

Design Review Board

Official Agenda



AGENDA

DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA

Regular Meeting

October 7th, 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, October 7th, 2021 at 4:00 PM at the Public Works Training Room at 475 Fairforest Way**. 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 – August 31, 2021 Workshop Agenda & September 2, 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. None

9. New Business (public hearing)

A. CA 21-697

Application by **ADRIAN GRAY** for a **CERTIFICATE OF APPROPRIATENESS** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for "Echo Park Automotive" at 2930 Laurens Road. (TM# M01002-01-00900).

Documents:

[AGENDA PACKET CA 21-697 - 2930 LAURENS RD - ECHO PARK EXCEPTION TO SIGN STANDARDS_FINAL.PDF](#)

B. CA 21-702

Application by **KENNETH BETSCH** for a **CERTIFICATE OF APPROPRIATENESS** for exterior alterations of Carolina Ale House at 113 S. Main Street. (TM# 005900-01-01100).

Documents:

[AGENDA PACKET CA 21-702 - 113 SOUTH MAIN STREET - CAROLINA ALE FACADE RENOVATIONS_FINAL.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-21-658

Application by MHK Architecture for a **MULTI-FAMILY DEVELOPMENT** on approximately 0.97 acre located at **MAYBERRY STREET AND DELANO DRIVE** for 70

apartment units ("The Delano") (TM# 0055000200115).

B. MD 21-740

Application by Christian Crear/Arbor Land Design for a **MULTI-FAMILY DEVELOPMENT** on approximately 2.11 acres located at **GROVE ROAD AND HAWTHORNE LANE** for 23 townhome units ("Hawthorne Summit") (TM# 0105000301200, 0105000301100, and 0105000300700).

13. Adjournment

You are invited to review documents relating to these applications before the public hearing. Application materials are posted online at <http://www.greenville.gov/drdb>. 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@greenville.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
September 27, 2021**
for the October 7, 2021 Public Hearing

Docket Number: CA 21-697
Applicant: Adrian Gray
Property Owner: Jigna Gopaldas
Property Location: 2930 Laurens Rd.
Tax Map Number: M010020100900
Zoning: S-1, Service District
Proposal: **CERTIFICATE OF APPROPRIATENESS FOR EXCEPTION TO SIGN STANDARDS**
Staff Recommendation: Approve

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-6.6.4(C) Freestanding Signs
Sec. 19-6.6.4(C)(7) Exception to Sign Standards
Table 19-6.6-3 Freestanding Signs
Administrative Manual Appendix J – Sign Standards and Design Guidelines

Staff Analysis:

The applicant proposes to reface a 15 ft.-tall freestanding sign (pylon sign) at 2930 Laurens Rd. within a S-1 zoned district. The Sign Ordinance allows staff to approve signs up to 10 ft. tall. Taller signs, up to 25 ft. in height, must be approved by the Design Review Board as an exception to sign standards.

The freestanding sign is proposed along the northern property line adjacent to Laurens Rd. The proposed sign features an existing concrete monument with aluminum cladding and white pan faces with illuminated push-thru channel letters in green and navy blue.

Section 19-6.6.4(C)(7) of the Land Management Ordinance provides the findings needed for the DRB to review and grant exceptions to sign standards:

Finding #1 - There are exceptional or unusual circumstances associated with the property involved, such as, but not limited to:

1. Size of the development parcel.

2. Frontage on an interstate highway.
3. Visual obstructions.
4. Unusual building location on-site.
5. Certain uses which are primarily for entertainment, recreation, conference, or exhibition venues, which are open to the public and which have regularly-changing events, such as convention and exhibition halls, theaters and cinemas, sports stadiums and arenas.

The subject property is a car dealership lot and approximately 10 acres.

Finding #2 - The exception is consistent with the intent and purpose of the sign regulations and will not constitute a grant of special privilege or entitlement inconsistent with limitations applied to other properties in the vicinity with the same zoning.

The proposed sign does not change the dimensions of the existing sign, only alters the graphics to be consistent with the business name.

Finding #3 - The sign exception is for superior design that will not result in visual clutter and is consistent with the intent and purpose of these sign regulations.

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

While the proposed green color is consistent with the Echo Park branding package, staff finds that the existing concrete monument base and aluminum construction does not go far enough to exhibit a superior sign design, as required under Section 19-6.6.4(C)(7) – *Exceptions to Sign Standards*. However, as the proposed sign is a repurposing of the original pylon sign, staff finds that the incorporation of appropriate landscape around the base of the monument would meet these requirements.

Staff Recommendation:

Staff recommends approval, with conditions, of the requested exception to sign standards as follows:

- Provide appropriate landscape around all the existing blank bases of the monument to include shrubs or larger ornamental grasses. Landscaping should have a high quality of design and include a mix of evergreen and deciduous plantings to provide full season interest. Shrubs and grass species should reach a mature height of at least the height of the monument base and be proportional to the sign.
- Remove the website url “echopark.com” because a business website address is defined as extraneous information and is not allowed per 19-6.6.4(C)(6)(b).

- Sign face that supports push through illuminated letters must be opaque.

Applicable sign standards and guidelines follow below.

Freestanding signs: Subsection 19-6.6.4(C)

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

- (1) *Lighting.* Freestanding signs may be illuminated internally, provided the background is opaque allowing only the letters and logo to light, or with a shielded spot light located at the base of the sign.
- (2) *Address.* The address of the property shall be displayed on the freestanding signs oriented to the street on which the address is assigned. The address shall be displayed using a character size of at least six inches tall.
- (3) *Landscaping.* It is the intent of this section to ensure that freestanding signs are an integral part of the overall built and landscaped environment of a site. Landscaping around the base of a freestanding sign may be used to soften a blank base of a sign and to help integrate a sign into its surroundings. Guidelines for the use of landscaping around a sign base are provided in the administrative manual. General landscape requirements are listed in subsection 19-6.2.2, landscaping requirements.
- (6) *Design review.*
 - (a) All signs proposed in the C-4, central business district, or a PO, preservation overlay district, require review by the design review board, which shall supersede subsections 19-6.6.4(C)(6)(c) and (d).
 - (b) The application of extraneous information to a sign, such as services provided by the business, telephone numbers, hours of operation, etcetera, is not permitted. This information may be allowed in certain cases as window graphics.
 - (c) Freestanding signs that do not exceed the size and height limits provided in table 19-6.6-3, freestanding signs, do not require design review.
 - (d) The applicant for a sign permit may obtain an increase in sign area and/or sign height by requesting design review by the administrator. The administrator may allow sign height up to ten feet and or sign area up to 36 square feet for a sign that meets the design standards listed in the administrative manual. All signs are reviewed on a case-by-case basis for quality of design, compatibility with the aesthetic quality of the site, and the character of the district, in which they are proposed.

