

Design Review Board

Official Agenda



AGENDA

DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA

Special-called Meeting

November 11th, 2021

3:00 PM

Meeting Location

The City of Greenville Design Review Board – Urban Design Panel will hold a special-called in-person Public Hearing for the following items on Thursday, November 11th, 2021 at 3:00 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. **Call for Public Notice Affidavit from Applicants**
5. **Acceptance of Agenda**

6. Conflict of Interest Statement

7. Old Business (public hearing)

A. None

8. New Business (public hearing)

A. CA 21-845

Application by **CRAIG BROWN** for a **CERTIFICATE OF APPROPRIATENESS** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for "Greenville Drive" and "District 365" at 945 South Main St and 356 Field Street (0073000100100; 0081000100300; 0087000100400)

Documents:

[FINAL AGENDA PACKET 21-845.PDF](#)

9. 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
November 4, 2021**

for the November 11, 2021 Public Hearing

Docket Number:	CA 21-845
Applicant:	Mark Browning for Masstar Signs
Property Owner:	City of Greenville
Property Location:	945 S. Main St
Tax Map Number:	0073000100100
Zoning:	C-4, Central Business District
Proposal:	CERTIFICATE OF APPROPRIATENESS FOR EXCEPTION TO SIGN STANDARDS
Staff Recommendation:	Approve with Conditions

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-6.6.4(C) Freestanding Signs

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

Table 19-6.6-3 Freestanding Signs

Administrative Manual Appendix J – Sign Standards and Design Guidelines

Application Request:

The applicant proposes to construct three new signs for the Field Street renovation at Flour Field. Two signs are archway signs that span over Field Street, one located at either end. The third sign is a “V” style monument sign located on the corner of Field Street and Augusta Street.

The west-facing archway sign is located above Field St facing Markley St and is a total of 120 sf. The sign consists of internally illuminated channel letters that spell “DISTRICT”, with 4-inch returns, a ¾” aluminum retainer painted grey and green, and clear acrylic pan faces with a second surface vinyl graphics and back spray white. Each letter is individually and internally lit. In addition, a logo is provided below which is aluminum channel with 4” returns and a ¾” aluminum retainer, painted to match. Painted/vinyl graphics and back spray white shall match. The total width of the arch frame is 37 feet and will provide approximately 31 feet of road clearance. The sign is supported by two separate 15 foot tall brick piers. The total height of the archway is approximately 22 feet.

The west-facing sign is located above Field St facing Augusta St and is a total of 166 sf. The sign is similarly detailed to the first, differing only in sign dimensions and width between columns. The total width of the arch frame is 52 feet and will provide approximately 47 feet of road clearance. The banner is supported by two separate 15 foot tall brick piers. The total height of the archway is slightly under 25 feet.

The third sign is a double-faced monument sign located at the corner of Field Street and Augusta Road. The sign is positioned in a "V" formation with one side that faces north on Augusta, and one side that faces south on Augusta. Each panel is approximately 17 feet tall with a 105-sf electronic messaging board and a 48-sf channel logo located atop the electronic messaging board. These signs will be supported by brick columns and a brick structural base.

Staff Analysis:

The signs size is consistent with the use of the area. The material is consistent with the materials employed in the design of the newly renovated Field Street and adjacent structures. The placement, of the signs, is consistent with the intended use of the Field Street entertainment area. However, staff notes that the columns of the East-facing sign and portions of the V-sign appear to be located within the right-of-way of the Norfolk Southern rail line. Applicant will need to provide written documentation from the parcel owner to verify approval for this encroachment.

The subject site, located at 945 S Main Street, is zoned C-4, and is located within the Central Business District (CBD), which requires design review of proposed signs. Staff may approve freestanding signs that do not exceed a maximum height of 10 feet and 36 square feet in sign face area. Applicants may request a taller sign than 10 feet., but not to exceed a height of 25 feet, as an Exception to Sign Standards based on compliance with standards described in subsection 19-6.6.4(C) of the Land Management Ordinance (LMO), standards described in the Sign Administrative Manual, compliance with exceptions, described in subsection 19-6.6.4(C) of the LMO, and approval by the Design Review Board (DRB).

Staff notes that the placement of the word 'District' and the '356 ball and bat' logo on the two arch structures appears under executed. The word/logo sign element appears that it has slipped from its original, natural location and could possibly slip further. Staff would recommend that the word/logo portion of the sign be raised to better integrate with the sign structure and to give the sign a more natural presence on the support arch. Staff has created a quick sketch/photo of the alternate placement that we would recommend for final consideration by the DRB as follows:



Per the Land Management Ordinance (LMO), the DRB may allow an increase in sign area and/or sign height (up to 25 feet in height) for freestanding signs, if the DRB finds the design meets the Exception to Sign Standards criteria, Sec. 19-6.6.4(C)(7). Staff provides the following analysis:

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

1. The size of the development parcel.

The subject property is a street that will be utilized as a festival street for the Greenville Drive.

2. Frontage on an interstate highway.

The subject site fronts Augusta St and is not facing a highway.

3. Visual obstructions.

The site is not visually obstructed but is next to the Drives Stadium and the railroad.

4. Unusual building location on-site.

The buildings are not placed in unusual site locations.

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 road will be utilized as a festival street for Greenville Drive games and will accommodate a variety of events during the baseball season.

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

Staff does not believe that the signs' size or height will grant a special privilege as this is a specific use associated with the Greenville Drive stadium.

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

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

The archway signs and the monument sign utilize brick bases and columns which is a natural material. The design of the sign and color palette is consistent with the branding of the Greenville Drives team. Additionally, staff believes the signs are designed with unique architecture features that contribute to the aesthetic of the area.

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

- 1. Landscaping should be added to the base of the monument sign as a listed incentive to help break up the sign base. This landscaping plan shall be submitted to staff for review and approval prior to permitting.**
- 2. Applicant shall supply documented proof that the parcels and r/w assigned to the Norfolk Southern Railroad have approved this encroachment. If approval cannot be obtained, any significant relocation of any of the proposed signs shall require DRB formal review and approval.**
- 3. Raise placement of the word/logo sign on the arch truss in compliance with staff recommendation.**
- 4. 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.**
- 5. This certificate of appropriateness (CA) is considered part of a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 Lapse of approval/vested rights and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension must be received by the applicant at least sixty (60) days before expiration, unless any change or amendment to the land development ordinance or regulations of the City of Greenville's Code of Ordinances were to be amended that would no longer allow execution of the site-specific development plan. At any time during the two-year period or any subsequent Vested Rights extensions, the applicant may be granted a building permit from the City Building Official. Should the CA expire at any time prior to the application for a building permit, such permit shall not be issued until a current CA is provided.**

Freestanding signs: Subsection 19-6.6.4(C)

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

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

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

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

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

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

Table 19-6.3-3: Freestanding Signs

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

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

NOTES:

¹ Allowed number of signs includes all freestanding sign types.

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

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

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

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

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

Administrative Manual Appendix J – Sign Standards and Design Guidelines

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

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



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:	Mark Browning for Masstar Signs	City of Greenville
*Title:	Account Representative	Contact: Shannon Lavrin, Asst. City Mgr.
*Address:	11801 Anderson Road, Greenville, SC 29611	206 S Main St, Greenville, SC 29601
*Phone:	864-395-2263	864-467-3816
*Email:	permits@masstarsigns.com	slavrin@greenvillesc.gov

PROPERTY INFORMATION

*STREET ADDRESS 945 S Main Street for Monument; 356 Field Street for Arch Signs

*TAX MAP #(S) 0073000100100

*SPECIAL DISTRICT C-4

DESCRIPTION OF REQUEST

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

Scope of Project:

Monument Sign: One (1) Internally illuminated double-faced, V-shaped monument sign. 5" aluminum channel logo with pan formed, embossed face logo with second surface painted graphics. The "G" and "Drive" are embossed. White returns and white retainers. 2" tubing for mounting.

Electronic Message Board - Model GT6X-10mm-216x432-RGB-2V; Active Display Area: 7'3" x 14'x5" (Use of aluminum filler as needed)

Truss Arches (total of 2):

One (1) Truss Arch with internally-lit channel letters/logo on two brick piers. Custom built steel truss arc, 12"x12"x3/8" vertical tube with welded 12"x12"x3/8" arch (frame) and 6"x4"x5/16" (internal structure). Painted SW 6460. Mounted to top of brick piers. Mounting TBD.

One (1) Truss Arch with internally-lit channel letters/logo on two brick piers. Custom built steel truss arc, 12"x8"x3/8" vertical tube with welded 8"x8"x3/8" arch (frame) and 4"x3"x5/16" (internal structure). Painted SW 6460. Mounted to top of brick piers. Mounting TBD.

Custom channel letters internally-illuminated with LEDs and power supplies. District: Acrylic pan faces, 2nd surface graphics. 4" returns painted to match. Logo: Acrylic pan embossed face, 2nd surface graphics. 2" retainer & 4" return painted to match. Letters to be individually mounted to truss arc. Provided by others: Brick piers, foundation & anchor bolts.

Response to Specific guidelines and Special Conditions:

The Greenville Drive is excited to introduce District 356 to the community as a new and transformative entertainment district for downtown Greenville. The upstate has enjoyed events inside Fluor Field for 15 years and District 356 will extend this even further. The proposed archway signage and digital display will identify the District and provide valuable information to its patrons and the general public.

