

Design Review Board

Official Agenda



AGENDA

DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA - Amended 5/5/2021

Regular Meeting

May 6, 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 202C.

1. Call to Order
2. Roll Call
3. Welcome and Opening Remarks from the Chair
4. Approval of Minutes – March 30, 2021 Workshop Agenda & April 1, 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 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 MAY 21-0096 712 S. MAIN STREET - SHARONVIEW
ATM.PDF](#)

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9. New Business (public hearing)

A. CA 21-266

Application by **REBECCA TALAFIOUS** for a **CERTIFICATE OF APPROPRIATENESS** for "Elliot Davis" signage on the Camperdown office building at 355 S. Main Street. (TM#

006100-03-04116).

Documents:

[AGENDA PACKET CA 21-266 ELLIOTT DAVIS SIGN.PDF](#)

B. CA 21-276

Application by **GREENVILLE HKW, LLC/BRAD WEISER** for a **CERTIFICATE OF APPROPRIATENESS** to modify CA 19-618 with the addition of residential units and other exterior modifications at 100 N. Markley Street. (TM# 007400-01-00300).

Documents:

[AGENDA PACKET CA 21-276 100 N MARKLEY STREET HOTEL AND CONDOS.PDF](#)

C. CA 21-278

Application by **THE FURMAN COMPANY/STEPHEN NAVARRO** for a **CERTIFICATE OF APPROPRIATENESS** for United Community Bank's Headquarters site plan at 200 E. Camperdown Way. (TM# 006900-03-00100).

Documents:

[AGENDA PACKET CA 21-278 200 E CAMPERDOWN WAY UCB SITE PLAN.PDF](#)

D. CA 21-279

Application by **CITY OF GREENVILLE/CRAIG BROWN** for a **CERTIFICATE OF APPROPRIATENESS** for streetscape improvements on Field Street named "District 356" (FKA Jackson Way).

Documents:

[AGENDA PACKET CA 21-279 DISTRICT 356 STREETScape.PDF](#)

E. CA 21-280

Application by **HILTON DISPLAYS/AUBREE PERRY** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for "Carolina Moves Real Estate" at 455 Congaree Road. (TM# 054303-01-00502).

Documents:

[AGENDA PACKET CA 21-280 455 CONGAREE ROAD SIGN EXCEPTION.PDF](#)

F. CA 21-281

Application by **SUNCAP PROPERTY GROUP** for a **CERTIFICATE OF APPROPRIATENESS** for a mixed-use development located at 1001, 1015 S. Main Street. (TM# 007300-04-00100, 007300-04-00200, 007300-04-01500, 007300-04-01600).

NOTE: The applicant has requested to defer this application.

Documents:

[AGENDA PACKET CA 21-281 1015 S. MAIN STREET MIXED-USE
PROJECT_USE.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. INFORMAL REVIEW of FDP-21-216

Application by Stone Property Management LLC for a **MULTI-FAMILY DEVELOPMENT** and **FINAL DEVELOPMENT PLAN** on 5.278 total acres located at HOWE ST AND HAYNIE ST for 179 apartment units (TM# 009101-08-01400, 009101-08-01500, 009101-08-01600, 009101-08-01601, 009101-08-01603, 009101-08-01700, 009101-08-01800, 009101-08-01900, 009101-08-02000, 009101-08-02100, 009101-08-02200, 009101-08-02300, 009101-08-02400, 009101-08-02500, 009101-08-02700, 009101-08-02701, 009101-08-02702, 009101-08-02703, 009101-08-02704, 009101-08-02705, 009101-08-02800, 009101-08-03000).

B. INFORMAL REVIEW of Z-10-2021

Application by NHE Inc. for a **REZONE** of 3.87 acres located at **1200 LAURENS RD** from R-6 and C-3 to PD (TM# 019800-04-03200, 019800-04-00200, 019800-04-00300).

13. Adjournment

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

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

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

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

Webex Meeting Instructions

Steps for Online Access

1. Visit greenvillesc.gov/meeting. You can also go to greenvillesc.gov and click on

ONLINE MEETING.

2. Join Event: Design Review Board Meeting – Urban Panel 5/6/2021

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:** 129-452-9436

Remote Viewing Location

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

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.

City of Greenville Planning and Development | 864-467-4476



**Planning Staff Report to
Design Review Board - Urban
April 30, 2021**
for the May 6, 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:	Approval, with conditions

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Project History:

Staff recommended denial of the original application due to building transparency and paint color issues. The initial application was deferred at the March 4th, 2021 Design Review Board meeting to enable the applicant to work with staff and two members of the board. The applicant has revised the submittal to address staff comments.

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 within recessed entry and install a through-the-wall, walk-up ATM;
- Replace double storefront entrance door with a single aluminum-clad door and 18"-wide sidelight;
- Repaint storefront exterior "Lime Rickey" (SE 6717) and trim "Alabaster (SW 7008);
- Relocate existing wall sign; and
- Replace fabric awning.

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.

The applicant proposes to remove one (1) glass storefront window within the recessed building entry and install a through-the-wall ATM. Staff finds that, compared with the previously proposed location, the new ATM location is more in keeping with the Downtown Design Guidelines, specifically *PRI 4 (Activated Ground Floor)* and *PRI 11 (Existing Architecture)*. The revised plans retain the storefront window on the left side of the building.

Staff notes that a majority of the historic storefronts on the block face feature wood double-doors. The applicant proposes to replace the existing double-doors with a single aluminum-clad door with a sidelight. While staff supports the new single door with sidelight, staff recommends the aluminum cladding is removed in order to retain a wood exterior.

The applicant provided an updated rendering of the storefront featuring the proposed wall color (Lime Rickey; SW 6717) and trim color (Alabaster White; SW 7008). This portion of South Main Street is unique in character, with each storefront presentation of a unique façade color. Staff finds that the proposed paint color maintains this unique character and individuality.

The applicant provided two options for the replacement awning. Option 1 features a solid black awning, while Option 2 features a blue/grey striped pattern. Staff finds that Option 1 (solid black) presents a more compatible contrast to the lime storefront color.

Staff Recommendation:

Based on the findings outlined in this report, staff recommends **approval of the modified application with the following conditions:**

1. **Remove aluminum door cladding to retain wood exterior.**
2. **Utilize Option 1 (solid black) for the storefront awning.**
3. **This certificate of appropriateness (CA) is considered a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 Lapse of approval/vested rights and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension must be received by the applicant at least sixty (60) days before expiration, unless any change or amendment to the land development ordinance or regulations of the City of Greenville's Code of Ordinances were to be amended that would no longer allow execution of the site specific development plan. At any time during the two-year period or any subsequent Vested Rights extensions, the applicant may be granted a building permit from the City Building Official. Should the CA expire at any time prior to the application for a building permit, such permit shall not be issued until a current CA is provided.**

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

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

SITE PLAN REVIEW

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

ARCHITECTURAL REVIEW

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

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

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

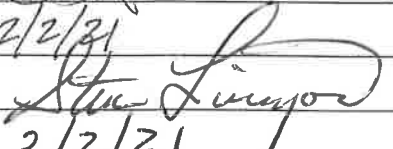
6. Please read carefully:

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

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

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

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

*Signatures	
Applicant	
Date	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

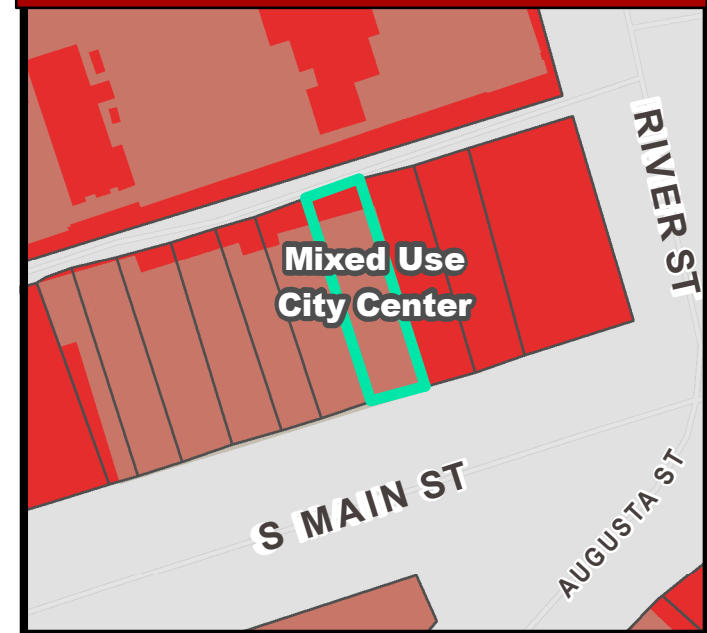
AERIAL VIEW



CURRENT ZONING

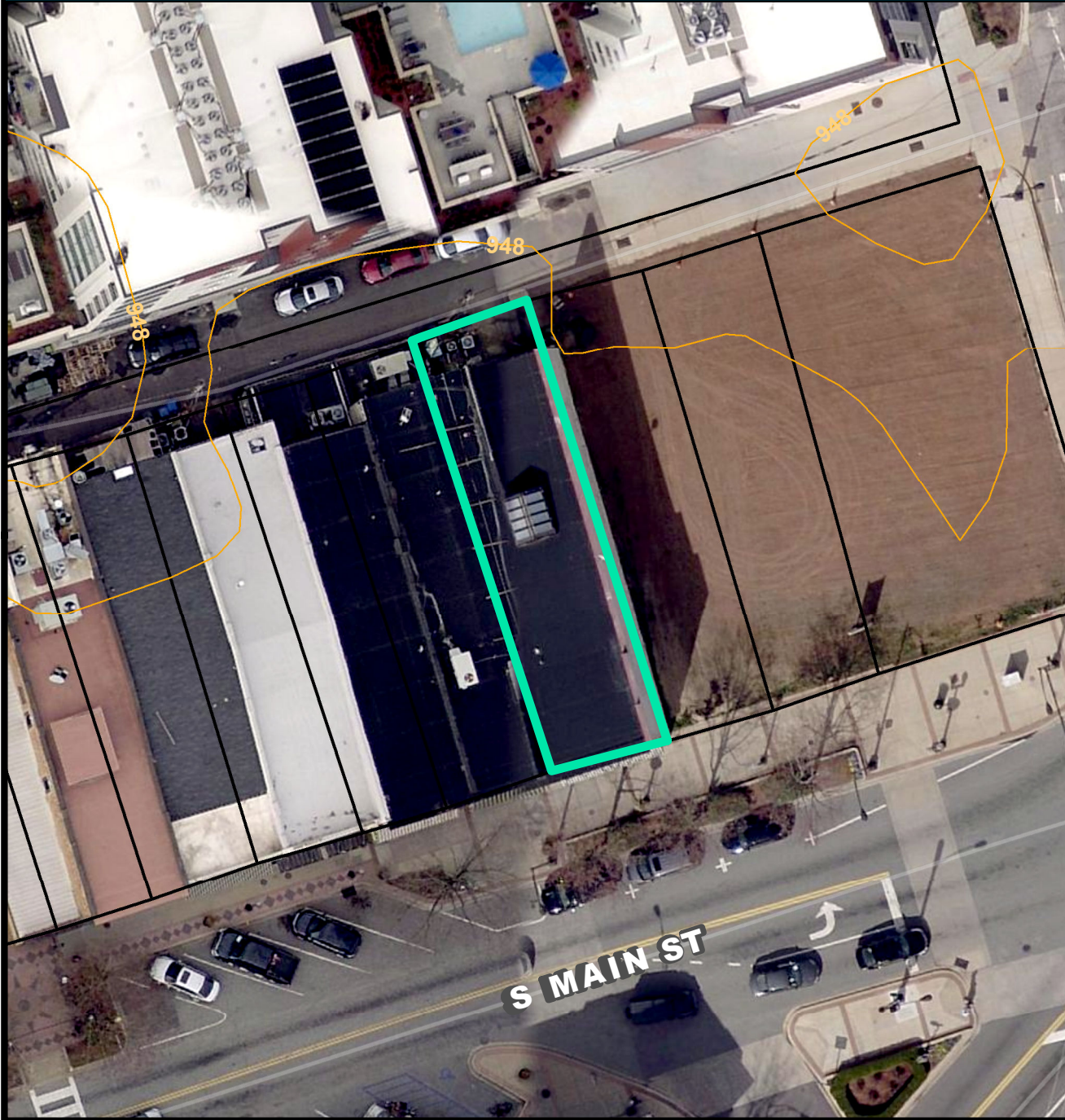


FUTURE LAND USE

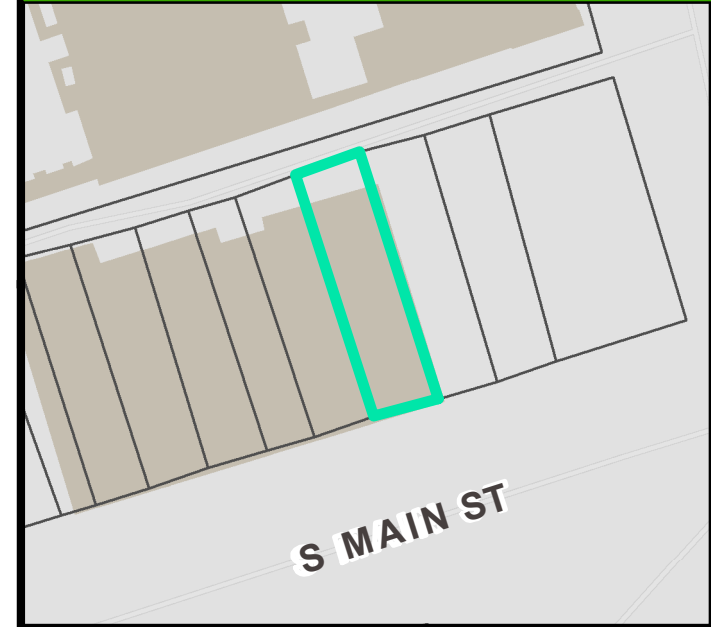


CA 21-96 • 712 S. MAIN STREET

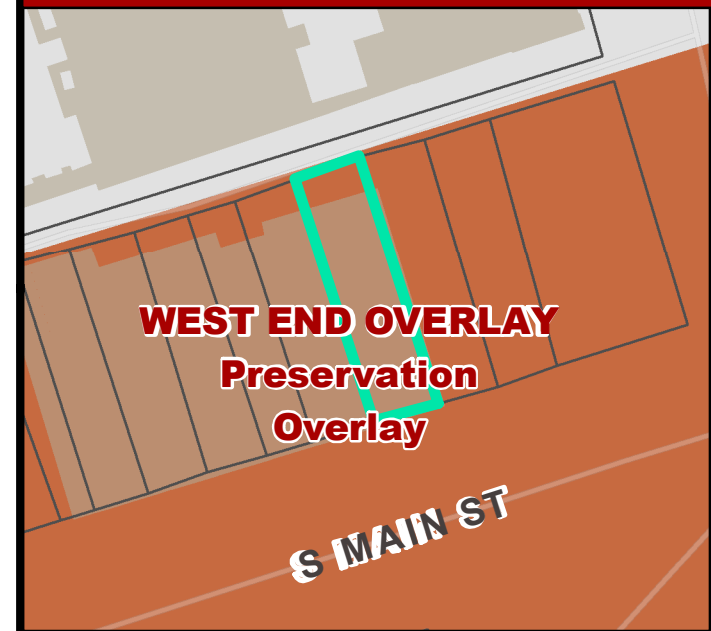
NATURAL / ENVIRONMENTAL FEATURES



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:

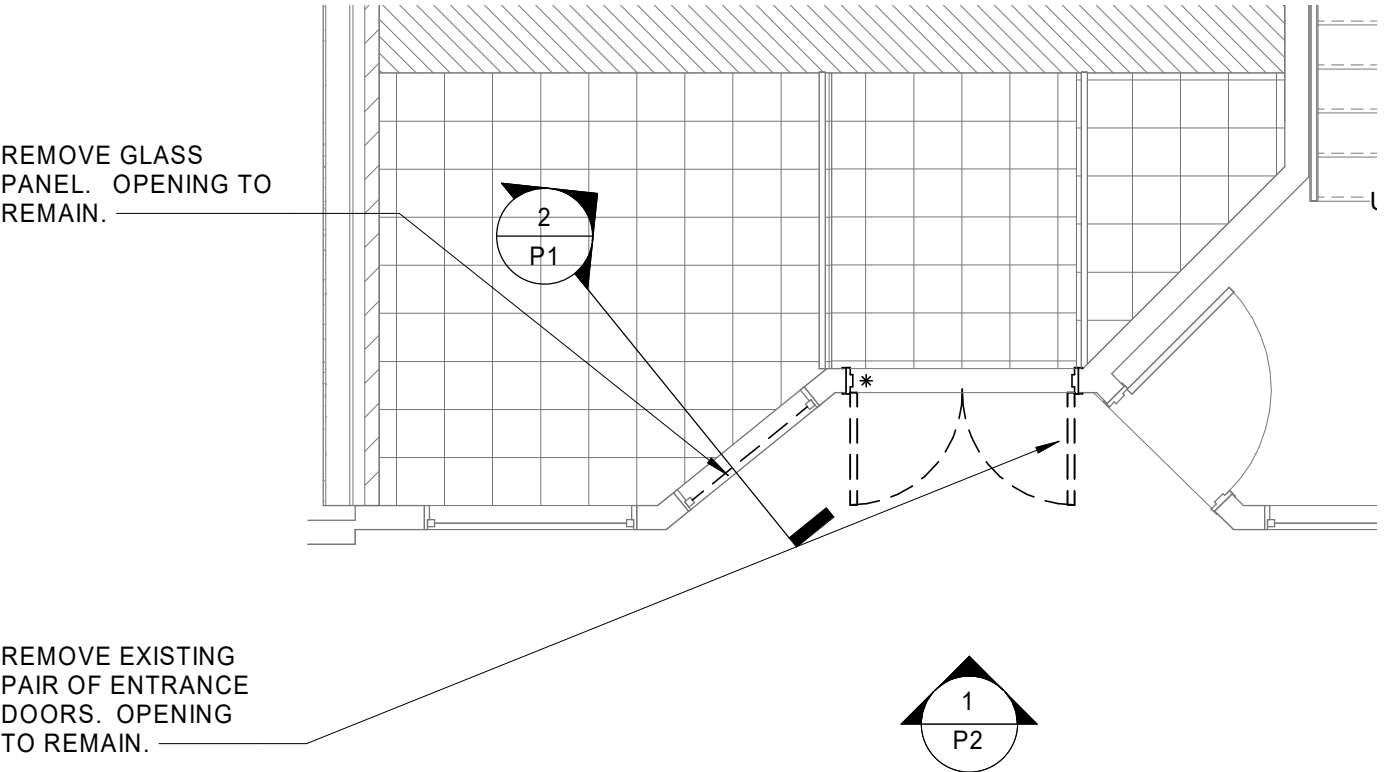
49 35



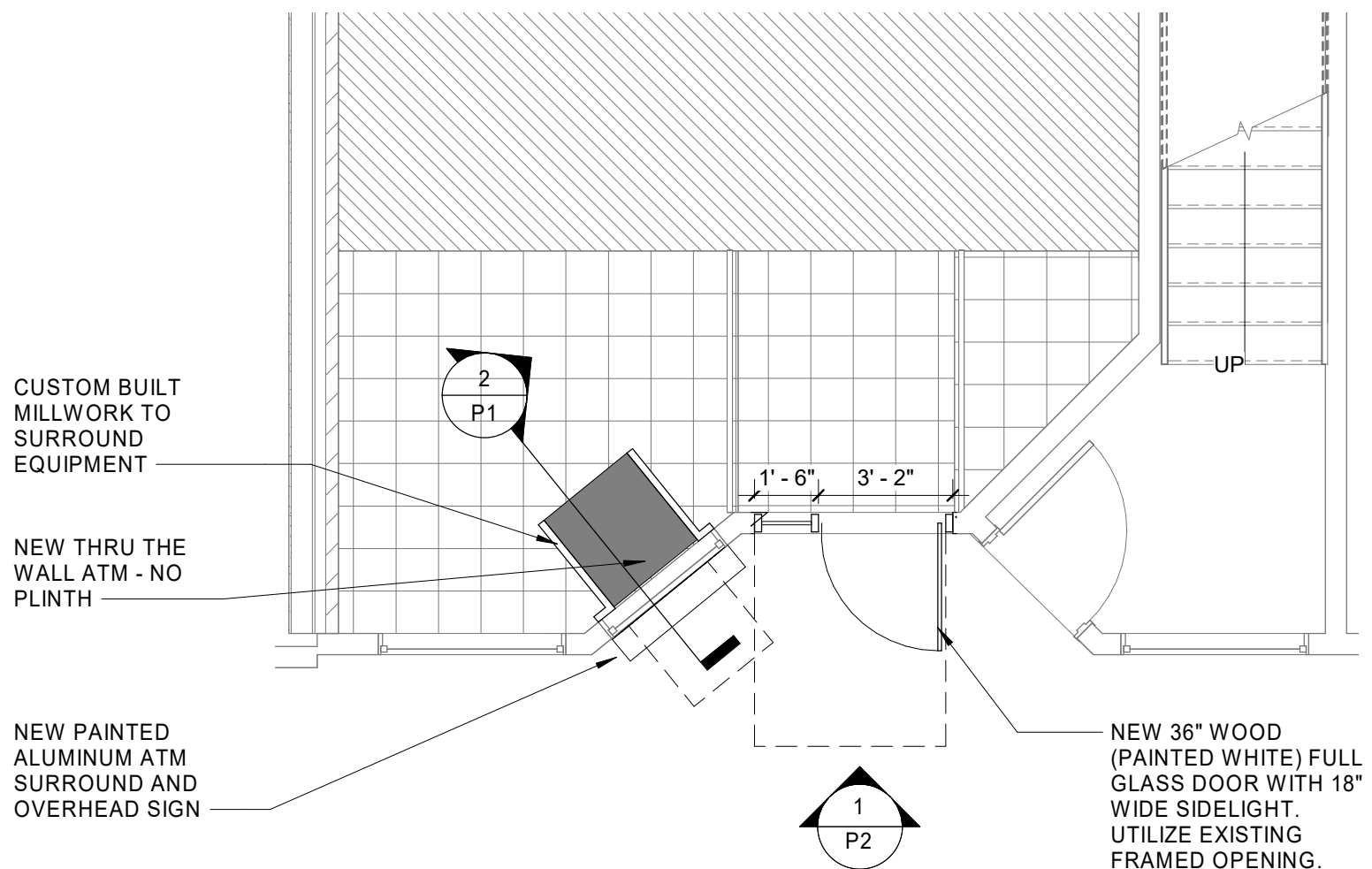
Program Management

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

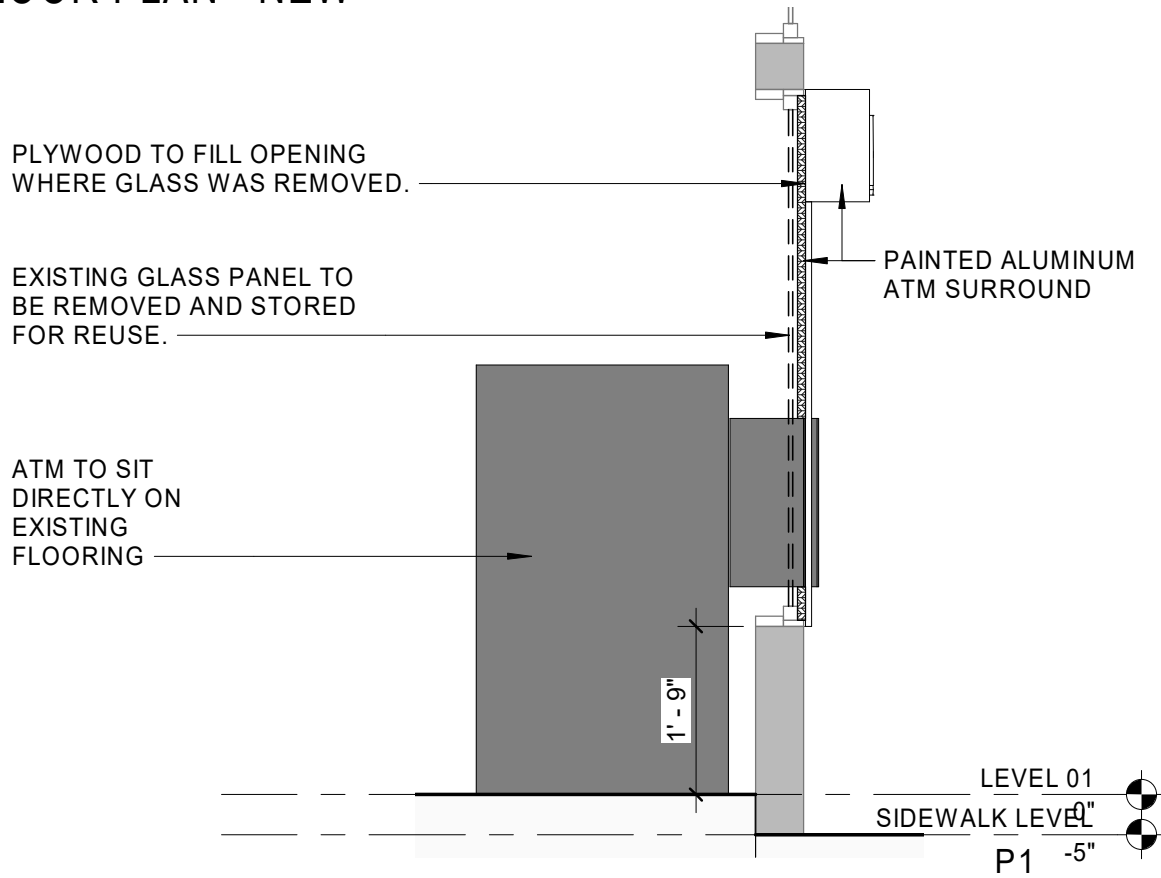
Date Recorded: 11/13/2002



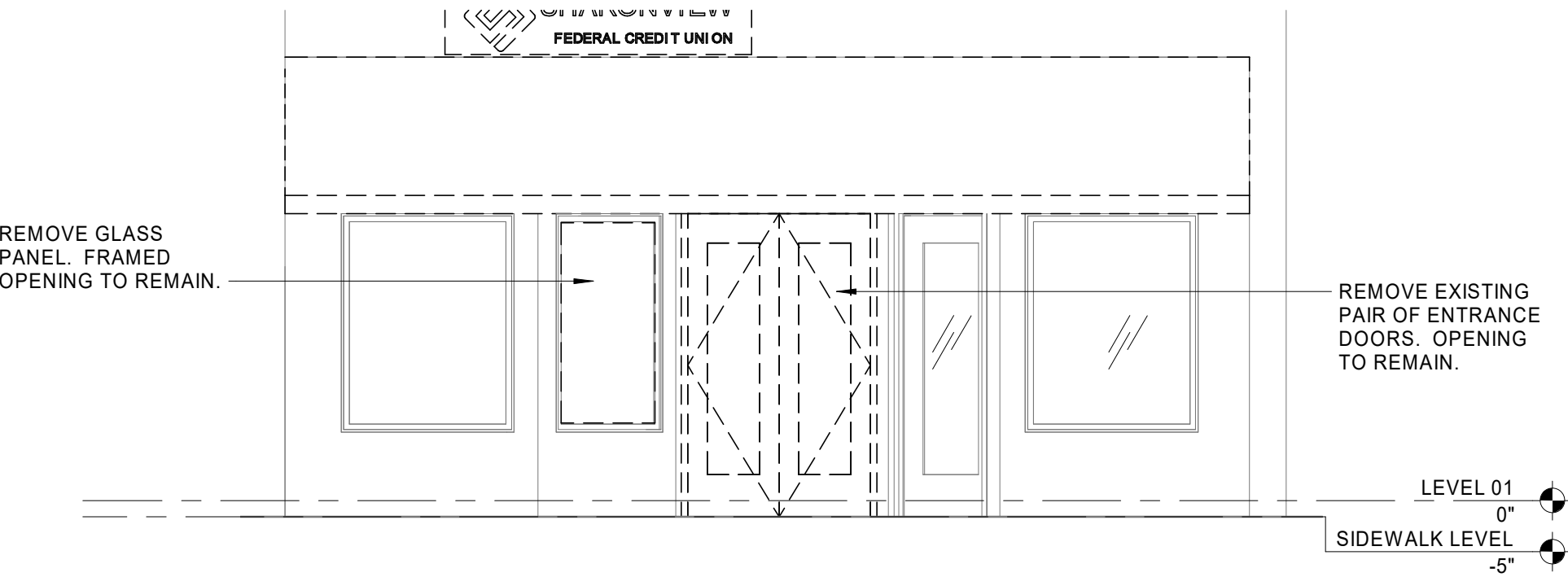
FLOOR PLAN - EXISTING



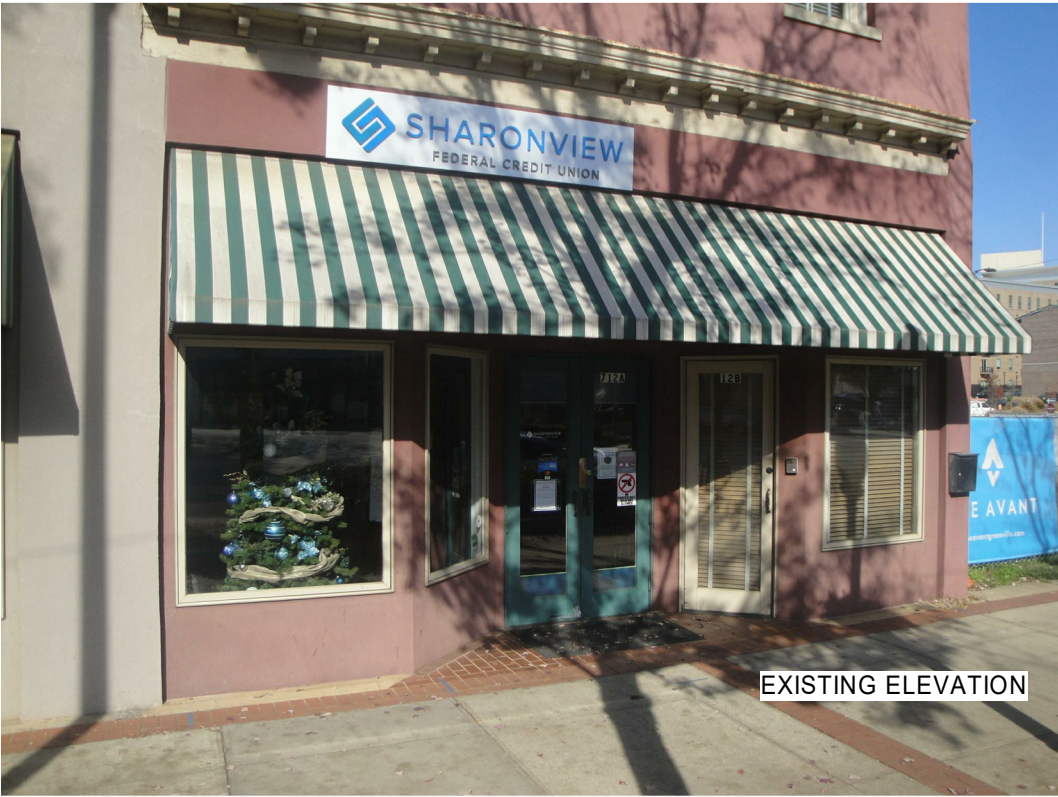
FLOOR PLAN - NEW



SECTION @ ATM



FRONT ELEVATION - EXISTING_OPTION 1



EXISTING ELEVATION



FRONT ELEVATION - NEW_OPTION 1



ENTRANCE VIEW - NEW_OPTION 1



EXISTING BLOCK ELEVATION



NEW BLOCK ELEVATION - AWNING OPTION 2



NEW BLOCK ELEVATION - PAINT CHANGE



**Planning Staff Report to
Design Review Board - Urban
April 30, 2021**
for the May 6, 2021 Public Hearing

Docket Number:	21-266
Applicant:	Rebecca Talaious
Property Owner:	CAP Camperdown Office LLC
Property Location:	355 S. Main Street
Tax Map Number:	006100-03-04116
Acreage:	0.653
Zoning:	C-4, Central Business District
Proposal:	Installation of Elliot Davis sign on the 11th floor of the Camperdown Office building
Staff Recommendation:	Approve, with conditions

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness
Sec. 19-6 Sign Regulations
Appendix J: Sign Design Guidelines

Application Request:

The applicant proposes to install a wall sign on the Camperdown office building for “Elliot Davis”. The sign will face the plaza and will be located between the 11th and 12th floors. Per the applicant, the current “Elliot Davis” sign, located at 200 E. Broad Street facing the Church Street bridge, will be reused at this location.

Staff Analysis:

The proposed sign appears to be at the same elevation as the “Bank of America” signs that face S. Main Street and Falls Park. Whereas those signs are an off-white, the proposed “Elliot Davis” sign would be black.

The current sign at 200 E. Broad Street includes the company logo, but that portion of the sign is not included in this request.

The size of the sign, under this request, is shown to be a total of 123 sf, which is below the permitted maximum of 350 sf.

A night-time view of the sign was not provided by the applicant. As such, staff can not provide an accurate assessment of the illumination level that may be seen from various points of Downtown.

The signage appears to be compliant to Design Guidelines PUB 11.4 for legibility and PUB 11.5 for length of wall spacing.

Staff Recommendation:

Staff recommends approval, with the following conditions:

- 1. A nighttime view is to be submitted to staff for review and approval by a two-member Committee of the DRB.**
- 2. This certificate of appropriateness (CA) is considered a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 Lapse of approval/vested rights and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon A the applicant's written request for an extension must be received by the applicant at least sixty (60) days before expiration, unless any change or amendment to the land development ordinance or regulations of the City of Greenville's Code of Ordinances were to be amended that would no longer allow execution of the site specific development plan. At any time during the two-year period or any subsequent Vested Rights extensions, the applicant may be granted a building permit from the City Building Official. Should the CA expire at any time prior to the application for a building permit, such permit shall not be issued until a current CA is provided.**

Relevant 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.
- 11.4 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.
- 11.9 Illuminated signage should provide illumination and definition to the sign's individual letters. Avoid internally illuminated cabinet signs.



APPLICATION FOR
CERTIFICATE OF APPROPRIATENESS
URBAN DESIGN PANEL

Contact Planning & Development:
(864) 467-4476

Office Use Only:
Application# _____ Fees Paid _____
Date Received _____ Accepted By _____
Date Complete _____ App Deny Conditions _____

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT		PROPERTY OWNER
*Name:	Rebecca Talaious	CAP Camerdown Office LLC
*Title:	Agent	Manager
*Address:	48 Bloodroot DriveCleveland, GA 30528	935 S Main Street 201 Greenville, SC 29601
*Phone:	706-2191-1225	864-271-3894
*Email:	rebecca@ naiservices.com	jasont@ capllc.com

PROPERTY INFORMATION

*STREET ADDRESS 355 South Main Street

*TAX MAP #(S)

*SPECIAL DISTRICT

DESCRIPTION OF REQUEST

To include scope of project and justification or response to specific guidelines and special conditions.
To install 1 set of channel letters reading "Elliott Davis" 123sqft sign on North Elevation (Facing East Broad Street)

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 X restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

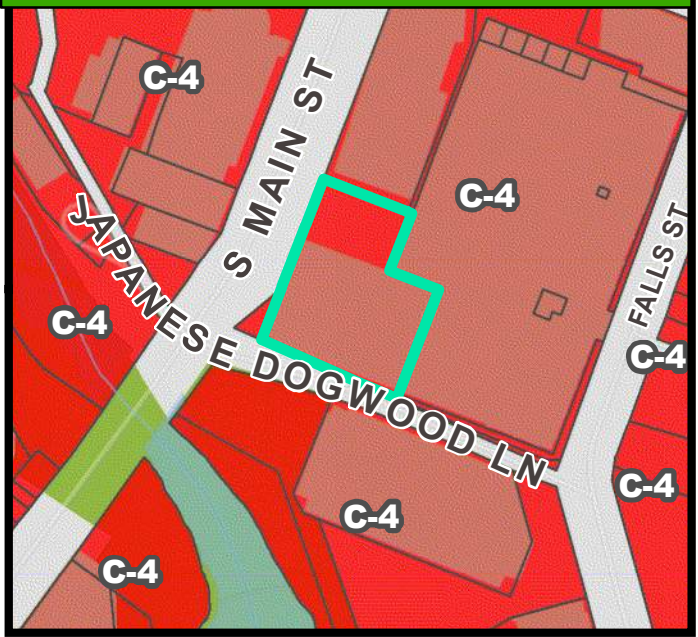
*Signatures	
Applicant	
Date	3/30/2021
Property Owner/Authorized Agent	
Date	3/30/21
Public Hearing Information	
Public Hearing Signs	

CA 21-266 • 355 S. MAIN STREET

AERIAL VIEW



CURRENT ZONING

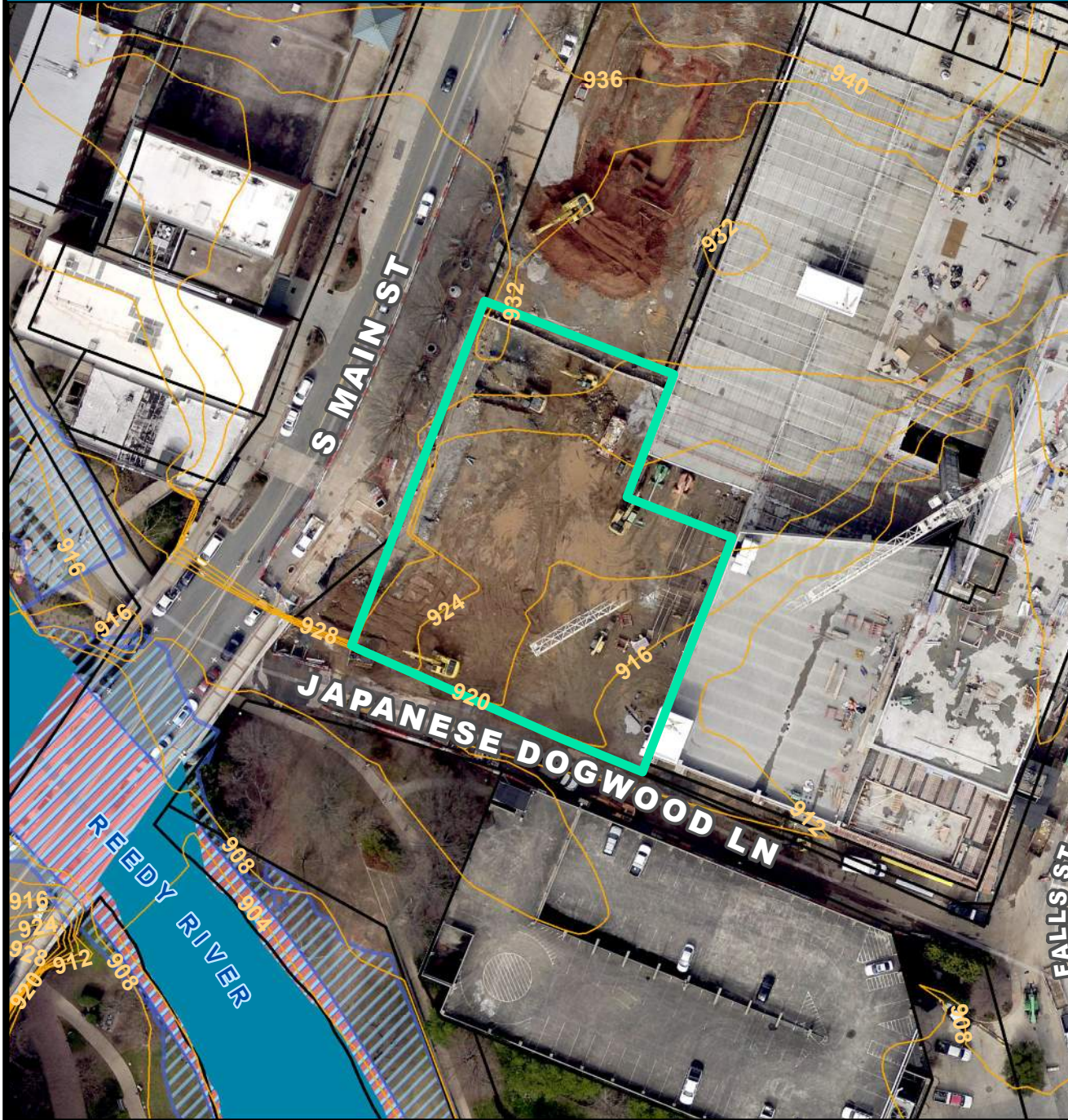


FUTURE LAND USE

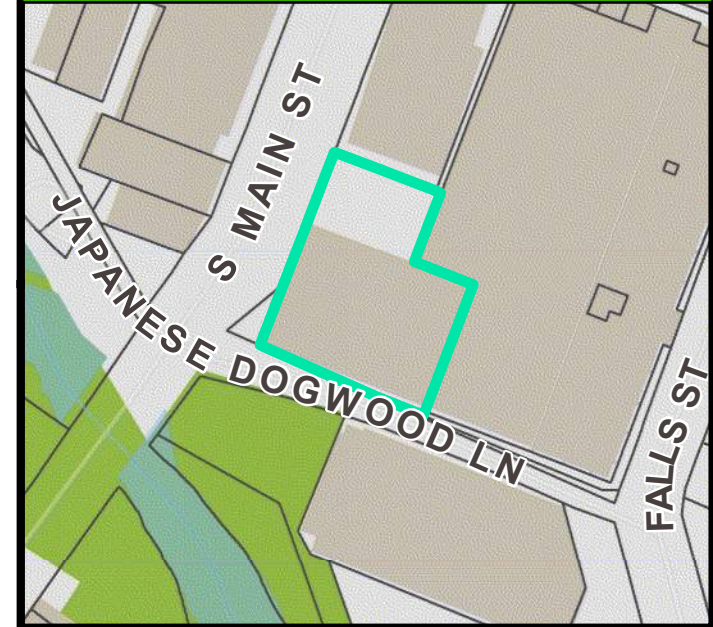


CA 21-266 • 355 S. MAIN STREET

NATURAL / ENVIRONMENTAL FEATURES



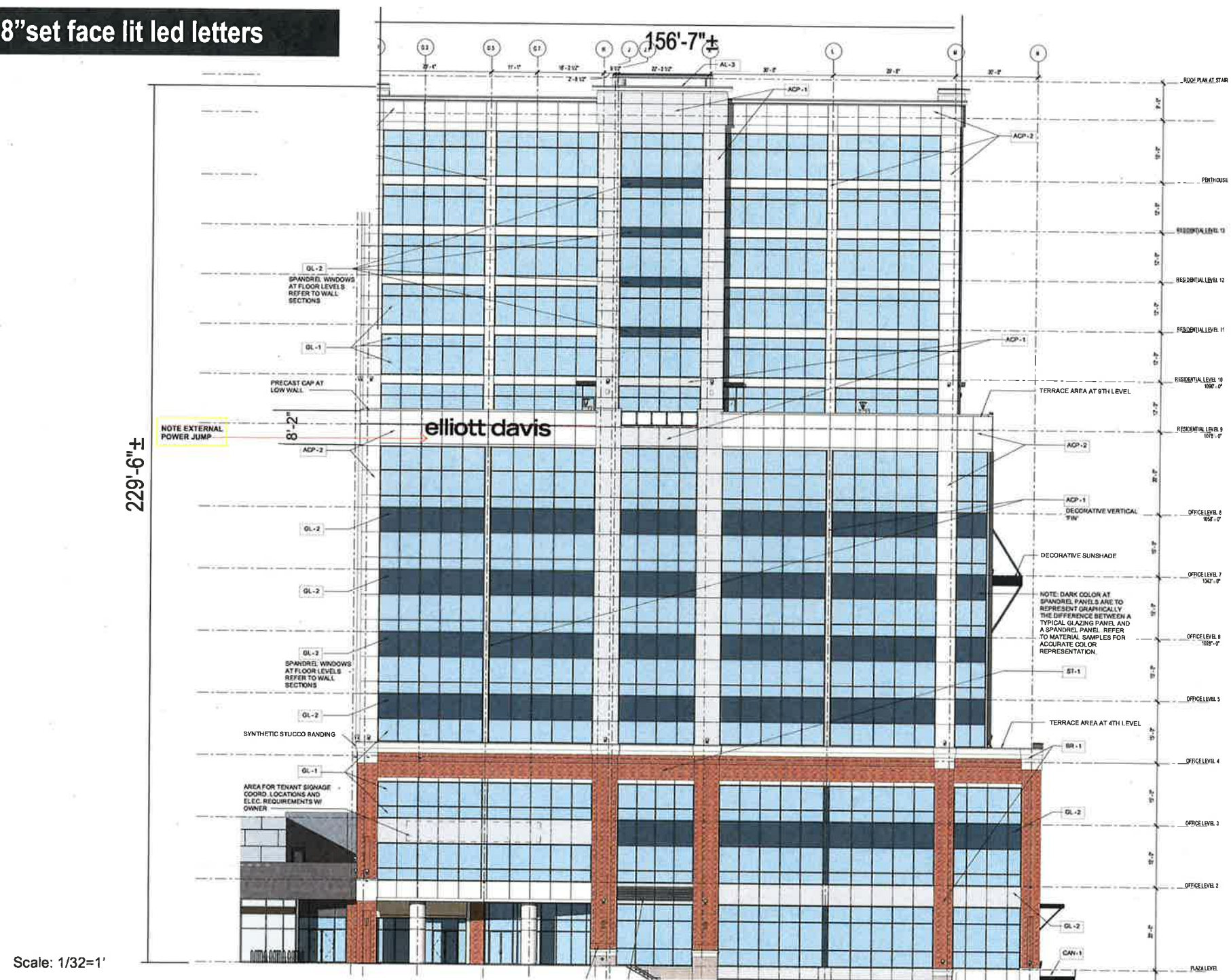
SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



New 48" set face lit led letters



Location:
355 S Main St
Greenville, SC 29601
File Path:
Job Folder\2021\elliott davis

Proj #:
3083-21
Loc #:

elliott davis

Drawing prepared for:

LANDLORD APPROVAL
CUSTOMER APPROVAL

L. B. Davis
DATE 2/30/21
Lianne Runge
DATE 3/29/21
COO, Elliott Davis

NEW SET FACE LIT LED CH LETTERS 123SQFT



AREA/WEIGHT	
SIGN SQUARE FOOTAGE	
123	SQ.FT.
ESTIMATED SIGN WEIGHT	
300	LBS.

ELECTRICAL			
AMPS:	10.2	AMPS	
V.A.:	120	VOLTS	WATTS: 1224
CIRCUITS:	1-20 amp CIRCUIT		

MATERIAL SPECIFICATIONS

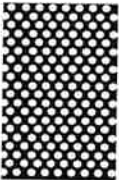
PERFORATED DUAL COLOR BLACK/WHITE FACES
3M 3635 BLACK/WHITE DUAL COLOR VINYL
1" BLACK TRIM CAP
CHANNEL LETTERS RETURNS TO
MATCH BLACK TRIM CAP/FACES

ELECTRICAL NOTES:

POWER HOLES ON TOP OF ALL LETTERS
EXCEPT LETTER "E"- POWER HOLE ON BOTTOM
DUE TO SITE ACCESS ISSUES/EXTERNAL JUMP.

GENERAL REQUIREMENTS

1. ALL LETTER SETS REQUIRE A U.L. LABEL
2. LETTERS ARE DESIGNED TO MEET THE 2015 INTERNATIONAL BUILDING CODE ASCE 7-10 SECTION 16, 115 MPH WIND LOAD. RISK CATEGORY II, EXPOSURE C.
3. LETTERS TO BE INSTALLED ACCORDING TO NEC AND/OR APPLICABLE LOCAL CODES
4. THE DISCONNECT MUST BE PLACED IN DIRECT VIEW OF SIGN

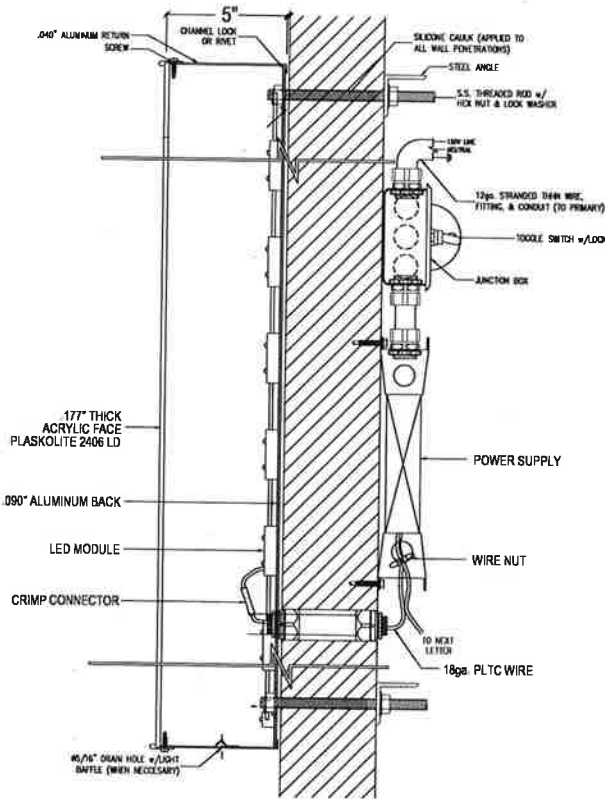


DETAIL "A"

3M-3635-BLACK/WHITE DUAL COLOR
WITH 1" BLACK-TRIM CAP

* INSTALLER REQUEST EXTRA SUPPORT SCREWS IN TRIMCAP DUE TO HI-RISE WIND ISSUES*

WALL TYPE	CMU, BRICK	PRE-CAST CONCRETE, CONCRETE	PREFERRED FOR ALL WALL TYPES WHEN POSSIBLE	EIFS WALL W/ FOAM INSULATION
SECTION				
ANCHOR TYPE	ø1/2" SLEEVE ANCHOR (ø3/8" BOLT), 2" MIN. EMBEDMENT	ø3/8" EXPANSION ANCHOR, 2 1/2" MIN. EMBEDMENT	ø1/4"-3/8" THREADED ROD	ø1/4"-3/8" THREADED ROD W/ ALUMINUM OR PVC COMPRESSION SLEEVE



TYPICAL SECTION - FACE LIT LETTER (FLUSH MOUNTED & REMOTE)

NOT TO SCALE



Location:
355 S Main St
Greenville, SC 29601

Proj #:
3083-21
Loc #:

File Path:
Job Folder\2021\elliott davis

Drawing prepared for:



LANDLORD APPROVAL
CUSTOMER APPROVAL

Luanhe Ringe DATE 3/20/21
DATE 3/29/21

COO Elliott Davis



**Planning Staff Report to
Design Review Board - Urban
April 30, 2021**
for the May 6, 2021 Public Hearing

Docket Number:	21-276
Applicant:	Greenville HKW, LLC (Brad Weiser)
Property Owner:	Greenville HKW, LLC (Brad Weiser)
Property Location:	100 N Markley St
Tax Map Number:	0074000100300
Acreage:	0.91 acre
Zoning:	C-4, Central Business District
Proposal:	Modification of previous CA 19-618 approval to add residential units and other exterior modifications.
Staff Recommendation:	Approval with staff conditions and comments

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Application Request:

Applicant proposes to modify the previous Certificate of Appropriateness (CA 19-618) for the Kimpton Hotel, located at the corner of N. Markley Street and Rhett Street in the West End.

Whereas the previous submittal was for hotel accommodations, this submittal allows for the incorporation of 18 multi-family residential units. Per the applicant, the COVID-19 pandemic provided a need to further increase the mix of uses within the business model for the project thus leading to the need for multi-family.

Compared to the previous approval, the applicant added two stories – one story between the previous 2nd and 3rd stories and another between the previous 6th and 7th stories. This results in an increase from 7 to 9 stories along Rhett Street and an increase from 6 to 8 stories along N. Markley Street. This increases the total building height to just over 100 ft.

Staff Analysis:

Staff generally finds the modification consistent with the Downtown Design Guidelines and the previous hotel approval in 2019. The additional floors do not adversely affect the design and are well integrated into the overall building mass. The architecture retains its industrial era-like design with a mix of brick, exposed steel, and glass. Glass balconies at the corner, shared with the street intersection, are also provided.

Staff finds that the additional stories for the residential component are consistent with the adjacent buildings along the east side of N. Markley Street. The Homewood Suites is 8 stories tall, while 110 N. Markley Street is 5-6 stories tall.

The street-level floor plan has not been modified significantly from the original approval. The first floor remains connected to the sidewalk with the inclusion of retail and restaurant uses and an architecturally interesting storefront. The garage entrance remains on Rhett Street and does not affect N. Markley Street, which acts as a north/south connector from S. Main Street to S. Academy Street.

The parking garage design and engineering has also not changed nor resulted in a change of design on the off-street facing facades.

The applicant indicated to staff that parking off-site will be acquired in order to provide sufficient parking for the new multi-family needs.

One Design Guideline that staff wishes to address is in regard to the monolithic design on the building ends facing 110 N. Markley Street and 508 Rhett Street. These blank walls, where presumably another building would attach in the future, should be addressed in the interim. As these areas are where the staircases are located, fenestration that punches into the wall may not be allowed, per the Building Code. Therefore, appropriate treatment to the blank monolithic wall may account for this requirement.

The building zone transition area includes a sidewalk and planting areas that appear to be consistent with the applicable Design Guidelines.

Street furnishing locations and materials and pedestrian-scaled street lighting are not provided in this application request.

Although the signage is conceptual in nature, the general placement and design appears to be compliant to the Design Guidelines.

Staff Recommendation

Staff recommends approval with the following conditions and comments:

Conditions:

- 1. The building ends facing 110 N. Markley Street and 508 Rhett Street shall include appropriate fenestration, such as opaque windows, to prevent a monolithic design. The number and placement shall require approval by a 2 Member Committee of the DRB.**
- 2. The applicant shall submit to staff street furnishing and lighting cut sheets and site plan for review and approval with a 2 Member Committee of the DRB.**
- 3. As the sanitary sewer capacity request form has expired, a new one must be submitted to the Environmental Engineering Division for approval.**
- 4. Streetscape planters must be irrigated with rainbird with a rain sensor installed. Sod to be Bermuda. Irrigation to be installed and maintained by applicant.**
- 5. At time of permit submission, plans will need to indicate all required fire access to structure for new high-rise hotel.**
- 6. The applicant shall provide to staff, at the time of permitting, a complete parking plan, noting the location of off-site spaces, and provide the necessary private parking agreements.**

7. This certificate of appropriateness (CA) is considered a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 *Lapse of approval/vested rights* and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension must be received by the applicant at least sixty (60) days before expiration, unless any change or amendment to the land development ordinance or regulations of the City of Greenville's Code of Ordinances were to be amended that would no longer allow execution of the site specific development plan. At any time during the two-year period or any subsequent Vested Rights extensions, the applicant may be granted a building permit from the City Building Official. Should the CA expire at any time prior to the application for a building permit, such permit shall not be issued until a current CA is provided.

DEPARTMENT COMMENTS AND CONDITIONS

Civil Engineer:

Recommend: Approve

Comments:

No comment on architectural design. Site permit and streetscape improvements will be reviewed with the multi-family land development permit and associated site permit.

Environmental Engineer:

Recommend: Approve w/ Comments

Comments:

It appears that the sanitary sewer capacity request form has expired and a new one must be submitted to the Environmental Engineering Division for approval.

Traffic Engineer:

Recommend: Approve

Comments:

No comments.

City Engineer:

Recommend: Approve w/ Comments

Comments:

- 1) All proposed public and private improvements shall meet the requirements of Section 19-6.7 Site Development and Related Infrastructure of the City's Land Management Ordinance. The design and construction of the public and private infrastructure shall conform to all applicable federal and state regulations and the requirements of the City's design and specifications manual.
- 2) All improvements proposed within the City's public right of way shall be subject to the requirements of Articles I and II of Chapter 36 – Streets, Sidewalks and Other Public Places of

the City of Greenville Code of Ordinances. As required, all improvements or construction activity performed within the public right of way require an approved encroachment permit.

- 3) A Site Plan Permit will be required for the development detailing the demolition, grading and stormwater, utility improvements and site access.
- 4) A traffic impact analysis will be required as a condition of site permit approval if the administrator determines that a proposed development will generate 100 or more traffic trips during the peak hour or if the administrator determines that a proposed development involving substantial improvement or change of use will generate 125 or more traffic trips during the peak hour. Improvements to the existing transportation infrastructure by a developer will be required as a condition of permit issuance if the projected level of service for the build-out year of the development descends below level "D" for any intersection within the study area as a result of the proposed development.
- 5) The improvements shall comply with Chapter 11 of the International Building Code for site accessibility. Per Section 1104, a minimum of one accessible route shall be provided from each site arrival point (public transportation stops, accessible parking, accessible passenger loading zones and public streets or sidewalks) to the accessible building entrance served. Additionally, an accessible route shall be provided within the site to connect accessible buildings, facilities, elements and spaces on the site.
- 6) The sidewalk improvements along Rhett St and Markley Street shall follow the grade of the road. All driveways, drop-off area and pedestrian connections to the public sidewalks shall be designed to the road elevations which may require adjusting finish floor elevations of the building or incorporating steps at the access points. The sidewalk elevations shall not vary from the road to conform to the finish floor elevations of the buildings.
- 7) Any encroachments in the right of way shall require formal and general encroachment permit approval from the City.

Parks & Recreation:

Recommend: Approve w/ Conditions

Comments:

Streetscape planters must be irrigated with rainbird with a rain sensor installed. Sod to be Bermuda. Irrigation to be installed and maintained by applicant.

Fire Department:

Recommend: Approve w/ Conditions

Comments:

At time of permit submission, plans will need to indicate all required fire access to structure for new high-rise hotel.

Relevant Design Guidelines:

PUB 1. Block Pattern

- 1.5 Locate vehicle access where conflicts with pedestrian circulation will be minimized. Provide access from an alley when feasible. If an alley access is not feasible, then use the street with the least pedestrian usage.
- 1.7 Where a curb cut is to be installed, keep the width to a minimum. One-way entrances should have a maximum curb cut width of 12 feet, and two-way entrances should have a maximum curb cut width of 25 feet.

PUB 2. Pedestrian Realm

- 2.1 The building transition zone should be at least 4 feet and should not encroach upon the minimum sidewalk width. Consult PUB 6. Building Transition Zone for additional guidelines.
- 2.2 The sidewalk zone should accommodate a continuous path of travel of at least 6 feet. In situations where it is not feasible to provide all pedestrian realm zones, prioritize the sidewalk zone. Consult PUB 3. Sidewalk Zone for additional guidelines.
- 2.3 The street furnishing and planting zone should share the same right of way and be a width of at least 5 feet. Consult PUB 4. Street Furnishing Zone for additional guidelines. Consult PUB 5. Planting Zone for additional guidelines.
- 2.4 Provide expanded sidewalk areas, or “plazas,” where conditions permit. Work within existing extended rights of way or consider expansions to existing sidewalks at strategic locations. These expanded areas also provide space for clustering street furniture.

PUB 3. Sidewalk Zone

- 3.2 Provide continuous sidewalks (or equivalent all-weather routes) along both sides of all vehicular rights of way.
- 3.3 Separate sidewalks from vehicular traffic by a planted area, which should be located a minimum of 5 feet from the street curb edge.
- 3.6 In areas of high pedestrian traffic, implement sidewalk bulbouts at intersections to shorten pedestrian crossing time. The expanded sidewalk area created by bulbouts can be designed to incorporate elements of PUB 8. Publicly Accessible Parks and Plazas.

PUB 4. Street Furnishing Zone

- 4.1 Locate street furnishings in the furnishing zone within the Pedestrian Realm. Specifically, locate bike racks near intersections, building entries, and parks and open spaces. Locate pedestrian-oriented trash and recycling receptacles near street crossings, intersections and other high-traffic areas.

PUB 5. Planting Zone

- 5.2 When placed near roadways, plantings should not interfere with sight lines to traffic, intersections and signs.
- 5.10 In highly trafficked urban areas, install physical measures to protect the roots of street trees. These measures could include architectural elements such as seat walls or steel railing. Discourage the use of tree grates, except in narrow areas or highly urban areas such as drop off areas and plazas. If installing tree grates, ensure that the tree opening can accommodate trees with large trunk diameters.

PUB 8. Publicly Accessible Parks and Plazas

- 8.2 Establish publicly accessible parks and plazas at the same elevation as the adjacent streetscape. Minor changes in elevation, not to exceed two feet above the level of the adjacent sidewalk, are permitted. At the very least, ensure that there is visual surveillance potential between the streets and all areas of the plaza.
- 8.6 Populate publicly accessible parks and plazas with vegetation that both provides shade and has rich human interest, including seasonal variety, multi-sensory appeal, or distinctive physical characteristics.
- 8.7 Strategically incorporate programmatic elements to enhance users' experience of public parks or plazas. These elements could include public art, vending or retail opportunities, and interactive elements such as water features.
- 8.11 Provide comfortable seating in publicly accessible parks and plazas. Seats should generally be between 16-20 inches in height, and 18 inches in depth. If backs are provided, they should be at least 14 inches high and reclined or contoured.
- 8.12 Emphasize variety in seating types in publicly accessible parks and plazas. Provide at least two of the following seating options: movable seating, fixed benches, seat walls, fixed individual seating, planter ledges and seating steps. Parks and plazas larger than 5,000 square feet should provide three of these seating types, and those larger than 10,000 square feet should provide movable seating as one of the three required types.

PUB 9. Lighting

- 9.1 Provide continuous light along all streetscapes that is oriented to the pedestrian scale. Lighting along the right of way should be a combination of pedestrian-scaled streetlights and spillover from lights on adjacent buildings.
- 9.2 Ensure that all lighting along the right of way is full cut-off and provides a consistent illumination of at least one foot-candle. Do not use uplighting as the primary pedestrian lighting type.
- 9.3 Light pole and lamp designs should correspond to existing downtown fixtures.
- 9.4 The light pole, or standard, should be designed to accommodate special decorative accessories, such as mounts for hanging planter baskets, banners and festive seasonal lighting schemes.
- 9.7 Street poles and pedestrian poles should be spaced evenly between trees along streetscape corridors.

PUB 12. Utilities

- 12.1 Do not locate electrical transformers, mechanical equipment or other "back-of-house" utilities along the ground floor street wall.
- 12.2 Do not locate utilities near intersections within the public realm, including sidewalk corners. Place utilities a minimum of 100 feet from the corner on north-south streets and a minimum of 50 feet from the corner on east-west streets.
- 12.3 Reduce environmental impacts from energy used to operate public utilities like traffic lights, street lights, and water/wastewater pumps. A 15% annual reduction below baseline energy consumption is a reasonable and effective target.
- 12.4 Locate all utility distribution lines, pipes and cable television utilities underground.

- 12.5 Mitigate the impact of surface mounted utilities in the pedestrian realm by siting them in softscape areas, screening them with vegetation and avoiding areas where tree roots are located.

PRI 1. Placement

- 1.1 Align building frontage along the sidewalk edge. The uniform alignment of building fronts along a block helps to define a street wall that provides a sense of enclosure and a comfortable scale for pedestrians.
- 1.2 Locate public areas such as lobbies, reception, retail and dining along building walls that face the street, alley or pedestrian cut-through so that they are highly visible and accessible.
- 1.4 The use of existing on-street parking and parking structures is encouraged. When unavoidable, locate on-site parking where it will not constrain pedestrian activity; for example, to the rear or interior of the property.
- 1.SS **Steep slopes:** Design the site to benefit from the existing topography, maintaining pedestrian connections and dividing large grade changes with seating or terraces where feasible.

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.
- 2.2 Use lower scale buildings or building elements to transition taller buildings towards lower scale buildings on adjacent properties.
- 2.3 At the street wall, new construction and additions should maintain the historic scale of two to five stories in height or a maximum of 50 feet.
- 2.4 If a building must be significantly taller than the buildings surrounding it, preserve the continuity of the street wall by stepping back the upper floors of the taller building a minimum of 20 feet from the front façade line.
- 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 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.
- 3.9 Shared entrances to multi-tenant residential units must use architectural elements, furnishings, and/or landscaping to clearly articulate and differentiate from commercial/retail entry.
- 3.SS **Steep slopes:** Ensure that entrances are placed at street level, not above or below grade. Where stairways and/or ramps to entrances are unavoidable due to grade, ensure that they are highly visible and integrated into the architectural and landscape design of the building. Stairs and ramps should enhance and not restrict the walkability of adjacent sidewalks.

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.
- 4.SS **Steep slopes:** Where opaque foundation walls are unavoidable to transition large changes in grade, step the foundation to follow the site contours so that façades along steeply sloped areas remain active and visually inviting.

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 7. Architectural Lighting

- 7.1 Use light fixtures to accent and complement architectural elements.
- 7.2 Enhance building architecture with lighting. Incorporate accent lighting into the building design to create visual interest, depth and shadows. Ensure lighting does not have an adverse impact on adjacent properties and pedestrian areas.
- 7.3 Use shielded fixture housings to direct light distribution to pedestrian areas and to prevent trespass onto adjacent properties. For complex projects, lighting specialists should be retained to ensure light pollution will not adversely affect adjacent properties.
- 7.4 Lighting of building façades is discouraged if the lighting contributes to light pollution and off-site trespass. In-ground up lighting should not shine directly into pedestrian areas.
- 7.6 Light source color selection must be considered so that lighting is not harsh and unpleasant or incompatible with other area lighting sources.

PRI 8. Private Outdoor Spaces

- 8.1 Thoughtfully locate building equipment and utilities. Avoid placing building elements that will be interpreted as clutter, such as utilities, in private outdoor spaces that are within the public view including spaces that are at ground-level as well as rooftop areas.

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

PRI 10. Parking Structures

- 10.2 Minimize the visual impact of parking structures on surrounding pedestrian spaces and streets.
- 10.6 Provide vehicle access and entrance points from alleys and side streets.



city of greenville

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS

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:	Greenville HKW, LLC - Brad Weiser	Greenville HKW, LLC - Brad Weiser
*Title:	Manager	Principal
*Address:	328 Crandon Blvd, Suite 216C	817 W Business Highway 60; PO Box 633
*State:	Florida	Dexter, Missouri
*Zip:	33149	63841
*Phone:	847-380-1063	847-380-1063
*Email:	bweiser@hostmark.com	bweiser@hostmark.com

PROPERTY INFORMATION

*STREET ADDRESS 100 North Markley Street

*TAX MAP #(S) 0074000100100, 0074000100300, 0074000100400, 0074000100500, 0074000100600, 0074000100700

*PRESERVATION DISTRICT/SPECIAL DISTRICT C4 - Central Business District

*ARE THERE EXISTING STRUCTURES ON THE PROPERTY? ____ Yes X No

DESCRIPTION OF REQUEST

*SELECT APPLICATION TYPE: ____ CA Neighborhood New ____ CA Neighborhood Modification (____ Major/ ____ Minor)
____ CA Urban New ____ XCA Urban Modification (X Major/ ____ Minor)
____ CAS Staff New (____ Major/ ____ Minor) *please see item D. for description
____ CAS Staff Modification
____ Informal Review

*ORIGINAL APPLICATION # (put N/A if new application) Approval 19-618

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

See attached project summary and design documents included within this package

INSTRUCTIONS

1. All applications and fees (made payable to the City of Greenville) for Certificate of Appropriateness must be received by the planning and development office no later than 2:00 pm of the date reflected on the attached schedule.

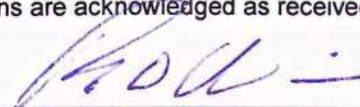
A. URBAN DESIGN PANEL	\$300.00, <i>site plan review</i>
	\$300.00, <i>architectural review</i>
B. SIGNS	\$150.00
C. NEIGHBORHOOD DESIGN PANEL	\$150.00
D. APPLICATION FOR STAFF REVIEW	
<u>Major</u> : All site development activity, roof gardens, decks, or accessory structures; or any project that requires consultation with a member of the DRB.	\$100.00
<u>Minor</u> : 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. Also, parking lots, service enclosures, exterior lighting and additions to building that do not exceed 25% of existing building footprint, except the West End Preservation Overlay District.	\$50.00
E. MODIFICATION TO AN APPROVED PROJECT	
Major (requires review by DRB)	½ Original Fee
Minor (requires review by staff)	\$50.00
F. INFORMAL REVIEW	\$50.00

2. 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.

3. **Public Notice Requirements.** Certificate of Appropriateness applications require a design review board public hearing. The applicant is responsible for sign posting the subject property at least 15 days (but no more than 18 days) prior to the scheduled design review board hearing date.

(To be filled out at time of application submittal)

_____ Public Hearing signs are acknowledged as received by the applicant

*APPLICANT SIGNATURE 

1. You must attach one (1) complete set of scaled drawings of the property at an appropriate scale such as 1"=20' or 1/4" = 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.gov/364/Access-GIS-Data>, 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.

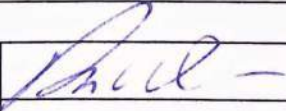
Please verify that all required information is reflected on the plan(s). Please submit one (1) paper copy and one (1) electronic version of the plan(s).

4. **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 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, then the planning office will indicate in its report to the planning commission that granting the requested change would not likely result in the benefit the applicant seeks.

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

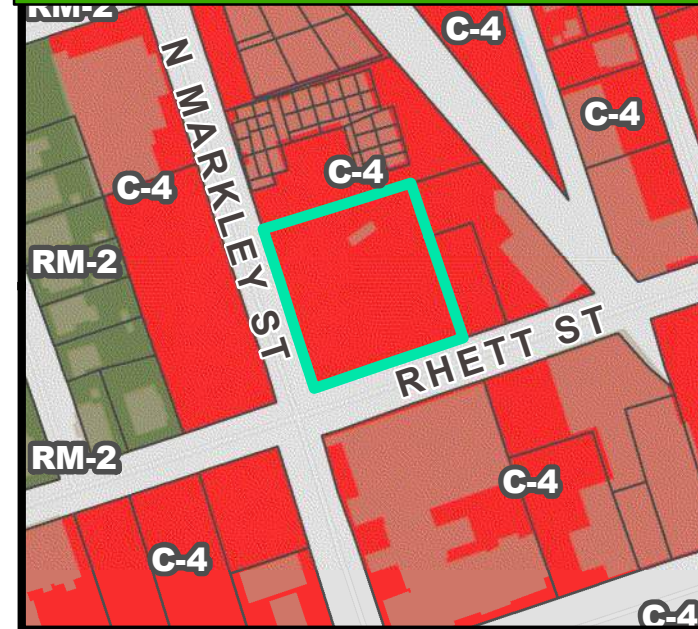
*Signatures	
Applicant	
Date	
Property Owner/Authorized Agent	
Date	
Public Hearing information	
Public Hearing signs	

CA 21-276 • 100 N. MARKLEY STREET

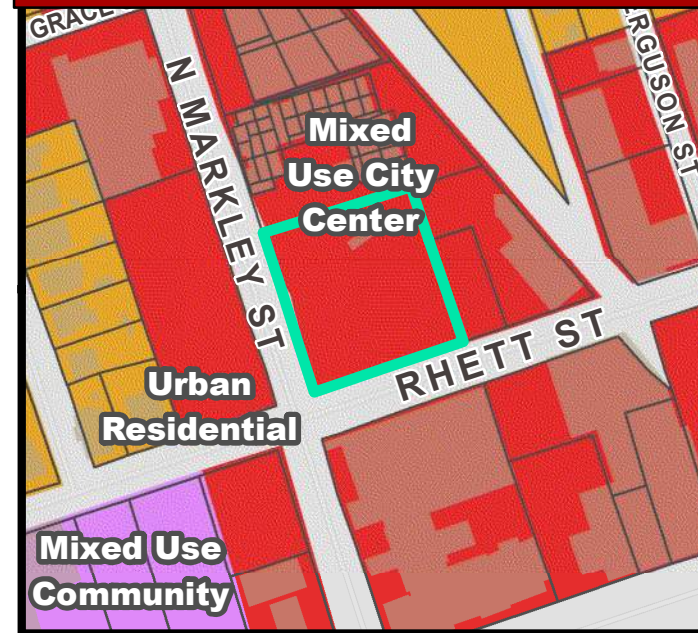
AERIAL VIEW



CURRENT ZONING

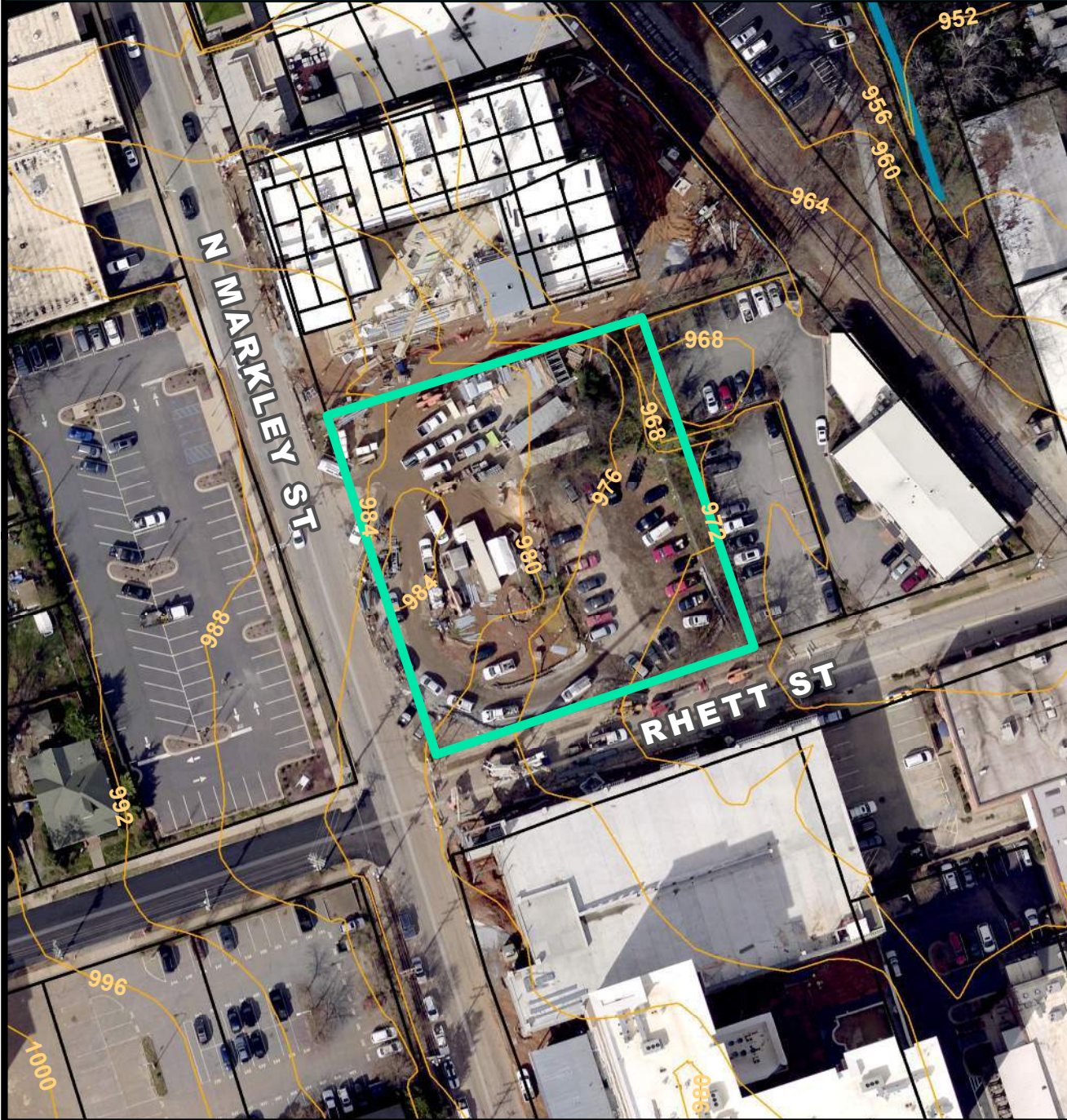


FUTURE LAND USE

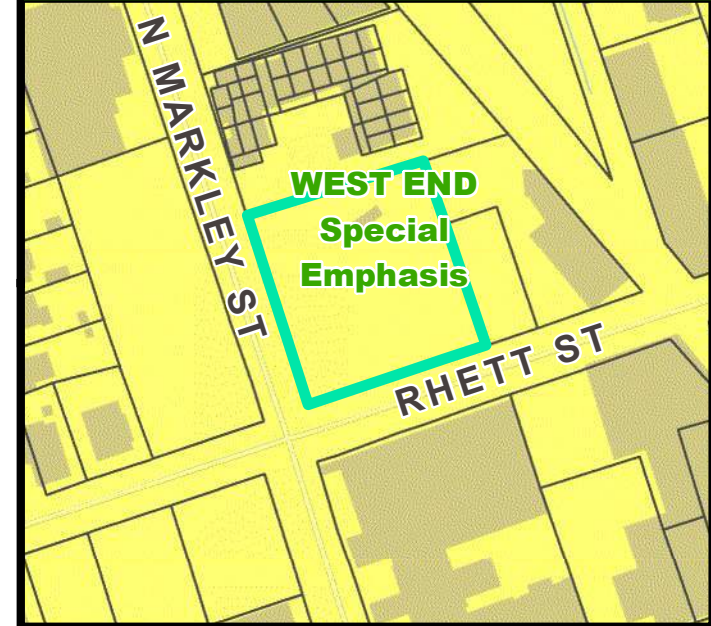


CA 21-276 • 100 N. MARKLEY STREET

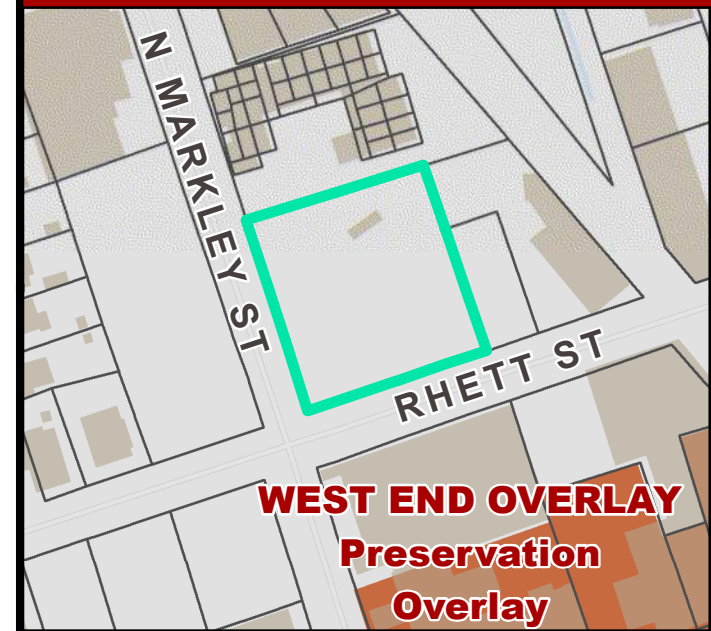
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS

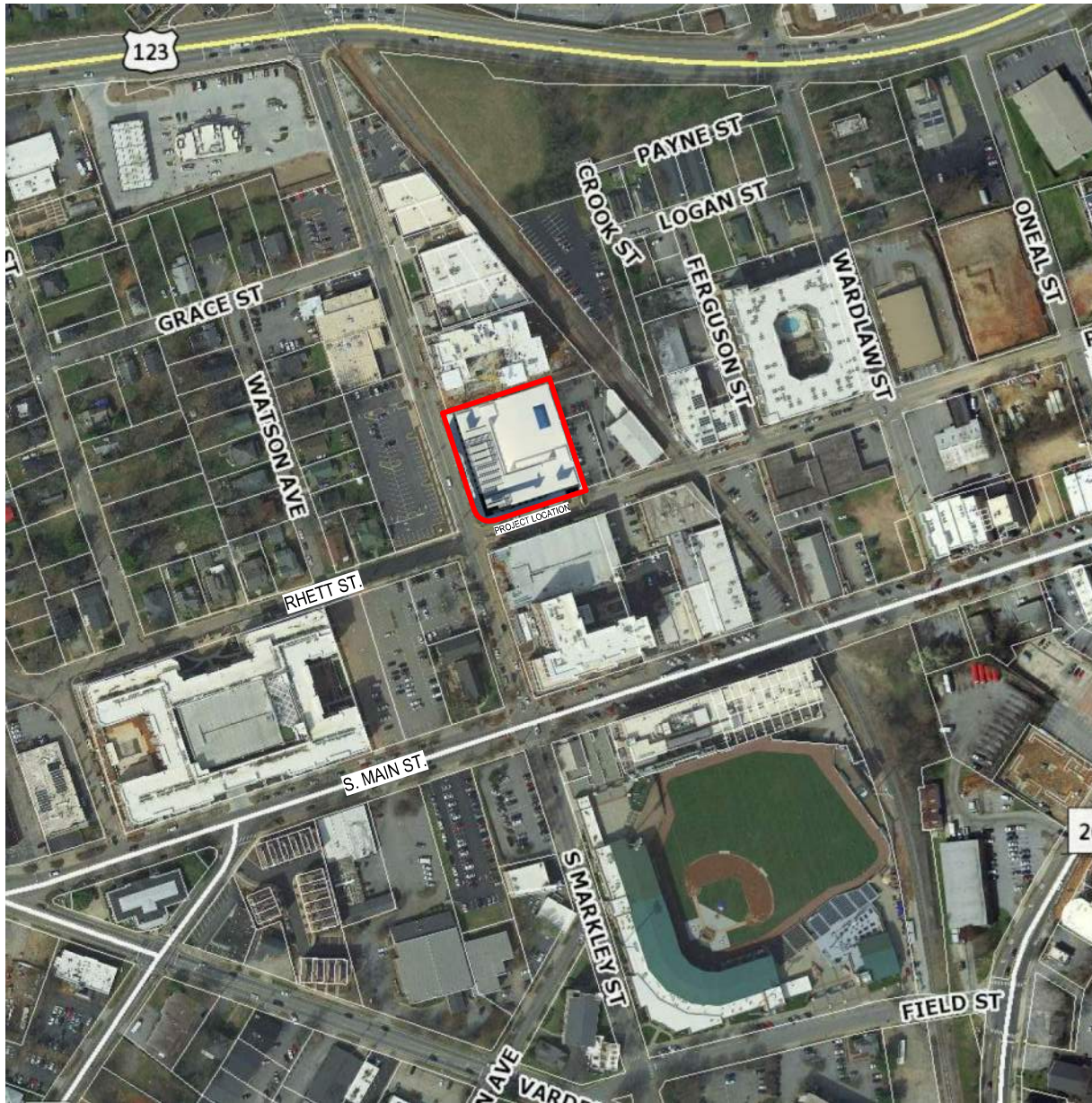




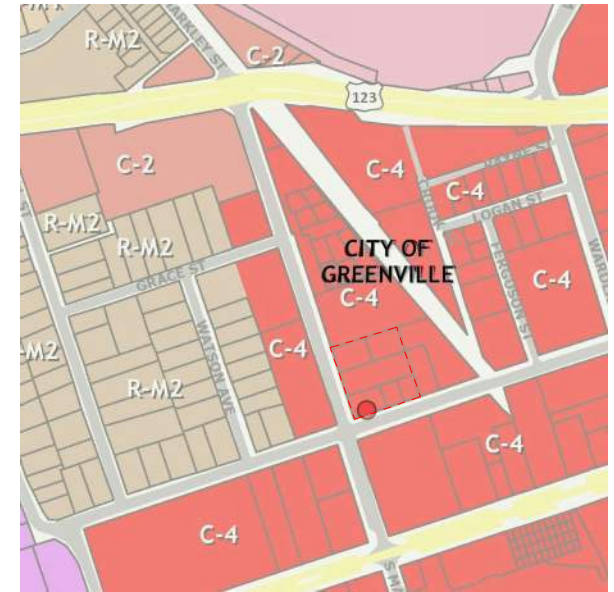
MARKLEY STREET HOTEL + RESIDENCES

DESIGN REVIEW BOARD
APRIL 5TH 2021

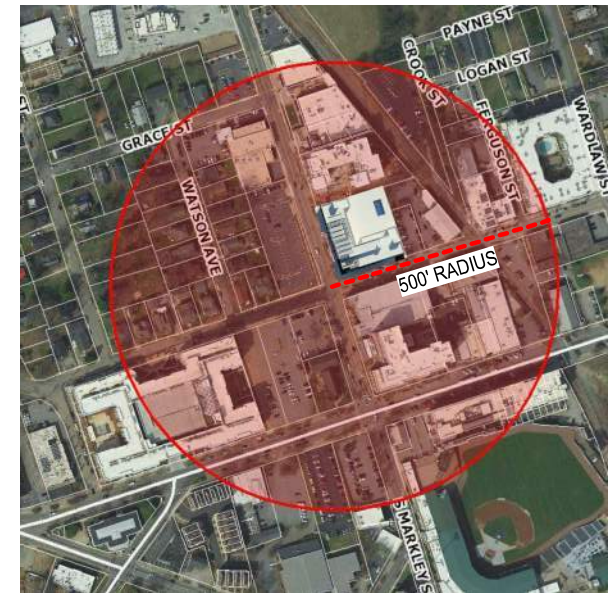
ARCHITECTURE SHEET INDEX DRB				
SHEET NUMBER	SHEET TITLE	ISSUED FOR		
		8/5/2019 Site Plan Review	10/7/2019 Architectural Review	4/5/2021 Architectural Review
A-0.00	COVER	•	•	•
A-0.00A	INDEX		•	•
A-0.01	SITE OVERVIEW	•	•	•
A-0.02A	SITE IMAGES	•	•	•
A-0.02B	SITE CONTEXT	•	•	•
A-0.03	MASSING STUDIES	•	•	•
A-0.04A	RENDER	•	•	•
A-0.04B	RENDER	•	•	•
A-0.04C	RENDER	•	•	•
A-0.04D	RENDER	•	•	•
A-0.04E	RENDER	•	•	
A-0.5A	PROJECT INFORMATION	•	•	•
A-0.05B	SQUARE FT BREAKDOWN	•	•	•
A-0.06	SITE PLAN	•	•	•
A-0.07	LOWER PARKING	•	•	•
A-0.08	LOBBY LEVEL - PEDESTRIAN	•	•	•
A-0.09	SECOND LEVEL - POOL & SPA	•	•	•
A-0.10	THIRD LEVEL - TYPICAL	•	•	•
A-0.10.5	SEVENTH LEVEL		•	•
A-0.11	ROOF TERRACE	•	•	•
A-0.12	WEST ELEVATION	•	•	•
A-0.13	SOUTH ELEVATION	•	•	•
A-0.14	EAST ELEVATION	•	•	•
A-0.15	NORTH ELEVATION	•	•	•
A-0.16	ELEVATION/SECTION	•	•	•
A-0.16A	ELEVATION/SECTION		•	•
A-0.17A	SECTION	•	•	•
A-0.17A.1	SECTION		•	•
A-0.17B	SECTION	•	•	•
A-0.17B.1	SECTION		•	•
A-0.19A	REFERENCE IMAGES	•	•	•
A-0.19B	MATERIALS PALETTE		•	•
A-0.19C	MATERIALS PALETTE		•	•
A-0.19D	WALL SECTION		•	•
A-0.19E	WALL SECTION		•	•
A-0.20	BUILDING SETBACK	•	•	•
A-0.20A	BUILDING FEATURES	•	•	•
A-0.20B	BUILDING FEATURES - SITE SUN STUDY		•	•
A-0.20C	BUILDING FEATURES - BALCONY SUN STUDY	•	•	•
A-0.20D	BUILDING FEATURES - BALCONY DETAILS	•	•	•
A-0.20E	BUILDING FEATURES - CORNER TERRACE	•	•	•
A-0.20F	BUILDING FEATURES - CORNER TERRACE	•	•	•
A-0.21A	SIGNAGE LOCATION		•	•
A-0.21B	SIGNAGE LOCATION		•	•
A-0.21C	SIGNAGE LOCATION		•	•
A-0.21D	SIGNAGE LOCATION		•	•
A-0.22	LIGHTING FIXTURES LOCATION		•	•



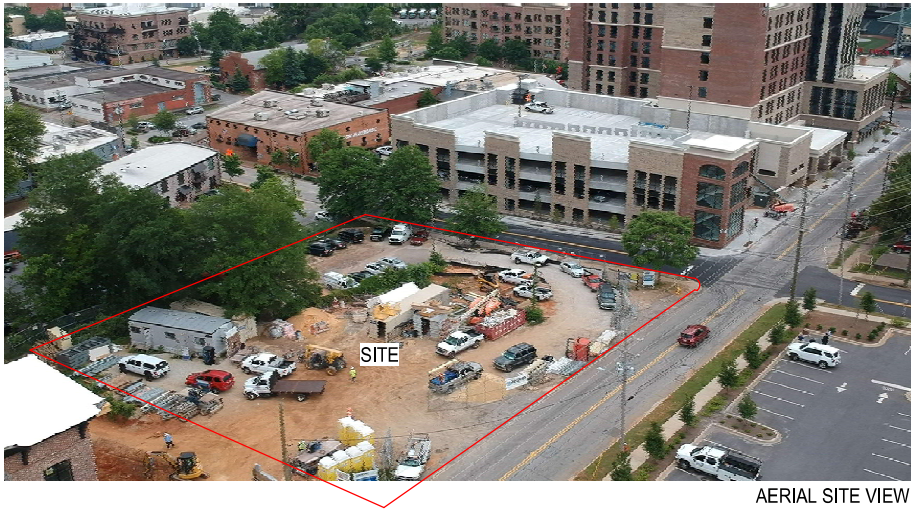
AERIAL SITE OVERVIEW



ZONING MAP OF VICINITY



SITE 500FT RADIUS OVERVIEW



AERIAL SITE VIEW



MAIN CORNER SITE VIEW



RHEET ST. SITE VIEW



N. MARKLEY ST. SITE VIEW



SITE CONTEXT
NEIGHBORING BUILDINGS DOWN MARKLEY AND RHETT ST.



