

Design Review Board

Official Agenda



AGENDA

DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA - AMENDED 6/29/2021

Regular Meeting

July 1, 2021

4:00 PM

Meeting Location

The City of Greenville Design Review Board – Urban Design Panel will hold an in-person Public Hearing for the following items on **Thursday, July 1, 2021 at 4:00 PM** at the Greenville Convention Center at **1 Exposition Drive**. Those wishing to provide comment on an item may either provide written comment to staff or attend the in-person meeting.

Citizens may also view the meeting at the following web address:

[HTTPS://WWW.GREENVILLESC.GOV/1694/ONLINE-MEETINGS](https://www.greenvillesc.gov/1694/online-meetings)

- 1. Call to Order**
- 2. Roll Call**
- 3. Welcome and Opening Remarks from the Chair**
- 4. Approval of Minutes – June 1, 2021 Workshop Agenda & June 3, 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 21-281

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

Documents:

[AGENDA PACKET CA 21-281 - 1015 S. MAIN STREET SITE PLAN JULY 2021.PDF](#)

9. New Business (public hearing)

A. APL 21-447

Application by **LULULEMON** to **APPEAL** staff's denial of CAS 21-349 for vinyl window wrapping at 600 S. Main Street, Suite 100. (TM# 007000-03-02800).

Documents:

[AGENDA PACKET APL 21-447 - APPEAL OF CAS 21-349.PDF](#)

10. Advice and Comment (Not a Public Hearing)

A. None

11. Other Business (Not a Public Hearing)

A. Staff Update on Current Planning Projects

12. Informal Review (Not a Public Hearing)

A. MD-21-506

Application by Stanley Martin Homes for a **MULTI-FAMILY DEVELOPMENT** on approximately 3.88 acres located at **GIBBS STREET**

AND WESTFIELD STREET for 104 condominium units ("Wimbledon Heights") (TM# 0051000300100, 0051000300400, 0051000300401,

0051000300500, 0051000300600, 0051000300700, 0051000300800, 0051000300900,

0051000301000, 0051000301100, 0051000301200,

0051000301300, 0051000301400, 0051000301500, 0051000301600)

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.'

Procedure for Public Comment during Meeting

1. The Design Review Board Chair will read through each agenda item and call for a list of names who wish to speak during public comment. The public shall communicate directly with the Planning Staff Liaison if they wish to speak on the specific agenda item.
2. The Planning Staff Liaison will take a list of names, which will be called in order at the time of the specific agenda item, to provide public comment.
3. The Planning Staff Liaison will communicate directly with the public during the public portion of each item to provide comments on the specific agenda item.
4. Each member of the public shall provide their comments when their name is called by the Planning Staff Liaison.
5. Each member of the public will have 3 minutes to speak on the specific agenda item.
When speaking:

- Begin by clearly stating your name and address for the record. Please spell your name if it is prone to be misspelled. The 3-minute timer will start after you provide this information.
 - Please do not repeat information already presented by someone else and avoid off-topic statements. Those who wish to share similar concerns are encouraged to appoint a spokesperson to speak on behalf of the group.
 - Direct all comments and questions to the chairperson, who will respond or direct the question to the appropriate party for response.
6. The Planning Staff Liaison will continue through the list of names until all members of the public who wished to speak on the specific agenda item have had an opportunity.
7. Once all names are called and public comment provided, the public portion for that specific agenda item will be closed.



**Planning Staff Report to
Design Review Board - Urban
June 25, 2021**
for the July 1, 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:	Site Plan Review for a new mixed-use development and the demolition of the existing West End Recreation Center
Staff Recommendation:	Approval with Conditions

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Application History:

The applicant previously applied for a full review of the mixed-use development for the board's May 2021 meeting. However, before the Public Hearing, the applicant requested deferral to address staff concerns detailed within the previous staff report.

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 that includes approximately 11,000 sf of retail and +/- 270 units of multi-family residential apartments and associated amenities. Apartment amenity areas include two private courtyards, fitness center, clubhouse, and associated leasing office and utility areas. The proposal also includes a seven (7) level parking garage with approximately 413 spaces. The existing structure is not included within the reviewable structure list for consideration of demolition.

To address staff concerns from the original proposal, the applicant has modified the design. Chief among these changes is a separation of the previously proposed larger, single building into two separate buildings connected by a bridge at the upper stories. They have also added a

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pedestrian cut-through, at grade between the two buildings, adjoined by the alley to break the block apart.

As this is a site plan review request only, further details for architecture, landscape and associated hardscape will be provided in the architecture review submittal.

Staff Analysis:

Building A:

As noted, the proposed design has been changed to split the previous monolithic proposal into two buildings. Building A encloses a parking garage with retail space along S. Main Street and S. Markley Street. Building A also includes a main entry into the residential apartment complex directly from S. Main Street.

The massing of Building A includes a total of six stories. However, these six stories are broken into a two-story sized one-story retail massing along the road frontages, then two levels of stepped back apartment stories consisting of three (3) and one (1) stories. The amount of step back depends on the location along S. Main Street as the retail frontage is not parallel to the stepped back apartment frontage.

Staff finds the placement, massing, and layout of Building A meets the design guidelines for PRI 1, 2, and 3 and continues Main Street's retail shop and restaurant character called for in PRI 4. Activated Ground Floor. Additional guidelines, such as those for Articulation, Materiality, and others, will be evaluated with the future architecture review submittal.

Building B:

Building B is situated at the corner of Vardry Street and Green Avenue, with a bridge connection to Building A within the interior of the site. Building B does not include any retail use.

This building is a total of five (5) stories. The street facing massing is four (4) stories with a stepped back one-story top floor. The depth of this stepped back story is not shown in the plans. In accordance with PRI 2.4, staff finds the step back should be the minimum of 20 feet to not appear significantly taller than the adjoining M West Townhomes or the Historic Allen Temple AME church on the other side of Green Avenue.

Staff finds that Building B generally meets the design guidelines. However, staff notes the applicant should pay close attention to PRI 5.7 for the articulation of Building B as a corner lot with their future architecture review submittal.

Alleyway:

Proposed within the new submittal is a pedestrian and vehicular cut-through connecting Vardry and S. Main Streets. Staff finds this is generally consistent with the Design Guidelines for Block Pattern (PUB 1) and Alleys and Pedestrian Cut-Throughs (PUB 7).

The alley will also serve as the entry and exit point for the internalized parking garage, utilities, and back door services such as trash.

Staff finds more detail of the northern portion of the alley will be required for the architecture plan review to ensure the design is consistent with the guidelines, promotes a safe pedestrian environment and promotes interaction through the area and to surrounding buildings.

To maintain the lanes of travel along the alleyway from blockage, staff finds a second delivery lane should be provided on the southern end of the alleyway. With roughly 270 residential units and 11,000 sf of retail, more than one delivery zone will be needed to handle moving and delivery trucks on the site. This is especially important as the alley will also serve as a fire lane.

Open Space and Plazas:

The proposed site plan has four open space and plaza areas:

1. Public plaza at the corner of S. Main Street and S. Markley Street.
2. Public open space between the M West Townhome community and the alleyway.
3. A private courtyard between Buildings A and B.
4. A private courtyard internalized within Building B.

Staff finds the placement and orientation to buildings for the public plaza and open space areas to generally conform to PUB 8 of the Design Guidelines, however, more detail will be required in the architecture plan review submittal.

Staff notes a reconfiguration of the northern extent of Building B and the private courtyard between the two buildings, as a mirrored image of the base proposal, would position the private plaza next to the alleyway and would enhance the atmosphere and use of both the courtyard and alley. Staff finds this would allow activity next to the alley and would open the courtyard to the afternoon sun. As of now, the courtyard would be cut off from both the morning sun, due to the adjacent two-story building, and from the afternoon sun due to the apartment complex. The modification would create a space that could be used for longer periods of the day and year.

Staff believes this modification will also serve the intent of PRI 8.3 to compliment adjoining buildings and also to PRI 2.LP and 5.LP to break up the buildings' massing along the alleyway.

Town Hall Meeting:

On Wednesday, June 23rd, SunCap held a Town Hall at the Allen Temple AME West End Community Recreation Center.

The following DRB-related comments were received with noted developer responses:

1. How is this plan different than the old plan? – *Building has been separated into two buildings and alley/pedestrian connection has been improved.*
2. How will alley not be turned into a cut through? - *Change of materials and design.*
3. Will parking deck will visible from Main or Vardry? – *No, it is either enclosed by buildings or will have decorative screening.*
4. Has a traffic study been conducted? - Yes
5. Concerns over traffic, especially on S. Main Street. Connection to parking garage should be on S. Markley Street.

6. Will there be public access from alley to S. Markley Street? - *Plaza is private at this location.*
7. Is pedestrian and vegetation zone wide enough? – *Will meet or exceed this requirement.*
8. The plan does not truly have enough public access space. Also do not see delivery and moving truck zone.
9. Traffic study was done in 2020 during COVID pandemic and does not account for McLaren, 408 Jackson, etc. – *Report was conducted for study in 2019 and does take into account all new and proposed projects in the area.*
10. Is there any more room for pedestrian access or to provide another route? – *Potentially, developer committed to look into further possibilities.*
11. Why can we not use S. Markley to access the garage? – *City/DRB stated it was not appropriate.*
12. Need room for moving trucks and better pedestrian safety.
13. Can you combine the two buildings into one to bring it back from the street more? - *Plaza area in between for private use.*
14. How will tenants receive packages? – *Provided delivery zone on alley.*
15. The buildings still look like one big building. Facades should appear different along elevations.

The following non-DRB-related comments were received with noted developer responses:

1. Is there extra parking for the church? - *Not at this time.*
2. How does this plan fit within the West End Small Area Plan? – *The West End Small Area Plan is currently in development and is not available or effective as a regulatory tool at this time. – City Staff*
3. Any affordable housing? – *SunCap is working with Greenville Housing Fund but cannot commit to any provision or numbers of units at this time.*
4. Will mature trees on property be saved? - *Some trees on the perimeter will be saved.*
5. Traffic at the school is a problem.
6. Not adding parking for the church makes it feel we are being pushed out.
7. Can the apartments be condos instead? – *SunCap does not build condos and 270 units would not be marketable as such.*

Staff recommends approval with the following conditions:

- 1. Site plan approval is contingent upon building architecture approval. The DRB maintains the right to require minor site plan modifications that may result from review of the final building design.**
- 2. Applicant is to work with staff and conduct an informal review by a 2-Member DRB Committee for the design specifics of the alleyway.**
- 3. A landscape plan, completed by a licensed landscape architect, must be submitted for architectural review approval.**
- 4. The 5th story of Building B should maintain a 20-foot step back from the façade wall of the first four (4) floors to maintain appropriate massing to adjacent structures.**

5. A second loading and delivery zone should be provided on the southern end of the alleyway in order to provide enough space for moving and delivery trucks and to prevent any blockage of the alley's travel lanes.
6. The northern portion of Building B and the private courtyard between Buildings A and B shall be flipped as a mirrored image to allow the courtyard to be adjacent to the alley.
7. A new Traffic Analysis Form shall be submitted for review to the Traffic Engineer at the same time as the architecture review.
8. This 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 that must be received from 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

Environmental Engineer:

Recommend: Approve w/ Conditions

Comments: The Sewer collection system located in S. Main street has limited capacity to handle new development at this time. Capacity will be increased on this sewer line with city projects currently in the design phase. There is also greater capacity on the sewer line located on Vardry Street at this time. The project shall submit a Sanitary Sewer capacity request to the Environmental Engineering department prior to applying for any site/building permits.

Traffic Engineer:

Recommend: Approve w/ Conditions

- 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. Land use codes also changed from 814 to 937 with no update to the form. Please submit correct calculations.
- The full traffic impact study has not been received.
- Ensure that street trees do not obscure sight distance from all accesses when they reach maturity.

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

Parks & Recreation:

Recommend: Approve w/ Conditions

Comments: A landscape plan, completed by a licensed landscape architect, must be submitted for final approval.

Fire Department:

Recommend: Approve w/ Conditions

Comments: Application for site. Plans currently do not provide approved fire aerial access as required in 2018 IFC D105. An approved fire access conforming to that section will need to be indicated at time of plan submittal or site plan application will be denied.

Previous Staff Report

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).

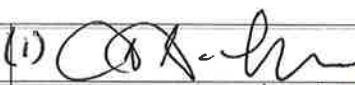
6. Please read carefully:

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.

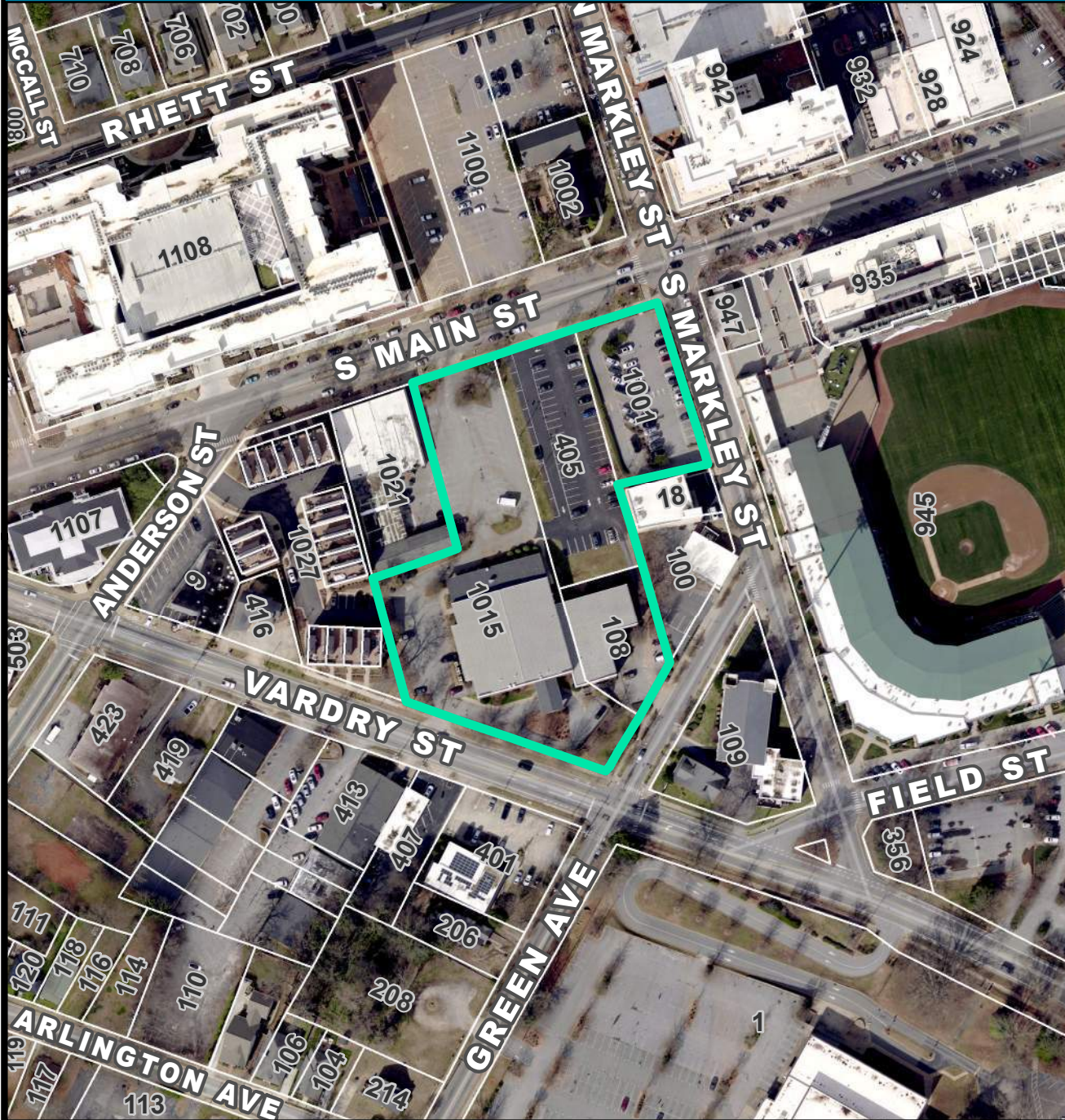
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will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

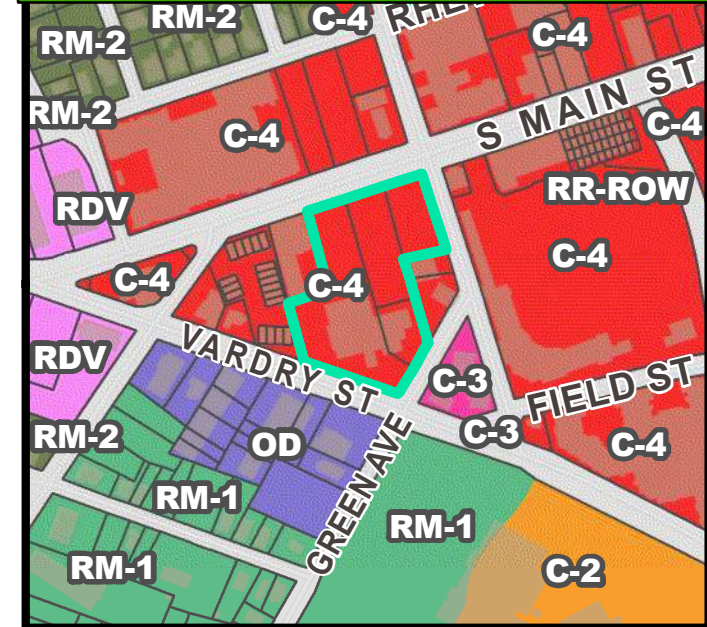
*Signatures	
Applicant	(1)  (2) 
Date	3/18/21
Property Owner/Authorized Agent	
Date	March 17, 2021
Public Hearing Information	
Public Hearing Signs	

