

Design Review Board

Official Agenda



AGENDA

DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA

Amended 10am August 31st, 2022

Regular Meeting

September 1st, 2022

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 September 1st, 2022 at 4:00 PM at the Unity Park Visitors Center at 111 Welborn Street. 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.GREENVILLES.COV/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 4th, 2022 Regular Meeting
5. Call for Public Notice Affidavit from Applicants

6. Acceptance of Agenda

7. Conflict of Interest Statement

8. Old Business

A. NONE

9. New Business

A. CA 22-363

Application by LISA LANNI / MPS for a CERTIFICATE OF APPROPRIATENESS for exterior renovations at 912 South Main Street (TM# 0072000201900; 0072000202000; 0072000201700; 0072000201600)

Documents:

[22-0363 AGENDA PACKET 912 SOUTH MAIN STREET.PDF](#)

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B. CA 22-552

Application by CINDY BENJAMIN / LS3P for a CERTIFICATE OF APPROPRIATENESS for exterior renovations at 2 North Main Street (TM#0001000500900)

Documents:

[22-0552 AGENDA PACKET 2 NORTH MAIN ST.PDF](#)

C. CA 22-431

Application by CHRIS McCARTHY for a CERTIFICATE OF APPROPRIATENESS for exterior renovations at 355 South Main Street, Suite A (TM# 0061000304139).

Documents:

[22-0431 AGENDA PACKET 355 S MAIN ST.PDF](#)

10. Advice and Comment (Not a Public Hearing)

A. NONE

11. Informal Review (Not a Public Hearing)

A. ~~MD-22-124~~

~~Application by Graycliff Capital Partners, LLC for a MULTI-FAMILY DEVELOPMENT on approximately 10.46 acre located at N. PLEASANTBURG DRIVE AND LOWNDES HILL ROAD for 209 apartment units. ("Encore Lowndes Hill") (TM# 0282000201300, 0282000201400, 0282000201401, 0282000201500)~~

B. ~~MD-22-593~~

~~Application by Josh Mandell for a MULTI-FAMILY DEVELOPMENT on approximately 8.3 acres located on WEBB ROAD for 72 units. ("Gateway Green") (TM# 0260000101216, 0260000101215, 0260000101100, 0260000101102)~~

12. Other Business (Not a Public Hearing)

A. NONE

13. Adjournment

You are invited to review documents relating to these applications before the public hearing. Application materials are posted online at <http://www.greenvillesc.gov/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
August 15, 2022
for the September 1, 2022 Public Hearing**

Docket Number:	22-363
Applicant:	Lisa Lanni, McMillan Pazdan Smith
Property Owner:	James Carter, Hellbilly Reserves LLC
Property Location:	912 S. Main Street
Tax Map Number:	0072000201900, 0072000202000, 0072000201700, 0072000201600
Acreage:	.95
Zoning:	C-4, Central Business District
Proposal:	Renovation of existing structure and addition of new outdoor dining/event venue
Staff Recommendation:	Approval with Conditions

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Project Overview:

The applicant proposes renovations to the existing Cigar Warehouse structure to accommodate restaurant use, as well as the construction of an outdoor dining pavilion and covered event area. The proposal also includes the addition of an outdoor gathering space with a central fire pit. The proposed plans indicate relocation of a main stair on the eastern façade of the building, but the primary entrance location at the ground level on Main Street has not been altered.

The project is located in the C-4 and West End Overlay District, and the existing building is listed as a reviewable structure, requiring DRB approval prior to demolition.

Staff Analysis:

- PUB 2 – Pedestrian Realm
 - No modifications are proposed for the Main Street frontage.
 - Updates are proposed for the Wardlaw Street frontage, including a 3-foot curb lawn and 6-foot sidewalk.
 - Per PUB 2.4, plans should provide expanded sidewalk areas or “plazas” where conditions permit.
 - Staff recommends creation of an expanded sidewalk area at a secondary entrance at the outdoor dining pavilion for improved access and activation of the Main Street frontage.
- PUB 3 – Sidewalk Zone

- Connections are provided to all existing sidewalks, and a continuous curb lawn is provided along Wardlaw Street for consistency with the nearby multifamily project also on Wardlaw Street.
- PUB 5 – Planting Zone
 - A 3-foot curb lawn is proposed for the Wardlaw Street frontage, and no changes are proposed to the existing planting areas on Main Street.
 - Staff has concerns regarding durability and maintenance of turf curb lawns given the high volume of multifamily residential units and pet owners in the vicinity, and recommends consideration of a more durable alternative to the proposed turf shown in the Wardlaw Street curb lawn.
- PUB 9 – Lighting
 - No pedestrian lighting is indicated with the proposed Wardlaw Street improvements. All existing streetscape along Main Street, including pedestrian lighting, is indicated to remain.
 - Per PUB 9.1, 9.3, and 9.WE, pedestrian lighting consistent with existing pedestrian lights on Main and Wardlaw Streets must be provided along Wardlaw Street.
- PUB 10 – Walls, Fencing, and Screening
 - A series of gabion segment walls are proposed to provide privacy and enclosure along the edges of Main and Wardlaw Streets, and a stacked stone fireplace is proposed at the primary corner of the site. Per PUB 10.4, walls and fences should complement the architectural character of adjacent buildings and appear as extensions of building walls and bases. The materiality and detailing of the walls and fireplace as proposed do not complement the existing brick structure.
 - Staff recommends modification of the fireplace and wall materials to match the existing building. The brick wall around the perimeter of the site should match the existing brick wall adjacent to the Cigar Warehouse for consistency and to minimize multiple competing materials.
- PUB 11 – Signage
 - All signage is indicated “By Owner,” and no details regarding fabrication or materiality have been provided. The applicant must submit a separate sign package for approval in conformance with Section 19-6.6 of the City’s Land Management Ordinance.
 - Staff notes that the roof sign as indicated on the Event Area roof is not allowable per Section 19-6.6.2(E).
- PRI 1 – Placement
 - The general location of the covered stage and outdoor dining areas is consistent with the guidelines in PRI 1, aligning with the adjacent streets and providing an internal courtyard that is buffered from the adjacent condominiums.
 - No bike racks are proposed in the provided plans
 - Staff recommends incorporation of bike racks into the site plan per PRI 1.3.
- PRI 3 – Entry
 - The proposed plans indicate two primary entrances into the site – one at the existing building entry along Main Street, and a second gated entry into the outdoor entertainment space directly adjacent to the building.
 - Staff finds that the entrance into the outdoor space should be more pronounced to clearly indicate its function as a primary entrance into the site per PRI 3.5.
 - Per section PRI 3.7, projects on a corner lot should locate entrances on the corner to anchor the intersection and capture pedestrian activity from both streets. Staff recommends opening up the corner as a pedestrian entry to the site and relocating the fireplace to face Main Street and be on axis with the new building.
- PRI 6 - Materiality

- The applicant proposes the use of boulders, corrugated metal, Cor-ten paneling, gabions, stacked stone, and charred wood. Per PRI 6.1, materials should be compatible with the surrounding context while also elevating the diversity and character of the area. Staff notes that corrugated metal is currently used as a screening material for the building's mechanical units, and Cor-ten paneling is also used on a portion of the structure at 724 S. Main Street.
 - Staff finds that the introduction of new materials into the area is acceptable; however, staff recommends the replacement of the proposed gabion and stacked stone with brick to reflect the materiality and detailing of the existing building along the public street frontage to create a unified whole in keeping with PRI 6.6.
 - Staff also notes that the use of shipping containers as storage units as shown in the site plans is not acceptable per PRI 6.1.
- PRI 7 – Architectural Lighting
 - Pendant lights are indicated within the proposed outdoor dining pavilion, and no additional lighting is proposed for the existing building. All proposed lighting appears to avoid trespass onto adjacent properties. A full lighting plan should be provided at the time of permitting to verify satisfaction of this section.
- PRI 8 – Private Outdoor Spaces
 - Staff finds that the general organization and arrangement of the outdoor space complements the form and function of the existing building. The arrangement of the proposed structures along the perimeter of the property also buffers the open space from the adjacent properties.
- PRI 11 – Existing Architecture
 - The existing building is listed as a reviewable structure, and contributes to the character of the West End Historic District. Proposed modifications to the building's exterior are as follows:
 - Remove a portion of railing and pilaster on the perimeter of the eastern elevated patio.
 - Infill two openings with brick at the base of the eastern elevated patio. Staff notes that the elevated patio is not original to the building and was added circa 2012.
 - Remove primary stair and add new stair in alignment with primary building entrance.
 - Construct new shed roof over existing elevated patio.
 - Add two new steel balconies with steel railing outside existing openings on the Main Street façade.
 - Remove a portion of the western elevated landing.
 - Staff finds that most of the proposed alterations to the existing structure are acceptable and preserve the architecture's original and important features; however, the proposed steel balconies on the Main Street façade detract from the building's character and frontage along Main Street. Staff also notes that no access to these spaces is indicated in the architectural plans.

Conclusion:

Overall, staff finds the request generally consistent with the character of the district and the existing building. Given the project location within the West End Overlay District and the building's designation as a Reviewable Structure, special consideration should be given to context, detailing, and materiality.

Therefore, staff recommends approval with the following conditions:

1. The brick wall around the perimeter of the site shall match the existing brick wall adjacent to the Cigar Warehouse for consistency and to minimize multiple competing materials.
2. A secondary access shall be provided at or near the corner of Main and Wardlaw. Staff recommends relocating the fireplace to be on axis with the pavilion.
3. The applicant shall work with staff to provide an acceptable planting alternative to turf in the Wardlaw Street curb lawn per PUB 5.
4. Pedestrian lighting shall be provided along Wardlaw Street that is consistent with existing fixture selection and spacing per PUB 9.
5. A minimum of two bike racks shall be provided in a safe, convenient, and well-lit location per PRI 1.3.
6. In lieu of the proposed shipping containers to be used for storage, the applicant shall work with staff to provide enclosures consistent with the existing and proposed architecture's materiality.
7. The proposed balconies on the Main Street façade of the main building shall be removed from the proposed plans. No changes to the existing windows are approved.
8. Any new signage for the tenants will require a separate sign permit and Certificate of Appropriateness and must adhere to the sign regulations and Appendix J.
9. No mechanical or screening should obscure any part of the Coca Cola mural on the west side of the building.
10. 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.
11. All redesign items shall be reviewed with staff and two members of the Design Review Board prior to an issuance of a CA.
12. 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.

Environmental Engineer Comments

Date: 5/19/2022

Recommend: Approve w/ Comments

Comments:

- 1) Wastewater – Wastewater service for the development will be subject to the following conditions:
 - a. There are existing City sewer mains available to serve this development. The developer must confirm that the existing sewer system/treatment plant has available flow from the City and ReWa by submitting a Sewer Capacity Request Form (Service Lateral Fillable Form aka PSSAR).
 - b. The wastewater permitting and acceptance process shall meet those requirements set forth in the City of Greenville Design and Specifications Manual Chapter 8.
 - c. Each building shall have a separate and direct connection to the City's sanitary sewer main.
 - d. Prior to using an existing lateral, the existing lateral must be tested to ensure that it conforms to City of Greenville performance requirements. Provide a video documenting the condition of the existing service connection prior to its reuse. A new lateral will be required if the existing lateral is in poor condition. The final Certificate of Occupancy will not be issued until the lateral is shown to be in good condition or a new lateral is installed.
 - e. Each building shall require a new service fee through ReWa.
- 2) Stormwater Management – The development is considered a larger common plan and must be performed in conformance with the City's stormwater ordinance (Article 19-7: Stormwater Management). Specifically, you will need to have a Professional Engineer prepare a non-single family site plan for the development and it will be subject to the following conditions:
 - a. A stormwater plan is required to be submitted with the non-single family site plan permit. Submit the major, minor or the soil erosion and sediment control stormwater plan as appropriate.
 - b. At a minimum, a stormwater plan should include:
 - i. Proposed layout.
 - ii. Appropriate erosion control best management practice standard details.
 - iii. A construction entrance.
 - iv. A concrete washout.
 - v. Silt fence
 - c. The plan should also show any drainage details needed to ensure the development will not adversely impact adjacent properties and will adequately control runoff from offsite.
 - a. If the proposed development creates a new impervious surface greater than or equal to 0.25 acres, water quantity will be required for the 2, 10 & 25 year 24 hour storm event with no significant increase in the 100 year 24 hour storm event.
 - b. Any stormwater drainage system conveying offsite water shall be designed in compliance with the Stormwater Ordinance.
 - c. Water quality treatment is required when either:
 - The proposed development has a total impervious surface area ratio of 60% or greater and disturbs 50% or more of the parcel or larger common plan over a five year period; or;
 - The proposed development creates a new impervious surface greater than or equal to 0.25 acres.

- 3) Floodplain – A portion of the subject property is not located in a FEMA floodplain as determined utilizing 2019 Flood Insurance Rate Maps.

Relevant Design Guidelines:

PUB 2. PEDESTRIAN REALM

- 2.1 The building transition zone should be at least 4 feet and should not encroach upon the minimum sidewalk width. Consult PUB 6. Building Transition Zone for additional guidelines.
- 2.2 The sidewalk zone should accommodate a continuous path of travel of at least 6 feet. In situations where it is not feasible to provide all pedestrian realm zones, prioritize the sidewalk zone. Consult PUB 3. Sidewalk Zone for additional guidelines.
- 2.3 The street furnishing and planting zone should share the same right of way and be a width of at least 5 feet. Consult PUB 4. Street Furnishing Zone for additional guidelines. Consult PUB 5. Planting Zone for additional guidelines.
- 2.4 Provide expanded sidewalk areas, or “plazas,” where conditions permit. Work within existing extended rights of way or consider expansions to existing sidewalks at strategic locations. These expanded areas also provide space for clustering street furniture.
- 2.WE West End District: Preserve the streetscape’s current pedestrian realm composition. The planting zone and street furniture zone should be at least 4 feet. The intersections and mid-block crossings extend an additional 20 feet to create expanded sidewalk areas. On the north side of the street, the sidewalk zone should accommodate a continuous path of travel of 8 feet. On the south side of the street, the sidewalk zone should accommodate a continuous path of travel of 7 feet.

PUB 3. SIDEWALK ZONE

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

PUB 5. PLANTING ZONE

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

and Ceremonial Transition Streets. Use stormwater planters on Urban Fabric and Urban Fabric Transition Streets. Use open swale stormwater planters on Mobility Streets.

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

PUB 9. LIGHTING

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

PUB 10. WALLS, FENCING AND SCREENING

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

PUB 11. SIGNAGE

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

PRI 1. PLACEMENT

- 1.1 Align building frontage along the sidewalk edge. The uniform alignment of building fronts along a block helps to define a street wall that provides a sense of enclosure and a comfortable scale for pedestrians.
- 1.2 Locate public areas such as lobbies, reception, retail and dining along building walls that face the street, alley or pedestrian cut-through so that they are highly visible and accessible.
- 1.3 Encourage alternative modes of transportation by installing bicycle racks where bike routes currently exist or are planned. Ensure that they are in a safe, convenient and well-lit location.

- 1.4 The use of existing on-street parking and parking structures is encouraged. When unavoidable, locate on-site parking where it will not constrain pedestrian activity; for example, to the rear or interior of the property.

PRI 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 Use lower scale buildings or building elements to transition taller buildings towards lower scale buildings on adjacent properties.

PRI 6. MATERIALITY

- 6.1 Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area.
- 6.2 Materials used within proximity to pedestrian areas must have the durability to withstand heightened activity and wear.
- 6.3 Reuse existing or refurbished materials.
- 6.4 Use materials that convey a sense of human scale; that is, meant to be experienced by the pedestrian, not vehicular, user.
- 6.5 Use authentic materials. When this is not possible, ensure that synthetic materials realistically convey the materials that they represent.
- 6.6 While excessive uniformity and monotony are discouraged, variations in materials and colors must be composed and balanced to create a unified whole.
- 6.7 Use light colored (high albedo) materials for roofing and landscaping to reflect radiant heat.
- 6.8 Brighter, bolder colors (including corporate branding colors) may be applied to areas or elements of the building where they are secondary in application compared to the main body or features of the building (such as signage, canopies, or accent trim), or are otherwise applied in ways that do not dominate the overall color palette or cause the building to look out of place relative to the area. Counteract stronger colors by integrating natural materials and textures into the overall design.
- 6.WE West End Historic District: Brighter colors may be applied more predominantly to contribute positively to a more vibrant, exciting setting but must still be coordinated with the building composition and surrounding character.

PRI 7. ARCHITECTURAL LIGHTING

- 7.1 Use light fixtures to accent and complement architectural elements.

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

PRI 8. PRIVATE OUTDOOR SPACES

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

PRI 11. EXISTING ARCHITECTURE

- 11.1 Buildings that are considered contributing to the West End Preservation Overlay District, or listed on the National Register of Historic Places are encouraged to consider rehabilitation, restoration, preservation, reconstruction or complementary additions. The National Park Service provides a comprehensive source of material that can assist owners with how to work with historic properties.
- 11.2 Maintain existing features, details and windows that contribute to the existing character of the building and its adjacent area
- 11.3 Additions and renovations must be respectful of a building’s original architectural character.
- 11.4 An addition should not damage or obscure architecturally important features of the existing building.
- 11.5 Additions must be visually distinctive from the original building so that new and old elements can be distinguished from one another.
- 11.6 Rooftop additions to existing buildings should be set back from the primary façade so that new and old elements can be distinguished from one another and the scale of the original building can be perceived.
- 11.7 Additions must be subordinate in scale and character to the original building.
- 11.8 An application for building demolition must be accompanied by a post-demolition site plan.

- 11.9 Inappropriate coating treatments are a major cause of damage to historic masonry buildings and should not be permitted. Applying any waterproof coating to existing brick exterior walls can cause interior and exterior damage. The National Park Service provides guidance on coating treatments for historic masonry buildings.
- 11.WE West End Historic District: Many buildings within this district are considered to be contributing assets to the West End Historic District. Buildings that are considered as such must not be demolished and should instead be adapted and reused. The City's Planning and Development Office can assist in determining which buildings are considered to be contributing assets.



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:	Lisa Lanni	James Carter - Hellbilly Reserves LLC
*Title:	Architect	Owner
*Address:	400 August Street, Ste. 200, Greenville, SC 29601	113 Ridgeland Drive
*Phone:	864.242.2033	864.304.3967
*Email:	llanni@mcmillanpazdansmith.com	carter@house13.com

PROPERTY INFORMATION

*STREET ADDRESS 912 S Main St. , Greenville, SC 29601

*TAX MAP #(S) See note at right

*SPECIAL DISTRICT West End Historic District

Project property is made up of several parcels under the same ownership: 0072000201900, 0072000202000, 0072000201700, 0072000201600. Note that separate LLCs are involved but all owned by the same individual, James Carter, contact information above.

DESCRIPTION OF REQUEST

This project consists of the infill development of a currently empty lot on Main Street, along with minor exterior and full interior renovations of the Old Cigar Warehouse. The property will be used as a brewery/restaurant and biergarten. It has been approved for Outdoor Entertainment use by the BZA.

The existing Old Cigar Warehouse is a beautiful building full of historic character. Exterior renovation to the building is limited to adding a new Entry Stair, associated railing work to accommodate the stair, adding a canopy over the existing porch, and adding dining balconies along the Main St. facade using existing openings. It is understood that the porch canopy has already been presented to the DRB and is included in this application as part of the overall project for review.

Existing equipment located along the railway side of the Cigar Warehouse is currently screened using a corrugated metal screen wall; this equipment, along with new equipment necessary to serve the Kitchen and Brewery inside the building, will remain in this area. The existing screen wall will be expanded to conceal existing and new equipment from view using corrugated metal panel screen fencing similar to that currently in place. Some penetrations to the existing building may be necessary as engineering design progresses for the indoor Kitchen and Brewery and any additional equipment screening necessary will be submitted to the City. Existing "historic mural" type signage on the building will remain. All other existing elements on the building will remain other than any repair that may be necessary.

Exterior improvements and development to the open outdoor space include five (5) new structures, landscaping, hardscaping, and perimeter fencing. The five structures include: Outdoor Dining Pavilion, Outdoor Entertainment Area, Fireplace, Firepit, and two (2) Shipping Containers located behind the building for storage,

Signage, furniture, lighting, the equipment screen wall are shown to indicate design intent. The Design Team requests the opportunity to finalize those elements with City staff as design moves forward.

(Continued from previous page)

The overall site planning is in response to feedback received through the BZA process, primarily related to noise concerns from our neighbors along Wardlaw. In an effort to provide buffer to the neighboring buildings, the Dining Pavilion is located with its long axis along Wardlaw as a border to the site and the Outdoor Entertainment Area further within the site and facing inboard. The Outdoor Dining Pavilion includes enclosed space for a kitchen and restrooms, and those solid masses are directly aligned with the Outdoor Entertainment Area. Additionally, a side wall to the Outdoor Entertainment Area directs sound inward and toward the open lawn. Heavier perimeter landscaping in that area serves as additional buffer and visual layering.

At the intersection of Main and Wardlaw, perimeter wall and built elements step back from the corner to offer space to the public realm and serve as an arrival point to the property for pedestrians coming from N. Main. Further down Main, the site entry also steps back from the public way to create the Building Transition Zone and pulling customers off of the sidewalk. Inboard to the site, the new entry stair and ramp at the Cigar Warehouse are located to intentionally engage the biergarten space and existing porch, as well as to keep customer traffic off of the public way along Main.

The overall architectural character of all new work is meant to compliment the existing Old Cigar Warehouse and other structures in the West End District while balancing the contrast of new elements. New elements feature weathered, textural materials such that the entire site has a sense of permanence and depth. New features immediately connected to the existing building are designed in materials already in use on the building - wood, reclaimed brick and concrete, black painted steel railings, all consistent with similar existing elements. The Outdoor Dining Pavilion and Outdoor Entertainment Area make use of charred wood, corrugated and standing seam metal, exposed steel and wood, and corten steel on the Outdoor Dining Pavilion - all materials that convey a sense of richness and texture and some of which are already used on site and/or the immediate context. A small trough is planned along the exterior wall of the Outdoor Dining Pavilion to capture runoff from corten or other materials. New Fireplace and Firepit feature stone and concrete with inlaid logos for the brewery. An interior portion of the entry area at the outdoor restrooms will be visible from the open lawn and interior visible material is planned as birch plywood. Shipping Containers are located to minimize public view and are in keeping with contextual materials. They are to be used for storage only.

The perimeter of the site will feature gabion piers infilled with large stones and simple intermediate fencing intended to be concealed with landscaping as it matures, again conveying the concept of permanence and depth. Street trees will be provided as required and additional perimeter landscaping will offer a soft, transparent border to the site at the gathering areas along Wardlaw and Main, with (as previously mentioned) heavier landscaping at the rear of the Dining Pavilion to serve as additional noise buffer and visual layering. On the interior of the site, existing matures trees will remain everywhere possible and the open lawn will feature natural turf grass.

Hardscape throughout the site is planned as scored concrete and a "midscape" material of decomposed granite. Any "midscape" areas will feature a containment border.

INSTRUCTIONS

1. Preliminary meeting with staff is required prior to application submittal.
2. All applications and fees (made payable to the City of Greenville) for Certificate of Appropriateness must be received by the Planning & Development office no later than 2:00 p.m. on the date reflected on the attached schedule.

A. URBAN DESIGN PANEL	Site plan review	\$300.00
	Architectural review	\$300.00
B. SIGNS		\$150.00
C. APPLICATION FOR STAFF REVIEW		
	Major (all site development activity, roof gardens, decks or accessory structures; or any project that requires consultation with a member of the DRB).	\$100.00
	Minor (color change; replacement of windows/doors; additions, deletions or replacement of awnings; re-roofing; and projects that do not involve structural alterations, increase/decrease in window/door area or removal of architectural features).	\$ 50.00
D. INFORMAL REVIEW		
E. MODIFICATION TO AN APPROVED PROJECT		
	Major (requires review by DRB)	½ original fee
	Minor (requires review by staff)	\$ 50.00
F. REVISIONS (multiple required revisions may be subject to additional fees).		
3. The staff will review the application for “sufficiency” pursuant to Section 19-2.2.6, Determination of Sufficiency and will contact the applicant to correct any deficiencies, which must be corrected prior to placing the application on the Design Review Board agenda.
4. If the application requires review by the Urban Design Panel, public hearing signs must be posted on the subject property at least 15 days (but not more than 18 days) prior to the scheduled hearing date.
5. You must attach one (1) complete set of scaled drawings of the property at an appropriate scale such as 1”=20’ or ¼” = 1’, etc. Although construction drawings are not required, applicants for final approval should be able to provide construction drawings at the Design Review Board’s (DRB) request. The Board may request additional information at any time to fully understand the proposal. Items submitted to the Board become the property of the City and will not be returned.

