

Design Review Board

Official Agenda



AGENDA

DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA

Regular Meeting

March 4th, 2021

4:00 PM

Webex Virtual Meeting

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 101.

1. Call to Order
2. Roll Call
3. Welcome and Opening Remarks from the Chair
4. Approval of Minutes – Feb 2, 2021 Workshop Agenda & Feb. 4, 2021 Regular Meeting
5. Call for Public Notice Affidavit from Applicants
6. Acceptance of Agenda
7. Conflict of Interest Statement
8. Old Business (public hearing)
 - A. CA 20-775

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

Documents:

[AGENDA PACKET MARCH 2021 - CA 20-775 - 330 WOODRUFF RD SIGN EXCEPTION.PDF](#)

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B. CA 20-783

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

Documents:

[AGENDA PACKET MARCH 2021 - CA 20-783 - 325 WOODRUFF ROAD SIGN EXCEPTION.PDF](#)

9. New Business (public hearing)

A. CA 21-83

Application by **KEVIN M. HYSLOP** for a **CERTIFICATE OF APPROPRIATENESS** for façade and storefront improvements at 21 Augusta Street. (TM# 008900-01-01900).

Documents:

[AGENDA PACKET CA 21-83 - 21 AUGUSTA ST EXTERIOR IMPROVEMENTS.PDF](#)

B. CA 21-93

Application by **TRULIANT FEDERAL CREDIT UNION** for a **CERTIFICATE OF APPROPRIATENESS** for façade improvements at 110 W. North Street. (TM# 000200-05-00601).

Documents:

[AGENDA PACKET 21-0093 110 W. NORTH STREET - TRULIANT -.PDF](#)

C. CA 21-96

Application by **ELSIE BICKMANN/CREATIVE BUILDERS LLC** for a **CERTIFICATE OF APPROPRIATENESS** for a storefront ATM at 712 S. Main Street. (TM# 007000-02-02202).

Documents:

[AGENDA PACKET 21-0096 712 S. MAIN STREET - SHARONVIEW ATM.PDF](#)

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/drj>. 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 [1. greenvillesc.gov/meeting](https://greenvillesc.gov/meeting). You can also go to greenvillesc.gov and click on ONLINE MEETING.
2. Join Event: Design Review Board Meeting – Urban Panel 3/4/2021

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:** 179-031-9080

Remote Viewing Location

A remote meeting viewing location has been set up at the Greenville Civic Center at 1 Exposition Drive in Room 101

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
February 26, 2021**
for the March 4, 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: **Approve with Conditions**

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 freestanding sign that is 16-foot-tall with a sign face area of 25 sf in replacement of an existing non-conforming freestanding sign that 21 foot tall with a sign face are of 36 sf, located at 330 Woodruff Road.

This item was deferred at the Board's January 7th, 2021 meeting in order to work with staff on a revised proposal. The applicant modified the request to reduce the proposed sign height and sign face area.

Staff Analysis:

The subject site, located at 330 Woodruff Road, is zoned S-1, and is located within the Special Sign Overlay District (SSOD), which permits the installation of wall signs and freestanding pylon or monument signs. Staff may approve freestanding signs that do not exceed a maximum height of 10 feet and 36 square feet in sign face area. Applicants may request a taller sign than 10 feet., but 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) of the Land Management Ordinance (LMO), standards described in the Sign Administrative Manual, compliance with exceptions described in subsection 19-6.6.4(C) of the LMO, and approval by the Design Review Board (DRB).

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." The subject site is considered to be a group development as two (2) separate business licenses have been issued for this property that include one for the new car dealership and one for the used car dealership. A group development permits a total of two (2) freestanding signs per street frontage; therefore, this request for a second freestanding sign remains consistent with this requirement.

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 the online permit tracking system; however, the larger monument sign received a face change permit in [insert year]. The image below shows the current locations of the two signs and existing condition of the subject sign:



According to the Land Management Ordinance (LMO), the DRB may allow an increase in sign area and/or sign height (up to 25 feet in height) for freestanding signs, 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. However, its continuous frontage along one roadway does appear longer than other dealerships and most "Big Box" stores.
 2. Frontage on an interstate highway.
The subject site fronts Woodruff Road, which does not include frontage on an interstate highway; however, the site is located within the Special Sign Overlay District (SSOD).
 3. Visual obstructions.
Although the site is relatively flat with little visual obstructions, the property does have extensive roadway frontage that would warrant a 16 foot-tall sign to replace an existing non-conforming 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; however, the site is located within the Special Sign Overlay District (SSOD).

The applicant previously responded that they believe the long continuous frontage along Woodruff Road provides the exceptional or unusual circumstance to allow the sign exception.

(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.

Staff does not believe that the sign's size nor height will grant a special privilege as there are many taller than 10-foot signs in the area.

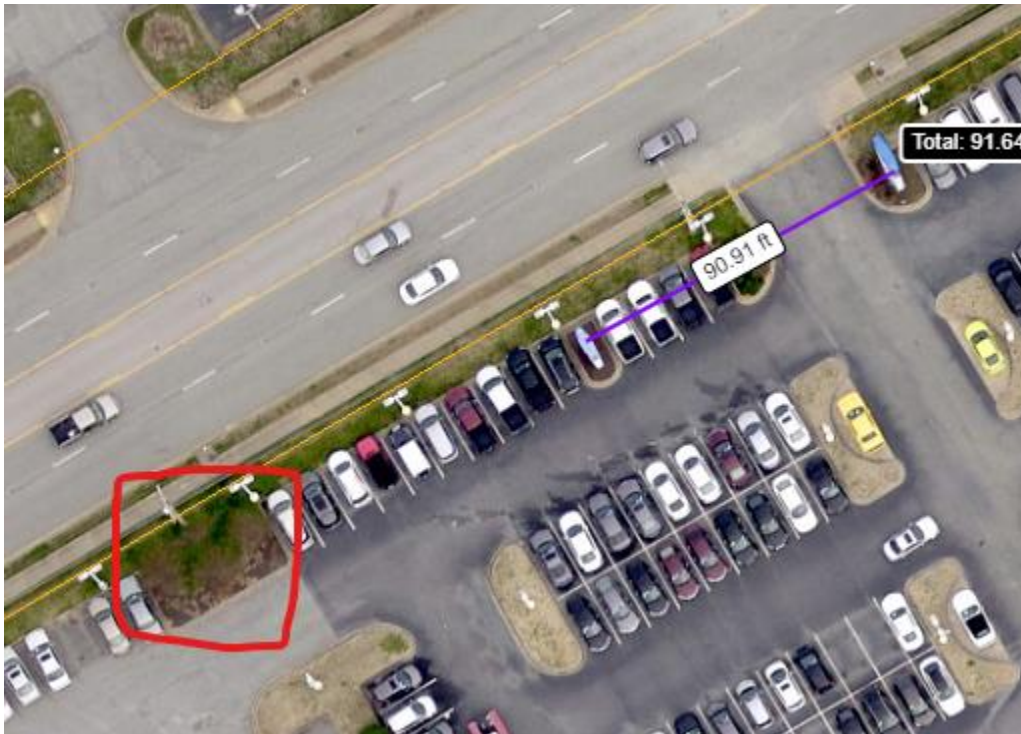
(c) The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

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. The proposed sign is approximately 90-feet away from the existing 30-ft sign. This short distance away does create visual clutter with the sign's existing placement; however, staff discussed with the applicant some possible solutions.

Staff recommends approval of the exception to sign standards with the following conditions:

- 1. Landscaping should be added to the base as it is a listed incentive to help break up the sign base's massing. This landscaping plan to be submitted to staff for review and approval prior to permitting.**
- 2. Relocate the sign away from the existing 30-foot sign to a location further west on Woodruff Road in order to prevent the current signage clutter. This would nearly double the distance between the signs from their current placements.**



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, 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

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.



**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.

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.

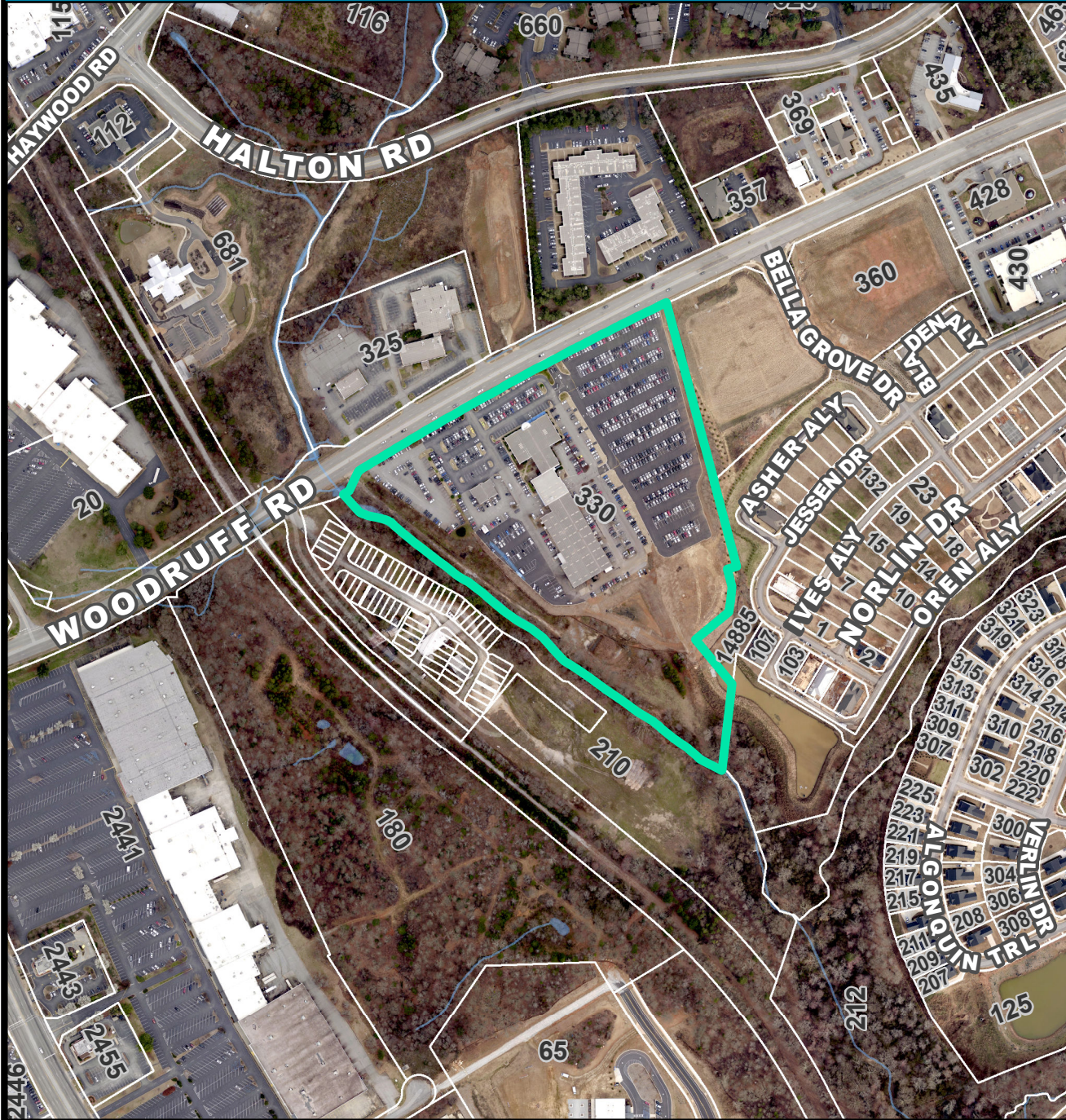
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will 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.

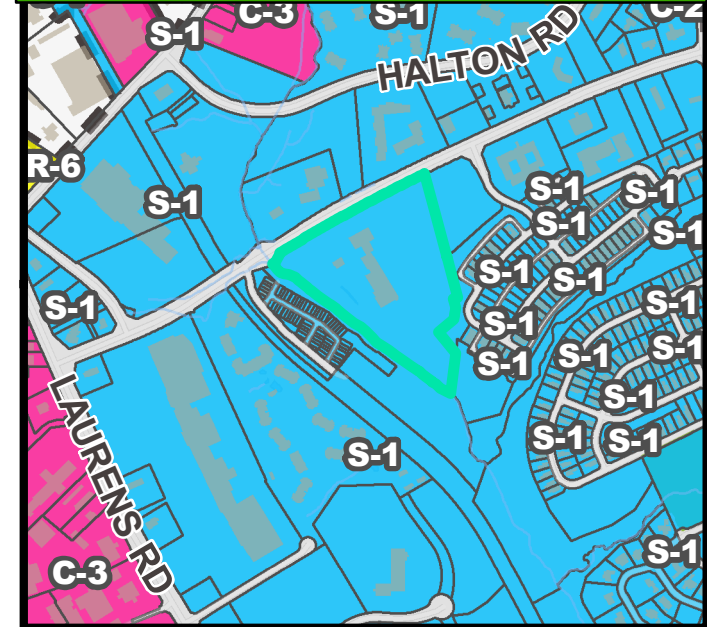
*Signatures	
Applicant	<i>Bill Donovan</i>
Date	December 7, 2020
Property Owner/Authorized Agent	<i>R.J. Davis</i>
Date	December 7, 2020
Public Hearing Information	
Public Hearing Signs	

CA 20-775 • 330 WOODRUFF ROAD

AERIAL VIEW



CURRENT ZONING

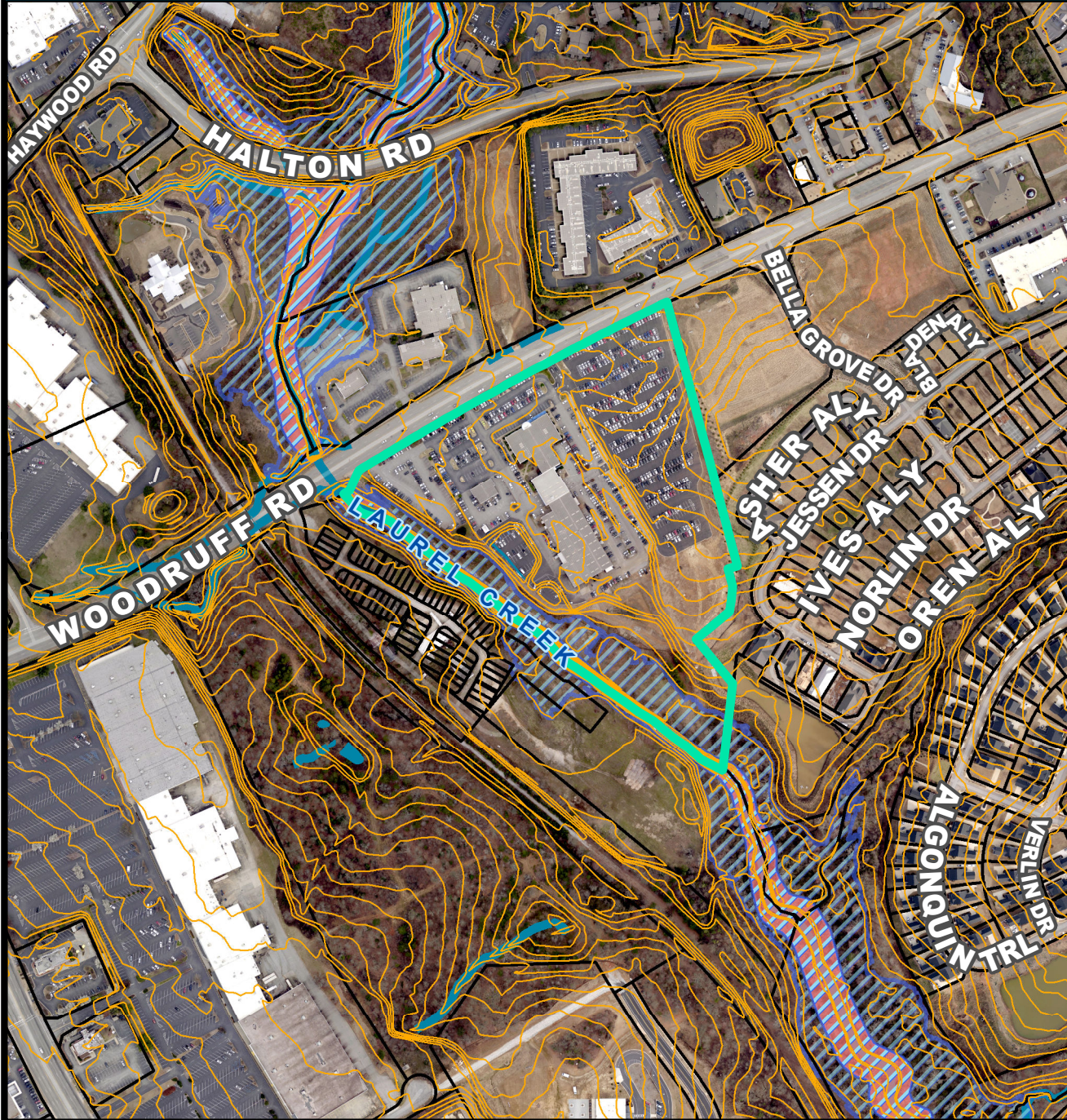


FUTURE LAND USE

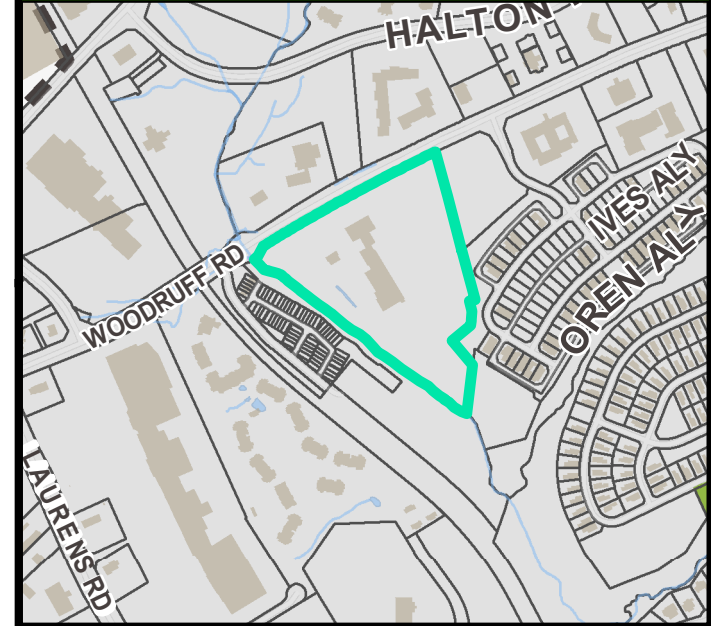


CA 20-775 • 330 WOODRUFF ROAD

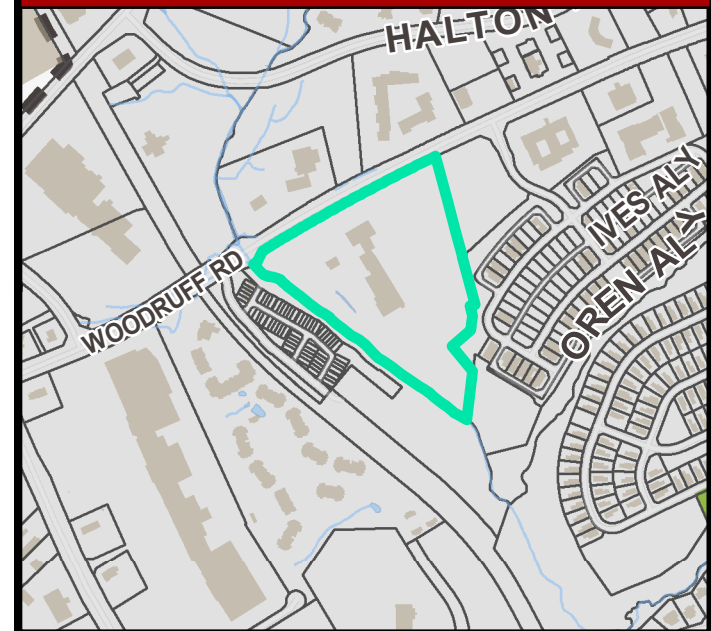
NATURAL / ENVIRONMENTAL FEATURES



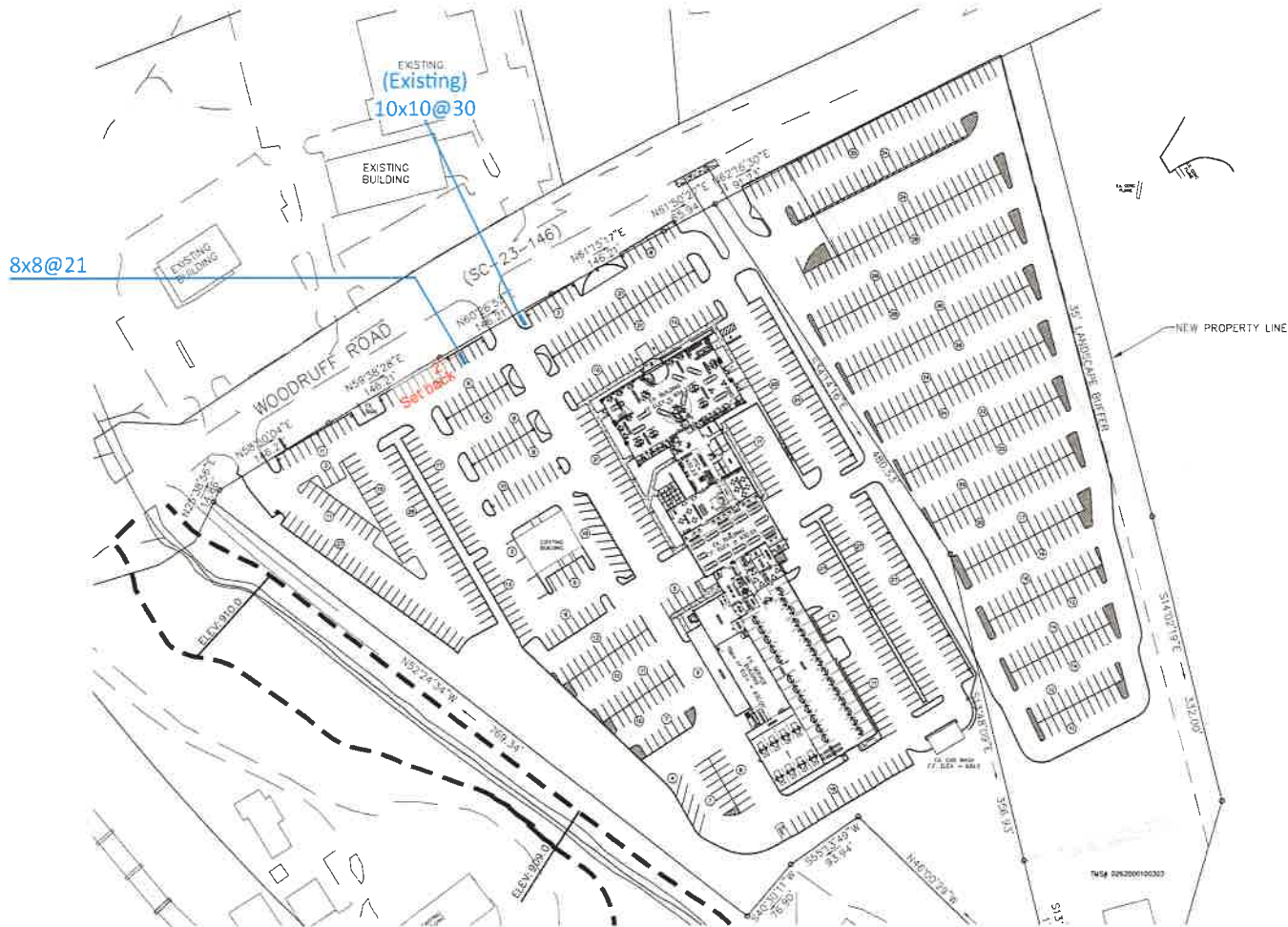
SPECIAL EMPHASIS NEIGHBORHOODS



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.

All rights reserved. The artwork depicted herein are copyright and are the exclusive property of Pattison Sign Group and as such cannot be reproduced in whole or in part without written permission by Pattison Sign Group.

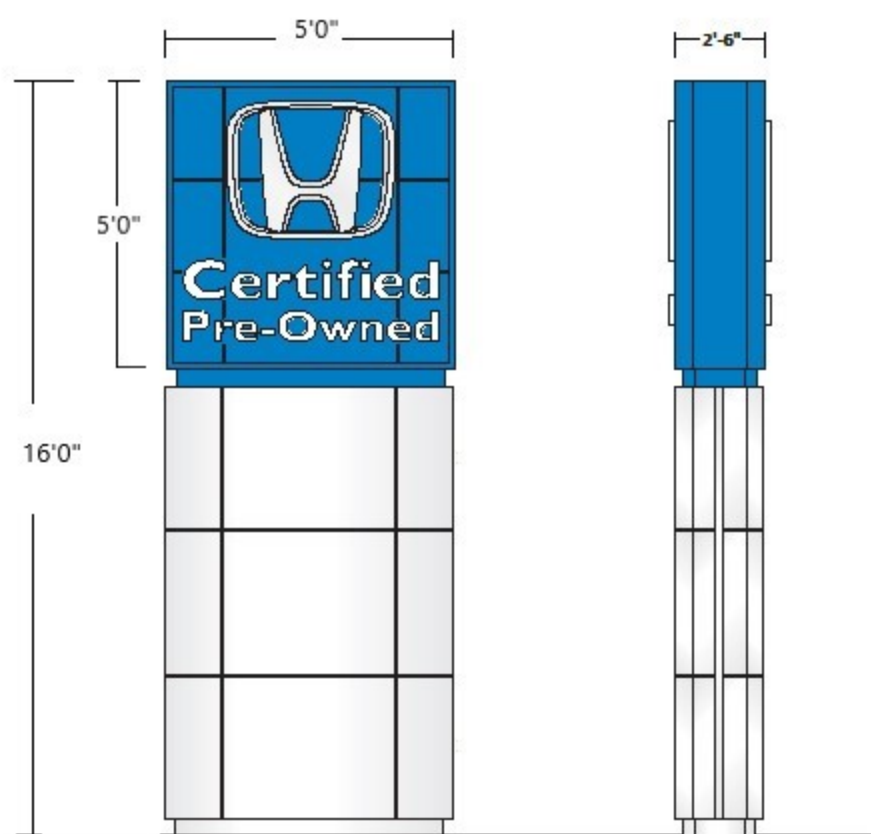
207960

Breakaway Honda
330 Woodruff Rd.
Greenville, SC

Sign Item

Site Plan

Gen III Honda Certified Pre-Owned Sign





**Planning Staff Report to
Design Review Board - Urban
February 26, 2021
for the March 4, 2021 Public Hearing**

Docket Number: CA 20-783
Applicant: Harry Kaufhold/Superior Signs
Property Owner: Bradshaw Family Limited Partners
Property Location: 325 Woodruff Rd.
Tax Map Number: 025900-01-00303
Zoning: S-1, Service District, and Special Sign Overlay District
Proposal: **CERTIFICATE OF APPROPRIATENESS FOR EXCEPTION TO SIGN STANDARDS**
Staff Recommendation: **Approve with Condition**

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. Though this sign is of the same design as the previous request heard and withdrawn at the January 7th, 2021 meeting (CA 20-681), the applicant is different as the business owner switched sign contractors. The other additional freestanding sign for The Truck Farm, as proposed at the same meeting and withdrawn (CA 20-682), is not requested at this time.

This item was deferred by the Board at its February 4, 2021 meeting. The DRB believed that the general design may be used if the sign emulated the building design and the sign height was reduced down to roughly 14-15 ft in height.