CA 21-281 • 1001, 1015 S. MAIN STREET

AERIAL VIEW



CURRENT ZONING

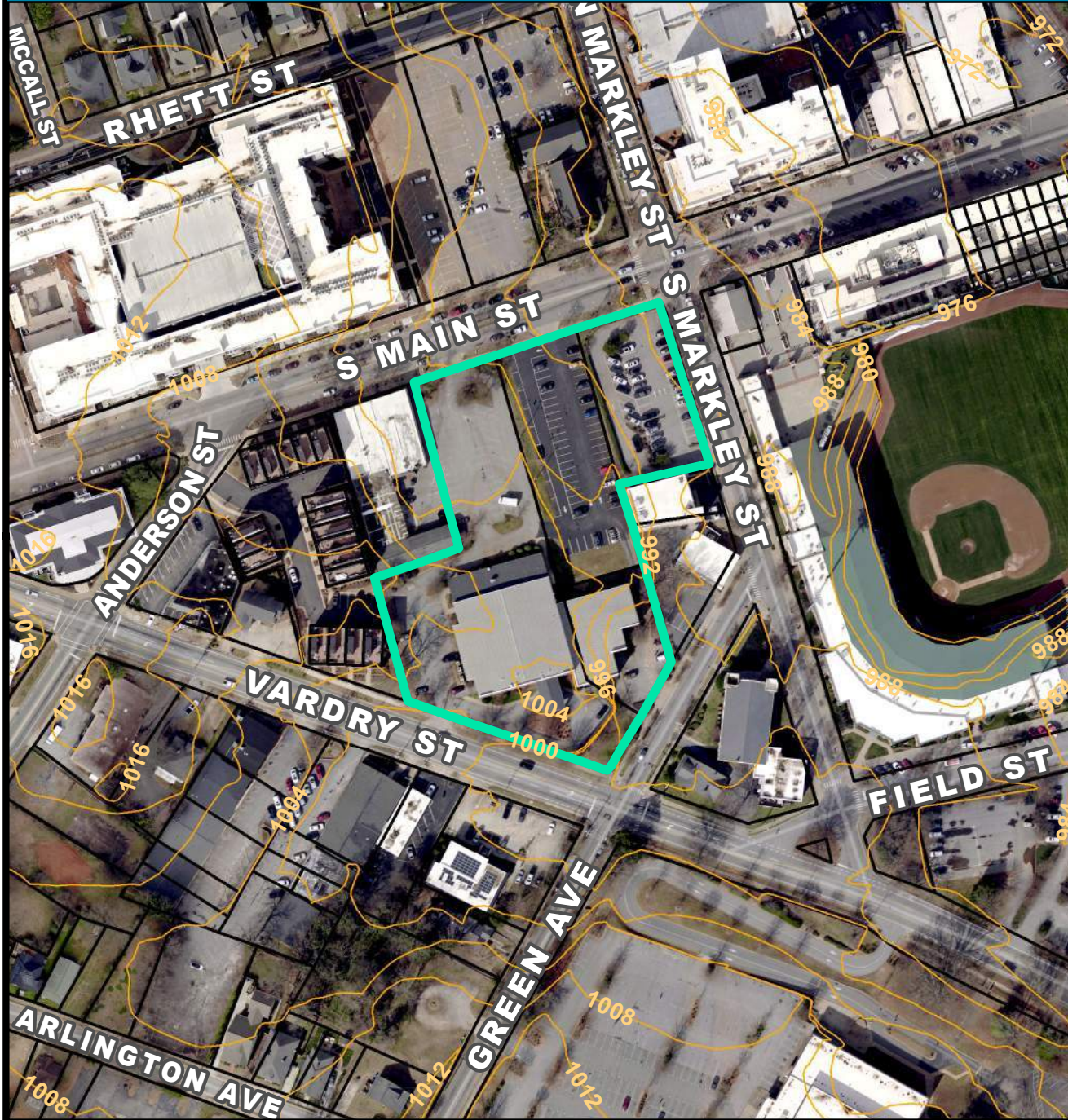


FUTURE LAND USE

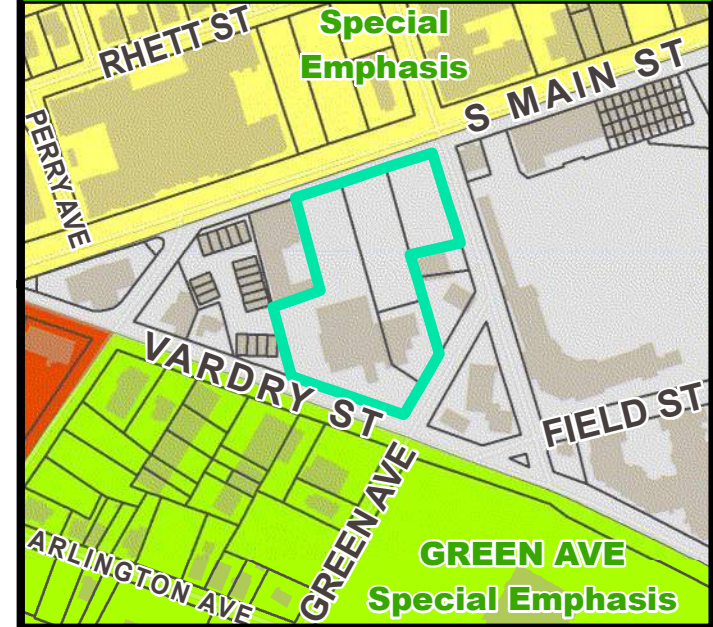


CA 21-281 • 1001, 1015 S. MAIN STREET

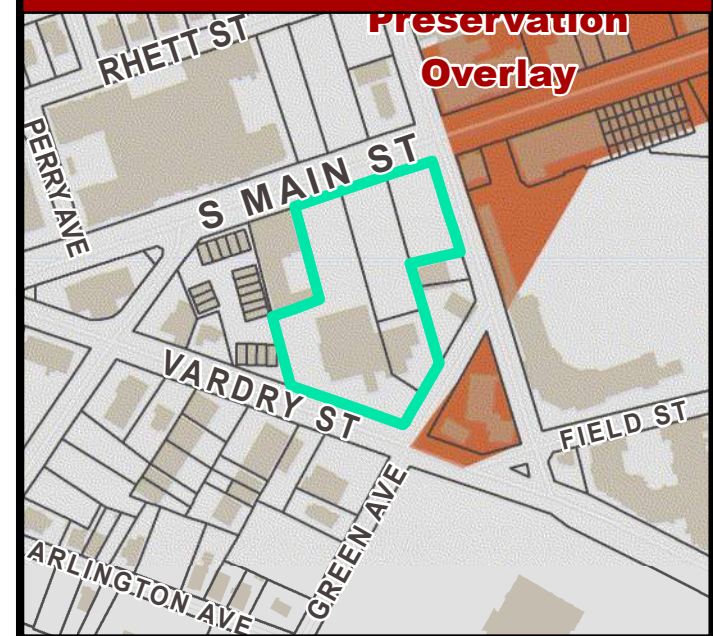
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





1015 S. Main Street Development

Description of Request

June 7, 2021

SunCap Property Group request Urban Design Review Board approval for 1015 S. Main development.

This submittal is for the review of site plan and massing only. The intent of this submittal is to show the proposed building placement, site circulation, right of way concept for hardscape and landscape areas and building massing. Building and site detail will be submitted in August for the September public hearing.

The design team met with City staff to review concerns related to building massing and site circulation. In response to staff comments, the design team has made several revisions to the site plan and massing.

Below outlines the site and massing approach;

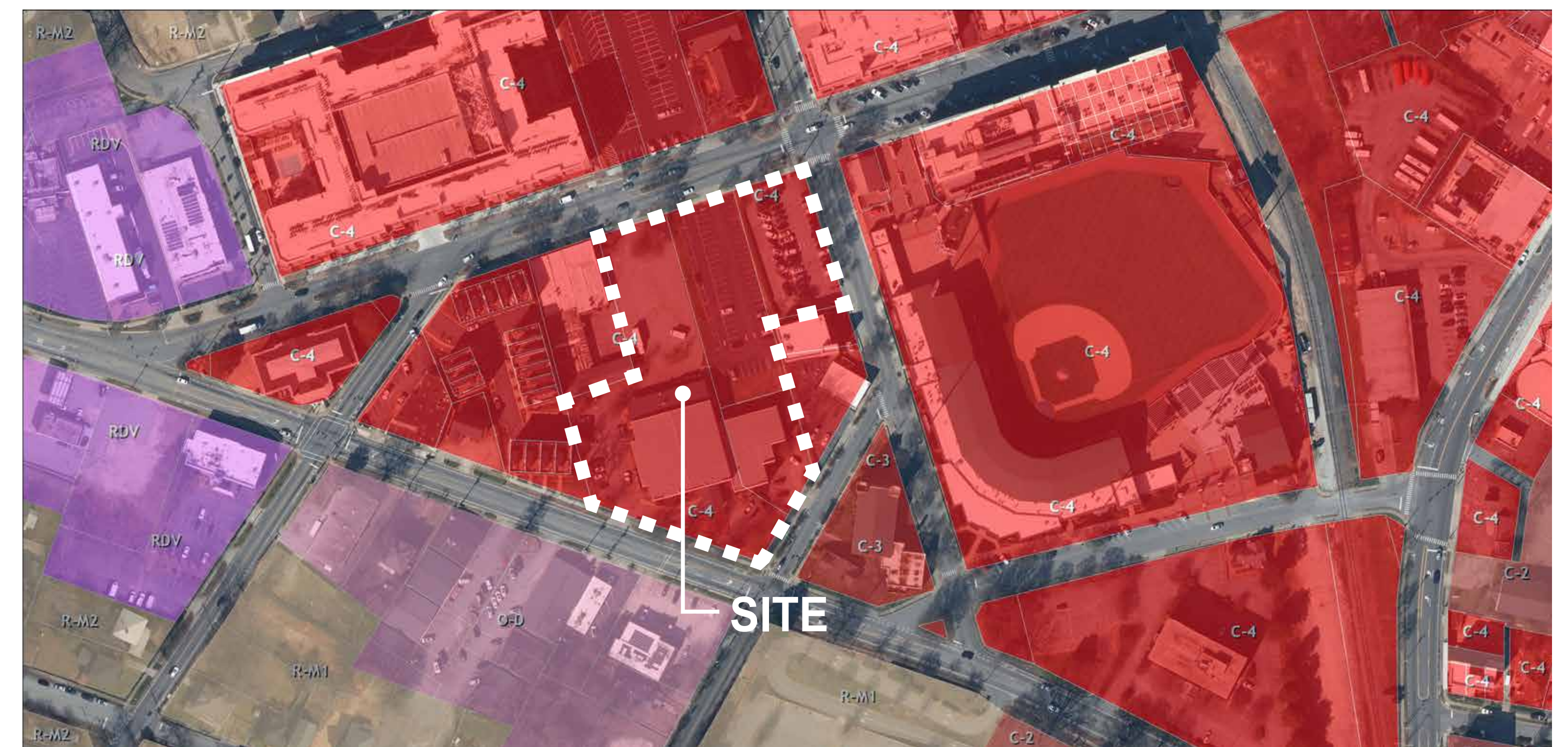
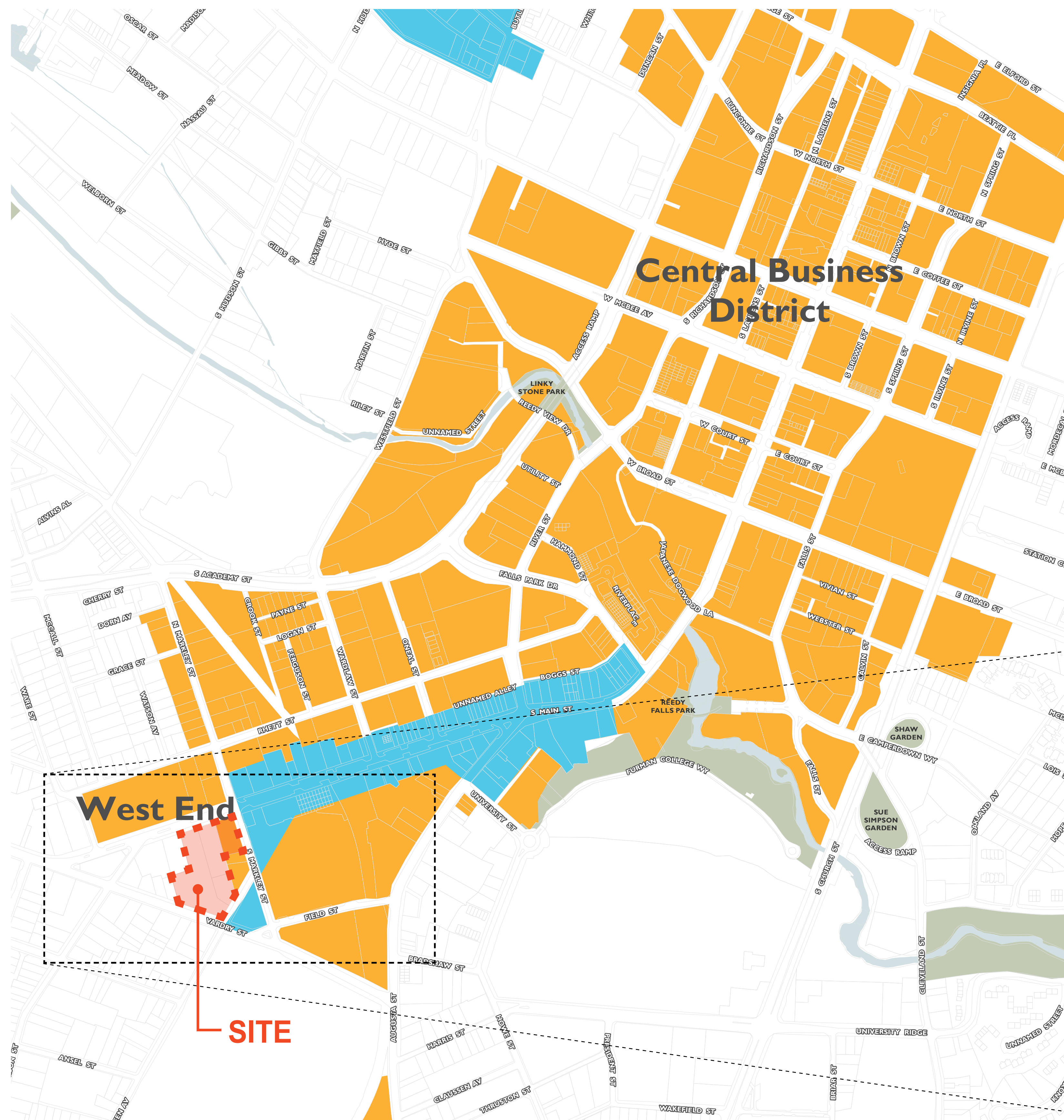
1. The building is split into two separate masses to reduce the overall massing and provide relief to the two adjacent buildings on Markley Street. This split creates a private courtyard and pedestrian connection to the site. A landscape buffer is also provided adjacent to the buildings.
2. The corner of the building on Markley St and S. Main Street is cut away to provide relief to the one-story gift shop in the historic fire station. This also provides pedestrian access to the parking garage and creates a public plaza to enhance the retail experience on that corner. The building also steps back in height on S. Main and Markey Street at the second level.
3. A S. Main Street residence entry at mid- block provides a public plaza and break in the S. Main Street façade.
4. A Private Alley extends from S. Main Street to Vardry Street to provide access to the Garage, Utility, Trash and loading and also provides a pedestrian connection to the 1st floor residential stoops lining the alley.
5. A landscaped area has been provided adjacent to existing townhomes on Vardry Street to provide relief and open green space.
6. The Right of Way transition on S. Main provides a 11'-6" wide sidewalk and existing 8' planting transition area. The sidewalk is activated with retail space.
7. The Right of Way transition on Markley Street provides a 13'-6" sidewalk and existing tree pockets. The sidewalk is activated with retail space.
8. The Right of way on Greene Ave and Vardry St. provides a 6' planting zone, a 5' sidewalk and a 10'-0" building zone for planting and access to residential stoops.
9. The New Alley provides a 5' planting zone and 5' sidewalk and a building transition zone (varies) for planting and access to residential stoops.

10. The Building massing steps back in height and is broken up along the streetscape with Entry ways, plazas, courtyards, recessed balconies and stoops.

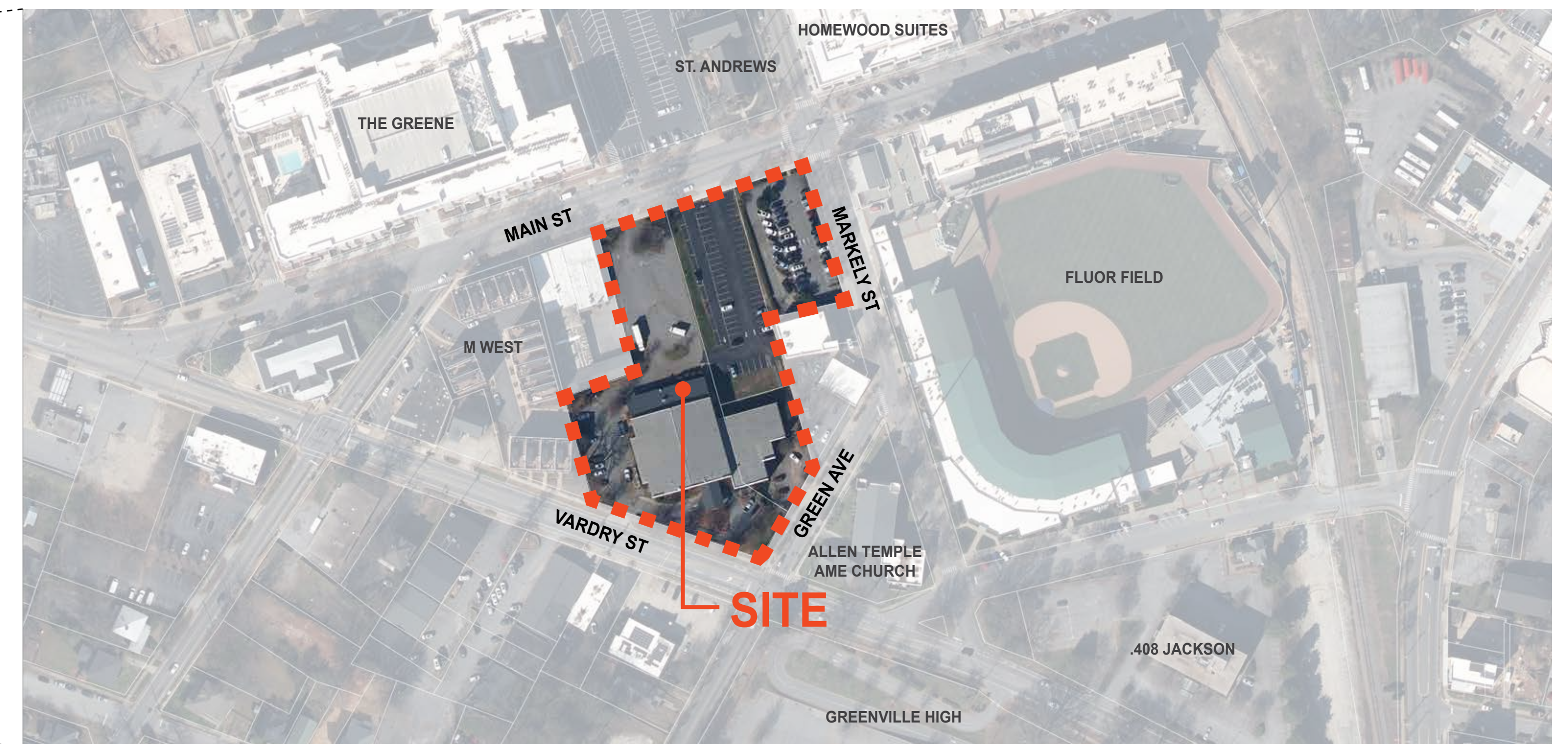
1015 SOUTH MAIN STREET

DRB SITE PLAN REVIEW

06.07.2021



ZONING DISTRICT: C-4
MAX. DENSITY: NONE
MAX. COVERAGE: 100%
FRONT SETBACK: 0'
SIDE SETBACK: 0'
REAR SETBACK: 0'
MAX. HEIGHT: NONE



ENLARGED SITE MAP



1015 SOUTH MAIN STREET
GREENVILLE, SC

LOCATION MAP A-101

220059 | 06.07.21

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AERIAL VIEW EAST

SITE BOUNDARY
(TYP)



