Design Review Board

Official Agenda

AGENDA

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DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA

Regular Meeting

January 5th, 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, January 5th, 2023 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.greenvillesc.gov/1694/Online-Meetings

1. **Call to Order**
2. **Roll Call**
3. **Welcome and Opening Remarks from the Chair**
4. **Approval of Minutes – December 1st, 2022 Regular Meeting**
5. **Call for Public Notice Affidavit from Applicants**
6. **Acceptance of Agenda**
7. **Conflict of Interest Statement**

8. OLD BUSINESS

A. CA 22-636

Application by SACHIN SHANBHAG for a CERTIFICATE OF APPROPRIATENESS for a NEW MIXED USE DEVELOPMENT at 319 RHETT STREET (TM# 0072000100100; 0072000100204; 0072000100104; 0072000100103; 0072000100102)

Documents:

22-0636 AGENDA POSTING 319 RHETT STREET JANUARY 2023.PDF

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9. NEW BUSINESS

A. CA 22-837

Application by ADAM PETERS for a CERTIFICATE OF APPROPRIATENESS for a NEW MULTI-FAMILY DEVELOPMENT AND PODIUM PARKING GARAGE at 141 WESTFIELD STREET & 375 WEST BROAD STREET (TM#0057000100700; 0057000100101)

Documents:

22-0837 AGENDA POSTING_141 WESTFIELD ST AND 375 W BROAD ST.PDF

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B. CA 22-838

Application by DAN DOYLE for a CERTIFICATE OF APPROPRIATENESS for a NEW MIXED USE DEVELOPMENT at 301 COLLEGE STREET (TM# 0014000100500)

Documents:

22-0838 AGENDA POSTING_301 COLLEGE STREET.PDF

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C. CA 22-901

Application by GEORDAN TERRY for a CERTIFICATE OF APPROPRIATENESS for FAÇADE RENOVATIONS at 415 WEST WASHINGTON STREET (TM#0050000200300)

Documents:

22-0901 AGENDA POSTING_415 W WASHINGTON ST.PDF

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10. Advice and Comment (Not a Public Hearing)

A. NONE

11. Informal Review (Not a Public Hearing)

A. NONE

12. Other Business (Not a Public Hearing)

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
December 14, 2022
for the January 5, 2023 Public Hearing

Docket Number:	**CA 22-636**
Applicant:	Sachin Shanbhag
Property Owner:	Focus Westend, LLC
Property Location:	319 Rhett Street
Tax Map Number:	0072000100100; 0072000100204; 0072000100104; 0072000100103; 0072000100102
Zoning:	C-4, Central Business District
Proposal:	**New Mixed-Use Development**
Staff Recommendation:	**Approve with Conditions**

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Project Scope: The proposed application is for a mixed-use structure including 248 multi-family units, a 154-unit boutique hotel with a café and rooftop restaurant, 5,000 square feet of retail space, and a parking structure of 525 stalls. Exterior Materials include brick, fiber cement panels, box rib metal panels, and metal accents. Uses are visually distinguished by brick tone for residential, retail, and hotel.

Staff Analysis:

Overview
The project resides on a block that is included within the scope of the West End Small Area Plan that was adopted by Council in November of 2021 and should be used as a document of consideration by the Board. The site is located on the edge of the “Loft Precinct” and is adjacent to the “River Precinct”. The hotel component is 9 stories facing Rhett and Wardlaw, and the multi-family component is 10 stories facing Rhett and Wardlaw. Due to lowering grade, a +/- 130’ run of the façade facing Oneal Street becomes 11 stories but drops down to three stories with a pool deck facing South Main Street.

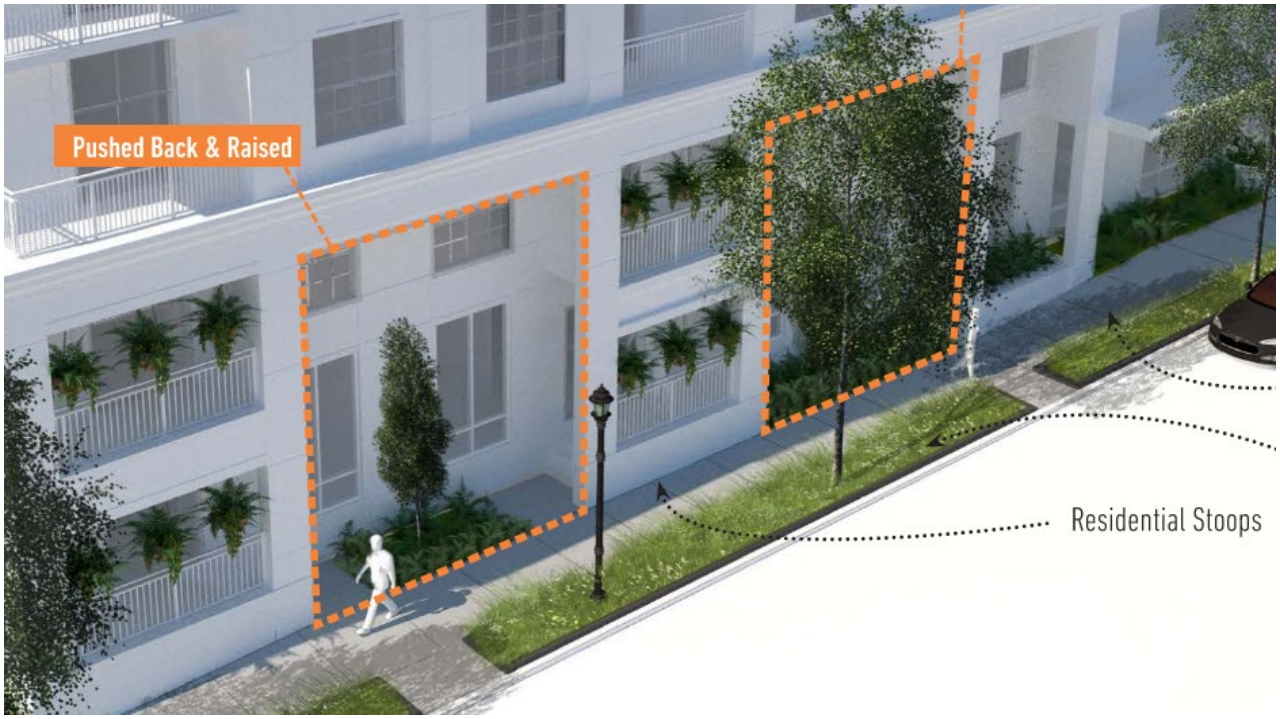
The West End Small Area Plan recommends a maximum height of 10 stories for this block of the “Loft Precinct” but sets no maximum height for the adjacent “River Precinct.” As such, staff finds the height to be generally compliant with recommendations of the West End Small Area Plan’s recommended “Large Urban Building” typology. The building type is considered a “Large Urban Building.” Recommended detailing of the large urban building type limits maximum length to 400’ and suggests a change in façade pattern for structures longer that 200’. Breaks in the façade may include three dimensional changes in plane and/or changes in architectural expression. Step backs are encouraged above the third floor in the Small Area Plan, but above the fifth floor in the Downtown Design Guidelines. The current application is approximately 300’ long and does include a visual break between the two uses along Rhett Street.

Facing Rhett Street the building steps back above the second, fifth, and ninth floor. Facing Oneal Street the building steps back above the sixth and tenth floor. Facing Main Street, the building steps back approximately fifty feet above the third floor. While the building stepback facing Wardlaw is minimal in depth, there is a strong material change above the third floor and a twenty-foot articulated pedestrian area and active ground floor use.

Per the Design Guidelines, buildings with integrated parking should have an active ground floor of either office, commercial, or residential uses, with porches, terraces, or lobby entrances. The design complies with this recommendation.

In general the West End Small Area Plan is focused on pedestrian activation along the streets and accomplishes this through the recommendation of 15' setbacks, 6 foot sidewalk, and 4' curb lawns. **This is a total recommended width of 25 feet from curb to building face.** Articulated space, and active interior uses are also recommended to achieve this active pedestrian goal.

This project does provide well-articulated spaces between the curb and the face of the building **which vary between 10 feet and 29 feet**, with the larger widths at the pedestrian-heavy active zones and smaller widths along the residential portions of the façade. Changes to the residential portions of the façade increase this depth an additional 5'. Pedestrian areas are activated through furnishings, occupiable building indentations, plantings, trees, and material changes. Stoops and balconies along the residential sections provide eyes-on-the-street while affording privacy to the residents.



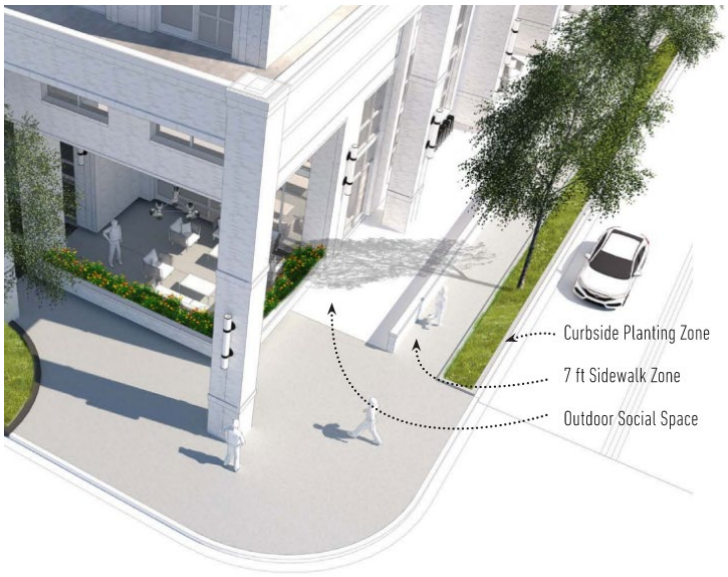
Following comments from the public and the DRB at the Dec 1st Hearing (where the application was deferred) the applicant made the following changes to this submittal:

- **Majority of Rhett Street façade at residential portion recessed horizontally 5' to provide additional pedestrian space. Recessed space to be two stories tall.**
- **Stoops added at Rhett Street residential portion to improve "eyes on the street" and better define public/private realm**
- **Portions Oneal Street façade recessed 5' to provide additional pedestrian / green space. Recessed space to be two stories tall.**
- **Oneal façade parking deck screened with 'greenscreen' living wall, and public art opportunities**
- **Additional plant buffers and screening added to parapet to screen pool uses from public realm**

- **Tower section facing Main Street material changes to class and brick, with space added for large mural or sculptural element.**
- **Alleyway detailing has been further refined. Length and width appropriateness to be determined by fire code review.**

PUB 1 Block Pattern
As noted by the applicant, the proposed design addresses PUB 1 by placing entry to the parking garage in the center of the block to decrease congestion and break up the mass of the buildings along the sidewalk. Utilities are located in an alley away from pedestrian traffic. Per PUB 1.7, staff notes that curb cut widths should be minimized. One-way entrances should have a maximum curb cut width of 12 feet, and two-way entrances should have a maximum curb cut width of 25 feet. Per the application text, civil site plan documents will be provided prior to permitting to illustrate compliance with this recommendation.

PUB 2 Pedestrian Realm
Staff notes that the proposed pedestrian realm exceeds the minimum sidewalk width guideline of 5 feet. The sidewalk width ranges from 6 to 9 feet along with a planting zone, and expanded areas of outdoor seating and social space. Outdoor seating is incorporated along the Main Street side and a social space along the Wardlaw Street side including street furniture. **While the West End Small Area Plan encourages a setback of 15' around the entirety of the building, Staff notes that the uses of the site and the development patterns occurring along Oneal, Rhett, and Wardlaw are substantially different and that 15' may not be appropriate in each context.**



PUB 3 Sidewalk Zone
Per PUB 3.2, continuous sidewalks have been incorporated along all street edges. A planting zone separates the sidewalk from vehicular traffic per PUB 3.3. **Per PUB 3.6, staff recommends expanding the sidewalk to create bulb-outs at each intersection to shorten pedestrian crossing distances.** Per the application text, the applicant plans to comply with this requirement to shorten the crossing distances as much as possible within SCDOT allowance.

PUB 4 Street Furnishing Zone
Staff notes that street furnishings appear to be appropriately located. Staff recommends adding pedestrian-oriented trash and recycling receptacles near areas of high pedestrian traffic. Staff suggests that street furnishings be constructed of durable materials and that 50 percent of seating be located in areas that receive mid-day shade.

PUB 5 Planting Zone
Landscape plans were not included with the submittal; however, conceptual renderings indicate acceptable planting schemes. Full compliance with PUB 5 will be verified at the time of site permit.

PUB 6 Building Transition Zone
Per the West End Small Area Plan the building transition zones should be 15' around all sides of the building. Staff notes that the development patterns, proposed uses, and adjacent uses, all vary and that 15' may not be appropriate at each area.

PUB 7 Alleys and Pedestrian Zone
As noted by the applicant**,** service functions are located in alleys, out of the way of necessary vehicular travel, in the proposed design per **PUB 7.1. The applicant has indicated plans to coordinate with the adjacent residential building to correct functional issues with the existing alley**. Staff notes that adequate lighting should be provided in alleys and that all furnishings should be sited outside of vehicular travel routes. Consideration should be given to permeable pavement systems in alleys to promote stormwater infiltration and adding windows, art, or screening to reduce visual impacts. The applicant notes concerns of long-term maintenance of permeable pavement and plans to incorporate decorative lighting or material changes within the alley. **Staff notes that the applicant has offset the building from the property line by five feet to enable the alley to continue to functional despite its narrow width. Lighting fixtures are illustrated along the alley to enhance pedestrian safety. Due to limited space, seating and planters would be difficult to incorporate into the alley to enhance the pedestrian experience. Fire access issues, should there be any, will be addressed by the Fire Marshall at time of permitting and compliance with fire safety standards will be met.**

PUB 9 Lighting
Per PUB 9.1, continuous lighting should be oriented to the pedestrian scale along all streetscapes. **Final lighting design will be verified at the time of site permitting.**

PUB 11 Signage
A Master Sign Package for the site shall be submitted to staff for review and approval prior to submittal for individual sign permits.

PRI 1 Placement
As noted by the applicant, the building wall on the Main Street side is in line with existing buildings to provide a uniform frontage, per PRI 1.1. Existing on-street parking remains in place.

PRI 1.2 states that public areas should be located along building walls that face the street that are highly visible. As the proposed rooftop pool on Main Street will be private, it shall be either heavily screened or relocated to the interior of the development in order to avoid visual interruption of the continuous public space along Main Street. Noise and activity associated with a pool may not be compatible with the residential uses to the side and the commercial uses below.

PRI 2 Massing

PRI 2.1 states that 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. Staff notes that the proposed design effectively accommodates pedestrian scale on the Main Street side of the development. Per PRI 2.3, new construction should maintain the historic scale of no more than 5 stories at the street wall. Facing Rhett Street, the building steps back above the second, fifth, and ninth floors.

Facing Oneal Street, the building steps back above the sixth and tenth floors. Facing Main Street, the building steps back approximately fifty feet above the third floor. While the building stepback facing Wardlaw is minimal in depth, there is a strong material change above the third floor, a twenty-foot articulated pedestrian area, and an active ground floor use. The applicant has also provided a variety of building heights in accordance with PRI 2.7**.**

To reiterate, the hotel component is 9 stories facing Rhett and Wardlaw, and the multi-family component is 10 stories facing Rhett and Wardlaw. Due to lowering grade, a +/- 130' run of the façade facing Oneal Street becomes 11 stories, i.e. 10 stories over an exposed parking deck. **As the Small Area Plan recommends a 10-floor maximum, staff recommends removal of the 11th floor for the 130' length of this section.**

PRI 3 Entry

All proposed entries are well-defined, pedestrian-oriented, and accessible.

PRI 4 Activated Ground Floor

Per PRI 4.1, the proposed design maximizes the transparency of the ground floor to the street level to allow views of the use and activity within the building. **Per PRI 4.5, the proposed green screen living wall, public art, recessed areas, and plantings serve to promote pedestrian interest and activity along the ground floor.**

PRI 5 Articulation

Elements such as brick detailing, canopies, and signage are proposed at the ground level to create a visually appealing pedestrian environment. The applicant also notes features specific to corners and entries, per PRI 5.7, such as larger storefront glass, finer detailing, and scale.

PRI 6 Materiality

Staff notes that high quality and durable primary materials are used, such as brick and fiber cement panels. The mural space should be removed from the tower facing Main Street in order to continue the glass and brick detailing throughout the tower. **Per PRI 6.WE, brighter colors should be applied to the Main Street storefront to provide a more vibrant setting while coordinating with the overall building composition and surrounding character. Staff recommends that once a tenant is chosen for this location, that a separate CA be submitted to ensure façade compliance with downtown guidelines.**

PRI 7 Architectural Lighting

Staff notes that the proposed design incorporates lighting to accent architectural elements such as entries. **Staff notes that the applicant should ensure that lighting does not have an adverse impact on adjacent properties, per PRI 7.2. Final lighting design will be verified at the time of building permit.**

PRI 10. Parking Structures

Staff notes that the design effectively blends the parking structure into the building fabric.

Neighborhood Meeting:
On September 21st, 2022, the Applicant held a Public Meeting at the Unity Park Prisma Health Welcome Center. A summary of the comments received from this meeting are provided in the attachment.

Summary:

Staff recommends approval with the following conditions:

1. **Building height shall be reduced to 10 floors maximum, noting the current design of 11-stories over a portion of Oneal.**

2. **The applicant shall provide a scaled mockup to showcase how the materials and colors will relate to one another to be reviewed and approved by staff and two DRB members prior to final approval of the CA.**

3. **The main street façade shall require a separate CA once future tenant is determined if any façade changes are introduced.**
4. **Detailed drawings shall be submitted for a separate CA for outdoor dining areas and other elements planned within the hotel's transition zone.**
5. **Trash and recycling receptacles shall be installed near areas of high pedestrian traffic.**
6. **The applicant shall work together with the neighboring Custom House property owners to implement a coordinated strategy for trash collection in order to facilitate disposal and to avoid locating trash receptacles within the public alley or right of way, in compliance with PUB 7.1.**
7. **The applicant shall work with Planning and Engineering staff for final streetscape and right-of-way improvements, prior to permit issuance, to include the installation of new streetlights, pedestrian lighting, and bulb-outs at parallel parking areas for enhanced pedestrian safety on all streets surrounding the development.**

8. **While this application shall serve for general signage size and location approval, individual CAs shall be submitted to staff for review and approval for individual sign permits.**
9. **Applicant shall work with the Arts in Public Places Commission for approval of any public art or mural prior to installation.**
10. **Applicant shall maintain a safe and designated pedestrian connection along rights-of-way during the construction process.**
11. **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.**
12. **This CA is considered part of a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 *Lapse of approval/vested rights* and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension 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: 9/16/2022

Recommend: Approve w/ Conditions

Comments:

1) Wastewater systems are at limited/zero capacity in the vicinity of this development and may require upgrades to serve the proposed development. A proposed project will provide some capacity to the system.
2) 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 new building shall require a new service fee through ReWa.

3) Stormwater Management – This development qualifies as a Larger Common Plan. A non-single family site permit is not required, but the following must be submitted with the single family building permit applications in order to meet the requirements of a Larger Common Plan of development:

   a. A stormwater plan is required to be shown on the single family site plan.

   b. At a minimum, a stormwater plan should include:
      i. Proposed layout.
      ii. A construction entrance.
      iii. A concrete washout.
      iv. Silt fence.
      v. Appropriate erosion control best management practice standard details.

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. Each individual lot is unique and the drainage patterns shall not be changed. The direction of drainage can be shown with flow arrows.

d. The existing impervious area and the proposed impervious area shall be listed on the site plan.

e. The disturbed area shall be listed on the site plan.

4) Floodplain – A portion of the subject property is not located in a FEMA floodplain as determined utilizing 2014 Flood Insurance Rate Maps.

Applicable Design Guidelines:

PUB 1. Block Pattern

1.1 Maintain Greenville's existing block pattern by encouraging block sizes between 300 and 500 feet with the perimeter of a block totaling no more than 1600 feet. Implement interior pedestrian cut-throughs to achieve the target block size if necessary.

1.2 Connect new developments to existing sidewalks.

1.3 Pedestrian cut-throughs that do not allow vehicle travel should be a minimum of 18 feet. Consult PUB 7. Alleys and Pedestrian Cut-Throughs for additional guidelines. Pedestrian Cut-Throughs or Alleys wider than 30 feet should follow the guidelines outlined in PUB 8. Publicly Accessible Parks and Plazas.

1.4 Alleys that provide pedestrian and vehicle travel should be a minimum of 25 feet. At least 7 feet should be reserved for pedestrian travel only. Consult PUB 7. Alleys and Pedestrian Cut-Throughs for additional guidelines.

1.5 Locate vehicle access where conflicts with pedestrian circulation will be minimized. Provide access from an alley when feasible. If an alley access is not feasible, then use the street with the least pedestrian traffic.

1.6 If necessary, install a service drive located away from intersections and other areas with high levels of pedestrian traffic.

1.7 Where a curb cut is to be installed, keep the width to a minimum. One-way entrances should have a maximum curb cut width of 12 feet, and two-way entrances should have a maximum curb cut width of 25 feet.

1.8 Consider providing vehicular access to adjacent buildings through an alley or shared driveway.

1.9 Utilize smaller curb radii to match existing urban intersection context.

PUB 2. Pedestrian realm

2.1 The building transition zone should be at least 4 feet and should not encroach upon the minimum sidewalk width. Consult PUB 6. Building Transition Zone for additional guidelines.

2.2 The sidewalk zone should accommodate a continuous path of travel of at least 6 feet. In situations where it is not feasible to provide all pedestrian realm zones, prioritize the sidewalk zone. Consult PUB 3. Sidewalk Zone for additional guidelines.

2.3 The street furnishing and planting zone should share the same right of way and be a width of at least 5 feet. Consult PUB 4. Street Furnishing Zone for additional guidelines. Consult PUB 5. Planting Zone for additional guidelines.

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

PUB 3. Sidewalk zone

3.1 Connect all new sidewalks to the existing sidewalks.

3.2 Provide continuous sidewalks (or equivalent all-weather routes) along both sides of all vehicular rights of way.

3.3 Separate sidewalks from vehicular traffic by a planted area, which should be located a minimum of 5 feet from the street curb edge.

3.4 Construct sidewalks out of durable materials like concrete, brick and stone. This applies to standard, permeable and decoratively paved sidewalks.

3.5 Design all sidewalks to comply with the South Carolina Accessibility Standards and the Americans with Disabilities Act as amended.

3.6 In areas of high pedestrian traffic, implement sidewalk bulb outs at intersections to shorten pedestrian crossing time. The expanded sidewalk area created by bulbouts can be designed to incorporate elements of PUB 8. Publicly Accessible Parks and Plazas.

3.SS **Steep Slopes:** Provide a consistent, uninterrupted slope throughout the pedestrian realm. See PRI 3. Entry and PRI 4. Activated Ground Floor for additional guidelines related to grading issues.

PUB 4. Street Furnishing Zone

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

4.2 Site 50 percent of benches and other seating amenities in areas that receive midday shade.

4.3 Select street furnishings constructed of durable materials, including stone, finished wood and steel.

4.4 Establish and contribute to a coordinated and consistent vocabulary of street furnishings throughout downtown.

PUB 5. Planting zone

5.1 Hire a licensed professional landscape architect to address the project’s plant health and appropriateness.

5.2 When placed near roadways, plantings should not interfere with sight lines to traffic, intersections and signs.

5.3 All planted areas should include a groundcover layer to help with long-term maintenance and water conservation.

5.4 When feasible, install the stormwater planting strategy that corresponds to the street’s type in the Downtown Streetscape Master Plan. Specifically, use curbed stormwater planters on Ceremonial and Ceremonial Transition

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

5.5 Encourage selection of species native to the South Carolina Piedmont region that have been proven to thrive in an urban condition.

5.6 Emphasize variety in site-wide planting strategies. For trees, the Greenville Zoning Ordinance requires that species vary a minimum amount in proportion to the number of trees planted. Achieving more diversity than the required minimum is recommended.

5.7 Prioritize species with rich human interest. The Downtown Streetscape Master Plan provides tree selections for streetscapes in downtown.

5.8 Prioritize species that provide high-quality habitat for native insects and animals.

5.9 Engineer soil profiles to support the specific needs of the proposed planting design. For trees, the minimum planting area should be 6'x6'. If adjacent hardscape restricts the amount of soil volume for the planting strategy, employ techniques such as engineered structural soil or Silva Cells (or equivalent) to achieve the soil volume needed for long-term plant health.

5.10 In highly trafficked urban areas, install physical measures to protect the roots of street trees. These measures could include architectural elements such as seat walls or steel railing. Discourage the use of tree grates, except in narrow areas or highly urban areas such as drop off areas and plazas. If installing tree grates, ensure that the tree opening can accommodate trees with large trunk diameters.

PUB 6. Building Transition Zone

6.1 Outdoor seating, café, dining, planting, and retail displays are encouraged in the building transition area.

6.2 The building transition zone abuts a building's façade and is at grade with the adjacent sidewalk.

6.3 Scale the building transition zone so that it does not encroach upon the minimum sidewalk width. Consult PUB 2. Pedestrian Realm for additional guidelines.

6.4 When establishing café seating in the building transition zone, consider separating seating areas from the sidewalk zone with movable barriers. For fencing barriers, use free-standing fencing constructed of durable materials like iron or wood. Fencing barriers should be between 30-40 inches high.

6.5 Seating area barriers may be composed exclusively of planters, provided that they contain well maintained, living plants. Planters must be between 25-30 inches high, though the plants within may exceed this height.

6.6 Select furnishings comprised of durable and lasting materials, including metal and finished wood. Emphasize lightweight and smaller furnishings that can be easily moved to maximize layout flexibility and user customization.

6.7 Confine umbrella canopies to the building transition zone area. Ensure that umbrellas are firmly anchored and engineered to withstand strong winds. Umbrellas may only contain advertisements for the establishment to which they belong.

6.8 Maintain access to the building entry. The building entry must be kept clear of obstructions.

6.9 Outdoor dining space located on corner lots shall not obstruct the sight distance triangle.

6.10 Business owner or outdoor dining operator shall maintain the outdoor dining space so that it is clean and tidy when not in use.

6.11 Outdoor dining furniture or appliances are not allowed to be stored in the public right of way.

6.SS **Steep Slopes:** The building transition zone abuts a building's façade and may be elevated above part of the sidewalk, provided that the entrance is accessible by a ramp.

PUB 7. Alleys and Pedestrian Zone

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

7.2 Increase the perception of safety in alleys by providing adequate lighting. Consult PUB 9. Lighting.

7.3 Ensure that lighting, bollards and other alley furnishing do not interfere with alley function and are sited outside of necessary vehicular travel routes.

7.4 Promote stormwater infiltration in alleys by installing permeable pavement systems, including pervious concrete pavement.

7.5 Mitigate the visual impact of building walls that face alleys. Recommend strategies include windows, art, articulation of buildings, stoops, retail storefronts and using appropriate screening techniques.

PUB 9. Lighting

9.1 Provide continuous light along all streetscapes that is oriented to the pedestrian scale. Lighting along the right of way should be a combination of pedestrian-scaled streetlights and spillover from lights on adjacent buildings.

9.2 Ensure that all lighting along the right of way is full cut-off and provides a consistent illumination of at least one foot-candle. Do not use uplighting as the primary pedestrian lighting type.

9.3 Light pole and lamp designs should correspond to existing downtown fixtures.

9.4 The light pole, or standard, should be designed to accommodate special decorative accessories, such as mounts for hanging planter baskets, banners and festive seasonal lighting schemes.

9.5 Maintain a consistent, familiar color temperature throughout the public realm. 2500K-4500K is typical.

9.6 Mercury vapor, low-pressure sodium, high-pressure sodium and metal halide light sources are strongly discouraged. Energy efficient fixtures such as LED or low energy use lights are encouraged.

9.7 Street poles and pedestrian poles should be spaced evenly between trees along streetscape corridors.

9.8 Use landscape uplighting and ground-mount uplighting to emphasize the nighttime appearance of distinctive landscape features like unique plantings and large trees.

9.9 Illuminate signage with appropriate lighting types, such as neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights, and wall wash fixtures.

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

PUB 11. Signage

11.1 Synchronize signage design with its architectural surroundings. Apply the guidelines described in PRI 6. Materiality to both buildings and their corresponding signage, and preserve historic painted signs when feasible.

11.2 Align wayfinding and interpretive signage in the public realm with adopted city-wide signage standards.

11.3 Scale projecting signage primarily for pedestrian legibility, rather than vehicular wayfinding and branding. Ensure that projecting signs do not obscure major architectural details.

11.4 Emphasize legibility and simplicity in signage design, and subordinate signage to the overall building or streetscape composition.

11.5 Scale and position wall signage in proportion to the wall on which they are placed. Limit wall signs to 75 percent of the linear footage of the wall area that they occupy.

11.6 Mount letters and graphics directly onto exterior wall, and conceal any electrical raceways from view, either behind a finished exterior wall, or by integrating conduit into the sign.

11.7 Scale the brightness and visual impact of illuminated signage to the surrounding area's level of activity. Subordinate signage lighting to the overall building or streetscape composition. Ensure lighting does not have an adverse impact on adjacent properties and pedestrian areas.

11.8 Externally illuminated signage should be illuminated from the top of the sign. Use shielded and focused light fixtures, and apply the guidelines described in PUB 9. Lighting.

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

11.10 With city-issued permits, locate sandwich board-style sidewalk signage in the building transition zone so that it does not interfere with the flow of pedestrians in the sidewalk zone.

11.11 Emphasize scale and proportionality in freestanding signage. Limit freestanding signage to 50 percent of the height of the first story of the building. Distinguish the base, middle and top components of the sign, and avoid monolithic structures, exposed pole supports and pylon signs.

PUB 12. Utilities

12.1 Do not locate electrical transformers, mechanical equipment or other "back-of-house" utilities along the ground floor street wall.

12.2 Do not locate utilities near intersections within the public realm, including sidewalk corners. Place utilities a minimum of 100 feet from the corner on north-south streets and a minimum of 50 feet from the corner on east-west streets.

12.3 Reduce environmental impacts from energy used to operate public utilities like traffic lights, street lights, and water/wastewater pumps. A 15% annual reduction below baseline energy consumption is a reasonable and effective target.

12.4 Locate all utility distribution lines, pipes and cable television utilities underground.

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

PRI 1. Placement

1.1 Align building frontage along the sidewalk edge. The uniform alignment of building fronts along a block helps to define a street wall that provides a sense of enclosure and a comfortable scale for pedestrians.

1.2 Locate public areas such as lobbies, reception, retail and dining along building walls that face the street, alley or pedestrian cut-through so that they are highly visible and accessible.

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

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

PRI 2. Massing

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

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

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

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

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

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

2.7 Encourage a variety of building heights along the street with vertical and horizontal proportioning similar to its immediate context and district.

2.LP **Large parcels:** Divide larger buildings and their façades into smaller modules, units or separate buildings so that the form and massing of the buildings can better relate to the scale and proportion of the surrounding area. Vary building heights and façade setbacks to create a more visually interesting rhythm.

2.ED **Edges of C-4 Central Business District:** New construction within a 300-foot radius of an occupied single-family use should be within 10 feet greater than the average height of all buildings within the 300-foot radius. This restriction only applies to the street frontage of the portion of the building that falls within the 300-foot radius. Ensure that transitions between commercial/multi-family projects and single family areas are sensitive to the traffic, noise variation and unwanted views into private spaces. Use landscaping and thoughtful placement of building elements to mitigate the negative effects of this transition.

PRI 3. Entry

3.1 Locate entrances at active locations that enable and promote pedestrian walkability and connectivity.

3.2 All public entrances that face the public realm must be designed to accommodate all levels of physical ability.

3.3 Enhance the design of entry areas with materials, architectural and landscape features such as outdoor gathering spaces, coverings, lighting and landscape elements so that they are clearly identified and will attract and guide pedestrians.

3.4 Entry glass must be highly transparent using non-reflective and minimally tinted glass.

3.5 Entries must be designed to pronounce their purpose as a destination while not overwhelming the scale, massing and articulation of the rest of the building.

3.6 For retail building uses, recess or cover entrances to provide shelter and articulate the point of entry.

3.7 For buildings on corner lots, locate entrances at the corner to anchor the intersection and create a seamless transition that captures pedestrian activity from both street frontages.

3.8 Residential uses at the ground floor level must include entrances that face the public realm.

3.SS **Steep slopes:** Ensure that entrances are placed at street level, not above or below grade. Where stairways and/or ramps to entrances are unavoidable due to grade, ensure that they are highly visible and integrated into the architectural and landscape design of the building. Stairs and ramps should enhance and not restrict the walkability of adjacent sidewalks.

3.LP **Large parcels:** For large parcel developments with multiple tenants: Provide distinct entrances and retail fronts to support a more resilient and flexible design that will accommodate the location of future uses.

PRI 4. Activated Ground Floor

4.1 Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building.

4.2 Use of darkly tinted and/or reflective glass is prohibited.

4.3 Locate publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians.

4.4 Maintain the simplicity of access to commercial and retail areas to avoid unnecessary or circuitous travel.

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

4.6 Ensure that landscaping does not create a visual barrier between the building's interior and pedestrians.

4.7 Use security systems that do not require the use of security bars or grilles.

4.8 Corner buildings have at least two façades visibly exposed to the street and should be designed to respond to their more prominent locations.

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

4.LP **Large Parcels:** Apply ground floor activation strategies to areas adjacent to all internal plaza spaces and pedestrian pathways.

PRI 5. Articulation

5.1 Articulate buildings with dimensions that promote a sense of human scale.

5.2 Use horizontal and vertical articulation to help define and differentiate the street level of the building and to express façade widths that are compatible with adjacent context.

5.3 Enhance the design and better unify the architectural relationship within an area by complementing the articulation of adjacent buildings.

5.4 A design must have a proper balance of articulation. Lack of variety is discouraged. However, design elements and materials must work together to create a unified whole.

5.5 Where balconies are used, ensure that they are at a scale that they can be used as open space. False balconies that serve no purpose beyond decoration should not be permitted.

5.6 Avoid large, monotonous facades.

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

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

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

PRI 6. Materiality

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

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

6.3 Reuse existing or refurbished materials.

6.4 Use materials that convey a sense of human scale; that is, meant to be experienced by the pedestrian, not vehicular, user.

6.5 Use authentic materials. When this is not possible, ensure that synthetic materials realistically convey the materials that they represent.

6.6 While excessive uniformity and monotony are discouraged, variations in materials and colors must be composed and balanced to create a unified whole.