Staff Analysis:

The subject site, located at 325 Woodruff Road, is zoned S-1 and within the Special Sign Overlay (SSOD), which permits the installation of wall signs and freestanding pylon or monument signs. Staff may approve freestanding signs that do not exceed a maximum height of 10 feet Tall and 36 square feet in sign face area. Applicants may request a taller sign than 10 feet, but 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) of the Land Management Ordinance (LMO), standards described in the Sign Administrative Manual, compliance with exceptions described in subsection 19-6.6.4(C) of the LMO, 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 future request for The Truck Farm 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 feet 10-3/4th inches. and an overall sign face area of approximately 30.5 square feet, 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) for freestanding signs, 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; however, the site is located within the Special Sign Overlay District (SSOD).

3. Visual obstructions.

The new applicant has subsequently noted to staff that the land closest to Woodruff Road is roughly four (4) feet lower than the corresponding roadway. With a nearly 22-foot sign, the visual from the roadway would be an 18-foot sign, which is still taller than what can be approved at staff level.

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; however, the site is located within the Special Sign Overlay District (SSOD)..

(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 provided information to determine that the sign will use similar colors to the canopy of the existing building on site – black and red. This portion of the old Saturn dealer was repainted recently with moving in the new tenant, Mitsubishi. The design itself does not appear to provide a special privilege or entitlement. However, allowing the freestanding sign at nearly 22 feet tall would appear to provide a special height privilege

compared to other sign exceptions made for other car dealership freestanding signs in the area.

- (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 did not provide sufficient information to make this determination. While staff does know of the intended materials and how the sign's design will relate to the building, staff cannot make a final determination on whether or not the sign will create visual clutter without knowing the design, size, and placement of the "The Truck Farm" sign.

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) with the proposed nearly 22-ft design. However, the applicant has supplied other corporate approved signs in their package. Further, the Board made it clear during the last meeting that a more-reasonable 14-15 foot in height could be approved. **Therefore, Staff recommends approval of the Exception to Sign Standards with the condition of either:**

- a) the alternative sign of approx. 12.5-feet in height; or**
- b) the alternative sign of approx. 17-feet in height.**

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 spotlight 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:	Harry Kaufhold/Superior Signs	Bradshaw Family Limited Partnership
*Title:	Owner	Owner
*Address:	405 Shepherd St. Hendersonville, NC. 28792	PO Box 2269, Greer SC 29652
*Phone:	865-765-1765	864-879-7111 ext 1711
*Email:	harry@superiorleddisplays.com	bobdavis@bradshawauto.com

PROPERTY INFORMATION

*STREET ADDRESS 325 Woodruff Road

*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.

Please see attached drawings and paperwork

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).		
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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.).
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- 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).

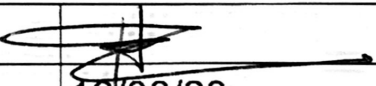
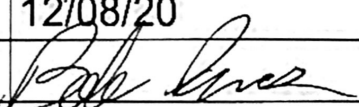
6. Please read carefully:

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.

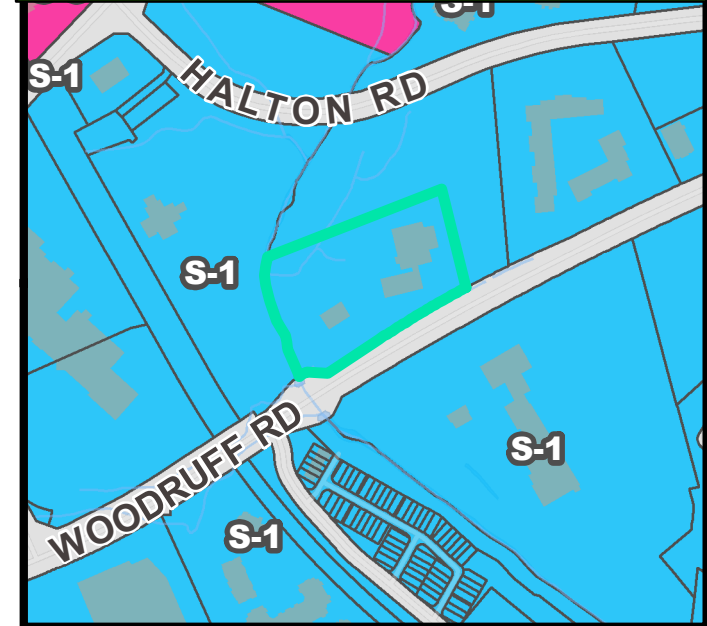
*Signatures	
Applicant	
Date	12/08/20
Property Owner/Authorized Agent	
Date	12/08/2020
Public Hearing Information	
Public Hearing Signs	

CA 20-783 • 325 WOODRUFF ROAD

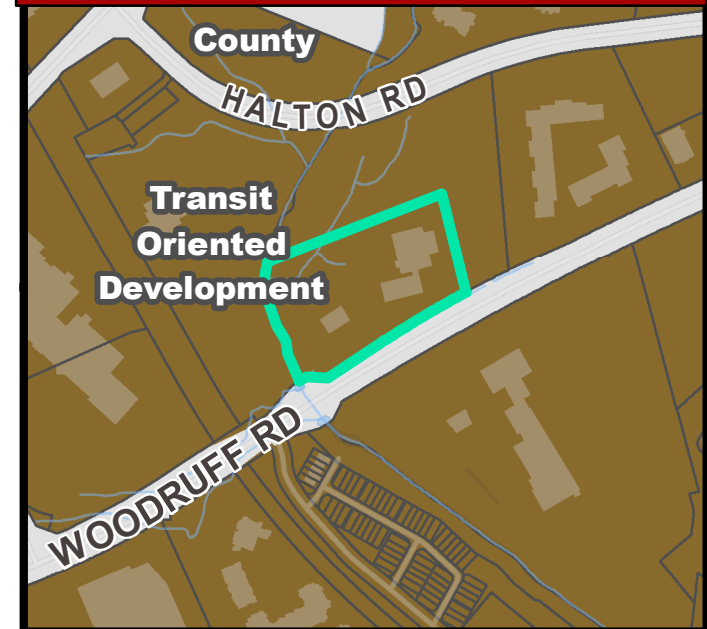
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

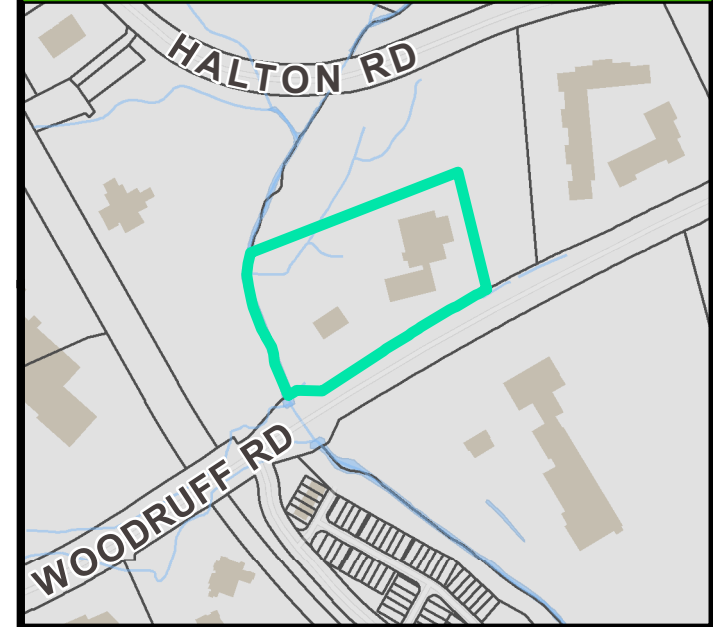


CA 20-783 • 325 WOODRUFF ROAD

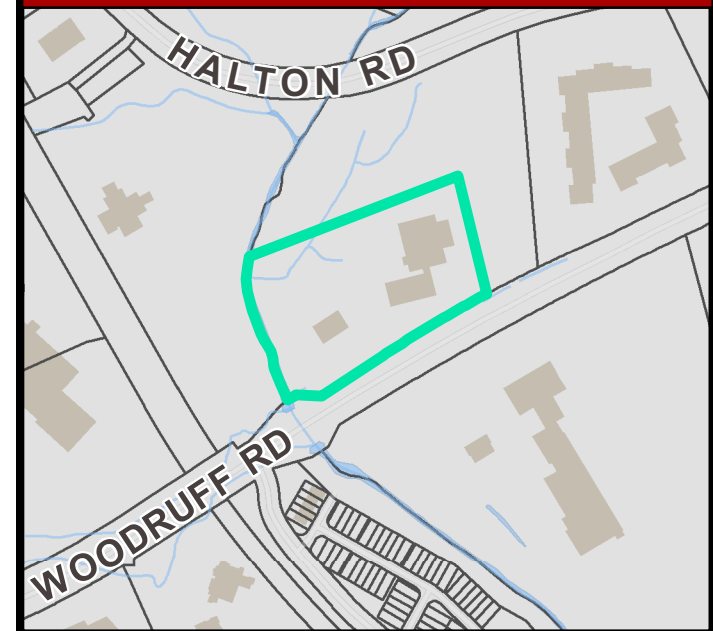
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS

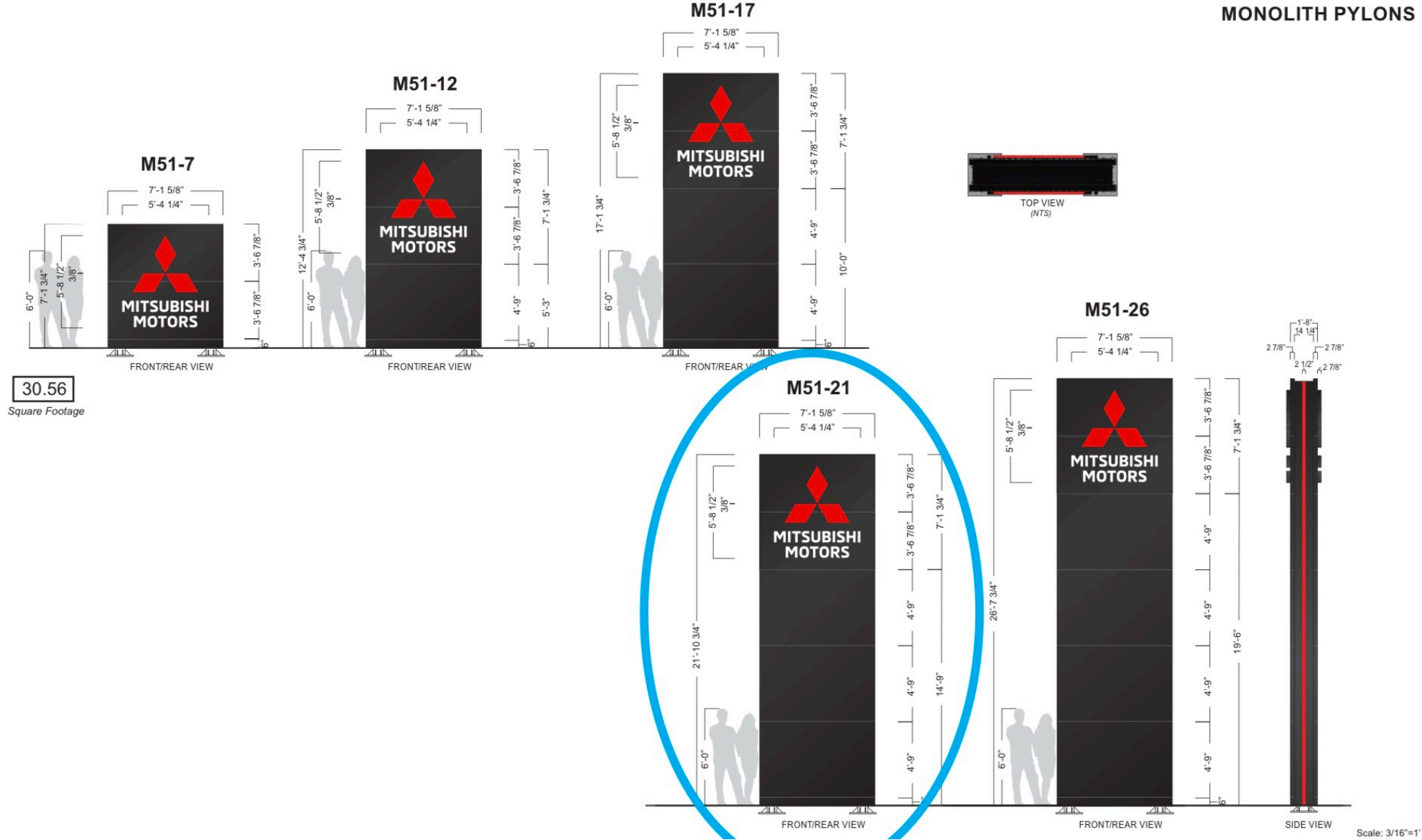








MONOLITH PYLONS



30.56

Square Footage

Austin Rutherford

From: Matt Lonnerstater
Sent: Wednesday, January 13, 2021 4:58 PM
To: Austin Rutherford
Subject: FW: Reasons For Variance

Matthew D. Lonnerstater, AICP
Development Planner | Planning & Development
MLonnerstater@greenvillesc.gov | www.greenvillesc.gov



From: Harry Kaufhold <harry@superiorleddisplays.com>
Sent: Wednesday, January 13, 2021 4:33 PM
To: Matt Lonnerstater <mlonnerstater@greenvillesc.gov>
Subject: Reasons For Variance

CAUTION: This email is from an EXTERNAL source. Ensure you trust this sender before clicking on any links or opening attachments.

Hello Matt,

The placement of the Mitsubishi sign will be a 4' drop. The sign will sit 4' lower than grade.

They will need to get the sign up higher for this reason.

Also Mitsubishi requires these types of signs for their dealers.

And last is that it needs to be comparable to the other signage that's out there. If not the guys with the larger signs are going to win all the business and put the small guys with the small signs out of business.

Thanks
Harry

--

Harry Kaufhold
CEO
Superior Led Displays
677 Spartanburg Hwy Suite 195 - Hendersonville NC 28792
800.592.0611 EXT.700
865-765-1765 Cell
Harry@Superiorleddisplays.com
www.superiorleddisplays.com
<https://digilcddisplays.com>





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



Woodruff Rd

146

Woodruff Rd

Google

Laurel Creek

325



**Planning Staff Report to
Design Review Board - Urban
February 26, 2021**
for the March 4, 2021 Public Hearing

Docket Number: 21-83
Applicant: Kevin Hyslop
Property Owner: Downtown Greenville Investments, LLC
Property Location: 21 Augusta Street
Tax Map Number: 00890-00-101900
Acreage: 0.37
Zoning: C-4, Central Business District; West End Preservation Overlay District
Proposal: Modifications to Side and Rear Elevation
Staff Recommendation: **Approve 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 modifications to the side and rear elevations at 21 Augusta Street, which is located within the West End Historic District.

The scope of work includes:

- Add new storefront windows, overhead doors, storefront door openings, and aluminum canopies along the side elevation;
- Replace the existing side storefront entry (toward rear of building); and
- Replace existing tenant entrance and install new stair and ramp, aluminum canopy, and additional window openings on rear elevation

The applicant states that the new entrances will allow access to newly-created tenant spaces and are part of an effort to create a future outdoor space in the parking lot area; however, the outdoor space is not included in the scope of work for this Certificate of Appropriateness application.

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 notes that the applicant has not provided details or specification sheets for the proposed overhead doors, gooseneck lights, or storefront windows and doors. Further, staff notes that the improvements to the rear façade appear to require the relocation of existing HVAC units. If the intent is to relocate the HVAC units to the rooftop, an architectural parapet shall be installed to shield their visibility from grade. A separate Certificate of Appropriateness application will be required for new and modified exterior signage.

Overall, staff finds the proposed façade improvements to be substantially compliant with the Downtown Design Guidelines. Additional fenestration along the side and rear facades brings the building into conformance with **Design Guideline PRI 4 – Activated Ground Floor**. **Therefore, staff recommends approval with the following conditions:**

- **The applicant shall provide details of the overhead door and window systems, gooseneck lighting, and HVAC unit location at the time of building permit submittal; if HVAC units are relocated to the roof, they shall be screened from grade by an architectural parapet; and**
- **New door and window glass shall not feature dark tint or reflective material.**

DEPARTMENT COMMENTS AND CONDITIONS:

All Departments approved with no comments.

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 4. Activated Ground Floor

- 4.1 Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building.
- 4.2 Use of darkly tinted and/or reflective glass is prohibited.
- 4.3 Locate publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians.
- 4.4 Maintain the simplicity of access to commercial and retail areas to avoid unnecessary or circuitous travel.
- 4.5 Provide ground floor design elements that promote pedestrian activity; for example, windows, retail displays, art, landscaping, canopy coverings, etc.
- 4.6 Ensure that landscaping does not create a visual barrier between the building's interior and pedestrians.
- 4.7 Use security systems that do not require the use of security bars or grilles.
- 4.8 Corner buildings have at least two facades visibly exposed to the street and should be designed to respond to their more prominent locations.

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 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.



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:	Kevin M. Hyslop, AIA	Downtown Greenville Investments, LLC
*Title:	Architect	Owner
*Address:	245 N. Main St. Suite 200 Greenville, SC 29601	105 E. North Street Suite 100, Greenville, SC 29601
*Phone:	864-520-2086	864-275-5605
*Email:	kevinhyslop@att.net	Krish@kvpinc.com

PROPERTY INFORMATION

*STREET ADDRESS 21 Augusta St. _____

*TAX MAP #(S) 0089000101900 _____

*SPECIAL DISTRICT C-4 / West End _____

DESCRIPTION OF REQUEST

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

The owners of 21 Augusta St. are requesting approval to add new storefront window and door openings along the side elevation (facing the existing parking area), and replace an existing storefront entrance as part of the building shell renovation. The new entrances will allow access to the tenant spaces, and are part of the effort to create a future outdoor space that will provide pedestrian engagement of the site. The owner is also requesting approval to replace the existing tenant entrance on the rear of the building with a storefront entrance, and add a new stair and ramp to replace the existing entrance in order to make a more attractive entrance. Additional window openings are proposed on the rear elevation to provide natural light to the tenant spaces on both levels.

INSTRUCTIONS

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 - E. MODIFICATION TO AN APPROVED PROJECT
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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.).
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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).

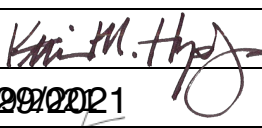
6. Please read carefully:

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.

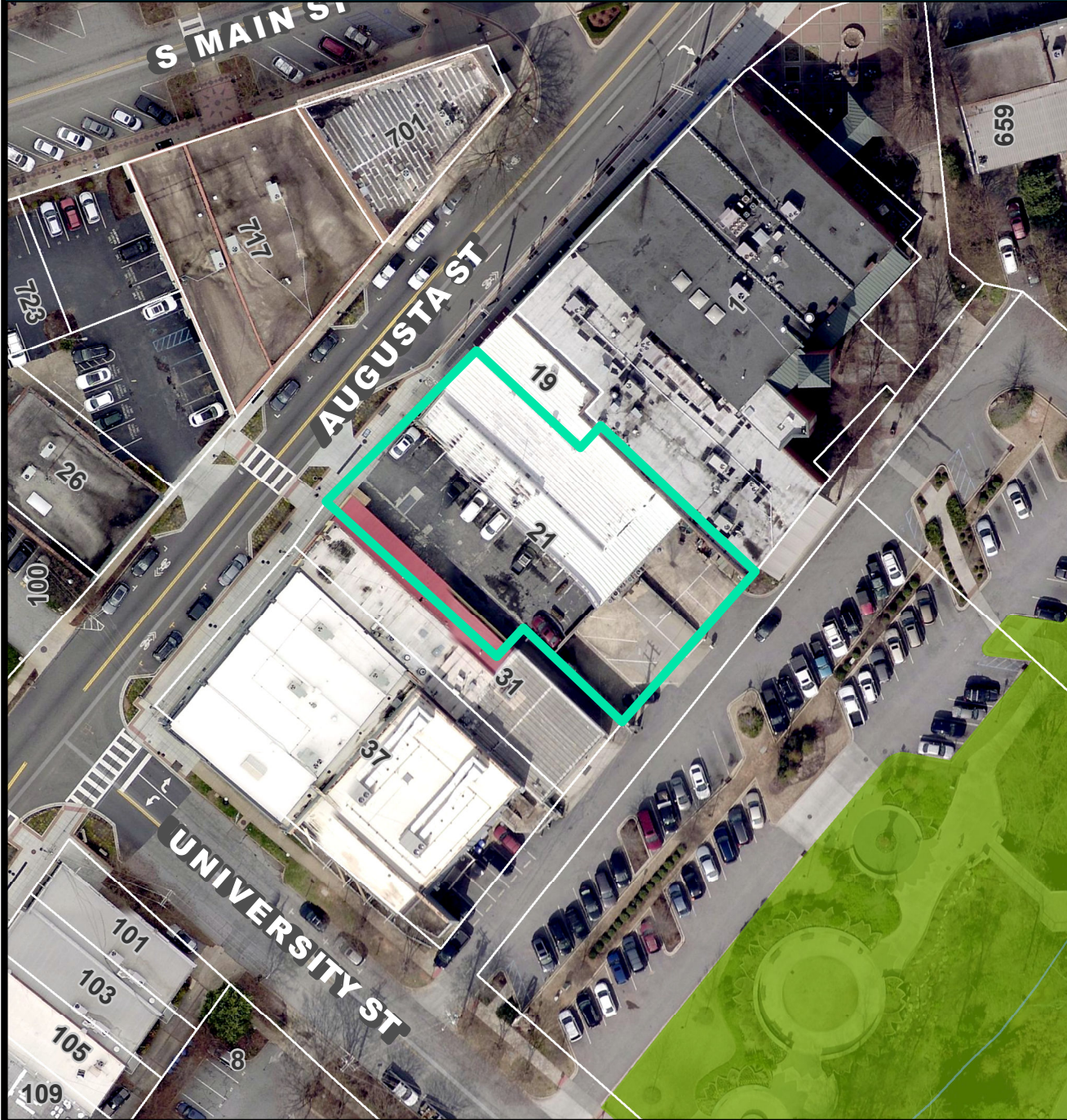
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will 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.

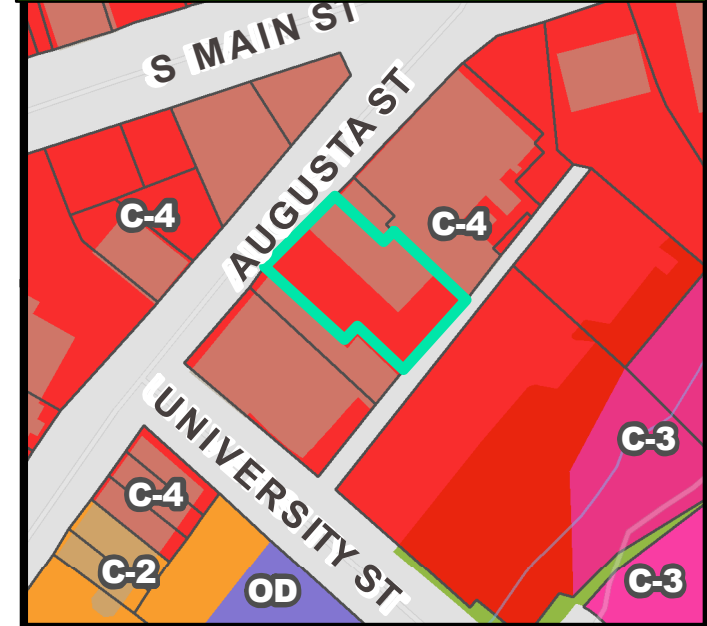
*Signatures	
Applicant	
Date	01/29/2021
Property Owner/Authorized Agent	
Date	01/29/2021
Public Hearing Information	
Public Hearing Signs	

CA 21-83 • 21 AUGUSTA STREET

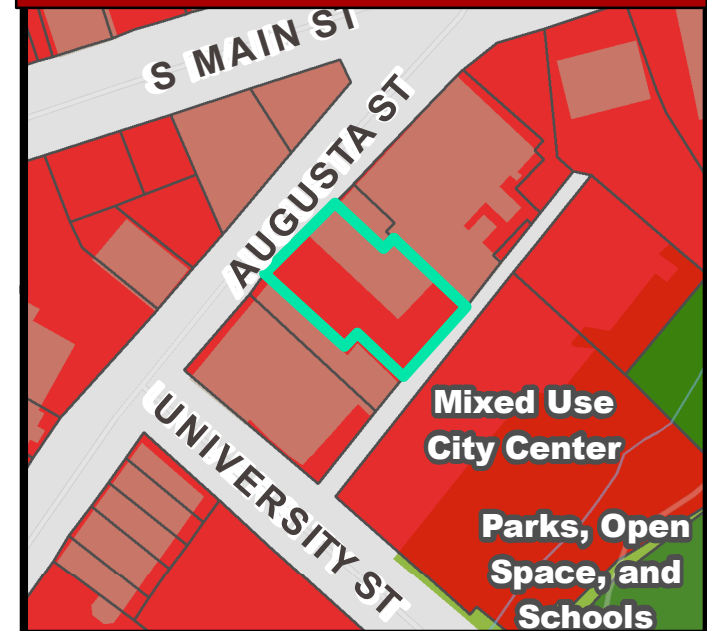
AERIAL VIEW



CURRENT ZONING

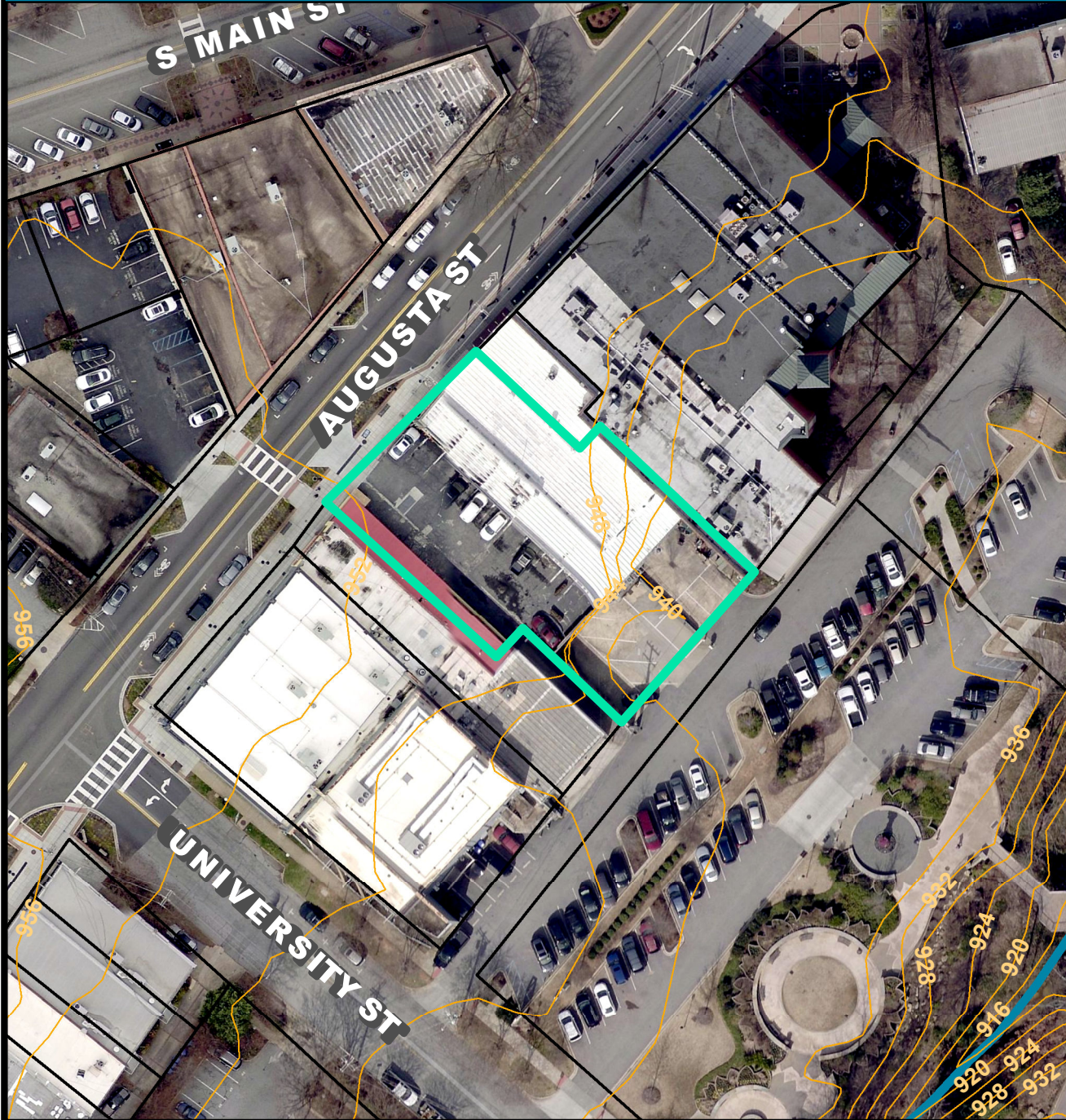


FUTURE LAND USE



CA 21-83 • 21 AUGUSTA STREET

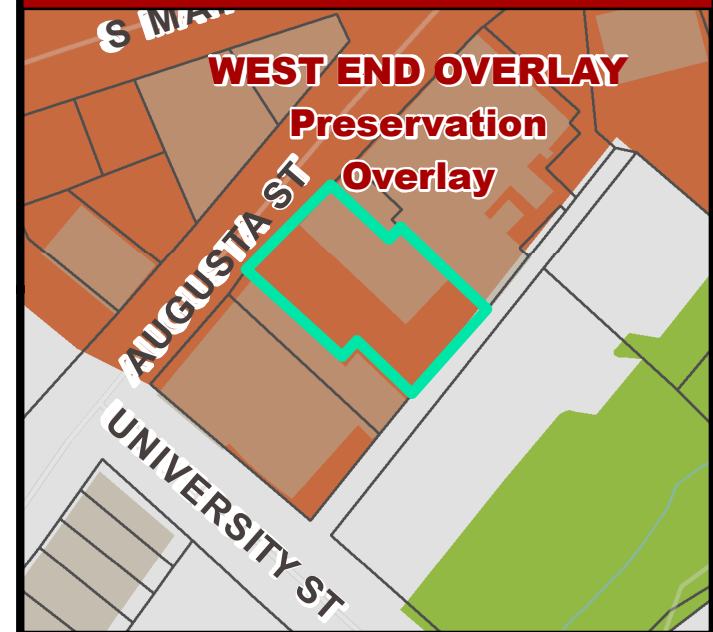
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



