurens Rd
Greenville, SC 29607

Carlton Mercedes
2446 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 26'
ID Cabinet: Approx: 8' tall x 23' wide (184 sq ft)
Flowerbed at base: N/A

ST. CLAIR
SIGNS



Carlton Mercedes
2446 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 24'
ID Cabinet: Approx: 8' tall x 22' wide (176 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



Big O Dodge
2645 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 50'
ID Cabinet: Approx: 22' tall x 18' wide (176 sq ft)
Flowerbed at base: N/A



Toyota of Greenville
2686 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 48'
ID Cabinet: Approx: 34' tall x 8' wide (272 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



Breakaway Honda
330 Woodruff Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 30'
ID Cabinet: Approx: 10' tall x 10' wide (100 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



Breakaway Honda
330 Woodruff Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 24'-6"
ID Cabinet: Approx: 10'-6" tall x 9'-6" wide (99.75 sq ft)
Additional copy below cabinet: 5' wide x 4' tall (20 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



**Planning Staff Report to
Design Review Board - Urban
December 31, 2020**
for the January 7, 2021 Public Hearing

Docket Number:	CA 20-682
Applicant:	St. Clair Signs
Property Owner:	Bradshaw Family Limited Partners
Property Location:	325 Woodruff Rd.
Tax Map Number:	025900-01-00303
Zoning:	S-1, Service District
Proposal:	CERTIFICATE OF APPROPRIATENESS FOR EXCEPTION TO SIGN STANDARDS
Staff Recommendation:	Denial

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-6.6.4(C) Freestanding Signs

Sec. 19-6.6.4(C)(7) Exception to Sign Standards

Table 19-6.6-3 Freestanding Signs

Administrative Manual Appendix J – Sign Standards and Design Guidelines

Application Request:

The applicant proposes to install one (1) freestanding sign with an electronic message center (EMC) under this application request for The Truck Farm. One (1) additional freestanding sign is proposed at the same subject property under a different application request, CA 20-681, for Mitsubishi Motors.

Staff Analysis:

The subject site, located at 325 Woodruff Road, is zoned S-1 and within the Special Sign Overlay, which permits wall signs and pylon/monument signs. Staff may approve these sign types that do not exceed a maximum height of 10 ft. tall. Applicants may request a taller sign height, not to exceed a height of 25 feet, as an exception to sign standards based on meeting standards described in subsection 19-6.6.4(C), standards described in the sign administrative manual, compliance with exceptions described in subsection 19-6.6.4(C), and approval by the Design Review Board (DRB).

The subject site is considered to be a group development as two (2) separate occupancy permits have been issued for this property under two separate tenant names (Mitsubishi Motors and The Truck Farm). A group development permits a total of two (2) freestanding signs per street frontage; therefore, this request and the request under CA 20-681 remain consistent with this determination.

This proposed monument sign is located at the property's western entrance along Woodruff Road. The proposed sign has an overall height of 17 ft. and an overall sign face area of approximately 80 sq. ft.,

designed with routed illuminated push-thru acrylic copy and an electronic message center (EMC). The EMC amounts to approximately 30% of the overall sign face area, which is the maximum permitted by the Land Management Ordinance. Small plantings are proposed at the stucco sign base.

According to the Land Management Ordinance (LMO), the DRB may allow an increase in sign area and or sign height up to 25 feet if the DRB finds the design meets the exception to sign standards, Sec. 19-6.6.4(C)(7). Staff provides the following analysis:

(a) There are exceptional or unusual circumstances associated with the property involved, such as, but not limited to:

1. Size of the development parcel.

The size of the development parcel is approximately 5 acres in total size; which is not unusual along this portion of Woodruff Road.

2. Frontage on an interstate highway.

The subject site fronts Woodruff Road, which does not include frontage on an interstate highway.

3. Visual obstructions.

The site is relatively flat with little visual obstructions that appear to not warrant a 17-foot-tall monument sign.

4. Unusual building location on-site.

The existing building fronts Woodruff Road with a building setback consistent with adjacent properties.

5. Certain uses which are primarily for entertainment, recreation, conference, or exhibition venues, which are open to the public and which have regularly-changing events, such as convention and exhibition halls, theaters and cinemas, sports stadiums and arenas.

Proposed use on-site is an automobile lot. Use does not meet the above listed uses.

(b) The exception is consistent with the intent and purpose of the sign regulations and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.

The exception is not consistent with the purpose and intent of the sign regulations to "promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with the surrounding buildings and landscape, in order to meet the community's expressed desire for quality development" (subsection 19-6.6.1(A)(1)(c)). In addition, the proposed increase in sign area would permit a 24 sq. ft. EMC which appears inconsistent with limitations applied to other properties in the vicinity with the same zoning.

(c) The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

The proposed sign does not meet superior design as it does not incorporate elements required by the sign code, such as architectural elements on the sides of the sign to frame in sign. In addition, the proposed EMC area by itself (24 sq. ft.) exceeds the maximum size that can be approved by staff by right for monument signs (16 sq. ft.).

Staff concludes that the proposed freestanding monument sign does not meet the criteria for granting an exception to sign standards, as presented in Sec. 19-6.6.4(C)(7). **Therefore, staff recommends denial of the exception to sign standards.**

Applicable sign standards and guidelines follow below.

Freestanding signs: Subsection 19-6.6.4(C)

Freestanding signs. Freestanding signs are those types of signs that are supported by a structure secured to the ground and are wholly independent of any building, other than a sign structure, for support. Freestanding signs include monument signs, decorative post signs, freestanding suspended signs, and pylon or pole signs. Allowances for the number and size of freestanding signs are provided in table 19-6.6-3, freestanding signs. Applicants are encouraged to submit sign plans for evaluation during the site plan permit review process.

- (1) *Lighting.* Freestanding signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.
- (2) *Address.* The address of the property shall be displayed on the freestanding signs oriented to the street on which the address is assigned. The address shall be displayed using a character size of at least six inches tall.
- (3) *Landscaping.* It is the intent of this section to ensure that freestanding signs are an integral part of the overall built and landscaped environment of a site. Landscaping around the base of a freestanding sign may be used to soften a blank base of a sign and to help integrate a sign into its surroundings. Guidelines for the use of landscaping around a sign base are provided in the administrative manual. General landscape requirements are listed in subsection 19-6.2.2, landscaping requirements.
- (4) *Electronic messages boards.* Electronic message boards shall incorporate a phot cell, or similar technology, that adjusts brightness of the sign relative to outdoor ambient light, and may be included on monument and pylon signs, subject to the following conditions
 - (A) When signs are to be located within the OD, C-1, C-2, C-3, C-4, S-1, RDV or I-1 districts, the area of the electronic sign face shall not exceed 30 percent of the overall sign face, and the electronic message shall maintain a static message for at least six seconds, and shall not utilize any of the techniques prohibited by subsection 19-6.6.2(B).

Exceptions to sign standards: Subsection 19-6.6.4(C)(7)

Exceptions to sign standards. Unusual site conditions or other design factors may warrant signs not otherwise permitted by these regulations. The design review board, through an application for a certificate of appropriateness, is authorized to grant an exception to allow an increase in sign area and or sign height, up to 25 feet, or other design-related modifications based on the following findings:

- (a) There are exceptional or unusual circumstances associated with the property involved, such as, but not limited to:
 1. Size of the development parcel.

2. Frontage on an interstate highway.
 3. Visual obstructions.
 4. Unusual building location on-site.
 5. Certain uses which are primarily for entertainment, recreation, conference, or exhibition venues, which are open to the public and which have regularly-changing events, such as convention and exhibition halls, theaters and cinemas, sports stadiums and arenas.
- (b) The exception is consistent with the intent and purpose of the sign regulations and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.
- (c) The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

Table 19-6.3-3: Freestanding Signs

Zoning District	Sign Type	Number ¹	Height	Size	Applicable Standards
All nonresidential districts, all nonresidential uses permitted in residential districts, multifamily residential developments, and single-family residential subdivisions	Monument Sign	Two per street front for group development or one per street front for freestanding business or use ²	5 feet ^{3, 4}	16 square feet ^{3, 4}	Downtown Design Guidelines in C-4 and Preservation Overlay Districts, plus standards in subsection 19-6.6.4(C) and administrative manual

NOTES:

¹ Allowed number of signs includes all freestanding sign types.

² Group development is a building or group of buildings which consists of more than one business functioning as a unit, and which are inter-dependent on required site amenities such as parking, site access, landscaping and trash collection, regardless of the number of parcels the group development may be separated into. A freestanding business is a single business or use on a single parcel that is not dependent on another parcel for compliance with required site amenities.

³ Sign height may be increased up to a ten foot height and size may be increased up to 36 square feet based on standards described in subsection 19-6.6.4(C), and the administrative manual, and approval of the administrator.

⁴ Sign height may be increased up to 25 feet and size may be increased based on standards described in subsection 19-6.6.4(C), and the administrative manual, and compliance with exceptions described in subsection 19-6.6.4(C) and approval by the design review board.

Administrative Manual Appendix J – Sign Standards and Design Guidelines

Incentives: Additional height or size may be allowed by incorporating one or more of the following features

- Use of back-lighted (halo) lettering, or carved, routed, or sandblasted signs with a three-dimensional textured surface integral to the design.
- Use of native or natural materials on at least 75% of the sign face and structure.
- Incorporation of unique architectural features, materials, and colors of the development site appropriately into the sign design.
- Landscaping designed to soften any blank base of the sign.
- Reduction in the total number of signs allowed on a site.
- Removal of nonconforming signs existing on the site.



**APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS
URBAN DESIGN PANEL**

Contact Planning & Development:
(864) 467-4476

Office Use Only:

Application# _____ Fees Paid _____
Date Received _____ Accepted By _____
Date Complete _____ App Deny Conditions _____

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	Donna w/St. Clair Signs	Bradshaw Family Limited Partn
*Title:	Procurement	
*Address:	1334 Miller Rd., Greenville, SC 29607	1728 Davenger Plale Greer SC 29650
*Phone:	864-244-0040	864.304.1526
*Email:	donna@stclairsigns.com	jaye.easley@mitsubishi.com

PROPERTY INFORMATION

*STREET ADDRESS 325 Woodruff Rd

*TAX MAP #(S) 02590000100303

*SPECIAL DISTRICT Special Sign Overlay District

DESCRIPTION OF REQUEST

To include scope of project and justification or response to specific guidelines and special conditions.

20' OAH MONUMENT SIGN WITH ELECTRONIC MESSAGE BOARD.

SIGN TO READ "GILSTRAP TRUCK FARM" WHICH IS THE USED VEHICLE ENTITY
OF THE BUSINESS.