6.7 Use light colored (high albedo) materials for roofing and landscaping to reflect radiant heat.

6.8 Brighter, bolder colors (including corporate branding colors) may be applied to areas or elements of the building where they are secondary in application compared to the main body or features of the building (such as signage, canopies, or accent trim), or are otherwise applied in ways that do not dominate the overall color palette or cause the building to look out of place relative to the area. Counteract stronger colors by integrating natural materials and textures in the overall design.

PRI 7. Architectural Lighting

7.1 Use light fixtures to accent and complement architectural elements.

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

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

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

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

7.7 Nighttime lighting of tall building signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of tall building signs should include backlighting that creates a “halo” around the skylight sign. Backlighting may be combined with other types of lighting.

PRI 10. Parking Structures

10.1 Locate active, pedestrian spaces such as shops, offices or public art along the ground-level street frontage. When this is not possible, provide an activated pedestrian space in the building transition zone using landscaping, seating, coverings or other similar elements to create an active street edge.

10.2 Minimize the visual impact of parking structures on surrounding pedestrian spaces and streets.

10.3 Use compatible, high-quality façade materials, especially adjacent to pedestrian areas.

10.4 Locate the short dimension of the parking structure along the street edge as a way to reduce its street frontage.

10.5 Screen open air garages to minimize large façade openings and avoid light trespass of garage interior lighting into the public realm.

10.6 Provide vehicle access and entrance points from alleys and side streets.

10.7 All visible façades of parking structures must reflect the character, materiality, and articulation of its surrounding architecture.

10.8 Place parking structures only in areas where they can be integrated into the surrounding neighborhood context.

10.9 Vertical circulation cores (elevator and stairs) shall be located near primary pedestrian corners and be highlighted architecturally so visitors can easily find and access these entry points.

10.10 Integrate the design of public art and lighting with the architecture of the structure to reinforce its unique identity. This is especially important for public

parking structures to aid in visitors finding them upon arrival and getting oriented to Downtown.

Public Meeting Notes from Applicant

Neighborhood Meeting – 319 Rhett Development
Applicant: Focus Westend LLC
September 21, 2022

Presenters:
Sachin Shanbhag, Pinnacle Partnership
Matt Mason, Gateway Ventures
Crystal Pace, Pinnacle Partnership
Ross Kirby, Dynamik Design

In attendance: Hannah Furr, Steve Ford
Allison and Tom Stefanou, Wayne and Lane Bates, Chandler D Weekes
John Bissell, Adrian Steinmann, Kirstan Bedillion, Jasmine Murphy, Bill Taft
Danielle Fontaine, Robert A Schrage, Phyllis Schrage, and Pamela Hastings

Theresa Heath, Andrew Hall, Walter Gayle, Stephen Mack, Lillian B. Flemming, Kendra Williams, Hunter Weekes, Pat Dilger, Stephanie Mirah (Press), Deborah Ackerman, Cheryl and Dennis Wiese, Trudy and Gordon Bell, Russell Conner, and Scott James

NOTES:

Sachin: Background of Pinnacle Partnership, a multi-generational family and minority-owned development business with deep ties to Greenville community
Site purchased 5 years ago
design heavily inspired by neighborhood and Greenville as a whole

Matt: intro to Gateway Ventures, Atlanta-based developers

Ross: Design presentation

QUESTIONS:

For 248 Residential units how many parking spaces?
1 space per bedroom on MF, 1 per key for hotel, appropriate for retail. Hotel to valet and development to include alt modal like bike racks along streetscape. Ample parking for development needs.

Have you done traffic studies with the McClaren development?
We are working with a civil engineer and other consultants to complete a study.

What is target market for residential?
Comparable to DECA in quality, construction, and materials.

How will you accommodate residents that need more than one parking space per bedroom?
There will be excess of parking for hotel and residential. There will be opportunity to rent additional spaces.

Is there anything that you can do about the height?
319 Team: Not at this point, elaborate discussion on building design.
Resident: Larger buildings are not making it feel like a “neighborhood” lotte. Understand that city staff have guided this design to some degree, but don’t agree.

Neighborhood Meeting – 319 Rhett Development
Applicant: Focus Westend LLC
September 21, 2022

Feels bland, not with the art and playfulness of the West End
Building will feature industrial design. 5 story Mural along Wardlaw Hotel that will work with art is public space & WENA.

Have you considered the construction logistics and traffic flow for this building in relation to existing projects?
There will be a designated expert who will work with the city to address these issues when they arise. We believe the 525 spaces are an abundance compared to similar projects

What is driving the need for a new hotel?
Confirmed by market study by top national group and Hilton. Market running at healthy occupancy and trending upward. Convention center proposed. Building in anticipation of growth. Hospitality division in top 5% nationally for customer service with many design awards as well.

Juliet balconies can be an eye sore later down the road bc people start hanging things from them.
There will be stipulations in place for residents to prevent such things.

Height brings shadow.

Is there anything to make it not be a big block?
Yes, there are things that can be done.

What will be average rents and any consideration for adorable housing?
Met with Greenville Housing Fund, would like to include workforce housing if possible. Program is being revised. Changes in past legislation make it more complicated to provide affordable housing.

What is the mix?
Studio, one, and two bedroom.

Have you considered swapping rentals for purchased condos? Market could be changing bc of retirees moving here, etc. Kimpton will follow this model.
Difficult incorporate in SC, price point is very high and limited pool of people who could afford in this market. We will look more into it.

Maybe you can look at the design to have it set back off of Rhett because that is also a pedestrian street. One Resident said they would encourage adding more height if a setback could be accommodated.

Have you tested the ground for digging underground parking?
Yes, have a Geo Tech study being conducted to understand conditions.

city of greenville

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS URBAN DESIGN PANEL

Contact Planning & Development:
(864) 467-4476

Office Use Only:
Application#_____ Fees Paid_____
Date Received_____ Accepted By_____
Date Complete_____ App Deny Conditions

APPLICANT/OWNER INFORMATION

*Indicates Required Field

	APPLICANT	PROPERTY OWNER
*Name:	Sachin Shanbhag	Focus Westend LLC
*Title:	Owner	Managing Partner
*Address:	4250 S. Church Street, Roebuck, SC 29376	4250 S. Church Street, Roebuck, SC 29376
*Phone:	864-576-2773	864-576-2773
*Email:	scs@pinnaclepartnership.com	scs@pinnaclepartnership.com

PROPERTY INFORMATION

*STREET ADDRESS 319 Rhett Street, Greenville, SC 29601

*TAX MAP #(S) 0072000100100, 0072000100204, 0072000100105,0072000100104, 0072000100103, 0072000100102

*SPECIAL DISTRICT LOFT DISTRICT (C-4) Central Business District

DESCRIPTION OF REQUEST

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

Mixed Use Development including multifamily,hotel, retail, and structured parking. Multifamily phase will include 249 units. Hotel phase will include 154 units with cafe and rooftop restaurant. Retail will include 5000 SF. Dedicated parking including 525 stalls.

PUB 1. Block Pattern The proposed development complies by creating walkable, safe zones from building to street edge breaking up the mass of buildings along the sidewalk, locating the parking garage entry near the center of the block far from intersection as to not add to vehicular congestion at pedestrian crossings, and locating utilities at alley away from pedestrian traffic.
PUB 2 Pedestrian Realm,PUB 3. Sidewalk Zone ,PUB 4Street Furnishing Zone,PUB 5 Planting Zone & PUB 6. Proposed development building's edge transitions to the street by providing planting beds, street furnishing for seating, dinning, conversation and public interaction along the hotel, leasing and retail facades.
PUB 7 Alleys,PUB 12 Utilities. PUB 10. Walls, Fencing and Screening
Alleyway between existing property and proposed development will be used to maintain utility and trash/loading keeping areas away from pedestrian active spaces and walkways.
PUB 8. Publicly accessible Parks and Plaza N/A
PUB 9. Lighting Building, PUB 11. Signage
Proposed development lighting and signage placed to accent entries, feature corner, provide way finding and encourage safe active night life.
PUB 13. On-Street Parking N/A
PRI 1. Placement Proposed buildings are set close to setback line, while maintaining enough distance for pedestrian realm. Proposed development along South Main connects to existing adjacent buildings with site wall to maintain desired continuous downtown facade.
PRI 2. Massing Proposed residential tower is set back away for South Main with three story scale retail building is set off South Main in front Residential Tower to maintain human scale along South Main street.Building massing is stepped horizontally&vertically with differentiating materials to reduce mass&maintain Greenville aesthetics.
PRI 3. Entry Proposed building entries are located along hotel, multifamily and retail are located to encourage connectivity between adjacent buildings and continue desired pedestrian experience.
PRI 4 Activated ground floor The proposed development creates an active space along side of hotel and entry with seating and green spaces, active space along adjacent multifamily entry and along retails with dining and seating.
PRI 5 Articulation Ground level create a smaller scale building at the base with brick detailing, overhead canopy and signage. Corners and entries are featured with larger storefront glass, finer detailing and scale.Building massing is stepped horizontally to provide articulation at ground floor.
PRI 6 Materials Proposed building materials are in-line with downtown material placement and aesthetic by use of brick, glass style, color, detail and massing scale.
PRI 7 Architectural Lighting Proposed building lighting to be placed at entries, along active streetscape and architectural features.
PRI 8. Private Outdoor Spaces Proposed building features interior private courtyard space, exterior pool, rooftop space on hotel, private patios and stoops at first level.
PRI 9. Parking Lots N/A
PRI 10. Parking Structures Proposed development parking is enclosed garage, shielded from streetscape and entry is located at block center away from pedestrian intersections.
PRI 11. Existing Architecture N/A

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 if 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.

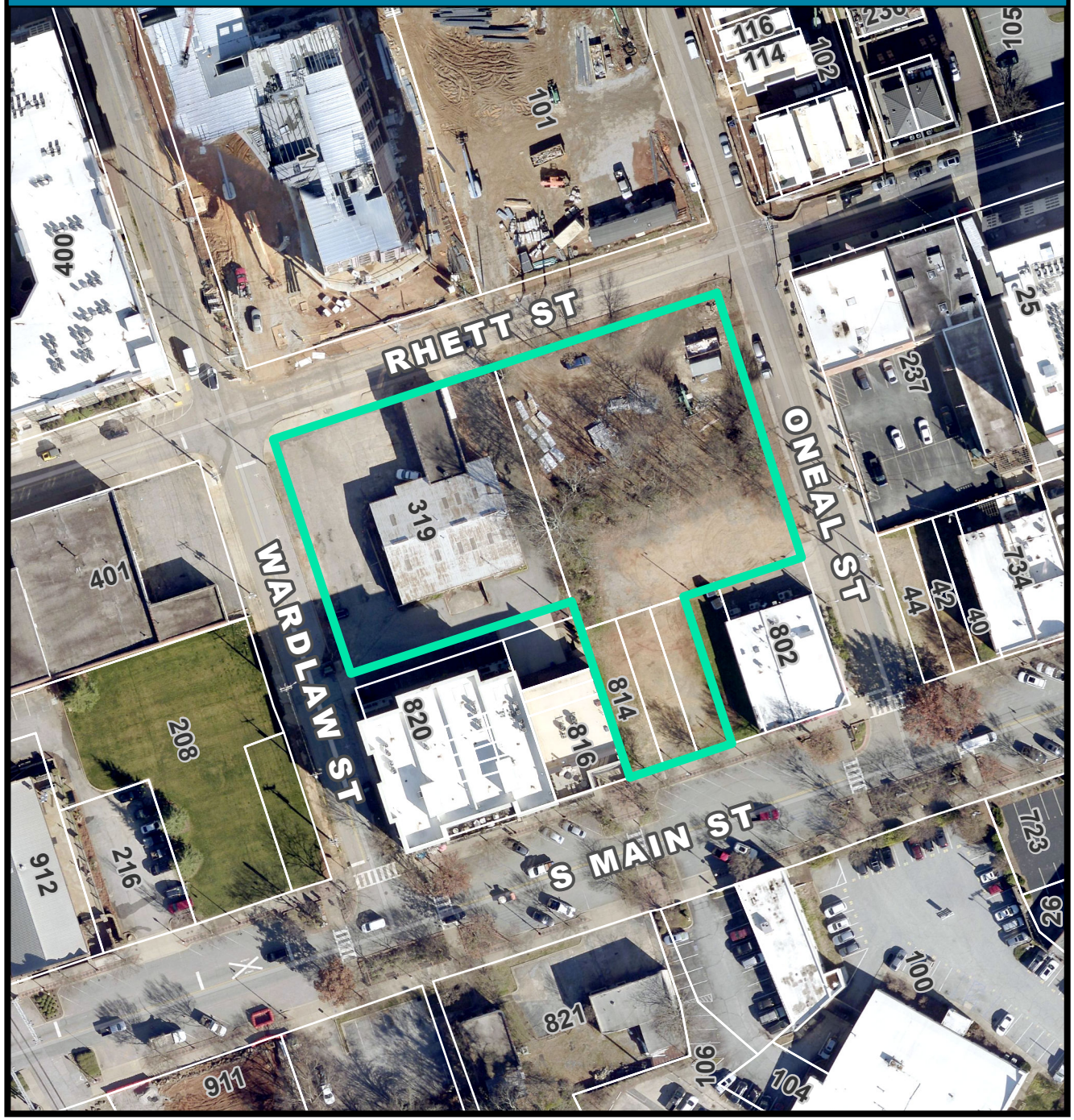
   If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will 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	Focus Westend LLC
Date	08/29/2022
Property Owner/Authorized Agent	Sachin Shanbhag
Date	08/29/2022
Public Hearing Information	10/06/2022
Public Hearing Signs	To be posted as required

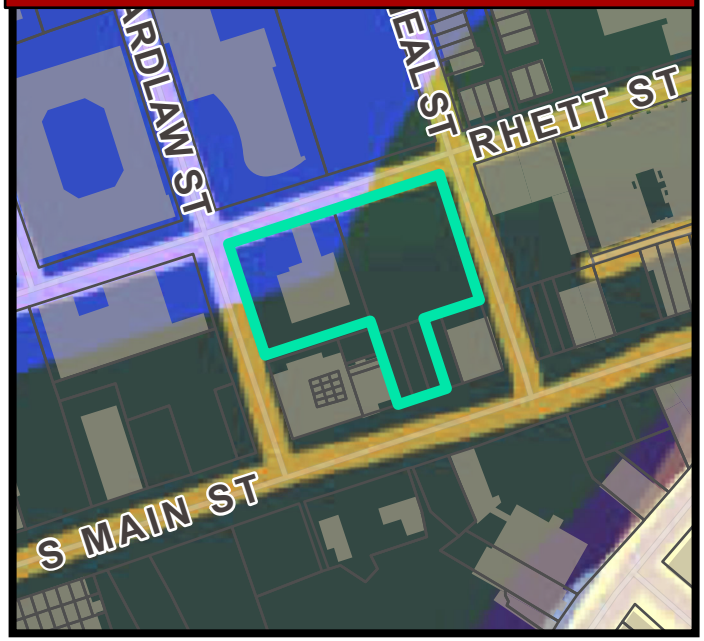
CA 22-636 • 319 RHETT STREET

AERIAL VIEW



CURRENT ZONING

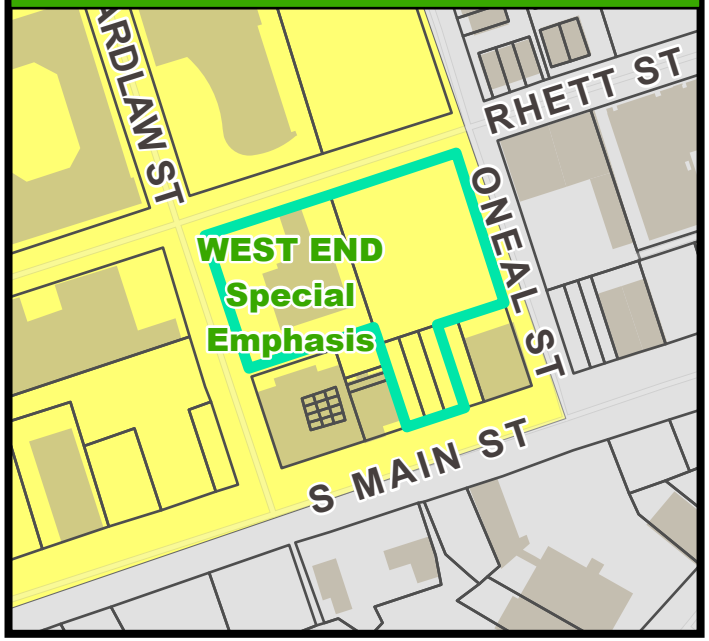
FUTURE LAND USE



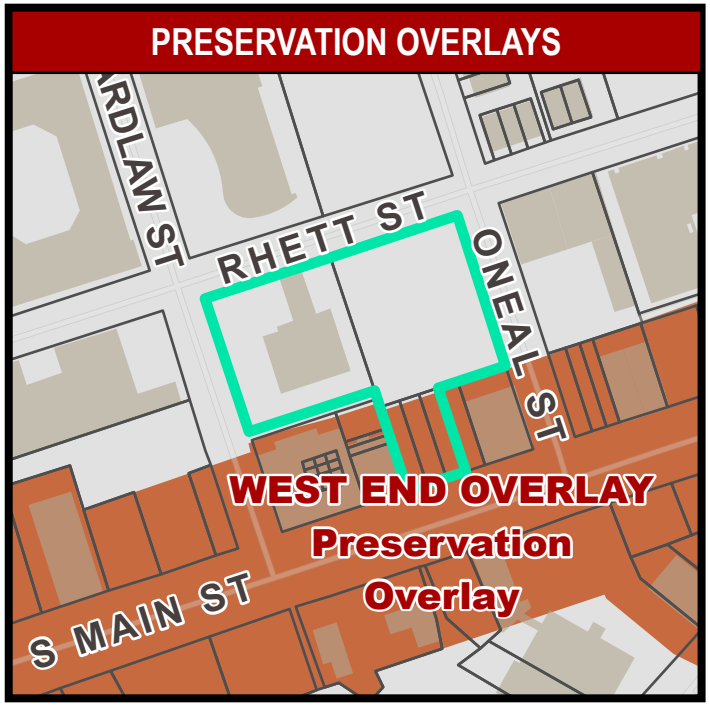
CA 22-636 • 319 RHETT STREET

NATURAL / ENVIRONMENTAL FEATURES

SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



GREENVILLE MIXED USE | DRB SUBMITTAL

DECEMBER 21ST, 2022

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DOWNTOWN GREENVILLE MIXED USE

GREENVILLE, SC

DYNAMIK DESIGN

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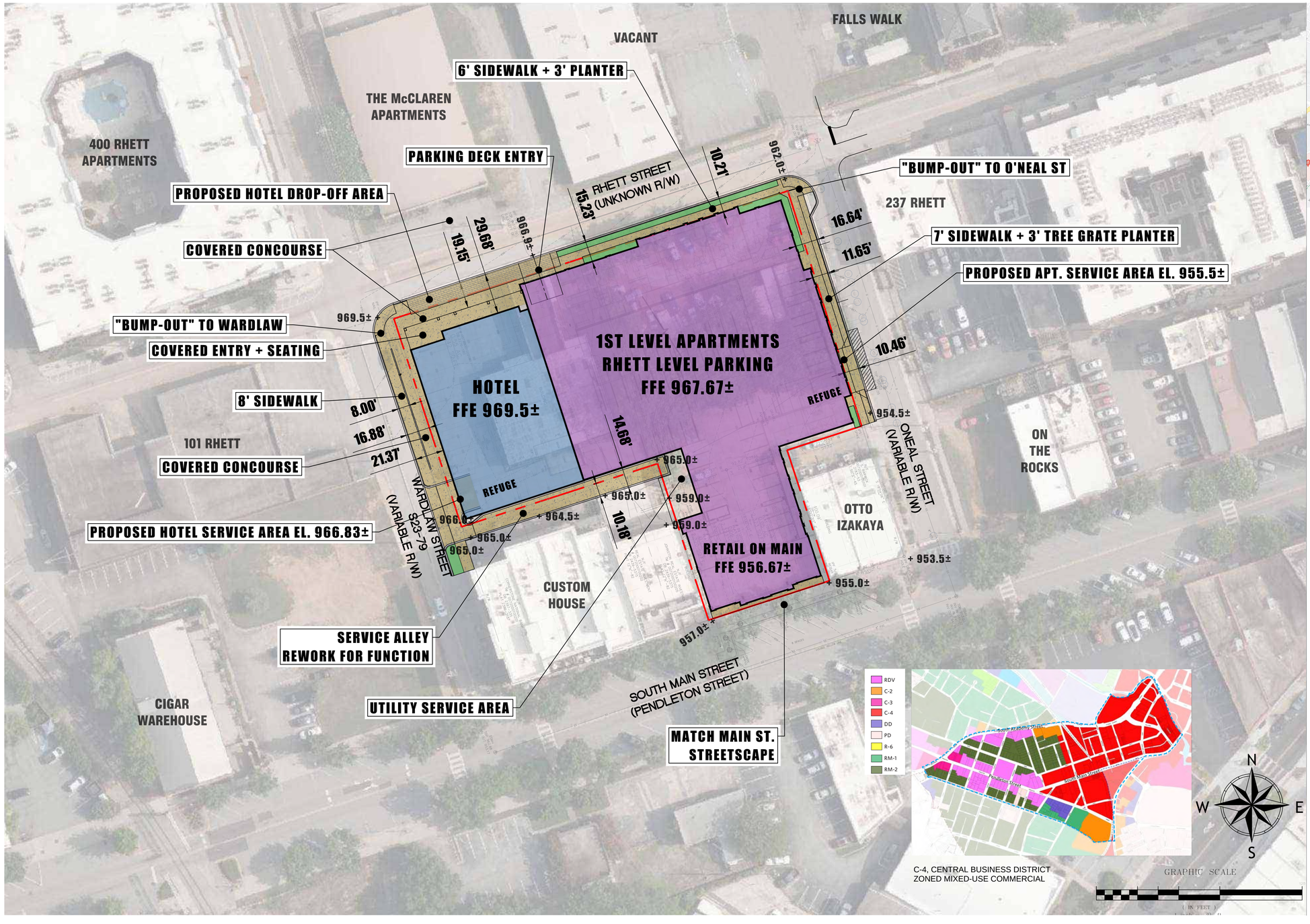

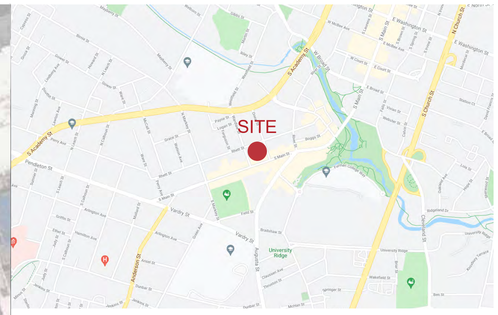

SITE INFORMATION

TOTAL SITE AREA (APPROX.) : *1.38 AC*
CURRENT ZONING : *C-4*

LEGEND

MULTIFAMILY
11 STORY MULTIFAMILY (TYPE IA)
TOTAL UNITS : 249
AVG HEATED AREA - MF : 920 SF (APPROX.)

HOTEL
9 STORY HOTEL
TOTAL : 154 KEYS

RETAIL
1 STORY RETAIL
TOTAL : 5,000 SF

AMENITIES
MULTIFAMILY LEASING
TOTAL : 2,300 SF

MULTIFAMILY AMENITY/CLUB
TOTAL : 5,000 SF

MULTIFAMILY POOL/COURTYARD
TOTAL : 5,600 SF

TOTAL MULTIFAMILY AMENITY : 8,000 SF

PARKING
4 LEVEL PARKING DECK - 525 SPACES
PARKING RATIO:
1 SPACE PER BED - MULTIFAMILY
1.00 SPACE/KEY - HOTEL
6 SPACES / 1000 SF - RETAIL (SHARED PARKING)

0 15' 30' 60'

GATEWAY VENTURES

DOWNTOWN GREENVILLE MIXED USE
GREENVILLE, SC

DYNAMIK DESIGN

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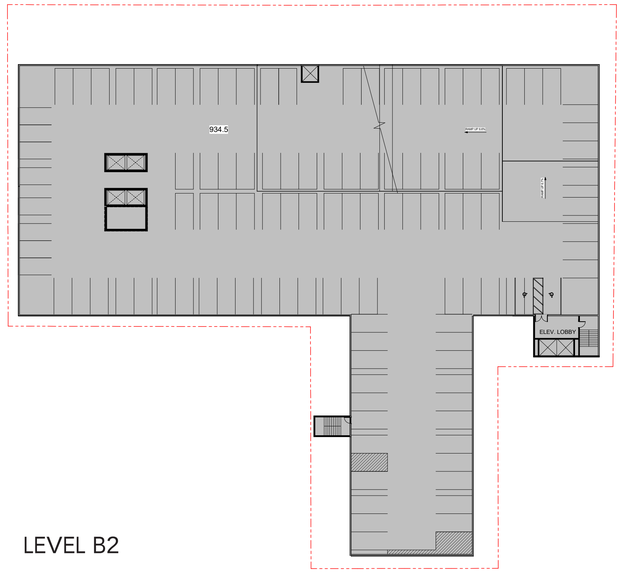

LEVEL B2

LEVEL B1

LEVEL B3

0 30' 60' 120'

GATEWAY VENTURES

DOWNTOWN GREENVILLE MIXED USE

GREENVILLE, SC

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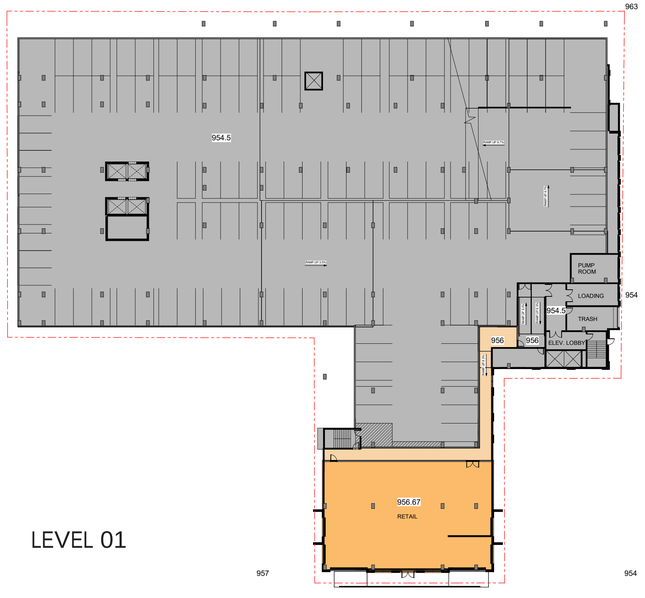
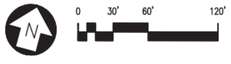
LEVEL 02

LEVEL 03



LEVEL 01



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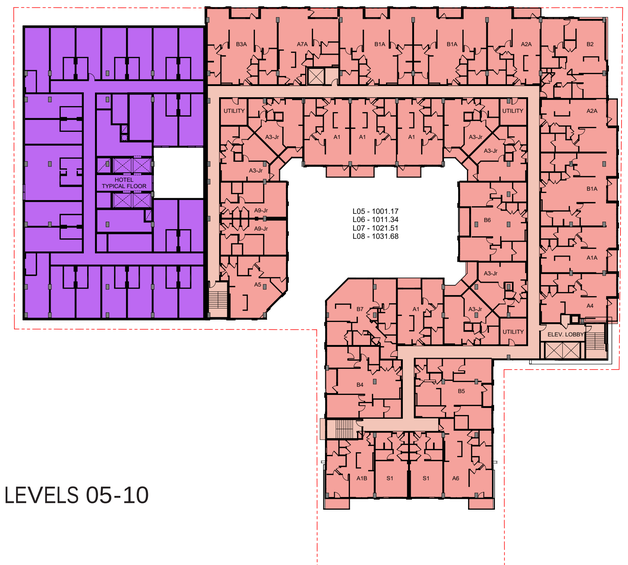
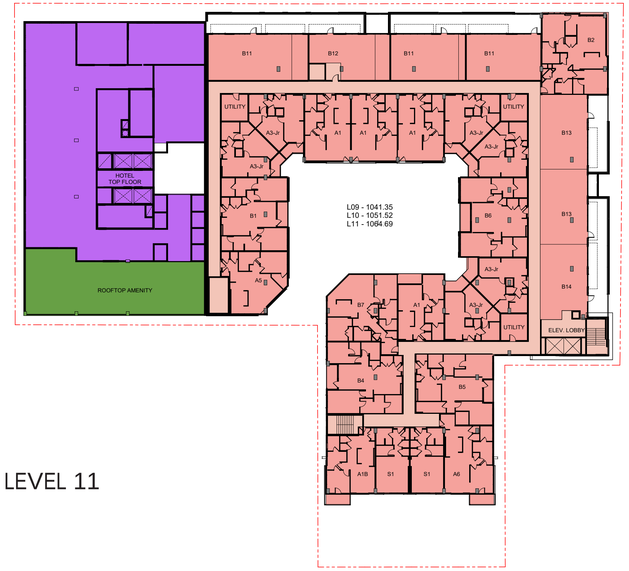


LEVELS 05-10



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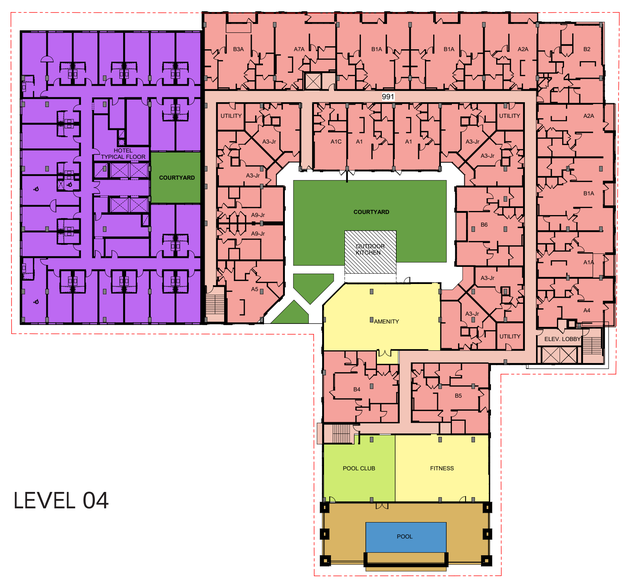

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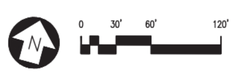

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1 ONEAL ST. & RHETT ST.
SCALE: 12" = 1'-0"

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1 S MAIN. ST. & ONEAL ST.
NOT TO SCALE

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RETAIL ENTRY @ SOUTH MAIN

BRICK DETAILING

DECORATIVE LINTEL DETAILING

RUNNING BOND & STACKED BOND

SOLDIER COURSING DETAILING

BRICK COURSING DETAILING

HOTEL ENTRY @ RHETT STREET

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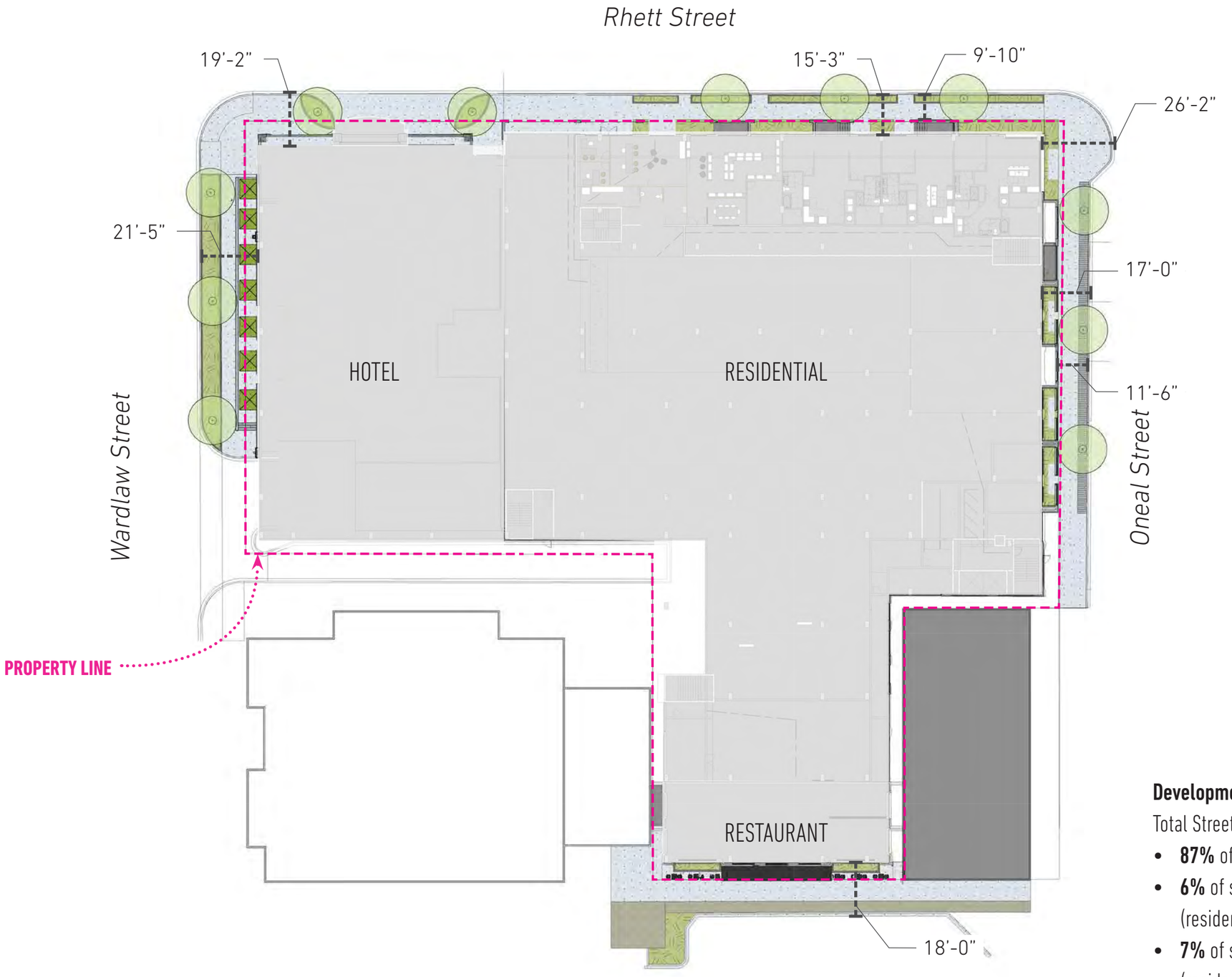