SITE PLAN REVIEW

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

ARCHITECTURAL REVIEW

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

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

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

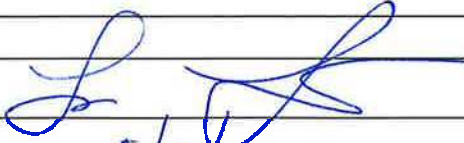
6. Please read carefully:

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

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

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

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

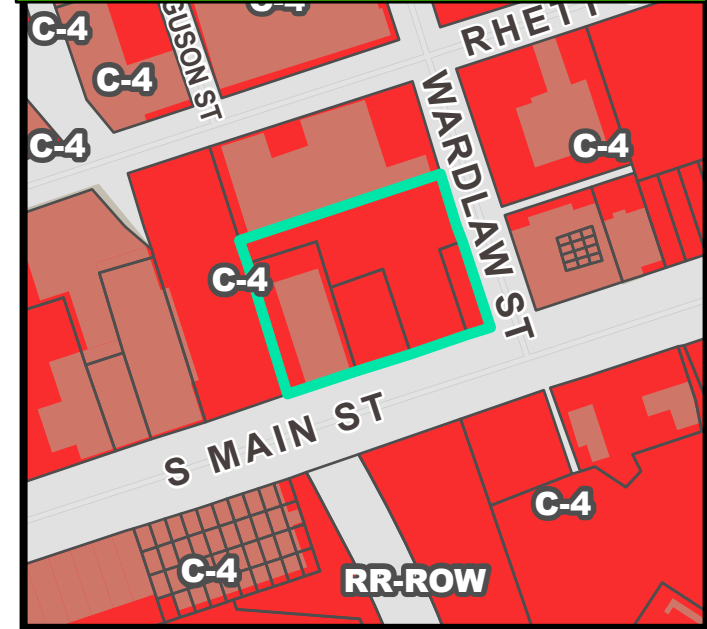
*Signatures	
Applicant	
Date	5/2/22
Property Owner/Authorized Agent	
Date	
Public Hearing Information	
Public Hearing Signs	

CA 22-363 • 912 SOUTH MAIN STREET

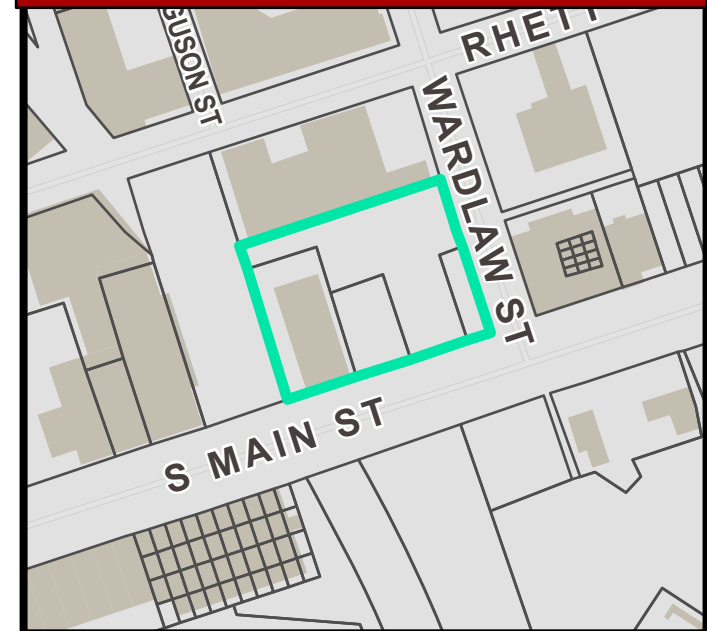
AERIAL VIEW



CURRENT ZONING



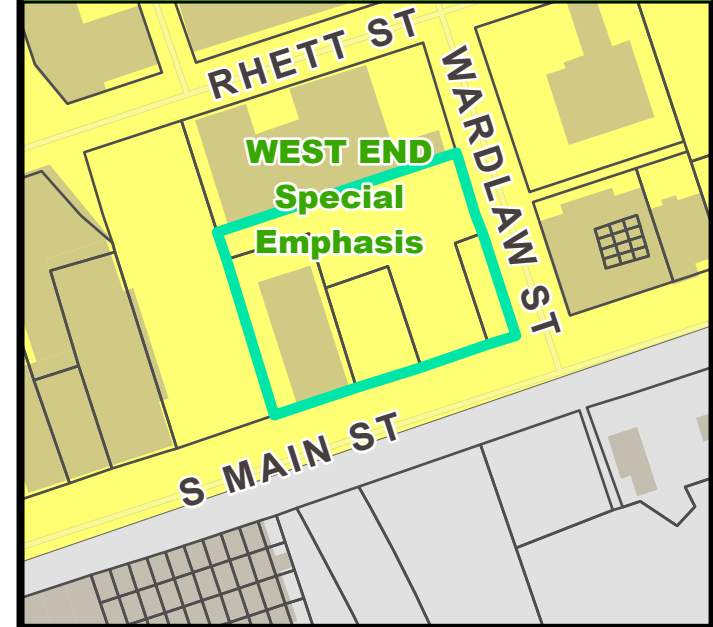
FUTURE LAND USE



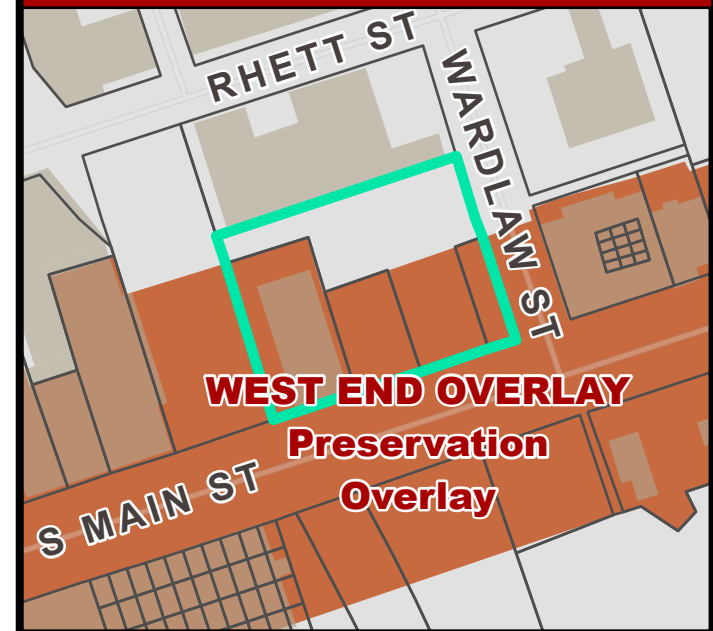
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



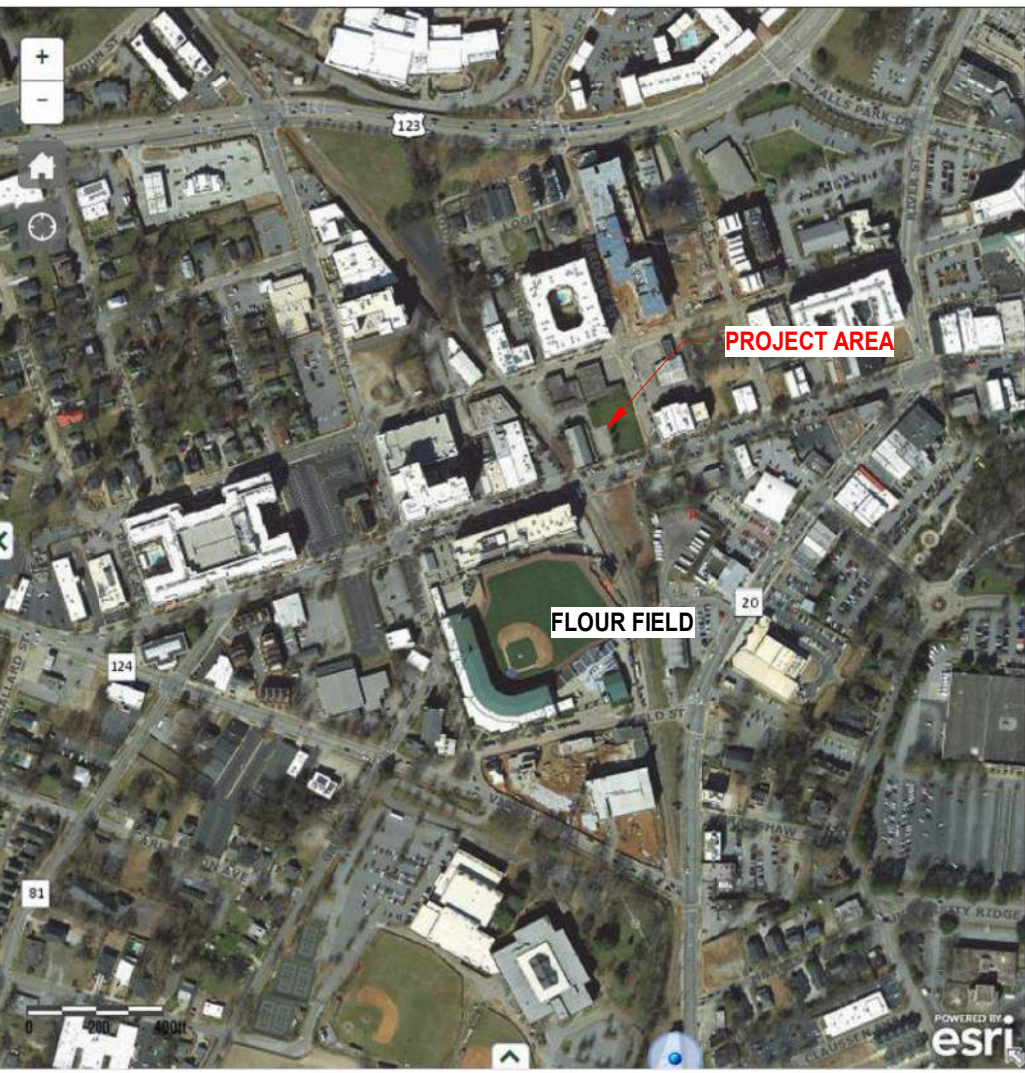
PRESERVATION OVERLAYS



NEW REALM BREWERY

GREENVILLE, SC

Issue Date/ Description: 05.02.2022 DRB Submittal
MPS Project No: 020534.00
Agency Review ID: City of Greenville Design Review Board



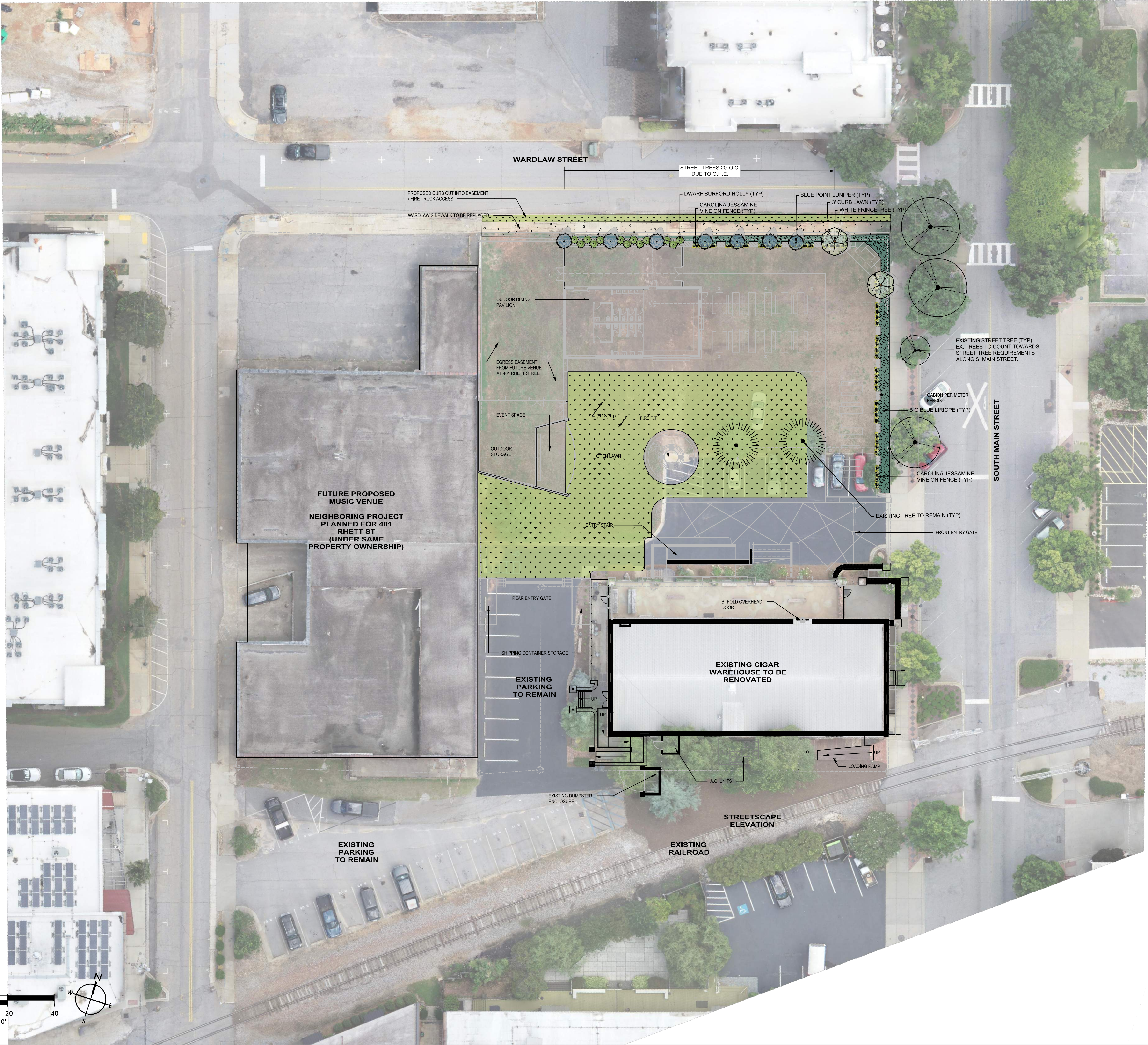
VICINITY MAP



SITE MAP

INDEX OF DRAWINGS	
SHEET NO	SHEET NAME
GENERAL	
G000	COVER SHEET - DRB
LANDSCAPE	
L1.0	LANDSCAPE PLAN
ARCHITECTURAL	
A010	ARCHITECTURAL SITE PLAN
A060	DEMOLITION ELEVATIONS
A110	EXISTING BUILDING LOWER LEVEL FLOOR PLAN
A111	EXISTING BUILDING UPPER LEVEL FLOOR PLAN
A112	OUTDOOR DINING PAVILION & EVENT AREA FLOOR PLAN
A300	STREETSCAPE ELEVATIONS
A301	BUILDING ELEVATIONS
A320	OVERALL BUILDING & WALL SECTIONS
IMAGERY	
PR001	CONTEXT IMAGERY
PR002	MATERIAL IMAGERY
PR003	BIRD'S-EYE
PR004	WARDLAW STREET
PR005	CORNER OF S. MAIN & WARDLAW
PR006	CORNER OF S. MAIN & WARDLAW
PR007	OUTDOOR DINING PAVILION
PR008	KITCHEN RESTROOM PAVILION
PR009	OUTDOOR DINING PAVILION
PR010	BIRD'S-EYE AT MAIN ENTRY
PR011	EVENT AREA
PR012	SOUTH MAIN STREET
PR013	BIRD'S-EYE AT COVERED PORCH
PR014	CIGAR WAREHOUSE AT MAIN STREET

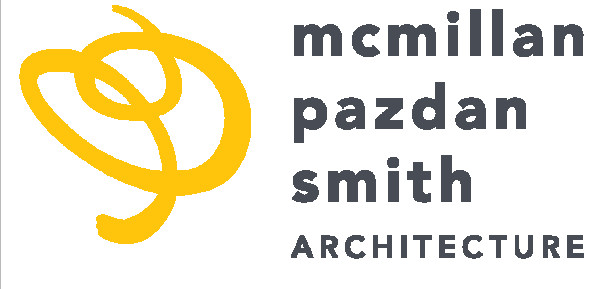
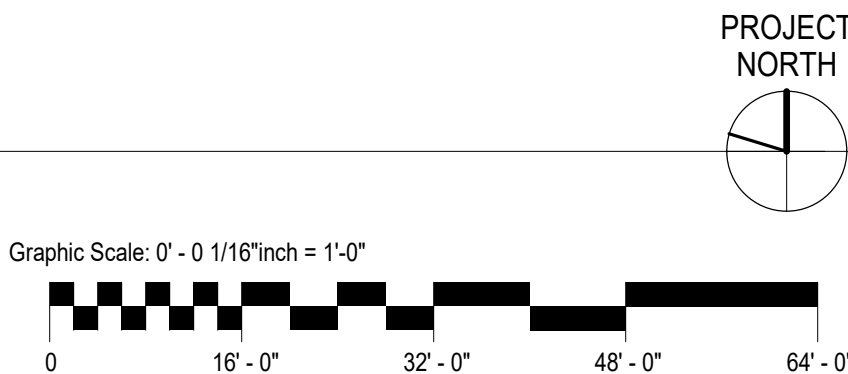
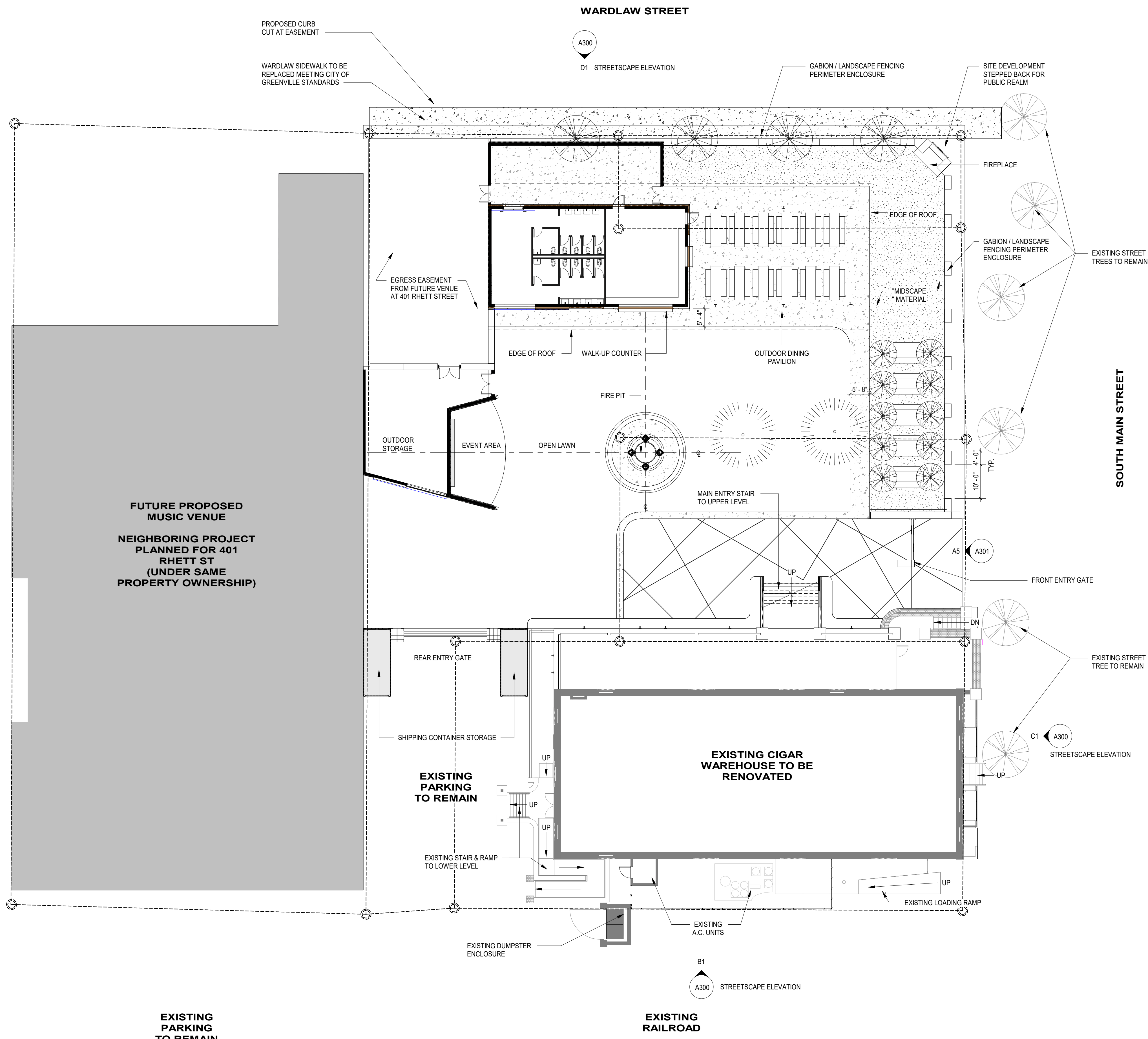
0 10 20 40
SCALE: 1" = 20'



PLANT SCHEDULE		
TREES	CODE	BOTANICAL / COMMON NAME
	CV	Chenopodium virginicum / White Fringetree
	JJ	Juniperus chinensis 'Blue Point' / Blue Point Juniper
	BT	Baccharis cornuta 'Dwarf Burford' / Dwarf Burford Holly
	OS	Ostrya virginica / Carolina Jessamine
GROUND COVER	CODE	BOTANICAL / COMMON NAME
	LD	Liriodendron tulipifera 'Silver Dragon' / Creeping Lily Turf
SP/USED	CODE	BOTANICAL / COMMON NAME
	Sot	Cynodon dactylon 'Turf' / Tuff Bermuda Grass

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A1
A010 SITE PLAN
1/16" = 1'-0"



CONSULTANT LOGO

SEALS

NEW REALM BREWERY
GREENVILLE SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

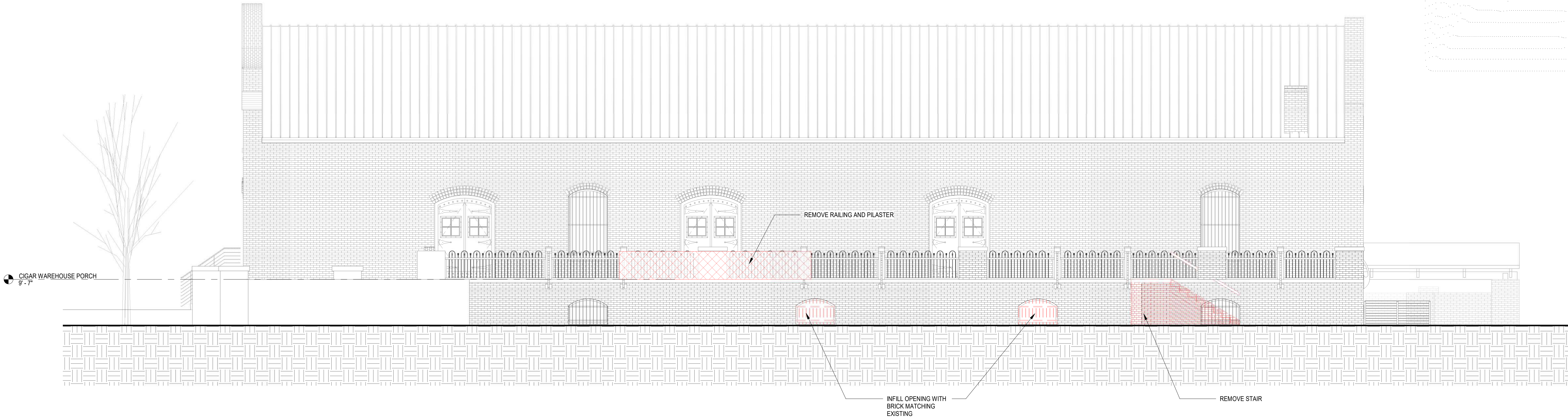
Principal
Architect
Author

SHEET TITLE:
**ARCHITECTURAL SITE
PLAN**

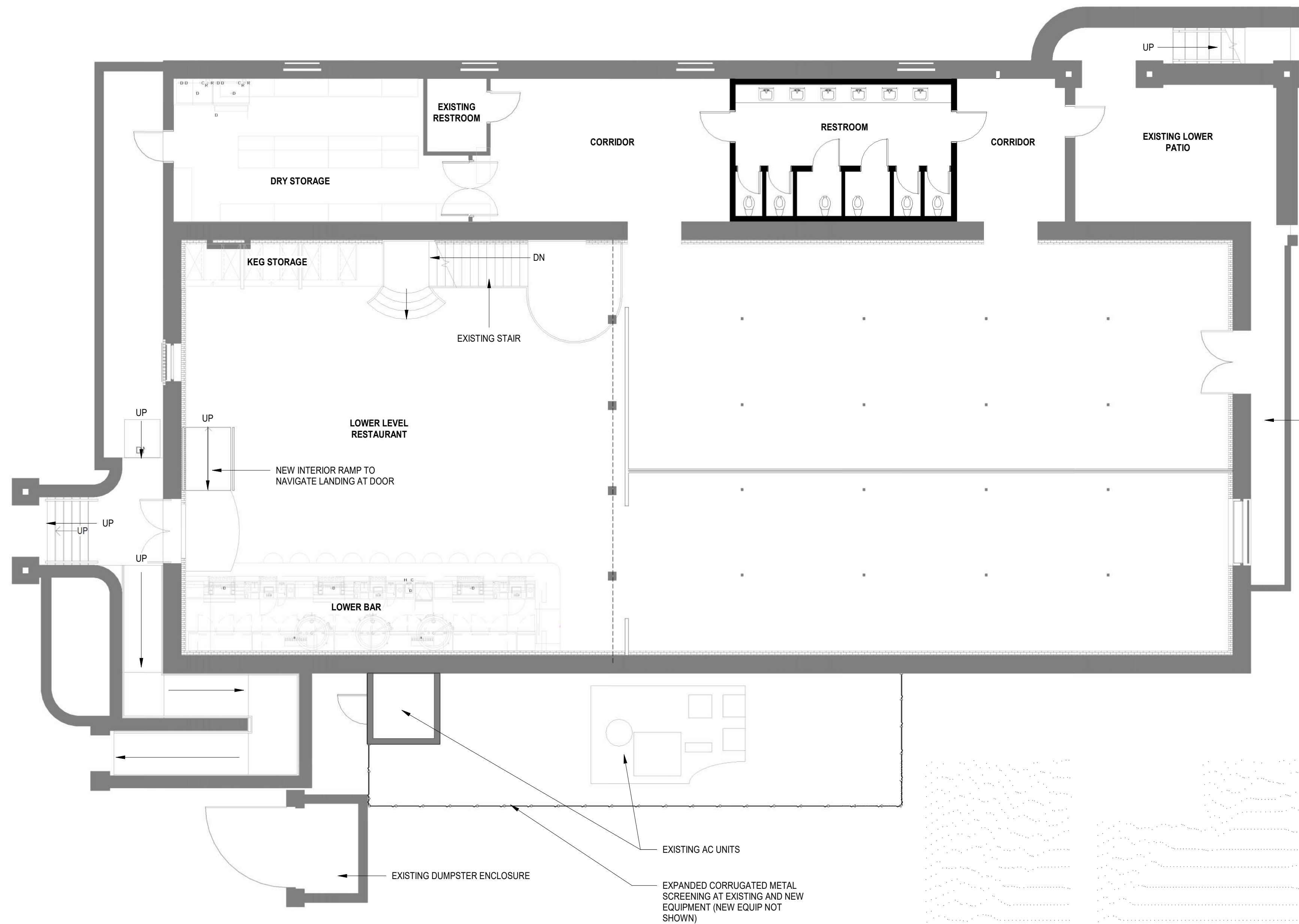
SHEET NO.
A010

PROJ. NO.
020534.00

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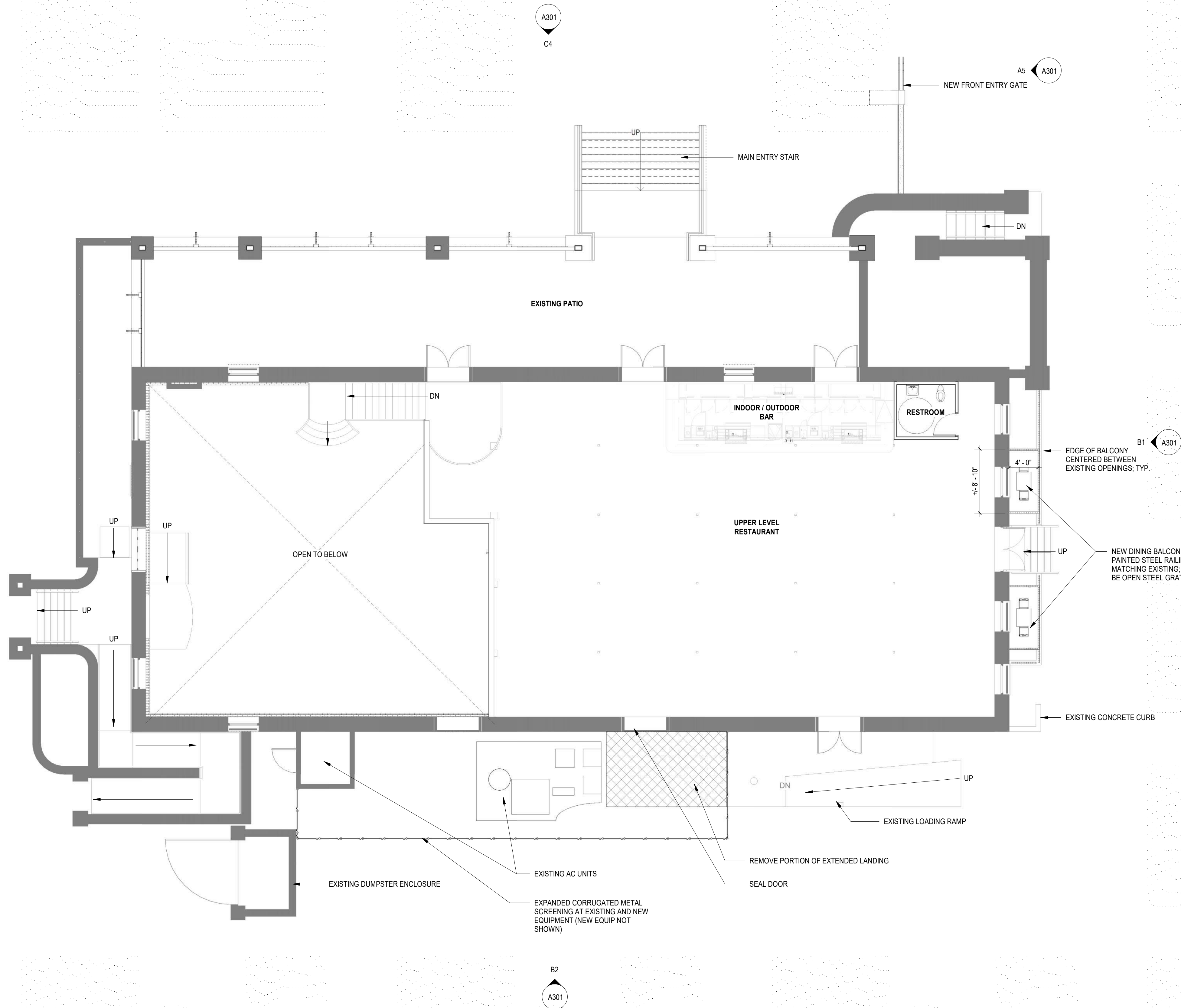