AERIAL VIEW NORTH



AERIAL VIEW SOUTH



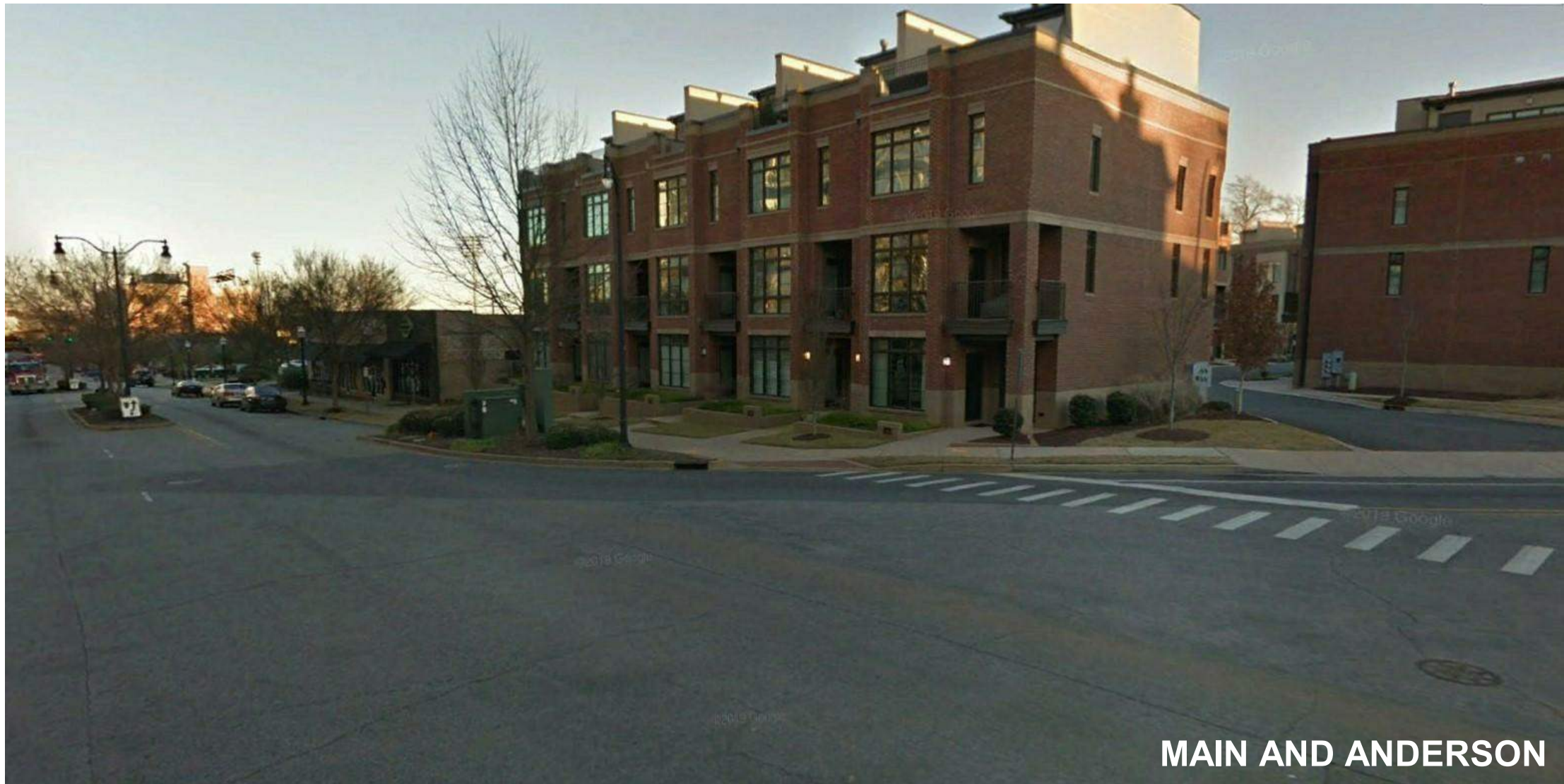
AERIAL VIEW NORTHWEST



MAIN AND MARKLEY



GREEN AND VARDRY



MAIN AND ANDERSON



GREEN AVENUE



MARKLEY STREET



MARKLEY AND GREEN



S. MAIN STREET



MARKLEY PLACE CONDOMINIUMS



FIELD HOUSE CONDOMINIUMS



VIEW TOWARDS FLUOR FIELD PLAZA



THE GREENE APARTMENTS



PLAZA AT FLUOR FIELD



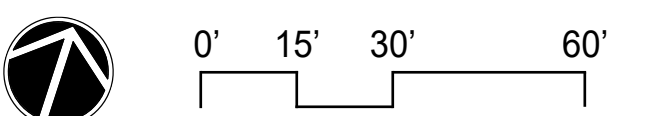
HOMEWOOD SUITES HOTEL ON S. MAIN STREET

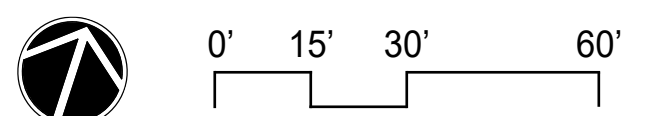
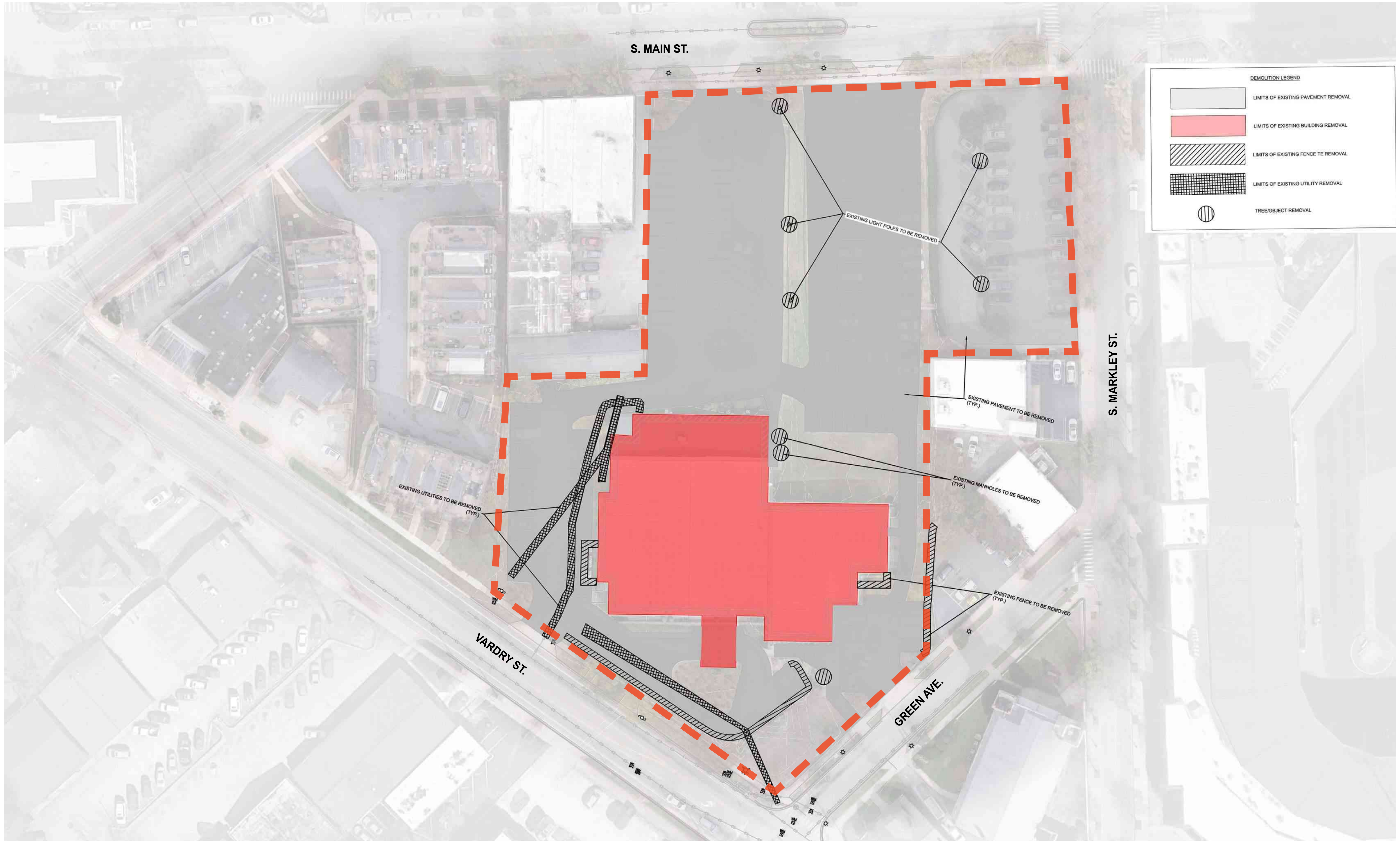


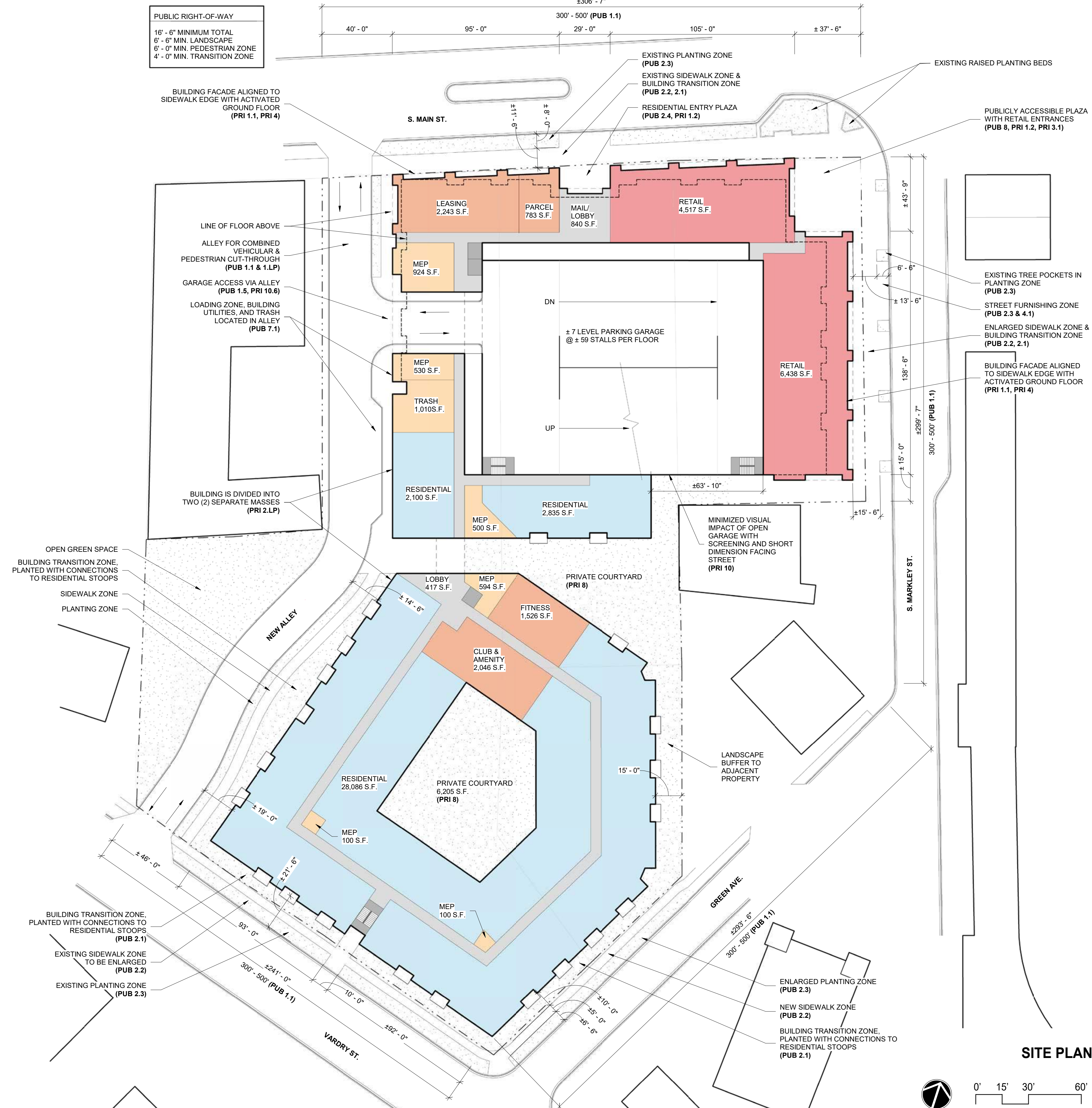
S. MARKLEY STREET LOOKING SOUTH



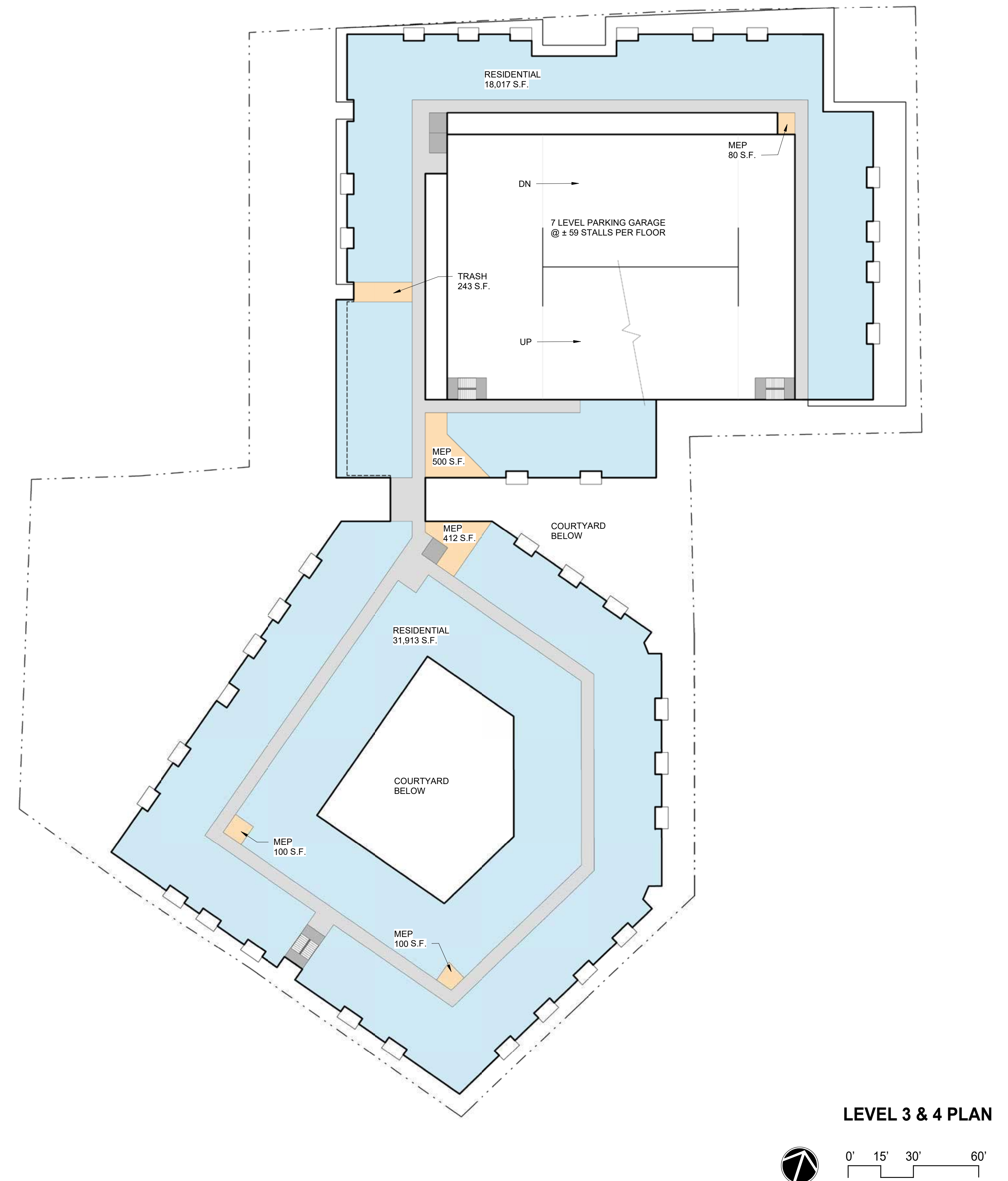
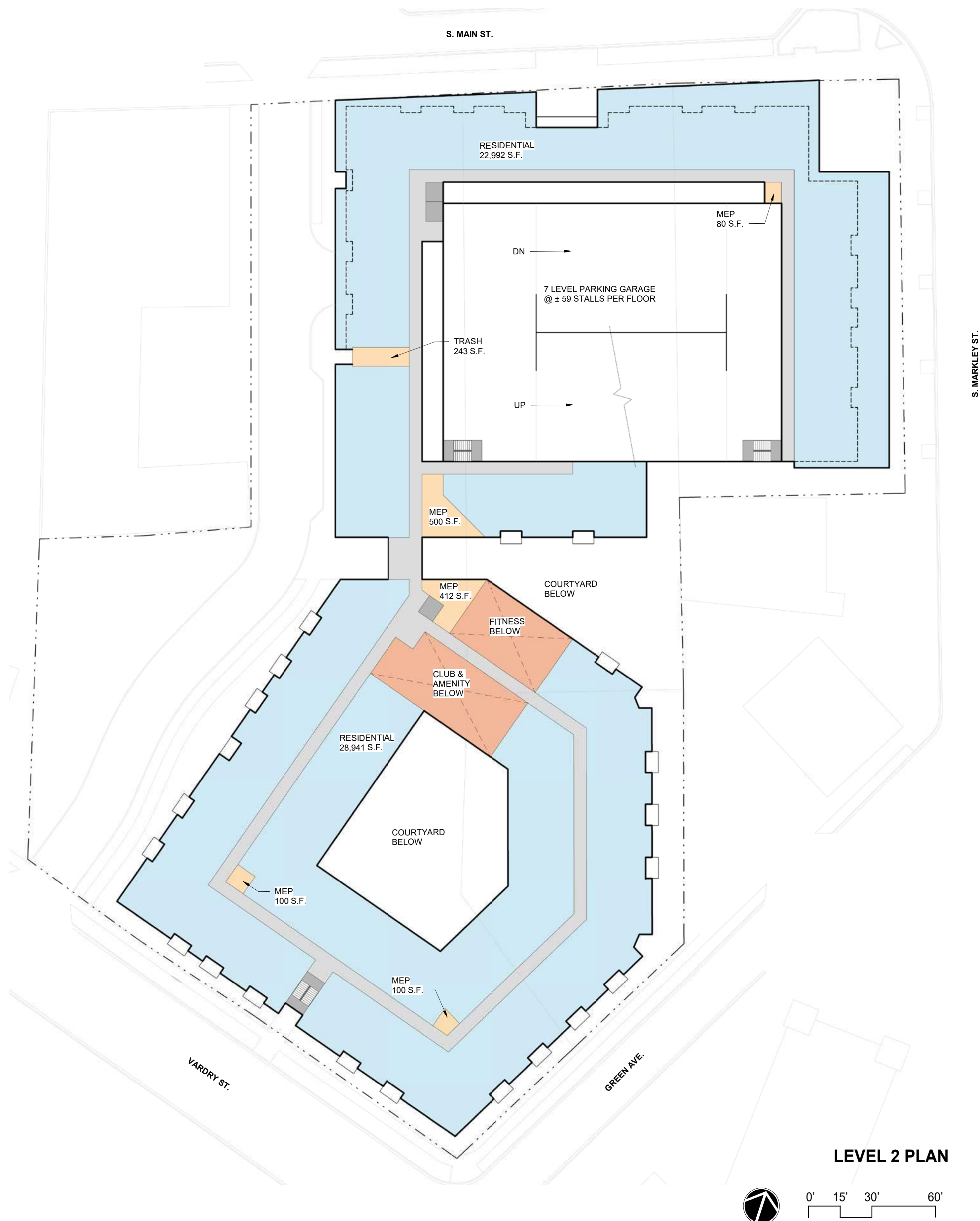
M WEST TERRACE HOMES