Development Frontage and Setback Summary

Total Street Frontage at Ground Floor: **677 lin ft**

- **87%** of street frontage is set back 15-21ft
- **6%** of street frontage (39 lin ft) is set back 9'-10" (residential stoops on Rhett Street)
- **7%** of street frontage (49 lin ft) is set back 11'-6" (residential units on Oneal Street)

PEDESTRIAN REALM

Oneal Street

Oneal Street

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PEDESTRIAN REALM

Rhett Street

Rhett Street

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PEDESTRIAN REALM

Wardlaw Street

Wardlaw Street

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PEDESTRIAN REALM

Main Street

Main Street

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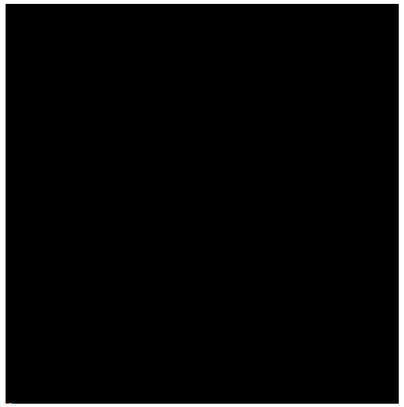
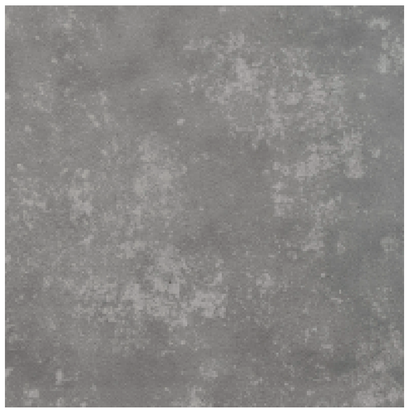
METAL ACCENT



FIBER CEMENT PANEL

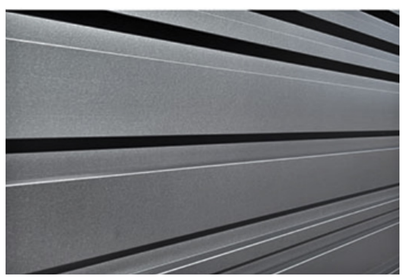


BRICK

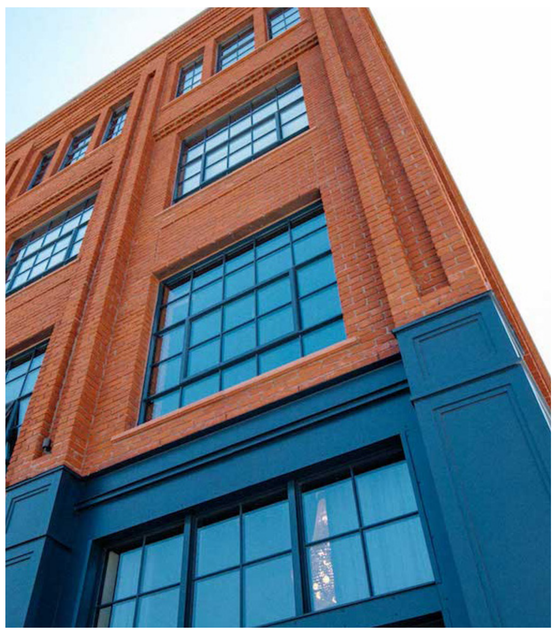
RESIDENTIAL

RETAIL

BOX RIB METAL PANEL



WINDOW STYLE



HOTEL

HOTEL

RESIDENTIAL

GATEWAY VENTURES

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GREENVILLE, SC

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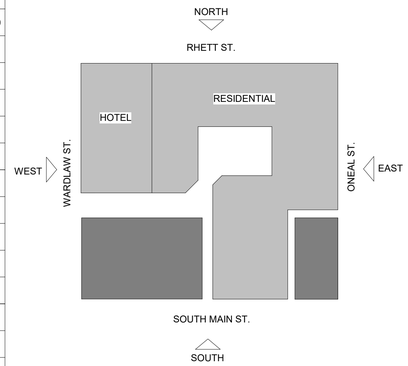
LEGEND

TAG	DESCRIPTION	COLOR	MANUFACTURER
AC-1	ALUMINUM CANOPY	PREFINISHED-BLACK	TBD
AS-1	ALUMINUM STOREFRONT	BLACK	YKK 45 FS
BR-1	BRICK VENEER - RESIDENTIAL	RED	TBD
BR-2	BRICK VENEER	DARK GRAY	TBD
BR-3	BRICK VENEER	WHITE	TBD
BR-4	BRICK VENEER - HOTEL	RED	TBD
BR-5	BRICK VENEER - HOTEL	DARK GRAY	TBD
CL-1	FIBER CEMENT LAP SIDING	DARK GREY	ALLURA
CP-1	FIBER CEMENT PANEL	BLACK FOX	ALLURA
CP-2	FIBER CEMENT PANEL	GRAY	ALLURA
CP-3	FIBER CEMENT PANEL - HOTEL	GRAY	TBD
MC-1	METAL COPING	PREFINISHED-BLACK	PAC-CLAD
MP-1	CORRUGATED WALL PANEL	HR-36 ZINC GREY	AEP SPAN
MR-1	42" STEEL PICKET RAILING	BLACK	TBD
MR-2	42" STEEL MESH RAILING	BLACK	TBD
SL-1	PAINTED STEEL LINTEL	BLACK	TBD

TAG	DESCRIPTION	COLOR	MANUFACTURER
VT-1	TOILET / DRYER EXHAUST VENT	MATCH ADJACENT	TBD
VW-1	VINYL WINDOW	BLACK	VIWINTECH 2100
WS-1	PAINTED 4" WOOD SLAT	BLACK	TBD

KEY PLAN



1 WEST ELEVATION-WARDLAW STREET
SCALE: 1/16" = 1'-0"

GATEWAY VENTURES Real Estate

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GREENVILLE, SC

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LEGEND

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AS-1	ALUMINUM STOREFRONT	BLACK	YKK 45 FS
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BR-3	BRICK VENEER	WHITE	TBD
BR-4	BRICK VENEER - HOTEL	RED	TBD
BR-5	BRICK VENEER - HOTEL	DARK GRAY	TBD
CL-1	FIBER CEMENT LAP SIDING	DARK GREY	ALLURA
CP-1	FIBER CEMENT PANEL	BLACK FOX	ALLURA
CP-2	FIBER CEMENT PANEL	GRAY	ALLURA
CP-3	FIBER CEMENT PANEL - HOTEL	GRAY	TBD
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TAG	DESCRIPTION	COLOR	MANUFACTURER
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VW-1	VINYL WINDOW	BLACK	VIWINTECH 2100
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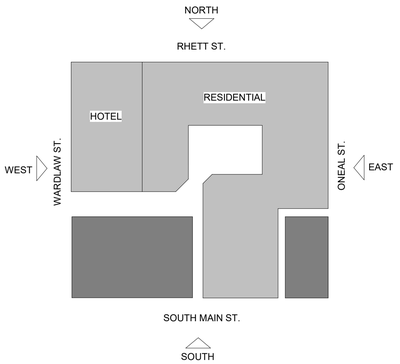
KEY PLAN



1 NORTH ELEVATION-RHETT STREET
SCALE: 1/16" = 1'-0"

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LEGEND

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AS-1	ALUMINUM STOREFRONT	BLACK	YKK 45 FS
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BR-2	BRICK VENEER	DARK GRAY	TBD
BR-3	BRICK VENEER	WHITE	TBD
BR-4	BRICK VENEER - HOTEL	RED	TBD
BR-5	BRICK VENEER - HOTEL	DARK GRAY	TBD
CL-1	FIBER CEMENT LAP SIDING	DARK GREY	ALLURA
CP-1	FIBER CEMENT PANEL	BLACK FOX	ALLURA
CP-2	FIBER CEMENT PANEL	GRAY	ALLURA
CP-3	FIBER CEMENT PANEL - HOTEL	GRAY	TBD
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MP-1	CORRUGATED WALL PANEL	HR-36 ZINC GREY	AEP SPAN
MR-1	42" STEEL PICKET RAILING	BLACK	TBD
MR-2	42" STEEL MESH RAILING	BLACK	TBD
SL-1	PAINTED STEEL LINTEL	BLACK	TBD

TAG	DESCRIPTION	COLOR	MANUFACTURER
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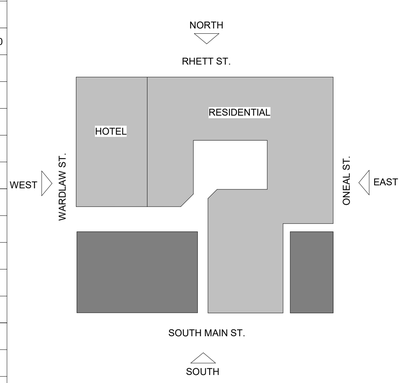
VW-1	VINYL WINDOW	BLACK	VIWINTECH 2100
WS-1	PAINTED 4" WOOD SLAT	BLACK	TBD

KEY PLAN



1 SOUTH ELEVATION-SOUTH MAIN STREET
SCALE: 1/16" = 1'-0"

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LEGEND

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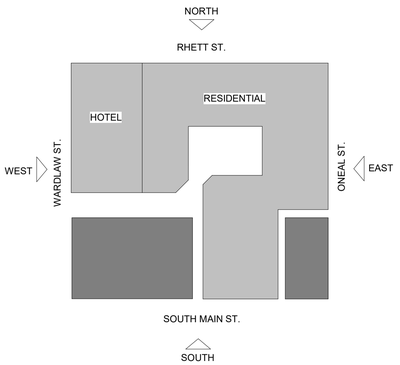
AS-1	ALUMINUM STOREFRONT	BLACK	YKK 45 FS
BR-1	BRICK VENEER - RESIDENTIAL	RED	TBD
BR-2	BRICK VENEER	DARK GRAY	TBD
BR-3	BRICK VENEER	WHITE	TBD
BR-4	BRICK VENEER - HOTEL	RED	TBD
BR-5	BRICK VENEER - HOTEL	DARK GRAY	TBD
CL-1	FIBER CEMENT LAP SIDING	DARK GREY	ALLURA
CP-1	FIBER CEMENT PANEL	BLACK FOX	ALLURA
CP-2	FIBER CEMENT PANEL	GRAY	ALLURA
CP-3	FIBER CEMENT PANEL - HOTEL	GRAY	TBD
MC-1	METAL COPING	PREFINISHED-BLACK	PAC-CLAD
MP-1	CORRUGATED WALL PANEL	HR-36 ZINC GREY	AEP SPAN
MR-1	42" STEEL PICKET RAILING	BLACK	TBD
MR-2	42" STEEL MESH RAILING	BLACK	TBD
SL-1	PAINTED STEEL LINTEL	BLACK	TBD

TAG	DESCRIPTION	COLOR	MANUFACTURER
VT-1	TOILET / DRYER EXHAUST VENT	MATCH ADJACENT	TBD
VW-1	VINYL WINDOW	BLACK	VIWINTECH 2100
WS-1	PAINTED 4" WOOD SLAT	BLACK	TBD

KEY PLAN



1 EAST ELEVATION_ONEAL STREET
SCALE: 1/16" = 1'-0"

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1 ONEAL ST. & RHETT ST.
NOT TO SCALE

2 S. MAIN ST. & ONEAL ST.
NOT TO SCALE

3 RHETT ST. & WARDLAW ST.
NOT TO SCALE

4 WARDLAW ST. & S. MAIN ST.
NOT TO SCALE

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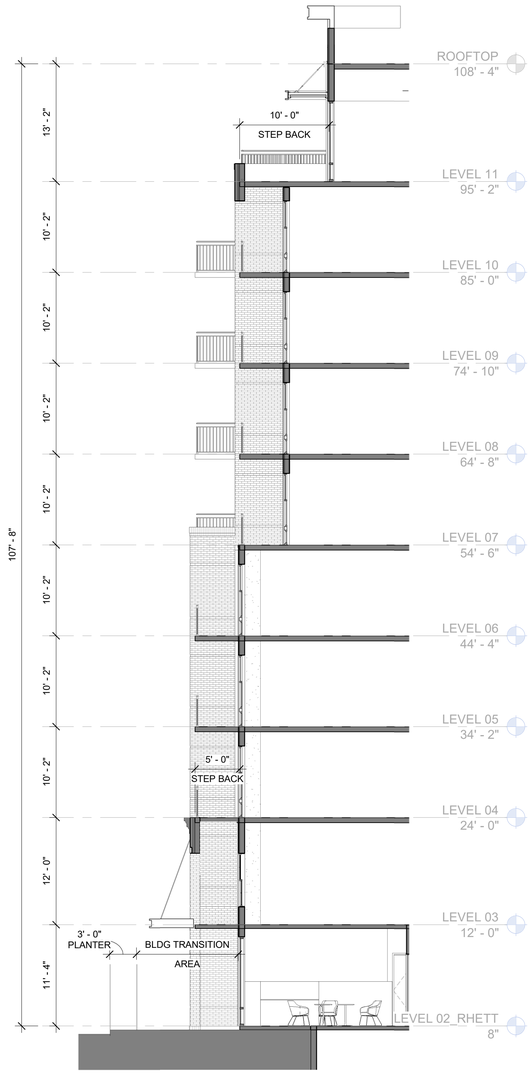
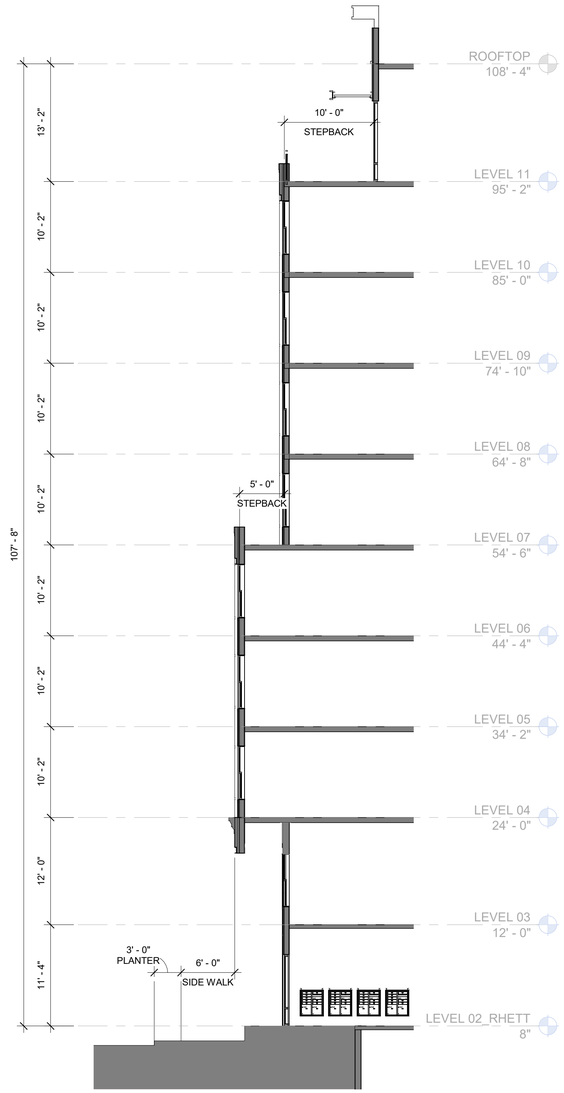


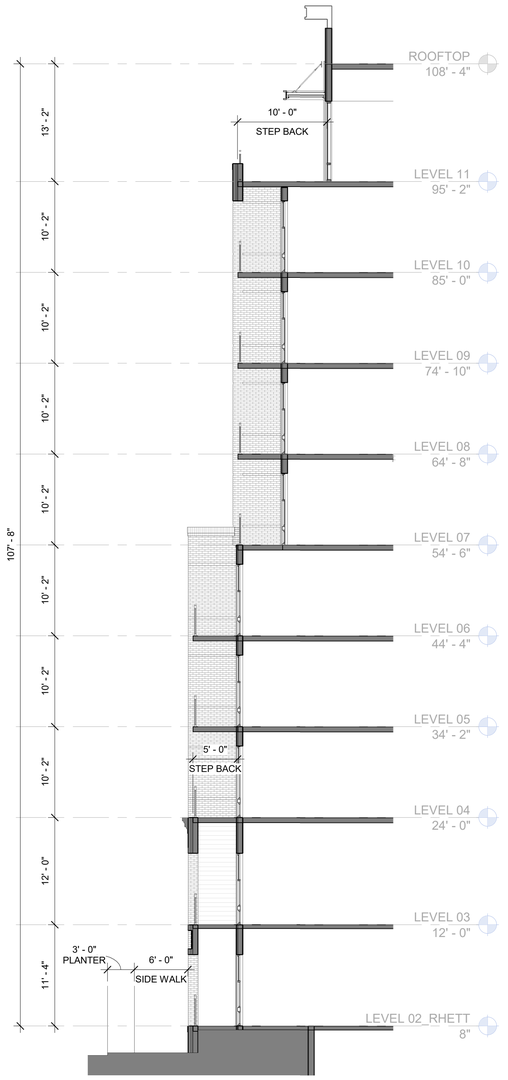
WAL SECTION THROUGH LEASING OFFICE ON RHETT ST.

1 SCALE: 1/8" = 1'-0"



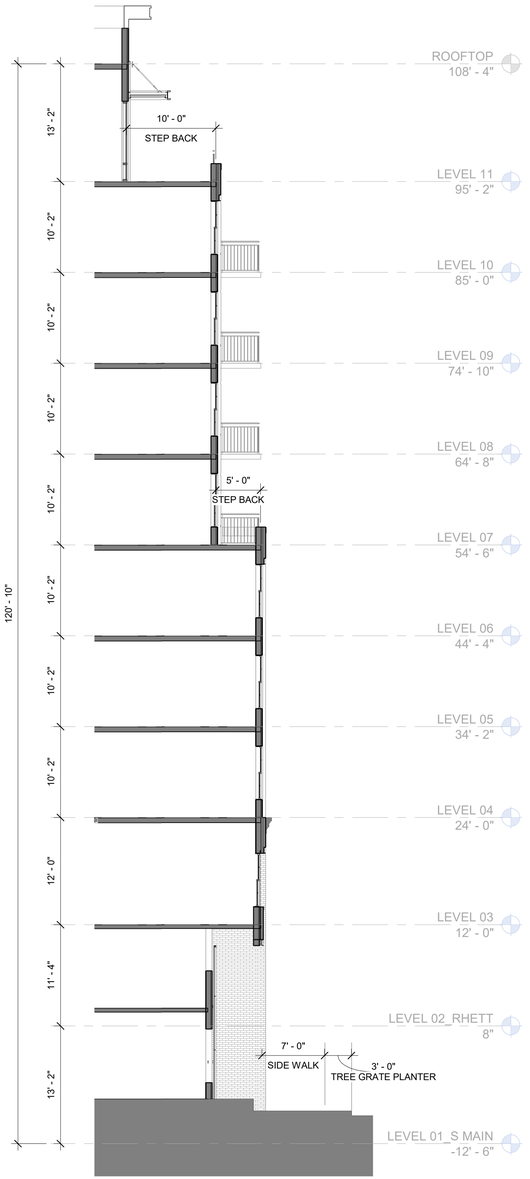
WALL SECTION THROUGH COWORKING ON RHETT ST.

2 SCALE: 1/8" = 1'-0"



WALL SECTION THROUGH PORCH ON RHETT ST.

3 SCALE: 1/8" = 1'-0"



WALL SECTION ON ONEAL ST.

4 SCALE: 1/8" = 1'-0"

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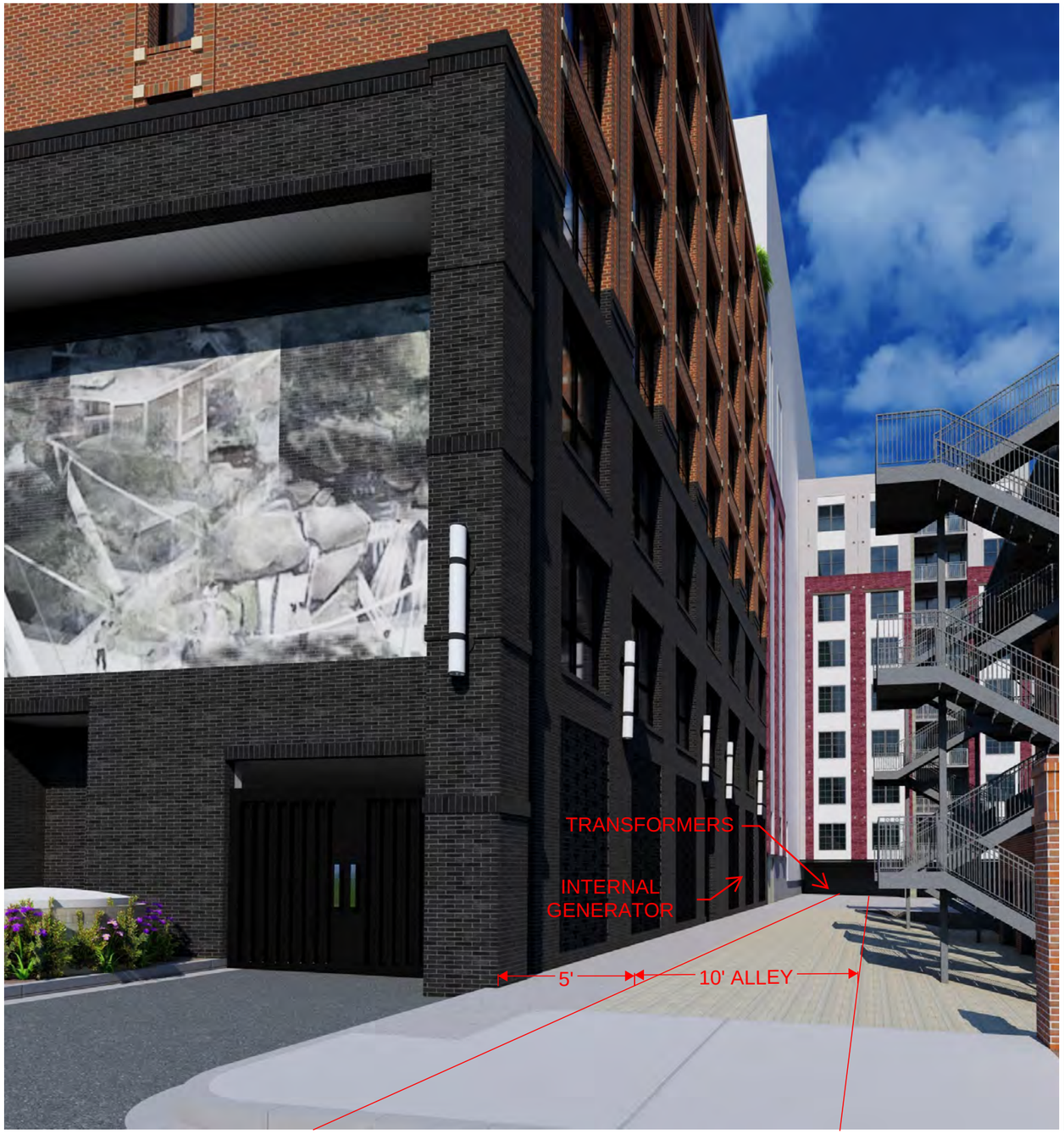


TEMPO GREENVILLE

GREENVILLE, SOUTH CAROLINA

01 DECEMBER 2022

ALLEY EXTERIOR RENDERING

PINNACLE HOSPITALITY

oda.us.com | ODA ARCHITECTURE

Planning Staff Report to
Design Review Board - Urban
December 6, 2022
for the January 5, 2023 Public Hearing

Docket Number:	**CA 22-837**
Applicant:	Adam Peters, Red Fox Development Company
Property Owner:	Westfield Propco, LLC
Property Location:	141 Westfield St, 375 W. Broad St.
Tax Map Number:	0057000100700, 0057000100101
Zoning:	C-4, Central Business District
Proposal:	**New Multifamily Development**
Staff Recommendation:	**Denial**

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Project Scope: The proposed application is for a 153-unit seven story apartment building and podium parking structure. The development features an elevated pool deck along Westfield Street and two semi-public plazas along Broad Street.

Staff Analysis:

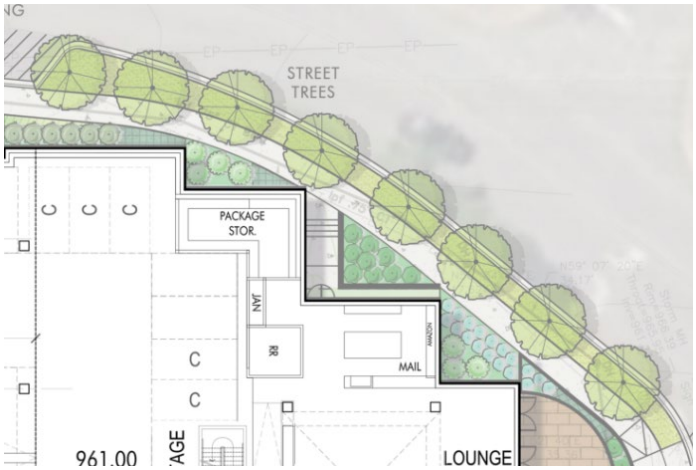
Overview
The project is located at the edge of the C-4 district and borders the Unity Park Neighborhood district and Southernside Neighborhood. The site is bounded by Westfield Street and Broad Street, with WN Watson Automotive to the east, and the District West apartments to the south. Four single-story structures currently exist on the site and are proposed to be demolished with this application.

The proposed multifamily building is seven stories with a 26-foot step-back on the seventh floor facing the corner of Westfield and Broad Streets. The building then transitions to six stories over a two-story podium parking structure as the grade drops moving south along Westfield Street. The parking garage can be accessed from both Broad and Westfield Streets.

PUB 1 Block Pattern
The project conforms with the recommended block pattern, and all service drives and garage access points are located to avoid pedestrian conflicts to the maximum extent practical. Per

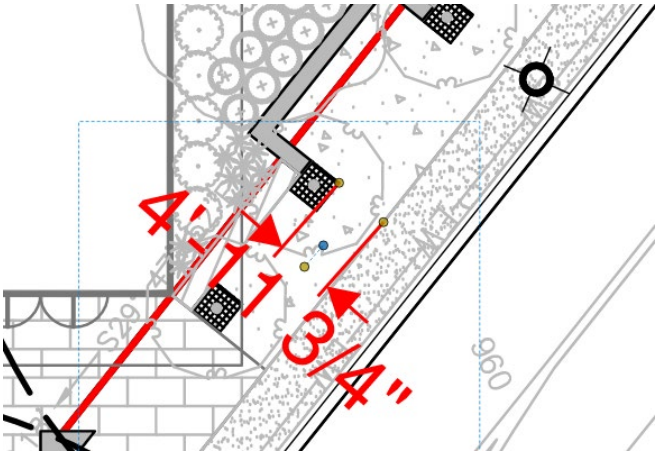
PUB 1.9, smaller curb radii should be utilized to match existing urban intersections within the immediate context.

PUB 2 Pedestrian Realm



The site plan provided indicates a 5-foot planting zone along the entire development, a 6-foot sidewalk along Westfield Street and an 8-foot sidewalk along Broad Street, with building transition zones wavering between zero feet and twenty feet because of the saw-tooth pattern of the building. While the transition zone exceeds the 4-foot minimum requirement in some areas, other conditions push sharp 90-degree corners directly up to the corners, creating overly shaded and potentially unsafe areas. **Staff recommends architectural modifications to the building corners (chamfering or a façade realignment for example) to improve pedestrian sightlines and increase the narrow pinch-points found along the building edges which impinge upon the 6' sidewalk.**

PUB 3 Sidewalk Zone



Per PUB 3, curb lawns and continuous sidewalks connecting to all existing adjacent sidewalks have been provided. All sidewalks must be ADA compliant, per PUB 3.5. Plans and sections provided for Broad Street indicate Japanese Maples in 3-foot tree wells within the 8-foot sidewalk, which effectively limit the pedestrian area down to five feet. Additionally Japanese Maples are very low trees whose branches would interfere with pedestrians. **Staff recommends that these trees be planted outside of the 8-foot sidewalk to avoid clearance issues and to maintain a continuous path of travel. As powerlines are not present, street trees shall be canopy trees, not understory.**

PUB 4 Street Furnishing Zone

A series of site walls have been incorporated within the expanded pedestrian areas along Broad Street, and are depicted to function as seating. No additional street furnishings have been indicated in the plans. **Per PUB 4.1, staff recommends adding bike racks near intersections**

and building entries, and pedestrian-oriented trash and recycling receptacles near areas of high pedestrian traffic. Staff notes that a private bike storage room has been provided within the lower level of the parking structure.

PUB 5 Planting Zone
While a conceptual landscape plan was included with the submittal, staff notes that actual plant selections may be subject to change with design maturation. Plans and renderings provided indicate generally acceptable planting schemes. Full compliance with PUB 5 will be verified at the time of site permit.

PUB 6 Building Transition Zone
A series of low seat walls and hedges have been indicated in perspective renderings of the plazas or terraces located on Broad Street; however, site plans provided do not appear to indicate any further incorporation of site furnishings to activate these spaces. **Staff recommends additional study of site furnishings or other methods of pedestrian activation within these areas to conform with PUB 6.**

PUB 7 Alleys and Pedestrian Cut-Throughs
The project incorporates a fire lane / service access area placed out of typical vehicular travel areas and away from all street frontages. Staff notes that adequate lighting should be provided for safety along this service drive. Consideration should also be given to permeable pavement systems in alleys to promote stormwater infiltration. A solid brick wall with minor articulation is shown on the south elevation facing the service drive and adjacent residences. **Staff notes that there appears to be a discrepancy in the rear area. Plan view appears to show a fully paved area**

behind the building, while the elevation appears to show the paved area only extending halfway to the rear of the building. This discrepancy should be resolved before review of this application.

PUB 8 Publicly Accessible Parks and Plazas
A publicly accessible plaza has been shown at the primary building entrance along Broad Street, and a semi-public terrace has been provided outside of the lounge at the corner of Broad and Westfield Streets. Staff notes that a tall hedge, as shown in the perspective rendering of the terrace, does not promote visibility into the space for safety purposes and creates a rigid separation from the public sidewalk. Per PRI 4.6 landscaping should not create a visual barrier between the building's interior and pedestrians. **Ultimately, the saw-tooth nature of the building façade creates multiple pods of use that do not respond well to the pedestrian-forward intent of the design guidelines. Staff recommends further study of this separation between the public sidewalk and terrace areas to ensure adequate safety, articulation, and activation along the public edge per PUB 8.8.**

PUB 9 Lighting
Continuous pedestrian area lighting has been indicated in conformance with PUB 9.

PUB 10 Walls, Fencing, and Screening
Site walls have been designed to comfortably incorporate seating, and are complementary of the architectural character of the building.

PUB 11 Signage
A Master Sign Package for the site shall be submitted to staff for review and approval prior to submittal for individual sign permits.

PRI 1 Placement
The proposed building is generally in alignment with Westfield Street, and appropriately addresses Broad Street. The primary entrance, lounge, and mail room are all located for high visibility at the most prominent corner of the site.

PRI 2 Massing

PRI 2.1 states that a building's mass, scale, form, floor-to-floor height and horizontal alignment should not be in stark contrast to its surrounding context. Given the project's surrounding context, staff finds the building's mass to generally conform to this requirement.

Per PRI 2.3, new construction should maintain the historic scale of no more than 5 stories at the street wall, or a maximum of 50 feet.

- *Primary Building Corner at Broad*: The proposed development is seven stories at the primary building corner. On the façade facing Broad there is a 14-foot step-back above part of the second story. There is also a 26-foot stepback above the 6th floor facing Broad.
- *Downtown Facing Façade:* Given the site geometry and building orientation, the east side of the building is set back from Broad Street behind WN Watson and does not qualify as a street wall.
- *Westfield Facing Façade*: Along Westfield Street near Broad Street the building is seven stories and transitions to six stories over two stories of podium parking as the grade drops moving south. An indentation servicing the pool faces Westfield above the first floor. Staff finds that the elevated pool deck helps to break up the building's mass and achieves the desired step-back for the middle portion of the building. **Staff recommends further study of the remaining portions of the Westfield façade to achieve the recommended step-back above the fifth floor. If a physical stepback is not possible, staff finds that enough contrast exists between materials above the fifth floor to indicate an appearance of a stepback.**

The applicant has provided variation in parapet heights in accordance with PRI 2.7**.**

PRI 3 Entry

The primary entrance proposed along Broad Street is well-defined, pedestrian-oriented, and accessible; however, several other entrances are shown into the lounge and mail room on the ground floor that are not pronounced or articulated from the rest of the façade, per PRI 3.5. **Staff recommends the addition of canopies or overhangs similar in material to the primary building entrance to distinguish these locations as points of entry, per PRI 3.3.**

PRI 4 Activated Ground Floor

Per PRI 4.1, the proposed design generally maximizes the transparency of the ground floor to the street level to allow views of the use and activity within the building at the primary corner; however, portion of the mail room facing Broad Street have been designed without windows or transparency**. Staff recommends the incorporation of windows, art, or enhanced landscaping in this area to promote pedestrian activity, per PRI 4.5.**

A section of podium parking also directly abuts Westfield Street, limiting the activation at the ground floor for approximately 210 feet. See PRI 10 for further analysis of the ground-floor parking structure along Westfield Street.

PRI 5 Articulation

Per PRI 5, staff finds that the building has generally been designed to avoid large, monotonous facades on three of the four sides through the incorporation of horizontal and vertical articulation and changes in material, and the application of balconies. The two-story massing and incorporation of full-height windows at the primary building corner serves to accentuate the corner's unique location. However, the façade facing downtown is over 260' with little to no variation in material, and a repetition of form that overwhelms the broken massing that the guidelines articulate. PRI 5.4 states that a design must have a proper balance of articulation, and that a lack of variety is discouraged. **Staff recommends a further exploration of the articulation and materials over such a long expanse of building facing downtown.**

PRI 6 Materiality

Staff notes that high quality and durable primary materials are used, including brick, glass, steel, metal panels, and wood decking. Staff also notes that detailing indicated within the provided enlargements is successful in providing visual interest; however, staff finds that the submitted color palette may appear monotonous once constructed. **Per PRI 6.6, staff recommends additional study of the material color selections to avoid monotony and to ensure a balanced, unified whole. As a typical condition, staff also recommends that physical material and color selections be reviewed and approved prior to construction.**

PRI 7 Architectural Lighting

Staff notes that the proposed design incorporates lighting to accent architectural elements such as entries. **Final lighting design will be verified at the time of building permit.**

PRI 8 Private Outdoor Spaces

While an infinity edge pool may provide some level of activation along Westfield, staff is concerned with how the elevated space addresses the streetscape. A 12-foot wall does not address the spirit of the pedestrian-friendly guidelines. Additionally, renderings depict a material variation on this wall from the remainder of the project, although what that material is, is unknown. A presence of an infinity-edge pool, with trellis, and private stairway is not inviting. During a two-person DRB review of this interface, a recommendation was made to either add a second set of stairs to enhance the access and the symmetry, or to offset the pool to further the asymmetry of the plaza. Neither solution was presented, leaving a 12' stone veneer wall facing Westfield. **Staff recommends a reconfiguring of the public/private interface between Westfield and the private pool deck, and additional information on the public-facing wall material.**

PRI 10. Parking Structures

Per PRI 10.1, buildings with integrated parking should have an active ground floor of either office, commercial, or residential uses, with porches, terraces, or lobby entrances. The design complies with this recommendation along Broad Street and a portion of Westfield; however, a portion of the parking structure directly fronts Westfield for approximately 210 feet. PRI 10.1 further states that landscaping or other similar elements should be provided for an active street edge when active building are not possible. The applicant has made efforts to obscure the parking deck and activate the ground level through the application of an exterior stair accessing the pool deck, articulation in the building façade, and substantial plantings along the base of the building.