ARCHITECTURAL REVIEW

- Elevation Drawings of all Exterior Sides (indicate proposed materials, existing grade and proposed grade, proposed mechanical equipment, outdoor lighting fixtures, landscape drawings, design and location of signage, removal of existing building elements, addition to existing building, a streetscape elevation of building adjacent to and across the street from the site, including the proposed building).
- Sections (include vertical dimensions in feet, building sections where significant changes occur in building volume, wall section for review of material relationships).
- Detail Drawings (include material and methods of each type of construction affecting the exterior appearance of the structure, samples, brochures and photographs of all exterior finishes, windows, fixtures, lighting and signage).
- Renderings (include perspective drawings, including views from pedestrian and public realm).
- Model (physical or digital model that includes the surrounding context and should include accurate scale, architectural detail to the extent that it describes the design intent, proposed textures and proposed signage).

For more detail on these submittal requirements, please refer to the **Greenville Downtown Design Guidelines**, adopted May 2017.

Please verify that all required information is reflected on the plan(s). Please submit one (1) paper copy and one (1) electronic version of the plan(s).

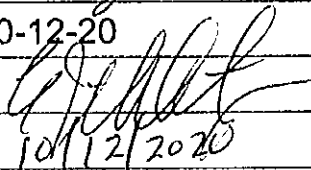
6. Please read carefully:

The applicant and property owner affirm that all information submitted with this application, including any/all supplemental information, is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will indicate in its report to the Design Review Board that granting the requested change would not likely result in the benefit the applicant seeks.

7. To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ___ or is not ___ restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

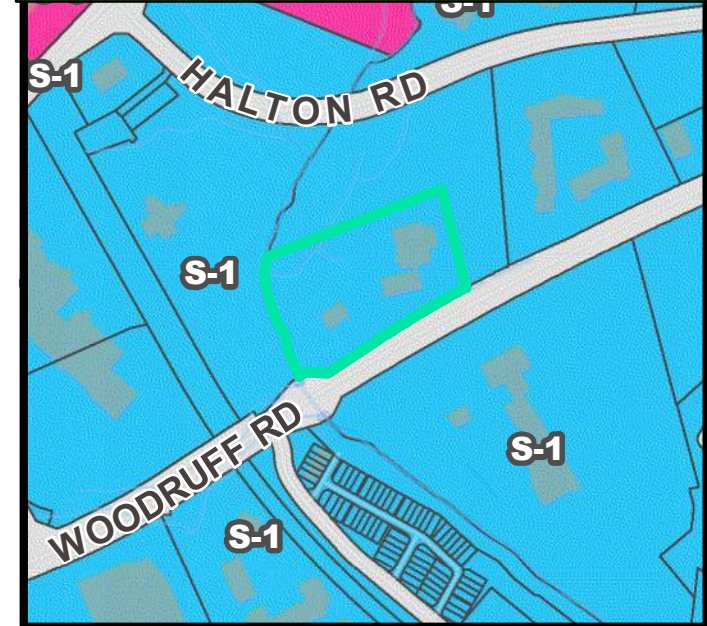
*Signatures	
Applicant	Donna Zielinski
Date	10-12-20
Property Owner/Authorized Agent	
Date	10/12/2020
Public Hearing Information	
Public Hearing Signs	

CA 20-681/682 • 325 WOODRUFF RD.

AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

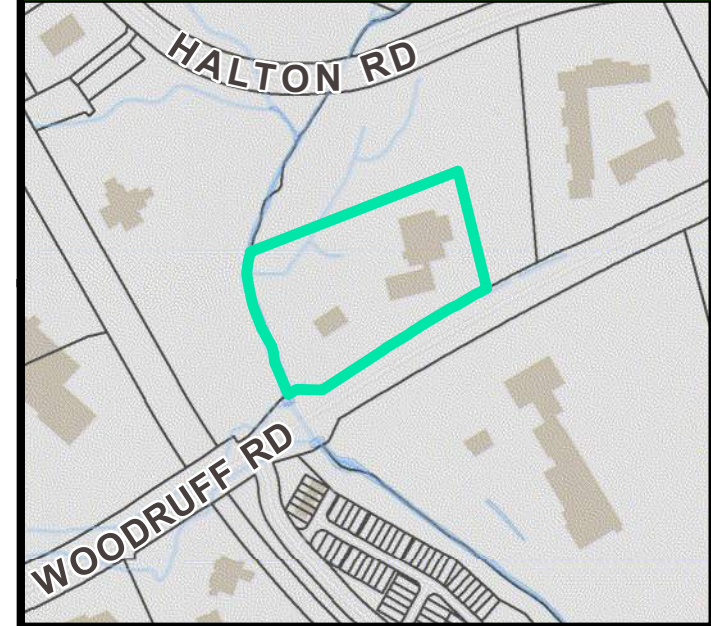


CA 20-681/682 • 325 WOODRUFF RD.

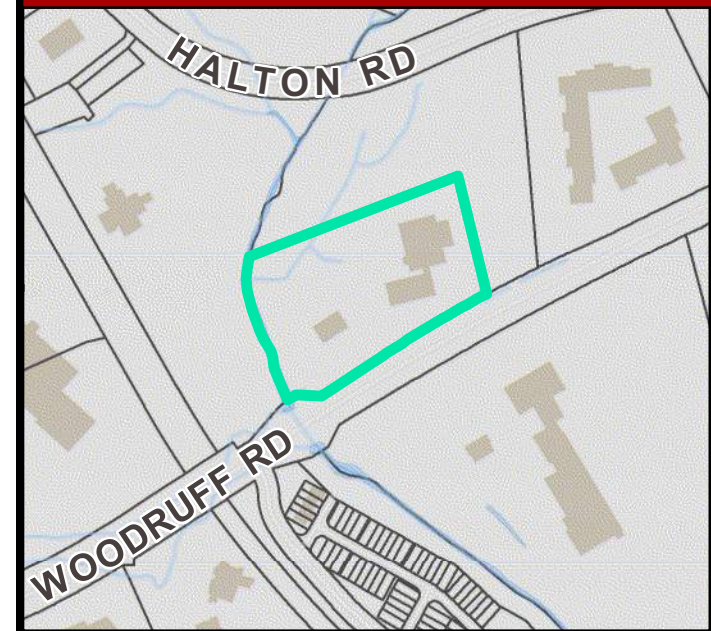
NATURAL / ENVIRONMENTAL FEATURES

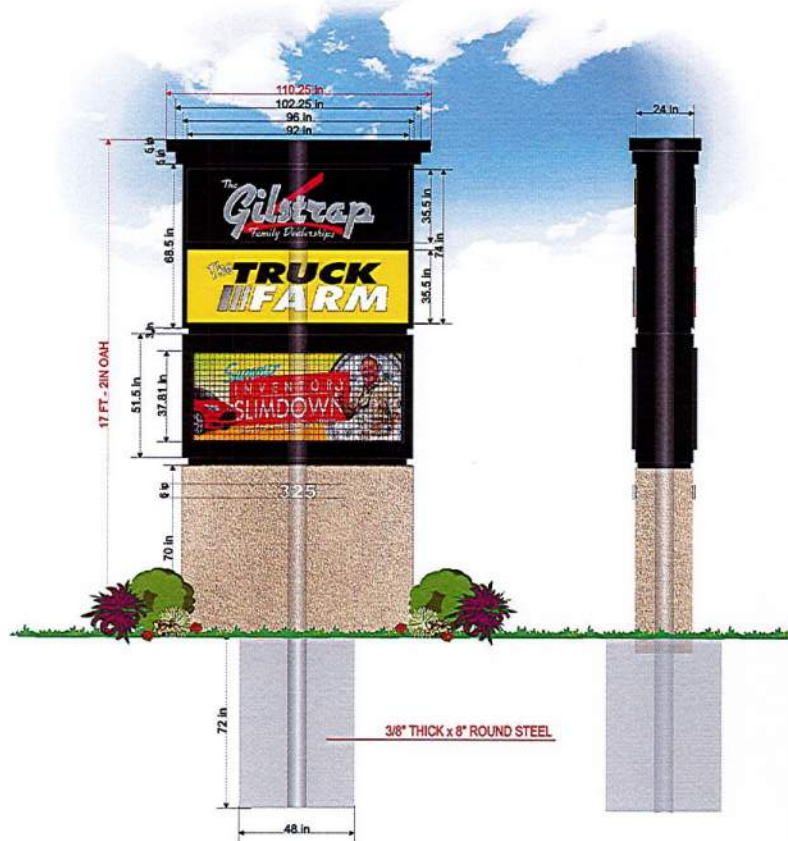


SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



**SIGN DESCRIPTION:**

FABRICATE & INSTALL (1) DOUBLE SIDED INTERNALLY LED ILLUMINATED MONUMENT SIGN WITH DIGITAL MESSAGE CENTER.

***THE TRUCK FARM*: ROUTED ALUMINUM FACES WITH PUSH THRU ACRYLIC COPY, COVERED IN TRANSLUCENT VINYL GRAPHICS. CABINET TO BE PAINTED BLACK. YELLOW FACES. BLACK COPY TO HAVE DAY/NIGHT VINYL - APPEARS BLACK DURING THE DAY AND WHITE AT NIGHT.**

"THE GILSTRAP": ROUTED ALUMINUM FACES WITH PUSH THRU ACRYLIC COPY, COVERED IN TRANSLUCENT VINYL GRAPHICS. CABINET TO BE BLACK. BLACK FACES.
VECTOR ART REQUIRED FOR LOGO.