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

Exceptions to sign standards. Unusual site conditions or other design factors may warrant signs not otherwise permitted by these regulations. The design review board, through an application for

a certificate of appropriateness, is authorized to grant an exception to allow an increase in sign area and or sign height, up to 25 feet, or other design-related modifications based on the following findings:

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

Table 19-6.3-3: Freestanding Signs

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

NOTES:

¹ Allowed number of signs includes all freestanding sign types.

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

or use on a single parcel that is not dependent on another parcel for compliance with required site amenities.

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

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

Administrative Manual Appendix J – Sign Standards and Design Guidelines

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

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



city of greenville

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS URBAN DESIGN PANEL

Contact Planning & Development:
(864) 467-4476

Office Use Only:

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	ADRIAN K. GRAY	JIGNA GOPALDAS
*Title:	PERMIT MANAGER	SR. PM - FACILITIES DEV
*Address:	4700 WESTINGHOUSE BLVD NC 28743	
*Phone:	(704) 588-5000 X114	(704) 566-2438
*Email:	adrian.gray@southwoodcorp.com	jigna.gopaldas@sonicautomotive.com

PROPERTY INFORMATION

*STREET ADDRESS 2930 LAURENS RD

*TAX MAP #(S) M010020100900

*SPECIAL DISTRICT S-1 SERVICE DISTRICT

DESCRIPTION OF REQUEST

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

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).

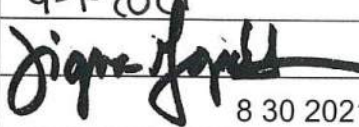
6. Please read carefully:

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.

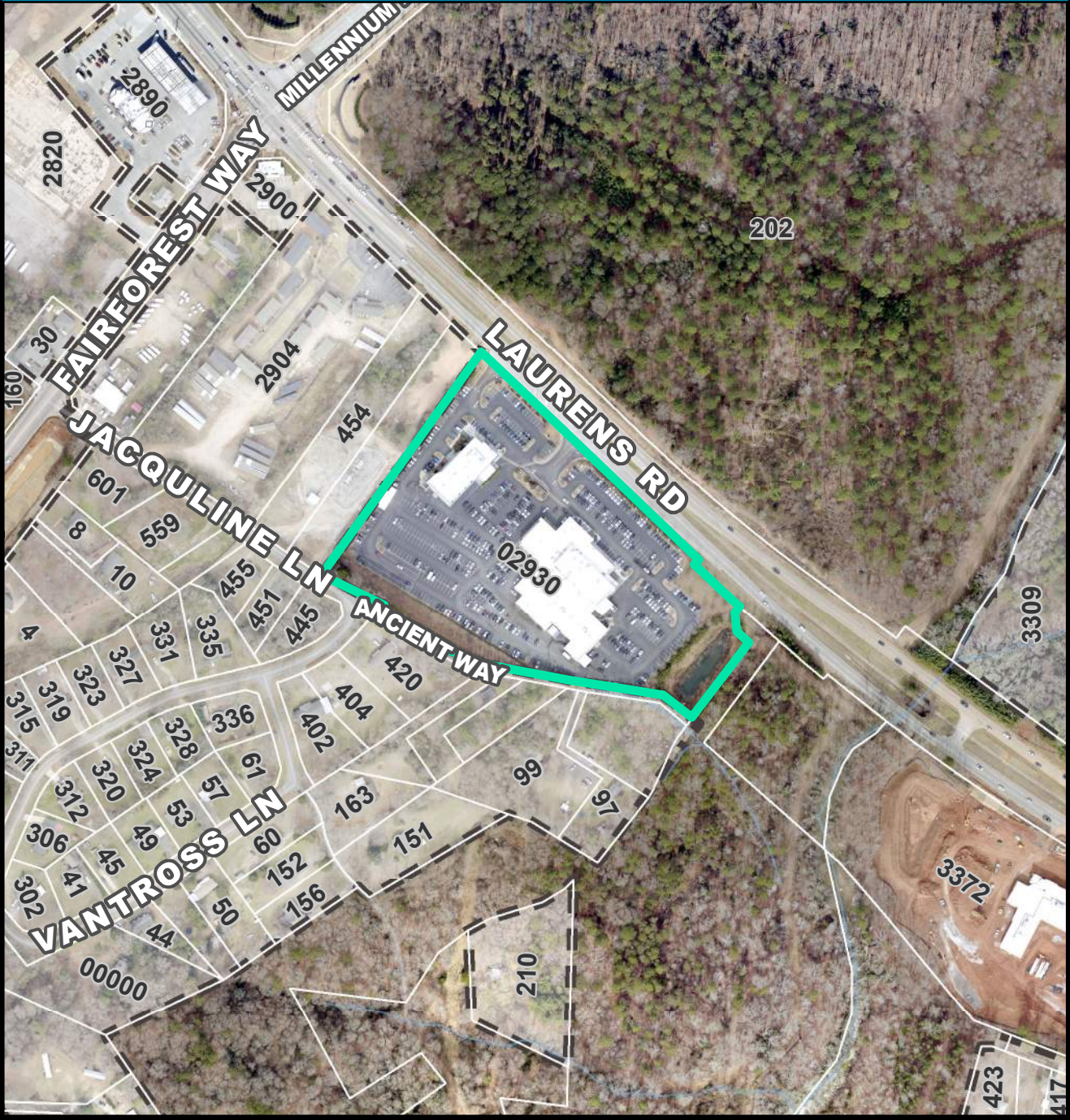
If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will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

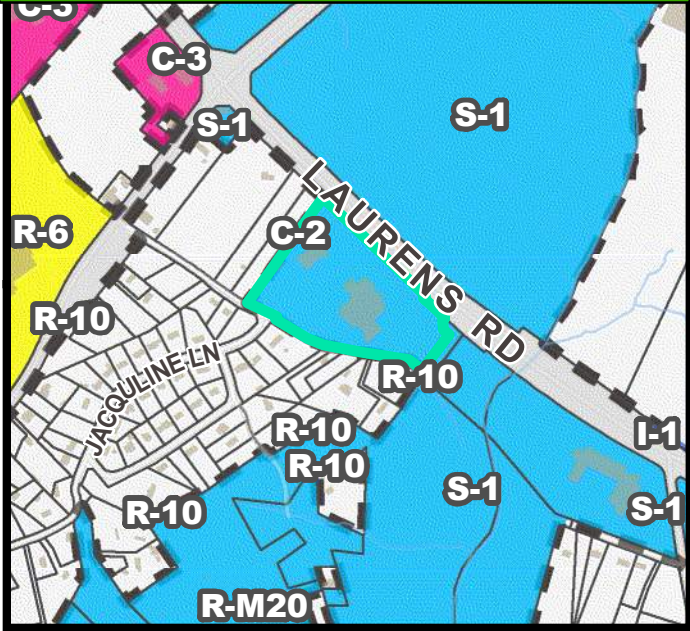
*Signatures	
Applicant	Arion H. Gray
Date	9-1-2021
Property Owner/Authorized Agent	
Date	8 30 2021
Public Hearing Information	
Public Hearing Signs	