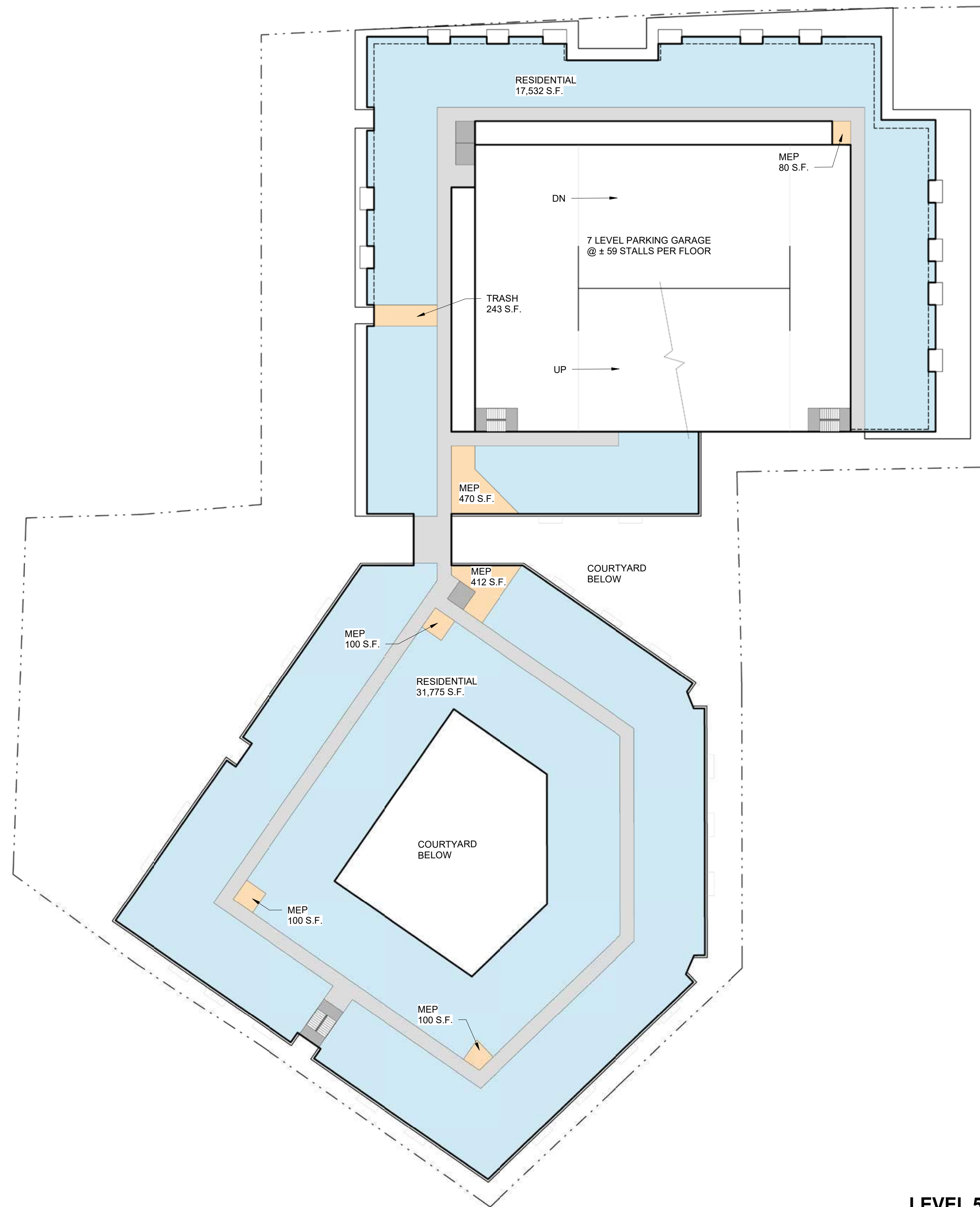




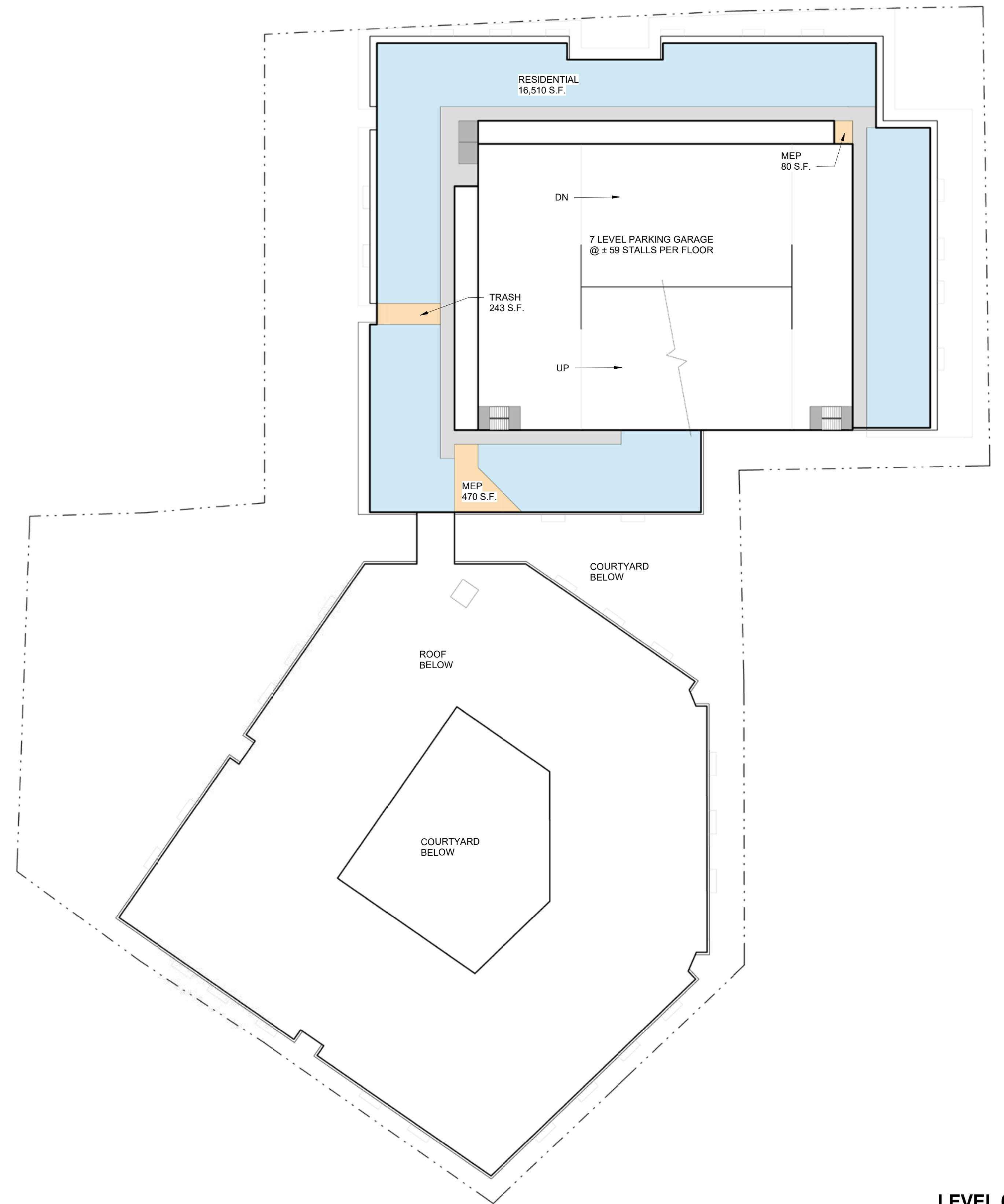
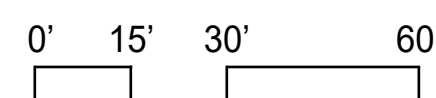