DIGITAL: 37.8125" X 88.325" VANTAGE LED 16MM FULL COLOR DIGITAL MESSAGE CENTER INSTALLED IN MIDDLE CABINET (PAINTED BLACK). VENTILATION ON SIDES. WHITE VINYL GRAPHICS APPLIED TO FACE OF CABINET (VANTAGE LED TECHNOLOGY)

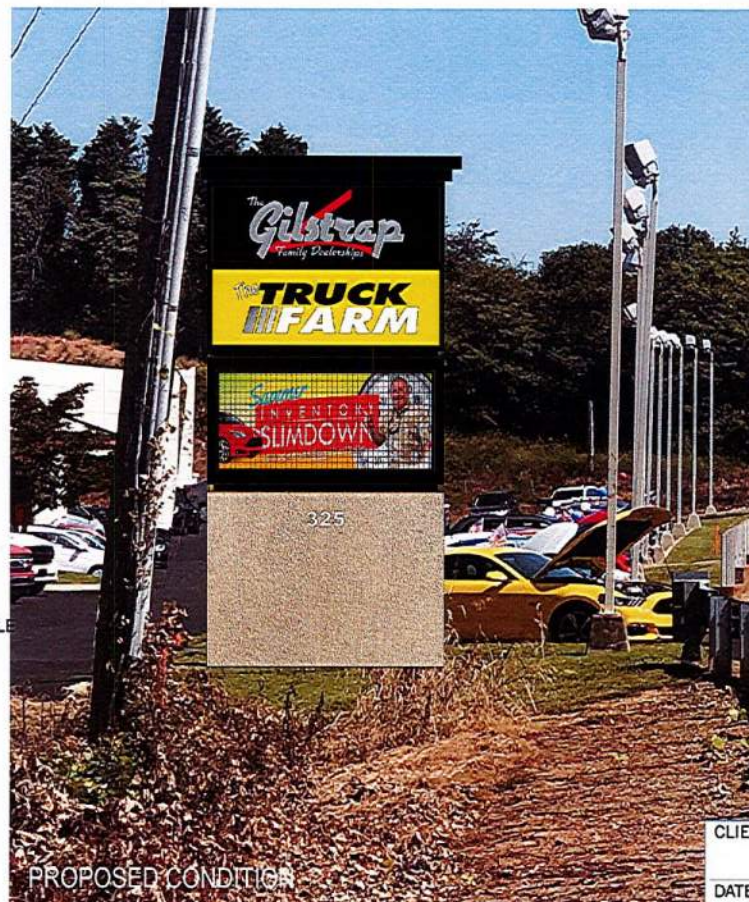
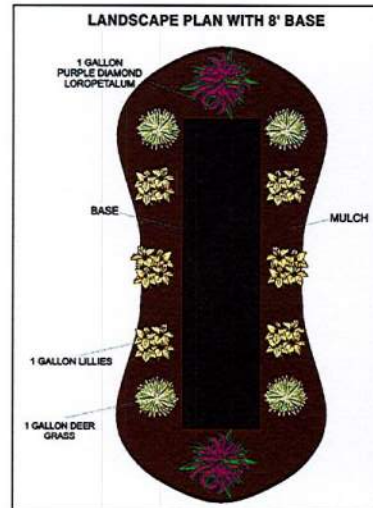
TOP REVEALS: 5"H PAINTED BLACK

MIDDLE REVEALS: 3"H PAINTED BLACK.

BASE: 70" X 96" X 24" TAN STUCCO STRUCTURE (FINAL SPECS TBD)

3/8" THICK X 8" ROUND STEEL CENTER POLE MOUNT. 6' X 4' FOOTER.

SHRUBBERY AND FLOWERS TO BE DETERMINED AND VERIFIED PER CITY CODE.
DRAWING FOR REPRESENTATION ONLY.



ST. CLAIR
SIGNS Since 1982

SIGNAGE & IMAGE SOLUTIONS
864.244.0040
stclairsigns.com

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Company: Truck Farm of Easley

File Name: Sm Monument

File Loc.: > 2020 > Woodruff Rd.

Orig. Draft: 01.15.2020 Rev. #: 3

Designer: M. Rhoads 2.4.2020

Proj. Location: N/A

Sales Rep: H. StClair

Proj. Manager: C.Smith

ITE

COLOR PALETTE

10

1



1

1

1

1

1

TES

NO

ALL SIZING TO BE DETERMINED
PRIOR TO MANUFACTURING -
FIELD SURVEY REQUIRED.

Total SQ. FT: 277.5 SQ. FT.

CLIENT APPROVAL:

DATE: _____

By signing this proof, client is authorizing sign(s) to be constructed exactly as shown above and has reviewed all pertinent information and found it to be correct. Client agrees to pay 50% deposit before production begins with the remaining balance due before sign(s) are installed. For signs that are picked up at our office, payment is due when you pick up your sign. This layout is the property of us. Client signs and may not be

ST. CLAIR SIGNS

The Truck Farm of Greenville
Greenville Mitsubishi
325 Woodruff Rd

Greenville Mitsubishi
and The Truck Farm of...
Mitsubishi dealer

SIGN
25' 25'
MITSUBISHI
SCDOT ROW
Woodruff 37.5' CL

SIGN
25' 25'
SCDOT ROW
Woodruff 37.5' CL

325 Woodruff Road
SIGN
25' 25'
SCDOT ROW
37.5' CL
146



Kevin Whitaker Chevrolet
2320 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 46'
ID Cabinet: Approx: 8' tall x 18' wide (144 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



Kevin Whitaker Cadillac
2320 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 40'
ID Cabinet: Approx: 12' tall x 11' wide (144 sq ft)
Flowerbed at base: N/A



Parks Buick GMC
2640 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 54'
ID Cabinet: Approx: 16' tall x 17' wide (272 sq ft)
Flowerbed at base: N/A

ST. CLAIR
SIGNS



Parks Buick GMC
2640 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 40'
ID Cabinet: Approx: 11' tall x 11'-6" wide (126.5 sq ft)
Flowerbed at base: N/A

ST. CLAIR
SIGNS



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2640 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 40'
ID Cabinet: Approx: 12' tall x 12'-6" wide (150 sq ft)
Flowerbed at base: N/A



Bradshaw Mazda
2512 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 39'
ID Cabinet: Approx: 12' tall x 14' wide (168 sq ft)
Flowerbed at base: N/A



Mercedes-Benz
Carlton Motorcars

2446 Laurens Rd
Greenville, SC 29607

Carlton Mercedes
2446 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 26'
ID Cabinet: Approx: 8' tall x 23' wide (184 sq ft)
Flowerbed at base: N/A

ST. CLAIR
SIGNS



Carlton Mercedes
2446 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 24'
ID Cabinet: Approx: 8' tall x 22' wide (176 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



Big O Dodge
2645 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 50'
ID Cabinet: Approx: 22' tall x 18' wide (176 sq ft)
Flowerbed at base: N/A



Toyota of Greenville
2686 Laurens Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 48'
ID Cabinet: Approx: 34' tall x 8' wide (272 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



Breakaway Honda
330 Woodruff Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 30'
ID Cabinet: Approx: 10' tall x 10' wide (100 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



Breakaway Honda
330 Woodruff Rd, Greenville
City of Greenville
Structure Over-All-Height: Approx 24'-6"
ID Cabinet: Approx: 10'-6" tall x 9'-6" wide (99.75 sq ft)
Additional copy below cabinet: 5' wide x 4' tall (20 sq ft)
Flowerbed at base: N/A

**ST. CLAIR
SIGNS**



**APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS
URBAN DESIGN PANEL**

Contact Planning & Development:
(864) 467-4476

Office Use Only:

Application# _____ Fees Paid _____

Date Received _____ Accepted By _____

Date Complete _____ App Deny Conditions _____

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	Bill Donovan	Bradshaw Family Ltd. Partnership
*Title:	Manager	N/A
*Address:	330 Woodruff Rd., Greenville, 29607	P.O. Box 2269, Greer, SC 29652
*Phone:	864 234-6632	864 414-7100
*Email:	bdonovan@breakawayhonda.com	bobdavis@bradshawauto.com

PROPERTY INFORMATION

*STREET ADDRESS 330 Woodruff Rd., Greenville, SC 29607

*TAX MAP #(S) 026200-01-00103

*SPECIAL DISTRICT Overlay

DESCRIPTION OF REQUEST

To include scope of project and justification or response to specific guidelines and special conditions.

Request is for permission to replace an aging sign (8x8x21) with a like-sized replacement on the same base, incorporating Honda's updated design.

The sign is a double faced illuminated pylon sign, aluminum construction with an acrylic cabinet.

The Honda "Logo" and "Certified Pre-Owned" letters are white LED illumination and the 8x8 cabinet is blue LED illumination.



**Planning Staff Report to
Design Review Board - Urban
December 31, 2020**
for the January 7, 2021 Public Hearing

Docket Number:	CA 20-775
Applicant:	Bill Donovan
Property Owner:	Bradshaw Family Limited Partnership
Property Location:	330 Woodruff Road
Tax Map Number:	026200-01-00103
Zoning:	S-1, Service District; Special Sign Overlay District
Proposal:	CERTIFICATE OF APPROPRIATENESS FOR EXCEPTION TO SIGN STANDARDS
Staff Recommendation:	Denial

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-6.6.4(C) Freestanding Signs

Sec. 19-6.6.4(C)(7) Exception to Sign Standards

Table 19-6.6-3 Freestanding Signs

Administrative Manual Appendix J – Sign Standards and Design Guidelines

Application Request:

The applicant proposes to construct a new 21 ft. tall freestanding sign in replace of an existing sign located at 330 Woodruff Road.

Staff Analysis:

The subject site, located at 330 Woodruff Road, is zoned S-1 and within the Special Sign Overlay District, which permits wall signs and pylon/monument signs. Staff may approve these sign types that do not exceed a maximum height of . Applicants may request a taller sign, not to exceed a height of 25 feet, as an exception to sign standards based on meeting standards described in subsection 19-6.6.4(C), standards described in the sign administrative manual, compliance with exceptions described in subsection 19-6.6.4(C), and approval by the Design Review Board (DRB).

The proposed sign is considered to be an in-kind replacement for the current Honda logo on site, which is considered to be non-conforming due to exceeding current permitted maximum sign height.

Furthermore, the proposed sign is a double faced white and blue LED illuminated pylon sign of aluminum construction with an acrylic cabinet. In addition to the Honda logo, the sign will also state “Certified Pre-Owned.” Section 19.6.6.6(A) of the Land Management Ordinance (LMO), however, restricts the number of signs allowed to one per street front. The applicant has one parcel with one business and, therefore, is allowed one monument sign per street front. As the business currently has two existing monuments

signs, which is non-conforming, the request to alter or replace one of these signs cannot be approved by staff or the Design Review Board.

For informational purposes, staff believes these existing signs were installed when the Honda dealer opened in the early-2000s. Staff does not have access to the original sign permits as they predate our online permit tracking system. The image below shows the current conditions of the two signs on site:



According to the Land Management Ordinance, the DRB may allow an increase in sign area and or sign height up to 25 feet if the DRB finds the design meets the exception to sign standards criteria, Sec. 19-6.6.4(C)(7). Staff provides the following analysis:

- (a) There are exceptional or unusual circumstances associated with the property involved, such as, but not limited to:
 1. The size of the development parcel.
The subject property is of a similar size compared to other automobile dealerships and "Big Box" stores located on Laurens Road and Woodruff Road.
 2. Frontage on an interstate highway.
The subject site fronts Woodruff Road, which does not include frontage on an interstate highway.
 3. Visual obstructions.
The site is relatively flat with little visual obstructions that would warrant a 20 ft.-tall sign.
 4. Unusual building location on-site.
The existing buildings front Woodruff Road with building setbacks consistent with adjacent properties.
 5. Certain uses which are primarily for entertainment, recreation, conference, or exhibition venues, which are open to the public and which have regularly-changing events, such as convention and exhibition halls, theaters and cinemas, sports stadiums and arenas.

The proposed use on-site is an automobile lot. Use does not meet the above listed uses.

The applicant has not provided responses or justification relating to these standards.