AERIAL SITE VIEW



MAIN CORNER SITE VIEW
LOOKING NORTH-WEST



N. MARKLEY ST. VIEW
LOOKING EAST



RHETT ST. VIEW
LOOKING NORTH



MAIN CORNER
N. MARKLEY & RHETT ST.



BAR TERRACE
N. MARKLEY & RHETT ST.



HOTEL ENTRANCE
N. MARKLEY ST. VIEW



BREWERY FACADE
RHETT ST. VIEW

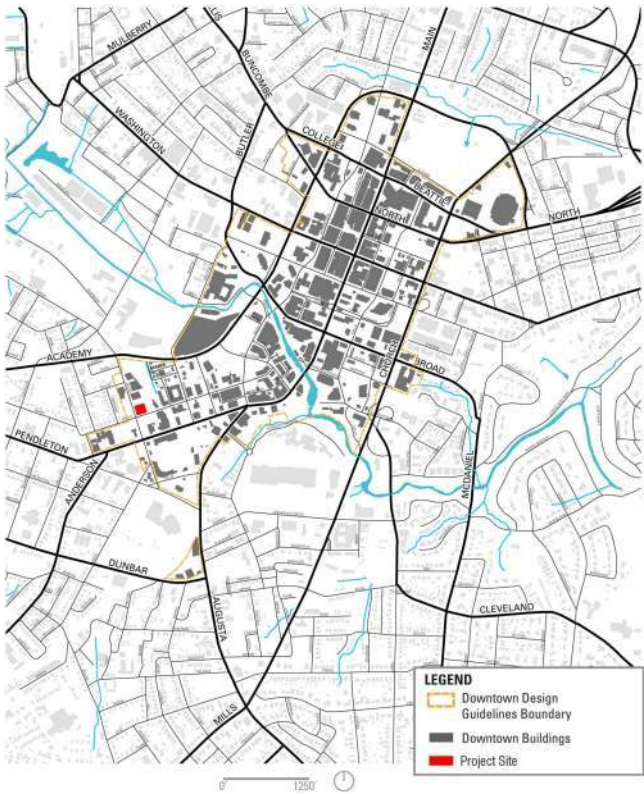
ZONING DATA

SITE DATA	
ADDRESS	100 N. MARKLEY ST, GREENVILLE, SC 29601
ZONING DESIGNATION	C-4 COMMERCIAL
Greenville, South Carolina - Code of Ordinances Chapter 19 - LAND MANAGEMENT ARTICLE 19-3. - ZONING DISTRICTS Sec. 19-3.2. - District descriptions. 19-3.2.2. Establishment of zoning districts and specific purposes. (K) C-4: Central business district. (1) Purpose, The C-4 district is intended to preserve downtown Greenville as the city's center accommodating a unique, high-intensity mix of office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential uses. The intent of the district is to preserve and encourage pedestrian-oriented development, including specialty and neighborhood-oriented retail and higher density residential options. District uses and standards are also intended to encourage future development in a manner compatible with the existing and historic built-environment and with nearby residential areas. (2) District-specific development standards. All demolition, new construction, additions, and all exterior changes to existing structures in the C-4 district shall comply with the terms and conditions of a certificate of appropriateness issued pursuant to the procedures set forth in subsection 19-2.3.8, certificate of appropriateness, and in accordance with the central business district design guidelines.	
FLOOD ZONE	X
LOT AREA	39,421.8 SQ.FT. (0.905 ± ACRES)

DESIGN GUIDELINES		
	ALLOWED/ REQUIRED	PROVIDED
DENSITY SITE AREA: 39,421.8 SQ.FT. (0.905 ± ACRES) ARTICLE 19-3. - DIMENSIONAL STANDARDS AND MEASUREMENTS: Table 19-3.1-1: Table of Dimensional Standards C4 District: • No Maximum Density. • No Minimum Lot Area (sq. ft.) required. • Maximum Coverage: 100 percent.	NONE	134 (KEY COUNT) 18 Residential Units
MAXIMUM BUILDING HEIGHT	NONE	101'-6" FT
SETBACK REQUIREMENTS FRONT - (MARKLEY STREET) - WEST SIDE - (ADJACENT PROPERTY) - NORTH FRONT - (RHETT STREET) - SOUTH SIDE - (ADJACENT PROPERTY) - EAST	0'-0" 0'-0" 0'-0" 0'-0"	0'-0" VARIES 0'-0" VARIES
FLOOR PLATE CALCULATION GROUND LEVELS TYPICAL LEVELS	N/A N/A	SEE PLANS SEE PLANS

SITE DATA	
LEGAL DESCRIPTION	
All of that certain piece, parcel or lot of land situate, lying and being in the State of South Carolina, in the City and County of Greenville, having a total area of .39,533 square feet or 0.91 acres, more or less, and being shown as Parcels 1, 2, 3, 4, 5 and 6 on a plat of survey entitled "Combination Survey for LML Construction, LLC", dated September 4, 2015, prepared by 3D Land Surveying, Inc., and having the following metes and bounds to-wit: BEGINNING at a found 1" open top pipe situated at the intersection of the northerly 50 foot right-of-way limit for Rhett Street and the easterly 60 foot right-of-way for N. Markley Street, thence running with said 60 foot easterly right-of-way limit for N. Markley Street the following three (3) courses and distances: 1) N 17°31'32" W for 65.80 feet to a found 1" crimp top, 2) N 17°52'39" W for 67.81 feet to a found 1" open top pipe, 3) N 17°22'58" W for 74.12 feet to a found 1" crimp top pipe situated at the intersection with property now or formerly of Markley Place, LLC; thence leaving said easterly 60 foot right-of-way limit for North Markley Street and running with the line of Markley Place, LLC the following two (2) courses and distances: 1) N 72°49'59" E for 97.12 feet to a found 1" crimp top pipe, 2) N 72°33'53" E for 93.18 feet to a found 1/2" steel rod with cap, being common corner with property now or formerly of West End North, LLC; thence, turning and running with the line of West End North, LLC, S 18°30'29" E for 73.75 feet to a found 1" crimp top pipe, being common corner with property now or formerly of Waddington Family Living Trust; thence, continuing with the line of Waddington Family Living Trust the following two (2) courses and distances: 1) S 18°27'00" E for 66.85 feet to a set 1/2" rebar, 2) S 18°27'00" E for 63.71 to a set 1/2" rebar situated on the northerly 50 foot right-of-way limit for Rhett Street; thence, turning and running the said 50 foot right-of-way limit for Rhett Street the following three (3) courses and distances: 1) S 71°38'03" W for 41.37 feet to a set 1/2" rebar, 2) S 71°38'03" W for 46.59 feet to a found railroad spike, 3) S 71°38'25" W for 96.10 feet to the POINT OF BEGINNING.	

DESIGN GUIDELINES		
	ALLOWED/ REQUIRED	PROVIDED
PARKING CALCULATION NOTE: ALL PARKING PROVIDED WILL BE VALET SERVICE OPERATED.		
GUESTROOMS (0.75 per guestroom) (1 per guestroom)	134 KEYS 101 MIN. 134 MAX.	126
CONFERENCE/RESTAURANT (1 per 800 sq. ft.) (1 per 400 sq. ft.)	18,604 SQ. FT. 26 MIN. 49 MAX.	40
RESIDENTIAL UNITS MULTIPLE FAMILY DWELLING (1.5 per dwelling Unit)	18 UNITS 27	27
TANDEM PARKING (Included under "PROVIDED" calculations)	N/A	36
TOTAL PARKING NOTE: 160 PARKING SPACES (76 USING A TWO STACK PARKING SYSTEM (76x2=152) AND 4 ADA PARKING SPACES). (PARKING IS 100% VALET OPERATION).	N/A	160
LOADING REQUIREMENTS	N/A	2 (10' X 25')



GROSS BUILDING AREA - PROGRAM PUBLIC			
Name	Area	Color Group	
GRADE 0'-0"			
RES. LOBBY	352 SF	R_LOBBY	
	352 SF		
LOBBY LEVEL			
COMPANY STORE	421 SF	P_LOBBY	
LOBBY	3,364 SF	P_LOBBY	
CORRIDOR	408 SF	P_PUBLIC CIRCULATION	
PREFUNCTION	2,048 SF	P_PUBLIC CIRCULATION	
	6,241 SF		
LEVEL 2 - SPA & POOL			
FITNESS	1,234 SF	P_AMENITIES	
CORRIDOR	2,709 SF	P_PUBLIC CIRCULATION	
	3,943 SF		
LEVEL 3 HOTEL/ RES			
CIRCULATION	1,293 SF	P_PUBLIC CIRCULATION	
CIRCULATION	1,605 SF	P_PUBLIC CIRCULATION RESIDENTIAL	
GUEST BALCONY	615 SF	R_RESIDENTIAL BALCONY	
RESIDENTIAL TERRACES	906 SF	R_RESIDENTIAL BALCONY	
RESIDENTIAL UNITS	8,432 SF	R_UNITS	
	12,851 SF		
LEVEL 4 - HOTEL/ RES			
CIRCULATION	1,293 SF	P_PUBLIC CIRCULATION	
CIRCULATION	1,605 SF	P_PUBLIC CIRCULATION RESIDENTIAL	
GUEST BALCONY	170 SF	R_RESIDENTIAL BALCONY	
RESIDENTIAL UNITS	8,400 SF	R_UNITS	
	11,468 SF		
LEVEL 5 - HOTEL/ RES			
CIRCULATION	1,293 SF	P_PUBLIC CIRCULATION	
CIRCULATION	1,605 SF	P_PUBLIC CIRCULATION RESIDENTIAL	
GUEST BALCONY	615 SF	R_RESIDENTIAL BALCONY	
RESIDENTIAL UNITS	8,432 SF	R_UNITS	
	11,945 SF		
LEVEL 6 - HOTEL/ RES			
CIRCULATION	1,293 SF	P_PUBLIC CIRCULATION	
CIRCULATION	1,580 SF	P_PUBLIC CIRCULATION RESIDENTIAL	
GUEST BALCONY	203 SF	R_RESIDENTIAL BALCONY	
RESIDENTIAL UNITS	8,353 SF	R_UNITS	
	11,429 SF		
LEVEL 7 - HOTEL/ RES			
CIRCULATION	1,286 SF	P_PUBLIC CIRCULATION	
CIRCULATION	0 SF	P_PUBLIC CIRCULATION RESIDENTIAL	
RES. LOBBY	1,570 SF	R_LOBBY	
GUEST BALCONY	282 SF	R_RESIDENTIAL BALCONY	
GUESTROOM TERRACES	1,223 SF	R_RESIDENTIAL BALCONY	
	4,361 SF		
ROOF TERRACE - HOTEL			
HOST	1,178 SF	P_PUBLIC CIRCULATION	
CIRCULATION	1,180 SF	P_PUBLIC CIRCULATION RESIDENTIAL	
GUEST BALCONY	214 SF	R_RESIDENTIAL BALCONY	
RESIDENTIAL TERRACES	1,278 SF	R_RESIDENTIAL BALCONY	
RESIDENTIAL UNITS	4,654 SF	R_UNITS	
	8,504 SF		
TOTAL	71,095 SF		

GROSS BUILDING AREA - PROGRAM F&B			
Name	Area	Color Group	
GRADE 0'-0"			
BREWERY TASTING	3,136 SF	P_RESTAURANT	
	3,136 SF		
LOBBY LEVEL			
BAR	823 SF	P_RESTAURANT	
BAR/ REST ENTRY	254 SF	P_RESTAURANT	
COFFEE SHOP	559 SF	P_RESTAURANT	
KITCHEN	2,228 SF	P_RESTAURANT	
RESTAURANT	2,550 SF	P_RESTAURANT	
	6,414 SF		
LEVEL 2 - SPA & POOL			
POOL BAR	1,068 SF	P_RESTAURANT	
	1,068 SF		
ROOF TERRACE - HOTEL			
INDOOR SEATING	2,035 SF	P_RESTAURANT	
	2,035 SF		
TOTAL	12,653 SF		

GROSS BUILDING AREA - PROGRAM MEETING SPACE			
Name	Area	Color Group	
LOBBY LEVEL			
EVENT SPACE	3,033 SF	P_BALLROOM	
FLEX EVENT SPACE	1,408 SF	P_BALLROOM	
MEETING	2,063 SF	P_MEETING ROOM	
	6,504 SF		
TOTAL	6,504 SF		

GROSS BUILDING AREA - PROGRAM GUEST			
Name	Count	Area	Color Group
LEVEL 2 - SPA & POOL			
UNIT	32	12,411 SF	H_GUESTROOM
SUITE	2	1,545 SF	H_SUITE
13,956 SF			
LEVEL 3 HOTEL/ RES			
HOTEL GUESTROOMS	19	7,478 SF	H_GUESTROOM
HOTEL GUESTROOMS	1	888 SF	H_SUITE
8,366 SF			
LEVEL 4 - HOTEL/ RES			
HOTEL GUESTROOMS	19	7,478 SF	H_GUESTROOM
HOTEL GUESTROOMS	1	888 SF	H_SUITE
8,366 SF			
LEVEL 5 - HOTEL/ RES			
HOTEL GUESTROOMS	19	7,478 SF	H_GUESTROOM
HOTEL GUESTROOMS	1	888 SF	H_SUITE
8,366 SF			
LEVEL 6 - HOTEL/ RES			
HOTEL GUESTROOMS	19	7,478 SF	H_GUESTROOM
HOTEL GUESTROOMS	1	888 SF	H_SUITE
8,366 SF			
LEVEL 7 - HOTEL/ RES			
HOTEL GUESTROOMS	19	5,791 SF	H_GUESTROOM
HOTEL GUESTROOMS	1	888 SF	H_SUITE
6,678 SF			
TOTAL: 134			
54,100 SF			

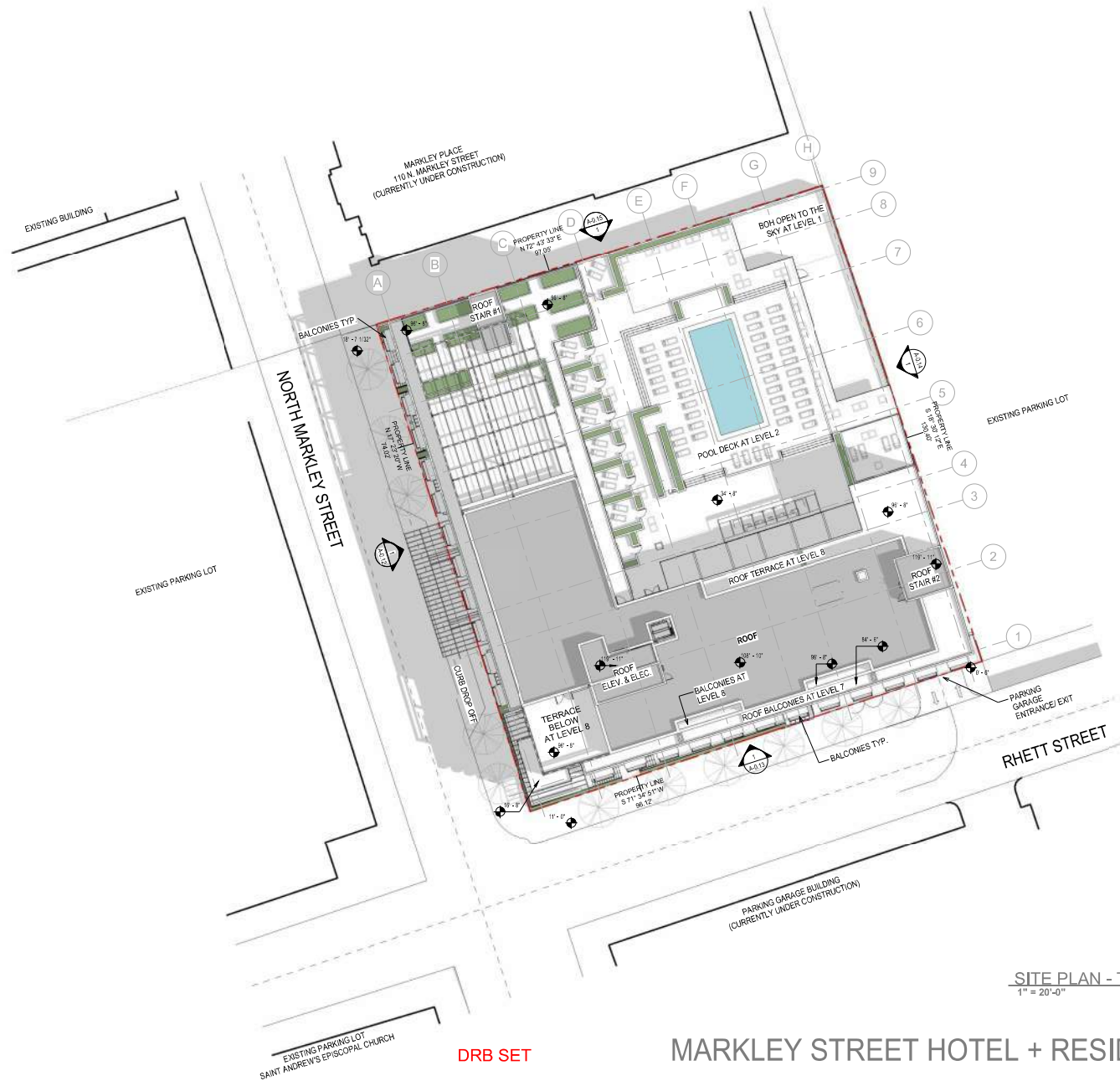
GROSS BUILDING AREA - PROGRAM GUEST TERRACE		
Name	Area	Color Group
LEVEL 2 - SPA & POOL		
GUEST BALCONY	1,070 SF	H_GUESTROOM GARDEN
GUESTROOM GARDEN	808 SF	H_GUESTROOM GARDEN
1,878 SF		
LEVEL 3 HOTEL/ RES		
GUEST BALCONY	348 SF	H_GUESTROOM BALCONY
GUEST BALCONY	615 SF	R_RESIDENTIAL BALCONY
963 SF		
LEVEL 4 - HOTEL/ RES		
GUEST BALCONY	170 SF	R_RESIDENTIAL BALCONY
170 SF		
LEVEL 5 - HOTEL/ RES		
GUEST BALCONY	348 SF	H_GUESTROOM BALCONY
GUEST BALCONY	615 SF	R_RESIDENTIAL BALCONY
963 SF		
LEVEL 6 - HOTEL/ RES		
GUEST BALCONY	203 SF	R_RESIDENTIAL BALCONY
203 SF		
LEVEL 7 - HOTEL/ RES		
GUEST BALCONY	900 SF	H_GUESTROOM BALCONY
GUEST BALCONY	282 SF	R_RESIDENTIAL BALCONY
GUESTROOM TERRACES	1,223 SF	R_RESIDENTIAL BALCONY
2,405 SF		
ROOF TERRACE - HOTEL		
GUEST BALCONY	214 SF	R_RESIDENTIAL BALCONY
214 SF		
TOTAL		
6,797 SF		

GROSS BUILDING AREA - PROGRAM PUBLIC TERRACE			
Name	Area	Color Group	
GRADE 0'-0"			
BREWERY TERRACE	1,014 SF	P	RESTAURANT TERRACE
	1,014 SF		
LOBBY LEVEL			
BAR TERRACE	554 SF	P	RESTAURANT TERRACE
DINING / EVENT TERRACE	736 SF	P	RESTAURANT TERRACE
COVERED EVENT TERRACE	983 SF	P	TERRACE CIRCULATION
ENTRY TERRACE	899 SF	P	TERRACE CIRCULATION
SHOP TERRACE	655 SF	P	TERRACE CIRCULATION
	3,828 SF		
LEVEL 7 - HOTEL/ RES			
GARDEN	403 SF	P	RESTAURANT TERRACE
OUTDOOR SEATING	385 SF	P	RESTAURANT TERRACE
	788 SF		
ROOF TERRACE - HOTEL			
OUTDOOR SEATING	805 SF	P	RESTAURANT TERRACE
OUTDOOR TERRACE	5,235 SF	P	RESTAURANT TERRACE
	6,040 SF		
TOTAL	11,669 SF		

GROSS BUILDING AREA - PROGRAM BOH			
Name	Area	Color Group	
GRADE 0'-0"			
LINEN	253 SF	S_BOH	
LOADING	0 SF	S_BOH	
RECV.	254 SF	S_BOH	
SEC.	0 SF	S_BOH	
STORAGE	278 SF	S_BOH	
TRASH	492 SF	S_BOH	
MECH WH ROOM	453 SF	S_MECH	
PUMP & DOMESTIC WATER ROOM	599 SF	S_MECH	
SWITCH GEAR	185 SF	S_MECH	
TRANSFORMER VAULT	288 SF	S_MECH	
	2,802 SF		
LOBBY LEVEL			
ADMIN. OFFICES	1,724 SF	S_ADMIN	
BREAKROOM	554 SF	S_ADMIN	
A/V RACK	81 SF	S_BOH	
A/V STOR.	140 SF	S_BOH	
BOH	144 SF	S_BOH	
H.J.K.	723 SF	S_BOH	
M	657 SF	S_BOH	
ML	275 SF	S_BOH	
PANTRY / STORAGE	540 SF	S_BOH	
STORAGE	303 SF	S_BOH	
W	624 SF	S_BOH	
WIL	260 SF	S_BOH	
SERVICE CORRIDOR	4,320 SF	S_BOH CIRCULATION	
BOHMEP TERRACE (OPEN TO SKY)	2,741 SF	S_MECH	
ELEC.	100 SF	S_MECH	
POOL EQUIP.	129 SF	S_MECH	
	13,313 SF		
LEVEL 2 - SPA & POOL			
H.J.K.	94 SF	S_BOH	
ICE	0 SF	S_BOH	
LINEN	90 SF	S_BOH	
M/W	695 SF	S_BOH	
PANTRY	321 SF	S_BOH	
STORAGE	385 SF	S_BOH	
ELEC. ROOM	263 SF	S_MECH	
	1,847 SF		
LEVEL 3 HOTEL/ RES			
BOH	192 SF	S_BOH	
	192 SF		
LEVEL 4 - HOTEL/ RES			
BOH	192 SF	S_BOH	
	192 SF		
LEVEL 5 - HOTEL/ RES			
BOH	192 SF	S_BOH	
	192 SF		
LEVEL 6 - HOTEL/ RES			
BOH	192 SF	S_BOH	
	192 SF		
LEVEL 7 - HOTEL/ RES			
BOH	196 SF	S_BOH	
	196 SF		
ROOF TERRACE - HOTEL			
BOH	195 SF	S_BOH	
PANTRY	482 SF	S_BOH	
WM	344 SF	S_BOH	
	1,021 SF		
ROOF-MECH			
BOH	257 SF	S_BOH	
ROOF / MECH EQUIPMENT	9,808 SF	S_MECH	
	10,064 SF		
TOTAL	30,011 SF		

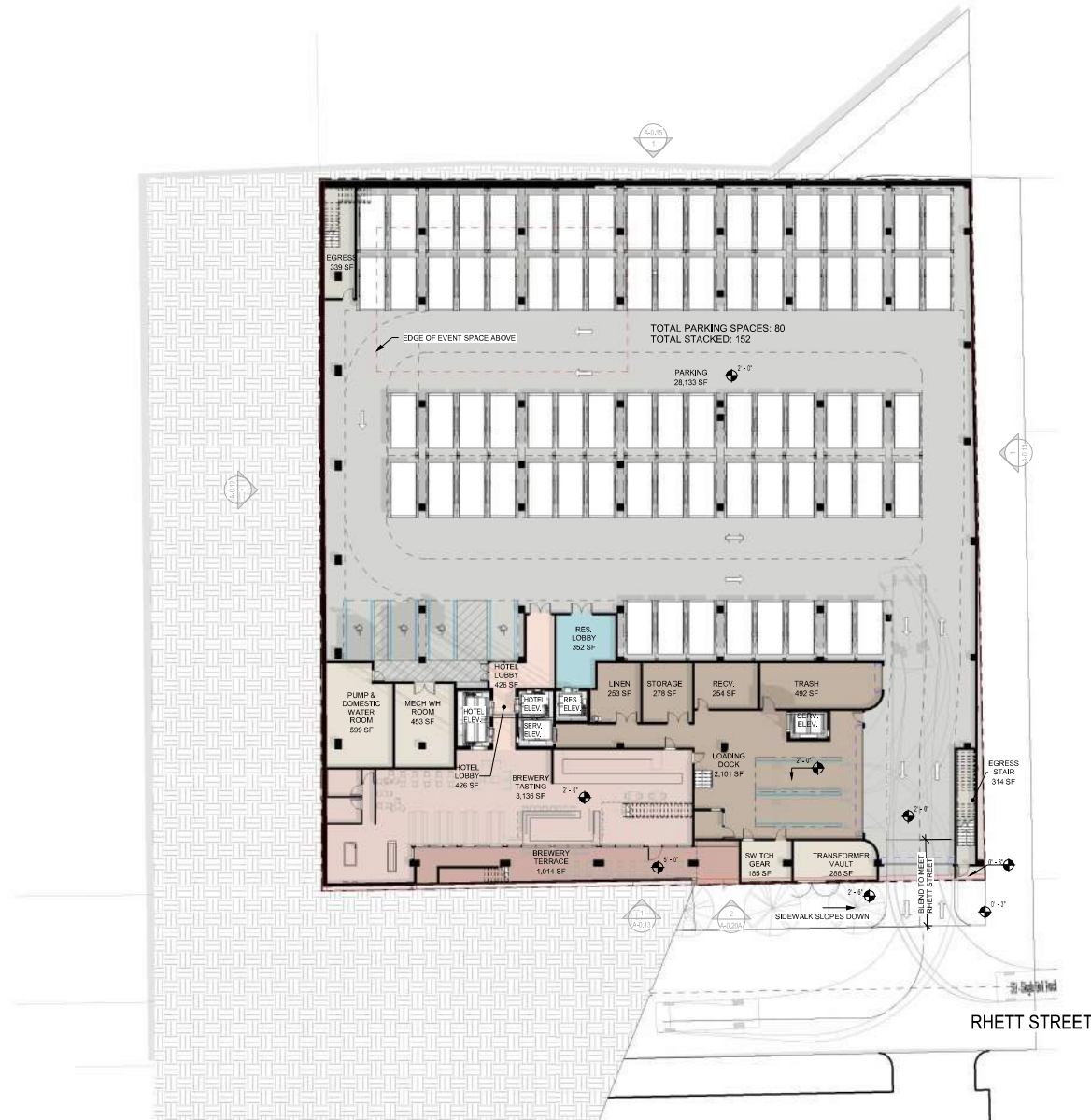
GROSS BUILDING AREA - PROGRAM CORES - ELEV & STAIRS			
Name	Area	Color Group	
GRADE 0'-0"			
EGRESS	339 SF	S_CORE	
EGRESS STAIR	314 SF	S_CORE	
SERV. ELEV.	103 SF	S_CORE	
	756 SF		
LOBBY LEVEL			
EGRESS	939 SF	S_CORE	
HOTEL ELEV.	463 SF	S_CORE	
SERV. ELEV.	133 SF	S_CORE	
	1,535 SF		
LEVEL 2 - SPA & POOL			
EGRESS	516 SF	S_CORE	
HOTEL ELEV.	198 SF	S_CORE	
SERV. ELEV.	468 SF	S_CORE	
	1,182 SF		
LEVEL 3 HOTEL/ RES			
EGRESS	498 SF	S_CORE	
ELEVATOR	312 SF	S_CORE	
ELEVATORS	0 SF	S_CORE	
HOTEL ELEV.	202 SF	S_CORE	
	1,011 SF		
LEVEL 4 - HOTEL/ RES			
EGRESS	498 SF	S_CORE	
ELEVATOR	188 SF	S_CORE	
HOTEL ELEV.	202 SF	S_CORE	
	888 SF		
LEVEL 5 - HOTEL/ RES			
EGRESS	498 SF	S_CORE	
ELEVATOR	200 SF	S_CORE	
HOTEL ELEV.	202 SF	S_CORE	
	900 SF		
LEVEL 6 - HOTEL/ RES			
EGRESS	599 SF	S_CORE	
ELEVATOR	188 SF	S_CORE	
HOTEL ELEV.	202 SF	S_CORE	
	989 SF		
LEVEL 7 - HOTEL/ RES			
EGRESS	615 SF	S_CORE	
ELEVATOR	314 SF	S_CORE	
HOTEL ELEV.	202 SF	S_CORE	
	1,131 SF		
ROOF TERRACE - HOTEL			
EGRESS	633 SF	S_CORE	
ELEVATOR	95 SF	S_CORE	
HOTEL ELEV.	188 SF	S_CORE	
	915 SF		
ROOF-MECH			
EGRESS	357 SF	S_CORE	
ELEVATOR	458 SF	S_CORE	
	815 SF		
TOTAL		10,121 SF	

GROSS BUILDING AREA - PROGRAM PARKING			
Name	Area	Color Group	
GRADE 0'-0"			
LOADING DOCK	2,101 SF	S_PARKING	
PARKING	28,133 SF	S_PARKING	
	30,234 SF		
TOTAL		30,234 SF	



SITE PLAN - TRUE NORTH - DRB
1" = 20'-0"





TOTAL GROSS BUILDING AREA	
Level	Area
GRADE 0'-0"	7,472 SF
LOBBY LEVEL	31,138 SF
LEVEL 2 - SPA & POOL	20,928 SF
LEVEL 3 HOTEL/ RES	20,900 SF
LEVEL 4 - HOTEL/ RES	20,744 SF
LEVEL 5 - HOTEL/ RES	20,788 SF
LEVEL 6 - HOTEL/ RES	20,773 SF
LEVEL 7 - HOTEL/ RES	17,910 SF
ROOF TERRACE - HOTEL	10,983 SF
TOTAL	171,636 SF

Area Legend

- H_GUESTROOM
- P_RESTAURANT
- P_RESTAURANT TERRACE
- R_LOBBY
- S_BOH
- S_CORE
- S_MECH
- S_PARKING

GRADE 0'-0" - DRB
1/16" = 1'-0"





TOTAL GROSS BUILDING AREA	
Level	Area
GRADE 0'-0"	7,472 SF
LOBBY LEVEL	31,138 SF
LEVEL 2 - SPA & POOL	20,928 SF
LEVEL 3 HOTEL/ RES	20,900 SF
LEVEL 4 - HOTEL/ RES	20,744 SF
LEVEL 5 - HOTEL/ RES	20,788 SF
LEVEL 6 - HOTEL/ RES	20,773 SF
LEVEL 7 - HOTEL/ RES	17,910 SF
ROOF TERRACE - HOTEL	10,983 SF
TOTAL	171,636 SF

Area Legend

- P_BALLROOM
- P_LOBBY
- P_MEETING ROOM
- P_PUBLIC CIRCULATION
- P_RESTAURANT
- P_RESTAURANT TERRACE
- P_TERRACE CIRCULATION
- S_ADMIN
- S_BOH
- S_BOH CIRCULATION
- S_CORE
- S_MECH

LOBBY LEVEL - DRB
1/16" = 1'-0"





TOTAL GROSS BUILDING AREA	
Level	Area
GRADE 0'-0"	7,472 SF
LOBBY LEVEL	31,138 SF
LEVEL 2 - SPA & POOL	20,928 SF
LEVEL 3 HOTEL/ RES	20,900 SF
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LEVEL 6 - HOTEL/ RES	20,773 SF
LEVEL 7 - HOTEL/ RES	17,910 SF
ROOF TERRACE - HOTEL	10,983 SF
TOTAL	171,636 SF

- Area Legend**
- H_GUESTROOM
 - H_GUESTROOM GARDEN
 - H_SUITE
 - P_AMENITIES
 - P_POOL DECK
 - P_PUBLIC CIRCULATION
 - P_RESTAURANT
 - S_BOH
 - S_CORE
 - S_MECH

GUESTROOM COUNT				
LEVEL	BAYS	SUITES	QQ/K	KEYS
2	36	2	32	34
3	21	1	19	20
4	21	1	19	20
5	21	1	19	20
6	21	1	19	20
7	21	1	19	20
TOTAL	141	7	127	134

LEVEL 2 - SPA & POOL - DRB
1/16" = 1'-0"



DRB SET

MARKLEY STREET HOTEL + RESIDENCES

A-0.09

Architect

4-5-2021



TOTAL GROSS BUILDING AREA	
Level	Area
GRADE 0'-0"	7,472 SF
LOBBY LEVEL	31,138 SF
LEVEL 2 - SPA & POOL	20,928 SF
LEVEL 3 HOTEL/ RES	20,900 SF
LEVEL 4 - HOTEL/ RES	20,744 SF
LEVEL 5 - HOTEL/ RES	20,788 SF
LEVEL 6 - HOTEL/ RES	20,773 SF
LEVEL 7 - HOTEL/ RES	17,910 SF
ROOF TERRACE - HOTEL	10,983 SF
TOTAL	171,636 SF

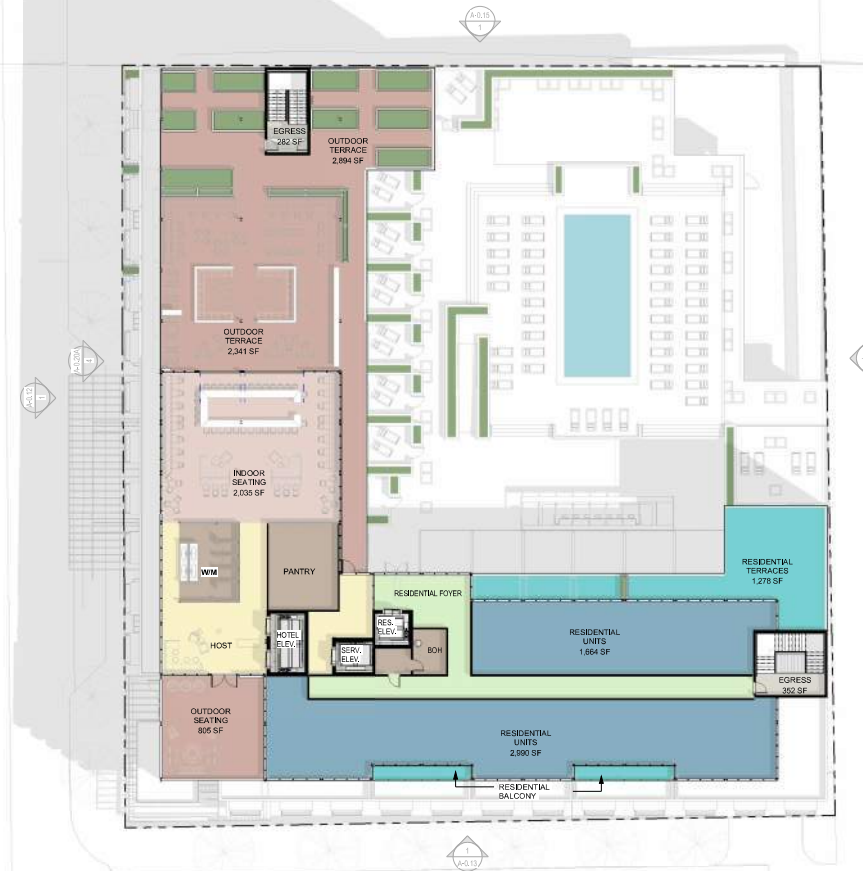
Area Legend

H-GUESTROOM	H-GUESTROOM BALCONY	H-SUITE	P-PUBLIC CIRCULATION	P-PUBLIC CIRCULATION RESIDENTIAL	P-RESTAURANT TERRACE	R-LOBBY	R-RESIDENTIAL BALCONY	R-UNITS	S-BOH	S-CORE
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GUESTROOM COUNT				
LEVEL	BAYS	SUITES	QQ/K	KEYS
2	36	2	32	34
3	21	1	19	20
4	21	1	19	20
5	21	1	19	20
6	21	1	19	20
7	21	1	19	20
TOTAL	141	7	127	134

LEVEL 7 - HOTEL/ RES DRB
1/16" = 1'-0"





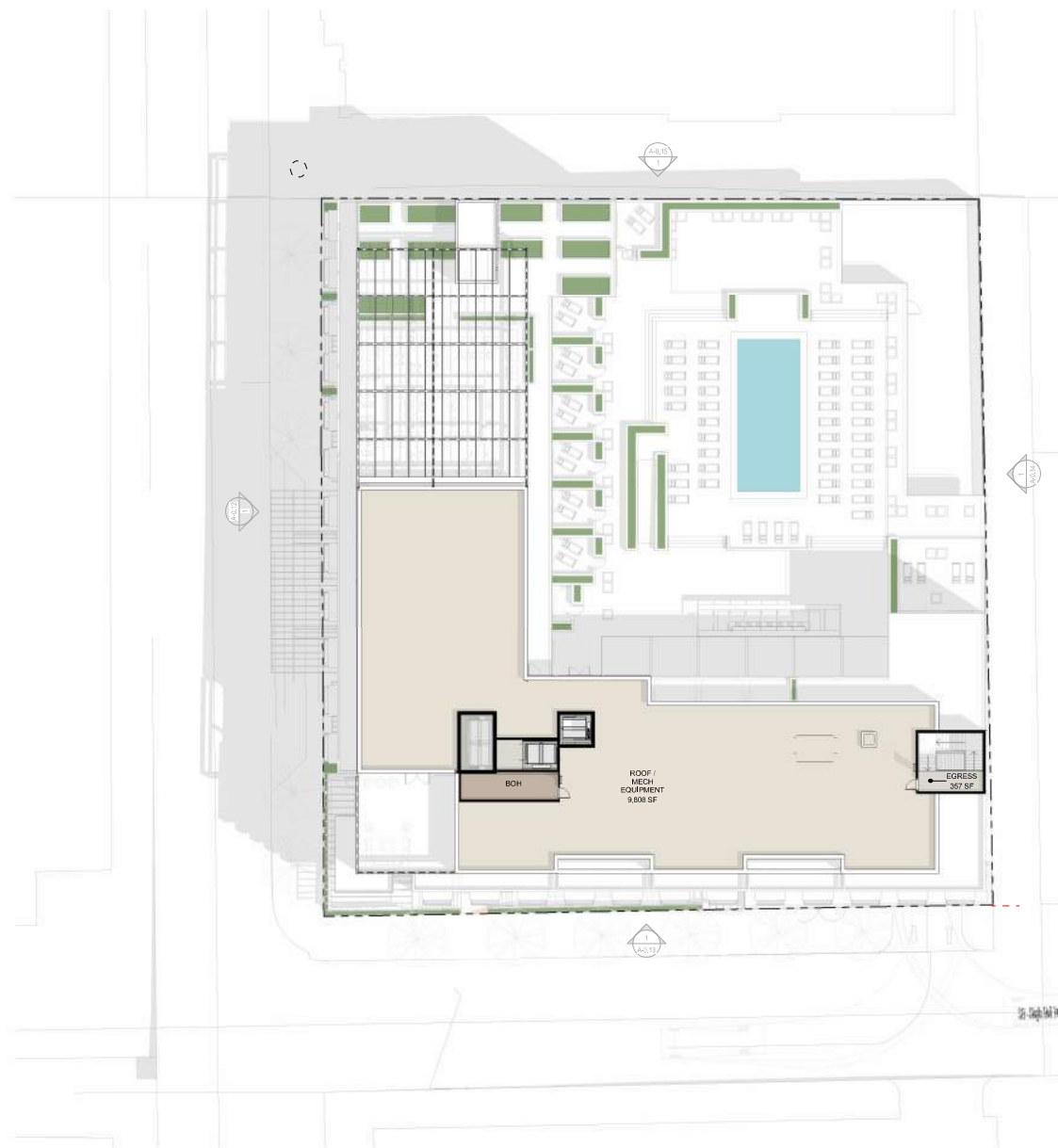
TOTAL GROSS BUILDING AREA	
Level	Area
GRADE 0'-0"	7,472 SF
LOBBY LEVEL	31,138 SF
LEVEL 2 - SPA & POOL	20,928 SF
LEVEL 3 HOTEL/ RES	20,900 SF
LEVEL 4 - HOTEL/ RES	20,744 SF
LEVEL 5 - HOTEL/ RES	20,788 SF
LEVEL 6 - HOTEL/ RES	20,773 SF
LEVEL 7 - HOTEL/ RES	17,910 SF
ROOF TERRACE - HOTEL	10,983 SF
TOTAL	171,636 SF

Area Legend

- P_PUBLIC CIRCULATION
- P_PUBLIC CIRCULATION RESIDENTIAL
- P_RESTAURANT
- P_RESTAURANT TERRACE
- R_RESIDENTIAL BALCONY
- R_UNITS
- S_BOH
- S_CORE

ROOF TERRACE - HOTEL DRB
1/16" = 1'-0"





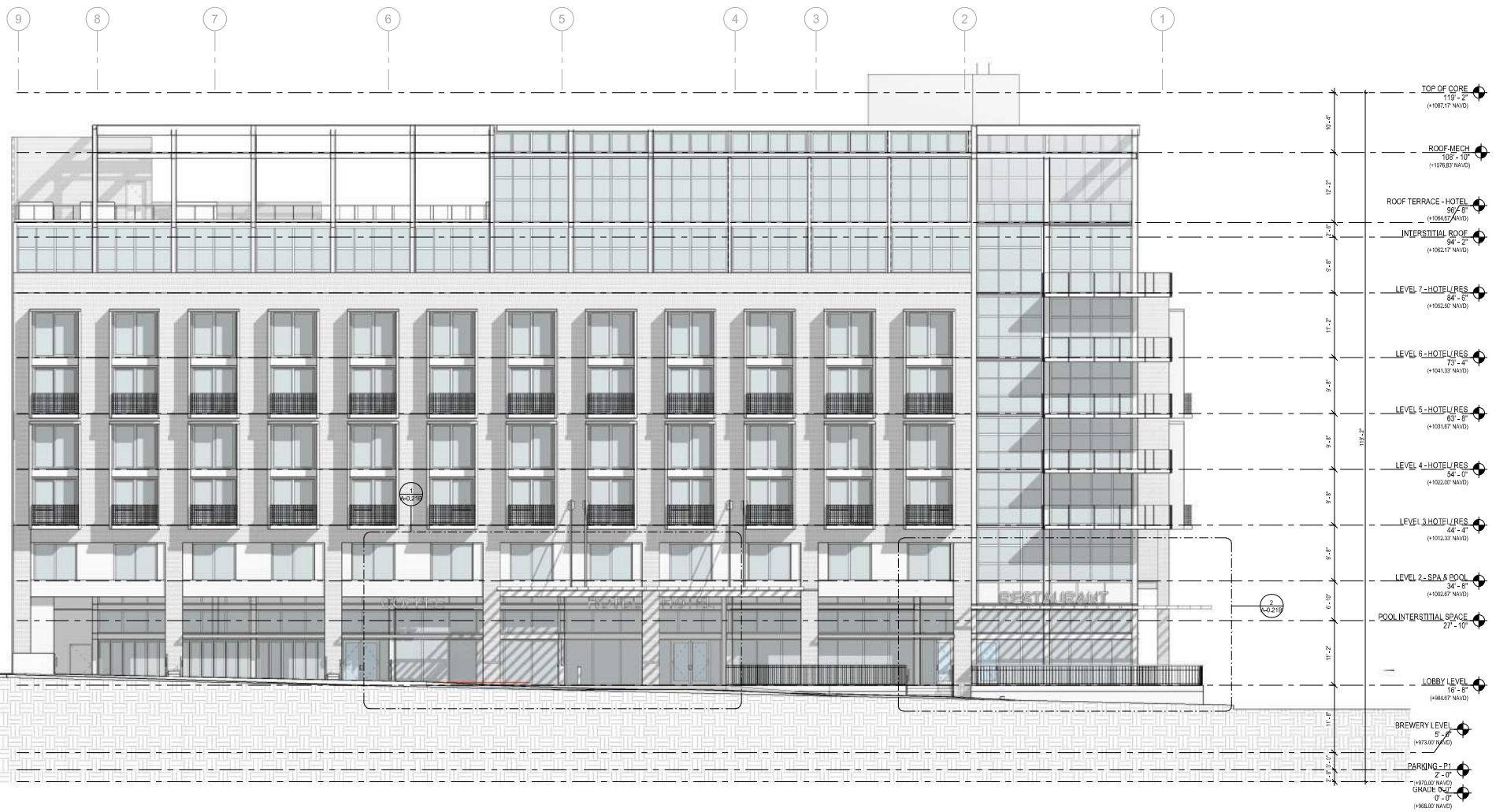
TOTAL GROSS BUILDING AREA	
Level	Area
GRADE 0'-0"	7,472 SF
LOBBY LEVEL	31,138 SF
LEVEL 2 - SPA & POOL	20,928 SF
LEVEL 3 HOTEL/ RES	20,900 SF
LEVEL 4 - HOTEL/ RES	20,744 SF
LEVEL 5 - HOTEL/ RES	20,788 SF
LEVEL 6 - HOTEL/ RES	20,773 SF
LEVEL 7 - HOTEL/ RES	17,910 SF
ROOF TERRACE - HOTEL	10,983 SF
TOTAL	171,636 SF

Area Legend

- S_BOH
- S_CORE
- S_MECH

ROOF-MECH DRB
1/16" = 1'-0"

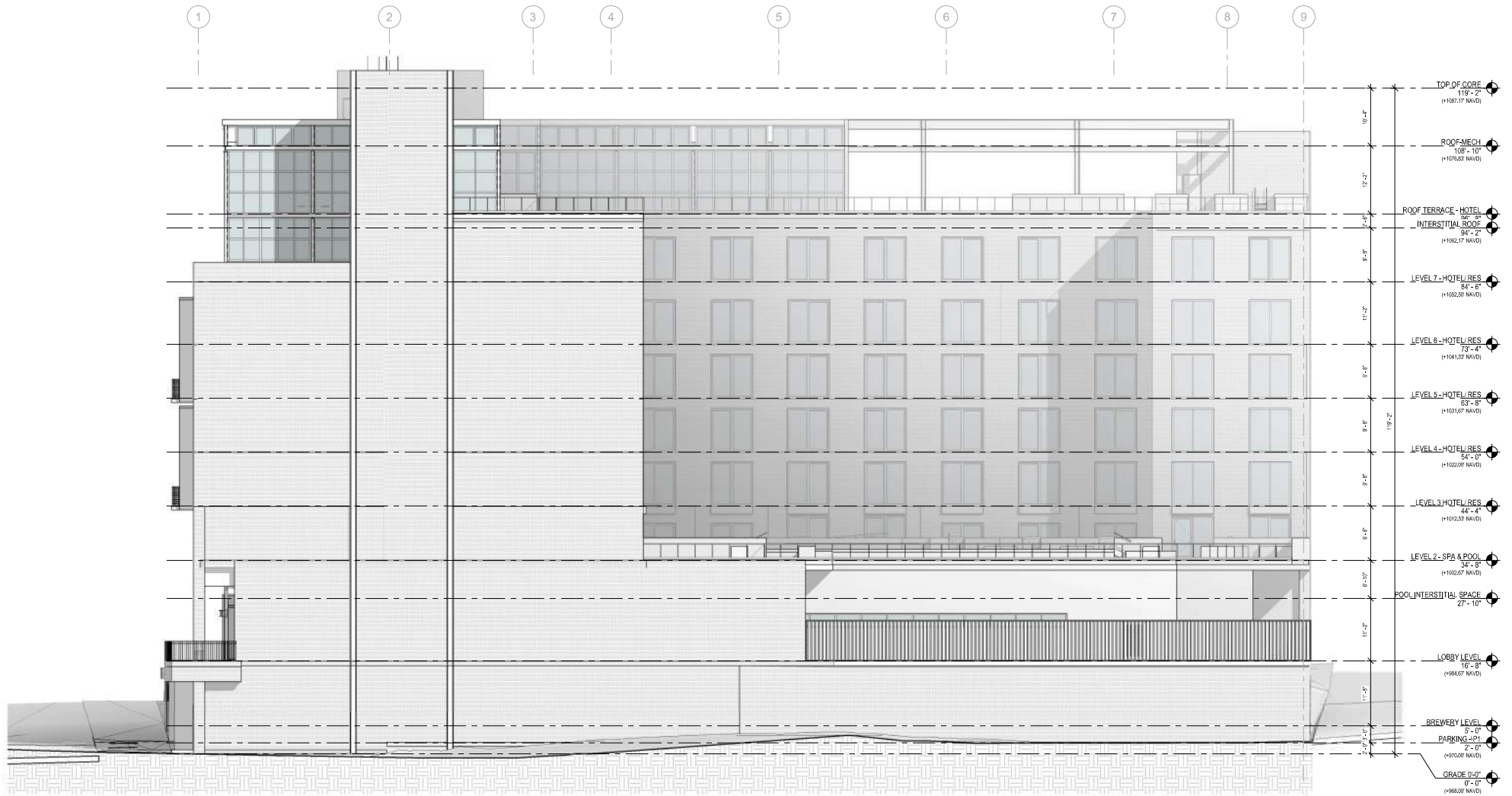




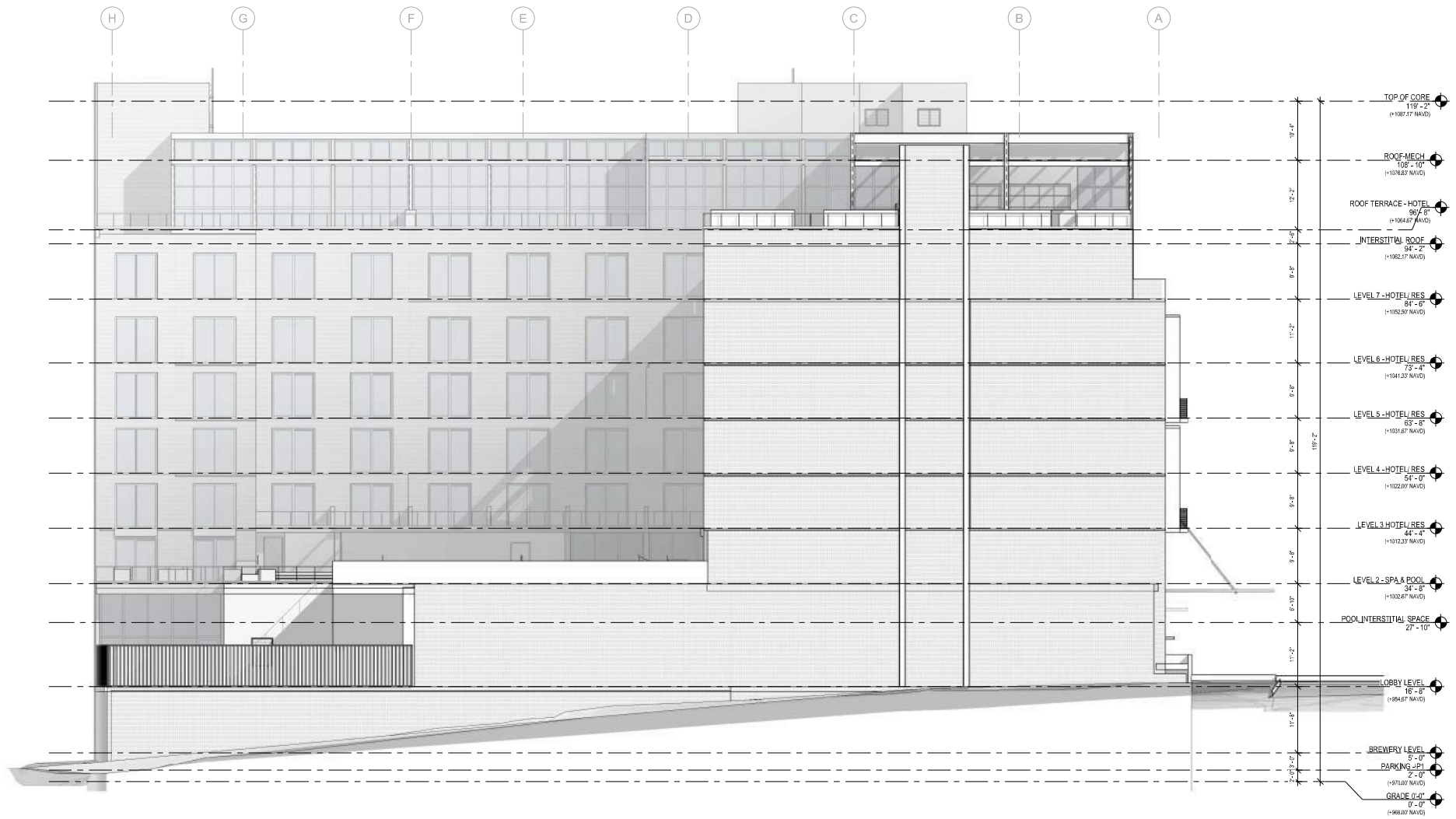
WEST ELEVATION CONCEPT DRB
1/8" = 1'-0"



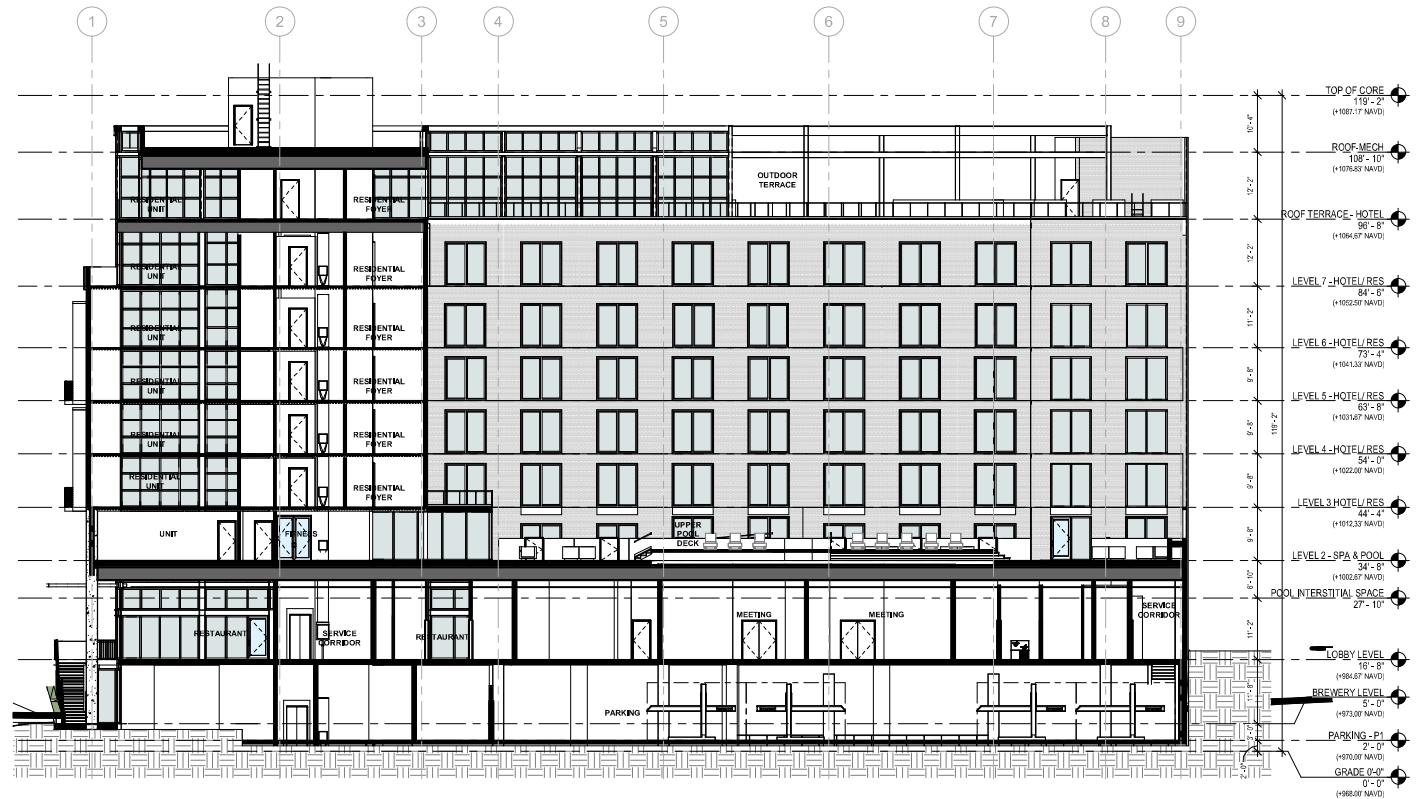
SOUTH ELEVATION- CONCEPT DRB
1/8" = 1'-0"



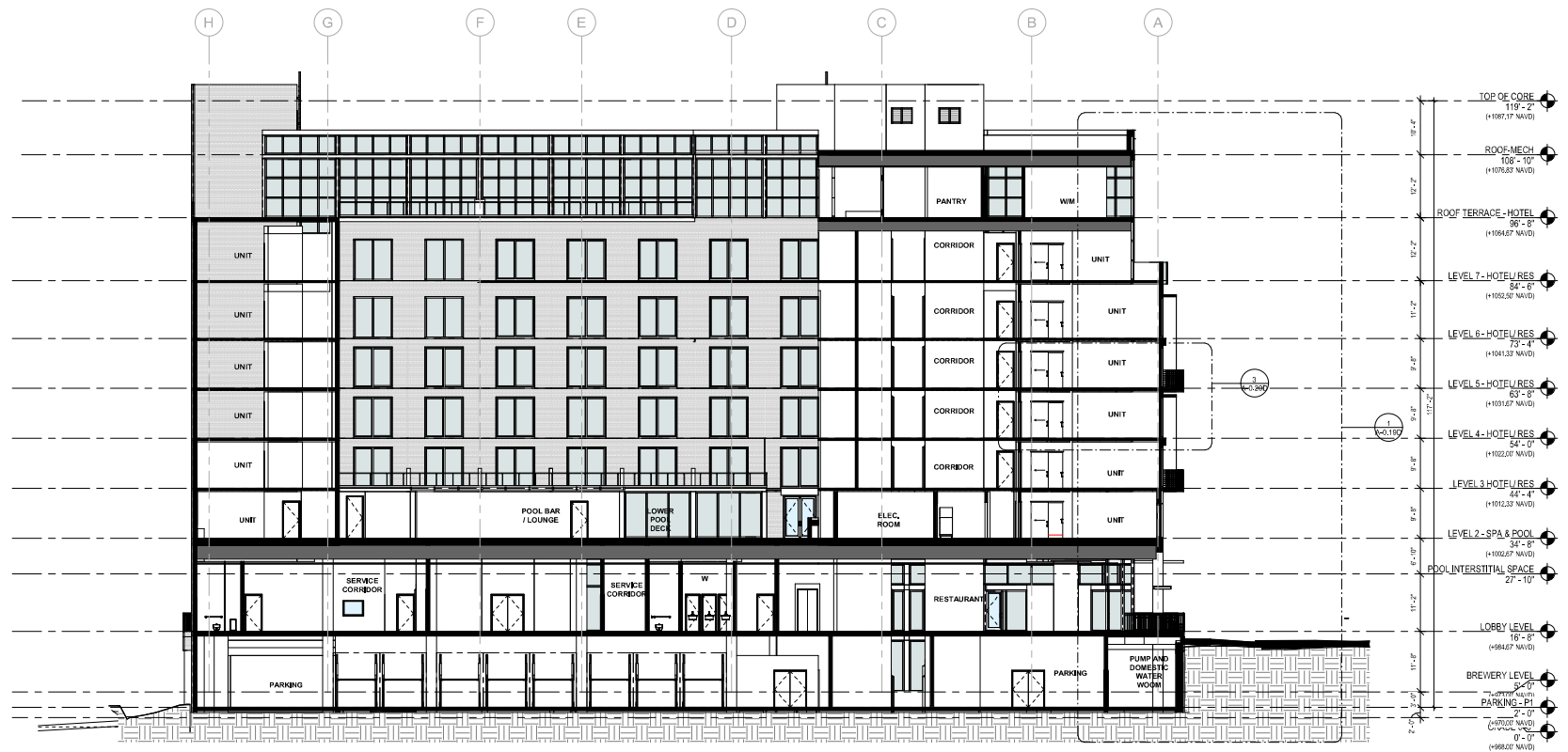
EAST ELEVATION-CONCEPT DRB
1/8" = 1'-0"



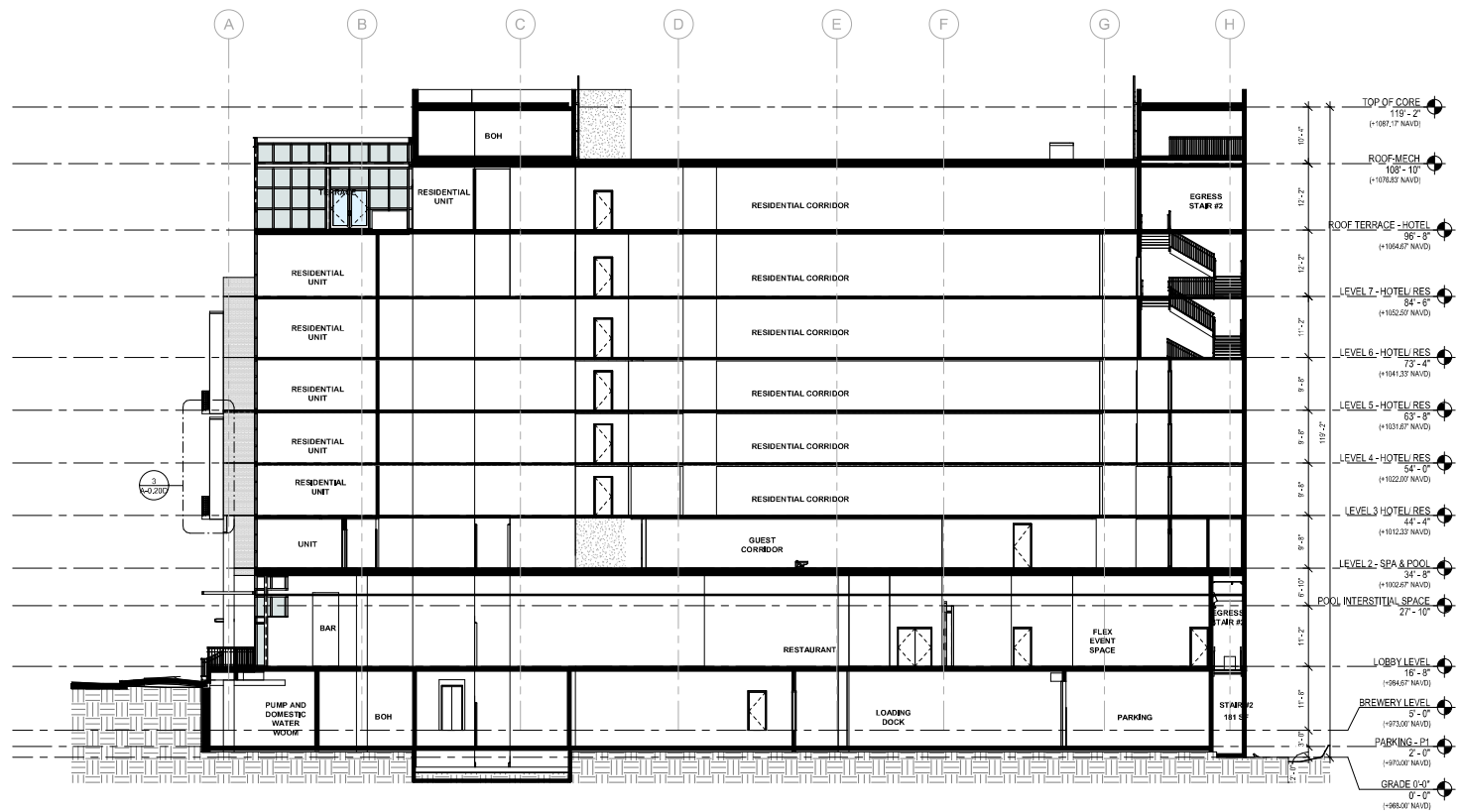
NORTH ELEVATION-CONCEPT DRB
1/8" = 1'-0"



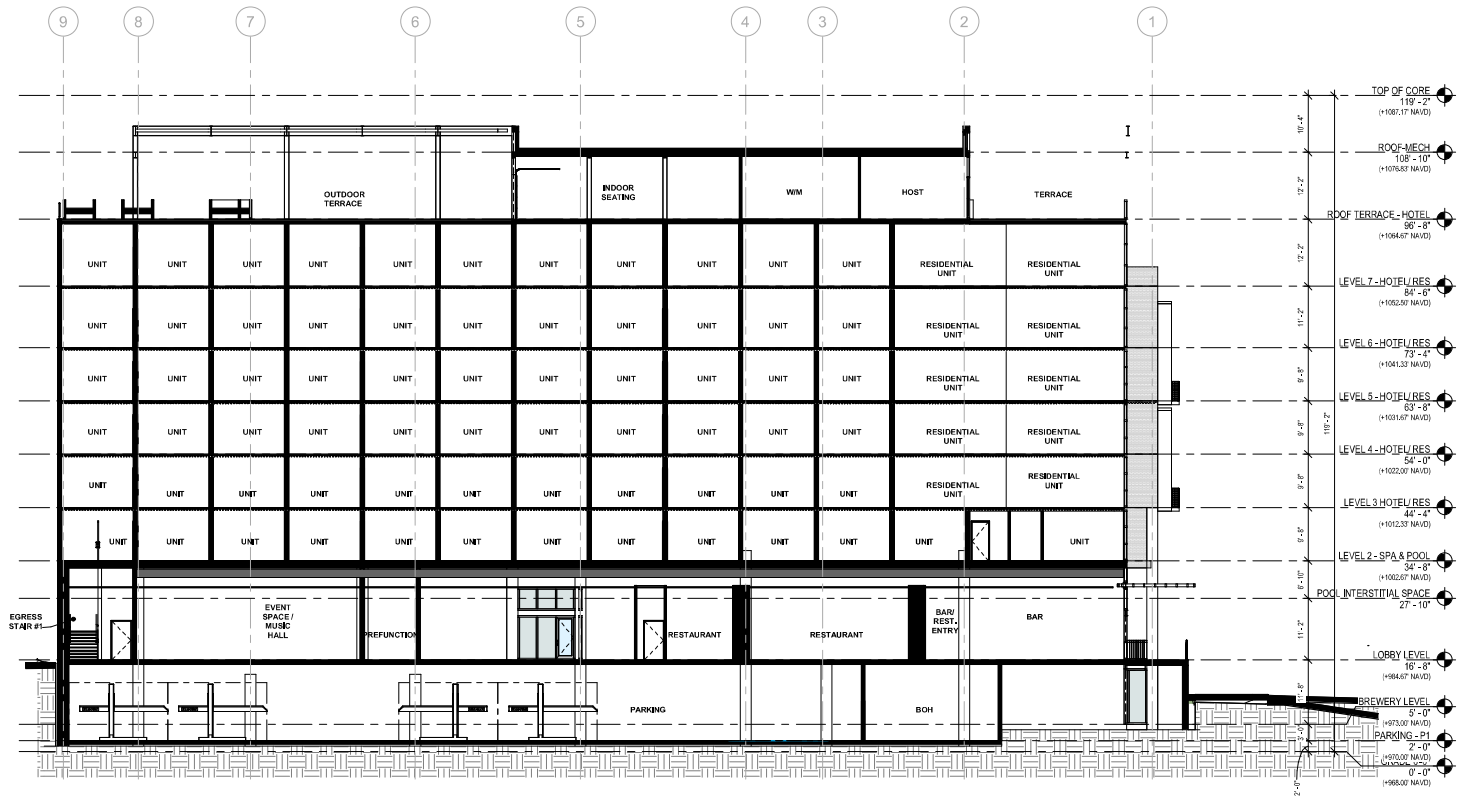
EAST POOL ELEVATION/SECTION
3/32" = 1'-0"



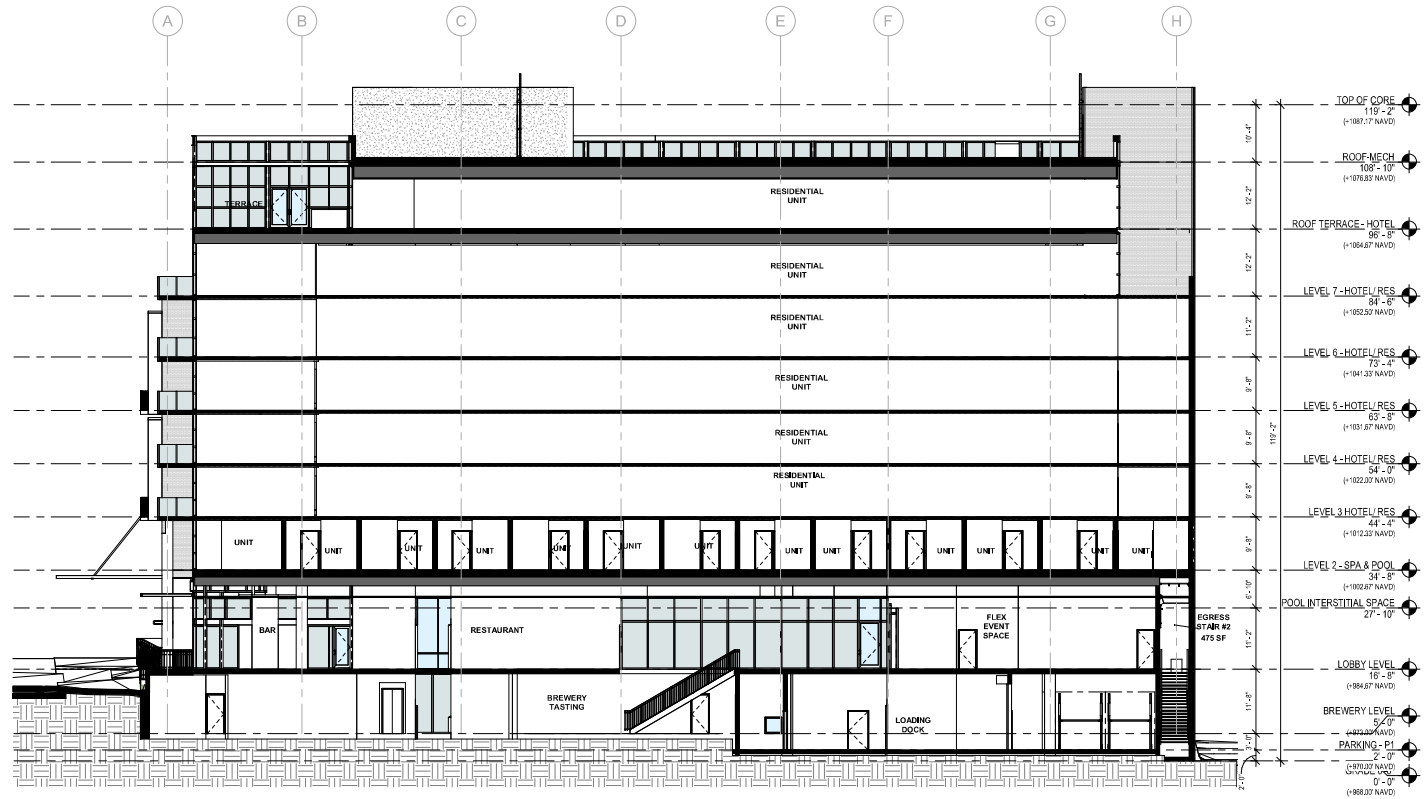
NORTH POOL ELEVATION/SECTION
3/32" = 1'-0"



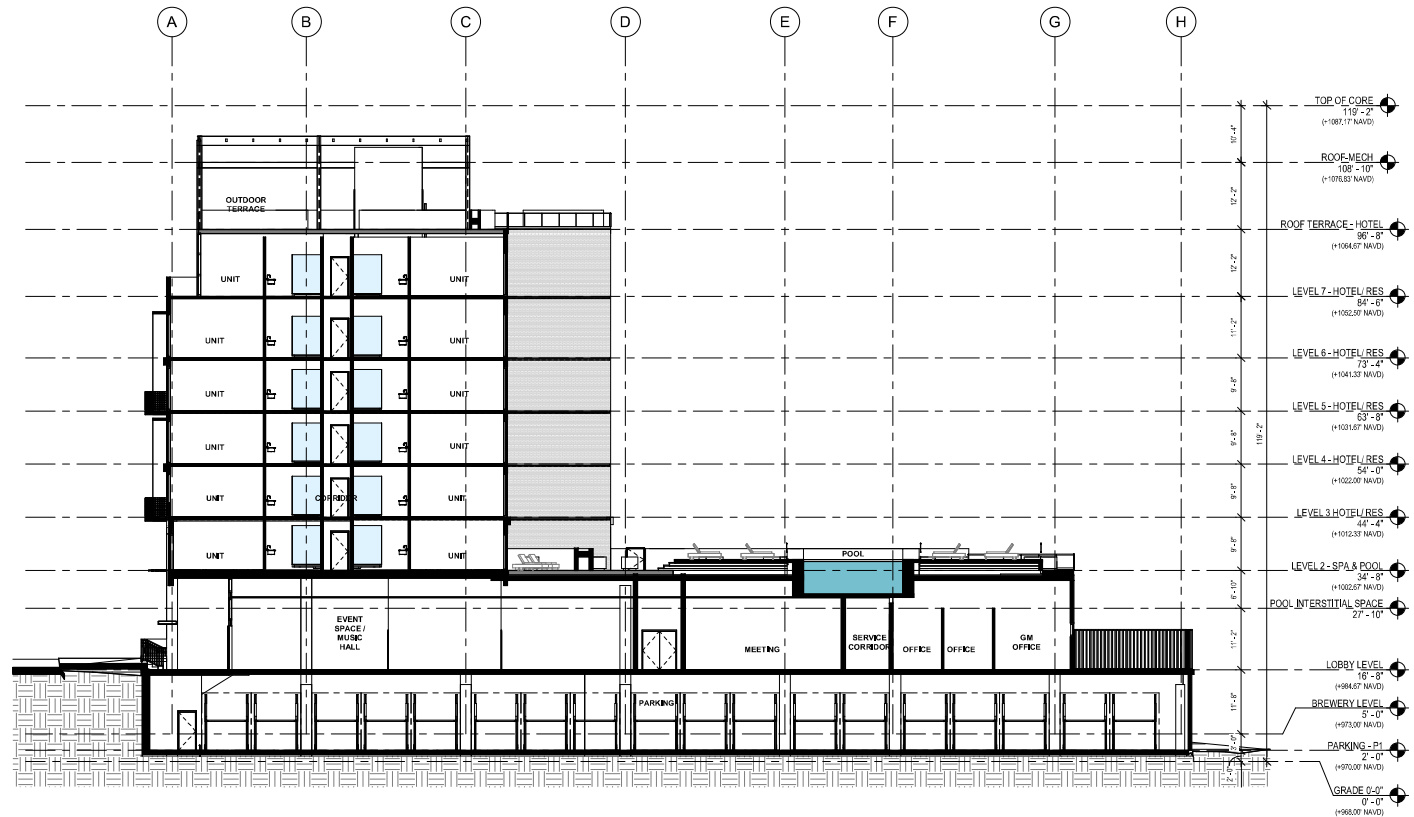
EAST/WEST SECTION - CIRCULATION CORES
 3/32" = 1'-0"



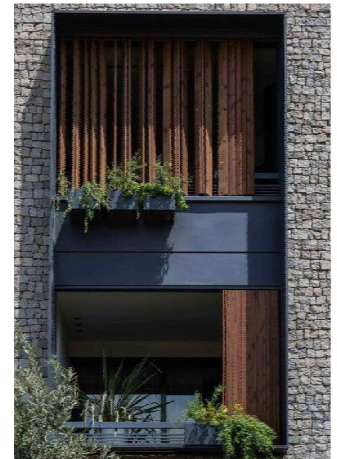
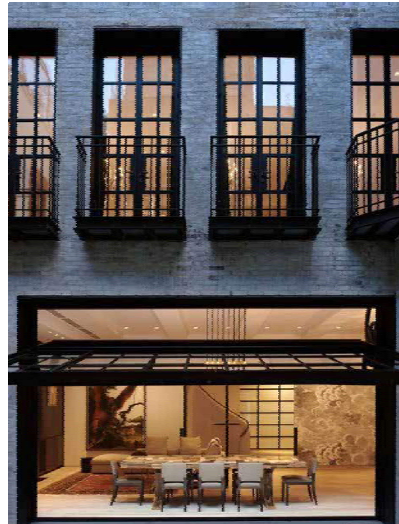
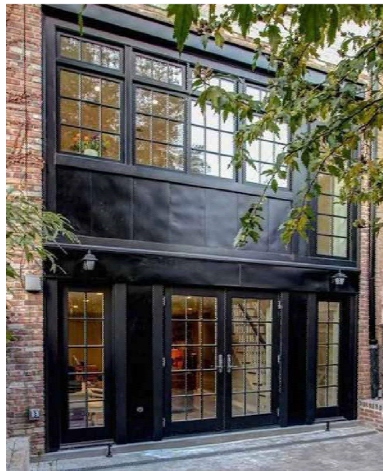
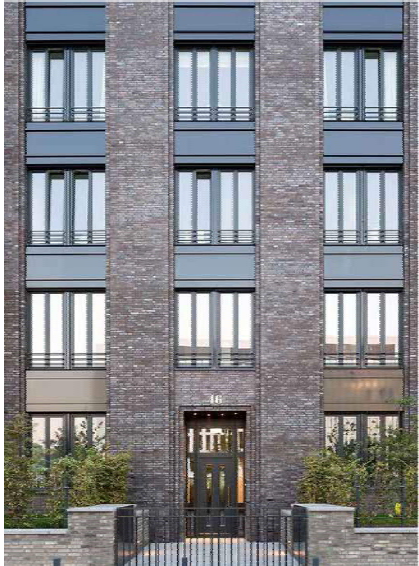
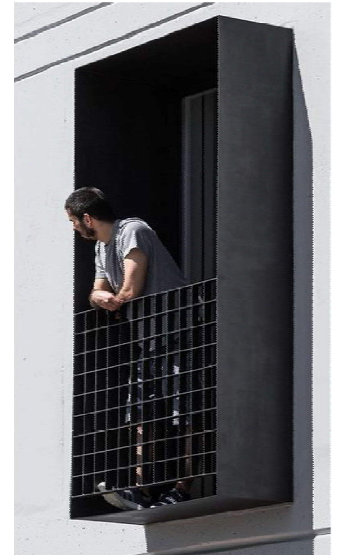
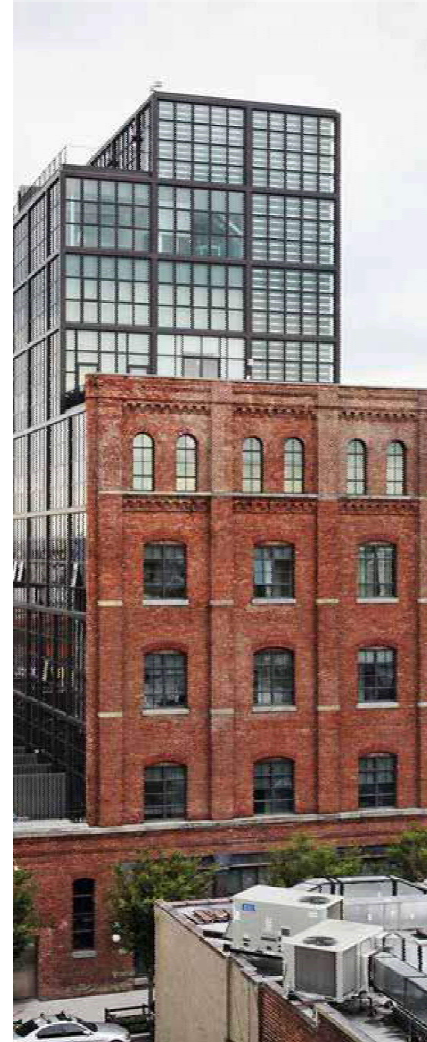
NORTH/SOUTH SECTION - LOBBY
3/32" = 1'-0"



EAST/WEST SECTION - BREWERY AND RESTAURANT
3/32" = 1'-0"



EASTWEST SECTION - POOL
3/32" = 1'-0"



FACADE DETAILS

STEEL FRAMING

BRICK WORK

BALCONY DETAILS
INSPIRATIONAL IMAGES



- F1 Brick Veneer Panels - Charcoal
- F2 Aluminum Storefront Framing - Black
- F3 Laminated Glass
- F4 MEP Louvers
- F5 Canopy
- B1 Aluminum Composite Cladding
- B2 Aluminum Railing - Black
- B3 Polished Concrete Slab
- P1 Concrete Sidewalk**
- P2 Polished Concrete Slab
- P3 Aluminum Railing - Black
- P4 Glass Railing
- L1 Trees - TBD w./ Landscape*
- L2 Shrubs - TBD w./ Landscape*
- L3 Wall Mounted Green-screen*

***Concrete Sidewalk to be consistent and compatible with city's standards.*

**Native vegetation will be implemented to reduce maintenance and improve durability.*

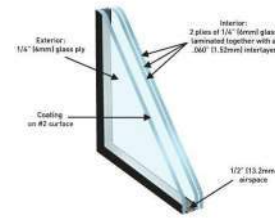
Building materials shown herein are presented as options available to the Design Team. These materials identified within this submittal are subject to change as the project design progresses through City permitting and owner / end-user design process and shall not be considered final in nature. Final building materials will be provided during the building permit process.