Neighborhood Meeting:
On November 3, 2022, the Applicant held a Public Meeting at 147 Welborn Street. A summary of the comments received from this meeting are provided in the attachment.

Summary:

Following an informal review with two members of the DRB, the following items were noted by the board members:

- Needs to be more pedestrian friendly
- Break up the long horizontal roof facing downtown
- Horizontality- look at pulling lowest band up
- Colors are too cool and monolithic-consider increased contrast between windows and brick
- Project balconies further
- Manipulate the parapet to give it more height and distinction
- Cautious about scale of stonework-mix with larger pieces
- Needs more contrast

- Possibly eliminate parking spaces to provide more plantings for a better pedestrian experience

Because many of these recommendations were not addressed, staff recommends denial of the application until the following issues can be addressed:

1. **Staff recommends architectural modifications to the building corners (chamfering or a façade realignment for example) to improve pedestrian sightlines and increase the narrow pinch-points found along the building edges which impinge upon the 6' sidewalk.**
2. **Staff recommends that trees be planted outside of the 8-foot sidewalk to avoid clearance issues and to maintain a continuous path of travel. As powerlines are not present, street trees shall be canopy trees, not understory.**
3. **Staff recommends additional study of site furnishings or other methods of pedestrian activation within these areas to conform with PUB 6.**
4. **Staff notes that there appears to be a discrepancy in the rear area. Plan view appears to show a fully paved area behind the building, while the elevation appears to show the paved area only extending halfway to the rear of the building. This discrepancy should be resolved before review of this application.**
5. **Ultimately, the saw-tooth design of the building façade creates multiple poorly-developed pods of use that do not respond well to the pedestrian-forward intent of the design guidelines. Staff recommends further study of this separation between the public sidewalk and terrace areas to ensure adequate safety, articulation, and activation along the public edge per PUB 8.8**
6. **Staff recommends further study of the remaining portions of the Westfield façade to achieve the recommended step-back above the fifth floor.**
7. **Staff recommends the addition of canopies or overhangs similar in material to the primary building entrance to distinguish these locations as points of entry, per PRI 3.3.**
8. **Staff recommends a further exploration of the articulation and materials over such a long expanse of building facing downtown.**
9. **Per PRI 6.6, staff recommends additional study of the material color selections to avoid monotony and to ensure a balanced, unified whole. As a typical condition, staff also recommends that physical material and color selections be reviewed and approved prior to construction.**
10. **Staff recommends a reconfiguring of the public/private interface between Westfield and the private pool deck, and additional information on the public-facing wall material.**

Environmental Engineer Comments

Date: 9/16/2022

Recommend: N/A

Comments:

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city of greenville

APPLICATION FOR CERTIFICATE OF APPROPIATENESS

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:	Adam Peters - Red Fox	Westfield Prop Co LLC
*Title:	President	Justin Coulter - Principal
*Address:	1794 Lavier PC NW	300 E 55th St
*State:	Wash DC	New York
*Zip:	20009	10022
*Phone:	703-203-0990	240-997-8749
*Email:	adam.peters@redfoxdc.com	justin.coulter@gordonroad pgp.com

PROPERTY INFORMATION

*STREET ADDRESS 141 Westfield St & 375 W Broad Greenville SC

*TAX MAP #(S) 005700-01-00700 & 005700-01-00101

*PRESERVATION DISTRICT/SPECIAL DISTRICT C-4 Central Business District

*ARE THERE EXISTING STRUCTURES ON THE PROPERTY? X Yes ____No

DESCRIPTION OF REQUEST

*SELECT APPLICATION TYPE: ____CA Neighborhood New ____CA Neighborhood Modification (__Major/__Minor)

X CA Urban New ____CA Urban Modification (__Major/__Minor)

____CAS Staff New (__Major/__Minor) *please see item D. for description*

____CAS Staff Modification

____Informal Review

*ORIGINAL APPLICATION # (put N/A if new application) N/A

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

- 153 Unit Apartment building & Podium Parking garage

INSTRUCTIONS

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

A. URBAN DESIGN PANEL	$300.00, *site plan review*
	$300.00, *architectural review*
B. SIGNS	$150.00
C. NEIGHBORHOOD DESIGN PANEL	$150.00
D. 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. Also, parking lots, service enclosures, exterior lighting and additions to building that do not exceed 25% of existing building footprint, except the West End Preservation Overlay District.	$50.00
E. MODIFICATION TO AN APPROVED PROJECT	
Major (requires review by DRB)	½ Original Fee
Minor (requires review by staff)	$50.00
F. INFORMAL REVIEW	$50.00

2. The staff will review the application for "sufficiency" pursuant to Section 19-2.2.6, Determination of Sufficiency and will contact the applicant to correct any deficiencies which must be corrected prior to placing the application on the Design Review Board agenda.

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

(*To be filled out at time of application submittal*)

_____Public Hearing signs are acknowledged as received by the applicant

*APPLICANT SIGNATURE

1. You must attach one (1) complete set of scaled drawings of the property at an appropriate scale such as 1"=20' or 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.gov/364/Access-GIS-Data, ***and is provided as a .skp file. Data is updated monthly.***

ARCHITECTURAL REVIEW

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

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

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

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

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

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

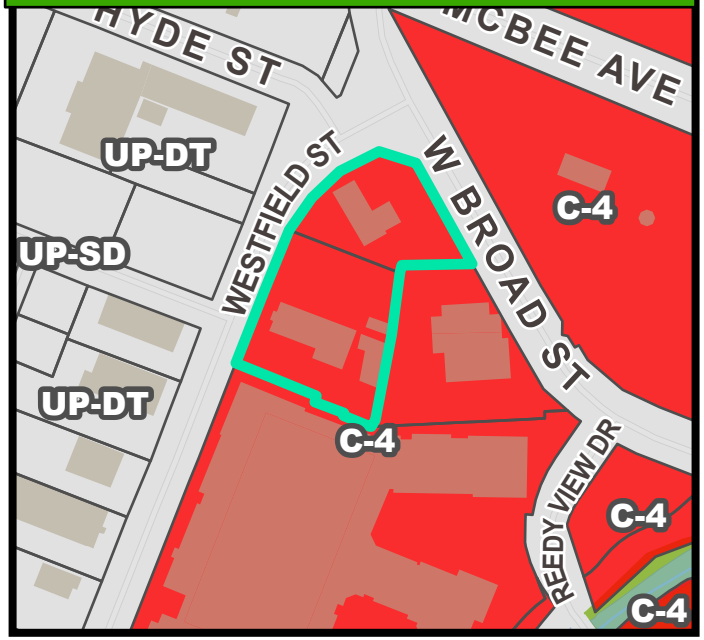
   To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application **is** ___ or **is not** X restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

*Signatures	
Applicant	Adam P.
Date	10/28/22
Property Owner/Authorized Agent	Adam P.
Date	10/28/22
Public Hearing information	
Public Hearing signs	

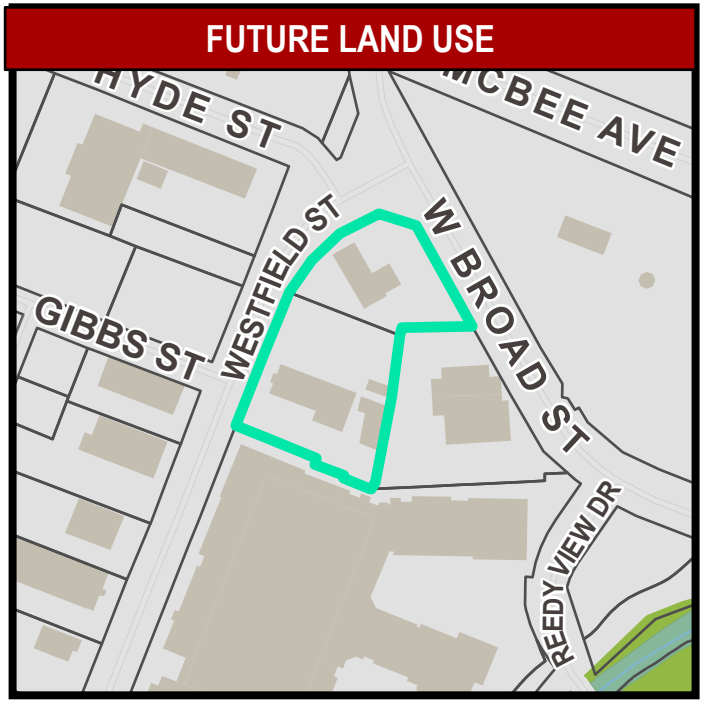
CA 22-837 • WESTFIELD AND BROAD

AERIAL VIEW

CURRENT ZONING

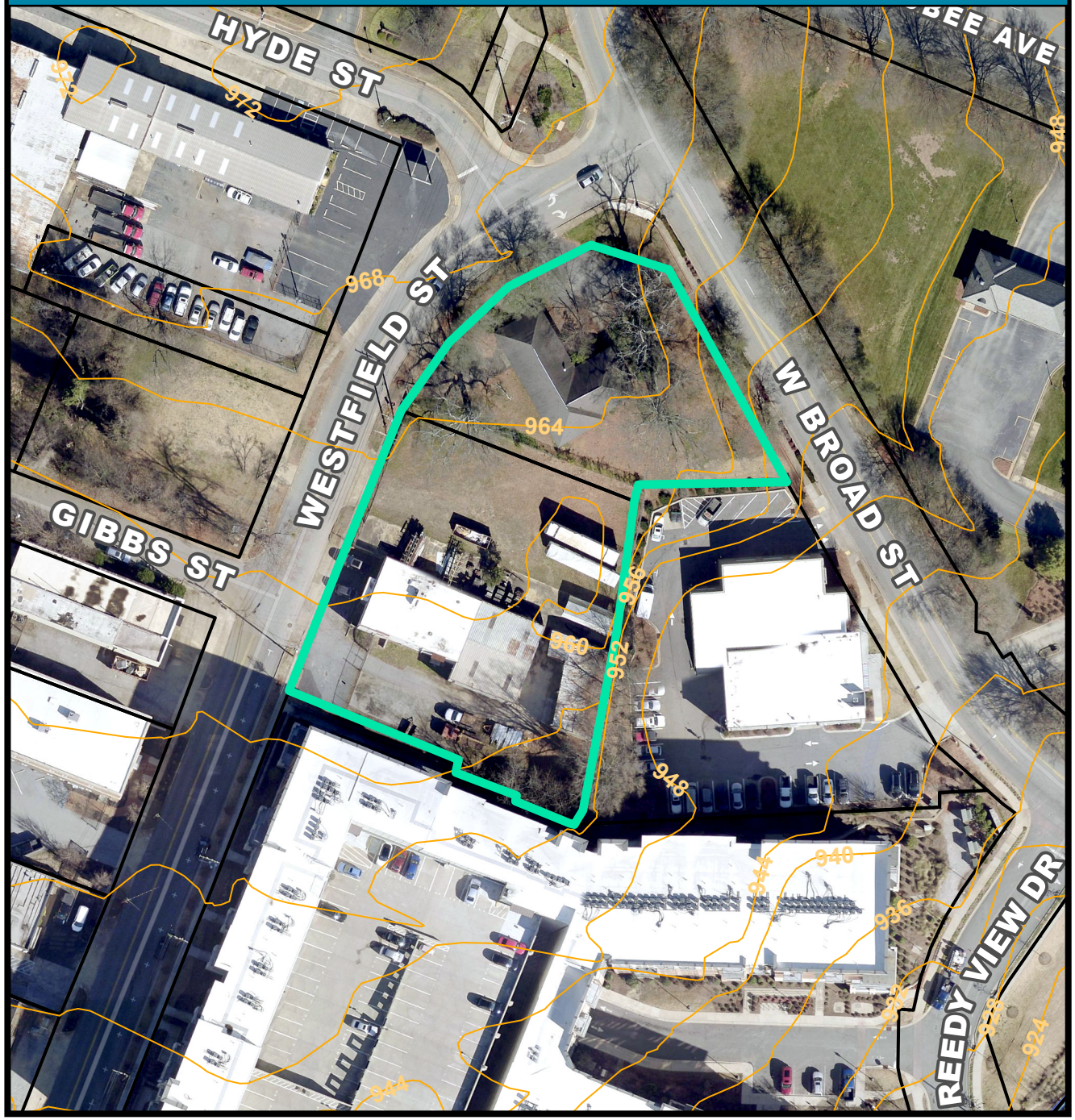


FUTURE LAND USE

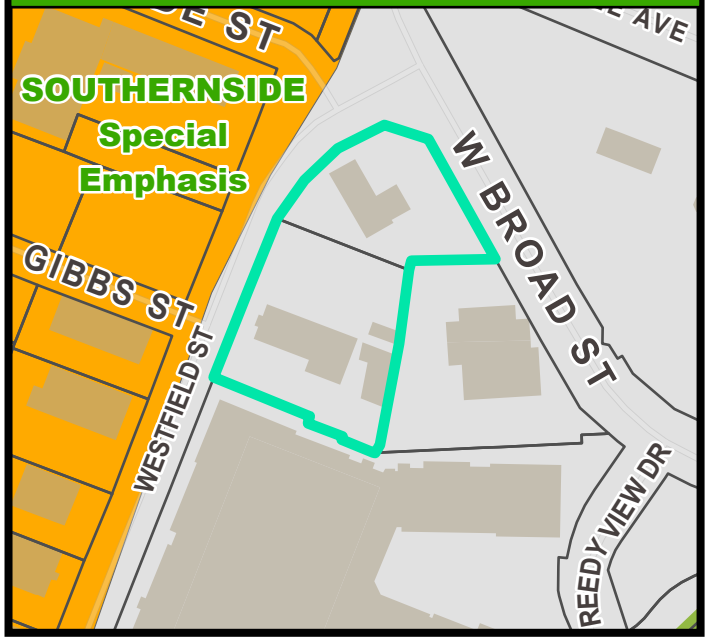


CA 22-837 • WESTFIELD AND BROAD

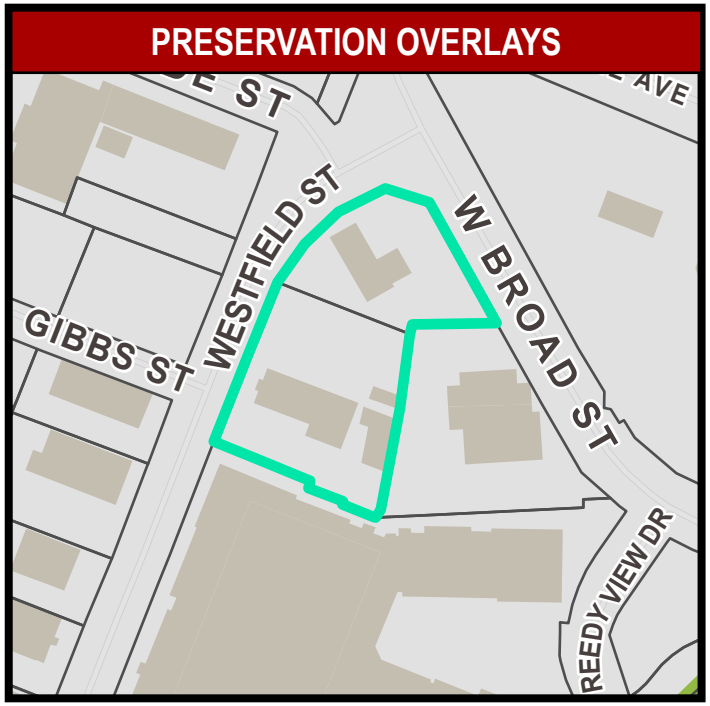
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



Prospect Hill Apartments

at Westfield and Broad

Submission Summary

November 2022

The Development Team has been working on the plan to develop the property at the corner of Westfield Street and Board Street for the better part of 10 months. We have met with city staff on several occasions to discussion the zoning, development type, massing and architecture. Originally, townhouses were discussed for the site, but due to the proximity to the downtown, however staff suggested that a denser development type was appropriate. The Development Team studied a high-rise residential building, but due to parking constraints and the height of neighboring buildings that concept seemed inappropriate. The Development Team then turned to a mid-rise concept. This plan at 75' tin height and just 153 units seems appropriate for a boutique building and should be a nice fit for the downtown development district.

The Development Team has also worked with city staff, the engineering team and Fire Marshall to adjust site design, sidewalks, accessibility, landscaping and grading issues. The submission represents a plan that meets all of the requirements and all of the detailed discussions.

The Development Team next had a preliminary discussion with two members of the Design Review Board and city staff to review the development concept, massing and architecture. That input centered on refinements to the styling, colors, entrance, brick detailing and balconies. Below is a summary of those comments and how the team responded. In addition, the Development Team had a Community Meeting on November 3rd, 2022 to present the development to the local community. Nine members of the community were in attendance.

Prospect Hill

141 Westfield St & 375 Broad St, Greenville, SC

PROJECT REVIEW & COMMENT HISTORY

22 November 2022

mv+a

CoG Comments (As recorded during the meeting)	Applicant Response (As represented by the follow-up Application Package)
March 07, 2022 Meeting Location: C.O. Greenville Planning Offices Applicant Attendees: Gordon Rd Capital & Seamon Whiteside Proposal #01: Presented site plan and 3D views with Missing Middle and small TH product mix with publicly accessible open space – 38 DU; 36 DU/AC density	Proposal #02 Response: (May 31, 2022)
Density not high enough for a site within the C-4 Downtown Design District	Provided concept plan that increases density from 36 DU/AC to 132 DU/AC
Multifamily product more appropriate at this location	Building proposed is MF with 5 levels of wd framed residential construction over 2 levels of structured parking
Would like to see a "boutique" apartment building	Proposed project is a small apartment building with a pool court at the second level podium
Provide a Dog Park area for residents to preserve streetscape trees	The concept plan includes two public ally accessible plazas and private Dog Park
	The building is set back 15ft on Westfield to accommodate the overhead powerlines and to allow for the required streetscape and on street parking; Loading is handled within the structured parking off of Westfield; Trash is meant to be picked up curb-side on Westfield; Pick-up and drop-off parking is provided off-street at the Broad St side; all active uses - Entry Lobby, Lounge, Mailroom - line the ground floor at the north and on Broad St which is the most prominent and accessible location on the site from downtown.
May 31, 2022 Meeting Location: C.O. Greenville Planning Offices Applicant Attendees: MV+A, Gordon Rd Capital & Seamon Whiteside Proposal #02: Presented site plan with 5 levels of MF on a podium above two levels of structured parking with a raised pool courtyard including 3D views of architecture with red brick & metal panel materials – 132 DU; 108.6 DU/AC density; 1.05 SP/DU parking ratio	Proposal #03 Response: (September 06, 2022 - Massing only; no materials)
Suggest undergrounding the utilities on Westfield	Self-imposed 15ft setback along Westfield provides ample clearance from overhead power lines from building and construction activity
Concern that the parking ratio is too low	The ratio provided is currently a bit over 1 SP/DU; If the market demand is greater, we will seek additional off-site parking arrangements. In addition, we are planning on providing 1 or 2 flex cars that tenants can rent for when a tenants needs a car.
Suggest enlarging sidewalks to 8' - 6' is requirement	Sidewalks remain as required in the DDG streetscape - 8FT On street Parking aisle, 5FT Landscape Panel, 6FT Sidewalk & a 4FT - 10FT Building Zone (variation allows for a rectangular building on a curved ROW)
Suggest a hardscape edge at on street parking for ease of access and to preserve plantings	Proposed more hardscape alternating with landscape panels for ease of access to sidewalk from parallel parking
Truck maneuvering must be accommodated on site – trucks cannot back onto ROW	Proposed an expanded service drive width to accommodate an on-site truck turn around and a truck loading parking space for both trash and mov-ins; An additional package delivery truck designated parking space is proposed on Westfield near a secondary entrance to the package and mail room on Westfield
Suggest removal of Dog Park to loop building for Fire & Loading access	The addition of the on-site truck turn around necessitated the removal of the Dog Yard; Fire Access is proposed from the Broad Street garage entry drive, Broad St, Westfield St and from the Service Drive accessed from Westfield at the south property line
Concern that the garage entrance directly off of Westfield doesn't allow for car cueing	The garage entry has been moved to the Service Drive and no longer faces Westfield; this configuration will allow additional queuing for the garage tenants; each garage level is accessed independently from the other - cueing for each level will only need to accommodate the parking on that level; there will be assigned parking to avoid circulating traffic
Prefer not to have entrance to the garage facing the street	The Westfield garage entrance no longer faces the street; The Broad St garage entrance is set back about 40FT from the ROW with a drive that slopes down about 3 FT from the level of the ROW
Concern that the garage entrances facing the street will not be attractive and will interfere with the activation of the pedestrian realm along the streets	The previous Westfield garage entrance location on Westfield has been replaced with additional planting areas between the sidewalk and the building foundation providing an enhanced pedestrian experience
Suggest that the on-street parking could become an on-street loading space or Fire Access parking only	The new proposed plan retains the on street parking - we feel this is an important part of the streetscape
Suggest that the pool courtyard face downtown for more privacy and city views	The Pool Court remains as first proposed in order to capture the southern and western sun and as a strategy to help reduce the massing of the building on the Westfield side that is the edge of the C-4 District boundary and create a more interesting Westfield streetscape.
Full balconies preferred over Juliette style – discouraged the use of any Juliette balconies	More full sized balconies are added at the east, south and courtyard elevations; Juliette balconies have been removed.
Suggest a variety of window sizes for a more interesting façade – more glass encouraged	A new more modern larger window package is proposed providing more light for the units while updating the more traditional previously proposed fenestration
Concern that the ground program on Westfield St doesn't sufficiently activate the street and provide interest for the pedestrians – garage on the ground floor is not an activating use and it is too tall making the active second floor too distant from the ground to provide necessary activation for the pedestrians	The height of the garage level at the Westfield street has been dropped from 20FT to 11FT bringing the activity of the pool court closer to the sidewalk and reducing the negative effect of the garage facade on the pedestrian experience. A trellis integrated with an infinity edge pool/waterfall and access stair was added at the raised pool court. The waterfall and trellis, along with a more robust foundation planting border and local stone materials help to provide interest and activation at the garage façade along Westfield. These additions along with the removal of the street facing garage entrance combine to create a pleasant and interesting pedestrian experience for this portion of the Westfield frontage - multiply senses beyond the visual are engaged with this new design.

Suggest providing activating materials or functions along the blank wall at Westfield	We will use a local fieldstone for the portion of the wall at the pool deck will help to differential this segment of the wall from the brick materials used for the portions of the building supporting the multifamily areas
Suggest reworking loading and trash function so that they do not depend on curb-side service at Westfield or Broad Suggest the use of Sutera trash system (inground trash dumpster) that could be located at the curb where tenants or building trash service delivers the trash to the Sutera container for pick-up	The creation of a service drive to the south end of the site allows for both move-in and trash collection activities to occur on-site and away from direct view of the street and pedestrians. Trucks are able to turn onto the service drive, complete a 3 point turn at the back of the drive and park along side the building in a designated space at the back of the drive. Trash and loading access are located adjacent to the designated parking space for ease of function. All trucks will exit the service drive front first as required by the statute.
Suggest a more pronounced delineation of base, middle and top organization of the elevation	Since this is a massing only model, materials and color changes are not visible. However, banding that defines changes in materials from masonry to another cladding material can be seen at the upper levels helping to define a "top" and a middle". Additional banding is used to define a masonry base that may be different in color or configuration from that of the "middle". In addition, several strategies are used to break up the block of the mass - the courtyard open to the street on the west side, the stepping of the facade on all sides to create projecting and recessing planar changes, variations in the height of the parapet, the stepping of the building at the north facade to allow for a roof deck with shade trellis and the projection of the single story double height lounge at the base on the north. Additionally, larger windows and more balconies increase the ratio of glass to solid. All of these architectural strategies are designed to lighten and break down the bulk of the mass, give the impression of a taller more slender building, to provide a more human scale at the ground and to provide visual interest.
Use a different color brick or a different material at the base like stone	Agreed. Will be more apparent in the next architectural set of documents.
Suggest the inclusion of 2+3 BDRM units for families	The proposed unit mix includes these types of units.
September 06, 2022 Meeting Location: Virtual Applicant Attendees: MV+A, Red Fox Development, Gordon Rd Capital & Seamon Whiteside Proposal #03: For Massing Only Application: Presented plans and 3D views of a massing model showing a 7 story building with one additional level of parking underground. The proposed project included six levels of MF on top of two levels of parking with a raised pool deck. A roof deck amenity and a double height lounge at the ground on the north end as well as a trellis integrated with an infinity edge pool on the Westfield side are a few of the new features designed to address comments from the previous meeting.	Proposal #04 Response: (October 21, 2022 - Full Design Review Application)
Provide 8' sidewalk all street frontages – new City standard	Building footprint has been adjusted to allow 8FT sidewalk on all street frontages. Full planting and streetscape plan per DDG standards provided
Not against sidewalk section presented – sidewalk level with plaza at Westfield/Broad intersection – but must check with DOT for approval	Confirmation with DOT on bi-level sidewalk & landscape panel is in progress; Bi-level allows the plaza at the front of the double height Lounge to better integrate with the public sidewalk realm
Suggest DOT will require alignment of new Service drive with Gibbs across Westfield – perhaps DOT will allows as left turn lanes do not conflict in present configuration – confirm with DOT	Team confirmed with DOT that alignment between the new service drive and Gibbs Rd across Westfield is not required and doesn't present traffic conflicts.
Suggest a meeting with Fire Department for review of fire access and a discussion of any potential conflicts with the above grade powerlines on Westfield	Team confirmed informally that the current Fire Access plan is acceptable
Pool Deck with trellis is a good activating feature – suggest adding a second access stair to create symmetry at Pool Deck wall façade – more activation of the Westfield pedestrian experience	Team reviewed the use of a second access stair and determined that a second stair would add unnecessary security concerns and that adding to and varying the plantings would help to create a more pleasant pedestrian experience than adding another solid element. The single proposed stair is shown with a metal railing instead of a full masonry handrail to lighten the feel and add some transparency.
Suggest to remove the "pinch points" between the building and the sidewalk along Westfield	The building footprint has been adjusted especially as it transitions from the west façade to the north and on the north façade to better fit alongside the larger sidewalks and deeper planting buffers. The north facade has been pulled back and the north portion of the MF has been reduced making a smaller more stepped facade facing into the intersection and allowing the plaza/terrace on the north side of the lounge to be moved to in front of the lounge at the north. The north terrace more fully integrates with the entry plaza and engages the sidewalk emphasizing the building entry.
Concern that the building is too big for the context and the site	The building is boutique in scale as it is only 153 units. In addition, the building area has been reduced and the footprint has been reworked to more comfortably fit with the desired pedestrian experience along the street frontage. Height differences with neighboring buildings appear greater due to land elevation differences. Self-imposed setbacks at Westfield and at the southern boundary for the service drive as well as adjustments made to the massing and footprint at the north help to reduce the impact of the building at the edge of the C-4 Downtown District.
Suggest to carve into the building to break down the bulk	Building facades on all street facing facades have been stepped in plan to help break down the bulk of the mass. Steps in the façade on the west improve the façade proportions giving an impression of a slimmer building while allowing deeper foundation planting beds softening the effect of the height of the building on the pedestrian experience. The east facing facade, the longest, is broken with a more regular series of projections and recesses, corresponding parapet height variations, accented with a variety of balcony types and material changes and pattern details.
Suggest adding more green buffer between the building and the sidewalk to make the garage wall more pleasant experience for pedestrians	Adjusting the stepping of the building in plan allows for deeper planting buffers between the building and the sidewalk in more places.
Concern for the lack of detailing shown in the 3D massing views – show the materials	Elevations with proposed materials and materials boards are presented. The differentiation between "base, middle & top" is evident in the color and material changes shown. Materials changes are marked by special brick transition banding. Proposed special brick patterns and a change of color are shown in the spandrel panel areas between windows. Changes in the metal panel color at the top floor help to emphasize the elevation step backs and the coordinating parapet height changes. Stone is proposed at the entry and the lounge facades to indicate the special public / private function of these spaces.
Add more emphasis at the front door "The front doesn't feel like the front"	The front entry clad in a special stone material. It has been made more prominent and more inviting with the addition of a larger taller storefront glass system that carries over to the double height lounge as well. A glass canopy provides rain cover as well as clearly indicates the front door. Project signage has been moved from the ground planter and the canopy to a larger more prominent vertical sign mounted to the corner of the building at levels 3 & 4. At the ground, the entry plaza extends to seamlessly engage the sidewalk.
Strong preference for usable balconies over Juliette style balconies – "Not a fan"	Juliette balconies are replaced with a variety of full sized balconies - inset, semi-inset, projecting and attached
Suggest adding more balconies and color to animate the façade and break down the mass	More balconies in a variety of configurations have been added
Suggest using a different or "heavier" material at the base to differentiate between base middle and top	The brick at the base is a darker blend of the brick used at the "middle"

Suggest adding a more prominent "top" with a cornice or cap feature	The cornice cap is made a bit larger and is a darker contrasting color to provide more visual interest
Suggest stepping the top floors back a minimum 20ft from the face of the façade	The top floor is stepped back on the north, east and west facades for the roof deck amenity. The whole building is set back 27FT at the south property line and 15FT along most of the west property line.
Concerned with the bulkiness of the massing as it relates to the pedestrian realm	The self-imposed setbacks, the newly stepped footprint and façade, the deeper planting buffers and the newly emphasized and integrated entry and lounge plazas all work to provide a more pleasant pedestrian experience.
"The details are necessary to understand the massing of the proposal"	This package begins to illustrate and define the details and materiality intended for this project.

October 21, 2022

Meeting Location: Virtual
Applicant Attendees: MV+A, Gordon Rd Capital & Seamon Whiteside

Proposal #04: For Full Architectural Design Review: Presented plans and 3D views of a massing model showing a 7 story building with one additional level of parking underground. The proposed project include six levels of MF on top of two levels of parking with a raised pool deck. A roof deck amenity and a double height lounge at the ground on the north end as well as a trellis integrated with an infinity edge pool on the Westfield side are a few of the new features designed to address comments from the previous meeting.	Proposal #05 Response: (October 21, 2022 - Application for CA at Design Review Board)
Suggest to distinguish the base of the building with more contrast – color or materials	Materials are selected and shown on model - "Base, Middle & Top" are defined by material, architectural detail and color changes. The "base" is the dark brick of the field, the middle is a blend and the top is defined by two colors of metal panel in a contrasting hue. All sections are further defined by volumetric architectural details and color contrasts.
Study the base line of brick – look at allowing a variety of heights to provide interest	Variation in base material height has been added to help break up the visual impact of the massing of the building.
Suggest that the color of the brick shown in the rendering is too cool – "warmer colors are better"	Images of the selected materials are shown illustrating the warmth inherent in the material that is not well illustrated in the 3D model.
Suggest a study of the parapet line – allow some variation in heights at the top; "it is too monolithic in height"	More variation of the parapet height has been made to help reduce the mass and to lend a longer slimmer proportion to portions of the façade.
Suggest that the window color provide more contrast with the brick color – it is too subtle now	The window frame color is changed from medium grey to a dark bronze/black to provide more contrast
Suggest adding larger "faux windows" in place of the screens at the garage façade along Westfield to further activate the street	Window openings filled with spandrel glass of the same size and proportion are shown at the garage façade along Westfield and on the east elevation behind the Tire Store.
Suggest using spandrel panels under windows a different material or a different brick panel to add interest to the façade – to remove some of the sameness	Spandrel panels between windows are planned to be a darker blend of the main field brick and are shown with a herringbone pattern
Suggest varying the height of the base material to add variety and interest while also breaking down the monolithic quality of the massing	The height of base material is proposed to vary in conjunction with the projections and recesses of the façade.
Suggest looking at a second element on the street wall by the trellis to balance the courtyard access stair	A deeper planting buffer is planned with additional flowering specimen trees
Suggest making the recessed balconies project enough beyond the façade to create a more pronounced showdown line detail; avoid flush with the façade – too flat	Recessed balconies have been extended to provide greater dimensional interest on the facades
Suggest more varied parapet heights – break up the massing	Parapet heights have been further varied to work with the façade projections and recesses and provide more interest and scale to the top.
Concern that the Broad St garage access is too close to the awkward intersection with Westfield to the north; confirm	Team has confirmed with DOT that this configuration is acceptable
Concern for the service drive / Gibbs St mis-alignment configuration; Seamon Whiteside confirmed DOT approval of the	The Team has confirmed that the alignment of the new service road Gibbs Rd is not necessary.
Concern for the scale of the stone material presented at the Westfield street elevation at the courtyard; use a larger stone size for a larger building	The plan is to use locally sources field stone; proper proportion, cut and sizing is to be determined
Suggest to provide a deeper planting buffer between the building and the sidewalk at Westfield	The landscape panel previously shown between the on street parking and the sidewalk has been removed and the 8FT sidewalk has been moved to adjacent to the curb. This more urban configuration of the DDG required streetscape will allow easier access from the parking to the sidewalk and a deeper more useful sized buffer between the sidewalk and the building. More flowering specimen trees are planned in the new deeper buffer planting. Tree counts per streetscape guidelines are still maintained.
Consider removing the parallel parking to provide the enlarged buffer and the required streetscape	Parallel parking remains an important part of the proposed plan.
Suggest extending the infinity edge of the pool to create an asymmetrical interesting façade along Westfield	The deeper planting border allows for symmetry in the planting and minimizes the appearance of asymmetry that the single access stair presents.
Suggest adding more façade step backs at the north like the roof deck – potentially adding another outdoor amenity feature at a lower level – "This is a guideline, not a requirement"	Façade and footprint steps have been adjusted to allow for more buffer planting against the building where the footprint comes closest to the sidewalk. The new configuration allows for a more clearly defined ground floor Lounge Terrace and Entry Plaza.
Concern that the projecting balconies look "uncomfortable" – perhaps a change of bright color to add interest	Balcony railing and structure color has been changed to a dark bronze/black to provide more color contrast with the façade materials.
Overall the building is "too subdued or monochromatic"	Color or balconies, materials and transitions have been punched up to provide more contrast within the chosen warm grey palate.
Suggest to use the presence of the pool / pool deck in a way to make the pedestrian experience along Westfield more interesting	The proposed infinity edge waterfall and newly enhanced plantings along the wall at the courtyard will combine with the break in the façade that the courtyard provides in building height to create a pleasant and interesting pedestrian experience.