- (b) The exception is consistent with the intent and purpose of the sign regulations and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.
- (c) The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

To assist with this determination, the Administrative Sign Standards and Design Guidelines document (Appendix J) contains design incentives for additional sign height/area. These design incentives include, but are not limited to, the use of native or natural materials on at least 75% of the sign face/structure and incorporation of unique architectural features, materials, and colors of the development site appropriately into the sign design.

The freestanding sign is proposed along the northern property line adjacent to Woodruff Road. There is another existing Honda logo sign on site that is a 30-foot, nonconforming sign and is proposed to remain. "Reduction in the total number of signs allowed on site" and "Removal of nonconforming signs existing on the site" are other incentives listed in Appendix J.

Staff notes that the current application shows two renderings: one with "Certified Pre-Owned" stated, and one without it stated. The applicant should note that if they wish at any time in the future to install a monument sign that states "Breakaway", they would need to remove such signage off the building per the requirements of Section 19-6.6.6(A) (one additional franchise sign permitted).

Staff finds that the Land Management Ordinance only permits one (1) freestanding sign for this site. The existing site is non-conforming regarding the number of freestanding signs, and the proposed replacement sign would maintain this non-conformity. Further, staff finds that the proposed freestanding sign does not meet the criteria for granting an exception to sign standards, as presented in Sec. 19-6.6.4(C)(7). **Therefore, staff recommends denial of the exception to sign standards.**

Freestanding signs: Subsection 19-6.6.4(C)

Freestanding signs. Freestanding signs are those types of signs that are supported by a structure secured to the ground and are wholly independent of any building, other than a sign structure, for support. Freestanding signs include monument signs, decorative post signs, freestanding suspended signs, and pylon or pole signs. Allowances for the number and size of freestanding signs are provided in table 19-6.6-3, freestanding signs. Applicants are encouraged to submit sign plans for evaluation during the site plan permit review process.

- (1) *Lighting.* Freestanding signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.
- (2) *Address.* The address of the property shall be displayed on the freestanding signs oriented to the street on which the address is assigned. The address shall be displayed using a character size of at least six inches tall.

- (3) *Landscaping.* It is the intent of this section to ensure that freestanding signs are an integral part of the overall built and landscaped environment of a site. Landscaping around the base of a freestanding sign may be used to soften a blank base of a sign and to help integrate a sign into its surroundings. Guidelines for the use of landscaping around a sign base are provided in the administrative manual. General landscape requirements are listed in subsection 19-6.2.2, landscaping requirements.
- (5) *Standards for group development.* For group developments where multi-tenant freestanding signs are used, the number of tenant panels on each sign shall be limited to five, plus the name of the development; provided, however, that each tenant which occupies at least 10,000 square feet of space in the development shall be allowed a panel on one of the development's multi-tenant signs on each street frontage of the development.

Exceptions to sign standards: Subsection 19-6.6.4(C)(7)

Exceptions to sign standards. Unusual site conditions or other design factors may warrant signs not otherwise permitted by these regulations. The design review board, through an application for a certificate of appropriateness, is authorized to grant an exception to allow an increase in sign area and or sign height, up to 25 feet, or other design-related modifications based on the following findings:

- (a) There are exceptional or unusual circumstances associated with the property involved, such as, but not limited to:
 1. Size of the development parcel.
 2. Frontage on an interstate highway.
 3. Visual obstructions.
 4. Unusual building location on-site.
 5. Certain uses which are primarily for entertainment, recreation, conference, or exhibition venues, which are open to the public and which have regularly-changing events, such as convention and exhibition halls, theaters and cinemas, sports stadiums and arenas.
- (b) The exception is consistent with the intent and purpose of the sign regulations and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.
- (c) The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

Table 19-6.3-3: Freestanding Signs

Zoning District	Sign Type	Number ¹	Height	Size	Applicable Standards
All nonresidential districts, all nonresidential uses permitted in residential districts,	Monument Sign	Two per street front for group development or one per street front for	5 feet ^{3, 4}	16 square feet ^{3, 4}	Downtown Design Guidelines in C-4 and Preservation Overlay Districts, plus

multifamily residential developments, and single-family residential subdivisions		freestanding business or use ²			standards in subsection 19-6.6.4(C) and administrative manual
Special Sign Overlay District -1	Pylon/Monument Sign	2 per street front for group development or one per street front for freestanding business or use ²	Pylon 10 feet ⁴ Monument 5 feet ^{3,4}	16 square feet ^{3,4}	

NOTES:

¹ Allowed number of signs includes all freestanding sign types.

² Group development is a building or group of buildings which consists of more than one business functioning as a unit, and which are inter-dependent on required site amenities such as parking, site access, landscaping and trash collection, regardless of the number of parcels the group development may be separated into. A freestanding business is a single business or use on a single parcel that is not dependent on another parcel for compliance with required site amenities.

³ Sign height may be increased up to a ten foot height and size may be increased up to 36 square feet based on standards described in subsection 19-6.6.4(C), and the administrative manual, and approval of the administrator.

⁴ Sign height may be increased up to 25 feet and size may be increased based on standards described in subsection 19-6.6.4(C), and the administrative manual, and compliance with exceptions described in subsection 19-6.6.4(C) and approval by the design review board.

Signs for Automotive dealerships: 19-6.6.6. Special purpose signs.

(A) *Automobile dealerships.* Automobile dealerships shall be allowed one automobile franchise sign per franchise which does not count toward the total allowable number of signs on the premises. The size and height of each sign shall comply with the provisions for permanent signs in subsection 19-6.6.4.

Administrative Manual Appendix J – Sign Standards and Design Guidelines

Incentives: Additional height or size may be allowed by incorporating one or more of the following features

- Use of back-lighted (halo) lettering, or carved, routed, or sandblasted signs with a three-dimensional textured surface integral to the design.
- Use of native or natural materials on at least 75% of the sign face and structure.

- Incorporation of unique architectural features, materials, and colors of the development site appropriately into the sign design.
- Landscaping designed to soften any blank base of the sign.
- Reduction in the total number of signs allowed on a site.
- Removal of nonconforming signs existing on the site.

INSTRUCTIONS

1. Preliminary meeting with staff is required prior to application submittal.
2. All applications and fees (made payable to the City of Greenville) for Certificate of Appropriateness must be received by the Planning & Development office no later than 2:00 p.m. on the date reflected on the attached schedule.
 - A. URBAN DESIGN PANEL Site plan review \$300.00
 Architectural review \$300.00
 - B. SIGNS \$150.00
 - C. APPLICATION FOR STAFF REVIEW
 Major (all site development activity, roof gardens, decks or accessory structures; or any project that requires consultation with a member of the DRB). \$100.00
 Minor (color change; replacement of windows/doors; additions, deletions or replacement of awnings; re-roofing; and projects that do not involve structural alterations, increase/decrease in window/door area or removal of architectural features). \$ 50.00
 - D. INFORMAL REVIEW
 - E. MODIFICATION TO AN APPROVED PROJECT
 Major (requires review by DRB) ½ original fee
 Minor (requires review by staff) \$ 50.00
 - F. REVISIONS (multiple required revisions may be subject to additional fees).
3. The staff will review the application for "sufficiency" pursuant to Section 19-2.2.6, Determination of Sufficiency and will contact the applicant to correct any deficiencies, which must be corrected prior to placing the application on the Design Review Board agenda.
4. If the application requires review by the Urban Design Panel, public hearing signs must be posted on the subject property at least 15 days (but not more than 18 days) prior to the scheduled hearing date.
5. You must attach one (1) complete set of scaled drawings of the property at an appropriate scale such as 1"=20' or ¼" = 1', etc. Although construction drawings are not required, applicants for final approval should be able to provide construction drawings at the Design Review Board's (DRB) request. The Board may request additional information at any time to fully understand the proposal. Items submitted to the Board become the property of the City and will not be returned.

SITE PLAN REVIEW

- Site Plan Drawings (indicating footprint of existing buildings, proposed building, proposed exterior elements, demolition of existing site features, floor plan, proposed exterior equipment, etc.).
- Massing Studies and Images (images shall be high resolution and should depict adjacent building, proposed building massing from various viewpoints, initial architectural details, photos of surroundings to review context, etc.).
- Model (physical or digital model that includes the surrounding context with massing only, no texture or articulation is required). ***The contextual model for the DRB boundary can be downloaded here: <https://greenvillesc.sharefile.com/d-s4197849a61943358>, and is provided as a .skp file. Data is updated monthly.***

ARCHITECTURAL REVIEW

- Elevation Drawings of all Exterior Sides (indicate proposed materials, existing grade and proposed grade, proposed mechanical equipment, outdoor lighting fixtures, landscape drawings, design and location of signage, removal of existing building elements, addition to existing building, a streetscape elevation of building adjacent to and across the street from the site, including the proposed building).
- Sections (include vertical dimensions in feet, building sections where significant changes occur in building volume, wall section for review of material relationships).
- Detail Drawings (include material and methods of each type of construction affecting the exterior appearance of the structure, samples, brochures and photographs of all exterior finishes, windows, fixtures, lighting and signage).
- Renderings (include perspective drawings, including views from pedestrian and public realm).
- Model (physical or digital model that includes the surrounding context and should include accurate scale, architectural detail to the extent that it describes the design intent, proposed textures and proposed signage).

For more detail on these submittal requirements, please refer to the **Greenville Downtown Design Guidelines**, adopted May 2017.

Please verify that all required information is reflected on the plan(s). Please submit one (1) paper copy and one (1) electronic version of the plan(s).