F1
Facebrick - Thin Brick - Pre-Cast/Tilt-up
 Charcoal color brick with matching grout



F2
Storefront Framing System
 Black



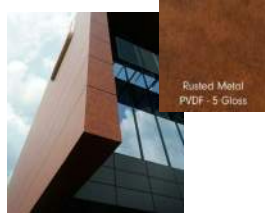
F3
Insulated Laminated Glass
 TBD



F4
MEP Architectural Louvers
 Color to match storefront system



F5
Aluminum Louvered Canopy
 Color to match storefront system



B1
Aluminum Composite Cladding
 Rusted Metal - PVDF - 5 Gloss
 Note: final color/texture to be determined



B2
Picket Railing System
 Color to match storefront system
 Note: Final design to be further developed



B3 and P2
Polished Exposed Concrete
 Tones to be determined
 Note: Final color/texture to be determined



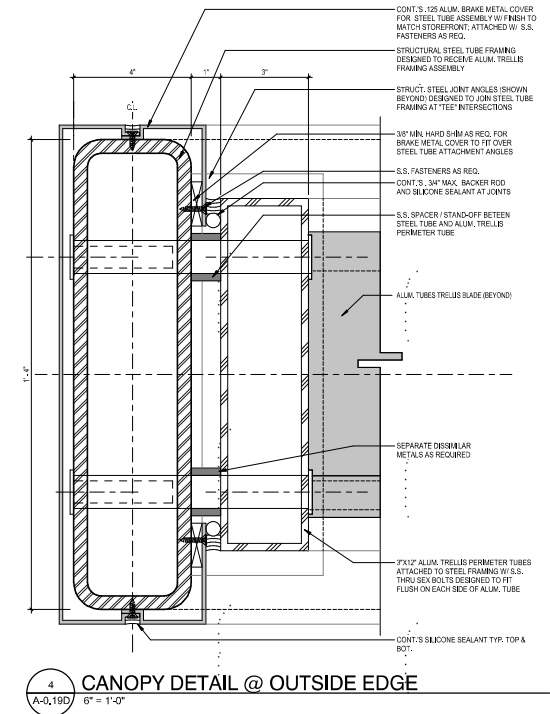
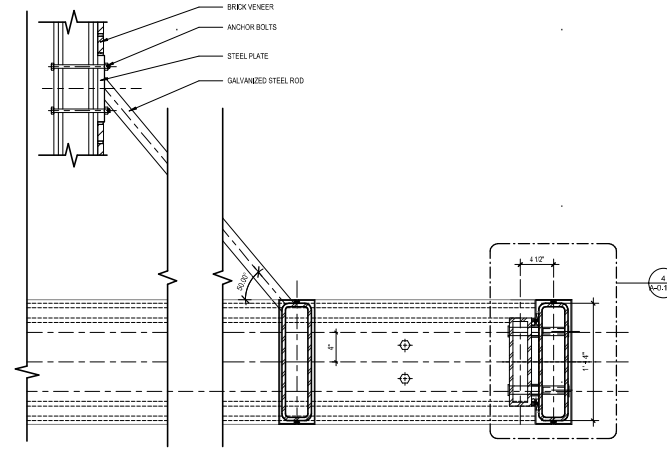
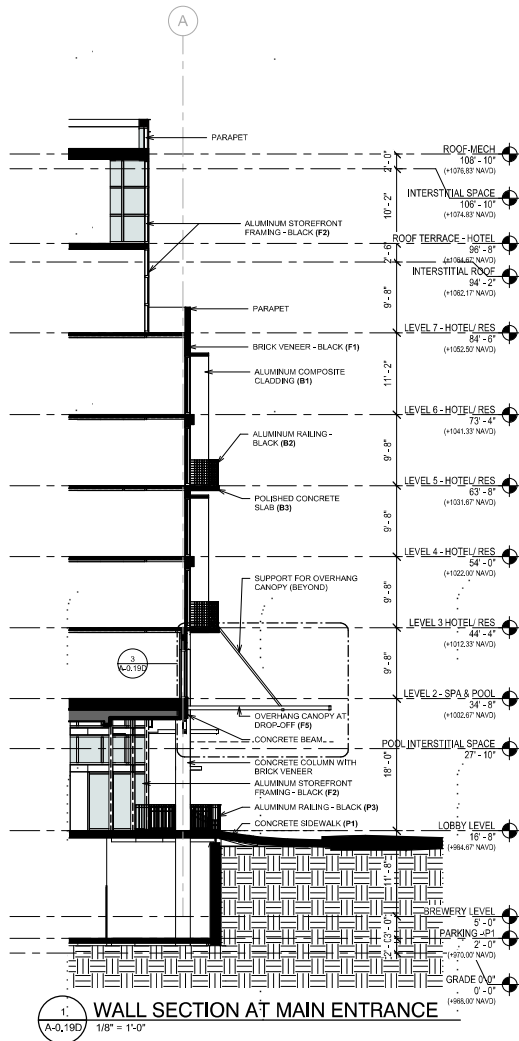
P3
Picket Railing System
 Color to match storefront system
 Note: Final design to be further developed



P4
Glass Railing System
 Note: Final design to be further developed



L3
Wall Mounted Green Wall
 Assorted native vegetation





NICHOLS BROSCH WURST WOLFE & ASSOCIATES, INC.

Architect

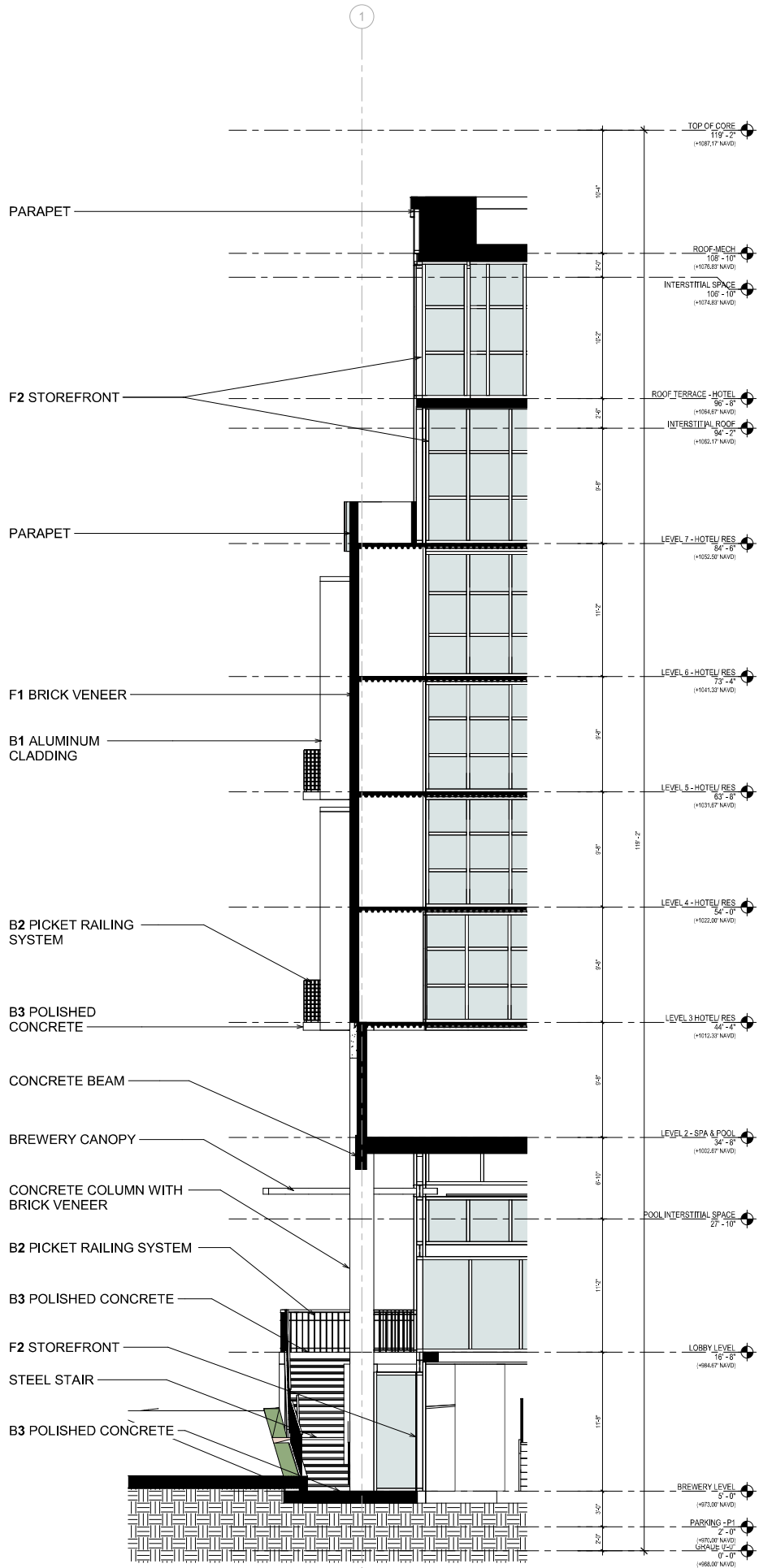
DRB SET

MARKLEY STREET HOTEL + RESIDENCES

100 N MARKLEY ST.
GREENVILLE, SOUTH CAROLINA |
29601

A-0.19E

4-5-2021



1 WALL SECTION AT BREWERY
A-0.19E 1/4" = 1'-0"

OPEN SPACE AT SIDEWALK LEVEL

NORTH MARKLEY STREET
2,778SF

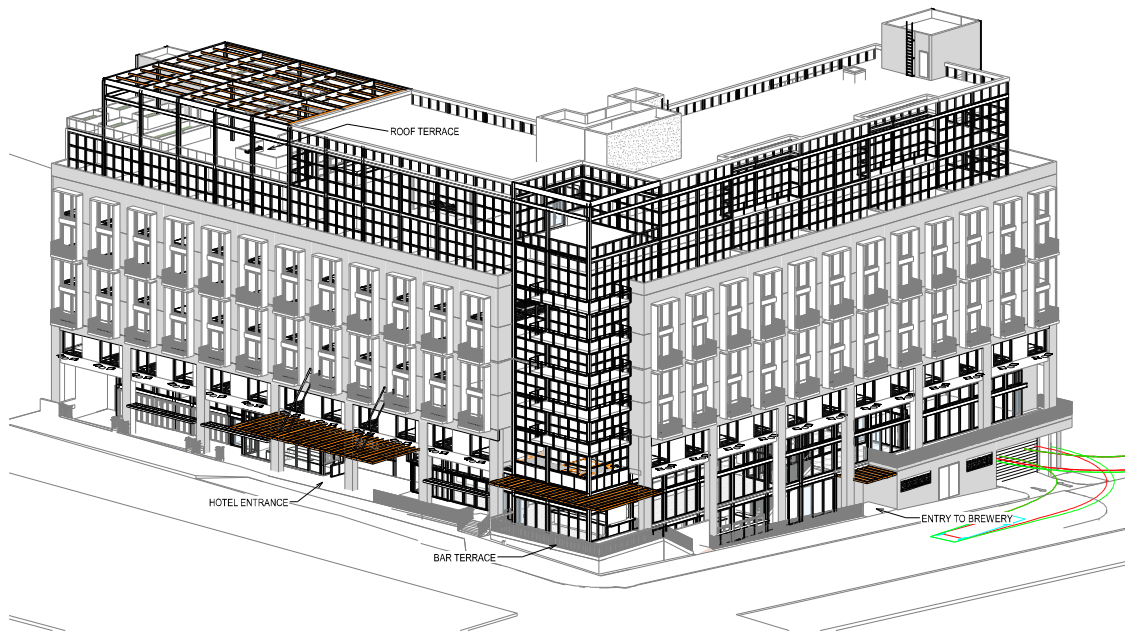
RHETT STREET
1,328SF

OVERHEAD BUILDING ELEMENTS
VARIES, SEE PLANS

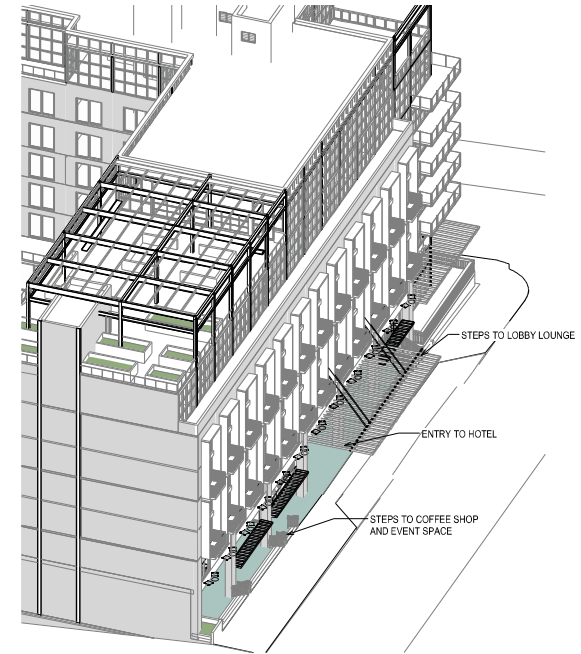


OPEN SPACE AT SIDEWALK
1/16" = 1'-0"





HOTEL CANOPIES



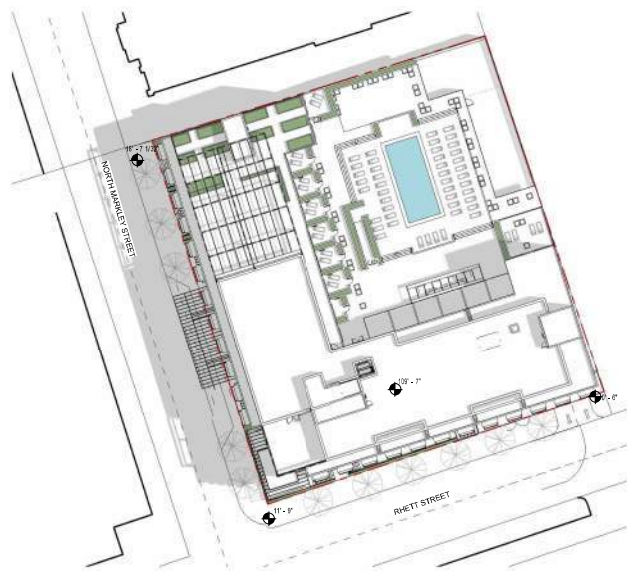
WEST FACADE ENTRY STEPS



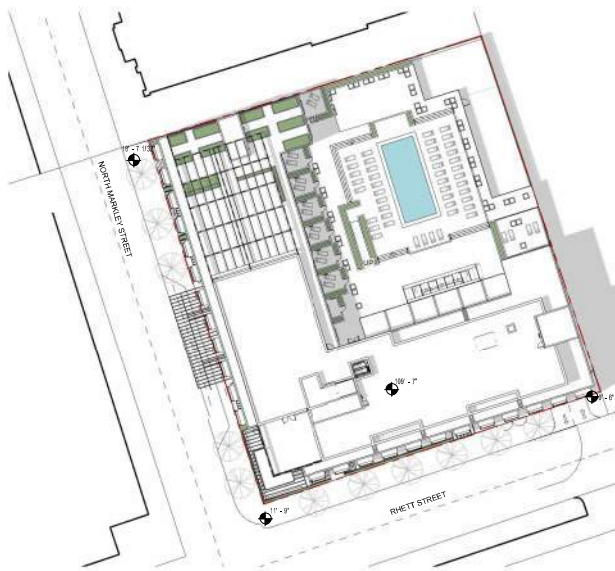
POSSIBLE SIGNAGE LOCATIONS - WEST
1/16" = 1'-0"



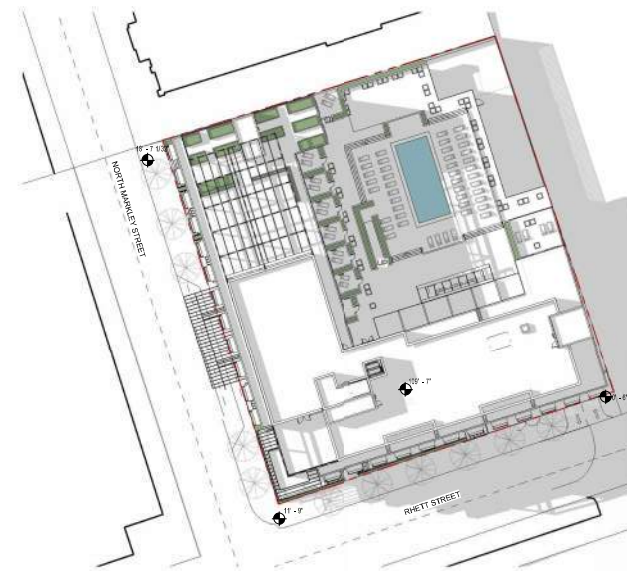
POSSIBLE SIGNAGE LOCATION - SOUTH
1/16" = 1'-0"



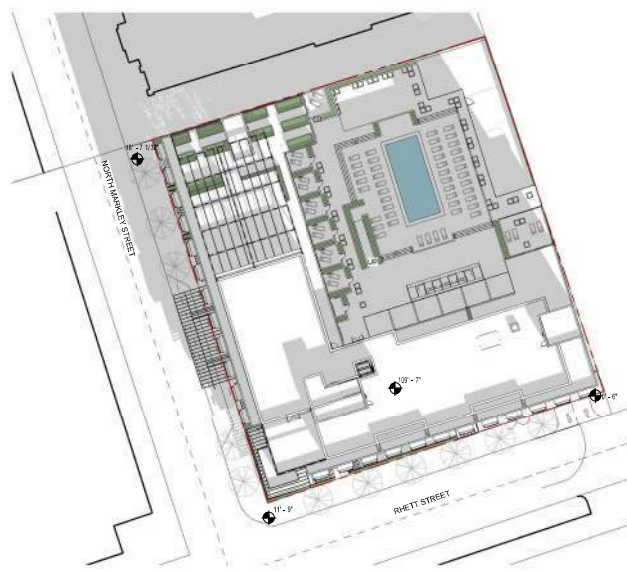
SITE - SUMMER 10AM
1/32" = 1'-0"



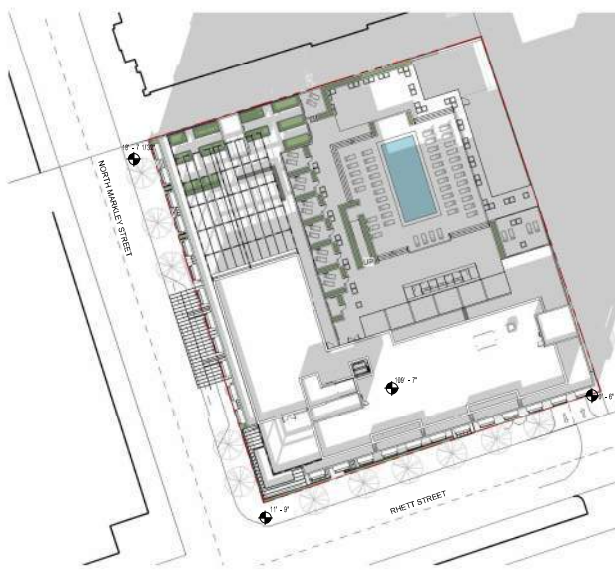
SITE - SUMMER 1PM
1/32" = 1'-0"



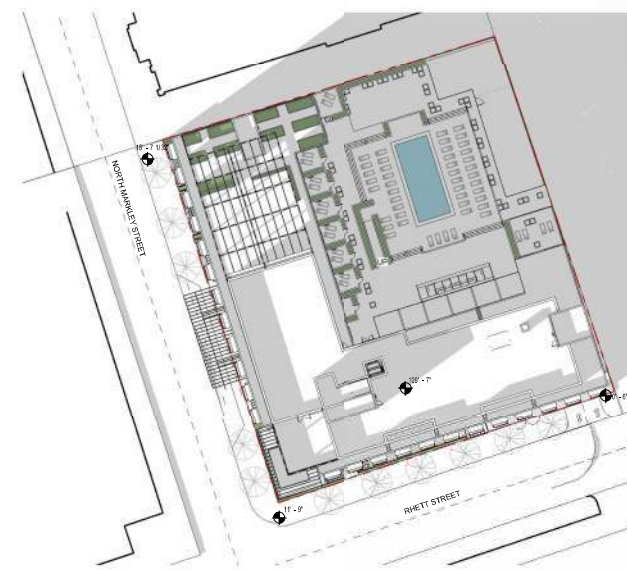
SITE - SUMMER 4PM
1/32" = 1'-0"



SITE - WINTER 10AM
1/32" = 1'-0"



SITE - WINTER 1PM
1/32" = 1'-0"



SITE - WINTER 4PM
1/32" = 1'-0"



NICHOLS BROSCH WURST WOLFE & ASSOCIATES, INC.

Architect

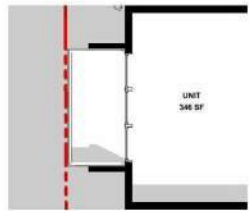
DRB SET

MARKLEY STREET HOTEL + RESIDENCES

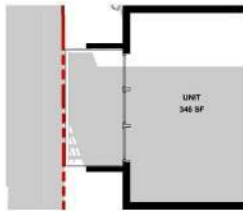
100 N MARKLEY ST.
GREENVILLE, SOUTH CAROLINA |
29601

A-0.20B

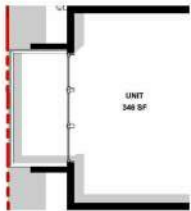
4-5-2021



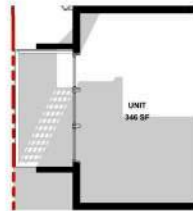
SUMMER 10AM - WEST
1/4" = 1'-0"



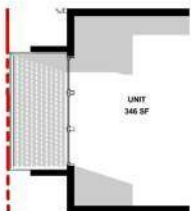
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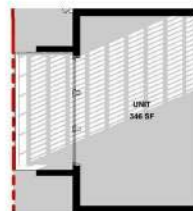
SUMMER 1PM - WEST
1/4" = 1'-0"



WINTER 1PM - WEST
1/4" = 1'-0"

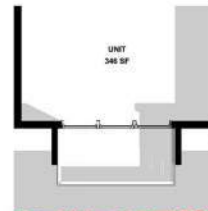


SUMMER 4PM - WEST
1/4" = 1'-0"

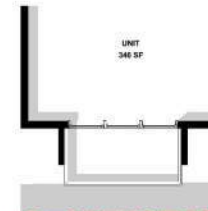


WINTER 4PM - WEST
1/4" = 1'-0"

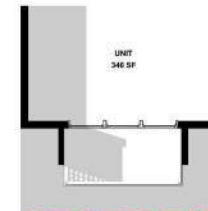
WEST
FACADE ELEMENTS SUN ANALYSIS



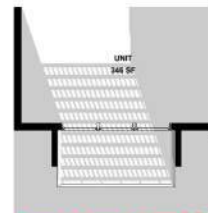
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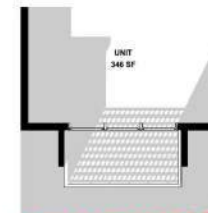
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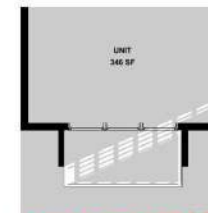
SUMMER 4PM - SOUTH
1/4" = 1'-0"



WINTER 10AM - SOUTH
1/4" = 1'-0"



WINTER 1PM - SOUTH
1/4" = 1'-0"

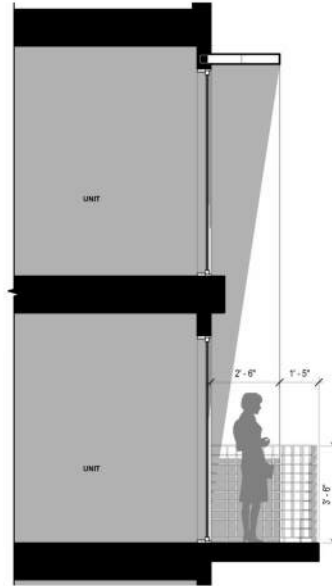


WINTER 4PM - SOUTH
1/4" = 1'-0"

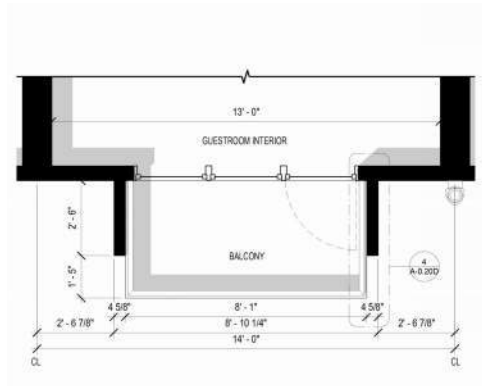
SOUTH
FACADE ELEMENTS SUN ANALYSIS



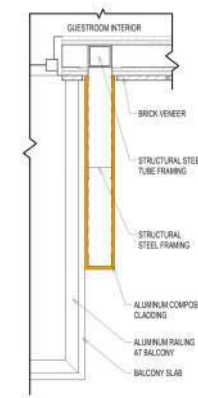
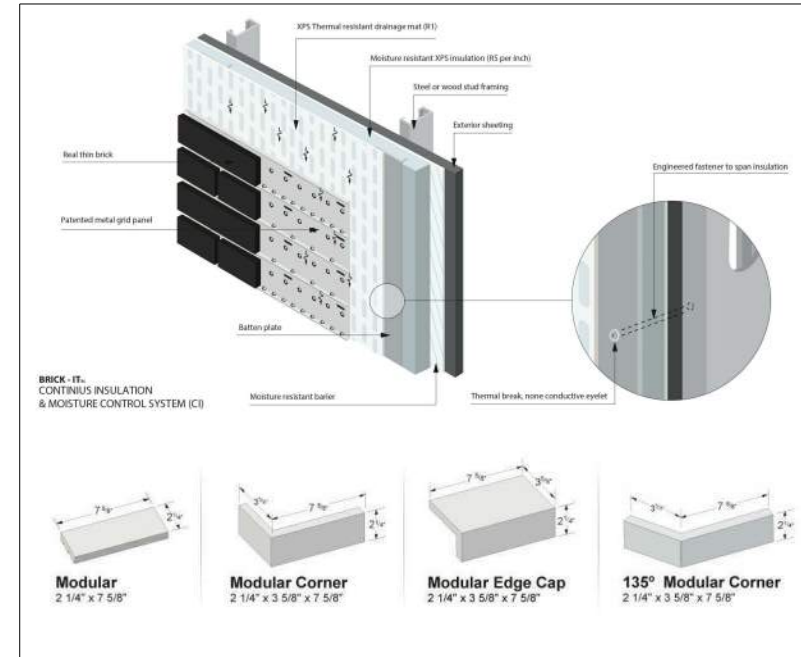
1 FACADE BALCONY - AXO
A-0.20D



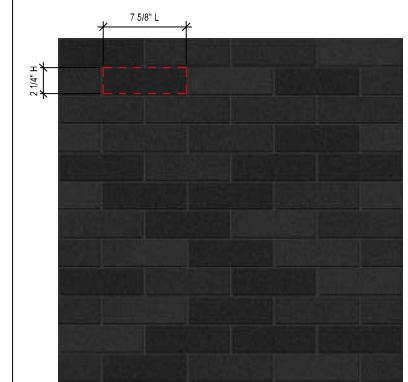
3 BALCONY SECTION
A-0.20D 1/2" = 1'-0"



2 BALCONY PLAN
A-0.20D 1/2" = 1'-0"



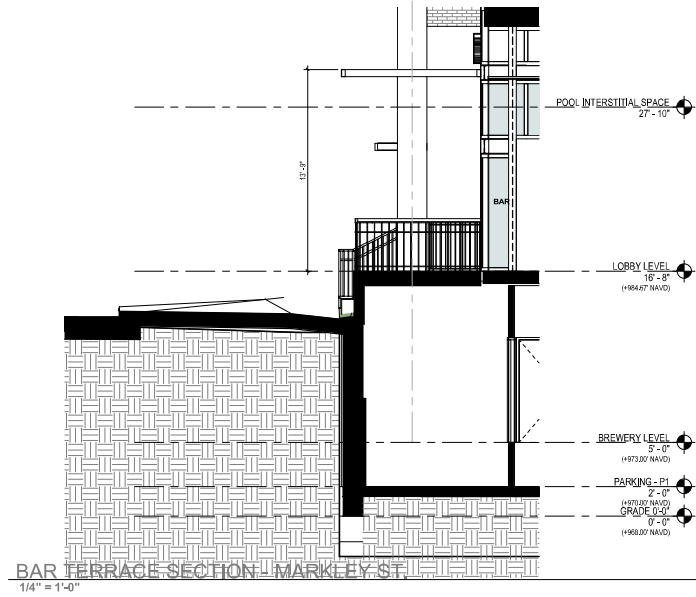
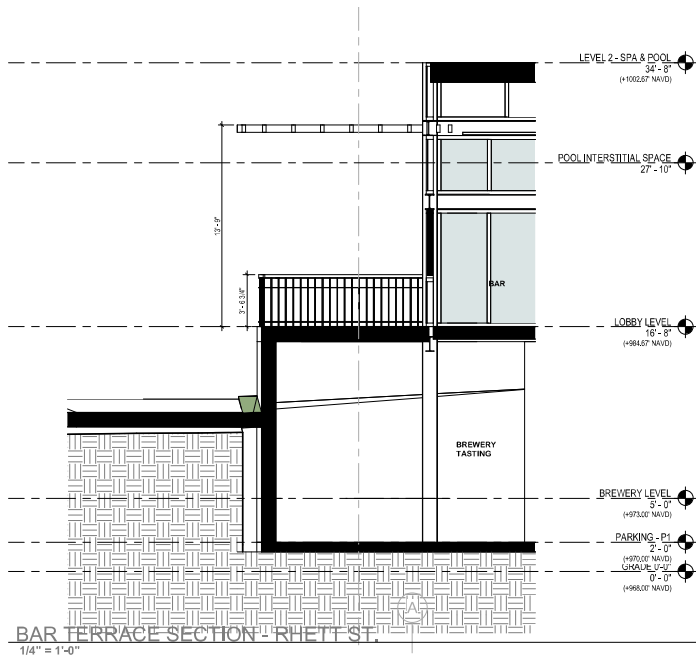
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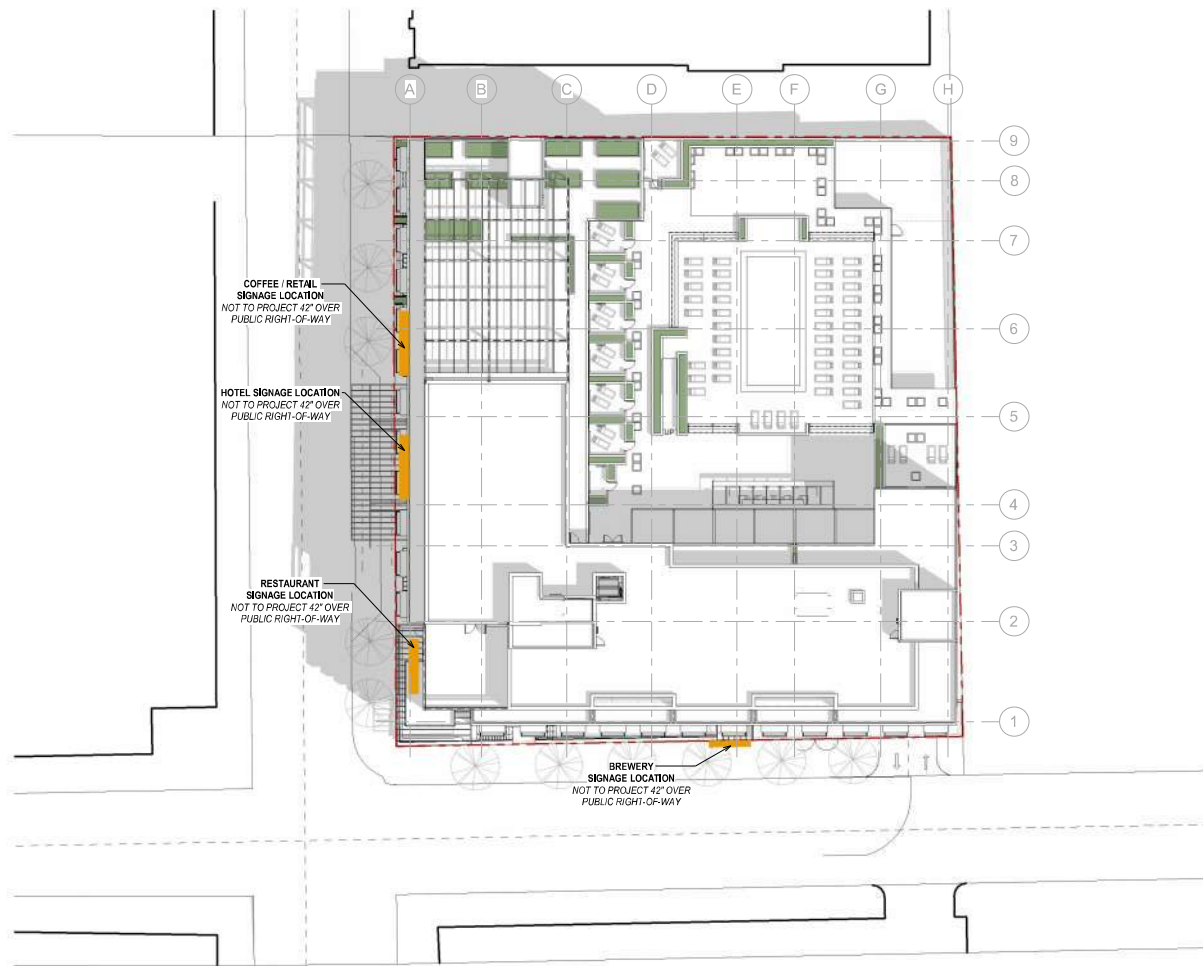


5 BRICK FACADE DETAILS
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CORNER TERRACE



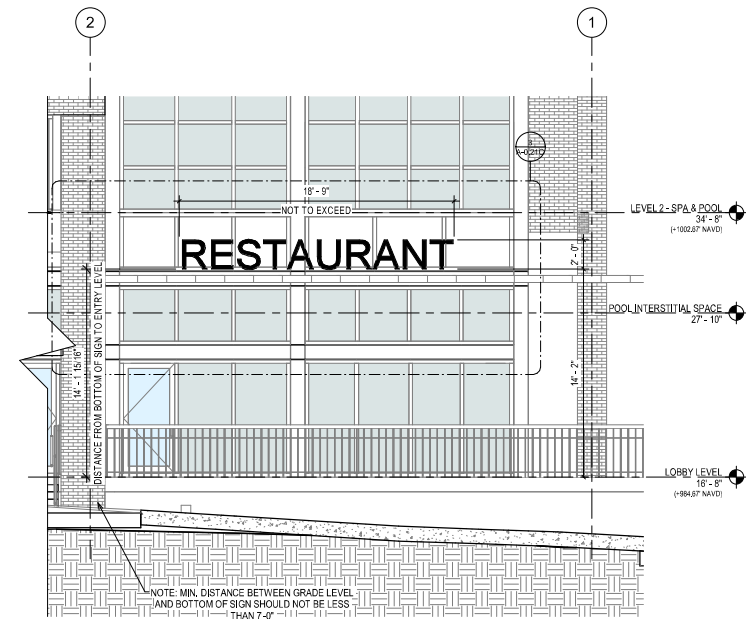


NOTES:

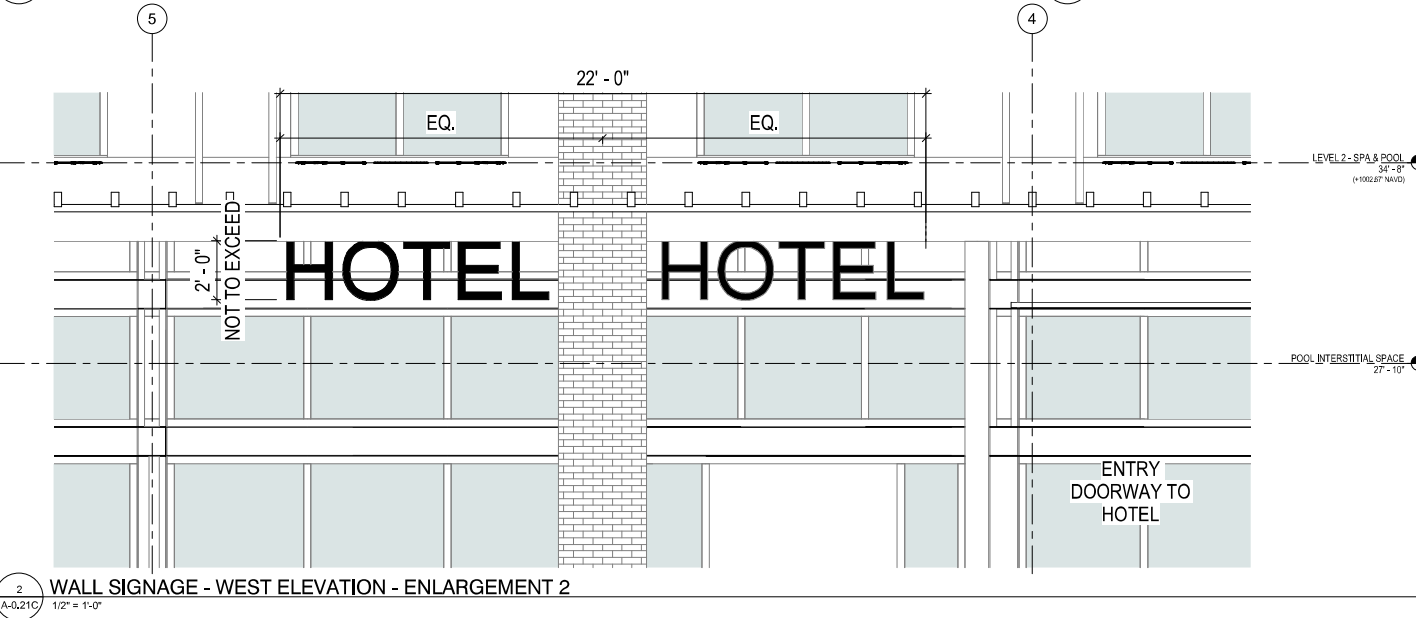
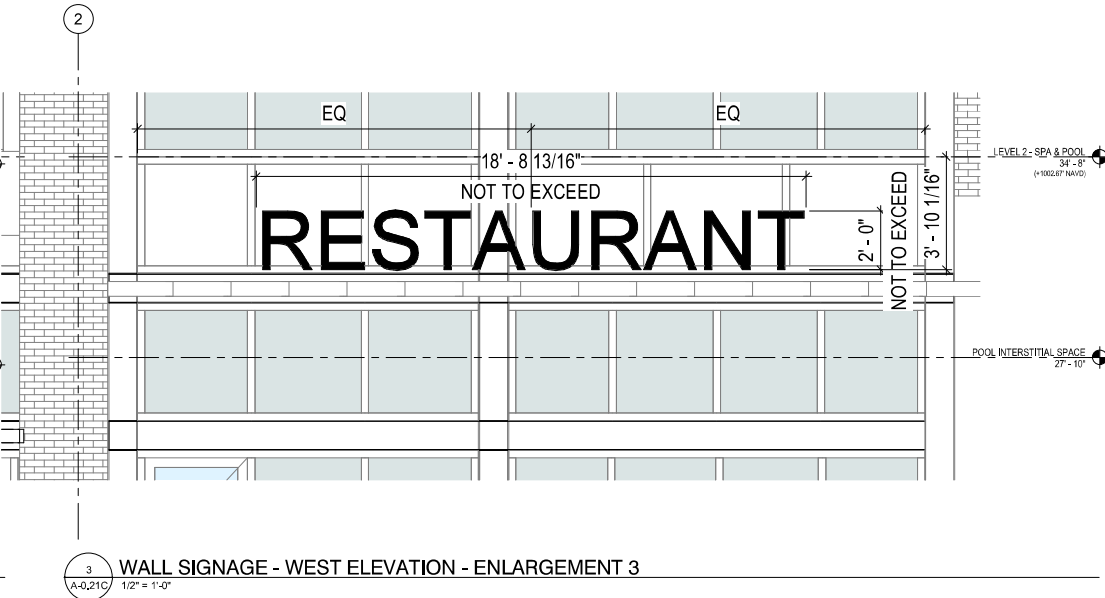
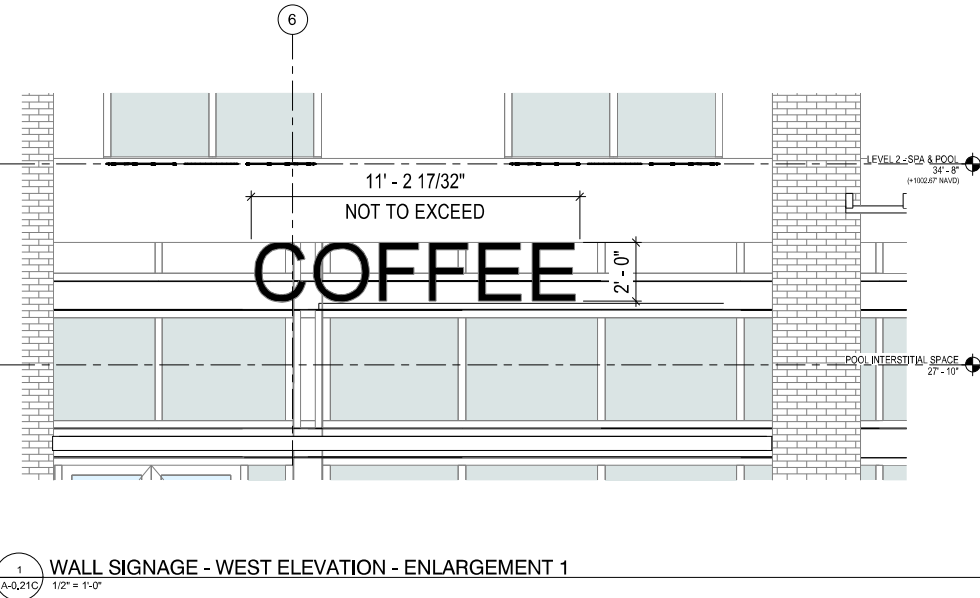
1. WEST SIDE SIGNAGE IS LOCATED BELOW SECOND LEVEL BUT 7'-0" MIN. FROM ENTRY LOBBY LEVEL ON ELEVATION.
2. SOUTH SIDE SIGNAGE IS LOCATED BELOW LOBBY LEVEL BUT 7'-0" MIN. FROM ENTRY BREWERY LEVEL ON ELEVATION.

CONCEPTUAL DRAWINGS ONLY:
FINAL DIMENSIONS AND
SPECIFICATIONS TO BE DETERMINED
ON THE COMPREHENSIVE SIGN
PACKAGE SUBMITTAL

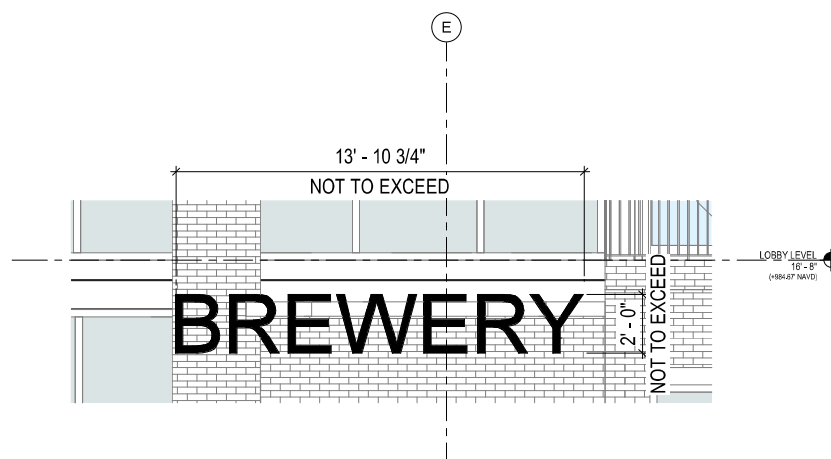
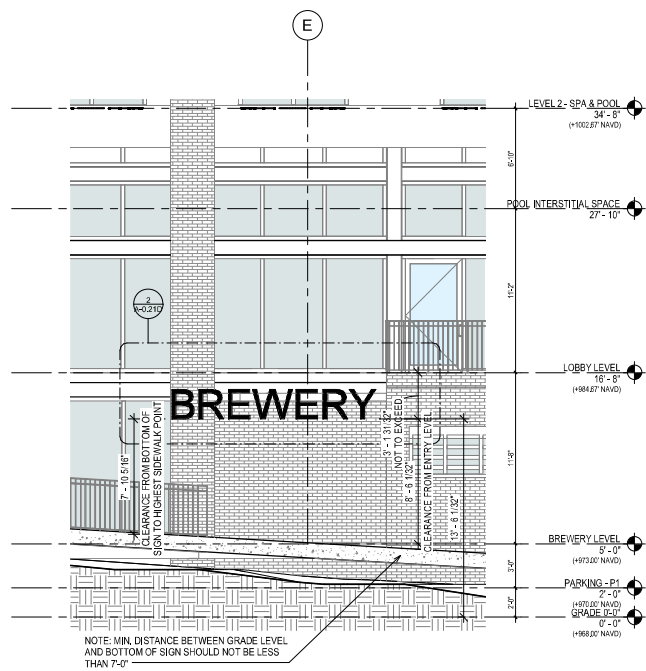
1 SITE PLAN - SIGNAGE LOCATION
A-0.21A 1" = 20'-0"



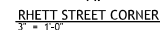
CONCEPTUAL DRAWINGS ONLY:
FINAL DIMENSIONS AND
SPECIFICATIONS TO BE DETERMINED
ON THE COMPREHENSIVE SIGN
PACKAGE SUBMITTAL



CONCEPTUAL DRAWINGS ONLY:
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ON THE COMPREHENSIVE SIGN
PACKAGE SUBMITTAL



CONCEPTUAL DRAWINGS ONLY:
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SPECIFICATIONS TO BE DETERMINED
ON THE COMPREHENSIVE SIGN
PACKAGE SUBMITTAL



L1.0



Equisetum hyemale

Equisetum hyemale

Horsetail Reed, Puzzle Grass, Snake Grass

Type	Ornamental Grass
Hardy Range	3 to 11
Height	3 foot
Spread	Indefinite
Growth rate	Fast
Form	Clump
Exposure	Full to partial sun
Persistence	Evergreen
Bloom color	N/A
Bloom time	Summer
Leaf Color	No leaves
Stem	Deep Green, jointed stems
Fall Color	Green



Prunus 'Okame'

Prunus 'Okame'

Okame Cherry

Type	Deciduous
Hardy Range	6 to 8
Height	15 -30 feet
Spread	20-30 feet
Growth rate	Moderate to rapid
Form	Uptight arching vase shaped, rounded with age
Exposure	Full sun
Persistence	Deciduous
Bloom color	Rosey pink – Spring – Long flowering period
Bloom time	Spring
Leaf Color	Green
Fall Color	Bright orange to red



Ilex crenata ‘Soft Touch’

Ilex crenata ‘Soft Touch’

Soft Touch Holly	
Type	Evergreen
Hardy Range	6 to 8
Height	4 feet
Spread	3- 5 feet
Growth rate	Slow to Moderate
Form	Dense multi branched shrub, rounded
Exposure	Full sun to partial shade
Persistence	Evergreen
Bloom color	N/A
Bloom time	N/A
Leaf Color	Dark Green
Fall Color	N/A



Acer buergeranum

Arcer buergeranum

Trident Maple

Type	Deciduous tree
Hardy Range	4 to 9
Height	25-30 feet
Spread	20-25 feet
Growth rate	Moderate
Form	Rounded crown
Exposure	Full sun
Bloom color	N/A
Bloom time	N/A
Leaf Color	Green- New growth often bronze to purple
Fall Color	Red



Ulmus parvifolia 'UPMTF'

Ulmua parvifolia "UPMTF"

Bosque Elm- Lacebark Elm

Type Deciduous Tree

Hardy Range 7 to 10

Height 50-60 feet

Spread 35-40 feet

Growth rate Moderate

Form Upright/ Oval

Exposure Sun to Part Shade

Persistence Deciduous

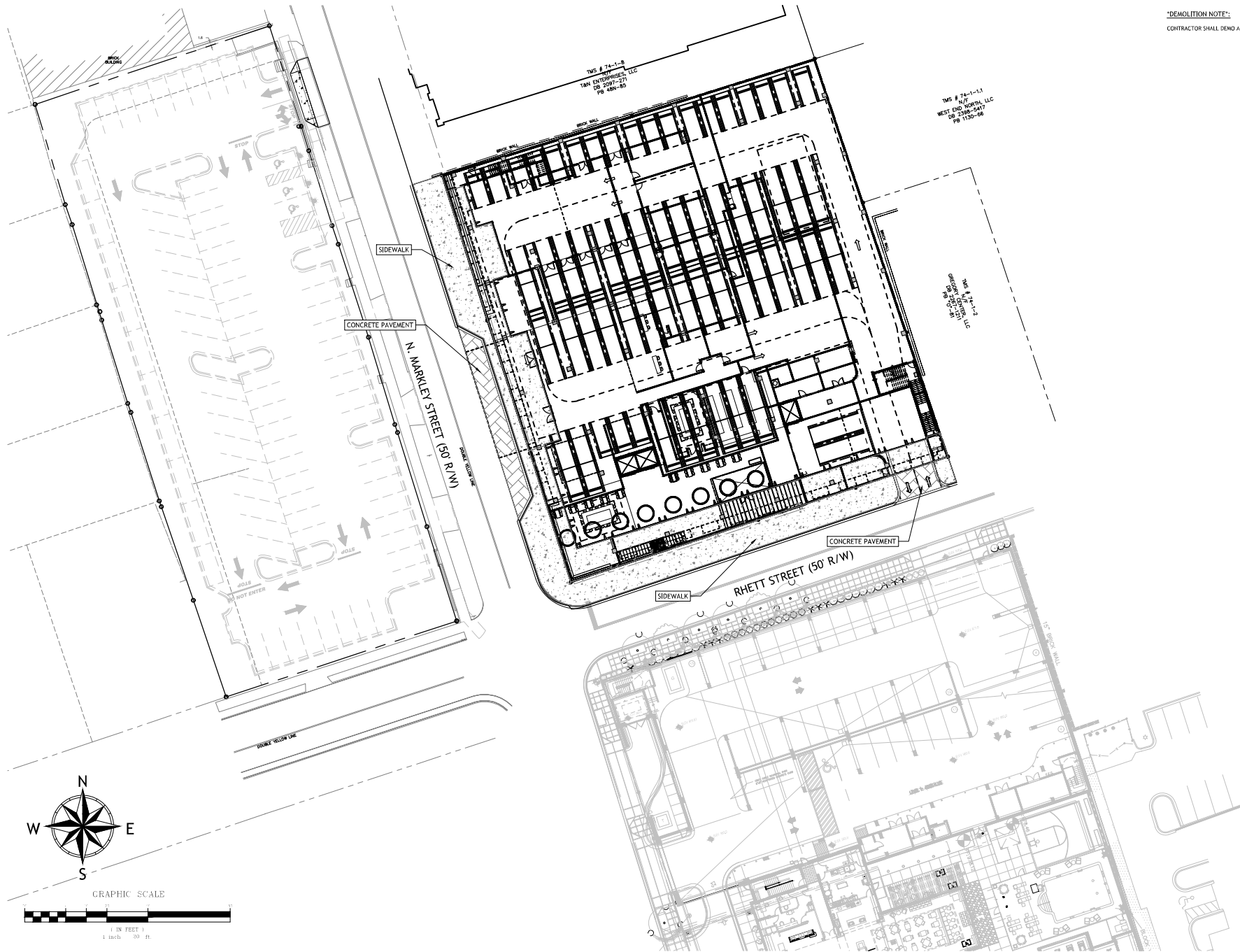
Bloom color N/A

Bloom time N/A

Leaf Color Green

Fall Color Yellow

Bark Exfoliating gray, orange brown and green-white



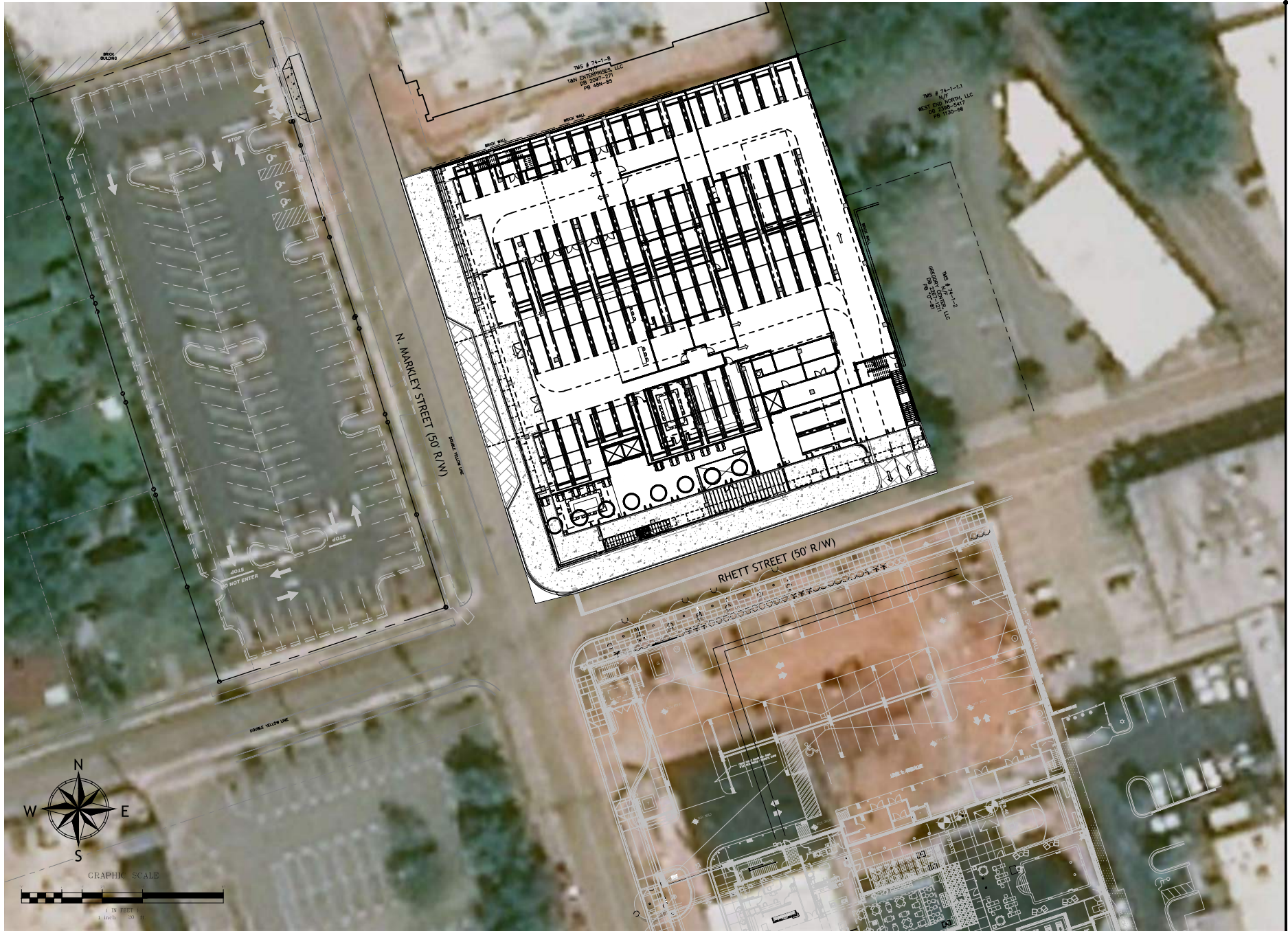
"DEMOLITION NOTE":
CONTRACTOR SHALL DEMO ALL EXISTING PAVEMENT

Project Number: 2019-0467
 DWG Name: 2019-0467 PT.dwg
 Drawing Date: 05/06/2019
 Date of Project: 7/31/2019
 Engineer of Record:
 Lynn A. Solodov, P.E.
 Bluewater Civil Design, LLC
 19 Washington Park, Suite 100 • Greenville, SC 29601
 www.bluewatercivil.com • info@bluewatercivil.com
 Certificates of Authorization:
 SC C00117 - CA #17080665
 NC 010100 - AL C-040602

Markley Street
 Greenville, SC

SITE PLAN

C101

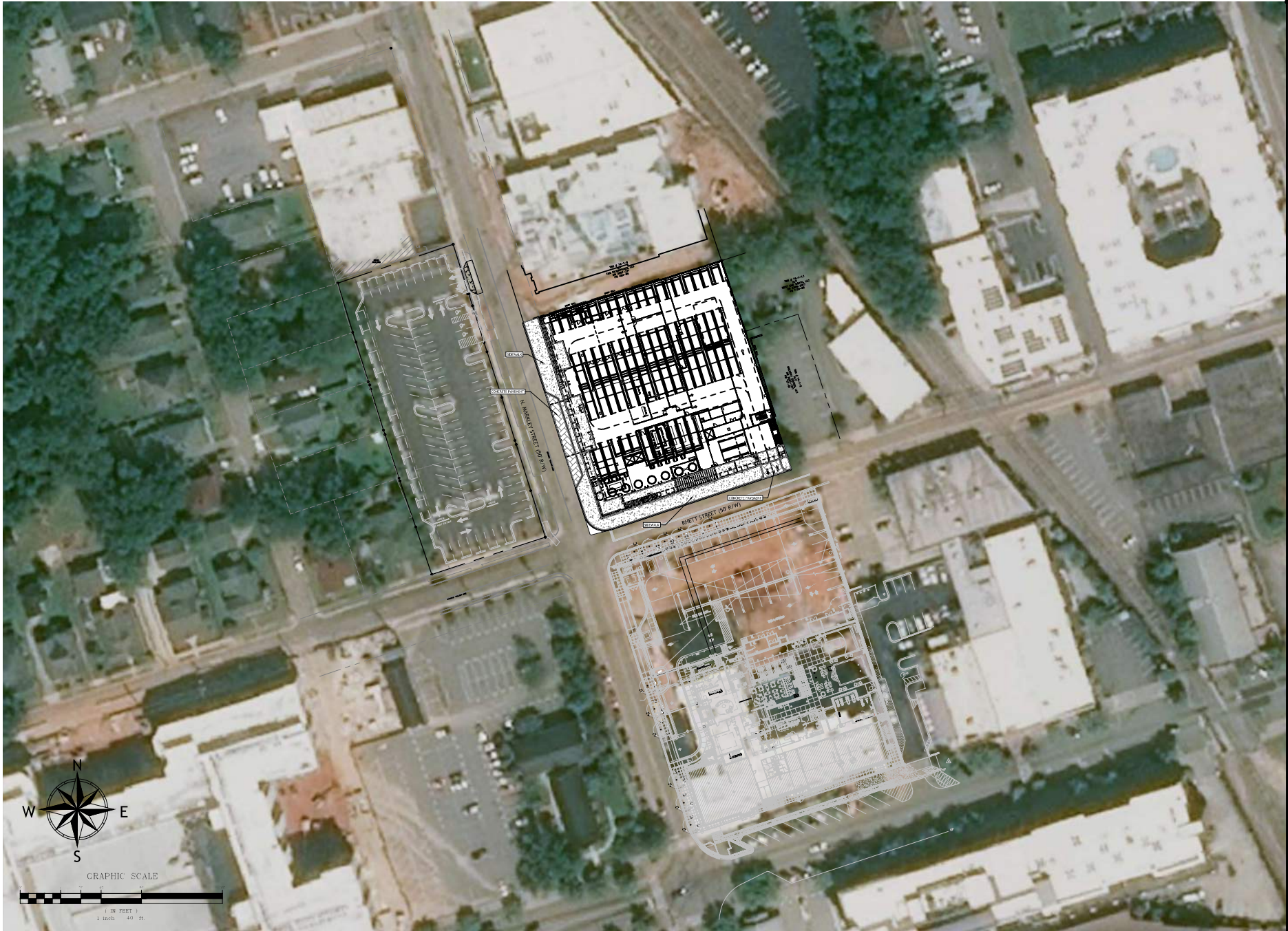


Project Number: 2015-042
DWG Name: 2015-042 P1.dwg
Drawing Date: 05/10/2015
Date of Project: 7/31/2015
Engineer of Record:
Lynn A. Solodov, P.E.
Bluewater Civil Design, LLC
19 Washington Park, Suite 100 • Greenville, SC 29601
www.bluewatercivil.com • info@bluewatercivil.com
Certificates of Authorization:
SC C00177 - CA #17000065
NC 01000 - AL C-000000

Markley Street
Greenville, SC

NO.	DATE	BY	DESCRIPTION
1	05/10/2015	LYN A. SOLODOV	Initial Design
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SITE PLAN
C102



Markley Street
Greenville, SC

NO.	DATE	BY	CHKD.	DESCRIPTION
1	05/06/2019	LS	LS	Initial Design
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SITE PLAN

C103



**Planning Staff Report to
Design Review Board - Urban
April 30, 2021
for the May 6, 2021 Public Hearing**

Docket Number:	CA 21-278
Applicant:	The Furman Company/Stephen Navarro
Property Owner:	United Community Bank
Property Location:	200 E. Camperdown Way
Tax Map Number:	006900-03-00100
Acreage:	1.891
Zoning:	C-4, Central Business District
Proposal:	Site Plan approval for the new Headquarters of United Community Bank
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 requests to demolish the current home of the Wyche Law Firm at 200 E. Camperdown Way and construct a new headquarters for the United Community Bank (UCB). Although only seeking site plan approval at this time, the structure will be 7 stories tall, which includes three partial stories of sub-terranean parking. A two-story retail bank branch will be located at the intersection of E. Camperdown Way and Falls Street, becoming the Church Street on-ramp. Most of the building will front Falls Street and overlook Falls Park.

The subject site, 200 E. Camperdown Way, is an oddly shaped, steep sloped, and moderately sized parcel that is bordered by roadways on all sides. The parcel is essentially located in the middle of the Church Street and Camperdown Way interchange.

Staff Analysis:

The new UCB headquarters will continue Downtown's expansion to the east along Falls Park. This general area has seen extensive private and public investment in the recent past with the Camperdown development, Grand Bohemian Hotel, and the related intersection improvements at Falls Street and E. Camperdown Way.

Building Placement and Massing

The architectural entrance to the structure will be located at the corner of E. Camperdown Way and Falls Street to complement the previously approved streetscape project at that intersection. This portion of the building is at a pedestrian scaled two-story height. The building moves to a taller massing, as it moves further into the site along the Falls Street on-ramp onto Church Street overlooking Falls Park.

The parking lot entry is located across from Calvin Street on E. Camperdown Way. Per the Downtown Master Plan, Calvin Street is envisioned to become an exit off of Church Street. Along with the reconstruction of the Falls Street and E. Camperdown Way intersection, further infrastructure improvements around Church Street could occur to remedy the unclear and dated interchange. The building is situated in such a manner to avoid conflicts with any potential infrastructure improvements.

Other Site Conditions

Based upon Page A010, Architectural Site Plan, the sidewalk along E. Camperdown Way will be improved to mimic the design previously approved adjacent to the Grand Bohemian Hotel and will include a wider sidewalk with tree wells. Given the grade change of the site, an adjacent stairway will be constructed in order to provide pedestrian access closer to the building.

Staff finds that the site plan is not compliant with Design Guideline PUB 1.7. This guideline details that two-way entrances should have a maximum curb cut width of 25 ft. The site entrance is currently designed as a three-lane with an approximate width of 37 ft. Staff finds that this entrance should be reduced to a two-lane width entry in order to promote pedestrian safety and encourage reduction of automobile speeds.

Staff also finds that the proposed sidewalk, extending from the building entrance to the Cleveland Street bridge, should be improved to include a 6-foot wide sidewalk with a 5-foot wide green strip, located between the sidewalk and the curb, in order to comply with Guidelines PUB 2.2 and 3.3. The street trees wells should also be continued along this section to promote pedestrian activation and safety.

The service area will be located off Falls Street directly across from the service area for the Grand Bohemian Hotel. Underground waste storage will be utilized instead of dumpsters.

Summary

Staff is supportive of the project and finds that the site plan generally complies with the applicable Downtown Design Guidelines. However, given this is for site plan approval only, elements of the architecture may indicate the need for modifications of the site plan in order to comply with applicable Downtown Design Guidelines.

Staff Recommendation

Staff recommends approval of the site plan with the following staff comments and conditions:

- 1. Site plan approval is contingent upon building architecture approval. The DRB maintains the right to require minor site plan modifications stemming from the review of the building.**

2. Reduction of the parking entrance from a 3-lane, 37 ft width entry to a 2-lane, 25 ft entry to comply with Guideline PUB 1.7.
3. The three side-by-side handicap spaces shall be revised in order to come into compliance with building code requirements.
4. The sidewalk, extending from the parking lot entrance to the Cleveland Street bridge, shall be reconstructed to have at least a 6-foot-wide sidewalk and 5-foot-wide landscaped green strip between the sidewalk and curb.
5. All appropriate ADA required accessibility materials shall be provided including truncated domes at pedestrian crossings and handicap space entries.
6. All changes per conditions shall be included within the design documents of the architecture application.
7. A traffic analysis form is required to be completed and submitted to Traffic Engineering.
8. This certificate of appropriateness (CA) is considered a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 Lapse of approval/vested rights and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension must be received by the applicant at least sixty (60) days before expiration, unless any change or amendment to the land development ordinance or regulations of the City of Greenville's Code of Ordinances were to be amended that would no longer allow execution of the site specific development plan. At any time during the two-year period or any subsequent Vested Rights extensions, the applicant may be granted a building permit from the City Building Official. Should the CA expire at any time prior to the application for a building permit, such permit shall not be issued until a current CA is provided.

DEPARTMENT COMMENTS AND CONDITIONS

Civil Engineer:

Recommend: Approve w/ Comments

Comments:

- 1) All proposed public and private improvements shall meet the requirements of Section 19-6.7 Site Development and Related Infrastructure of the City's Land Management Ordinance. The design and construction of the public and private infrastructure shall conform to all applicable federal and state regulations and the requirements of the City's design and specifications manual.
- 2) All improvements proposed within the City's public right of way shall be subject to the requirements of Articles I and II of Chapter 36 – Streets, Sidewalks and Other Public Places of the City of Greenville Code of Ordinances. As required, all improvements or construction activity performed within the public right of way require an approved encroachment permit.

- 3) A Site Plan Permit will be required for the development detailing the demolition, grading and stormwater, utility improvements and site access.
- 4) A traffic impact analysis will be required as a condition of site permit approval if the administrator determines that a proposed development will generate 100 or more traffic trips during the peak hour or if the administrator determines that a proposed development involving substantial improvement or change of use will generate 125 or more traffic trips during the peak hour. Improvements to the existing transportation infrastructure by a developer will be required as a condition of permit issuance if the projected level of service for the build-out year of the development descends below level "D" for any intersection within the study area as a result of the proposed development.
- 5) The improvements shall comply with Chapter 11 of the International Building Code for site accessibility. Per Section 1104, a minimum of one accessible route shall be provided from each site arrival point (public transportation stops, accessible parking, accessible passenger loading zones and public streets or sidewalks) to the accessible building entrance served. Additionally, an accessible route shall be provided within the site to connect accessible buildings, facilities, elements and spaces on the site.
- 6) The proposed access to E. Camperdown will operate poorly and have a poor level of service due to its proximity to the signalized intersection of E. Camperdown/Cleveland St/Church Street ramp. The City is currently working with the developer on modifications to the existing streets and signals to address the proposed access.
- 7) The City is currently in discussions with the developer of implementing streetscape enhancements (sidewalks, landscaping and lighting) along E. Camperdown and the east side of Falls Street to improve the overall aesthetics of the property frontage and improve pedestrian access to and around the building.

Environmental Engineer:

Recommend: Approve w/ Comments

Comments:

The application for the site permit will be reviewed more thoroughly when it is submitted. A sewer capacity request form should be submitted to the Environmental Engineering Division at your earliest convenience.

Traffic Engineer:

Recommend: Approve w/ Conditions

Comments:

Traffic Impact Analysis form is required for all proposed developments. It can be found at: <http://www.greenvillesc.gov/TrafficImpactAnalysis>. Please fill out and submit online.

New driveway alignment across from Calvin St. appears problematic as it does not allow for left turns from the side streets to move concurrently.

Traffic queue at the signal will impact the operation of the driveway during peak hours.

City Engineer:

Recommend: Approve w/ Comments

Comments:

Approved subject to conditions and requirements of the Civil, Traffic and Environmental Engineering divisions.

Parks & Recreation:

Recommend: Approve w/ Comments

Comments:

Final streetscape design must meet city standards and/or requirements of any future agreements regarding ownership, maintenance, irrigation, material selection, dimensioning, etc. This may necessitate a second review by DRB.

Fire Department:

Recommend: Approve w/ Comments

Comments:

Site access and truck movements have been shown in previous meetings. Please include at time of site permit submittal.

Applicable Design Guidelines:

PUB 1. Block Pattern

- 1.1 Connect new developments to existing sidewalks.
- 1.5 Locate vehicle access where conflicts with pedestrian circulation will be minimized. Provide access from an alley when feasible. If an alley access is not feasible, then use the street with the least pedestrian traffic.
- 1.6 If necessary, install a service drive located away from intersections and other areas with high levels of pedestrian traffic.

PUB 2. Pedestrian realm

- 2.1 The building transition zone should be at least 4 feet and should not encroach upon the minimum sidewalk width. Consult PUB 6. Building Transition Zone for additional guidelines.
- 2.2 The sidewalk zone should accommodate a continuous path of travel of at least 6 feet. In situations where it is not feasible to provide all pedestrian realm zones, prioritize the sidewalk zone. Consult PUB 3. Sidewalk Zone for additional guidelines.
- 2.3 The street furnishing and planting zone should share the same right of way and be a width of at least 5 feet. Consult PUB 4. Street Furnishing Zone for additional guidelines. Consult PUB 5. Planting Zone for additional guidelines.

- 2.4 Provide expanded sidewalk areas, or “plazas,” where conditions permit. Work within existing extended rights of way or consider expansions to existing sidewalks at strategic locations. These expanded areas also provide space for clustering street furniture.

PUB 3. Sidewalk zone

- 3.1 Connect all new sidewalks to the existing sidewalks.
- 3.2 Provide continuous sidewalks (or equivalent all-weather routes) along both sides of all vehicular rights of way.
- 3.3 Separate sidewalks from vehicular traffic by a planted area, which should be located a minimum of 5 feet from the street curb edge.
- 3.4 Construct sidewalks out of durable materials like concrete, brick and stone. This applies to standard, permeable and decoratively paved sidewalks.
- 3.5 Design all sidewalks to comply with the South Carolina Accessibility Standards and the Americans with Disabilities Act as amended.
- 3.6 In areas of high pedestrian traffic, implement sidewalk bulbouts at intersections to shorten pedestrian crossing time. The expanded sidewalk area created by bulbouts can be designed to incorporate elements of PUB 8. Publicly Accessible Parks and Plazas.

PUB 4. Street Furnishing Zone

- 4.1 Locate street furnishings in the furnishing zone within the Pedestrian Realm. Specifically, locate bike racks near intersections, building entries, and parks and open spaces. Locate pedestrian-oriented trash and recycling receptacles near street crossings, intersections and other high-traffic areas.
- 4.2 Site 50 percent of benches and other seating amenities in areas that receive midday shade.
- 4.3 Select street furnishings constructed of durable materials, including stone, finished wood and steel.
- 4.4 Establish and contribute to a coordinated and consistent vocabulary of street furnishings throughout downtown.

PUB 5. Planting zone

- 5.1 Hire a licensed professional landscape architect to address the project's plant health and appropriateness.
- 5.2 When placed near roadways, plantings should not interfere with sight lines to traffic, intersections and signs.
- 5.3 All planted areas should include a groundcover layer to help with long-term maintenance and water conservation.
- 5.4 When feasible, install the stormwater planting strategy that corresponds to the street's type in the Downtown Streetscape Master Plan. Specifically, use curbed stormwater planters on Ceremonial and Ceremonial Transition Streets. Use stormwater planters on Urban Fabric and Urban Fabric Transition Streets. Use open swale stormwater planters on Mobility Streets.

- 5.5 Encourage selection of species native to the South Carolina Piedmont region that have been proven to thrive in an urban condition.
- 5.6 Emphasize variety in site-wide planting strategies. For trees, the Greenville Zoning Ordinance requires that species vary a minimum amount in proportion to the number of trees planted. Achieving more diversity than the required minimum is recommended.
- 5.7 Prioritize species with rich human interest. The Downtown Streetscape Master Plan provides tree selections for streetscapes in downtown.
- 5.8 Prioritize species that provide high-quality habitat for native insects and animals.
- 5.9 Engineer soil profiles to support the specific needs of the proposed planting design. For trees, the minimum planting area should be 6'x6'. If adjacent hardscape restricts the amount of soil volume for the planting strategy, employ techniques such as engineered structural soil or Silva Cells (or equivalent) to achieve the soil volume needed for long-term plant health.
- 5.10 In highly trafficked urban areas, install physical measures to protect the roots of street trees. These measures could include architectural elements such as seat walls or steel railing. Discourage the use of tree grates, except in narrow areas or highly urban areas such as drop off areas and plazas. If installing tree grates, ensure that the tree opening can accommodate trees with large trunk diameters.

PUB 10. Walls, fencing, and screening

- 10.1 Design walls that occur in areas of high pedestrian usage so that they can comfortably provide seating for Downtown users. Seats should generally be between 16-20 inches in height, and 18 inches in depth.
- 10.2 Construct walls and fences from durable, lasting materials like concrete, steel, and stone, and ensure that they complement their corresponding building. If using stone, prioritize stone native to the South Carolina Piedmont, like granite. Consult PRI 6. Materiality for design guidelines that pertain to appropriate material selection.
- 10.3 If establishing a vegetative screen, prioritize species that are native to the South Carolina Piedmont.
- 10.4 Design walls and fences to complement the architectural character of adjacent buildings and appear as extensions of building walls and bases.

PUB 6. Building Transition Zone

- 6.1 Outdoor seating, café, dining, planting, and retail displays are encouraged in the building transition area.
- 6.2 The building transition zone abuts a building's façade and is at grade with the adjacent sidewalk.
- 6.3 Scale the building transition zone so that it does not encroach upon the minimum sidewalk width. Consult PUB 2. Pedestrian Realm for additional guidelines.
- 6.4 When establishing café seating in the building transition zone, consider separating seating areas from the sidewalk zone with movable barriers. For fencing barriers, use free-standing fencing constructed of durable materials like iron or wood. Fencing barriers should be between 30-40 inches high.

- 6.5 Seating area barriers may be composed exclusively of planters, provided that they contain well maintained, living plants. Planters must be between 25-30 inches high, though the plants within may exceed this height.
- 6.6 Select furnishings comprised of durable and lasting materials, including metal and finished wood. Emphasize lightweight and smaller furnishings that can be easily moved to maximize layout flexibility and user customization.
- 6.7 Confine umbrella canopies to the building transition zone area. Ensure that umbrellas are firmly anchored and engineered to withstand strong winds. Umbrellas may only contain advertisements for the establishment to which they belong.
- 6.8 Maintain access to the building entry. The building entry must be kept clear of obstructions.
- 6.9 Outdoor dining space located on corner lots shall not obstruct the sight distance triangle.
- 6.10 Business owner or outdoor dining operator shall maintain the outdoor dining space so that it is clean and tidy when not in use.
- 6.11 Outdoor dining furniture or appliances are not allowed to be stored in the public right of way.
- 6.SS **Steep Slopes:** The building transition zone abuts a building's façade and may be elevated above part of the sidewalk, provided that the entrance is accessible by a ramp.

PRI 1. Placement

- 1.1 Align building frontage along the sidewalk edge. The uniform alignment of building fronts along a block helps to define a street wall that provides a sense of enclosure and a comfortable scale for pedestrians.
- 1.2 Locate public areas such as lobbies, reception, retail and dining along building walls that face the street, alley or pedestrian cut-through so that they are highly visible and accessible.
- 1.3 Encourage alternative modes of transportation by installing bicycle racks where bike routes currently exist or are planned. Ensure that they are in a safe, convenient and well-lit location.
- 1.4 The use of existing on-street parking and parking structures is encouraged. When unavoidable, locate on-site parking where it will not constrain pedestrian activity; for example, to the rear or interior of the property.

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.
- 2.2 Use lower scale buildings or building elements to transition to taller buildings towards lower scale buildings on adjacent properties.
- 2.3 At the street wall, new construction and additions should maintain the historic scale of two to five stories in height or a maximum of 50 feet.

- 2.4 If a building must be significantly taller than the buildings surrounding it, preserve the continuity of the street wall by stepping back the upper floors of the taller building a minimum of 20 feet from the front façade line.
- 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 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 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.



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:	Stephen Navarro, The Furman Co.	United Community Bank
*Title:	President	
*Address:	101 N Main St, Greenville, SC 29601	125 Hwy 515 E, Blairsville, GA 30512
*Phone:	864-242-5151	706-745-2151
*Email:	snavarro@furmanco.com	

PROPERTY INFORMATION

*STREET ADDRESS 200 East Camperdown Way _____

*TAX MAP #(S) 0069000300100 _____

*SPECIAL DISTRICT No _____

DESCRIPTION OF REQUEST

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

Site Plan Review for proposed development at 200 East Camperdown Way

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).

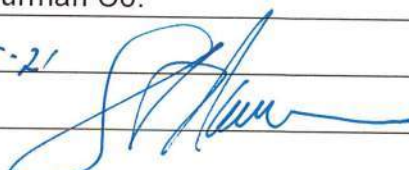
6. Please read carefully:

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.