CA 21-697 • 2930 LAURENS ROAD

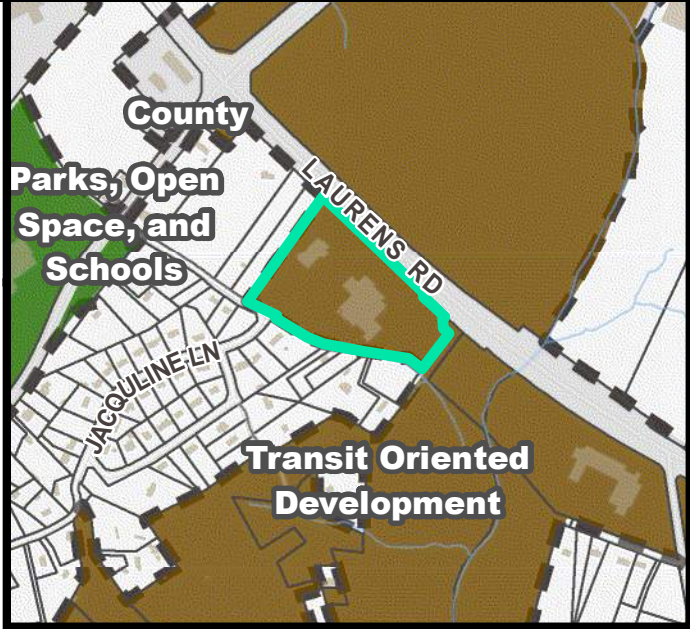
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