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:

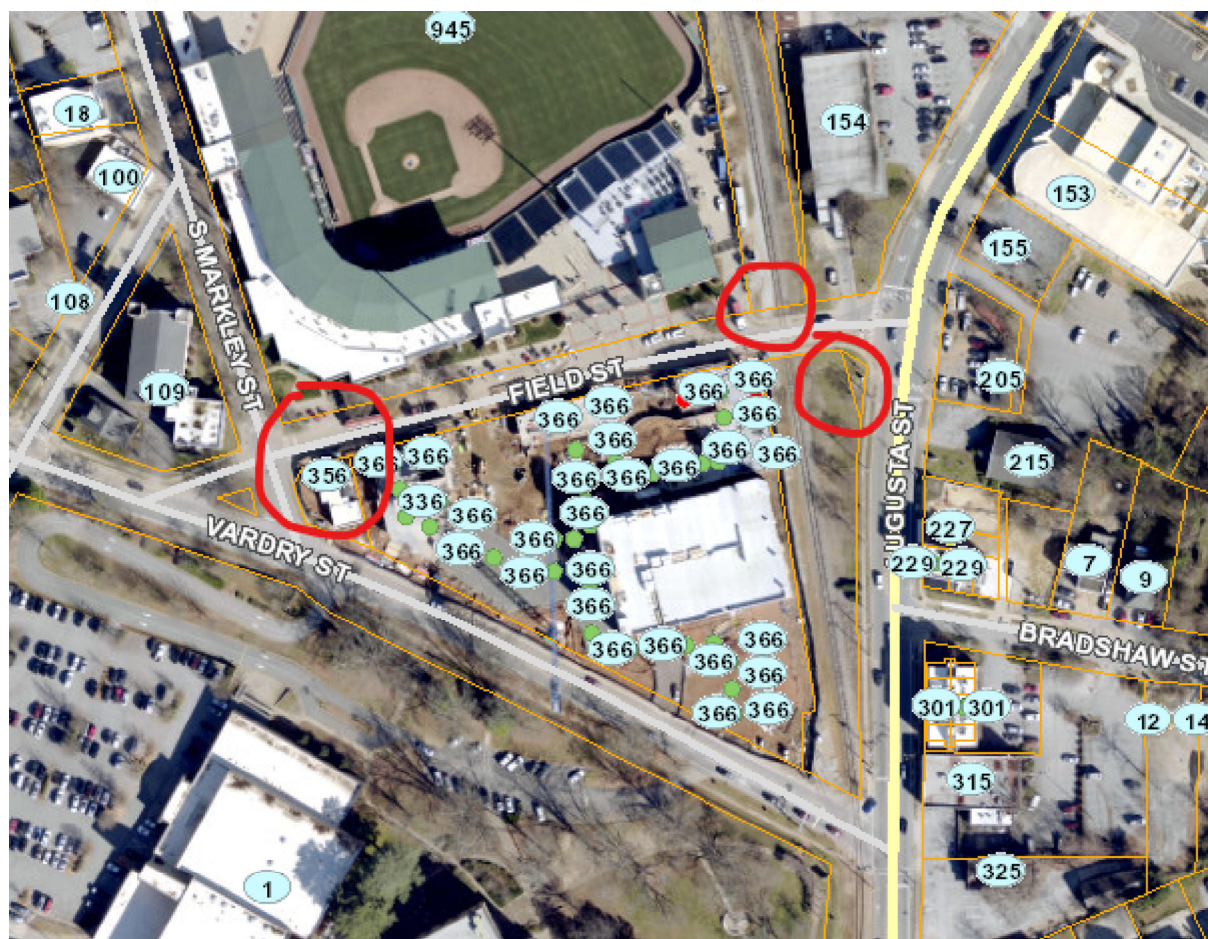
The applicant and property owner affirm that all information submitted with this application, including any/all supplemental information, is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

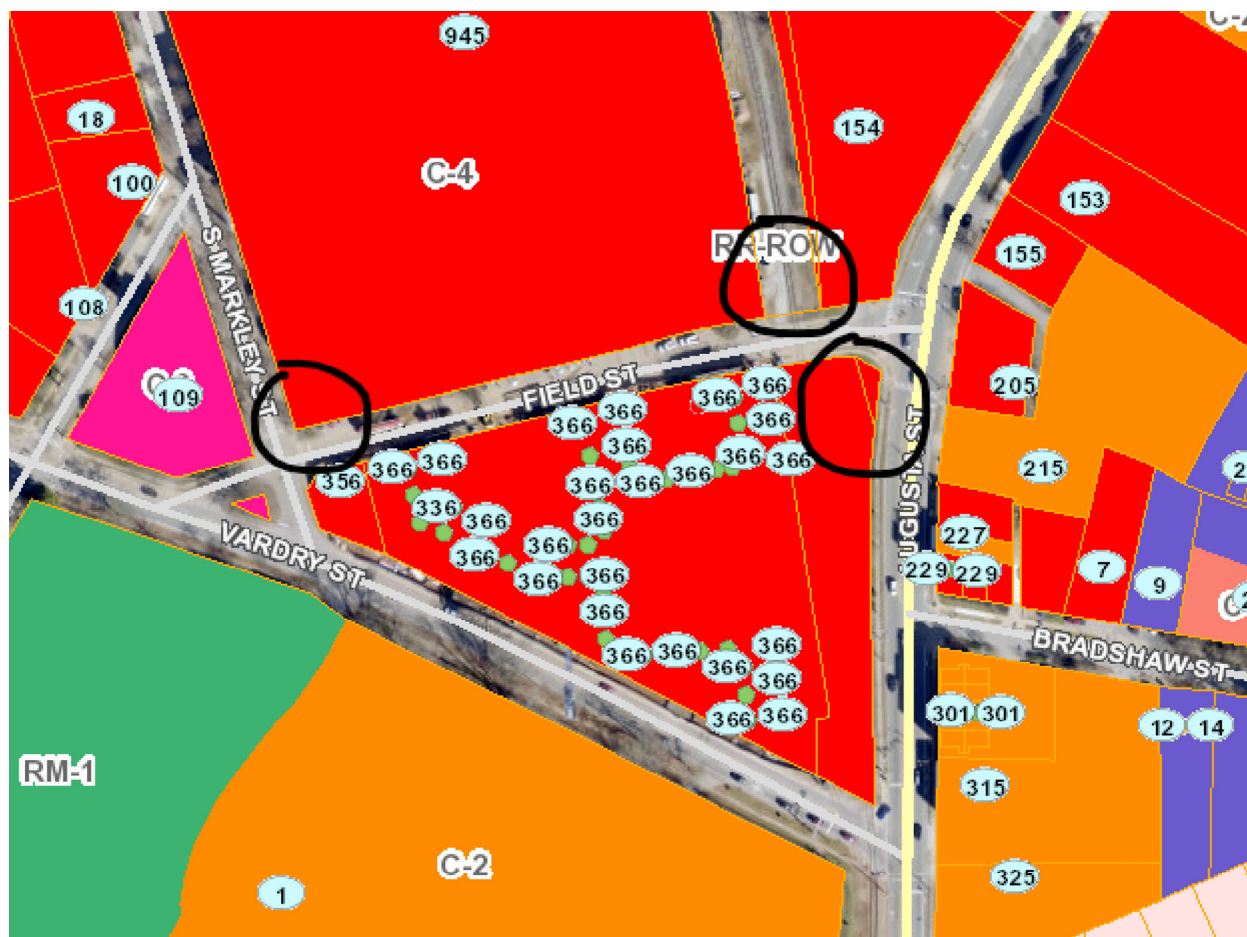
In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

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	<i>Craig D. Brown</i>
Date	<i>10-26-21</i>
Property Owner/Authorized Agent	<i>John McDonough</i>
Date	10/27/2021
Public Hearing Information	
Public Hearing Signs	







Sign Company Representative:

Mark Browning
(864) 787-2520
mark.browning@masstarsigns.com

Archway Signage

945 South Main St | Greenville, SC 29601



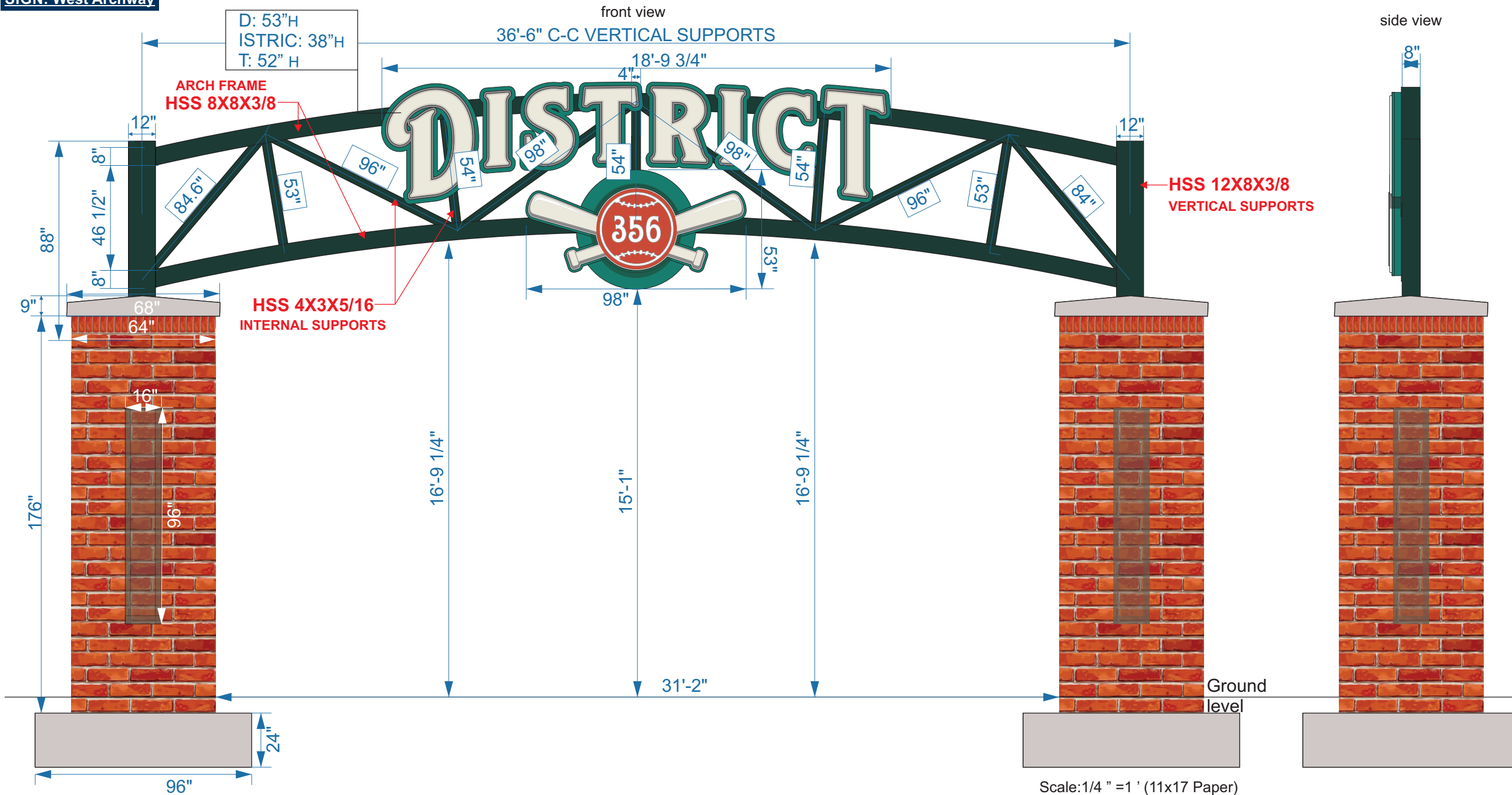
11801 Anderson Road, Greenville, SC 29611

Phone: (864)295-2287

Fax: (864)269 7711

www.masstarsigns.com

SIGN: West Archway



SPECIFICATIONS

Qty: 1 Truss Arch with internally-lit channel letters/logo on two brick piers

Custom built steel truss arch, 12"x8"x3/8" vertical tube with welded 8"x8"x3/8" arch(frame), and 4"x3"x5/16" (internal structure). Painted SW 6460. Mounted to top of brick piers. Mounting TBD.

Custom channel letters internally illuminated with LEDs and power supplies located inside each letters.
District: Clear Acrylic pan faces, 2nd surface graphics, 3/4" aluminum retainer, 4" Returns, .125" aluminum backer.
Logo: Clear Acrylic pan-embossed face, 2nd surface graphics, 3/4" aluminum retainer, 4" Returns, .125" aluminum backer.
Letters to be individually mounted to truss arc.

Provided by others: Brick piers, foundation & anchor bolts



11801 Anderson Road, Greenville, SC 29611

Phone: (864)295-2287

Fax: (864)269 7711

www.masstarsigns.com

Job Number: 200686

Client: Greenville Drive

Address: 945 S Main Street

Greenville, SC 29601

Salesperson: Mark Browning

Designer: Teri Hester

Date Originated: 07-27-21

Manufacture By:

Install By:

Conceptual: ●

Finalized: ○

Drawing Scale: As Noted

Vector Artwork:

Revision 1: 10-05-21 CP

Revision 2: 10-06-21 CP

Revision 3: 10-13-21 CP

Revision 4: 10-25-21 CP

Revision 5:

Revision 6:

Revision 7:

Customer Approved:

Date:

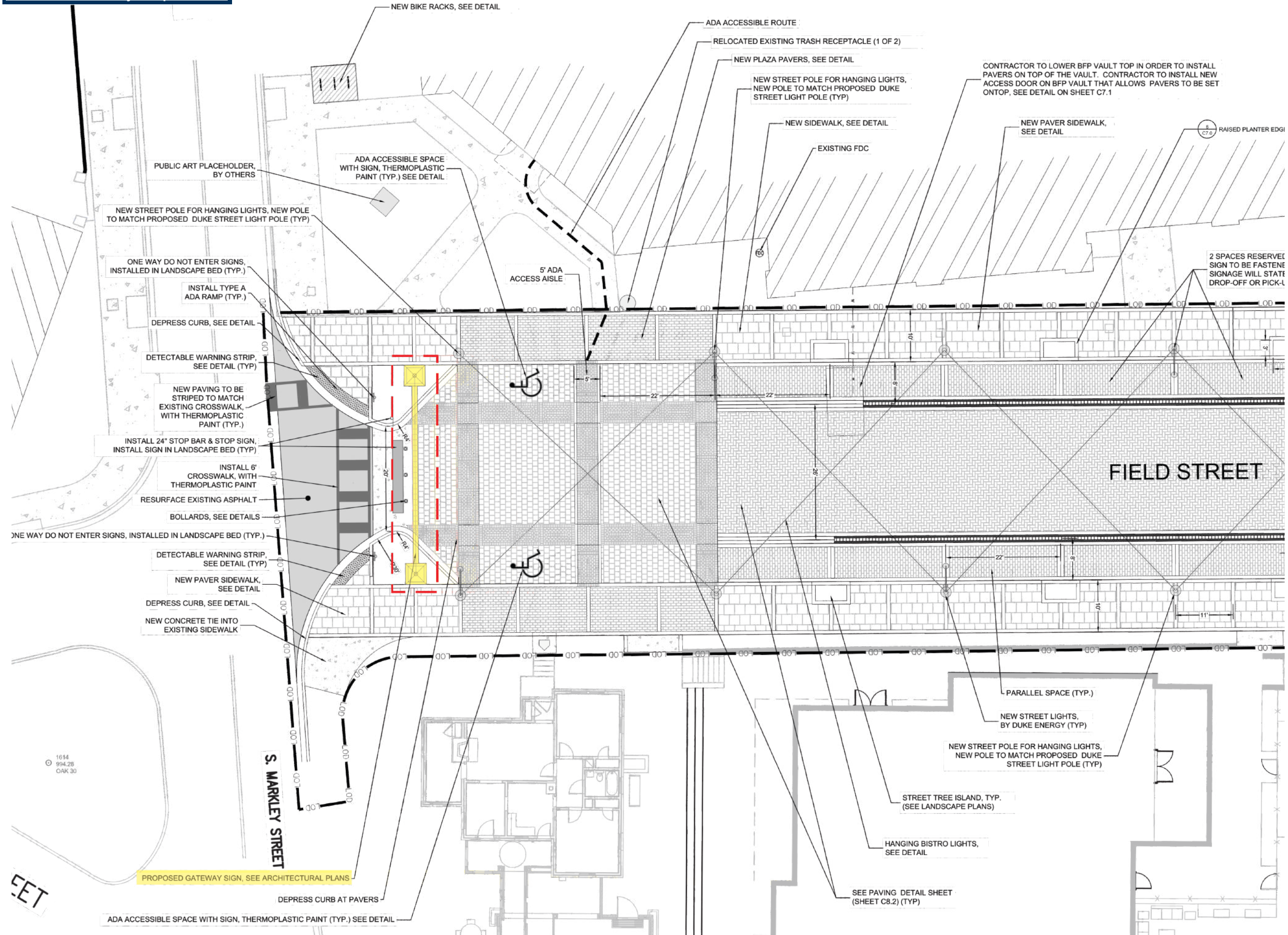
Landlord Approved:

Date:



Share. Learn. Grow.

SIGN: West Archway - Map Location



11801 Anderson Road, Greenville, SC 29611

Phone: (864)295-2287

Fax: (864)269 7711

www.masstarsigns.com

Job Number: **200686**

Client: **Greenville Drive**

Address: **945 S Main Street
Greenville, SC 29601**

Salesperson: **Mark Browning**

Designer: **Teri Hester**

Date Originated: **07-27-21**

Manufacture By:

Install By:

Conceptual: ☒

Finalized: ☐

Drawing Scale: **As Noted**

Vector Artwork:

Revision 1: **10-05-21 CP**

Revision 2: **10-06-21 CP**

Revision 3: **10-13-21 CP**

Revision 4: **10-25-21 CP**

Revision 5:

Revision 6:

Revision 7:

Customer Approved:

Date:

Landlord Approved:

Date:

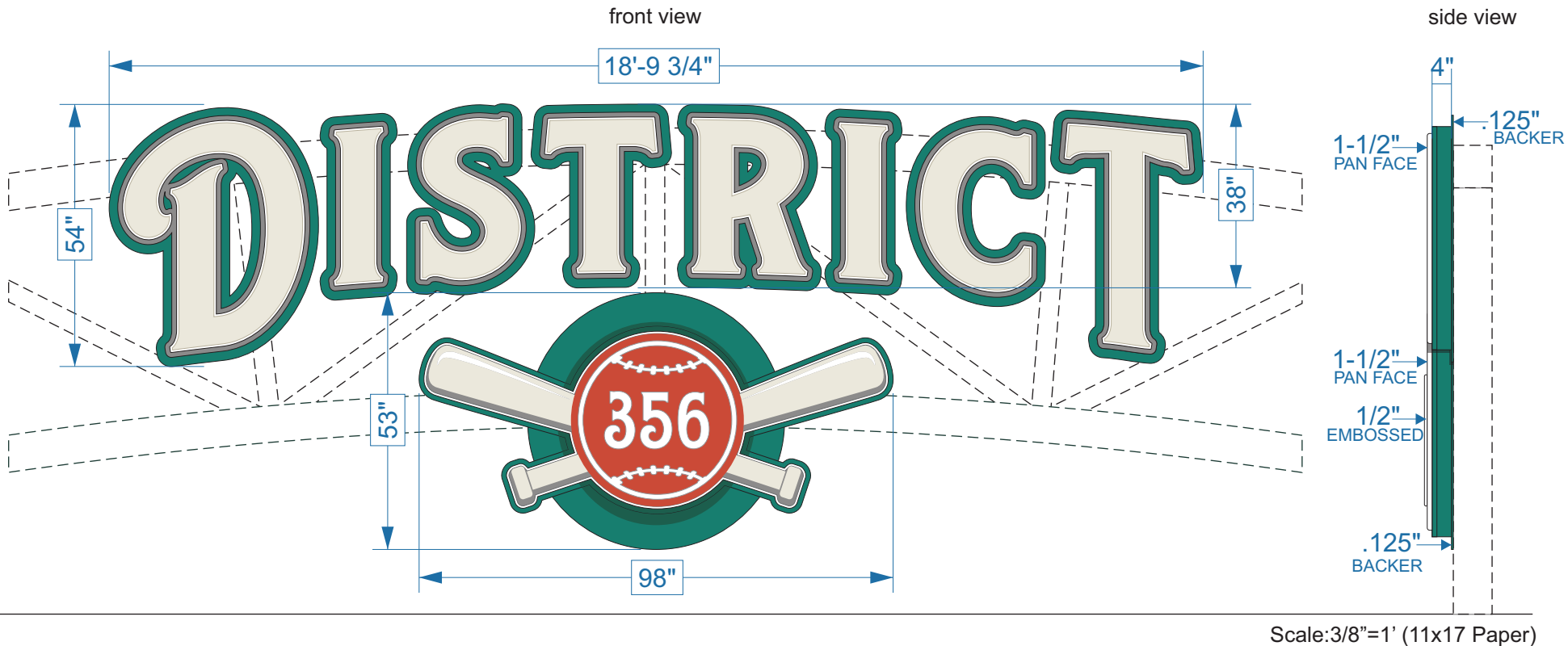


SPECIFICATIONS

Custom channel letters internally illuminated with LEDs and power supplies located inside each letters. Mounted flush to Archway.

District: Aluminum Channel letters, 4" returns and 3/4" aluminum retainer, painted PMS 423C Grey & PMS 2244C Green, clear acrylic pan faces with 2nd surface vinyl graphics and back spray white. Mounted flush to .125" aluminum backer painted PMS 2244C Green.

Logo: Aluminum Channel logo, 4" returns and 3/4" aluminum retainer, painted to match PMS 646C Dark Green and PMS 2244C Green, clear acrylic pan-embossed face with 2nd surface painted/vinyl graphics and back spray white. Mounted flush to .125" aluminum backer painted PMS 2244C Green.

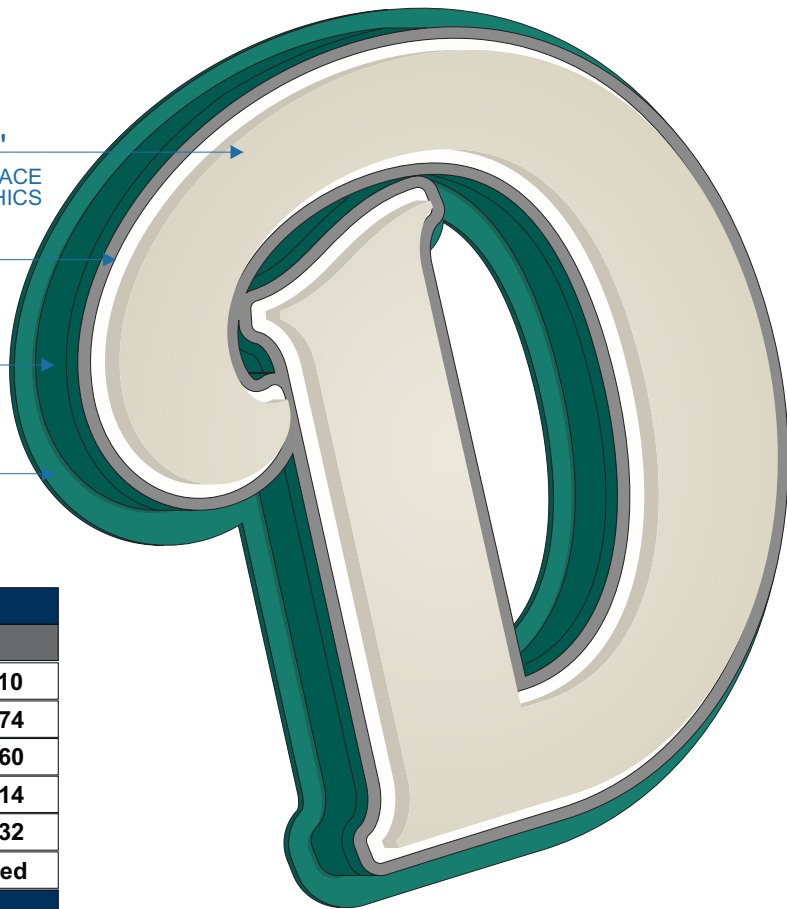


1-1/2"
PAN FORMED FACE
2ND SURFACE GRAPHICS

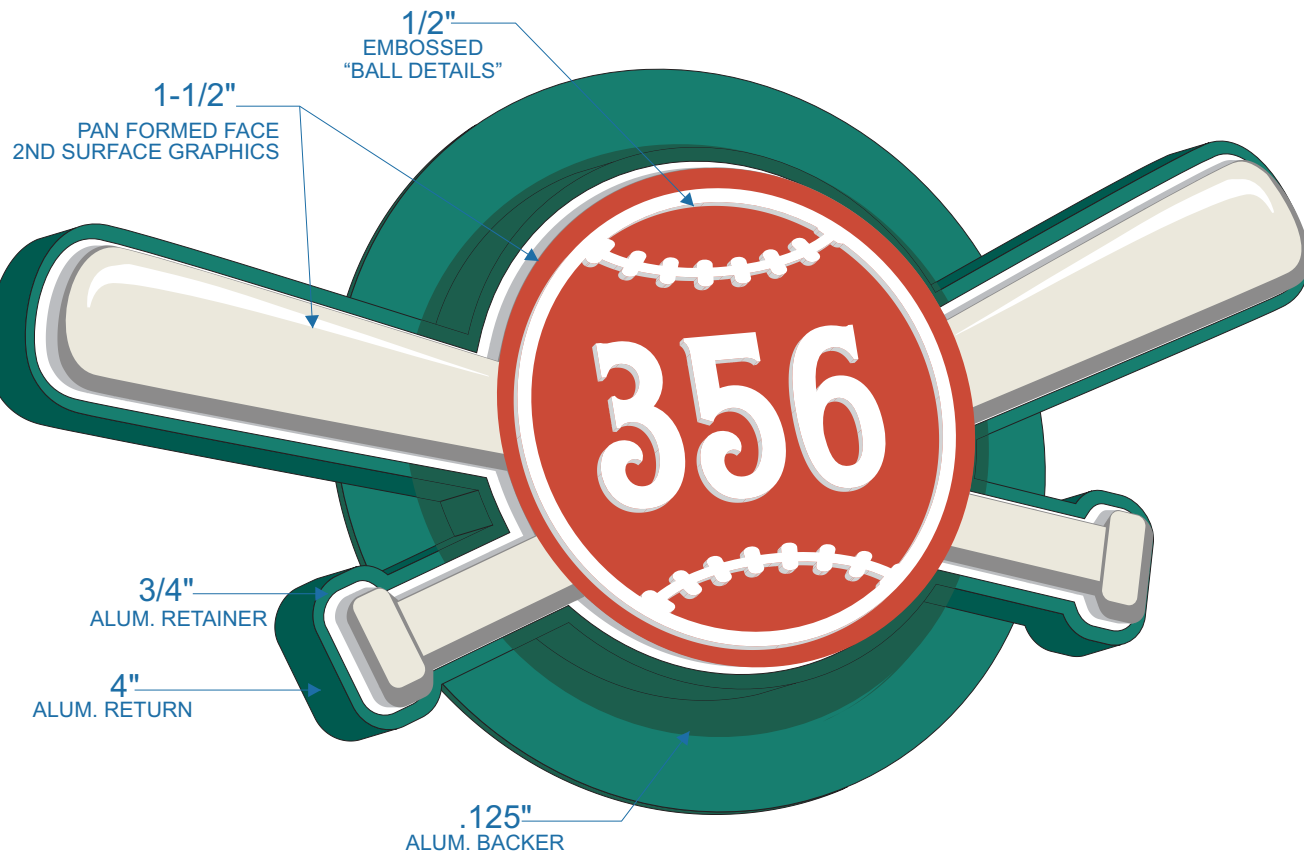
3/4"
ALUM. RETAINER

4"
ALUM. RETURN

.125"
ALUM. BACKER



ISOMETRIC VIEW



ISOMETRIC VIEW

COLOR LEGEND		
	PMS/PAINT	VINYL
	PMS WHITE	Oracal8500-010
	PMS 423	Oracal8500-074
	PMS 626	Oracal8500-060
	PMS 2244	Oracal8500-614
	PMS 7619	Oracal8500-032
	C:7 M:6 Y:13 K:0	Digitally Printed
ILLUMINATION		
	POWER	LED COLOR
	120V	White Sloan

Job Number: 200686

Client: Greenville Drive

Address: 945 S Main Street

Greenville, SC 29601

Salesperson: Mark Browning

Designer: Teri Hester

Date Originated: 07-27-21

Manufacture By:

Install By:

Conceptual: ●

Finalized: ○

Drawing Scale: As Noted

Vector Artwork:

Revision 1: 10-05-21 CP

Revision 2: 10-06-21 CP

Revision 3: 10-13-21 CP

Revision 4: 10-25-21 CP

Revision 5:

Revision 6:

Revision 7:

Customer Approved:

Date:

Landlord Approved:

Date:

WEST ARCHWAY LOCATION - NIGHT VIEW



11801 Anderson Road, Greenville, SC 29611

Phone: (864)295-2287

Fax: (864)269 7711

www.masstarsigns.com

Job Number: 200686

Client: Greenville Drive

Address: 945 S Main Street
Greenville, SC 29601

Salesperson: Mark Browning

Designer: Teri Hester

Date Originated: 07-27-21

Manufacture By:

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Conceptual: ☒

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Vector Artwork:

Revision 1: 10-05-21 CP

Revision 2: 10-06-21 CP

Revision 3: 10-13-21 CP

Revision 4: 10-25-21 CP

Revision 5:

Revision 6:

Revision 7:

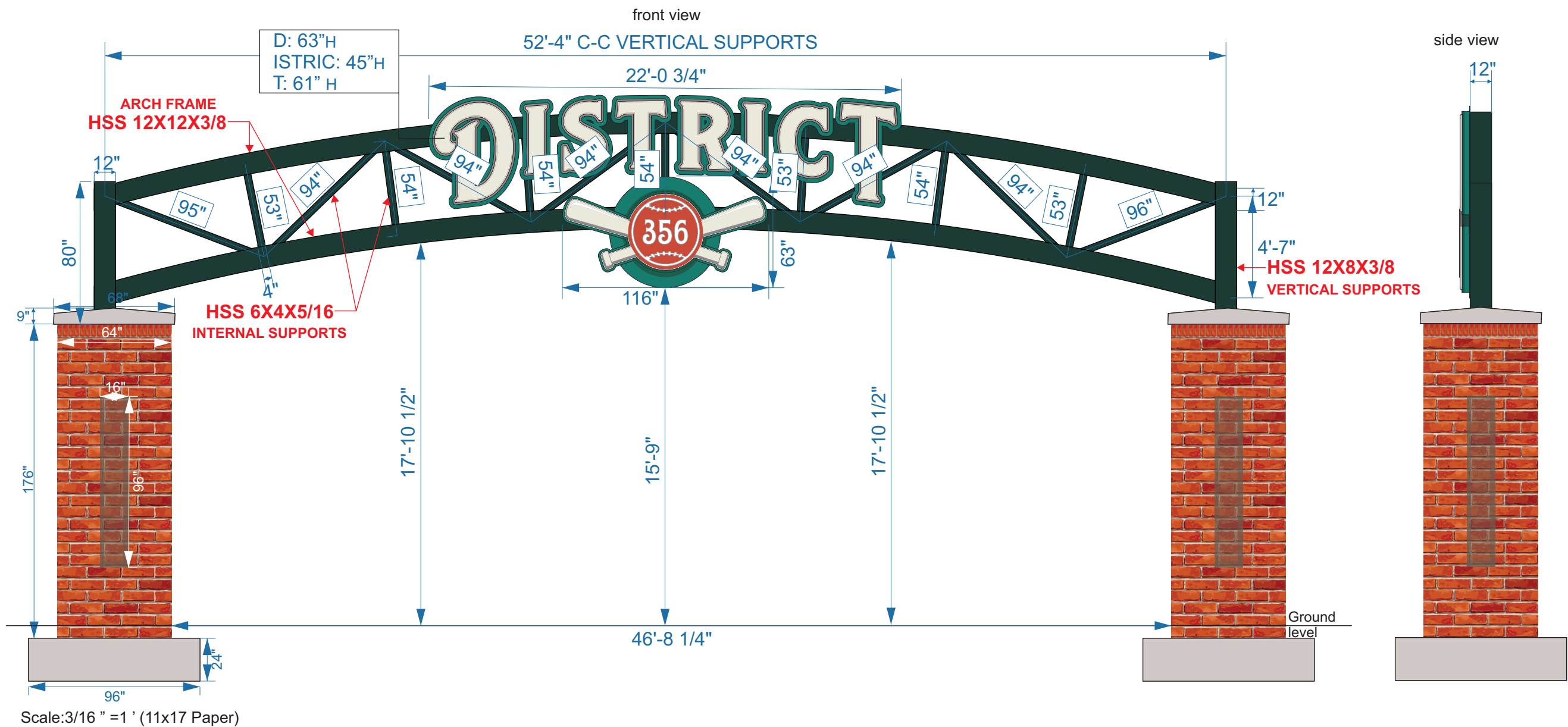
Customer Approved:

Date:

Landlord Approved:

Date:





SPECIFICATIONS

Qty: 1 Truss Arch with internally-lit channel letters/logo on two brick piers

Custom built steel truss arc, 12"x12"x3/8" vetical tube with welded 12"x12"x3/8" arch(frame), and 6"x4"x5/16" (internal structure). Painted SW 6460. Mounted to top of brick piers. Mounting TBD.

Custom channel letters internally illuminated with LEDs and power supplies located inside each letters.
District: Clear Acrylic pan faces, 2nd surface graphics, 3/4" aluminum retainer, 4" Returns, .125" aluminum backer.
Logo: Clear Acrylic pan-embossed face, 2nd surface graphics, 1" aluminum retainer, 4" Returns, .125" aluminum backer.
Letters to be individually mounted to truss arc.

Provided by others: Brick piers, foundation & anchor bolts

Job Number: 200686
Client: Greenville Drive
Address: 945 S Main Street
Greenville, SC 29601
Salesperson: Mark Browning
Designer: Teri Hester
Date Originated: 07-27-21
Manufacture By:
Install By:
Conceptual: ●
Finalized: ○
Drawing Scale: As Noted
Vector Artwork:
Revision 1: 10-05-21 CP
Revision 2: 10-06-21 CP
Revision 3: 10-13-21 CP
Revision 4: 10-25-21 CP
Revision 5:
Revision 6:
Revision 7:

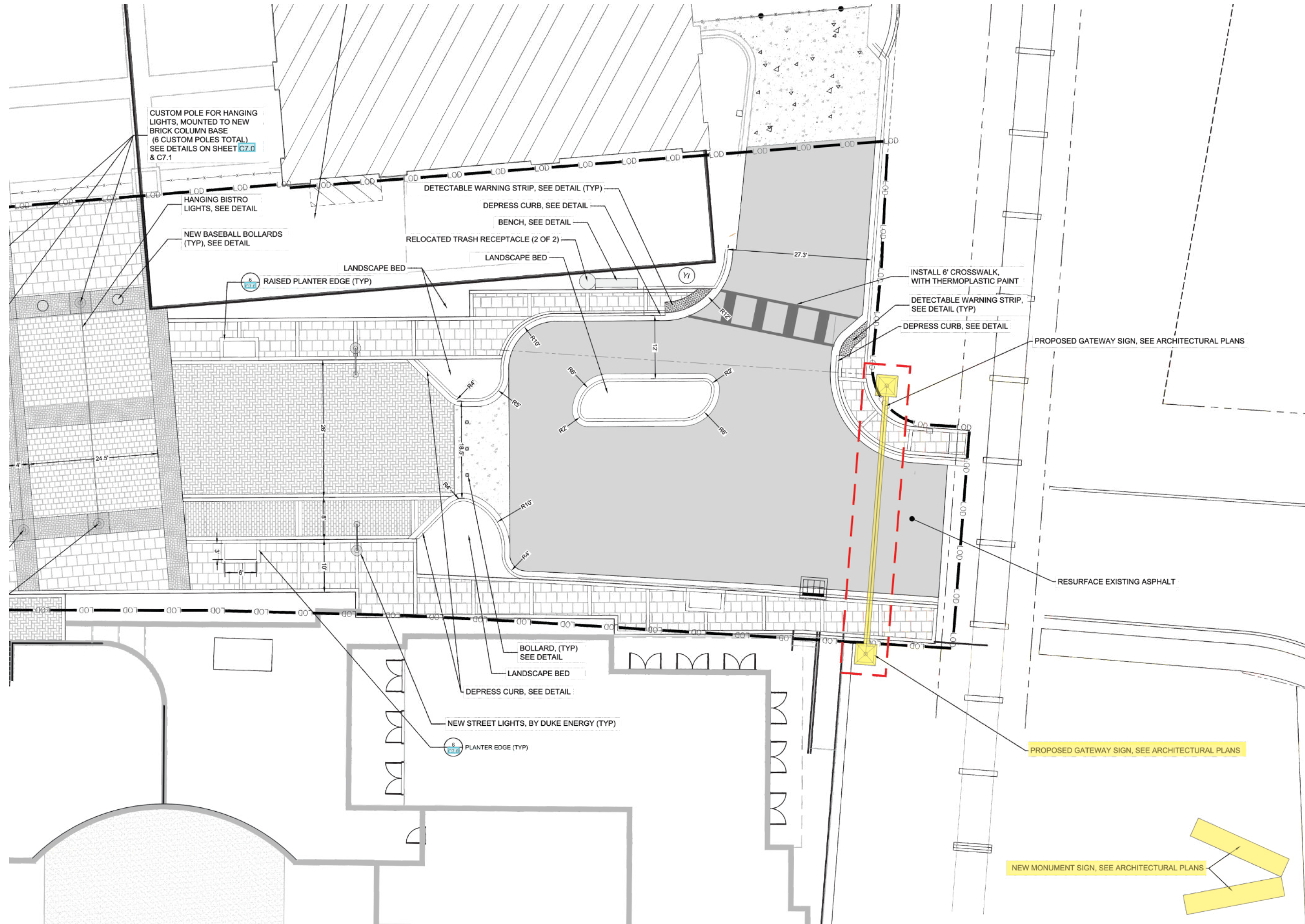
Customer Approved:

Date: _____

Landlord Approved:

Date: _____

SIGN: East Archway - Map Location



11801 Anderson Road, Greenville, SC 29611
Phone: (864)295-2287
Fax: (864)269 7711
www.masstarsigns.com

Job Number: 200686

Client: Greenville Drive

Address: 945 S Main Street
Greenville, SC 29601

Salesperson: Mark Browning

Designer: Teri Hester

Date Originated: 07-27-21

Manufacture By:

Install By:

Conceptual: ●

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Revision 7:

Customer Approved:

Date:

Landlord Approved:

Date:

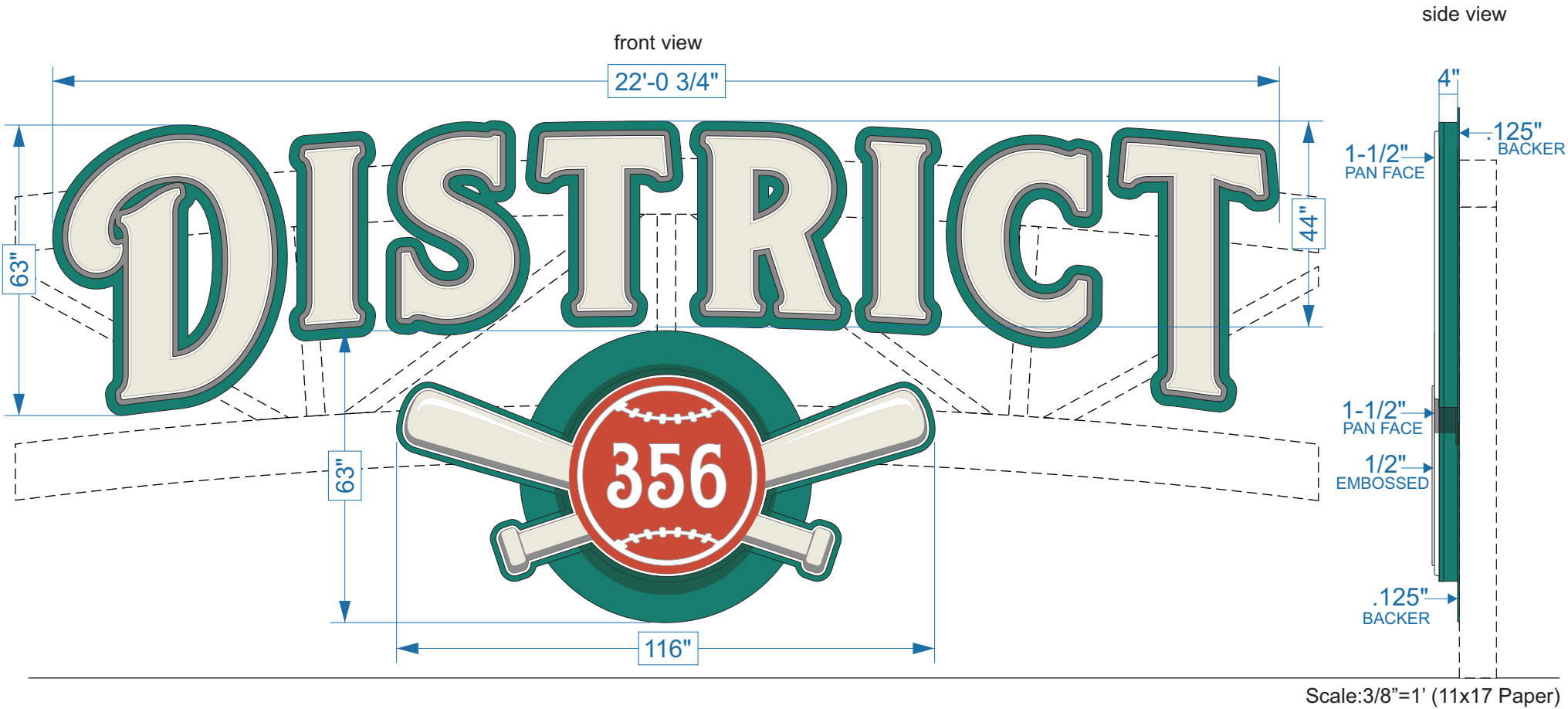


SPECIFICATIONS

Custom channel letters internally illuminated with LEDs and power supplies located inside each letters. Mounted flush to Archway.

District: Aluminum Channel letters, 4” returns and 3/4” aluminum retainer, painted PMS 423C Grey & PMS 2244C Green, clear acrylic pan faces with 2nd surface vinyl graphics and back spray white. Mounted flush to .125” aluminum backer painted PMS 2244C Green.

Logo: Aluminum Channel logo, 4” returns and 3/4” aluminum retainer, painted to match PMS 646C Dark Green and PMS 2244C Green, clear acrylic pan-embossed face with 2nd surface painted/vinyl graphics and back spray white. Mounted flush to .125” aluminum backer painted PMS 2244C Green.



1-1/2"
PAN FORMED FACE
2ND SURFACE GRAPHICS

3/4"
ALUM. RETAINER

4"
ALUM. RETURN

.125"
ALUM. BACKER

1/2"
EMBOSSED
"BALL DETAILS"

1-1/2"
PAN FORMED FACE
2ND SURFACE GRAPHICS

3/4"
ALUM. RETAINER

4"
ALUM. RETURN

.125"
ALUM. BACKER

ISOMETRIC VIEW

COLOR LEGEND		
	PMS/PAINT	VINYL
	PMS WHITE	Oracal8500-010
	PMS 423	Oracal8500-074
	PMS 626	Oracal8500-060
	PMS 2244	Oracal8500-614
	PMS 7619	Oracal8500-032
	C:7 M:6 Y:13 K:0	Digitally Printed
ILLUMINATION		
	POWER	LED COLOR
	120V	White Sloan

Job Number: 200686

Client: Greenville Drive

Address: 945 S Main Street

Greenville, SC 29601

Salesperson: Mark Browning

Designer: Teri Hester

Date Originated: 07-27-21

Manufacture By:

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Conceptual: ●

Finalized: ○

Drawing Scale: As Noted

Vector Artwork:

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Revision 5:

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Customer Approved:

Date:

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Job Number: 200686

Client: Greenville Drive

Address: 945 S Main Street
Greenville, SC 29601

Salesperson: Mark Browning

Designer: Teri Hester

Date Originated: 07-27-21

Manufacture By:

Install By:

Conceptual: ☒

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Client: Greenville Drive

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Greenville, SC 29601

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Revision 3: 10-13-21 CP

Revision 4: 10-25-21 CP

Revision 5:

Revision 6:

Revision 7:

Customer Approved:

Date:

Landlord Approved:

Date:





Sign Company Representative:

Mark Browning
(864) 787-2520
mark.browning@masstarsigns.com

Monument V-Shape Sign

945 South Main St | Greenville, SC 29601



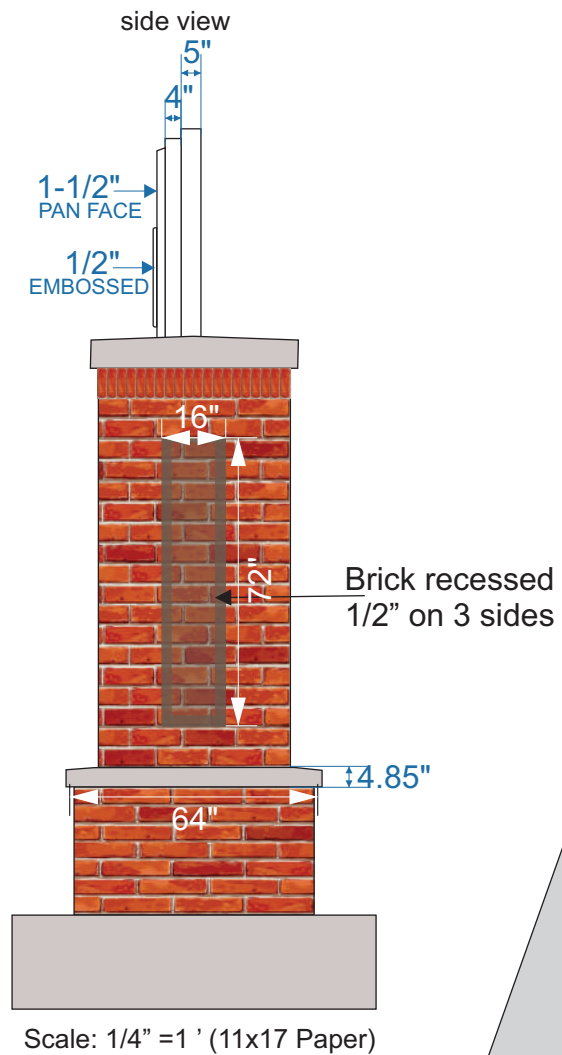
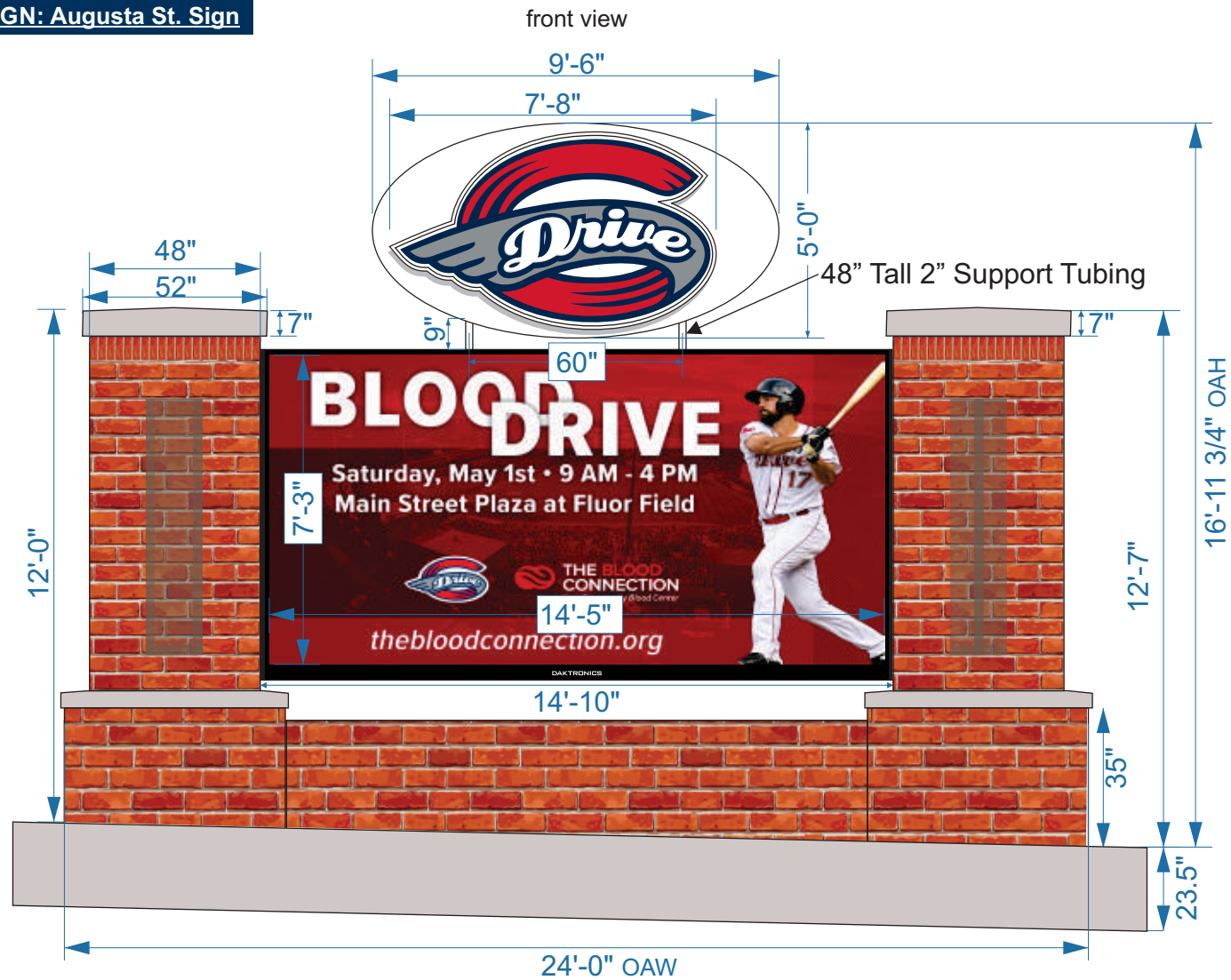
11801 Anderson Road, Greenville, SC 29611

Phone: (864)295-2287

Fax: (864)269 7711

www.masstarsigns.com

SIGN: Augusta St. Sign



top view

Constructed by others

SPECIFICATIONS - Qty: 2

V-Shape LED illuminated Monument Sign

Channel Logo:

LED Internally illuminated aluminum channel logo, 5" white channel backer, 4" returns channel logo, 1" aluminum retainer with clear pan formed face and embossed lettering with second surface painted graphics. The "G" will be pan and "Drive" is embossed. Mounted to display structure with 2" tubing.

LED Display:

GT6X-10mm-216x432-RGB-2V Active Area: 7'3"x14'5"

Mounted in between brick columns. Use aluminum filler as needed

Brick Columns and Structure:

Steel structure, brick columns and pre cast concrete caps by others.

COLOR LEGEND		
	PMS/PAINT	VINYL
	PMS White	N/A
	2305 Ocean Blue	N/A
	PMS 430	N/A
	40896 Unique Red	N/A
ILLUMINATION		
	POWER	LED COLOR
	120V	White Sloan

MASSTAR
SIGNS

11801 Anderson Road, Greenville, SC 29611

Phone: (864)295-2287

Fax: (864)269 7711

www.masstarsigns.com

Job Number: 200686-02

Client: Greenville Drive - Jackson Way

Address: 945 South Main St
Greenville, SC 29601

Salesperson: Mark Browning

Designer: Megan Bouwkamp

Date Originated: 10-06-20

Manufacture By:

Install By:

Conceptual: ●

Finalized: ○

Drawing Scale: As Noted

Vector Artwork:

Revision 1: 10-07-20 MB

Revision 2: 07-26-21 TH

Revision 3: 10-07-21 TH

Revision 4: 10-25-21 CP

Revision 5:

Revision 6:

Revision 7:

Customer Approved:

Date:

Landlord Approved:

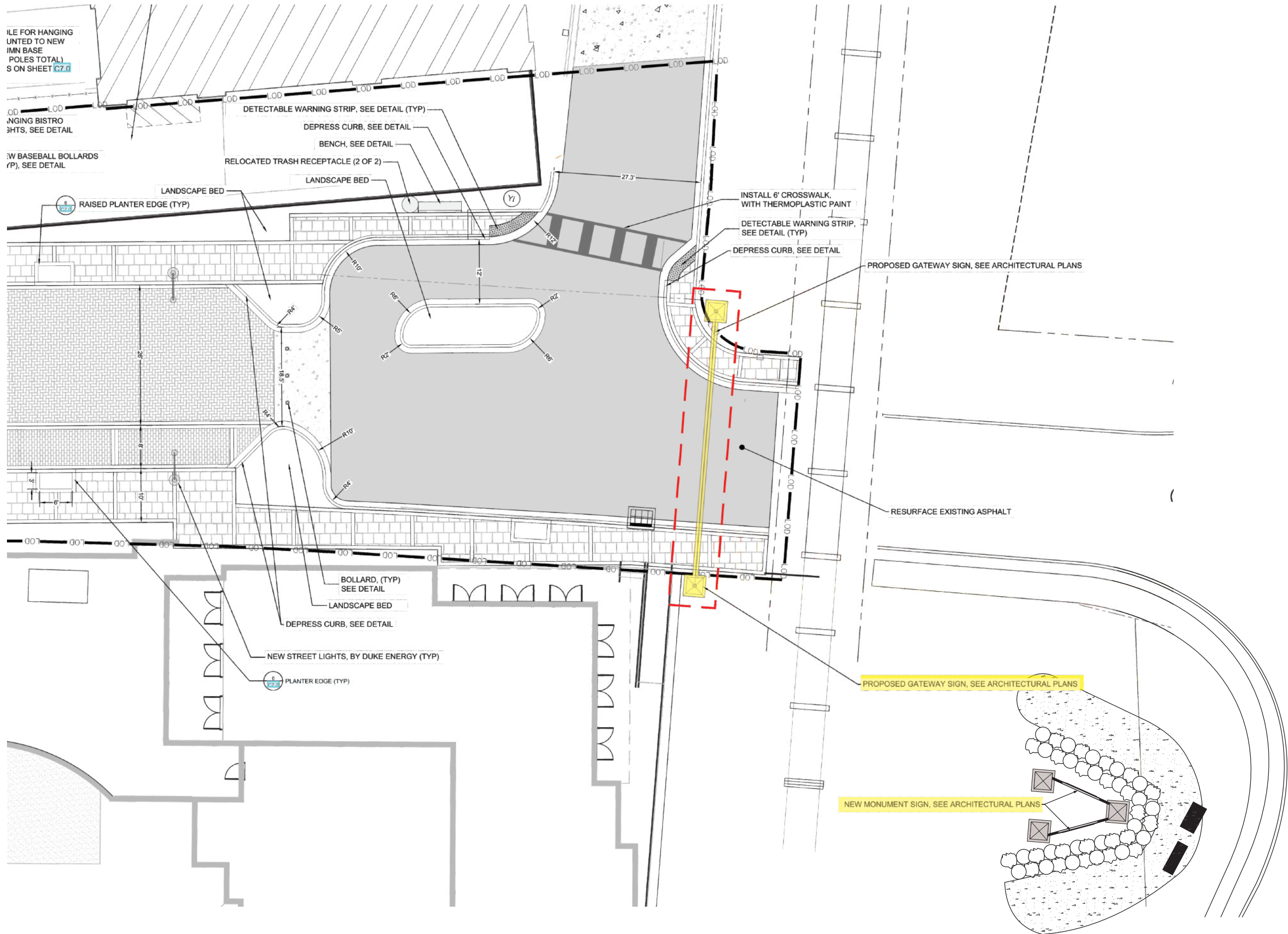
Date:

UL Underwriters
Laboratories, Inc.
LISTED

SSA Southern States
Sign Association
Share. Learn. Grow.