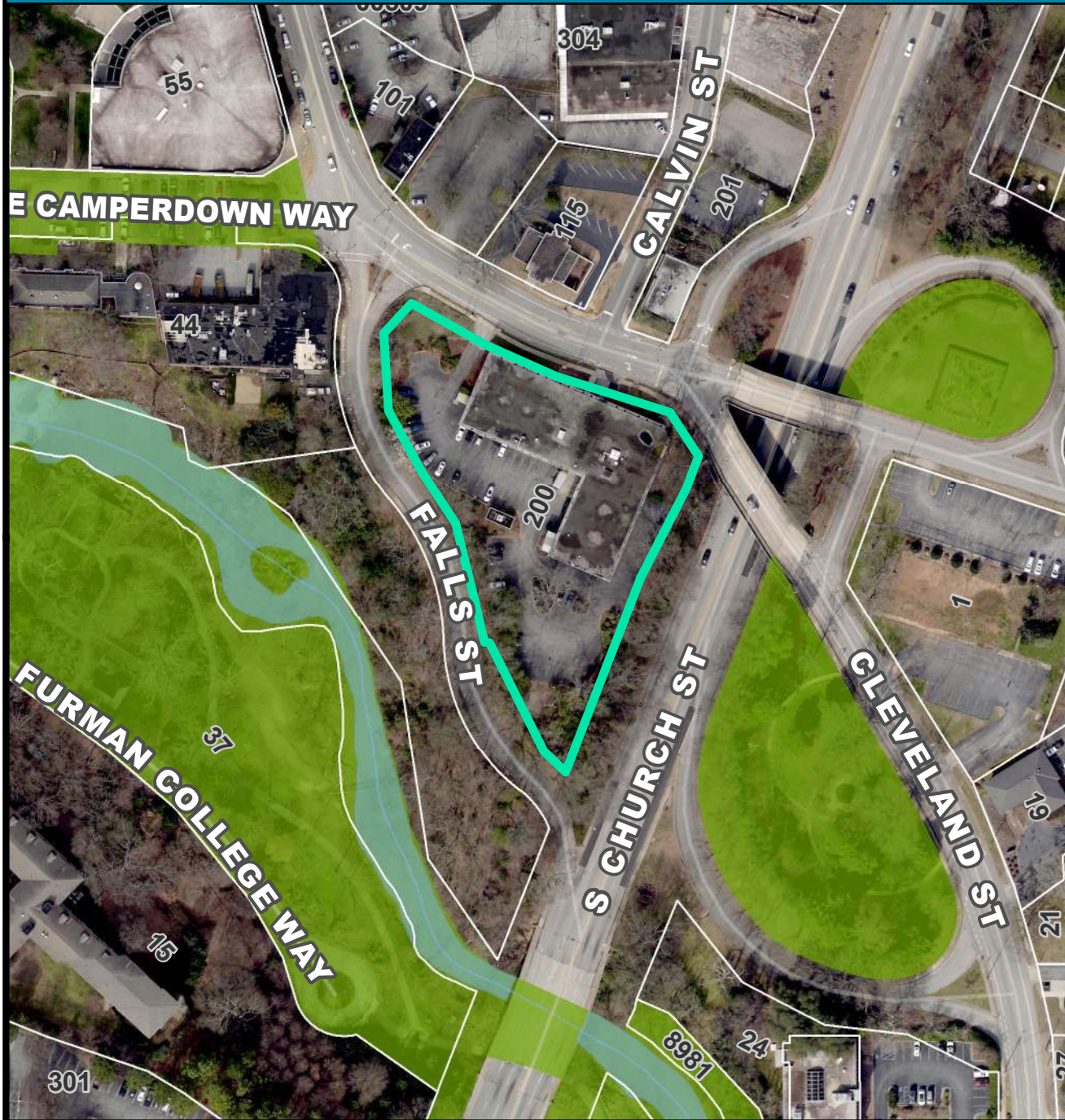
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will 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 X restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

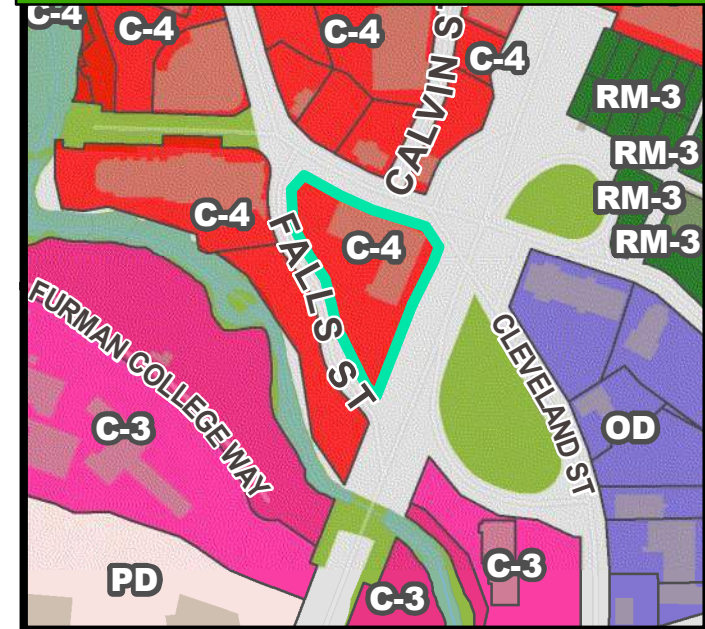
*Signatures	
Applicant	The Furman Co.
Date	4-5-21
Property Owner/Authorized Agent	
Date	
Public Hearing Information	
Public Hearing Signs	

CA 21-278 • 200 E. CAMPERDOWN WAY

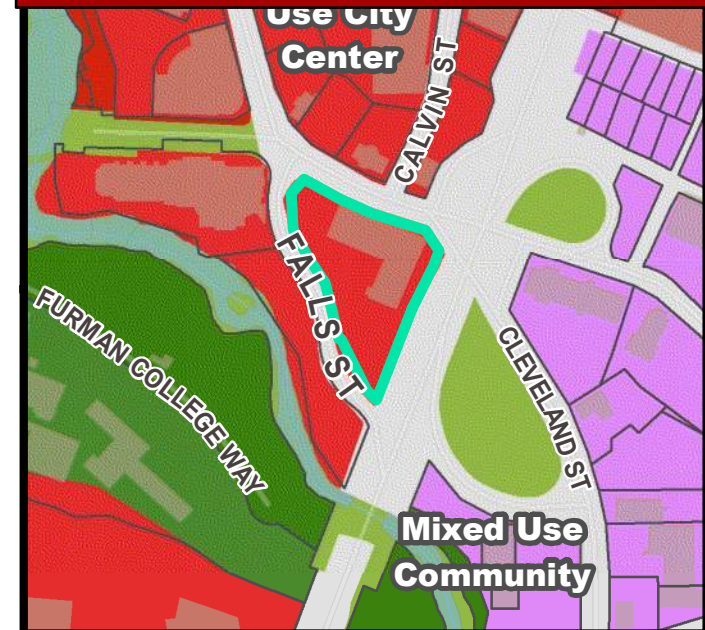
AERIAL VIEW



CURRENT ZONING

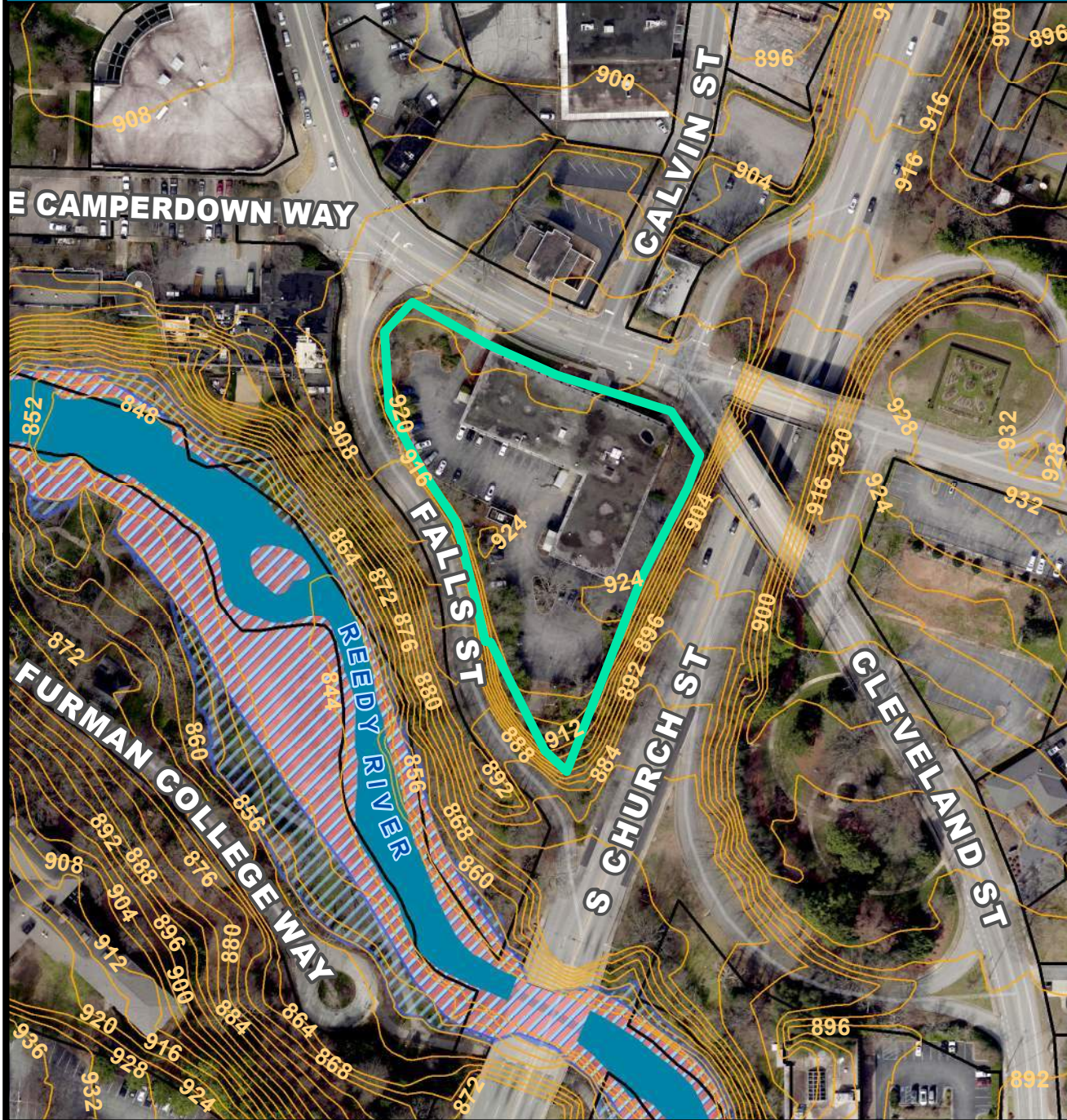


FUTURE LAND USE

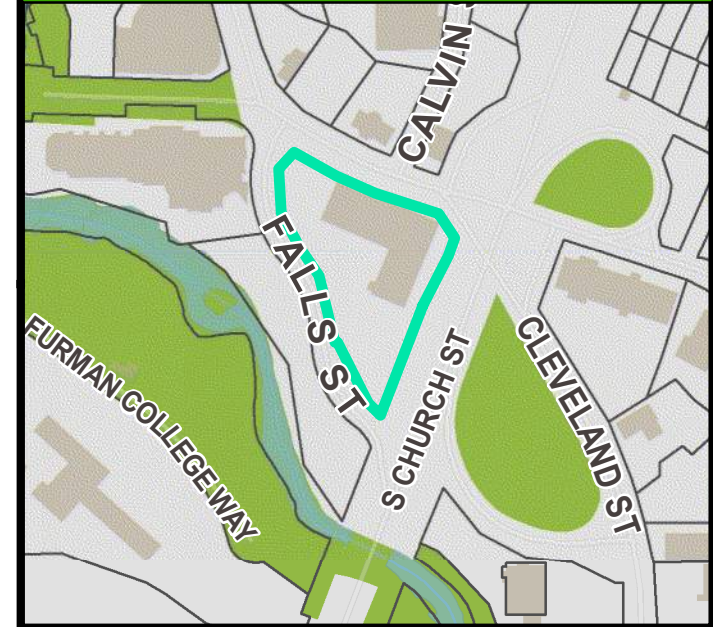


CA 21-278 • 200 E. CAMPERDOWN WAY

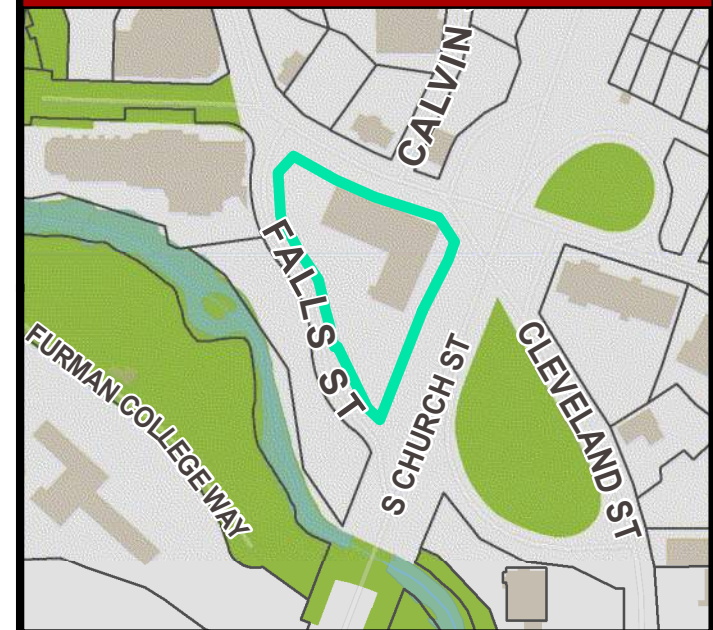
NATURAL / ENVIRONMENTAL FEATURES

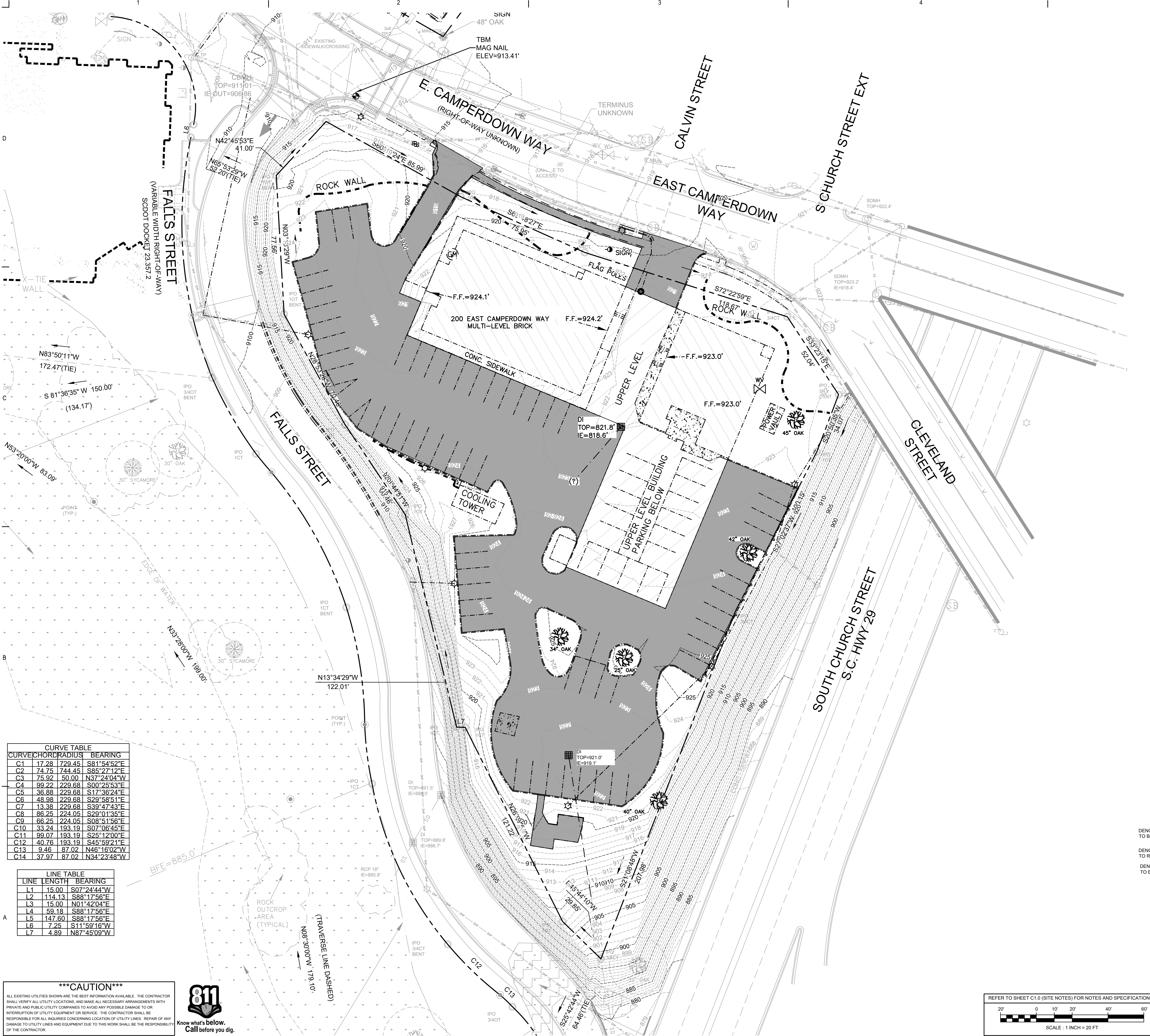


SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





CURVE TABLE			
CURVE	CHORD	RADIUS	BEARING
C1	17.28	729.45	S81°54'52"E
C2	74.75	744.45	S85°27'12"E
C3	75.92	50.00	N37°24'04"W
C4	99.22	229.68	S00°25'53"E
C5	36.88	229.68	S17°36'24"E
C6	48.98	229.68	S29°58'51"E
C7	13.38	229.68	S39°47'43"E
C8	86.25	224.05	S29°01'35"E
C9	66.25	224.05	S08°51'56"E
C10	33.24	193.19	S07°06'45"E
C11	99.07	193.19	S25°12'00"E
C12	40.76	193.19	S45°59'21"E
C13	9.46	87.02	N46°16'02"W
C14	37.97	87.02	N34°23'48"W

LINE TABLE		
LINE	LENGTH	BEARING
L1	15.00	S07°24'44"W
L2	114.13	S88°17'56"E
L3	15.00	N01°42'04"E
L4	59.18	S88°17'56"E
L5	147.60	S88°17'56"E
L6	7.25	S11°59'10"W
L7	4.89	N87°45'09"W

CAUTION
ALL EXISTING UTILITIES SHOWN ARE THE BEST INFORMATION AVAILABLE. THE CONTRACTOR SHALL VERIFY ALL UTILITY LOCATIONS, AND MAKE ALL NECESSARY ARRANGEMENTS WITH PRIVATE AND PUBLIC UTILITY COMPANIES TO AVOID ANY POSSIBLE DAMAGE TO OR INTERRUPTION OF UTILITY EQUIPMENT OR SERVICE. THE CONTRACTOR SHALL BE RESPONSIBLE FOR ALL INQUIRIES CONCERNING LOCATION OF UTILITY LINES. REPAIR OF ANY DAMAGE TO UTILITY LINES AND EQUIPMENT DUE TO THIS WORK SHALL BE THE RESPONSIBILITY OF THE CONTRACTOR.



LEGEND

- DENOTES EXISTING ITEM TO BE REMOVED
- DENOTES EXISTING ITEM TO REMAIN
- DENOTES PAVEMENT TO BE REMOVED



SEALS

THE FURMAN CO.

PROJECT SPRUCE

GREENVILLE, SC

SHEET ISSUE:	NO.	DATE	DESCRIPTION	BY
0	03/31/2021		ISSUE FOR REVIEW	MPM

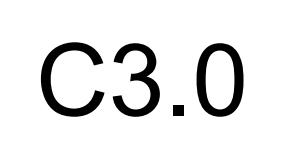
PRINCIPAL IN CHARGE: JAC
PROJECT ENGINEER: JAC
DRAWN BY: MPM

SHEET TITLE:

DEMOLITION PLAN

SHEET NO.

C2.0

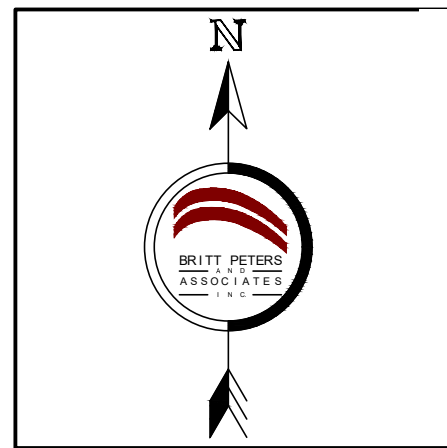
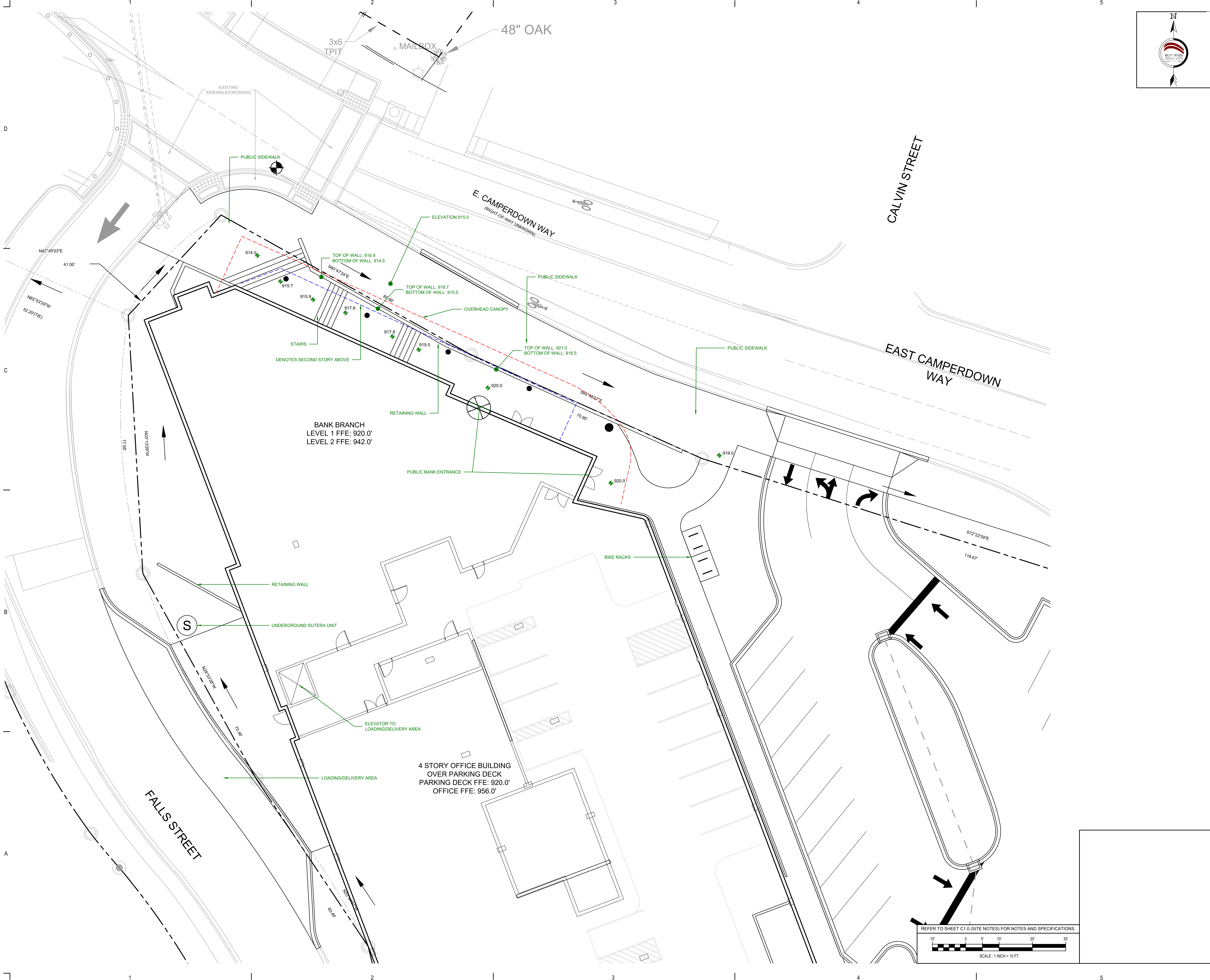


REFER TO SHEET C1.0 (SITE NOTES) FOR NOTES AND SPECIFICATIONS.

20' 0 10' 20' 40' 60'

SCALE : 1 INCH = 20 FT

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SEALS

THE FURMAN CO.
PROJECT SPRUCE
GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
0	03/31/2021	ISSUE FOR REVIEW	MPM

NOT FOR CONSTRUCTION

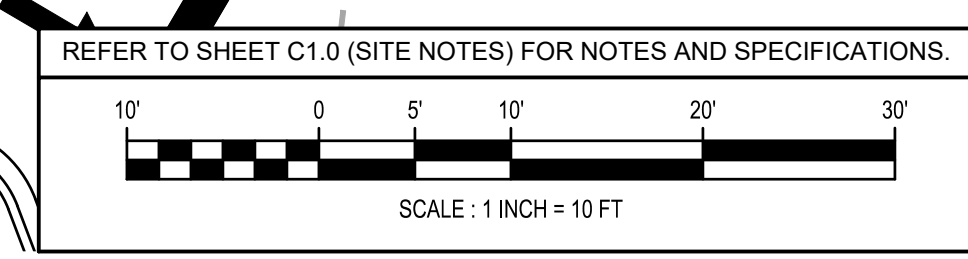
PRINCIPAL IN CHARGE: JAC
PROJECT ENGINEER: JAC
DRAWN BY: MPM

SHEET TITLE:

PARTIAL SITE PLAN

SHEET NO.

C3.1



OWNER'S REPRESENTATIVE: THE FURMAN CO.
OFFICE BUILDING AT 200 CAMPERDOWN WAY
GREENVILLE, SOUTH CAROLINA

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	02 APR 2021	ESTIMATING	DKR

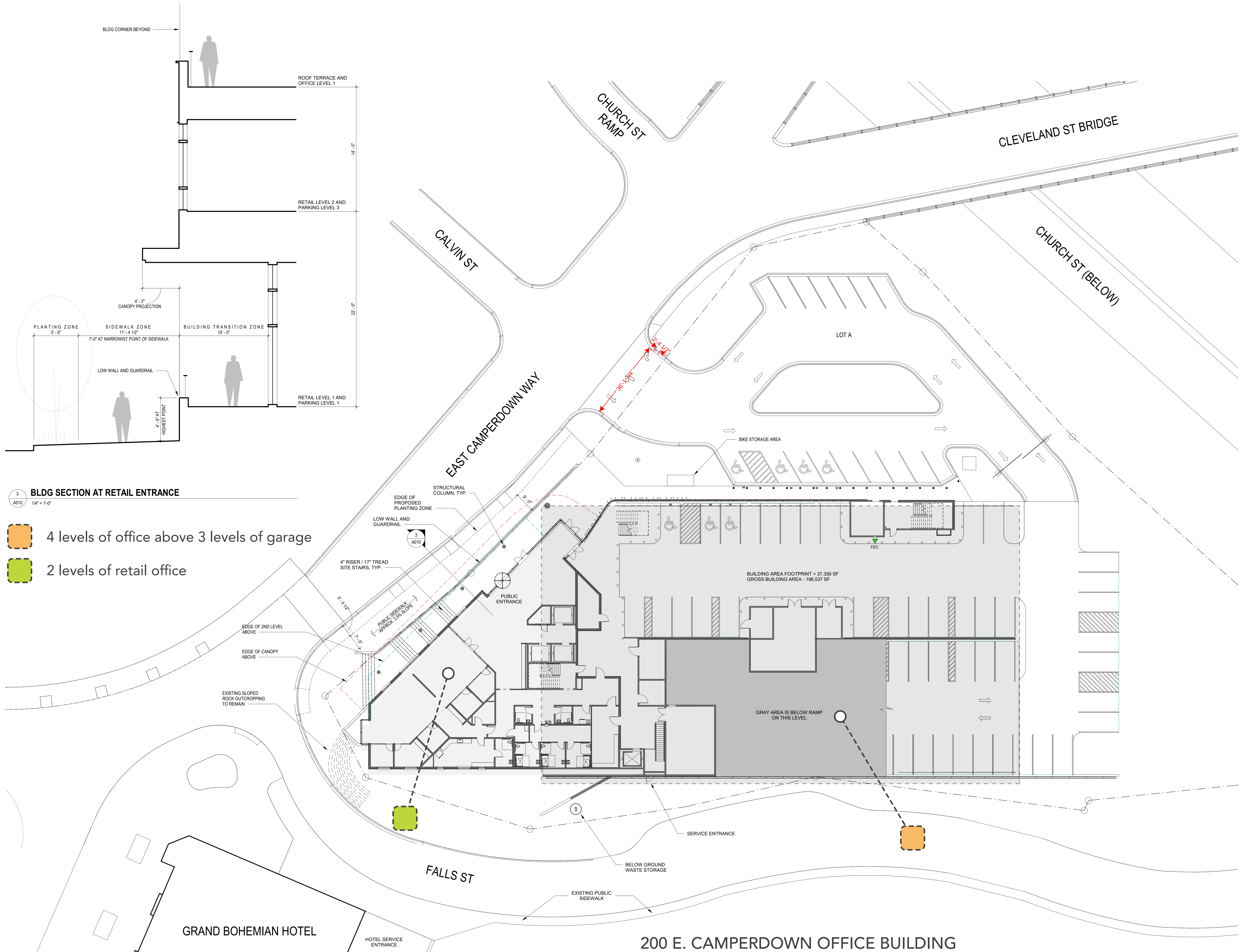
NOT FOR CONSTRUCTION

PRINCIPAL IN CHARGE: J.K.J.
PROJECT ARCHITECT: J.T.D.R.
DRAWN BY: J.O.

SHEET TITLE:
ARCHITECTURAL
SITE PLAN

SHEET NO. PROJ. NO.
A010 020394.00

A010



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View approaching Cleveland St bridge from the southeast



View of hotel service area on Falls St



View from Cleveland St bridge from the southeast



View of east side of E. Camperdown Way



View approaching Falls St from hotel plaza



View facing SW on Falls St



Construction progress of plaza side of Bohemian Hotel



View of site from E. Camperdown Way bridge



View across E. Camperdown Way



View across E. Camperdown Way



Aerial view of East Downtown district as proposed in City of 2019 Greenville Downtown Masterplan



Bowater Building at corner of Falls St and E. Camperdown Way



Construction progress of SE corner of Bohemian Hotel

OWNER'S REPRESENTATIVE: THE FURMAN CO.

OFFICE BUILDING AT 200 CAMPERDOWN WAY

GREENVILLE, SOUTH CAROLINA

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY

PRINCIPAL IN CHARGE: JY/DR
PROJECT ARCHITECT: Author
DRAWN BY:

SHEET TITLE:
DRB CONTEXT
IMAGES

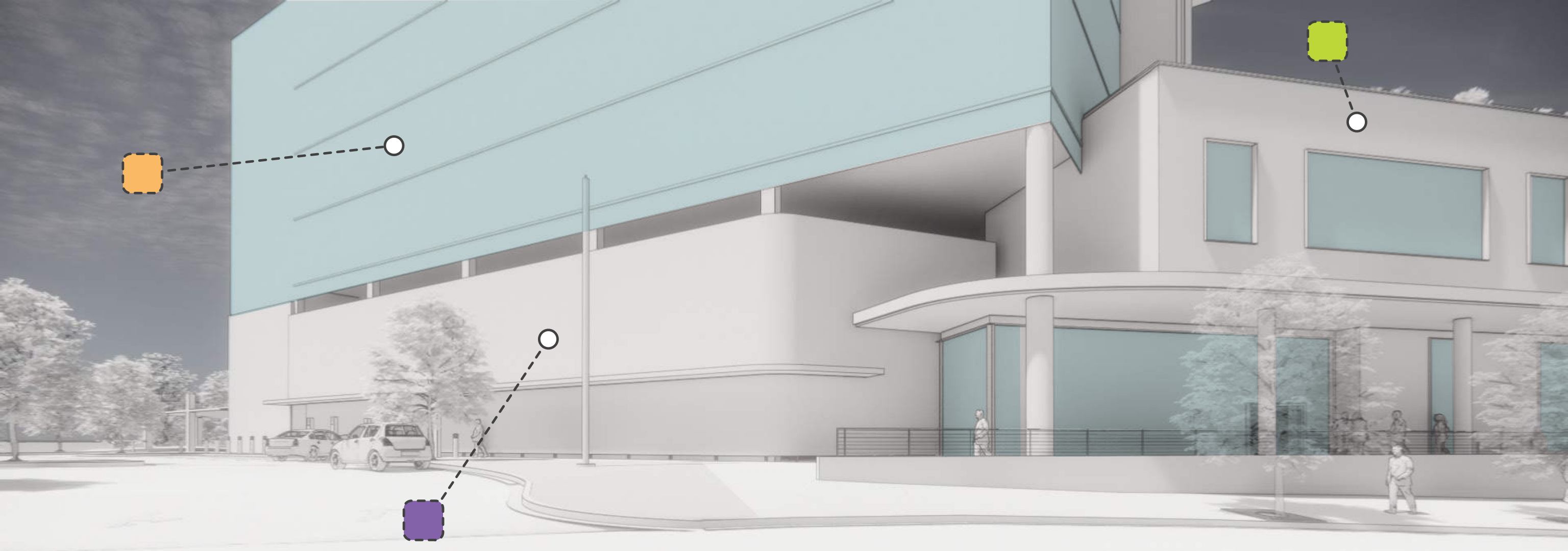
SHEET NO. PROJ. NO.
020394.00

A011



-  4 levels of office above 3 levels of garage
-  2 levels of retail office
-  3 levels of garage
-  glazed facade

200 E. CAMPERDOWN OFFICE BUILDING
SITE PLAN REVIEW SUBMITTAL - APRIL 5, 2021



4 levels of office above 3 levels of garage



2 levels of retail office



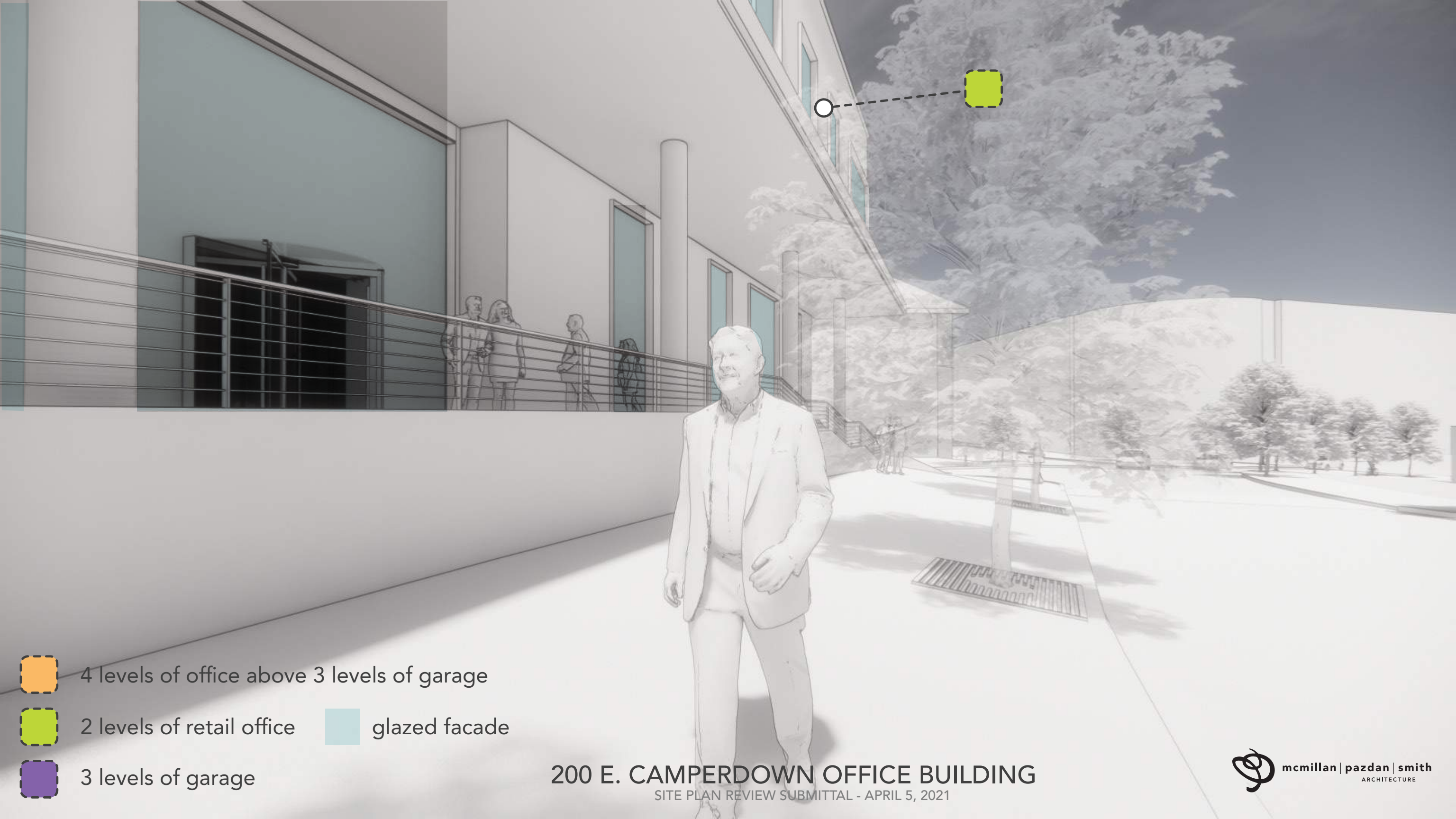
glazed facade



3 levels of garage

200 E. CAMPERDOWN OFFICE BUILDING

SITE PLAN REVIEW SUBMITTAL - APRIL 5, 2021



4 levels of office above 3 levels of garage



2 levels of retail office



glazed facade



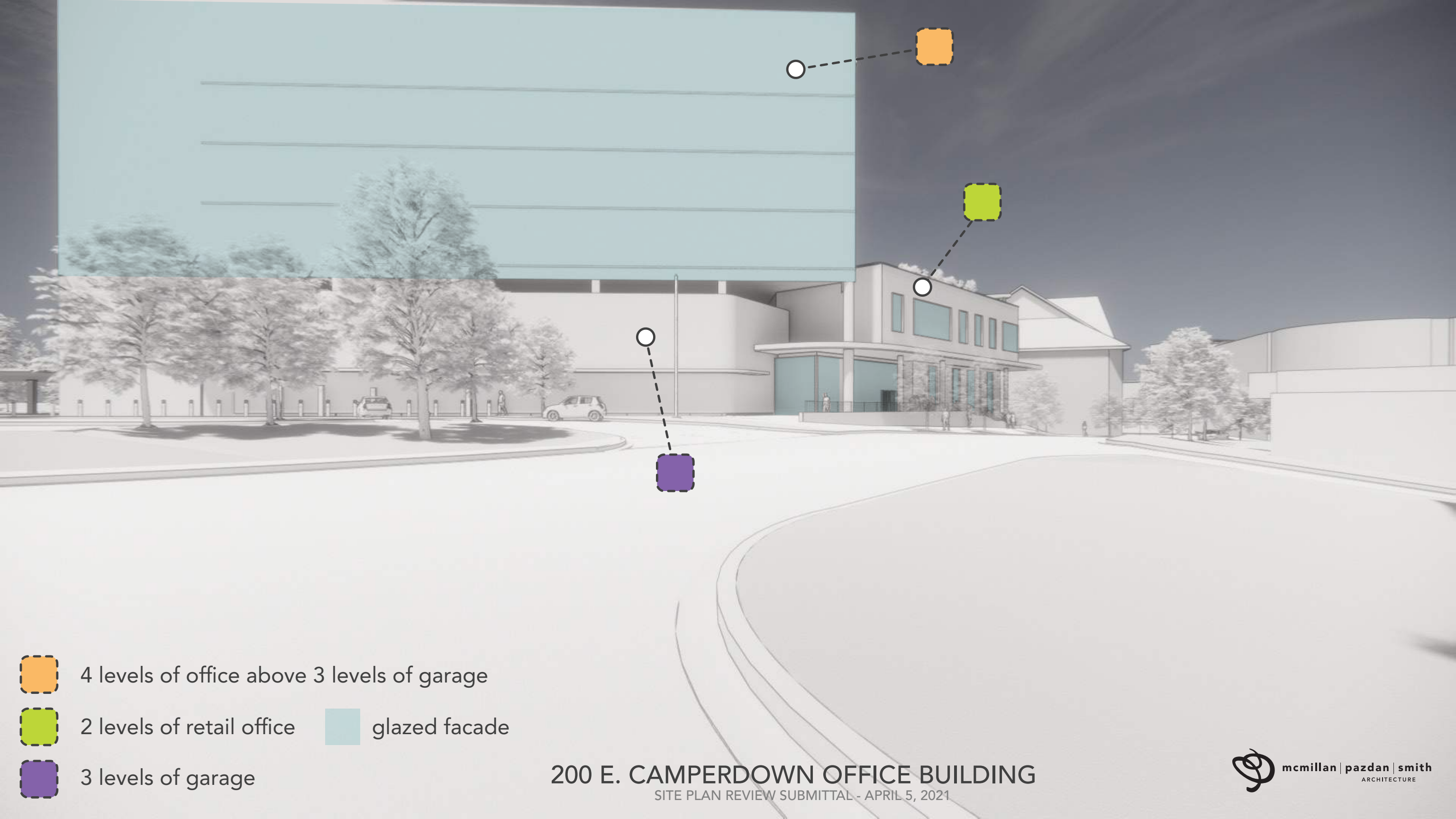
3 levels of garage

200 E. CAMPERDOWN OFFICE BUILDING

SITE PLAN REVIEW SUBMITTAL - APRIL 5, 2021



mcmillan | pazdan | smith
ARCHITECTURE



4 levels of office above 3 levels of garage



2 levels of retail office



glazed facade



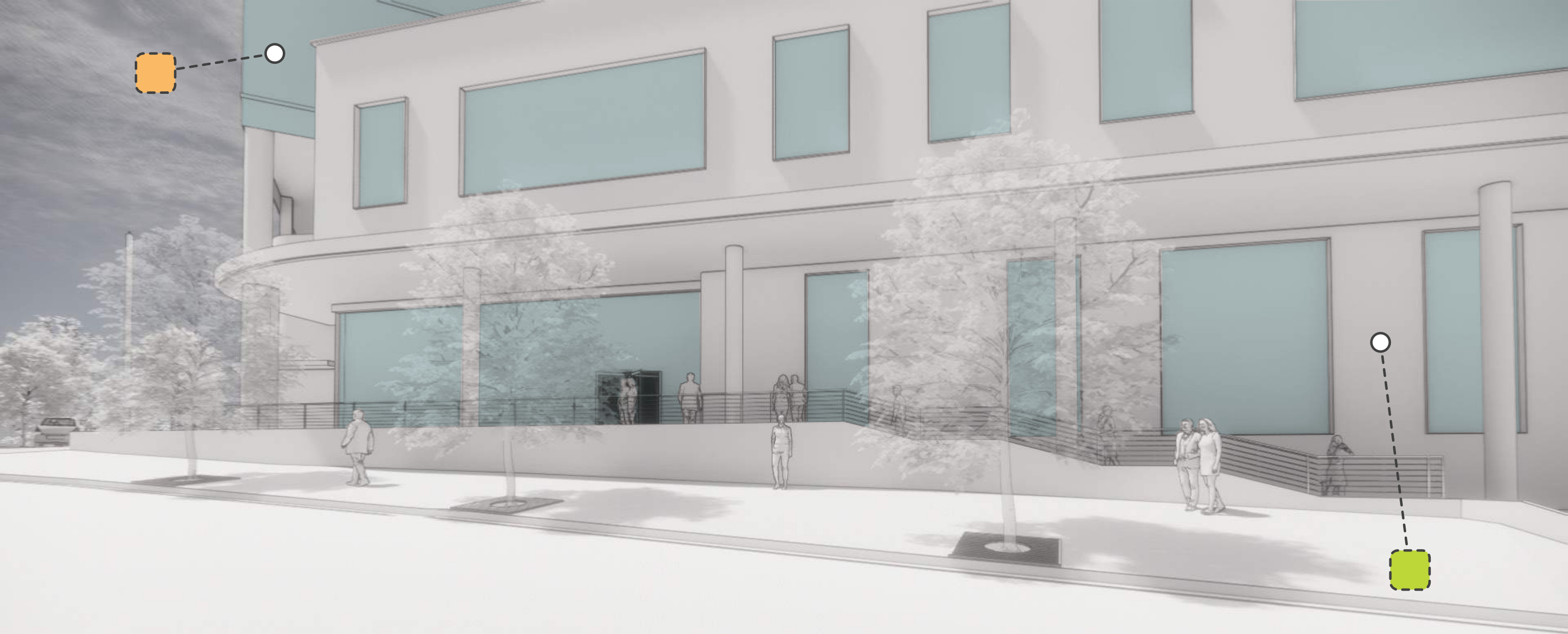
3 levels of garage

200 E. CAMPERDOWN OFFICE BUILDING

SITE PLAN REVIEW SUBMITTAL - APRIL 5, 2021



mcmillan | pazdan | smith
ARCHITECTURE



4 levels of office above 3 levels of garage



2 levels of retail office



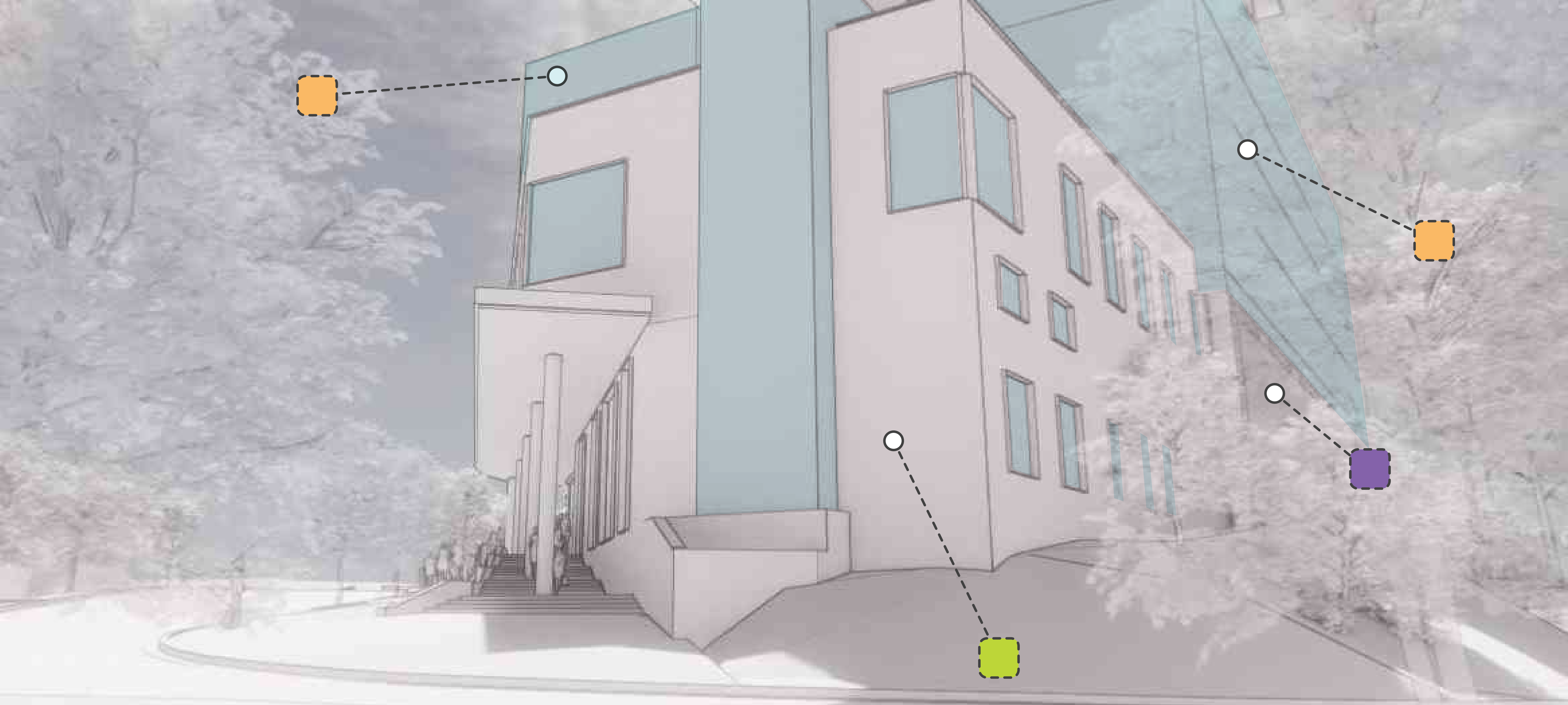
glazed facade



3 levels of garage

200 E. CAMPERDOWN OFFICE BUILDING

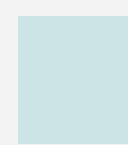
SITE PLAN REVIEW SUBMITTAL - APRIL 5, 2021



4 levels of office above 3 levels of garage



2 levels of retail office



glazed facade



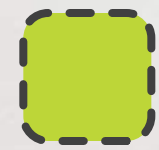
3 levels of garage

200 E. CAMPERDOWN OFFICE BUILDING

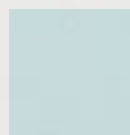
SITE PLAN REVIEW SUBMITTAL - APRIL 5, 2021



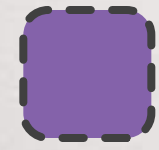
4 levels of office above 3 levels of garage



2 levels of retail office



glazed facade



3 levels of garage

200 E. CAMPERDOWN OFFICE BUILDING

SITE PLAN REVIEW SUBMITTAL - APRIL 5, 2021



mcmillan | pazdan | smith
ARCHITECTURE



**Planning Staff Report to
Design Review Board - Urban**

April 30, 2021

for the May 6, 2021 Public Hearing

Docket Number:	CA 21-279
Applicant:	City of Greenville/Craig Brown
Property Owner:	City of Greenville
Property Location:	Field Street from S. Markley Street to railroad crossing
Tax Map Number:	n/a
Zoning:	C-4, Central Business District
Proposal:	CERTIFICATE OF APPROPRIATENESS FOR STREETSCAPE
Staff Recommendation:	Approve with conditions and comments

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Application Request:

The applicant requests site and landscape modifications to Field Street.

The proposed modifications include:

- Removal of the asphalt drive, asphalt parking, existing sidewalks, curbing, plantings, and all associated utility work on Field Street between Augusta Street and S. Markley Street.
- A new vehicular / pedestrian street will be installed to function as an event space and low-speed drive.
- Event space will include asphalt and paver street, concrete and paver sidewalks, retractable bollards, lighting, furnishings, trees and shrubs, signage, and all associated utilities.

Staff Analysis:

Staff is generally supportive of the proposed modifications and welcomes the additional events and activity that these modifications are designed to attract. The removal of an auto-centric street is a vast improvement to the pedestrian experience and will create a unique identity that will further define the West End.

The application appears to generally conform with several Downtown Design Guidelines including those for sidewalks, pedestrian realm, and the planting zone. However, staff finds that the proposed light fixtures are not pedestrian-oriented and should be modified in order to address the pedestrian realm.

Therefore, staff recommends approval with staff comments and conditions of the proposed site modifications, based on the following:

1. The streetlight fixtures to be chosen shall be pedestrian-oriented and be of a similar design found elsewhere Downtown.
2. A final landscape plan must be submitted and approved by staff that addresses street furnishings and plantings. Street furnishings should be located, at a minimum, within the street furnishing zone between parallel stalls and the pedestrian path of travel. Additionally, locate bike racks near intersections, building entrances, or other convenient open areas. Trash and recycling bins should also be located at street crossings, intersections, or other high pedestrian traffic areas.
3. Applicant shall provide benches or seating, with at least 50% being located in areas which receive midday shade.
4. Applicant shall provide at least three distinct tree species as required per 19-6.2. The number of trees and shrubs being installed does trigger the requirement for multiple species types. Monocultures of trees are not permitted.
5. Irrigation of all planting areas must be supplied and maintained.
6. Tree soil volumes are particularly small in this design; therefore, the applicant must supply employ techniques such as Silva Cells (or equivalent) to achieve the soil volume necessary for long term tree health.
7. Where feasible design should look for opportunities to address storm water needs via planting beds, bioswales, etc.
8. Applicant must provide proof that aerial access for fire does not occur along Field Street. Per fire code, any structures which require aerial access will require street trees to be ornamentals, spaced at 20' o.c. No shade trees will be permitted in these areas.
9. Ros 378, rosa x radrazz "Knock-out roses" are not recommended and will not be approved for city-maintained areas.
10. It is recommended for high traffic areas the trees be protected from vehicular and pedestrian damage with seat walls. Seat walls around trees would also suffice as a required seating option.
11. There is a clearly defined separation between the Field street project and the adjacent mixed-use building to the SE. Applicant is asked to consider opportunities to reduce that barrier and provide a more open transitional zone between the two projects.
12. Applicant is asked to consider additional visual designation / separation between parallel parking areas and pedestrian block crossings.
13. Nothing in the streetscape plans can be included that diminishes the conspicuity of the railroad crossing. This is a safety issue, and the crossing must be properly signed and lit to alert vehicles and pedestrians to the presence of a train.
14. This certificate of appropriateness (CA) is considered a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 Lapse of approval/vested rights and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension must be received by the applicant at least sixty (60) days before expiration, unless any change or amendment to the land development ordinance or regulations of the City of

Greenville's Code of Ordinances were to be amended that would no longer allow execution of the site specific development plan. At any time during the two-year period or any subsequent Vested Rights extensions, the applicant may be granted a building permit from the City Building Official. Should the CA expire at any time prior to the application for a building permit, such permit shall not be issued until a current CA is provided.

DEPARTMENT COMMENTS AND CONDITIONS

Civil Engineer:

Recommend: Approve w/ Comments

Comments:

- 1) All proposed public and private improvements shall meet the requirements of Section 19-6.7 Site Development and Related Infrastructure of the City's Land Management Ordinance. The design and construction of the public and private infrastructure shall conform to all applicable federal and state regulations and the requirements of the City's design and specifications manual.
- 2) All improvements proposed within the City's public right of way shall be subject to the requirements of Articles I and II of Chapter 36 – Streets, Sidewalks and Other Public Places of the City of Greenville Code of Ordinances. As required, all improvements or construction activity performed within the public right of way require an approved encroachment permit.
- 3) A Site Plan Permit will be required for the development detailing the demolition, grading and stormwater, utility improvements and site access.
- 4) The improvements shall comply with Chapter 11 of the International Building Code for site accessibility. Per Section 1104, a minimum of one accessible route shall be provided from each site arrival point (public transportation stops, accessible parking, accessible passenger loading zones and public streets or sidewalks) to the accessible building entrance served. Additionally, an accessible route shall be provided within the site to connect accessible buildings, facilities, elements and spaces on the site.
- 5) The streetscape design and details shall be approved via a site permit. More information is needed on the paver materials, elevations, and construction details.

Traffic Engineer:

Recommend: Approve w/ Conditions

Comments:

Nothing in the streetscape plans can be included that diminishes the conspicuity of the railroad crossing. This is a safety issue, and the crossing must be properly signed and lit to alert vehicles and pedestrians to the presence of a train.

City Engineer:

Recommend: Approve w/ Comments

Comments:

Recommend approval subject to the applicant satisfying all conditions and requirements of the Civil, Traffic and Environmental Engineering divisions.

Parks & Recreation:

- Street furnishings should be located, at a minimum, within the street furnishing zone between parallel stalls and the pedestrian path of travel. Additionally, locate bike racks near intersections, building entrances, or other convenient open areas. Trash and recycling bins should also be located at street crossings, intersections, or other high pedestrian traffic areas.
Provide benches or seating, with at least 50% being located in areas which receive midday shade.
- Select street furnishings consistent with the design, city standards, and made of durable materials.
- Site furnishings provided are consistent with city's standards for durability
- Per fire code, any structures which require aerial access will require street trees to be ornamentals, spaced at 20' o.c. No shade trees will be permitted.
- The number of trees and shrubs being installed does trigger the requirement for multiple species types. Monocultures are trees are not permitted. At least three distinct species are required per 19-6.2
- Ros 378, rosa x radrazz "Knock-out roses" are not recommended and will not be approved for city-maintained areas.
- Irrigation of all planting areas must be supplied and maintained
- Where feasible look for opportunities to address storm water needs via planting beds, bioswales, etc.
- It is recommended for high traffic areas the trees be protected from vehicular and pedestrian damage with seat walls. Seat walls around trees would also suffice for required seating options.
- Consider additional visual designation / separation between parallel parking areas and pedestrian block crossings

Applicable design guidelines follow below.

PUB 2. Pedestrian Realm

- 2.3 The street furnishings and planting zone should share the same right of way and be a width of at least 5 feet.
- 2.4 Provide expanded sidewalk areas or 'plazas' where conditions permit. Work within existing extended rights of way or consider expansions to existing sidewalks at strategic locations. These expanded areas also provide space for clustering street furniture.

PUB 3. Sidewalk Zone

- 3.1 Connect all new sidewalks to the existing sidewalks.
- 3.2 Provide continuous sidewalks (or equivalent all-weather routes) along both sides of all vehicular rights of way.
- 3.3 Separate sidewalks from vehicular traffic by a planted area, which should be located a minimum of 5 feet from the street curb edge.
- 3.4 Construct sidewalks out of durable materials like concrete, brick and stone. This applies to standard, permeable and decoratively paved sidewalks.

PUB 4. Street Furnishing Zone

- 4.1 Locate street furnishings in the furnishing zone within the Pedestrian Realm. Specifically, locate bike racks near intersections, building entries, and parks and open spaced. Locate pedestrian oriented trash and recycling receptacles near street crossings, intersections and other high traffic areas.
- 4.2 Site 50 percent of benches and other seating amenities in areas that receive midday shade.
- 4.3 Select street furnishings constructed of durable materials, including stone, finished wood, and steel.
- 4.4 Establish and contribute to a coordinated and consistent vocabulary of street furnishings throughout downtown.

PUB 5. Planting Zone

- 5.3 All planted areas should include a groundcover layer to help with long-term maintenance and water conservation.
- 5.5 Encourage selection of species native to the South Carolina Piedmont region that have been proven to thrive in an urban condition.
- 5.6 Emphasize variety in site-wide planting strategies. For trees, the Greenville Zoning Ordinance requires that species vary a minimum amount in proportion to the number of trees planted. Achieving more diversity than the required minimum is recommended.
- 5.7 Prioritize species rich with human interest. The Downtown Streetscape Master Plan provides tree selections for streetscapes in downtown.
- 5.9 Engineer soil profiles to support the specific needs of the proposed planting design. For trees, the minimum planting area should be 6' x 6'. If adjacent hardscape restricts the amount of soil volume for the planting strategy, employ techniques such as engineered structural soil or Silva Cells (or equivalent) to achieve the soil volume need for long-term plant health.
- 5.10 In highly trafficked urban areas, install physical measures to protect the roots of street trees. These measures could include architectural elements such as seat walls or steel railing. Discourage the use of tree grates, except in narrow areas or highly urban areas such as drop off areas and plazas. If installing tree grates, ensure that the tree opening can accommodate trees with large trunk diameters.

PUB 6. Building Transition Zone

- 6.3 Scale the building transition zone so that it does not encroach upon the minimum sidewalk width.
- 6.8 Maintain access to the building entry. The building entry must be kept clear of obstructions.

PUB 8. Publicly Accessible Parks and Plazas

- 8.1 Maintain visual and physical access between public parks and plazas, including interior courtyards and the surrounding pedestrian network.
- 8.7 Strategically incorporate programmable elements to enhance users' experience of public parks or plazas. These elements could include public art, vending, or retail opportunities, and interactive elements such as water features.

PUB 9. Lighting

- 9.1 Provide continuous light along all streetscapes that is oriented to the pedestrian scale. Lighting along the right of way should be a combination of pedestrian-scaled streetlights and spillover from lights on adjacent buildings.
- 9.2 Ensure that all lighting along the right of way is full cut-off and provides a consistent illumination of at least one foot-candle. Do not use uplighting as the primary pedestrian lighting type.
- 9.3 Light pole and lamp designs should correspond to existing downtown fixtures.
- 9.4 The light pole, or standard, should be designed to accommodate special decorative accessories, such as mounts for hanging planter baskets, banners and festive seasonal lighting schemes.
- 9.7 Street poles and pedestrian poles should be spaced evenly between trees along streetscape corridors.

PUB 10. Walls, Fencing and Screening

- 10.1 Design walls that occur in areas of high pedestrian usage so that they can comfortably provide seating for Downtown users. Seats should generally be between 16-20 inches in height, and 18 9nches in depth.
- 10.4 Design walls and fences to complement the architectural character of adjacent buildings and appear as extensions of building walls and bases.



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:	Craig D. Brown	Craig D. Brown & City of Greenville
*Title:	Owner & President Greenville Drive	Owner & President Greenville Drive / City of Greenville
*Address:	935 S Main Street, Ste 202, Greenville, SC 29601	935 S Main St, Ste 202 / 206 S Main St Greenville , SC 29601
*Phone:	864-240-4508 (o); 203-856-9346 (c)	864-240-4508
*Email:	cbrown@keelersridge.com	cbrown@keelersridge.com

PROPERTY INFORMATION

*STREET ADDRESS Field Street
*TAX MAP #(S) N/A
*SPECIAL DISTRICT N/A

DESCRIPTION OF REQUEST

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

Project scope is to create an entertainment district represented by Field Street, between Augusta Street and North Markley Street. The project name is District 356, which represents Shoeless Joe Jackson's lifetime batting average and provides a tie-in to the multi-family project known as 408 Jackson and the Shoeless Joe Jackson Museum also located on Field Street.

The project itself is the proposed conversion of Field Street from a public two-way street to a public one-way street that can easily be converted into a safe, seamless public pedestrian plaza. On non-event days Field Street will remain open to traffic with parallel parking on both sides.

Gateways are provided at each entrance on Field Street with signage identifying District 356. The gateways along with retractable traffic rated bollards at the east entrance will allow the site to have controlled access and enhanced security. Field Street will be redesigned to include a single level, curbside plaza that includes concrete interlocking street pavers, specialty pedestrian pavement, enhanced landscaping, new street lighting with banner arms, festival street lighting, power and additional utilities for stages, event tents, food trucks and other displays required by the wide range of community events. The east side of Field Street will include a vehicular turnaround for trolley drop-off and rideshare services. This turnaround also allows for heightened security to the pedestrian plaza with bollards and landscape plantings.

The City has requested public restrooms for the plaza, which will be managed by the Greenville Drive and have been incorporated into the stadium along with a relocated box office.

Additionally, with the recently completed (February 10, 2021) restructuring of Minor League Baseball, new and rigid ballpark facility standards have been introduced. Such standards require significant improvements to field lighting and the player clubhouse. These improvements will necessitate the expansion of the current clubhouse to include the required additional player and umpire amenities. Such improvements include an additional hitting tunnel and accommodations for female coaches and umpires and the opportunity to expand the ballpark event space providing engagement of District 356 from the street level.

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>Craig D. Brown</i>
Date	03-21-21
Property Owner/Authorized Agent	DocuSigned by: <i>John McDonough</i>
Date	FDC2AC15340F440... 03/21/2021
Public Hearing Information	
Public Hearing Signs	





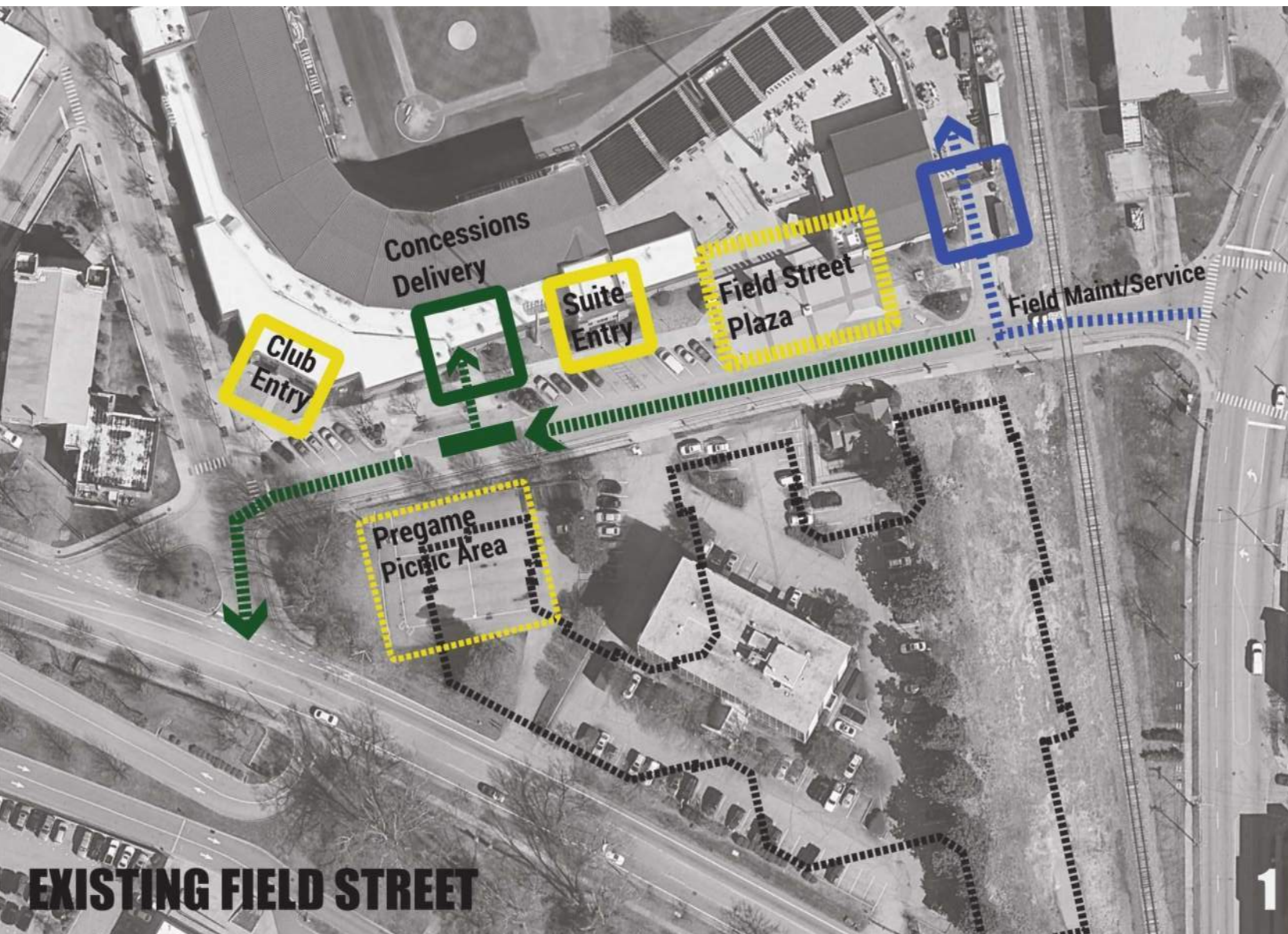


Field Street Redevelopment

District 356

DRB Submittal





Service Entry
Concessions Delivery
Street Parking

Field Street Entry
Club Entry
Suite Entry
Street Festival















District 356 – Normal Day



District 356 – Event Day



District 356 – Normal Day





Non-Event Day





Non-Event Day





Non-Event Day





Non-Event Day





Non-Event Day





Non-Event Day





Non-Event Day





Non-Event Day





Non-Event Day





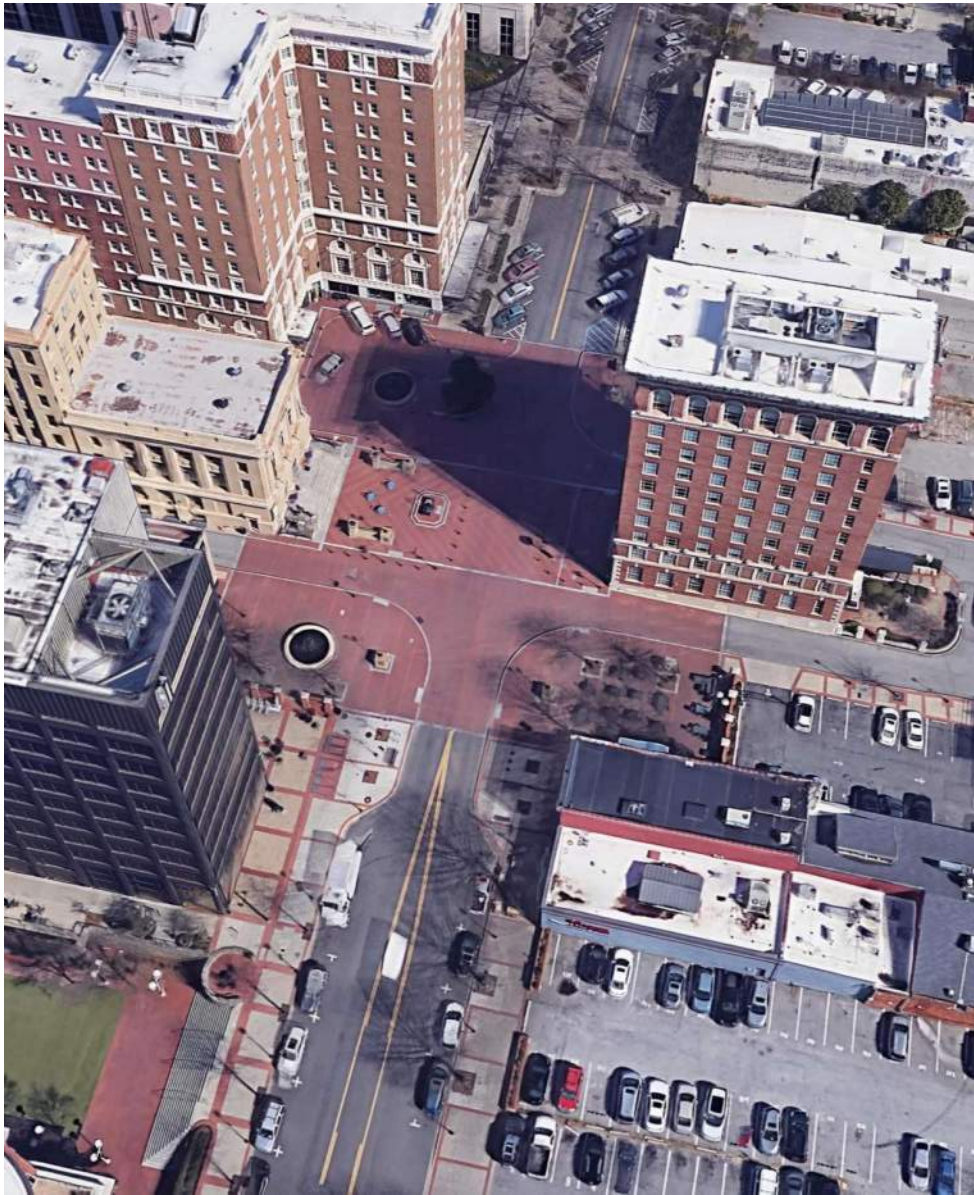
Non-Event Day





Non-Event Day







Non-Event Day





Non-Event Day





Non-Event Day





Non-Event Day



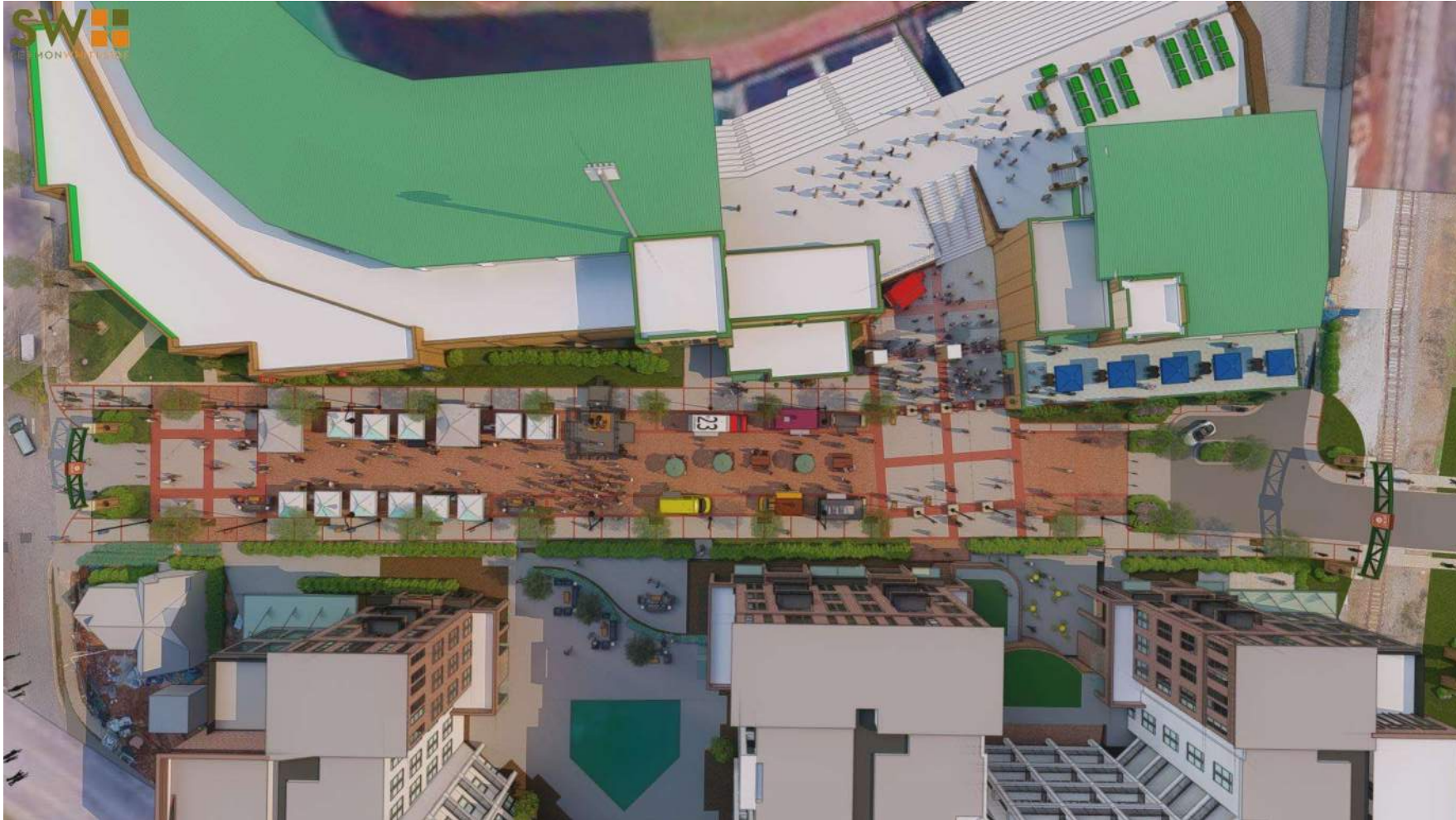


Non-Event Day



District 356 – Event Day





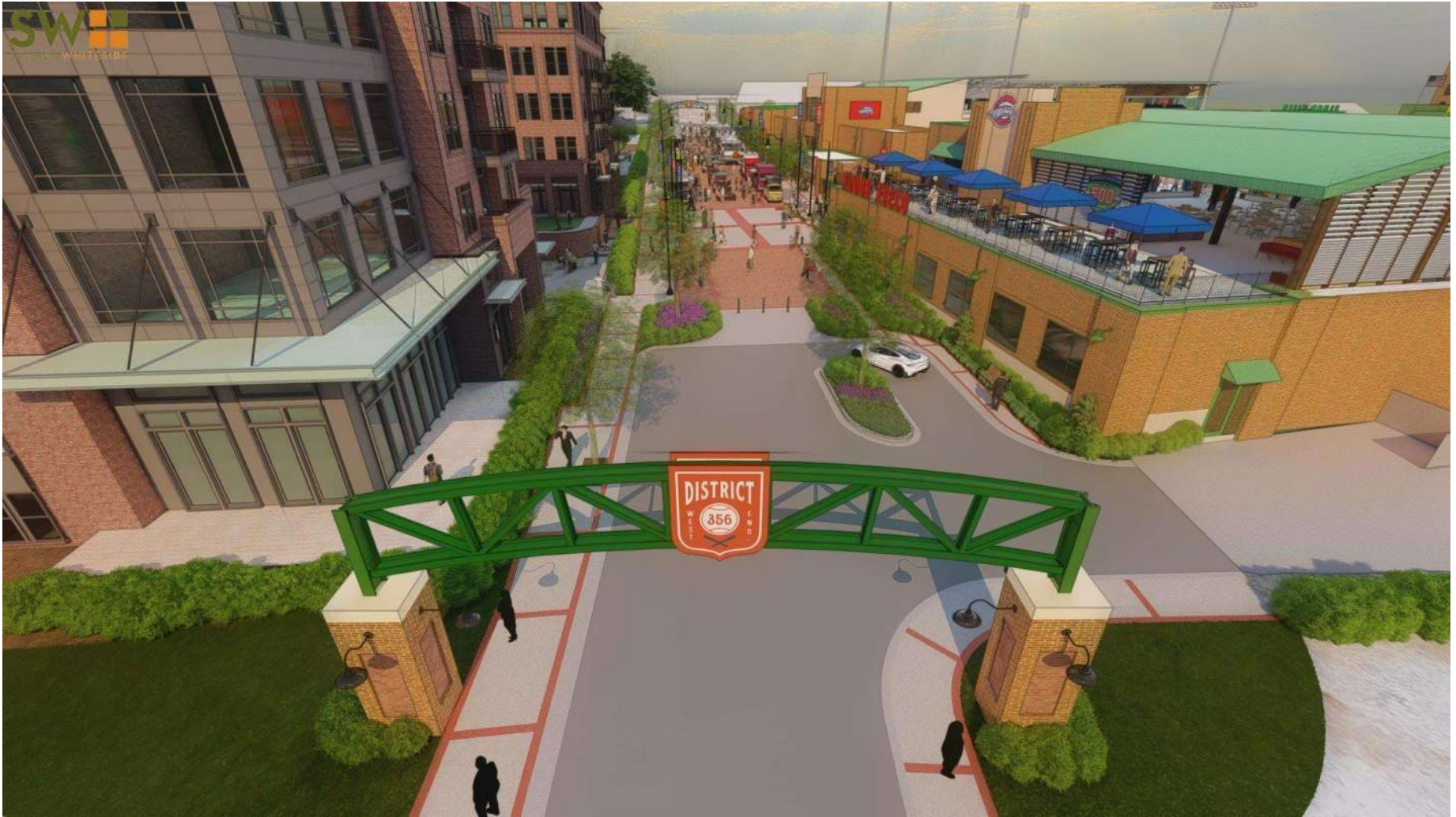
District 356 – Event Day





Event Day





Event Day





Event Day





Event Day





Event Day





Event Day





Event Day







Event Day





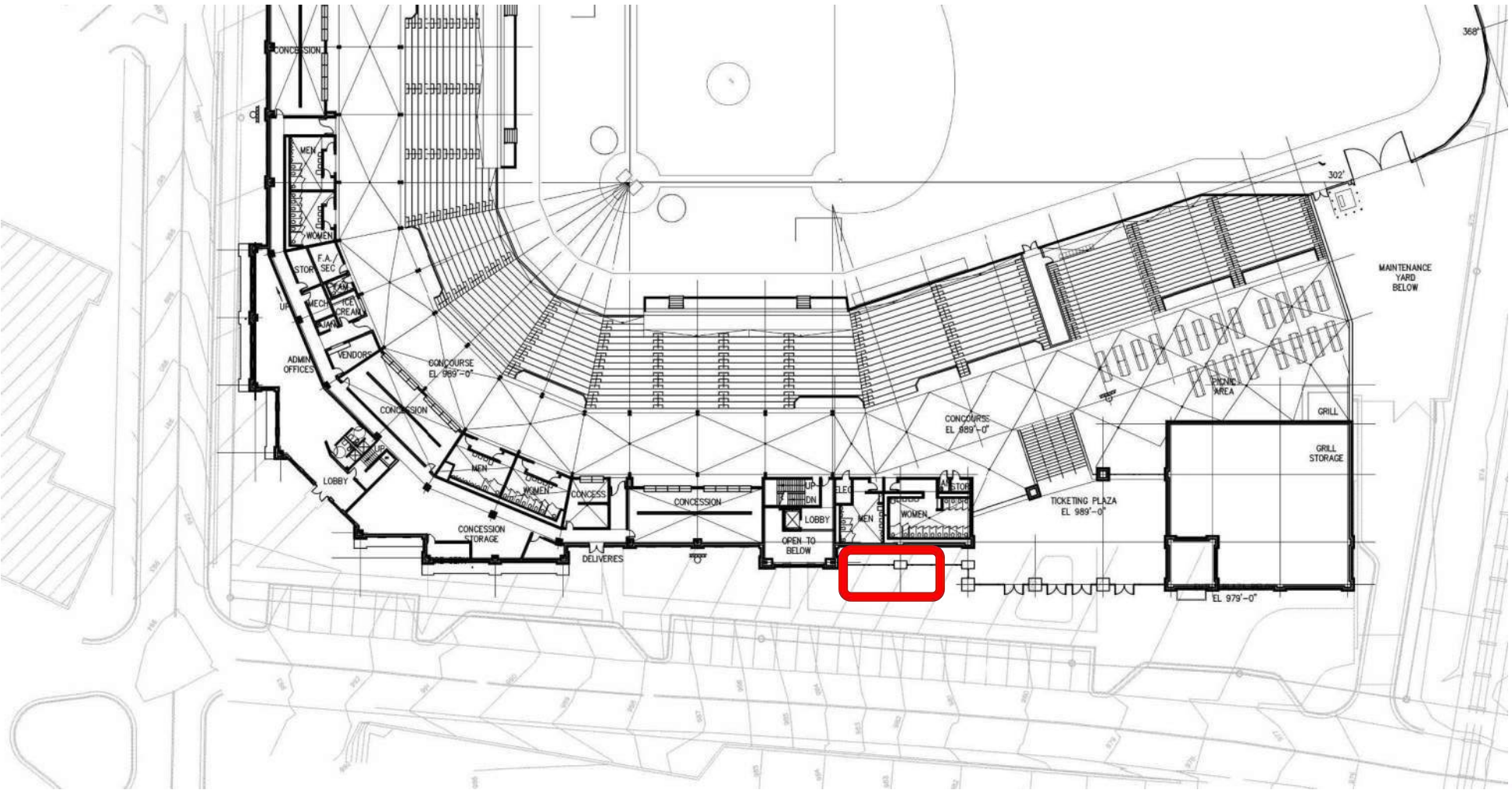
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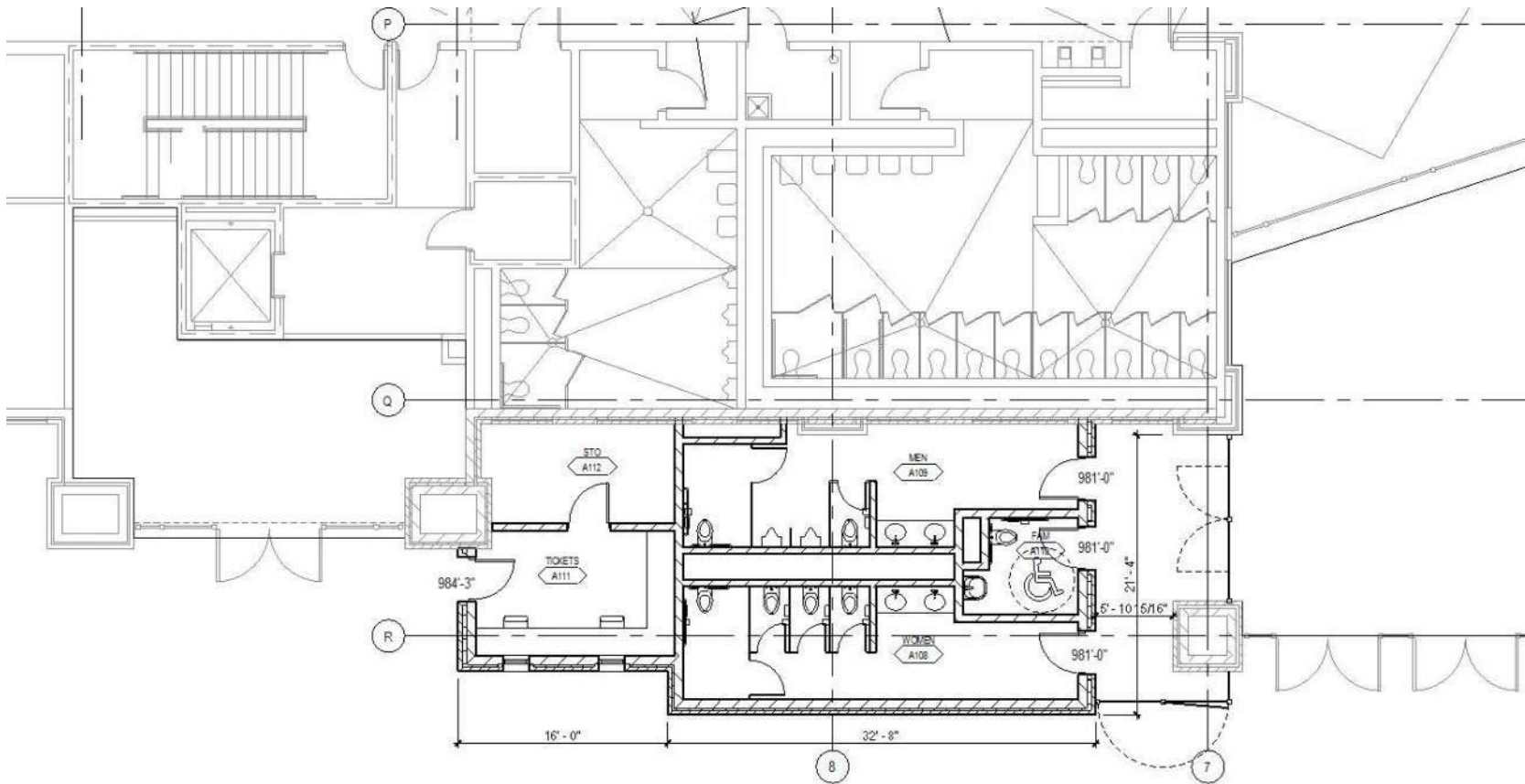
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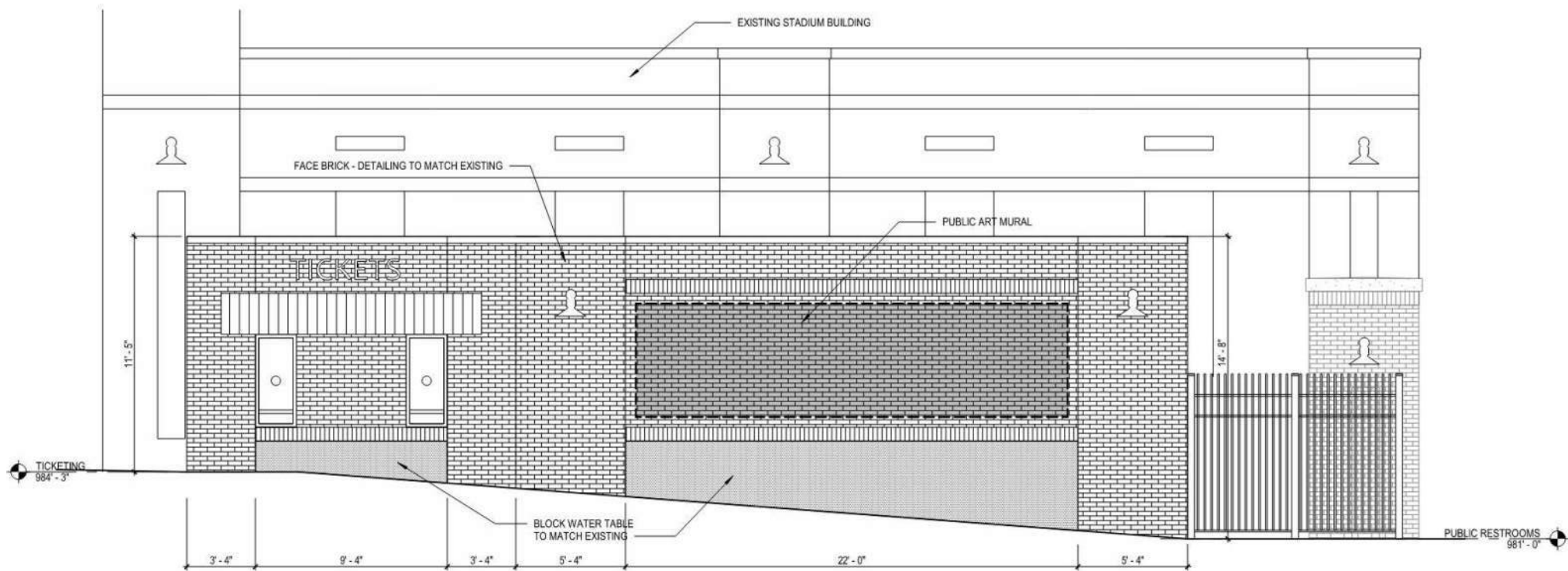
Restroom & Ticketing Location





Restroom & Ticketing Floor Plan





Restroom & Ticketing Elevation





Brick Patterning & Detail



Match Existing Canopies



Match Existing Fixtures

Restroom & Ticketing Materials





Restroom & Ticketing Rendering





Restroom & Ticketing Rendering





Event Day





Event Day





Event Day





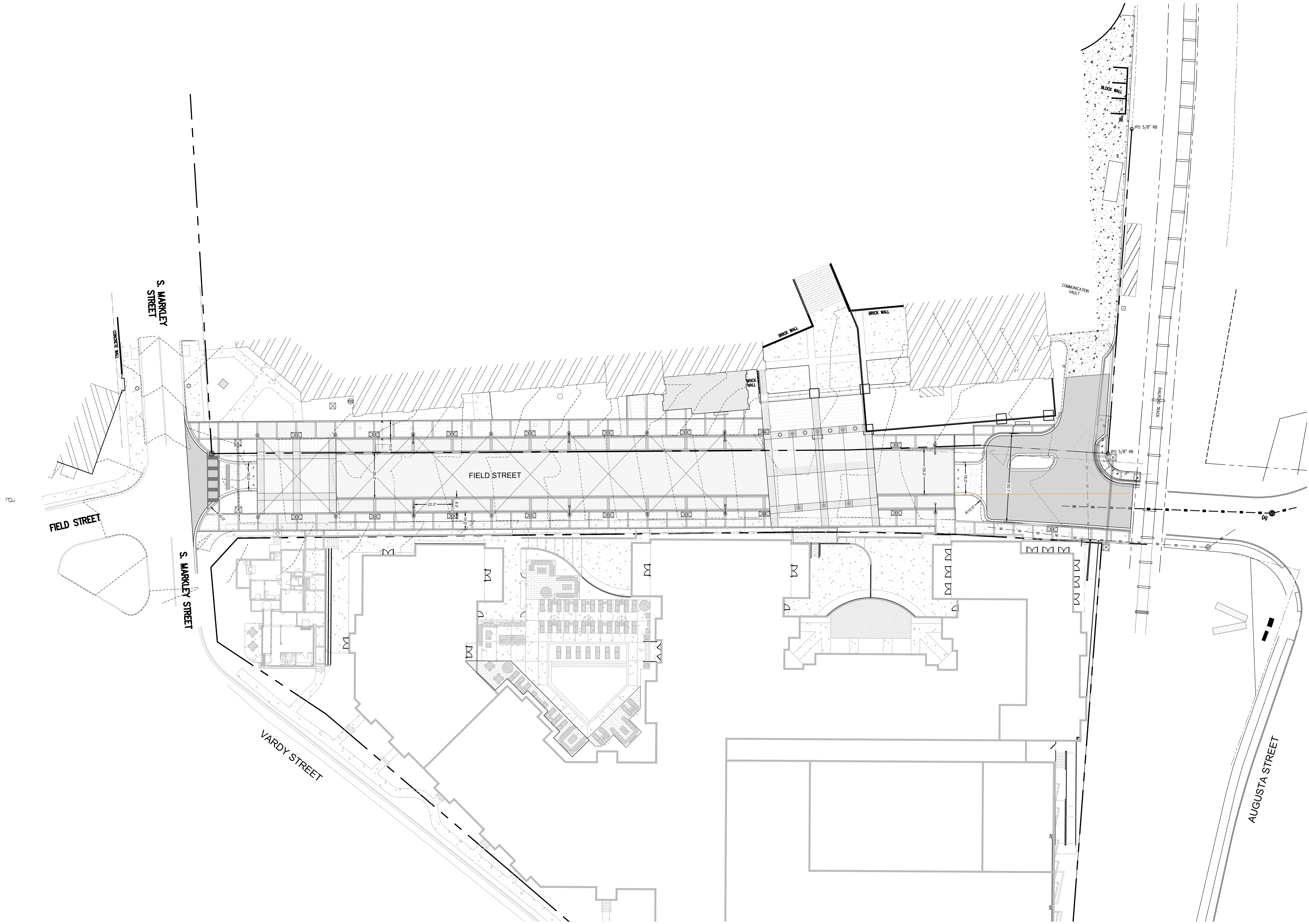
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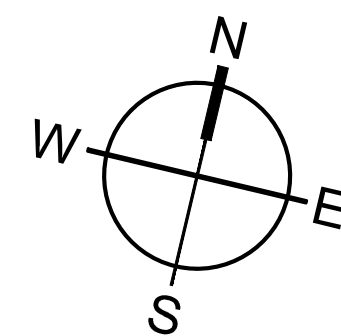
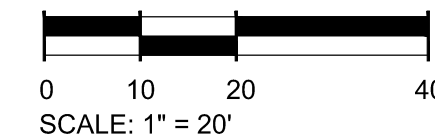
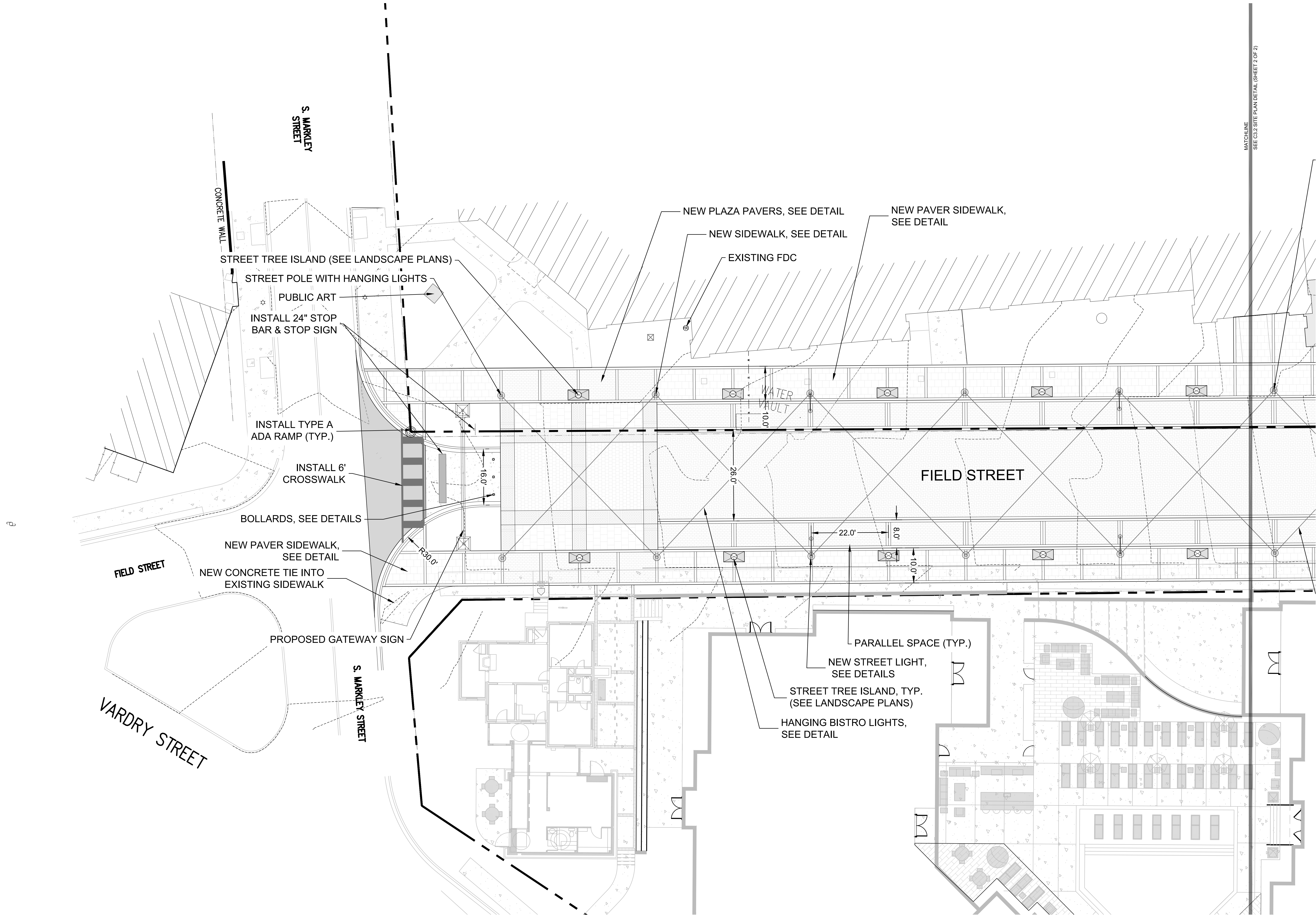
Event Day





EXISTING UTILITY NOTE:
THE LOCATION OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY AND HAVE NOT BEEN INDEPENDENTLY VERIFIED BY THE OWNER OR ITS REPRESENTATIVE. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING ANY WORK AND AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT OCCUR DUE TO THE CONTRACTOR'S FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.