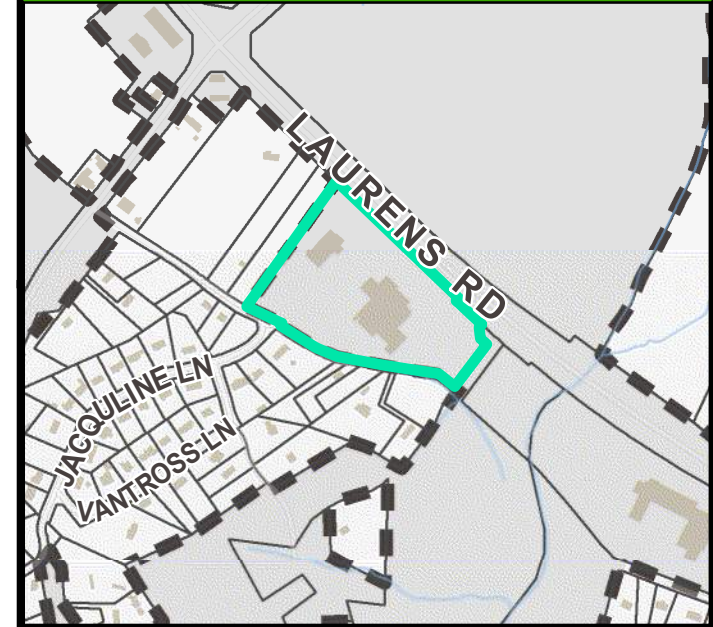


CA 21-697 • 2930 LAURENS ROAD

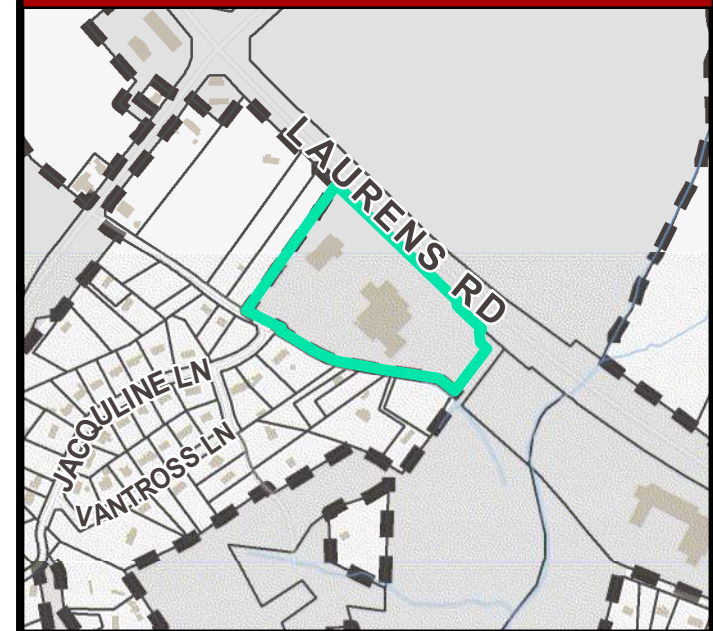
NATURAL / ENVIRONMENTAL FEATURES

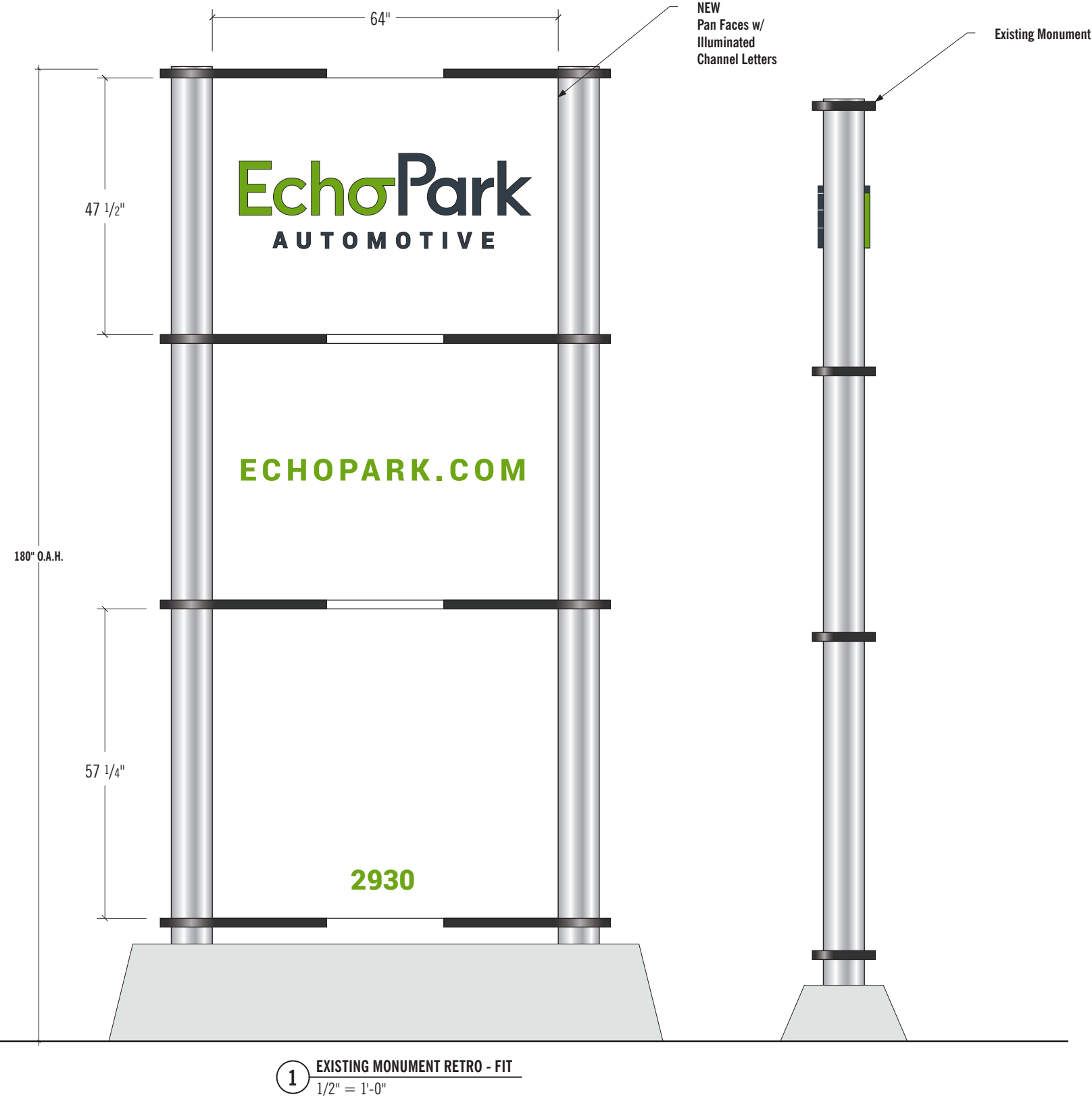


SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





COLORS & FINISHES:

- Pantone 369 C / MP00477 (Green)**
Channel Letter Returns, Monument
- MP 20934 Silver (Pantone 877 C)**
Base Cover / Cladding (All)
- Pantone 432 C / MP52982 (Navy Blue)**
Channel Letter Returns, Push Thru Letters
- White**
Pans

DIGITAL PRINT COLORS:

- Pantone 370 C (Green)**
Channel Letter Faces
- Pantone 432 C / MP52982 (Navy Blue)**
Channel Letter Faces

CONSTRUCTION SPECIFICATIONS:

- Graphics:**
Trimless face-lit channel letters
- internal LED light system, power supply & surge protection (120V to sign)
- Push-Thru, Back-Lit
- Pans:**
Aluminum construction
- Monument :**
Existing

Hardware:
--



PO Box 38900 • Charlotte, NC 28278
P: 704.588.5000 • F: 704.588.5017
southwoodcorp.com

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ISSUE DATE:

08.18.2020

DRAWN BY: JER

REVISION:

7	6 - 02.10.21 / JEB
	7 - 08.19.21 / SML

CLIENT: **Sonic Automotive**

PROJECT:

**Echo Park - Greenville
Delivery System**
Greenville, SC

JOB #:

46224

ACCOUNT REP:

EEB

REF: - 45472

DESCRIPTION:

Monument Retro-Fit

ITEM #:

01

QUANTITY:

1 - DF

☐	☐	☐	☐	☐	☐
CS	DI	SO	SI	CP	SD

1.0



1 SITE MAP
NOT TO SCALE



SITE PHOTO



SouthWood
Image, Identity and Signage Specialists

PO Box 38900 • Charlotte, NC 28278
P: 704.588.5000 • F: 704.588.5017
southwoodcorp.com

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ISSUE DATE:

08.18.2020

DRAWN BY: JER

REVISION:

7

6 - 02.10.21 / JEB
7 - 08.19.21 / SML

CLIENT: **Sonic Automotive**

PROJECT:

**Echo Park - Greenville
Delivery System**
Greenville, SC

JOB #:

46224

ACCOUNT REP:

EEB

REF: - 45472

DESCRIPTION:

Monument Retro-Fit

ITEM #:

01

QUANTITY:

1 - DF

☐ CS ☐ DI ☐ SO ☐ SI ☐ CP ☐ SD

1.0



**Planning Staff Report to
Design Review Board - Urban
October 7, 2021**
for the August 5, 2021 Public Hearing

Docket Number: 21-702
Applicant: Kenneth Betsch
Property Owner: Chris Sullivan / Carolina Ale House
Property Location: 113 South Main Street
Tax Map Number: 59-1-11
Acreage: 0.132 (for entire parcel)
Zoning: C-4, Central Business District;
Proposal: Replacement of existing storefront
Staff Recommendation: **Approve with conditions**

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Staff Analysis:

The applicant proposes replacement of the existing storefront and relocation of the entrance doors on the Main Street elevation to allow the landlord separate tenants for the First Floor and Second Floor. This proposal also includes relocation and replacement of the first floor canopies, relocation of the signage for the Carolina Ale House, and replacement of the second floor windows. It also includes replacement of the operable glass wall and skylight on the second floor with a new operable glass wall and fixed standing seam roofing over the existing opening.

The project is located in the C-4, Halprin District.

No other permanent exterior modifications are planned at this time. Applicant understands that the signage relocation requires a separate approval process.

The scope of work and provided materials are as follows:

- Removal of (1) storefront and installation of (1) new storefront on the first-floor façade that fronts Main Street.
- Removal of (1) storefront and installation of (1) floor-to-ceiling window on the first-floor façade that fronts Main Street.
- Removal of (2) floor-to-ceiling windows and installation of (2) storefronts on the first-floor façade that fronts Main Street.