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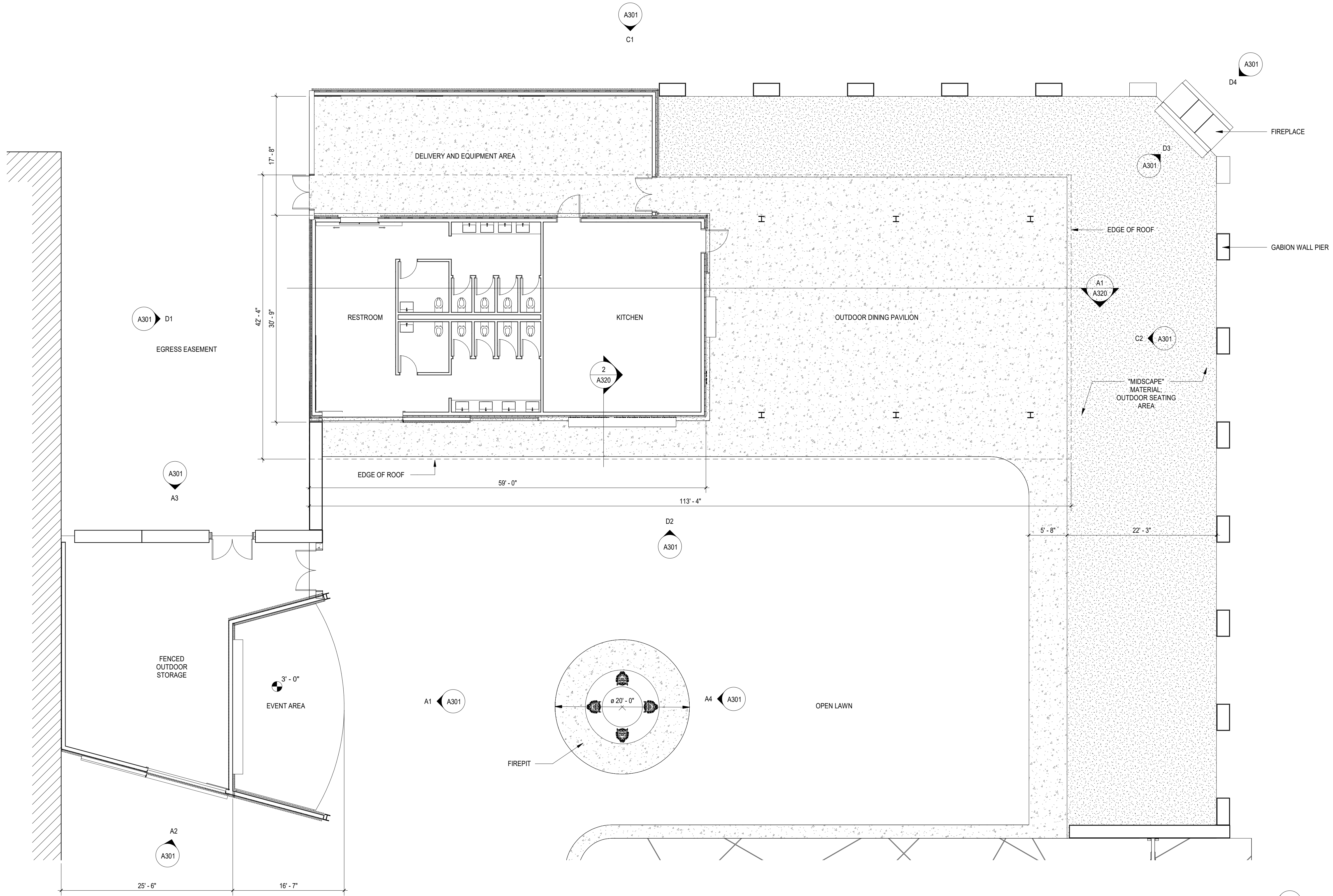
A1
A110
1/8" = 1'-0"
LOWER LEVEL FLOOR PLAN

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A1
A111
1/8" = 1'-0"
UPPER LEVEL FLOOR PLAN

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A1
A112 1/8" = 1'-0" **OUTDOOR KITCHEN & RESTROOM FLOOR PLAN**

NEW REALM BREWERY
GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

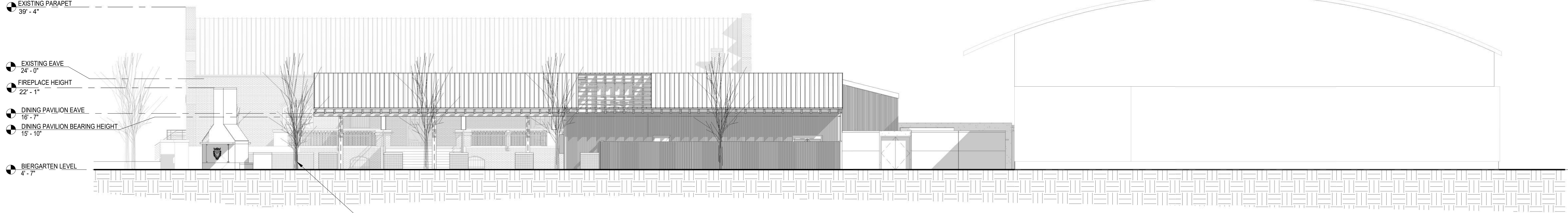
PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
**OUTDOOR DINING
PAVILION & EVENT
AREA FLOOR PLAN**

SHEET NO. PROJ. NO.
020534.00

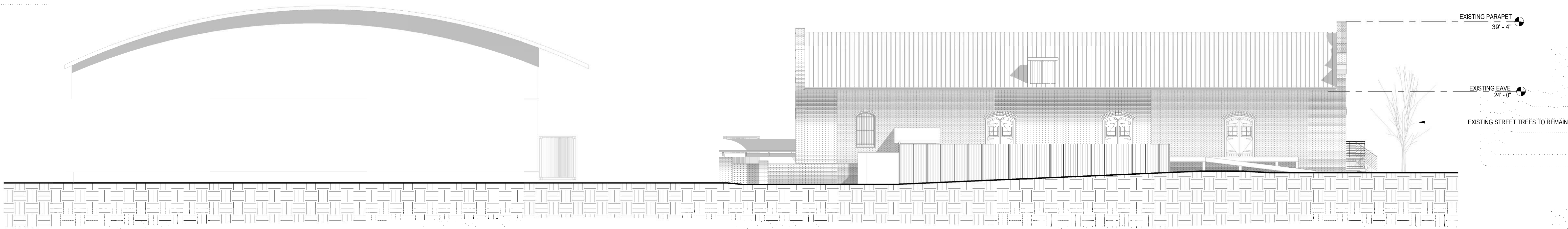
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D1
A300
WARDLAW STREET ELEVATION
3/32" = 1'-0"



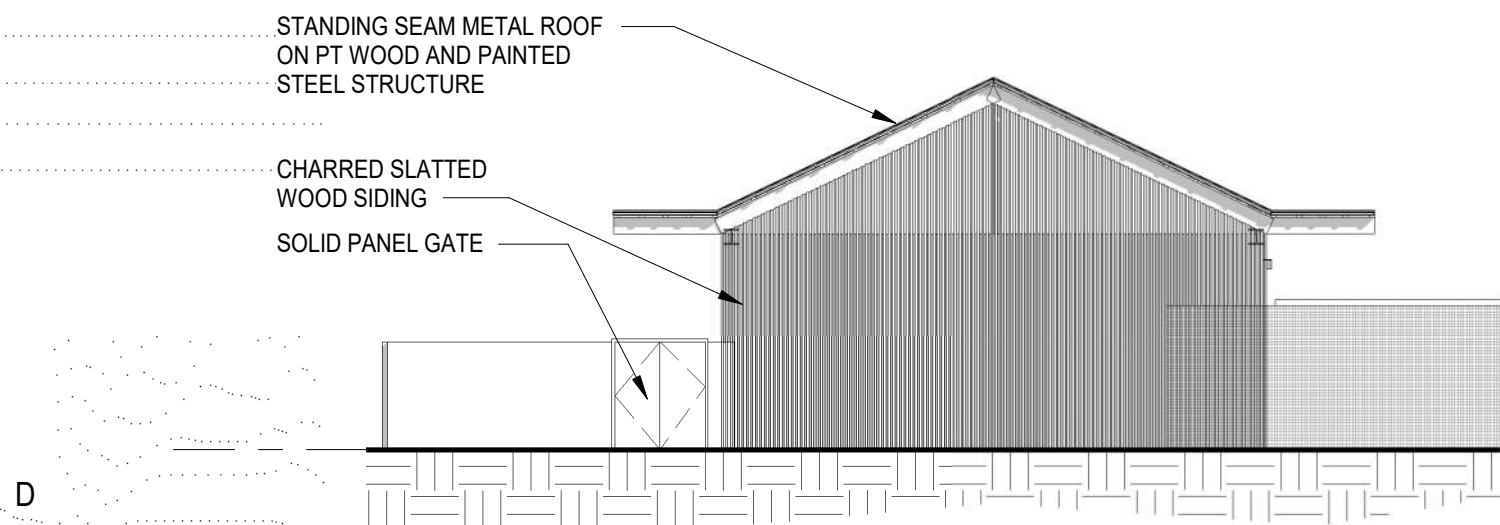
C1
A300
SOUTH MAIN STREET ELEVATION
3/32" = 1'-0"



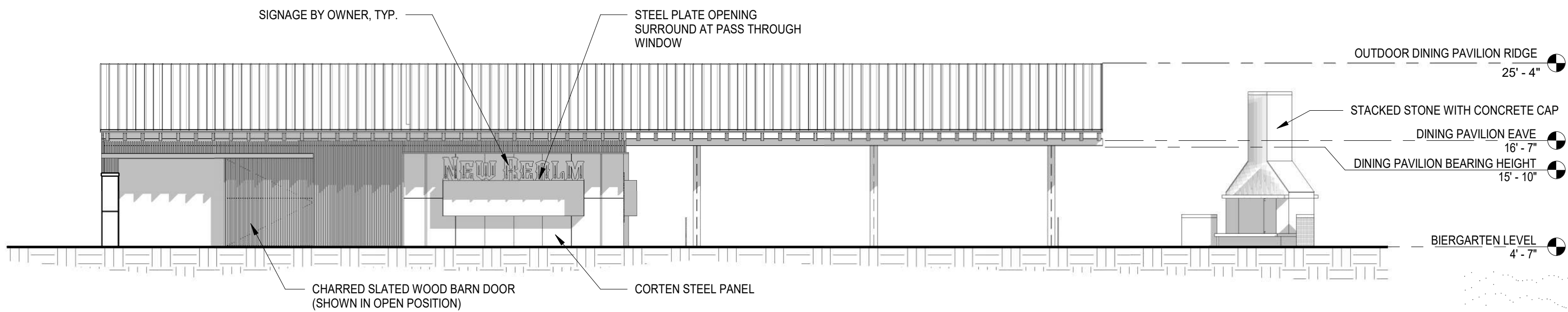
B1
A300
SOUTH ELEVATION
3/32" = 1'-0"

ALL LEVELS REFERENCE EXISTING
CIGAR WAREHOUSE LOWER LEVEL

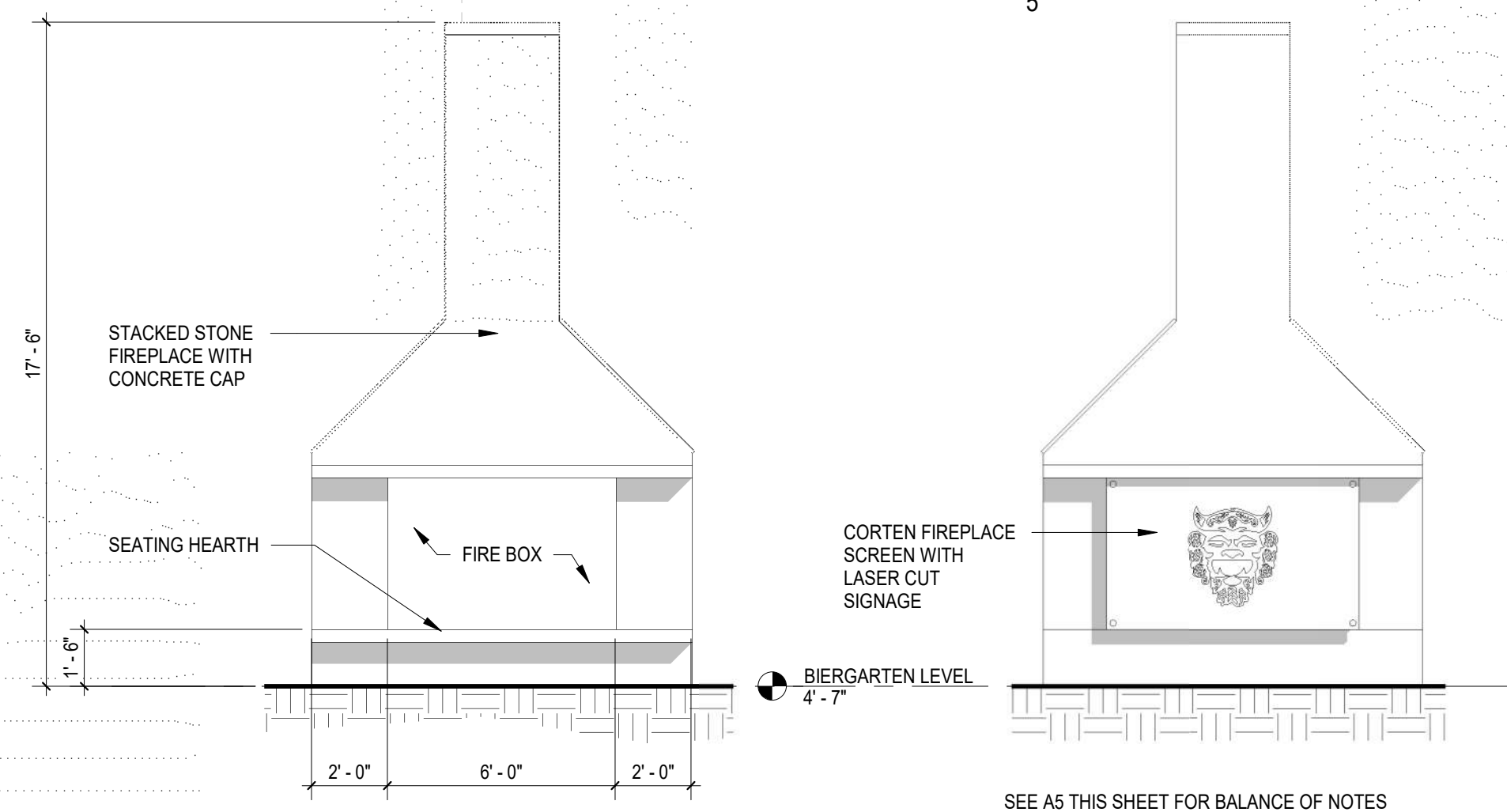
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D1 DINING PAVILION WEST ELEVATION
A301 3/32" = 1'-0"

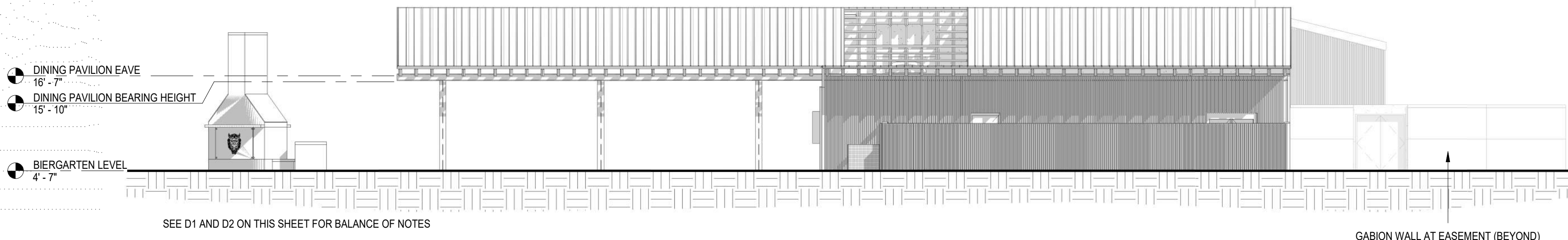


D2 DINING PAVILION SOUTH ELEVATION
A301 3/32" = 1'-0"

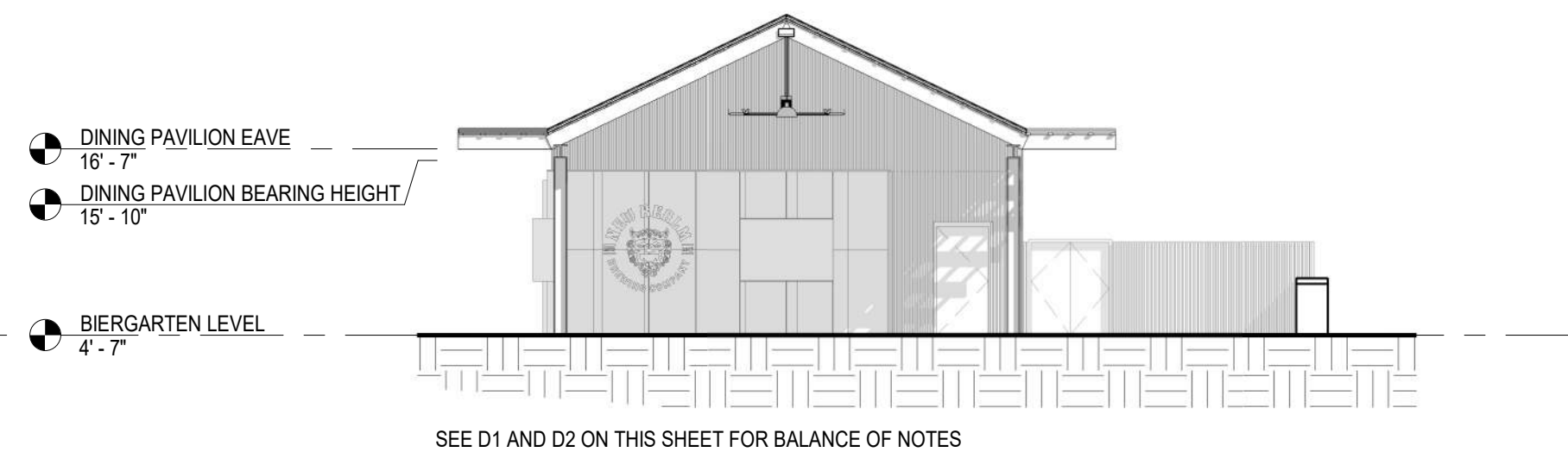


D3 FIREPLACE SOUTH ELEVATION
A301 1/4" = 1'-0"

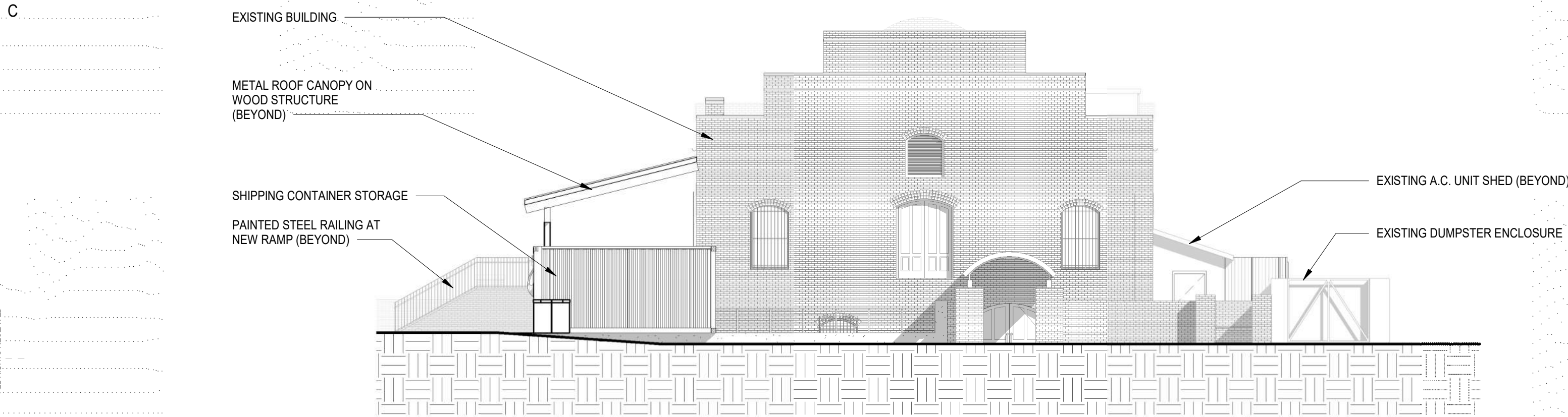
D4 FIREPLACE NORTH ELEVATION
A301 1/4" = 1'-0"



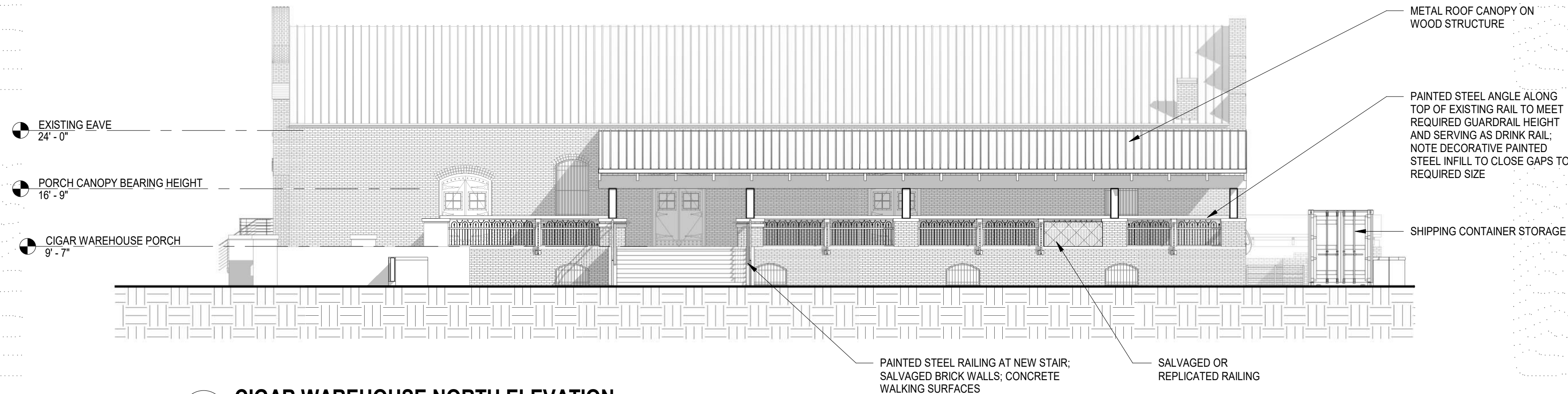
C1 DINING PAVILION NORTH ELEVATION
A301 3/32" = 1'-0"



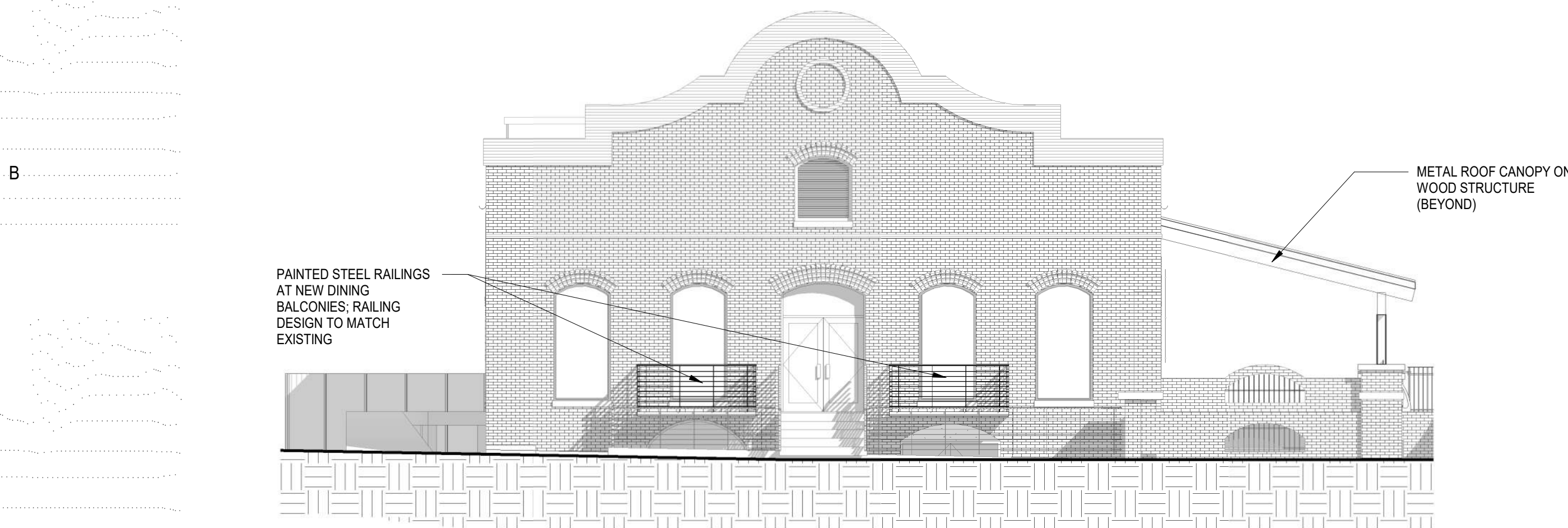
C2 DINING PAVILION EAST ELEVATION
A301 3/32" = 1'-0"



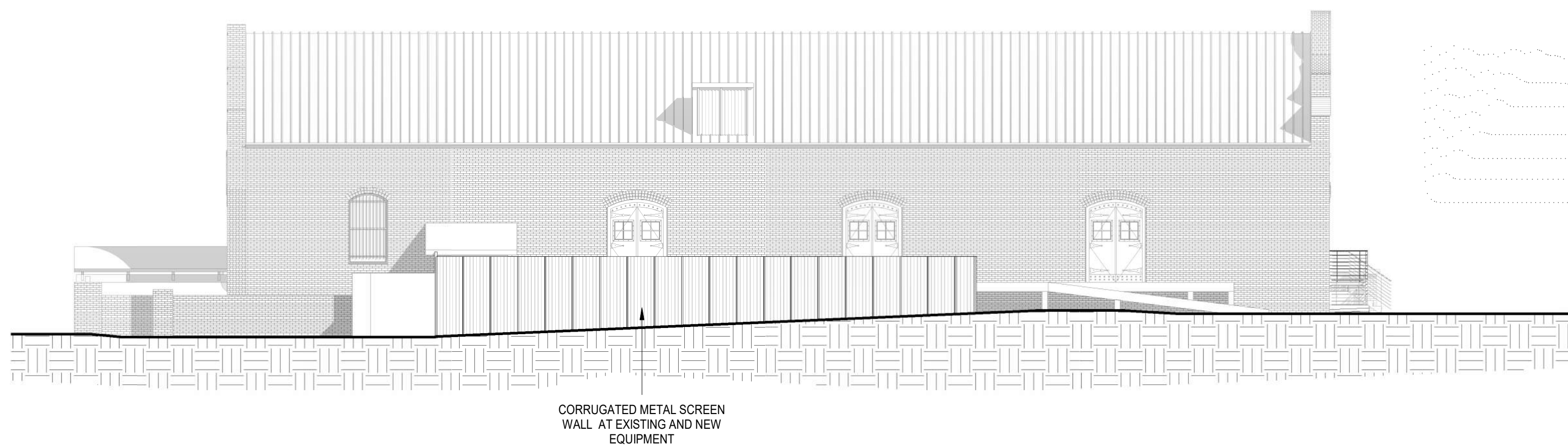
C3 CIGAR WAREHOUSE WEST ELEVATION
A301 3/32" = 1'-0"