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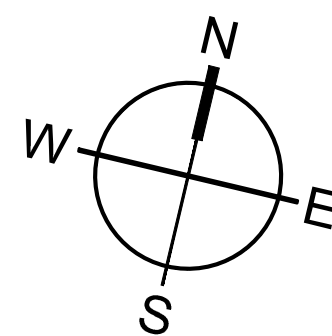
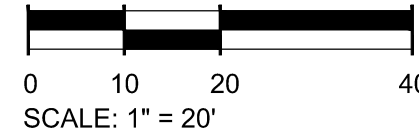
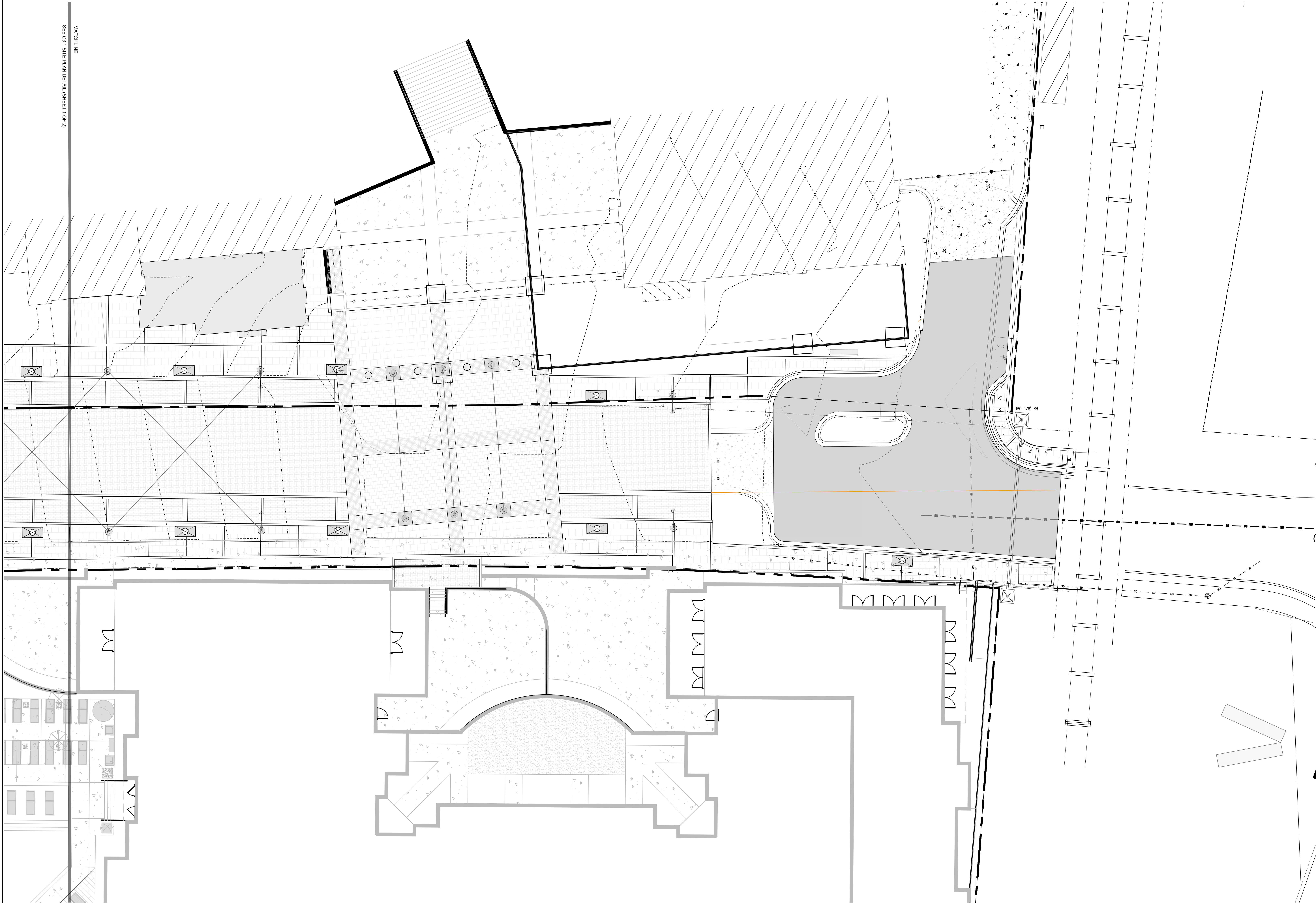
Know what's below.
Call before you dig.

THIS DRAWING SHALL NOT BE REPRODUCED IN ANY MANNER OR USED FOR ANY PURPOSE WITHOUT WRITTEN PERMISSION.

501 WANDO PARK BOULEVARD, SUITE 200 | MOUNT PLEASANT, SC 29464 | 508 RHETT STREET, SUITE 001 | GREENVILLE, SC 29601

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MATCHLINE
SEE C3.1 SITE PLAN DETAIL (SHEET 1 OF 2)



EXISTING UTILITY NOTE:

THE LOCATION OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY AND HAVE NOT BEEN INDEPENDENTLY VERIFIED BY THE OWNER OR ITS REPRESENTATIVE. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING ANY WORK AND AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT OCCUR DUE TO THE CONTRACTOR'S FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.



Know what's below.
Call before you dig.



MOUNT PLEASANT, SC
843.884.1667
GREENVILLE, SC
864.298.0534
SUMMERVILLE, SC
843.972.0710
SPARTANBURG, SC
864.272.1272
CHARLOTTE, NC
980.312.5450
WWW.SEAMONWHITESIDE.COM

NOT FOR CONSTRUCTION

NOT FOR CONSTRUCTION

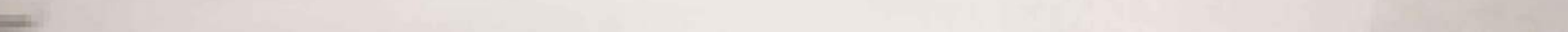
JACKSON WAY
356 FIELD STREET
GREENVILLE, SOUTH CAROLINA

SW+ PROJECT: GR3459
DATE: 01/12/21
DRAWN BY: GG
CHECKED BY: AA

REVISION HISTORY
A-60% SET 02/05/2021

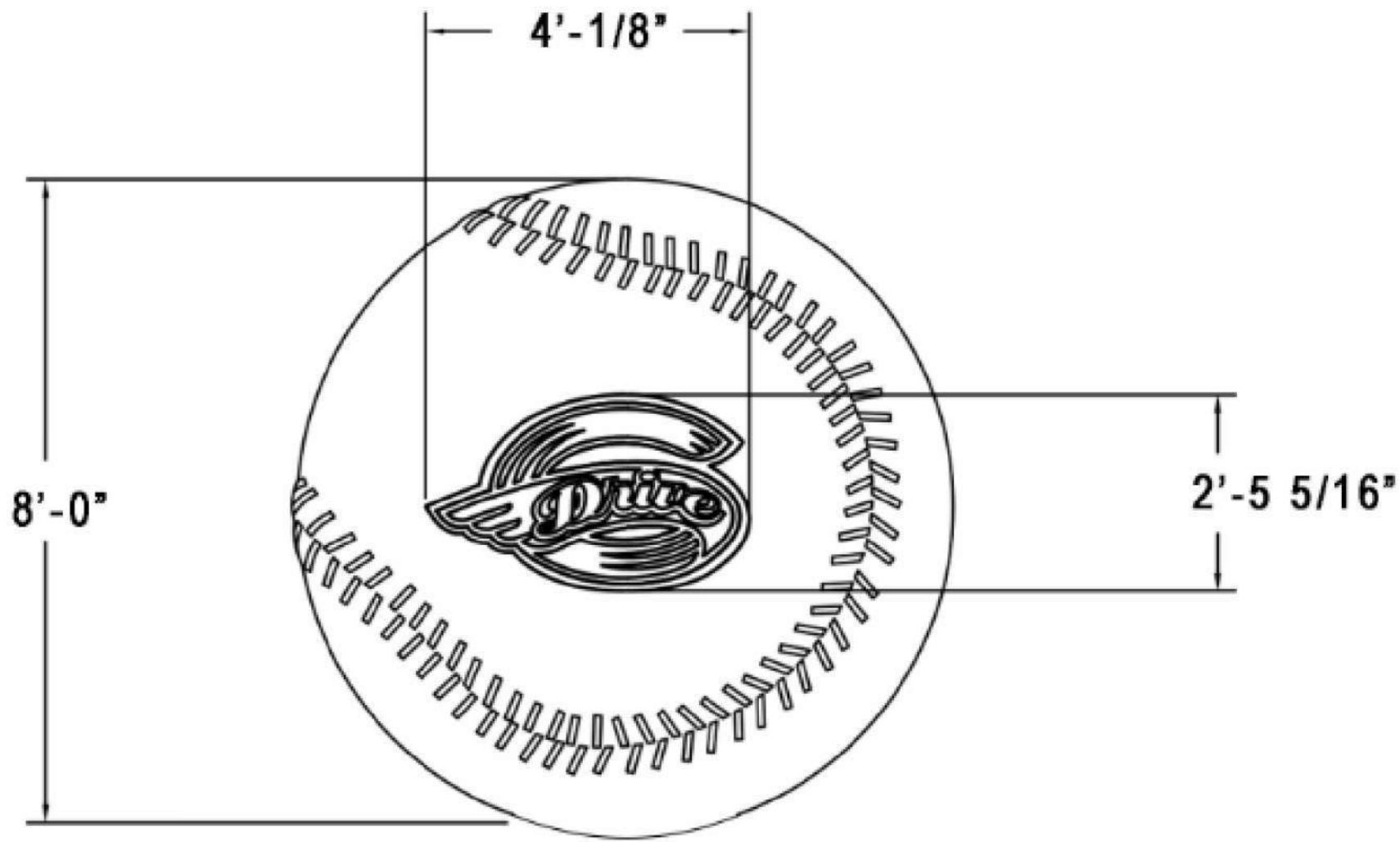
**SITE PLAN
DETAIL
(SHEET 2 OF
3)**

C3.2



THE "TBK" TURNBUCKLE KITS ARE ONLY TO BE USED WITH TENSIONED SUSPENSIONS

CONTRACTOR TO VERIFY QUANTITIES, INSTALL PER MANUFACTURERS
RECOMMENDATIONS AND GOVERNING MUNICIPAL REQUIREMENTS OR APPROVED OTHER.



 TK-15 WHITE
 M-2900 RED
 TK-25 BLUE
 TK-346 GRAY

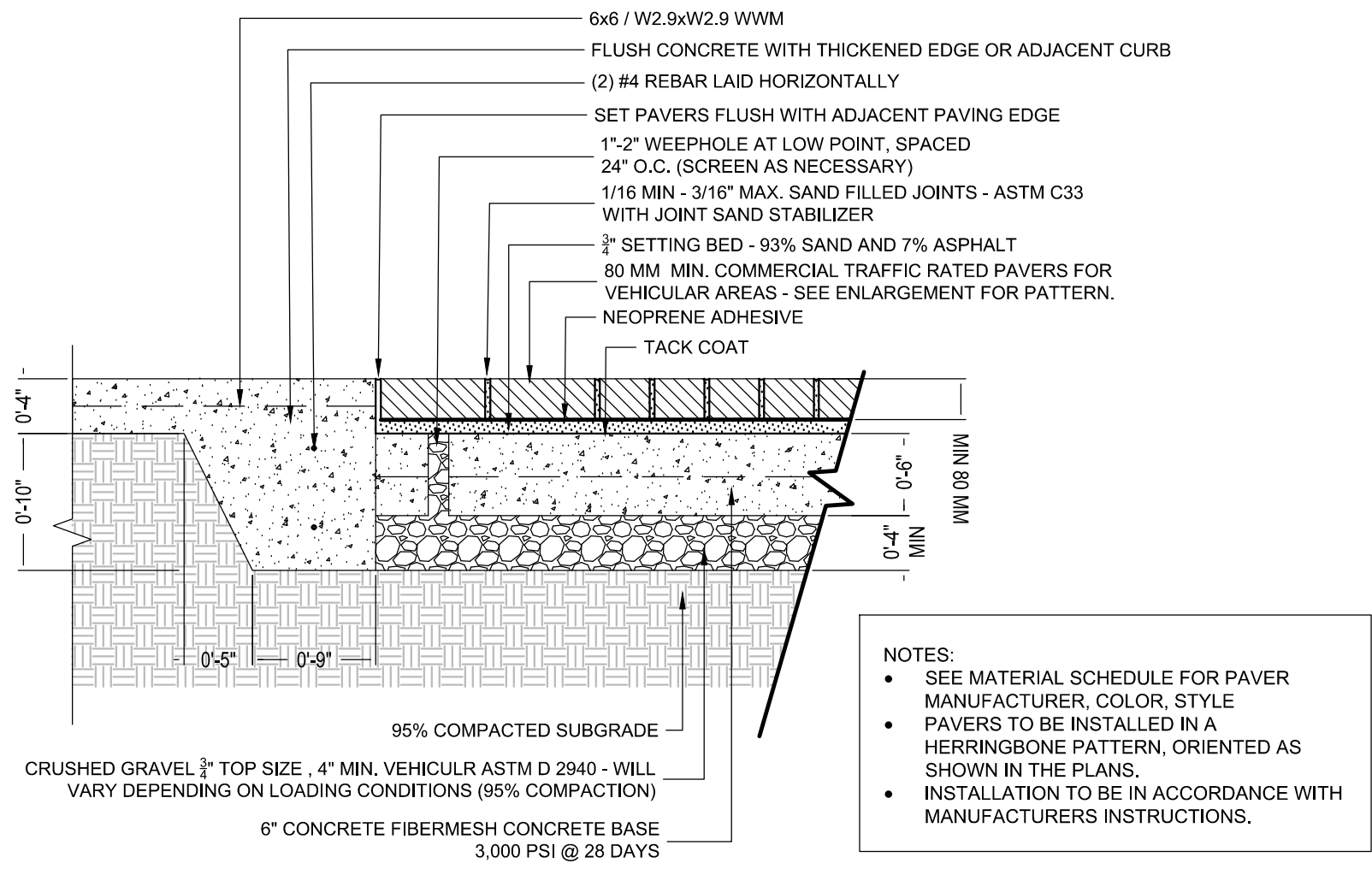
4 CAST LOGO DETAIL

1 ELEVATION VIEW

MANUFACTURER: PATTERN PAVING PRODUCTS
 MODEL: THERMOLOGOS
 COLOR: COLOR TO BE VERIFIED AND APPROVED BY LANDSCAPE ARCHITECT AND OWNER
 WEBSITE: <https://www.patternpaving.com/thermologos.html>
 NOTES: CONTRACTOR TO OBTAIN SHOP DRAWINGS TO BE APPROVED BY LANDSCAPE ARCHITECT AND OWNER PRIOR TO INSTALLATION.
 THE APPLICATOR SHALL BE APPROVED BY THE MANUFACTURER.
 SAMPLES SHALL BE PROVIDED TO THE LANDSCAPE ARCHITECT AND OWNER FOR APPROVAL PRIOR TO INSTALLATION.

CONTRACTOR TO VERIFY QUANTITIES, INSTALL PER MANUFACTURERS
RECOMMENDATIONS AND GOVERNING MUNICIPAL REQUIREMENTS OR APPROVED OTHER.

(NOT TO SCALE)



3

$$1' = 1' - 0''$$


FLEXI-PAVE

STEEL RETAINING EDGING

MANUFACTURER: K. B. INDUSTRIES
MODEL: FLEXI-PAVE
COLOR: CYPRESS
WEBSITE: <http://kbius.com/kbi-products/kbi-flexi-pave/>
NOTES: CONTRACTOR TO PROVIDE SHOP DRAWINGS TO BE APPROVED
BY LANDSCAPE ARCHITECT PRIOR TO INSTALLATION

CONTRACTOR TO VERIFY QUANTITIES, INSTALL PER MANUFACTURERS
RECOMMENDATIONS AND GOVERNING MUNICIPAL REQUIREMENTS OR APPROVED OTHER.



CONTRACTOR TO VERIFY QUANTITIES, INSTALL PER MANUFACTURERS
RECOMMENDATIONS AND GOVERNING MUNICIPAL REQUIREMENTS OR APPROVED OTHER.

4

(NOT TO SCALE)

5

(NOT TO SCALE)

MOUNT PLEASANT, SC
843.884.1667

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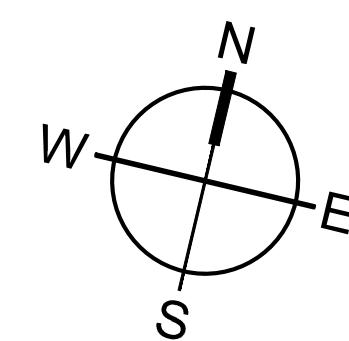
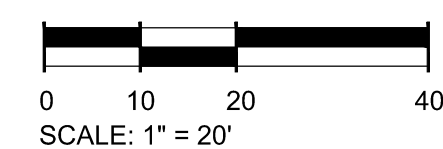
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REVISION HISTORY

A-60% SET 02/05/2021

SITE PLAN
DETAIL
(SHEET 3 OF
3)





THE LOCATION OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY AND HAVE NOT BEEN INDEPENDENTLY VERIFIED BY THE OWNER OR ITS REPRESENTATIVE. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING ANY WORK, AND AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT OCCUR DUE TO THE CONTRACTOR'S FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.



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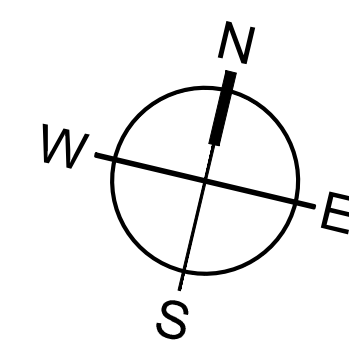
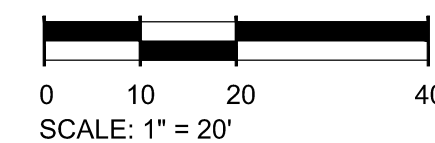
JACKSON WAY
356 FIELD STREET
GREENVILLE, SOUTH CAROLINA

SW+ PROJECT: GR3459
DATE: 01/12/21
DRAWN BY: GG
CHECKED BY: AA

REVISION HISTORY

A-60% SET 02/05/2021

PLANTING PLAN (1 OF 3)



THE LOCATION OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY AND HAVE NOT BEEN INDEPENDENTLY VERIFIED BY THE OWNER OR ITS REPRESENTATIVE. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING ANY WORK, AND AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT OCCUR DUE TO THE CONTRACTOR'S FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.



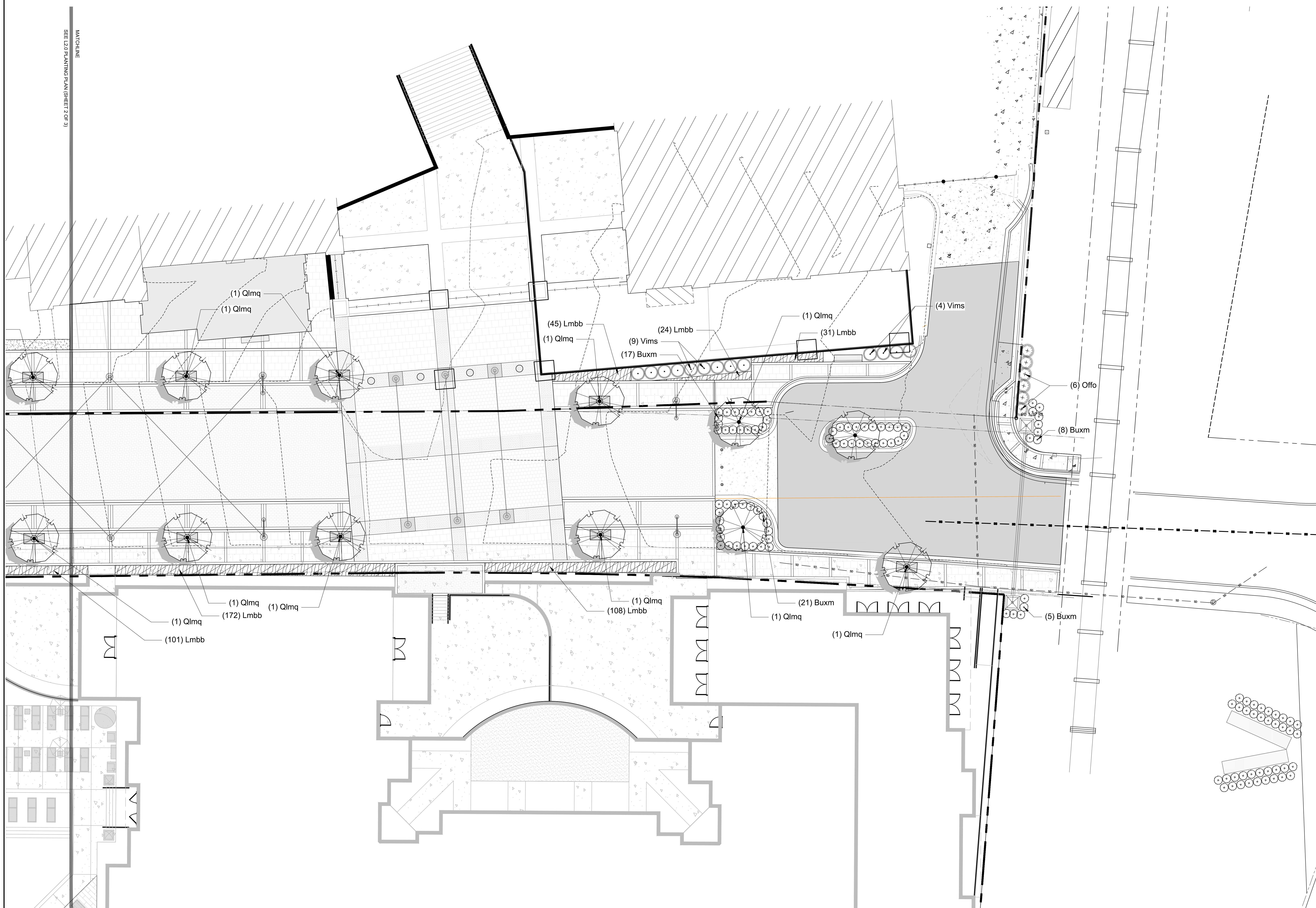
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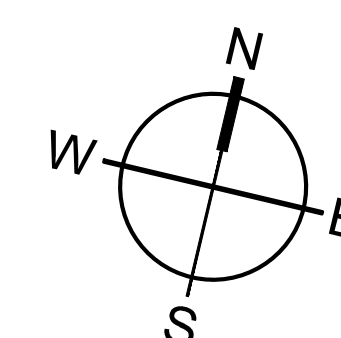
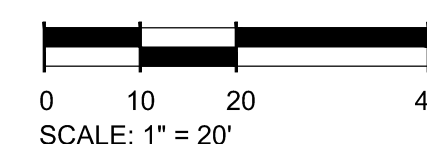
MATCHLINE

SEE L2.0 PLANTING PLAN (SHEET 2 OF 3)



EXISTING UTILITY NOTE

THE LOCATION OF EXISTING UNDERGROUND UTILITIES ARE SHOWN IN AN APPROXIMATE WAY ONLY AND HAVE NOT BEEN INDEPENDENTLY VERIFIED BY THE OWNER OR ITS REPRESENTATIVE. THE CONTRACTOR SHALL DETERMINE THE EXACT LOCATION OF ALL EXISTING UTILITIES BEFORE COMMENCING ANY WORK, AND AGREES TO BE FULLY RESPONSIBLE FOR ANY AND ALL DAMAGES WHICH MIGHT OCCUR DUE TO THE CONTRACTOR'S FAILURE TO EXACTLY LOCATE AND PRESERVE ANY AND ALL UNDERGROUND UTILITIES.



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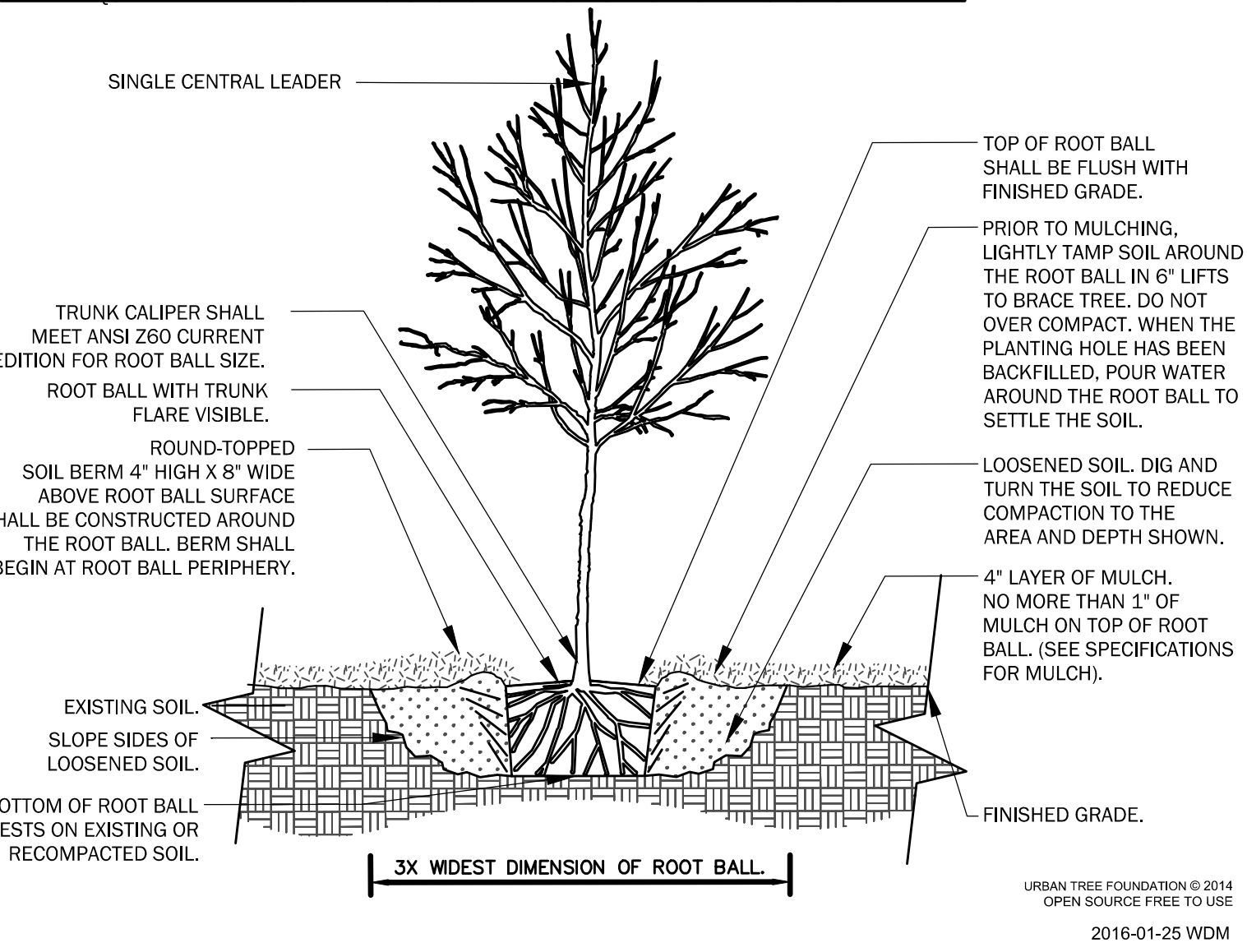
PLANTING
PLAN (3 OF 3)

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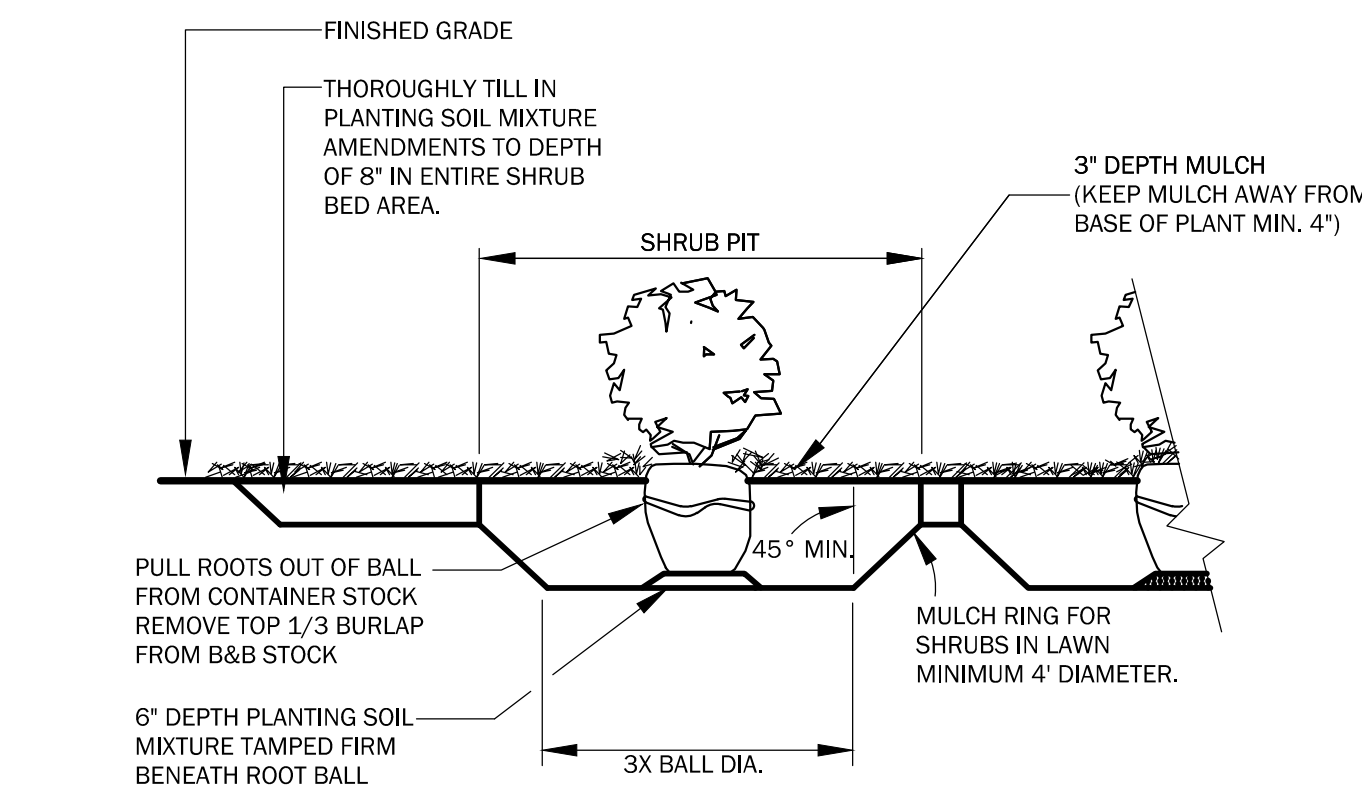
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NOTE: ALL TREES TO BE PLANTED MIN. 5' FROM ANY PAVED SURFACE, INCLUDING CURB, SIDEWALK, AND ASPHALT UNLESS OTHERWISE NOTED ON THE PLANS. FAILURE TO FOLLOW THIS REQUIREMENT WILL RESULT IN DELETION OF THE LOCATION DURING THE CONSTRUCTION.

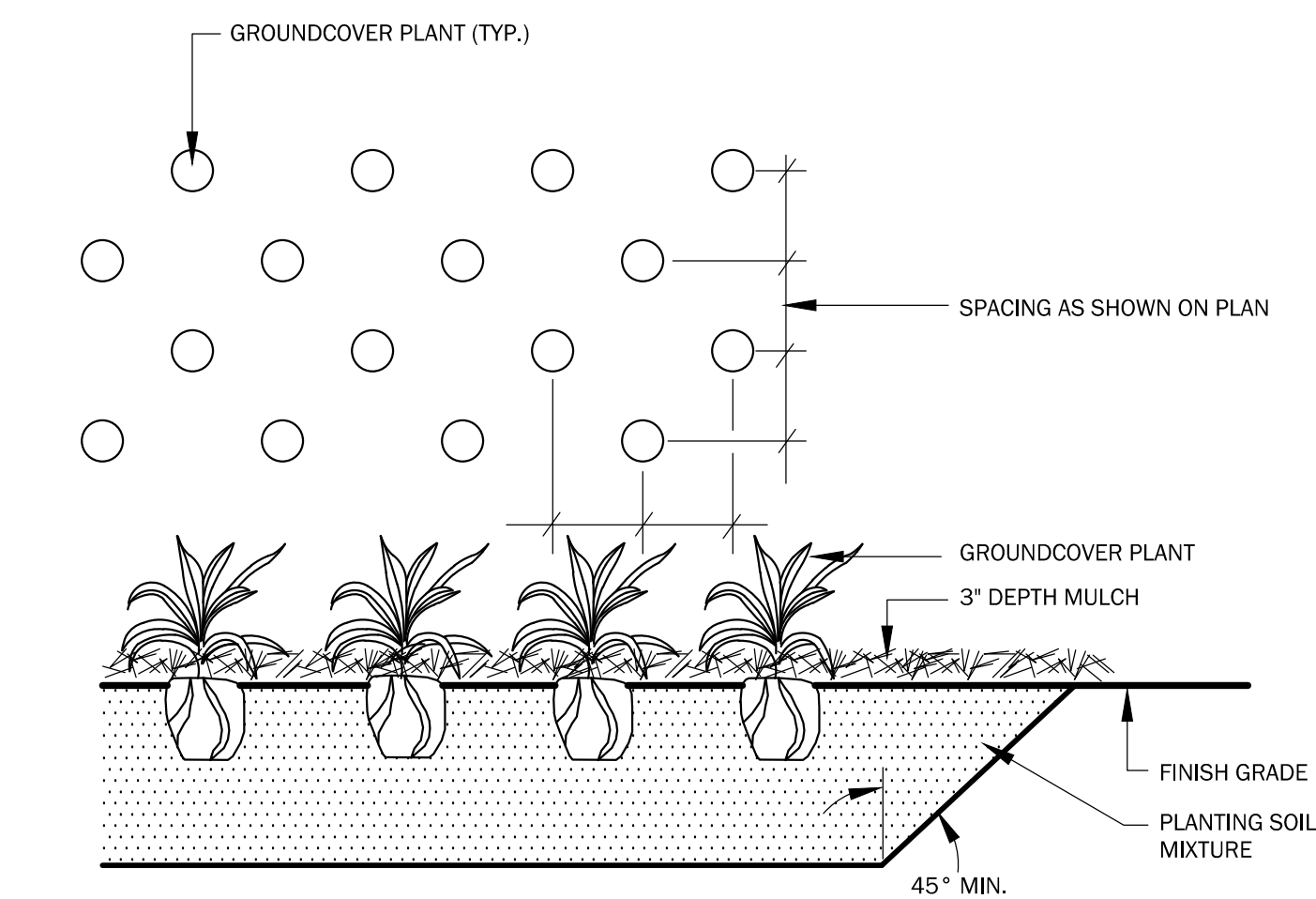


1 | TYPICAL TREE PLANTING



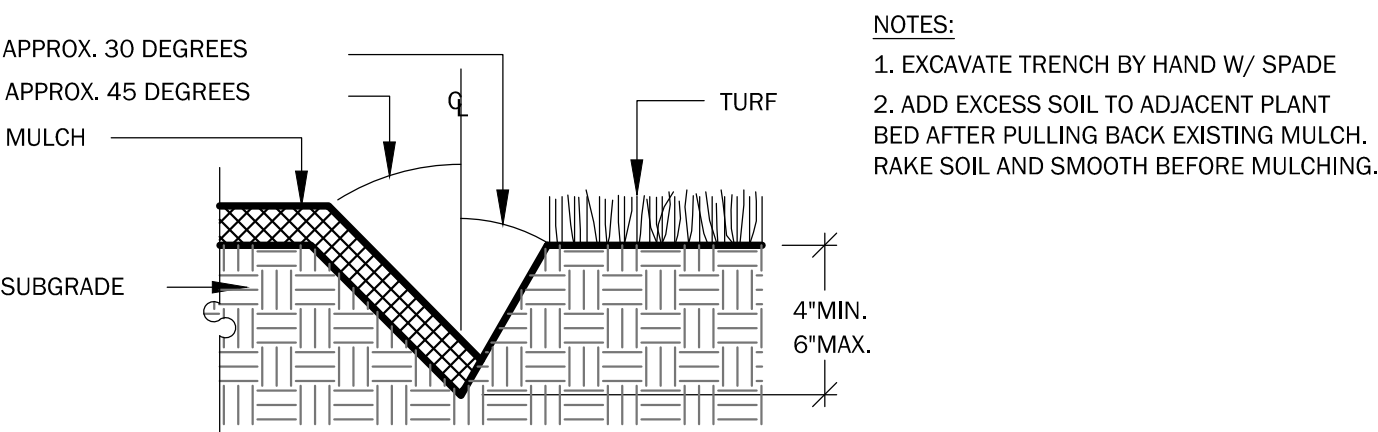
- GENERAL NOTES:
1. PLANT SO THAT TOP OF ROOT BALL IS 1" ABOVE FINISH GRADE.
 2. SCARIFY SIDES AND BOTTOM OF PIT.
 3. BACKFILL SHRUB PIT WITH SPECIFIED PLANTING SOIL MIXTURE IN 6" LAYERS, HAND-TAMPED, TO REMOVE VOIDS.
 4. WHEN 2/3 BACKFILLED, FILL WITH WATER.
 5. AFTER PLACING AND HAND-TAMPING FINAL LAYERS, WATER AGAIN UNTIL NO MORE WATER IS ABSORBED.

2 | TYPICAL SHRUB PLANTING



- GENERAL NOTES:
1. THOROUGHLY TILL IN PLANTING SOIL MIXTURE AMENDMENTS TO DEPTH OF 8" IN ENTIRE GROUNDCOVER BED AREA.
 2. WORK SOIL TO LOOSE, UNIFORMLY FINE TEXTURE.
 3. HAND-TAMP BACKFILL TO REMOVE VOIDS AND AIR POCKETS.
 4. WATER IMMEDIATELY AFTER PLANTING UNTIL NO MORE WATER IS ABSORBED.

3 | GRASS/GROUNDCOVER PLANTING



4 | LAWN EDGE DETAIL

LANDSCAPE NOTES

1. THE PROJECT MANUAL IS MADE A PART OF THESE PLANS AND SHALL BE CONSULTED BY THE CONTRACTOR. THE CONTRACTOR IS RESPONSIBLE FOR IMPLEMENTING WORK AS SPECIFIED IN THE PROJECT MANUAL AND ON THESE PLANS.
2. CONTRACTOR SHALL VERIFY ALL DIMENSIONS, ELEVATIONS AND UTILITY LOCATIONS PRIOR TO BEGINNING WORK.
3. CONTRACTOR SHALL NOTIFY LANDSCAPE ARCHITECT OF ANY DISCREPANCIES PRIOR TO BEGINNING OR CONTINUING WORK.
4. THERE WILL BE NO SUBSTITUTIONS, DELETIONS OR ADDITIONS WITHOUT APPROVAL OF THE LANDSCAPE ARCHITECT.
5. SIZE OF PLANT MATERIALS SHALL CONFORM WITH THE CURRENT EDITION OF 'AMERICAN STANDARD FOR NURSERY STOCK' FOR NUMBER ONE GRADE NURSERY STOCK AS ADOPTED BY THE AMERICAN ASSOCIATION OF NURSERYMEN AND AMERICAN NATIONAL STANDARDS INSTITUTE.
6. CONTRACTOR SHALL MEET WITH LANDSCAPE ARCHITECT PRIOR TO BEGINNING WORK SO THAT THERE IS A CLEAR UNDERSTANDING OF PROJECT REQUIREMENTS. FAILURE TO DO SO JEOPARDIZES FINAL ACCEPTANCE OF WORK.
7. ALL CONSTRUCTION SHALL CONFORM TO CITY, COUNTY, STATE AND FEDERAL REQUIREMENTS.
8. LANDSCAPE ARCHITECT TO INSPECT QUALITY OF PLANT MATERIAL UPON ARRIVAL AT JOB SITE AND LAYOUT OF HARDSCAPE ELEMENTS AND PLANT MATERIAL PRIOR TO INSTALLATION.
9. DOUBLE SHREDDED HARDWOOD MULCH TO BE INSTALLED TO A MINIMUM 3" THICKNESS. MULCH ALL DISTURBED AREAS NOT COVERED BY PAVEMENT OR SEEDING. SEE PLAN FOR OTHER MULCH MATERIALS REQUIRED.
10. PROTECT EXISTING TREES TO REMAIN FROM DAMAGE.
11. THIS PLAN IS SCHEMATIC AND, DUE TO THE NATURE OF CONSTRUCTION, SLIGHT FIELD MODIFICATIONS MAY BE NECESSARY TO IMPLEMENT THIS PLAN.
12. SHAPE AND HEIGHT OF BERMS AS NOTED ON PLANS TO BE APPROVED BY LANDSCAPE ARCHITECT IN FIELD PRIOR TO PLANTING AND IRRIGATION CONSTRUCTION.

IRRIGATION PERFORMANCE SPECIFICATIONS

1. CONTRACTOR TO INSTALL HIGH EFFICIENCY, FULLY CONTROLLED AUTOMATIC IRRIGATION SYSTEM WITH RAIN SENSOR PER IRRIGATION DRAWINGS AND SPECIFICATIONS AND PROVIDE SHOP DRAWINGS FOR LANDSCAPE ARCHITECT'S REVIEW.
2. IT SHALL BE THE RESPONSIBILITY OF THE IRRIGATION CONTRACTOR TO MAKE SURE THAT ALL EQUIPMENT CONFORMS TO REQUIREMENTS OF ALL AUTHORITIES HAVING JURISDICTION AND MAKE ALL NECESSARY APPLICATIONS AND OBTAIN APPROVALS.
3. DESIGN STATISTICS: 65 P.S.I. MAXIMUM. IF NEEDED DUE TO EXISTING LINE PRESSURE, INSTALL A REDUCTION VALVE. IN ADDITION, ZONES THAT OPERATE SPRAY SPRINKLERS AND MP ROTATOR SPRINKLERS SHOULD HAVE A PRESSURE REGULATING DEVICE ADDED TO THE ZONE CONTROL VALVE TO FURTHER REDUCE THE PRESSURE ON THESE ZONES TO 35-40 P.S.I.
4. ALL IRRIGATION HEADS THAT ARE LOCATED NEXT TO DRIVES AND ROADWAYS SHALL BE MOUNTED ON SWING JOINTS OR ON 200 P.S.I. RATED FLEXIBLE PIPE. POSITION HEADS A MINIMUM 3" FROM CURB OR PAVEMENT.
5. ADJUST ALL HEADS FOR COMPLETE COVERAGE WITH MINIMUM OVERSPRAY BEYOND LANDSCAPE AREAS.
6. WHERE NOT OTHERWISE INDICATED, HEADS IN LAWN AREAS SHALL BE 4" POP-UP AND SHRUB AND GROUNDCOVER AREAS SHALL BE DRIP IRRIGATED.
7. SYSTEM PIPE SHALL BE CLASS 160 P.V.C. SIZE OF MAIN PIPE IS AS NOTED ON PLANS. SIZE ALL OTHER PIPE AS FOLLOWS:
0-17 G.P.M.: 1"
18-28 G.P.M.: 1-1/4"
29-35 G.P.M.: 1-1/2"
36-62 G.P.M.: 2"
63+ G.P.M.: 2-1/2"
8. WHERE POSSIBLE, COMBINE MAIN AND LATERAL PIPES IN SAME TRENCH.
9. ALL CONTROL WIRES SHALL BE 14 GAUGE.
10. CONTROLLER LOCATION AND MOUNTING TO BE APPROVED BY LANDSCAPE ARCHITECT. WHEN USED AS A MOUNT FOR THE CONTROL PANEL AND OTHER DEVICES, ALL LUMBER SHALL BE PRESSURE TREATED FOR GROUND CONTACT USE. ALL HARDWARE AND FASTENERS SHALL BE GALVANIZED.
11. WHEN A MUNICIPAL WATER SUPPLY IS USED FOR IRRIGATION, WATER METER AND CONNECTION TO MAIN SHALL BE PROVIDED BY PERTINENT WATER AUTHORITY. CONTRACTOR SHALL BEGIN HIS WORK AT THE METER. OWNER WILL ASSUME THE COST OF THE TAP TO MUNICIPAL WATER SUPPLY AND IS RESPONSIBLE FOR COORDINATING THE INSTALLATION OF THE METER.
12. IF SYSTEM IS CONNECTED TO POTABLE WATER SUPPLY, PROVIDE BACKFLOW PREVENTION DEVICE IN ACCORDANCE WITH REQUIREMENTS OF ALL AUTHORITIES HAVING JURISDICTION. IF INSTALLED ABOVE GROUND, LOCATION OF DEVICE SHALL BE INCONSPICUOUS AND DEVICE SHALL BE PAINTED 'FLAT BLACK'.
13. PROTECT EXISTING TREES TO REMAIN FROM DAMAGE. NOT MACHINE TRENCHING IS ALLOWED WITHIN THE DRIP LINE OF ANY TREE. WHERE PIPING IS REQUIRED WITHIN THE DRIP LINE, POSITION PIPES TO MINIMIZE DISTURBANCE OF ROOTS AND PERFORM ALL EXCAVATION BY HAND. DO NOT CUT ANY ROOTS LARGER THAN 1/2" DIAMETER.
14. IRRIGATION PIPING, SPRINKLERS, AND OTHER EQUIPMENT MAY BE SHOWN OUTSIDE OF LANDSCAPE AREAS ON DRAWING FOR GRAPHIC CLARITY. ALL VALVE BOXES AND EQUIPMENT VAULTS SHALL BE LOCATED IN MULCH BEDS.

PLANT SCHEDULE NOTES

PLANT SCHEDULE

TREES	CODE	QTY	BOTANICAL / COMMON NAME	SIZE	HEIGHT	SPREAD	SPACING	REMARKS
	Qlmq	20	Quercus lyrata 'Marquee' / 'Marquee' Overcup Oak	2.5" CAL	6'-8'	4'-6'	AS SHOWN	
SHRUBS	CODE	QTY	BOTANICAL / COMMON NAME	SIZE	HEIGHT	SPREAD	SPACING	REMARKS
	Buxm	183	Buxus microphylla 'Wintergreen' / Wintergreen Boxwood	3 GAL	18"-24"	18"-24"	AS SHOWN	FWF, SP
	Offo	6	Osmanthus x fortunei / Fortune Osmanthus	3 GAL	18"-24"	18"-24"	AS SHOWN	
	Ros 378	44	Rosa x 'Radrazz' TM / Knock Out Shrub Rose	3 GAL	12"-18"	12"-18"	36"	
	Vims	13	Viburnum obovatum 'Mrs. Schillers Delight' / Mrs. Schillers Delight Viburnum	3 GAL	18"-24"	18"-24"	AS SHOWN	
GROUND COVERS	CODE	QTY	BOTANICAL / COMMON NAME	SIZE	HEIGHT	SPREAD	SPACING	REMARKS
	Lmbb	481	Liriope muscari 'Big Blue' / Big Blue Lilyturf	4" POT	8"-12"	8"-12"	24"	FWF, SP
SOD/SEED	CODE	QTY	BOTANICAL / COMMON NAME	SIZE	HEIGHT	SPREAD	SPACING	REMARKS
	Sod6	811 sf	Cynodon dactylon 'TifTuf' / TifTuf Bermuda Grass	SOD	N/A	N/A	N/A	



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843.884.1667
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SUMMERVILLE, SC
843.972.0710
SPARTANBURG, SC
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CHARLOTTE, NC
980.312.5450
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JACKSON WAY
356 FIELD STREET
GREENVILLE, SOUTH CAROLINA

SW+ PROJECT: GR3459
DATE: 01/12/21
DRAWN BY: GG
CHECKED BY: AA

REVISION HISTORY
A-60% SET 02/05/2021

PLANT
SCHEDULE &
DETAILS

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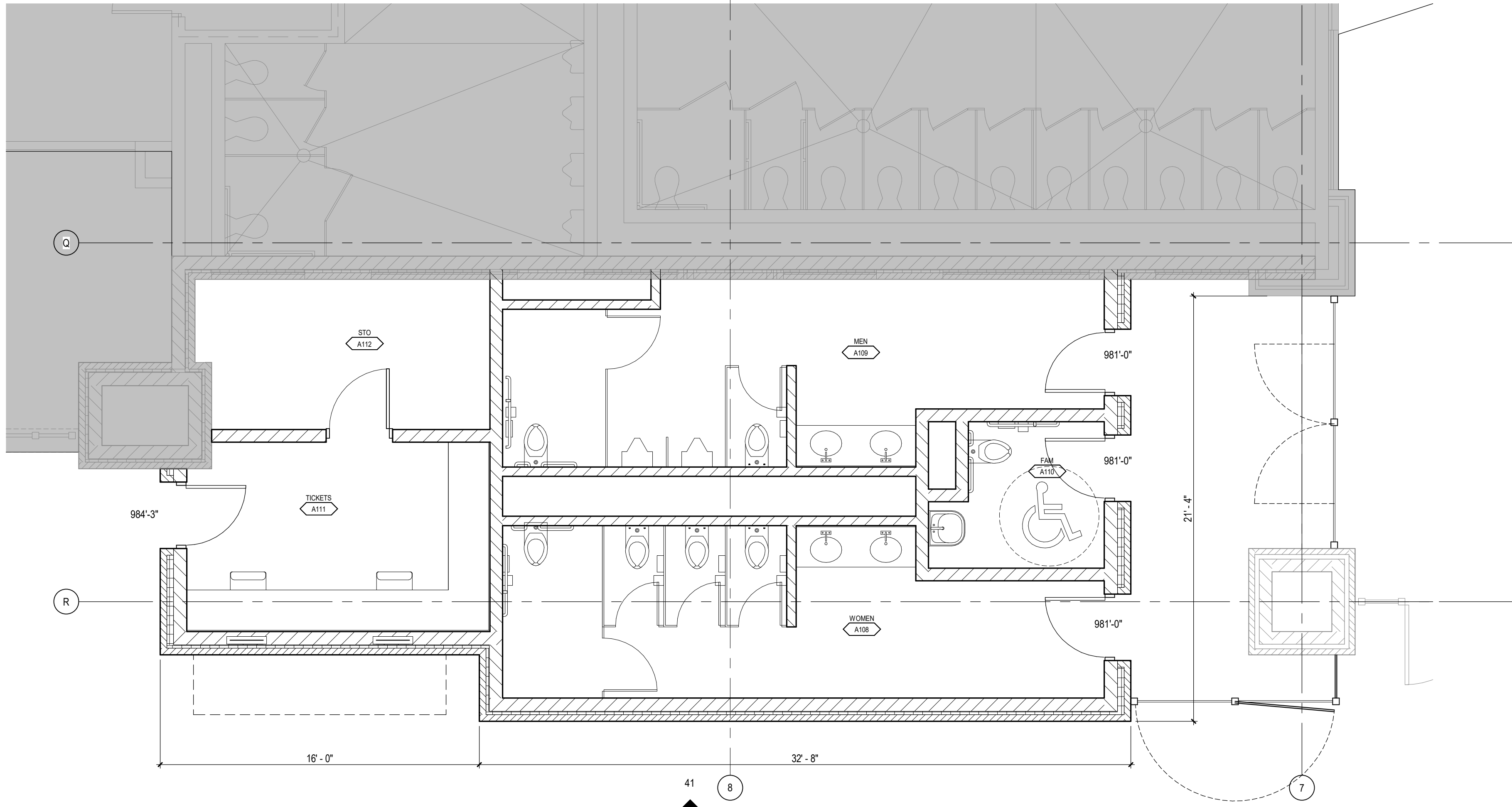
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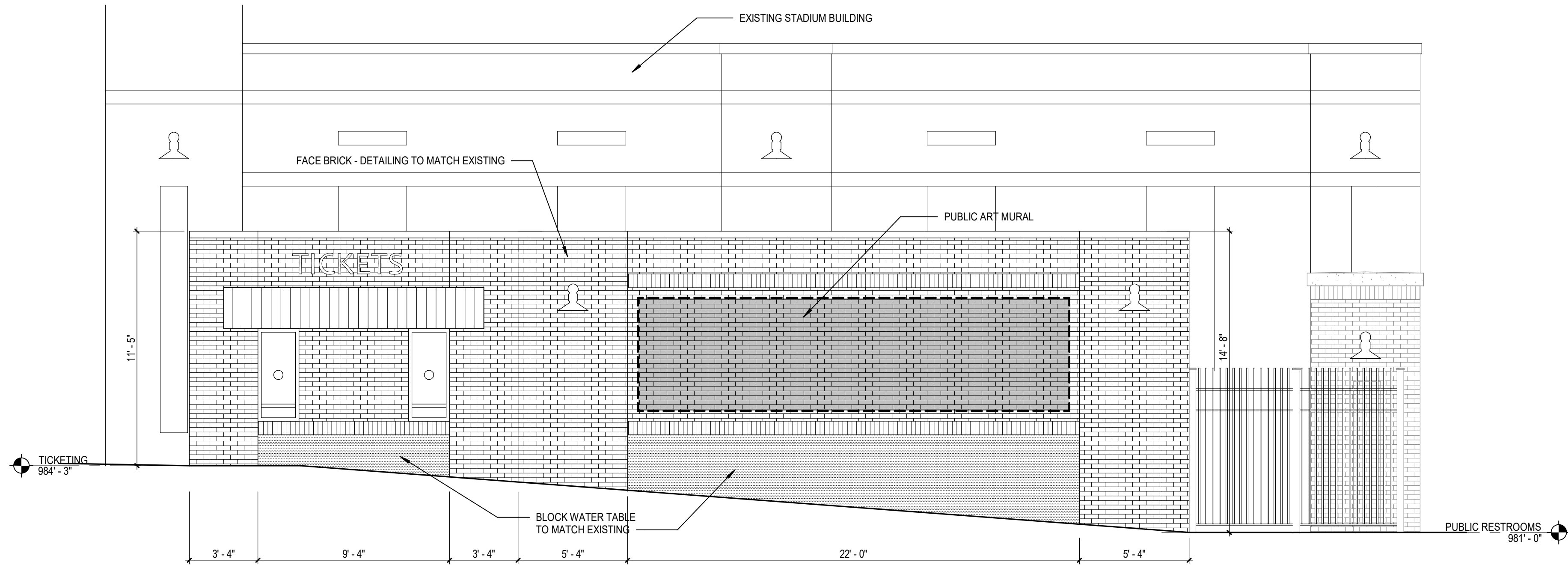
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BM 360/171-20102-00 Greenville Drive - Field Sheet Plaza17-20102-00_GVD-FSP_AR_2020.rvt
4/5/2021 1:00:13 AM



FLOOR PLAN - RESTROOMS AND TICKETING

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



SOUTH ELEVATION - RESTROOMS AND TICKETING

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



**Planning Staff Report to
Design Review Board - Urban
April 30, 2021**
for the May 6, 2021 Public Hearing

Docket Number: CA 21-280
Applicant: Hilton Displays
Property Owner: 455 Congaree, LLC
Property Location: 455 Congaree Rd.
Tax Map Number: 054303-01-00502
Zoning: C-3, Regional Commercial 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)(4) Electronic Message Boards
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

Project History:

On December 3rd, 2020 The Design Review Board – Urban Panel denied an exception to sign standards, CA 21-280, submitted by the same applicant for a freestanding sign in the same location. The applicant has revised the design of the proposed freestanding sign and has submitted a new application for an exception to sign standards. The applicant is eligible to submit a new application under Section 19-2.3.8(K)

Staff Analysis:

The applicant proposes to construct a 25 ft.-tall freestanding sign at 455 Congaree Rd. within a C-3 zoned district. The applicant submitted two design options: Option 1 features a 48.5 sq. ft. electronic message board and internally illuminated push-through letters; Option 2 features internally illuminated push-through letters but does not contain an electronic message board. Both options feature decorative accent lighting along the top and side of the monument.

The freestanding sign is proposed along the eastern property line adjacent to I-385. The proposed sign features a fabricated aluminum monument painted Bright Indian Silver Metallic and push-through internally illuminated copy. The illuminated side and top accent feature are proposed to be painted dark blue (PMS 294-C). The electronic message board proposed under Option 1 features full-color LED.

Section 19-6.6.4(C)(7) of the Land Management Ordinance provides the findings needed for the DRB to review and grant exceptions to sign standards. According to this section, the DRB may allow an increase in sign area and/or sign height (up to 25 ft.) for freestanding signs, if the DRB finds the design meets the following criteria:

1. Size of the development parcel.

Staff Response: The size of the development parcel is 1 acre in size, which is consistent with adjacent parcels on Congaree Rd.

2. Frontage on an interstate highway.

Staff response: The subject property's eastern property line abuts I-385. The sign is proposed adjacent to the interstate.

3. Visual obstructions.

Staff response: No existing visual obstructions are known.

4. Unusual building location on-site.

Staff response: The existing building fronts Congaree 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.

Staff response: The proposed use on site is a real estate office. The use does not meet the above listed uses.

The Design Review Board must make an additional finding that, *"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.

In addition, per Section 19-6.6.4(C), the area of the electronic sign face shall not exceed 30 percent of the overall sign face. The proposed electronic message board is 48.5 sq. ft. which, in and of itself, exceeds maximum permitted sign area size that can be approved by staff (36 sq. ft.) sq. ft. Based on the provided renderings, the electronic message board appears to exceed 30 percent of the overall sign face and overpowers the push-through copy at the top of the sign.

Staff finds that the proposed sign incorporates unique and aesthetically appealing design features that complement the building and site and is adjacent to an interstate highway. However, staff is

not supportive of the proposed electronic message board as it exceeds the maximum size permitted per the Sign Ordinance and would likely result in a perception of visual clutter along the I-385 frontage. Further, staff finds that there are no other electronic message boards of this size within city limits *along this stretch of I-385*.

As such, staff recommends approval of Option 2 for the requested exception to sign standards with the following Conditions:

1. The sign shall not feature an electronic message board.
2. This certificate of appropriateness (CA) is considered a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 Lapse of approval/vested rights and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension must be received by the applicant at least sixty (60) days before expiration, unless any change or amendment to the land development ordinance or regulations of the City of Greenville's Code of Ordinances were to be amended that would no longer allow execution of the site specific development plan. At any time during the two-year period or any subsequent Vested Rights extensions, the applicant may be granted a building permit from the City Building Official. Should the CA expire at any time prior to the application for a building permit, such permit shall not be issued until a current CA is provided.

DEPARTMENT COMMENTS AND CONDITIONS

Traffic Engineer:

Recommend: Approve w/ Conditions

Comments:

Display panel shall not be so bright at night as to distract drivers.

Applicable standards and guidelines follow below.

Freestanding signs: Subsection 19-6.6.4(C)

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

- (1) *Lighting.* Freestanding signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.

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

Section 19-2.3.8(K) - Submission of new application after disapproval. If the administrator or the DRP [Design Review Board] disapproves a certificate of appropriateness or unreasonable hardship exemption, the applicant may, at any time, submit a new application with new information addressing the reasons for disapproval.

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:	Aubree Perry (Hilton Displays)	455 Congaree, LLC
*Title:	Project Manager	Carolina Moves, LLC
*Address:	125 Hillside Drive Greenville	330 Pelham Road, Suite 200 Greenville
*Phone:	864-313-2663	864-475-1234
*Email:	aubreeperry@hiltondisplays.com	cy@carolinamoves.com

PROPERTY INFORMATION

*STREET ADDRESS 455 Congaree Road, Greenville _____

*TAX MAP #(S) 053030100502 _____

*SPECIAL DISTRICT NO _____

DESCRIPTION OF REQUEST

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

(1) 25' tall x 10' wide x 3' deep double sided internally illuminated monument sign with EMC.
Monument will placed facing I-385.

Seeking Design Exemption

INSTRUCTIONS

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

SITE PLAN REVIEW

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

ARCHITECTURAL REVIEW

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

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

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

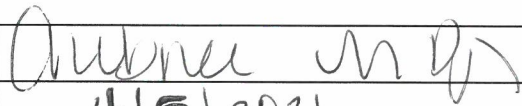
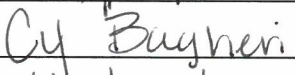
6. Please read carefully:

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

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

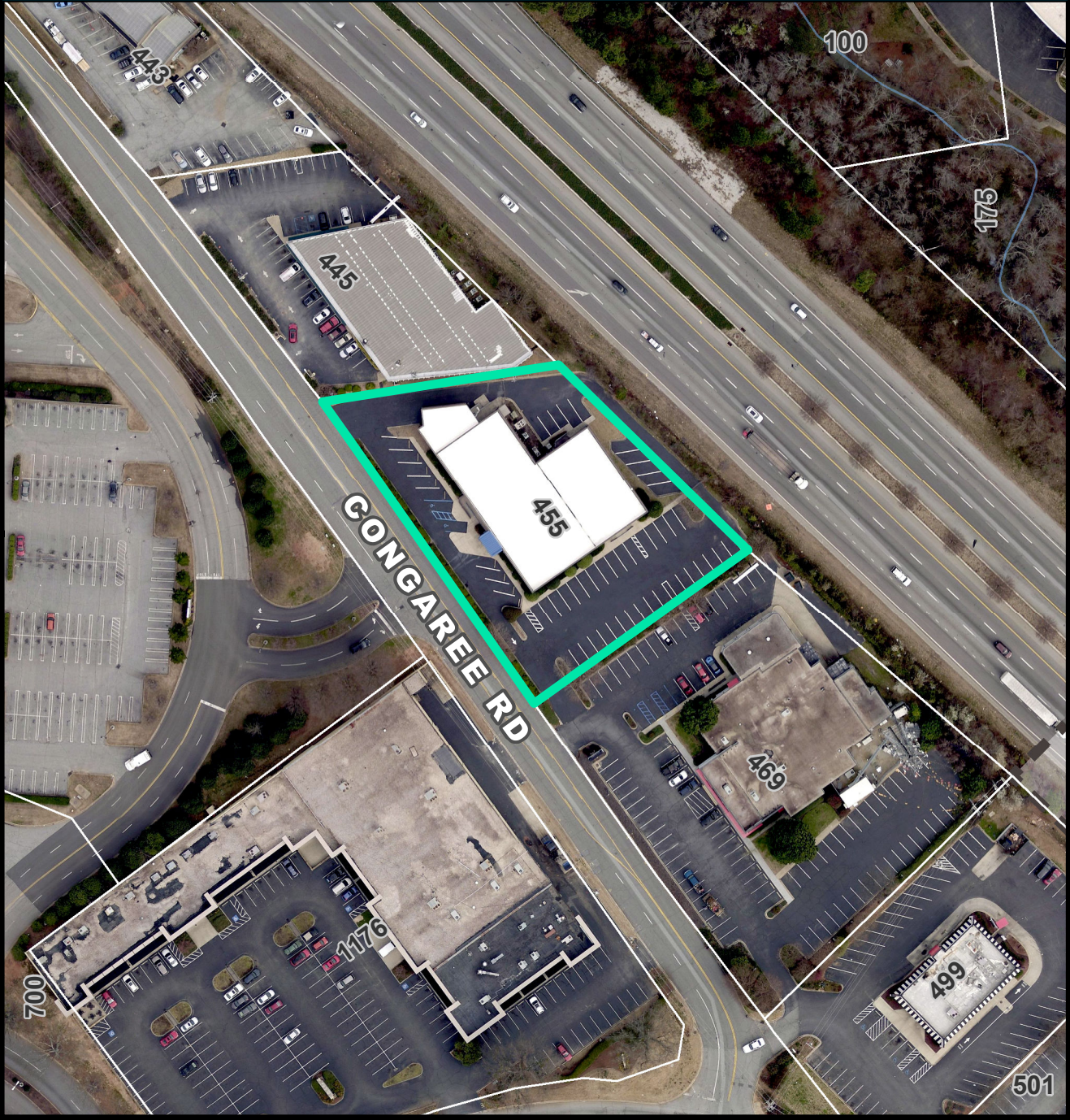
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will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

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

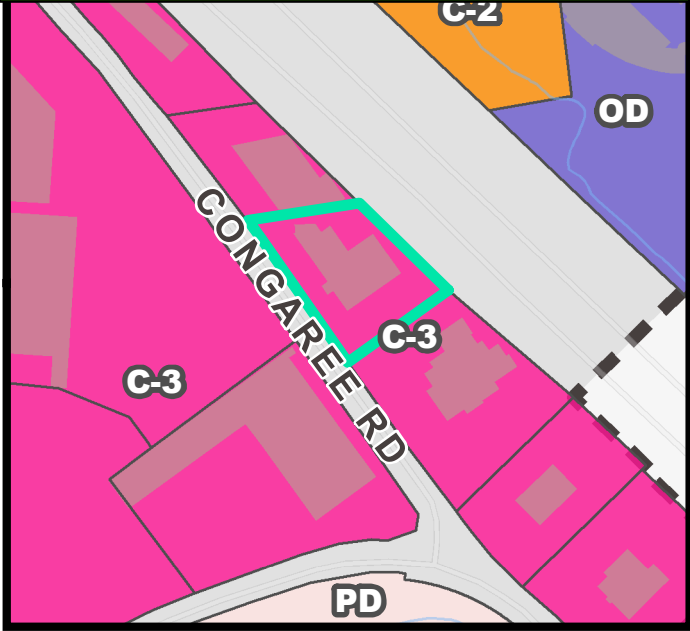
*Signatures	
Applicant	
Date	4/5/2021
Property Owner/Authorized Agent	
Date	4/5/2021
Public Hearing Information	
Public Hearing Signs	

CA 21-280 • 455 CONGAREE ROAD

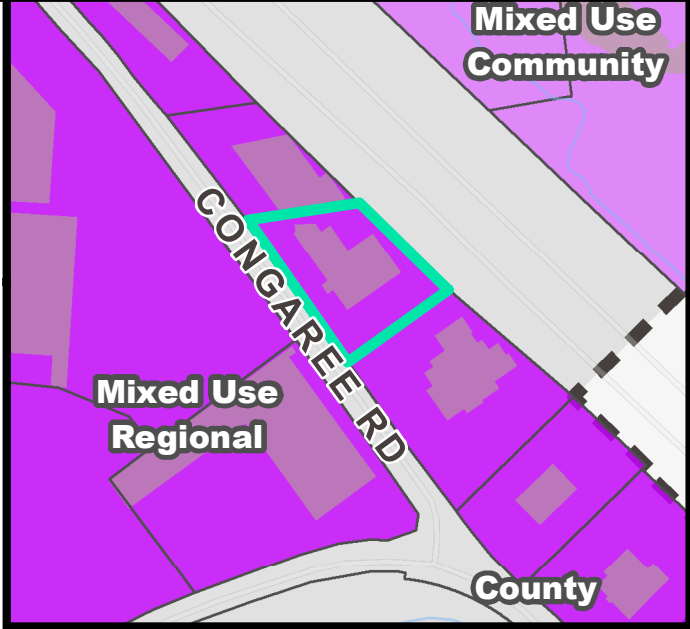
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

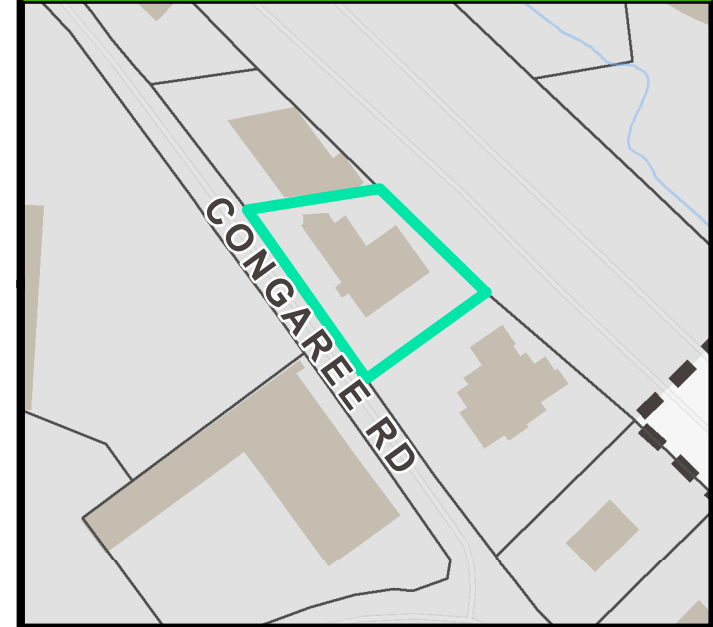


CA 21-280 • 455 CONGAREE ROAD

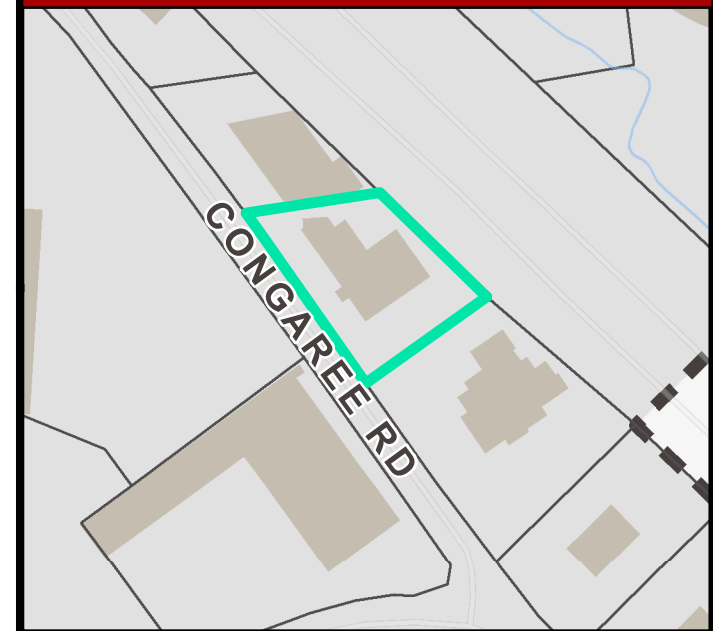
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



2 0 2 1



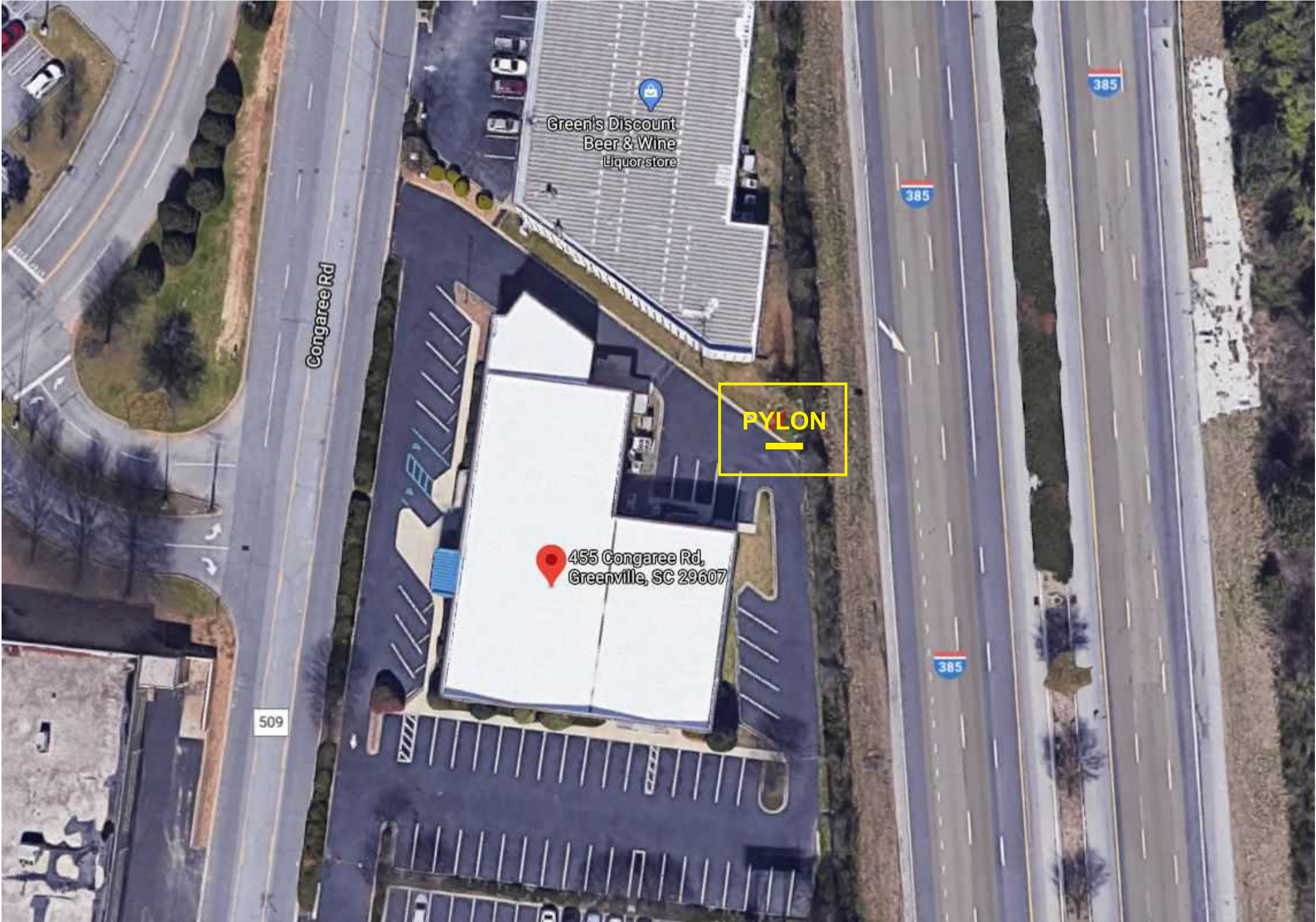
SITE RECOMMENDATION BOOK

*CAROLINA MOVES
455 Congaree Road
Greenville, SC 29615*

QID# 21-50972

DESIGNER: *Greg Sloan*
PM / SALES: *Aubree Perry*
Date: *2.18.2021*
Rev.: *3.24.2021*

PYLON | SITE LOCATION



HILTONDISPLAYS
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P 800 353 9132 • F 864 242 2204
www.hiltondisplays.com

QID 21-50972

JOB NAME

CAROLINA MOVES

LOCATION

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Greenville, SC 29615

CUSTOMER CONTACT

SALESMAN / PM

Aubree Perry

DESIGNER

Greg Sloan

DWG. DATE

2.18.21

REV. DATE / REVISION

3.24.21

SCALE

FILE

2021/Carolina Moves/
Greenville SC/
21-50972/

DESIGN SPECIFICATIONS ACCEPTED BY:

EST: CLIENT:

SLS/PM: LANDLORD:

THE INTENT OF THIS DRAWING IS TO SHOW A CONCEPTUAL REPRESENTATION OF THE PROPOSED SIGNAGE. DUE TO VARIATIONS IN PRINTING DEVICES AND SUBSTRATES, THE FINISHED PRODUCT MAY DIFFER SLIGHTLY FROM DRAWING.

**Underwriters Laboratories Inc.**

DRY	
DAMP	
WET	

PYLON | ELEVATION



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 Underwriters Laboratories Inc.

DRY	
DAMP	
WET	



PYLON | OPTION 1

NIGHT ILLUMINATION RENDERING



 **FRONT VIEW / SIDE A**
SCALE: 1/4" = 1'-0"

 **END VIEW**
STREET SIDE

 **FRONT VIEW / SIDE B**
SCALE: 1/4" = 1'-0"

 **END VIEW**
STOREFRONT

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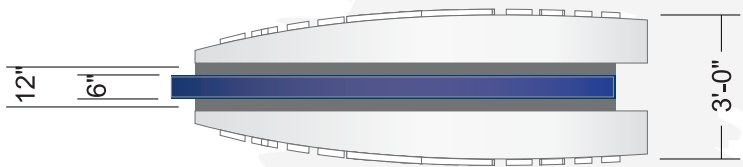
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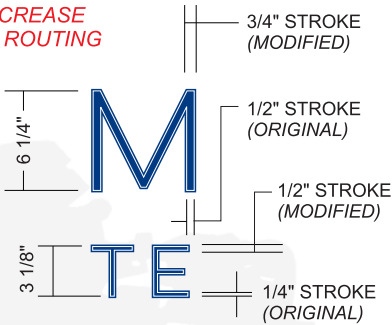
PYLON | OPTION 2

PART # 21-50972-1 / QTY. 1

NOTE: COPY STROKE INCREASE
REQUIRED FOR PROPER ROUTING
OF CABINET FACES AND
PUSH-THRU ACRYLIC



TOP VIEW
SCALE: 1/4" = 1'-0"



COPY DETAIL
SCALE: 1" = 1'-0"

MANUFACTURING SPECIFICATIONS

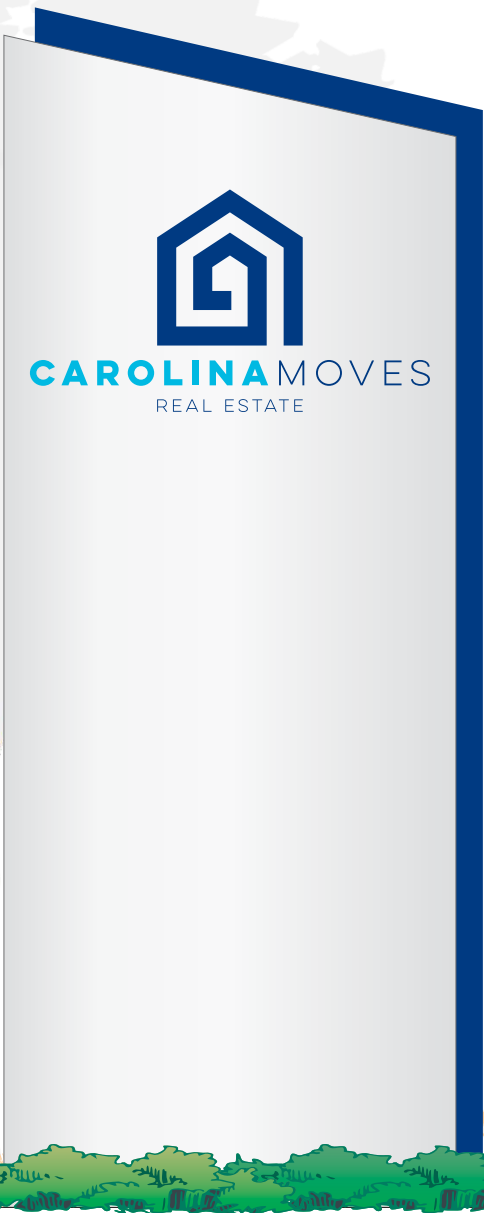
- 1 INTERNALLY ILLUMINATED PYLON
Double-faced fabricated aluminum monument with routed cabinet faces and decorative aluminum accent center section. Main cabinet painted Bright Indian Silver Metallic, and illuminated via White Sloan Prism LEDs. Center accent feature painted to match PMS 294 C.
- 2 ROUTED AND PUSH-THRU COPY
Routed aluminum cabinet face with 1" clear acrylic push-thru letters with nine-color process digitally printed 3M translucent clear vinyl graphics, applied to first surface of clear push-thru copy as shown, and 3M light diffuser film applied to second surface (backs) of letters.
- 3 INSTALLATION
Pylon cabinet installed on new steel and concrete foundation based on engineering.



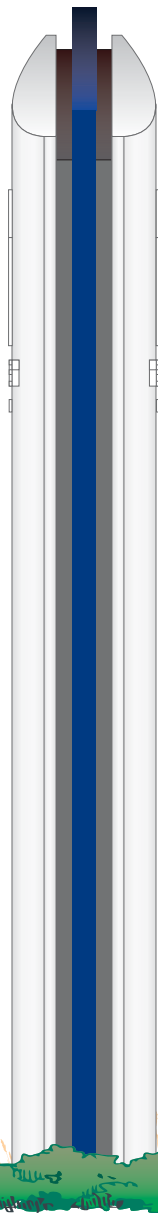
FRONT VIEW / SIDE A
SCALE: 1/4" = 1'-0"



END VIEW
STREET SIDE



FRONT VIEW / SIDE B
SCALE: 1/4" = 1'-0"



END VIEW
STOREFRONT



VINYL GRAPHICS:
3M 7725-10 WHITE
3M 3630-20 WHITE

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DESIGNER

Greg Sloan

DWG. DATE

2.18.21

REV. DATE / REVISION

3.24.21

SCALE

FILE

2021/Carolina Moves/
Greenville SC/
21-50972/

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PYLON | OPTION 2

NIGHT ILLUMINATION RENDERING



 **FRONT VIEW / SIDE A**
NIGHT ILLUMINATION

 **END VIEW**
NIGHT ILLUMINATION

 **FRONT VIEW / SIDE B**
NIGHT ILLUMINATION

 **END VIEW**
NIGHT ILLUMINATION

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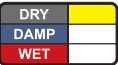
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Underwriters
Laboratories Inc.