- Removal of (2) existing windows and installation of (2) new operable windows and (2) new storefronts on the second-floor facade that fronts Main Street.
- Removal of (2) existing windows and installation of new operable glass wall on the second- floor façade that fronts Main Street.
- Removal of (2) existing windows and installation of new operable glass windows on the second-floor that faces north.
- Removal and replacement of existing skylight and operable glass wall, with new operable glass wall finished in dark bronze, on a continuous sill-mounted track, at the second-floor that faces north.
- Removal and replacement of (2) existing awnings with (2) new standing seam awnings. Staff notes that the awning selection does not appear appropriate per the art deco façade of the building. Staff would recommend a different design to be considered by the Board.

The subject property, 113 S. Main Street, is a historic structure in the Halprin District in downtown Greenville. Throughout its history, the structure has experienced multiple alterations to its first-floor storefront.

Staff Analysis:

Overall, staff finds the request consistent with the character of the district and with previous alterations in both design and placement.

Therefore, staff recommends approval with the following conditions:

1. **A new awning design should be submitted to staff for review and approval. It is suggested that it be of a flat design.**
2. **A Comprehensive Sign Package shall be submitted to staff for review and approval.**
3. **Per the recent Section 19-1.11 LMO Text Amendment, an Affidavit of Substantial Compliance must be signed and notarized by the property owner prior to the issuance of the Certificate of Conformity.**
4. **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 Comments

Date: 9/28/2021

Recommend: Approve

Comments:

Approved with no comments

Traffic Engineer Comments

Date: 9/28/2021

Recommend: Approve

Comments:

No comments.

Tree and Landscape Comments

Date: 9/27/2021

Recommend: Approve

Comments:

Reviewed, no comments

Relevant Design Guidelines:

PRI 3. Entry

- 3.1 Locate entrances at active locations that enable and promote pedestrian walkability and connectivity.
- 3.2 All public entrances that face the public realm must be designed to accommodate all levels of physical ability.
- 3.3 Enhance the design of entry areas with materials, architectural and landscape features such as outdoor gathering spaces, coverings, lighting and landscape elements so that they are clearly identified and will attract and guide pedestrians.
- 3.4 Entry glass must be highly transparent using non-reflective and minimally tinted glass.
- 3.5 Entries must be designed to pronounce their purpose as a destination while not overwhelming the scale, massing and articulation of the rest of the building.
- 3.6 For retail building uses, recess or cover entrances to provide shelter and articulate the point of entry.
- 3.7 For buildings on corner lots, locate entrances at the corner to anchor the intersection and create a seamless transition that captures pedestrian activity from both street frontages.

- 3.8 Residential uses at the ground floor level must include entrances that face the public realm.
- 3.9 Shared entrances to multi-tenant residential units must use architectural elements, furnishings, and/or landscaping to clearly articulate and differentiate from commercial/retail entry.

PRI 4. Activated Ground Floor

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

PRI 5. Articulation

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

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.



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:	Kenneth M. Betsch	Chris Sullivan / <i>CAROLINA ALE HOUSE</i>
*Title:	Architect	Owner
*Address:	101 North Main Street, Suite 1505, Greenville, SC 29601	3206 Wilmont Road, Columbia, SC 29205
*Phone:	864-527-4700	
*Email:	kbetsch@betschassociates.com	

PROPERTY INFORMATION

*STREET ADDRESS 113 South Main Street

*TAX MAP #(S) 59-1-11

*SPECIAL DISTRICT _____

DESCRIPTION OF REQUEST

To include scope of project and justification or response to specific guidelines and special conditions.
This project is the renovation of the existing Carolina Ale House on Main Street in downtown.

This submittal is for replacement of the existing storefront and relocation of the entrance doors on the Main Street elevation to allow the landlord to have separate tenets for the First Floor and Second Floor. This work includes relocation and replacement of the First Floor canopies, relocation of the signage for the Carolina Ale House, and replacement of the Second Floor windows. It also includes replacement of the operable glass wall and skylight on the Second Floor with a new operable glass wall and fixed standing seam roofing over the existing opening.

The finishes for all of the windows will match the existing dark bronze finish and the First Floor Main Street storefronts will be fully recessed to the back of the existing brick columns.

We understand that the signage relocation will need to go through a separate approval process.

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.

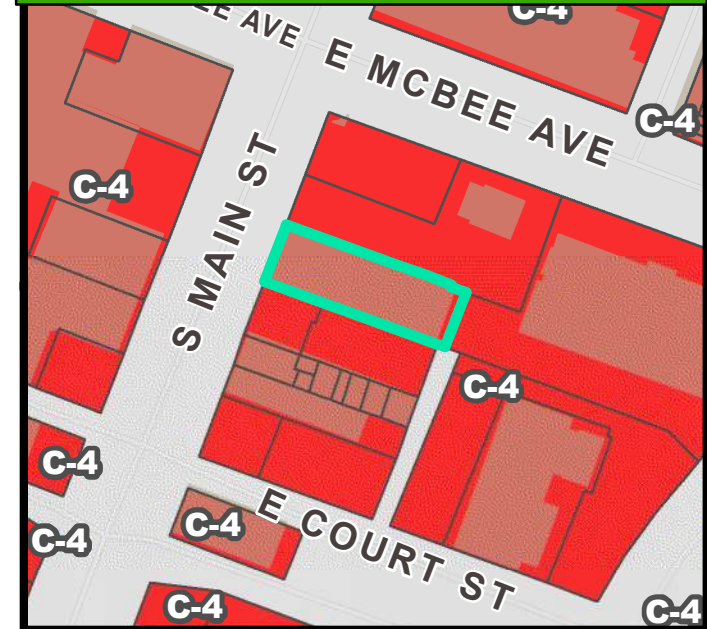
*Signatures	
Applicant	KIMBERLY M. BRYSON ON BEHALF OF CAROLINA AVE HOUSE
Date	9/7/2021
Property Owner/Authorized Agent	CHRIS SULLIVAN - CAROLINA AVE HOUSE
Date	9/7/2021
Public Hearing Information	CITY TO PROVIDE
Public Hearing Signs	CITY TO PROVIDE