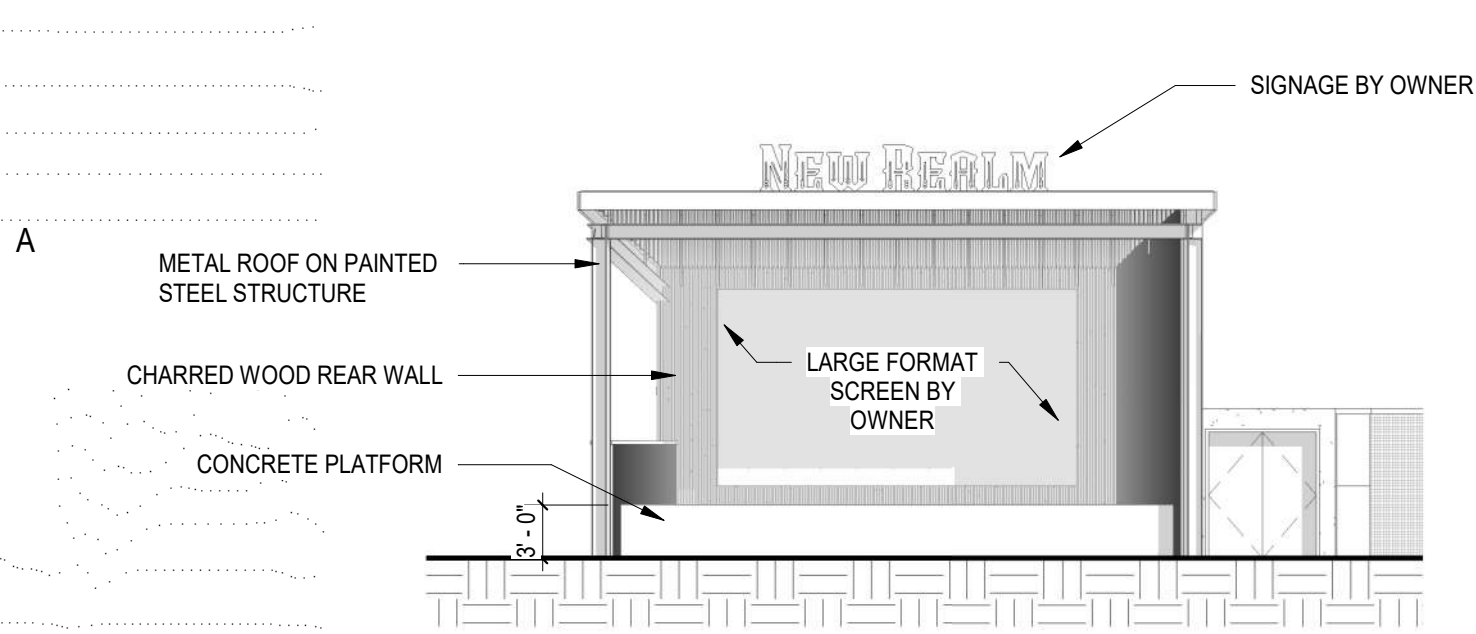
C4 CIGAR WAREHOUSE NORTH ELEVATION
A301 3/32" = 1'-0"



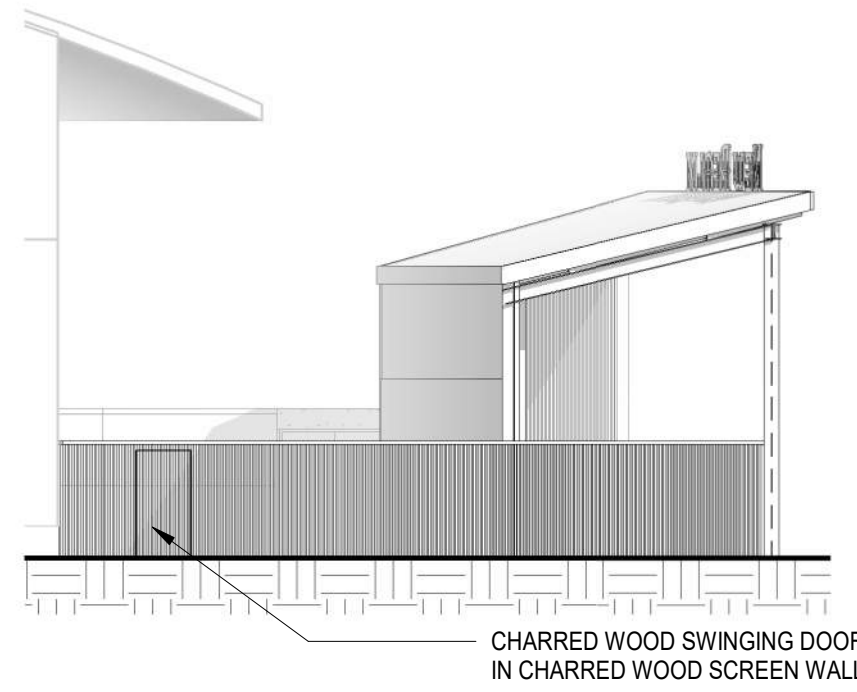
B1 EAST CIGAR WAREHOUSE ELEVATION
A301 1/8" = 1'-0"



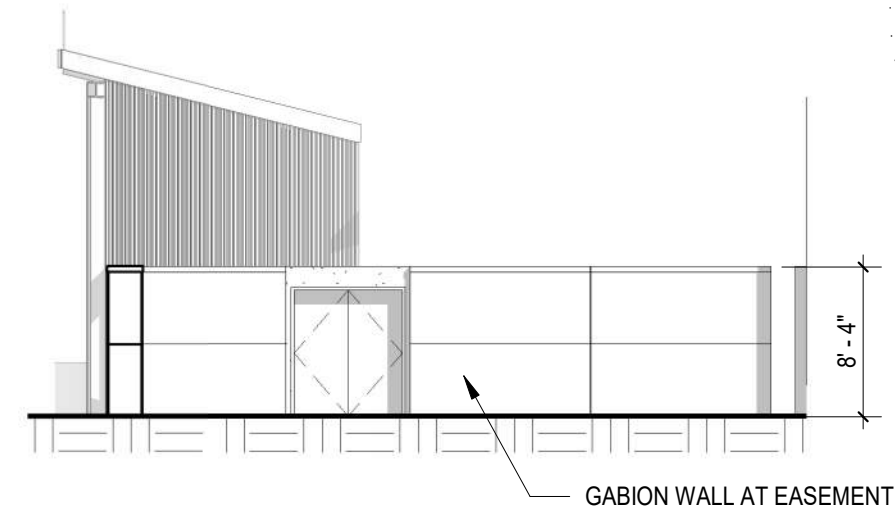
B2 SOUTH CIGAR WAREHOUSE ELEVATION
A301 3/32" = 1'-0"



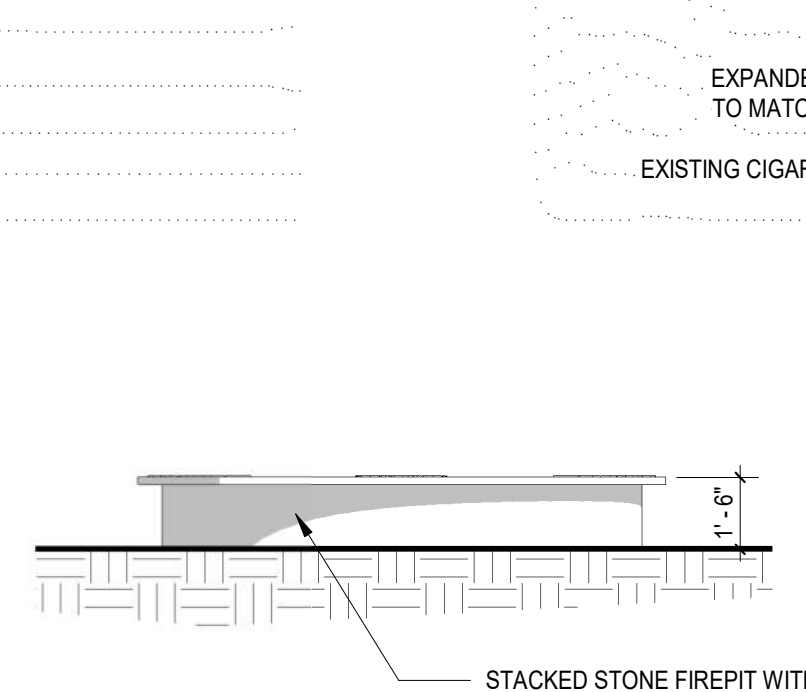
A1 EVENT AREA EAST ELEVATION
A301 3/32" = 1'-0"



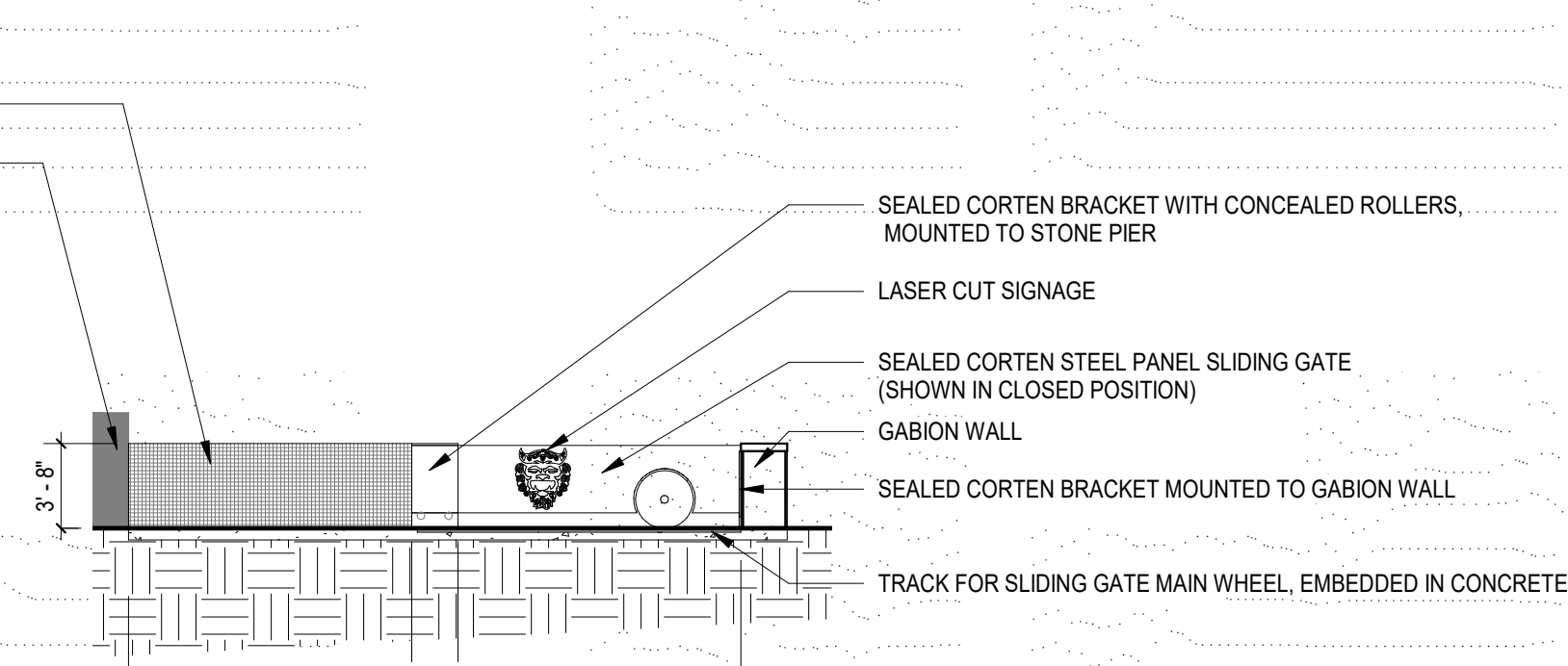
A2 EVENT AREA SOUTH ELEVATION
A301 3/32" = 1'-0"



A3 EVENT AREA NORTH ELEVATION
A301 3/32" = 1'-0"



A4 FIRE PIT ELEVATION
A301 1/4" = 1'-0"



A5 ENTRY GATE ELEVATION
A301 1/8" = 1'-0"

ALL LEVELS REFERENCE EXISTING
CIGAR WAREHOUSE LOWER LEVEL

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

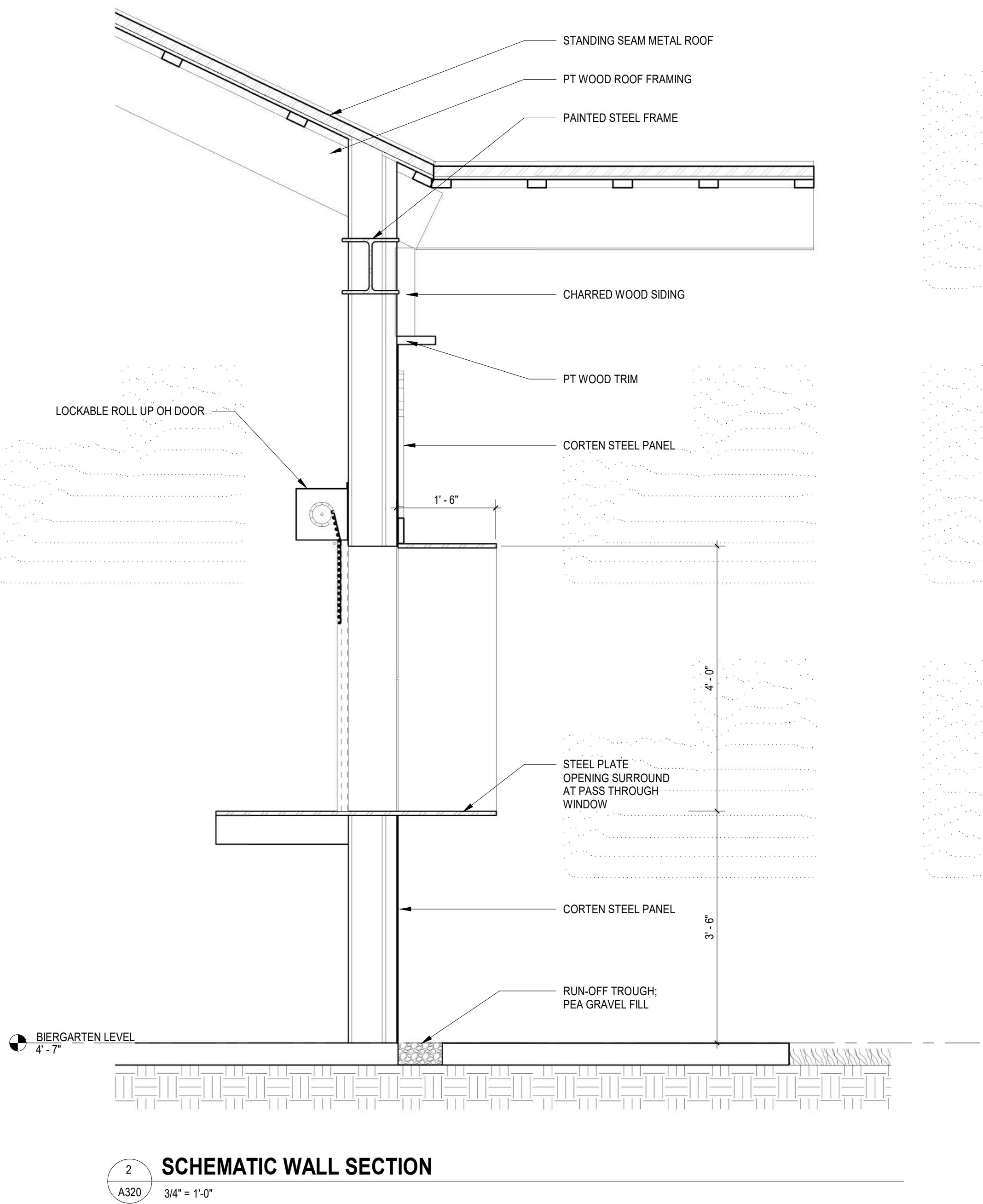
PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
**OVERALL BUILDING &
WALL SECTIONS**

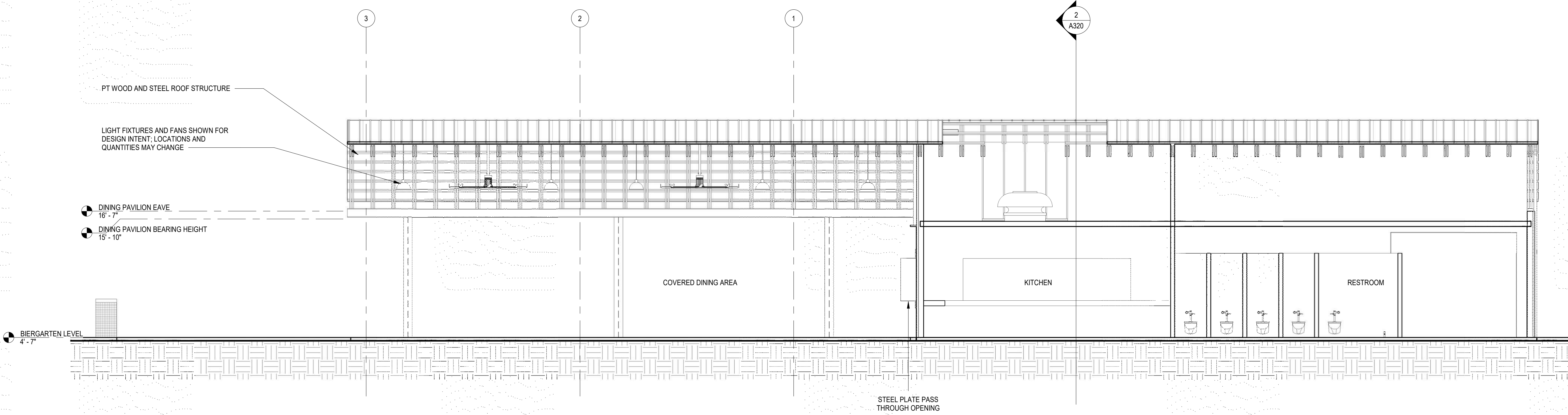
SHEET NO.
A320

PROJ. NO.
020534.00



2 SCHEMATIC WALL SECTION

3/4" = 1'-0"



A1 OUTDOOR DINING PAVILION BUILDING SECTION

3/16" = 1'-0"

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1 - VIEW OF CORNER OF S MAIN STREET AND WARDLAW STREET



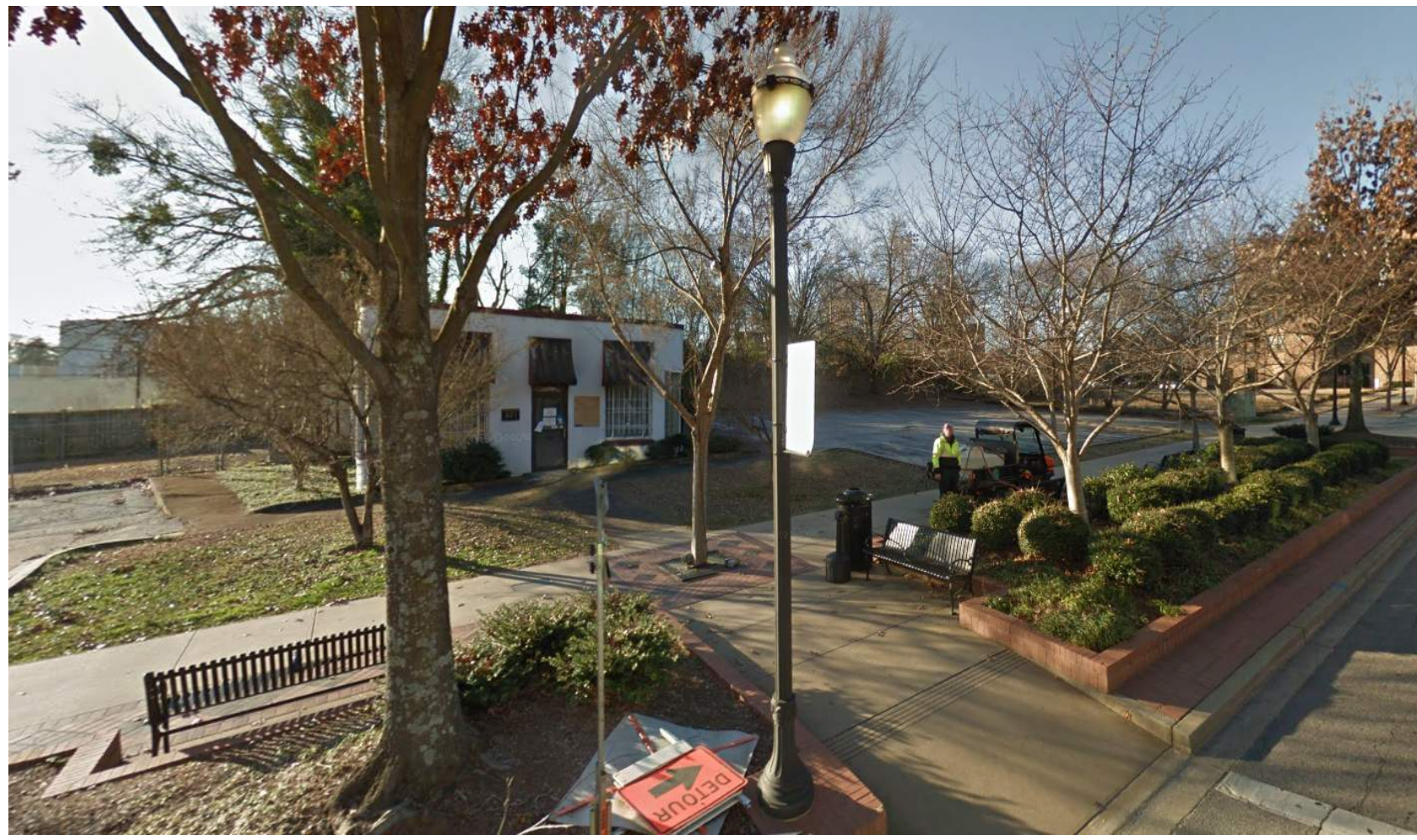
2 - VIEW OF EXISTING CIGAR WAREHOUSE FROM SOUTH MAIN STREET



3 - VIEW OF EXISTING CIGAR WAREHOUSE FROM SOUTH MAIN STREET



4 - VIEW OF EXISTING CIGAR WAREHOUSE + FIELD FROM WARDLAW STREET



5 - 821 S MAIN STREET



6 - 501 RHETT STREET



7 - 508 RHETT STREET



8 - 322 RHETT STREET - HOTEL



9 - D&B GLASS, INC.



10 - 911 SOUTH MAIN STREET



11 - 945 SOUTH MAIN STREET - FLOUR FIELD + MIXED USE



12 - 945 SOUTH MAIN STREET - FLOUR FIELD



13 - 924 SOUTH MAIN STREET - ZEN



KEY PLAN

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MATERIAL CASE STUDY IMAGERY



LARGE SITE BOULDER



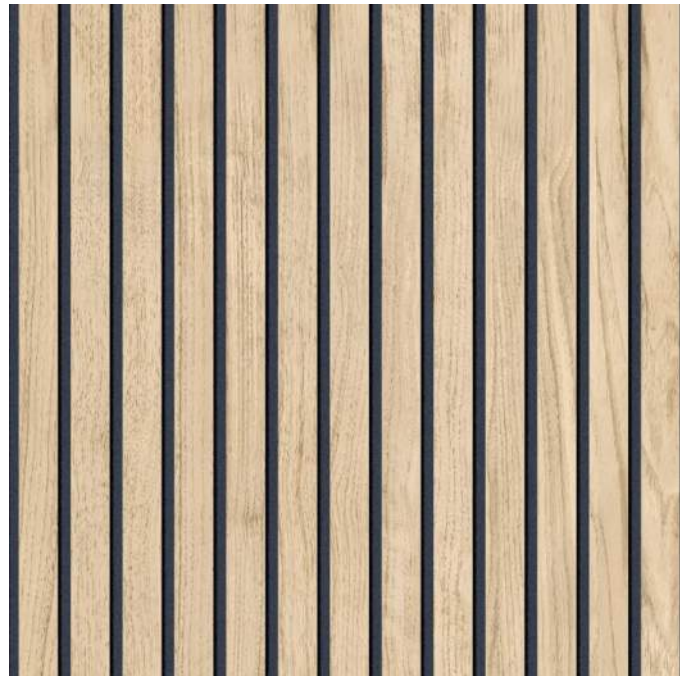
CORRUGATED METAL



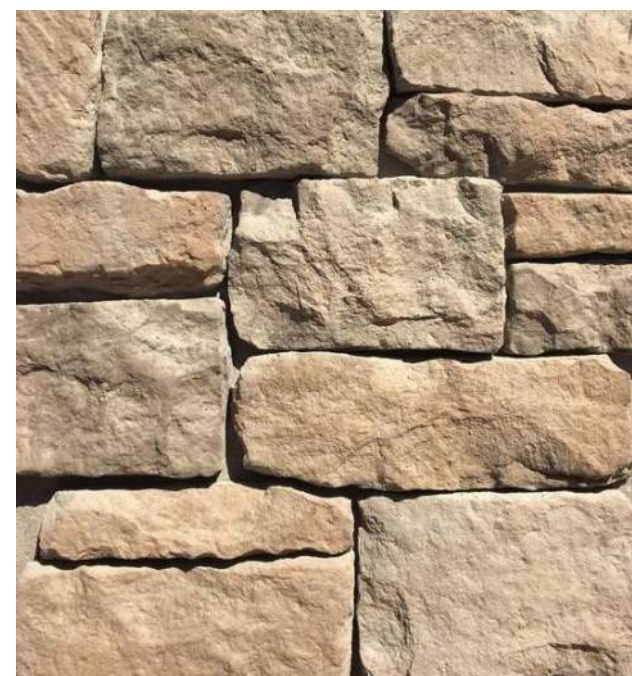
CORTEN



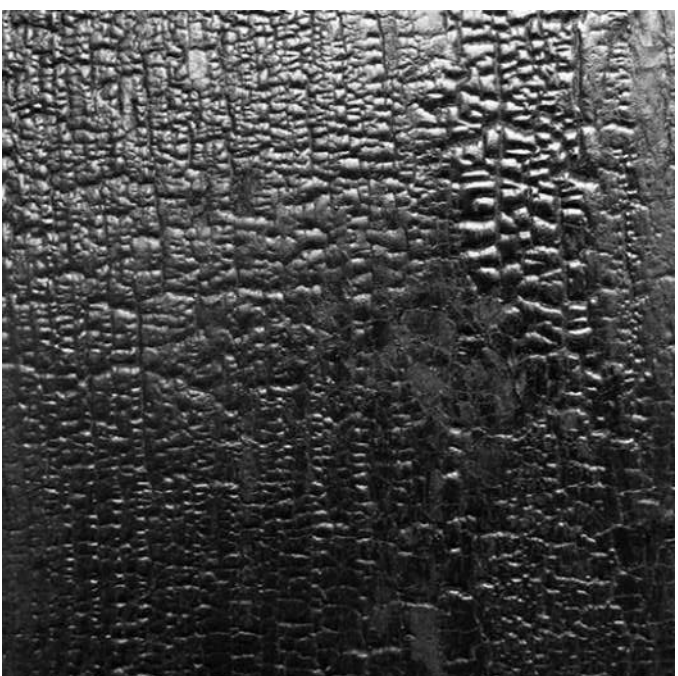
GABION SITE WALL + FENCE



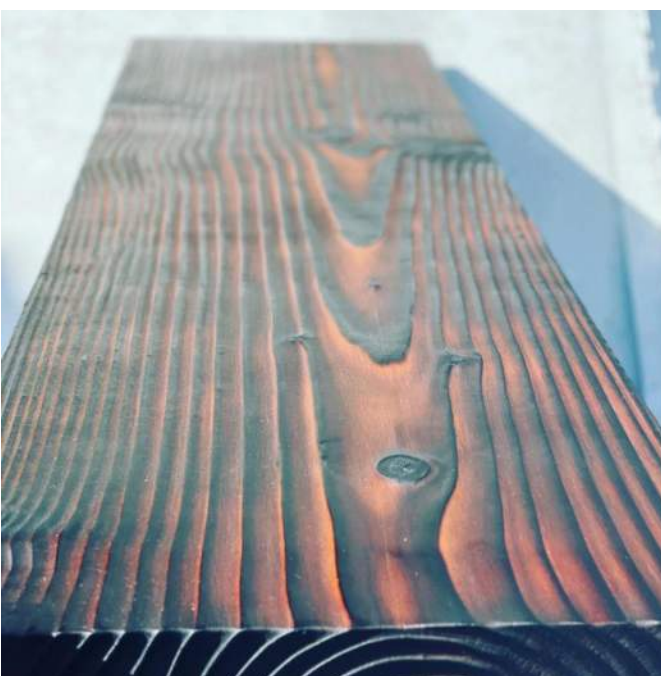
WOOD SLAT



STACKED STONE



CHARRED WOOD



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
BIRD'S-EYE

SHEET NO.

PROJ. NO.
020534.00

PR003



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
WARDLAW STREET

SHEET NO.
PR004

PROJ. NO.
020534.00



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:	Principal
PROJECT ARCHITECT:	Architect
DRAWN BY:	Author

SHEET TITLE:
**CORNER
OF S. MAIN &
WARDLAW**

SHEET NO.	PROJ. NO. 020534.00
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PR005



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
CORNER
OF S. MAIN &
WARDLAW

SHEET NO.

PROJ. NO.
020534.00

PR006



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:	Principal
PROJECT ARCHITECT:	Architect
DRAWN BY:	Author

SHEET TITLE:
**OUTDOOR DINING
PAVILION**

SHEET NO.	PROJ. NO. 020534.00
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PR007



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
KITCHEN,
RESTROOM,
PAVILION

SHEET NO.