ISA INTERNATIONAL SIGN ASSOCIATION

SIGN: Monument - Map Location



11801 Anderson Road, Greenville, SC 29611

Phone: (864)295-2287

Fax: (864)269 7711

www.masstarsigns.com

Job Number: **200686-02**

Client: **Greenville Drive - Jackson Way**

Address: **945 South Main St
Greenville, SC 29601**

Salesperson: **Mark Browning**

Designer: **Megan Bouwkamp**

Date Originated: **10-06-20**

Manufacture By:

Install By:

Conceptual: ☒

Finalized: ☐

Drawing Scale: **As Noted**

Vector Artwork:

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Date:

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Job Number: **200686-02**

Client: **Greenville Drive - Jackson Way**

Address: **945 South Main St
Greenville , SC 29601**

Salesperson: **Mark Browning**

Designer: **Megan Bouwkamp**

Date Originated: **10-06-20**

Manufacture By:

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Salesperson: **Mark Browning**

Designer: **Megan Bouwkamp**

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Information
for **Greenville**
Design Review
Board

DISTRICT



Drive™

Proposed
Greenville Drive
District 356 Marquee Sign



New Marquee Signage - District 356

OVERVIEW

Introduction

The Greenville Drive are excited about what the future holds for District 356 with all the improvements planned. The proposed new marquee will provide additional excitement and important communication regarding various events happening in the District. This sign will likely become a landmark as motorists and pedestrians look to it regularly for event and community information.

Operation of Digital Signage

The Drive plans to use the display system for promoting games and events at Fluor Field, but also provide community-related messages, public service announcements and safety messages. The system allows for scheduling of any kind of message. Automated weather alerts, amber alerts, silver alerts, health safety messages, etc. can be set up automatically to get important and timely information to pedestrians and motorists. The display system incorporates automatic dimming for 24/7 brightness control. Displays can be scheduled to be blank during late evenings when there is no activity in the area.

Baseball Marquee Displays

Masstar Signs and Daktronics are proposing a state-of-the-art sign solution. Daktronics is a leading U.S.-based manufacturer of digital LED display systems. We have provided many marquee-type signs for baseball facilities and entertainment venues. Masstar Signs is a valued partner of Daktronics and has the experience of installing and servicing more than one thousand LED displays throughout the Upstate for twenty years.

Display Resolution

The Drive have chosen to invest in a more expensive LED technology to show higher quality images, to accentuate the high quality experience and technology of District 356. The 10mm technology (10mm [.4"] c-to-c pixel spacing) offers significantly more detail than other technologies so that images and text messages are clear and easy to read. Examples follow.

Safety Studies

There have been many independent agency studies on traffic safety. They have found no correlation between digital displays and traffic accidents. Attached is a summary of those studies. More detailed information is available upon request.

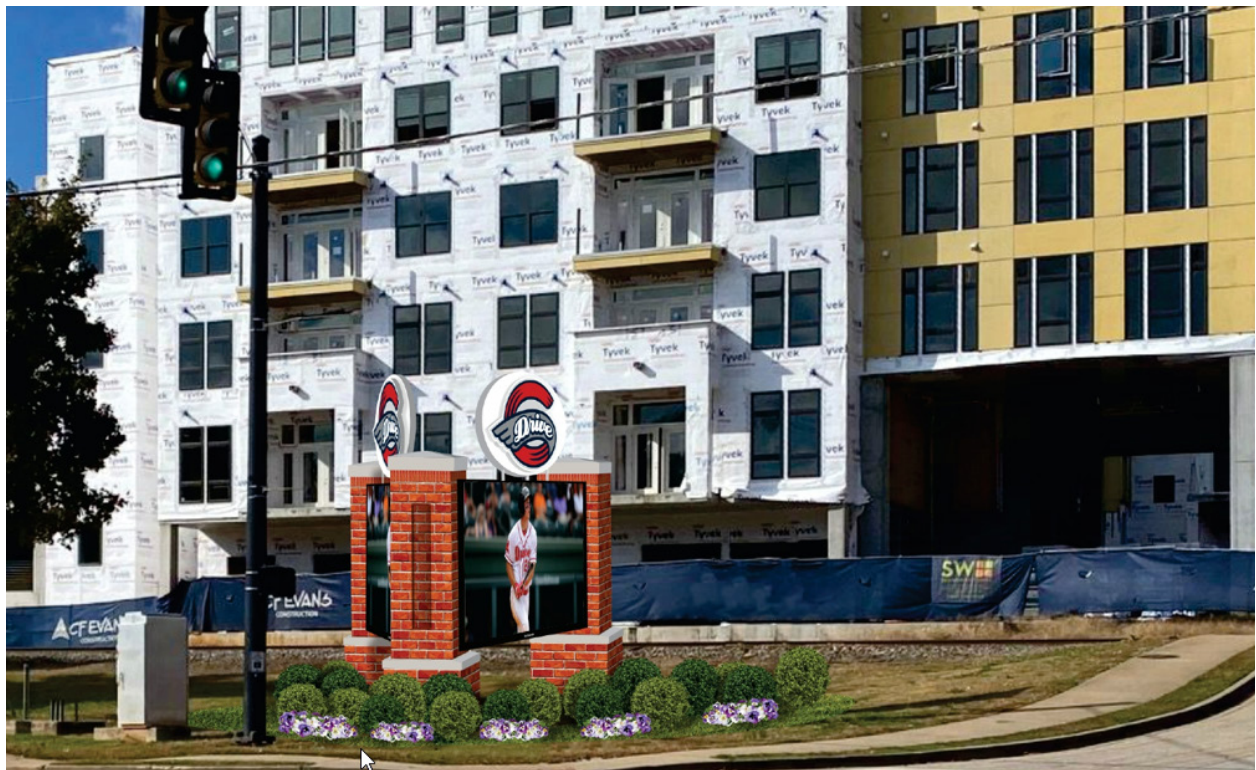


Masstar Signs | Daktronics



New Marquee Signage - District 356

ILLUSTRATIONS OF PROPOSED SIGN





New Marquee Signage - District 356

CURRENT MARQUEE SIGN



**Greenville Drive
Existing Marquee Sign
6'x9.5'
10mm Technology**



New Marquee Signage - District 356

DISPLAY RESOLUTION

Display resolution is defined simply as the number of pixels available to recreate an image or text message. Each face of the proposed digital marquee features a matrix of LED pixels 216 high by 432 wide (a total of 93,312 pixels per face). This size and 10mm c-to-c pixel spacing technology was chosen based on the viewing distance and time for pedestrian and traffic viewing, as well as planned content to be shown.



Example Image: 216 pixels tall x 432 pixels wide (7'3"x14'5" active area)



Example Image: Lower resolution image lacks clarity.



New Marquee Signage - District 356

DISPLAY RESOLUTION

Display resolution is defined simply as the number of pixels available to recreate an image or text message. Each face of the proposed digital marquee features a matrix of LED pixels 216 high by 432 wide (a total of 93,312 pixels per face). This size and 10mm c-to-c pixel spacing technology was chosen based on the viewing distance and time for pedestrian and traffic viewing, as well as planned content to be shown.



Example Image: 216 pixels tall x 432 pixels wide (7'3"x14'5" active area)



Example Image: Lower resolution image lacks clarity



New Marquee Signage - District 356

DISPLAY RESOLUTION

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Example Image: 216 pixels tall x 432 pixels wide (7'3"x14'5" active area)



Example Image: Lower resolution image lacks clarity



New Marquee Signage - District 356

DISPLAY RESOLUTION

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Example Image: Lower resolution image lacks clarity



New Marquee Signage - District 356

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Example Image: 216 pixels tall x 432 pixels wide (7'3"x14'5" active area)



Example Image: Lower resolution image lacks clarity.

Traffic Safety and Digital Displays

NO CONNECTION BETWEEN ACCIDENTS AND LED SIGNS

Many cities, counties, or states worry about LED signs increasing traffic accidents. But no casual connection exists between traffic accidents and LED signs according to traffic studies from organizations such as the Federal Highway Administration, the Foundation for Virginia Tech Transportation Institute Center for Automotive Safety Research, and Tantara Associates.

FEDERAL HIGHWAY ADMINISTRATION

Consistent results from an eye tracking system showed the length of gazes were not in the "danger zone" of two seconds or longer. So the gazes were not long enough to cause accidents.

ALBUQUERQUE, NM

Accidents didn't increase after the installation of 17 digital billboards. This is based on the City of Albuquerque's own data and an objective statistical analysis.

RICHMOND, VA

Data show no statistically significant increase in accident rates, using before and after comparisons and an Empirical Bayes Method Analysis for the actual and predicted comparisons.

ROCHESTER, MN

This study examines the statistical relationship between digital billboards and traffic safety in Rochester, MN. The overall conclusion of the study is that digital billboards in Rochester have no statistically significant relationship with the occurrence of accidents.

TEXAS A&M UNIVERSITY

For the entire sample size of 135 sites in California, North Carolina, Ohio, and Washington, the results from the method showed there is no statistically significant change in crash frequency associated with installing on-premise digital signs.

VIRGINIA TECH

Traffic accident analysis techniques have improved in recent years with the creation and maintenance of national crash databases. A careful examination in Cleveland, Ohio, of these databases shows that distraction caused by billboards fails to show up in any of the accident databases as an accident cause.

TANTALA READING

The overall conclusion is that these digital billboards in Reading, PA, have no statistically significant relationship with the occurrence of accidents. This conclusion is based on local police and PennDOT data and an objective statistical analysis.

TANTALA DIGITAL BILLBOARD REPORT

Billboards in Cuyahoga County exhibit no statistically significant relationship with the occurrence of accidents. This conclusion is based on the Ohio Department of Transportation's own data and an objective statistical analysis; the data shows no increase in accident rates.

For additional information about dealing with sign codes, consult these resources:

- www.signs.org/Government
- www.oaaa.org or www.digitalooh.org/digital

For the entire research studies, go to:

- www.daktronics.com/signregulations