CA 21-702 • 113 S. MAIN STREET

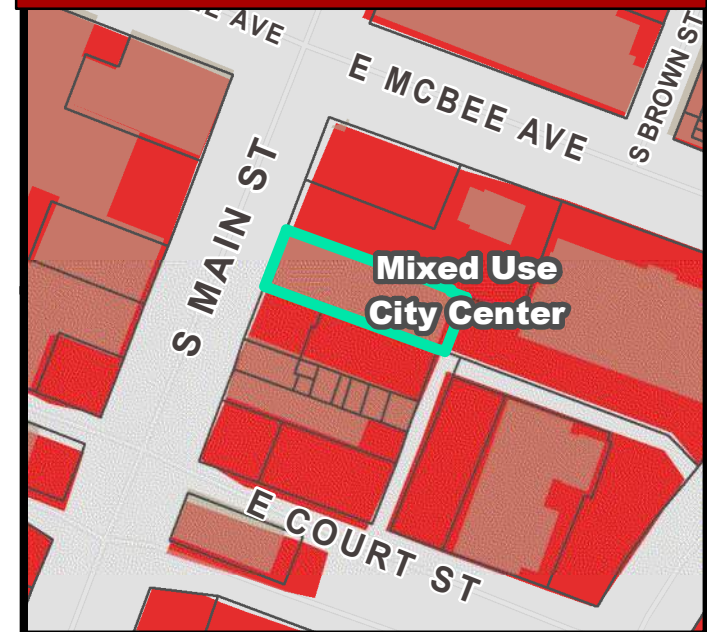
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

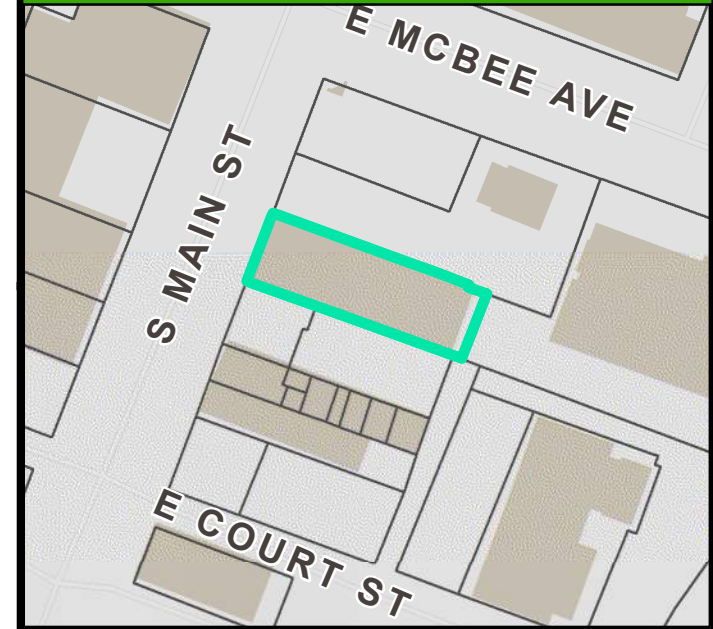


CA 21-702 • 113 S. MAIN STREET

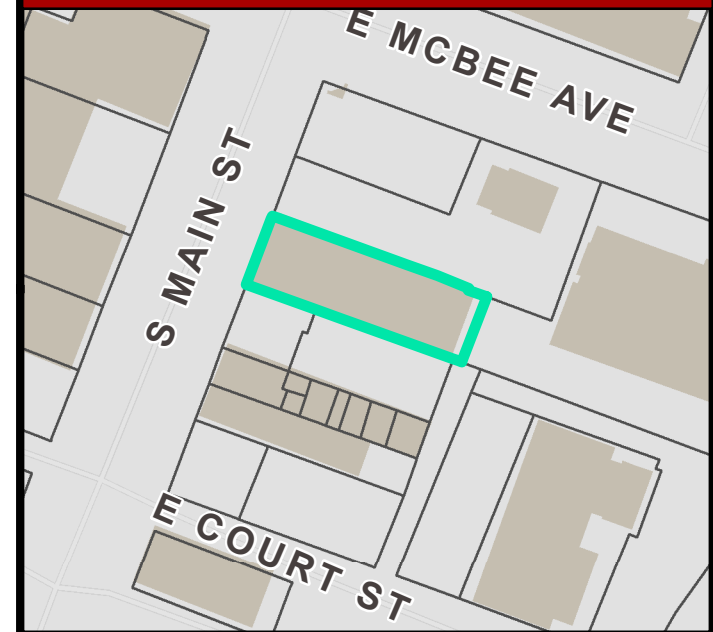
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