Statewide Survey of Historic Resources
State Historic Preservation Office
South Carolina Department of Archives and History
8301 Parklane Rd.
Columbia, SC 29223-4905 (803) 896-6100

Control Number: U / 45 / 0068
Status County No Quad No Site No

Tax Map No.: _____

Reconnaissance Survey Form

Identification

Historic Name: Bangle Leather Belting Company

Common Name:

Address/Location: 21 Augusta St

City: Greenville

County: Greenville

Vicinity of:

Quadrangle Name: Greenville

Ownership: Private

Category: building

Historical Use Commercial

Date: ca. 1933

Current Use: Commercial

SHPO NR DOE: Not Eligible

Other Designation West End Local Historic District

Notes: 1-story, brick, flat-roof commercial building; altered, partially-enclosed storefront; replacement windows and doors; corbelled and denticulated cornice

Photographs

Roll No.: Neg. No.: View of:

51 27 front



Program Management

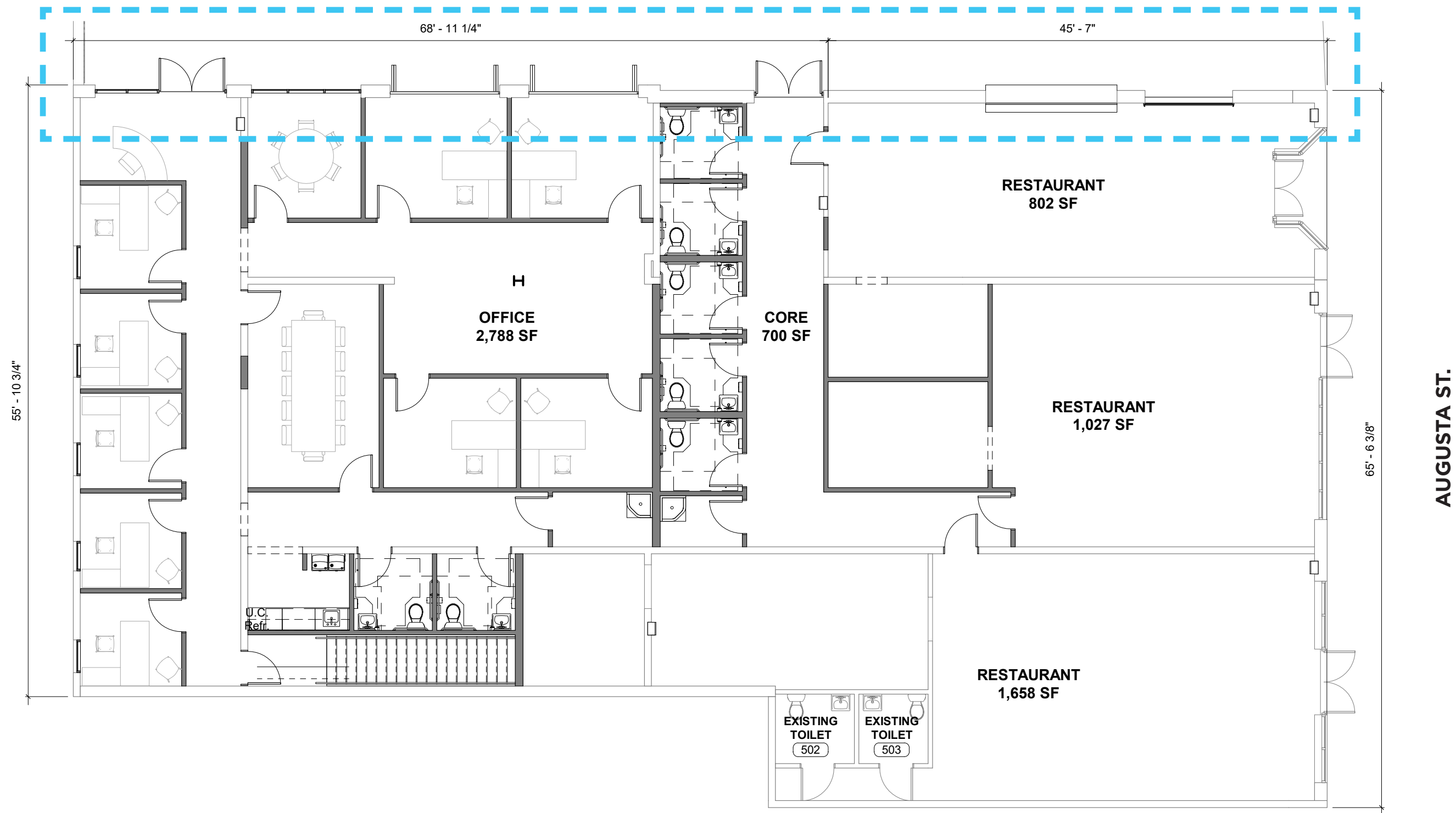
Recorded by: JM, Edwards-Pitman Environmental, Inc.

Date Recorded: 11/13/2002

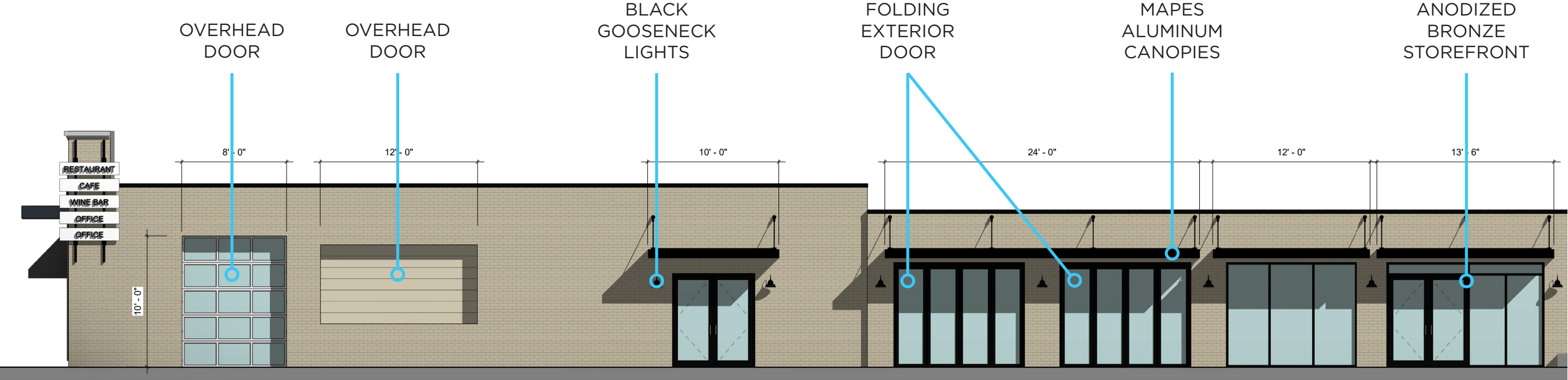
EXISTING CONDITIONS

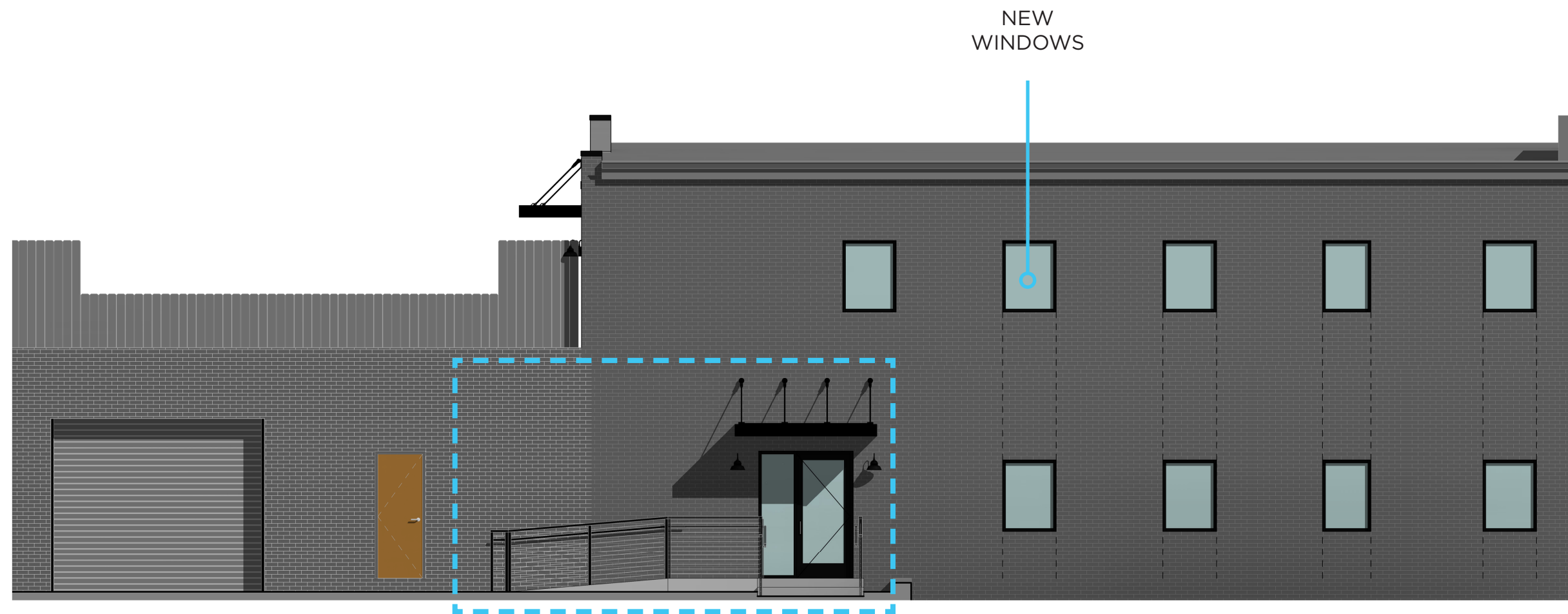


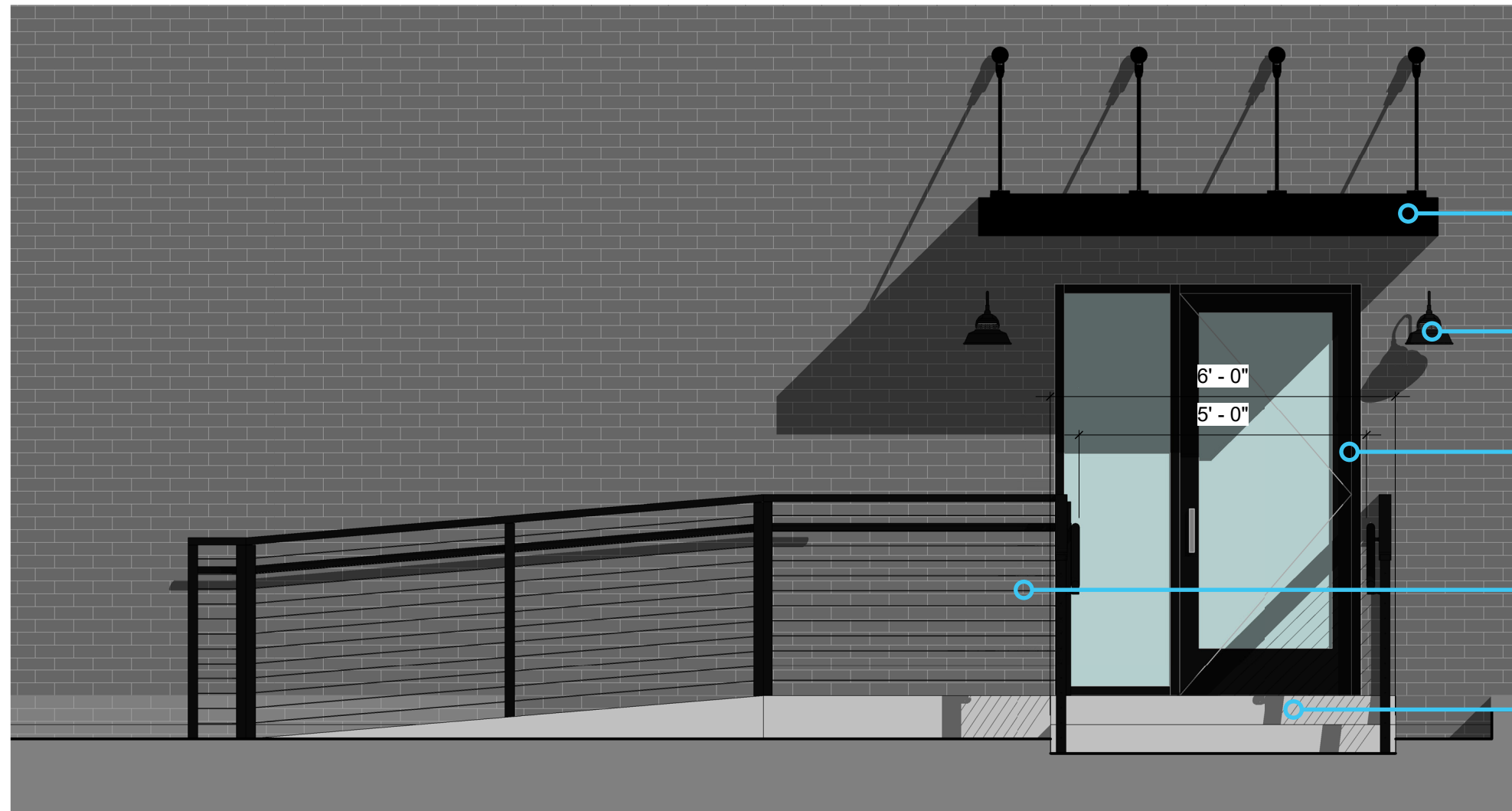
FIRST FLOOR PLAN











MAPES
ALUMINUM
CANOPY

BLACK
GOOSENECK
LIGHTS

ANODIZED
BRONZE
STOREFRONT

EXTERIOR
CABLE
RAILING

CONCRETE
STAIRS &
RAMP

MATERIAL EXAMPLES



MAPES ALUMINUM CANOPY
(SOURCE: MAPES CANOPIES)



ANODIZED BRONZE STOREFRONT
(MATCHING EXISTING STOREFRONT)



EXTERIOR CABLE RAILING



**Planning Staff Report to
Design Review Board - Urban
February 26, 2021
for the March 4, 2021 Public Hearing**

Docket Number: CA 21-93
Applicant: Truliant Federal Credit Union
Property Owner: Npbn Partnership
Property Location: 110 W. North Street
Tax Map Number: 000200-05-00601
Acreage: 0.579
Zoning: C-4, Central Business District
Proposal: Exterior alterations
Staff Recommendation: Approval with Comments and Conditions

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Application Request:

The applicant requests to perform major exterior renovations to the existing office building located at 110 W. North Street. This structure is identified as a c.1920 structure. per the City's historical survey card. The structure was used by the Easterby Motor Company, which owned the franchises for Chrysler's family of brands in the Greenville area, as an automobile showroom and dealership. The current and proposed use of the structure is office space.

Exterior improvements include:

- Redesign of the stair and elevator side addition that will partially enclose it from the elements.
- A new flat canopy system along the front and side.
- New signage
- Painting the structure

Staff Analysis:

Elevator and Stair Tower

The elevator and stair tower were an addition to the building believed to have been constructed in the late 1980s for accessibility. This project proposal redesigns the tower to be partially enclosed with glass and to change the roof to a flat design. In addition, the design incorporates a blue band that extends down to the planned canopy. Lastly, the tower walls will be used for wall signage for the new tenant, Truilant Federal Credit Union.

As the stair tower is a later addition to the historic structure, this proposed design tower upfit does follow **Design Guideline PRI.11** Existing Architecture regarding how additions should be visually distinctive from older construction.

Storefront and Front Facade

The storefront and front façade are shown to be improved through minor design changes. The canopy is proposed to be replaced by a new flat canopy that will extend down the side to connect to the tower. This canopy not only is designed to shield pedestrians from the weather, but also to serve as an architectural extension of the blue band encircling the building from the tower. This appears compliant to **Design Guideline PRI 6.8**. Although a cross section of the canopy is provided, the design of the canopy's ceiling has not been provided by the applicant for staff to review.

Also part of the project proposal is to paint the architectural brick inserts on the façade to white as a way to incorporate the Truliant corporate colors into the design. Staff finds a more appropriate treatment is to retain the inserts as the surrounding building color in order to maintain the historical façade design of the inserts to be the same color as the rest of the façade. Therefore, staff submits his part of the project request appears inconsistent to **Design Guideline PE 6.8**.

The applicant does not propose within this request to upgrade the ground floor storefront of the building. The existing storefront was likely installed during the same era as the tower, and includes a missing doorway, concrete-type construction at its base, and lack of transparency into the ground floor. Staff finds that the existing storefront system is not of an appropriate design compared to the historic storefront in the provided picture or consistent with the **Design Guidelines PRI 3**. Entry, **PRI 4**. Activated Ground Floor, or **PRI 6**. Materiality, and therefore, staff recommends that the storefront be rehabilitated with the other project improvements in order to provide historical design consistency, as shown in the historic photograph. This will not only restore the historic design of the structure but will also establish an improved pedestrian zone, further activate the storefront, and utilize design materials that are more appropriate than those which currently exist. Based on these findings, staff submits this proposed change will bring it in conformance with the Design Guidelines noted above.

Signage

Though signage requires a separate staff-level Certificate of Appropriateness (CA), the applicant does display the intended proposed signage on the architectural renderings as a way to present a wholistic design. The proposed signage includes a projecting sign, two wall signs, up to two tenant signs above the storefront, and redesign of the existing monument sign.

The proposed wall signs and tenant signs appear appropriate per **Design Guidelines PUB 11**. Signage. However, to maintain consistency with **PUB 11.3**, staff finds the projecting sign should be no taller than the lower portion of the second façade inset in order to maintain the pedestrian-scale called for within the guideline. To maintain consistency with **PUB 11.1** and **11.11**, the monument signage should include materials and design to align more closely with the building design, and to limit the height to 50% of the first story height.

Staff Recommendation:

Staff recommends approval with conditions of the alterations in order to maintain consistency with the applicable Design Guidelines and appropriate treatment to a historic building. Staff submits the following conditions:

1. The front façade insets shall remain the same color as the rest of the façade.
2. Although the signage shown requires a separate Certificate of Appropriateness application through staff level, the application's signage shall, in general, be consistent with the signage shown within this application with the projecting sign to be no taller than the bottom of the second inset, and the monument sign to incorporate more of the building's architecture and materials into the design, while limiting its height to 50% of the first story.
3. The storefront on the first floor shall be updated to reflect the historical design shown in the picture, and as described within the staff report above.
4. A detail of the canopy ceiling shall be submitted to staff and reviewed and approved by a two-member committee of the DRB.
5. As this building is listed within the City's historic resources survey, construction shall be executed to the Secretary of the Interior's standards. This includes the attachment of the projecting sign and canopies to the building through the mortar joints and not through the existing brick.

Staff Comments:

1. Noted by Parks & Recreation, any change of use of the structure, or repaving of the parking lot will trigger minimum landscape compliance, parking design compliance to the Design Guidelines, and ADA regulations for accessibility. If this is triggered, a subsequent Certificate of Appropriateness application will be required to address these standards.

DEPARTMENT COMMENTS AND CONDITIONS:

Parks & Recreation Comments:

Recommend: Approve w/ Comments

Comments:

Any change of use of the structure, or repaving of the parking lot, will trigger minimum landscape compliance, primarily the screening standards for parking lot buffers against streets.

Applicable Design Guidelines:

PUB 11. Signage

- 11.1 Synchronize signage design with its architectural surroundings. Apply the guidelines described in PRI 6. Materiality to both buildings and their corresponding signage, and preserve historic painted signs when feasible.
- 11.2 Align wayfinding and interpretive signage in the public realm with adopted city-wide signage standards.
- 11.3 Scale projecting signage primarily for pedestrian legibility, rather than vehicular wayfinding and branding. Ensure that projecting signs do not obscure major architectural details.
- 11.4 Emphasize legibility and simplicity in signage design, and subordinate signage to the overall building or streetscape composition.
- 11.5 Scale and position wall signage in proportion to the wall on which they are placed. Limit wall signs to 75 percent of the linear footage of the wall area that they occupy.
- 11.6 Mount letters and graphics directly onto exterior wall, and conceal any electrical raceways from view, either behind a finished exterior wall, or by integrating conduit into the sign.
- 11.7 Scale the brightness and visual impact of illuminated signage to the surrounding area's level of activity. Subordinate signage lighting to the overall building or streetscape composition. Ensure lighting does not have an adverse impact on adjacent properties and pedestrian areas.
- 11.8 Externally illuminated signage should be illuminated from the top of the sign. Use shielded and focused light fixtures, and apply the guidelines described in PUB.9 Lighting.
- 11.9 Illuminated signage should provide illumination and definition to the sign's individual letters. Avoid internally illuminated cabinet signs.
- 11.10 With city-issued permits, locate sandwich board-style sidewalk signage in the building transition zone so that it does not interfere with the flow of pedestrians in the sidewalk zone.
- 11.11 Emphasize scale and proportionality in freestanding signage. Limit freestanding signage to 50 percent of the height of the first story of the building. Distinguish the base, middle and top components of the sign, and avoid monolithic structures, exposed pole supports and pylon signs.

PRI 3. Entry

- 3.1 Locate entrances at active locations that enable and promote pedestrian walkability and connectivity.
- 3.2 All public entrances that face the public realm must be designed to accommodate all levels of physical ability.
- 3.3 Enhance the design of entry areas with materials, architectural and landscape features such as outdoor gathering spaces, coverings, lighting and landscape elements so that they are clearly identified and will attract and guide pedestrians.

- 3.4 Entry glass must be highly transparent using non-reflective and minimally tinted glass.
- 3.5 Entries must be designed to pronounce their purpose as a destination while not overwhelming the scale, massing and articulation of the rest of the building.
- 3.6 For retail building uses, recess or cover entrances to provide shelter and articulate the point of entry.
- 3.7 For buildings on corner lots, locate entrances at the corner to anchor the intersection and create a seamless transition that captures pedestrian activity from both street frontages.
- 3.8 Residential uses at the ground floor level must include entrances that face the public realm.

PRI 4. Activated Ground Floor

- 4.1 Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building.
- 4.2 Use of darkly tinted and/or reflective glass is prohibited.
- 4.3 Locate publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians.
- 4.4 Maintain the simplicity of access to commercial and retail areas to avoid unnecessary or circuitous travel.
- 4.5 Provide ground floor design elements that promote pedestrian activity; for example, windows, retail displays, art, landscaping, canopy covering, etc.
- 4.6 Ensure that landscaping does not create a visual barrier between the building's interior and pedestrians.
- 4.7 Use security systems that do not require the use of security bars or grilles.
- 4.8 Corner buildings have at least two façades visibly exposed to the street and should be designed to respond to their more prominent locations.

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 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.



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:	Truliant Federal Credit Union by Chad S. Frye	NPBN PARTN SC GEN PARTN
*Title:	Sr. VP: Facilities and Administrative Services	
*Address:	Truliant Federal Credit Union, 3200 Truliant Way, Winston Salem, NC 27103	P.O. Box 1508 Greenville, SC 29602
*Phone:	336.293.2611	
*Email:	chad.frye@truliantfcu.org	

PROPERTY INFORMATION

*STREET ADDRESS 110 W North Street

*TAX MAP #(S) 0002000500601

*SPECIAL DISTRICT C-4 Zoning/ CBD Overlay District

DESCRIPTION OF REQUEST

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

Truliant Federal Credit Union will be the future tenant and the owner of the building

All four exterior facades of the building are exposed brick walls which were painted in recent years.

The sloped metal standing seam canopies located at the front of the building on the first floor and on the west elevations are not the original canopies.

The building does not have an interior stairwell connection on all three floors. We assume the exterior stair and elevator tower were built to provide access to all floor levels. This stair/elevator tower is currently a completely open structure, and the entire stair and the doors are unprotected. The roof of the tower is built with a sloped standing seam pyramid structure.

It is Truliant's desire is to renovate the exterior of the building and the stair/elevator tower to provide a functional, safe and user friendly structure.

Our goal is to visually enhance to exterior of the building. Our plan is to enhance the tower aesthetic and create the desired branding while maintaining the historic design of the building.

The proposed renovation will include a new flat roof over the stair/elevator tower and additional glass curtain wall envelope on both sides of the elevator/stair landings.

The existing concrete structure will be repainted with a light gray paint in the same family as the existing color, with complimenting darker gray paint below the canopy.

Additionally, Truliant will improve the exterior appearance of the building by repainting the existing exterior brick walls in a similar color to the existing color. The actual paint colors are shown on the attached exterior images.

Since the sloped pyramid roof will be removed from the stairs, Truliant is proposing to replace the existing sloped canopies on the first floor exterior facade with flat "urban style canopies". The new flat shape of the canopies visually links them with the new flat roof of the tower.

Commensurate with Truliant Federal Credit Union corporate signage branding standards and subject to Greenville Code Standards 19-6.6.7.

Table 19-6.6-2 Building Signs, Table 19-6.6-3 Freestanding Signs, Downtown Design Guidelines PUB 11: SIGNAGE, Appendix "J" Sign Standards and Design Guidelines, an informal DRB review with a subsequent courtesy staff review to confirm code compliance, Truliant is pleased to submit the itemized collaborative signage plan below with staff endorsement.