PROJ. NO.
020534.00

PR008



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:				
NO.	DATE	DESCRIPTION	BY	
A	05.02.2022	DRB Submittal		

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
**OUTDOOR DINING
PAVILION**

SHEET NO. PROJ. NO.
020534.00

PR009



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
BIRD'S-EYE AT MAIN
ENTRY

SHEET NO. PROJ. NO.
020534.00

PR010



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:	Principal
PROJECT ARCHITECT:	Architect
DRAWN BY:	Author

SHEET TITLE:
EVENT AREA

SHEET NO.	PROJ. NO.
	020534.00

PR011



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:

Principal
Architect
Author

SHEET TITLE:
SOUTH MAIN
STREET

SHEET NO.

PROJ. NO.
020534.00

PR012



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:	Principal
PROJECT ARCHITECT:	Architect
DRAWN BY:	Author

SHEET TITLE:
BIRD'S-EYE AT
COVERED PORCH

SHEET NO.	PROJ. NO. 020534.00
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PR013



NEW REALM BREWERY

GREENVILLE, SC

SHEET ISSUE:			
NO.	DATE	DESCRIPTION	BY
A	05.02.2022	DRB Submittal	

PRINCIPAL IN CHARGE:	Principal
PROJECT ARCHITECT:	Architect
DRAWN BY:	Author

SHEET TITLE:
**CIGAR
WAREHOUSE AT
MAIN STREET**

SHEET NO.	PROJ. NO. 020534.00
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PR014





**Planning Staff Report to
Design Review Board - Urban
August 19, 2022
for the September 1, 2022 Public Hearing**

Docket Number: 22-00552
Applicant: Cindy Benjamin, LS3P
Property Owner: North Main Labs, LLC
Property Location: 2 North Main Street
Tax Map Number: 000100-50-0900
Zoning: C-4, Central Business District
Proposal: Exterior Renovations
Staff Recommendation: Approval

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Background:

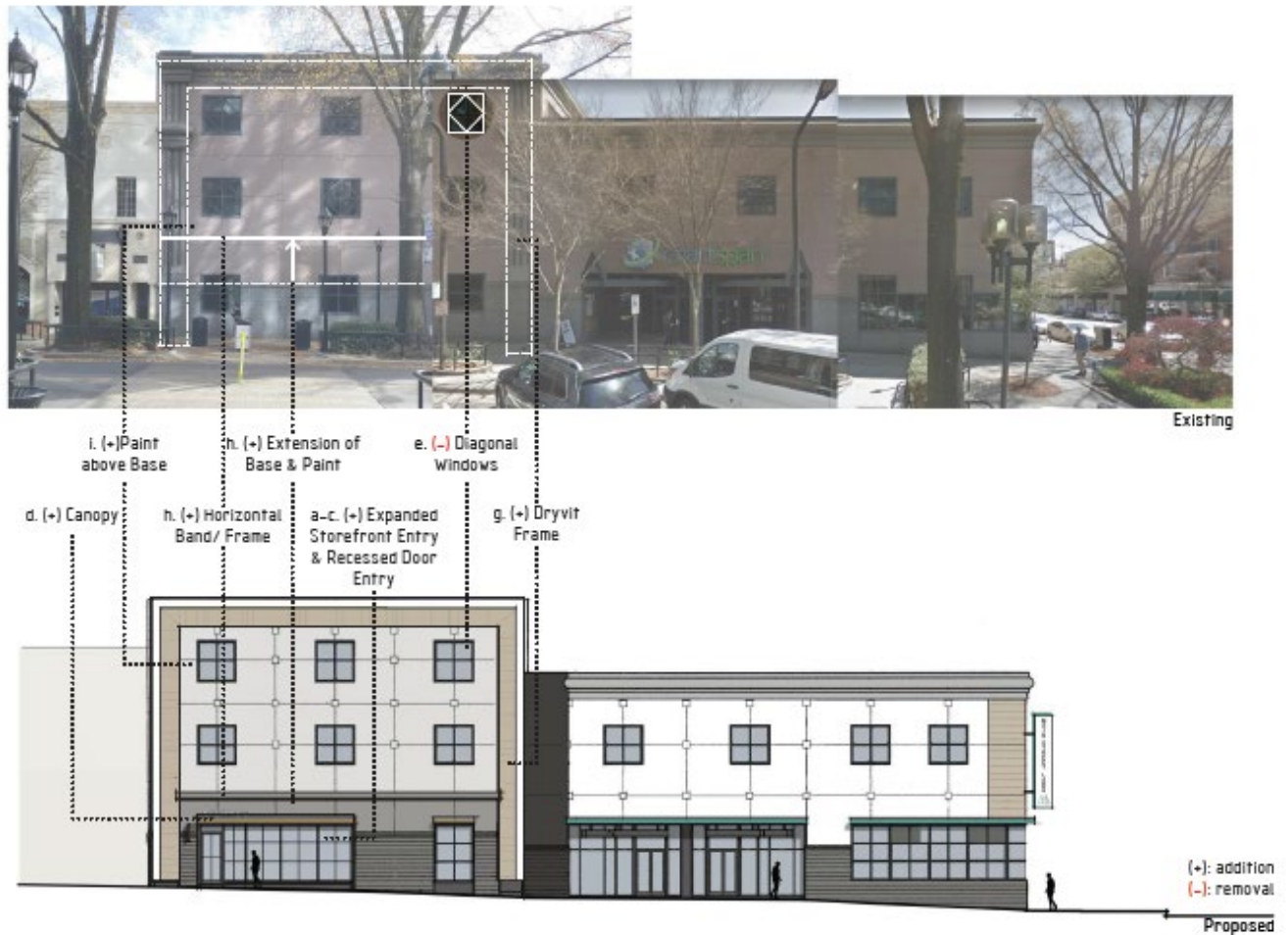
The building is located within the Central Business District on the corner of North Main Street and West Washington Street. It was originally occupied by JCPenney in the 1940s. The exterior was upfit in 1997 for a communications and technology company. The current façade is comprised of a dark grey ground face masonry base, and stucco body painted in a shade of mauve. The building has several post-modern details including a heavy cornice constructed of EIFS and open steel framed gables at primary entries.

Project Overview:

The applicant proposes to make modifications to the facades of the building to visually break down the scale of the building's long elevations to give it an appearance of 3 separate facades. The intention behind the proposed renovations is to give the building enhanced visual interest and relate it to surrounding buildings of smaller scale.

The scope of work is separated for each building façade.

North Main Street Façade:

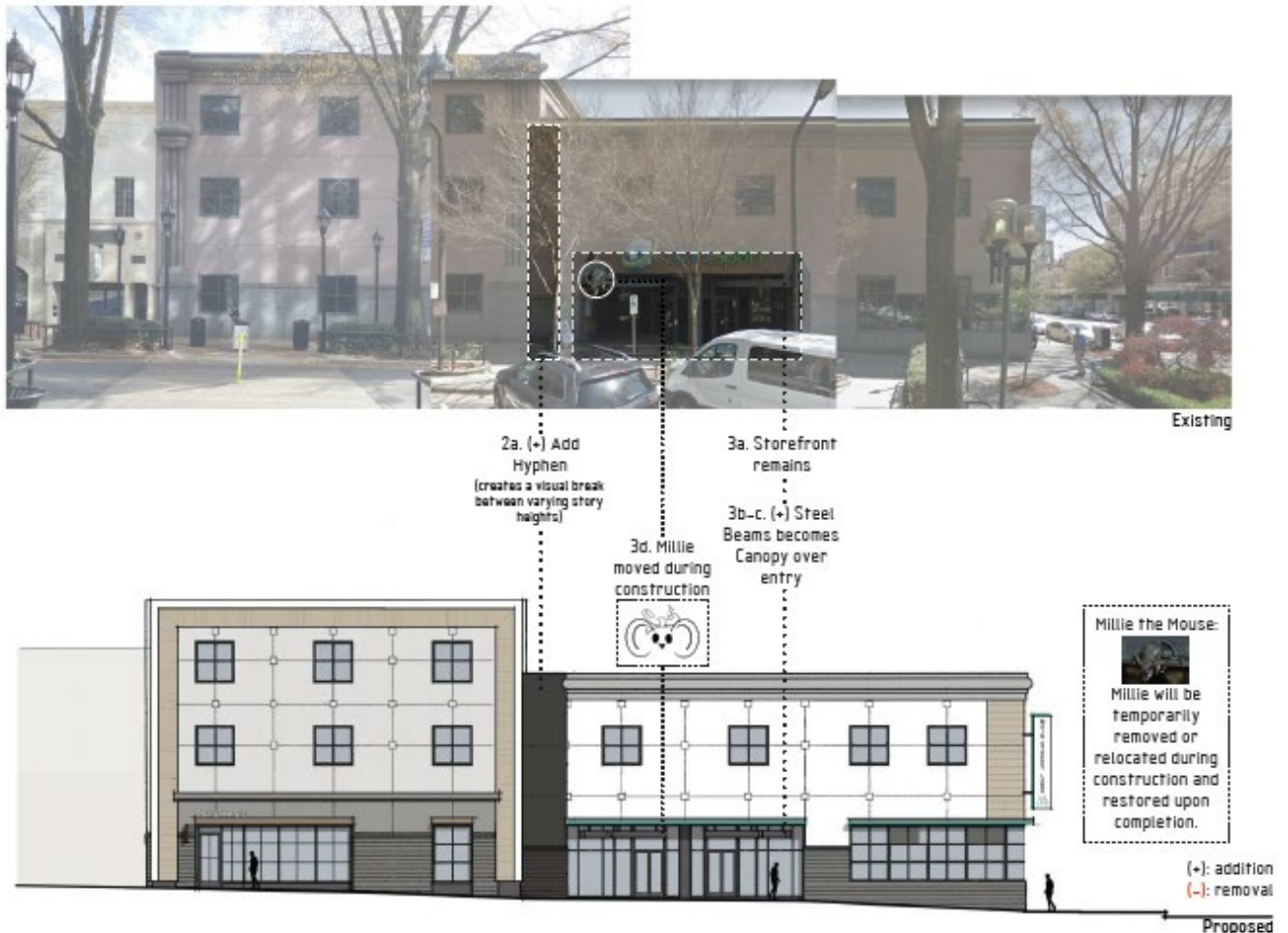


1) N. MAIN STREET: Three Story
2 N. Main Street, Greenville SC 29601

Three Story Section of the Building

- New storefront entry aligning with the pedestrian crosswalk on Main Street. The proposed use is a specialty retail shop.
- New added entry will expand the storefront window to enhance retail window shopping.
- Recessed entry door
- Added Horizontal canopy
- Removal of diagonal window mullions at upper-level punched windows.
- Built out Dryvit frame (vertical legs and cornice) at taller portion of building to break down scale of Main Street massing. The wide portion of the frame will be a textured panel angled relative to the body of the building. The outer narrow frame will be parallel the body of the building and will be painted. The frame will also cover existing pilaster details which do not help define the existing shape or scale of the building. Built-out frame to project approximately 6" past the plane of the existing base.

- Extension of existing masonry base vertically, by way of painting the existing stucco a blending shade of gray. The existing ground face masonry will be cleaned and restored to its original finish. Introduction of new horizontal band at Level 3 floor level will cap off the extended base.
- Stucco body of building from Level 3 floor level to new cornice to be painted light neutral.



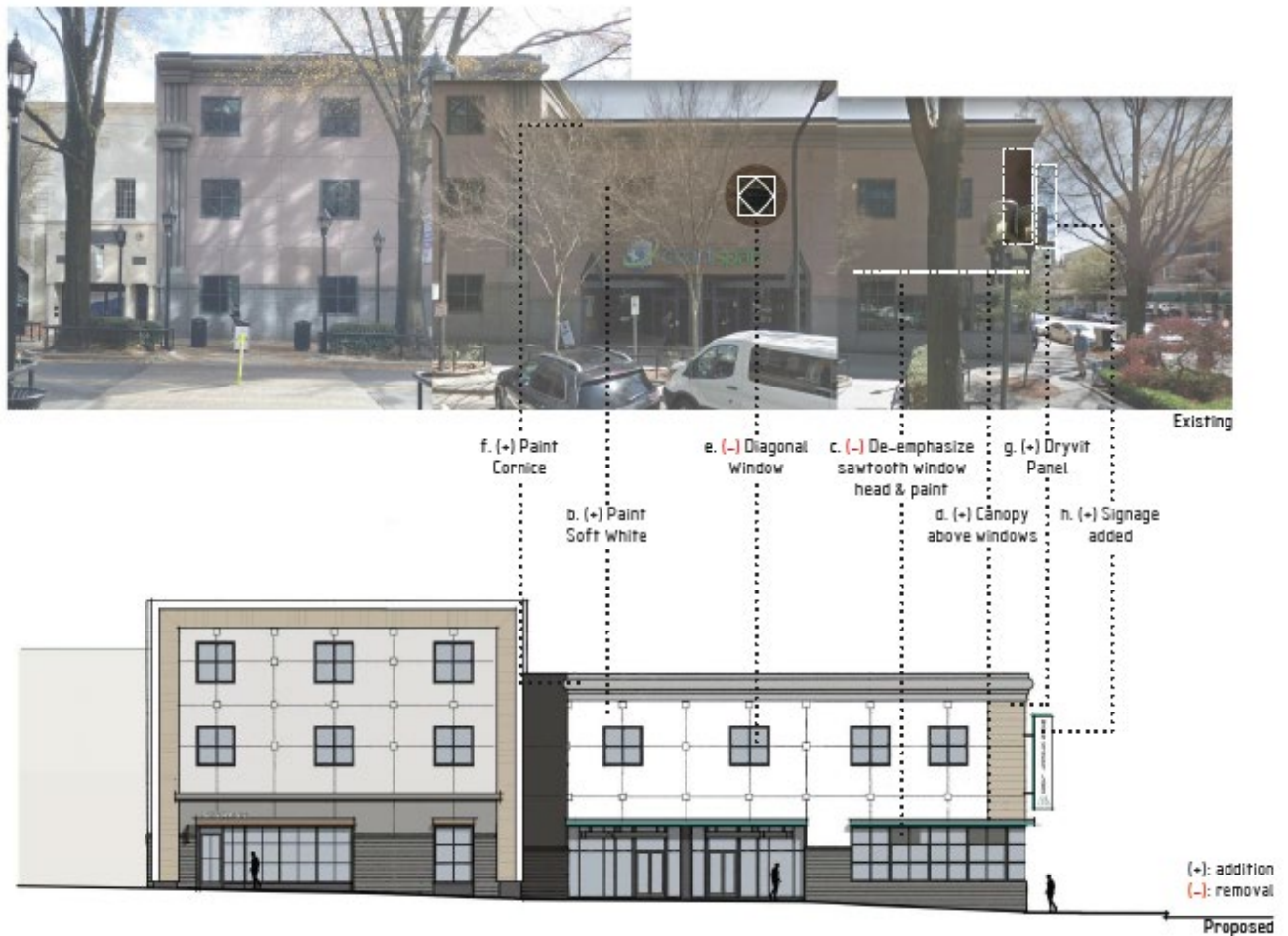
2-3) N. MAIN STREET: Hyphen & Entry
2 N. Main Street, Greenville SC 29601

Hyphen

- Create a visual break between the three story and two-story building facade.
- Existing building materials to be painted dark neutral from the sidewalk to the building coping.
- The built up EIFS cornice applied to the building in the 1990s will be cut back to the main body of the building. The cut cornice will be scribed and return to the main façade.

Main Building Entry

- New horizontal canopy spanning the entry
- Removal of vertical gable ends that protrude diagonally upon the street.
- Main Street Mouse “Millie” to be temporarily removed. Applicant to work with Art in Public Places Commission and City communications to notify public of Millie’s “vacation”.



4) N. MAIN STREET: Two Story
2 N. Main Street, Greenville SC 29601

Two Story Section of the Building

- Pressure washing the block and restoring the original finish.
- The stucco body of the building above the block will be painted a soft white.
- De-emphasize the sawtooth window head, by painting the existing stucco panel between window transom sections with a medium neutral color.
- Window head at Main Street Level to have a horizontal canopy that coordinates with the main entry canopy. The horizontal projection will be scaled so that it will not interfere with the tree canopy.

- Removal of diagonal window mullions at upper-level punched windows.
- Existing cornice will remain and receive a new coat of paint in a medium neutral color.
- Emphasis of corner by applying a layer of Dryvit paneling texture above the horizontal canopy to the cornice. This panel will wrap the corner onto Washington Street.

West Washington Street (South) Façade:



W. Washington Street (South) Façade

Continuation of Two-Story Section of the Building (from Main Street)

- Pressure washing of the masonry on the ground floor
- The stucco body of the building above the block will be painted a soft white.
- De-emphasize the sawtooth window head, by painting the existing stucco panel between window transom sections with a medium neutral color
- Window head at the corner of Washington Street and Main Street Level to have a horizontal canopy that coordinates with the main entry canopy. The horizontal projection will be scaled so that it will not interfere with the tree canopy.
- Removal of diagonal window mullions at upper-level punched windows
- The existing cornice will remain and receive a new coat of paint in a medium neutral color.

Washington Street Entry

- Removal of the gable ends that protrude diagonally upon the street.
- Removal of diagonal window mullions at upper-level punched windows
- A slight overbuild at building façade above the doors using a Dryvit Panel system. This overlay will also raise the parapet at this section approximately 2' above the height of the existing cornice and will be painted.

Two story section of building (closest to Abanico)

- For scale and urban context and diversity the section of the building farthest from Main Street will have slightly different but compatible color applications.
- The ground face masonry base will be cleaned and painted a dark neutral (similar to the Hyphen on Main Street).
- The existing stucco body of the building will be painted a light neutral.

Brown Street (East) and Service Alley (North) Facades

- The property does not have a strong presence on Brown Street. The applicant plans to work with staff for review of any improvements to the East façade, pending approval of the primary facades.
- The North Façade fronts a City owned alley primarily used for service access. No modifications are proposed to the north façade, which is currently red brick masonry.
- The applicant notes that slight adjustments in tone could occur based on mocking up the proposed tones in an exterior location to test the colors in sunlight, various weather conditions, and time of day if the colors appear undesirable in that context.

Staff Analysis:

Staff notes that the key modifications proposed are the following: addition of a storefront to the Main Street façade with a recessed entry, expanded windows, and awning; removal of diagonal window mullions; and modifications to color, materials, and texture throughout the South and West façades to visually break down the scale of the building. In addition to these alterations, the applicant is also proposing to pressure wash the ground face masonry on the South and West façades. No modifications are proposed for the Brown Street or service alley facades of the structure at this time. The applicant notes that they will separately apply for signage approval as well as any modifications that are outside of the scope of this application, such as minor improvements to the Brown Street façade.

- **PRI 2. MASSING**
 - The proposed modifications to the exterior building materials and color are effective in reducing the visual impact of the massing of the structure as it currently exists.
- **PRI 3 – Entry**
 - Staff recommends incorporating attractive visual elements into the proposed and existing entries such as lighting, landscaping, and vibrant signage to draw pedestrians into the spaces, per PRI 3.3.
- **PRI 4 – Activated Ground Floor**
 - Staff notes that the addition of ground level specialty retail will provide increased activation in the ground floor, thereby eliminating the monotony of the current portion of blank wall along the Main Street façade. Per PRI 4.5, staff recommends the addition of ground floor design elements on the North and West facades that promote pedestrian activity, such as retail displays, art, and landscaping.
- **PRI 5 – Articulation**
 - PRI 5.7 recommends, specifically for buildings on corner lots, to accentuate the corner's unique location with architectural features. Staff recognizes that interior conditions prevent much alterations of the exterior corner, but would recommend enhanced signage to create a visual presence at the corner. Staff recommends incorporating one or more of these elements and/or a corner entrance. PRI 5.LP states that detail and articulation should be used to help distribute the mass and scale of larger buildings into smaller parts in order to avoid monotonous facades. The proposed modifications within this application are compatible with this goal.

- PRI 6 - Materials
 - PRI 6.6 states that, while excessive uniformity and monotony are discouraged, variations in materials and colors must be composed and balanced to create a unified whole. The proposed color scheme involves 5 gray tones along with Dryvit accents. Staff notes that, if used as 1 solid color, the gray tones could be considered monotonous. However, the combination of tones and accents create and balanced and unified whole which does not appear monotonous.
- PRI 7 – Architectural Lighting
 - PRI 7.2 suggests enhancing building architecture with lighting by incorporating accent lighting into the building design to create visual interest, depth and shadows. Staff recommends addition of attractive lighting for the purpose of adding further visual interest to the structure.

Staff Conclusion:

Overall, staff finds the request consistent with the character of the district and finds the proposed modifications to be improvements to the pedestrian realm along Main Street and West Washington Street.

Staff recommends approval with the following conditions:

1. Existing art and any new art shall be coordinated with the city's Cultural Arts Manager and the Art in Public Places Commission.
2. New signage shall require a separate sign permit and Certificate of Appropriateness.
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.

Relevant Design Guidelines:

PRI 2. MASSING

2.1 A building's mass, scale, form, floor-to -floor height and horizontal alignment should not be in stark contrast to its surrounding context. Surrounding context should include all buildings located within one block of the proposed development.

2.2 Use lower scale buildings or building elements to transition taller buildings towards lower scale buildings on adjacent properties.

2.3 At the street wall, new construction and additions should maintain the historic scale of two to five stories in height or a maximum of 50 feet.

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

2.5 Design street- and pedestrian-level stories to be uniquely defined from upper stories.

2.6 Design street- and pedestrian-level stories at a human scale and massing such that they relate to the pedestrian user and adjacent properties.

2.7 Encourage alternative modes of transportation by installing bicycle racks where bike routes currently exist or are planned. Ensure that they are in a safe, convenient and well-lit location.

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.

3.7 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.

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.

4.4 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.

4.8 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 façades.

5.7 For buildings on corner lots, accentuate the corner's unique location with architectural features that actively engage the public realm and create a visual presence at the corner, such as:

- Chamfered or rounded corners
- Projecting and recessed balconies and entrances,
- Accentuating features such as embellished doorways and volumetric manipulations (e.g., corner tower),
- Enhanced window designs that may include floor-to-ceiling windows, display windows, clerestory windows, or distinctive glass design or colors.

Special Conditions

5.LP Use detail and articulation to help distribute the mass and scale of larger buildings into smaller parts. Avoid large monotonous façades.

PRI 6. MATERIALITY

6.1 Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area.

6.2 Materials used within proximity to pedestrian areas must have the durability to withstand heightened activity and wear.

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.

PRI 7. ARCHITECTURAL LIGHTING

7.2 Enhance building architecture with lighting. Incorporate accent lighting into the building design to create visual interest, depth and shadows. Ensure lighting does not have an adverse impact on adjacent properties and pedestrian areas.

7.3 Use shielded fixture housings to direct light distribution to pedestrian areas and to prevent trespass onto adjacent properties. For complex projects, lighting specialists should be retained to ensure light pollution will not adversely affect adjacent properties.

7.4 Lighting of building façades is discouraged if the lighting contributes to light pollution and off-site trespass. In-ground up lighting should not shine directly into pedestrian areas.

7.5 Safety and security of the building and surrounding area should be enhanced through lighting design.

7.6 Light source color selection must be considered so that lighting is not harsh and unpleasant or incompatible with other area lighting sources.



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:	Cindy Benjamin, LS3P	North Main Labs, LLC
*Title:	Principal Architect	Kristin Perry, Project Manager
*Address:	2 West Washington Street, Ste 600	PO BOX 2002 GREENVILLE, SC 29602
*Phone:	864 272 1247	864 979 0776
*Email:	cindybenjamin@ls3p.com	kperry@hughesdevelopment.com

PROPERTY INFORMATION

*STREET ADDRESS 2 North Main Street _____

*TAX MAP #(S) 0001000500900 _____

*SPECIAL DISTRICT Central Business District / C-4 _____

DESCRIPTION OF REQUEST

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

INSTRUCTIONS

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

SITE PLAN REVIEW

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

ARCHITECTURAL REVIEW

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

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

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

6. Please read carefully:

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

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

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

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

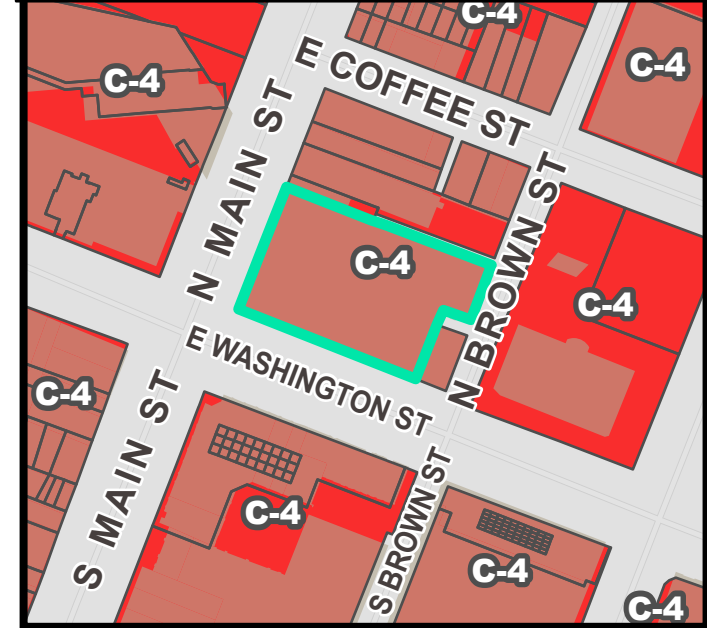
*Signatures	
Applicant	
Date	2022.07.30
Property Owner/Authorized Agent	
Date	2022.07.30
Public Hearing Information	
Public Hearing Signs	

CA 22-552 • 2 NORTH MAIN STREET

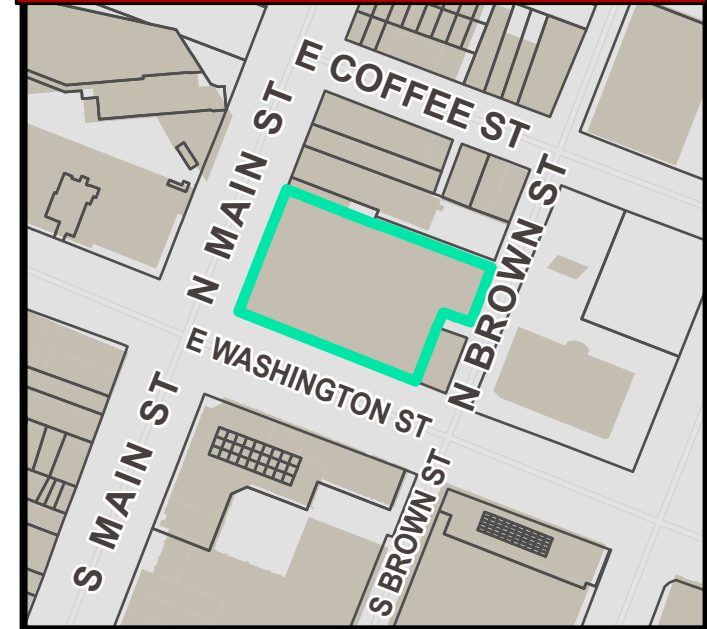
AERIAL VIEW



CURRENT ZONING



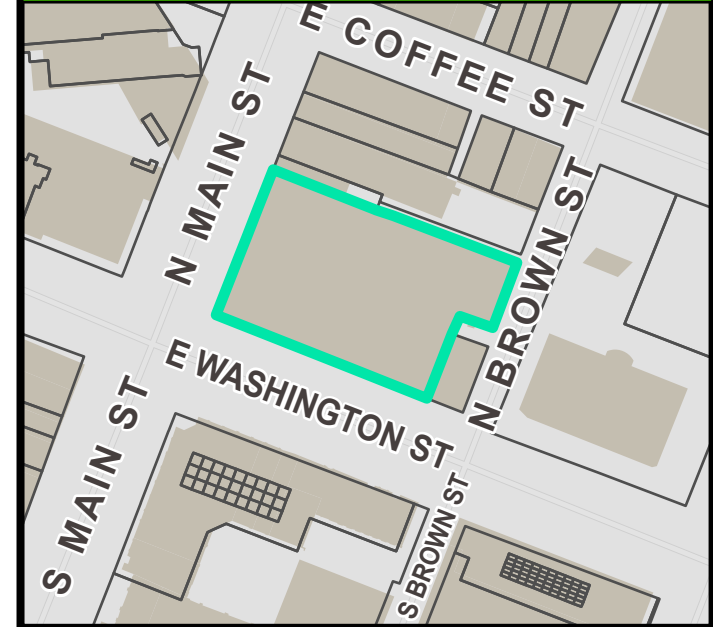
FUTURE LAND USE



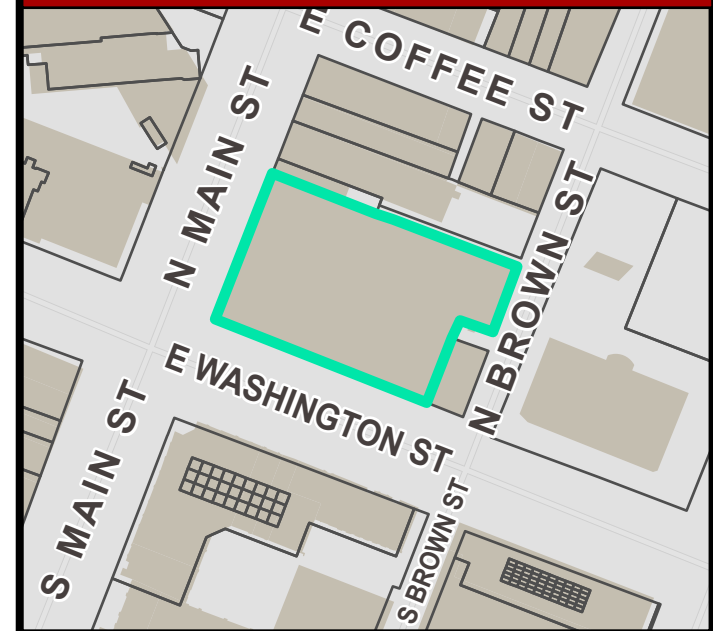
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



PROJECT

MEMO

TO Edward Kinney, Staff & Design Review Board, Urban Panel
OF City of Greenville, Planning & Development Department
FROM Cindy Benjamin
DATE July 30, 2022
RE 2 North Main Street, DRB Architectural Review
CC Mary Douglas Hirsch
Kristin Perry, Hughes Development
PROJECT North Main Labs
PROJECT NO 3101-222020

If there is a discrepancy in the information listed, please contact LS3P within 3 calendar days from receipt.