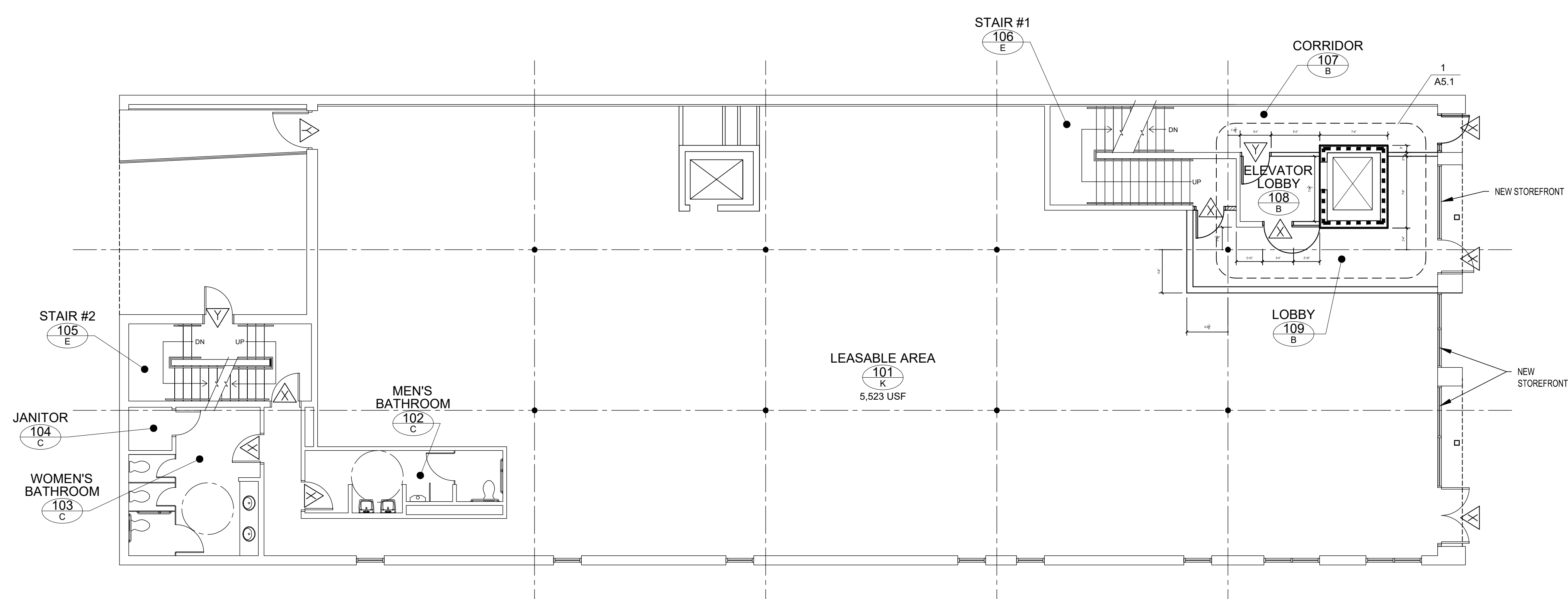


Phone: (864) 527-4700
Fax: (864) 527-4705

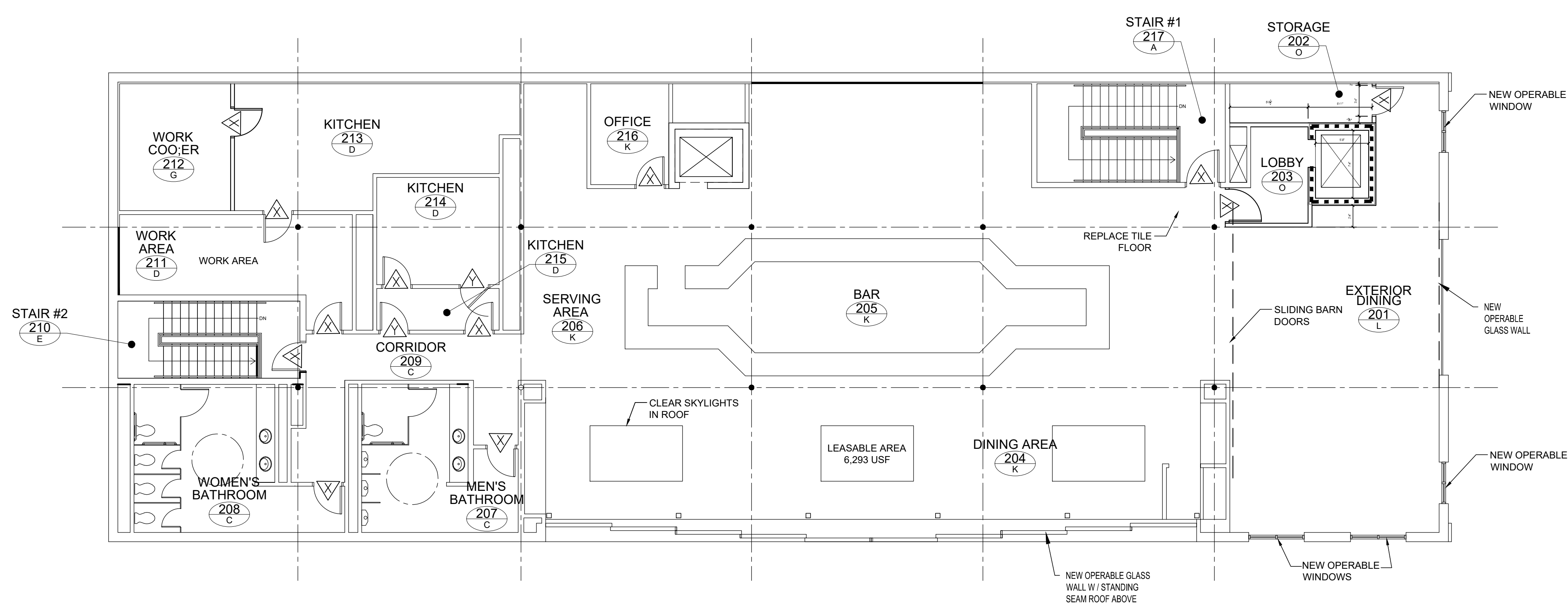
The floor plan shows the second floor of the building. Key areas include:

- STAIR #2** (003 E) located on the left side.
- ELECTRICAL ROOM** (004 K) and **ELECTRICAL ROOM** (005 K) located near the top left.
- BEER COOLER** (005 K) located near the top left.
- MICHAENAL ROOM** (006 K) located near the top center.
- STORAGE ROOM** (007 K) located near the top center.
- CORRIDOR** (003 K) located near the top center.
- ELEVATOR MICHAENAL ROOM #1** (008 K) located near the top center.
- MEN'S BATHROOM** (009 C) located near the top center.
- WOMEN'S BATHROOM** (010 C) located near the top center.
- STAIR** (011 E) located near the top center.
- LOBBY** (012 B) located near the top right.
- ELEVATOR MICHAENAL ROOM #2** (013 K) located near the top right.
- LOBBY** (014 B) located near the top right.
- LEASABLE AREA** (001 K) located in the center, measuring 2,470 USF.
- WATER HEATER ROOM** (002 K) located near the bottom left, with a note "REPLACE PLUMBING".

SCALE 1/8" = 1'-0"



SCALE 1/8" = 1'-0"



SCALE 1/8" = 1'-0"

DOWNTOWN
GREENVILLE, SC

REVISIONS

[illegible]

PRINCIPAL:	K. BETSCH
PROJECT ARCHITECT:	K. BETSCH
DESIGN:	K. BETSCH
DRAWN:	G. MIKHAIL
CHECKED:	K. BETSCH

FLOOR PLANS

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Phone: (864) 527-4700
Fax: (864) 527-4705