Item A- Monument Sign

The existing 27'3/16" x 6'5" internally illuminated monument will be re-faced with push-through translucent graphics for the Truliant Federal Credit Union letters and Sunburst with a blue opaque background. Sign pedestal base to be re-painted Truliant Gray to compliment building color scheme and sign capped with decorative white dimensional aluminum cap. Signage is to remain at current location and orientation.

Item A.1- Monument Sign w/ Incentive Features

The existing 27'3/16" x 6'5" internally illuminated monument sign will be retro-fitted and re-purposed to a 4' x 9' (36SF) monument sign utilizing the existing sub-structure at an overall height of 8'.

Routed text with 1/2" dimensional push-through translucent graphics for the Truliant Federal Credit Union letters and Sunburst with a blue opaque textured surface. Existing sign pedestal base to be re-purposed and enlarged to 3'8" x 9'7" x 20" deep masonry/brick pedestal base to match and compliment the architectural building features and color scheme. Sign to be capped with a 20" deep decorative white dimensional aluminum cap to match brick pedestal symmetry. Signage is to remain at current location, orientated perpendicular to W. North Street.

Item B- Blade Sign-South/Front Elevation

New 10x 2' (20SF) internally illuminated vertical blade sign with reverse channel halo letters "TRULIANT". Signage mounted above awning for pedestrian viewing from Main Street and W North Street approaches. Signage support plates to be mounted to brick facade with brick penetrations through mortar joints through bolting to matching steel plates behind wall.

Item C.2-Tower Wall Sign-North/Rear Elevation

New internally illuminated face-it channel letters 19" TRULIANT/ 7 1/2" Federal Credit Union/62" SUNBURST with a collective square footage signage surface area of 61.3 SF

Item C.3-Tower Wall Sign-South/Front Elevation

New internally illuminated face-it channel letters 19" TRULIANT/ 7 1/2" Federal Credit Union/62" SUNBURST with a collective square footage signage surface area of 61.3 SF

Item C.4- (2) Tenant Signage-South/Front Elevation

(2) New sets of pin mounted dimensional letters to be mounted above glass windows not to exceed 20SF per tenant sign.

Exact copy to be determined.

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).

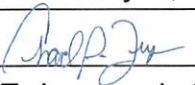
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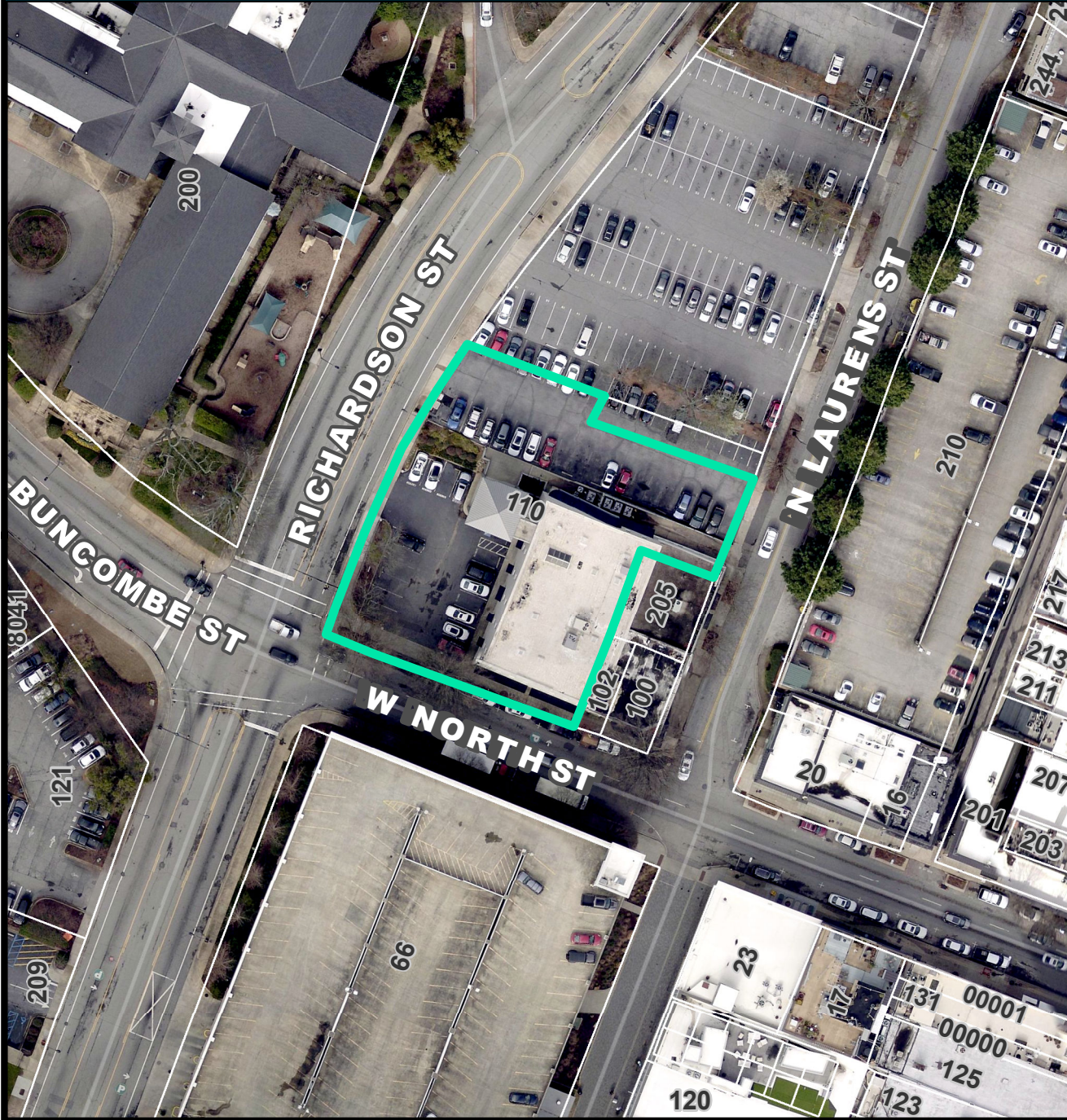
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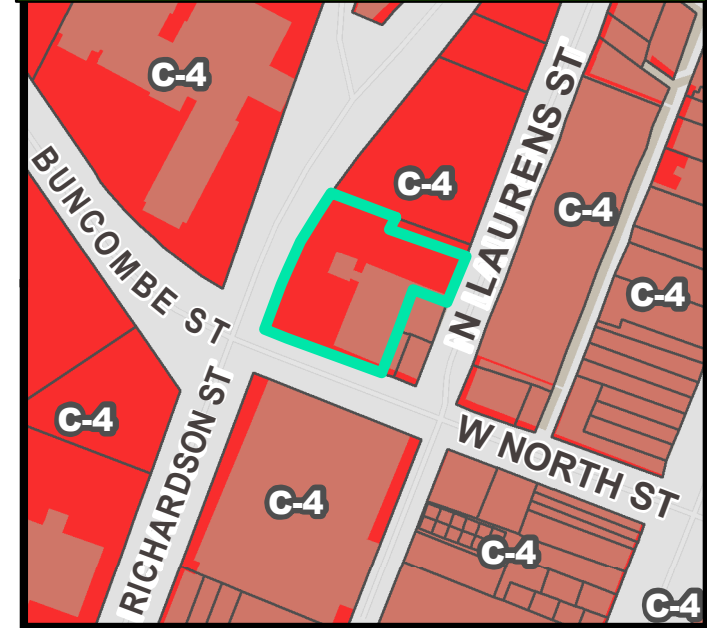
*Signatures	
Applicant	
Date	February 1, 2021
Property Owner/Authorized Agent	
Date	February 1, 2021
Public Hearing Information	
Public Hearing Signs	

CA 21-93 • 110 W. NORTH STREET

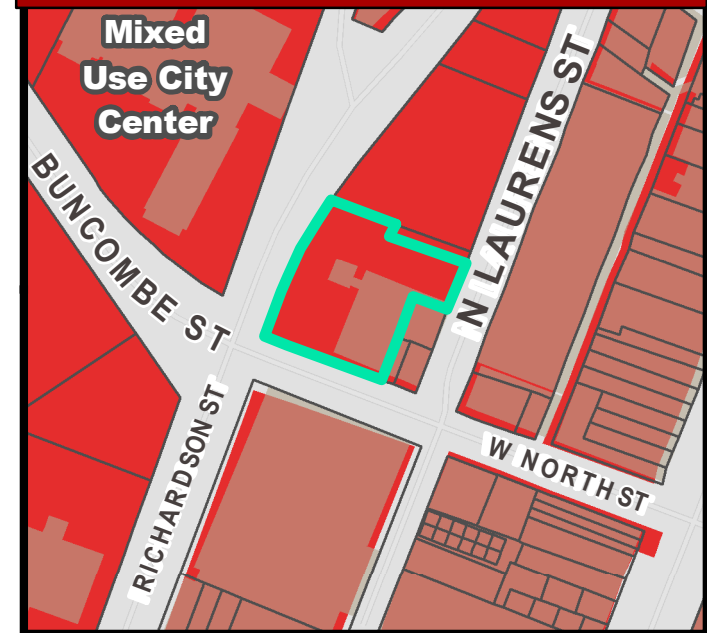
AERIAL VIEW



CURRENT ZONING

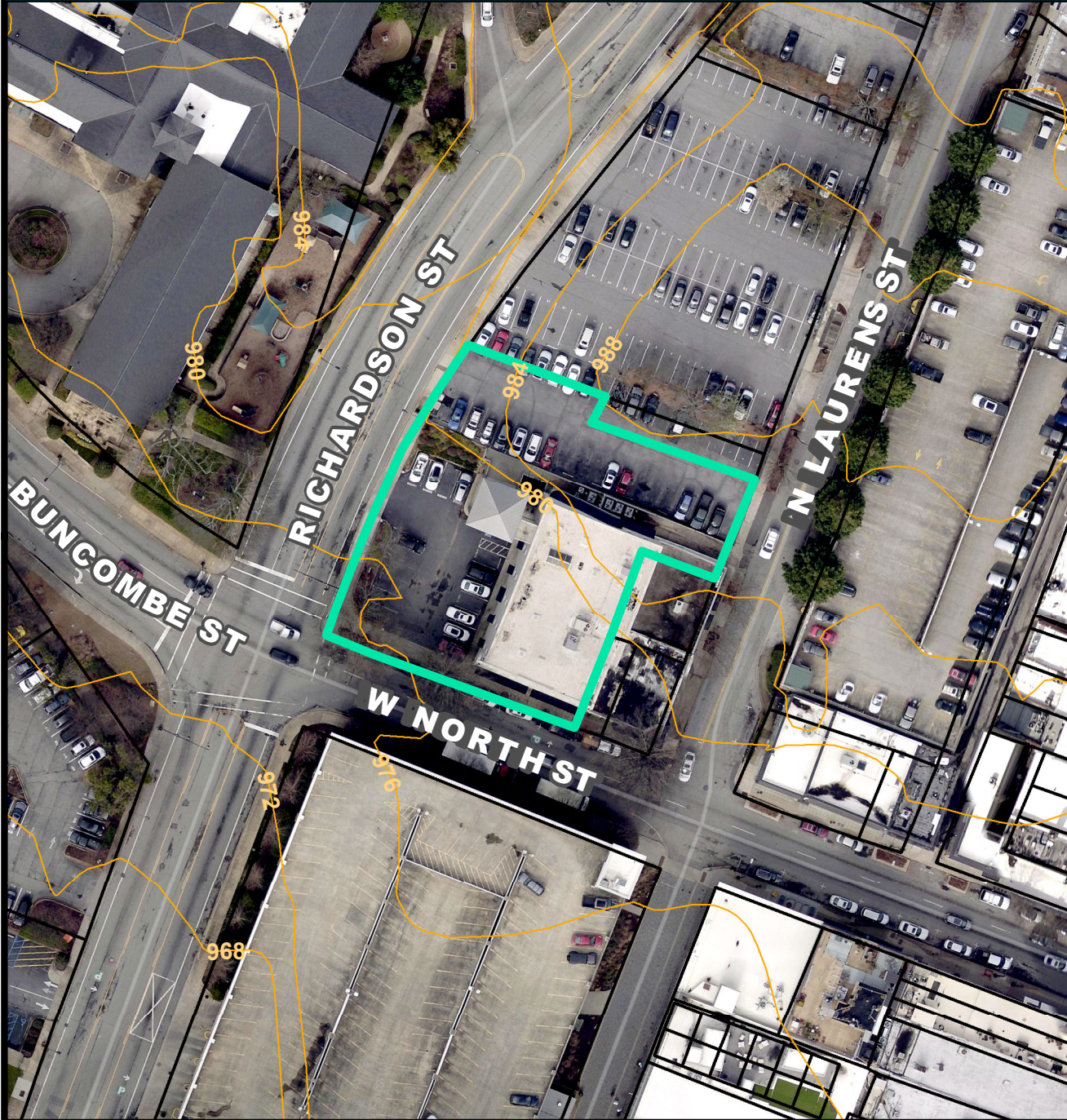


FUTURE LAND USE

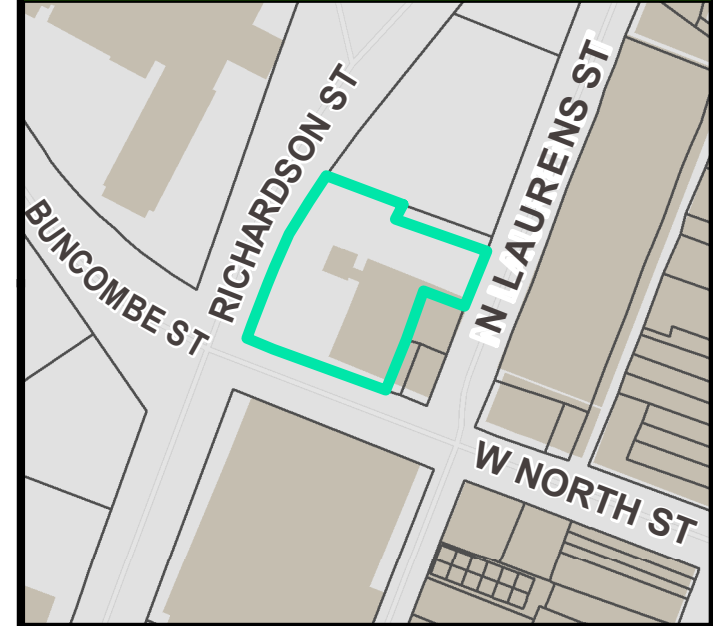


CA 21-93 • 110 W. NORTH STREET

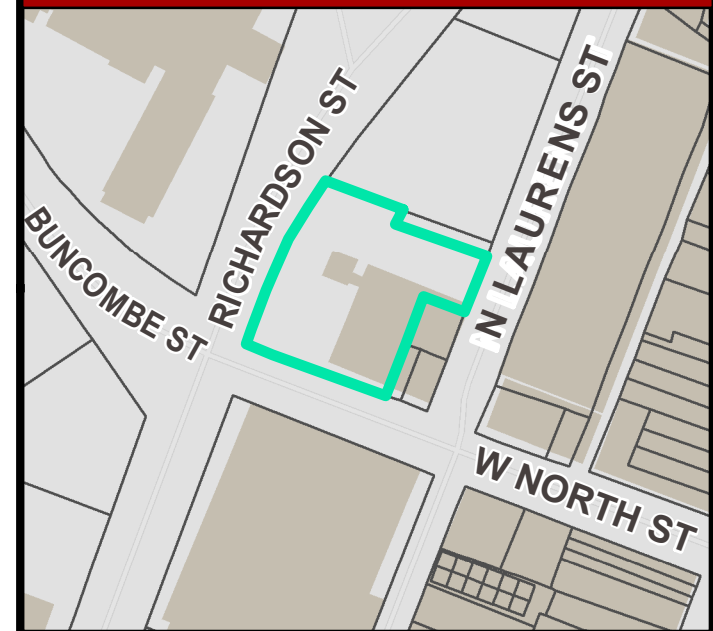
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SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



Statewide Survey of Historic Resources
State Historic Preservation Office
South Carolina Department of Archives and History
8301 Parklane Rd.
Columbia, SC 29223-4905 (803) 896-6100

Control Number: U / 45 / 0573
Status County No Quad No Site No

Tax Map No.: _____

Reconnaissance Survey Form

Identification

Historic Name:	Auto Showroom	County:	Greenville
Common Name:	Prudential Securities	Quadrangle Name:	Greenville
Address/Location:	110 W North St	Category:	building
City:	Greenville	Date:	ca. 1920
Vicinity of:			
Ownership:	Private		
Historical Use:	Commercial		
Current Use:	Commercial		

SHPO NR DOE:	Not Eligible	Other Designation
--------------	--------------	-------------------

Notes: 2-story, brick, flat-roof, commercial building; stepped parapet; concrete coping, lintels and sills; replacement windows; altered storefront

Photographs

Roll No.:	Neg. No.:	View of:
59	24	oblique
59	25	façade



Program Management

Recorded by: JM, Edwards-
Date Recorded: 11/14/2002







4 EXISTING ELEVATION
N.T.S.



3 PROPOSED ELEVATION
N.T.S.



2 EXISTING ELEVATION
N.T.S.



1 PROPOSED ELEVATION
N.T.S.



4 EXISTING ELEVATION
N.T.S.



3 PROPOSED ELEVATION
N.T.S.



2 EXISTING ELEVATION
N.T.S.



1 PROPOSED ELEVATION
N.T.S.

Architect :
archSTUDIO7, PLLC
301 N. MAIN STREET, SUITE 1201
Winston-Salem, NC 27101
Tel. 336.793.9600
www.archstudio7.com
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Consultants :
Mechanical, Electrical & Plumbing :

Permit - Seal :

FOR DRB REVIEW	02/01/2021
Issued / Revisions :	Appd. Date

Client :
TRULIANT
Federal Credit Union
3200 Truliant Way
Winston-Salem, NC 27103
Project :
Truliant
110 W. North Street
Greenville SC, 29601

Title :
WEST
EXTERIOR
ELEVATION



2 EXISTING ELEVATION
N.T.S.



1 PROPOSED ELEVATION
N.T.S.

Architect :
archSTUDIO7, PLLC
301 N. MAIN STREET, SUITE 1201
Winston-Salem, NC 27101
Tel. 336.793.9600
www.archstudio7.com
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Consultants :
Mechanical, Electrical & Plumbing :

Permit - Seal :



2

EXISTING ELEVATION
N.T.S.



1

PROPOSED ELEVATION
N.T.S.

Client :

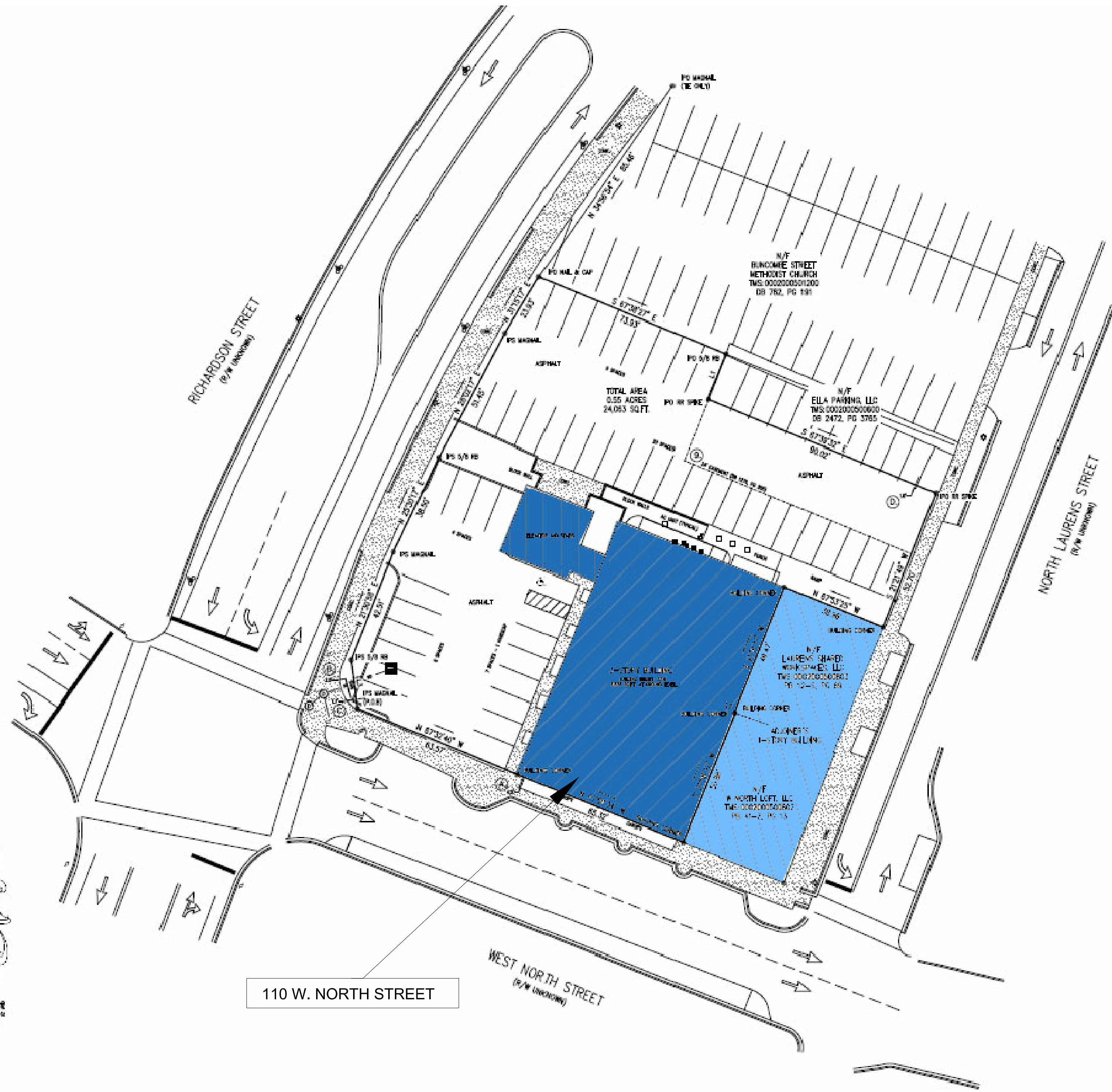
3200 Truliant Way
Winston-Salem, NC 27103
Project :
Truliant
110 W. North Street
Greenville SC, 29601

Title :

EAST
EXTERIOR
ELEVATIONS

Date : 02/01/2021	
Project No. :	Drawn by :
Sheet :	

A-004



SITE PLAN
N.T.S.



110 W NORTH STREET



EXISTING AERIAL VIEW



1/4/2021



110 W NORTH STREET



EXISTING AERIAL VIEW



1/4/2021

Architect :
archSTUDIO7, PLLC
301 N. MAIN STREET, SUITE 1201
Winston-Salem, NC 27101
Tel. 336.793.9600
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Consultants :
Mechanical, Electrical & Plumbing :

Permit - Seal :

FOR DRB REVIEW	02/01/2021
Issued / Revisions :	Appd. Date

Client :

3200 Truliant Way
Winston-Salem, NC 27103
Project :
Truliant
110 W. North Street
Greenville SC, 29601

Title :
SITE PLAN,
AERIAL VIEWS



Consultants :
Mechanical, Electrical & Plumbing :

Permit - Seal :

FOR DRB REVIEW	02/01/2021
Issued / Revisions :	Appd. Date

Client :
TRULIANT
Federal Credit Union

3200 Truliant Way
Winston-Salem, NC 27103

Project :
Truliant
110 W. North Street
Greenville SC, 29601

Title :
SOUTH
EXTERIOR
ELEVATION

Date : 02/01/2021

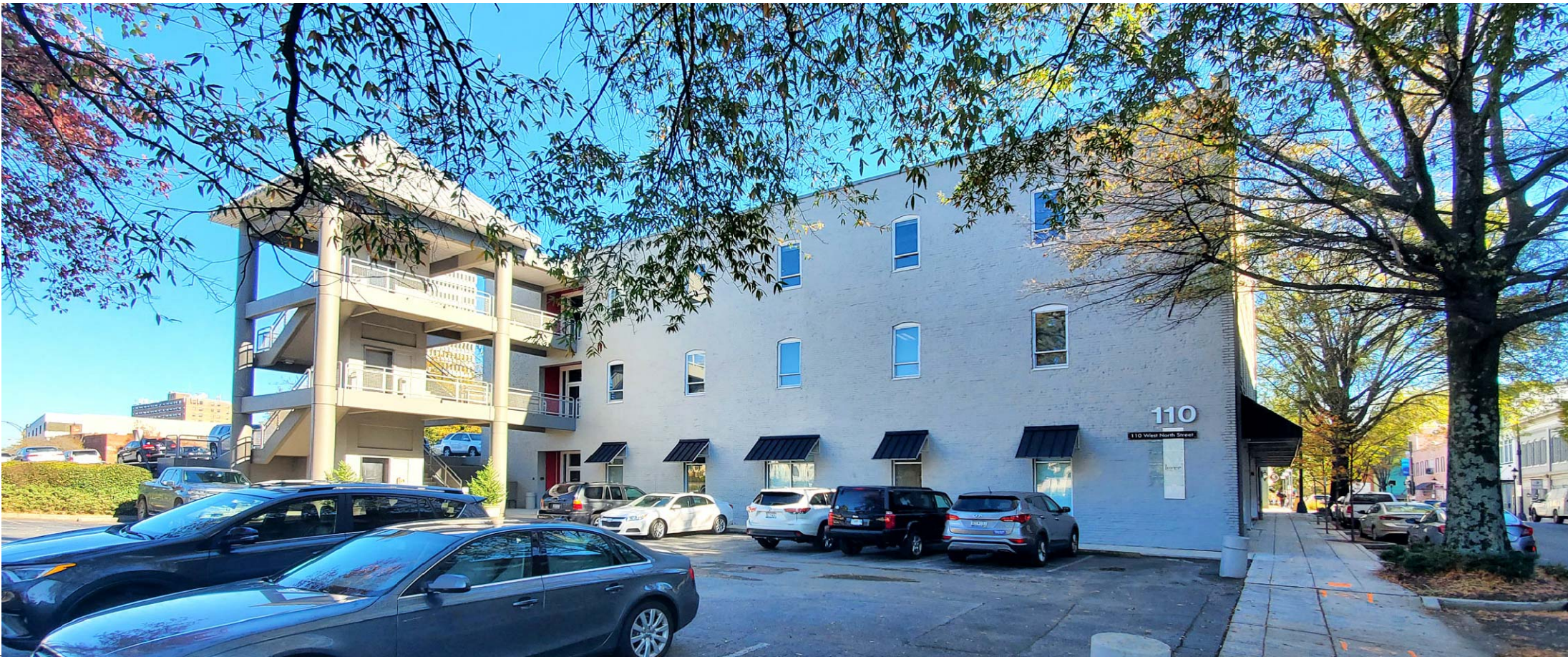
Project No. : Drawn by :
Sheet :
A-201

Client :  **TRULIANT**
Federal Credit Union

3200 Truliant Way
Winston-Salem, NC 27103

Project :

Truliant
110 W. North Street
Greenville, SC, 29601



Architect :
archSTUDIO7, PLLC
301 N. MAIN STREET, SUITE 1201
Winston-Salem, NC 27101
Tel. 336.793.9600
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Consultants :
Mechanical, Electrical & Plumbing :

Permit - Seal :

FOR DRB REVIEW		02/01/2021
Issued / Revisions :	Appd.	Date

Client :