SITE PLAN

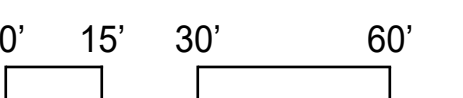


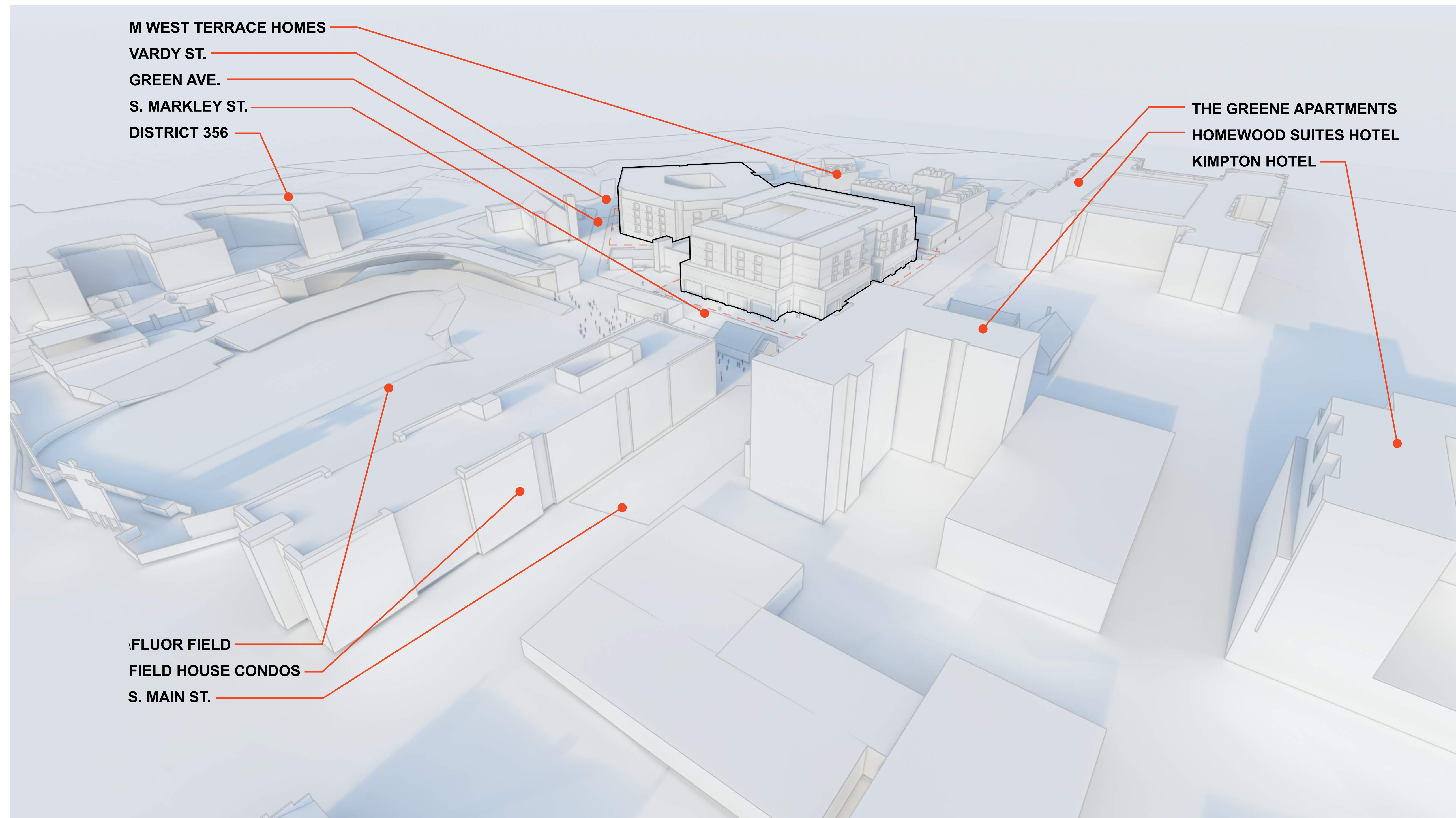


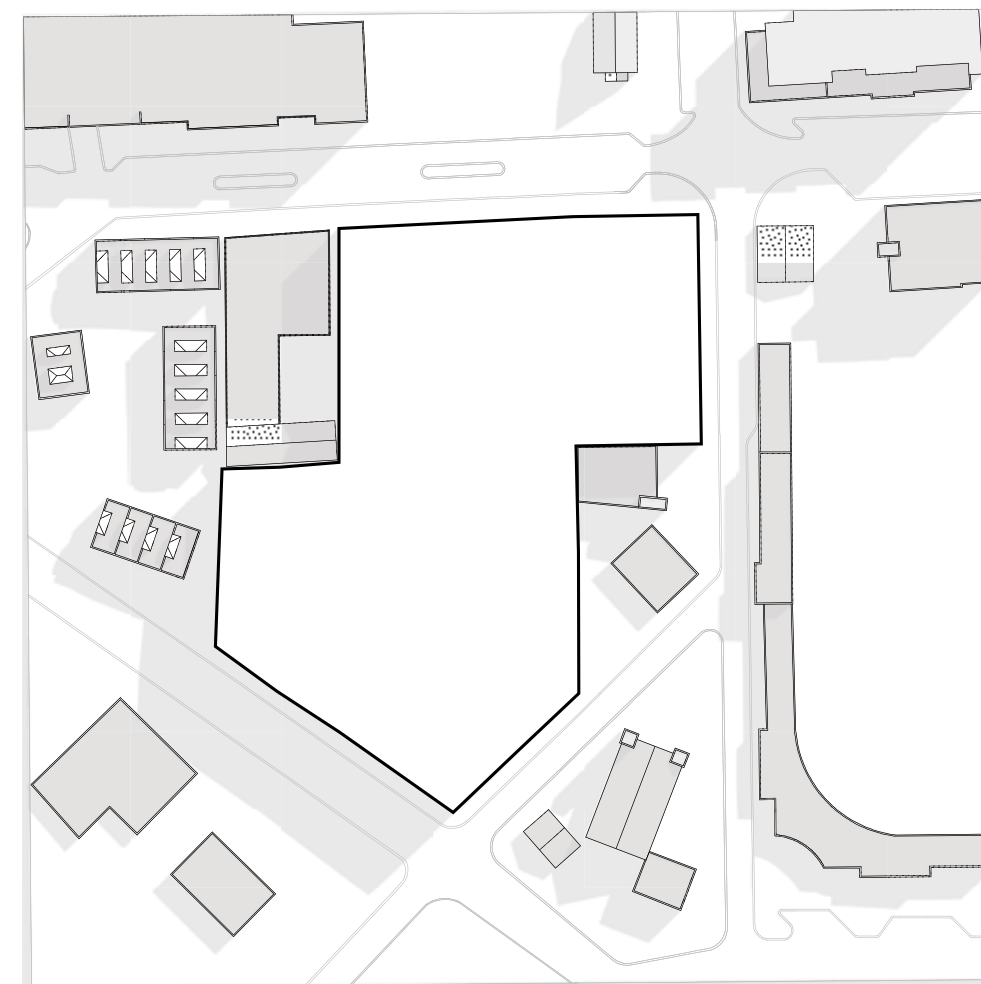
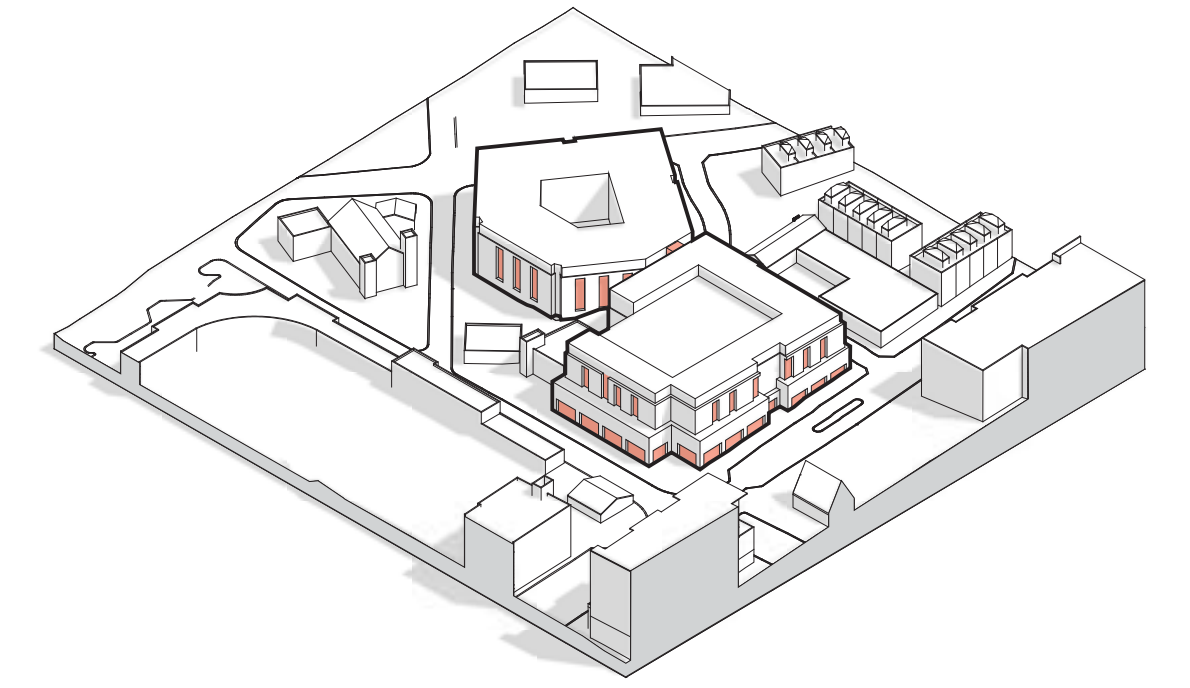
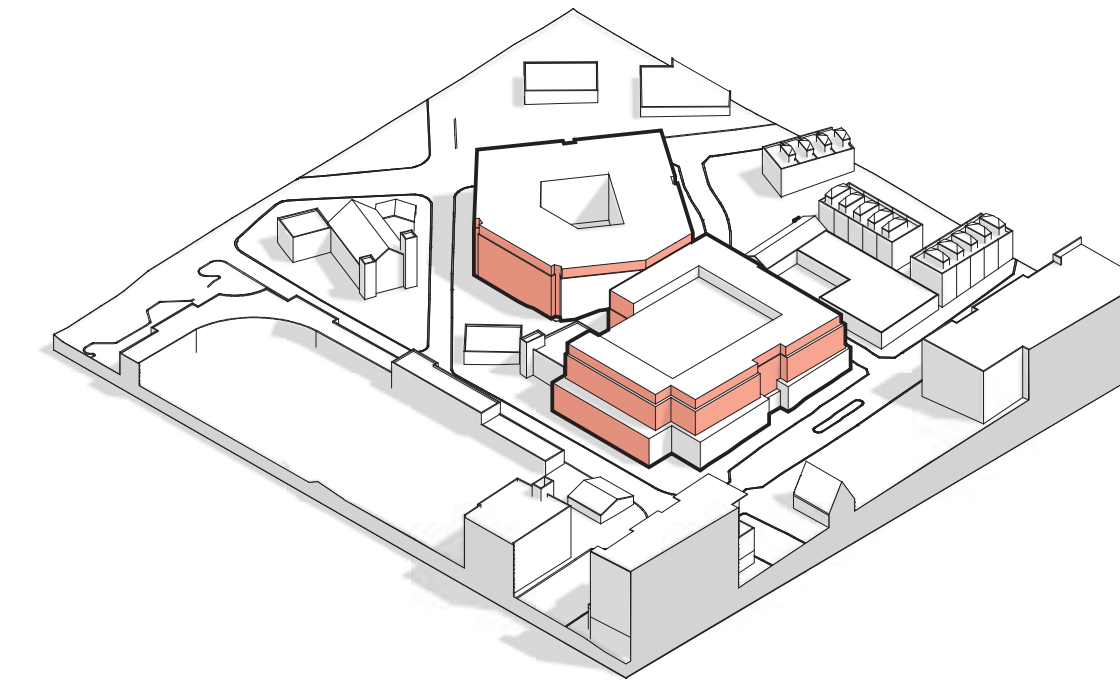
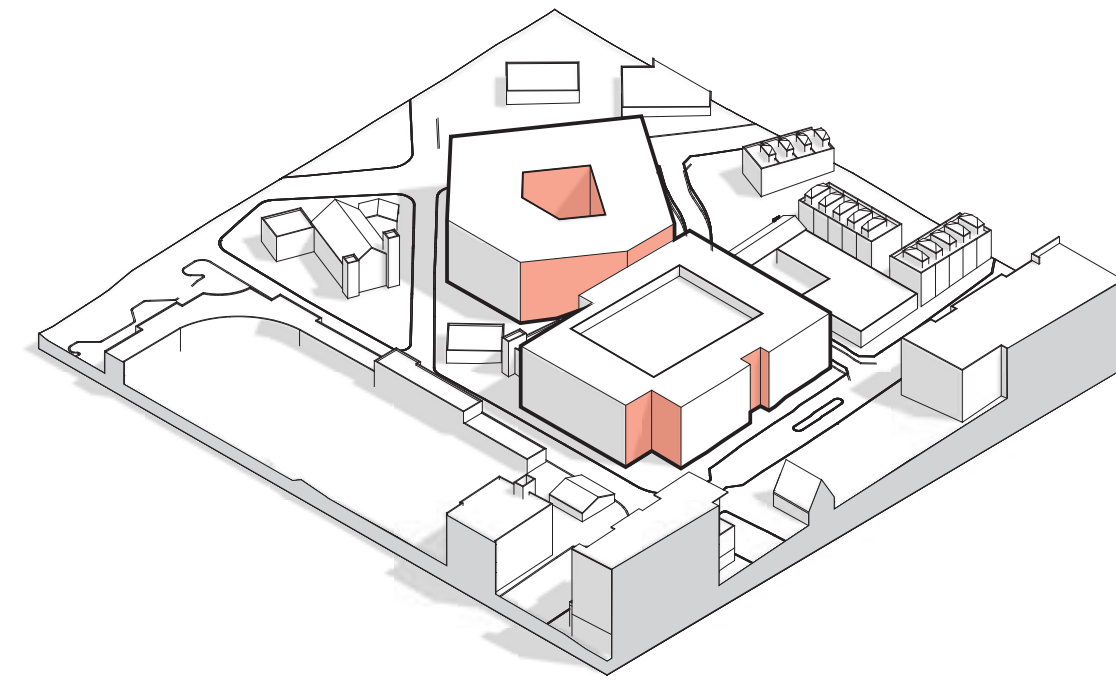
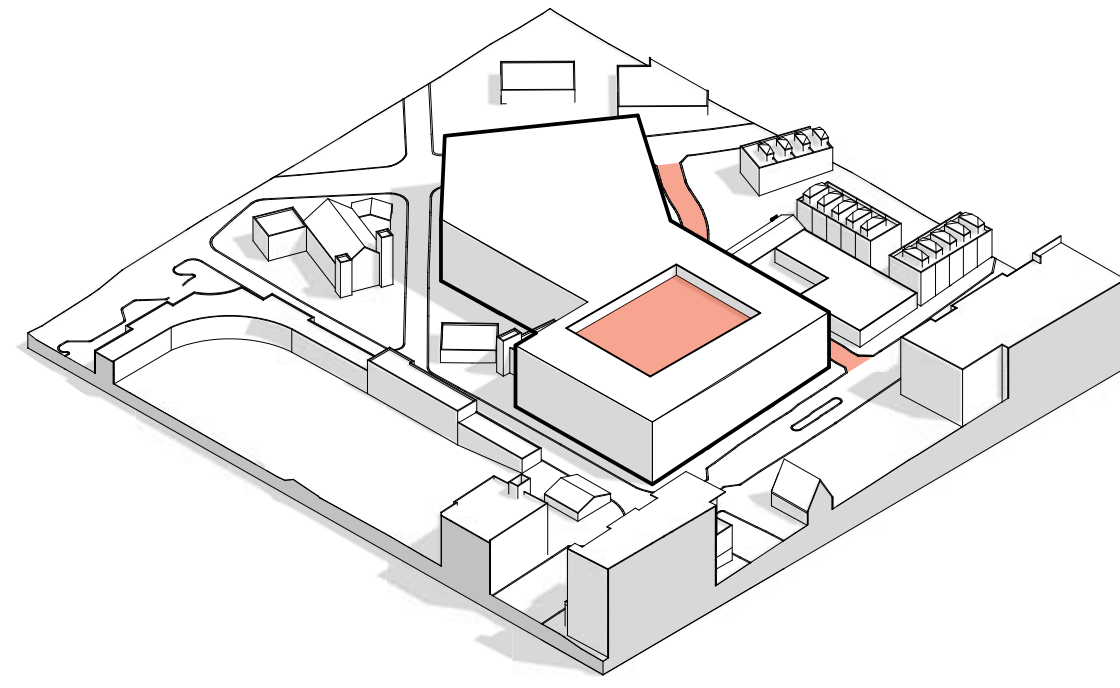
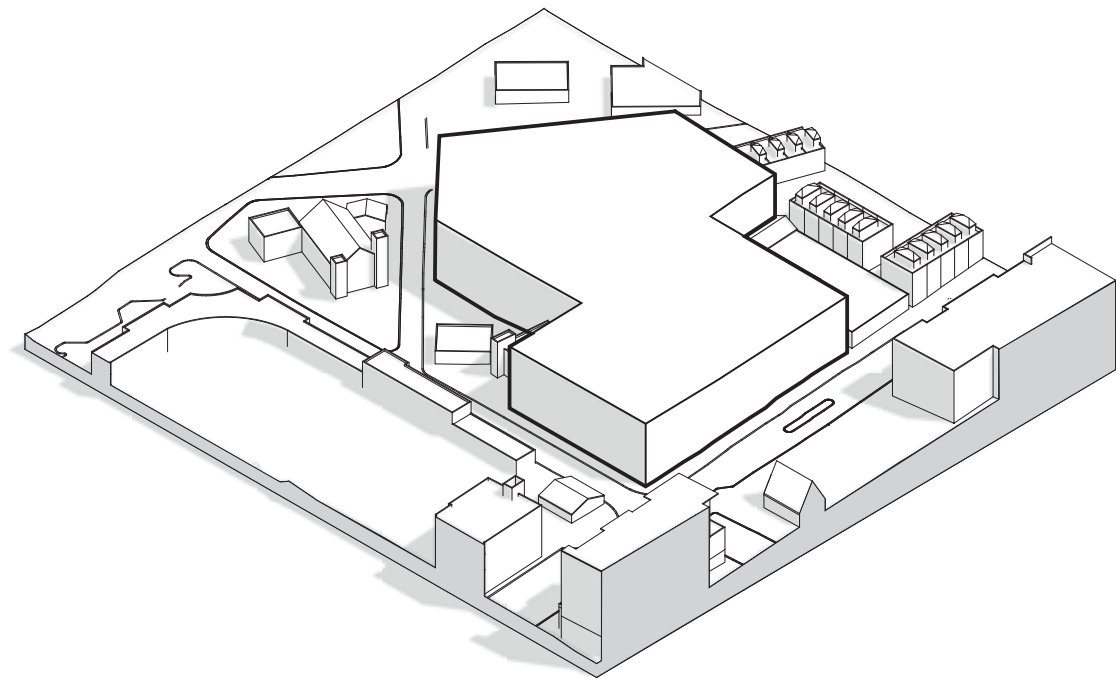
LEVEL 5 PLAN



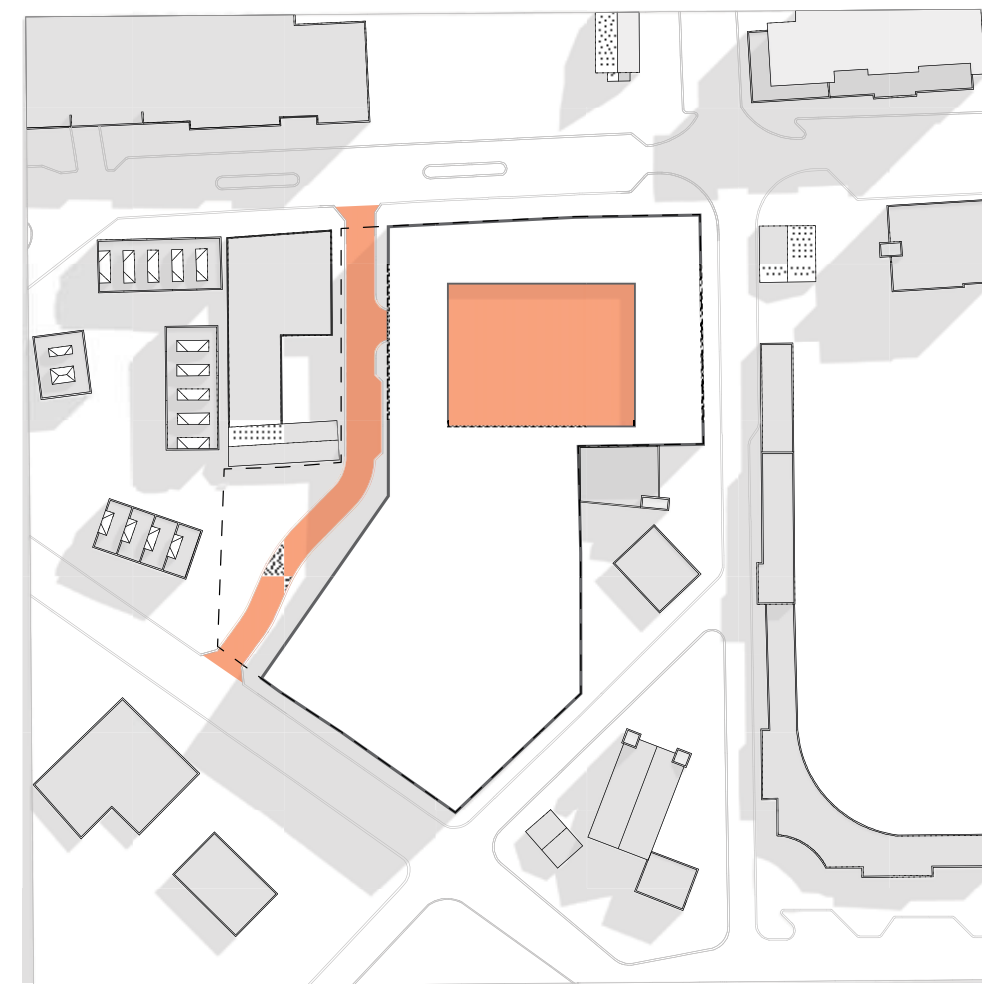
LEVEL 6 PLAN





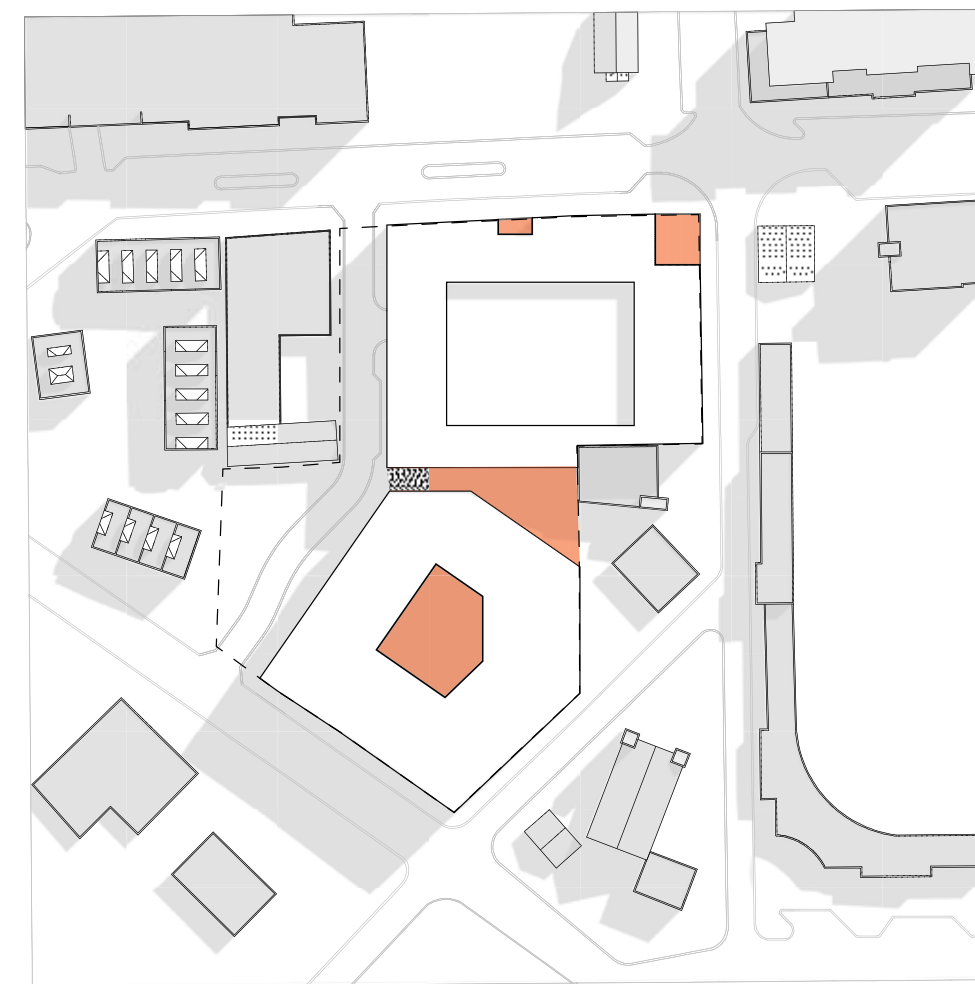


MAXIMUM BUILDING ENVELOPE



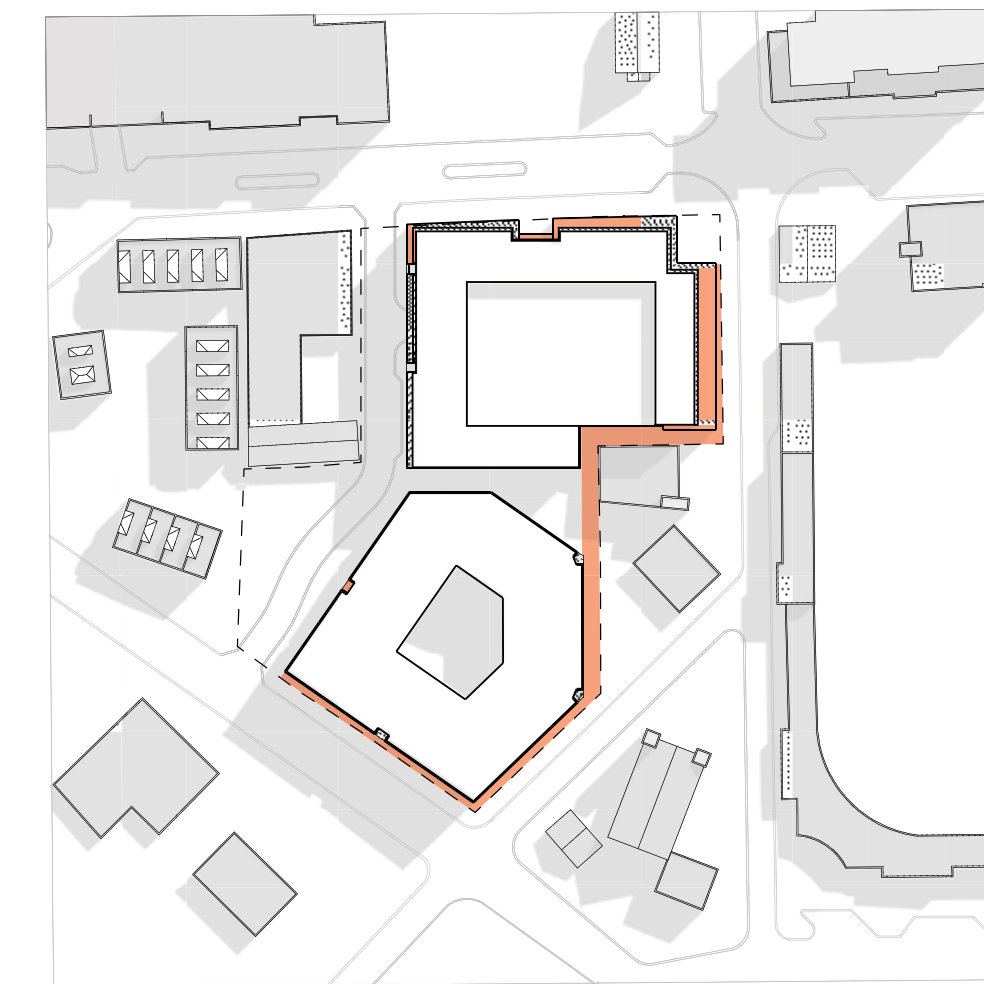
**PEDESTRIAN/VEHICULAR CUT-THROUGH
& GARAGE PLACEMENT**

- ALLEY FOR COMBINED VEHICULAR & PEDESTRIAN CUT-THROUGH (**PUB 1.1 & 1.LP**)
- GARAGE ACCESS VIA ALLEY (**PUB 1.5, PRI 10.6**)
- MINIMIZED VISUAL IMPACT OF OPEN GARAGE WITH SCREENING AND SHORT DIMENSION FACING STREET (**PRI 10**)