The building located on the corner of N. Main Street and W. Washington Street was originally JCPenney's in the mid-1940s. The exterior envelope we see today was upfit in 1997 for Conxus, a communications and technology company. In recent history tenants have included Nuvox and ChartSpan. The building sat vacant for the several years and in October of 2021 was selected by Kiyatec to be their headquarters for a bio-technology laboratory (Level 1 below grade) and corporate office space (Level 3). Kiyatec's commitment to the City of Greenville resulted in an economic development partnership with the City of Greenville and Greenville County who have a vested interest in cultivating biotech industry in the Upstate of South Carolina.

The main body of the building that sits on the corner of Main Street and Washington Street appears to be a two-story building. The building steps up to three stories above Main Street (north from the corner). There is one story below the sidewalk across the entire building yielding 3 and 4 stories (respectively) of occupied office space. The narrative below will describe the building as being two and three stories (above grade). The existing façade is comprised of a dark gray ground face masonry base, and stucco body painted in a shade of mauve. The building has several post-modern details including a heavy cornice constructed of EIFS and open steel framed gables marking the primary entries.

One of the strategies for enhancing the corner property is to break down the scale of the long elevations on Main Street and Washington Street. In studying properties on adjacent city blocks, we found that the width of the 3-story portion of the building on Main Street is very similar to widths found on neighboring buildings. The proposed changes outlined in this document work in concert with the idea of visually changing the appearance of one big building into what appears to be three smaller urban facades.

There is a natural opportunity to break down the Main Street façade into what could appear to be two buildings at roof level height change. A dark colored hyphen is introduced at this transition to further clarify the shift into two compatible, but independent facades.

The opportunity to breakdown the Washington Street façade occurs at the Washington Street building entrance, by accentuating and extending an entry feature vertically to the roof line. The portion of the building adjacent to Abanico differentiates itself from the corner at Main Street, by grouping the windows differently, simplifying the cornice and adjusting the paint finishes.

The following narrative describes proposed enhancements for each portion of the property located at 2 North Main and coordinates with the submitted drawings and renderings in the Application of Appropriateness.

North Main Street (West) Façade:

1. Three Story Section of the Building

- a. New storefront entry aligning with the pedestrian crosswalk on Main Street. This entry and storefront façade will be for a specialty retail shop.
- b. The entry will expand storefront window for enhancing retail window shopping.
- c. Recessed entry door
- d. Added Horizontal canopy
- e. Removal of diagonal window mullions at upper-level punched windows.
- f. Signage approval will go through the appropriate permitting process separate from this Architectural Review.
- g. Built out Dryvit frame (vertical legs and cornice) at taller portion of building to break down scale of Main Street massing. The wide portion of the frame will be a textured panel (W1) angled relative to the body of the building. The outer narrow frame will be parallel the body of the building and will be painted (P1). The frame will also cover existing pilaster details which do not help define the existing shape or scale of the building. We anticipate that the built-out frame will project approximately 6" past the plane of the existing base.
- h. Extension of existing masonry base vertically, by way of painting the existing stucco a blending shade of gray (P5). The existing ground face masonry will be cleaned and restored to its original finish. Introduction of new horizontal band at Level 3 floor level will cap off the extended base.
- i. Stucco body of building from Level 3 floor level to new cornice to be painted light neutral (P3).

2. Hyphen

- a. Create a visual break between the three story and two-story building facade.
- b. Existing building materials to be painted dark neutral (P6) from the sidewalk to the building coping.
- c. The built up EIFS cornice applied to the building in the 1990s will be cut back to the main body of the building. The cut cornice will be scribed and return to the main façade.

3. Main Building Entry

- a. Storefront at the Main Entry of the building will remain as is.
- b. We propose maintaining the horizontal steel beams that project over Main Street and incorporating them into the support system for a new horizontal canopy over the extent of the entry.
- c. We propose removing the vertical gable ends that protrude diagonally upon the street.
- d. Millie, the only elevated Mouse on Main currently sits on the end of one steel gable ends. We propose, for Millie's protection, that during construction she be removed temporarily and reset in her current location her after the installation of the new canopy. We will review appropriate messaging with the City of Greenville prior to this scope of work to notify the public of Millie's vacation.

4. Two Story Section of the Building

- a. The Base of the building is ground face masonry. We propose pressure washing the block and restoring the original finish.

- b. The stucco body of the building above the block will be painted a soft white (P1). The fresh white color will give this façade a fresh face on Main Street and link the most visible corner of the property with the innovative bio-tech research and technologies occurring within.
- c. De-emphasize the sawtooth window head, by painting the existing stucco panel between window transom sections with a medium neutral color (P5).
- d. Window head at Main Street Level to have a horizontal canopy that coordinates with the main entry canopy. The horizontal projection will be scaled so that it will not interfere with the tree canopy.
- e. Removal of diagonal window mullions at upper-level punched windows.
- f. The existing cornice will remain and receive a new coat of paint in a medium neutral color (P4).
- g. Emphasis of corner by applying a layer of Dryvit paneling (W1) texture above the horizontal canopy to the cornice. This panel will wrap the corner onto Washington Street.
- h. New banner sign “North Main Labs” at the corner of Main and Washington posted at the body of the building. Signage approval will go through the appropriate permitting process separate from this Architectural Review.

West Washington Street (South) Facade

5. Continuation of Two-Story Section of the Building (from Main Street)

- a. The Base of the building is ground face masonry. We propose pressure washing the block and restoring the original finish.
- b. The stucco body of the building above the block will be painted a soft white (P1).
- c. De-emphasize the sawtooth window head, by painting the existing stucco panel between window transom sections with a medium neutral color (P5)
- d. Window head at the corner of Washington Street and Main Street Level to have a horizontal canopy that coordinates with the main entry canopy. The horizontal projection will be scaled so that it will not interfere with the tree canopy.
- e. Removal of diagonal window mullions at upper-level punched windows
- f. The existing cornice will remain and receive a new coat of paint in a medium neutral color (P4).

6. Washington Street Entry

- a. Storefront at the Washington Street Entry of the building will remain as is.
- b. We propose removing the vertical gable ends that protrude diagonally upon the street.
- c. The Washington Street entry doors are inset from the sidewalk and there is natural overhead weather protection provided by the building, therefore we are not proposing a new canopy at this location.
- d. Removal of diagonal window mullions at upper-level punched windows
- e. We propose a slight overbuild at building façade above the doors using a Dryvit Panel system (W1). This overlay will also raise the parapet at this section approximately 2’ above the height of the existing cornice and will be painted (P6).
- f. Signage could be applied at this entry location as many of the staff working in this building will be approaching from adjacent parking structures on Spring Street. Signage approval will go through the appropriate permitting process separate from this Architectural Review.

7. Two story section of building (closest to Abanico)

- a. For scale and urban context and diversity the section of the building farthest from Main Street will have slightly different but compatible color applications.
- b. The ground face masonry base will be cleaned and painted a dark neutral (P6) (similar to the Hyphen on Main Street).
- c. The existing stucco body of the building will be painted a light neutral (P2).

- d. A Dryvit frame will be applied around the window groupings. The inset at the frame and the base will be an applied Dryvit textured panel (W1). Removal of diagonal window mullions at upper-level punched windows
- e. The existing cornice will be over built with Dryvit and raised slightly and painted a light neutral (P1).

Brown Street (East) and Service Alley (North) Facades

- a. This property does not have a strong presence on Brown Street. We recommend working with the City Staff for any improvements on the East facade pending the review and approval of the Primary Facades.
- b. The North Façade fronts a City owned alley primarily used for service access. The building on this side is red brick masonry. We do not propose any modifications to this façade.

As a general note, the SW Paint Colors identified in this proposal will be mocked up in an exterior location where they can be reviewed in natural sunlight, shade, weather, and time of day variations to confirm their color is unilaterally perceived neutral. Slight adjustments in tone could occur if any of the proposed selections present undesirable undertones.

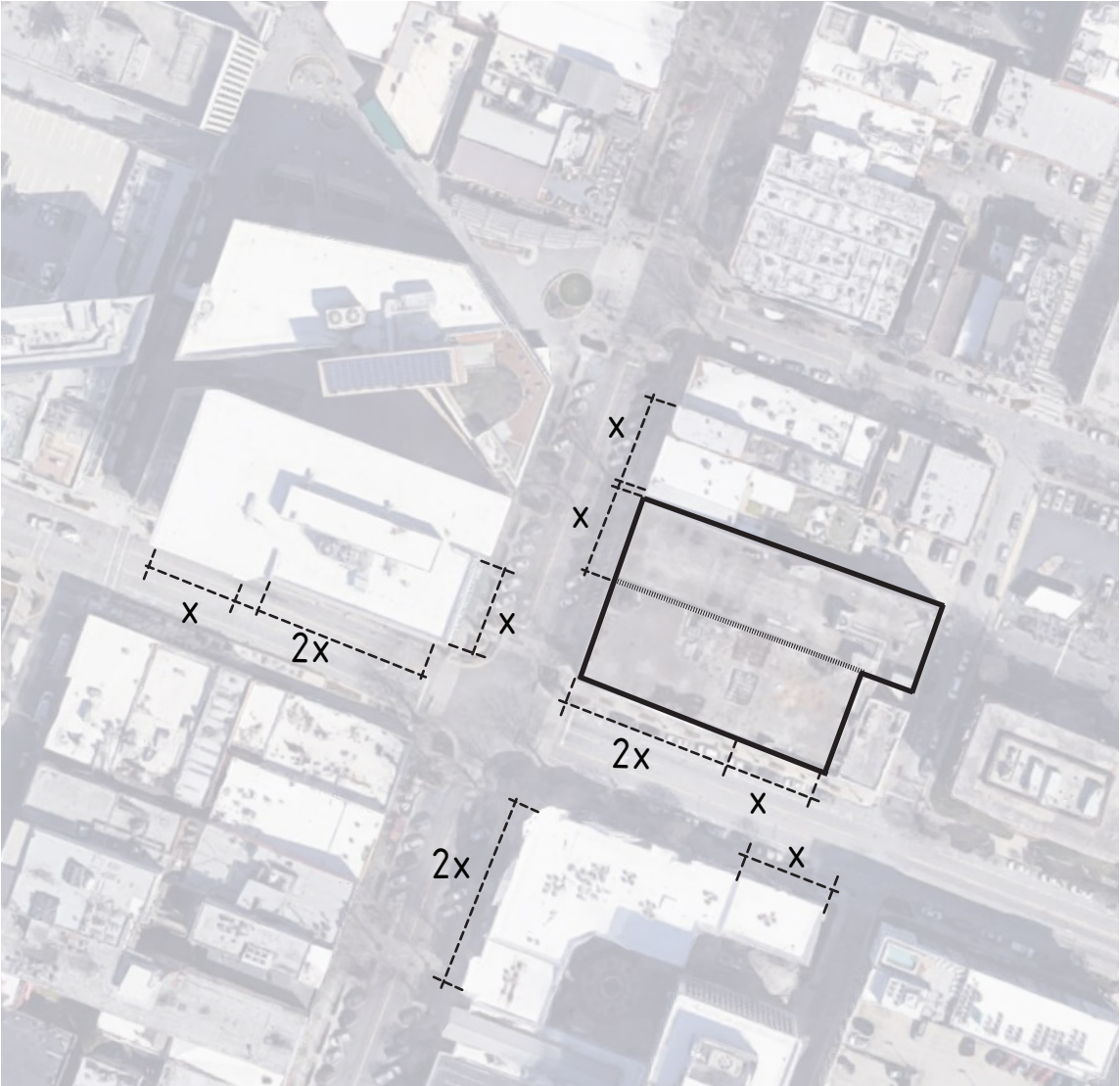
We appreciate the City's consideration for the above-described modifications. Please do not hesitate to reach out if there are any questions.

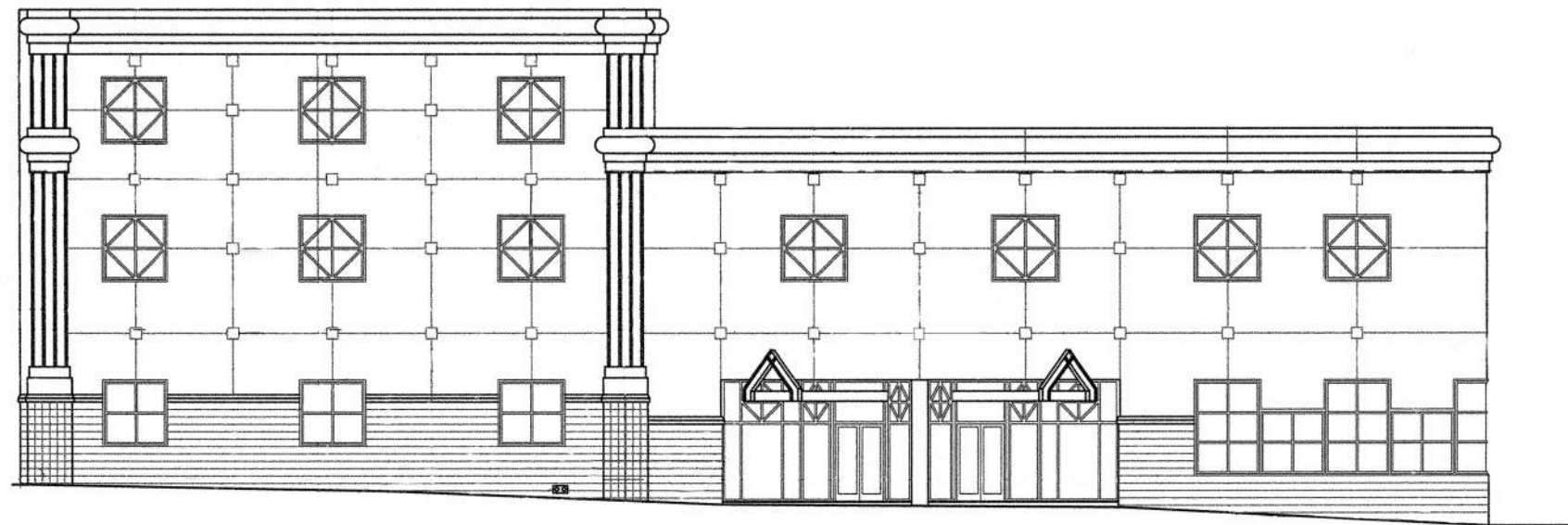


N. Main Street (West) Facade

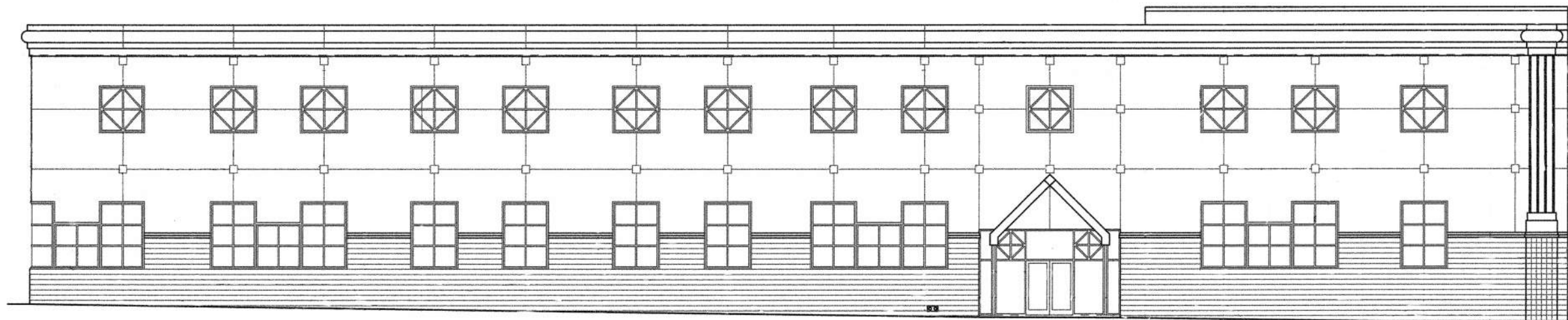


W. Washington Street (South) Facade





N. Main Street (West) Facade



W. Washinton Street (South) Facade



N. Main Street (West) Facade



W. Washinton Street (South) Facade





Existing

2a. (+) Add Hyphen
(creates a visual break between varying story heights)

3a. Storefront remains

3b-c. (+) Steel Beams becomes Canopy over entry

3d. Millie moved during construction



Millie the Mouse:



Millie will be temporarily removed or relocated during construction and restored upon completion.





Existing

f. (+) Paint
Cornice

e. (-) Diagonal
Window

c. (-) De-emphasize
sawtooth window
head & paint

g. (+) Dryvit
Panel

b. (+) Paint
Soft White

d. (+) Canopy
above windows

h. (+) Signage
added





P1 SNOWBOUND
SW- 7004

P1 Trim surround for built out on three-story building; Field color for stucco on upper portion of two-story building.

P3 ARGOS
SW- 7065

P3 Field color for stucco on upper two portions of three-story building.

P4 GRAY MATTERS
SW- 7066

P4 Accent paint for stucco above ground level windows on three-story building; Accent paint for cornice on two-story building.

P5 CITYSCAPE
SW- 7067

P5 Field color for sawtooth notch in windows on two-story building. Blends with natural color of existing ground face masonry.

P6 GRIZZLE GRAY
SW- 7068

P6 Field color for ground face masonry and stucco at hyphen; blends with existing storefront frames.

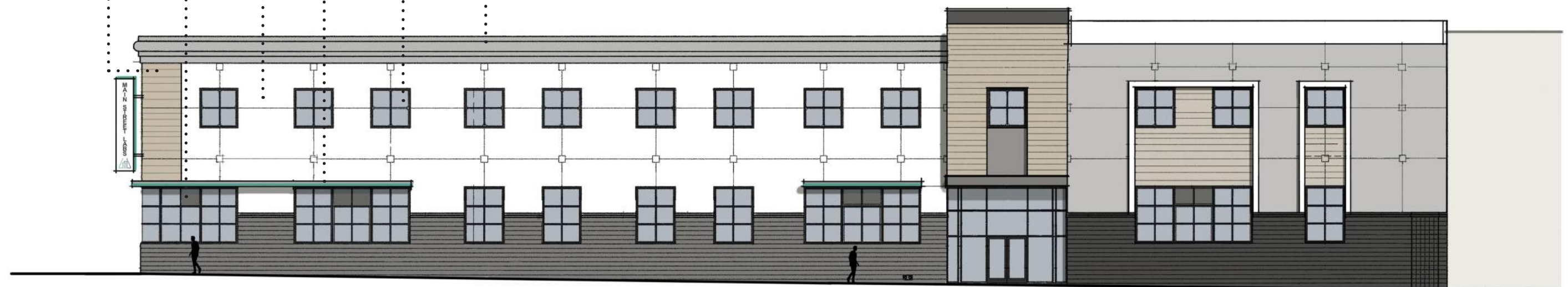
W1 DRYVIT PANEL
#878 Cedar

W1 Corner accent on two-story building; Built out trim on three-story building



Existing

- g. (+) Dryvit Panel
- b. (+) Paint Soft White
- c. (-) De-emphasize sawtooth window head & paint
- d. (+) Canopy
- e. (-) Remove Diagonal Window
- f. (+) Paint Cornice

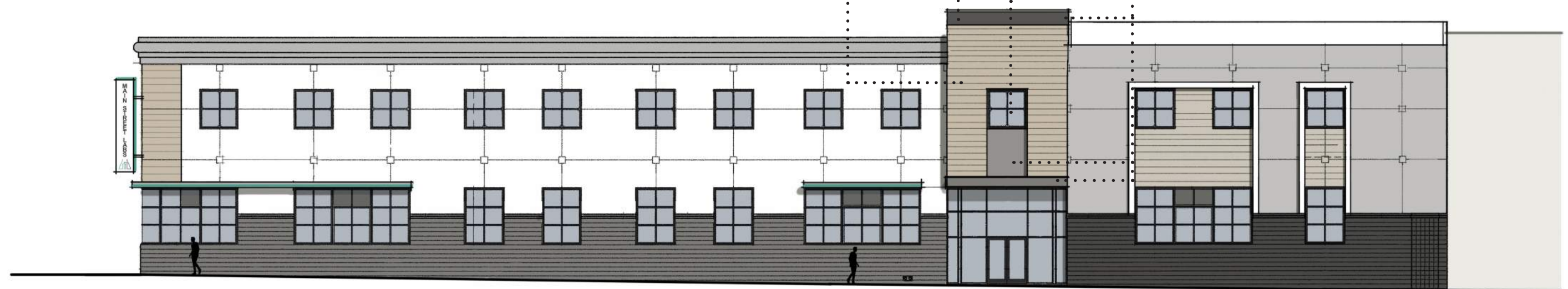


Proposed



Existing

- e.(+) Overbuild entry using Dryvit Panel system
- e. (+) Raise parapet 2'
- b. (-) Remove vertical gable ends
- d. (-) Remove Diagonal Windows
- (+) Paint



Proposed



Existing



Proposed



P1 SNOWBOUND
SW- 7004

P1 Field color for stucco on upper portion of two-story building; Accent paint for cornice and window surround on two-story building (closest to Abanico).

P2 WINDCHILL
SW- 9636

P2 Field Color for stucco on upper portion of two-story building (closest to Abanico).

P4 GRAY MATTERS
SW- 7066

P4 Accent paint for cornice on two-story building.

P5 CITYSCAPE
SW- 7067

P5 Field color for sawtooth notch in windows on two-story building; Blends with natural color of existing ground face masonry. Accent paint for stucco panel and canopy below window on Washington St. entry.

P6 GRIZZLE GRAY
SW- 7068

P6 Field color for ground face masonry and stucco on two-story building (closest to Abanico); blends with existing storefront frames. Cornice for Washington St. entry; Color for window and door trim on all buildings.

W1 DRYVIT PANEL
#878 CEDAR

W1 Corner accent on two-story building; Accent panel above Washington St. entry; Window accent for two-story section of building (closest to Abanico).







N. Main Street (West) Facade



W. Washinton Street (South) Facade



**Planning Staff Report to
Design Review Board - Urban
August 16, 2022**
for the September 1, 2022 Public Hearing

Docket Number: 22-0431
Applicant: Christopher McCarthy
Property Owner: Brian R. Solari
Property Location: 355 S. Main Street Suite A (Camperdown Tower Space P301)
Tax Map Number: 0061000304139
Zoning: C-4, Central Business District;
Proposal: Exterior modifications for a restaurant upfit
Staff Recommendation: **Approve with conditions**

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Application Request:

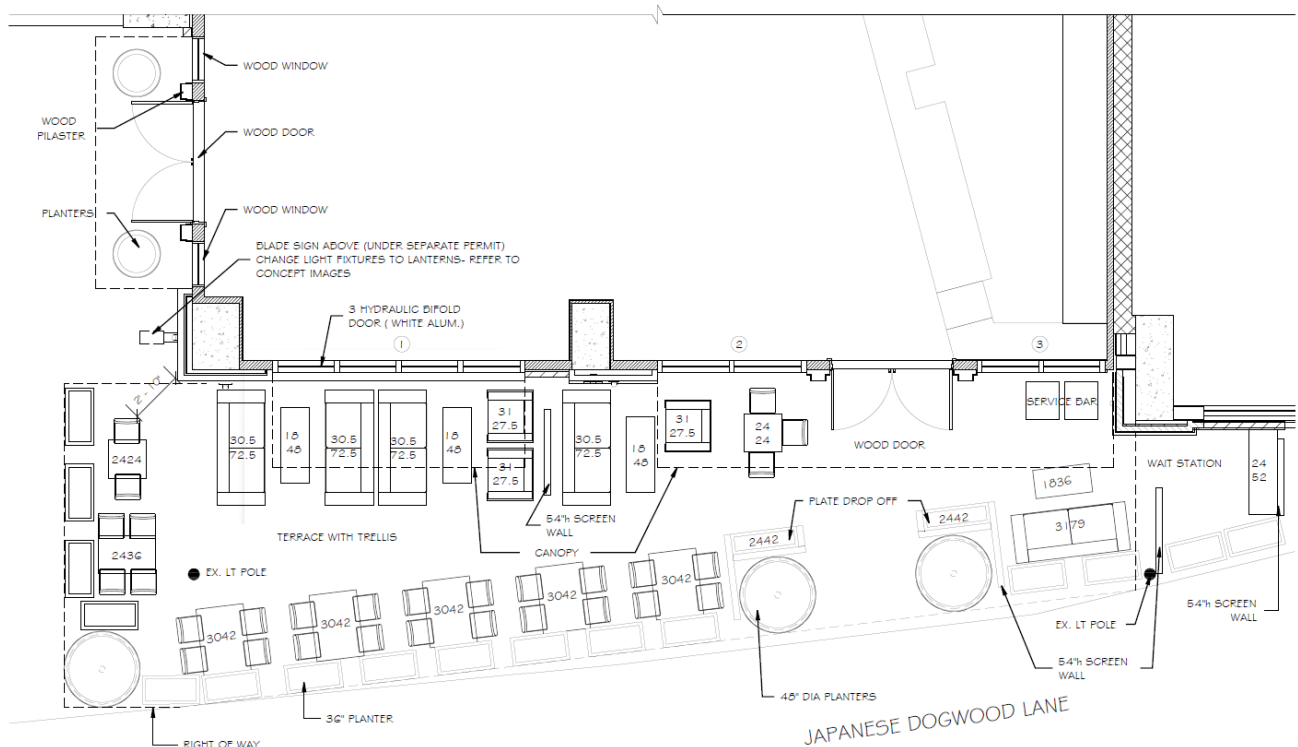
The applicant proposes renovations to the storefront of the building for the incoming Carmella's Cafe.

The exterior changes include storefront renovations include the following:

1. Replacement of 3 hydraulic bifold doors with crown doors, in three south elevation storefront locations.
2. Double wood doors with elliptical transoms at 2 entrances. Adorn with flowering vines.
3. New off-white aluminum trellis laced with small twinkle lights and decorative flower vines
4. Dark metal canopies with light celadon fabric awnings with scalloped edges
5. Replace existing modern wall sconces with "gas lantern" style (electric) light fixtures.
6. Create trellis covered seating area delineated by planters up to the right of way.
7. Trellis will accommodate fans.
8. Add a wait station to the east of the terrace behind 54" height screen walls. Artificial Greenery on screen walls.