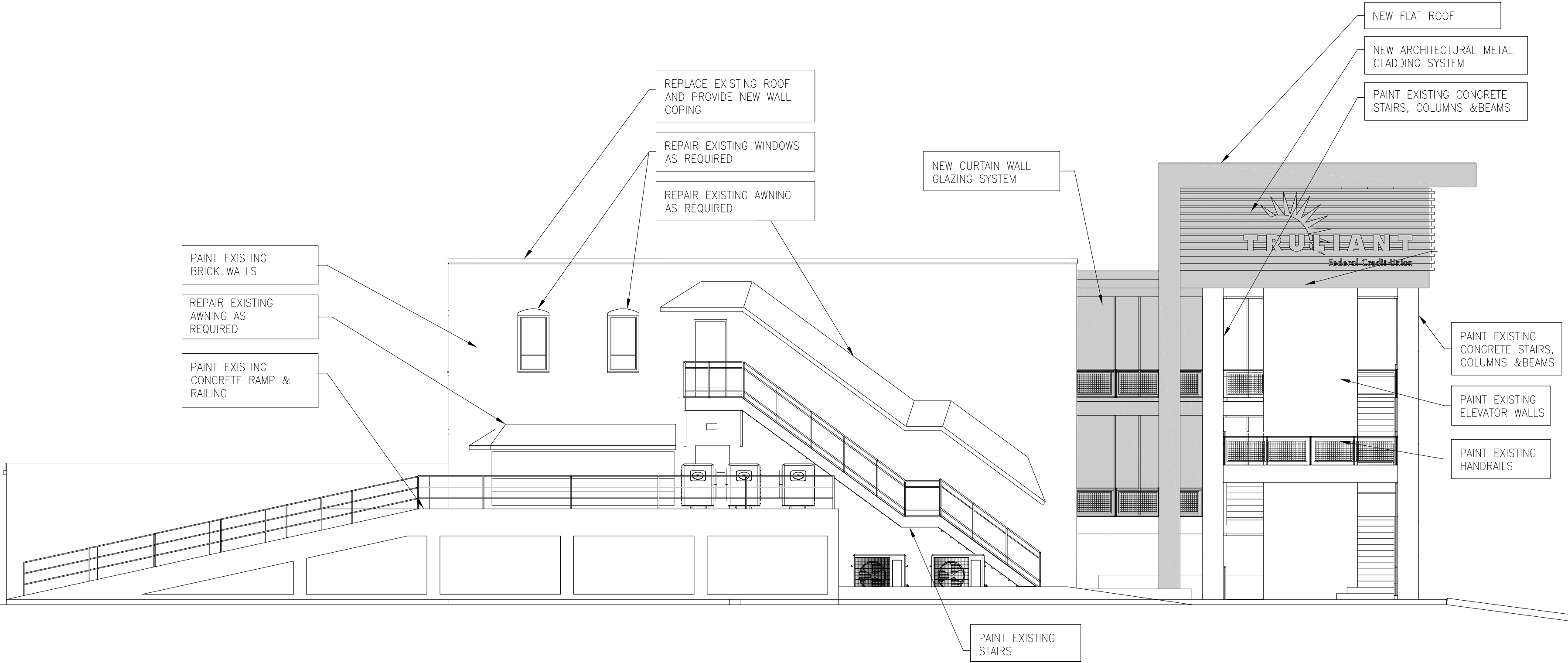
3200 Truliant Way
Winston-Salem, NC 27103
Project :
Truliant
110 W. North Street
Greenville SC, 29601

Title :
**EXTERIOR
ELEVATIONS**

Date : 02/01/2021
Project No. :
Drawn by :
Sheet :
A-203



1 EXISTING - NORTH ELEVATION
1/8" = 1'-0"



2 PROPOSED - NORTH ELEVATION
1/8" = 1'-0"



Architect :
archSTUDIO7, PLLC
301 N. MAIN STREET, SUITE 1201
Winston-Salem, NC 27101
Tel. 336.793.9600
www.archstudio7.com
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Consultants :
Mechanical, Electrical & Plumbing :

Permit - Seal :

FOR DRB REVIEW	02/01/2021	
Issued / Revisions :	Appd.	Date

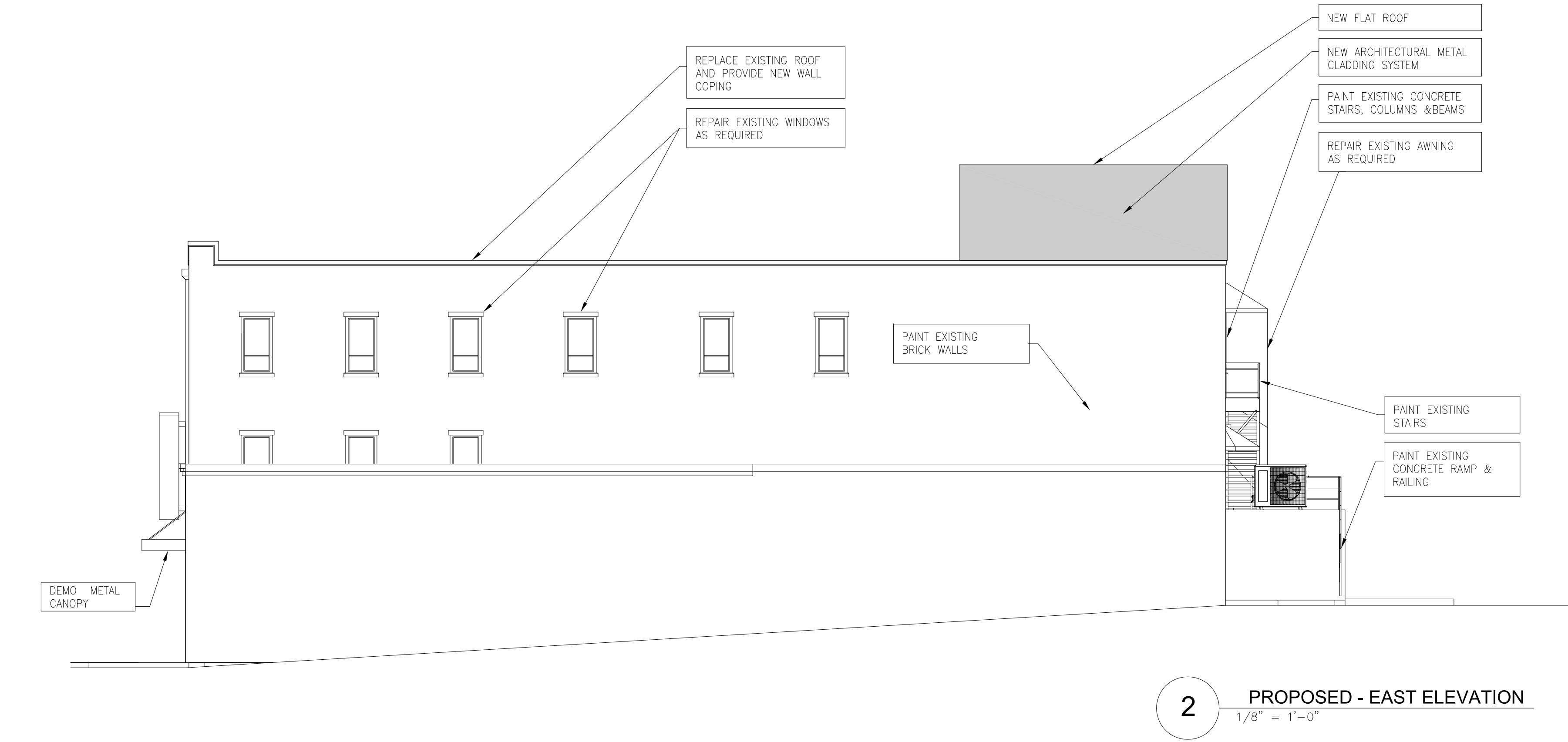
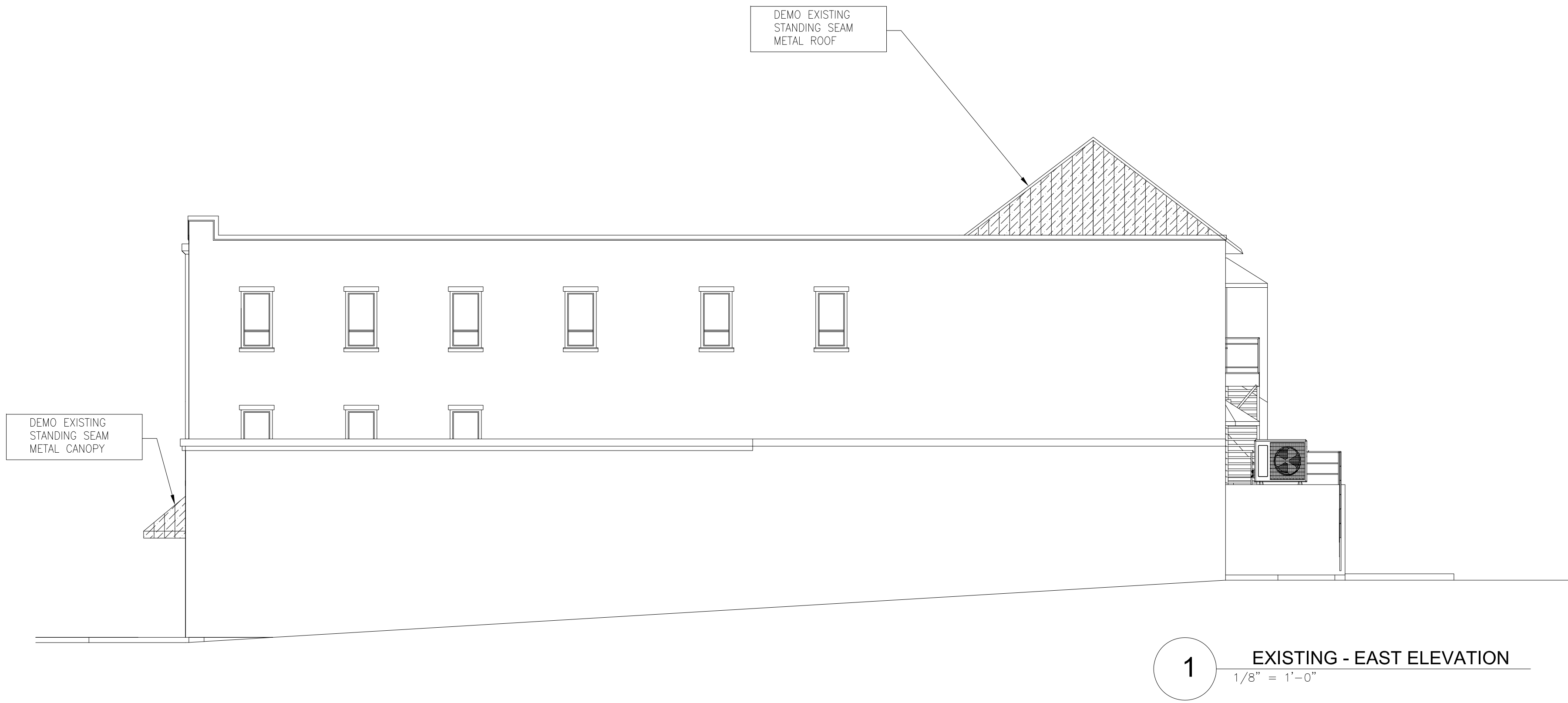
Client :

3200 Truliant Way
Winston-Salem, NC 27103
Project :
Truliant
110 W. North Street
Greenville SC, 29601

Title :

EXTERIOR
ELEVATIONS

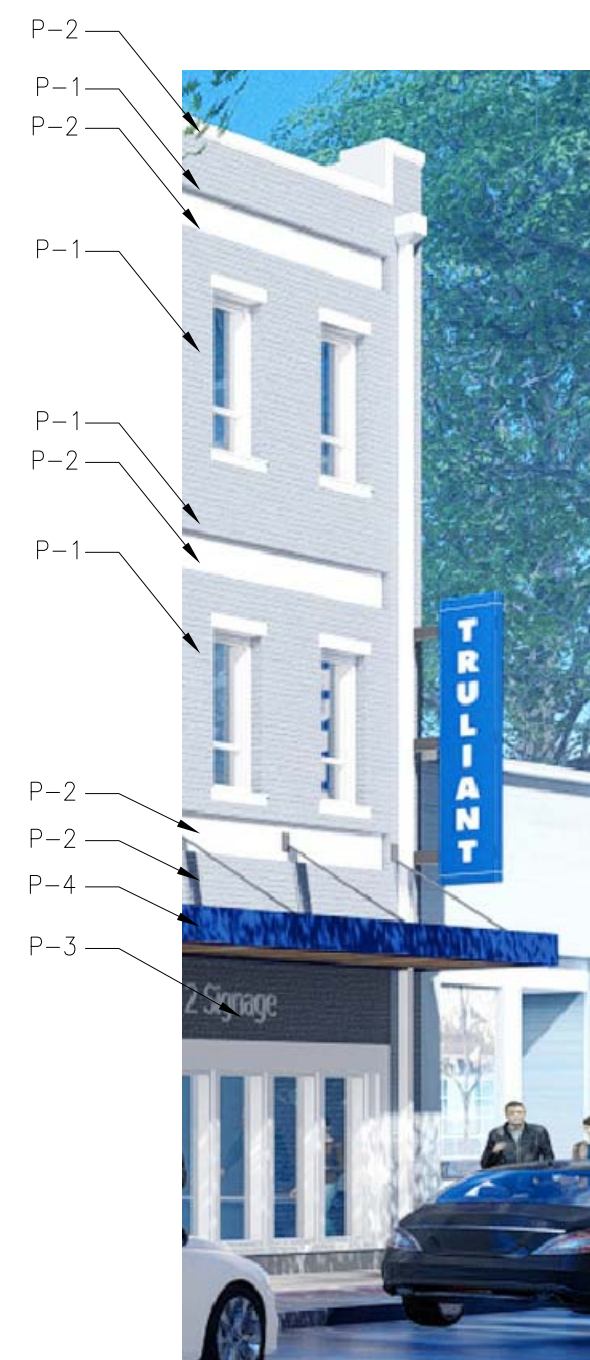
Date : 02/01/2021
Project No. : Sheet :
Drawn by : A-204



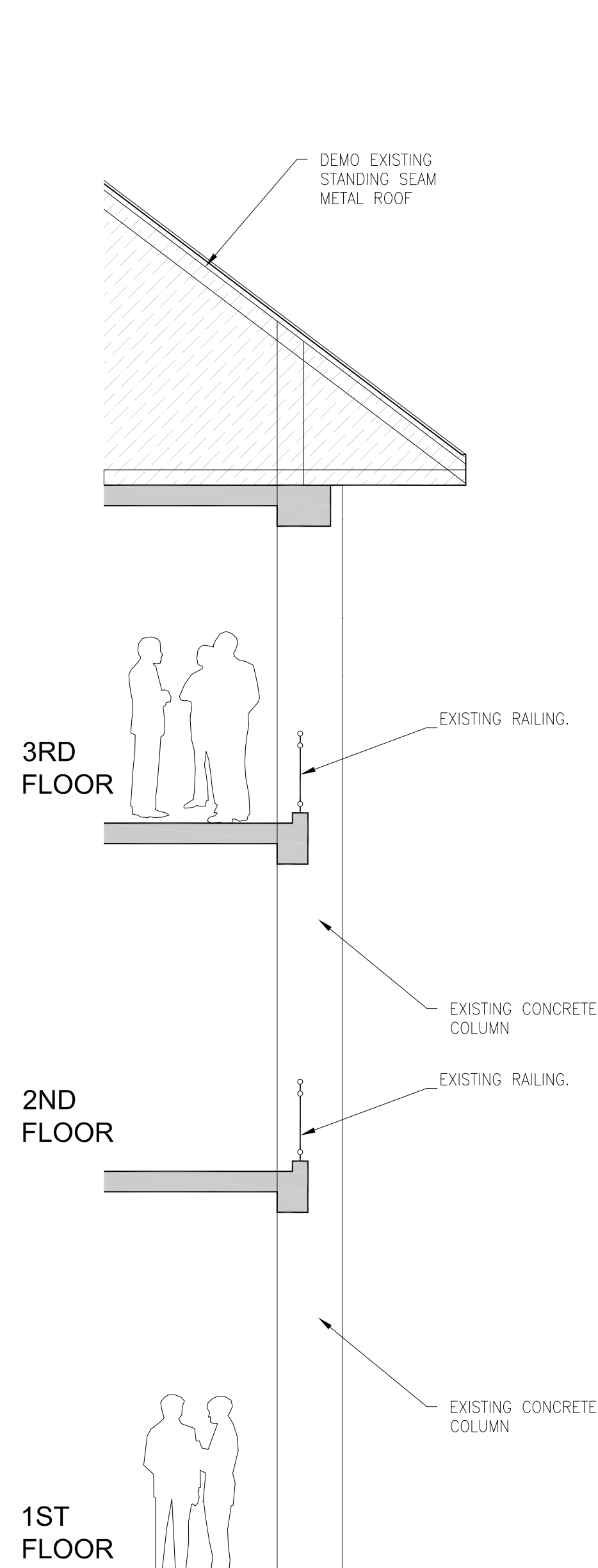


EXTERIOR COLOR FINISHES LEGEND:

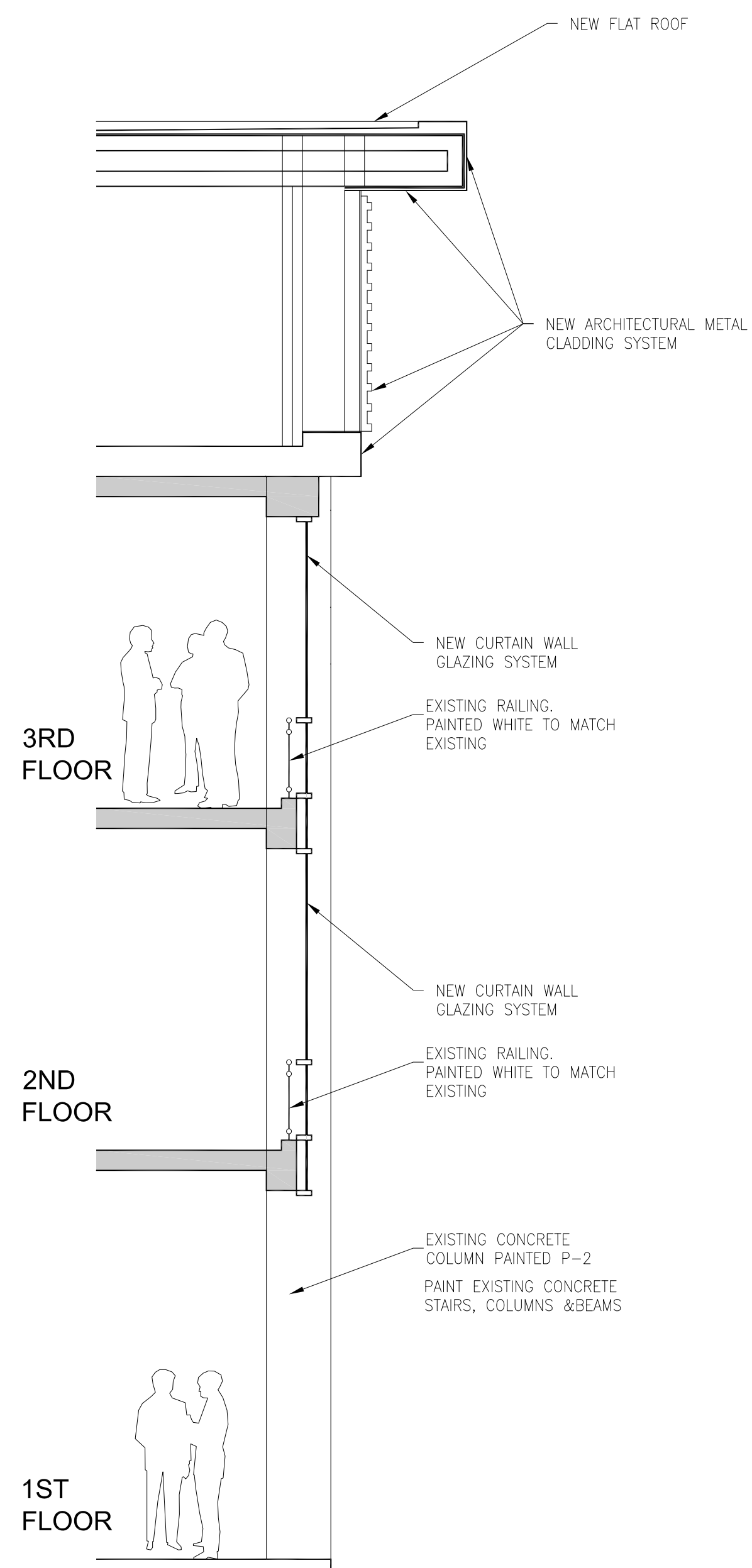
- P-1 SW 6246 NORTH STAR
- P-2 SW 7005 PURE WHITE
- P-3 SW 6257 GIBRALTAR
- P-4 SW 6811 HONORABLE BLUE
- P-5 CEMENTITIOUS PANEL SYSTEM
NICHHA - RIFTSAWN
WOOD TEXTURE - PECAN
- P-6 CLEAR ANODIZED ALUMINUM
(LIGHT SILVER/GRAY COLOR)
- P-7 CEMENTITIOUS PANEL SYSTEM
NICHHA - WALL PANEL
SMOOTH - NOVENARY OPAL
REAR SIDE OF THE STAIR
TOWER



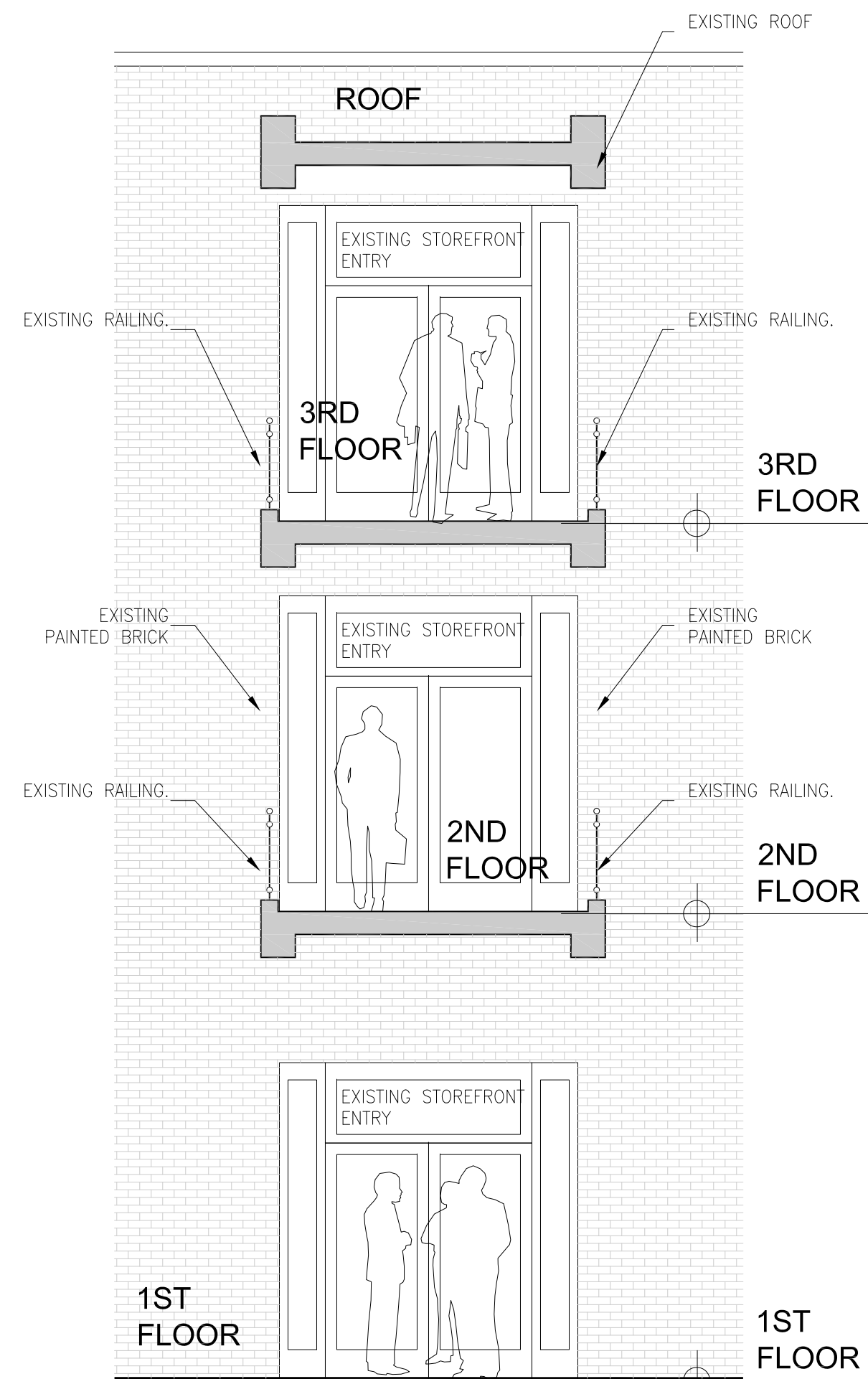
4 EXTERIOR COLOR FINISHES



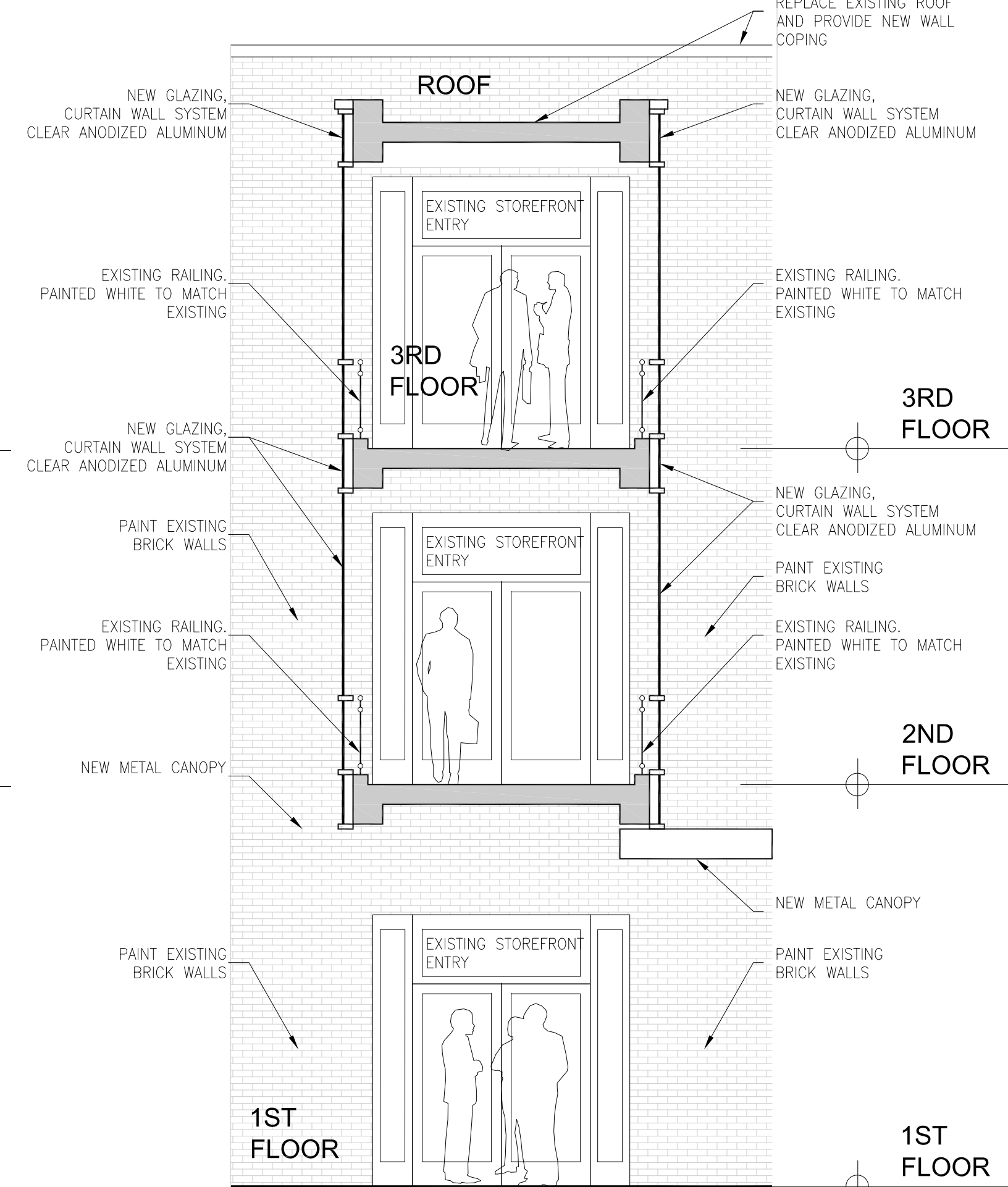
5 EXISTING ELEVATOR TOWER SECTION
1/4" = 1'-0"