Prospect Hill

141 WESTFIELD ST & 375 W BROAD ST
GREENVILLE, SC

Neighborhood Project Presentation

November 03, 2022
6:30 PM
Community Room at
The Commons, 147 Welborn St, Greenville, SC

Presenters:
Adam Peters, Red Fox Development (Developer)
Carole Twitmyer, MV+A Architects (Planner/Architect)
Justin Coulter, Gordon Road Capital (Developer/Owner)
Martin Pawlik, Gordon Road Capital (Developer/Owner)

Attendees:
See Sign-in Sheet

Notes: *Taken by CTwitmyer*
Italics = attendees' questions & comments
Block text = presenters' responses

Discussion prior to 6:30 PM start

What is being demolished on site?

All buildings and most existing trees. We will try our best to save the trees on the street perimeter. We will be planting more trees at the perimeter and in the open spaces.

Will the units be rental or condo?

All of the units will be rental.

That's interesting that they will be rentals

Is this project publicly or privately financed? Will it be publicly or privately held after it's built?

It is privately and bank financed. It will be held privately after completion for at least 10 years.

Is the team looking for investors?

The financing is currently secured and not looking for additional investors

Current condo housing stock in Greenville is too old with high HOA fees making renting a more viable option in this market for retirees/empty nesters. Condo costs are insane.

Several attendees rent at District West – adjacency to the Swamp Rabbit Trail, Unity Park, The Kroc Center and including expansive private amenities make DW a good choice. Also appreciate the closeness to downtown and the events at the Peace Center

What is the proposed parking – how many spaces per unit?

We are currently planning a little over one space per unit in the garage.

Meeting start: 6:35 PM – 9 attendees

Presentation:

Plan to have 153 DU in 6 stories on 2 levels of structured secured parking, a raised courtyard with a pool, a ground floor double height lounge and a roof top amenity that includes a cater kitchen, indoor living / gathering areas and a roof terrace with 180-degree views available to the residents.

Our design maximizes the views to downtown with the top two floors planned to have larger units with taller ceilings than the lower four levels

There will be a range of units from studios at roughly 500SF to two bedrooms with dens at roughly 1300SF.

The building will be built with quality materials meant to last – brick masonry on all facades for most of the exterior height with metal panel at the top and natural stone at the entry and along the street at the Westfield court to mark the importance of these functions and to provide a higher quality pedestrian experience.

We are providing spandrel windows, brick patterning and a deep foundation planting border at the ground level to help enliven the pedestrian experience along the portions of the sidewalk that are adjacent to the structured parking; at Westfield there will be 1 level of parking and 6 levels of residential units above grade.

We are planning on a 24 month construction schedule with a NOV 2023 start

We will own this building for at least 10 years – one of the reasons for the quality durable construction materials

(In mid-presentation, an attendee stood to take pictures of the plan and materials board and then left)

Questions:

Where is the main entrance? How do guests / visitors get into the building?

The main entry is on Broad St just south of the intersection with Westfield. It is marked by the open plaza that connects with the sidewalk and by the tall glassy walls and glass canopy

Where is the guest parking? How many spaces are reserved for guests?

We have 5 guest parking spaces on Westfield. We will have a couple of guest parking spaces for future tenants inside the garage. We have allowed for 3 temporary parking spaces near the Broad Street entrance for food delivery and Rideshare pickups.

Currently guest parking is a big problem in the area and at District West. There are too few public parking spaces near by even though the secured garage always has spaces available. The only way to let guest park is to meet them at the security gate and let them in manually.

When is the Design Review Board Meeting?

Dec 01

What are the sizes of the units that will be offered?

There will be a range of units from studios at roughly 500SF to two bedrooms with dens at roughly 1400SF.

What will be demoed at the site?

All buildings and trees on site will be removed

I think I saw that the trees have been tagged for removal

New trees are part of the landscape plan along the street and on site in the planting borders

What will the leasing / property management structure be?

We will own the property and we will contract with a property management company that is TBD

Several attendees suggest surveying tenants as to which companies are more reliable – several in the area are not

Move-in – what is the process? Is there a dedicated parking space for the truck? Will there be a dedicated freight elevator?

We have planned a service drive at the south adjacent to District West with a dedicated truck parking space. The movers would unload the truck and roll the items through the garage to the service elevator at the north end of the garage.

Have you or your team developed anything else in Greenville?

Gordon Road Capital is developing rental townhouses on Academy

This will be Red Fox Development's first project in Greenville but I have been a part of the development of many projects both commercial and MF residential in the Virginia, Maryland, DC area over many years

This will be the tallest building in the area

Yes it will

It looks good

Plantings will be very important to relieve the mass and provide a buffer

Most tenants in a two bedroom unit will need 2 parking spaces

Seniors need cars – getting to doctor appointments and getting downtown; the passage under the overpass doesn't feel safe even though the distance isn't that great to downtown
The Peace Center is an important destination – concerts, lectures, events, entertainment

Neighborhood Meeting

Project Name: PROSPECT HILL

Location: 141 WESTFIELD ST.

Time of the meeting: 6:30 - 8:30 PM

Date: 03 NOV 2022

Representative holding meeting: ADAM PETERS, RED FOX DEVELOPMENT. CAROLE TWITMYER MVA ARCHITECTS JUSTIN COULTER & MARTIN PAWLIK, GORDON ROAD CAPITAL

	Name	Street Address	Email
1	BERNARDINE ATKINS	101 Reedy View Dr 29601	
2	Diane Pertmutter	101 Reedy View Dr	dianetpertmutter@yahoo.com
3	Randy Rosbury	Broad St	rrosbury@greenvilletx
4	Betty Feinman	101 Reedy View Drive 29601	water.com
5	bettina008@gmail.com		
6	Shane Brickbichler	KVP Westfield	shane@KVPINC.com
7	JEFF & BECKY BOOZER	101 REEDY VIEW DR	jeffersonbooz@gmail.com
8	JOHN KAPTON	"	JOHNAKAPTON@GMAIL.com
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ARCHITECTURAL REVIEW APPLICATION

CITY OF GREENVILLE
DESIGN REVIEW BOARD: URBAN PANEL

Prospect Hill, Greenville, SC

November 28, 2022

21039.00

GORDON ROAD CAPITAL | RED FOX DEVELOPMENT | SEAMONWHITESIDE | mv+a

Prospect Hill
Greenville, SC
21039.00

Context | Project Location

Architectural Design Review | November 2, 2022

1" = 40' | 0' 2' 4' 8'

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Context | Zoning Map - 300' Radius Test

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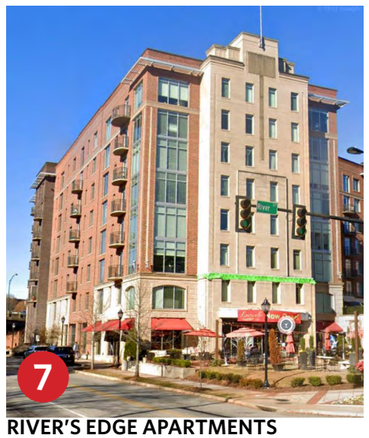
DOWNTOWN PRESBYTERIAN CHURCH

FIRST CITIZENS BANK

WATSON TIRE

GREENVILLE WATER

DISTRICT WEST APARTMENTS



RIVER'S EDGE APARTMENTS

MAYBERRY VILLAGE - UNITY PARK

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Greenville, SC
21039.00

Context | Adjacent Buildings

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1. SINGLE STORY BRICK OFFICE
2. SINGLE STORY CONCRETE OFFICE
3. SINGLE STORY METAL STORAGE SHED
4. SINGLE STORY WOOD SHED

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Context | Existing Condition - Demo Plan

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Context | Proposed Building Placement

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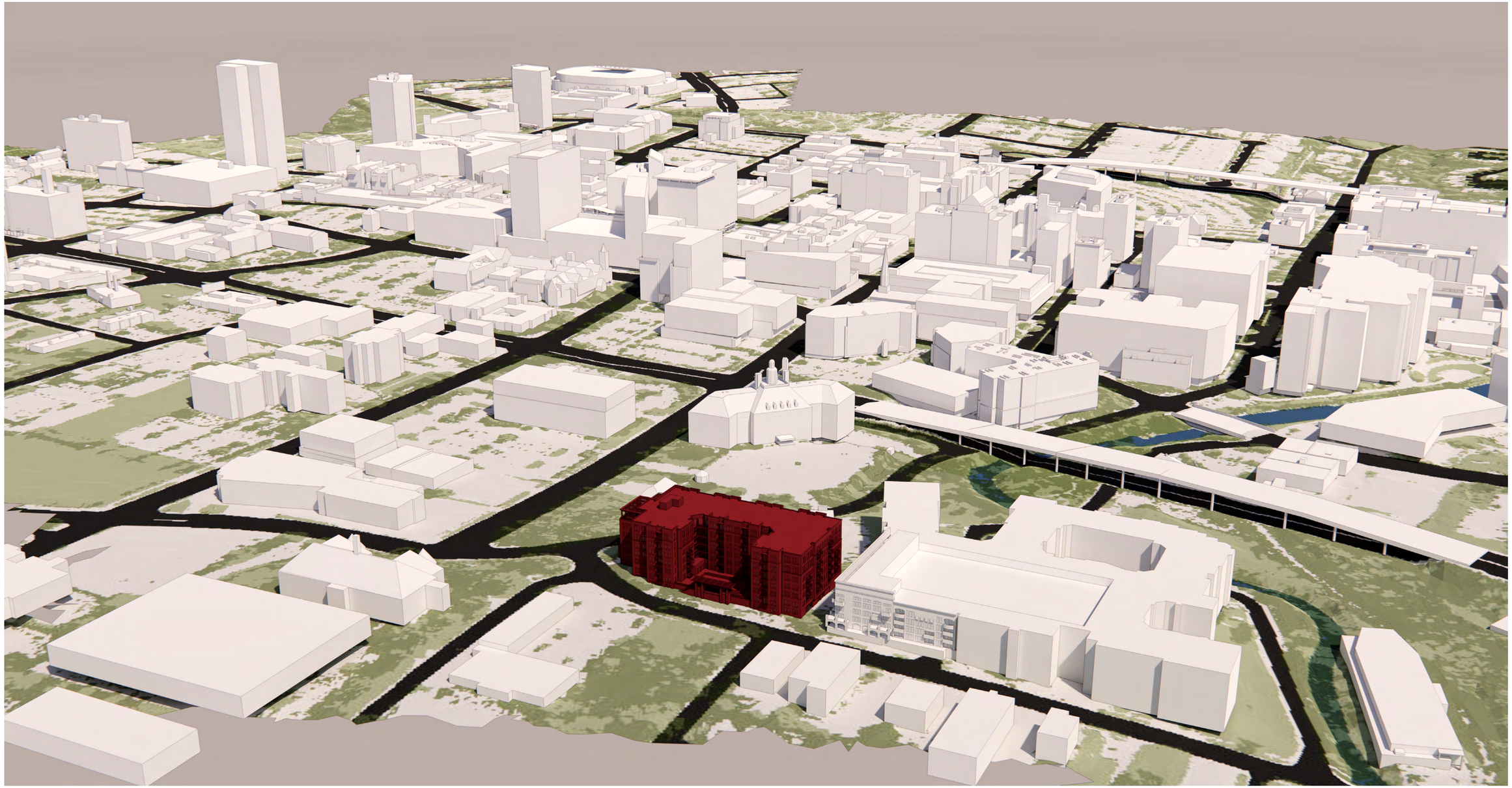
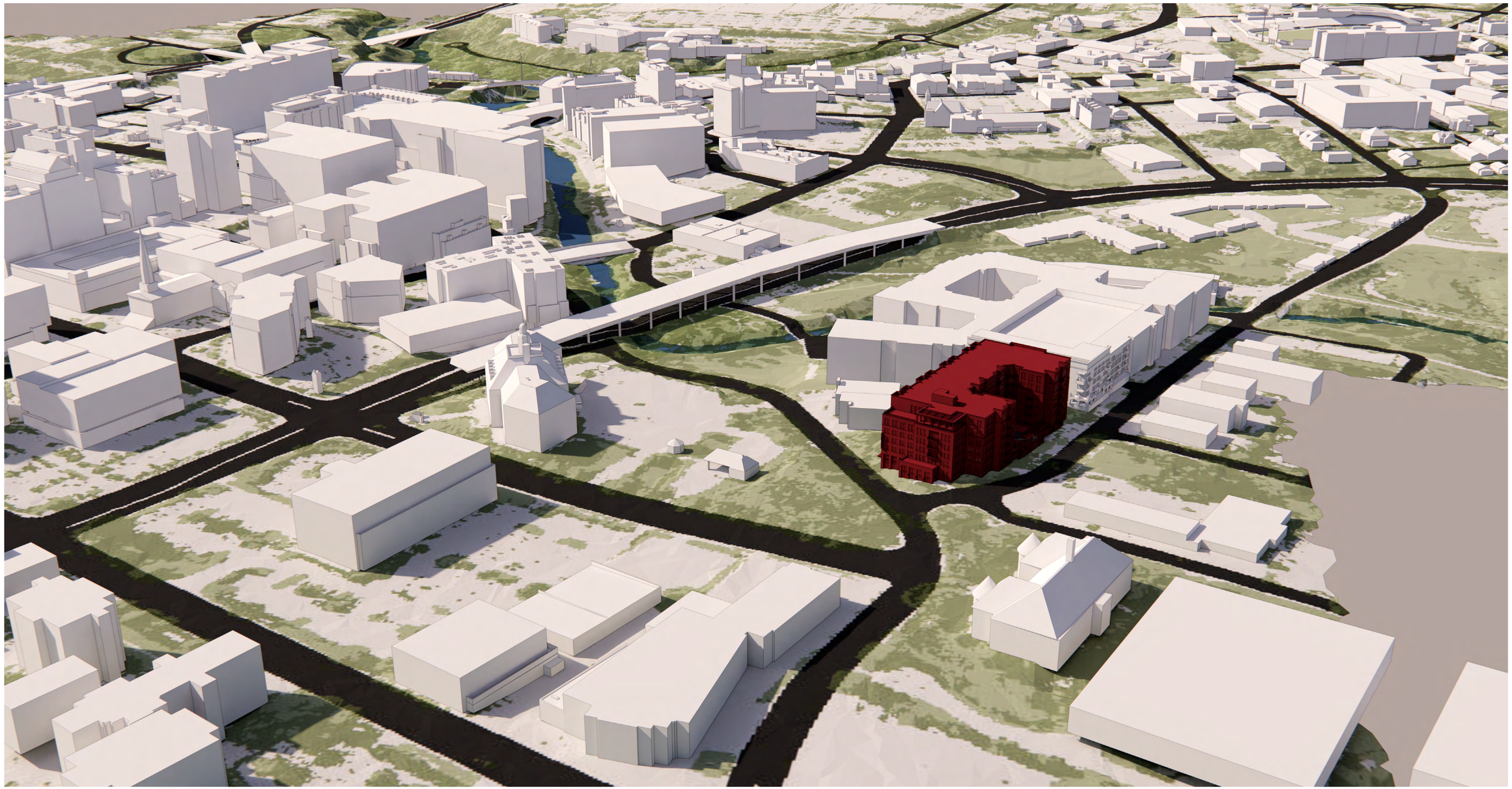
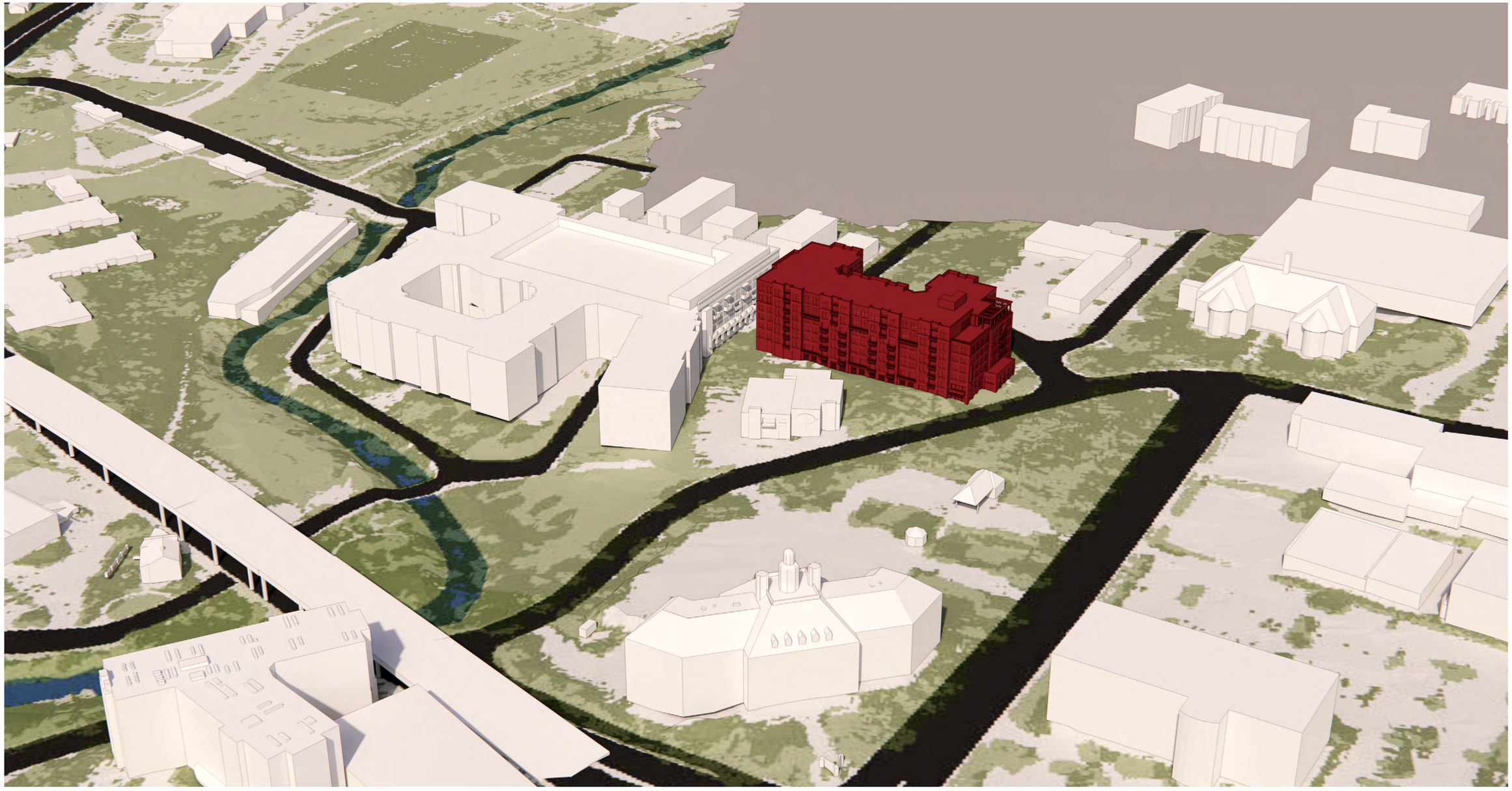


BIRDSEYE VIEW FROM WEST



BIRDSEYE VIEW FROM NORTH



BIRDSEYE VIEW FROM EAST

VIEW FROM SOUTH WEST AT WESTFIELD ST

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Architectural Design | Street Views

Architectural Design Review | November 2, 2022

VIEW FROM WEST AT WESTFIELD ST

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Architectural Design | Street Views

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VIEW FROM NORTH WEST AT WESTFIELD ST

VIEW FROM NORTH AT WESTFIELD & BROAD STREETS

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Architectural Design | Street Views

Architectural Design Review | November 2, 2022

VIEW FROM NORTH EAST AT BROAD ST

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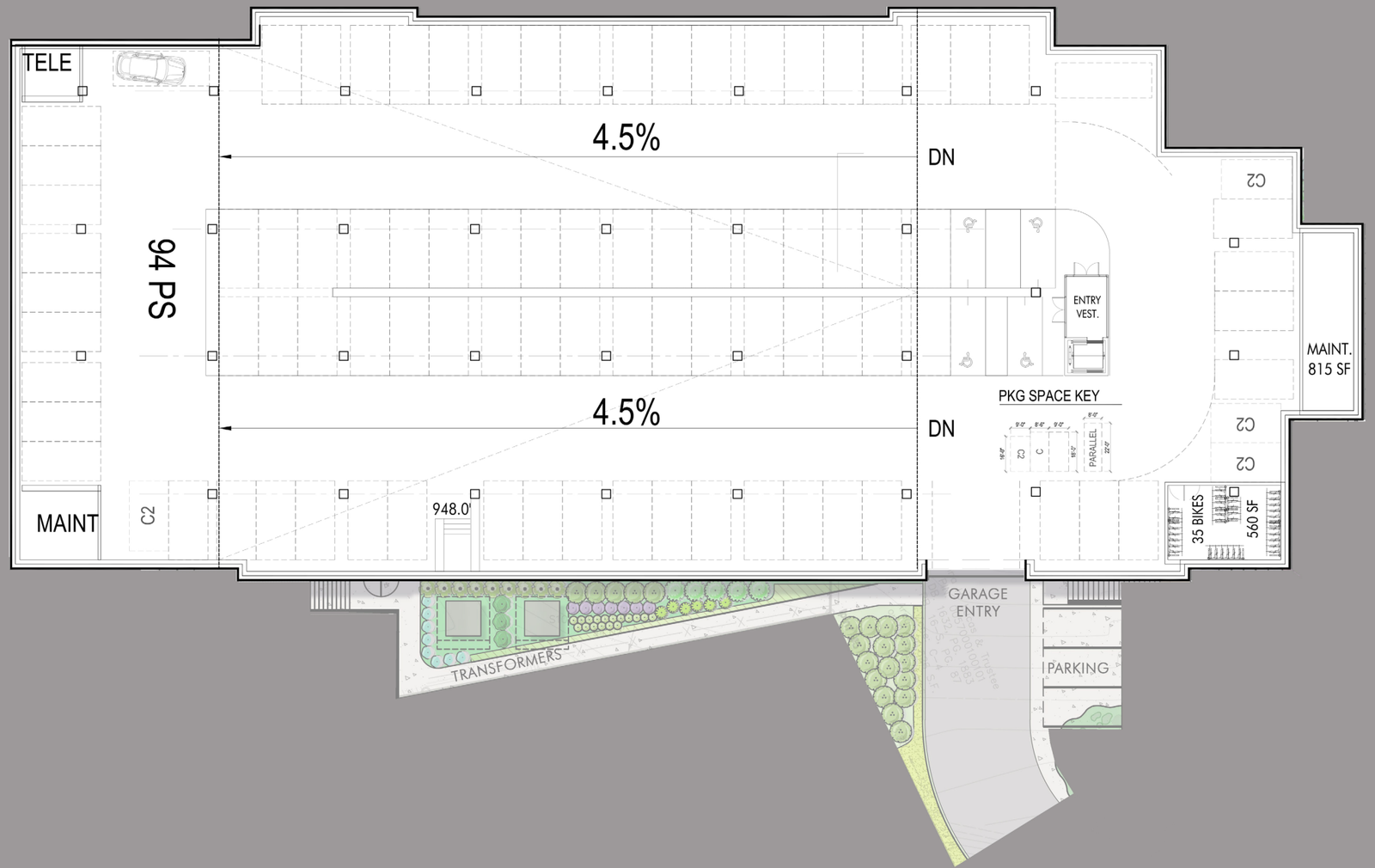
Architectural Design | Street Views

Architectural Design Review | November 2, 2022

APPROACH FROM DOWNTOWN ON BROAD ST



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Architectural Design | Broad St Parking - Plan P2

Architectural Design Review | November 2, 2022

1" = 30'

RED FOX DEVELOPMENT · SEAMONWHITESIDE · mv+a

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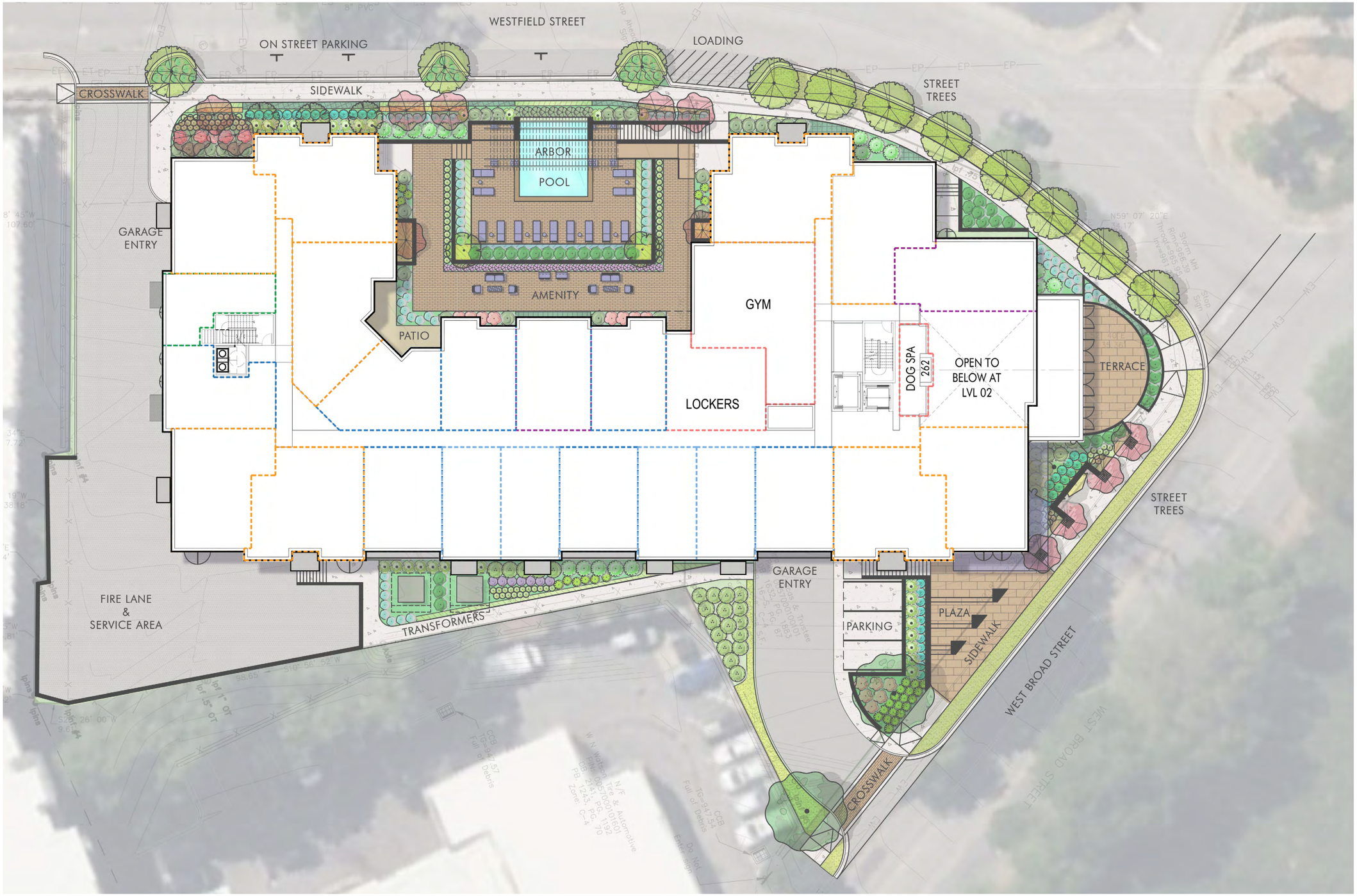
Architectural Design | Westfield St Parking - Plan 1

Architectural Design Review | November 2, 2022

1" = 30'



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Architectural Design | Ground & Courtyard - Plan 2

Architectural Design Review | November 2, 2022

1" = 30'

WEST ELEVATION

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Architectural Design | Materials

Architectural Design Review | November 2, 2022

1" = 20'

NORTH ELEVATION

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Architectural Design | Materials

Architectural Design Review | November 2, 2022

1" = 20'

EAST ELEVATION

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Architectural Design | Materials

Architectural Design Review | November 2, 2022

1" = 20'

SOUTH ELEVATION

M3: METAL CORNICE & CAP

M1: METAL PANEL CLADDING

M2: METAL PANEL CLADDING

M3: METAL CLAD WINDOW HEADER TYP

W1: COMPOSITE WINDOW TYP

M4: PAINTED METAL RAILING

M3: METAL CAP OVER BRICK BELT COURSE

M4: METAL CLAD BALCONY

B1: BRICK SOILDER COURSE HEADER

B1: BRICK VENEER

W1: COMPOSITE WINDOW TYP

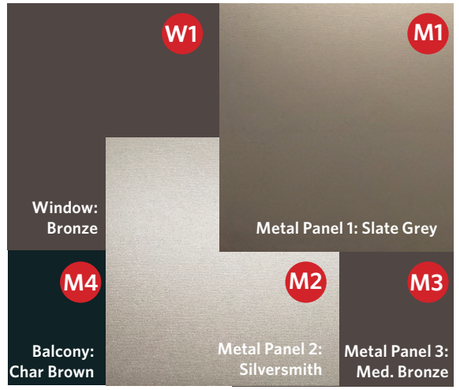
W1: COMPOSITE SLIDING DOOR TYP

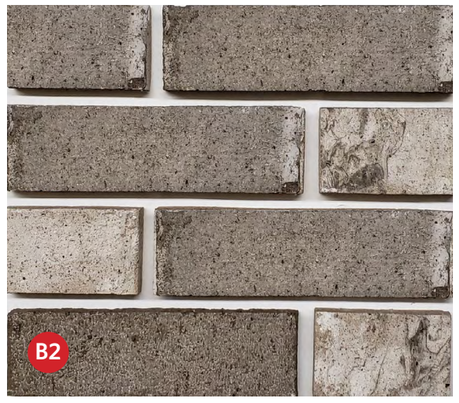
B2: BRICK ROWLOCK SILL

B2: BRICK VENEER SPANDRAL PANEL; SPECIAL PATTERN

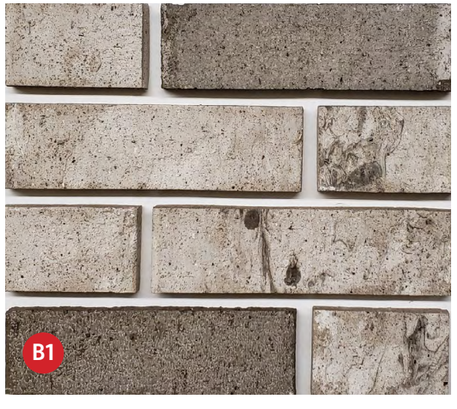
B2: BRICK SOILDER COURSE HEADER

East Elevation Detail





Brick #2: Vanderbilt Medium



Brick #1: Vanderbilt Light

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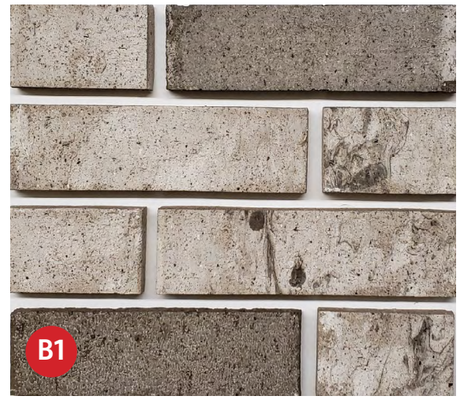
21039.00

Details | Selected Materials

Architectural Design Review | November 2, 2022

East Elevation Detail

M4: PAINTED METAL RAILING
M4: METAL CLAD BALCONY
D1: WOOD DECK CLADDING
B1: BRICK VENEER
W1: COMPOSITE WINDOW TYP
B2: BRICK VENEER SPANDRAL PANEL; SPECIAL PATTERN
B3: BRICK SOILDER COURSE BAND
S1: LARGE FORMAT STONE VENEER
F1: STOREFRONT
GLASS & STEEL CANOPY TO MATCH F1
F2: STOREFRONT
B3: BRICK VENEER AT BASE TYP
B3: BRICK VENEER SPANDEL PANEL; SPECIAL PATTERN



Brick #1: Vanderbilt Light

Brick #2: Vanderbilt Medium

Brick #3: Vanderbilt Dark

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Details | Selected Materials