**Planning Staff Report to
Design Review Board - Urban
April 30, 2021**
for the May 6, 2021 Public Hearing

Docket Number:	CA 21-281
Applicant:	Suncap Property Group
Property Owner:	Allen Temple AME Church, CAP Park LLC
Property Location:	1001, 1015 S. Main Street
Tax Map Number:	007300-04-00100, 007300-04-00200, 007300-04-01500, 007300-04-01600
Acreage:	approximately 3.119 acres
Zoning:	C-4, Central Business District
Proposal:	New mixed-use development and the demolition of the existing West End Recreation Center
Staff Recommendation:	Deny

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Application Request:

The request is to demolish the existing Allen Temple AME West End Community Recreation Center and associated parking lots to construct a mixed-use development of approximately 275 residential apartment units wrapped around a precast parking structure with parking for approximately 500 vehicles. Approximately 12,000 square feet of retail is proposed along S. Main Street with one unspecified 3000/sf 'amenity' area along S. Markley St. and one unspecified smaller 'amenity' area at the corner of Green Ave and Vardry St. Two more smaller 'amenity' areas are shown within the proposed apartment portion of the building mass. Most of the proposed structure is designed as a 5-story building so that it may be built as wood frame construction.

Although shown in the plans and perspectives submitted for review, this proposal does not include the streetscape improvements drawn on N. Markley Street, which is City right-of-way. The City has not agreed to the streetscape improvements drawn in this proposal and such improvements would require City Council approval prior to DRB approval.

Staff Analysis:

Since the first contact about the proposed project in February 2021, the applicant has met with city and Planning staff several times, met with the neighborhood leaders of the M West Townhome development at 1027 S. Main Street, presented their plan before the West End Neighborhood Association's April meeting, and met with the City's consultant, Rob Robinson of Urban Design Associates. In each of these meetings, the applicant received feedback from the attendees that the proposed project scale and design did not seem appropriate for the site and did not respond sensitively to the scale context around it, as required by the Downtown Design Guidelines. A notable comment from an attendee of the West End Neighborhood was the observation that the design, while nicely presented, looked very 'suburban' in its presentation and did not look appropriate for downtown Greenville and would seem more suited for a location at the edges of the city.

In each meeting with city and planning staff, staff shared specific concern about the single, extra-large building mass and how the design did not appropriately address the scale requirements of the downtown design guidelines, concern about the architectural detail and material use that did not comply with downtown design guidelines, concern about the disconnect with required pedestrian access and connectivity, per the downtown design guidelines and concern about the awkward vehicular access and connectivity that concentrates high vehicular traffic patterns with high pedestrian activity, again, in conflict with downtown design guidelines. Despite the concern and feedback shared with the applicant in each of the meetings with the city and those with the surrounding community, the applicant has chosen to move forward with a design that is essentially the same proposal, with minor inconsequential tweaks, presented to staff in our first meeting with the applicant in February.

As noted by staff to the applicant numerous times, the proposed plan conflicts with or does not comply with numerous Downtown Design Guidelines. Due to the abundance of non-compliance, it appears that the applicant did not sufficiently utilize the city's Downtown Design Guidelines shape or inform the proposed design submitted for DRB review and approval.

PUB 1. Block Pattern:

- **PUB 1.1, 1.IP & 1.LP:** The submitted site plan does not propose a pedestrian cut-through to reduce the block size for pedestrians. The S. Main Street/S. Marley Street/Green Avenue/Vardry Street/Anderson Street block is roughly 2,000 lineal feet in length without any pedestrian cut-through access or connectivity. Recent projects, in downtown Greenville, that have complied with this requirement, include Camperdown and the Greene Apartments. To comply with this guideline, a pedestrian cut-through must be proposed to reduce block size and provide access and promote pedestrian walkability in the downtown area. Notably, a well-placed cut-through, on the S. Main St. block face, could allow for safe mid-block pedestrian crossing, for area residents, to the development's proposed retail and could also continue through the site to reconnect neighborhoods to the west, south, and east sides of the site.
- **PUB 1.2:** The development must be connected to existing public sidewalks. None of the primary access points to the residential portion of the large building mass are connected to the public sidewalk system in the adjacent rights-of-way, as required. In addition to non-compliance with this Downtown Design Guidelines requirement, staff notes that the design may also face challenges to comply with

Building Code and American with Disabilities Act (ADA) accessibility requirements at time of permit.

- **PUB 1.3 & 1.4:** When staff noted to the applicant, during each pre-submittal meeting, the need to comply with pedestrian cut-through requirements, staff also informed the applicant that the method of pedestrian cut-through will determine the width required. If the cut-through is designed as 'pedestrian-only', the width must be a minimum of 18 ft to allow for a wide, welcoming pedestrian path, furnishings, landscaping, and lighting. If the cut-through is designed as a combined vehicular and pedestrian cut-through, then it should be at least 25-ft wide to accomplish a safe environment for pedestrians.
- **PUB 1.5 & 1.6:** The proposed "plaza" area, located directly across from the primary pedestrian entrance for Fluor Field, also serves 'double duty' as a 500-car parking garage entrance and exit that appears to create predictable pedestrian/vehicular conflicts. Such conflicts should be minimized to promote the safe and active pedestrian zones specified by the Downtown Design Guidelines. The entrance could also be shifted farther away from the S. Main St./S. Markley St. intersection and more toward the middle of the block as noted by the design guidelines.
- The proposed plan does comply with PUB 1.8 with the provision of vehicular access to an adjacent building via a shared alley or driveway (1021 S. Main Street).

In summary, staff does not find that the proposed design is in substantial compliance with the intent of the block pattern design guidelines. The Downtown Block Pattern Design Guidelines note "a fine-grained block pattern increases the density and diversity of building types and uses, which increase the shopping, workplace, living and entertainment offerings available within walking distances." A single, large building, with a 2,000/lf block, only interrupted by two separate entrances to a 500-car parking garage, does not appear to have embraced the guidance of this design guideline effectively.

PUB 2. Pedestrian Realm

- **PUB 2.1:** A building transition zone should be provided, be *at least* four (4') feet and should not encroach upon the minimum sidewalk width. Due to the lack of any dimensions on the submitted proposal drawings, it is unclear if the proposal complies with this requirement. It appears that the proposed building design, that jogs the building face in and out on this elevation, results in about half of the edge of the building, along S. Main St, placed exactly on the property line and directly against the edge of the existing public sidewalk. This placement does not provide the *minimum* 4-foot building transition zone required and the placement tends to crowd the public sidewalk zone where the building edge is directly on the property line. Along S. Markley St., there does appear to be a transition zone, but staff is unable to verify compliance due to the lack of dimensions. Transition zone areas along Green Ave and Vardry St. appear to be compliant, however, staff is unable to verify without dimensions on the submittal.
- **PUB 2.2:** The existing sidewalk zone, along S. Main St., is approximately seven (7') feet and abuts the private property line. Because the site is a vacant site without any existing building restrictions that could be presented as cause for

building transition zone compliance to 'not be feasible', this guideline would reinforce the need for this project to incorporate a reasonable building transition zone in the design solution along S. Main St.

- **PUB 2.4:** Plazas are a part of the pedestrian realm. The submittal does propose a 'plaza' but that 'plaza' also serves 'double duty' as a 500 car parking garage entrance and exit that appears to create predictable pedestrian/vehicular conflicts and does not really suggest that "Downtown users are more likely to linger in a spacious, comfortable pedestrian realm" as suggested by the pedestrian realm design guidelines.

In summary, staff does not find that the proposed design is in substantial compliance with the intent of the pedestrian realm design guidelines.

PUB 3. Sidewalk Zone

- **PUB 3.3:** The applicant proposes to relocate the existing sidewalk, along Vardry Street, approximately 5 feet closer to the roadway than the current location. This not only does not provide enough room for the proposed street trees, it also would reduce the existing curb lawn of approximately 7 feet, down to 2', 6". In addition, the applicant proposes to remove five (5) mature, established street trees, located within the public right-of-way lawn area, from the property side of the existing sidewalk, and replace with five (5) new street trees located within the newly reduced 2'-6" curb lawn. The design guideline states the planted area between the sidewalk and vehicular traffic should be a *minimum* of 5' to provide a safe environment for pedestrians and room for landscaping.
- **PUB 3.5:** As noted before, building entrances to the residential portion of the proposed building are provided without any direct connection to a public sidewalk. The lack of a sidewalk connection at these primary entry points does not comply with this design guideline or South Carolina Accessibility Standards and the Americans with Disability Act requirements.

In summary, staff does not find that the proposed design is in compliance with critical elements of the sidewalk zone design guidelines.

PUB 4. Street Furnishing Zone

- **PUB 4.2, 4.3 & 4.4:** Though the applicant does propose new benches along S. Main Street, they have not proposed any along any other street, nor along a pedestrian cut-through. Proposed benches must comply with City standards to prevent vagrancy.

In summary, staff finds that it is important to emphasize and celebrate all street face opportunities with new development within the downtown area. This proposed site development is in direct proximity to significant improvements planned for Field Street. Yet the proposed design solution seeks to diminish the pedestrian experience along Vardry St. when sound planning principles suggest that the improvements along Field

Street should naturally continue a pedestrian experience along this side of the proposed development in response to the context precedent.

PUB 5. Planting Zone

- **PUB 5.1:** The proposed landscape plan does not appear complete or well-conceived, even as a schematic level design. Primary access points show landscape and bushes in front of doors that are not provided access to any exit surface such as a sidewalk (Landscape Plan, Sheet L-001).
- **PUB 5.9:** The minimum planting area for a tree shall be 6'x6". However, the applicant proposes space for street trees along Vardry Street of 2.5', along Green Avenue of 5', and along N. Markley Street of 5'.
- Per the Landscape Plan, Sheets L-001-B & L-004, the applicant proposes trees in the pedestrian 'plaza' area directly under where the 2nd floor extends outward toward S. Markley St. Such placement, in reality, would result in the death of the trees. Bushes and shrubs are also shown blocking any entrance to the unspecified 'amenity' provided to activate the street at the corner of Green Avenue and Vardry Street.

In summary, staff does not find that the proposed design is sufficient to suggest compliance with critical elements of the planting zone design guidelines.

PUB 7. Alleys and Pedestrian Cut-Throughs

- **PUB 7.1:** The proposed plan, indicates electrical equipment located on the paved alley provided for vehicular travel access as shown on Page L-004 "Service Area Plan." The application proposes loading and the trash dumpster location on the alley. However, on Page L-001 "Landscape Plan", these locations are blocked by landscaping and a proper dumpster truck entry pad is not provided.
- **PUB 7.2:** The application does not propose safety lighting to the alleyway. At night, this could lead to further pedestrian-vehicular conflicts as a pedestrian cut-through is also not provided.
- **PUB 7.5:** The proposed elevation design does not effectively mitigate the visual impact of the 5-story wall that faces the alley. There is no evident design response to the one- and three-story structures immediately adjacent to this 5-story wall that rises straight up from the pavement of the alley.

In summary, staff does not find that the proposed design is in compliance with critical elements of alleys and pedestrian cut-through design guidelines.

PUB 8. Publicly Accessible Parks and Plazas

- **PUB 8.1 & 8.3** Compared to the Informal Review package; the applicant now has submitted the current proposal to largely privatize the plaza area by walling it off. The Downtown Design Guidelines, PUB 8.1 or 8.3, calls to maintain visual and physical access from the sidewalk into plazas.

- PUB 8.4: The location and building design, chosen for the plaza, should be an area where it would have maximum solar exposure. Due to the northeast placement and height of the proposed building surrounding it, both the location choice and building design does not seek to maximize sunlight into the plaza.
- PUB 8.6: The plaza is shown on Page L001 "Landscape Plan" appears largely devoid of vegetation. The monolithic evergreen landscape plan does not provide shade or enrich "human interest, including seasonal variety, multi-sensory appeal, or distinctive physical characteristics."
- PUB 8.7: The applicant has proposed both public art and retail into the plaza's programmatic experience.
- PUB 8.10: The proposed plans do not indicate any additional lighting in the plaza to increase safety.
- PUB 8.11: The proposed plans do not indicate any seating opportunity within the plaza.
- PUB 8.13: Given the lack of detail on materials, plant species, seating areas, lighting, and other materials to promote a safe and vibrant plaza experience, the plaza does not appear to be well developed.

In summary, staff does not find that the proposed design is in substantial compliance with the intent of the publicly accessible parks and plazas design guidelines.

PUB 9: Lighting:

- **PUB 9.3:** The proposed light pole design, for the parking garage roof, appears to be the same fixture used for the streetlights at ground level. Due to the multi-story elevation of the proposed fixture, staff notes some concern about the light pollution potential into neighboring properties.

In summary, staff finds that the proposed design is in substantial compliance with the intent of the lighting design guidelines but recommends that the lighting for the top deck of the garage be reconsidered with a more directed fixture that could shield light pollution into surrounding properties.

PUB 11. Signage:

- A separate, staff-level CA is required for signage. Though conceptually shown without brand names or detailing, the signage does generally appear to meet the design guidelines.

In summary, staff finds that the proposed design is in substantial compliance with the intent of the lighting design guidelines.

PUB 12: Utilities:

- Utilities are largely consistent with the Design Guidelines, however, Page L-004 “Service Area Plan” shows the transformers within the alley pavement. This should be remedied.

In summary, staff finds that the proposed design is in substantial compliance with the intent of the lighting design guidelines.

PUB 13: On Street Parking:

- **PUB 13.3:** While not entirely clear in the submitted plans, it appears that the design for on-street parking to avoid curbside obstructions in curbside design is not adequate. A low consistent curb with pedestrian connections to on-street parking should be utilized. As a reference, the picture in the upper-left corner of Page 73 of the Downtown Design Guidelines should be utilized as an example for a redesign.

In summary, staff finds that the proposed design is in substantial compliance with the intent of the on-street design guidelines, with specific attention needed to address PUB 13.3.

PRI 1. Placement:

- **PRI 1.2:** The location of many of the apartment’s lobbies and entrances are not placed in a highly visible manner. Also, due to the quality control incompleteness of the submitted plan set, it is unclear where all building entrances are located. For instance, on Pages A-12 “Level 2 Plan”, A-13 “Typical Level Plan”, and A-14 “Level 5 Plan” there is a grand staircase shown that ascends directly into an “S1” (studio) residential apartment unit.

In summary, staff finds that the plan submitted does not clearly convey intent to the completeness level required to obtain approval or to allow staff to enforce any approval requirements, if granted.

PRI 2. Massing:

- **PRI 2.2:** Instructs designers to use lower building and element scale to transition taller buildings to lower scale buildings. The Hair Salon on Green Avenue is one story. The historic church on Green Avenue is two story with a one-story outbuilding. The old West End Coffee building and the Fluor Field stadium presentation on S. Markley are two stories. The single-family dwellings to the west are three stories and 1021 S. Main is one story. The proposed development building mass and height adjacent to these properties is five to six stories with minimal step back treatment on some, but not all, elevations.
- **PRI 2.7:** The proposed building mass presents a flat, uniform height at every elevation and does not utilize a variety of building heights along a façade. This is especially evident along Green Avenue and Vardry Street. The elevation facades

have a flat roof, without a definitive cap, that is the same elevation along the entire building perimeter.

- **PRI 2.LP:** The proposed façade design does not successfully divide the single, monolithic building and its five (5) primary elevations into smaller modules to better relate to the scale and proportion of the area and Downtown. Separate buildings may be considered also to address this issue. Again, the building should vary building heights and façade setbacks to create a more visually interesting rhythm.
- **PRI 2.ED:** Although the applicant was informed about this requirement in every meeting with city and planning staff prior to submittal, the proposed design does not appear to have addressed this guideline special condition that states new construction within 300-ft of an occupied single-family home should be within 10 feet greater than the average height of all buildings within a 300-foot radius. In all, within 300 feet of the proposed project there are approximately fourteen (14) – one story, two (2) – two story, four (4) – three story, one (1) – four story, one (1) – six story and one (1) – eight story structures.

In summary, staff does not find that the proposed design is in substantial compliance with the massing design guidelines. Staff did share with the applicant that it was understood that development program requirements would not allow the overall development to conform with the average building height requirement. However, staff suggested that the design respond to this requirement along the perimeter edges of the site, that would present appropriate scale and design to the pedestrian realm and increase height in the center of the site to gain the program space for the number of residential units needed. The applicant responded they would consider but planned to build a wood frame structure to keep investment costs lower.

PRI 3. Entry:

- **PRI 3.1:** “Locate entrances at active locations that enable and promote pedestrian walkability, and connectivity.” The proposed plan locates apartment building entry locations in the middle of the alley, in the fire lane, and in a closed off area of the plaza and are not located at active locations.
- **PRI 3.2:** The plan set submitted for consideration does not appear to provide accessible building entrances for the residential portion of the proposed building. Every entrance, that can be identified in the plan set, does not appear to have been designed for ADA accessibility.
- **PRI 3.3 & 3.5:** The submitted plan design does indicate architectural features that attract and guide pedestrians to the apartment complex entrances. The entrances that can be identified on the submitted plans, seem as if they are an afterthought with the proposed architecture, lighting plan, landscaping, and their general location on the site plan.
- **PRI 3.6:** The proposed plan does not appear to provide a recessed or covered entrance at every retail entrance along the S. Main Street & S. Markley Street intersection.

- **PRI 3.8:** The individual residential units, along the alley, do not include entrances that face the public realm. The alley is considered a part of the public realm but appears to have been designed as ‘back-of-house’ – See PUB 7.
- **PRI 3.9:** Shared entrances to multi-tenant residential units must use architectural elements, furnishings, and/or landscaping to clearly articulate the entrance. Again, the current design of the shared entries appears to be incomplete and not fully developed.
- **PRI 3.LP:** The design proposal does include distinct entrances and storefronts along S. Main Street in compliance with this guideline.

In summary, staff does not find that the proposed design is in substantial compliance with the entry design guidelines. This design element, across every elevation of the building mass, appears to be incomplete and not fully developed.

PRI 4. Activated Ground Floor:

- **PRI 4.LP:** This special condition requires activation along internal plazas. The submitted plan set does not include the north and south elevations for the building surrounding the proposed pedestrian ‘plaza’.

In summary, staff notes that the submitted plan set does not provide required information needed for proper evaluation of the design for compliance with design guidelines.

PRI 5. Articulation:

- **PRI 5.2 & 5.3:** The proposed building mass façade width does not present as compatible with the adjacent context –notably the M West Townhomes, next door, at 1027 S. Main Street. The M West Townhome building façade width is roughly 85/lf. The proposed five story building face that fronts Vardry St, in contrast, is over 200/lf and two stories taller with no step back of the façade face to respond to the surrounding scale context. A possible design response to split the proposed façade along Vardry Street into separate buildings or what would appear to be separate buildings, with appropriate architectural detail, could better compliment the adjacent townhome form and other structures across the street.
- **PRI 5.6:** The façade along Vardry Street presents, in surrounding context, as a large, monotonous façade that appears quite suburban in its architectural articulation that also proposes the extensive use of Hardiboard materials.
- **PRI 5.7:** Staff believes the corner of Vardry Street and Green Avenue does not adequately utilize architectural features to *accentuate* the corner’s unique location and to engage the public realm with visual presence.
- **PRI 5.LP:** Overall, the entire building mass and perimeter presents each elevation as a monstrous façade that does not respond appropriately to area context. Staff has consistently suggested that the design seek to break the facades into smaller parts. The final design proposal response submits only minor in and out jogs in the building mass form. Additional guidance is provided by PRI 2.7, which notes that differentiation in building height coupled with articulation can help to break up the facades into smaller parts.

In summary, staff does not find that the proposed design is in substantial compliance with the articulation design guidelines.

PRI 6. Materiality:

- **PRI 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. The proposed design specifies extensive use of fiber cement panels, lap siding and board and batten siding on every elevation of this large building to achieve the result of a very 'suburban' design-look proposal for placement in the city's central business district. In urban areas, pedestrians and cyclists interact directly with a building's surfaces and finishes, unlike in more suburban and vehicular areas. Therefore, large expanses of the same materials are discouraged. Finishes and materials that are of high quality and durability confirm a sense of permanence and contribute to the continuity of Greenville's reputation for design excellence.

In summary, due to the extensive use of fiber cement as the primary building cover, rather than sparingly as an accent material, staff does not believe that the proposed design is in substantial compliance with the materiality design guidelines.

PRI 7. Architectural Lighting:

- **PRI 7.1:** Use light fixtures to accent and complement architectural elements. The plan submittal does not include any reference to architectural lighting design study or consideration for the project.
- **PRI 7.2** Enhance building architecture with lighting. Incorporate accent lighting into the building design to create visual interest, depth and shadows. Ensure lighting does not have an adverse impact on adjacent properties and pedestrian areas. Due to the importance of the downtown district to Greenville's reputation for world class design and planning, understanding the use of architectural lighting and its contribution to this design and the surrounding area is a specific priority that should be addressed as part of the design approval process.

In summary, staff does not find that the proposed design has sufficiently engaged or explored the aspect of architectural lighting and the impact, positive or negative, that the lighting plan will have on the design and to the surrounding area. Therefore, staff does not believe that the proposed design is in substantial compliance with the architectural lighting design guidelines.

PRI 8. Private Outdoor Spaces:

The submitted plan set proposes a large private outdoor space yet it does not provide any information, specific plan, or elevations for the space that can be used to evaluate compliance in the approval process.

PRI 10. Parking Structures

- **PRI 10.2 & 10.5:** The proposed plan has a large portion of the planned 500 car parking deck exposed in elevation along the majority of the S. Markley St. elevation. The applicant was directed by staff to consider recently approved projects at the McLaren Apartments and at the nearby .408 Jackson apartments for approved methodologies that complied with this design guideline.
- **PRI 10.6:** The proposed plan provides entry to the parking deck from the west alley, in compliance with the design guideline. However, the plan also proposes a key access point from S. Markley St., which is a primary north-south connector street that does not fit the profile of a 'side street'.
- **PRI 10.7:** The exposed, pre-cast parking structure does not reflect the character, materiality, and articulation of the surrounding architecture.
- **PRI 10.8:** The parking structure face, toward S. Markley Street, does not attempt to integrate itself into the surrounding context.
- **PRI 10.9:** Vertical circulation cores (elevator and stairs) to the various levels of the parking garage are not located near primary pedestrian corners and are not highlighted architecturally so visitors can easily find and access these entry points. Of note, the vertical circulation core, on the alley side of the deck, is buried behind 'back of house' building space and not highlighted as required.

In summary, staff does not find that the proposed design is in substantial compliance with the parking structure design guidelines.

Neighborhood Meetings:

On April 6th, the applicant presented this plan to the West End Neighborhood Association (WENA) the day after the formal application for Design Review Board consideration was received by staff. The following design guideline-related comments were noted by WENA members:

- WENA's President noted the structure appeared "suburban" in design and would be more suitable at the edge of the city rather than in the downtown.
- Having a reason to walk up S. Markley Street was noted as a positive.
- A concern was expressed for the choice of exterior materials proposed.

Other comments included concern about a lack of affordable housing, the loss of the West End Recreation Center, a community preference to offer condo ownership rather than the proposed apartments, and concern that the applicant will not wait for the design recommendations of the West End Small Area Plan, currently in progress, to be utilized in the plan.

Staff was also made aware that the applicant met with the M West Townhome HOA board. Based on the correspondence received by M West residents, the application plan

submittal has not addressed the community concerns that they shared with the applicant in that meeting. Their design guideline-related concerns included:

- Lack of green and open space does not provide pedestrian activity.
- The proposed alley, directly adjacent to the M West Townhomes, will cause significant noise and light pollution into the single-family development.
- The 5-6 story height overwhelms the adjacent lower-scale developments.
- Will create a community eye sore with no character.
- Project fails to promote pedestrian transportation.
- Other uses should be considered to support the community.
- Overall, the project is inconsistent with the vision character of the City of Greenville's downtown and the West End.

Other concerns raised by M West residents included excessive parking, without an emphasis on alternative transportation options, such as buses or trolley, and an increase in traffic and congestion along adjacent roads.

Summary

The proposed design does not comply with many Downtown Design Guidelines, as noted in this report. In every meeting between the city staff and the applicant, staff has consistently and repeatedly identified the design deficiencies of the proposed plan and recommended that the applicant reapproach their design, with the downtown design guidelines as a design tool, to ensure compliance with the requirements and compatibility of their design with downtown Greenville. In response, the design submitted for consideration, appears to have incorporated only minor 'tweaks' to the existing non-compliant proposal rather than a reapproach to the base design choices that have resulted in a non-compliant proposal.

The following core issues were shared with the applicant in every meeting with city staff:

- The proposed plan does not provide pedestrian cut-throughs to break the block apart. Unlike other recent large-scale projects downtown such as Camperdown or the Greene, a pedestrian cut-through is not provided.
- The proposed plan does not break the building apart into more appropriate scaled buildings. Coupled with the pedestrian cut-throughs, the proposed building could be broken into at least two buildings and the alley could be straightened out to meet Vardry Street. This could allow for better vehicular circulation to the parking garage as well. Further, a multi-building approach to the base site layout would more readily meet the Private Realm guidelines for more appropriate building massing, scale, vehicular and pedestrian circulation, and architectural articulation response toward adjacent buildings.
- The proposed 'plaza' area creates an inherent conflict between vehicular and pedestrian circulation patterns in an area of higher than usual pedestrian activity.
- The monolithic and suburban-styled facades of Vardry Street, Green Avenue, and S. Markley Street should be broken up, by both height and width variations, and minimize, if not eliminate, the fiber cement material so prevalent in the current design.

In addition, the submitted application plan set, is incomplete and suffers from a lack of quality control review prior to submission. The attached plan set includes pages that present different design proposals for the same floor or elevation on different pages within the overall set, lack of access to various rooms, lack of access from the exterior to the interior of the building, and sheets that are obviously misprinted. The landscape plan sheets show vegetation, planted in front of primary exterior entrance access points.

Examples:

- Page L-004 shows trees in the Plaza area, but pages L-001 and L-005 do not.
- Pages L-001 shows landscaping blocking the entrance in the amenity area at the corner of Green Avenue and Vardry Street, the entrance into the plaza, and the entrance in the dumpster/loading areas.
- On Pages A-24, A-25, A-26, A-27, and A-28, cut sheets have been cut off and areas unexplainably whited out.
- None of the residential apartment entrances have proper ADA accessible entrances.

With the numerous errors and conflicts within the submitted plan set, it is unclear which design the applicant requests to be approved.

Finally, it should be noted that the submitted plan set clearly shows project related and required improvements that occur on an adjacent parcel, TM#007300-04-00400, within the alleyway. The affected parcel owner is not a party to the submitted application and has not signed the application.

Staff Recommendation

Staff recommends the Design Review Board deny the submitted design or call for the applicant to redesign the project to address staff comments and recommendations and to comply with the Downtown Design Guidelines.

DEPARTMENT COMMENTS AND CONDITIONS

Civil Engineer:

Recommend: Approve w/ Conditions

Comments:

- 1) All proposed public and private improvements shall meet the requirements of Section 19-6.7 Site Development and Related Infrastructure of the City's Land Management Ordinance. The design and construction of the public and private infrastructure shall conform to all applicable federal and state regulations and the requirements of the City's design and specifications manual.
- 2) All improvements proposed within the City's public right of way shall be subject to the requirements of Articles I and II of Chapter 36 – Streets, Sidewalks and Other Public

Places of the City of Greenville Code of Ordinances. As required, all improvements or construction activity performed within the public right of way require an approved encroachment permit.

- 3) A Site Plan Permit will be required for the development detailing the demolition, grading and stormwater, utility improvements and site access.
- 4) A traffic impact analysis will be required as a condition of site permit approval if the administrator determines that a proposed development will generate 100 or more traffic trips during the peak hour or if the administrator determines that a proposed development involving substantial improvement or change of use will generate 125 or more traffic trips during the peak hour. Improvements to the existing transportation infrastructure by a developer will be required as a condition of permit issuance if the projected level of service for the build-out year of the development descends below level "D" for any intersection within the study area as a result of the proposed development.
- 5) The improvements shall comply with Chapter 11 of the International Building Code for site accessibility. Per Section 1104, a minimum of one accessible route shall be provided from each site arrival point (public transportation stops, accessible parking, accessible passenger loading zones and public streets or sidewalks) to the accessible building entrance served. Additionally, an accessible route shall be provided within the site to connect accessible buildings, facilities, elements and spaces on the site.
- 6) The sidewalk improvements along Main Street, Green Ave and Vardry Street shall follow the grade of the road. All driveways, drop-off area and pedestrian connections to the public sidewalks shall be designed to the road elevations which may require adjusting finish floor elevations of the building or incorporating steps at the access points. The sidewalk elevations shall not vary from the road to conform to the finish floor elevations of the buildings.
- 7) The proposed brick paver enhancement in the roadway of Markley Street are not approved at this time. More detail of the proposed improvements is required as well as further discussion of the long term maintenance associated with these enhancements are required.
- 8) There appear to be opportunity to underground the existing communication lines along this side of Green Avenue. Consideration should be given to relocating these lines and eliminating the existing wood poles with this project.

Environmental Engineer:

Recommend: Approve

Comments:

Approved with no comments.

Traffic Engineer:

Recommend: Deny

Comments:

CA 21-281
1015 S. Main Street

A traffic impact analysis form was submitted on November 2020, but the supporting documents were not correct. Please resubmit the form showing actual trip generation calculations and land use intensities. We are not clear on how the number of trips (or internal capture) was determined, as no information on the size of the coffee shop was provided. Land use codes also changed from 814 to 937 with no update to the form. Please submit correct calculations.

What is the expected retailer for the coffee shop? While it is reasonable to use ITE Trip Generation rates for certain retailers, actual data specific to a brand would be more appropriate to use. It is not reasonable to assume that a coffee shop is going to have 0 cars in the queue 40% of the time in the AM peak hour, especially if the retailer is Starbucks. Mathematically, the equations are correct given the assumptions, but the assumptions are not based on reality. Historical data specific to the brand should be used for both arrival and service rate.

Queue analysis has not given any consideration to vehicular access onto Markley St. or conflicts with vehicles entering and exiting the garage from Markley St. Queue analysis makes assumptions based on free-flow access with no vehicular or pedestrian conflicts. Any delay experienced in the drive-thru will be cumulative in effect and will negatively impact its operations.

Location of menu board and service window need to be shown on the plan.

The full traffic impact study has not been received. This application cannot be approved until the full study has been reviewed.

Alley access needs to intersect at 90-degrees with Vardry St.

Please provide an AutoTurn template showing that large vehicles can navigate the turns in the alley.

Ensure that street trees do not obscure sight distance from all accesses when they reach maturity.

How will access along the alley be ensured? If this is the primary route for deliveries, loading/unloading, and emergency access, it is reasonable to expect the alley to have significant vehicles present. How will all of the conflicting vehicles be managed, especially given the substandard alignment?

Similar to the nearby Greene Apartment development on Main St., the proposed entrance to the garage on Markley St. will likely encounter significant pedestrian traffic. How will these conflicts be managed?

City Engineer:

Recommend: Approve w/ Comments

Comments:

Recommend approval subject to the applicant satisfying all conditions and requirements of the Civil, Traffic and Environmental Engineering Divisions.

Parks & Recreation:

Recommend: Deny, Revisions Required

Comments:

- The Tourism District, as part of the Parks and Recreation Department, would like additional details on landscaping shown in the public right way. Please provide information on ownership and maintenance responsibilities, details and location of proposed irrigation, and detailed plant material selections. The City will review plant material proposed in the public right of way for compatibility with surrounding landscapes and maintenance considerations.
- Vehicle access points should be from internal alley system. Two-way vehicle access via Markley from garage presents vehicle / pedestrian conflict and is not be recommended.
- Vehicle / pedestrian “plaza” adjacent to Markley is a garage entrance and not suitable as an outdoor amenity space or in conformance with Downtown Design Guidelines. Trees as shown will have a building over them. As a street furnishing zone it is not walkable, connected, human scaled, plant-friendly, or particularly comfortable as it will be primarily in shade and dominated by cars.
- The Plaza throttles down pedestrian access to the shared vehicle area. Plaza is lined with evergreen plantings and has no visible ingress/egress to building other than garage door.
- Plaza is hidden recess and does not follow guidelines of CPTED.
- Public access through the site is required per the Downtown Design Guidelines, but the block cut-through provided is a narrow circuitous alley that does not favor CPTED principles. 30’ width minimum is required- with separation between structure and vehicle zone.
- Public sidewalk improvements will need to be sized for anticipated use and to meet character of adjacent patterns.
- Block length curb lawns are not appropriate on Main Street. Greater detail, including furnishings, planter areas, materials, and lighting must be explored to maximize public/private interface at commercial facades. Existing Main Street patterns should be mirrored.
- No Street Furnishing Zone is provided on Markley or Main
- Curb lawn and sidewalk width along Vardry and Green should (at a minimum) meet the existing adjacent patterns.
- Sidewalk on Markley should be minimum 8’ to meet anticipated pedestrian use.
- Planting envelope around building of 100% evergreens is not encouraged. Prioritize species with rich human interest per Downtown Design Guidelines
- All building edges which will require aerial access from fire cannot use large shade trees. Trees must be classified as understory and spaced appropriately

- Review the Downtown Streetscape Master Plan for tree and shrub species recommendations.
- A licensed landscape architect should be hired to finalize all outdoor, publicly accessible areas, per Downtown Design Guidelines.

Fire Department:

Recommend: Deny

Comments:

During previous meetings, fire has requested information on truck movements and how required fire and aerial access will be achieved. At this time, no information has been provided to indicate how this will be met. Site plan currently has areas indicated for fire access that is shared with other delivery, loading and drop off and trash pickup. All requested site information and access will need to be shown prior to fire approval.

Applicable Design Guidelines:

PUB 1. Block Pattern

- 1.1 Maintain Greenville's existing block pattern by encouraging block sizes between 300 and 500 feet with the perimeter of a block totaling no more than 1600 feet. Implement interior pedestrian cut-throughs to achieve the target block size if necessary.
- 1.2 Connect new developments to existing sidewalks.
- 1.3 Pedestrian cut-throughs that do not allow vehicle travel should be a minimum of 18 feet. Consult PUB 7. Alleys and Pedestrian Cut-Throughs for additional guidelines. Pedestrian Cut-Throughs or Alleys wider than 30 feet should follow the guidelines outlined in PUB 8. Publicly Accessible Parks and Plazas.
- 1.4 Alleys that provide pedestrian and vehicle travel should be a minimum of 25 feet. At least 7 feet should be reserved for pedestrian travel only. Consult PUB 7. Alleys and Pedestrian Cut-Throughs for additional guidelines.
- 1.5 Locate vehicle access where conflicts with pedestrian circulation will be minimized. Provide access from an alley when feasible. If an alley access is not feasible, then use the street with the least pedestrian traffic.
- 1.6 If necessary, install a service drive located away from intersections and other areas with high levels of pedestrian traffic.
- 1.7 Where a curb out is to be installed, keep the width to a minimum. One-way entrances should have a maximum curb cut width of 12 feet, and two-way entrances should have a maximum curb cut width of 25 feet.
- 1.8 Consider providing vehicular access to adjacent buildings through an alley or shared driveway.
- 1.9 Utilize smaller curb radii to match existing urban intersection context.

- 1.IP **Irregular parcel shapes:** Ensure that the block's perimeter is no more than 2400 feet. Implement interior pedestrian cut-throughs to achieve the target block size if necessary.
- 1.LP **Large parcels:** Locate a street, alley, or pedestrian cut-through between buildings in a manner that reflects the 300-500 foot block pattern.
- 1. ME **Mass Entertainment:** If pedestrian cut-throughs are not feasible, provide for pedestrian connectivity around the venue's perimeter.

PUB 2. Pedestrian realm

- 2.1 The building transition zone should be at least 4 feet and should not encroach upon the minimum sidewalk width. Consult PUB 6. Building Transition Zone for additional guidelines.
- 2.2 The sidewalk zone should accommodate a continuous path of travel of at least 6 feet. In situations where it is not feasible to provide all pedestrian realm zones, prioritize the sidewalk zone. Consult PUB 3. Sidewalk Zone for additional guidelines.
- 2.3 The street furnishing and planting zone should share the same right of way and be a width of at least 5 feet. Consult PUB 4. Street Furnishing Zone for additional guidelines. Consult PUB 5. Planting Zone for additional guidelines.
- 2.4 Provide expanded sidewalk areas, or "plazas," where conditions permit. Work within existing extended rights of way or consider expansions to existing sidewalks at strategic locations. These expanded areas also provide space for clustering street furniture.

PUB 3. Sidewalk zone

- 3.1 Connect all new sidewalks to the existing sidewalks.
- 3.2 Provide continuous sidewalks (or equivalent all-weather routes) along both sides of all vehicular rights of way.
- 3.3 Separate sidewalks from vehicular traffic by a planted area, which should be located a minimum of 5 feet from the street curb edge.
- 3.4 Construct sidewalks out of durable materials like concrete, brick and stone. This applies to standard, permeable and decoratively paved sidewalks.
- 3.5 Design all sidewalks to comply with the South Carolina Accessibility Standards and the Americans with Disabilities Act as amended.
- 3.6 In areas of high pedestrian traffic, implement sidewalk bulbouts at intersections to shorten pedestrian crossing time. The expanded sidewalk area created by bulbouts can be designed to incorporate elements of PUB 8. Publicly Accessible Parks and Plazas.
- 3.SS **Steep Slopes:** Provide a consistent, uninterrupted slope throughout the pedestrian realm. See PRI 3. Entry and PRI 4. Activated Ground Floor for additional guidelines related to grading issues.

PUB 4. Street Furnishing Zone

- 4.1 Locate street furnishings in the furnishing zone within the Pedestrian Realm. Specifically, locate bike racks near intersections, building entries, and parks and open spaces. Locate pedestrian-oriented trash and recycling receptacles near street crossings, intersections and other high-traffic areas.
- 4.2 Site 50 percent of benches and other seating amenities in areas that receive midday shade.
- 4.3 Select street furnishings constructed of durable materials, including stone, finished wood and steel.
- 4.4 Establish and contribute to a coordinated and consistent vocabulary of street furnishings throughout downtown.

PUB 5. Planting zone

- 5.1 Hire a licensed professional landscape architect to address the project's plant health and appropriateness.
- 5.2 When placed near roadways, plantings should not interfere with sight lines to traffic, intersections and signs.
- 5.3 All planted areas should include a groundcover layer to help with long-term maintenance and water conservation.
- 5.4 When feasible, install the stormwater planting strategy that corresponds to the street's type in the Downtown Streetscape Master Plan. Specifically, use curbed stormwater planters on Ceremonial and Ceremonial Transition Streets. Use stormwater planters on Urban Fabric and Urban Fabric Transition Streets. Use open swale stormwater planters on Mobility Streets.
- 5.5 Encourage selection of species native to the South Carolina Piedmont region that have been proven to thrive in an urban condition.
- 5.6 Emphasize variety in site-wide planting strategies. For trees, the Greenville Zoning Ordinance requires that species vary a minimum amount in proportion to the number of trees planted. Achieving more diversity than the required minimum is recommended.
- 5.7 Prioritize species with rich human interest. The Downtown Streetscape Master Plan provides tree selections for streetscapes in downtown.
- 5.8 Prioritize species that provide high-quality habitat for native insects and animals.
- 5.9 Engineer soil profiles to support the specific needs of the proposed planting design. For trees, the minimum planting area should be 6'x6'. If adjacent hardscape restricts the amount of soil volume for the planting strategy, employ techniques such as engineered structural soil or Silva Cells (or equivalent) to achieve the soil volume needed for long-term plant health.
- 5.10 In highly trafficked urban areas, install physical measures to protect the roots of street trees. These measures could include architectural elements

such as seat walls or steel railing. Discourage the use of tree grates, except in narrow areas or highly urban areas such as drop off areas and plazas. If installing tree grates, ensure that the tree opening can accommodate trees with large trunk diameters.

PUB 6. Building Transition Zone

- 6.1 Outdoor seating, café, dining, planting, and retail displays are encouraged in the building transition area.
- 6.2 The building transition zone abuts a building's façade and is at grade with the adjacent sidewalk.
- 6.3 Scale the building transition zone so that it does not encroach upon the minimum sidewalk width. Consult PUB 2. Pedestrian Realm for additional guidelines.
- 6.4 When establishing café seating in the building transition zone, consider separating seating areas from the sidewalk zone with movable barriers. For fencing barriers, use free-standing fencing constructed of durable materials like iron or wood. Fencing barriers should be between 30-40 inches high.
- 6.5 Seating area barriers may be composed exclusively of planters, provided that they contain well maintained, living plants. Planters must be between 25-30 inches high, though the plants within may exceed this height.
- 6.6 Select furnishings comprised of durable and lasting materials, including metal and finished wood. Emphasize lightweight and smaller furnishings that can be easily moved to maximize layout flexibility and user customization.
- 6.7 Confine umbrella canopies to the building transition zone area. Ensure that umbrellas are firmly anchored and engineered to withstand strong winds. Umbrellas may only contain advertisements for the establishment to which they belong.
- 6.8 Maintain access to the building entry. The building entry must be kept clear of obstructions.
- 6.9 Outdoor dining space located on corner lots shall not obstruct the sight distance triangle.
- 6.10 Business owner or outdoor dining operator shall maintain the outdoor dining space so that it is clean and tidy when not in use.
- 6.11 Outdoor dining furniture or appliances are not allowed to be stored in the public right of way.
- 6.SS **Steep Slopes:** The building transition zone abuts a building's façade and may be elevated above part of the sidewalk, provided that the entrance is accessible by a ramp.

PUB 7. Alleys and Pedestrian Zone

- 7.1 Locate service functions such as loading docks, trash and recycling service, and mechanical and electrical equipment in alleys, out of the way of necessary vehicular travel.

- 7.2 Increase the perception of safety in alleys by providing adequate lighting. Consult PUB 9. Lighting.
- 7.3 Ensure that lighting, bollards and other alley furnishing do not interfere with alley function and are sited outside of necessary vehicular travel routes.
- 7.4 Promote stormwater infiltration in alleys by installing permeable pavement systems, including pervious concrete pavement.
- 7.5 Mitigate the visual impact of building walls that face alleys. Recommend strategies include windows, art, articulation of buildings, stoops, retail storefronts and using appropriate screening techniques.

PUB 8. Publicly Accessible Parks and Plazas

- 8.1 Maintain visual and physical access between public parks and plazas, including interior courtyards and the surrounding pedestrian network. External connection paths and interior circulation paths should be at least 8 feet in width.
- 8.2 Establish publicly accessible parks and plazas at the same elevation as the adjacent streetscape. Minor changes in elevation, not to exceed two feet above the level of the adjacent sidewalk, are permitted. At the very least, ensure that there is visual surveillance potential between the streets and all areas of the plaza.
- 8.3 Provide entry into publicly accessible parks and plazas from the primary adjacent sidewalk.
- 8.4 Orient publicly accessible parks and plazas to maximize solar exposure. Typically, this will be to the south and west of buildings and in situations where open space location can improve solar access to the neighboring sidewalk. Provide at least 25 percent of the park or plaza with open access to the sky.
- 8.5 If a publicly accessible park or plaza is adjacent or near an existing or proposed park or plaza, they should connect seamlessly.
- 8.6 Populate publicly accessible parks and plazas with vegetation that both provides shade and has rich human interest, including seasonal variety, multi-sensory appeal, or distinctive physical characteristics.
- 8.7 Strategically incorporate programmatic elements to enhance users' experience of public parks or plazas. These elements could include public art, vending or retail opportunities, and interactive elements such as water features.
- 8.8 Ensure that publicly accessible parks and plazas provide adequate opportunities for ongoing user stewardship. This includes implementing Crime Prevention Through Environmental Design principles, especially visibility into and throughout the space, and providing adequate maintenance infrastructure like litter receptacles.
- 8.9 Place utility and mechanical uses like vents and trash storage away from parks and plazas.

- 8.10 Increase the perception of safety by providing adequate lighting. Consult PUB 9. Lighting.
- 8.11 Provide comfortable seating in publicly accessible parks and plazas. Seats should generally be between 16-20 inches in height, and 18 inches in depth. If backs are provided, they should be at least 14 inches high and reclined or contoured.
- 8.12 Emphasize variety in seating types in publicly accessible parks and plazas. Provide at least two of the following seating options: movable seating, fixed benches, seat walls, fixed individual seating, planter ledges and seating steps. Parks and plazas larger than 5,000 square feet should provide three of these seating types, and those larger than 10,000 square feet should provide movable seating as one of the three required types.
- 8.13 Hire a licensed professional landscape architect to design publicly accessible parks and plazas.
- 8.LP **Large Parcels:** Activate the ground floor of buildings surrounding internal publicly accessible parks and plazas. See PRI 4. Activated Ground Floor for additional guidelines.

PUB 9. Lighting

- 9.1 Provide continuous light along all streetscapes that is oriented to the pedestrian scale. Lighting along the right of way should be a combination of pedestrian-scaled streetlights and spillover from lights on adjacent buildings.
- 9.2 Ensure that all lighting along the right of way is full cut-off and provides a consistent illumination of at least one foot-candle. Do not use uplighting as the primary pedestrian lighting type.
- 9.3 Light pole and lamp designs should correspond to existing downtown fixtures.
- 9.4 The light pole, or standard, should be designed to accommodate special decorative accessories, such as mounts for hanging planter baskets, banners and festive seasonal lighting schemes.
- 9.5 Maintain a consistent, familiar color temperature throughout the public realm. 2500K-4500K is typical.
- 9.6 Mercury vapor, low-pressure sodium, high-pressure sodium and metal halide light sources are strongly discouraged. Energy efficient fixtures such as LED or low energy use lights are encouraged.
- 9.7 Street poles and pedestrian poles should be spaced evenly between trees along streetscape corridors.
- 9.8 Use landscape uplighting and ground-mount uplighting to emphasize the nighttime appearance of distinctive landscape features like unique plantings and large trees.
- 9.9 Illuminate signage with appropriate lighting types, such as neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights, and wall wash fixtures.

- 9.ED **Edges of C-4 Central Business District:** Transition lighting intensity between the less bright residential areas and the brighter Central Business District.

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.

PUB 12. Utilities

- 12.1 Do not locate electrical transformers, mechanical equipment or other "back-of-house" utilities along the ground floor street wall.
- 12.2 Do not locate utilities near intersections within the public realm, including sidewalk corners. Place utilities a minimum of 100 feet from the corner on

north-south streets and a minimum of 50 feet from the corner on east-west streets.

- 12.3 Reduce environmental impacts from energy used to operate public utilities like traffic lights, street lights, and water/wastewater pumps. A 15% annual reduction below baseline energy consumption is a reasonable and effective target.
- 12.4 Locate all utility distribution lines, pipes and cable television utilities underground.
- 12.5 Mitigate the impact of surface mounted utilities in the pedestrian realm by siting them in softscape areas, screening them with vegetation and avoiding areas where tree roots are located.

PUB 13. On-Street Parking

- 13.1 Locate on-street multi-modal parking along curbs in areas with high retail activity, especially on streets designated as Urban Fabric Transition streets in the Downtown Streetscape Master Plan.
- 13.2 Emphasize parallel on-street parking over angled on-street parking.
- 13.3 Where on-street parking is present, align the location of elements in the furnishing zone and planting zone so that they do not disrupt the flow of passengers exiting automobiles. Provide at least 3 feet of clearance between parked car doors and curbside obstructions.
- 13.4 In areas of high bicycle traffic, include on-street bicycle parking corrals adjacent to intersections. Locate corrals where existing demand is for at least five bicycles and at intersections. Bicycle facilities in corrals should conform to the guidelines described in PUB 4. Street Furnishing Zone.

PRI 1. Placement

- 1.1 Align building frontage along the sidewalk edge. The uniform alignment of building fronts along a block helps to define a street wall that provides a sense of enclosure and a comfortable scale for pedestrians.
- 1.2 Locate public areas such as lobbies, reception, retail and dining along building walls that face the street, alley or pedestrian cut-through so that they are highly visible and accessible.
- 1.3 Encourage alternative modes of transportation by installing bicycle racks where bike routes currently exist or are planned. Ensure that they are in a safe, convenient and well-lit location.
- 1.4 The use of existing on-street parking and parking structures is encouraged. When unavoidable, locate on-site parking where it will not constrain pedestrian activity; for example, to the rear or interior of the property.

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.

- 2.2 Use lower scale buildings or building elements to transition to taller buildings towards lower scale buildings on adjacent properties.
- 2.3 At the street wall, new construction and additions should maintain the historic scale of two to five stories in height or a maximum of 50 feet.
- 2.4 If a building must be significantly taller than the buildings surrounding it, preserve the continuity of the street wall by stepping back the upper floors of the taller building a minimum of 20 feet from the front façade line.
- 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.
- 2.LP **Large parcels:** Divide larger buildings and their façades into smaller modules, units or separate buildings so that the form and massing of the buildings can better relate to the scale and proportion of the surrounding area. Vary building heights and façade setbacks to create a more visually interesting rhythm.
- 2.ED **Edges of C-4 Central Business District:** New construction within a 300-foot radius of an occupied single-family use should be within 10 feet greater than the average height of all buildings within the 300-foot radius. This restriction only applies to the street frontage of the portion of the building that falls within the 300-foot radius. Ensure that transitions between commercial/multi-family projects and single family areas are sensitive to the traffic, noise variation and unwanted views into private spaces. Use landscaping and thoughtful placement of building elements to mitigate the negative effects of this transition.

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.
- 3.SS **Steep slopes:** Ensure that entrances are placed at street level, not above or below grade. Where stairways and/or ramps to entrances are unavoidable due to grade, ensure that they are highly visible and integrated into the architectural and landscape design of the building. Stairs and ramps should enhance and not restrict the walkability of adjacent sidewalks.
- 3.LP **Large parcels:** For large parcel developments with multiple tenants: Provide distinct entrances and retail fronts to support a more resilient and flexible design that will accommodate the location of future uses.

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.
- 4.SS **Steep slopes:** Where opaque foundation walls are unavoidable to transition large changes in grade, step the foundation to follow the site contours so that façades along steeply sloped areas remain active and visually inviting.
- 4.LP **Large Parcels:** Apply ground floor activation strategies to areas adjacent to all internal plaza spaces and pedestrian pathways.

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.
- 5.7 For buildings on corner lots, accentuate the corner's unique location with architectural features that actively engage the public realm and create a visual presence at the corner, such as:
 - Chamfered or rounded corners,
 - Projecting and recessed balconies and entrances,
 - Accentuating features such as embellished doorways and volumetric manipulations (e.g., corner tower),
 - Enhanced window designs that may include floor-to-ceiling windows, display windows, clerestory windows, or distinctive glass design or colors.
- 5.LP **Large parcels:** Use detail and articulation to help distribute the mass and scale of larger buildings into smaller parts. Avoid large monotonous façades.

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 7. Architectural Lighting

- 7.1 Use light fixtures to accent and complement architectural elements.
- 7.2 Enhance building architecture with lighting. Incorporate accent lighting into the building design to create visual interest, depth and shadows. Ensure lighting does not have an adverse impact on adjacent properties and pedestrian areas.
- 7.3 Use shielded fixture housings to direct light distribution to pedestrian areas and to prevent trespass onto adjacent properties. For complex projects, lighting specialists should be retained to ensure light pollution will not adversely affect adjacent properties.
- 7.4 Lighting of building façades is discouraged if the lighting contributes to light pollution and off-site trespass. In-ground up lighting should not shine directly into pedestrian areas.
- 7.6 Light source color selection must be considered so that lighting is not harsh and unpleasant or incompatible with other area lighting sources.
- 7.7 Nighttime lighting of tall building signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of tall building signs should include backlighting that creates a “halo” around the skylight sign. Backlighting may be combined with other types of lighting.

PRI 8. Private Outdoor Spaces

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

PRI 10. Parking Structures

- 10.1 Locate active, pedestrian spaces such as shops, offices or public art along the ground-level street frontage. When this is not possible, provide an activated pedestrian space in the building transition zone using landscaping, seating, coverings or other similar elements to create an active street edge.
- 10.2 Minimize the visual impact of parking structures on surrounding pedestrian spaces and streets.
- 10.3 Use compatible, high-quality façade materials, especially adjacent to pedestrian areas.
- 10.4 Locate the short dimension of the parking structure along the street edge as a way to reduce its street frontage.
- 10.5 Screen open air garages to minimize large façade openings and avoid light trespass of garage interior lighting into the public realm.
- 10.6 Provide vehicle access and entrance points from alleys and side streets.
- 10.7 All visible façades of parking structures must reflect the character, materiality, and articulation of its surrounding architecture.
- 10.8 Place parking structures only in areas where they can be integrated into the surrounding neighborhood context.
- 10.9 Vertical circulation cores (elevator and stairs) shall be located near primary pedestrian corners and be highlighted architecturally so visitors can easily find and access these entry points.
- 10.10 Integrate the design of public art and lighting with the architecture of the structure to reinforce its unique identity. This is especially important for public parking structures to aid in visitors finding them upon arrival and getting oriented to Downtown.



**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:	SunCap Property Group	(1) Allen Temple AME Church / (2) Cap Park LLC
*Title:	David Lee, Senior VP	
*Address:	6101 Carnegie Boulevard, #180, Charlotte, NC 28209	
*Phone:	704-945-8000	
*Email:	dlee@suncappg.com	

PROPERTY INFORMATION

*STREET ADDRESS (1) 1015 S. Main Street, (2) 1001 S. Main Street

*TAX MAP #(S) (1) 0073000401500, 0073000400200, 0073000401600 and (2) 0073000400100

*SPECIAL DISTRICT C4, CBD

DESCRIPTION OF REQUEST

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

The property in question is within the C-4 zoning district with the eastern most parcel at S Main Street and Markley Street. The design is a 5 story wood framed mixed use building, consisting of approximately 275 units wrapping a precast parking structure, and 12,000 SF of retail. The areas of the project fronting Main and Markley Streets will include 1 level of commercial space (type IA) and 3 stories of residential above (type VA). At Vardry and Green Streets, the design will include 5 stories of wood frame (type IIIA), with the facade stepping back above the second level.

Retail will front Main and Markley Streets with the intent of being an extension of the retail character found in the West End. Per the DRB guidelines, each retail parcel will include a blend of materials divided in such a way to relate to historical precedents and its neighbors.

The residential massing of the project will be divided in order to keep scale in mind. The Main Street facade will include 3 stories of residential over retail. Markley Street will have the same massing characteristics, but will also incorporate a 4th floor of residential that is set back from the street frontage. The massing along these streets keeps the human scale in mind by breaking up the facades with stoops, fifth floor step backs and material change/articulation.

The DRB guidelines helped inform our design in regards to massing, material, scale and pedestrian experience. Guidelines adopted into the project include: PUB1.2 - connection to existing sidewalks. PUB2.2 - sidewalks with continuous paths of travel. PUB2.3 - street furnishing and planting zones. PUB2.4 - generous plaza areas along Main Street. PUB3.0 - Sidewalk Zones. PUB4.0- Furnishing zones created to comply with guidelines. PUB6.0- Create Building Transition zones to accommodate pedestrian scale. PUB9.0- Lighting with traditional fixtures. PRI1.2 - Lobbies and retail fronting streets. PRI2.1,2.5,2.6- massing to relate to context and be within the definition of human scale. PRI 3 - entries provided facing public streets with proper signage, cover and articulation. PRI4.1,4.5- ground floor activation. PRI5 - articulation to comply with guidelines and human scale. PRI6.1- materials of high quality utilized. PRI6.4- materials convey human scale. PRI10.2 - minimize visual impact of parking structures

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).

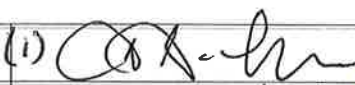
6. Please read carefully:

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.

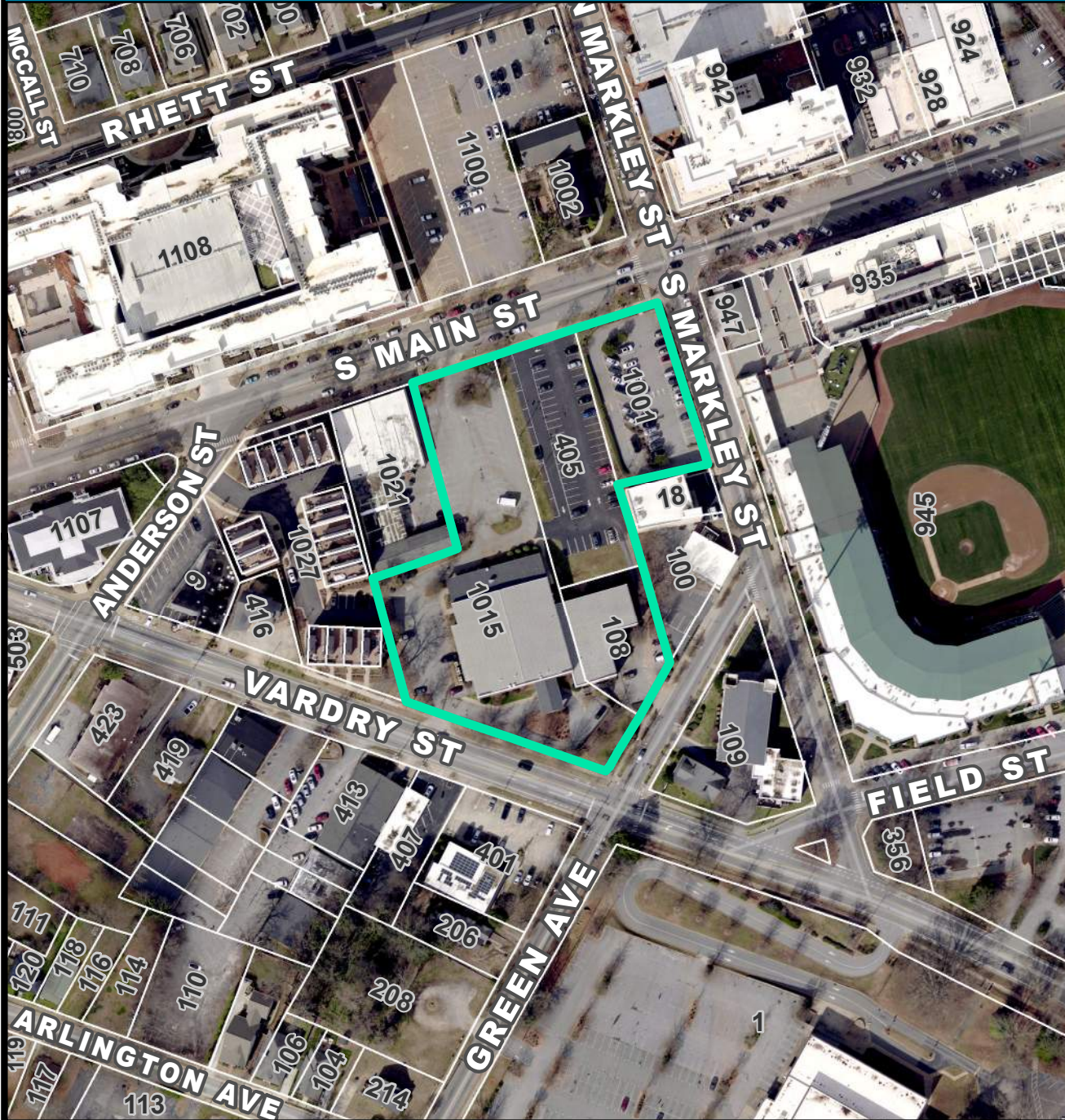
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will 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 X restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

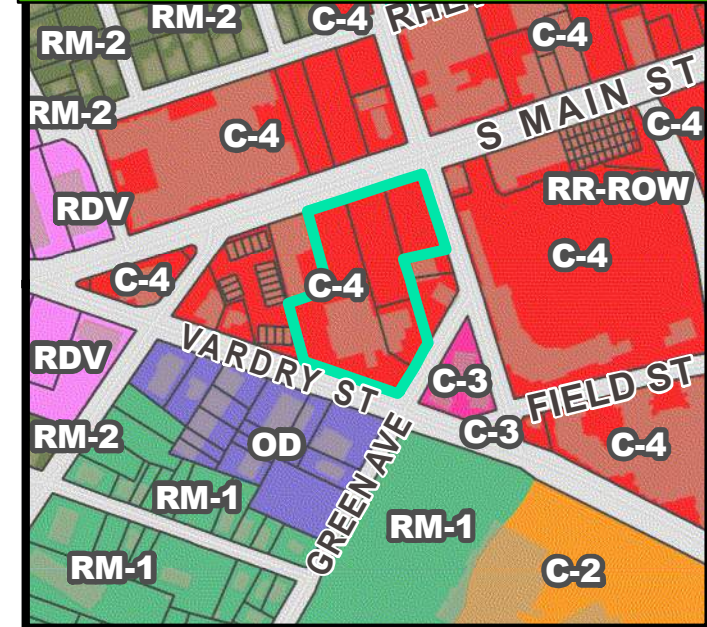
*Signatures	
Applicant	(1)  (2) 
Date	3/18/21
Property Owner/Authorized Agent	
Date	March 17, 2021
Public Hearing Information	
Public Hearing Signs	

CA 21-281 • 1001, 1015 S. MAIN STREET

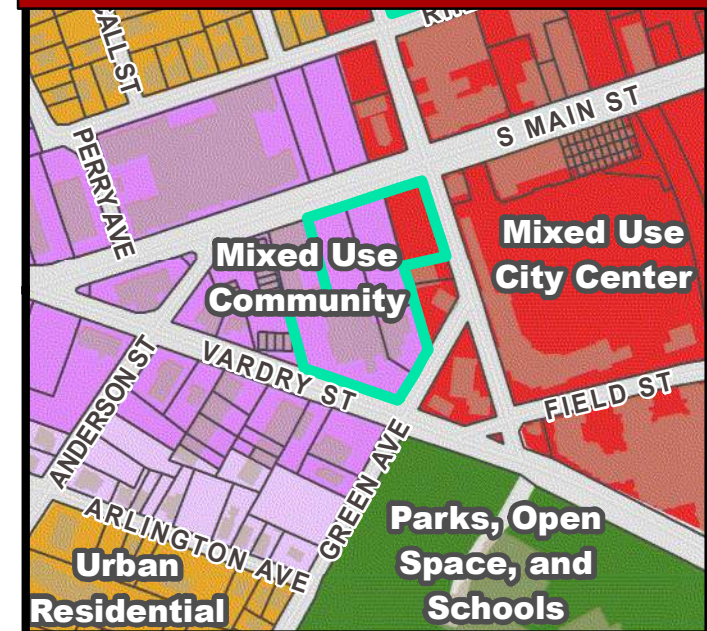
AERIAL VIEW



CURRENT ZONING

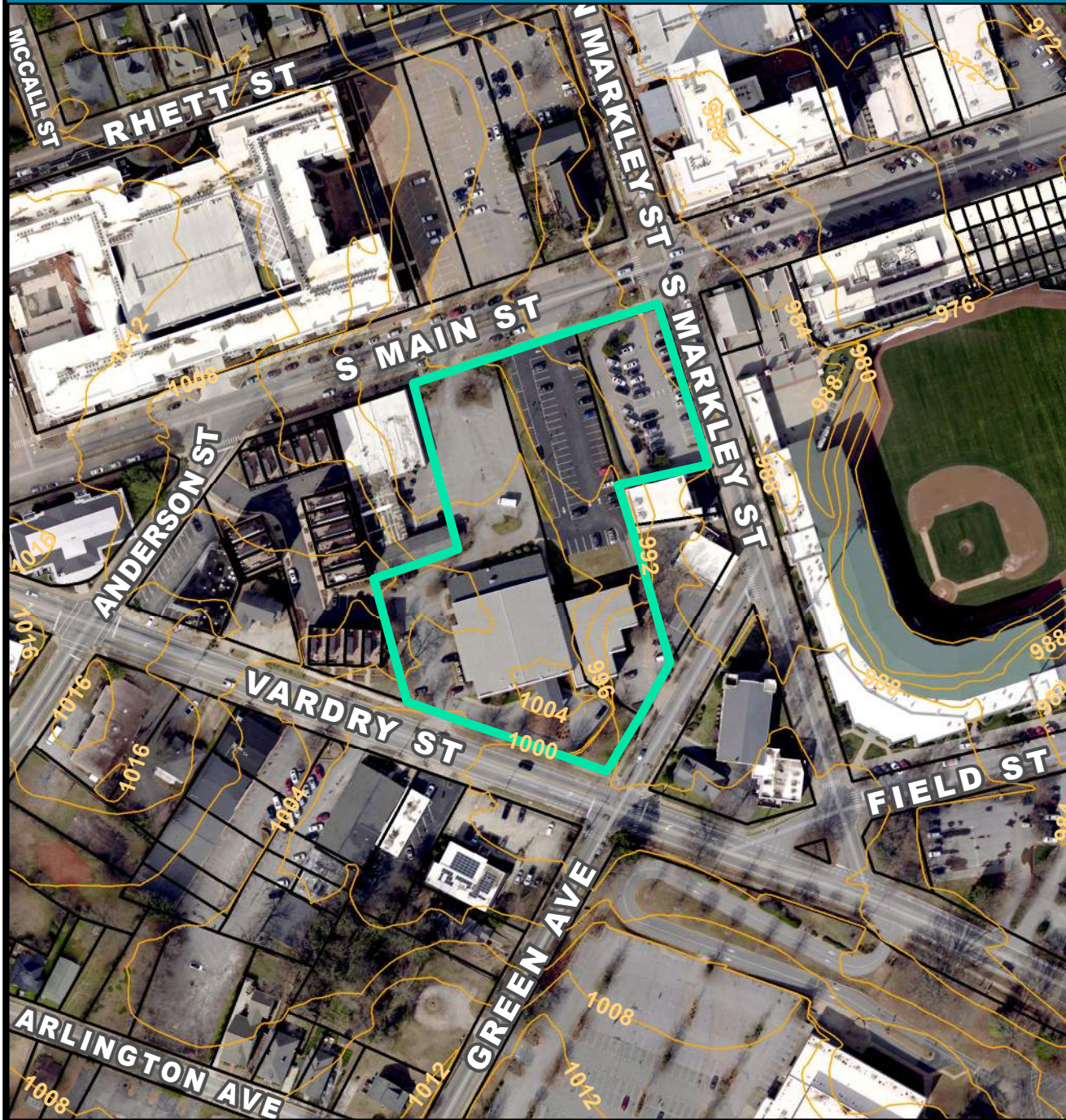


FUTURE LAND USE

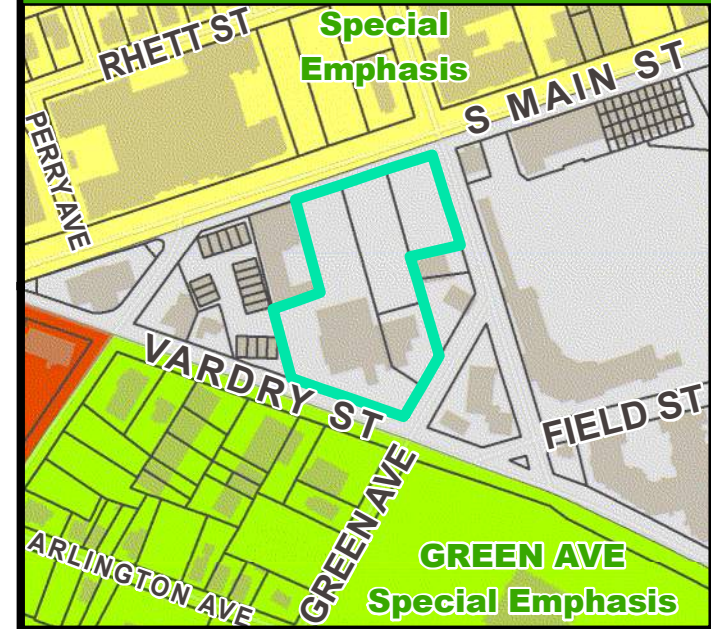


CA 21-281 • 1001, 1015 S. MAIN STREET

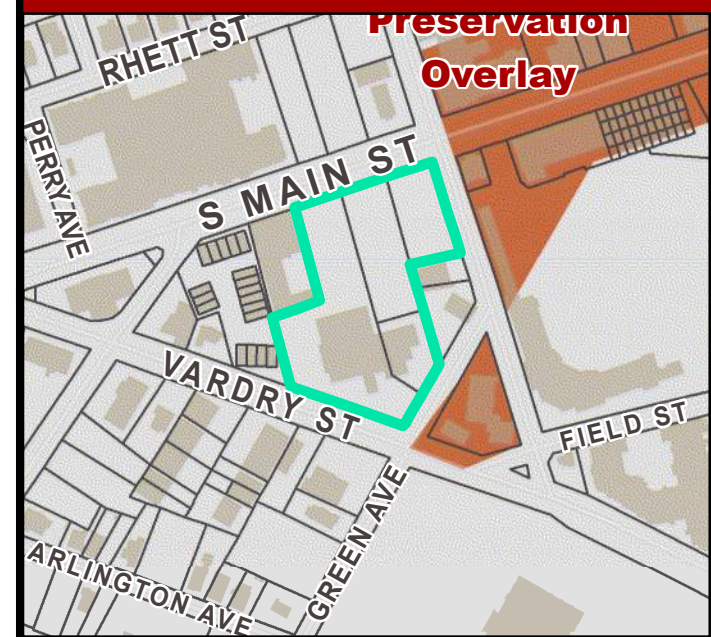
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



1015 S. MAIN

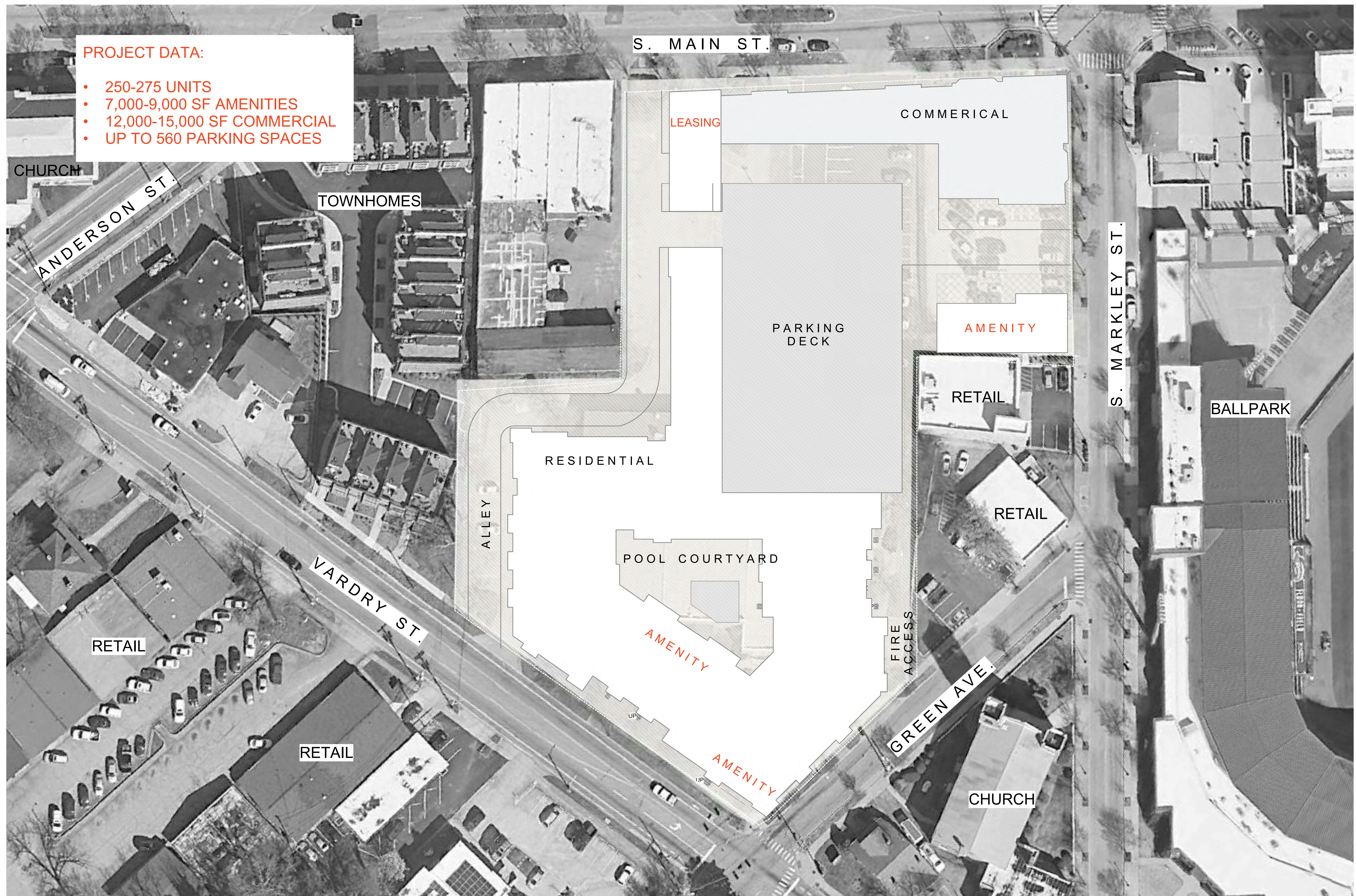


1015 S. MAIN
GREENVILLE, SC

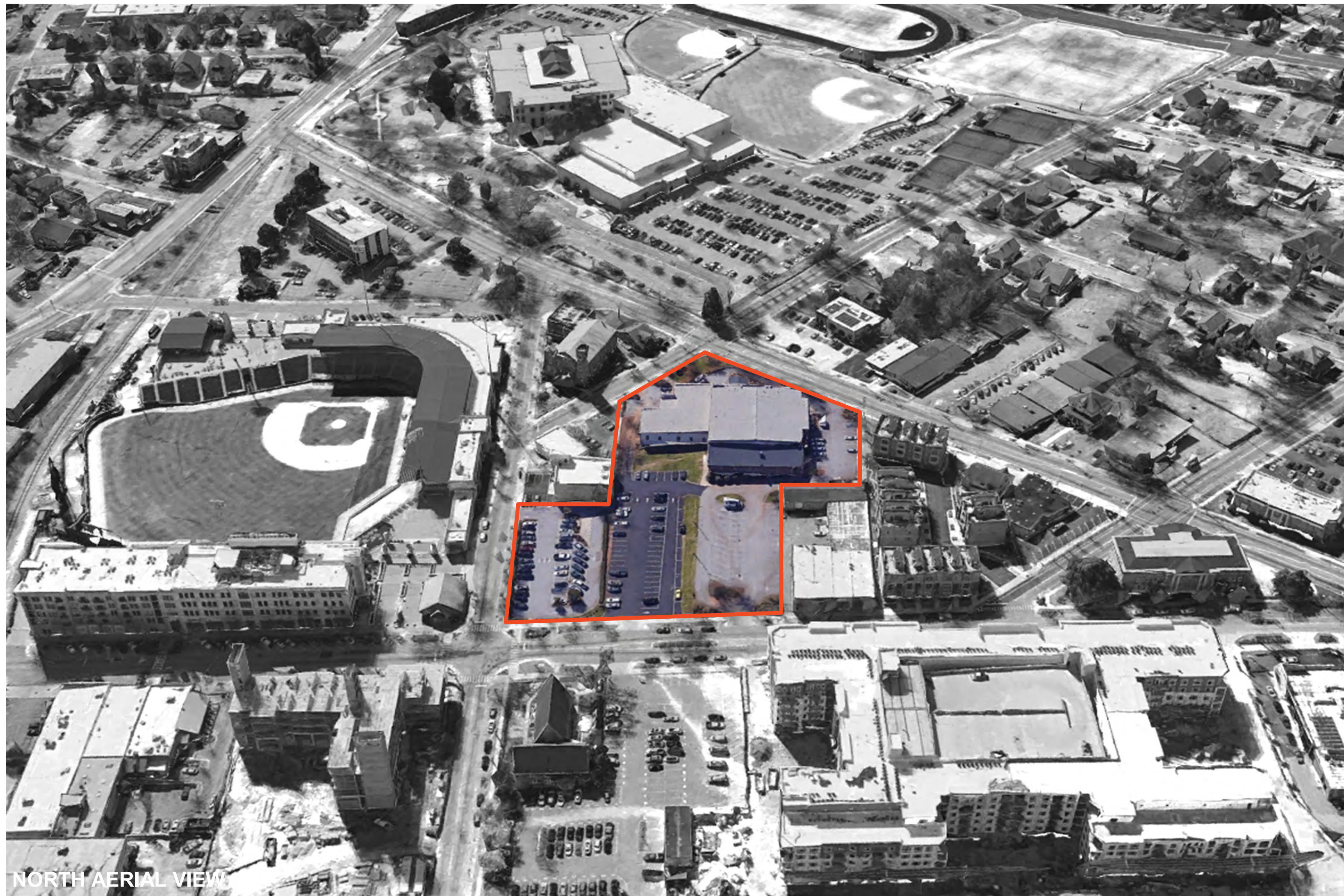
COVER SHEET A-0

220059 | 04.12.21

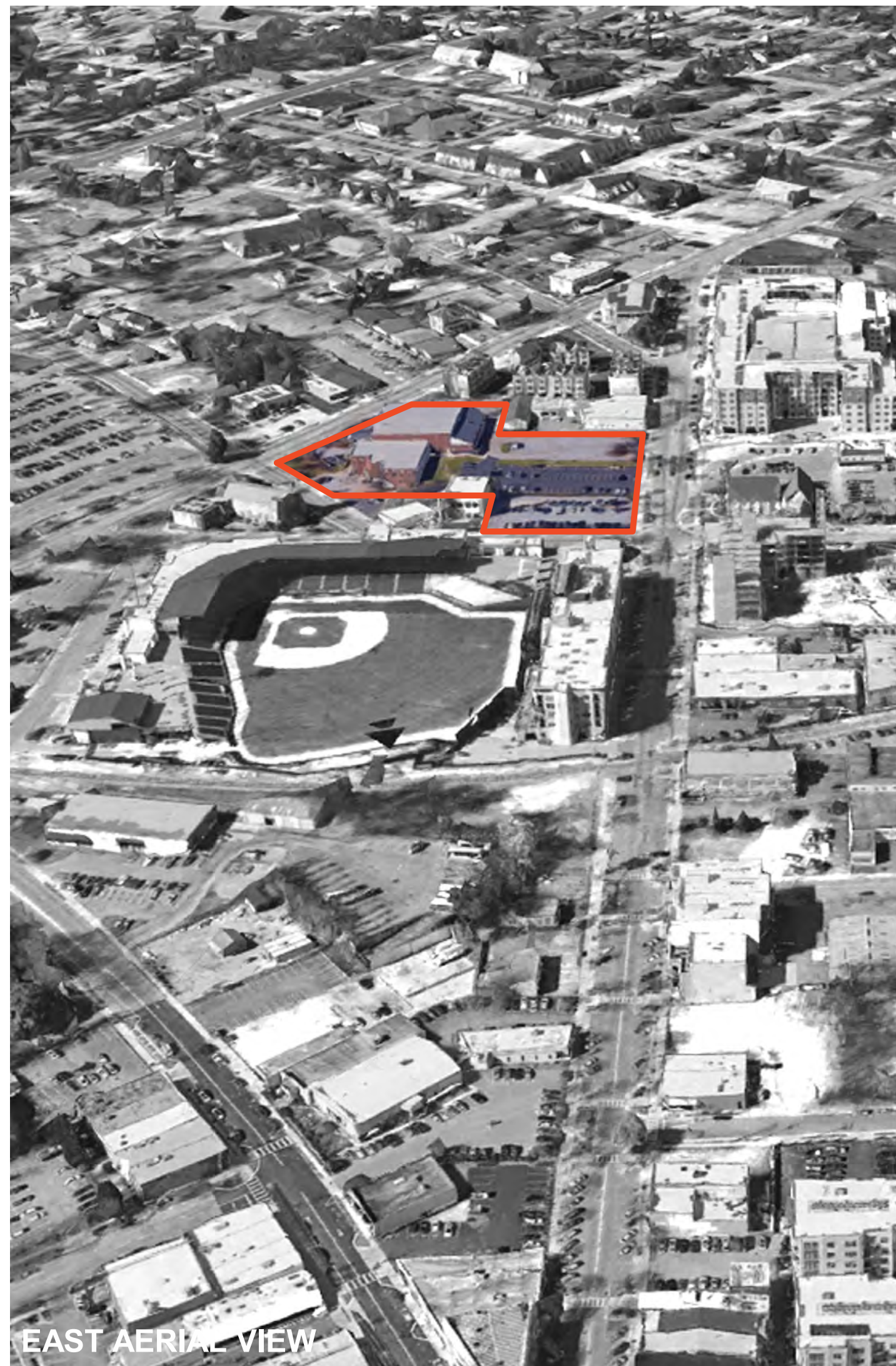
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- PROJECT DATA:
- 250-275 UNITS
 - 7,000-9,000 SF AMENITIES
 - 12,000-15,000 SF COMMERCIAL
 - UP TO 560 PARKING SPACES