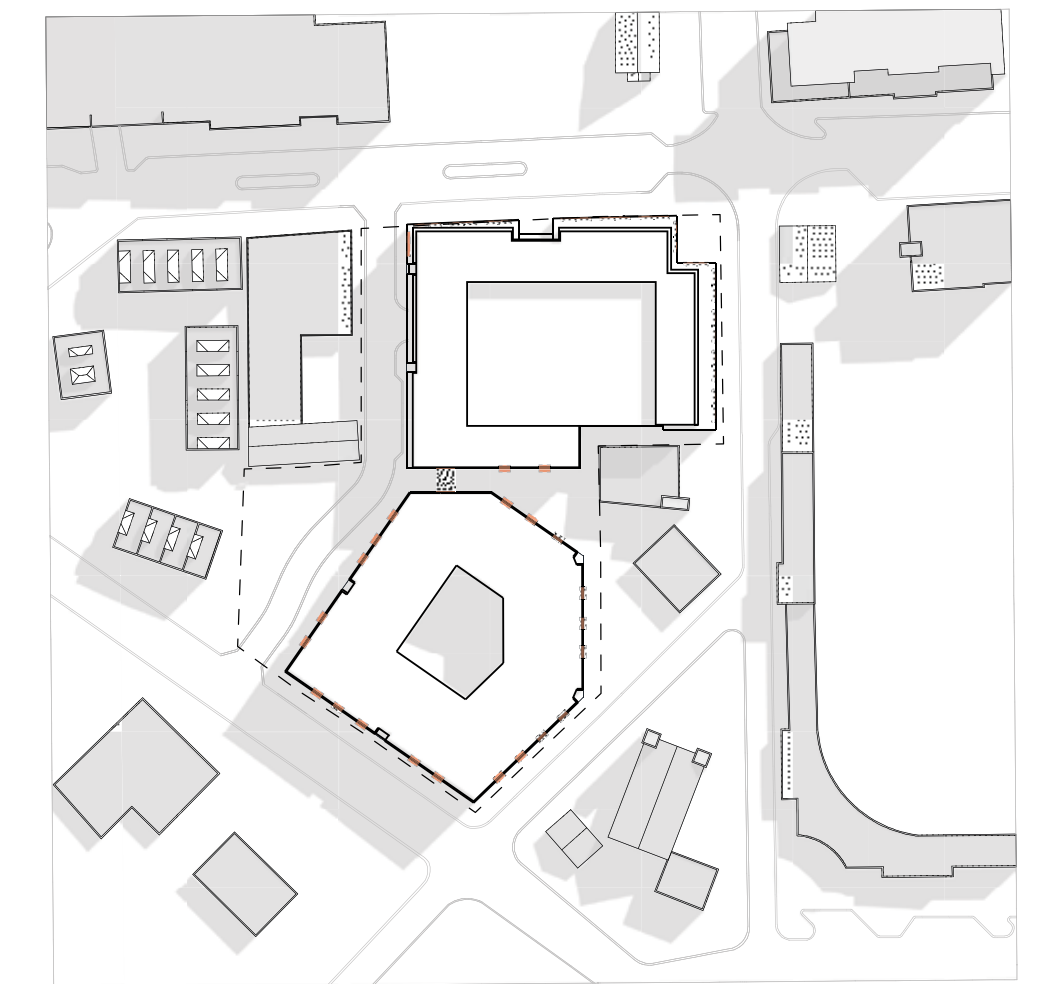
**BREAK BUILDING INTO TWO MASSES,
INSERT PLAZAS & COURTYARDS**

- BUILDING IS DIVIDED INTO TWO (2) SEPARATE MASSES (**PRI 2.LP**)
- RESIDENTIAL ENTRY PLAZA (**PUB 2.4, PRI 1.2**)
- PUBLICLY ACCESSIBLE PLAZA WITH RETAIL ENTRANCES (**PUB 8, PRI 1.2, PRI 3.1**)
- PRIVATE COURTYARD (**PRI 8**)



**MASSING SETBACKS & VERTICAL
ARTICULATION**

- SIDEWALK ZONE AND BUILDING TRANSITION ZONE (**PUB 2.1, 2.2**)
- PLANTING AND TREE ZONES (**PUB 2.3**)
- STREET FURNISHING ZONE (**PUB 2.3, 4.1**)



**INSERT PORCHES, GROUND FLOOR
STOREFRONTS & BUILDING LINK**

- BUILDING FACADE ALIGNED TO SIDEWALK EDGE WITH ACTIVATED GROUND FLOOR (**PRI 1.1, PRI 4**)



LANDSCAPE PLAN



0' 15' 30' 60'



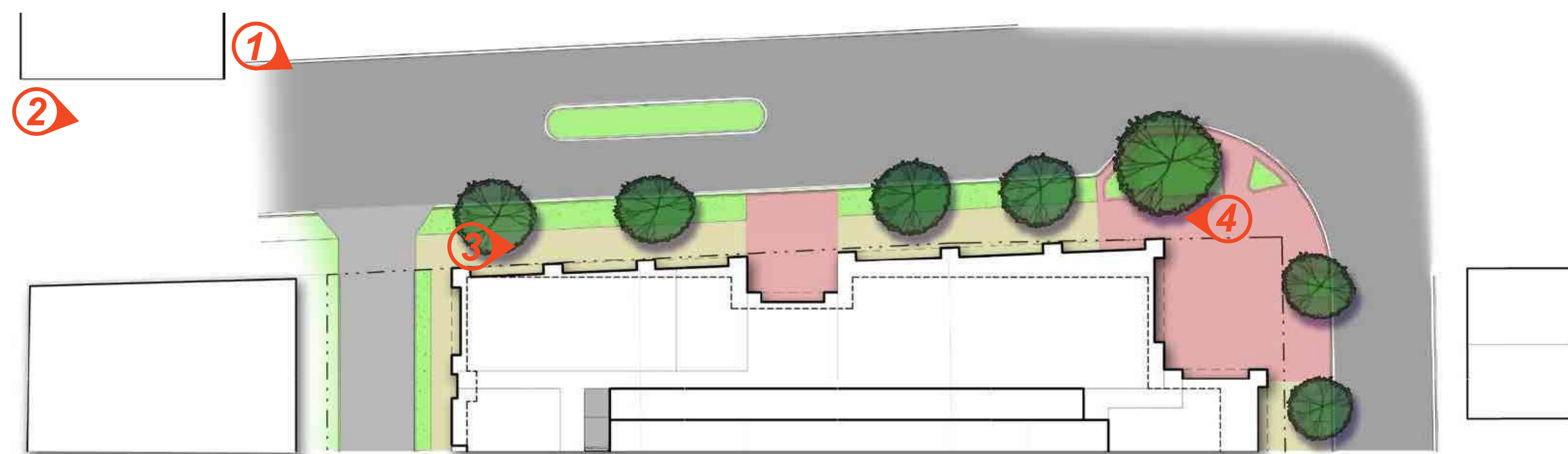
CORNER AT S. MAIN STREET & PROPOSED PEDESTRIAN/VEHICULAR CUT-THROUGH



SIDEWALK ON S. MAIN STREET LOOKING EAST



SIDEWALK ON S. MAIN STREET LOOKING EAST



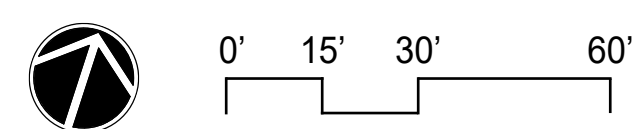
MAIN STREET LANDSCAPE VIGNETTE



SIDEWALK ON S. MAIN STREET LOOKING WEST



MARKLEY STREET LANDSCAPE VIGNETTE



CORNER AT S. MAIN STREET & S. MARKLEY STREET



SIDEWALK ON S. MARKLEY STREET LOOKING SOUTH



SIDEWALK ON S. MARKLEY STREET LOOKING NORTH



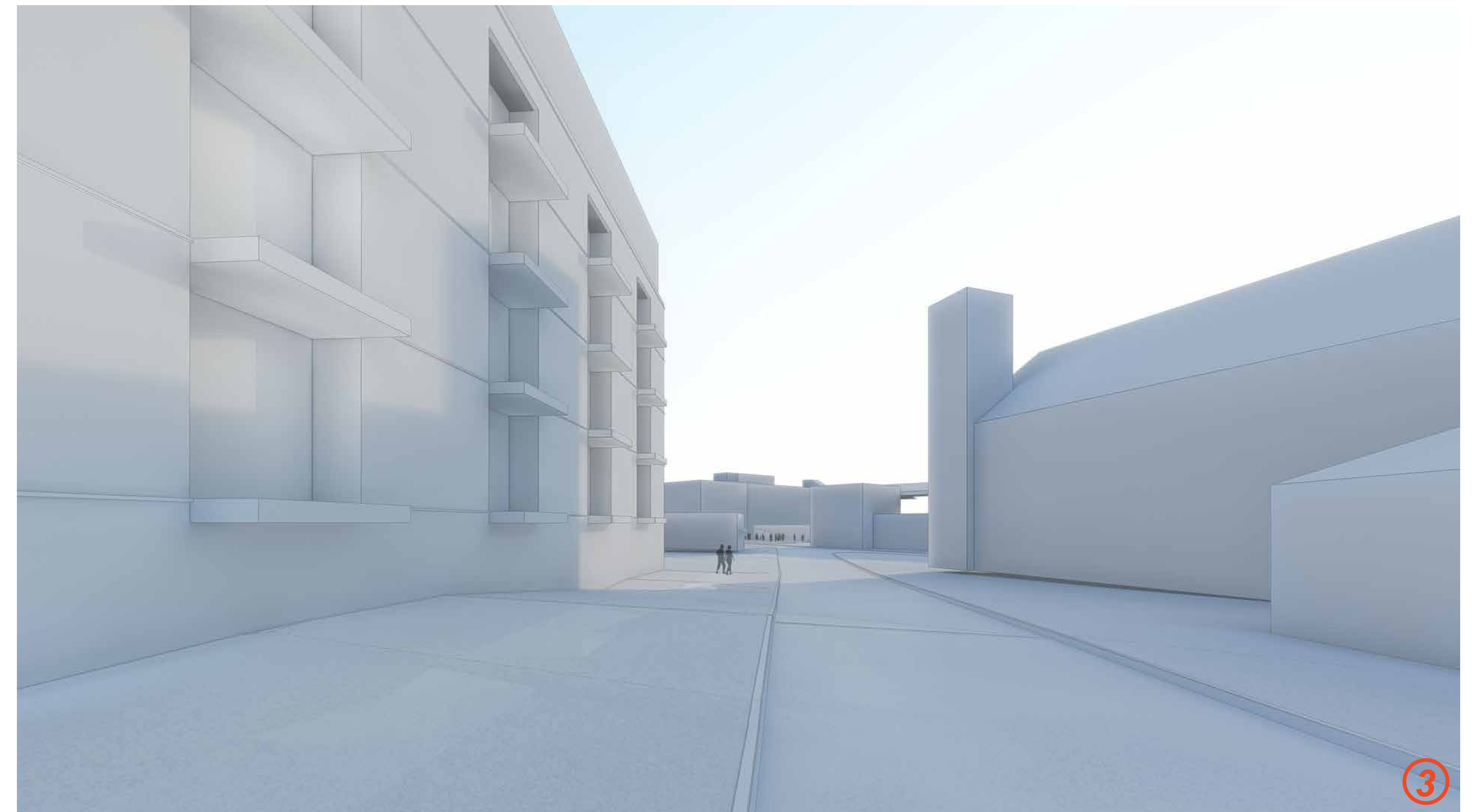
CORNER AT VARDRY ST. & PROPOSED PEDESTRIAN/VEHICULAR CUT-THROUGH



CORNER AT VARDY ST. & GREEN AVE.



VARDRY STREET & GREEN AVENUE LANDSCAPE VIGNETTE



SIDEWALK ON GREEN AVE. LOOKING NORTH



**Planning Staff Report to
Design Review Board - Neighborhood**
June 25, 2021
for the July 1, 2021 Public Hearing

Docket Number:	APL 21-447
Applicant:	Lululemon
Property Owner:	Falls Land, LLC
Property Location:	600 S. Main Street
Tax Map Number:	007000-03-02800
Zoning:	C-4, Central Business District, West End POD
Proposal:	APPEAL OF ADMINISTRATOR'S DECISION RE: CAS 21-349 TO DENY A VINYL WINDOW WRAPPING AT 600 S. MAIN STREET.
Staff Recommendation:	Affirm administrator's decision

Staff Analysis:

The applicant requests to appeal staff's denial of vinyl window wrapping for Lululemon installed at 600 S. Main Street (CAS 21-349). CAS 21-349 is included within this agenda packet for reference.

The applicant submitted a Certificate of Appropriateness-Staff Level application (CAS 21-349) for staff review on April 27, 2021 that proposed the following modification:

- New vinyl wrapping of three storefront window bays along Falls Park Drive. This wrapping was originally installed without an approved Certificate of Appropriateness. One section of window wrapping would be removed, and another pre-existing section would be replaced with the new design.

Staff issued a Notice of Action for the Certificate of Appropriateness application on May 17, 2021, that denied the application. Staff comments included:

Application is DENIED for the following reasons:

1. *Per the Land Management Ordinance and the Sign Design Guidelines, the graphics as depicted would be considered signage. Windows signs are not allowed to encompass more than 20% of the tenant window area. Though the exact amount is not provided, the request is for a far larger amount than 20%.*
2. *The graphic does not appear to be compliant with several of the Downtown Design Guidelines:*

- a. *PRI 4.1 states “Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building.” Staff finds the graphic lowers transparency at the street level and does not allow views of the activity within the building.*
- b. *The graphic does not appear to meet the intent of PRI 4.2, which states “Use of darkly tinted and/or reflective glass is prohibited.” While not exactly tint, the graphic has the same effect of minimizing the connection of the building into the pedestrian realm.*
- c. *The graphic does not appear to meet the intent of PRI 4.3, which states “Locate publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians.” Staff finds the graphic privatizes the ground floor and reduces what was a vibrant environment for pedestrians along Falls Park Street.*
- d. *PRI 4.5 states “Provide ground floor design elements that promote pedestrian activity; for example, windows, retail displays, art, landscaping, canopy covering, etc. Staff finds the graphic reduces pedestrian activity by minimizing pedestrian/building interaction. Instead of the graphic, this design guideline states a retail display is more appropriate.*

Appeal

In the appeal of the administrator’s decision, the appellant states that if vinyl wrapping of the storefront windows adjacent to the fitting room area is not allowed, then the tenant, Lululemon, will install blinds to cover the windows in this location. The applicant did remove the vinyl wrapping during the appeal process.

As noted in the Notice of Action staff comments for denial of the CAS request, the appearance of any wrapping or other means to block transparency, including blinds, into the store is not in compliance the provisions of the Downtown Design Guidelines.

The appellant did not provide a proposal that could meet the Downtown Design Guidelines nor an explanation of how the administrator erred in the denial of the request.

Staff notes there is an existing vinyl window wrapping on a portion of the storefront that displays a Lego block-like design. Removal of the existing vinyl is included within the request and to be replaced with the new design. Per 2016 city records, the existing vinyl is part of the original approved sign package for Lululemon (CAS 16-699), under the prior Downtown Design Guidelines. New requests or changes to existing conditions are to be evaluated under the current Downtown Design Guidelines.

Summary and Recommendation

In its denial of the Certificate of Appropriateness (CAS 21-349), staff finds that the administrator correctly applied the following Design Guidelines:

1. PRI 4.1, 4.2, 4.3, and 4.5 of the Downtown Design Guidelines to maintain and maximize storefront transparency and promote the interaction between the built and public environments.

In summary, staff finds that the applicant has not provided adequate grounds to reverse the administrator's decisions as documented in CAS 21-349. **Therefore, staff recommends that the Design Review Board affirm the administrator's decision.**

Applicable Land Management Ordinance sections

Section 19-2.3.8(3)(c) – Appeal to DRP

1. A person having a substantial interest affected by the decision of the administrator on an application may appeal to the DRP by filing a written appeal with the administrator within ten business days of the mailing of a written decision. The appeal shall specify the grounds for the appeal.
2. The procedures for appeal are the same as those referenced in subsection 19-2.3.16, appeals from interpretations and decisions of the administrator, except that the appeal shall be heard by the DRP rather than the Board of Zoning Appeals.

Section 19-2.3.16(B) – Appeal Procedure

1. *Initiation.* An appeal pursuant to this section may be initiated with the administrator by filing a written notice of appeal within ten business days of the date of mailing of the written decision or interpretation.
2. *Contents of appeal.* The written notice of appeal shall specify the grounds for the appeal, a statement of the improper decision or interpretation, the date of that decision or interpretation, and all supporting materials related to the decision.
3. *Record.* Upon receipt of the written notice of appeal, the administrator shall transmit all the papers, documents, and other materials relating to the decision or interpretation appealed to the board of zoning appeals or planning commission (whichever is appropriate). These materials shall constitute the record of the appeal.
4. *Scheduling of notice and hearing.* The board of zoning appeals or planning commission (whichever is appropriate) shall hear the appeal at the first meeting that allows sufficient time to prepare the record and meet required notice provisions of this chapter.
5. *Hearing by the board of zoning appeals.* At the hearing, the person making the appeal may appear in person, or by agent or attorney, and shall state the grounds for the appeal and identify any materials or evidence from the record to support the appeal. The administrator shall be given an opportunity to respond as well as any other city staff or other person the board of zoning appeals deems necessary. After the conclusion of the hearing, the board of zoning appeals shall affirm, partly affirm, modify, or reverse the decision or interpretation based on the record and the requirements and standards of this chapter. The concurring vote of a majority of the members of the board of zoning appeals shall be necessary to reverse any decision or interpretation on appeal.
6. *Hearing by the planning commission.* At the hearing, the person making the appeal may appear in person or by agent or attorney, and shall state the grounds for the appeal and identify any materials or evidence from the record to support the appeal. The

administrator shall be given an opportunity to respond, as well as any other city staff or other person the planning commission deems necessary. After the conclusion of the hearing and within 60 days of the filing of the appeal, the planning commission shall affirm, partly affirm, modify or reverse the decision or interpretation, based on the record and the requirements and standards of this chapter. The concurring vote of a majority of the members of the planning commission shall be necessary to reverse any decision or interpretation on appeal.

Applicable 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.
- 4.5 Provide ground floor design elements that promote pedestrian activity; for example, windows, retail displays, art, landscaping, canopy covering, etc.

Application # _____	Fees Paid _____
Date Received: _____	Accepted by _____
Date deemed complete _____	App Deny Conditions _____



**Application for
APPEAL OF ADMINISTRATOR'S DECISION OR INTERPRETATION
City Of Greenville, South Carolina**

APPELLANT/OWNER INFORMATION

	APPELLANT	PROPERTY OWNER
Name:	<u>Lululemon</u>	<u>Ryan Peiffer Falls Land, LLC</u>
Mailing	<u>4th Floor - 855 Homer Street</u>	<u>P.O. Box 1177</u>
Address:	<u>Vancouver, BC, V6B 2W2</u>	<u>Greenville, SC 29602</u>
Phone:	_____	<u>864.242.2100</u>
Email:	<u>lathenforrest@lululemon.com</u>	<u>ryan@hughesinvestments.com</u>

PROPERTY INFORMATION

Street Address: 600 South Main Street, Greenville, SC 29601

Tax Parcel #: _____ Zoning Designation: _____

REQUEST

Applicable Code Section: _____

Description of Request: Request to appeal the denial of the Certificate of Appropriateness # 21-349.

They window vinyl requested is necessary as it blocks the direct sightlight into the fit rooms. This provides

the customer added privacy when trying on the products.