6. Please read carefully:

The applicant and property owner affirm that all information submitted with this application, including any/all supplemental information, is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

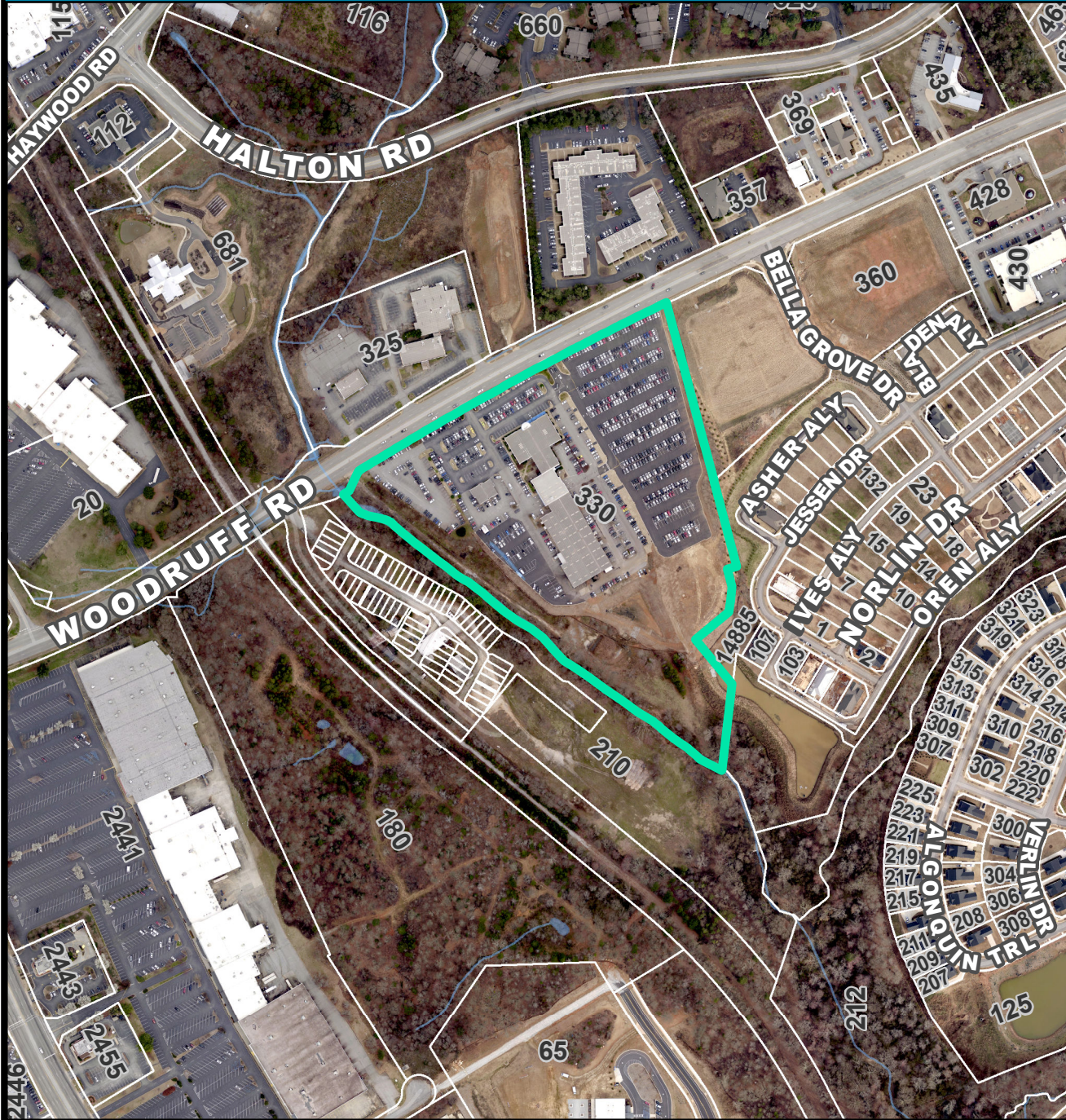
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will indicate in its report to the Design Review Board that granting the requested change would not likely result in the benefit the applicant seeks.

7. To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ___ or is not ☒ restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

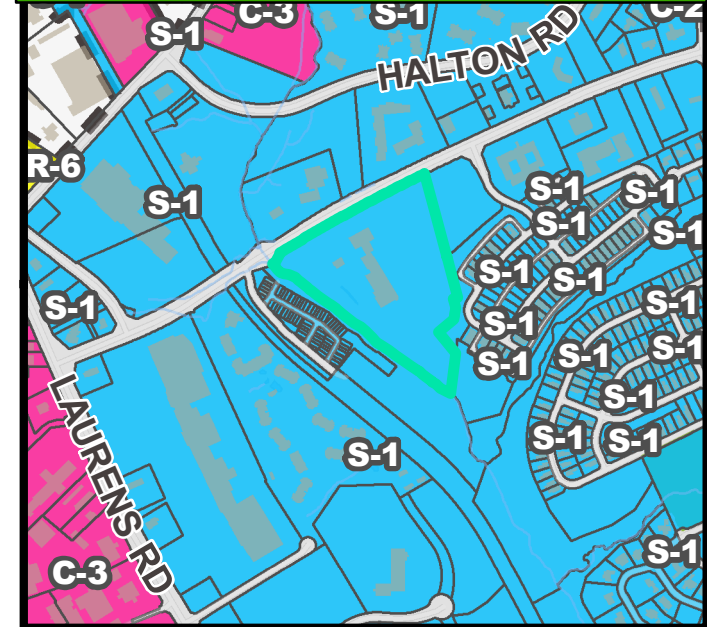
*Signatures	
Applicant	<i>Bill Donovan</i>
Date	December 7, 2020
Property Owner/Authorized Agent	<i>R.J. Davis</i>
Date	December 7, 2020
Public Hearing Information	
Public Hearing Signs	