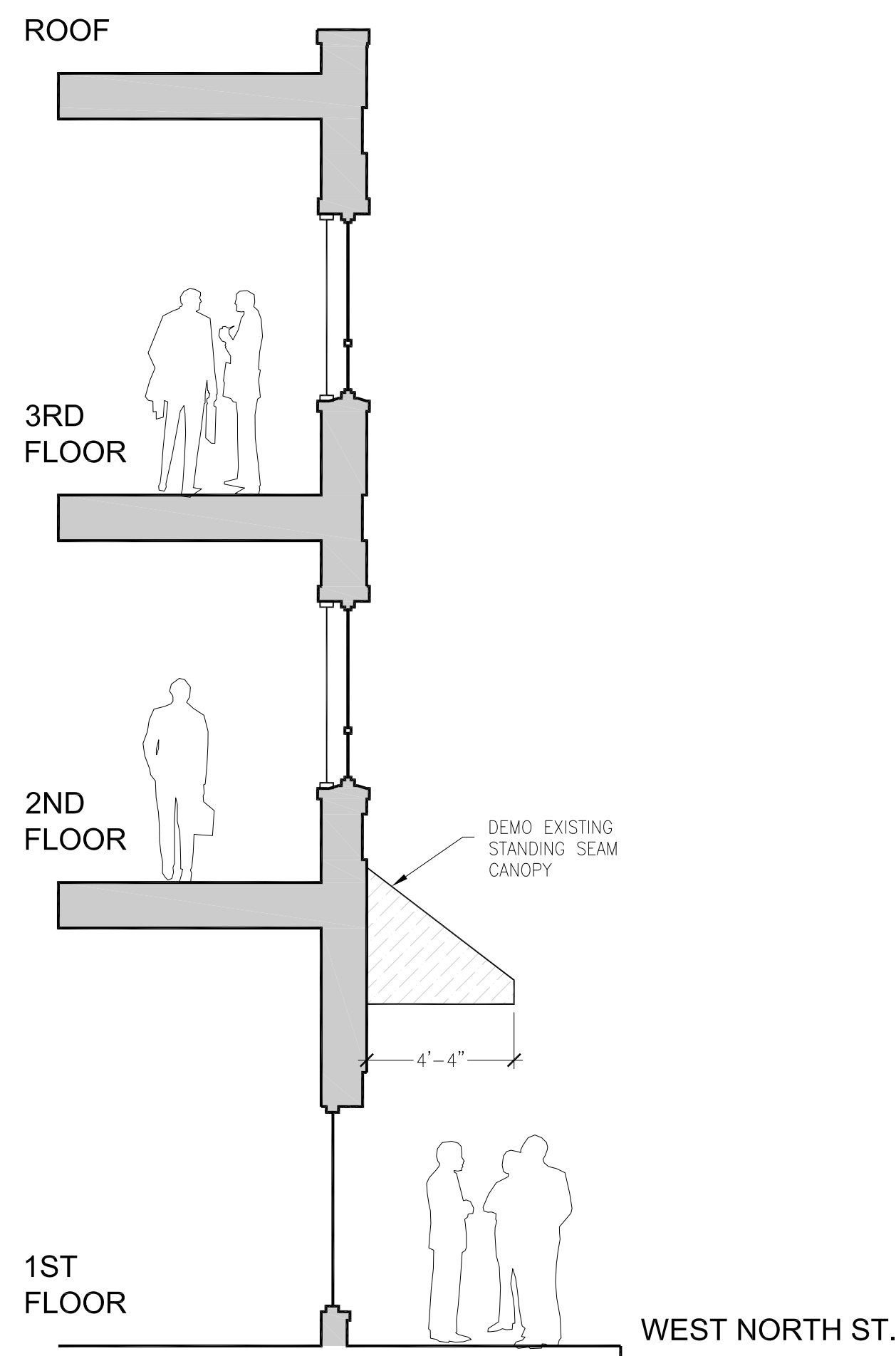
6 NEW ELEVATOR TOWER SECTION
1/4" = 1'-0"



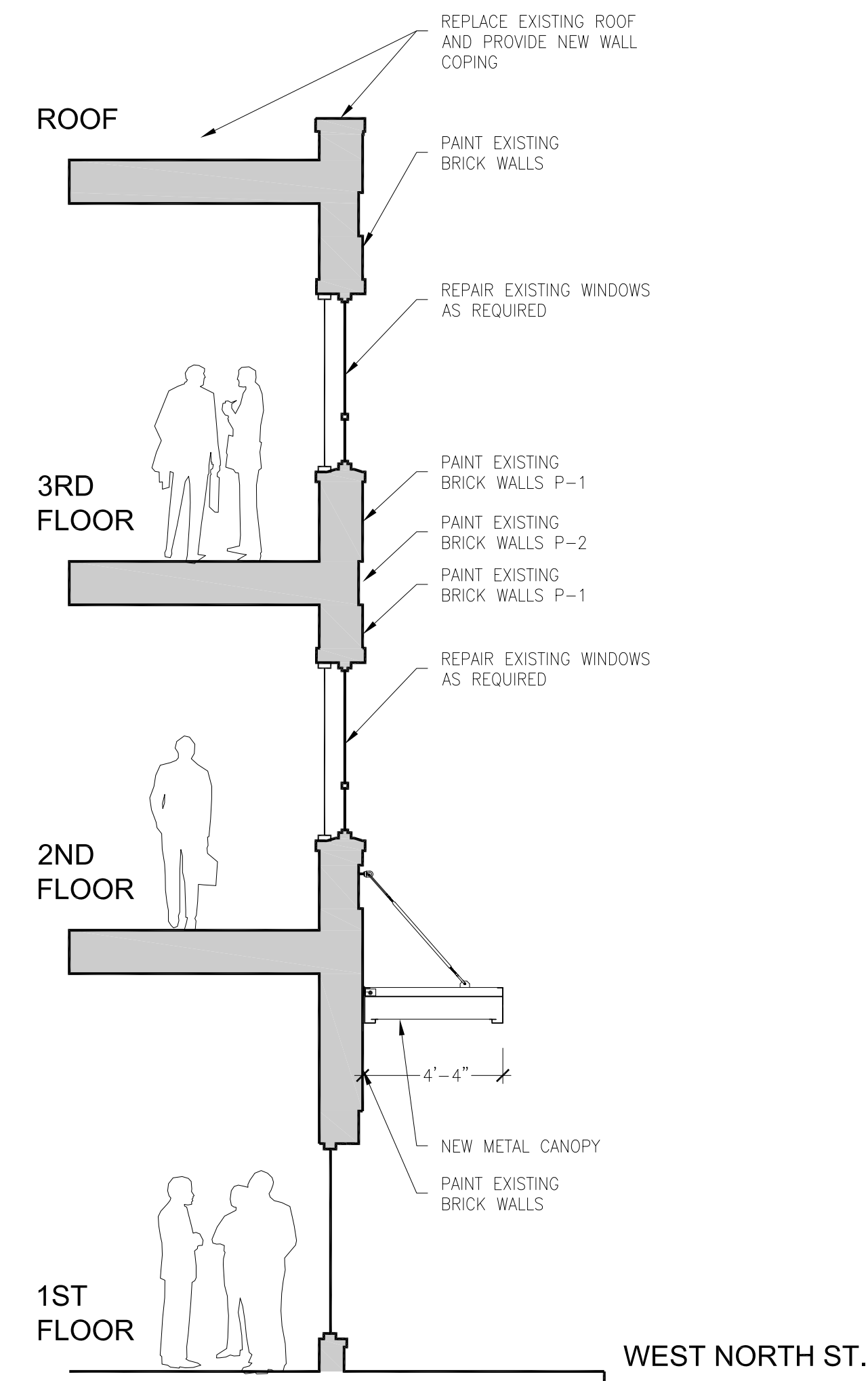
4 EXISTING
BRIDGE CONNECTOR
1/4" = 1'-0"



3 NEW
BRIDGE CONNECTOR
1/4" = 1'-0"



2 EXISTING
WALL SECTION
1/4" = 1'-0"



1 NEW
WALL SECTION
1/4" = 1'-0"

Architect :
archSTUDIO7, PLLC
301 N. MAIN STREET, SUITE 1201
Winston-Salem, NC 27101
Tel. 336.793.9600
www.archstudio7.com
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Consultants :
Mechanical, Electrical & Plumbing :

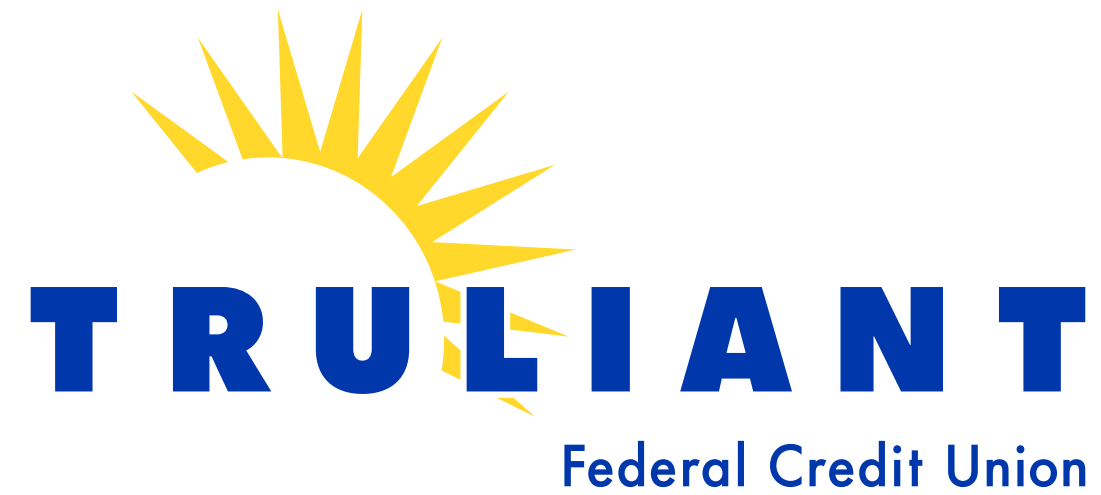
Permit - Seal :

FOR DRB REVIEW
Issued / Revisions :
Appd. Date

Client :
TRULIAN
Federal Credit Union
3200 Truliant Way
Winston-Salem, NC 27103
Project :
Truliant
110 W. North Street
Greenville SC, 29601

Title :
WALL SECTIONS
EXTERIOR
COLOR FINISHES

Date : 02/01/2021
Project No. :
Drawn by :
Sheet :



110 WEST NORTH STREET
GREENVILLE, SC

Date: 12/10/2020 01/04/2021 01/14/2021 01/19/2021 01/21/2121

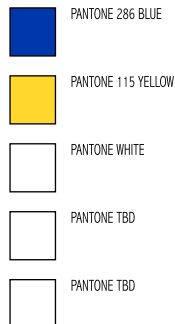
presented by 
P. O. Box 4205
Burlington, North Carolina 27215
Phone: 336.584.1375
www.atlanticsignmedia.com



P.O. BOX 4205
BURLINGTON, NORTH CAROLINA
27215
PHONE: (336) 584-1375
FAX: (336) 584-3848

DRAWING#: TRULIANT - GREENVILLE, SC
DATE: 01/27/21 01/29/21
JOB: ID SIGN - EXTERIOR
LOCATION: 110 WEST NORTH STREET
CONTACT:
DRAWN BY: D. MITCHELL
JOB FOLDER: 2020 - T
SALES PERSON: J. RICKMAN
joe@atlanticsignmedia.com

COLOR SPECIFICATIONS:

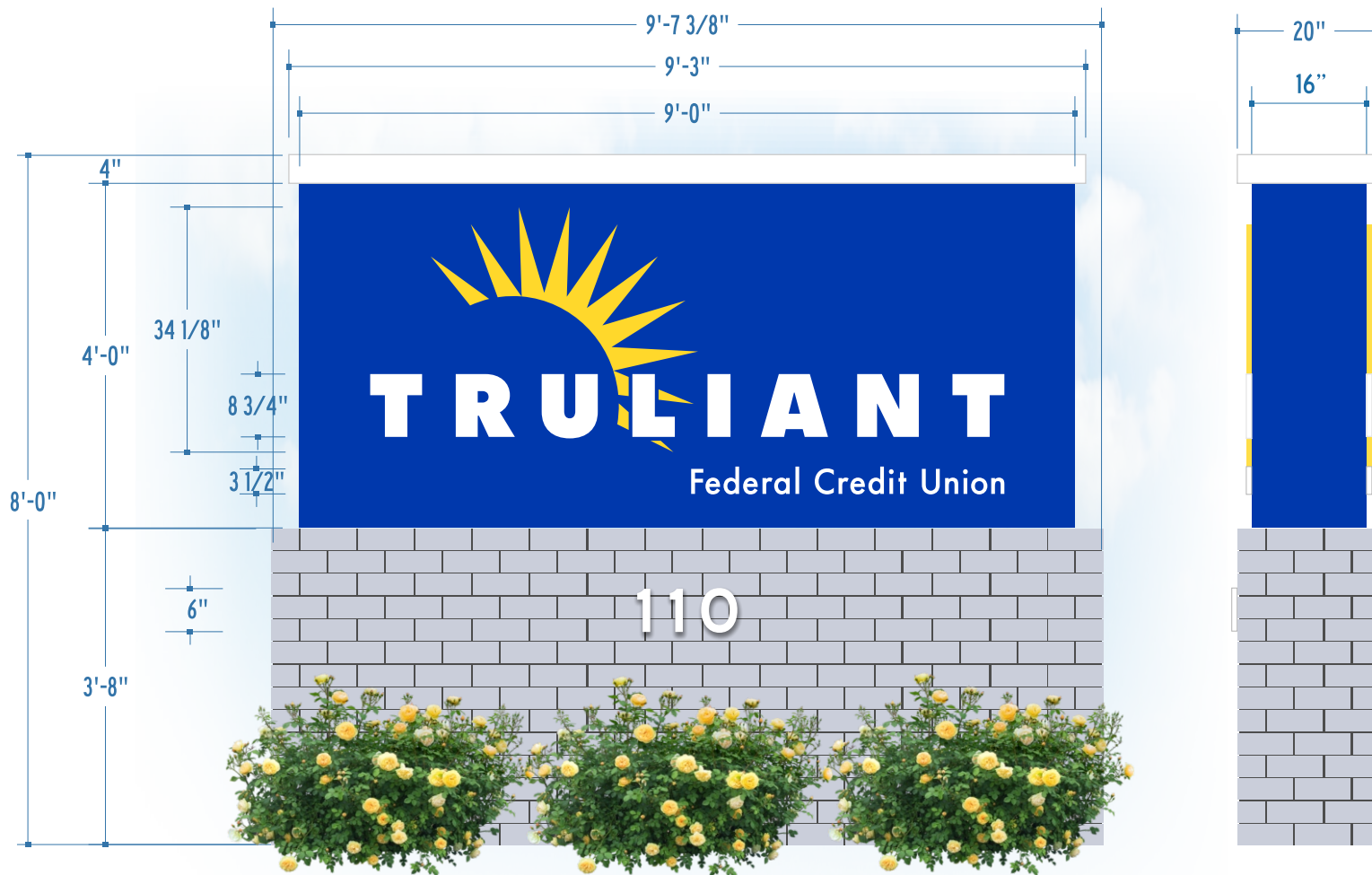


SCALE: 1/2" = 1'-0"

APPROVED: _____
DATE: _____



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GENERAL SPECIFICATIONS:

TRULIANT - 3/4" PUSH THRU LETTERS 3630-20 WHITE VINYL FACE
WHITE LED
FEDERAL CREDIT UNION - 3/4" PUSH THRU LETTERS,
3630-20 WHITE VINYL FACE,
SUN - 3/4" PUSH THRU LETTERS BACKED / YELLOW LED
3630-015 YELLOW VINYL
ALUMINUM BACKGROUND PAINTED TO MATCH PANTONE 286 C BLUE
BRICKS PAINTED TO MATCH BRICK BUILDING

ITEM A.1 - Monument Sign





P.O. BOX 4205
BURLINGTON, NORTH CAROLINA
27215
PHONE: (336) 584-1375
FAX: (336) 584-3848

DRAWING#: TRULIANT - GREENVILLE, SC
DATE: 12/10/2020 revision 01/21/21
JOB: ID SIGN - EXTERIOR
LOCATION: 110 WEST NORTHSTREET
CONTACT:
DRAWN BY: D. MITCHELL
JOB FOLDER: 2020 - T
SALES PERSON: J. RICKMAN
joe@atlanticsignmedia.com

COLOR SPECIFICATIONS:

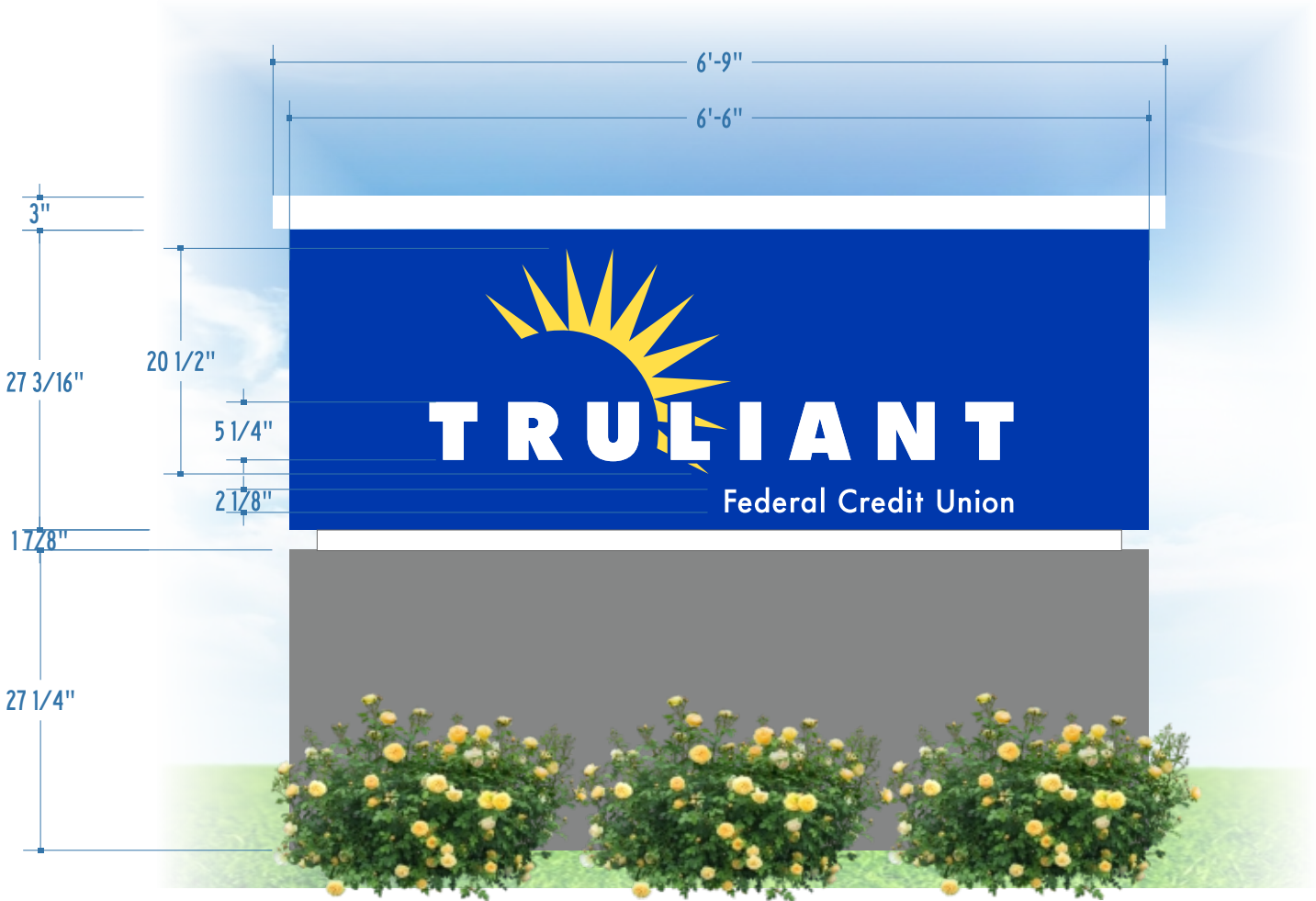
- ☒ PANTONE 286 BLUE
- ☒ PANTONE 115 YELLOW
- ☐ PANTONE WHITE
- ☐ PANTONE TBD
- ☐ PANTONE TBD

SCALE:3/4"=1'-0"

APPROVED: _____
DATE: _____



Duplication of this drawing is prohibited without prior consent of Atlantic Sign Media, Inc. Thank you for respecting our investment in your project.



GENERAL SPECIFICATIONS:
RETRO-FIT EXISTING SIGN CABINET WITH NEW ALUMINUM FACES WITH PUSH THRU.



ITEM A - Monument Sign



P.O. BOX 4205
BURLINGTON, NORTH CAROLINA
27215
PHONE: (336) 584-1375
FAX: (336) 584-3848

DRAWING#: TRULIANT - GREENVILLE, SC
DATE: 12/10/2020 revision 01/04/2021
01/14/21 01/19/21 01/21/21
JOB: ID SIGN - EXTERIOR
LOCATION: 110 WEST NORTHSTREET
CONTACT:
DRAWN BY: D. MITCHELL
JOB FOLDER: 2021 - T
SALES PERSON: J. RICKMAN
joe@atlanticsignmedia.com

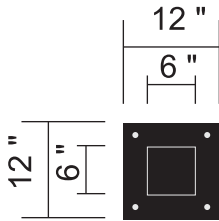
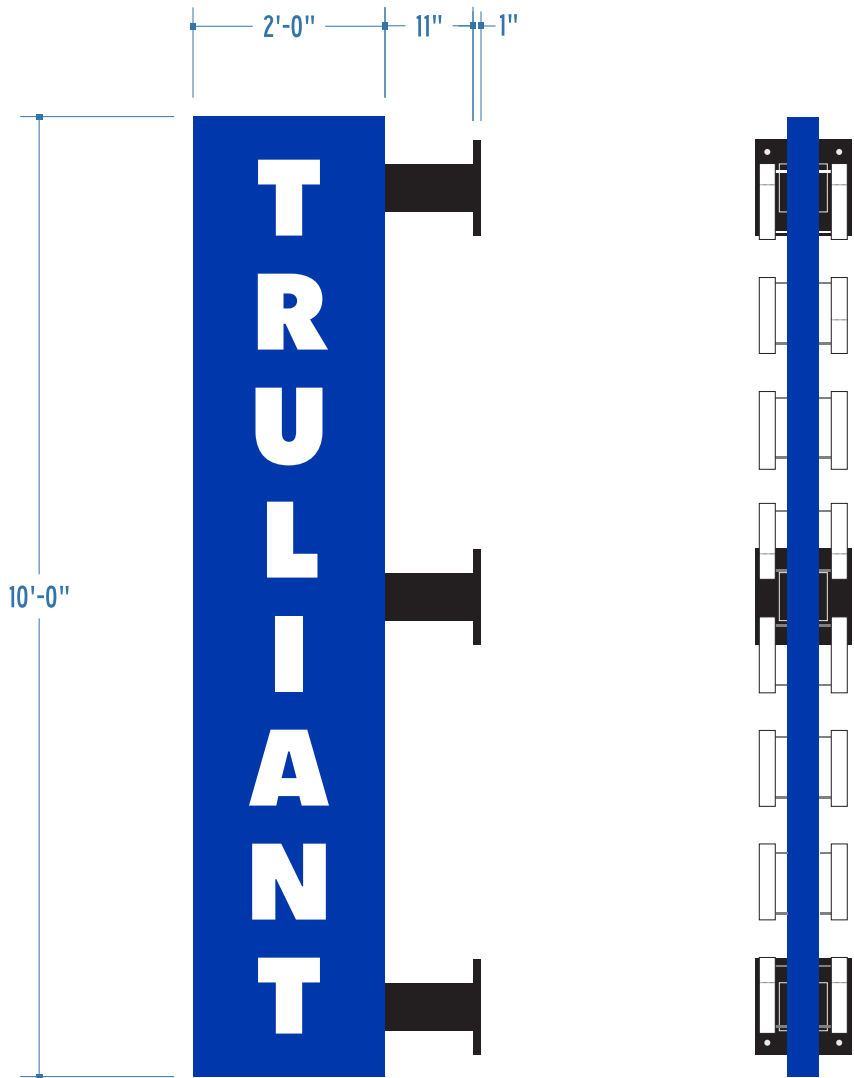
-  PANTONE 286 BLUE
-  PANTONE 115 YELLOW
-  PANTONE WHITE
-  PANTONE TBD
-  PANTONE TBD

SCALE: 1/2"=1'-0"

APPROVED: _____
DATE: _____

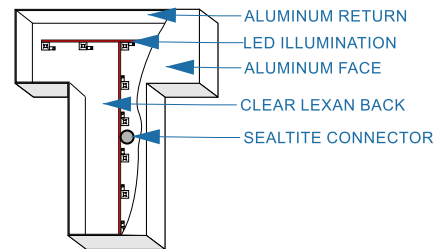


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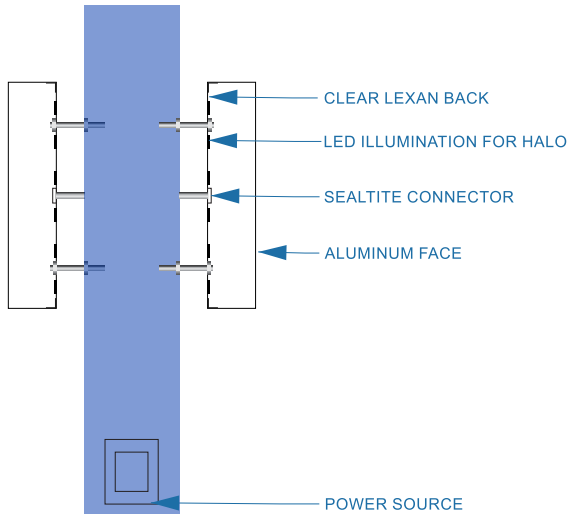


GENERAL SPECIFICATIONS:
TRULIANT - INDIVIDUAL OPAQUE CHANNEL LETTERS, EACH BACK-LIT WITH LED FOR WHITE HALO ILLUMINATION
POWERS SOURCE WILL BE HOUSED INSIDE BLADE SIGN.
OPAQUE ALUMINUM SIGN CABINET MOUNTED TO WALL BRACKET PAINTED MATTE BLACK

DETAIL VIEW



FRONT VIEW



SIDE VIEW



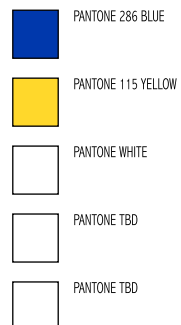
ITEM B - Blade Sign - 20 sqft.