- (1) PRESSURE WASH EXISTING CORNICE AND CAPITAL AND APPLY CLEAR SEALER.
- (2) REPLACE GLASS IN WINDOWS WITH CLEAR TEMPERED GLASS. BACKPAINT GLASS WITH (2) COATS OF ALKYD SEMI GLOSS PAINT IN A COLOR TO BE SELECTED BY THE ARCHITECT.
- (3) REPAINT MULLIONS CHARCOAL GRAY TO MATCH THE STOREFRONTS.
- (4) NEW STOREFRONT WINDOWS WITH 2" x 4 1/2" MULLIONS AND 1" CLEAR INSULATED LOW E GLASS SAW CUT INTO EXISTING MASONRY. MULLIONS SHALL BE "CHARCOAL GRAY" BY SENTRICLAD OR APPROVED EQUAL.
- (5) NEW BRICK LINTEL WITH ONE SOLDIER COURSE AND ONE PROJECTING HEADER COURSE TO MATCH THE EXISTING BRICK LINTEL.
- (6) NEW PRE-CAST CONCRETE OR CAST STONE SILL IN A COLOR AND PROFILE TO MATCH THE EXISTING SILL.
- (7) 032 ALUMINUM GRAVEL STOP AND FASCIA PRE-FINISHED TO MATCH "TUSCAN TANK" #A0732 BY ICI.
- (8) 032 ALUMINUM FASCIA AND SOFFIT PRE-FINISHED TO MATCH "CHARCOAL GRAY" BY SENTRICLAD.
- (9) CANVAS AWNING WITH 1" x 2" TUBULAR ALUMINUM FRAME. AWNING COLOR TO BE AS NOTED IN 3/4.1.
- (10) NEW 6" STRUCTURAL STUD COLUMN FACED WITH GYPSUM SHEATHING, BUILDING WRAP, AND ABSOLUTE BLACK GRANITE TILE (12" x 12" x 1/2").
- (11) NEW CAST STONE COLUMN BASE AND BRICK VENEER WITH RECESSED COWINGS. CAST STONE SHALL HAVE A LIGHT SANDBLAST FINISH IN A COLOR TO MATCH ARCHITECT'S SAMPLE.
- (12) NEW GUTTER AND DOWNSPOUTS PRE-FINISHED IN A COLOR TO MATCH ICI #A0732 "TUSCAN TANK"
- (13) RELOCATED FIREMAN'S CONNECTION. CENTER IN CAST STONE PANEL.
- (14) CONCRETE RAMP.
- (15) POINT UP, PATCH, SEAL, AND PAINT THE MAIN STREET FACE OF THE ADJACENT WALL AS NOTED ON 3/4.1.
- (16) POINT UP, PATCH, AND SEAL THE WALL ON THE NORTH SIDE OF THE BUILDING TO ELIMINATE ANY POTENTIAL LEAKS IN THE BUILDING, AND PAINT THE WALL AS NOTED ON 3/4.1.
- (17) OPERABLE METAL CASEMENT WINDOWS WITH 1" CLEAR LOW E GLASS SHALL BE EQUAL TO KAWNEER S-510 WINDOWS. FINISH SHALL BE "CHARCOAL GRAY" BY SENTRICLAD OR APPROVED EQUAL.
- (18) EXISTING LOADING AREA.
- (19) FIXED SKYLIGHT BY ROLL-A-COVER OR APPROVED EQUAL SHALL BE 12MM PENTAGLASS POLYCARBONATE GLAZING BY CPI DAYLIGHTING IN A BLACK ANODIZED FRAME.
- (20) RETRACTABLE COMBINATION ROOF/WALL PANELS BY ROLL-A-COVER OR APPROVED EQUAL WITH 8MM POLYCARBONATE ROOFING AND 3/4" INSULATED GLASS WALLS IN A BLACK ANODIZED FRAME.
- (21) 3"-5" DIAMETER LOGO SIGN (N.I.C.) WITH INTERNALLY ILLUMINATED LETTERS, NEON STRIPS IN ARROW, AND NEON SCRIPT BELOW. (N.I.C.)
- (22) 3"-6" DIAMETER DOUBLED SIELD, INTERNALLY ILLUMINATED SIGN (N.I.C.).
- (23) STEEL GUARDRAIL WITH CABLES.
- (24) EXISTING OPENINGS TO BE FILLED WITH MASONRY.
- (25) SIGNAGE WITH 18" LETTERS AND A LED LIGHTING TROUGH BELOW THE LETTERS.
- (26) 3'-0" x 7'-0" WIDE STILE ALUMINUM DOORS IN A FACTORY FINISH AS NOTED ON 3/4.1.
- (27) KAWNEER 1040 SLIDING MALL FRONT WITH CLEAR LOW E GLASS, 90° STACK WITHOUT SILL AND FIXED STOREFRONT END PANELS AT OUTSIDE BRICK COLUMNS.
- (28) KAWNEER 1040 SLIDING MALL FRONT WITH CLEAR LOW E GLASS, PARALLEL STAGGERED STACK, AND FIXED STOREFRONT END PANELS.
- (29) EXISTING CAST STONE LINTEL TO REMAIN.
- (30) STEEL HANDRAIL.
- (31) CUT BRICK ROWLOCK.
- (32) JOINTS IN METAL FASCIA.

1. BRICK ON NORTH, EAST, AND WEST ELEVATIONS SHALL BE PAINTED "TUSCAN TAN" #A0732 BY ICI.
2. SIGNAGE AND LIGHTING TROUGH SHALL BE ALUMINUM IN A FACTORY FINISH EQUAL TO "MATTIE BLACK" BY SENTICLAD. ALL STOREFRONTS SHALL A FINISH EQUAL TO "CHARCOAL GRAY" BY SENTICLAD.
3. THE CANVAS AWNINGS SHALL BE "CHARCOAL GRAY" STYLE 4644-0000 BY SUNBRELLA OR APPROVED EQUAL.

[illegible]

PRINCIPAL: K. BETSCH
PROJECT ARCHITECT: K. BETSCH
DESIGN: K. BETSCH
DRAWN: M. STEELE
CHECKED: K. BETSCH

A 4.1

1/8" = 1'-0"

1/8" = 1'-0"

1/8" = 1'-0"

$$1/8'' = 1'-0''$$

$$1/8'' = 1'-0''$$



CAROLINA ALE HOUSE

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CAROLINA ALE HOUSE



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HOURLY PARKING INSTRUCTIONS
Pay with Debit/Credit Card via PASSPORT PARKING
APP via smartphone or by calling 864-438-0028 or
by using ZONE 3614

Pay Upon Arrival
5AM-4PM - \$4.00 for the 1st hour / \$1 per extra hour
After 4PM - \$5 flat rate
No in/out privileges; ticketing & towing enforced
Minimum Fine \$35.00 - Enforced 24/7
Users park at their own risk. Not responsible for damage, theft, fire
or any loss.
Monthly update policies
Event rates override when attendant is present
Operated by Vista Parking - Greenville, SC 29606



CONTACTLESS PARKING
Pay upon arrival using
Passport Parking app or by
calling 864-438-0028
Setup a one time profile, get
on the app, receive instructions
Tap in Zone
& start timer
Park. Pay. Be on your way
Ticketing & Towing Enforced
Minimum Fine \$35
*Rates made at your own risk
Operated by Vista Parking



Public Pay Parking
HOURLY PARKING INSTRUCTIONS
Pay with Credit/Check Card via PASSPORT PARKING
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by using ZONE 3014

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Minimum Fine \$35.00 - Enforced 24/7
***Users park at their own risk. Not responsible for damage, theft, fire
or any kind.
Monthly update available
Event rates override when attendant is present
Operated by Vista Parking Systems



CONTACTLESS PARKING
←
1. Pay upon arrival using
Passport Parking app or by
calling 864-438-0028
2. Setup a one time profile, get
an first future transaction
3. Tap in Zone
4. Get confirmation
5. Park. Pay. Be on your way
Ticketing & Towing Enforced
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