INSTRUCTIONS

1. The application and fee, **made payable to the City of Greenville**, must be received by the planning and development office no later than 4:00 pm within ten (10) business days of the date of the written decision or interpretation.
2. You must attach a statement addressing the reasons that you believe the administrator erred in his determination or interpretation of the City Code regarding the subject property.
3. You must attach any other information relevant to the disputed item, and if applicable, a scaled drawing of the property that reflects, at a minimum, the following:
 - Property lines, existing buildings, and other relevant site improvements;
 - The nature (and dimensions) of the disputed item;
 - Existing buildings and other relevant site improvements on adjacent properties; and
 - Topographic, natural features, etc.
4. You must attach the required application fee:
 - For appeal to the Board of Zoning Appeals: \$250.00 for persons having rights in contract in the subject land; \$50.00 for those adjacent to the subject land.
 - For appeal to the Design Review Board: \$150.00 for signs and single-family residential; \$300.00 for all other.
 - For appeal to the Planning Commission: \$250.00.
5. The administrator will review the application for "sufficiency" pursuant to **section 19-2.2.6, Determination of Sufficiency**, prior to placing the application on a public hearing agenda. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**
6. You must post the subject property at least 15 days prior to the scheduled hearing date.
 - The appellant acknowledges receiving _____ "Public Hearing" sign(s) and Posting Instructions from the Planning Office.

-
7. The appellant 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 appellant and property owner affirm that the tract or parcel of land subject of this application is, or is not, restricted by any recorded covenant that is contrary to, conflicts with, or prohibits, the requested activity.

If the planning office has actual notice that a restrictive covenant is contrary to, conflicts with, or prohibits the requested activity, the office must not issue the permit unless the office receives confirmation from the applicant that the restrictive covenant has been released by action of the appropriate authority, property holders, or by court order.

To that end, the appellant 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.

APPELLANT: _____

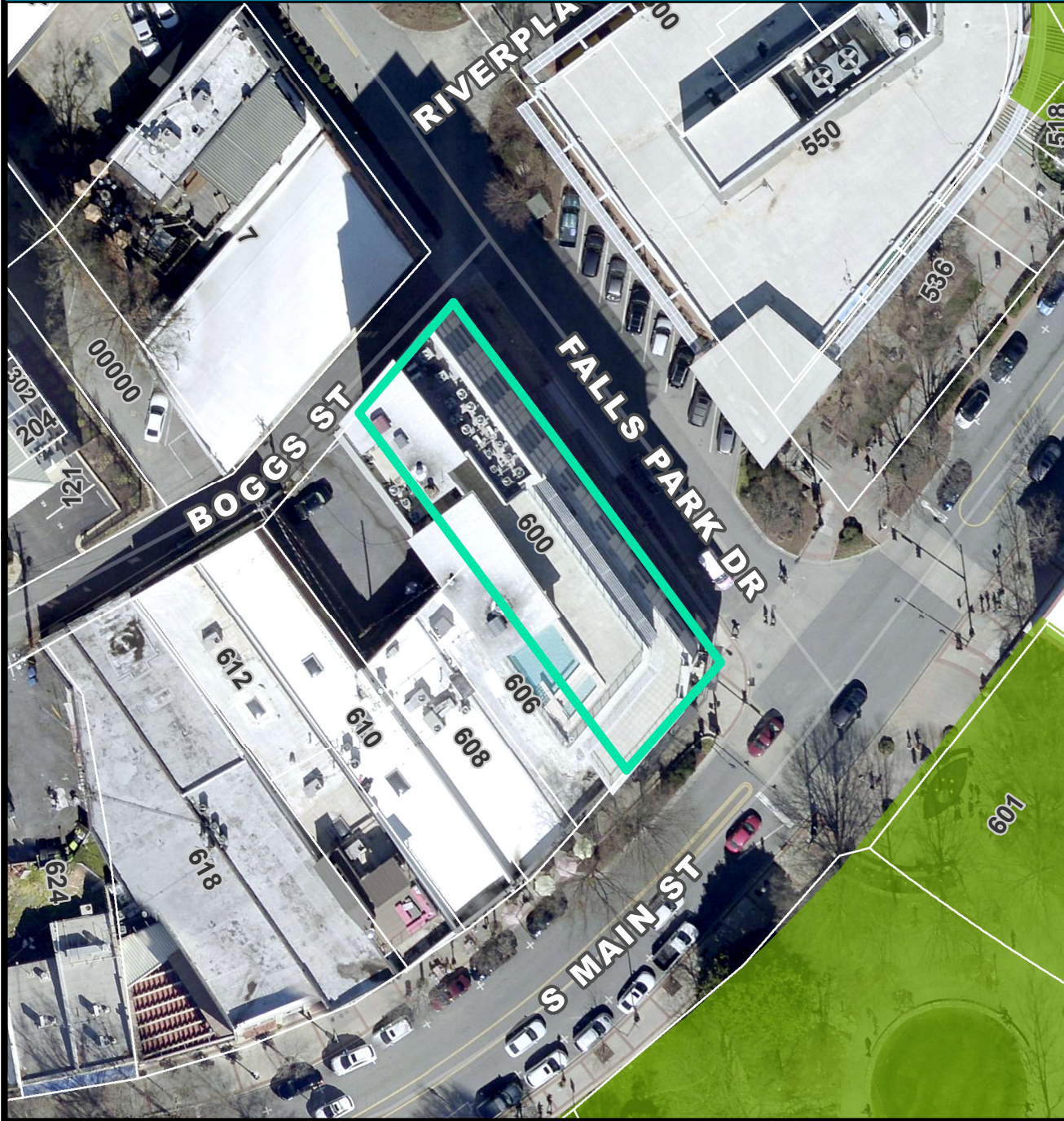
DATE: 6/2/21

PROPERTY OWNER: _____

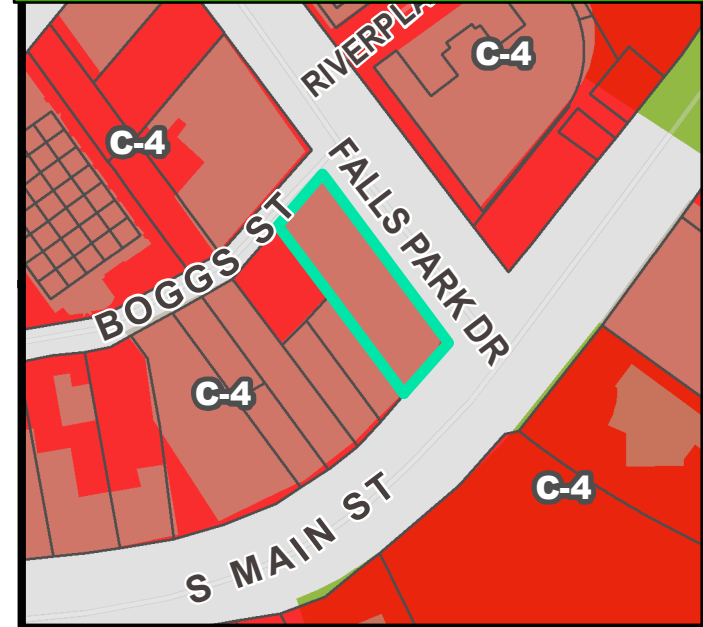
DATE: 6/2/21

CAS 21-349 • 600 S. MAIN STREET SUITE 100

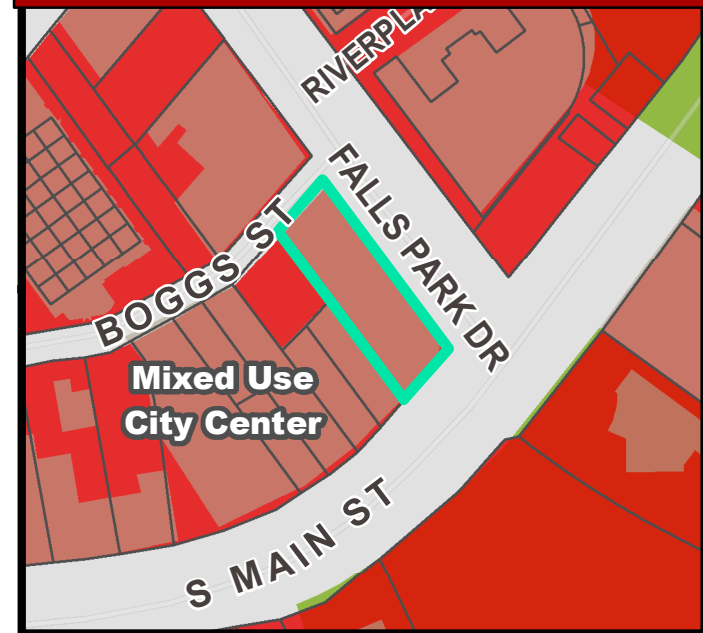
AERIAL VIEW



CURRENT ZONING

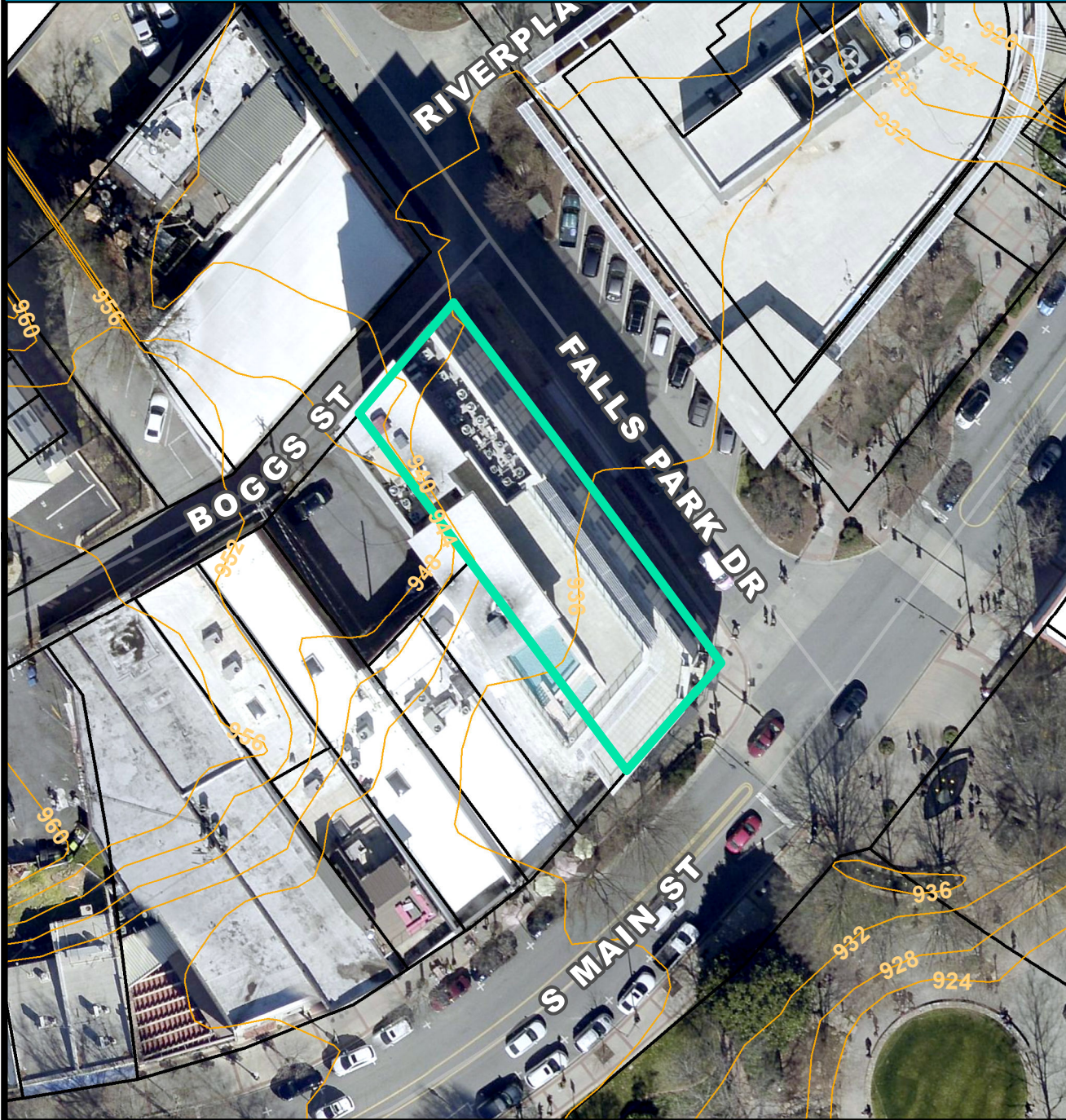


FUTURE LAND USE

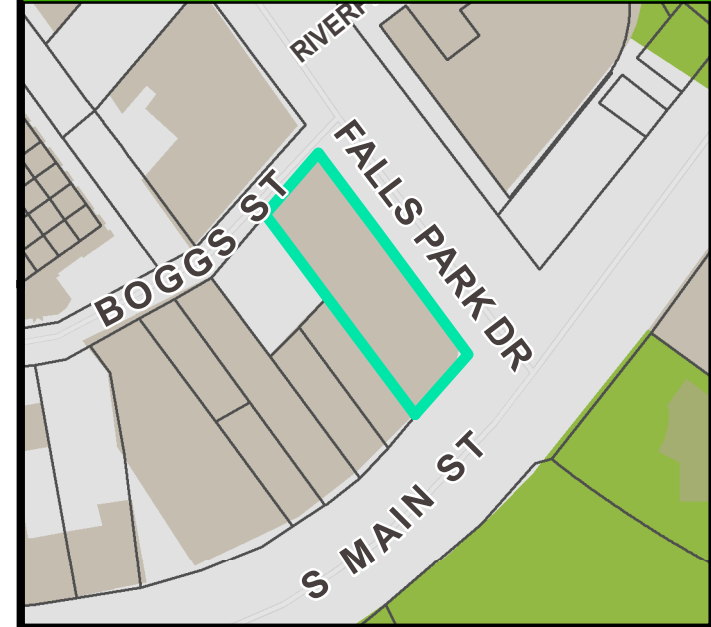


CAS 21-349 • 600 S. MAIN STREET SUITE 100

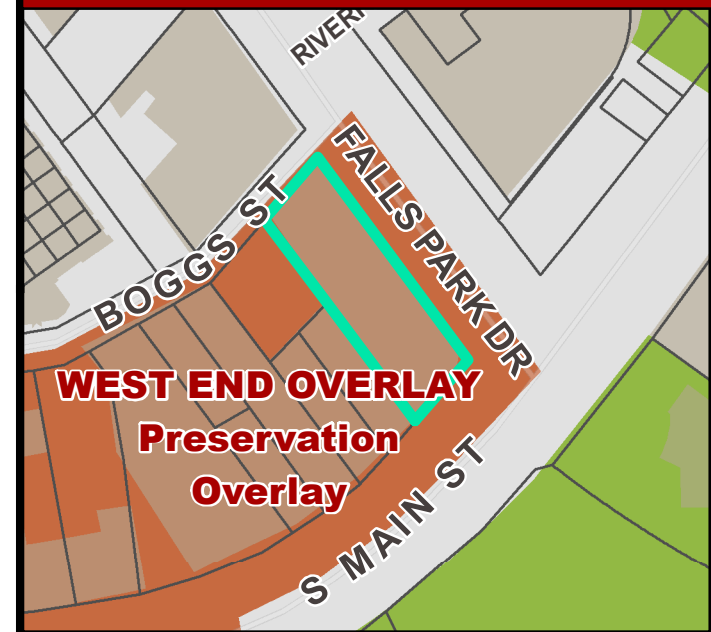
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



RE: Lululemon - Greenville, SC - 258446

1 message

Lathen Forrest <lathenforrest@lululemon.com>
To: Ashley Fehlman <afehlman@jonessign.com>
Cc: Jones Sign <lululemon@jonessign.com>

Mon, May 31, 2021 at 11:40 AM

Hi Ashley,

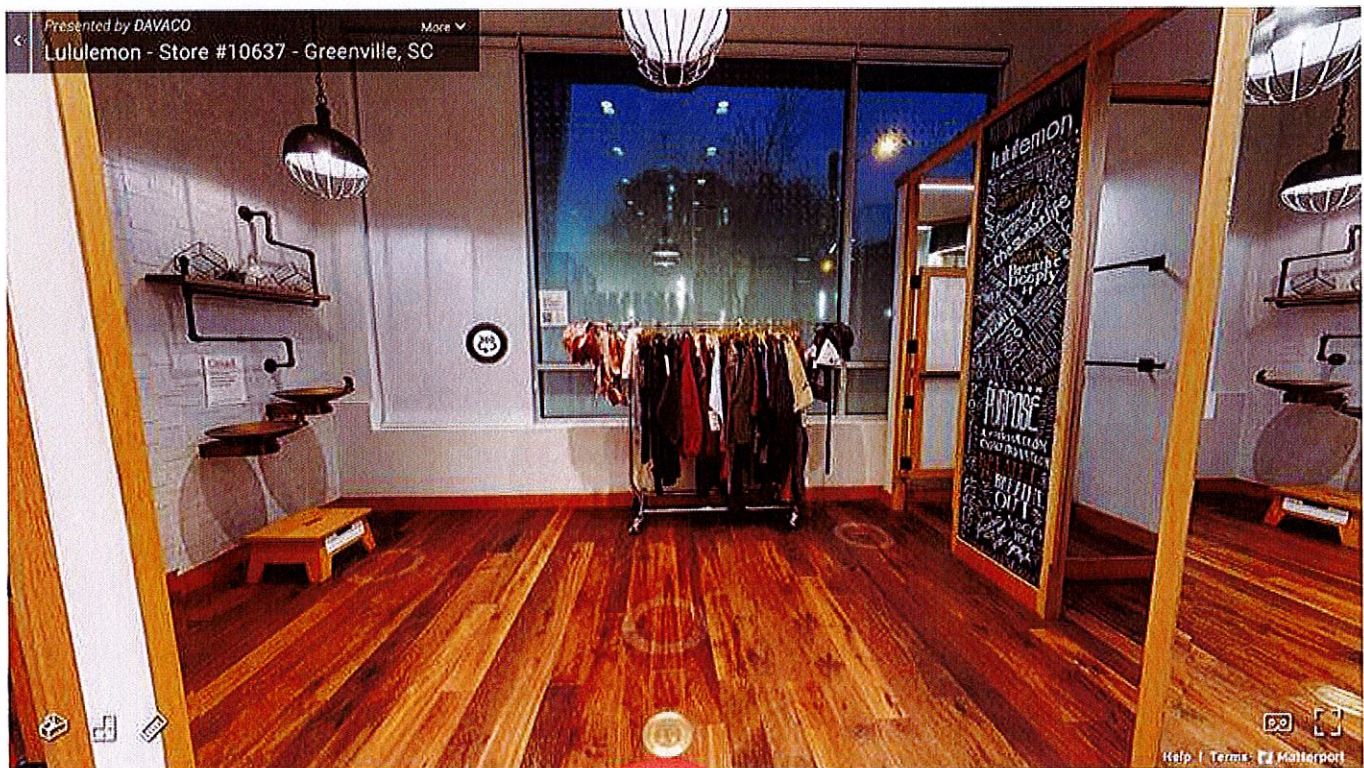
Should all be good to go.