Architectural Design Review | November 2, 2022

VIEW FROM NORTH AT BROAD ST

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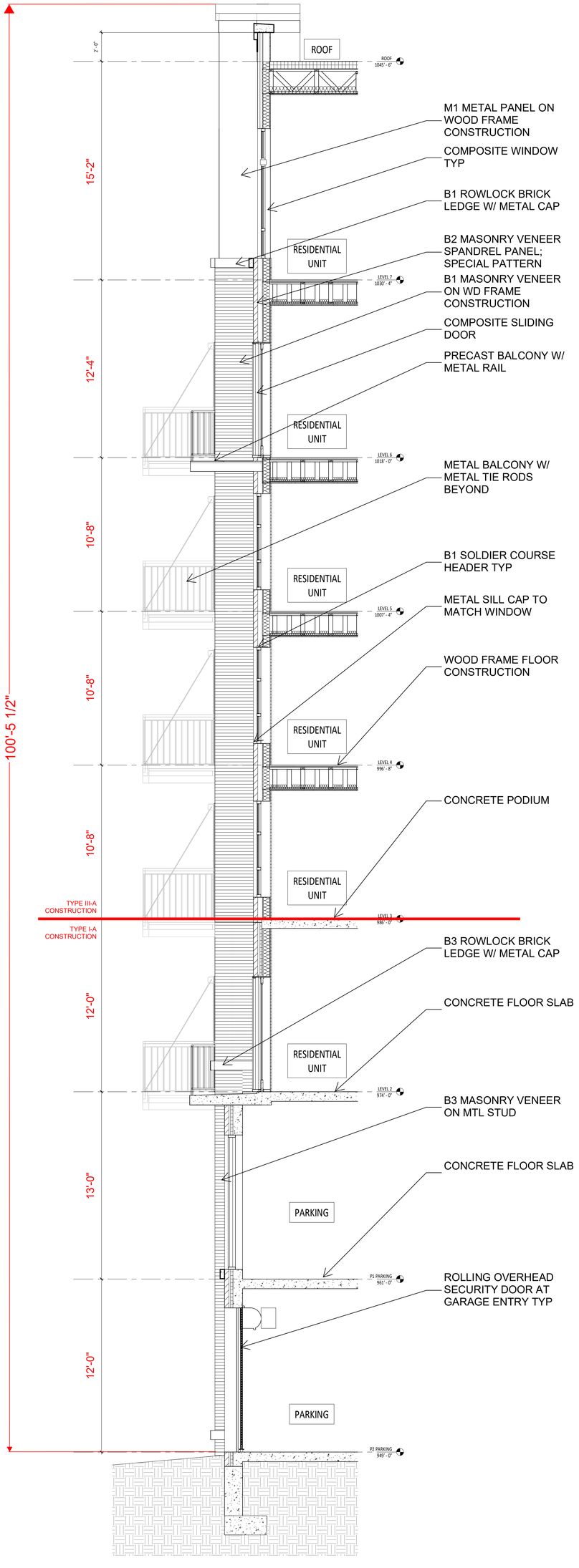
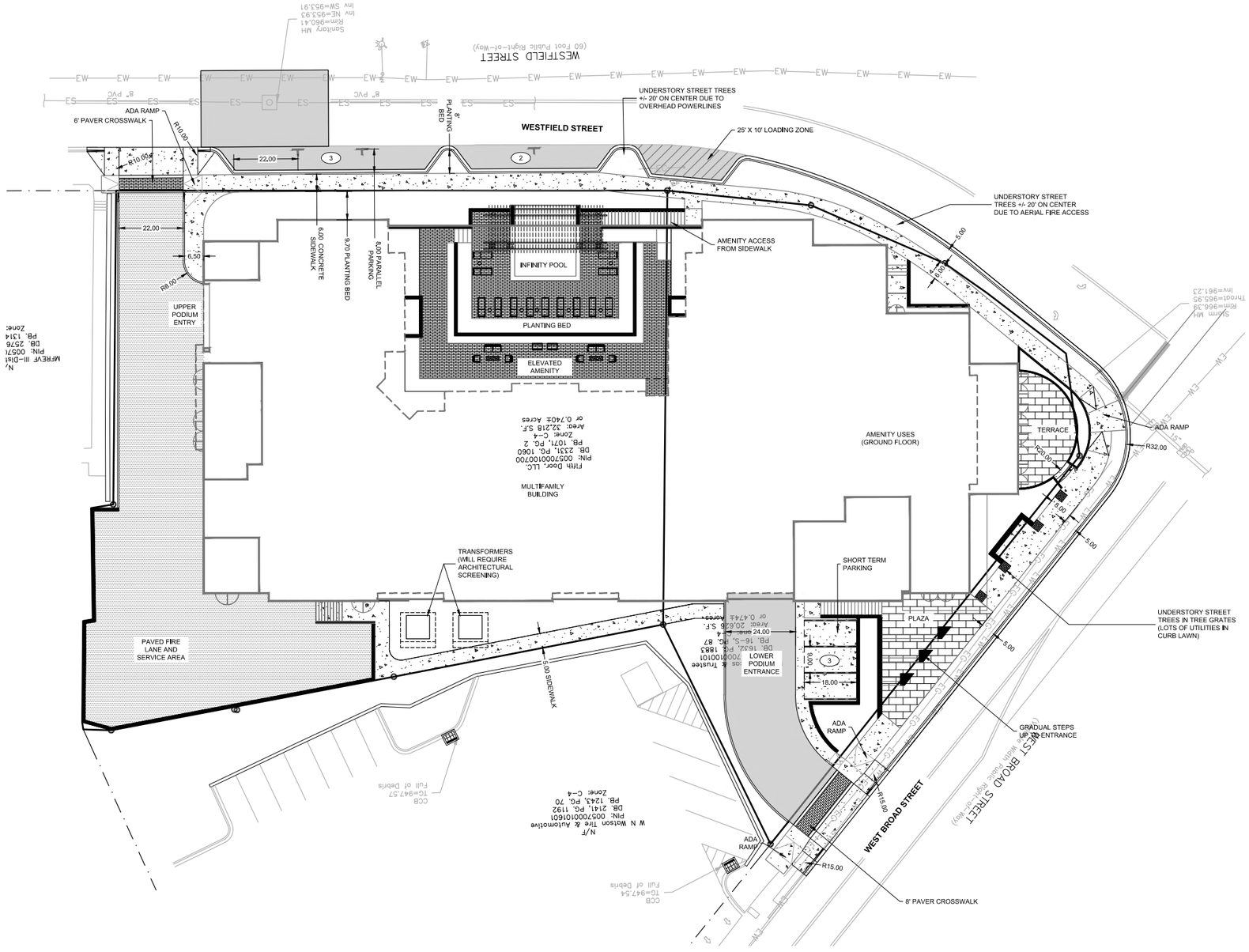
Details | Plaza & Streetscape at North

Architectural Design Review | November 2, 2022

VIEW FROM BROAD ST AT ENTRY



WALL SECTION AT GARAGE ENTRY - EAST ELEVATION



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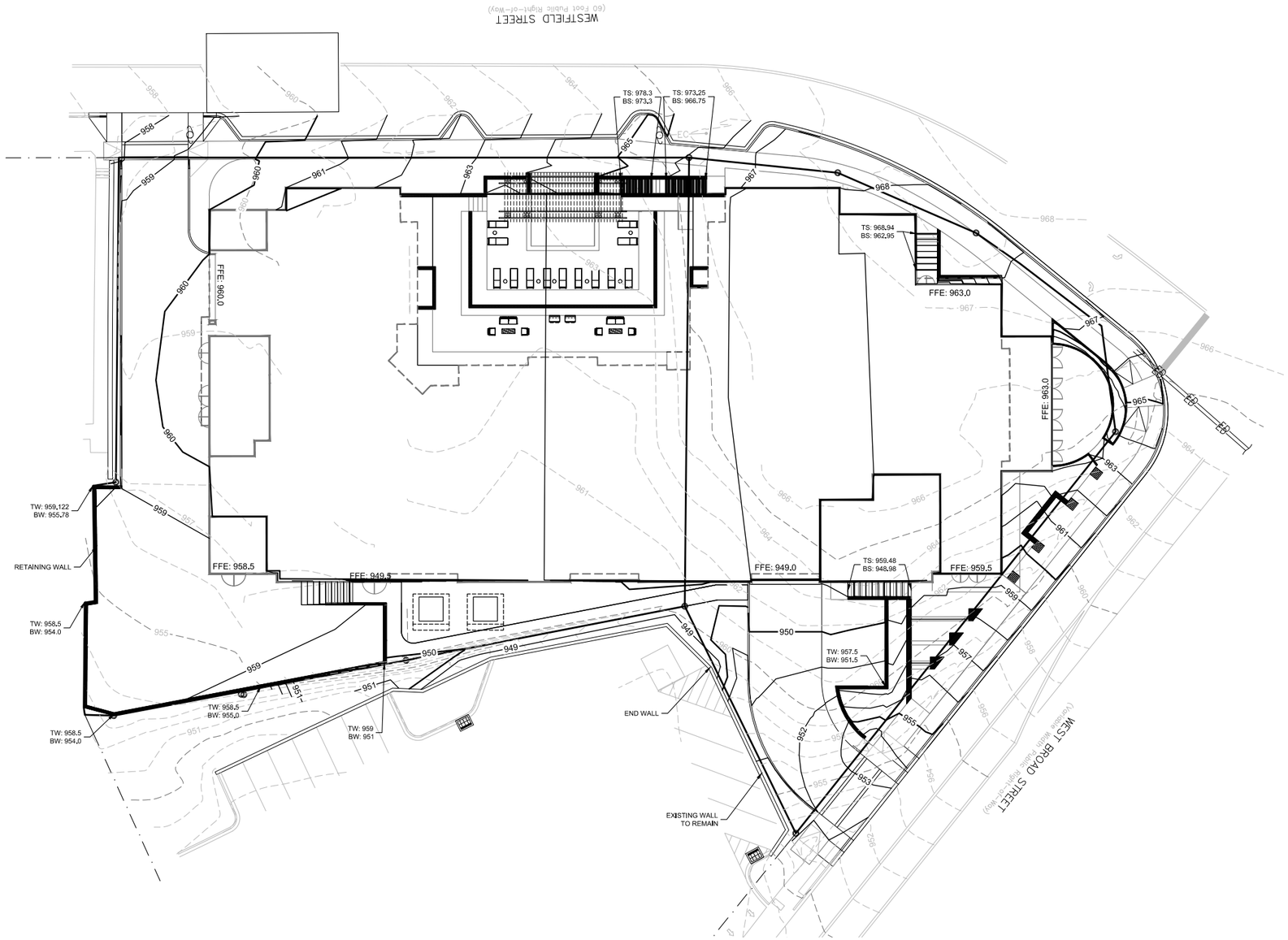
Site | Conceptual Site Plan

Architectural Design Review | November 2, 2022

1" = 40'



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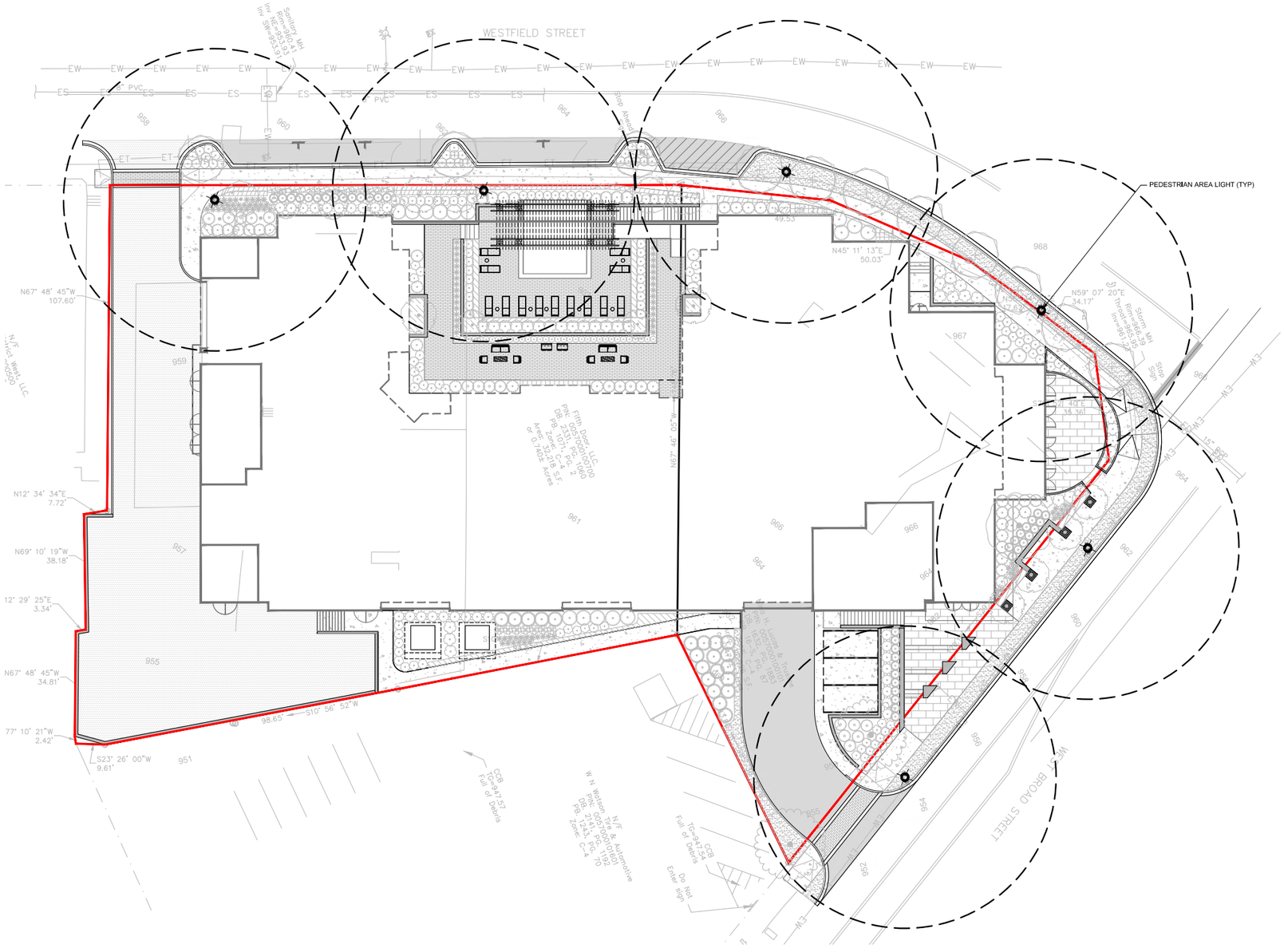
21039.00

Site | Conceptual Grading Plan

Architectural Design Review | November 2, 2022

1" = 40'



LIGHTING SCHEDULE

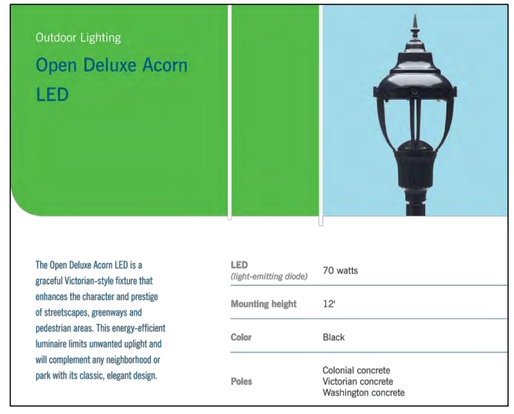
SYMBOL	MANUFACTURER/MODEL/DESCRIPTION	QTY	DETAIL
	Area Light Black, Post Top	6	

LIGHT FIXTURE DETAIL

PEDESTRIAN FIXTURE:
DUKE OPEN DELUXE ACORN LED
12' HT
BLACK COLOR
DIRECT BURIAL POLE

NOTES:

- ALL EXTERIOR LIGHTING WILL BE PROVIDED IN ACCORDANCE WITH CITY OF GREENVILLE ORDINANCE SECTION 19-6.4.
- LIGHTING PLAN IS CONCEPTUAL AND EXACT POLE LOCATION WILL BE DETERMINED WITH PHOTOMETRIC PLAN
- SITE LIGHTING SHALL BE ARRANGED AS TO REFLECT AWAY FROM ADJOINING PROPERTIES. THIS SITE LIGHTING PLAN PROVIDED IS SCHEMATIC AND FOR COORDINATION PURPOSES ONLY WITH LIGHTING PROVIDER. ALL SITE LIGHT FIXTURES WILL BE DESIGNED/PLACED TO PROVIDE FULL CUT-OFF AGAINST ADJACENT PROPERTIES MINIMIZING ANY LIGHT TRESPASS.

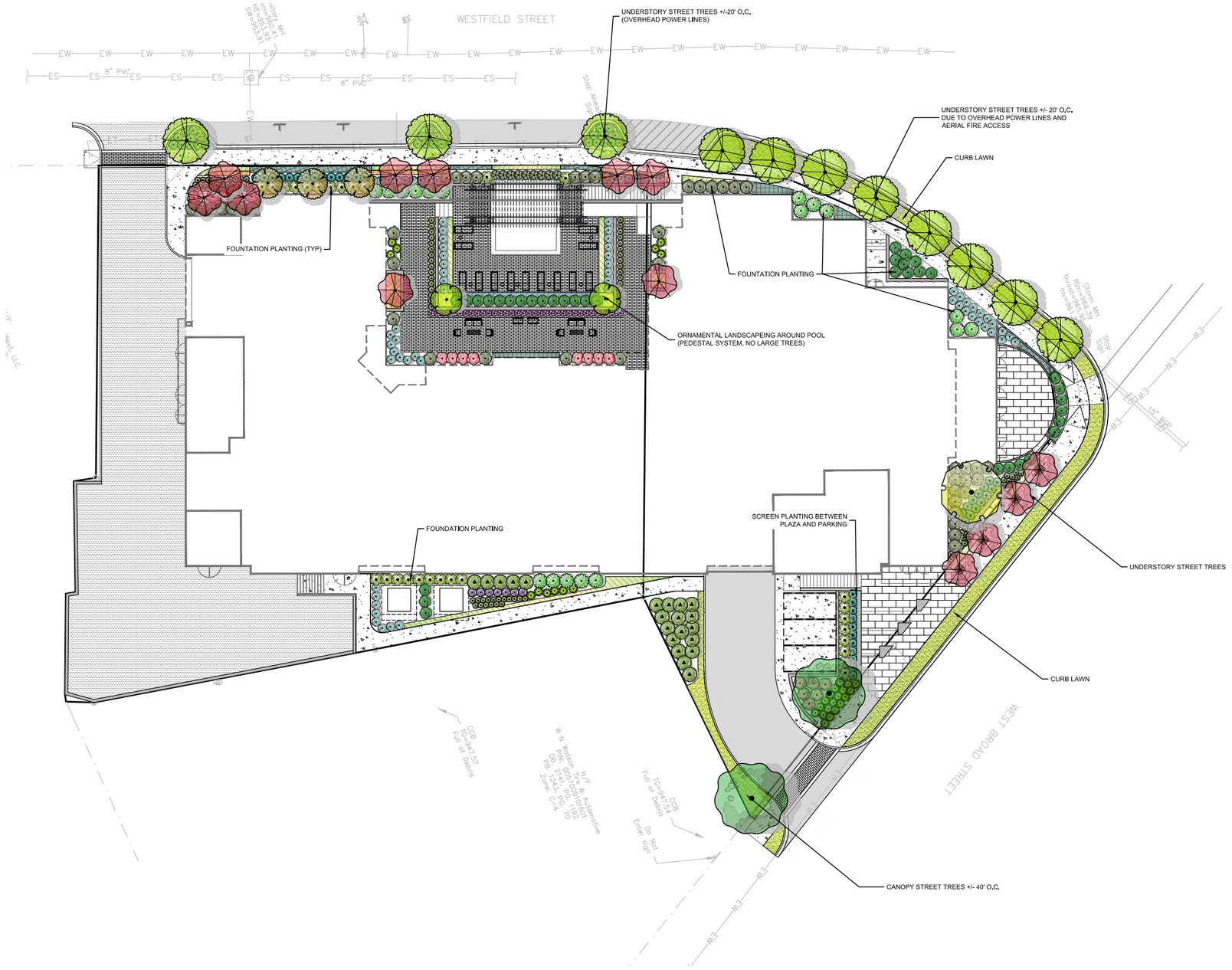


GORDON ROAD CAPITAL · RED FOX DEVELOPMENT · SEAMONWHITESIDE · mv+a

Prospect Hill
Greenville, SC
21039.00

Site | Conceptual Lighting Plan
Architectural Design Review | November 2, 2022

1" = 40'



PLANT SCHEDULE

PLANT SCHEDULE				
TREES	CODE	QTY	BOTANICAL / COMMON NAME	REMARKS
	Acpb	13	Acer palmatum `Bloodgood` / Bloodgood Japanese Maple	FWF, SP
	Acse	2	Acer palmatum `Seiryu` / Seiryu Japanese Maple	
	Amel	3	Amelanchier arborea `Autumn Brilliance` / Downy Serviceberry	FWF, SP
	Cero	11	Cercis canadensis `Oklahoma` / Oklahoma Redbud	FWF, SP
	Gnko	1	Ginkgo biloba `Autumn Gold` TM / Autumn Gold Maidenhair Tree	
	Qulh	2	Quercus lyrata `Highbeam` / Highbeam Overcup Oak	FWF, SP
SHRUBS	CODE	QTY	BOTANICAL / COMMON NAME	REMARKS
	Abrc	31	Abelia x `Rose Creek` / Rose Creek Abelia	
	Azak	38	Azalea Kurume Hybrid `Coral Bells` / Kurume Azalea	FWF
	Azas	19	Azalea Encore `Autumn Sunset` TM / Encore Azalea `Autumn Sunset`	FWF, SP
	Cep pro	36	Cephalotaxus harringtonia 'Prostrata' / Prostrate Plum Yew	
	Chdg	42	Cephalotaxus harringtonia `Duke Gardens` / Duke Gardens Plum Yew	
	Cshi	18	Camellia sasanqua `Shishi Gashira` / Shishi Gashira Camellia	
	Cyrf	102	Cyrtomium falcatum / Holly Fern	FWF, SP
	Dicg	98	Distylium myricoides Cinnamon Girl / Cinnamon Girl Distyllium	fwf, sp
	Dili	21	Distylium x `PIIDIST-IV` TM / Linebacker Distylium	FWF, SP
	Lor p37	34	Loropetalum chinense rubrum 'Purple Prince' / Purple Prince Fringe Flower	
	Rosr	7	Rosmarinus officinalis `Roman Beauty` / Roman Beauty Rosemary	FWF, SP
	Theg	31	Thuja occidentalis `Smaragd` / Emerald Green Arborvitae	
	Vims	9	Viburnum obovatum `Mrs. Schillers Delight` / Mrs. Schillers Delight Viburnum	
GROUND COVERS	CODE	QTY	BOTANICAL / COMMON NAME	REMARKS
	Asp ela	277	Aspidistra elatior / Cast Iron Plant	
	Deaf	92	Dryopteris erythrosora `Brilliance` / Autumn Fern	
	Lisp	329	Liriope spicata / Creeping Lily Turf	
	Phbm	51	Phlox subulata `Blue` / Blue Moss Phlox	
	Rufg	29	Rudbeckia fulgida sullivantii `Goldsturm` / Black-eyed Susan	FWF
SOD/SEED	CODE	QTY	BOTANICAL / COMMON NAME	REMARKS
	Sod1	1,982 sf	Cynodon dactylon `Tif 419` / Tif 419 Bermuda Grass	

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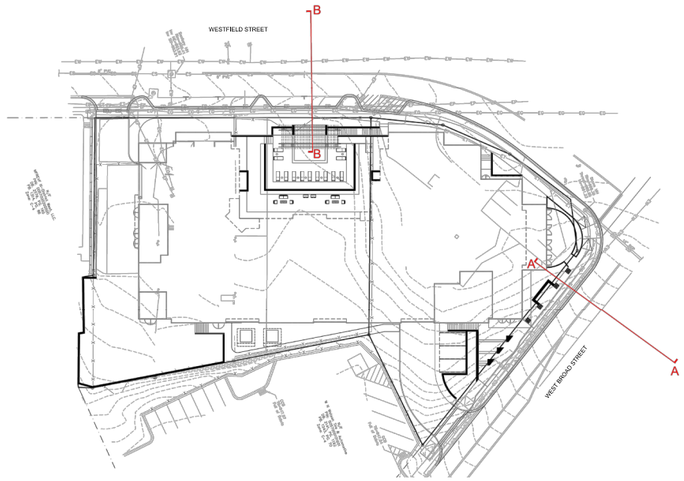
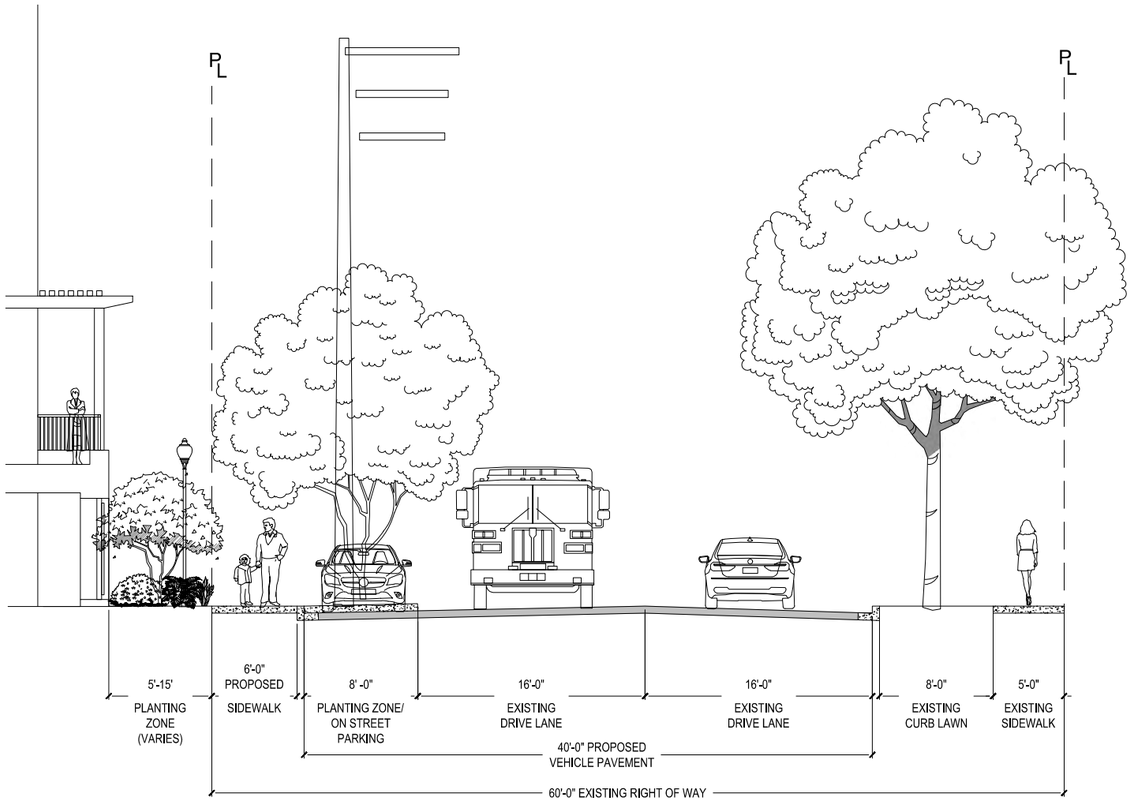
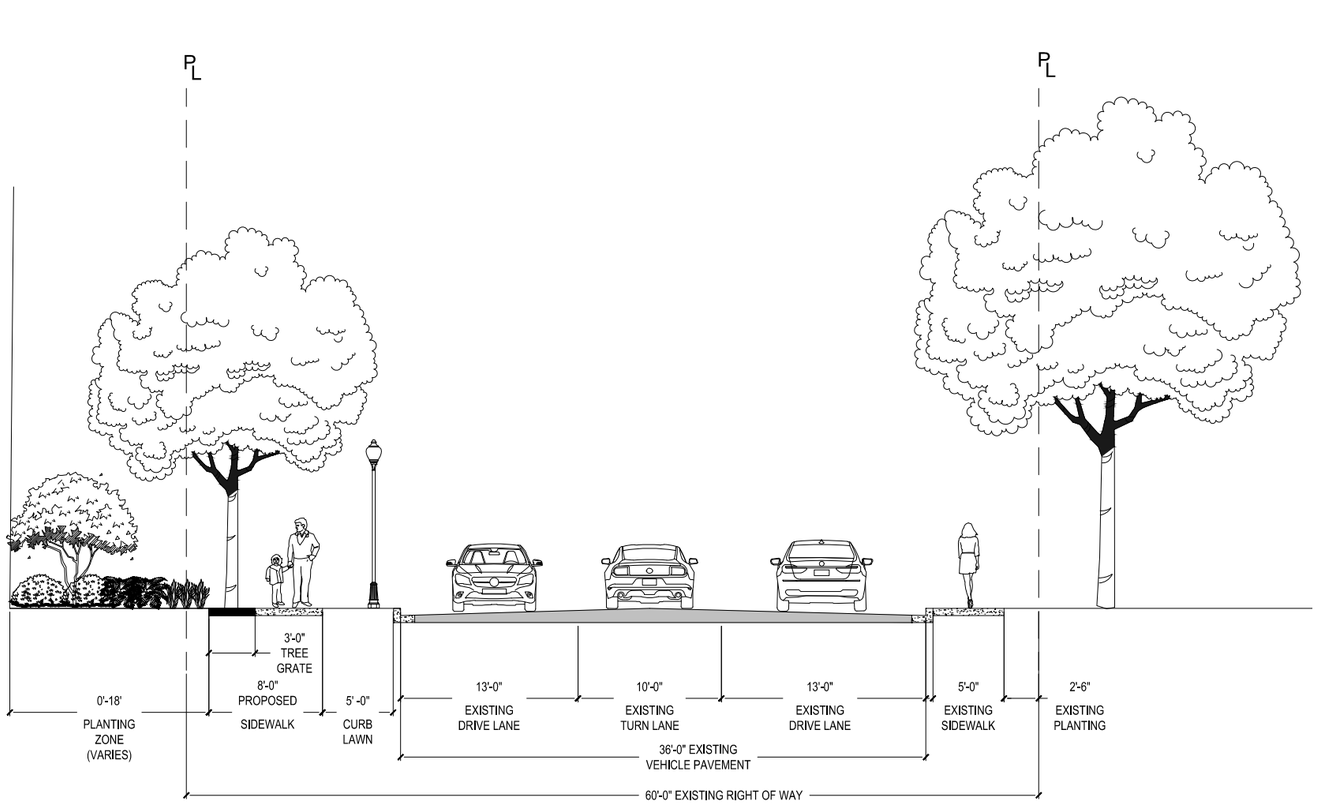
Architectural Design Review | November 2, 2022

1" = 40'





SECTION B-B



SECTION A-A

GRC GORDON ROAD CAPITAL · RED FOX DEVELOPMENT · SW SEAMONWHITESIDE · mv+a

Prospect Hill
Greenville, SC
21039.00

Site | Conceptual Street Sections

Architectural Design Review | November 2, 2022

3/32" = 1'-0"

Planning Staff Report to
Design Review Board - Urban
November 22, 2022
for the January 5, 2023 Public Hearing

Docket Number:	**CA 22-838**
Applicant:	Dan Doyle, The Beach Co.
Property Owner:	Canvas Tower, LLC
Property Location:	301 College Street
Tax Map Number:	0014000100500
Zoning:	C-4, Central Business District
Proposal:	**New Mixed-Use Development**
Staff Recommendation:	**Approve with Conditions**

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Project Scope: The proposed application is for a mixed-use 19-story building including 264 market-rate residential units, 2,000 square feet of retail space, meeting facilities, an exercise area, bicycle storage and repair, and a rooftop terrace with pool and deck. 480 parking stalls are provided internally on seven above-ground, wrapped levels, plus one subterranean deck.

The proposed architecture is a contemporary/loft vernacular with modern floor to ceiling window walls on the residential floors. The building materials include brick pilaster and spandrel components with expansive windows.

Staff Analysis:

Overview

The project is located along the City of Greenville's newly defined "Cultural Corridor". The corridor, which encompasses the section of College and Buncombe Streets between Main and Heritage Green, is considered a significant growth area of downtown including four museums, a theater, and a library. Goals of the Cultural Corridor plan prioritize economic growth, use of Academy Street as a downtown bypass for vehicular traffic, and the promotion of a safe environment for pedestrian and bicycle traffic. between Main Street and Heritage Green. The applicant continues to coordinate with city engineering staff responsible for the Cultural Corridor project with the intention of becoming an anchor for the corridor. The applicant proposes pedestrian-oriented elements to be incorporated into the development to achieve this goal.

PUB 1 Block Pattern
The project maintains the current block sizing, which is in conformance with PUB 1.1. Per PUB 1.2, the project connects to all existing and proposed sidewalks and crosswalks surrounding the development. Per PUB 1.5, vehicle access should be located to minimize conflict with pedestrian circulation. A single entry and exit into the proposed parking deck is provided along College and Buncombe Streets, and existing curb cuts are utilized wherever possible. PUB 1.7 states that two-way entrances should have a maximum curb cut width of 25 feet. The site plan illustrates a curb cut width of 23.5 feet, which meets this requirement.

PUB 2 Pedestrian Realm
Staff notes that the proposed sidewalk width ranges from 8 to 10 feet surrounding the development, exceeding the minimum sidewalk width of 6 feet per PUB 2.2. Interior sidewalks are also incorporated, ranging from 6 to 14 feet. PUB 2.4 recommends providing expanded sidewalk areas, or "plazas," where conditions permit in strategic locations. The proposed plan includes an entry plaza as well as a lobby/retail plaza.

The applicant has also provided conceptual modifications to the existing public park at the corner of College and Buncombe Streets, and has expressed interest in a potential public/private partnership for its refurbishment. As the park is owned and maintained by the City of Greenville, all modifications to the public space will be subject to City consent and approval. Design of this public park would be reviewed and approved separately from the proposed development and should not be considered as a part of this application.

PUB 3 Sidewalk Zone
PUB 3.1 suggests a minimum building transition zone of 4 feet. The proposed transition zone appears to be well above 4 feet facing Buncombe and College streets but becomes as narrow as 3 feet facing Academy. **Staff recommends additional plant screening in the curb lawn at these locations to provide an improved sense of pedestrian safety.** Per PUB 3.2, continuous sidewalks have been incorporated along all street edges. A tree zone ranging from 7 to 9 feet in width separates the sidewalk from vehicular traffic. The applicant notes that the 9-foot curb lawn proposed along the Buncombe Street edge is reflective of the Cultural Corridor project and is dependent upon approval by SCDOT. If the Corridor project is not approved by SCDOT as proposed, staff notes that a minimum of 5 feet planting strip must be incorporated between the sidewalk and the roadway as an improved pedestrian element to conform with the priorities of the Cultural Corridor.

Based on feedback from the Neighborhood meeting related to pedestrian safety concerns, **staff recognizes the improved pedestrian realm that is being created through this project and the Cultural Corridor.**

PUB 4 Street Furnishing Zone
Staff notes that the only street furnishing illustrated in the proposal is an outdoor dining area associated with a proposed café. **Per PUB 4.1, Staff recommends adding street furnishings as well as pedestrian-oriented trash and recycling receptacles near areas of high pedestrian traffic.** Selected street furnishings should be constructed of durable materials, per PUB 4.3.

PUB 5 Planting Zone
Landscape plans included in the proposal include a variety of street trees, small flowering trees, woodland plantings, and focal plantings within the development. The planting strip surrounding the development is comprised of lawn and street trees. Based on the Cultural Corridor priority for an improved pedestrian environment**, staff recommends additional ground plane plantings to be added within the tree lawn along Academy Street to be reviewed at the time of site permitting.** Plant species and other details of the landscaping plan will be evaluated at the time of site permitting as well.

PUB 6 Building Transition Zone
A proposed outdoor dining area is included in the renderings on the corner of College Street and Academy Street corresponding with the proposed commercial space. PUB 6.9 states that outdoor dining space located on corner lots shall not obstruct the sight distance triangle. **Detailed drawings must be submitted for a separate CA for the outdoor dining areas and other elements planned within the building transition zone.** All other building transition zones are primarily populated with plantings. Staff finds this condition acceptable given the residential use and size and proximity of the adjacent roadways.