9. Lower, replace or relocate street lamps
10. Install blade signs perpendicular to walls, under separate sign permit submittal.
11. Install beadboard ceiling underside of canopy.



Proposed Outdoor Seating

Staff Analysis:

Staff finds that the proposed modifications to the existing building comply with the Downtown Design Guidelines.

PUB 6. Building Transition Zone

PUB 6.1 states that outdoor seating, café, dining, planters and retail displays are encouraged in the building transition area. The applicant has proposed an approximately 900 square foot area that includes several tables and is partially enclosed by a combination of 36" rectangular planters, 48" round planter as well as a screen wall by the wait station which is 54" in height. The proposal of planters as an enclosure to the seating area is in line with PUB 6.4 which recommends utilizing movable barriers to separate the seating area from the sidewalk. However, PUB 6.5 states that planters to be used as barriers around the seating area must be between 25-30 inches high. Staff notes that the proposed planters must stay within a maximum of 30 inches in height. Live plants may exceed this height but the planters themselves must be within this maximum height. This outdoor seating area is on the side of the building fronting Japanese Dogwood Lane and abuts the Right of Way. There is also a proposed off-white aluminum trellis to cover the seating area and accommodate ceiling fans. PUB 6.8 states that the building entry must be kept clear of obstructions. Based on the proposal, the main entry would remain clear. The outdoor seating area is on the side of the building.

PRI 3. Entry

PRI 3.1 recommends that entrances be located at active locations that enable and promote pedestrian walkability and connectivity. The entrance to this business is proposed on the Main Street facing side of the building. The location is unique in that it is located on the lower floor and is a level below Main Street. The entrance is located at the bottom of the stairs which lead down to Falls Park from Main Street. Per PRI 3.3 through PRI 3.6, the applicant has provided decorative details, gas lantern style light fixtures, twinkle lights, flowering vines, a canopy, and planters to emphasize the entry of the business and pronounce its purpose as a destination.

PRI 4. Activated Ground Floor

PRI 4.1 recommends that the transparency of the ground floor be maximized to allow views of the use and activity within the building. The applicant has proposed multiple windows within the entrance as well as along the façade of the building that faces the outdoor seating area. PRI 4.5 recommends provision of ground floor design elements that promote pedestrian activity. The applicant has proposed several features in line with this guideline. PRI 4.6 states to ensure that landscaping does not create visual barrier between the building's interior and pedestrians. Referring to PUB 6.5, the proposed planters should be a maximum height of 30" so as not to obscure the building's interior from pedestrians. Staff also recommends that the applicant be mindful of this guideline when selecting plants.

PRI 6. Materiality

PRI 6.2 states that all materials used within proximity to pedestrian areas must have the durability to withstand heightened activity and wear. Staff notes that the applicant should carefully secure and maintain the proposed flowering vines and twinkle lights. These decorative elements are effective in creating an attractive and unique atmosphere but can be impacted by weather or other elements within the pedestrian environment.

Staff recommends Approval with Conditions:

- 1. Applicant must secure an encroachment permit for any items outside of the property line. This CA shall be subject to the requirements of said encroachment permit, including planter height and location, planting height, trellis location, etc.**
- 2. Planters shall not exceed 30" in height.**
- 3. Flowering vines, twinkling lights, and other decorative items must be firmly secured and carefully maintained due to exposure to weather.**
- 4. Any signage will require a separate sign permit and Certificate of Appropriateness and must adhere to the sign regulations and Appendix J.**
- 5. 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.**
- 6. 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.

Relevant Design Guidelines:

PUBLIC REALM

PUB 6. BUILDING TRANSITION ZONE

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

PRIVATE REALM

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 Use lower scale buildings or building elements to transition taller buildings towards lower scale buildings on adjacent properties.

PRI 4. ACTIVATED GROUND FLOOR

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

PRI 6. MATERIALITY

- 6.1 Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area
- 6.2 Materials used within proximity to pedestrian areas must have the durability to withstand heightened activity and wear.
- 6.3 Reuse existing or refurbished materials.
- 6.4 Use materials that convey a sense of human scale; that is, meant to be experienced by the pedestrian, not vehicular, user.
- 6.5 Use authentic materials. When this is not possible, ensure that synthetic materials realistically convey the materials 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 compare to the main body or features of the building (such as signage, canopies, or accent trim), or are otherwise applied in ways that do not dominate the overall color palette or cause the building to look out of place relative to the area. Counteract stronger colors by integrating natural materials and textures into the overall design.



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 _____

*Indicates Required Field

APPLICANT/OWNER INFORMATION

	APPLICANT	PROPERTY OWNER
*Name:	Christopher Mccarthy	Brian R. Solari
*Title:	Architect	Owner
*Address:	3640 Purple Martin Ct, Mt Pleasant SC 29466	2824 Rosedown Pt. Mt. Pleasant SC 29464
*Phone:	843 901 8040	843 676 5176
*Email:	chris@suffolkarchitect.com	Brian Solari@gmail.com

PROPERTY INFORMATION

*STREET ADDRESS: 355 S Main St Suite A Greenville, SC 27601 Camperdown Tower adj to Japanese Dogwood In.

*TAX MAP #(S) 0061000304139

*SPECIAL DISTRICT c4

DESCRIPTION OF REQUEST

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

SCOPE OF WORK

1. INSTALL 3 HYDRAULIC BIFOLD DOORS BY CROWN DOORS, IN 3 SOUTH ELEVATION STOREFRONT LOCATIONS.
2. INSTALL DOUBLE WOOD DOORS WITH ELLIPTICAL TRANSOMS AT TWO ENTRANCES. ADORN WITH FLOWERING VINES.
3. INSTALL NEW OFF-WHITE ALUMINUM TRELLIS, LACED WITH SMALL TWINKLE LIGHTS & DECORATIVE FLOWERING VINES.
4. COVER THE DARK METAL CANOPIES WITH LIGHT CELADON FABRIC AWNING WITH SCALLOPED EDGES.
5. CHANGE OUT THE EXISTING MODERN WALL SCONCES WITH "GAS LANTERN" STYLE(ELECTRIC) LIGHT FIXTURES.
6. CREATE TRELLIS COVERED SEATING AREA. DELINEATED BY PLANTERS UP TO THE R.O.W.
7. TRELLIS WILL ACCOMMODATE FANS.
8. ADD A WAIT STATION TO THE EAST OF THE TERRACE BEHIND 54"H SCREEN WALLS. SCREEN WALLS TO HAVE ARTIFICIAL GREENERY.
9. LOWER, REPLACE/RELOCATE STREET LAMPS.
10. INSTALL BLADE SIGNS PERPENDICULAR TO WALLS; UNDER SEPARATE SIGN PERMIT SUBMITTAL.
11. INSTALL BEADBOARD*CEILING UNDERSIDE OF CANOPY.

INSTRUCTIONS

1. Preliminary meeting with staff is required prior to application submittal.
2. All applications and fees (made payable to the City of Greenville) for Certificate of Appropriateness must be received by the Planning & Development office no later than 2:00 p.m. on the date reflected on the attached schedule.

A. URBAN DESIGN PANEL	Site plan review	\$300.00
	Architectural review	\$300.00
B. SIGNS		\$150.00
C. APPLICATION FOR STAFF REVIEW		
	Major (all site development activity, roof gardens, decks or accessory structures; or any project that requires consultation with a member of the DRB).	\$100.00
	Minor (color change; replacement of windows/doors; additions, deletions or replacement of awnings; re-roofing; and projects that do not involve structural alterations, increase/decrease in window/door area or removal of architectural features).	\$ 50.00
D. INFORMAL REVIEW		
E. MODIFICATION TO AN APPROVED PROJECT		
	Major (requires review by DRB)	½ original fee
	Minor (requires review by staff)	\$ 50.00
F. REVISIONS (multiple required revisions may be subject to additional fees).		
3. The staff will review the application for "sufficiency" pursuant to Section 19-2.2.6, Determination of Sufficiency and will contact the applicant to correct any deficiencies, which must be corrected prior to placing the application on the Design Review Board agenda.
4. If the application requires review by the Urban Design Panel, public hearing signs must be posted on the subject property at least 15 days (but not more than 18 days) prior to the scheduled hearing date.
5. You must attach one (1) complete set of scaled drawings of the property at an appropriate scale such as 1"=20' or ¼" = 1', etc. Although construction drawings are not required, applicants for final approval should be able to provide construction drawings at the Design Review Board's (DRB) request. The Board may request additional information at any time to fully understand the proposal. Items submitted to the Board become the property of the City and will not be returned.

SITE PLAN REVIEW

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

ARCHITECTURAL REVIEW

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

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

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

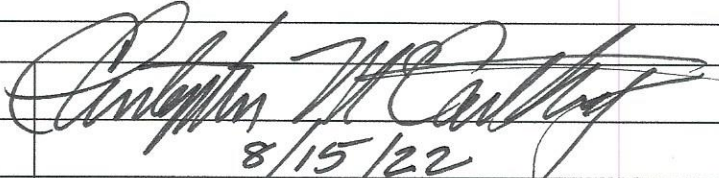
6. Please read carefully:

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

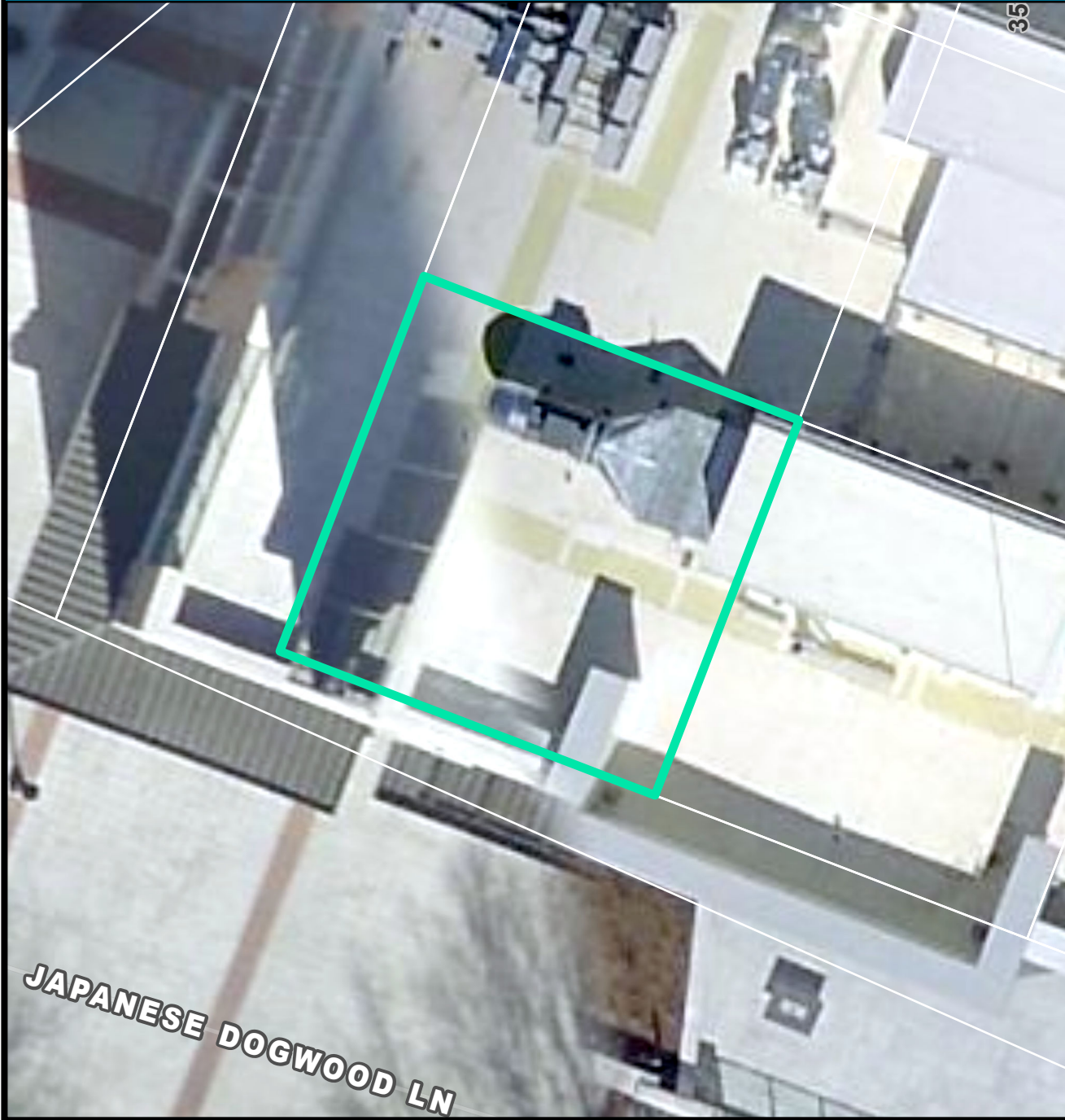
In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

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

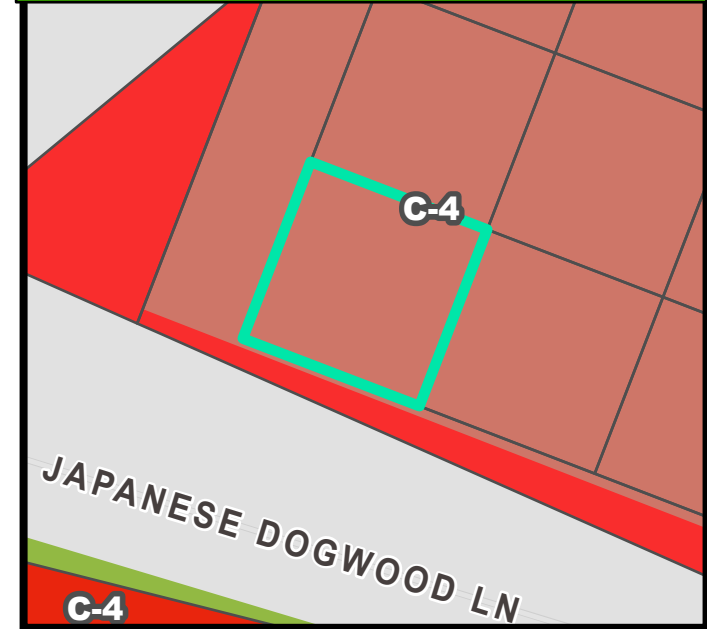
7. To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is ___ or is not ~~X~~ restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

*Signatures	
Applicant	
Date	8/15/22
Property Owner/Authorized Agent	
Date	8/15/22
Public Hearing Information	
Public Hearing Signs	

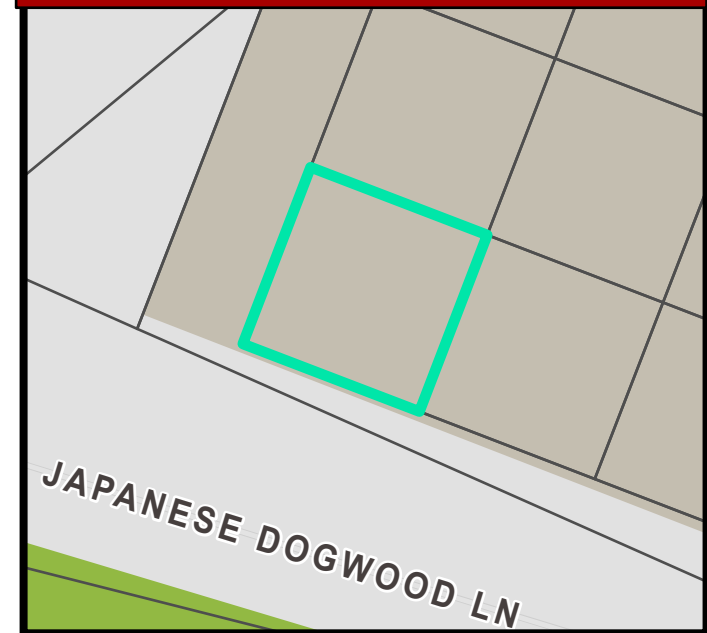
AERIAL VIEW



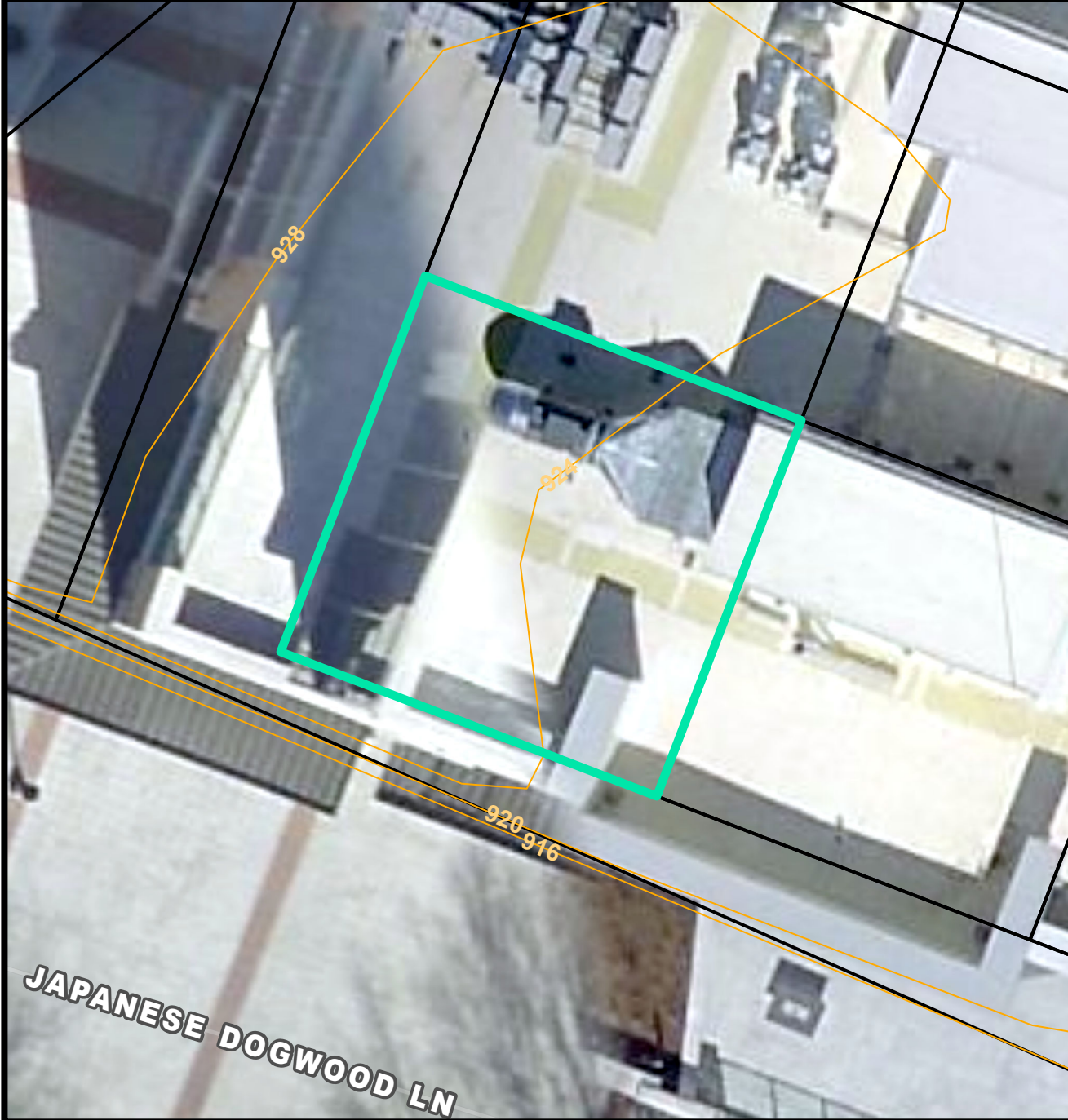
CURRENT ZONING



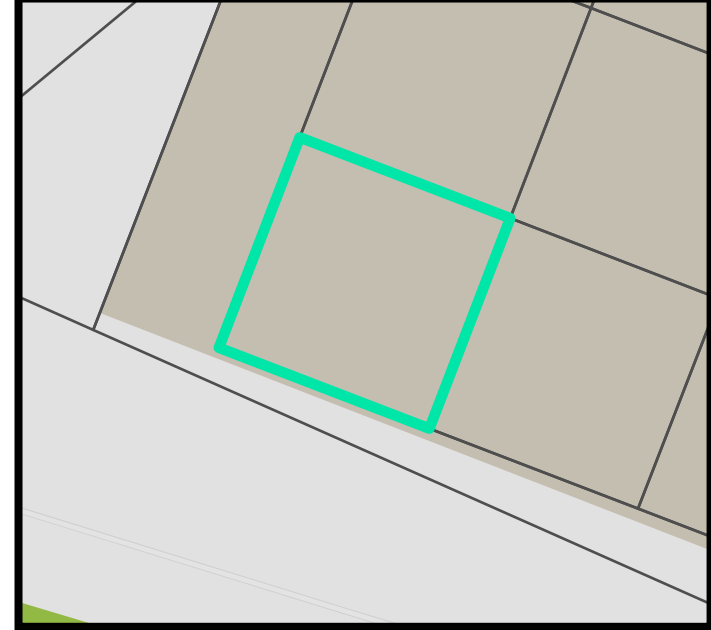
FUTURE LAND USE



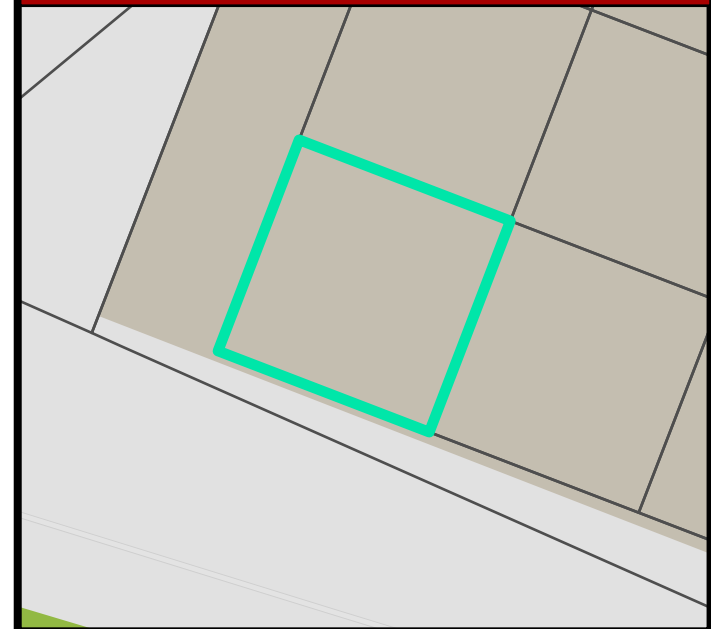
NATURAL / ENVIRONMENTAL FEATURES

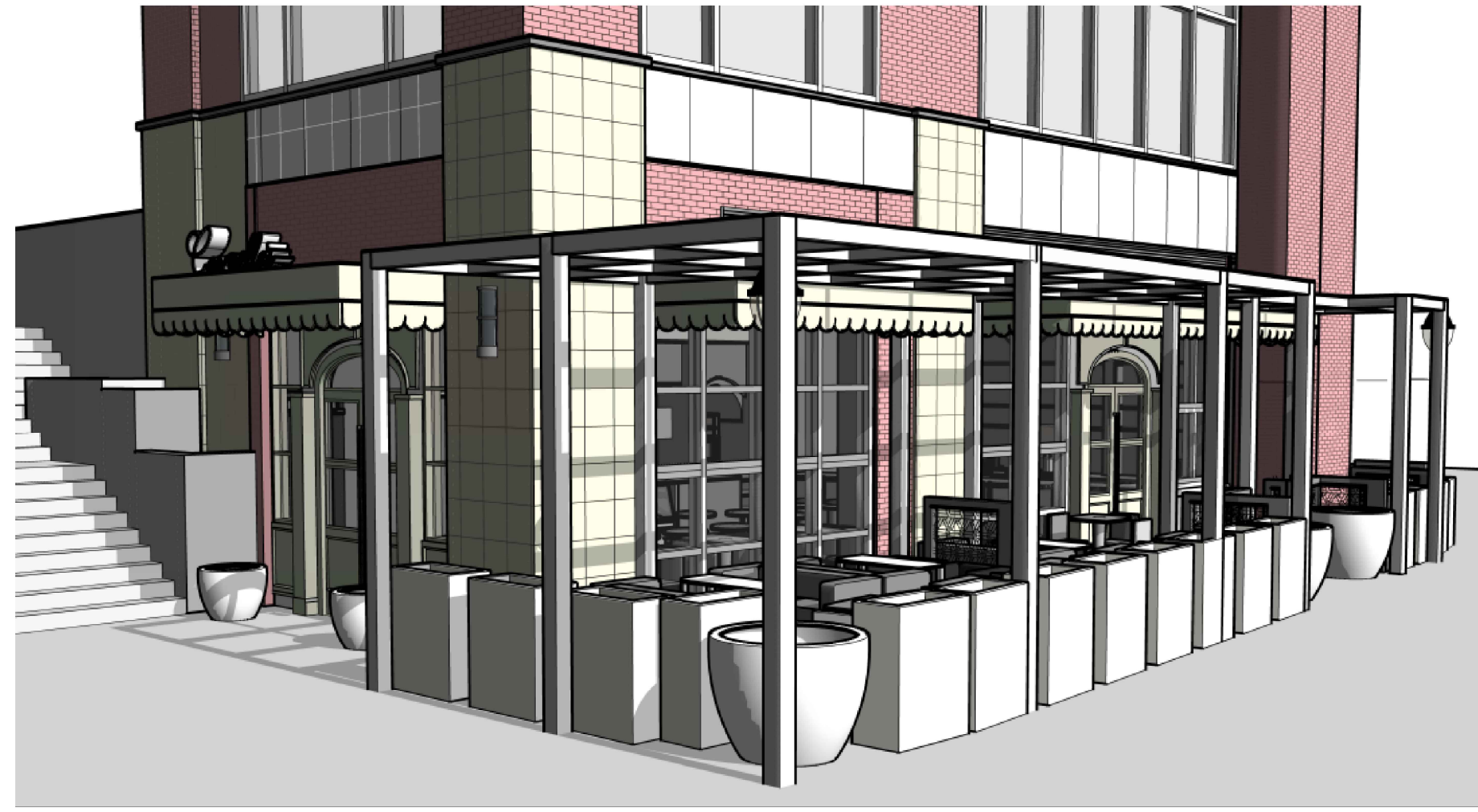


SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





PROPOSED EXTERIOR PERSPECTIVE VIEWS



REFERENCE IMAGES

SCOPE OF WORK

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11. INSTALL BEADBOARD CEILING UNDERSIDE OF CANOPY.



CARMELLA'S RESTAURANT
355 SOUTH MAIN ST, SUITE A, GREENVILLE, SC 29601; LEVEL P301; TAX MAP-0061000304139

CHRISTOPHER MCCARTHY, ARCHITECT

TEL: (843) 901 - 8040

CHRIS@SUFFOLKARCHITECT.COM

3640 PURPLE MARTIN COURT
MOUNT PLEASANT SC 29466

DRAWN BY:
PI5

CHECKED BY:
C.M.