NORTH AERIAL VIEW



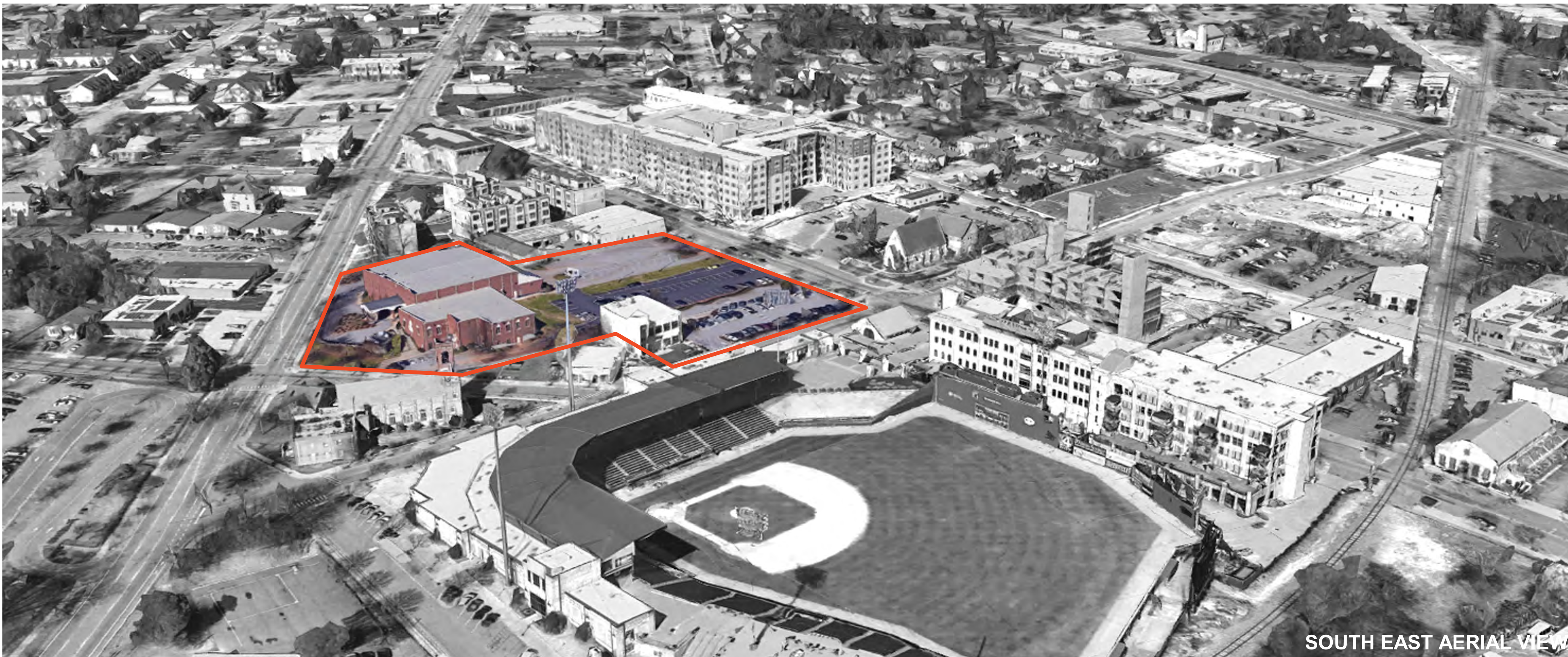
EAST AERIAL VIEW



SOUTH WEST AERIAL VIEW



SOUTH AERIAL VIEW



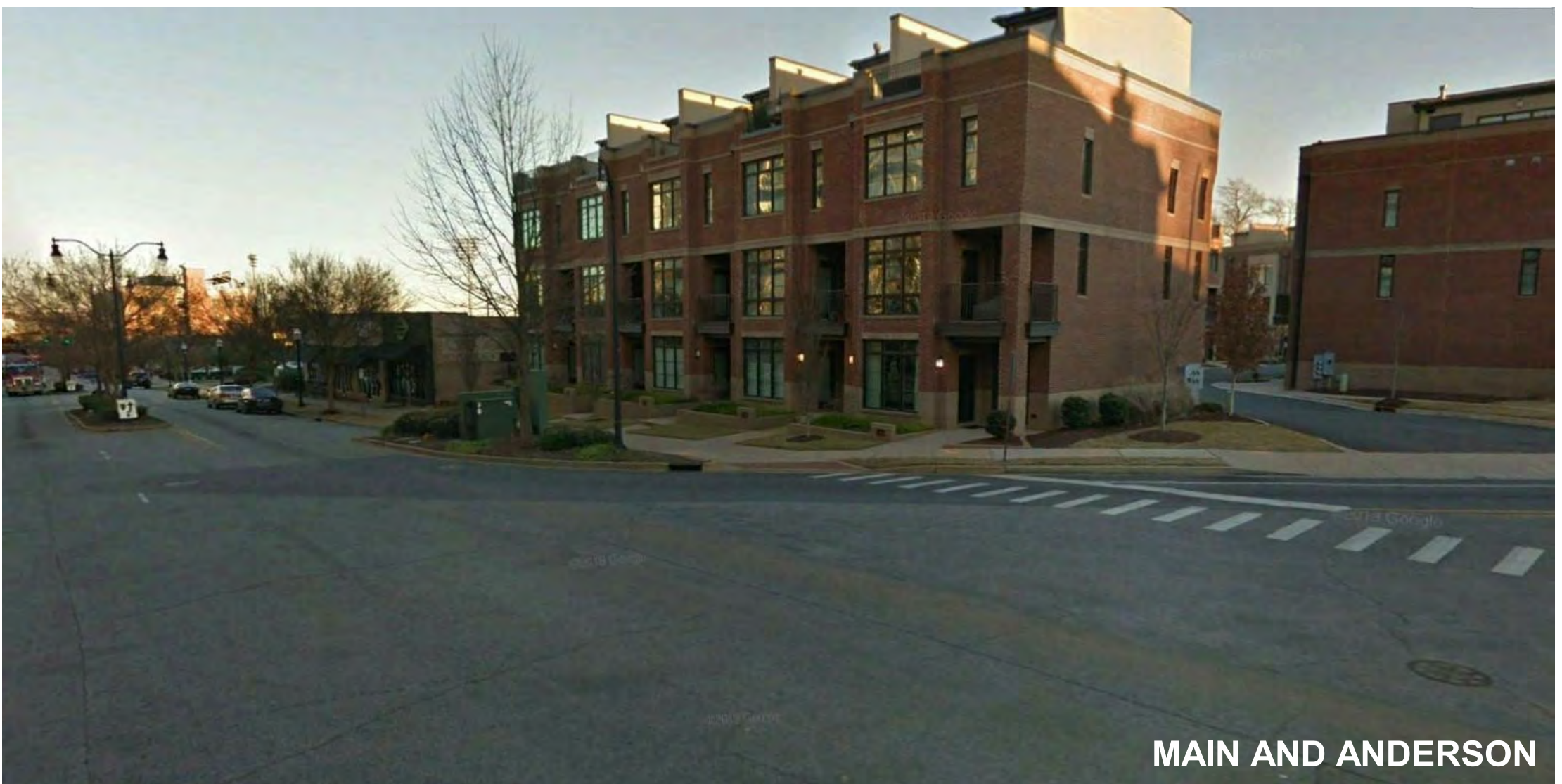
SOUTH EAST AERIAL VIEW



MAIN AND MARKLEY



GREEN AND VARDRY



MAIN AND ANDERSON



GREEN AVENUE



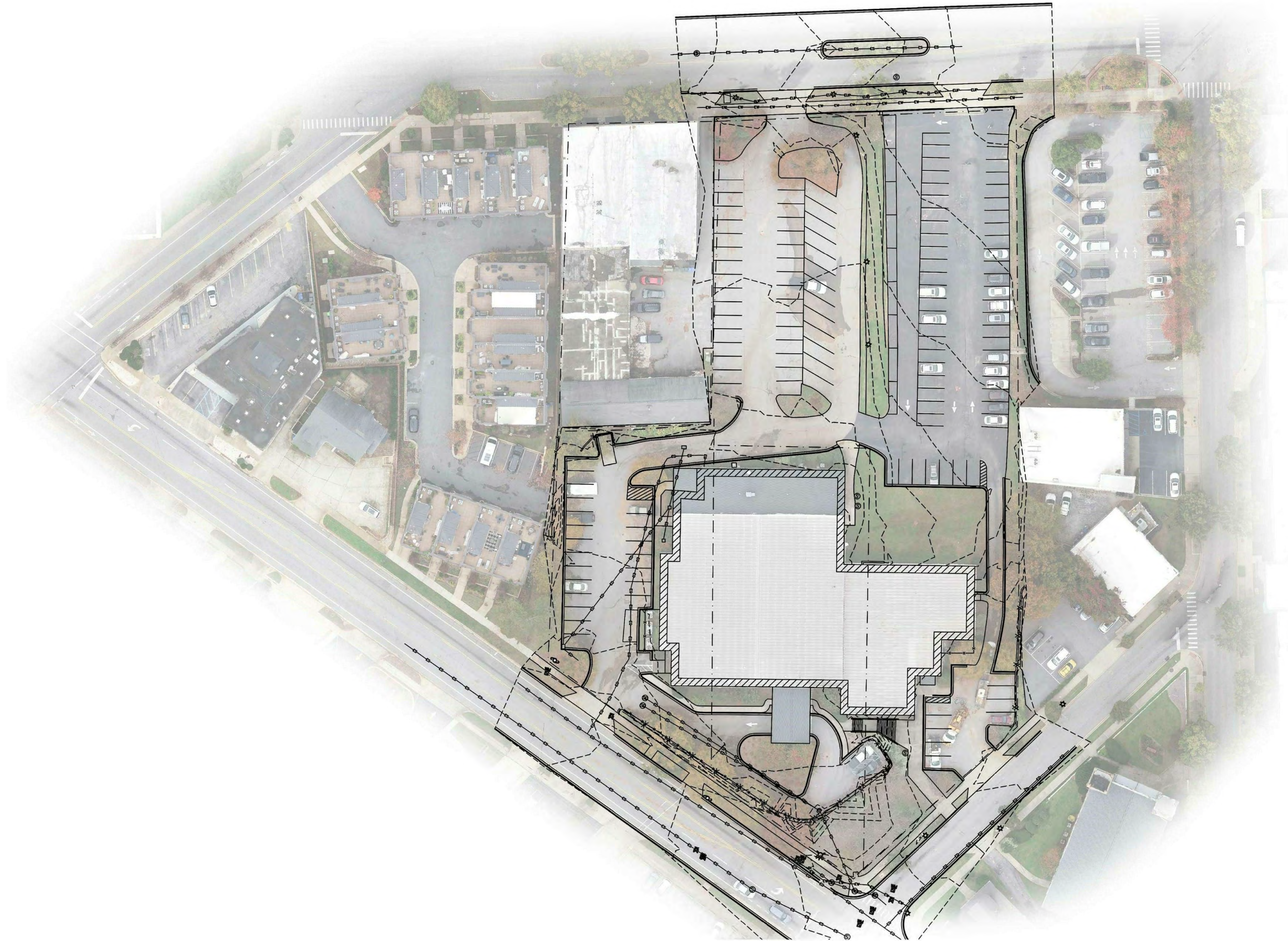
MARKLEY STREET



MARKLEY AND GREEN



S. MAIN STREET





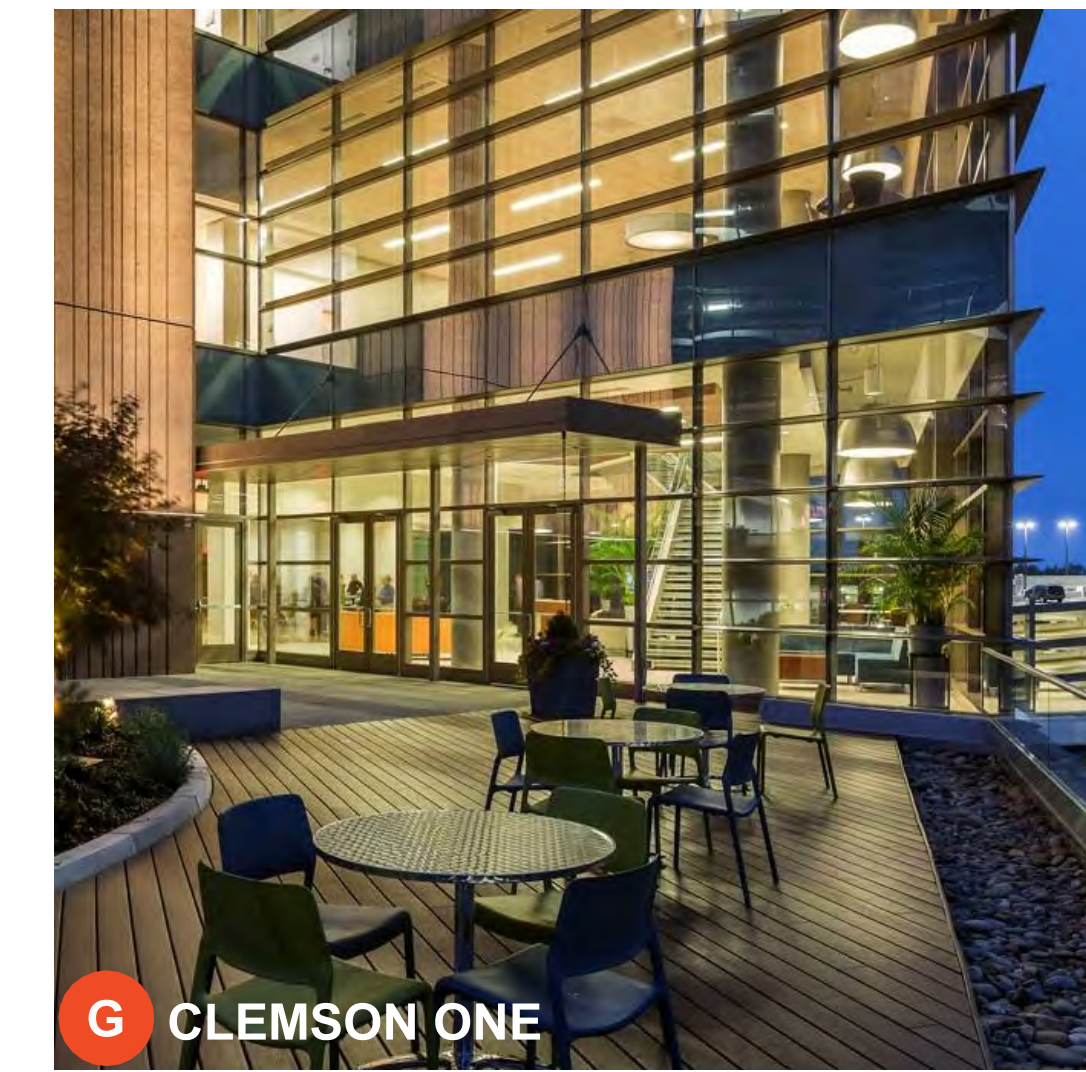
GREENVILLE COUNTY MUSEUM OF ART I



B FLUOR FIELD



F PEACE CENTER



G CLEMSON ONE



J BON SECOURS WELLNESS ARENA



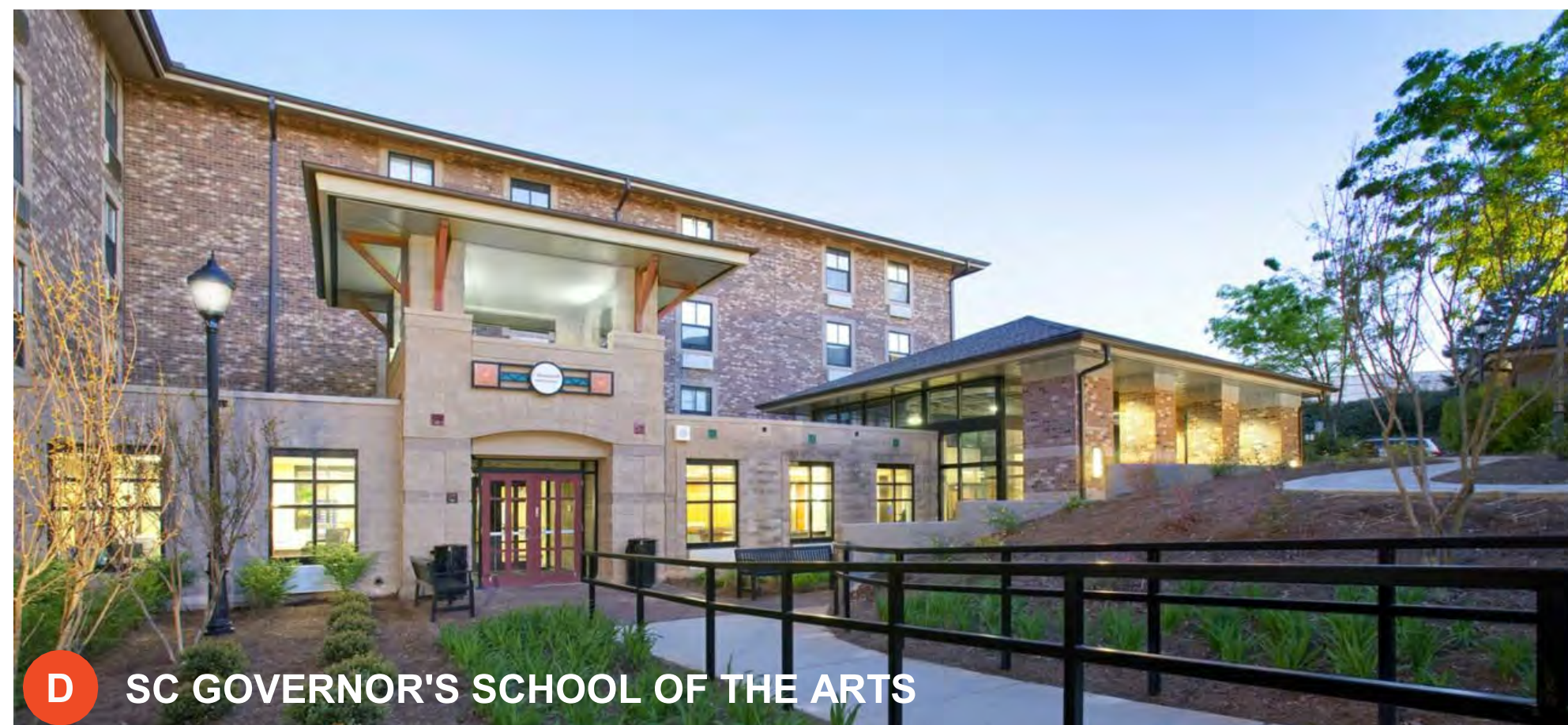
C KROC CENTER



A CLAUSSEN BAKERY



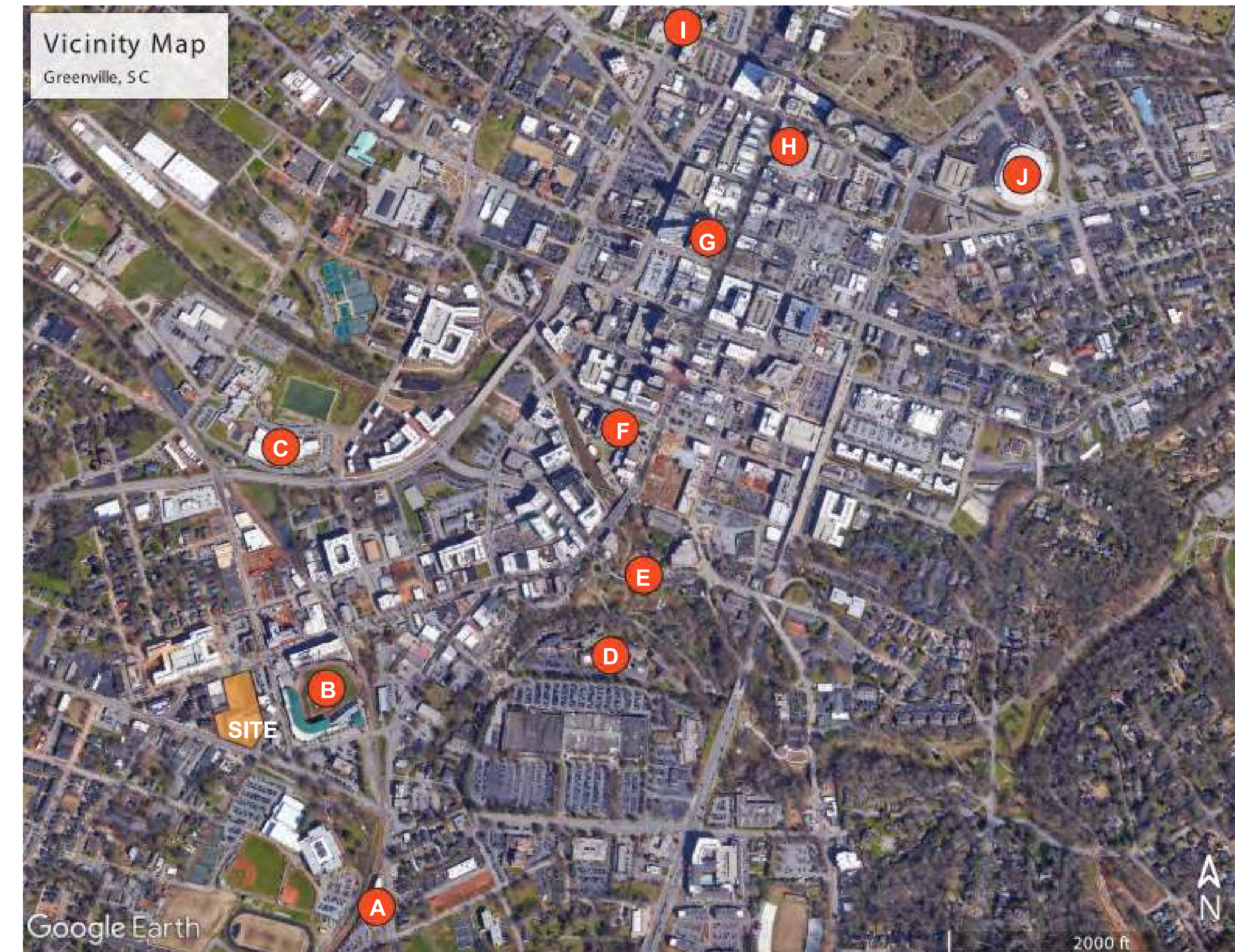
H HYATT REGENCY



D SC GOVERNOR'S SCHOOL OF THE ARTS



FALLS PARK ON REEDY RIVER E





IMPERIAL HOTEL



CAROLINA SUPPLY COMPANY



GREENVILLE COUNTY COURTHOUSE



POINSETT HOTEL



CHAMBER OF COMMERCE



WYCHE PAVILION BY REEDY RIVER

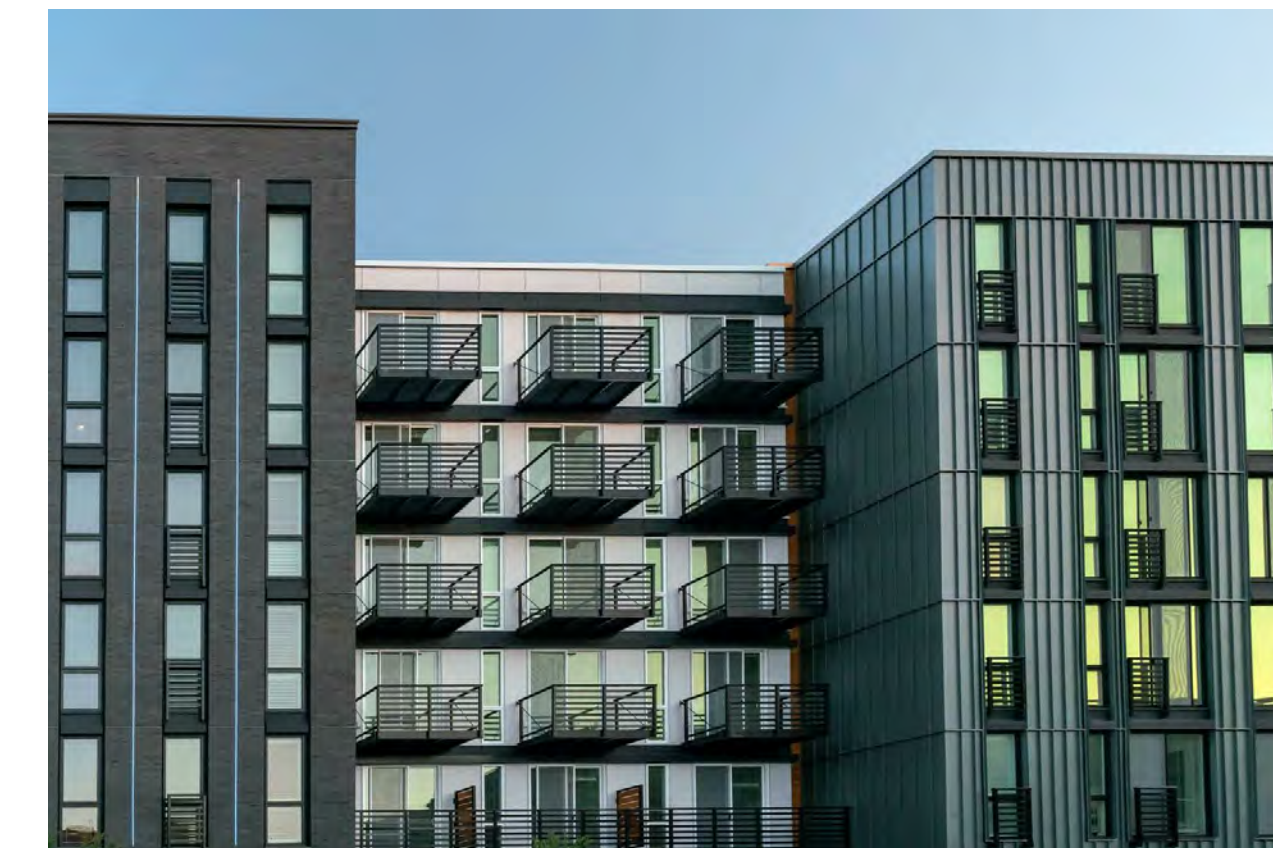


1015 S. MAIN
GREENVILLE, SC

PRECEDENT IMAGES A-7a

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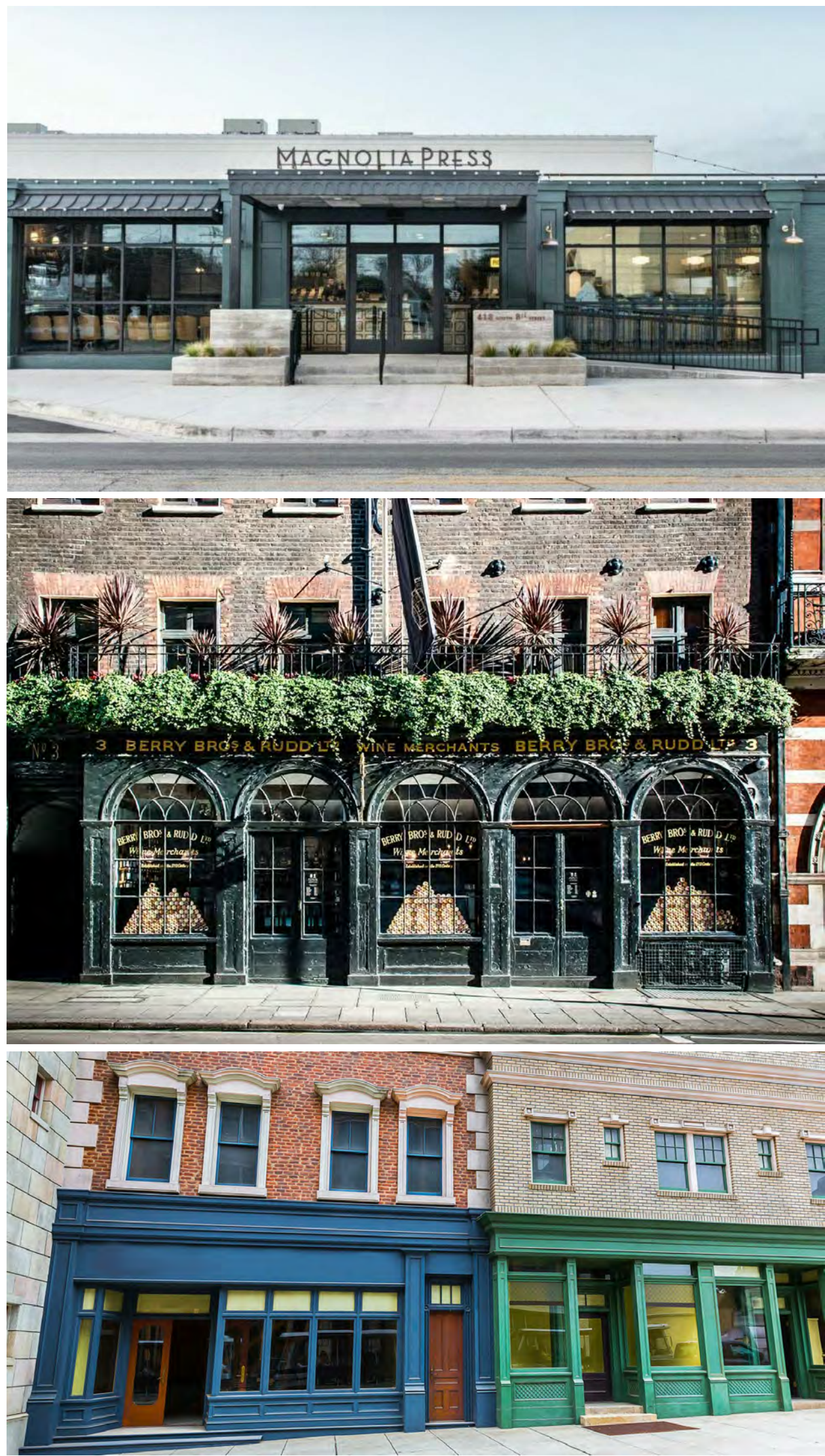
1015 S. MAIN
GREENVILLE, SC

PRECEDENT IMAGES

A-7b

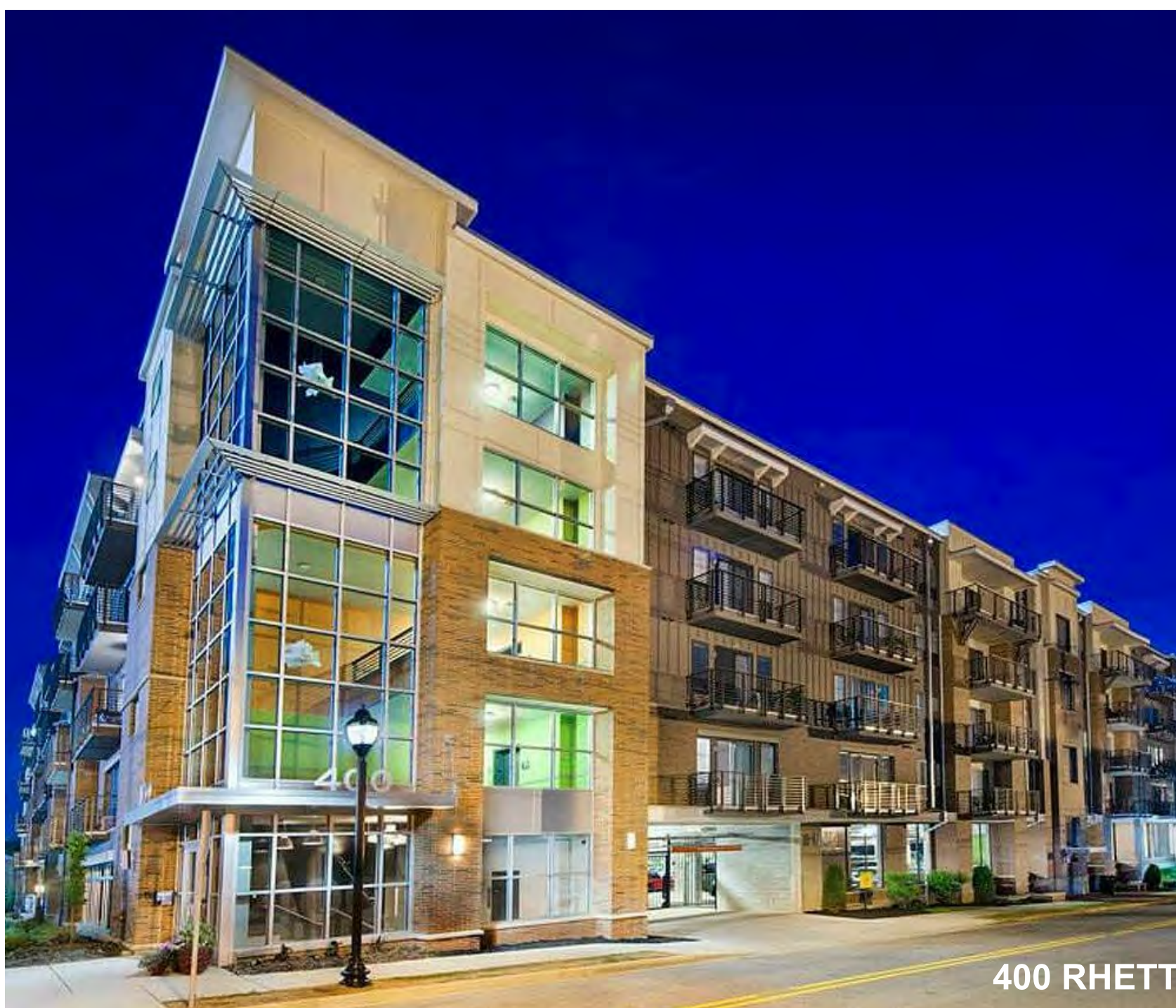
220059 | 04.12.21

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CANVAS LOFTS



400 RHETT



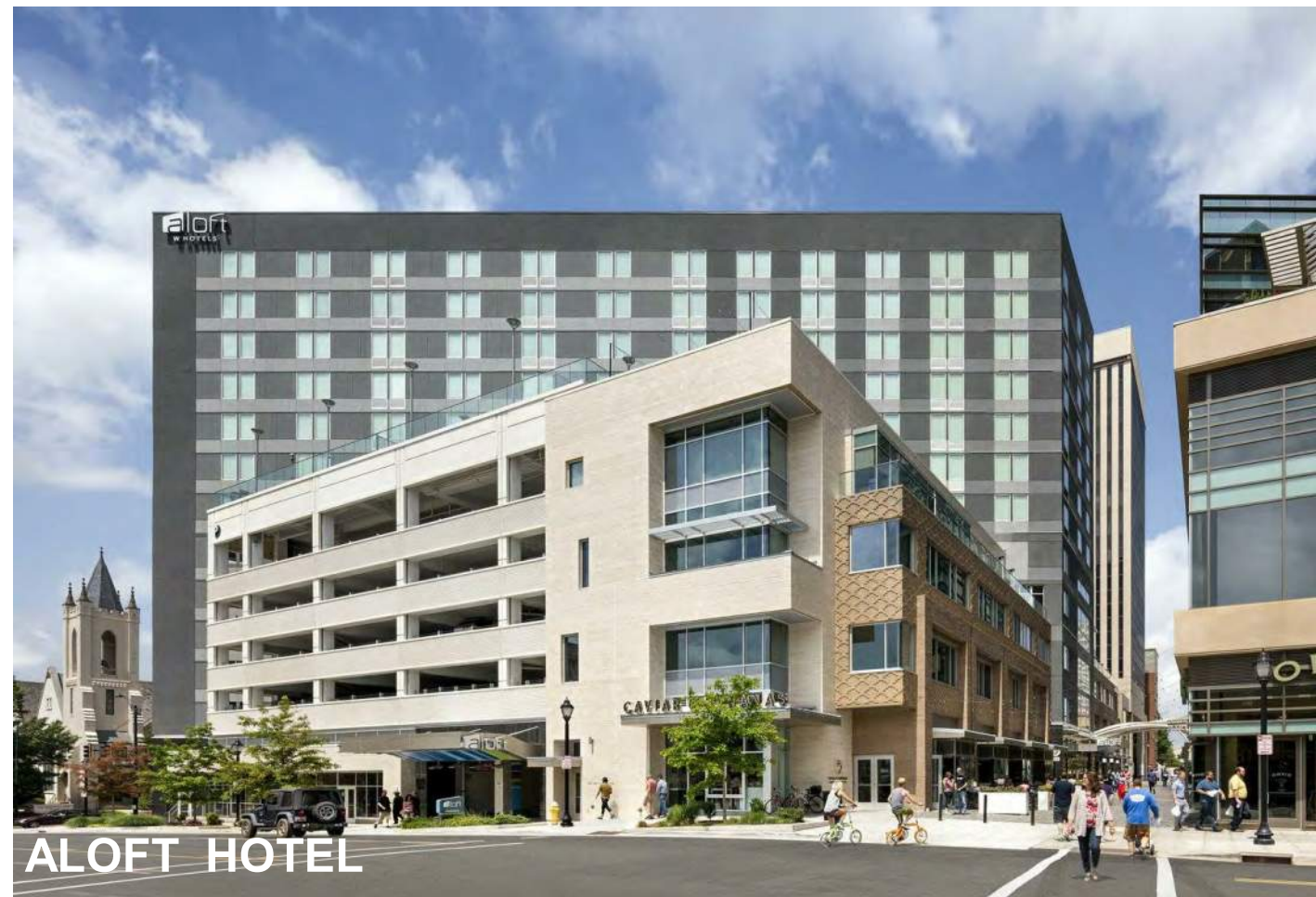
LOFTS OF GREENVILLE



TRAILSIDE



ELLISON ON BROADWAY



ALOFT HOTEL



WEST VILLAGE LOFTS



FALLS TOWER



FALLS PARK PLACE



HOMEWOOD SUITES BY HILTON



FALLS PARK ON REEDY RIVER



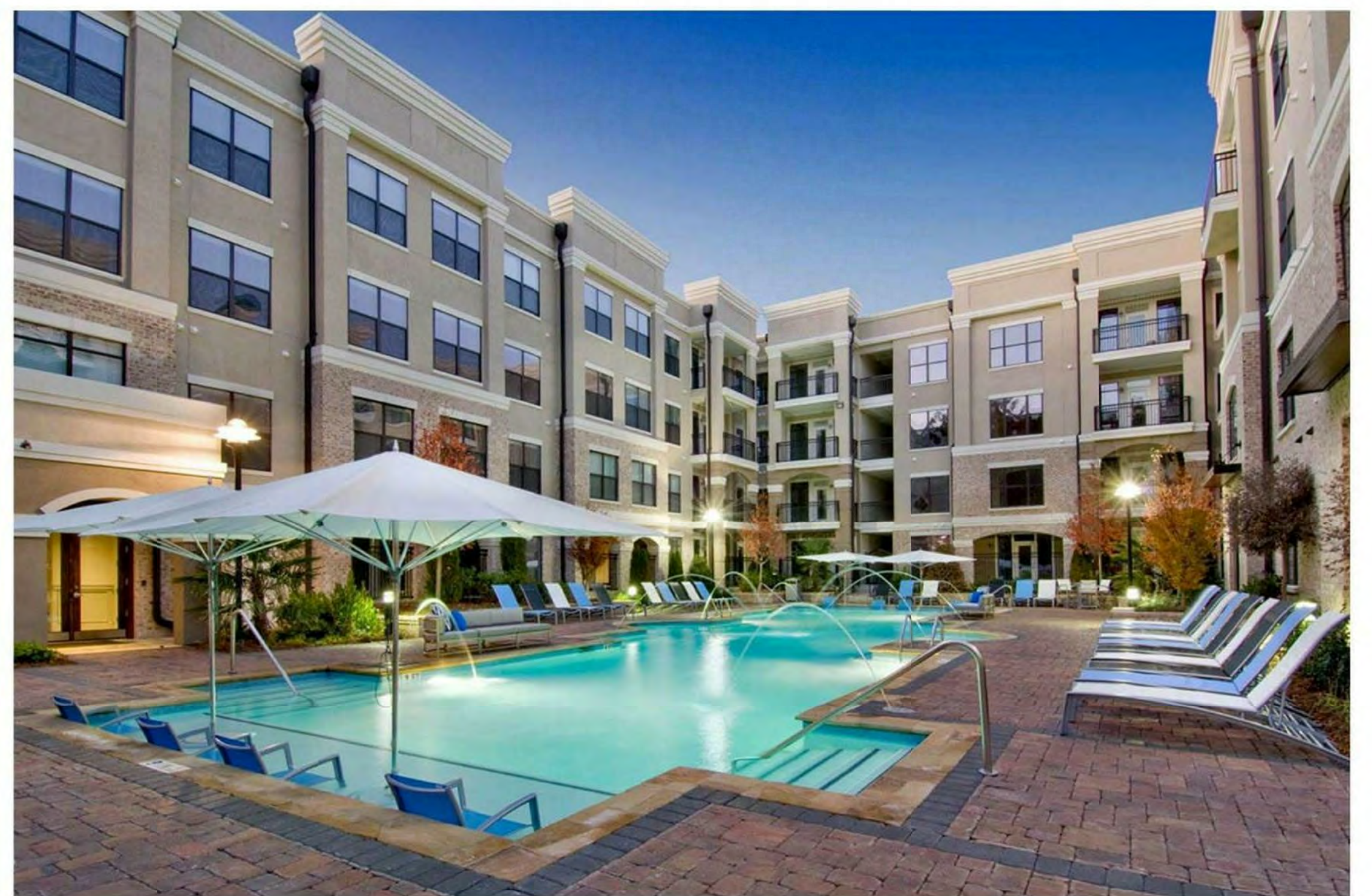
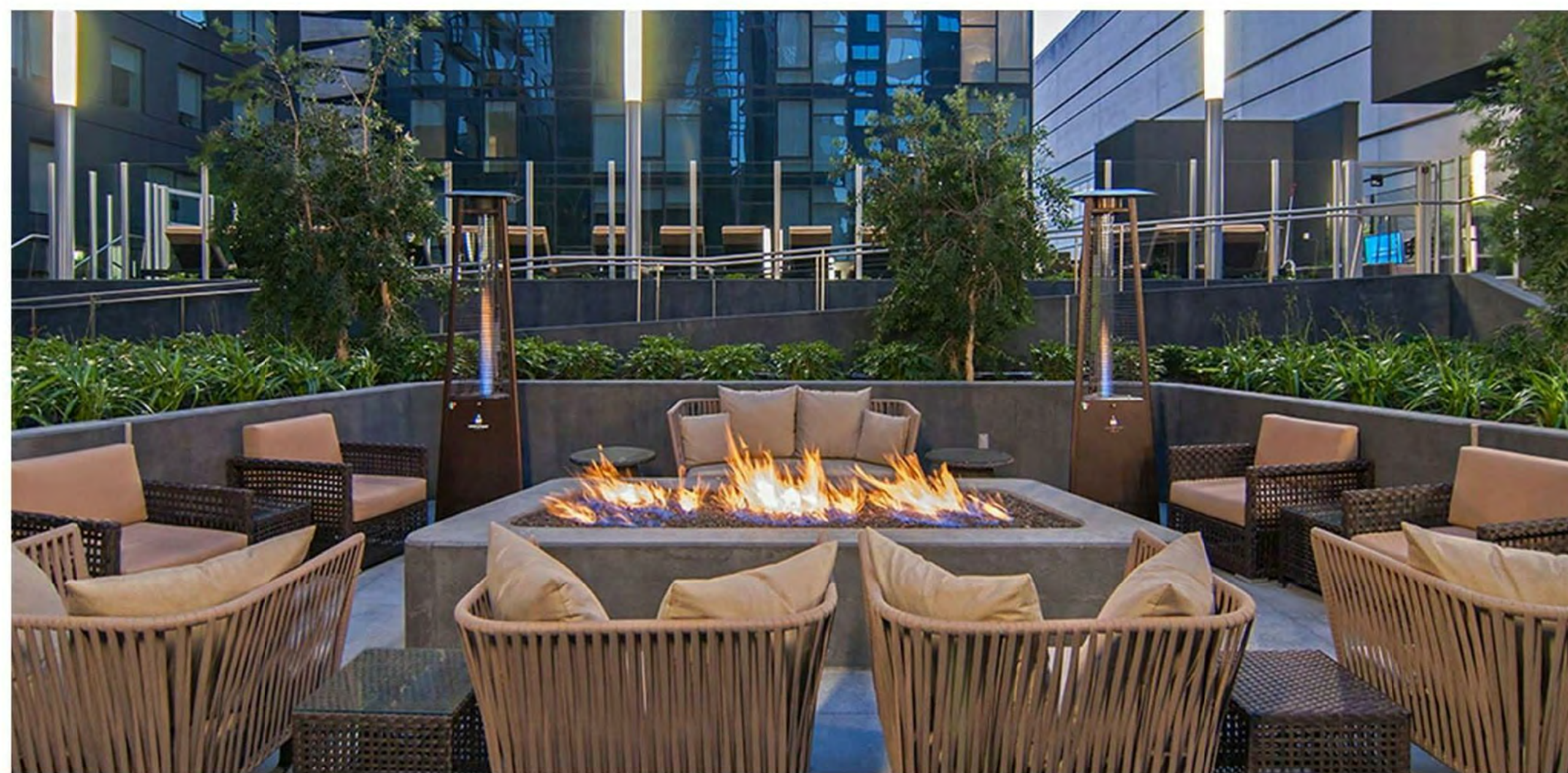
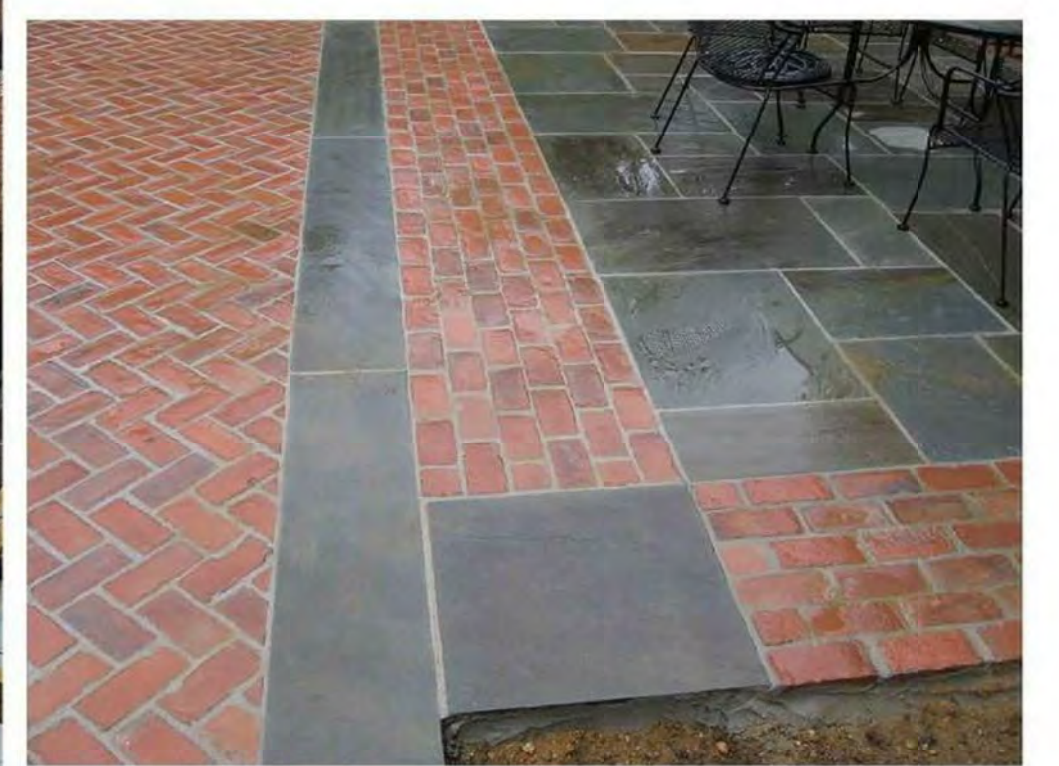
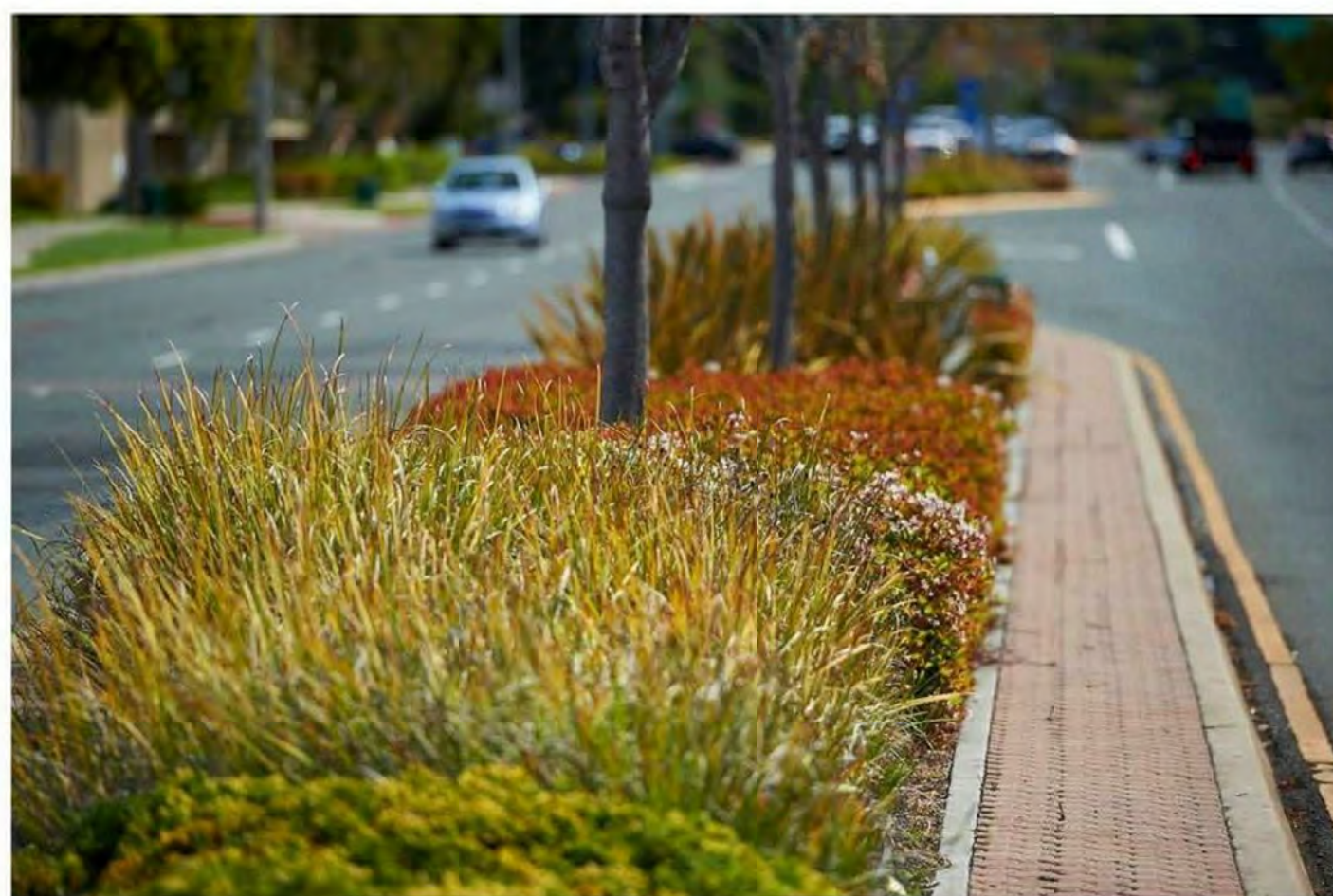
1015 S. MAIN
GREENVILLE, SC

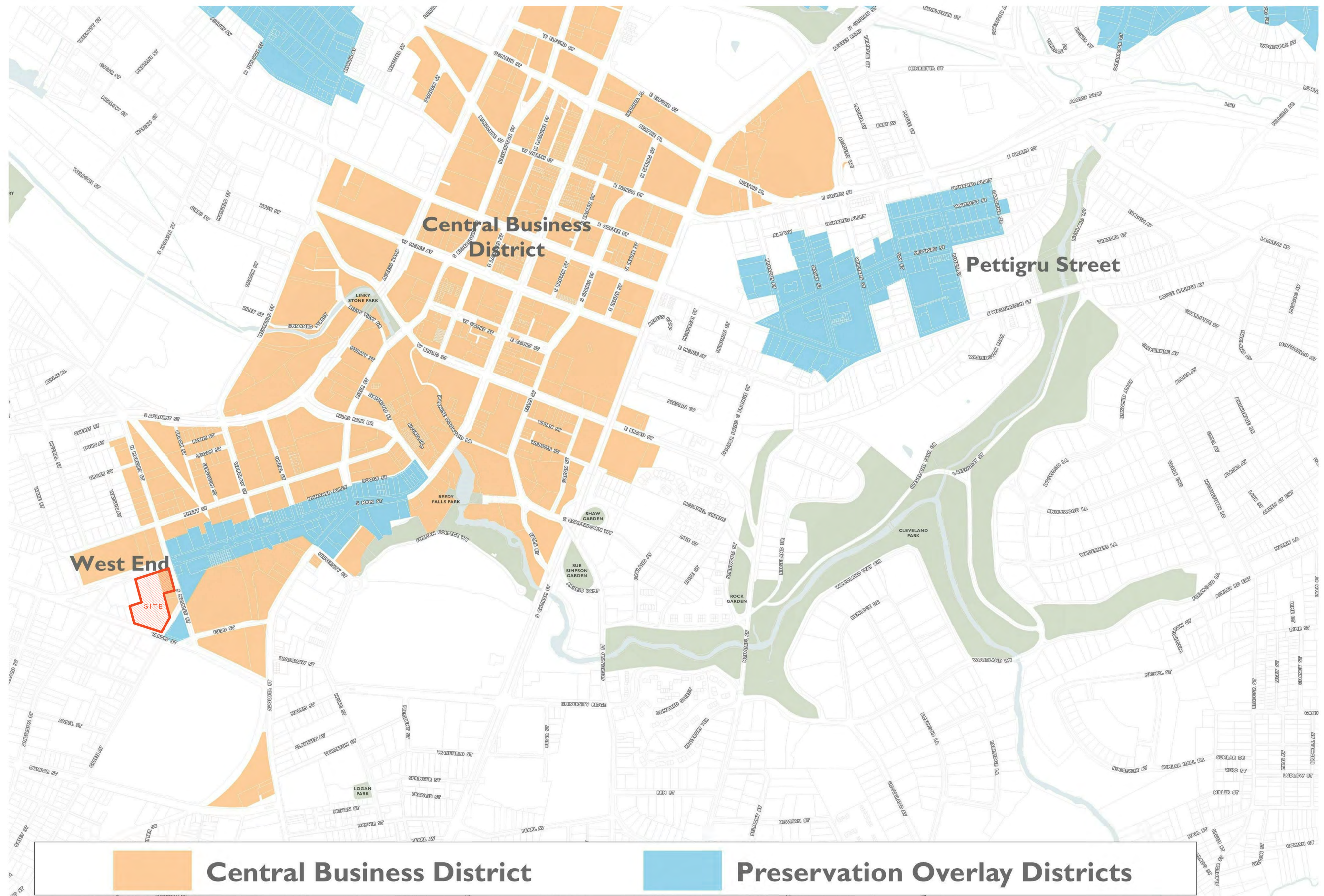
SIMILAR AREA PROJECTS

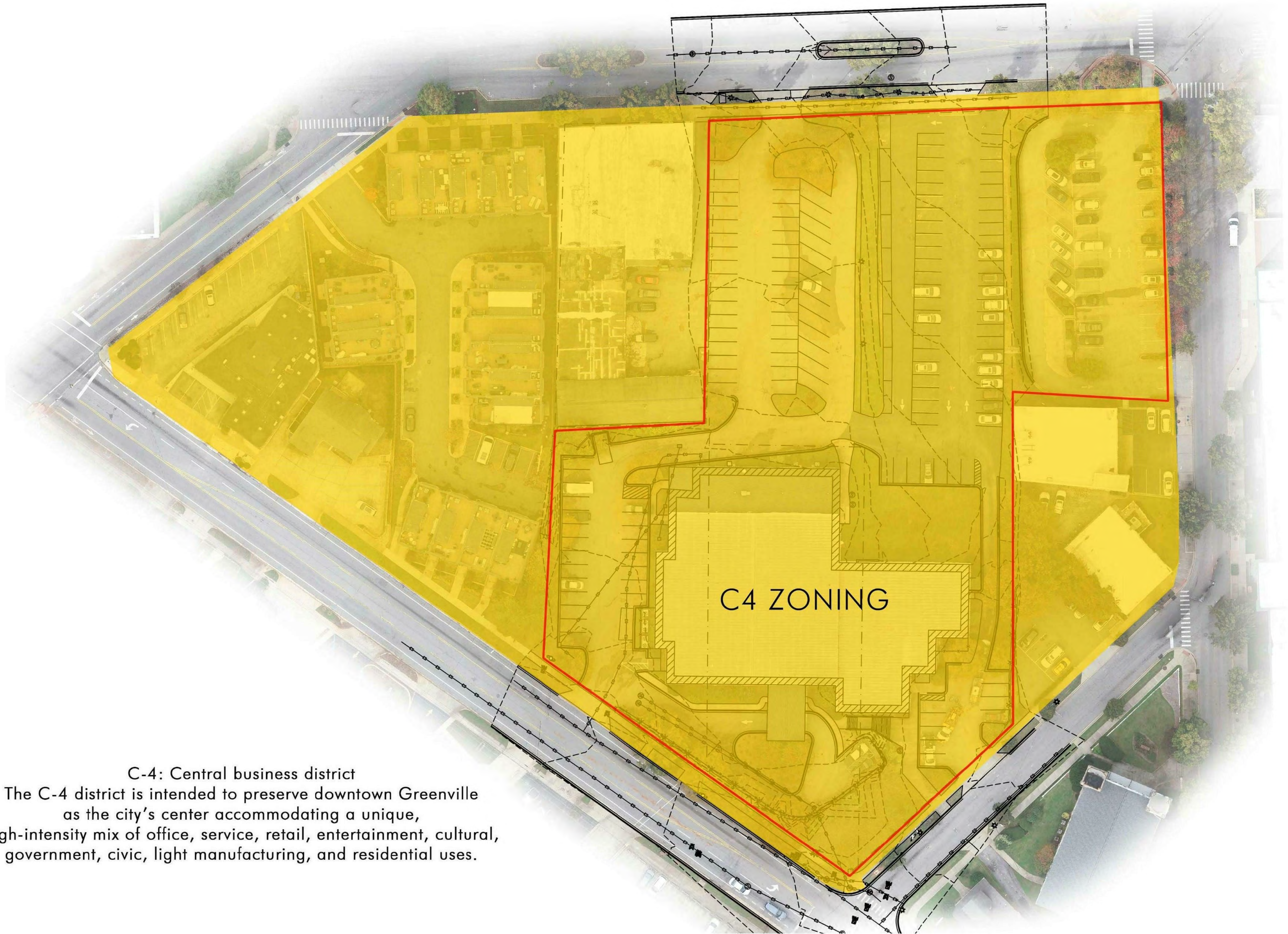
A-8

220059 | 04.12.21

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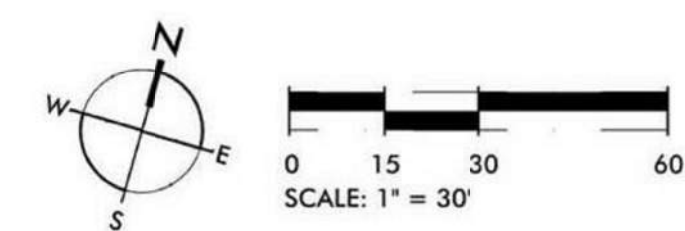


C-4: Central business district

The C-4 district is intended to preserve downtown Greenville as the city's center accommodating a unique, high-intensity mix of office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential uses.



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SITE ZONING

A-9c

3" = 1'-0"

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MAIN + MARKLEY

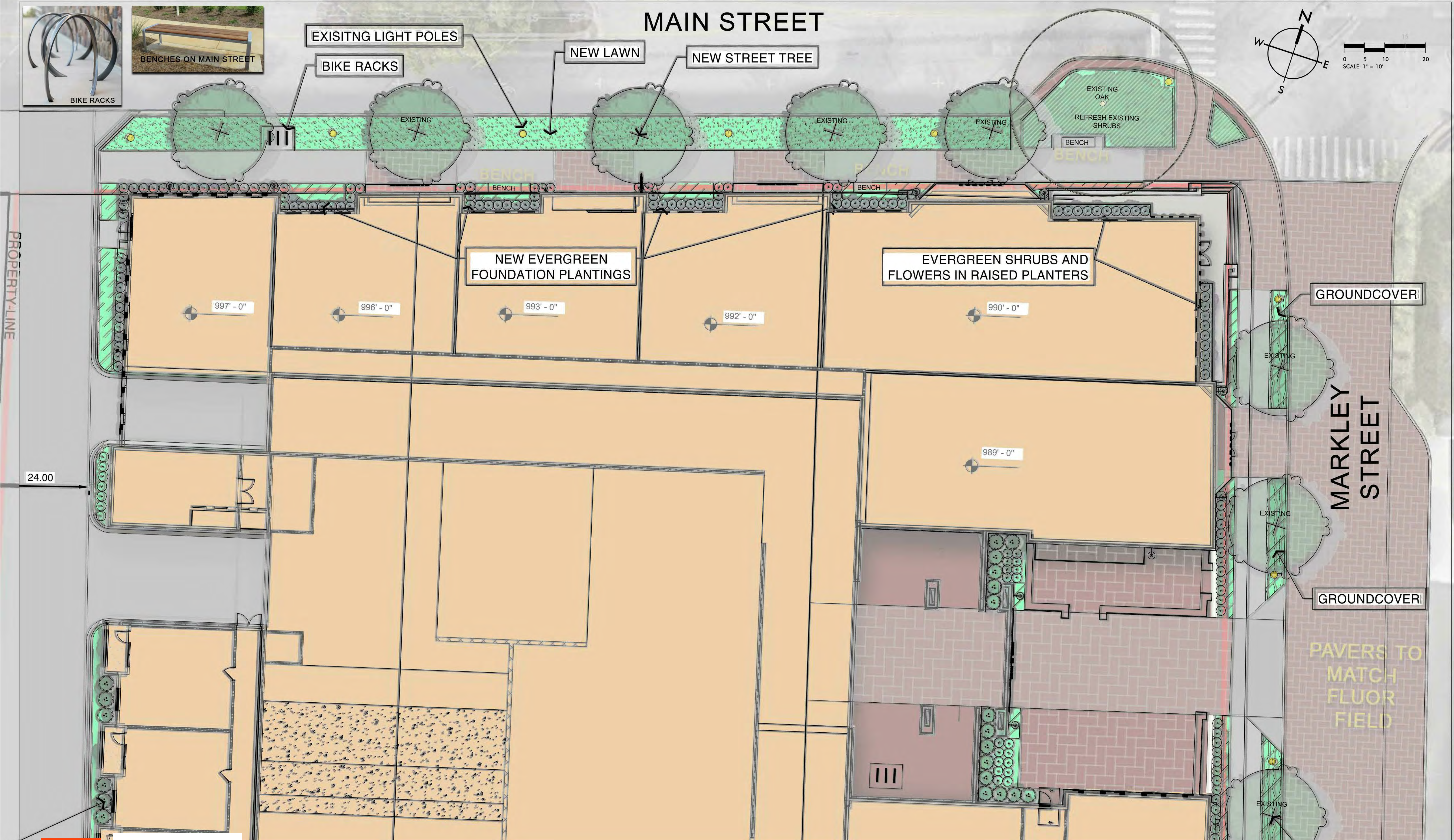
- 2 MASSES LAYERED TOGETHER FOR A MIXED USE TYPOLOGY
- THE GROUND FLOOR SITS PROUD OF RESIDENTIAL ABOVE & IS SUBDIVIDED INTO SMALLER MASSING MOMENTS TO PAY MIND TO THE HUMAN SCALE
- THE RESIDENTIAL UNITS STEP BACK FROM MAIN & MARKLEY STREETS TO PAY RESPECTS TO THE STREETScape BELOW
- THE RESIDENTIAL UNITS FOLLOW A SIMILAR LOGIC TO THE GROUND FLOOR & ARE BROKEN DOWN INTO SMALLER SCALE MASSES.

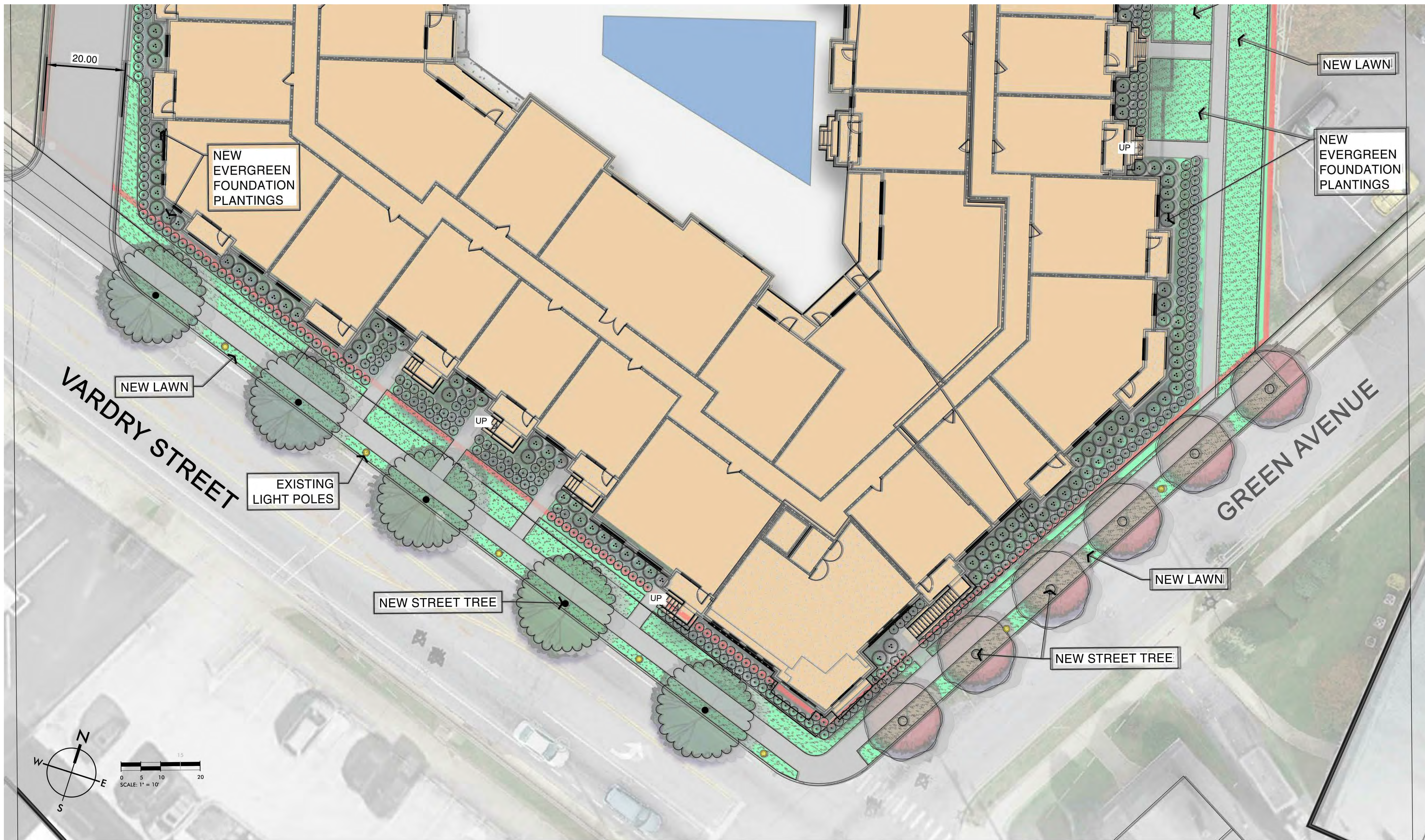


VARDRY + GREEN + ACCESS DR.

- 3 MASS TYPES LAYERED TOGETHER for a RESIDENTIAL USE
- A GENERAL MASS WAS CREATED WHICH WAS THEN DELIBERATLY PEELED BACK TO REDUCE THE SCALE.
- THE UPPER MOST FLOOR SITS BACK FROM THE OTHER RESIDENTIAL UNITS TO DRAW THE EYE CLOSER TO THE GROUND LEVEL
- VERTICAL ELEMENTS WERE APPLIED TO SUBDIVIDE THE MAJOR MASS INTO SMALLER MOMENTS SO AS TO BETTER RELATE TO THE HUMAN SCALE.

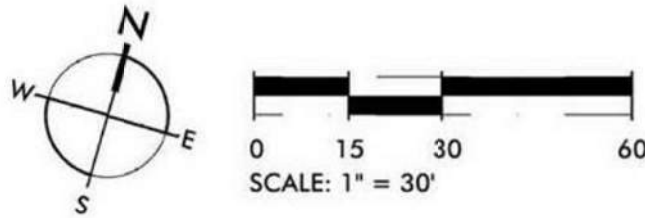




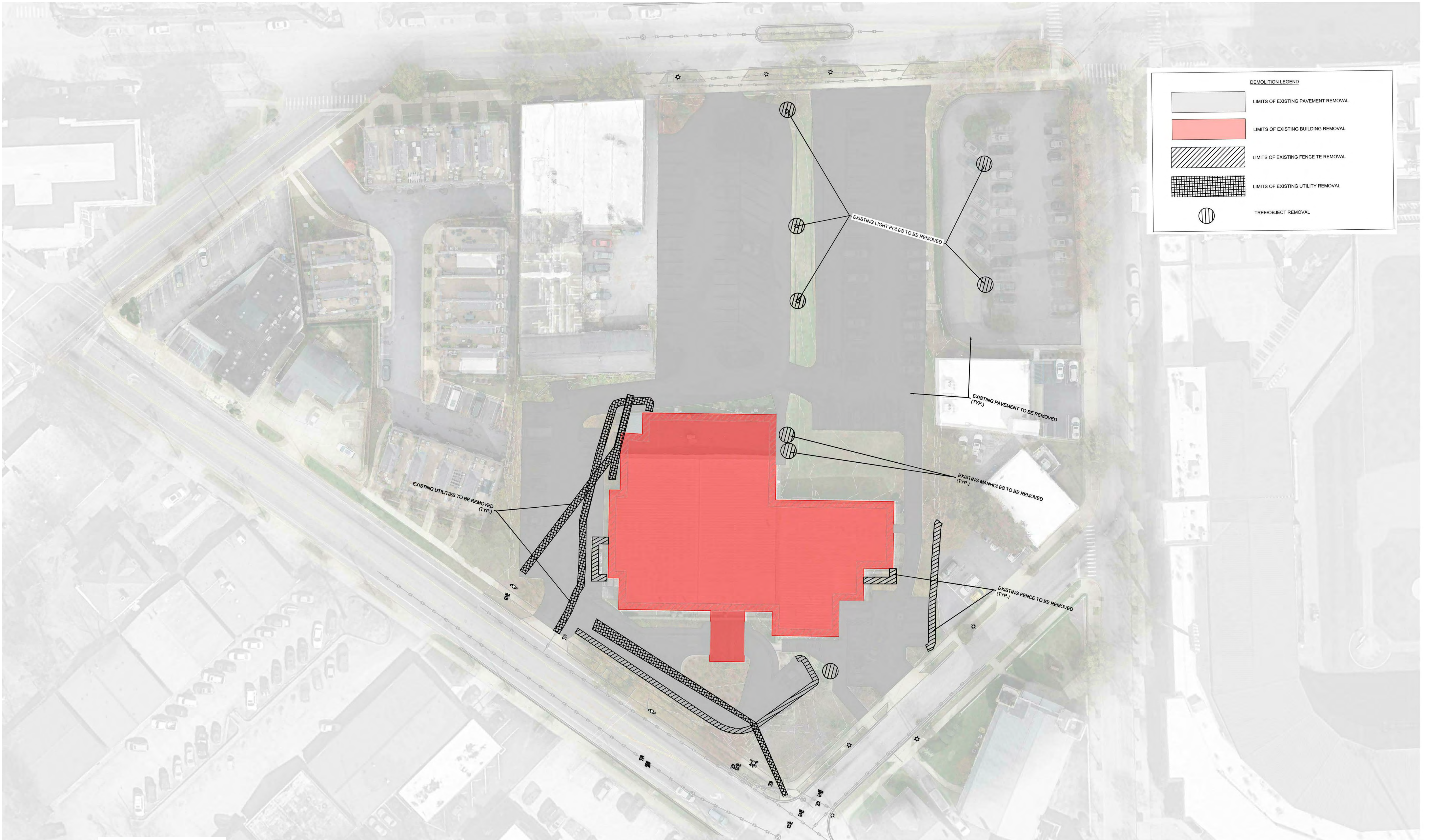




1015 S. MAIN
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GRADING PLAN L-002



DEMOLITION LEGEND

[Light Gray Box]	LIMITS OF EXISTING PAVEMENT REMOVAL
[Red Box]	LIMITS OF EXISTING BUILDING REMOVAL
[Hatched Box]	LIMITS OF EXISTING FENCE TO BE REMOVAL
[Cross-hatched Box]	LIMITS OF EXISTING UTILITY REMOVAL
[Circle with Cross-hatch]	TREE/OBJECT REMOVAL



PROPOSED STREET LIGHTS

PROPOSED STREET LIGHTS TO MATCH EXISTING FIXTURES ALONG MAIN STREET
PROPOSED STREET FIXTURES AND POLES TO BE PROVIDED BY DUKE
PHOTOMETRIC PLANS TO BE PROVIDED BY DUKE

Outdoor Lighting

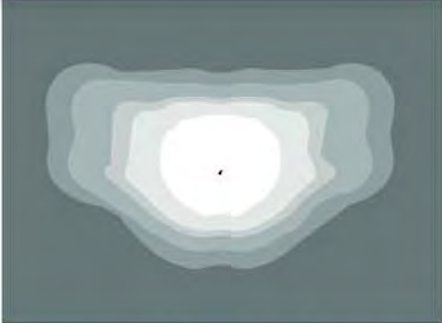
Mitchell LED
*(with ribs, bands
and medallions)*



Part of the Masterpiece Series, the energy-efficient Mitchell LED with ribs, bands and medallions enhances the character and prestige of streetscapes and parking lots, as well as pedestrian areas and greenways. This fixture provides safety and security in commercial settings and will complement any neighborhood with its classic, elegant design.

LED <i>(light-emitting diode)</i>	50 watts
Mounting height	12'
Color	Black
Poles	Colonial concrete Victorian concrete Washington concrete
Applications	Neighborhoods Parks Shopping centers Streets

Light source: LED (white)
Wattage: 50
Lumens: 5,480
Light pattern: IESNA Type III (oval)
IESNA cutoff classification: Non-cutoff
Color temperature: 4,000K



light distribution pattern

Pole available:		Mounting height	Color
Name			
Colonial concrete		12'	Black
Victorian concrete			Black, Gray-green
Washington concrete			Black, Gray

Features	Benefits
Little or no installation cost	Frees up capital for other projects
Design services by lighting professionals included	Meets industry standards and lighting ordinances
Maintenance included	Eliminates high and unexpected repair bills
Electricity included	Less expensive than metered service
Warranty included	Worry-free
One low monthly cost on your electric bill	Convenience and savings for you
Turnkey operation	Provides hassle-free installation and service
Backed by over 40 years of experience	A name you can trust today ... and tomorrow

PROPOSED FIXTURES TO BE SPACED 45' ON CENTER TO MATCH MAIN STREET
PROPOSED STREET LIGHTS TO MATCH EXISTING FIXTURES ALONG MAIN STREET
PROPOSED POLES TO MATCH EXISTING ON MAIN STREET (WASHINGTON POLE)