CA 20-775 • 330 WOODRUFF ROAD

AERIAL VIEW



CURRENT ZONING

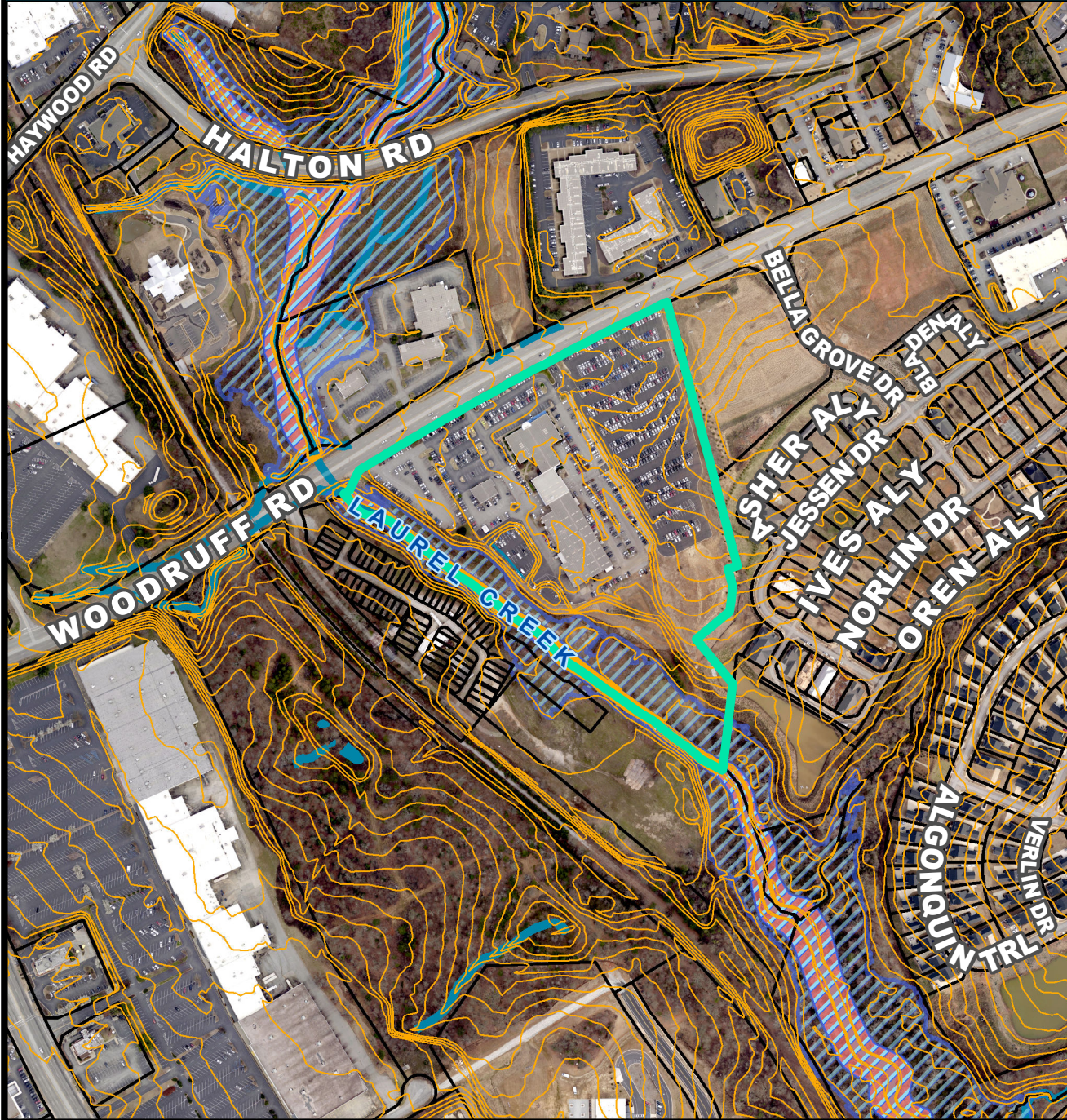


FUTURE LAND USE

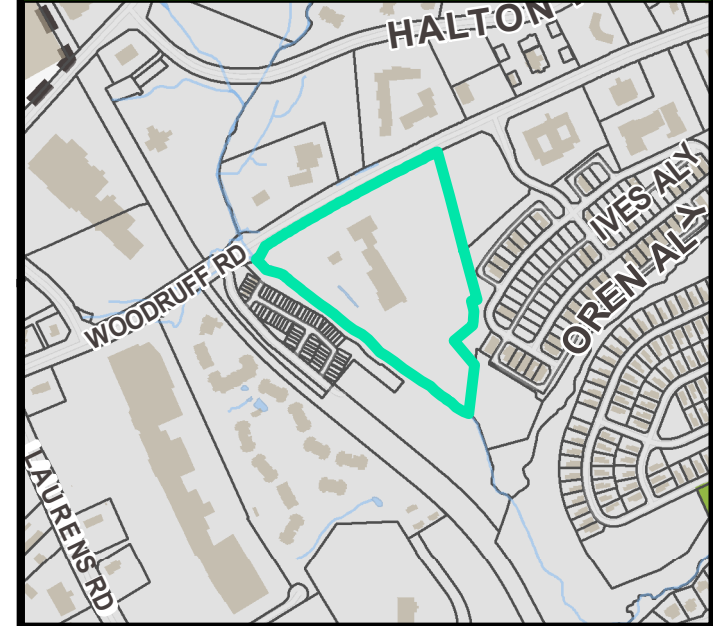


CA 20-775 • 330 WOODRUFF ROAD

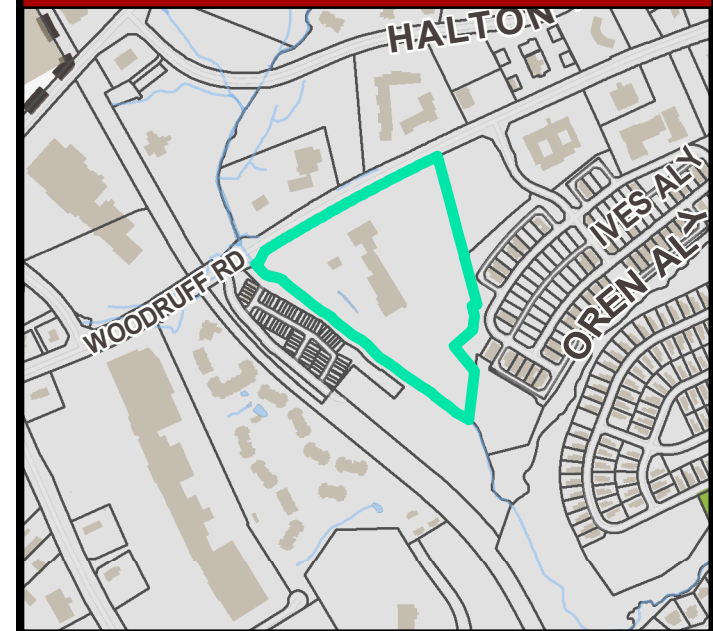
NATURAL / ENVIRONMENTAL FEATURES



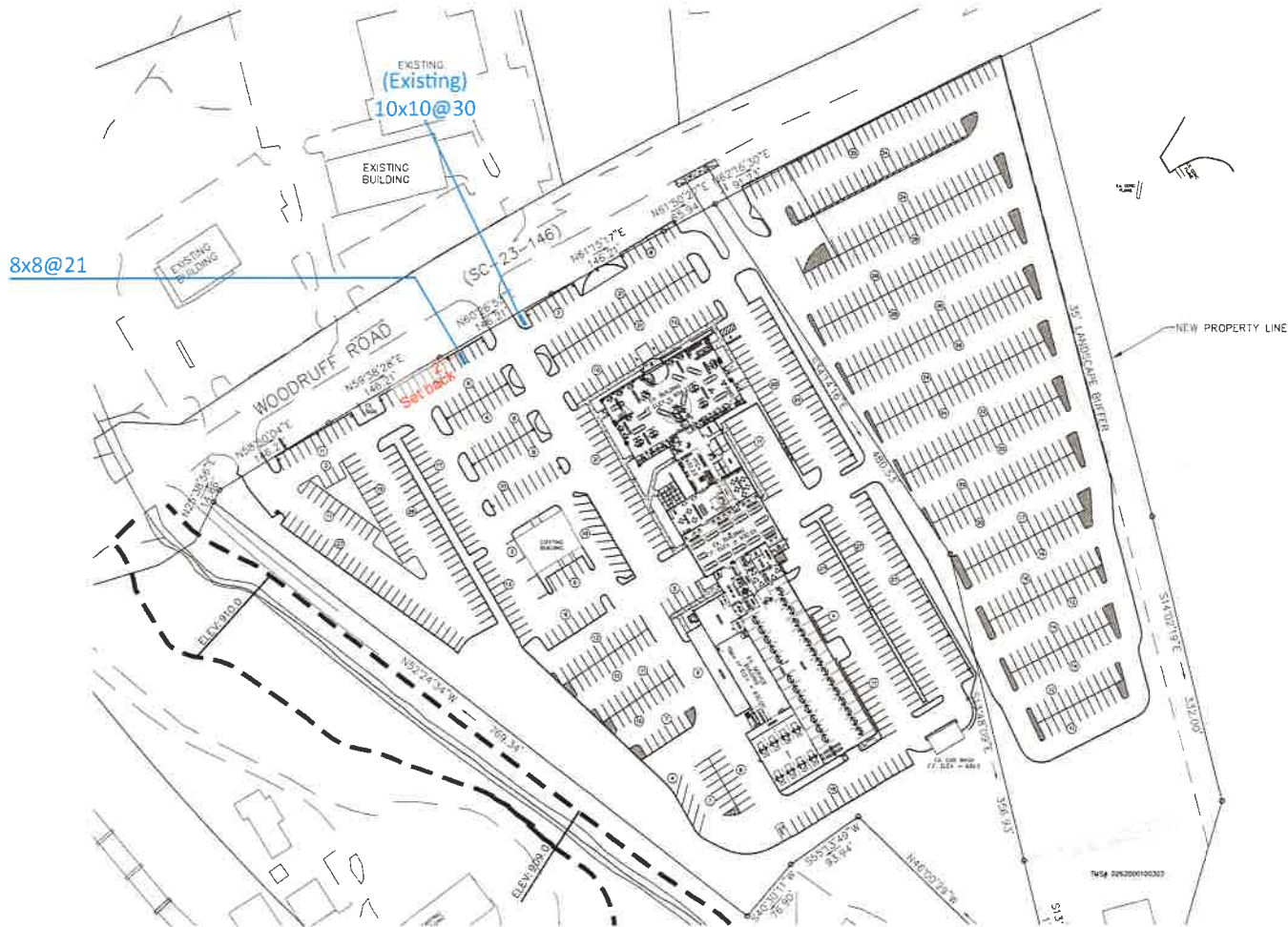
SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



Site Plan



Project ID

KR2-33084

Date: MAR-09-2020

Scale: N.T.S.

Sales: K.Rosen

Designer: C.Sabatino

Rev. R: R1

Date: 01-APR-2020

Revision Note:

Add setback

Conceptual

Information Required:

Master

Electrical

☒ 120V ☐ 347V

☐ Other

Customer Approval

Signature

MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask P&G to provide further details if required.

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207960

Breakaway Honda
330 Woodruff Rd.
Greenville, SC

Sign Item

Site Plan

Pattison Sign Group
Powering Your Brand

520 West Summit Hill Drive Suite 702 Knoxville TN. 37902
(Toll Free) 1.866.635.1110 (Fax) 1.899.694.1106
www.pattissign.com

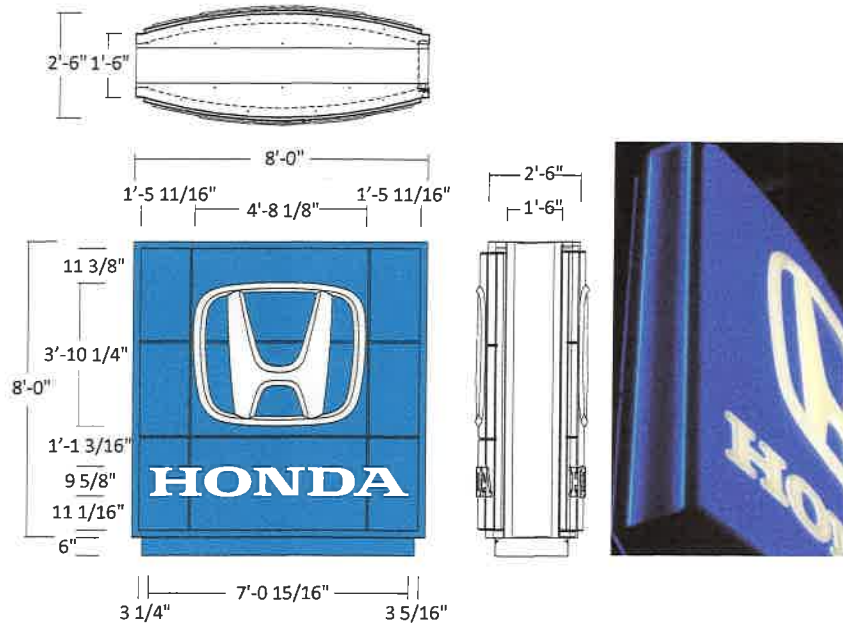
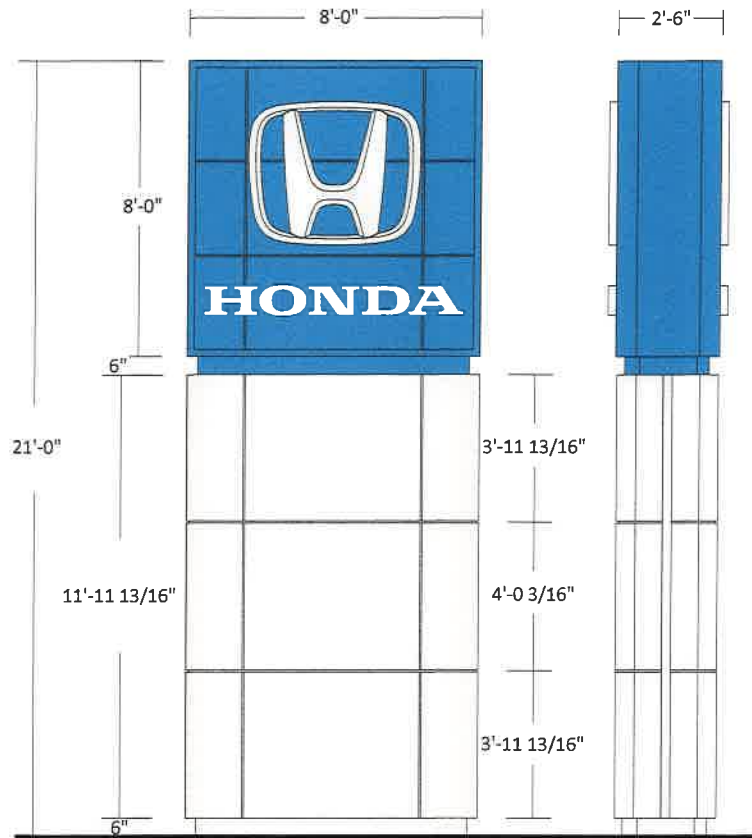


This sign to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.



Fluorescent, Neon and HID lamps contain Mercury (Hg). Dispose of the lamps according to Local, Provincial, State or Federal Laws.

Gen III Honda Brand Sign Pylon - 8x8x21



HBS-8x8x21- GEN 3 - RETROFIT Supply & Install (1) One New Double Face Illuminated Pylon

Specifications

- Aluminum construction
- Cabinet, EX7 retainers & escutcheon painted to match Honda Blue (PMS 285c)
- Honda blue acrylic molded faces
- Honda logo & Honda letters white acrylic molded cap on
- White LED illumination
- Blue LED recessed lighting on side of cabinet
- Electrical hook-up by others
- Fiberglass cladding, joint cover and bottom escutcheon Honda white

Project ID

KR2-33084

Date: MAR-09-2020
Scale: 1/4"=1'-0"
Sales: K.Rosen
Designer: C.Sabatino

Rev. #:

Date:

Revision Note:

Conceptual

Information Required:

Master

Electrical

☒ 120V ☐ 347V
☐ Other

Customer Approval

Signature

MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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207960
Breakaway Honda
330 Woodruff Rd.
Greenville, SC

Sign Item

SG1

Current Sign



Current used Car
Sign is over 20 years
old and is showing
Significant wear

Replacement Sign is a
Direct Replacement in
Size with upgraded
Graphics

Replacement Sign





**Planning Staff Report to
Design Review Board - Urban
December 31, 2020**
for the January 7, 2021 Public Hearing

Docket Number: 20-778
Applicant: Emily Heezen (Equip Studio)
Property Owner: Julie Redman (Sweet Sippin')
Property Location: 21 Augusta Street, Suite C
Tax Map Number: 00890-00-101900
Acreage: 0.37 (for entire parcel)
Zoning: C-4, Central Business District; West End Preservation Overlay District
Proposal: Rooftop bar addition
Staff Recommendation: Approval with conditions

Applicable Sections of the City of Greenville Code of Ordinances:

| *Sec. 19-2.3.8 Certificate of Appropriateness*

Application Request:

The applicant proposes a rooftop bar addition at 21 Augusta Street, which is within the West End Historic District. The addition features a partially enclosed structure with a shed roof and an outdoor bar. The interior space is designed to accommodate a staircase and storage. The rooftop addition is set back from the Augusta Street frontage by approximately 30 ft.