P.O. BOX 4205
BURLINGTON, NORTH CAROLINA
27215
PHONE: (336) 584-1375
FAX: (336) 584-3848

DRAWING#: TRULIANT - GREENVILLE, SC
DATE: 12/10/2020 revision 01/04/2021
01/14/2021 01/19/21 01/21/21
JOB: ID SIGN - EXTERIOR
LOCATION: 110 WEST NORTHSTREET
CONTACT:
DRAWN BY: D. MITCHELL
JOB FOLDER: 2020 - T
SALES PERSON: J. RICKMAN
joe@atlanticsignmedia.com

COLOR SPECIFICATIONS:

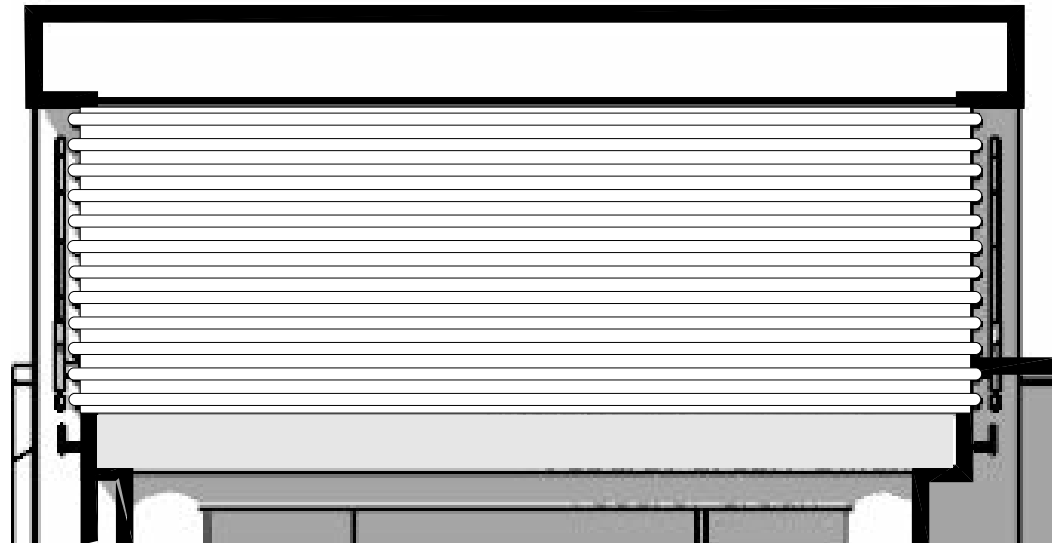


SCALE: 3/16" = 1'-0"

APPROVED: _____
DATE: _____



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1,200 SF TOWER
4,800 WEST ELEVATION - TOWER INCLUDED

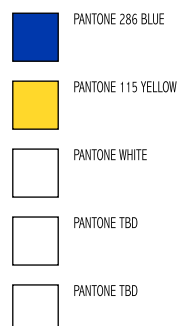
ITEM C.1 - WEST ELEVATION



P.O. BOX 4205
BURLINGTON, NORTH CAROLINA
27215
PHONE: (336) 584-1375
FAX: (336) 584-3848

DRAWING#: TRULIANT - GREENVILLE, SC
DATE: 12/10/2020 revision 01/04/2021
01/14/2021 01/19/21 01/21/21
JOB: ID SIGN - EXTERIOR
LOCATION: 110 WEST NORTHSTREET
CONTACT:
DRAWN BY: D. MITCHELL
JOB FOLDER: 2020 - T
SALES PERSON: J. RICKMAN
joe@atlanticsignmedia.com

COLOR SPECIFICATIONS:

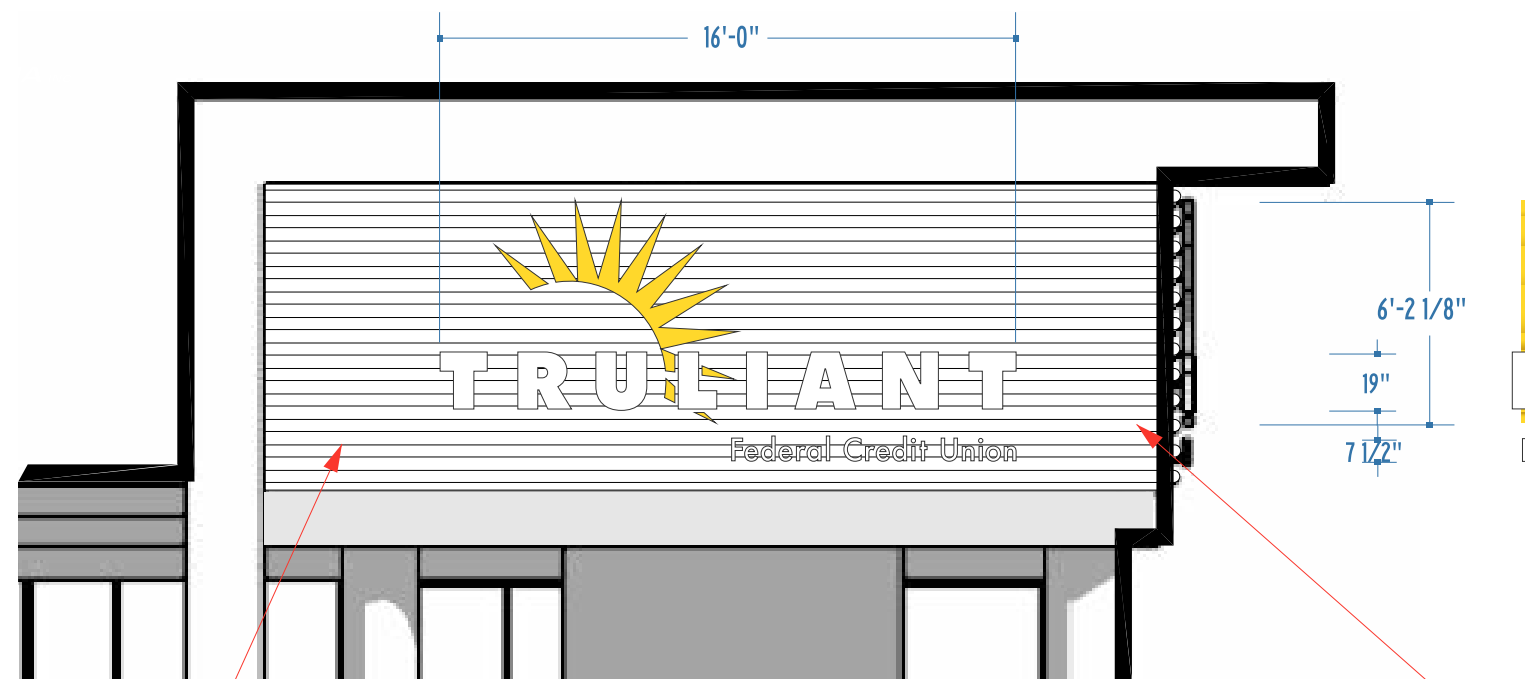


SCALE: 3/16" = 1'-0"

APPROVED: _____
DATE: _____



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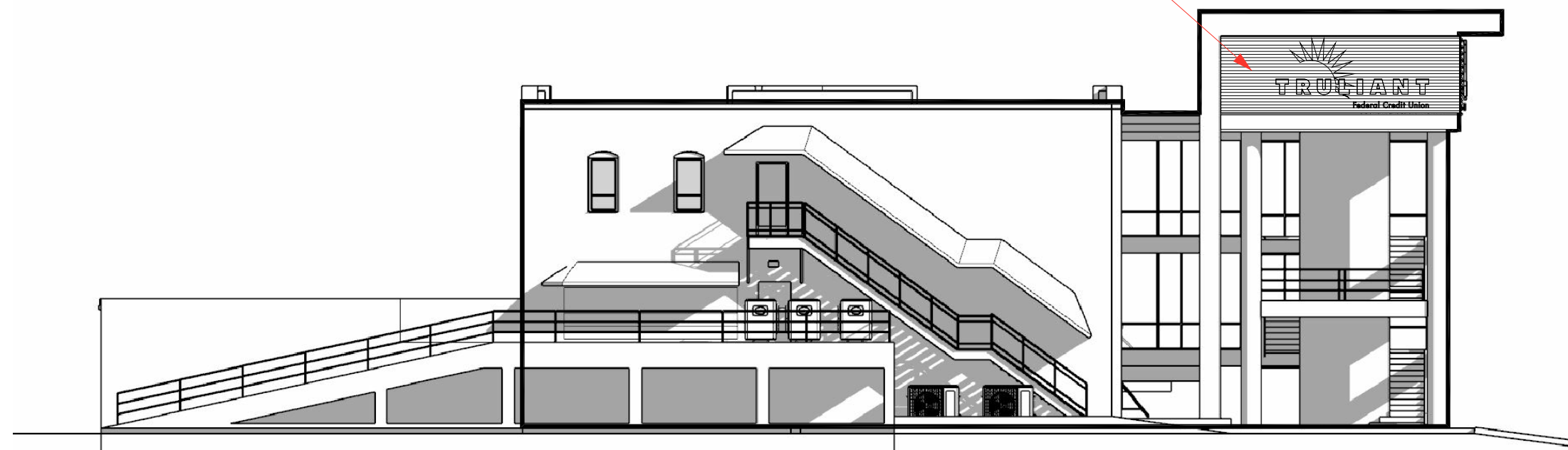


GENERAL SPECIFICATIONS:

TRULIANT - INDIVIDUAL FACE-LIT CHANNEL LETTERS (4" DEEP) WITH WHITE FACES.
CHANNELS & TRIM CAPS TO MATCH PANTONE 286C BLUE
ILLUMINATED WITH WHITE LED LIGHTING - GE TETRA
FEDERAL CREDIT UNION - INDIVIDUAL FACE-LIT CHANNEL LETTERS WITH WHITE FACES
CHANNELS & TRIM CAP TO MATCH 286C BLUE
INTERNALLY ILLUMINATED WITH LED - GE TETRA
SUN - INDIVIDUAL FACE-LIT CHANNEL LOGO WITH YELLOW FACE PANTONE 115C
CHANNEL & TRIM CAP TO MATCH PANTONE 115C YELLOW
FACE-LIT WITH WHITE LED - GE TETRA
ARCHED SUNBURST CHANNEL PAINTED PANTONE 115C YELLOW

61.344 SQFT

New exterior stairwell wall - Architectural Metal Cladding System -
Stairwell Renovation by General Contractor



ITEM C.2 - NORTH ELEVATION

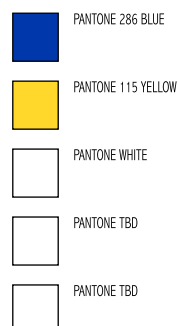
3,900 NORTH ELEVATION - TOWER INCLUDED



P.O. BOX 4205
BURLINGTON, NORTH CAROLINA
27215
PHONE: (336) 584-1375
FAX: (336) 584-3848

DRAWING#: TRULIANT - GREENVILLE, SC
DATE: 12/10/2020 revision 01/04/2021
01/14/2021 01/19/21 01/21/21
JOB: ID SIGN - EXTERIOR
LOCATION: 110 WEST NORTHSTREET
CONTACT:
DRAWN BY: D. MITCHELL
JOB FOLDER: 2020 - T
SALES PERSON: J. RICKMAN
joe@atlanticsignmedia.com

COLOR SPECIFICATIONS:

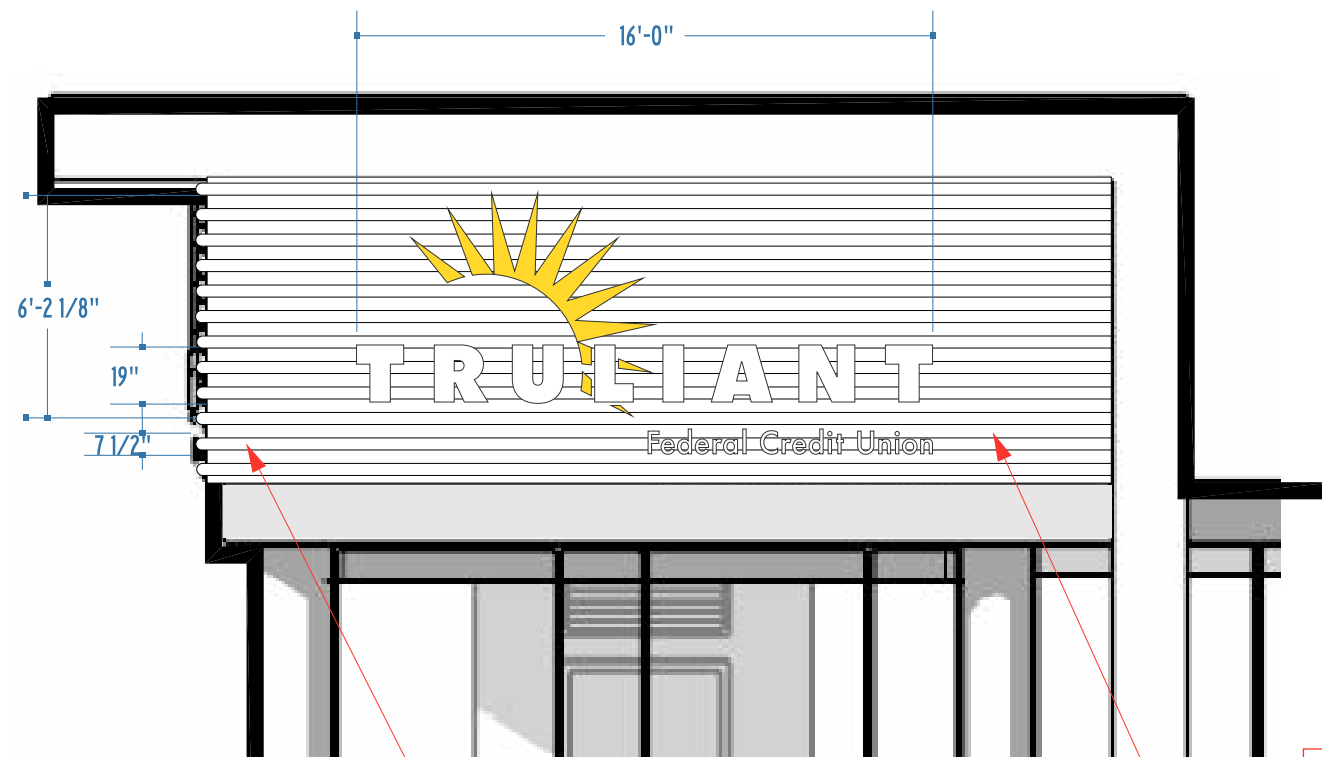


SCALE: 3/16" = 1'-0"

APPROVED: _____
DATE: _____



Duplication of this drawing is prohibited without prior consent of Atlantic Sign Media, Inc. Thank you for respecting our investment in your project.



GENERAL SPECIFICATIONS:

TRULIANT - INDIVIDUAL FACE-LIT CHANNEL LETTERS (4" DEEP) WITH WHITE FACES.
CHANNELS & TRIM CAPS TO MATCH PANTONE 286C BLUE
ILLUMINATED WITH WHITE LED LIGHTING - GE TETRA
FEDERAL CREDIT UNION - INDIVIDUAL FACE-LIT CHANNEL LETTERS WITH WHITE FACES
CHANNELS & TRIM CAP TO MATCH 286C BLUE
INTERNALLY ILLUMINATED WITH LED - GE TETRA
SUN - INDIVIDUAL FACE-LIT CHANNEL LOGO WITH YELLOW FACE PANTONE 115C
CHANNEL & TRIM CAP TO MATCH PANTONE 115C YELLOW
FACE-LIT WITH WHITE LED - GE TETRA
ARCHED SUNBURST CHANNEL PAINTED PANTONE 115C YELLOW

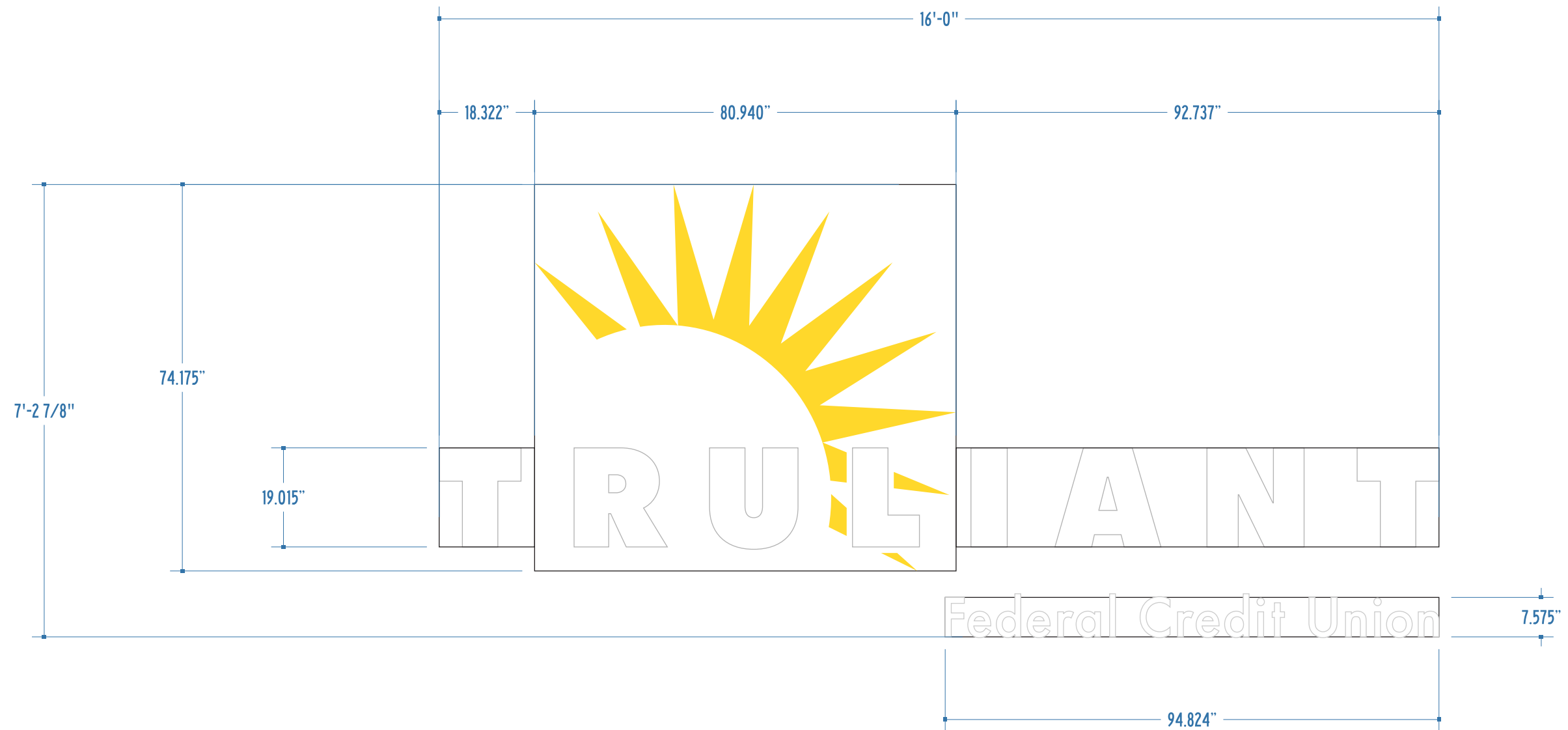
61.344 SQFT

New exterior stairwell wall - Architectural Metal Cladding System -
Stairwell Renovation by General Contractor



ITEM C.3 - SOUTH ELEVATION

1,320 TOWER ONLY



61.344 sqft

GENERAL SPECIFICATIONS:

TRULIANT - INDIVIDUAL FACE-LIT CHANNEL LETTERS (4" DEEP) WITH WHITE FACES.

CHANNELS & TRIM CAPS TO MATCH PANTONE 286C BLUE

ILLUMINATED WITH WHITE LED LIGHTING - GE TETRA

FEDERAL CREDIT UNION - INDIVIDUAL FACE-LIT CHANNEL LETTERS WITH WHITE FACES

CHANNELS & TRIM CAP TO MATCH 286C BLUE

INTERNALLY ILLUMINATED WITH LED - GE TETRA

SUN - INDIVIDUAL FACE-LIT CHANNEL LOGO WITH YELLOW FACE PANTONE 115C

CHANNEL & TRIM CAP TO MATCH PANTONE 115C YELLOW

PANTONE 115C YELLOW

FACE-LIT WITH WHITE LED - GE TETRA

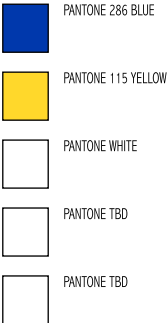
ARCHED SUNBURST CHANNEL PAINTED PANTONE 115C YELLOW



P.O. BOX 4205
BURLINGTON, NORTH CAROLINA
27215
PHONE: (336) 584-1375
FAX: (336) 584-3848

DRAWING#: TRULIANT - GREENVILLE, SC
DATE: 12/10/2020 revision 01/04/2021
01/14/2021 01/19/21 01/21/21
JOB: ID SIGN - EXTERIOR
LOCATION: 110 WEST NORTHSTREET
CONTACT:
DRAWN BY: D. MITCHELL
JOB FOLDER: 2020 - T
SALES PERSON: J. RICKMAN
joe@atlanticsignmedia.com

COLOR SPECIFICATIONS:

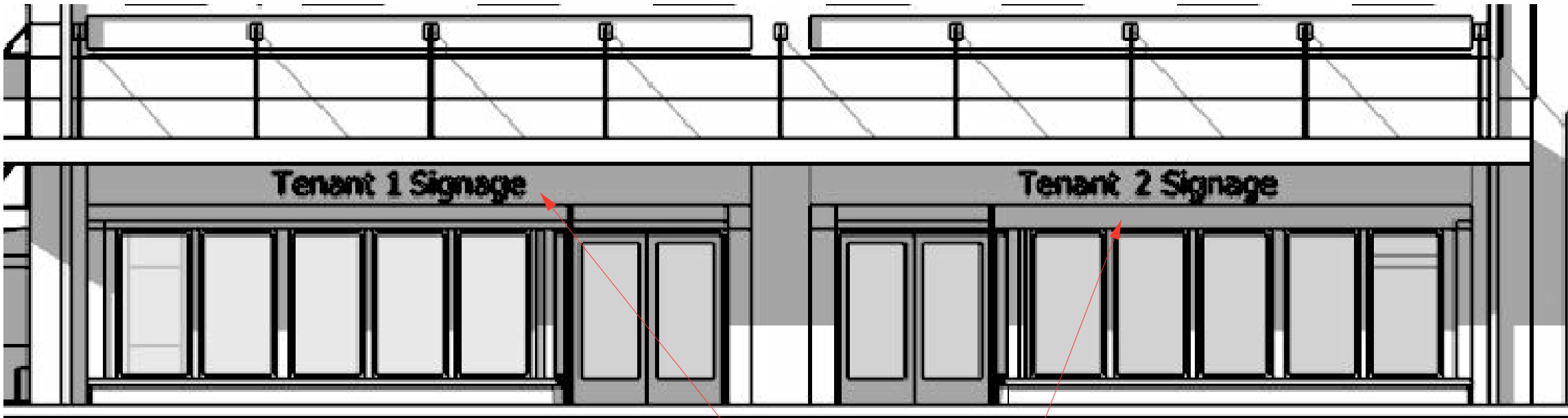


SCALE:3/16"=1'-0"

APPROVED: _____
DATE: _____



Duplication of this drawing is prohibited without prior consent of Atlantic Sign Media, Inc. Thank you for respecting our investment in your project.



GENERAL SPECIFICATIONS:
PIN MOUNTED DIMENSIONAL LETTERS TO BE MOUNTED ABOVE GLASS WINDOWS
NOT TO EXCEED 2OSF PER TENANT SIGN.



ITEM C.4 - SOUTH ELEVATION - TENANT SIGNS



PROPOSED EXTERIOR CONCEPTS



110 W NORTH STREET



PROPOSED EXTERIOR CONCEPTS



110 W NORTH STREET



PROPOSED EXTERIOR CONCEPTS



**Planning Staff Report to
Design Review Board - Urban
February 26, 2021**
for the March 4, 2021 Public Hearing

Docket Number:	21-96
Applicant:	Elsie Bickman (Creative Builders, Inc.)
Property Owner:	Kirkland Investments, LLC
Property Location:	712 S. Main St.
Tax Map Number:	007000-02-02202
Acreage:	0.055 (for entire parcel)
Zoning:	C-4, Central Business District; West End Preservation Overlay District
Proposal:	Exterior upfit including Walk-up ATM
Staff Recommendation:	Deny

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Application Request:

The applicant proposes an interior and exterior upfit at 712 S. Main St., located in the West End Preservation Overlay District. The first-floor retail space is currently leased by Sharonview Federal Credit Union.

The scope of work includes:

- Remove storefront window and install a through-the-wall, walk-up ATM.
- Install night security window in recessed storefront window.
- Replace double storefront entrance door with a single door and sidelights.
- Repaint exterior "Downing Slate" (SW 2819).
- Relocate existing wall sign.
- Replace fabric awning in-kind.

Staff Analysis

Per the City's Historic Inventory, the structure was constructed in 1892 as Bacot's West End Drug Store and contributes to the West End Historic District.

Staff finds that removal of the large storefront window and installation of a through-the-wall ATM is not consistent nor compatible with Downtown Design Guidelines *PRI 4 (Activated Ground Floor)* and *PRI 11 (Existing Architecture)*. The modification will result in a significant loss of ground-floor transparency. Further, because the structure contributes to the West End Preservation Overlay District, staff finds this modification to be inconsistent with Guideline *HR 20 (Maintain the storefront and all of its character defining features)*.

The existing storefront double-doors appear to be wood. However, the applicant has not provided information about the material of the existing doors nor the material of the new storefront door system. Staff further notes that a majority of the historic storefronts on the block face feature wood double-doors. Staff recommends the existing double-doors be refurbished or replaced in-kind to satisfy Design Guidelines PRI 11 and HR 20 and to maintain the pattern of double-doors on the block face.

In addition, staff notes that the adjacent storefront at 714 S. Main St. has recently been re-painted to a light-blue color (SW 6809 – Lobelia). This portion of South Main Street is unique in character, with each storefront presentation of a unique façade color. The applicant should provide an updated color-rendered illustration of how the new proposed color ('Downing Slate') interacts with the recently painted façade at 714 S. Main St.

While staff is supportive of the sign relocation, night security window installation, and fabric awning replacement, staff finds that the removal of the storefront window, installation of a through-the wall ATM, and removal of the storefront double-doors does not comply with pertinent Downtown and Preservation Overlay District Design Guidelines. Staff finds that the proposed modifications do not satisfy the following guidelines:

- PRI 4.1 - Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building.
- PRI 4.5 - Provide ground floor design elements that promote pedestrian activity; for example, windows, retail displays, art, landscaping, canopy covering, etc.
- PRI 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.
- PRI 11.2 - Maintain existing features, details and windows that contribute to the existing character of the building and its adjacent area.
- HR 20.A - For a commercial storefront building, a rehabilitation project should preserve character defining elements.

Staff Recommendation:

Staff recommends denial of the application.

Relevant Design Guidelines:

PRI 4. Activated ground floor

- 4.1 Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building.
- 4.2 Use of darkly tinted and/or reflective glass is prohibited.
- 4.3 Locate publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians.
- 4.4 Maintain the simplicity of access to commercial and retail areas to avoid unnecessary or circuitous travel.
- 4.5 Provide ground floor design elements that promote pedestrian activity; for example, windows, retail displays, art, landscaping, canopy covering, etc.
- 4.6 Ensure that landscaping does not create a visual barrier between the building's interior and pedestrians.
- 4.7 Use security systems that do not require the use of security bars or grilles.
- 4.8 Corner buildings have at least two façades visibly exposed to the street and should be designed to respond to their more prominent locations.

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 the 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 into the overall design.

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.

HR 20. Maintain the storefront and all of its character defining features.