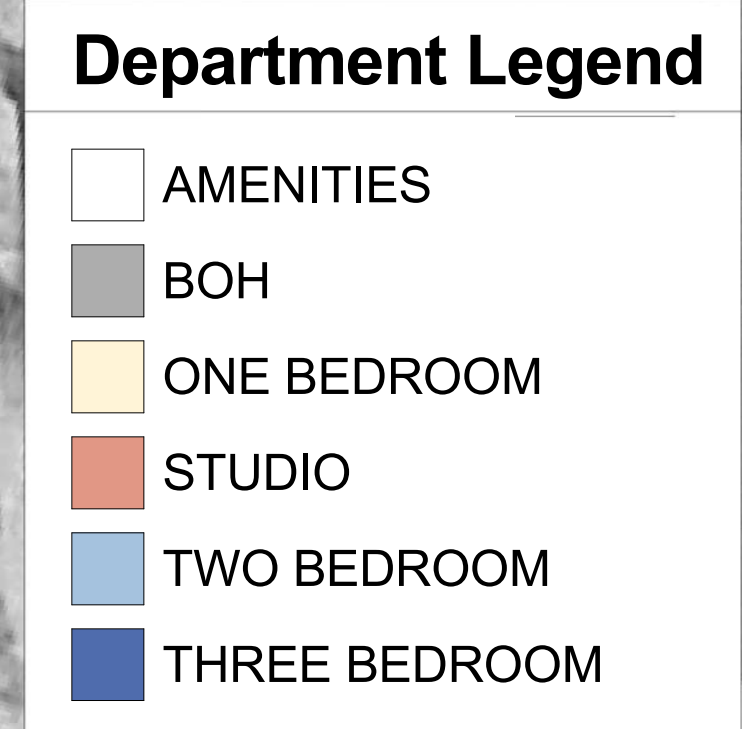
EXISTING STREET LIGHTS

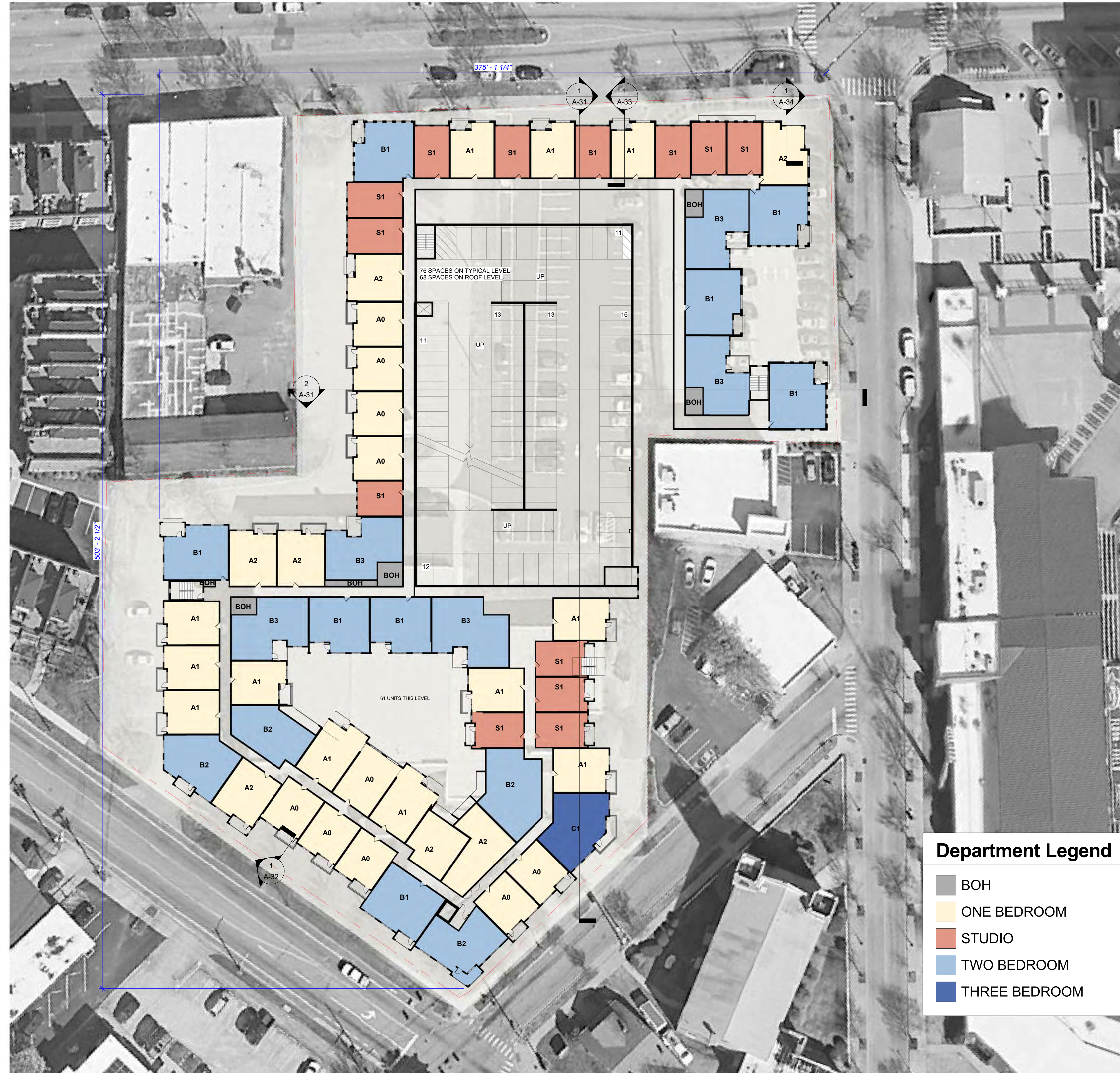


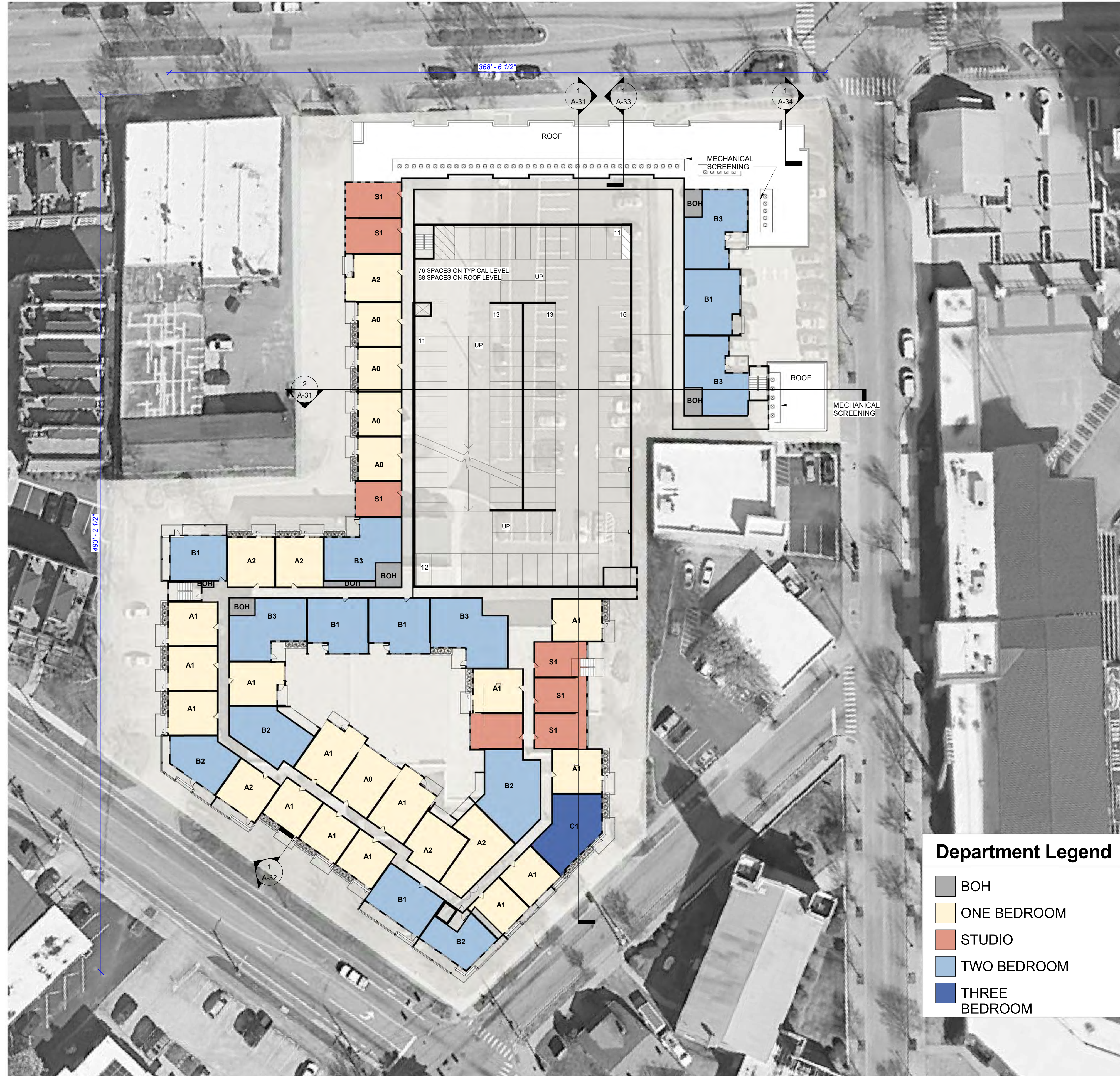
PROPOSED STREET LIGHTS











Department Legend	
	BOH
	ONE BEDROOM
	STUDIO
	TWO BEDROOM
	THREE BEDROOM



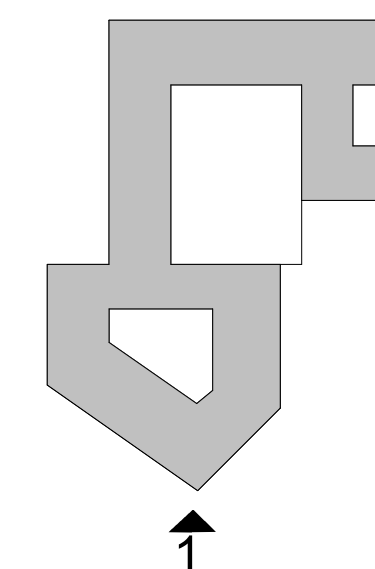










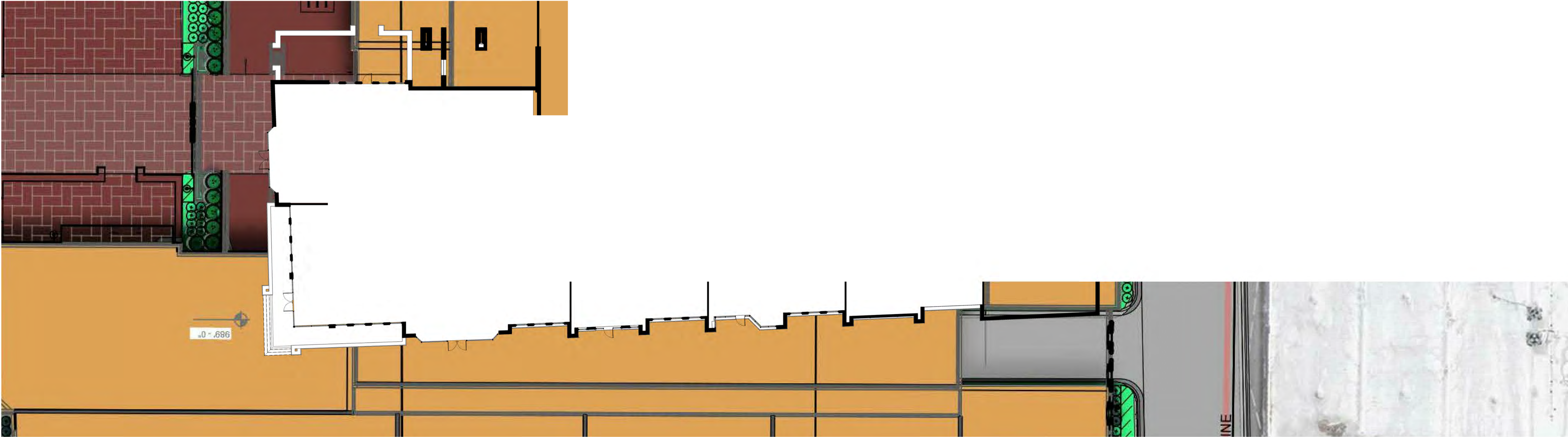








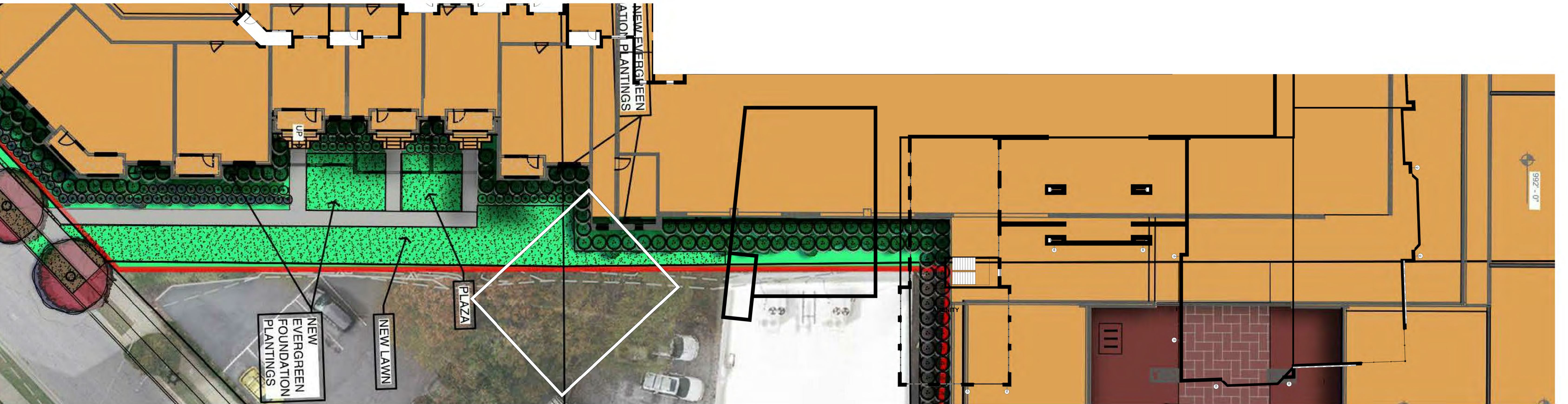
2 - MAIN STREET ELEVATION



1 - FIRST LEVEL RETAIL SD VIGNETTE



2 - SOUTH MARKLEY STREET ELEVATION



01 FIRST LEVEL MARKLEY ST. SD VIGNETTE



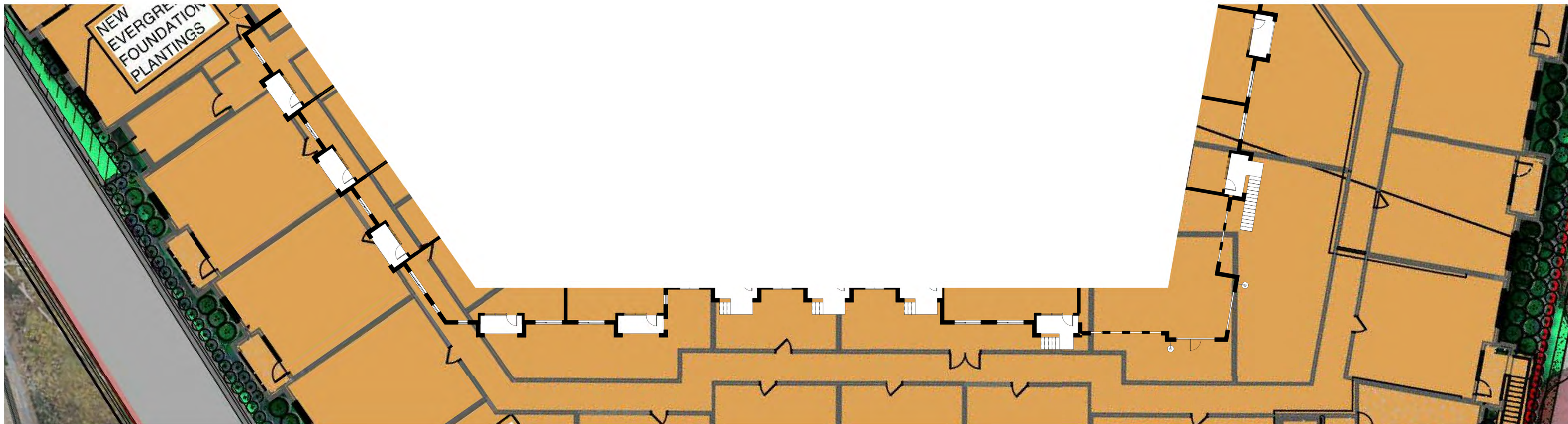
2 - GREEN AVE. ELEVATION



1 - FIRST LEVEL GREEN AVE SD VIGNETTE



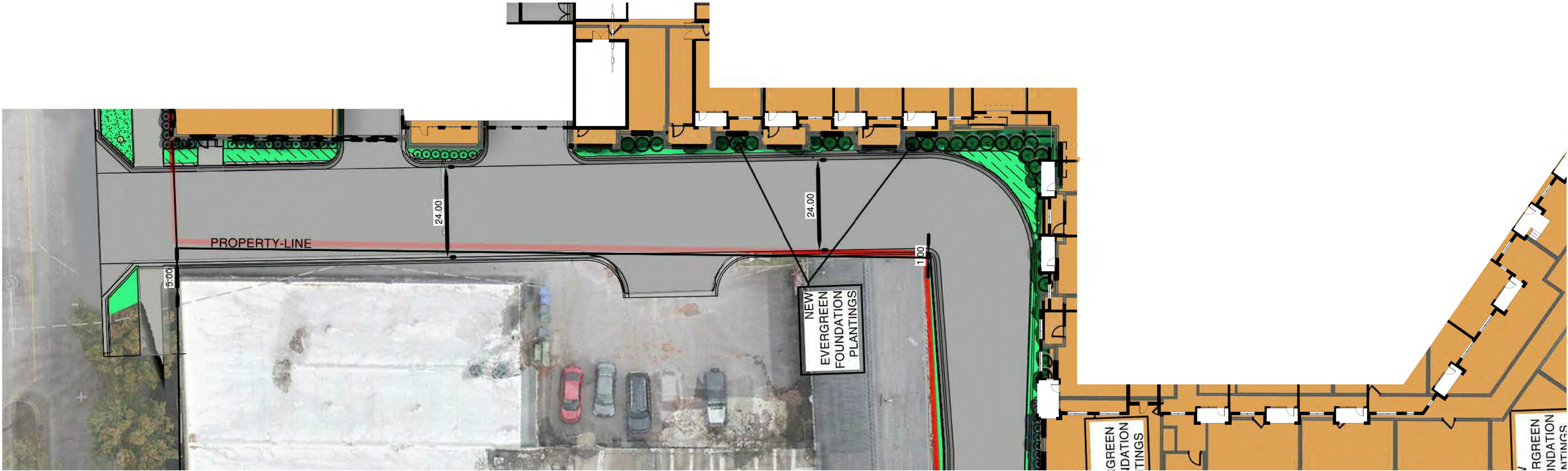
2 - VARDRY STREET ELEVATION



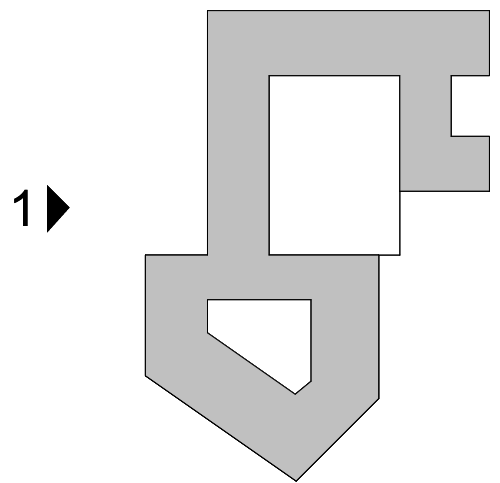
1 - FIRST LEVEL VARDRY ST. VIGNETTE



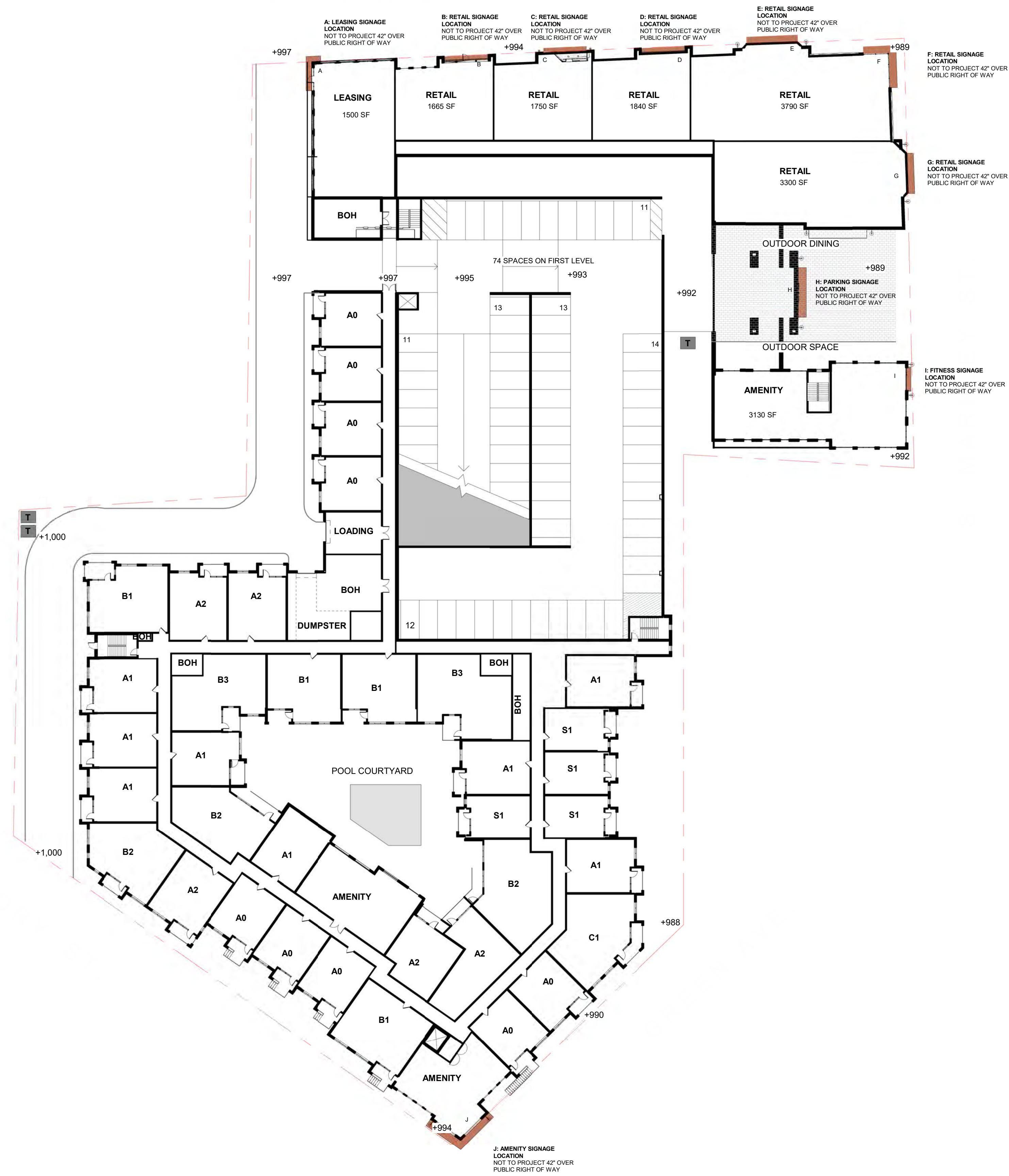
2 - ACCESS STREET ELEVATION



1 - FIRST LEVEL ACCESS ST. VIGNETTE







PLEASE NOTE, CONCEPTUAL
DRAWINGS ONLY. FINAL
DIMENSIONS AND
SPECIFICATIONS TO BE
DETERMINED

SIGNAGE LOCATION

01 FIRST LEVEL SIGNAGE LOCATION PLAN

CONCEPTUAL SIGNAGE A-29a

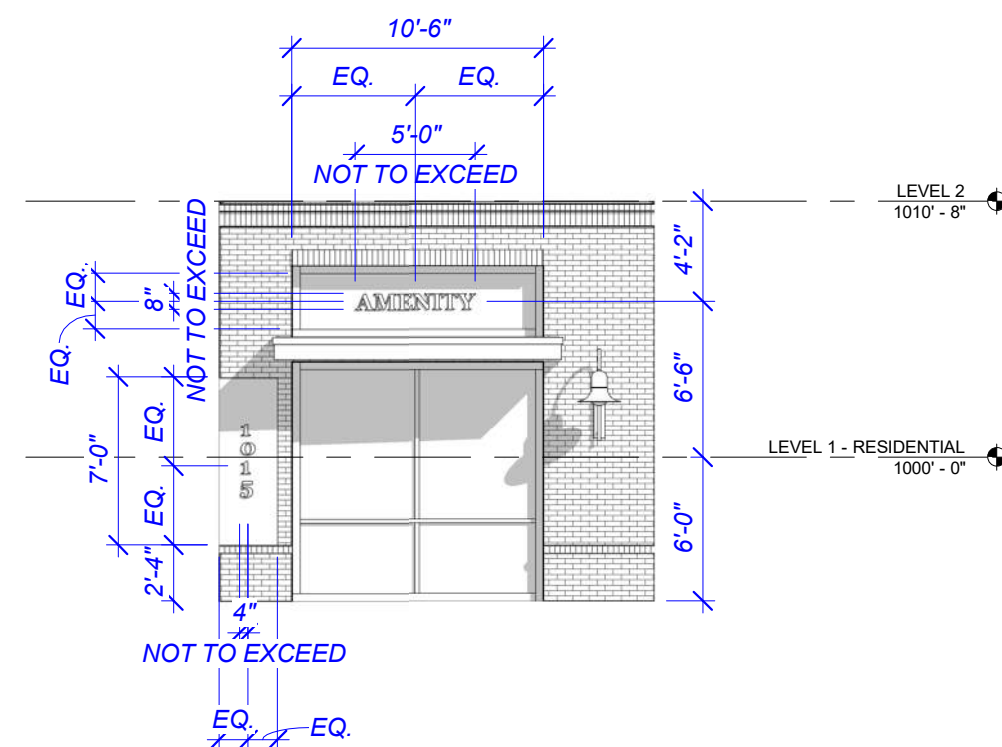
1" = 30'-0"

220059 | 04.12.21

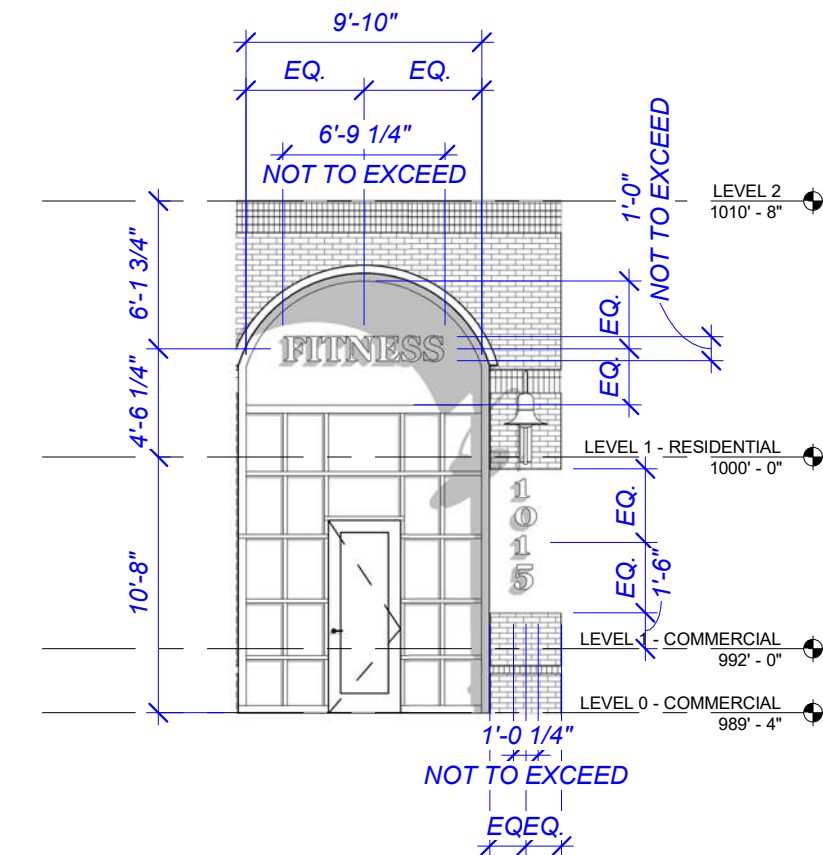
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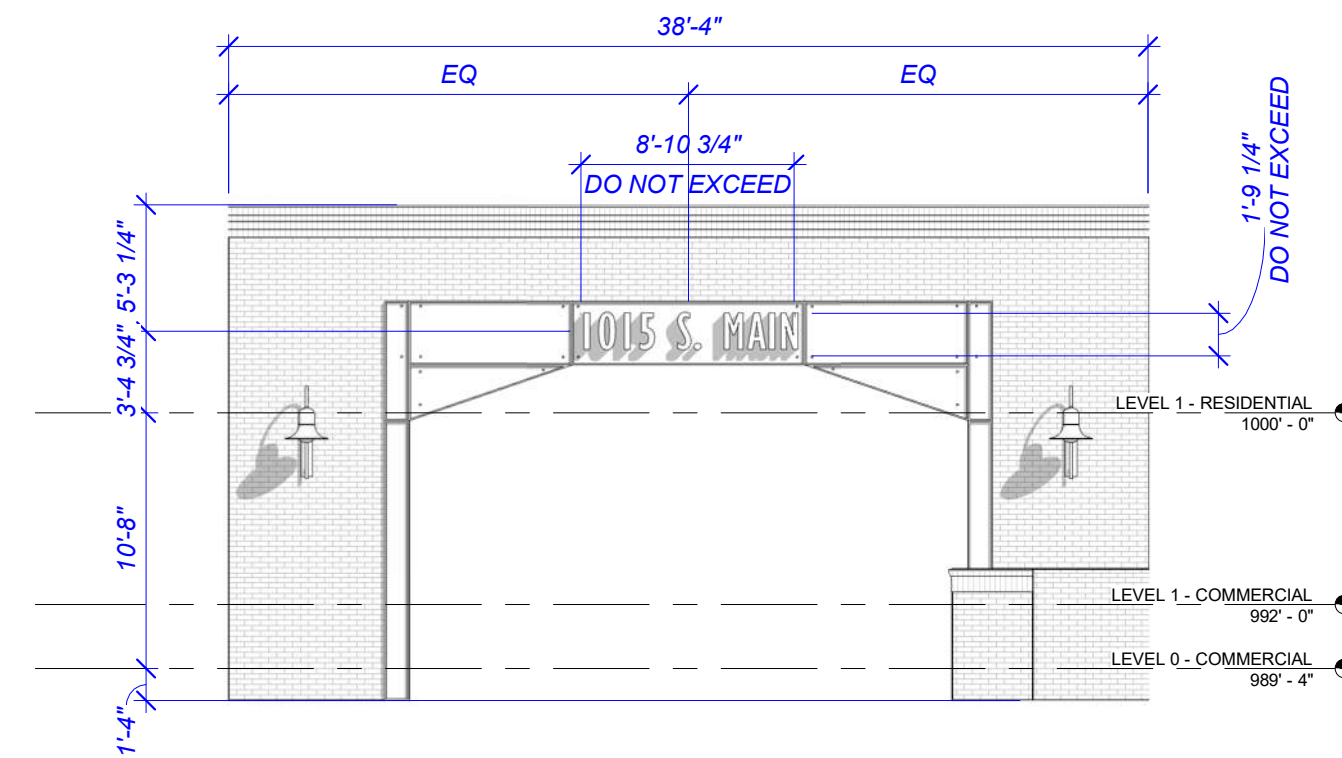
1015 S. MAIN
GREENVILLE, SC



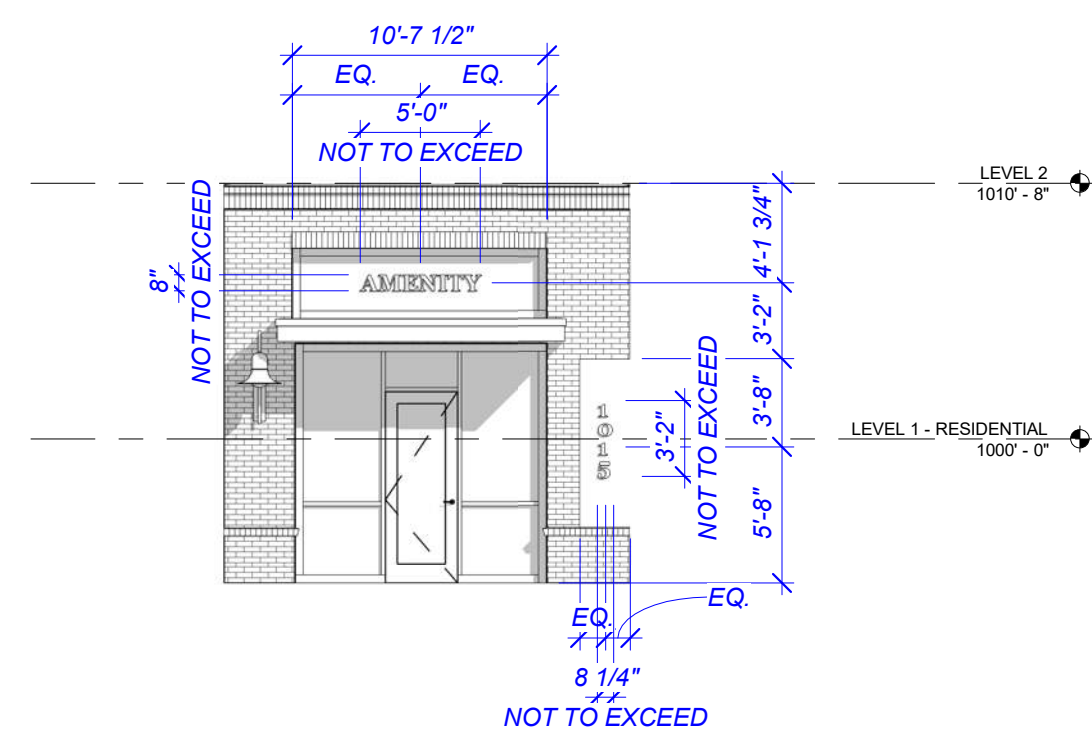
J) AMENITY SIGNAGE A



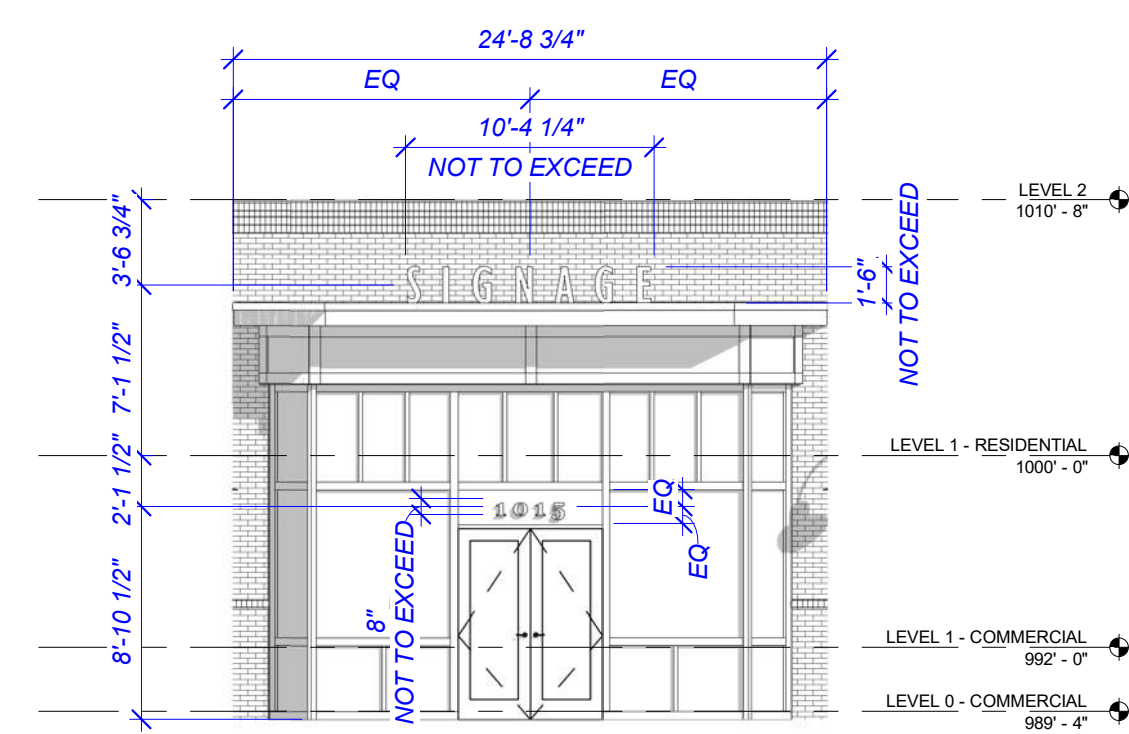
I) FITNESS SIGNAGE



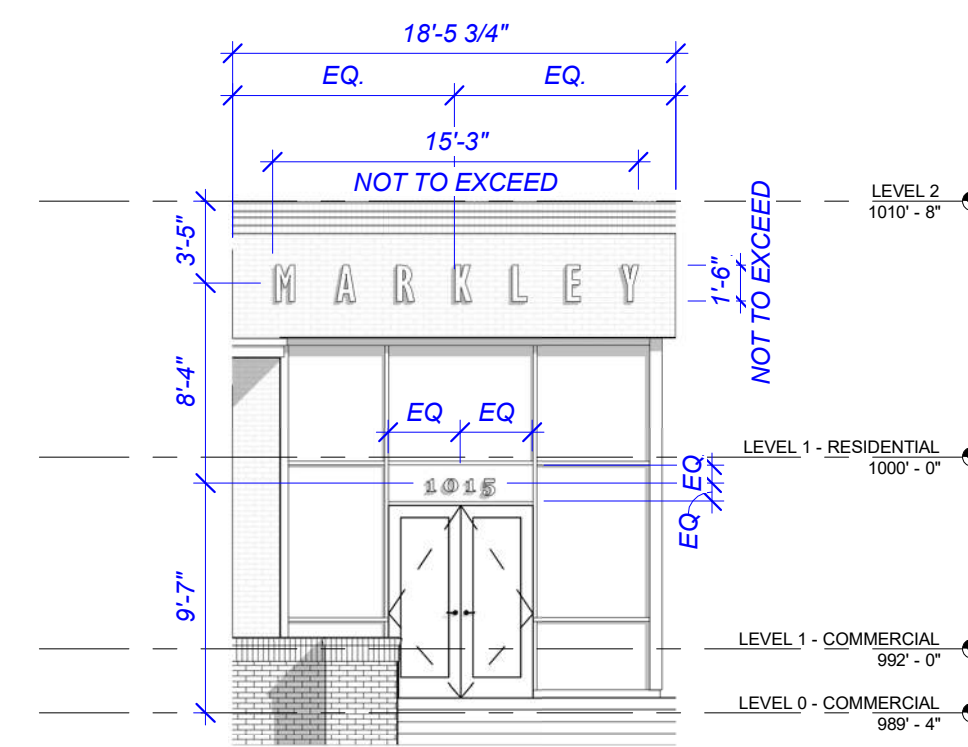
H) PARKING SIGNAGE



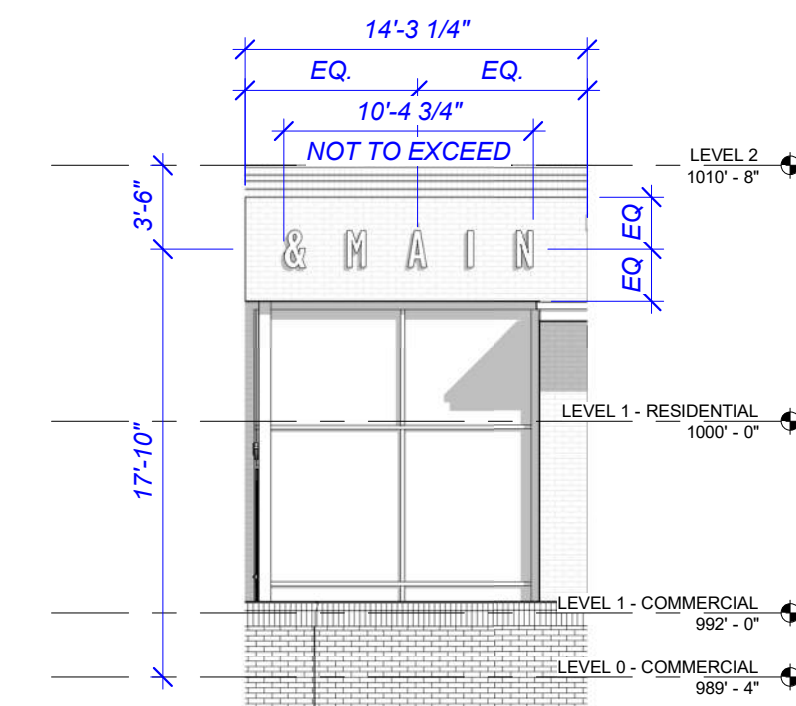
J) AMENITY SIGNAGE B



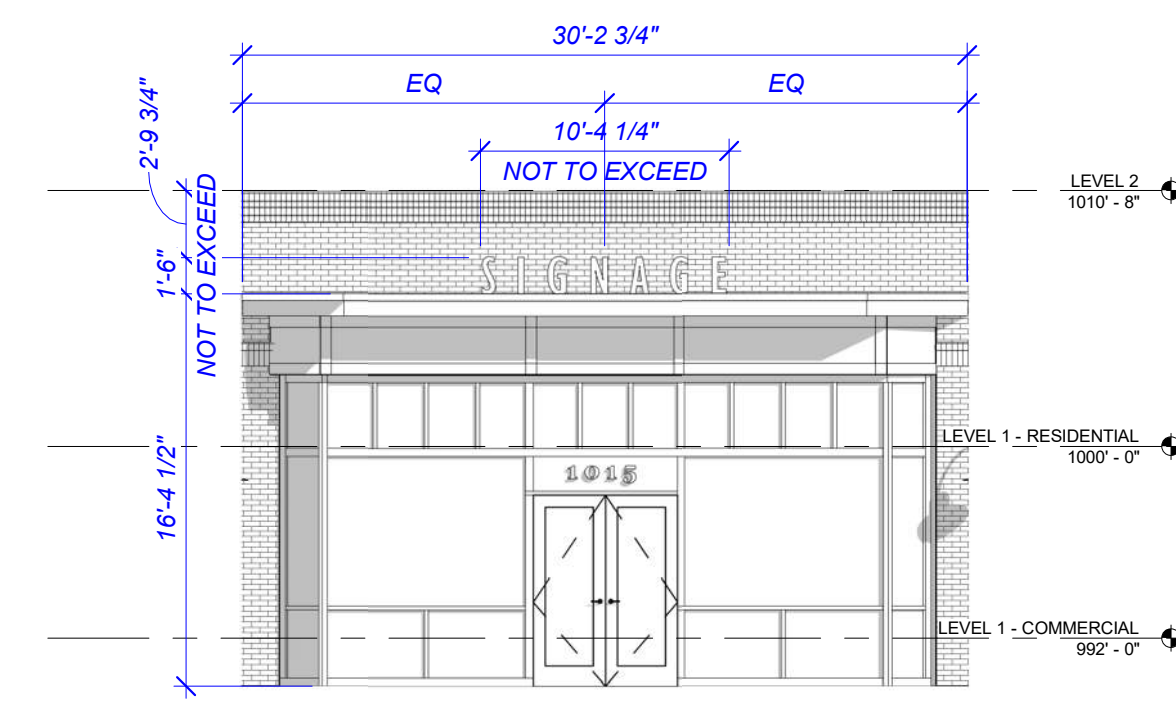
G) RETAIL SIGNAGE



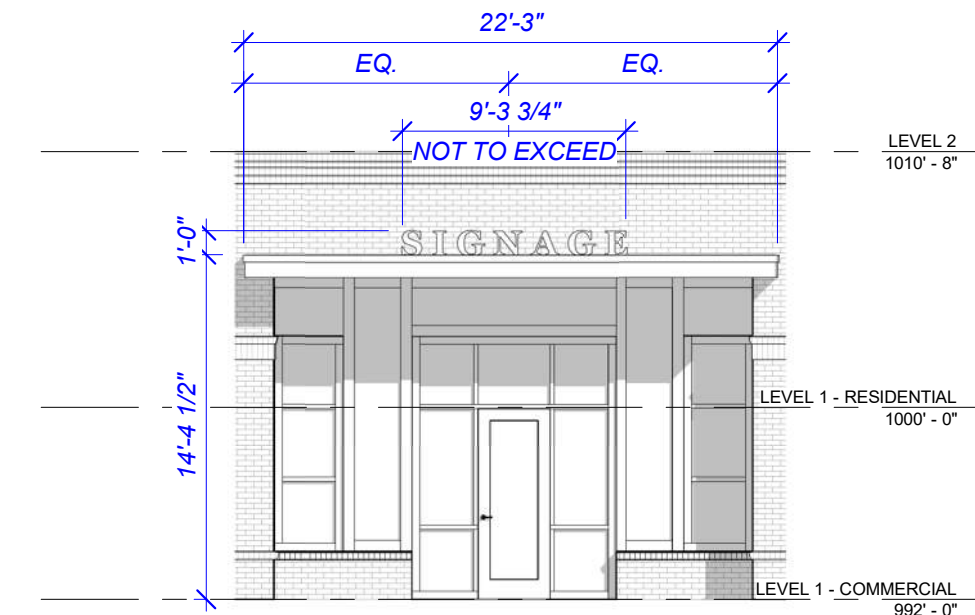
F) RETAIL SIGNAGE B



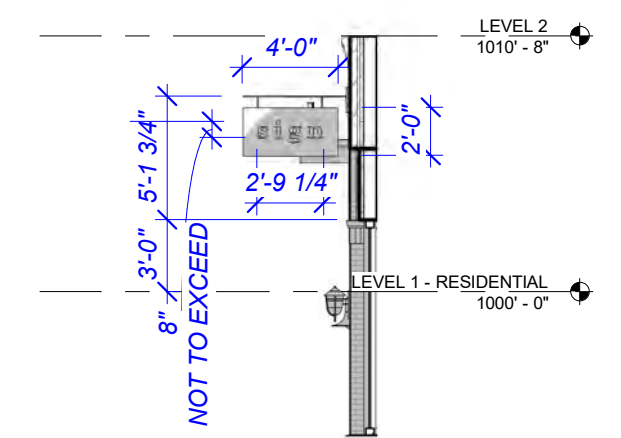
F) RETAIL SIGNAGE A



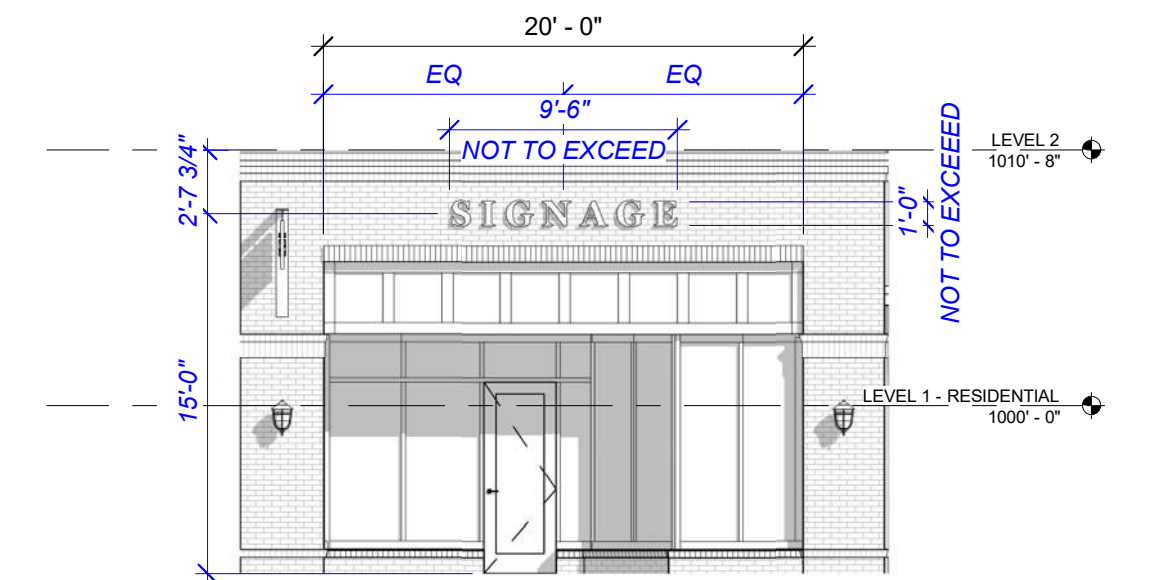
E) RETAIL SIGNAGE



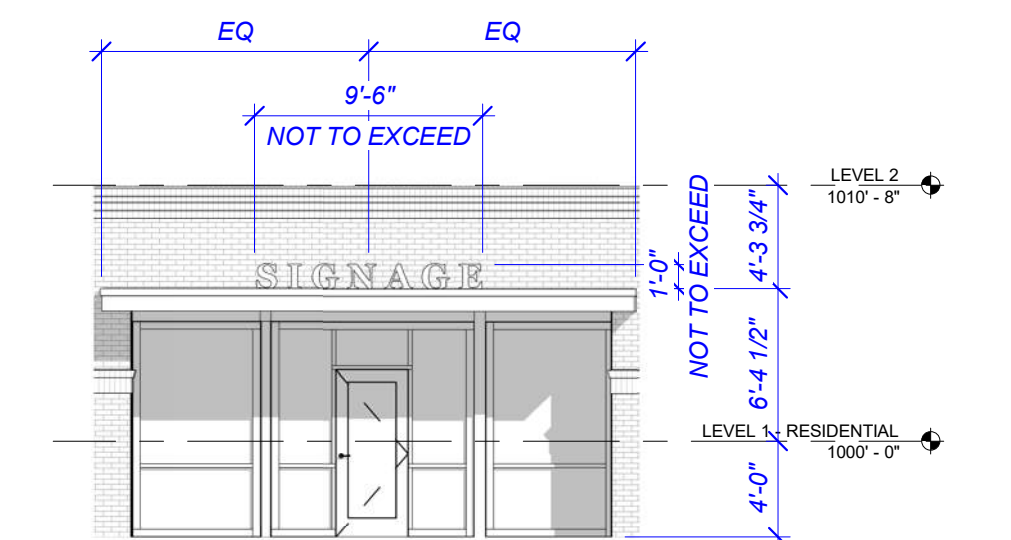
D) RETAIL SIGNAGE



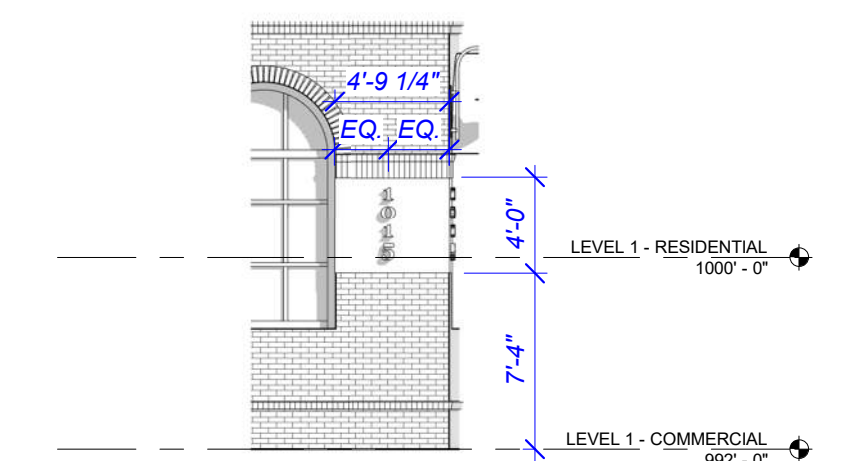
C) RETAIL SIGNAGE B



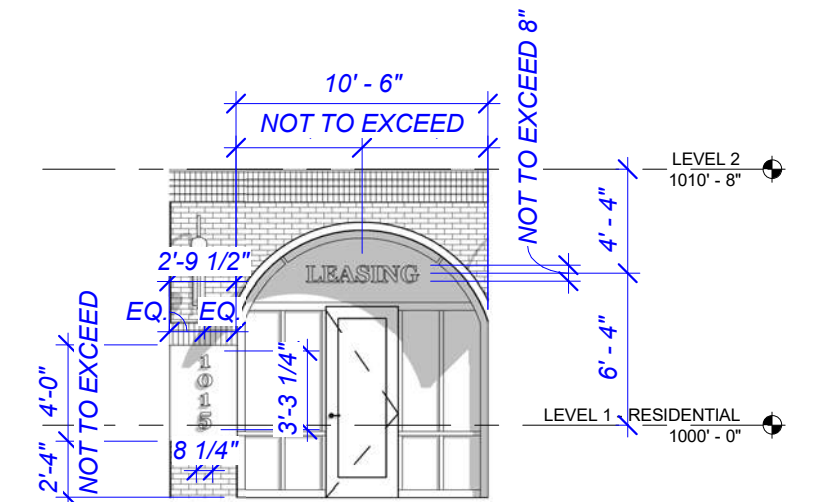
C) RETAIL SIGNAGE A



B) RETAIL SIGNAGE



A) LEASING SIGNAGE B



A) LEASING SIGNAGE A



01



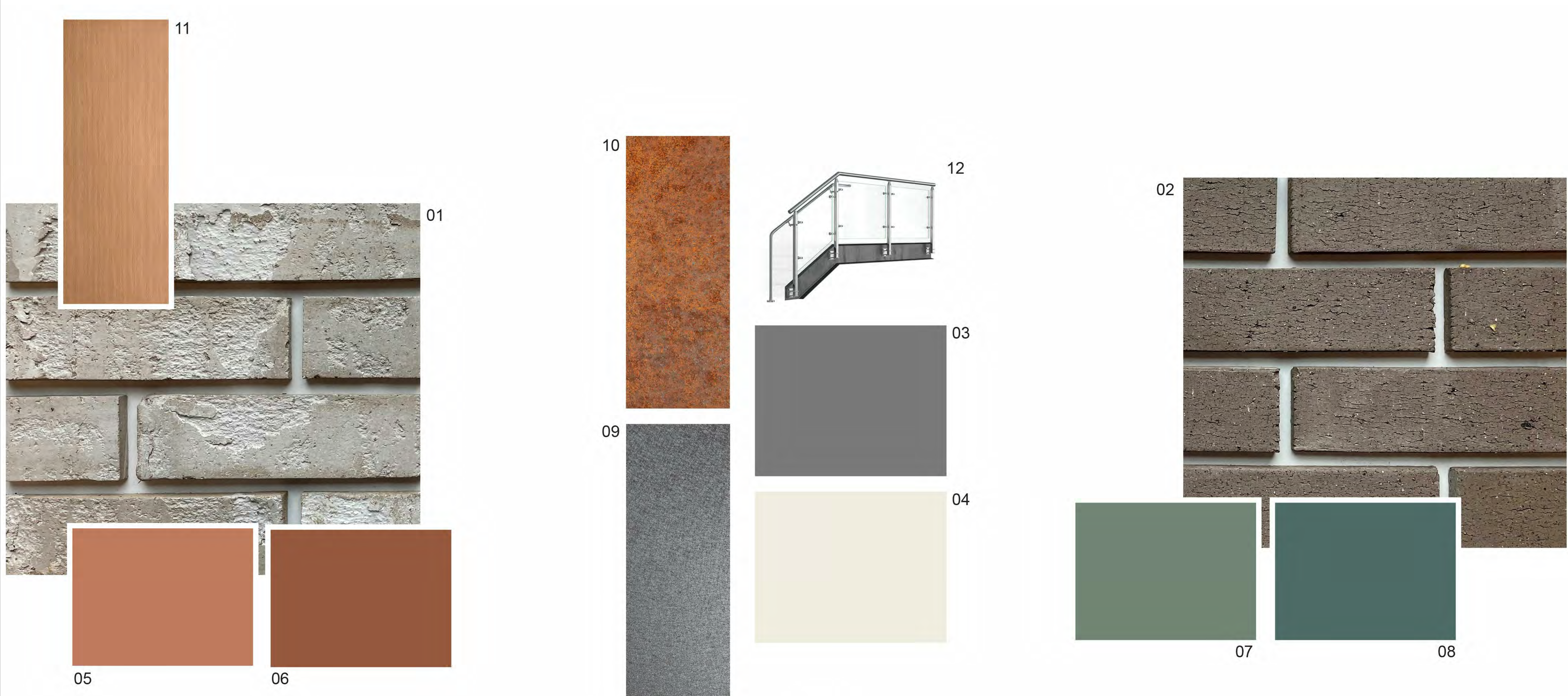
02



03



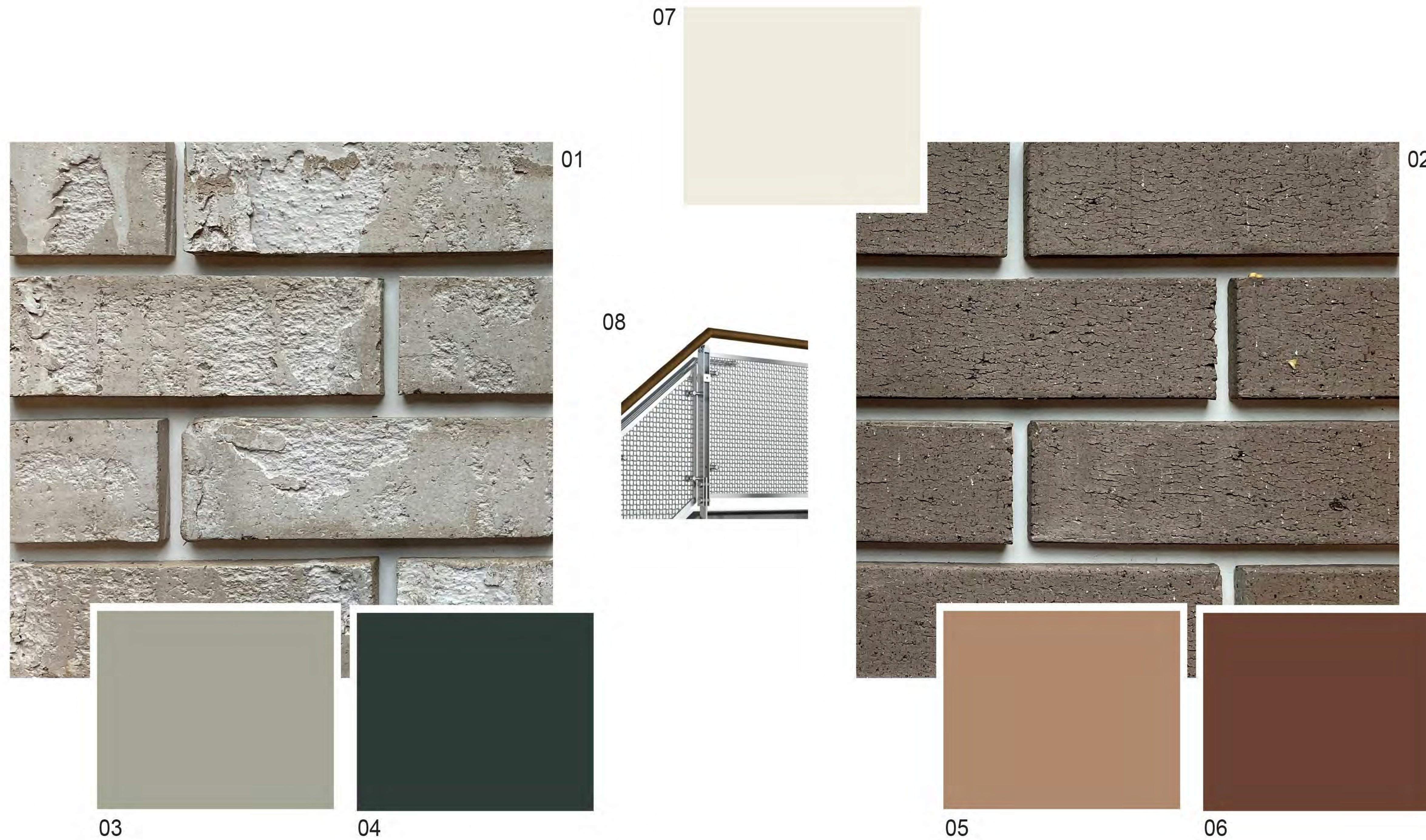
- 01 BLACK COMMERCIAL MEDIUM STRING LIGHT | PARTY LIGHTS.COM
- 02 PARK SLOPE OUTDOOR WALL LIGHT | Y LIGHTING
- 03 BAYTREE LANE OUTDOOR WALL LIGHT | Y LIGHTING



KEY:

- 01:** Taylor Brick, Glacier Gray
- 02:** Taylor Brick, Driftwood Gray
- 03:** SW2849, Westchester Gray
- 04:** SW7551, Greek Villa
- 05:** SW2854, Carribean Coral
- 06:** SW2803, Rookwood Terra Cotta

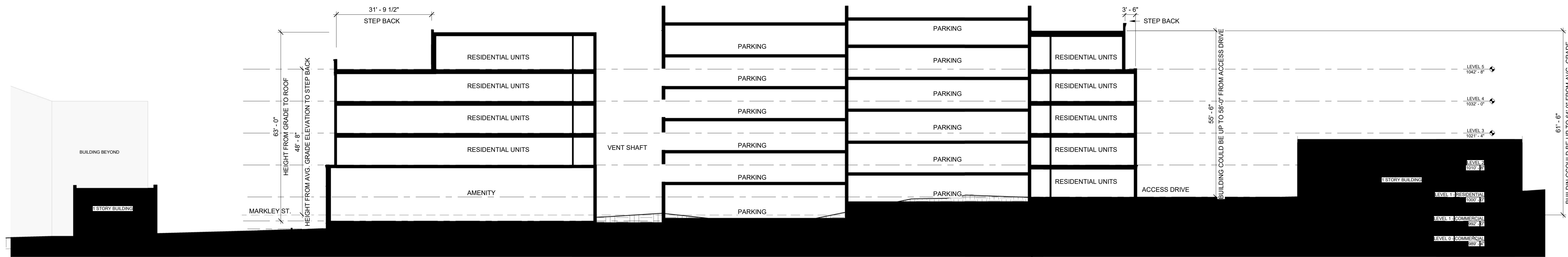
- 07:** SW2811, Rookwood Blue Green
- 08:** SW2810, Rookwood Sash Green
- 09:** Alucobond Metal Panel, Slate
- 10:** Corten Steel Panel
- 11:** Alucobond Metal Panel, Chestnut
- 12:** Aluminium and Glass Panel Railing System



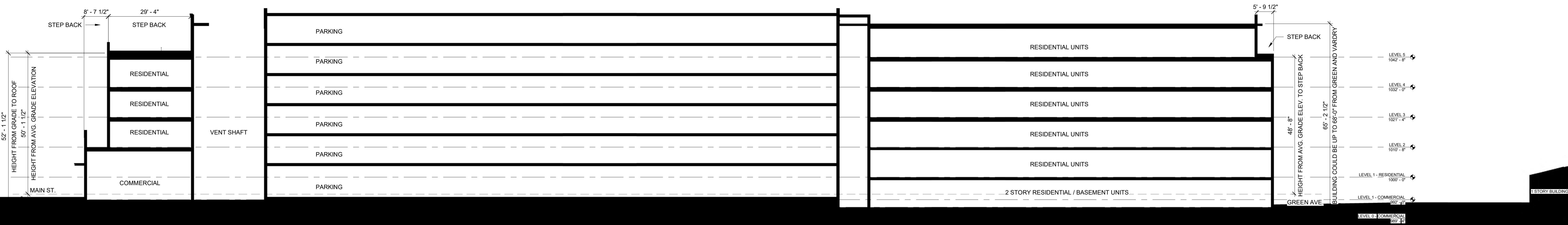
KEY:

- 01:** Taylor Brick, Glacier Gray
- 02:** Taylor Brick, Driftwood Gray
- 03:** SW2821, Downing Stone
- 04:** SW2809, Rookwood Shutter Green

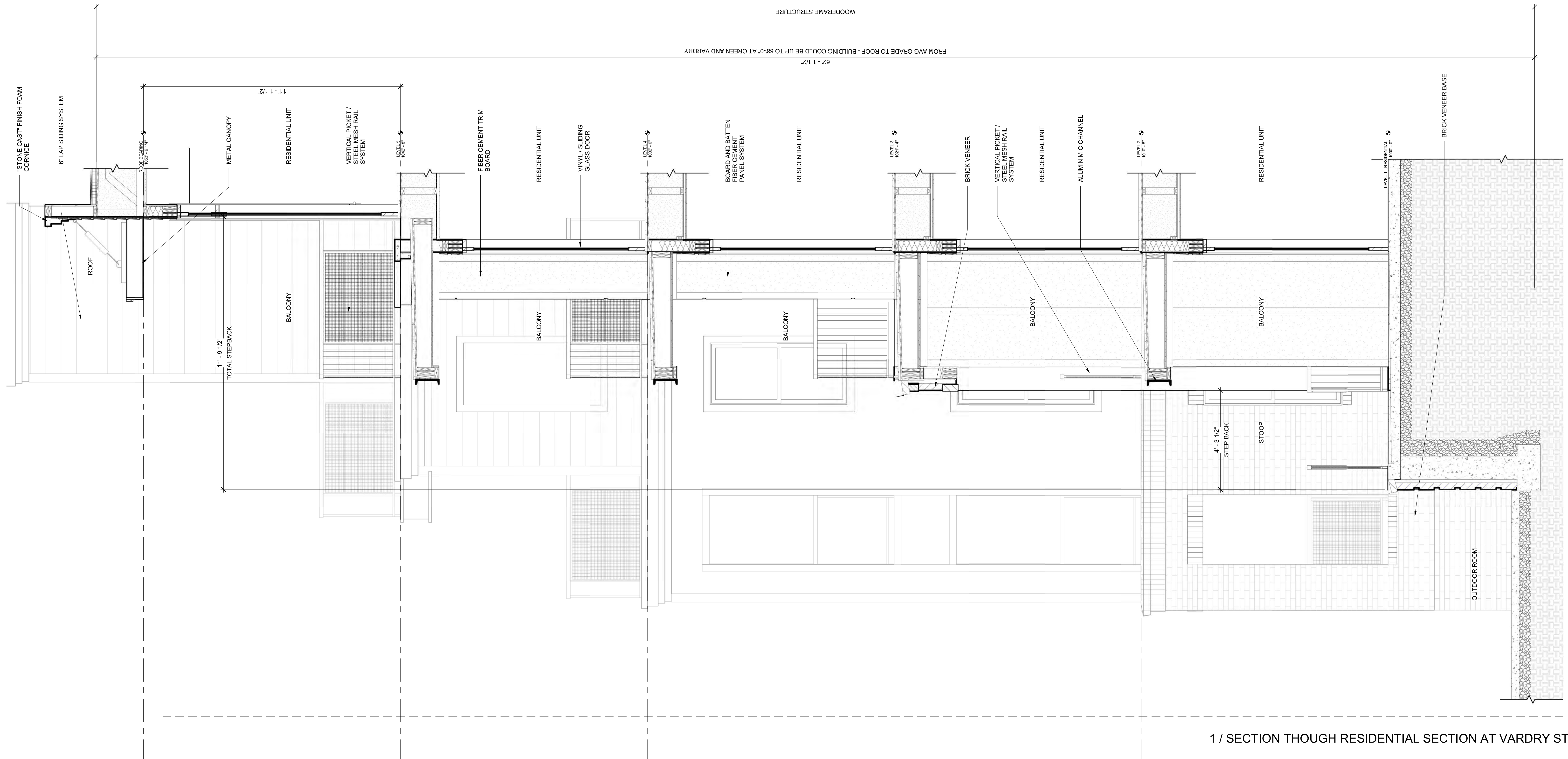
- 05:** SW2804, Renwick Rose Beige
- 06:** SW2837, Aurora Brown
- 07:** SW7551, Greek Villa
- 08:** Aluminium Mesh/Vertical Railing System



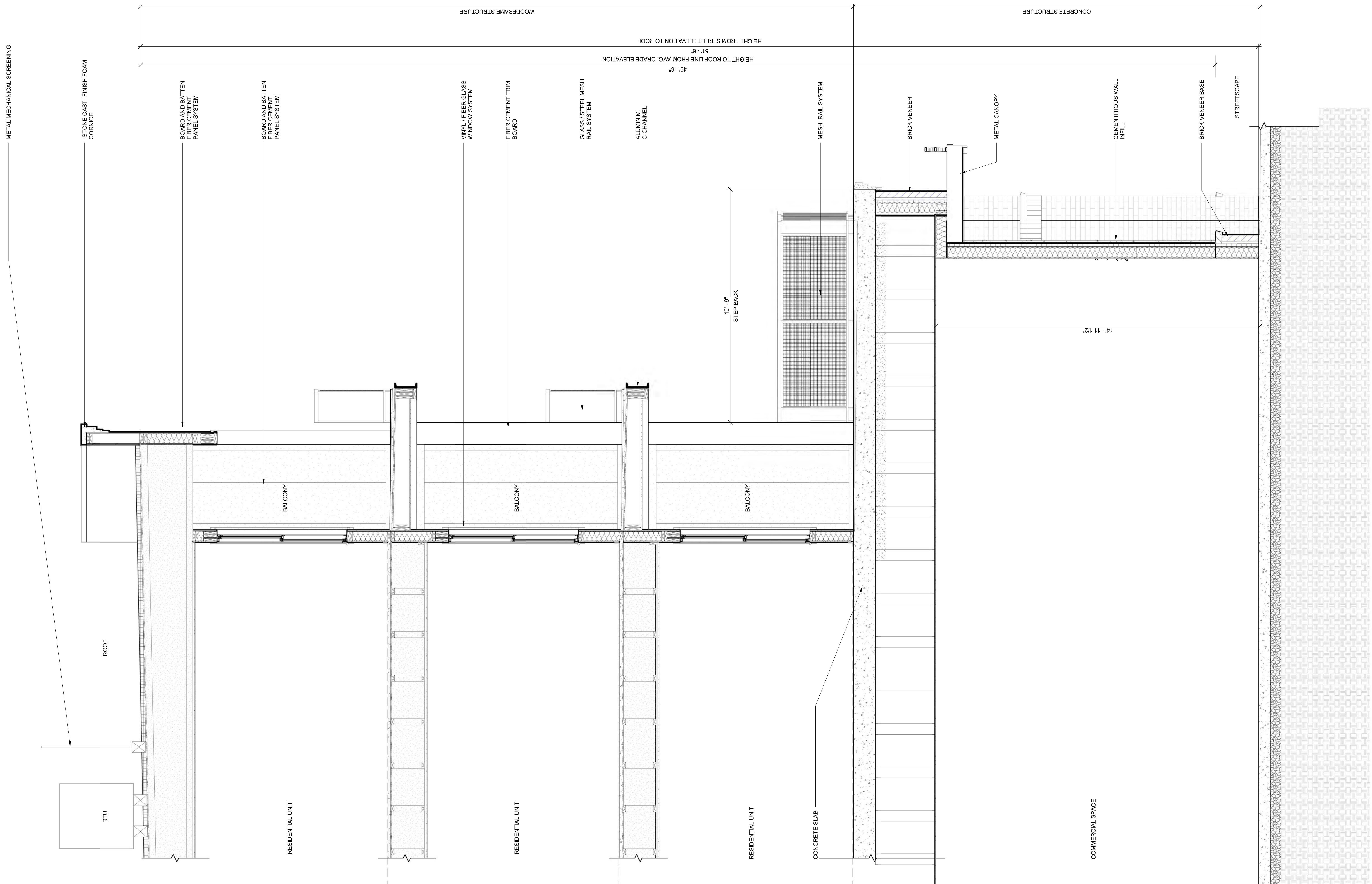
LATERAL SECTION



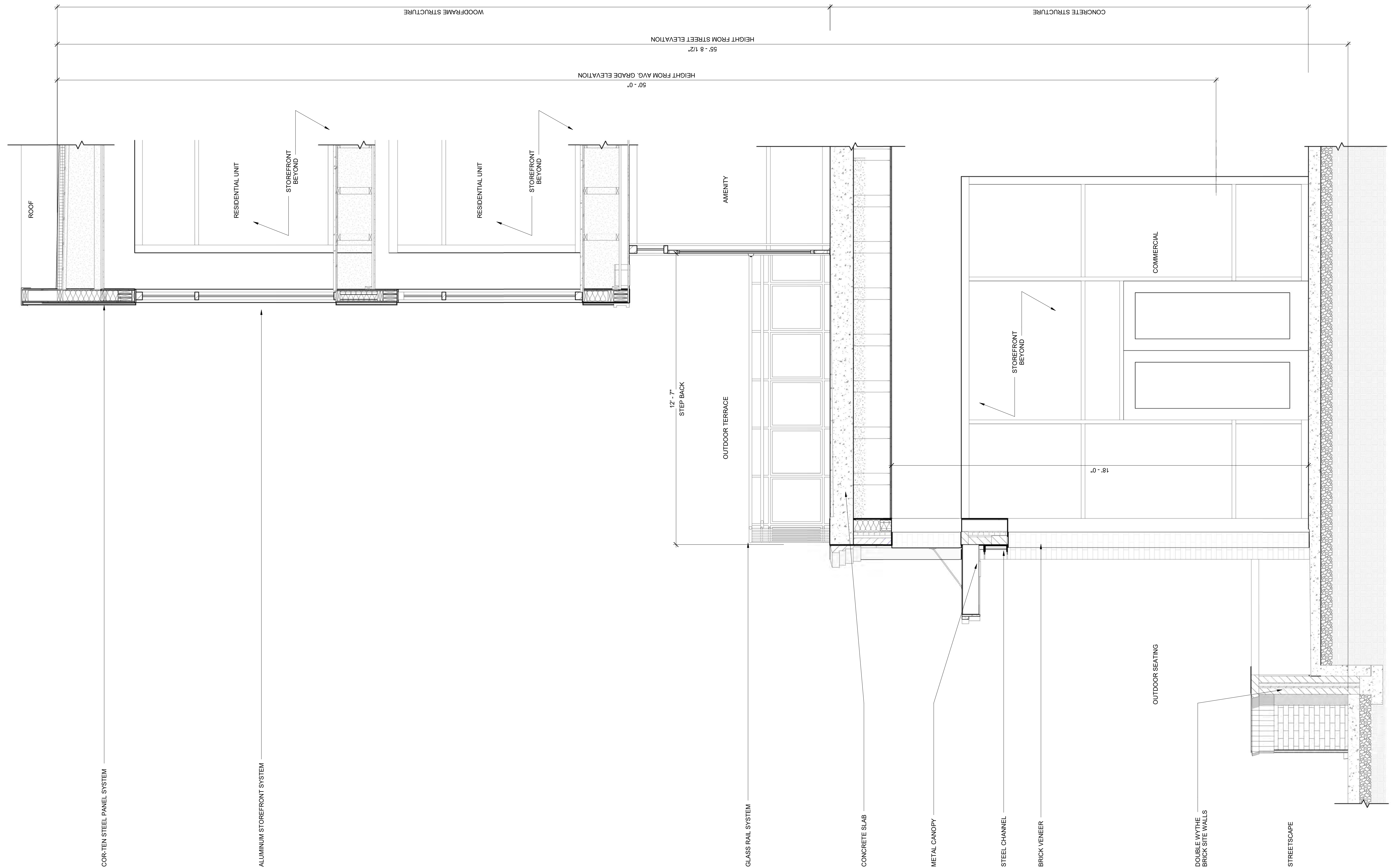
LONGITUDINAL SECTION



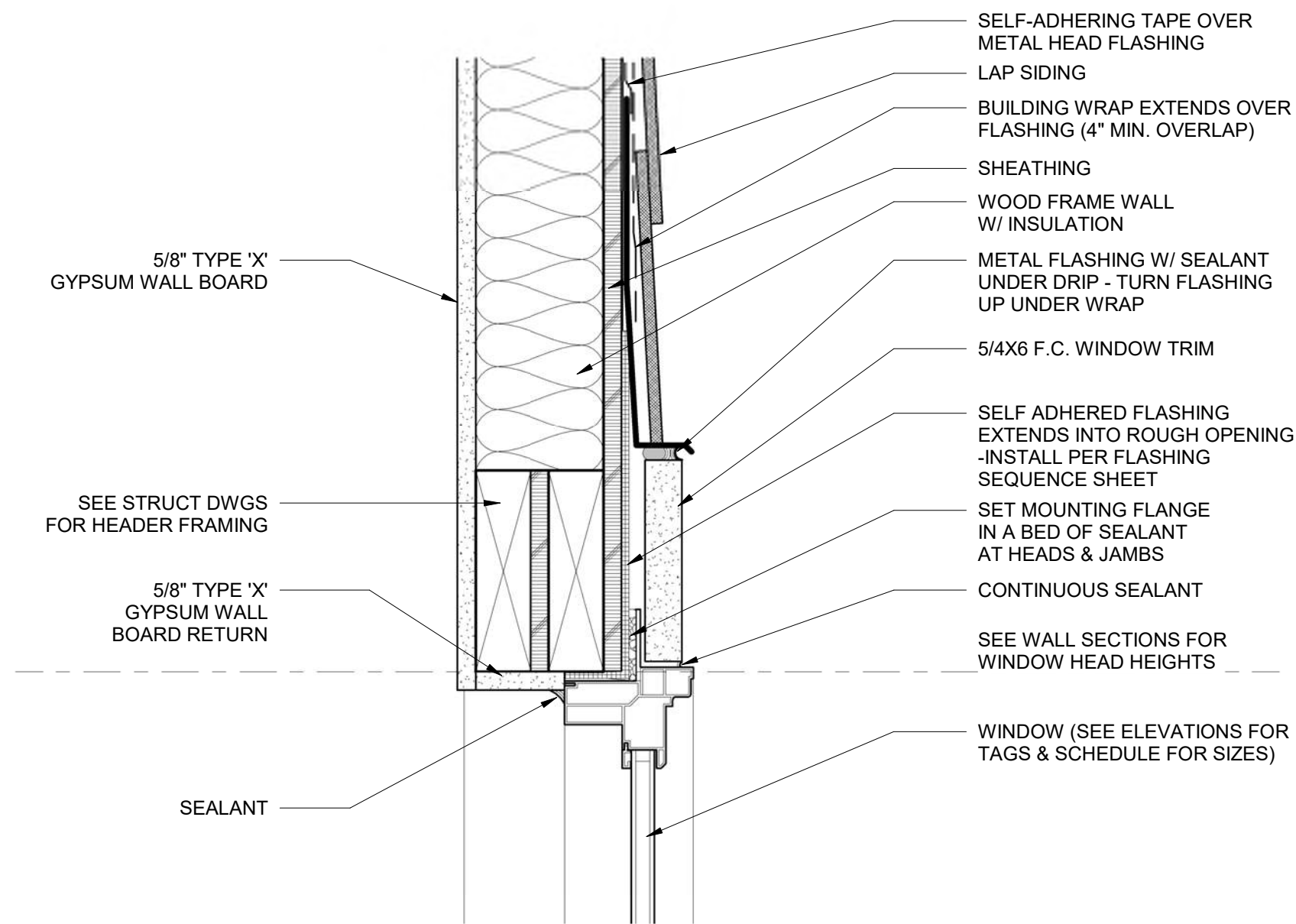
1 / SECTION THROUGH RESIDENTIAL SECTION AT VARDRY ST.



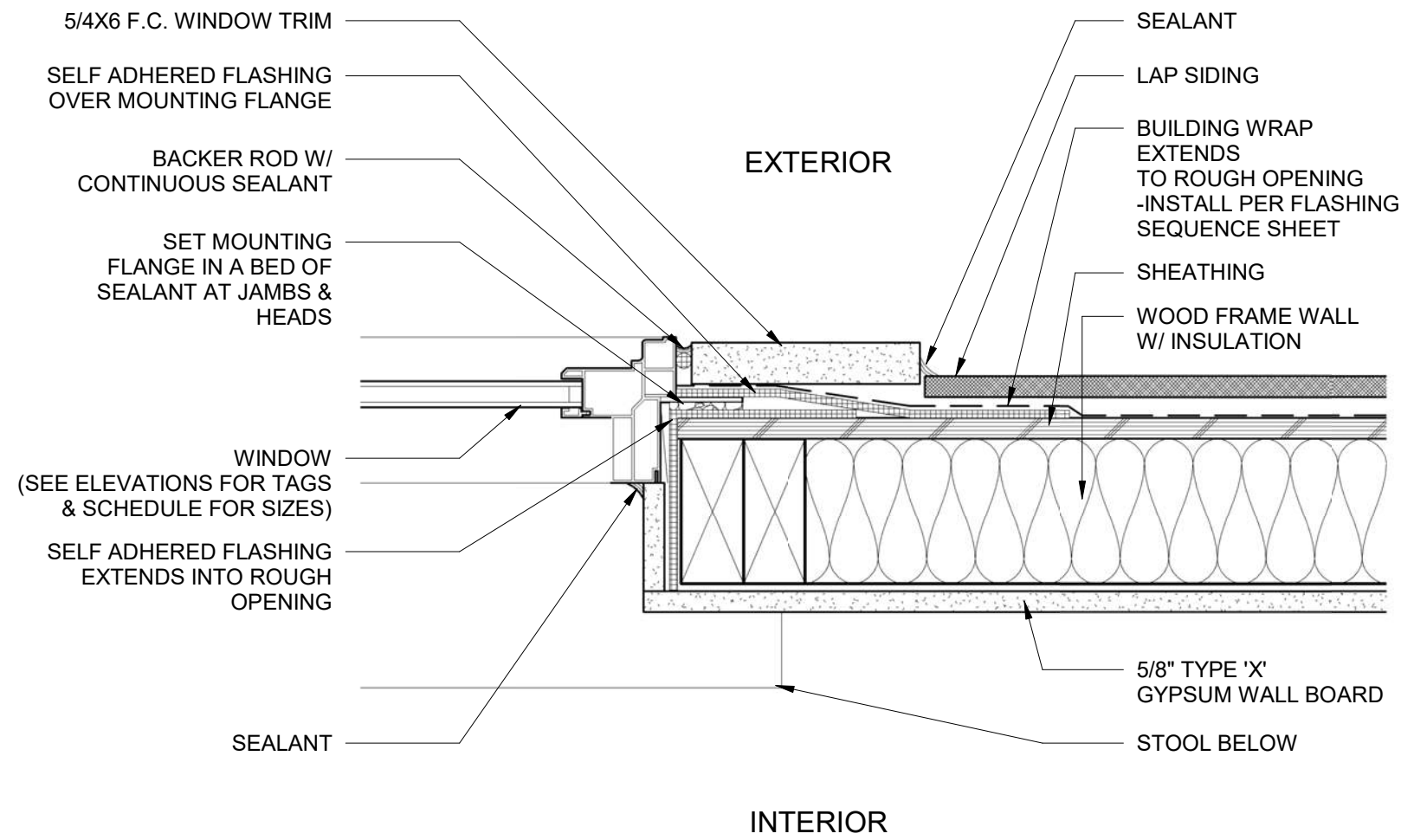
1 / SECTION THOUGH COMMERCIAL SECTION WITH RESIDENTIAL ABOVE AT MAIN ST.



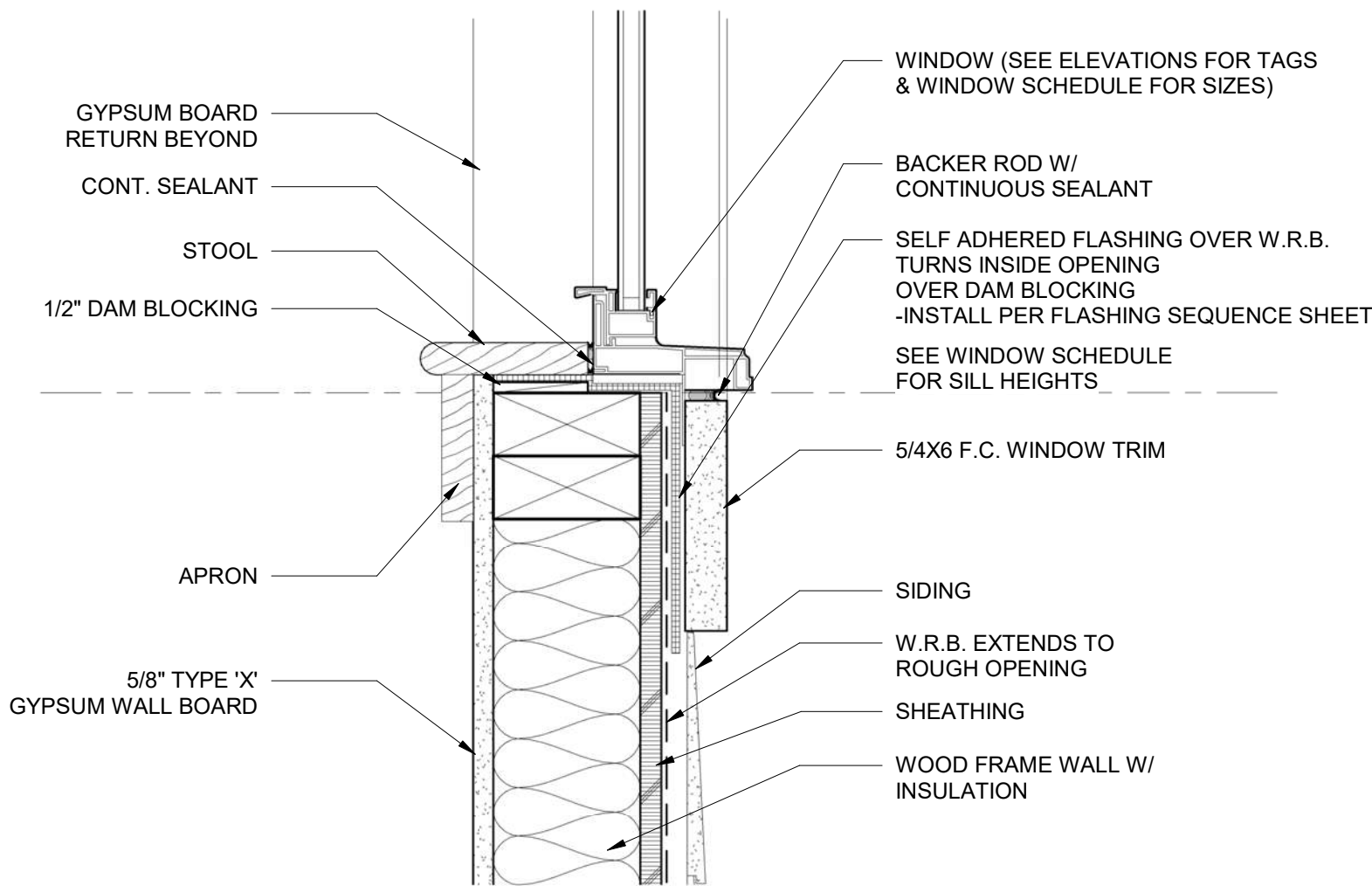
1 / SECTION THOUGH COMMERCIAL SECTION WITH RESIDENTIAL ABOVE
AT MAIN ST. AND MARKLEY AVE.



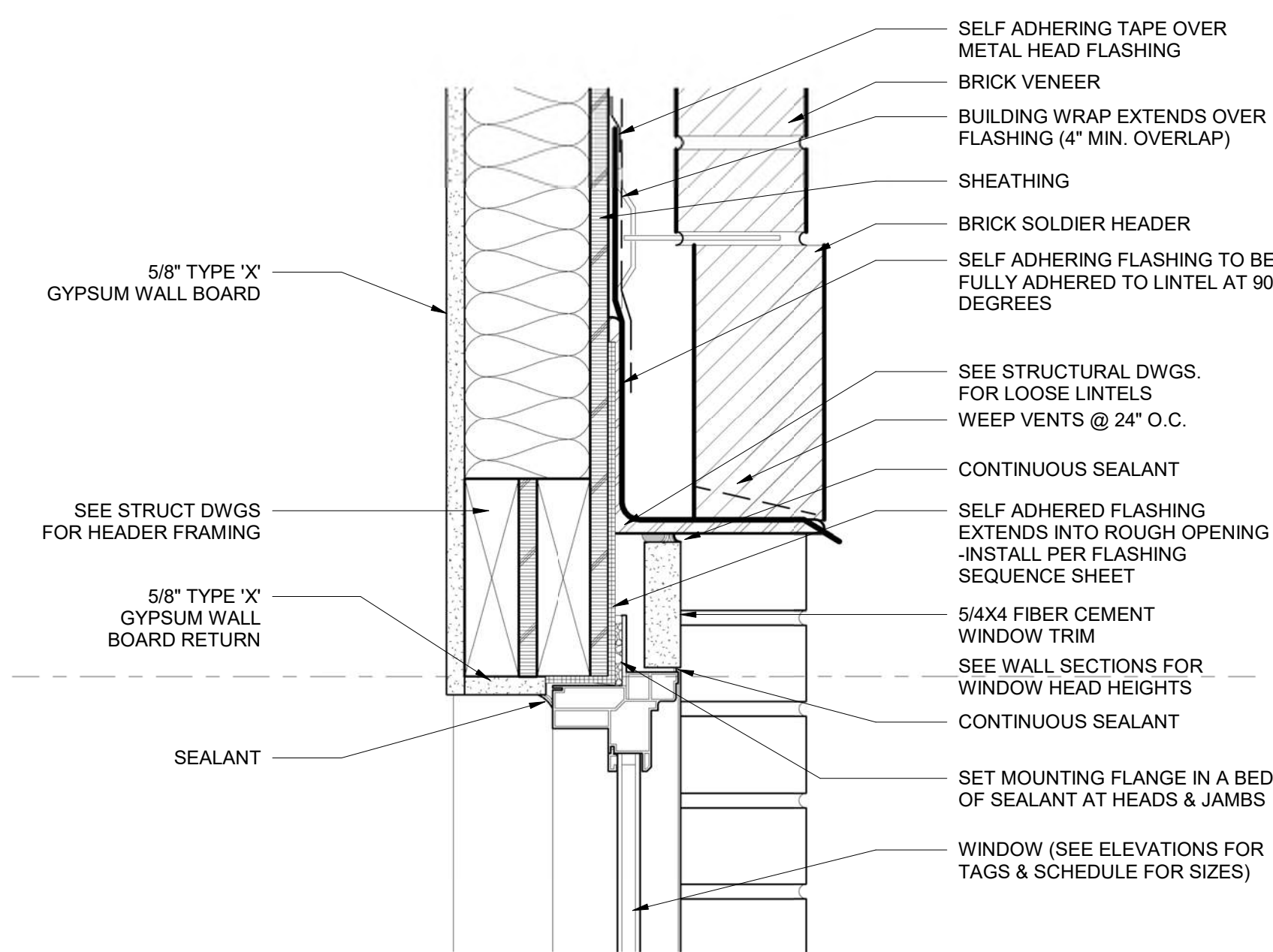
TYPICAL HEAD AT SIDING



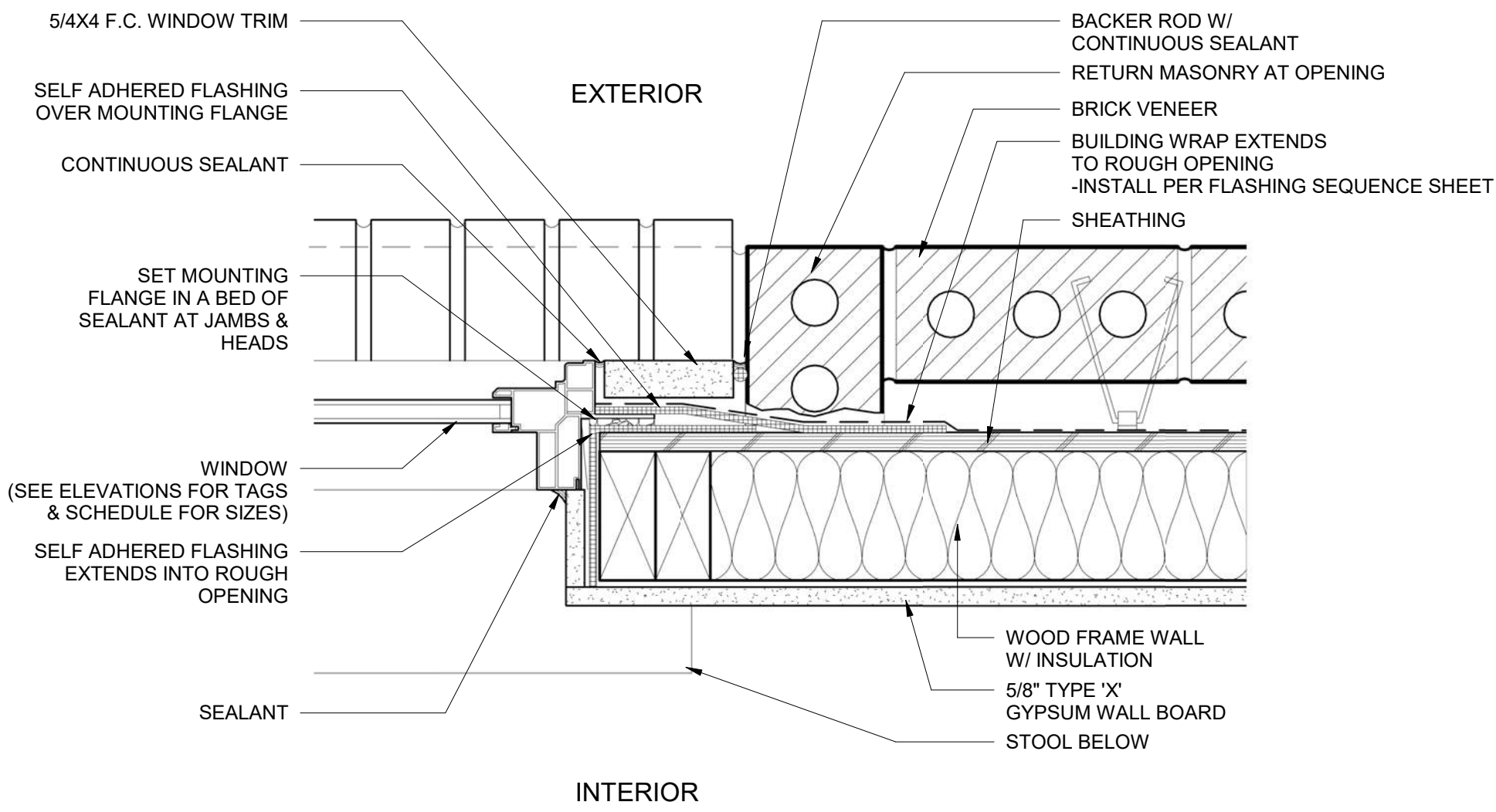
TYPICAL JAMB AT FIBER CEMENT



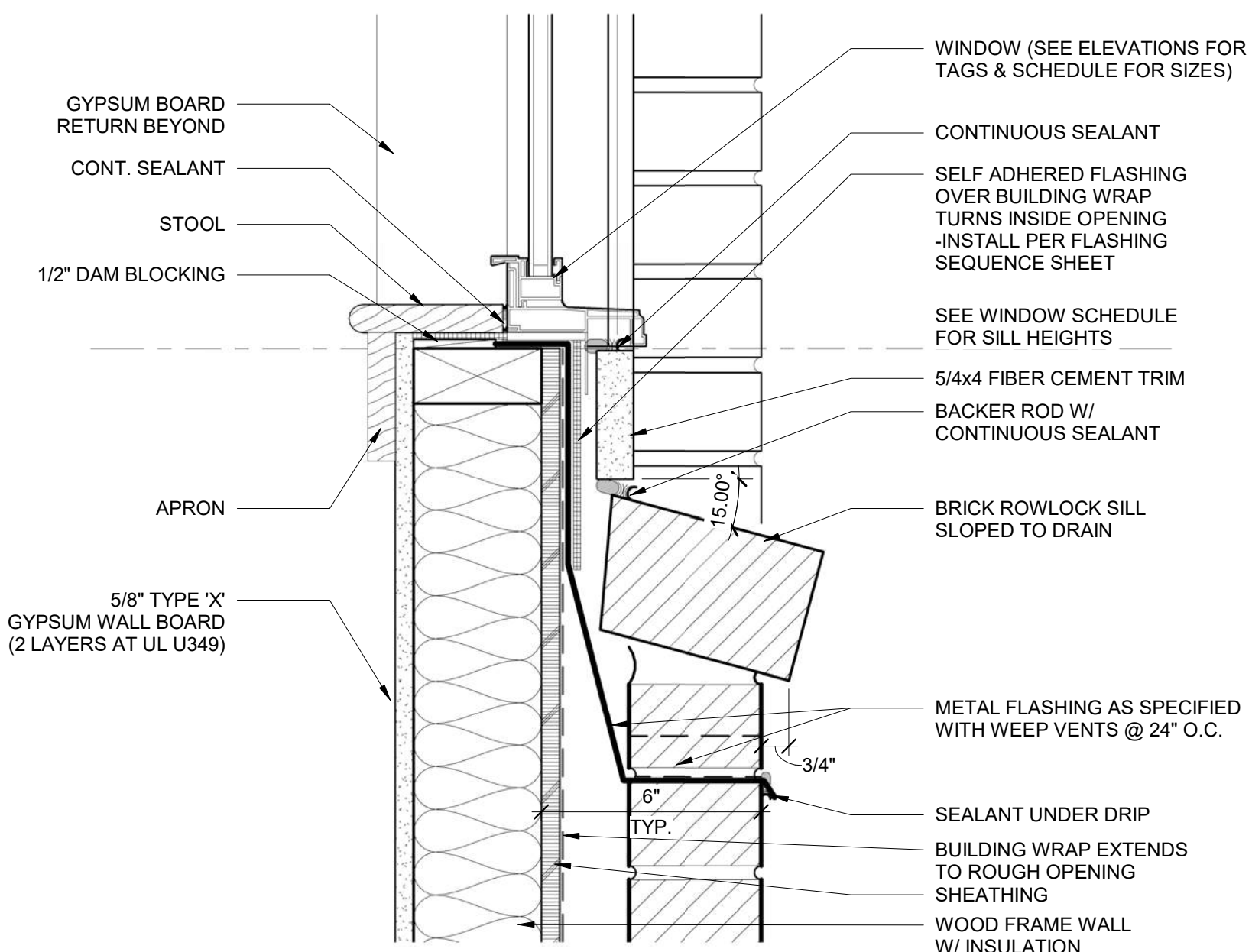
TYPICAL SILL AT FIBER CEMENT



TYPICAL WINDOW HEAD AT BRICK



TYPICAL JAMB AT BRICK



TYPICAL SILL AT BRICK