PUB 8. Publicly Accessible Parks and Plazas
PUB 8.7 suggests the incorporation of public art, vending or retail opportunities, and interactive elements such as a water feature into public plazas. Staff notes that a fountain, planters, and high-quality materials are incorporated into the proposed plazas. The plazas should be further articulated to incorporate elements which engage the pedestrian. Per PUB 8.10 and 8.11, adequate lighting and comfortable seating must be provided within the plazas. Plaza detailing will be reviewed at the time of site permitting.

PUB 7 Alleys and Pedestrian Zone
PUB 7.1 suggests locating service functions such as loading docks, trash and recycling service, and mechanical and electrical equipment in alleys, away from necessary vehicular travel. Staff notes that these service areas have been located accordingly within the parking deck.

PUB 9 Lighting
Per PUB 9.1, continuous lighting should be oriented to the pedestrian scale along all streetscapes. **Final lighting design will be verified at the time of site permitting.**

PUB 11 Signage
A Master Sign Package for the site shall be submitted to staff for review and approval prior to submittal for individual sign permits.

PRI 1 Placement
Per PRI 1.1 and 1.2, the development maintains a uniform frontage with public areas oriented toward public streets for high visibility and accessibility. With the incorporation of the Cultural Corridor and provision of bike amenities, the proposed development accommodates alternative modes of transportation and connectivity to downtown per PRI 1.3.

PRI 2 Massing

PRI 2.1 states that 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. The proposed building is significantly larger in height than surrounding development, therefore staff recommends further study of options to decrease the height of the building, including but not limited to relocating the parking to subterranean levels. If a decrease in height is not feasible, design guidelines recommend a step-back of 20 feet above the 5th floor. If a step-back of 20 feet cannot be accommodated, a lesser dimension may be acceptable if paired with an appropriate change in material.

Staff notes that the building has a significant step back of greater than 20 feet interior to the property. Inward facing, the stepbacks occur in varying locations and at varying depths and accommodate appropriate amenity uses. Facing College and Buncombe streets stepbacks do not exist, but setbacks in excess of 40 feet do exists, providing wide and well articulated pedestrian experiences. Facing Academy, the architecture employs a 5 foot stepback above the fifth floor, but does employ a strong material change, from predominantly brick to predominantly glass. Material changes, retail uses, and "liner townhome units" on the ground floor relate the structure to the pedestrian experience.

PRI 3 Entry

All proposed entries are well-defined, pedestrian-oriented, and accessible. Per PRI 3.4, entry glass must be highly transparent and non-reflective. All entrances into the proposed commercial space incorporate canopies or awnings for further articulation of the point of entry.

PRI 4 Activated Ground Floor

PRI 4.3 suggests locating publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians. Proposed retail and plaza spaces facing College Street and a portion of Academy are in line with this guideline. Townhome units have been placed along Academy Street as well. Stoops and residential doors adequately engage the public realm.

Per PRI 4.5, the ground level of the parking garage on the interior of the development (West Elevation) should be activated through the use of material covering. The exposed parking deck is inappropriate.

PRI 5 Articulation

The proposed design incorporates changes in form, balconies, and louvres that are compatible with PRI 5.2 and 5.4. PRI 5.7 suggests using architectural features such as floor-to-ceiling windows on corner lots to accentuate the unique location and actively engage the public realm. The proposed design is in line with this guideline by incorporating floor to ceiling windows on all residential floors.

PRI 6 Materiality

PRI 6.1 recommends use of high-quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area. The brick detailing relates to other surrounding buildings while the extensive use of glass contrasts surrounding building materials and enhances the distinction between the historic and modern. Variation in materials and detailing provided also helps to avoid monotony and conforms with PRI 6.6.

PRI 7 Architectural Lighting

Staff notes that the proposed design incorporates lighting to accent architectural elements such as entries. **Staff notes that the applicant should ensure that lighting does not have an adverse impact on adjacent properties, per PRI 7.2. Final lighting design will be verified at the time of building permit.**

PRI 10. Parking Structures

Staff notes that the design effectively blends the parking structure into the building fabric.

Neighborhood Meeting:
On November 22nd, 2022, the Applicant held a Public Meeting at the Canvas Lofts Lobby. A summary of the comments received from this meeting are provided in the attachment.

Summary:

Staff recommends approval with the following conditions:

1. **The applicant shall work with staff and two DRB members to review potential modifications in height, in an effort to decrease the overall number of stories.**
2. **Street furnishings as well as trash and recycling receptacles shall be installed near areas of high pedestrian traffic.**
3. **The applicant shall work with Planning and Engineering staff for final streetscape and right-of-way improvements, including installation of pedestrian lighting, and to ensure coordination with the adjacent Cultural Corridor city-led project.**
4. **The applicant shall work with staff to provide adequate plant selections within the tree lawns on all streets to be reviewed and approved during site permit.**
5. **The parking garage shall be appropriately screened from the public toward the interior of the development.**
6. **The applicant shall provide a scaled mockup to showcase how the materials and colors will relate to one another to be reviewed and approved by staff and two DRB members prior to final approval of the CA.**
7. **Individual CA's shall be submitted to staff for review and approval for individual sign permits.**
8. **Applicant shall work with the Arts in Public Places Commission for approval of any public art prior to installation.**
9. **Applicant shall maintain a safe and designated pedestrian connection along rights-of-way during the construction process.**
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. **This CA is considered part of a specific site development plan. As such, the CA issued for this project shall be subject to Land Management Ordinance Section 19-2.2.14 *Lapse of approval/vested rights* and the Vested Rights Act, Article 11, of Chapter 29, Title 6, of the Code of Laws of South Carolina, 1976 (S.C. Code §§ 6-29-1510 et seq.). The CA shall be valid for a period of two years from the date of approval by the Board. The Vested Right shall be granted up to five annual extensions upon a written request for an extension 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.**

Engineering Comments

Reviewed by: Valerie Holmes

Date: 12/13/2022

Comments:

It has been determined that traffic impact study is required for this site. Please submit as part of the site permit process.

The traffic impact analysis needs to include a queuing and circulation study for the circular driveway from College St.

Fire Department Comments

Reviewed by: Tristan Johnson

Date: 12/13/2022

Recommend: Approve w/ Comments

Comments:

Fire will want fire access and hose pulls to be a consideration. What type of access will be offered between new building and existing building (old BB&T)?

Applicable Design Guidelines:

PUB 1. Block Pattern

1.1 Maintain Greenville's existing block pattern by encouraging block sizes between 300 and 500 feet with the perimeter of a block totaling no more than 1600 feet. Implement interior pedestrian cut-throughs to achieve the target block size if necessary.

1.2 Connect new developments to existing sidewalks.

1.3 Pedestrian cut-throughs that do not allow vehicle travel should be a minimum of 18 feet. Consult PUB 7. Alleys and Pedestrian Cut-Throughs for additional guidelines. Pedestrian Cut-Throughs or Alleys wider than 30 feet should follow the guidelines outlined in PUB 8. Publicly Accessible Parks and Plazas.

1.4 Alleys that provide pedestrian and vehicle travel should be a minimum of 25 feet. At least 7 feet should be reserved for pedestrian travel only. Consult PUB 7. Alleys and Pedestrian Cut-Throughs for additional guidelines.

1.5 Locate vehicle access where conflicts with pedestrian circulation will be minimized. Provide access from an alley when feasible. If an alley access is not feasible, then use the street with the least pedestrian traffic.

1.6 If necessary, install a service drive located away from intersections and other areas with high levels of pedestrian traffic.

1.7 Where a curb cut is to be installed, keep the width to a minimum. One-way entrances should have a maximum curb cut width of 12 feet, and two-way entrances should have a maximum curb cut width of 25 feet.

1.8 Consider providing vehicular access to adjacent buildings through an alley or shared driveway.

1.9 Utilize smaller curb radii to match existing urban intersection context.

PUB 2. Pedestrian realm

2.1 The building transition zone should be at least 4 feet and should not encroach upon the minimum sidewalk width. Consult PUB 6. Building Transition Zone for additional guidelines.

2.2 The sidewalk zone should accommodate a continuous path of travel of at least 6 feet. In situations where it is not feasible to provide all pedestrian realm zones, prioritize the sidewalk zone. Consult PUB 3. Sidewalk Zone for additional guidelines.

2.3 The street furnishing and planting zone should share the same right of way and be a width of at least 5 feet. Consult PUB 4. Street Furnishing Zone for additional guidelines. Consult PUB 5. Planting Zone for additional guidelines.

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

PUB 3. Sidewalk zone

3.1 Connect all new sidewalks to the existing sidewalks.

3.2 Provide continuous sidewalks (or equivalent all-weather routes) along both sides of all vehicular rights of way.

3.3 Separate sidewalks from vehicular traffic by a planted area, which should be located a minimum of 5 feet from the street curb edge.

3.4 Construct sidewalks out of durable materials like concrete, brick and stone. This applies to standard, permeable and decoratively paved sidewalks.

3.5 Design all sidewalks to comply with the South Carolina Accessibility Standards and the Americans with Disabilities Act as amended.

3.6 In areas of high pedestrian traffic, implement sidewalk bulbouts at intersections to shorten pedestrian crossing time. The expanded sidewalk area created by bulbouts can be designed to incorporate elements of PUB 8. Publicly Accessible Parks and Plazas.

3.SS **Steep Slopes:** Provide a consistent, uninterrupted slope throughout the pedestrian realm. See PRI 3. Entry and PRI 4. Activated Ground Floor for additional guidelines related to grading issues.

PUB 4. Street Furnishing Zone

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

4.2 Site 50 percent of benches and other seating amenities in areas that receive midday shade.

4.3 Select street furnishings constructed of durable materials, including stone, finished wood and steel.

4.4 Establish and contribute to a coordinated and consistent vocabulary of street furnishings throughout downtown.

PUB 5. Planting zone

5.1 Hire a licensed professional landscape architect to address the project's plant health and appropriateness.

5.2 When placed near roadways, plantings should not interfere with sight lines to traffic, intersections and signs.

5.3 All planted areas should include a groundcover layer to help with long-term maintenance and water conservation.

5.4 When feasible, install the stormwater planting strategy that corresponds to the street's type in the Downtown Streetscape Master Plan. Specifically, use curbed stormwater planters on Ceremonial and Ceremonial Transition Streets. Use stormwater planters on Urban Fabric and Urban Fabric Transition Streets. Use open swale stormwater planters on Mobility Streets.

5.5 Encourage selection of species native to the South Carolina Piedmont region that have been proven to thrive in an urban condition.

5.6 Emphasize variety in site-wide planting strategies. For trees, the Greenville Zoning Ordinance requires that species vary a minimum amount in proportion to the number of trees planted. Achieving more diversity than the required minimum is recommended.

5.7 Prioritize species with rich human interest. The Downtown Streetscape Master Plan provides tree selections for streetscapes in downtown.

5.8 Prioritize species that provide high-quality habitat for native insects and animals.

5.9 Engineer soil profiles to support the specific needs of the proposed planting design. For trees, the minimum planting area should be 6'x6'. If adjacent hardscape restricts the amount of soil volume for the planting strategy, employ techniques such as engineered structural soil or Silva Cells (or equivalent) to achieve the soil volume needed for long-term plant health.

5.10 In highly trafficked urban areas, install physical measures to protect the roots of street trees. These measures could include architectural elements such as seat walls or steel railing. Discourage the use of tree grates, except in narrow areas or highly urban areas such as drop off areas and plazas. If installing tree grates, ensure that the tree opening can accommodate trees with large trunk diameters.

PUB 6. Building Transition Zone

6.1 Outdoor seating, café, dining, planting, and retail displays are encouraged in the building transition area.

6.2 The building transition zone abuts a building's façade and is at grade with the adjacent sidewalk.

6.3 Scale the building transition zone so that it does not encroach upon the minimum sidewalk width. Consult PUB 2. Pedestrian Realm for additional guidelines.

6.4 When establishing café seating in the building transition zone, consider separating seating areas from the sidewalk zone with movable barriers. For fencing barriers, use free-standing fencing constructed of durable materials like iron or wood. Fencing barriers should be between 30-40 inches high.

6.5 Seating area barriers may be composed exclusively of planters, provided that they contain well maintained, living plants. Planters must be between 25-30 inches high, though the plants within may exceed this height.

6.6 Select furnishings comprised of durable and lasting materials, including metal and finished wood. Emphasize lightweight and smaller furnishings that can be easily moved to maximize layout flexibility and user customization.

6.7 Confine umbrella canopies to the building transition zone area. Ensure that umbrellas are firmly anchored and engineered to withstand strong winds. Umbrellas may only contain advertisements for the establishment to which they belong.

6.8 Maintain access to the building entry. The building entry must be kept clear of obstructions.

6.9 Outdoor dining space located on corner lots shall not obstruct the sight distance triangle.

6.10 Business owner or outdoor dining operator shall maintain the outdoor dining space so that it is clean and tidy when not in use.

6.11 Outdoor dining furniture or appliances are not allowed to be stored in the public right of way.

6.SS **Steep Slopes:** The building transition zone abuts a building's façade and may be elevated above part of the sidewalk, provided that the entrance is accessible by a ramp.

PUB 7. Alleys and Pedestrian Zone

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

7.2 Increase the perception of safety in alleys by providing adequate lighting. Consult PUB 9. Lighting.

7.3 Ensure that lighting, bollards and other alley furnishing do not interfere with alley function and are sited outside of necessary vehicular travel routes.

7.4 Promote stormwater infiltration in alleys by installing permeable pavement systems, including pervious concrete pavement.

7.5 Mitigate the visual impact of building walls that face alleys. Recommend strategies include windows, art, articulation of buildings, stoops, retail storefronts and using appropriate screening techniques.

PUB 9. Lighting

9.1 Provide continuous light along all streetscapes that is oriented to the pedestrian scale. Lighting along the right of way should be a combination of pedestrian-scaled streetlights and spillover from lights on adjacent buildings.

9.2 Ensure that all lighting along the right of way is full cut-off and provides a consistent illumination of at least one foot-candle. Do not use uplighting as the primary pedestrian lighting type.

9.3 Light pole and lamp designs should correspond to existing downtown fixtures.

9.4 The light pole, or standard, should be designed to accommodate special decorative accessories, such as mounts for hanging planter baskets, banners and festive seasonal lighting schemes.

9.5 Maintain a consistent, familiar color temperature throughout the public realm. 2500K-4500K is typical.

9.6 Mercury vapor, low-pressure sodium, high-pressure sodium and metal halide light sources are strongly discouraged. Energy efficient fixtures such as LED or low energy use lights are encouraged.

9.7 Street poles and pedestrian poles should be spaced evenly between trees along streetscape corridors.

9.8 Use landscape uplighting and ground-mount uplighting to emphasize the nighttime appearance of distinctive landscape features like unique plantings and large trees.

9.9 Illuminate signage with appropriate lighting types, such as neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights, and wall wash fixtures.

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

PUB 11. Signage

11.1 Synchronize signage design with its architectural surroundings. Apply the guidelines described in PRI 6. Materiality to both buildings and their corresponding signage, and preserve historic painted signs when feasible.

11.2 Align wayfinding and interpretive signage in the public realm with adopted city-wide signage standards.

11.3 Scale projecting signage primarily for pedestrian legibility, rather than vehicular wayfinding and branding. Ensure that projecting signs do not obscure major architectural details.

11.4 Emphasize legibility and simplicity in signage design, and subordinate signage to the overall building or streetscape composition.

11.5 Scale and position wall signage in proportion to the wall on which they are placed. Limit wall signs to 75 percent of the linear footage of the wall area that they occupy.

11.6 Mount letters and graphics directly onto exterior wall, and conceal any electrical raceways from view, either behind a finished exterior wall, or by integrating conduit into the sign.

11.7 Scale the brightness and visual impact of illuminated signage to the surrounding area's level of activity. Subordinate signage lighting to the overall building or streetscape composition. Ensure lighting does not have an adverse impact on adjacent properties and pedestrian areas.

11.8 Externally illuminated signage should be illuminated from the top of the sign. Use shielded and focused light fixtures, and apply the guidelines described in PUB 9. Lighting.

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

11.10 With city-issued permits, locate sandwich board-style sidewalk signage in the building transition zone so that it does not interfere with the flow of pedestrians in the sidewalk zone.

11.11 Emphasize scale and proportionality in freestanding signage. Limit freestanding signage to 50 percent of the height of the first story of the building. Distinguish the base, middle and top components of the sign, and avoid monolithic structures, exposed pole supports and pylon signs.

PUB 12. Utilities

12.1 Do not locate electrical transformers, mechanical equipment or other "back-of-house" utilities along the ground floor street wall.

12.2 Do not locate utilities near intersections within the public realm, including sidewalk corners. Place utilities a minimum of 100 feet from the corner on north-south streets and a minimum of 50 feet from the corner on east-west streets.

12.3 Reduce environmental impacts from energy used to operate public utilities like traffic lights, street lights, and water/wastewater pumps. A 15% annual reduction below baseline energy consumption is a reasonable and effective target.

12.4 Locate all utility distribution lines, pipes and cable television utilities underground.

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

PRI 1. Placement

1.1 Align building frontage along the sidewalk edge. The uniform alignment of building fronts along a block helps to define a street wall that provides a sense of enclosure and a comfortable scale for pedestrians.

1.2 Locate public areas such as lobbies, reception, retail and dining along building walls that face the street, alley or pedestrian cut-through so that they are highly visible and accessible.

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

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

PRI 2. Massing

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

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

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

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

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

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

2.7 Encourage a variety of building heights along the street with vertical and horizontal proportioning similar to its immediate context and district.

2.LP **Large parcels:** Divide larger buildings and their façades into smaller modules, units or separate buildings so that the form and massing of the buildings can better relate to the scale and proportion of the surrounding area. Vary building heights and façade setbacks to create a more visually interesting rhythm.

2.ED **Edges of C-4 Central Business District:** New construction within a 300-foot radius of an occupied single-family use should be within 10 feet greater than the average height of all buildings within the 300-foot radius. This restriction only applies to the street frontage of the portion of the building that falls within the 300-foot radius. Ensure that transitions between commercial/multi-family projects and single family areas are sensitive to the traffic, noise variation and unwanted views into private spaces. Use landscaping and thoughtful placement of building elements to mitigate the negative effects of this transition.

PRI 3. Entry

3.1 Locate entrances at active locations that enable and promote pedestrian walkability and connectivity.

3.2 All public entrances that face the public realm must be designed to accommodate all levels of physical ability.

3.3 Enhance the design of entry areas with materials, architectural and landscape features such as outdoor gathering spaces, coverings, lighting and landscape elements so that they are clearly identified and will attract and guide pedestrians.

3.4 Entry glass must be highly transparent using non-reflective and minimally tinted glass.

3.5 Entries must be designed to pronounce their purpose as a destination while not overwhelming the scale, massing and articulation of the rest of the building.

3.6 For retail building uses, recess or cover entrances to provide shelter and articulate the point of entry.

3.7 For buildings on corner lots, locate entrances at the corner to anchor the intersection and create a seamless transition that captures pedestrian activity from both street frontages.

3.8 Residential uses at the ground floor level must include entrances that face the public realm.

3.SS **Steep slopes:** Ensure that entrances are placed at street level, not above or below grade. Where stairways and/or ramps to entrances are unavoidable due to grade, ensure that they are highly visible and integrated into the architectural and landscape design of the building. Stairs and ramps should enhance and not restrict the walkability of adjacent sidewalks.

3.LP **Large parcels:** For large parcel developments with multiple tenants: Provide distinct entrances and retail fronts to support a more resilient and flexible design that will accommodate the location of future uses.

PRI 4. Activated Ground Floor

4.1 Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building.

4.2 Use of darkly tinted and/or reflective glass is prohibited.

4.3 Locate publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians.

4.4 Maintain the simplicity of access to commercial and retail areas to avoid unnecessary or circuitous travel.

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

4.6 Ensure that landscaping does not create a visual barrier between the building's interior and pedestrians.

4.7 Use security systems that do not require the use of security bars or grilles.

4.8 Corner buildings have at least two façades visibly exposed to the street and should be designed to respond to their more prominent locations.

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

4.LP **Large Parcels:** Apply ground floor activation strategies to areas adjacent to all internal plaza spaces and pedestrian pathways.

PRI 5. Articulation

5.1 Articulate buildings with dimensions that promote a sense of human scale.

5.2 Use horizontal and vertical articulation to help define and differentiate the street level of the building and to express façade widths that are compatible with adjacent context.

5.3 Enhance the design and better unify the architectural relationship within an area by complementing the articulation of adjacent buildings.

5.4 A design must have a proper balance of articulation. Lack of variety is discouraged. However, design elements and materials must work together to create a unified whole.

5.5 Where balconies are used, ensure that they are at a scale that they can be used as open space. False balconies that serve no purpose beyond decoration should not be permitted.

5.6 Avoid large, monotonous facades.

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

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

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

PRI 6. Materiality

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

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

6.3 Reuse existing or refurbished materials.

6.4 Use materials that convey a sense of human scale; that is, meant to be experienced by the pedestrian, not vehicular, user.

6.5 Use authentic materials. When this is not possible, ensure that synthetic materials realistically convey the materials that they represent.

6.6 While excessive uniformity and monotony are discouraged, variations in materials and colors must be composed and balanced to create a unified whole.

6.7 Use light colored (high albedo) materials for roofing and landscaping to reflect radiant heat.

6.8 Brighter, bolder colors (including corporate branding colors) may be applied to areas or elements of the building where they are secondary in application compared to the main body or features of the building (such as signage, canopies, or accent trim), or are otherwise applied in ways that do not dominate the overall color palette or cause the building to look out of place relative to the area. Counteract stronger colors by integrating natural materials and textures in the overall design.

PRI 7. Architectural Lighting

7.1 Use light fixtures to accent and complement architectural elements.

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

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

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

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

7.7 Nighttime lighting of tall building signs, as well as of distinctive building tops, is encouraged and the two should be integrated. Lighting of tall building signs should include backlighting that creates a “halo” around the skylight sign. Backlighting may be combined with other types of lighting.

PRI 10. Parking Structures

10.1 Locate active, pedestrian spaces such as shops, offices or public art along the ground-level street frontage. When this is not possible, provide an activated pedestrian space in the building transition zone using landscaping, seating, coverings or other similar elements to create an active street edge.

10.2 Minimize the visual impact of parking structures on surrounding pedestrian spaces and streets.

10.3 Use compatible, high-quality façade materials, especially adjacent to pedestrian areas.

10.4 Locate the short dimension of the parking structure along the street edge as a way to reduce its street frontage.

10.5 Screen open air garages to minimize large façade openings and avoid light trespass of garage interior lighting into the public realm.

10.6 Provide vehicle access and entrance points from alleys and side streets.

10.7 All visible façades of parking structures must reflect the character, materiality, and articulation of its surrounding architecture.

10.8 Place parking structures only in areas where they can be integrated into the surrounding neighborhood context.

10.9 Vertical circulation cores (elevator and stairs) shall be located near primary pedestrian corners and be highlighted architecturally so visitors can easily find and access these entry points.

10.10 Integrate the design of public art and lighting with the architecture of the structure to reinforce its unique identity. This is especially important for public parking structures to aid in visitors finding them upon arrival and getting oriented to Downtown.

Neighborhood Meeting Staff Notes – 301 College Street Canvas Development
Applicant: Dan Doyle, The Beach Company
November 22, 2022

Comments/Questions

- Pedestrian Safety Concerns:
    - Inadequate lighting (This would be improved in the area of the proposed project- possible concern for the city rather than developer otherwise)
    - Crosswalk safety on Academy (requires involvement of city traffic engineers and SCDOT, could be improved by implementation of the cultural corridor plans, mention of pedestrian safety study, Developer required to complete traffic study and must implement safety measures as required based on results of the study, residents encouraged to follow up with the city as well-Valerie Holmes and Calin Owens)
- Parking:
    - Number of Spaces (Developer plans to exceed the minimum parking requirement)
    - Entrance location (same as current location- College St)
    - Loading location (off of Buncombe)
    - Parking available to museum and library attendees? (developer notes that they are willing to explore the option)
    - Question on whether the parking deck will be fully wrapped (wrapped by live/work spaces aside from front corner where retail is located)
    - Levels (8 total including 1 below grade, 2 above grade below lobby, 5 above lobby)

- Inquiry on whether the project will also be reviewed by BZA or PC (no)

- Design Guidelines:
    - concern of which design guidelines will be followed due to a potential incorrect map of the overlay district viewed 4 years ago (Downtown Design Guidelines)
    - would the project go to DRB? (yes, the meeting was part of that process)

- Retail:
    - Suggestion of coffee shop and rooftop restaurant (Developer notes that they are exploring retail options for the ground floor as well as live/work spaces)

- Affordable Housing:
    - Will there be affordable housing? (pricing will most likely be market rate but they will look into it)

- Amenities:
    - A pool and other amenities are planned and would be share by the Canvas Lofts residents

city of greenville

Office Use Only:
Application#_____ Fees Paid_____
Date Received_____ Accepted By_____
Date Complete_____ App Deny Conditions

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS URBAN DESIGN PANEL

Contact Planning & Development:
(864) 467-4476

APPLICANT/OWNER INFORMATION

*Indicates Required Field

	APPLICANT	PROPERTY OWNER
*Name:	Dan Doyle, The Beach Co.	Canvas Tower, LLC
*Title:	Chief Operating Officer	
*Address:	320 Broad Street, Suite 600 Charleston SC 29401	320 Broad Street, Suite 600 Charleston SC 29401
*Phone:	843.277.3020	843.277.3020
*Email:	ddoyle@thebeachcompany.com	ddoyle@thebeachcompany.com

PROPERTY INFORMATION

*STREET ADDRESS 301 College Street

*TAX MAP #(S) 0014000100500

*SPECIAL DISTRICT No

DESCRIPTION OF REQUEST

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

The College / Academy / Buncombe Residential Building is an exciting new multi-family residential building located in Greenville, South Carolina, developed by The Beach Company. The building will create an elegant architectural anchor at this important location on the new Cultural Corridor, incorporating 264 market-rate residential units. The building will have a sophisticated lobby located fronting College Street and a 2,000 sf retail space on the first floor fronting College Street. The Building will include a full complement of residential amenities including a roof-top terrace with a pool, meeting facilities, exercise area, bicycle storage and repair, and multiple levels of parking for approximately 480 vehicles.

The architecture of the new residential building will have a contemporary/loft vernacular, similar to The Beach Company's new mixed-use property, Canvas Lofts, located across Buncombe Street, but with a more modern aesthetic overall, with the use of floor to ceiling window wall for the residential floors. In addition to improving and activating streetscapes on all public right-of-ways, the building will set itself apart from the surrounding buildings with this unique loft expression. The building will include brick pilaster and spandrel components and expansive windows offering unique views for all residents. Additionally, the roof of the parking deck will have a spectacular pool amenity deck, creating exciting outdoor opportunities and providing spectacular views of the surrounding area.

- LOT AREA: 103,237 SF (2.37 ACRES)
- ZONING DISTRICT: C-4 (CENTRAL BUSINESS DISTRICT)
- CBD OVERLAY
- DISTRICT 2 - LILLIAN B. FLEMMING
- 19-STORY / 225'-0" BUILDING HEIGHT
- 264 RESIDENTIAL UNITS
- 480 PARKING SPACES
- 2,000 SF OF RETAIL

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 if 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.

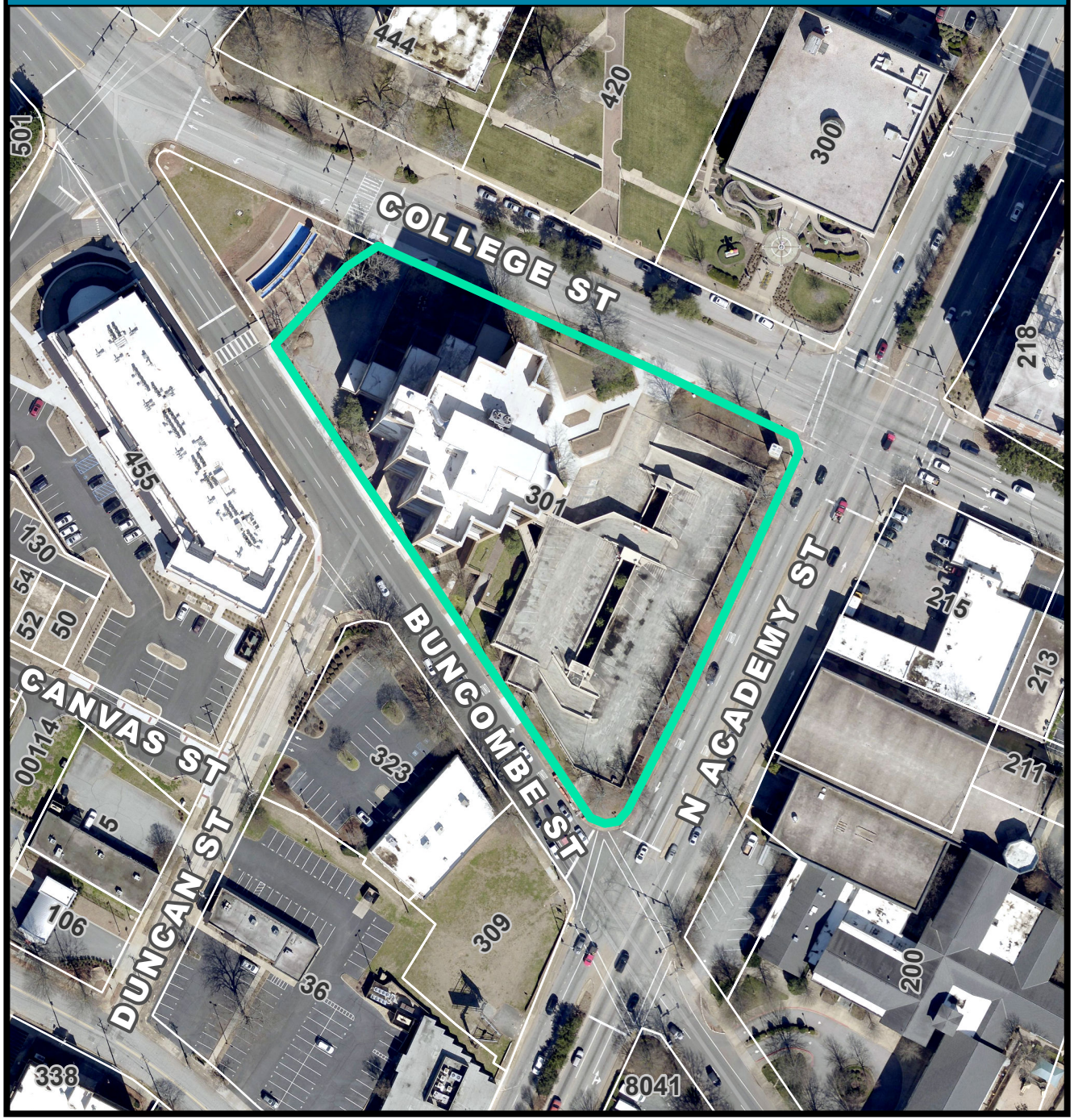
   If the Planning & Development office, by separate inquiry, determines that such a restriction exists, it shall notify the applicant. If the applicant does not withdraw or modify the application in a timely manner or act to have the restriction terminated or waived, the Planning & Development office will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

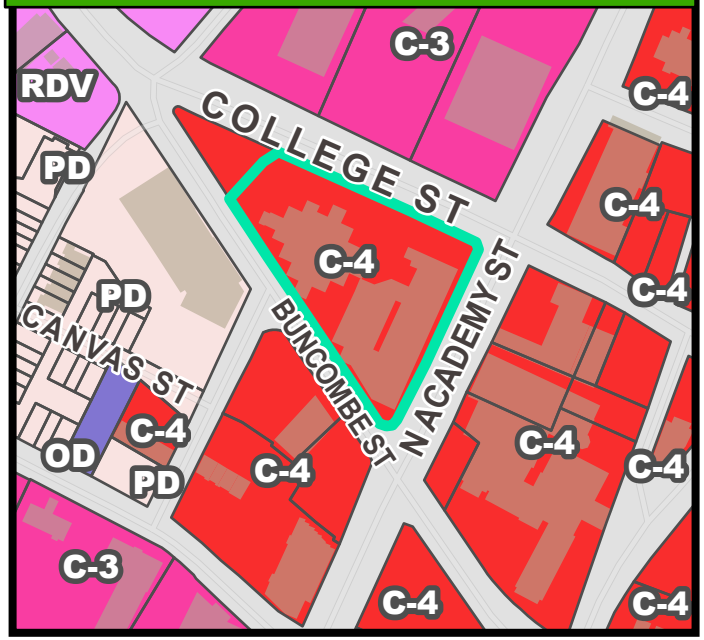
*Signatures	
Applicant	
Date	10/28/22
Property Owner/Authorized Agent	
Date	10/28/22
Public Hearing Information	
Public Hearing Signs	