Jessica wanted to add that without film in these windows, we will be forced to utilize shades, which would remain closed and block visibility into the space completely during business hours.

Here are photos:

Fit Rooms:

- Already looks like they have block-out shades installed

**Office:**

- We need full privacy here so we could add block-out shades but they would always have to be down

Staff Addendum:
NOA for CAS 21-349



May 17, 2021

Donna at St. Clair Signs
600 Main Street Suite 100

RE: Certificate of Appropriateness # 21-349
600 S Main St 100; TMS # 007000-03-02800

To Whom it May Concern:

The City Planning Staff has ***DENIED*** a Certificate of Appropriateness at 600 S. Main Street Suite 100 - Lululemon Sign Screen. The denial is based on the information and documents submitted with your application, dated April 27, 2021, and the application's compliance with *Design Guidelines for the Downtown*.

The reasons for denial are based upon the Land Management Ordinance, Sign Design Guidelines, and the Downtown Design Guidelines

If you believe the zoning office erred in its decision you have the right to appeal to the Design Review Board pursuant to South Carolina Code 1976, 6-29-890 within ten business days of receiving this notice of action (Sec 19-2.3.8(j)). The discontinuance of work or the lack of progress toward achieving compliance with this certificate of appropriateness for a period of six months shall be considered as a failure to comply with the certificate of appropriateness.

Sincerely,

Austin Rutherford, AICP

Development Planner

Planning comments:

Reviewed by: Austin Rutherford, AICP

Date: May 17, 2021

Recommend: Deny

Comments:

Project is located at 600 S. Main Street suite 100 at Lululemon. Zoned C-4. Request is for window detailing that covers up most of the window area along Falls Park Street. Request is largely after-the-fact as it has already been installed without permits.

Reasoning for at least part of the graphic is to obscure the new location of the changing room.

Reasons for Denial:

1. Per the Land Management Ordinance and the Sign Design Guidelines, the graphics as depicted would be considered signage. Windows signs are not allowed to encompass more than 20% of the tenant window area. Though the exact amount is not provided, the request is for a far larger amount than 20%.
2. The graphic does not appear to be compliant with several of the Downtown Design Guidelines:
 - a. PRI 4.1 states "Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building." Staff finds the graphic lowers transparency at the street level and does not allow views of the activity within the building.
 - b. The graphic does not appear to meet the intent of PRI 4.2, which states "Use of darkly tinted and/or reflective glass is prohibited." While not exactly tint, the graphic has the same effect of minimizing the connection of the building into the pedestrian realm.
 - c. The graphic does not appear to meet the intent of PRI 4.3, which states "Locate publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians." Staff finds the graphic privatizes the ground floor and reduces what was a vibrant environment for pedestrians along Falls Park Street.
 - d. PRI 4.5 states "Provide ground floor design elements that promote pedestrian activity; for example, windows, retail displays, art, landscaping, canopy covering, etc. Staff finds the graphic reduces pedestrian activity by minimizing pedestrian/building interaction. Instead of the graphic, this design guideline states a retail display is more appropriate.

Per the Land Management Ordinance, any staff denial can be appealed to the DRB-Urban Panel to hear the case if an application is filed with staff within 10 business days

of the denial letter being received by the applicant. The appeal application can be found here: <https://www.greenvillesc.gov/DocumentCenter/View/380/Appeal-of-Administrators-Decision-PDF?bidId=>



city of greenville

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS URBAN DESIGN PANEL

Contact Planning & Development:
(864) 467-4476

Office Use Only:

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

	APPLICANT	PROPERTY OWNER
*Name:	Donna w/St. Clair Signs	Ryan Peiffer w/Hughes Investments
*Title:	Procurement	Vice President
*Address:	1334 Miller Rd., Greenville, SC 29607	101 Falls Park Drive, Unit 700, Greenville, SC
*Phone:	864-244-0040	864-242-2100
*Email:	donna@stclairsigns.com	Ryan@hughesinvestments.com

PROPERTY INFORMATION

*STREET ADDRESS 600 Main St _____

*TAX MAP #(S) 0070000302800 _____

*SPECIAL DISTRICT Downtown Design Guidelines _____

DESCRIPTION OF REQUEST

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

ASKING FOR PERMISSION TO HAVE CUSTOM VINYL GRAPHICS ON
RIGHT STOREFRONT.

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>Donna Zislinski</i>
Date	4-27-21
Property Owner/Authorized Agent	<i>[Signature]</i>
Date	27-Apr-21
Public Hearing Information	
Public Hearing Signs	

VI.1 STOREFRONT WINDOW GRAPHICS - REMOVE
WINDOW BAY: 1



EXISTING WINDOW BAY - FALLS PARK DR.
 SCALE: NTS



PROPOSED WINDOW BAY - FALLS PARK DR.
 SCALE: NTS

VI.1 WINDOW VINYL - (REMOVE)

REMOVE EXISTING GRADIENT WINDOW VINYL
 WASH AND CLEAN WINDOWS AFTER REMOVAL

JONES SIGN Your Vision. Accomplished. WWW.JONESSIGN.COM	JOB #: 258446 R5 DATE: 03.19.2021 DESIGNER: S.Canico SALES REP: X.Xxxxx PROJ MGR: A.Fehlman	REV	DATE	BY	DESCRIPTION	CLIENT APPROVAL	DATE	 lululemon LULULEMON 600 S. MAIN ST. GREENVILLE, SC. 29601	SHEET NUMBER	
		1	03.22.21	SC	UPDATE GRADIENT VINYL					
		2	03.24.21	SC	UPDATE GRADIENT VINYL CHANGE BAY 2 BACK TO LEAVE AS-IS					
		3	04.07.21	SC	ADD WINDOW SURVEY					
		4	04.19.21	SC	CHANGE WINDOW VINYL V1.2 TO NEW REMOVE & REPLACE					
		5	04.21.21	SC	CHANGE WINDOW VINYL TO NEW FADED WHITE PATTERN					
		6	05.05.01	XX	XXXX					
		7	05.05.01	XX	XXXX					
		8	05.05.01	XX	XXXX					
		9	05.05.01	XX	XXXX					
		10	05.05.01	XX	XXXX					
						LANDLORD APPROVAL	DATE			

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VI.2 STOREFRONT WINDOW GRAPHICS - LEAVE AS-IS

WINDOW BAY 2



EXISTING WINDOW BAY - FALLS PARK DR.
SCALE: NTS



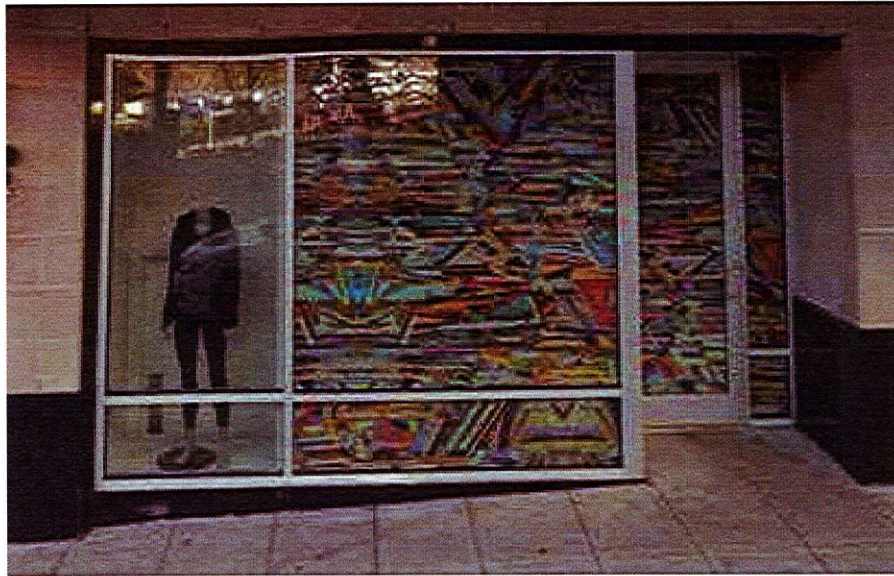
PROPOSED WINDOW BAY - FALLS PARK DR.
SCALE: NTS

JONES SIGN Your Vision. Accomplished. WWW.JONESSIGN.COM	JOB #: 258446 R5	REV	DATE	BY	DESCRIPTION	CLIENT APPROVAL	DATE	 lululemon LULULEMON 600 S. MAIN ST. GREENVILLE, SC. 29601	SHEET NUMBER
	DATE: 03.19.2021	1	03.22.21	SC	UPDATE GRADIENT VINYL				2.0
	DESIGNER: S.Canco	2	03.24.21	SC	UPDATE GRADIENT VINYL, CHANGE BAY 2 BACK TO LEAVE AS-IS				
	SALES REP: X.Xxxxx	3	04.01.21	SC	ADD WINDOW SUPPLY				
	PROJ MGR: A.Fehlman	4	04.19.21	SC	CHANGE WINDOW VINYL V.2 TO NEW REMOVE & REPLACE				
		5	04.21.21	SC	CHANGE WINDOW VINYL TO NEW FADED WHITE PATTERN				
		6	05.05.21	XX	XXXX				
		7	06.08.21	XX	XXXX				
		8	06.08.21	XX	XXXX				
		9	06.08.21	XX	XXXX				
	10	06.08.21	XX	XXXX					
						LANDLORD APPROVAL	DATE		

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VI.3 STOREFRONT WINDOW GRAPHICS - REMOVE/REPLACE

WINDOW BAY 3



EXISTING WINDOW BAY - FALLS PARK DR.
SCALE: NTS



PROPOSED WINDOW BAY - FALLS PARK DR.
SCALE: NTS

****SEE SURVEY ON pg. 4.0****

VI.3 WINDOW VINYL - (REMOVE/REPLACE)

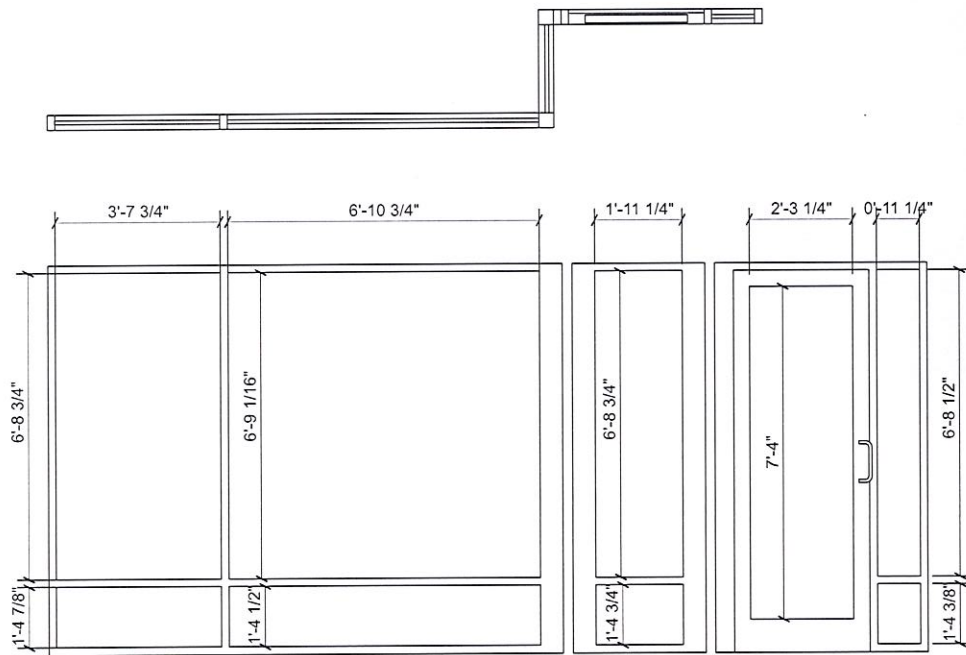
REMOVE EXISTING WINDOW VINYL
WASH AND CLEAN WINDOWS AFTER REMOVAL
INSTALL NEW GRADIENT WINDOW VINYL



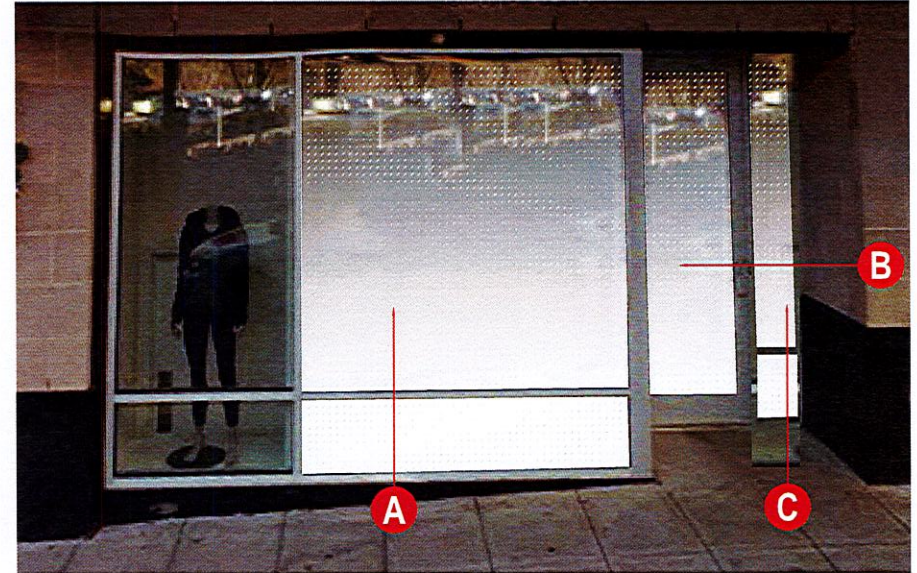
NEW COLOR FADE WINDOW VINYL - NOTE: BLUE IS NOT A COLOR, BUT REPRESENTS WINDOW

JONES SIGN Your Vision. Accomplished. WWW.JONESSIGN.COM	JOB #: 258446 R5 DATE: 03.19.2021 DESIGNER: S.Canico SALES REP: X. Xuoxox PROJ MGR: A.Fehlman	<table><tr><th>REV</th><th>DATE</th><th>BY</th><th>DESCRIPTION</th></tr><tr><td>1</td><td>03.22.21</td><td>SC</td><td>UPDATE GRADIENT VINYL</td></tr><tr><td>2</td><td>03.24.21</td><td>SC</td><td>UPDATE GRADIENT VINYL, CHANGE BAY 2 BACK TO LEAVE AS-IS</td></tr><tr><td>3</td><td>04.07.21</td><td>SC</td><td>ADD WINDOW SURVEY</td></tr><tr><td>4</td><td>04.19.21</td><td>SC</td><td>CHANGE WINDOW VINYL V1.2 TO NEW REMOVE & REPLACE</td></tr><tr><td>5</td><td>04.21.21</td><td>SC</td><td>CHANGE WINDOW VINYL V1.2 TO NEW FADED WHITE PATTERN</td></tr><tr><td>6</td><td>05.05.00</td><td>XX</td><td>XXXX</td></tr><tr><td>7</td><td>05.05.00</td><td>XX</td><td>XXXX</td></tr><tr><td>8</td><td>05.05.00</td><td>XX</td><td>XXXX</td></tr><tr><td>9</td><td>05.05.00</td><td>XX</td><td>XXXX</td></tr><tr><td>10</td><td>05.05.00</td><td>XX</td><td>XXXX</td></tr></table>	REV	DATE	BY	DESCRIPTION	1	03.22.21	SC	UPDATE GRADIENT VINYL	2	03.24.21	SC	UPDATE GRADIENT VINYL, CHANGE BAY 2 BACK TO LEAVE AS-IS	3	04.07.21	SC	ADD WINDOW SURVEY	4	04.19.21	SC	CHANGE WINDOW VINYL V1.2 TO NEW REMOVE & REPLACE	5	04.21.21	SC	CHANGE WINDOW VINYL V1.2 TO NEW FADED WHITE PATTERN	6	05.05.00	XX	XXXX	7	05.05.00	XX	XXXX	8	05.05.00	XX	XXXX	9	05.05.00	XX	XXXX	10	05.05.00	XX	XXXX	<table><tr><th>CLIENT APPROVAL</th><th>DATE</th></tr><tr><td> </td><td> </td></tr></table>	CLIENT APPROVAL	DATE			 lululemon LULULEMON 600 S. MAIN ST. GREENVILLE, SC. 29601	SHEET NUMBER 3.0
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WINDOW SECTION "A" WINDOW SECTION "B" WINDOW SECTION "C"



PROPOSED WINDOW BAY - FALLS PARK DR.
SCALE: NTS

JONES SIGN Your Vision. Accomplished. WWW.JONESSIGN.COM	JOB #: 258446 R5 DATE: 03.19.2021 DESIGNER: S.Canico SALES REP: X. Xuxxxx PROJ MGR: A.Fehlman	<table><tr><th>REV</th><th>DATE</th><th>BY</th><th>DESCRIPTION</th></tr><tr><td>1</td><td>03.22.21</td><td>SC</td><td>UPDATE GRADIENT VINYL</td></tr><tr><td>2</td><td>03.24.21</td><td>SC</td><td>UPDATE GRADIENT VINYL, CHANGE BAY 2 BACK TO LEAVE AS-IS</td></tr><tr><td>3</td><td>04.07.21</td><td>SC</td><td>ADD WINDOW SUPPLY</td></tr><tr><td>4</td><td>04.19.21</td><td>SC</td><td>CHANGE WINDOW VINYL V1.2 TO NEW REMOVE & REPLACE</td></tr><tr><td>5</td><td>04.21.21</td><td>SC</td><td>CHANGE WINDOW VINYL TO NEW FADED WHITE PATTERN</td></tr><tr><td>6</td><td>05.05.21</td><td>XX</td><td>XXXX</td></tr><tr><td>7</td><td>05.05.21</td><td>XX</td><td>XXXX</td></tr><tr><td>8</td><td>05.05.21</td><td>XX</td><td>XXXX</td></tr><tr><td>9</td><td>05.05.21</td><td>XX</td><td>XXXX</td></tr><tr><td>10</td><td>05.05.21</td><td>XX</td><td>XXXX</td></tr></table>	REV	DATE	BY	DESCRIPTION	1	03.22.21	SC	UPDATE GRADIENT VINYL	2	03.24.21	SC	UPDATE GRADIENT VINYL, CHANGE BAY 2 BACK TO LEAVE AS-IS	3	04.07.21	SC	ADD WINDOW SUPPLY	4	04.19.21	SC	CHANGE WINDOW VINYL V1.2 TO NEW REMOVE & REPLACE	5	04.21.21	SC	CHANGE WINDOW VINYL TO NEW FADED WHITE PATTERN	6	05.05.21	XX	XXXX	7	05.05.21	XX	XXXX	8	05.05.21	XX	XXXX	9	05.05.21	XX	XXXX	10	05.05.21	XX	XXXX	<table><tr><td>CLIENT APPROVAL</td><td>DATE</td></tr><tr><td></td><td></td></tr><tr><td>LANDLORD APPROVAL</td><td>DATE</td></tr><tr><td></td><td></td></tr></table>	CLIENT APPROVAL	DATE			LANDLORD APPROVAL	DATE			 Lululemon	LULULEMON 600 S. MAIN ST. GREENVILLE, SC. 29601	SHEET NUMBER 4.0
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