No other permanent exterior modifications are planned at this time, but the scope of work does include an interior upfit as well. A separate staff-level COA will need to be filed for approval for the signage, which would include the gooseneck light as well.

The scope of work and provided materials are as follows:

- Shed roof addition including an enclosed staircase for access and storage areas and an open-air bar.
- Wood slats with greenery and hanging pendent lighting in the bar area.
- New glass storefront and door access in anodized bronze to match existing design on the 1st floor. Aluminum cable safety railing.

Staff Analysis

The subject property, 21 Augusta Street, is listed as a contributing structure to the West End Historic District. Per the City's Historic Inventory, the structure served as the original home of the Bangle Leather Belting Company and was built in 1933. The structure has since been converted into three storefronts with a small right-side parking lot.

Staff found the following details not provided within the submittal packet:

- Materials and colors for the storage doors, shed roof, and window supports.
- The wall material is listed as "TBD (wood siding)". It should be determined if this is to be real wood or a type of faux wood such as Hardi-plank. In addition, whether it is painted or varnished.
- An illumination plan to determine adherence to Design Guidelines for Private Outdoor Spaces.

Overall, staff finds the request consistent with previous rooftop addition submittals in both design and placement. Staff believes the placement on the roof is appropriate as it is placed back from the street frontage and from the exposed building side that is shared with the current parking lot. **Therefore, staff recommends approval with the following conditions:**

- **The applicant shall supply to staff for review and approval the materials and textures not specified in the initial submittal.**
- **The applicant shall supply an illumination plan to staff for review and approval.**



city of
greenville

**APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS
URBAN DESIGN PANEL**

Contact Planning & Development:
(864) 467-4476

Office Use Only:

Application# _____ Fees Paid _____
Date Received _____ Accepted By _____
Date Complete _____ App Deny Conditions _____

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:		
*Title:		
*Address:		
*Phone:		
*Email:		

PROPERTY INFORMATION

*STREET ADDRESS _____

*TAX MAP #(S) _____

*SPECIAL DISTRICT _____

DESCRIPTION OF REQUEST

To include scope of project and justification or response to specific guidelines and special conditions.

Relevant Design Guidelines:

PRI 2. Massing

- 2.1 A building's mass, scale, form, floor-to-floor height and horizontal alignment should not be in stark contrast to its surrounding context. Surrounding context should include all buildings located within one block of the proposed development.
- 2.5 Design street and pedestrian-level stories to be uniquely defined from upper stories.
- 2.6 Design street and pedestrian-level stories at a human scale and massing such that they relate to the pedestrian user and adjacent properties.
- 2.7 Encourage a variety of building heights along the street with vertical and horizontal proportioning similar to its immediate context and district.

PRI 5. Articulation

- 5.1 Articulate buildings with dimensions that promote a sense of human scale.
- 5.2 Use horizontal and vertical articulation to help define and differentiate the street level of the building and to express façade widths that are compatible with adjacent context.
- 5.3 Enhance the design and better unify the architectural relationship within an area by complementing the articulation of adjacent buildings.
- 5.4 A design must have a proper balance of articulation. Lack of variety is discouraged. However, design elements and materials must work together to create a unified whole.
- 5.5 Where balconies are used, ensure that they are at a scale that they can be used as open space. False balconies that serve no purpose beyond decoration should not be permitted.
- 5.6 Avoid large, monotonous facades.

PRI 6. Materiality

- 6.1 Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area.
- 6.2 Materials used within proximity to pedestrian areas must have durability to withstand heightened activity and wear.
- 6.3 Reuse existing or refurbished materials.
- 6.4 Use materials that convey a sense of human scale; that is, meant to be experienced by the pedestrian, not vehicular, user.
- 6.5 Use authentic materials. When this is not possible, ensure that synthetic materials realistically convey the materials that they represent.
- 6.6 While excessive uniformity and monotony are discouraged, variations in materials and colors must be composed and balanced to create a unified whole.
- 6.7 Use light colored (high albedo) materials for roofing and landscaping to reflect radiant heat.
- 6.8 Brighter, bolder colors (including corporate branding colors) may be applied to areas or elements of the building where they are secondary in application compared to the main body or features of the building (such as signage, canopies, or accent trim), or are otherwise applied in ways that do not dominate the overall color palette or cause the building to look out of place relative to the area. Counteract stronger colors by integrating natural materials and textures in the overall design.

PRI 8. Private Outdoor Spaces

- 8.1 Thoughtfully locate building equipment and utilities. Avoid placing building elements that will be interpreted as clutter, such as utilities, in private outdoor spaces that are within the public view including spaces that are at ground-level as well as rooftop areas.
- 8.2 Screen building equipment and utilities from view with built or landscaped buffering in a manner that contributes to the quality of the existing landscaping, building and public streetscape. This screening requirement applies to mechanical equipment on rooftops, such as HVAC units.
- 8.3 Private outdoor spaces must complement and enhance the design of the building(s) to which they are associated.
- 8.4 Incorporate low-impact site development principles to make efficient use of land and natural resources.
- 8.5 Light source color selection must be considered so that lighting is not harsh and unpleasant or incompatible with other area lighting sources.

PRI 11. Existing Architecture

- 11.1 Buildings that are considered contributing to the West End Preservation Overlay District, or listed on the National Register of Historic Places are encouraged to consider rehabilitation, restoration, preservation, reconstruction or complementary additions. The National Park Service provides a comprehensive source of material that can assist owners with how to work with historic properties.
- 11.2 Maintain existing features, details and windows that contribute to the existing character of the building and its adjacent area.
- 11.3 Additions and renovations must be respectful of a building's original architectural character.
- 11.4 An addition should not damage or obscure architecturally important features of the existing building.
- 11.5 Additions must be visually distinctive from the original building so that new and old elements can be distinguished from one another.
- 11.6 Rooftop additions to existing buildings should be set back from the primary façade so that new and old elements can be distinguished from one another and the scale of the original building can be perceived.
- 11.7 Additions must be subordinate in scale and character to the original building.
- 11.8 An application for building demolition must be accompanied by a post-demolition site plan.
- 11.9 Inappropriate coating treatments are a major cause of damage to historic masonry buildings and should not be permitted. Applying any waterproof coating to existing brick exterior walls can cause interior and exterior damage. The National Park Service provides guidance on coating treatments for historic masonry buildings.

INSTRUCTIONS

1. Preliminary meeting with staff is required prior to application submittal.
2. All applications and fees (made payable to the City of Greenville) for Certificate of Appropriateness must be received by the Planning & Development office no later than 2:00 p.m. on the date reflected on the attached schedule.
 - A. URBAN DESIGN PANEL Site plan review \$300.00
 Architectural review \$300.00
 - B. SIGNS \$150.00
 - C. APPLICATION FOR STAFF REVIEW
Major (all site development activity, roof gardens, decks or accessory structures; or any project that requires consultation with a member of the DRB). \$100.00

Minor (color change; replacement of windows/doors; additions, deletions or replacement of awnings; re-roofing; and projects that do not involve structural alterations, increase/decrease in window/door area or removal of architectural features). \$ 50.00
 - D. INFORMAL REVIEW
 - E. MODIFICATION TO AN APPROVED PROJECT
Major (requires review by DRB) ½ original fee
Minor (requires review by staff) \$ 50.00
 - F. REVISIONS (multiple required revisions may be subject to additional fees).
3. The staff will review the application for “sufficiency” pursuant to Section 19-2.2.6, Determination of Sufficiency and will contact the applicant to correct any deficiencies, which must be corrected prior to placing the application on the Design Review Board agenda.
4. If the application requires review by the Urban Design Panel, public hearing signs must be posted on the subject property at least 15 days (but not more than 18 days) prior to the scheduled hearing date.
5. You must attach one (1) complete set of scaled drawings of the property at an appropriate scale such as 1”=20’ or ¼” = 1’, etc. Although construction drawings are not required, applicants for final approval should be able to provide construction drawings at the Design Review Board’s (DRB) request. The Board may request additional information at any time to fully understand the proposal. Items submitted to the Board become the property of the City and will not be returned.

SITE PLAN REVIEW

- Site Plan Drawings (indicating footprint of existing buildings, proposed building, proposed exterior elements, demolition of existing site features, floor plan, proposed exterior equipment, etc.).
- Massing Studies and Images (images shall be high resolution and should depict adjacent building, proposed building massing from various viewpoints, initial architectural details, photos of surroundings to review context, etc.).
- Model (physical or digital model that includes the surrounding context with massing only, no texture or articulation is required). ***The contextual model for the DRB boundary can be downloaded here: <https://greenvillesc.sharefile.com/d-s4197849a61943358>, and is provided as a .skp file. Data is updated monthly.***

ARCHITECTURAL REVIEW

- Elevation Drawings of all Exterior Sides (indicate proposed materials, existing grade and proposed grade, proposed mechanical equipment, outdoor lighting fixtures, landscape drawings, design and location of signage, removal of existing building elements, addition to existing building, a streetscape elevation of building adjacent to and across the street from the site, including the proposed building).
- Sections (include vertical dimensions in feet, building sections where significant changes occur in building volume, wall section for review of material relationships).
- Detail Drawings (include material and methods of each type of construction affecting the exterior appearance of the structure, samples, brochures and photographs of all exterior finishes, windows, fixtures, lighting and signage).
- Renderings (include perspective drawings, including views from pedestrian and public realm).
- Model (physical or digital model that includes the surrounding context and should include accurate scale, architectural detail to the extent that it describes the design intent, proposed textures and proposed signage).

For more detail on these submittal requirements, please refer to the **Greenville Downtown Design Guidelines**, adopted May 2017.

Please verify that all required information is reflected on the plan(s). Please submit one (1) paper copy and one (1) electronic version of the plan(s).