- A. For a commercial storefront building, a rehabilitation project should preserve these character defining elements:
 - Display windows
 - Transom
 - Kickplate
 - Entry
 - Upper-story windows
 - Cornice molding
 - These features should not be altered, obscured or removed.
 - This will help maintain the interest of the street to pedestrians by providing views to goods and activities inside the first-floor windows.
- B. If a storefront is altered, restoring it to the original design is preferred.
- C. Alternative designs that are contemporary interpretations of traditional storefronts may be considered



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:	Elsie Bickmann; Creative Builders Inc.	Sharonview - <i>Steve Livengood</i>
*Title:	Project Coordinator	<i>Const. operations Manager</i>
*Address:	200 East Broad Street, Ste. 150	712 S. Main st., Ste. A
*Phone:	864-233-1631	800-462-4421
*Email:	elsieb@creativebuilders.net	<i>steve.livengood@sharonview.org</i>

PROPERTY INFORMATION

*STREET ADDRESS 712 S. Main Street, Ste. A Greenville, SC 29601

*TAX MAP #(S) 007000-02-02202

*SPECIAL DISTRICT _____

DESCRIPTION OF REQUEST

To include scope of project and justification or response to specific guidelines and special conditions.
Exterior and interior upfit. Installation of exterior ATM

INSTRUCTIONS

- | | | | |
|----|--|----------------------|----------------|
| 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). | | |

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).

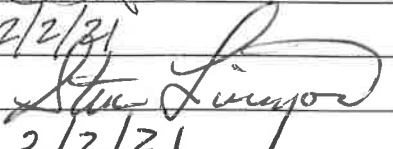
6. Please read carefully:

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	2/2/21
Property Owner/Authorized Agent	 Leased property
Date	2/2/21
Public Hearing Information	
Public Hearing Signs	

CA 21-96 • 712 S. MAIN STREET

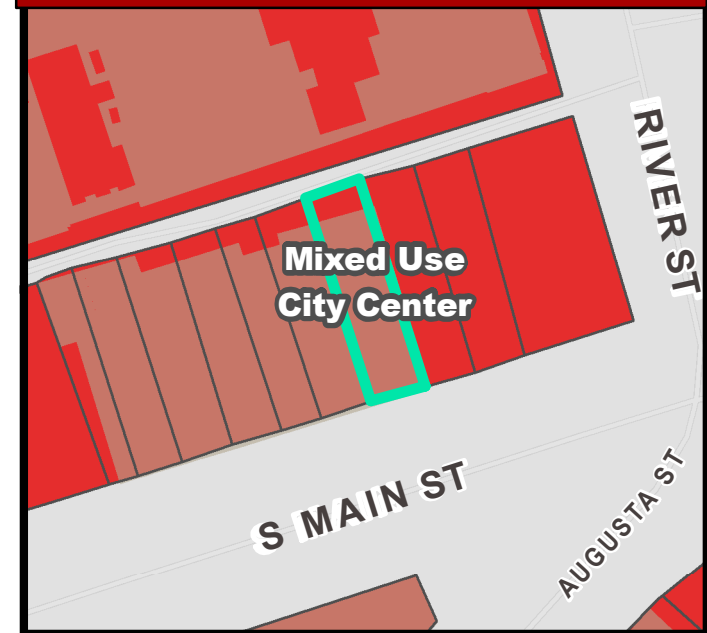
AERIAL VIEW



CURRENT ZONING

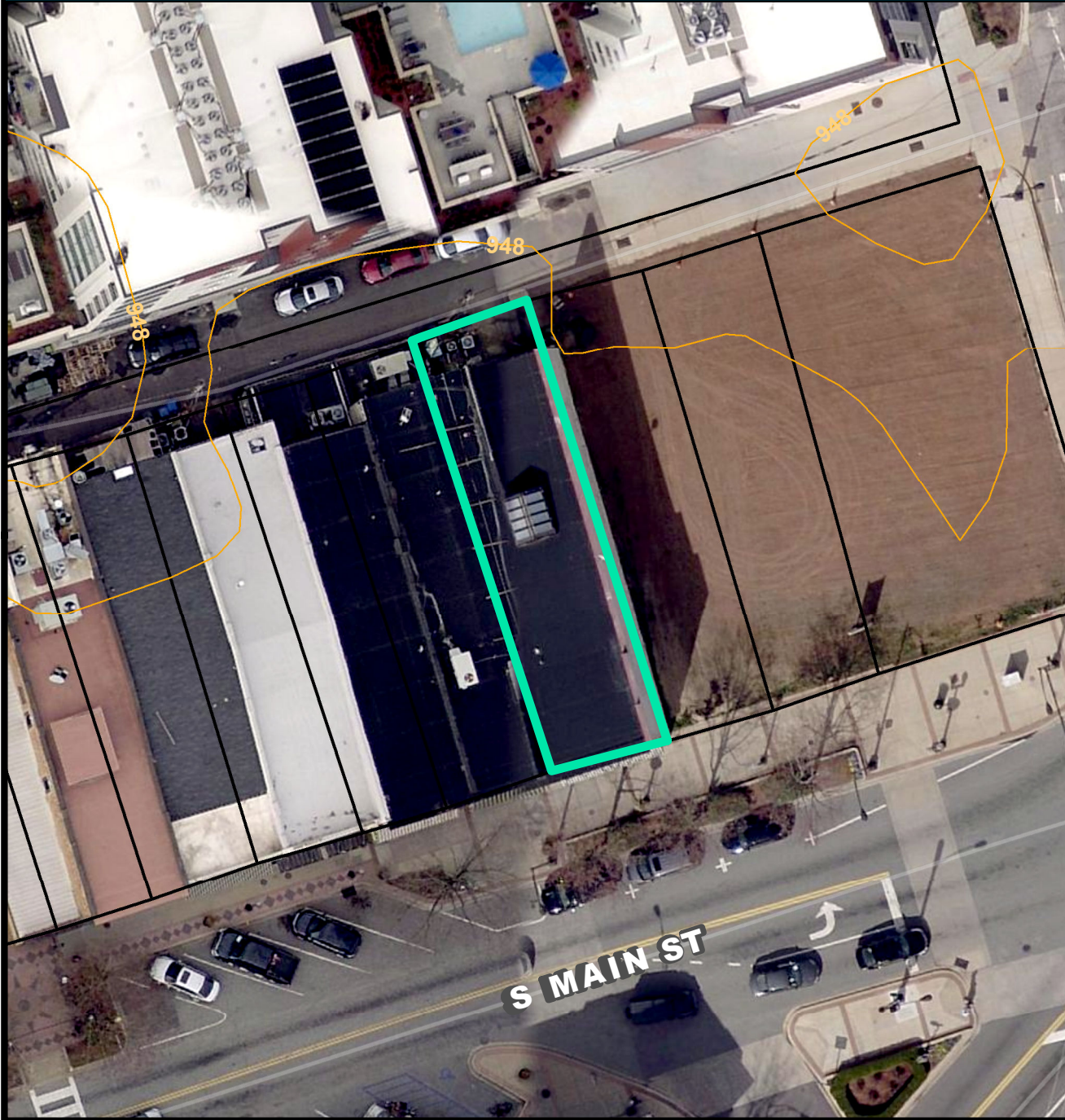


FUTURE LAND USE

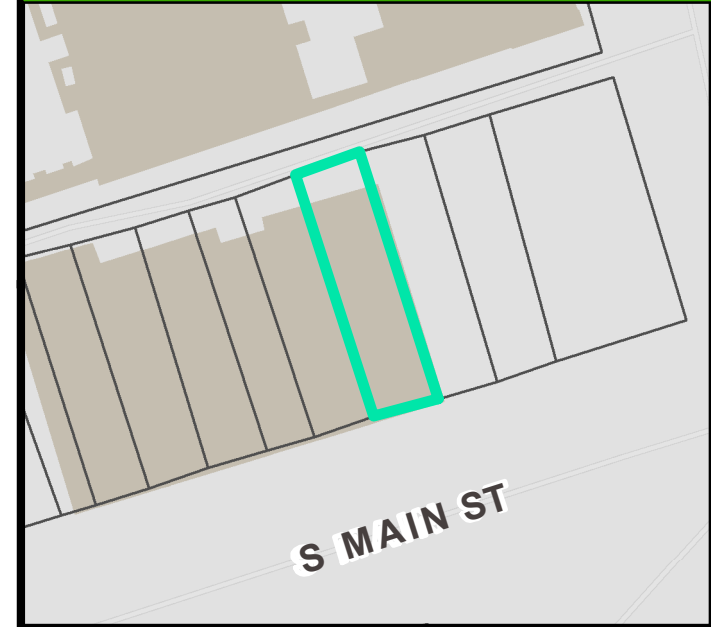


CA 21-96 • 712 S. MAIN STREET

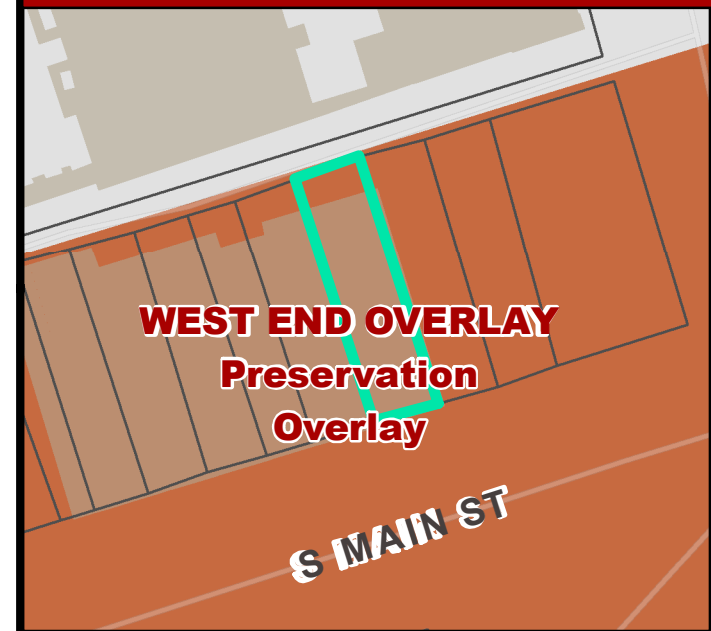
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



Statewide Survey of Historic Resources
State Historic Preservation Office
South Carolina Department of Archives and History
8301 Parklane Rd.
Columbia, SC 29223-4905 (803) 896-6100

Control Number: U / 45 / / 0049
Status County No Quad No Site No

Tax Map No.: _____

Reconnaissance Survey Form

Identification

Historic Name: Bacot's West End Drug Store

Common Name:

Address/Location: 6 Pendleton St

City: Greenville

County: Greenville

Vicinity of:

Quadrangle Name: Greenville

Ownership: Private

Category: building

Historical Use: Commercial

Date: 1882

Current Use: Commercial

SHPO NR DOE: Contributes to Listed District

Other Designation: West End Local Historic District

Notes: 2-story, brick, flat-roof commercial building; bracketed and denticulated cornice; original arched 2/2 windows on 2nd floor; altered storefront; replacement windows and doors

Photographs

Roll No.: Neg. No.: View of:

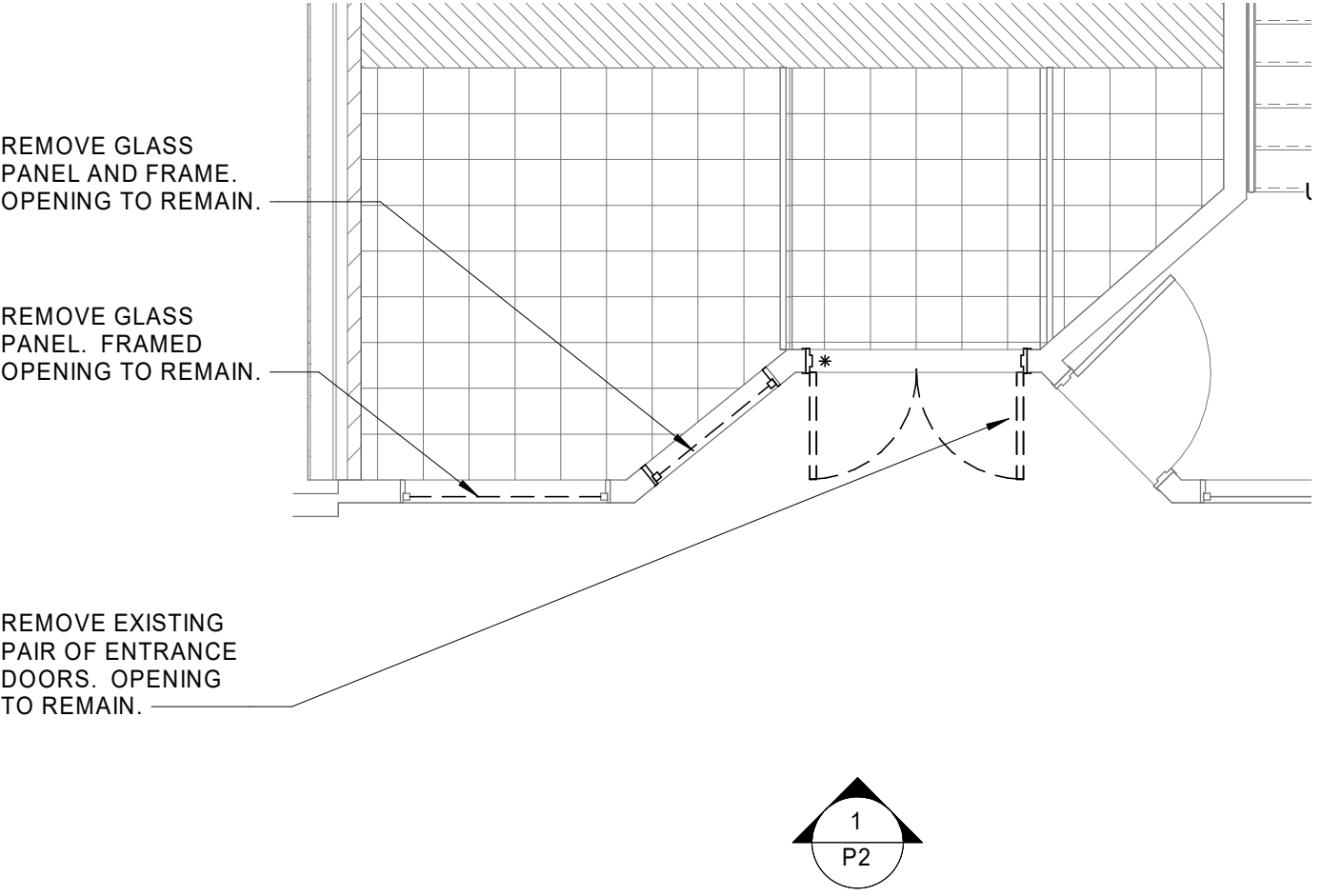
49 35



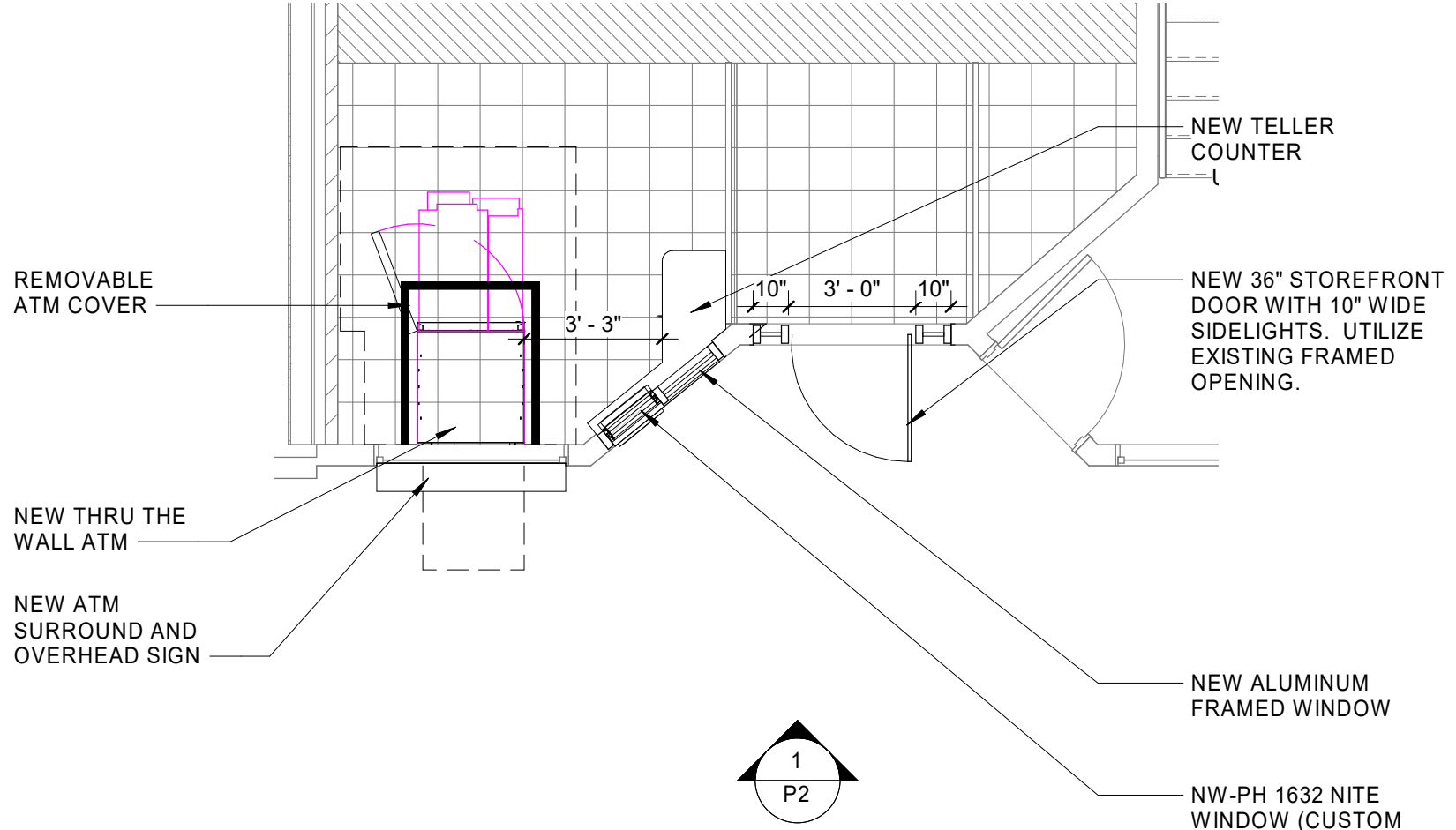
Program Management

Recorded by: JM, Edwards-Pitman Environmental, Inc.

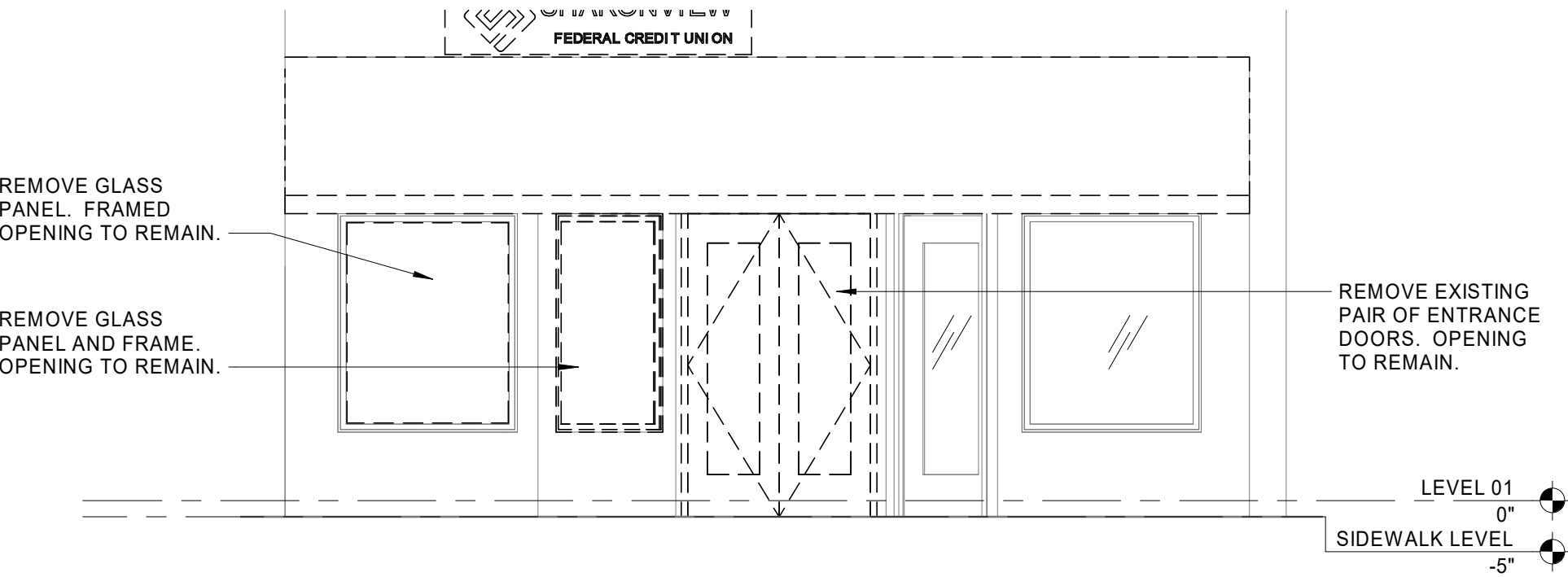
Date Recorded: 11/13/2002



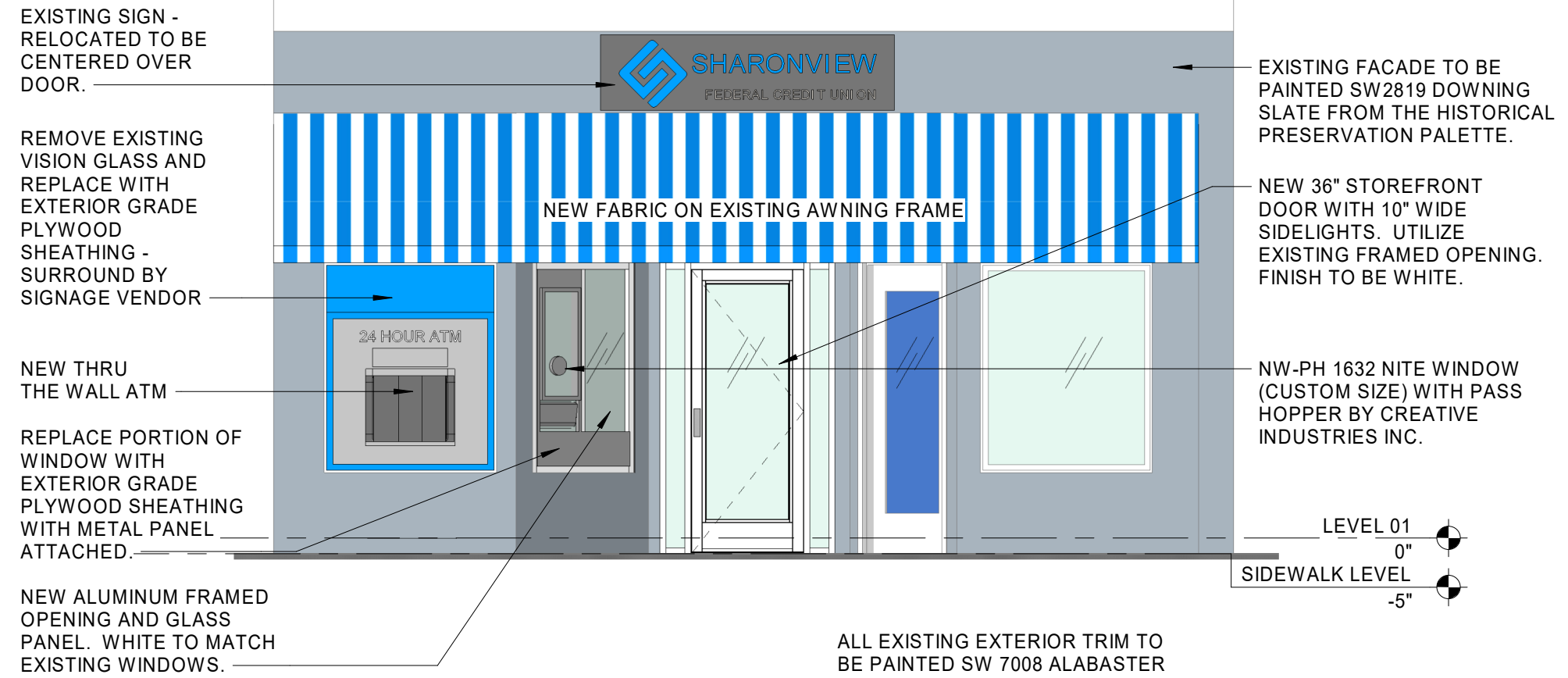
FLOOR PLAN - EXISTING



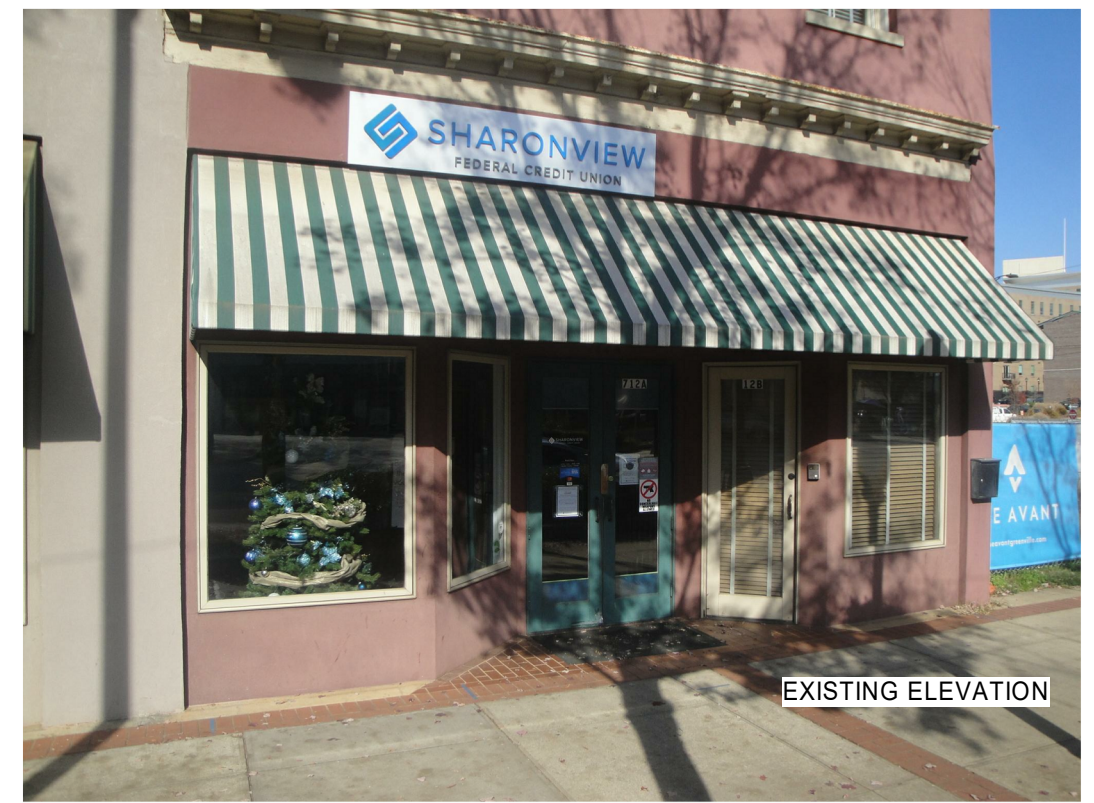
FLOOR PLAN - NEW



FRONT ELEVATION - EXISTING



FRONT ELEVATION - NEW



ENTRANCE VIEW - NEW



EXISTING BLOCK ELEVATION



NEW BLOCK ELEVATION - PAINT CHANGE