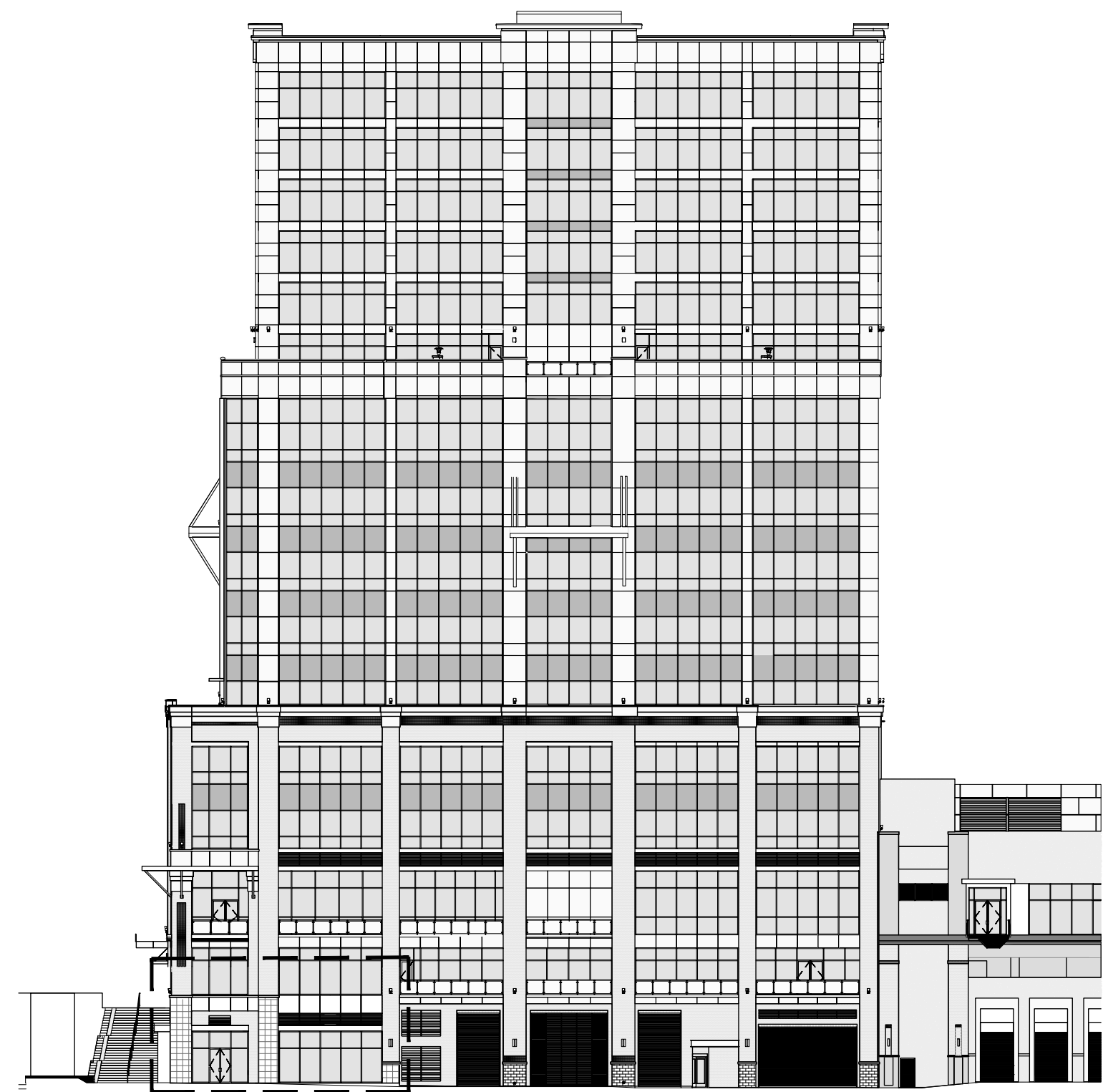
DATE:
06.05.2022

PER. ARB
08.01.2022 ELEVATION
CHANGED,
GLADDING
REMOVED

08.15.2022 REMOVE
BRICKS @
DOORS

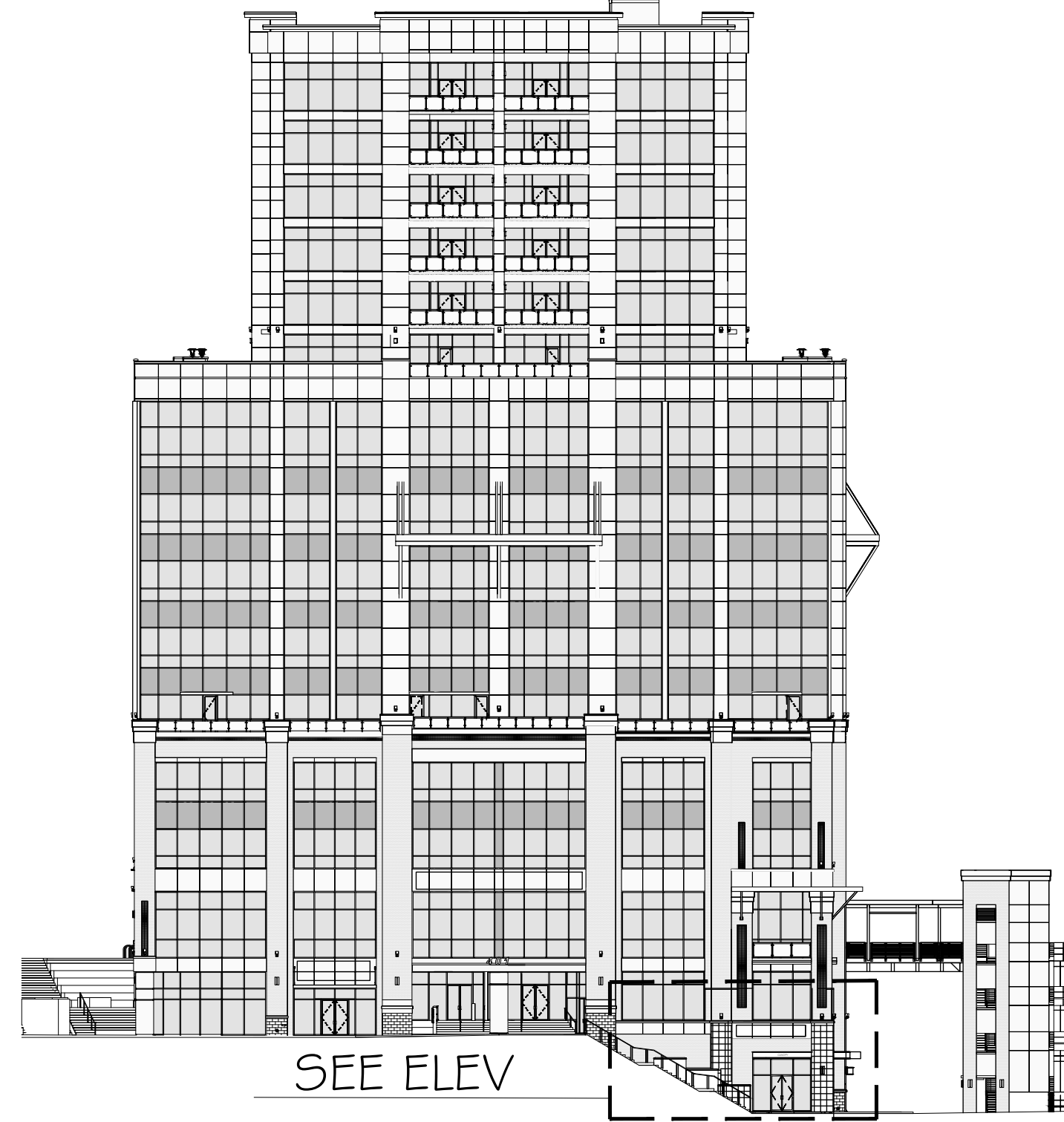
SEAL:
Christopher McCarthy
Architect
08/15/22

SHEET NO.
AO.1



SOUTH

SEE ELEV.

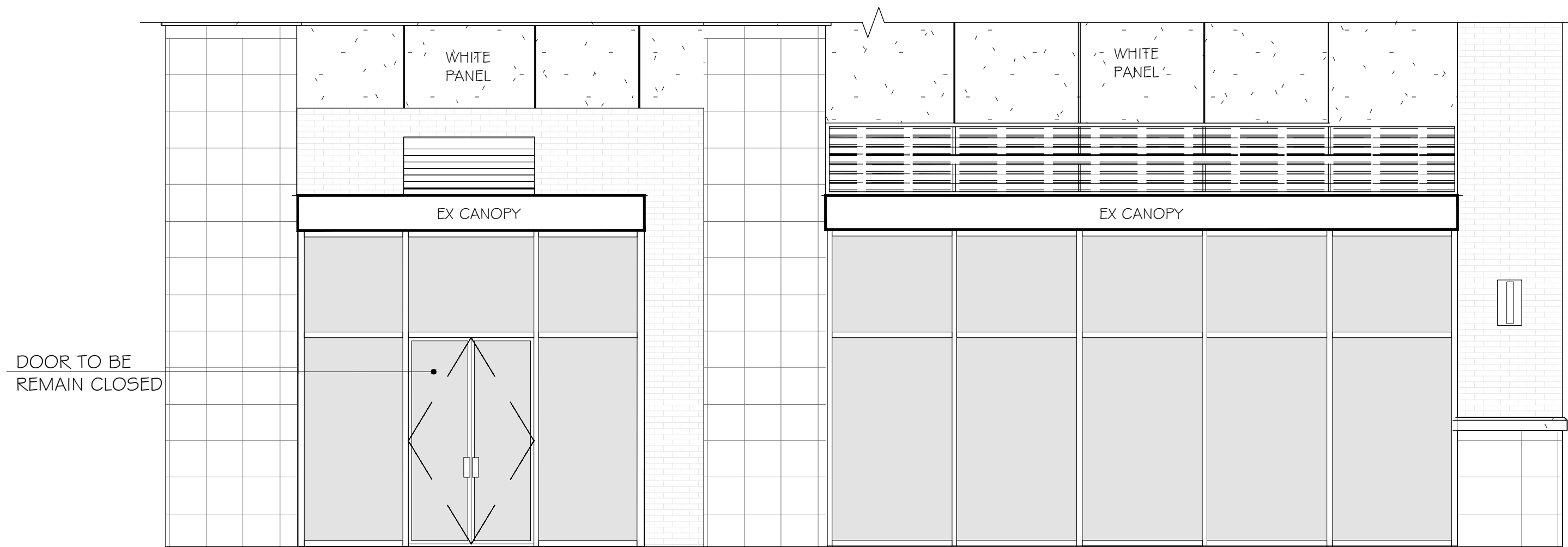


WEST

SEE ELEV

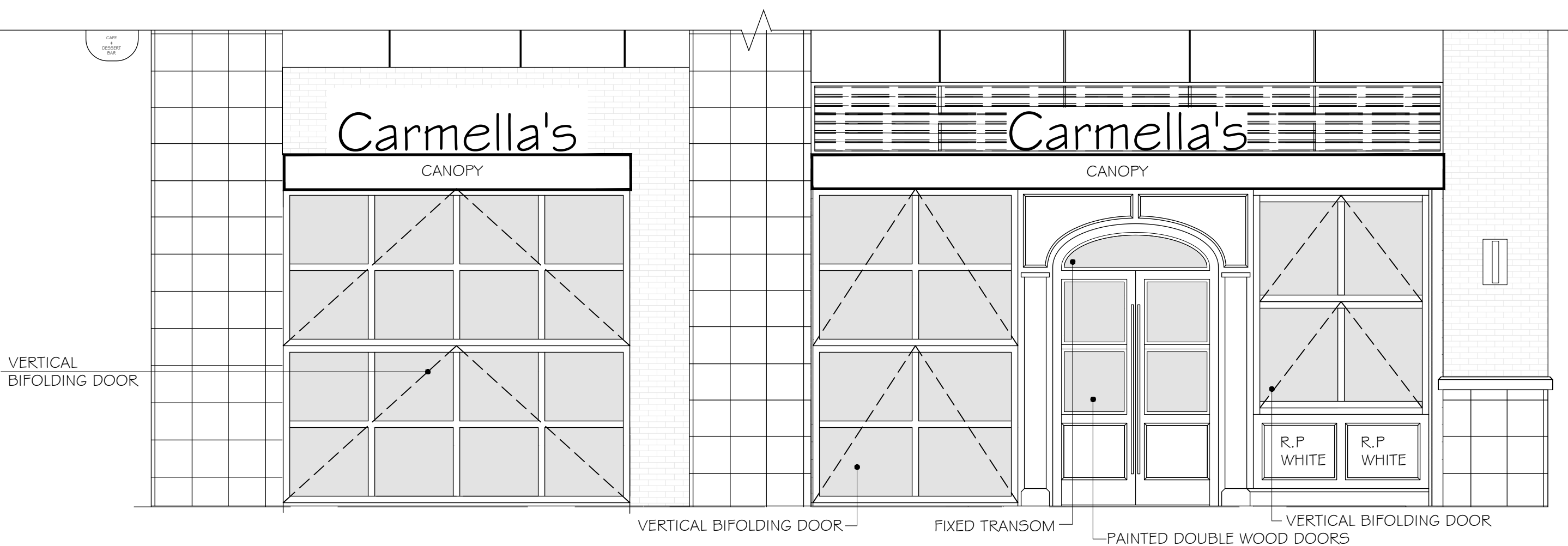
EXISTING BUILDING ELEVATION

SCALE : 1/32" = 1'-0"



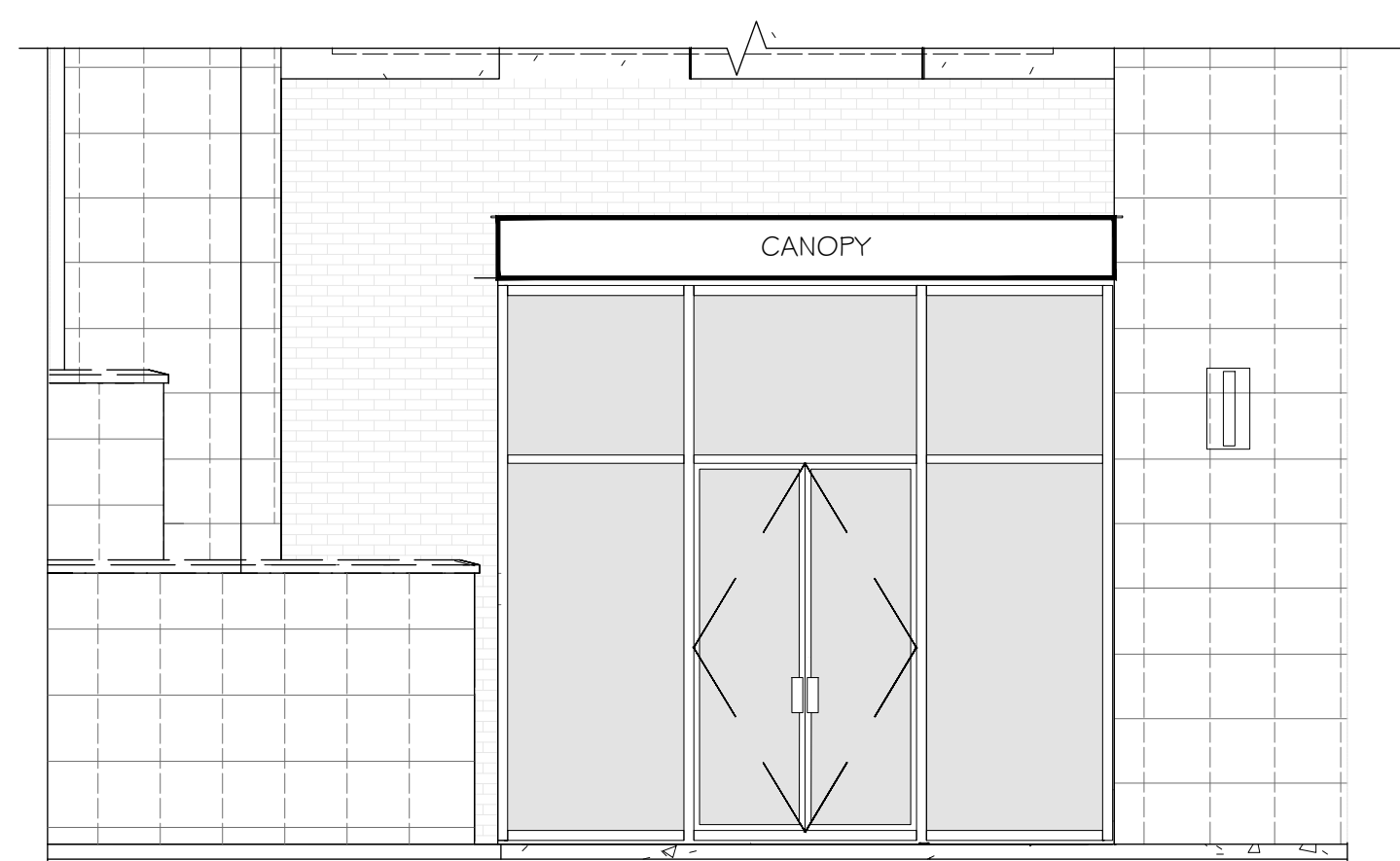
EXISTING SOUTH ELEVATION

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



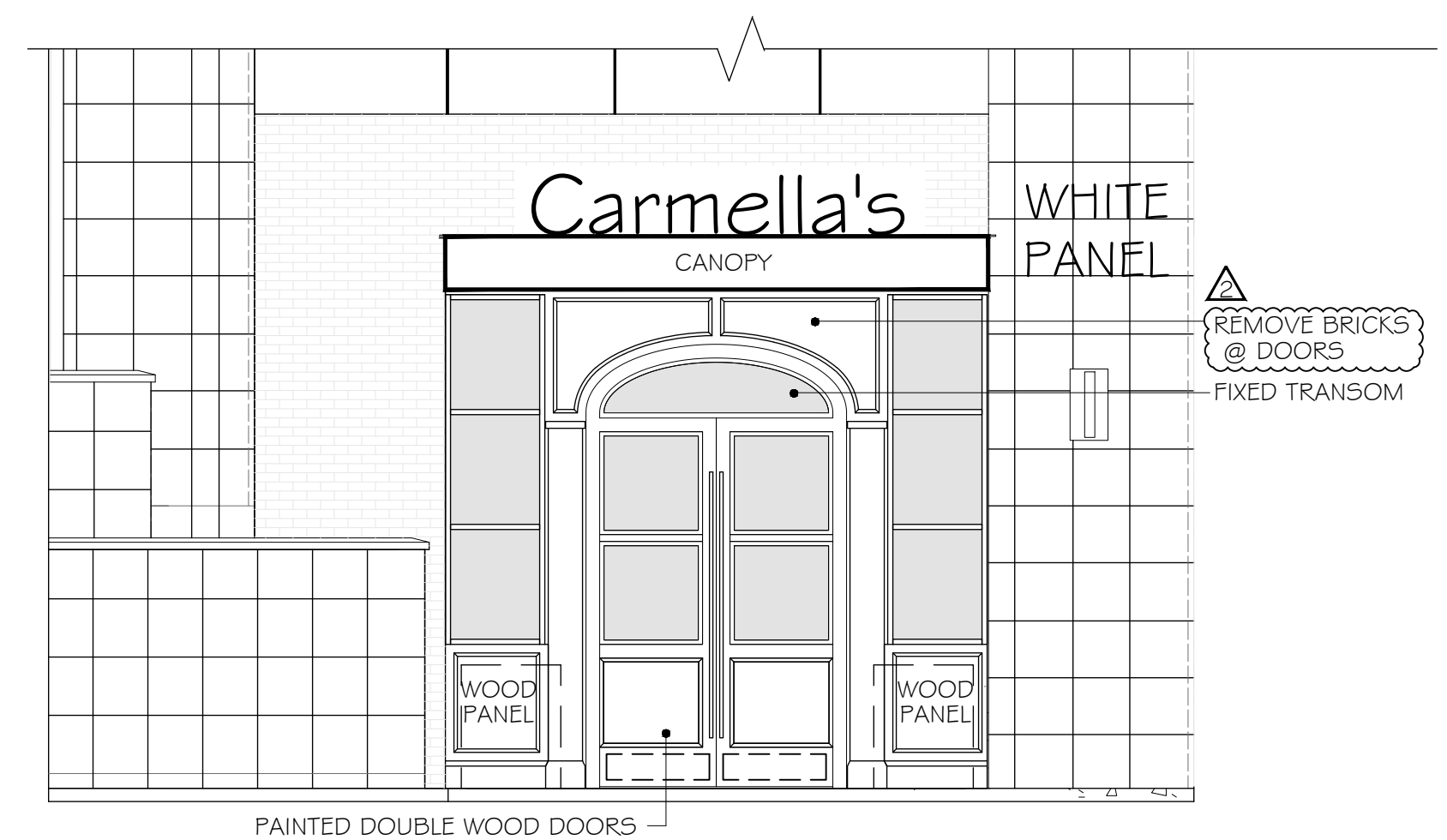
PROPOSED SOUTH ELEVATION

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



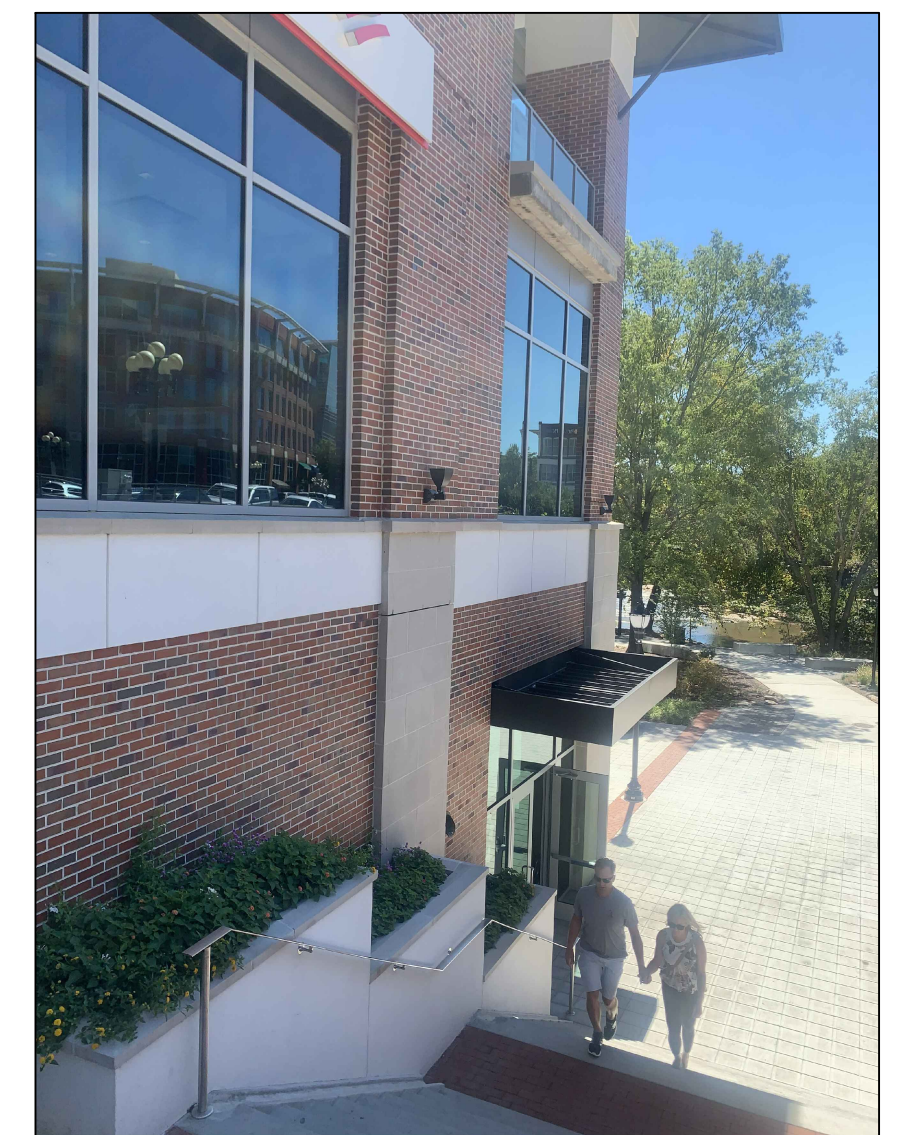
EXISTING WEST ELEVATION

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



PROPOSED WEST ELEVATION

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



EXISTING BUILDING IMAGES



CHRISTOPHER MCCARTHY, ARCHITECT
CHRIS@SUFFOLKARCHITECT.COM
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CARMELLA'S RESTAURANT
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3640 PURPLE MARTIN COURT
MOUNT PLEASANT SC 29466

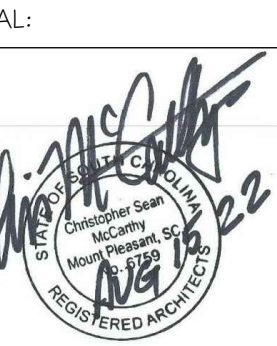
DRAWN BY:
PIS

CHECKED BY:
C.M.

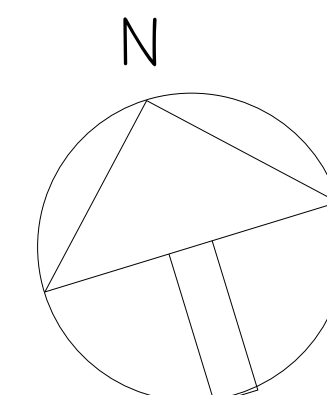
DATE:
06.05.2022

PER ARB
08.01.2022 ELEVATION CHANGED, CLADDING REMOVED

08.15.2022 REMOVE BRICKS @ DOORS

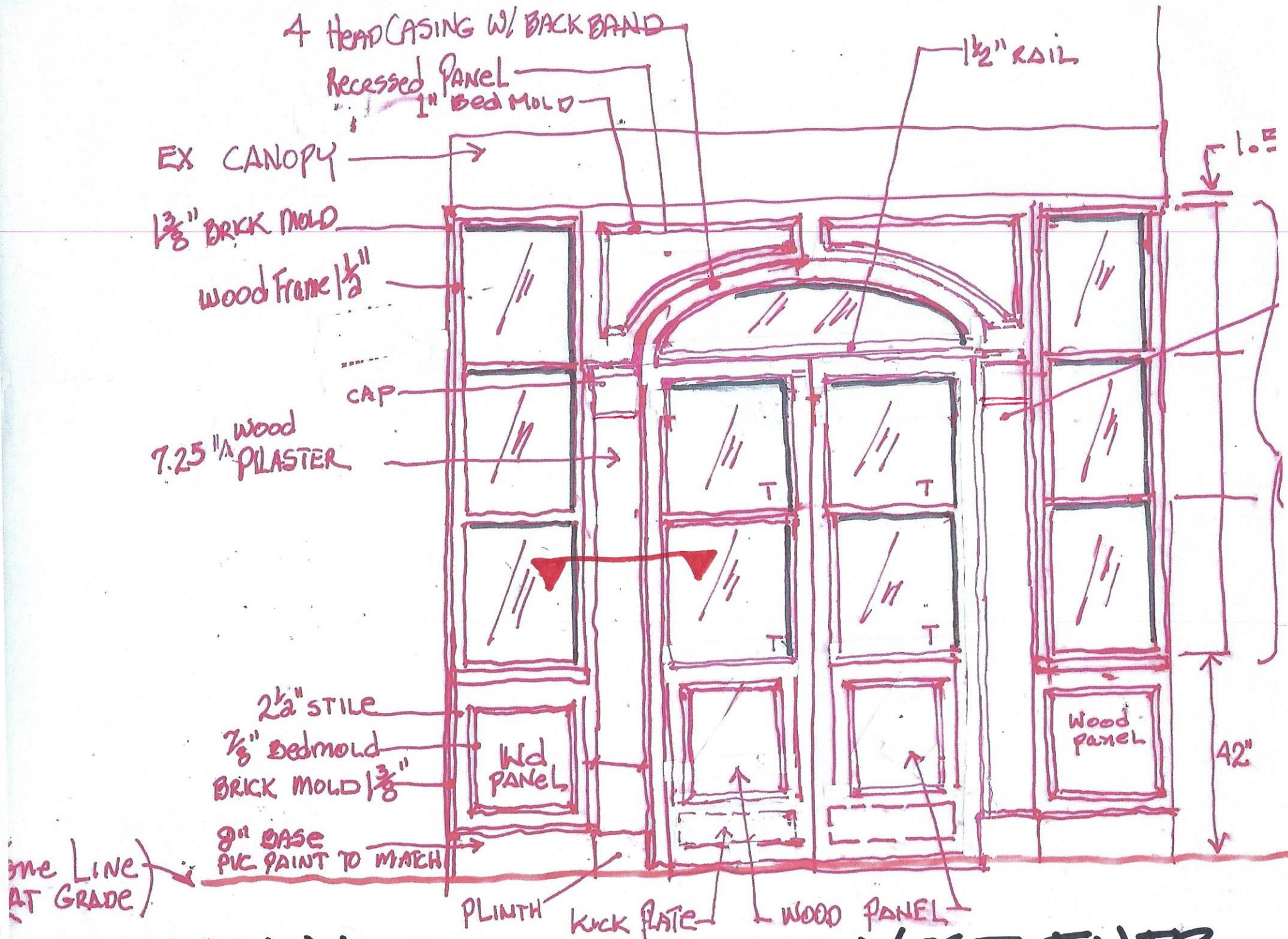


SHEET NO.
AO.2b



NOTE : OWNER WOULD LIKE TO POUR A CONCRETE SLAB IN LIEU OF PAVERS AT THE LINE OF TERRACE AND INSTALL OUTDOOR FLOOR TILE





MILLWORK DETAIL @ WEST ENTR