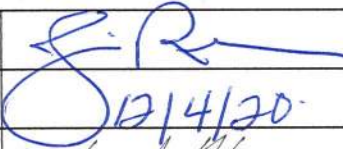
6. Please read carefully:

The applicant and property owner affirm that all information submitted with this application, including any/all supplemental information, is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

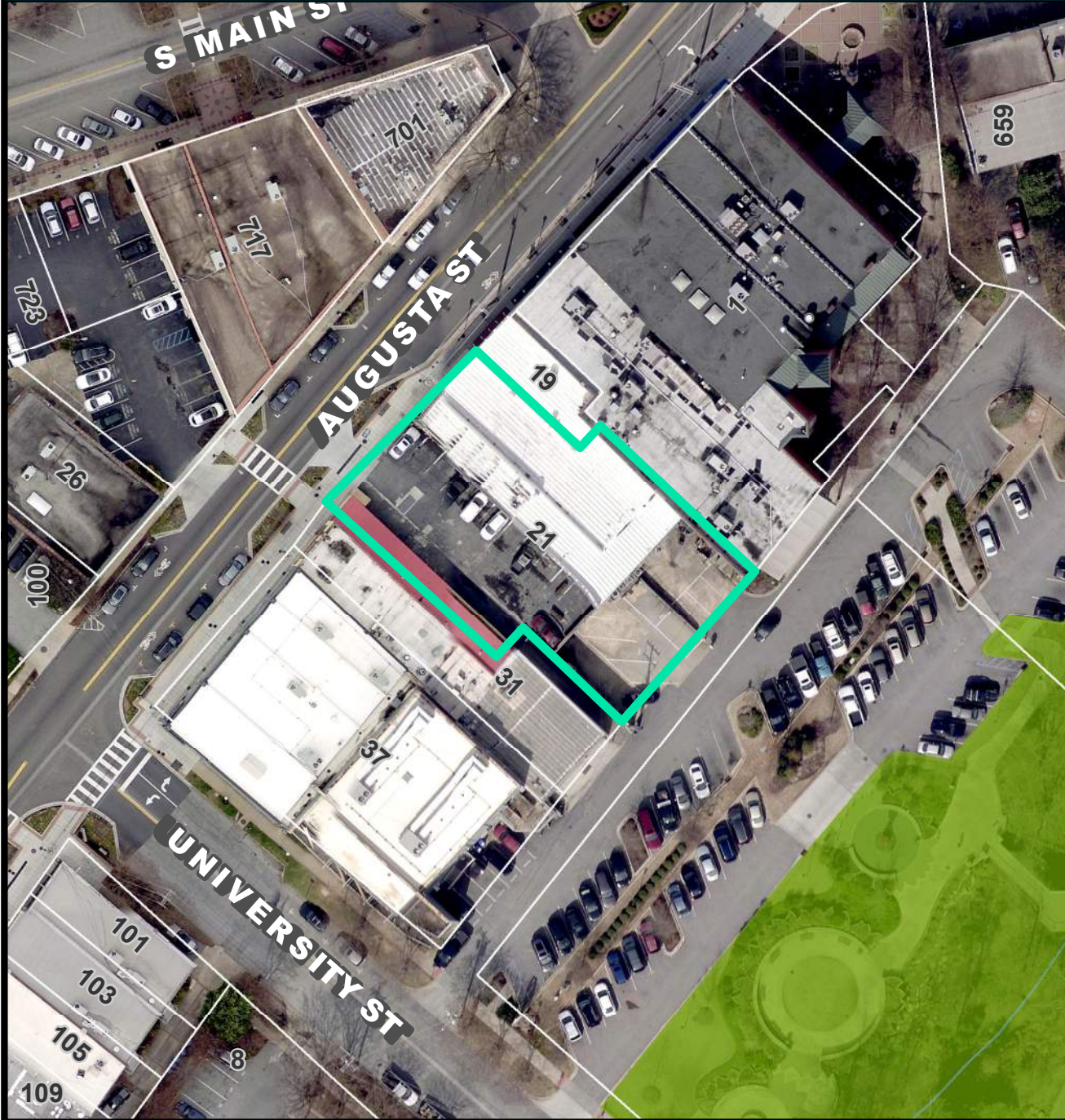
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will indicate in its report to the Design Review Board that granting the requested change would not likely result in the benefit the applicant seeks.

7. To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ___ or is not ___ restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

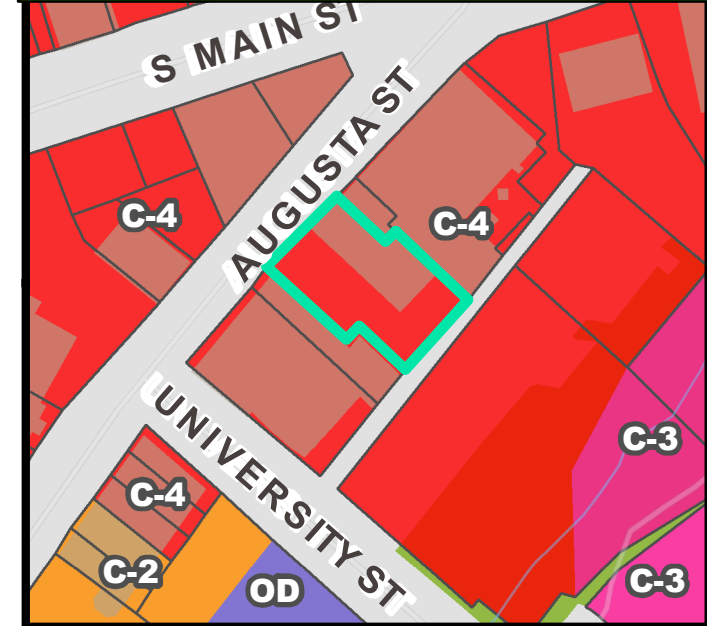
*Signatures	
Applicant	
Date	12/4/20
Property Owner/Authorized Agent	
Date	12/7/20
Public Hearing Information	
Public Hearing Signs	

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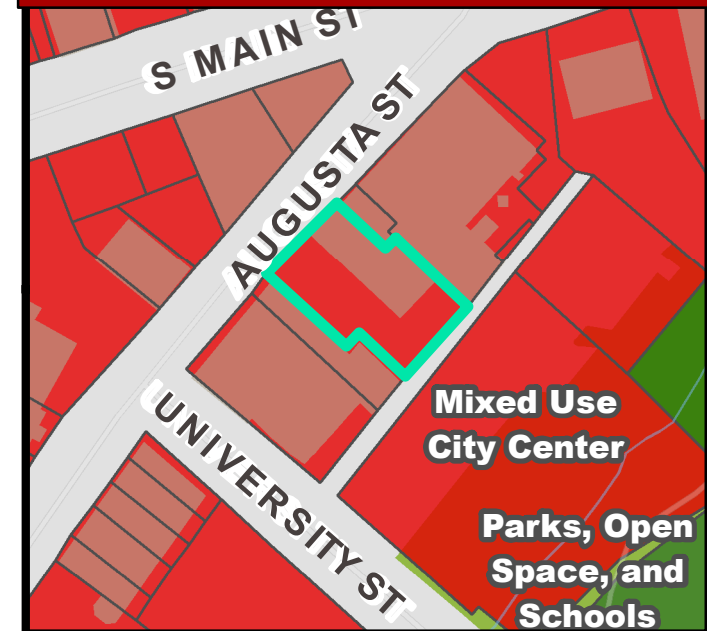
AERIAL VIEW



CURRENT ZONING

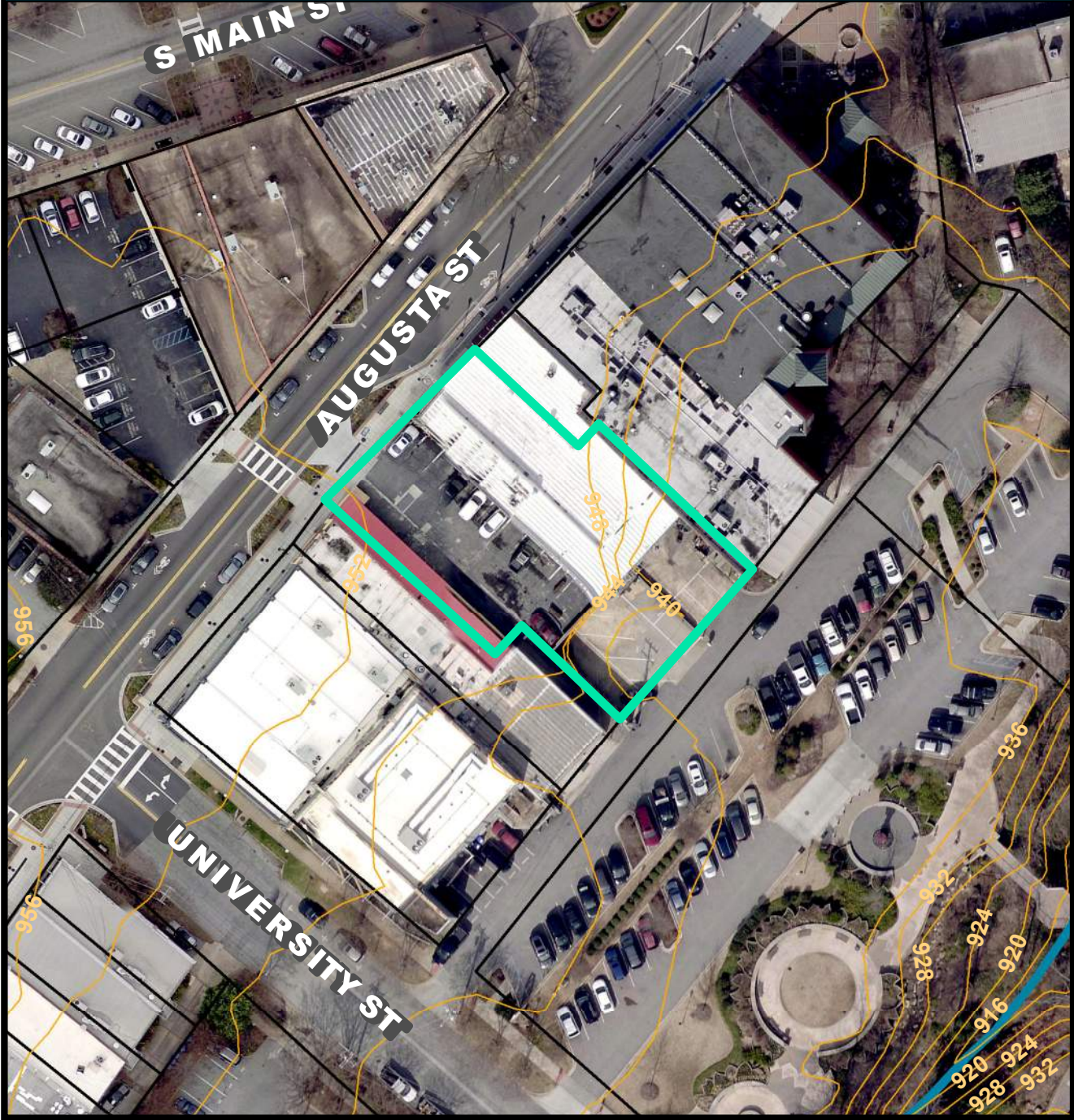


FUTURE LAND USE



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NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS

EXISTING CONDITIONS



FIRST FLOOR PLAN