CA 22-838 • 301 COLLEGE ST

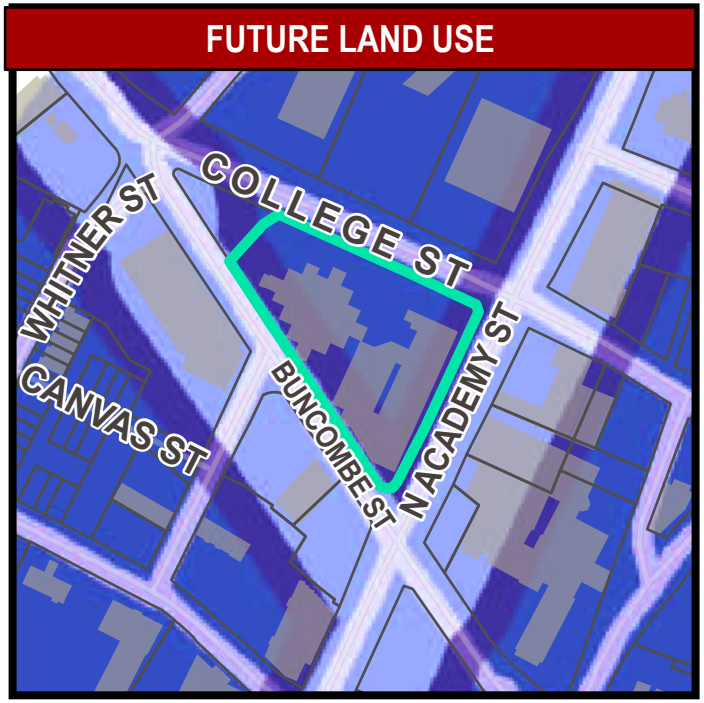
AERIAL VIEW



CURRENT ZONING

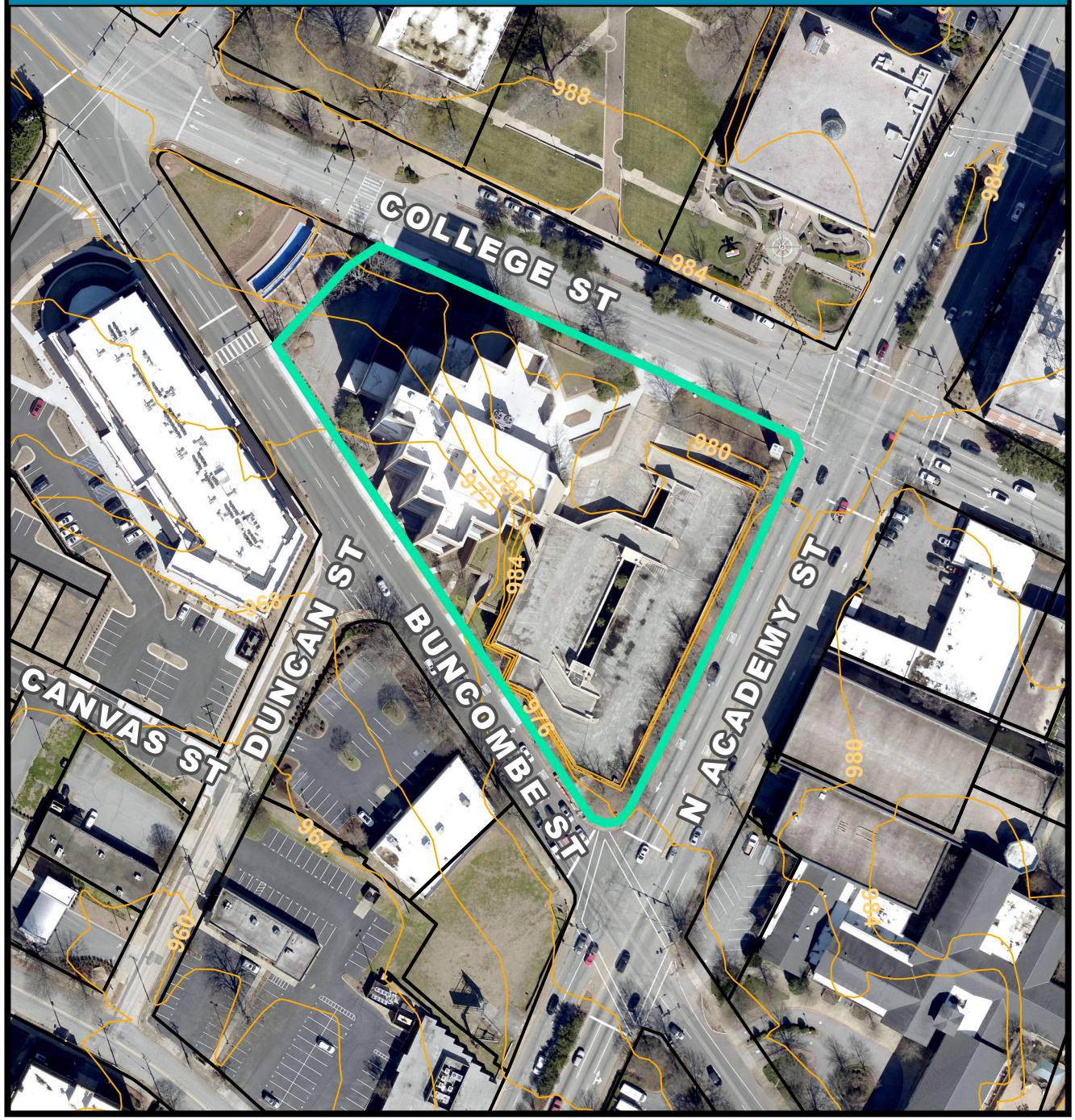


FUTURE LAND USE

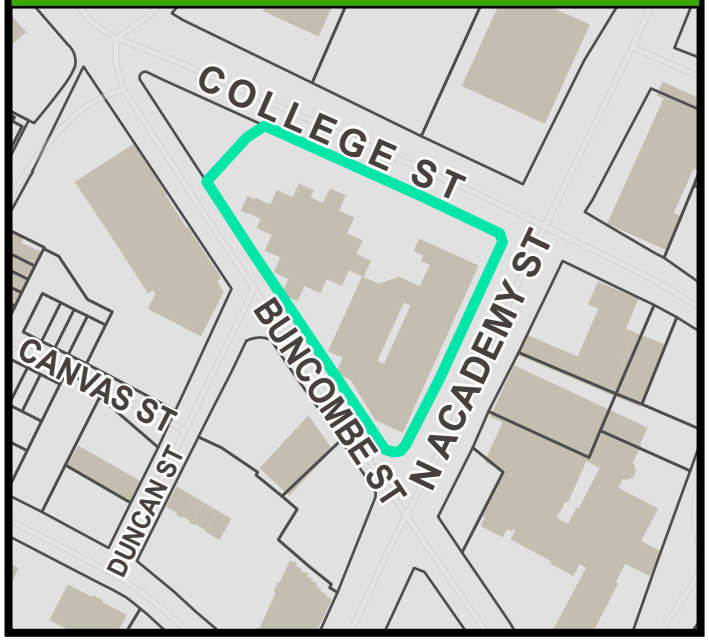


CA 22-838 • 301 COLLEGE ST

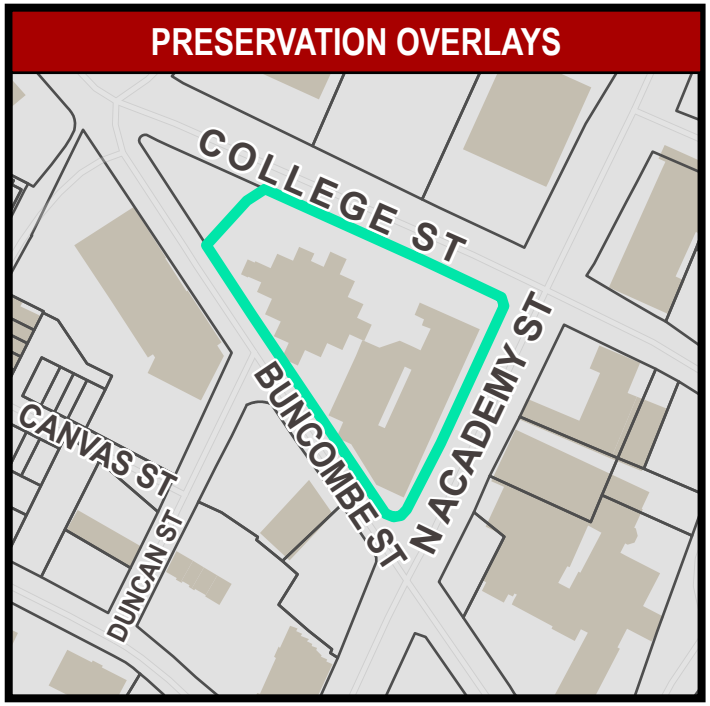
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



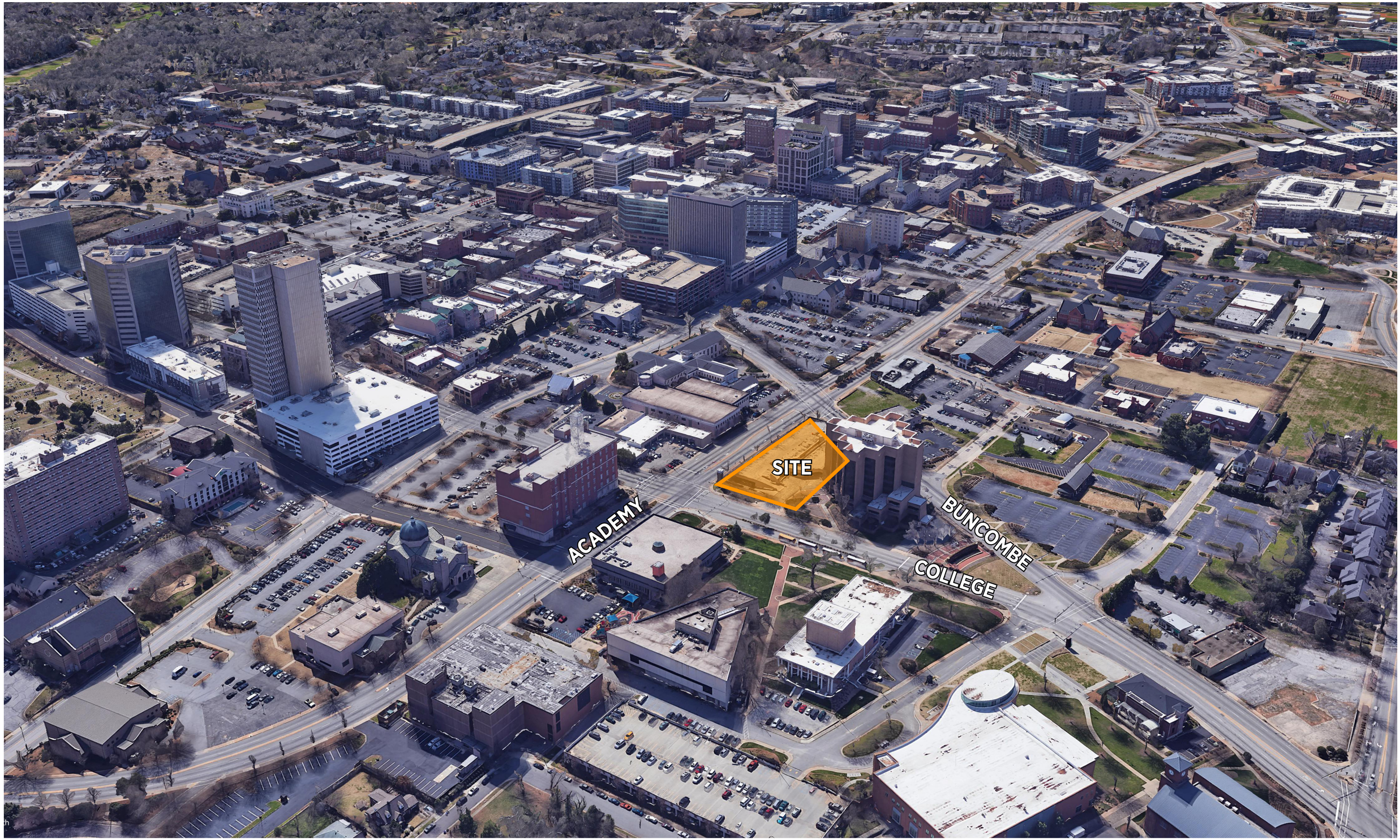
PRESERVATION OVERLAYS



GREENVILLE RESIDENTIAL DEVELOPMENT

THE BEACH COMPANY • DEVELOPER • **ANTUNOVICH ASSOCIATES** • ARCHITECTURE, PLANNING, INTERIOR DESIGN • **DESIGNWORKS** • LANDSCAPE ARCHITECT • **SEAMON WHITESIDE** • CIVIL ENGINEER

GREENVILLE, SOUTH CAROLINA • NOVEMBER 28, 2022


SITE
ACADEMY
BUNCOMBE
COLLEGE

VIEW FROM INTERSECTION OF ACADEMY AND COLLEGE LOOKING SOUTHWEST

VIEW FROM COLLEGE LOOKING SOUTH

VIEW FROM INTERSECTION OF ACADEMY AND BUNCOMBE LOOKING NORTHWEST

VIEW FROM BUNCOMBE LOOKING NORTH

RESIDENTIAL FLOORS:

ARCHITECTURE ORIENTS
VIEWS TO THE SOUTHEAST SKYLINE

PRIVATE TENANT
TERRACES

HIGH-PERFORMANCE
GLAZING, LOW-E COATING

AMENITIES:

FITNESS CENTER

OUTDOOR FITNESS TERRACE

CLUB ROOM

OPEN AIR TERRACE

POOL DECK

PARKING:

TENANT PARKING INCLUDES
EV CHARGING STALLS

GROUND FLOOR:

RESIDENTIAL LOBBY

LINER TOWNHOME UNITS

BICYCLE ROOM

COMMERCIAL SPACE
SIZED TO COMPLIMENT
THE NEIGHBORHOOD

GREENVILLE RESIDENTIAL DEVELOPMENT

THE BEACH COMPANY • DEVELOPER • **ANTUNOVICH ASSOCIATES** • ARCHITECTURE, PLANNING, INTERIOR DESIGN • **DESIGNWORKS** • LANDSCAPE ARCHITECT • **SEAMON WHITESIDE** • CIVIL ENGINEER

CONCEPTUAL AERIAL RENDERING

GREENVILLE, SOUTH CAROLINA • NOVEMBER 28, 2022

GREENVILLE RESIDENTIAL DEVELOPMENT

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CONCEPTUAL RENDERING (VIEW FROM INTERSECTION OF COLLEGE & BUNCOMBE)

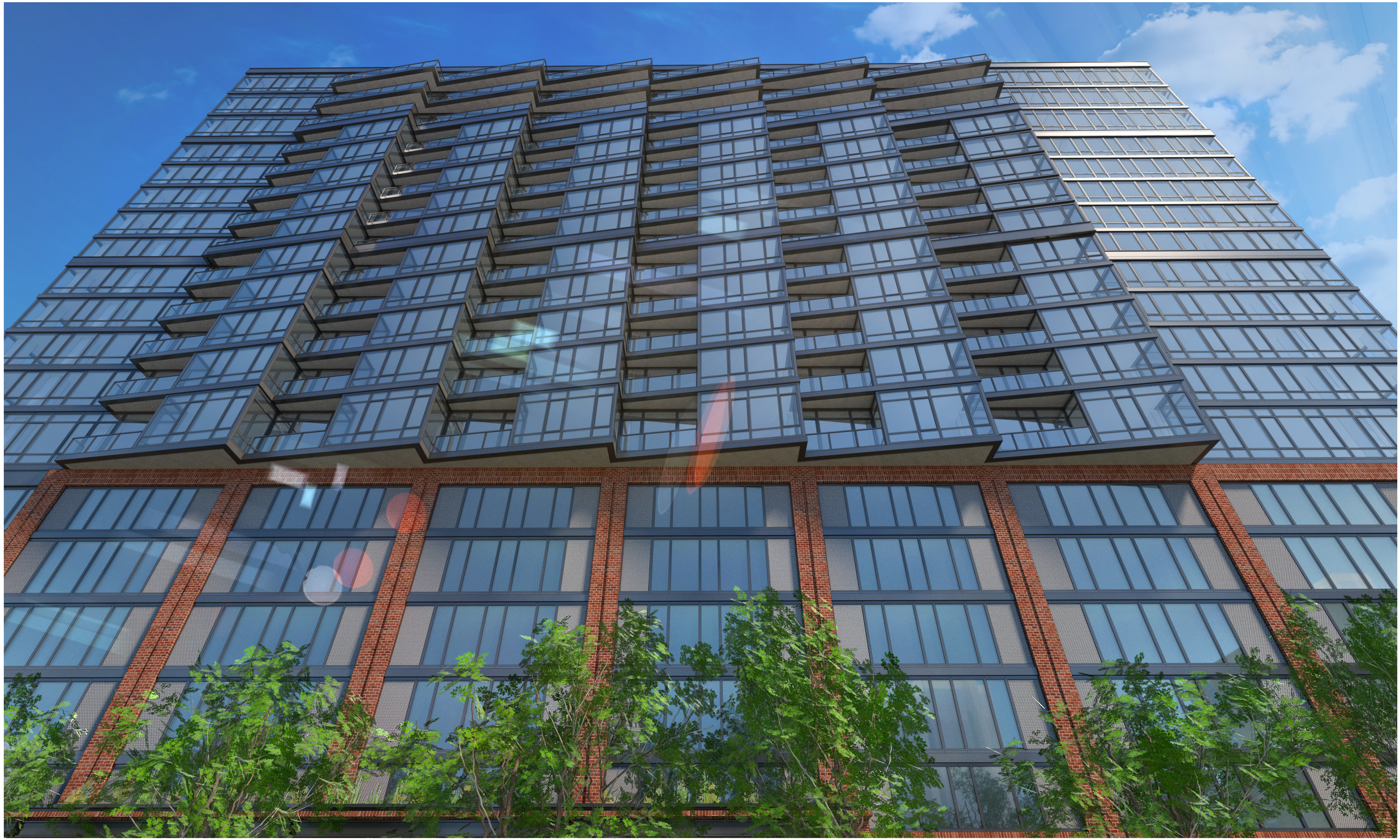
GREENVILLE, SOUTH CAROLINA • NOVEMBER 28, 2022

GREENVILLE RESIDENTIAL DEVELOPMENT

THE BEACH COMPANY • DEVELOPER • **ANTUNOVICH ASSOCIATES** • ARCHITECTURE, PLANNING, INTERIOR DESIGN • **DESIGNWORKS** • LANDSCAPE ARCHITECT • **SEAMON WHITESIDE** • CIVIL ENGINEER

CONCEPTUAL RENDERING (VIEW FROM INTERSECTION OF COLLEGE & ACADEMY)

GREENVILLE, SOUTH CAROLINA • NOVEMBER 28, 2022



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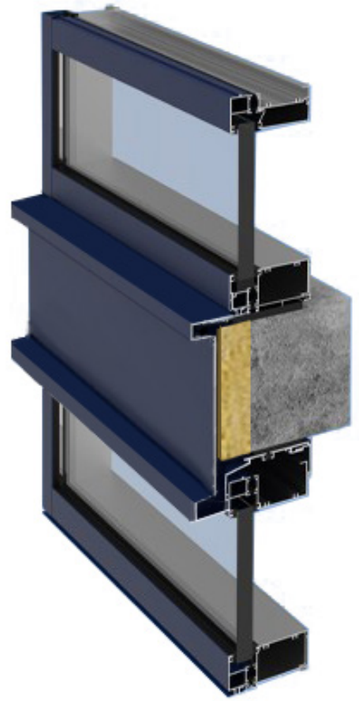
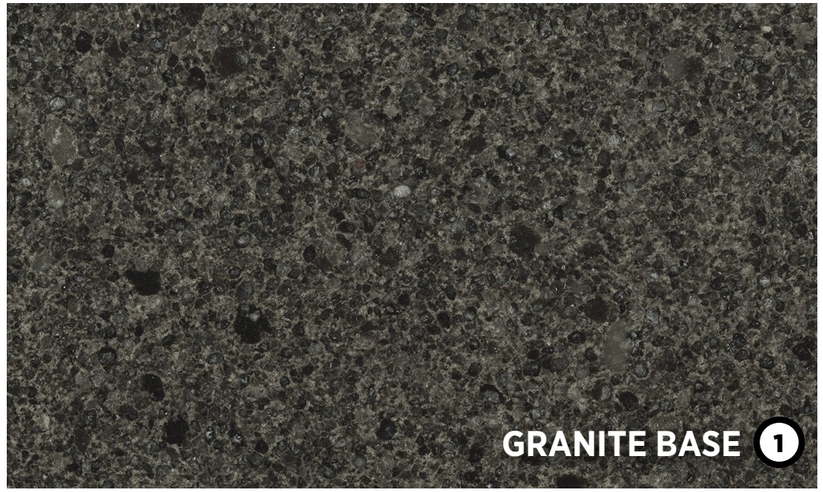
CAFE
301



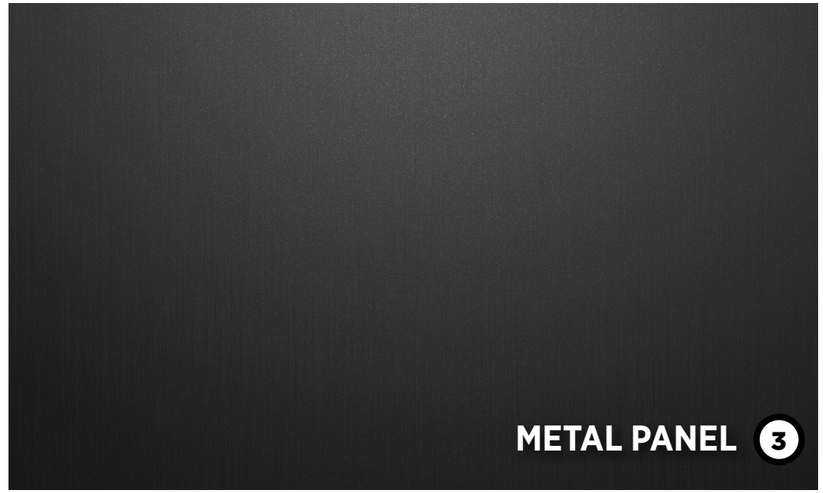
INSULATED ALUMINUM WINDOW WALL 4

ORNAMENTAL LIGHT FIXTURE 5

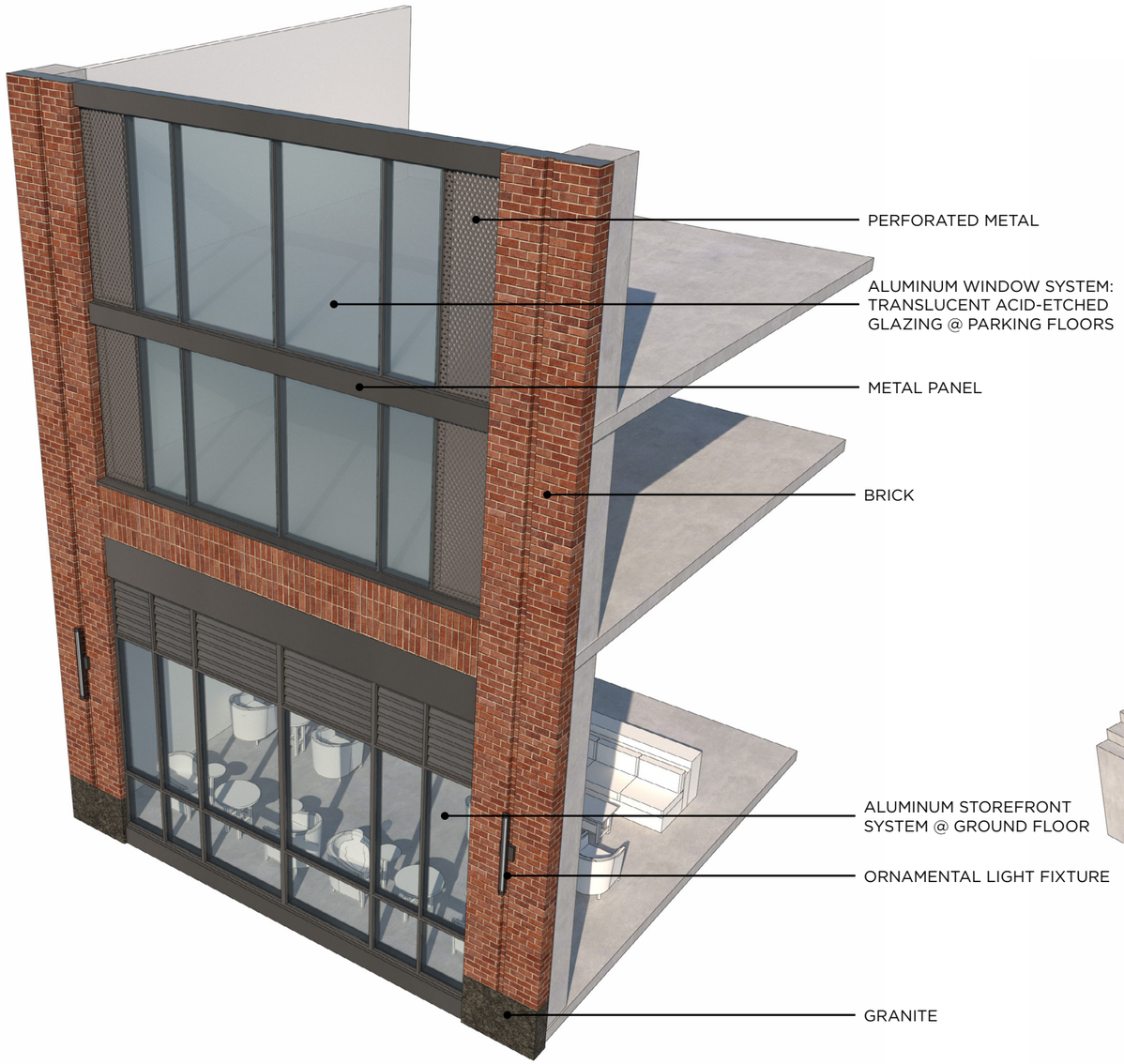


GRANITE BASE 1

BRICK 2

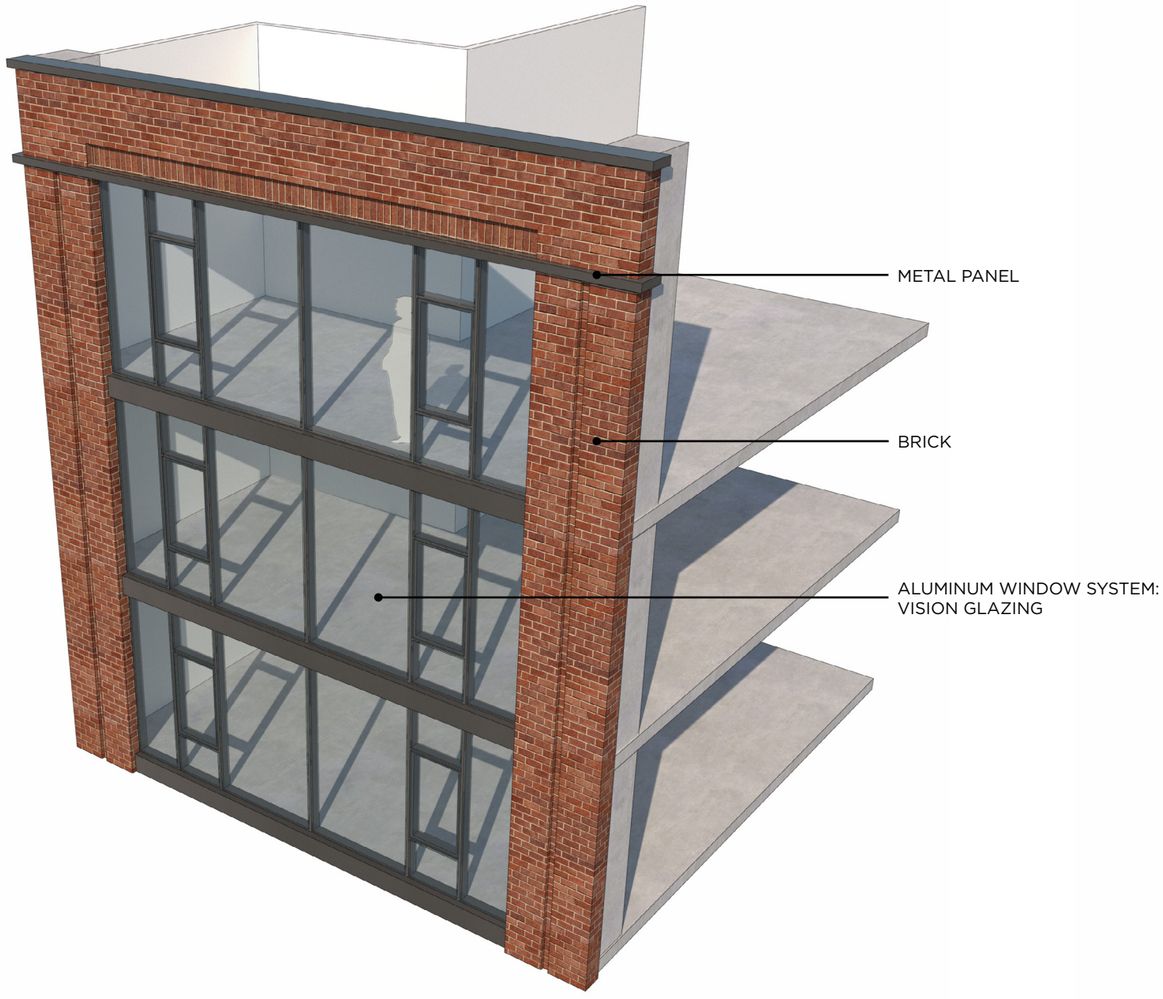


METAL PANEL 3



WALL TYPE 01

WALL TYPE 02



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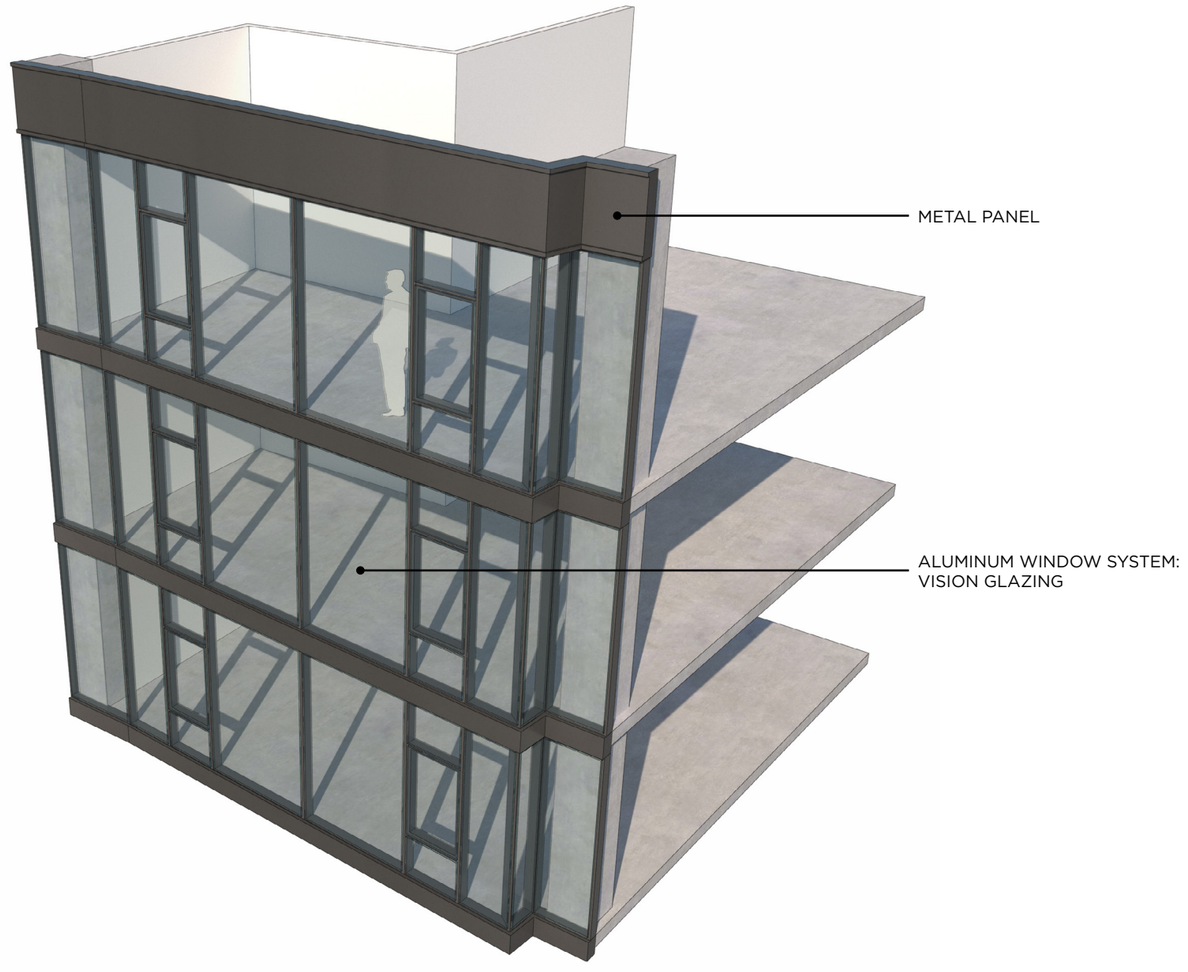

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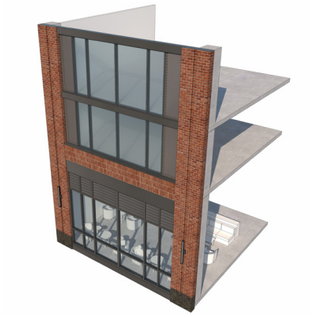

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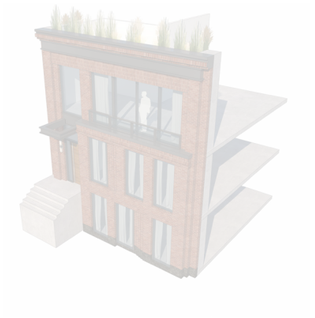

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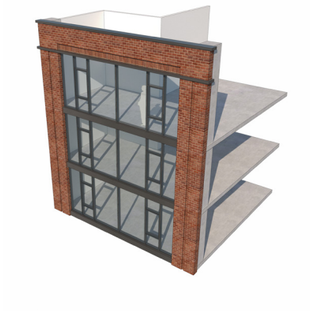

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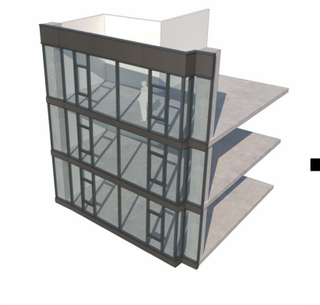

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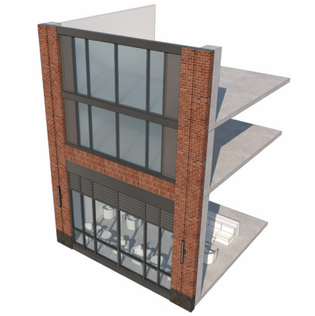

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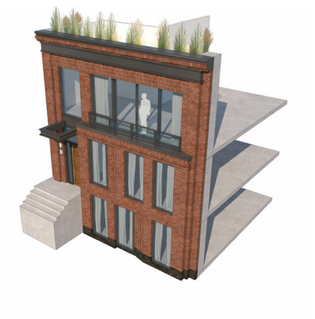

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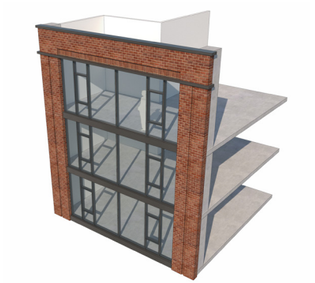

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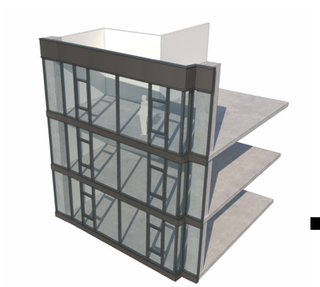

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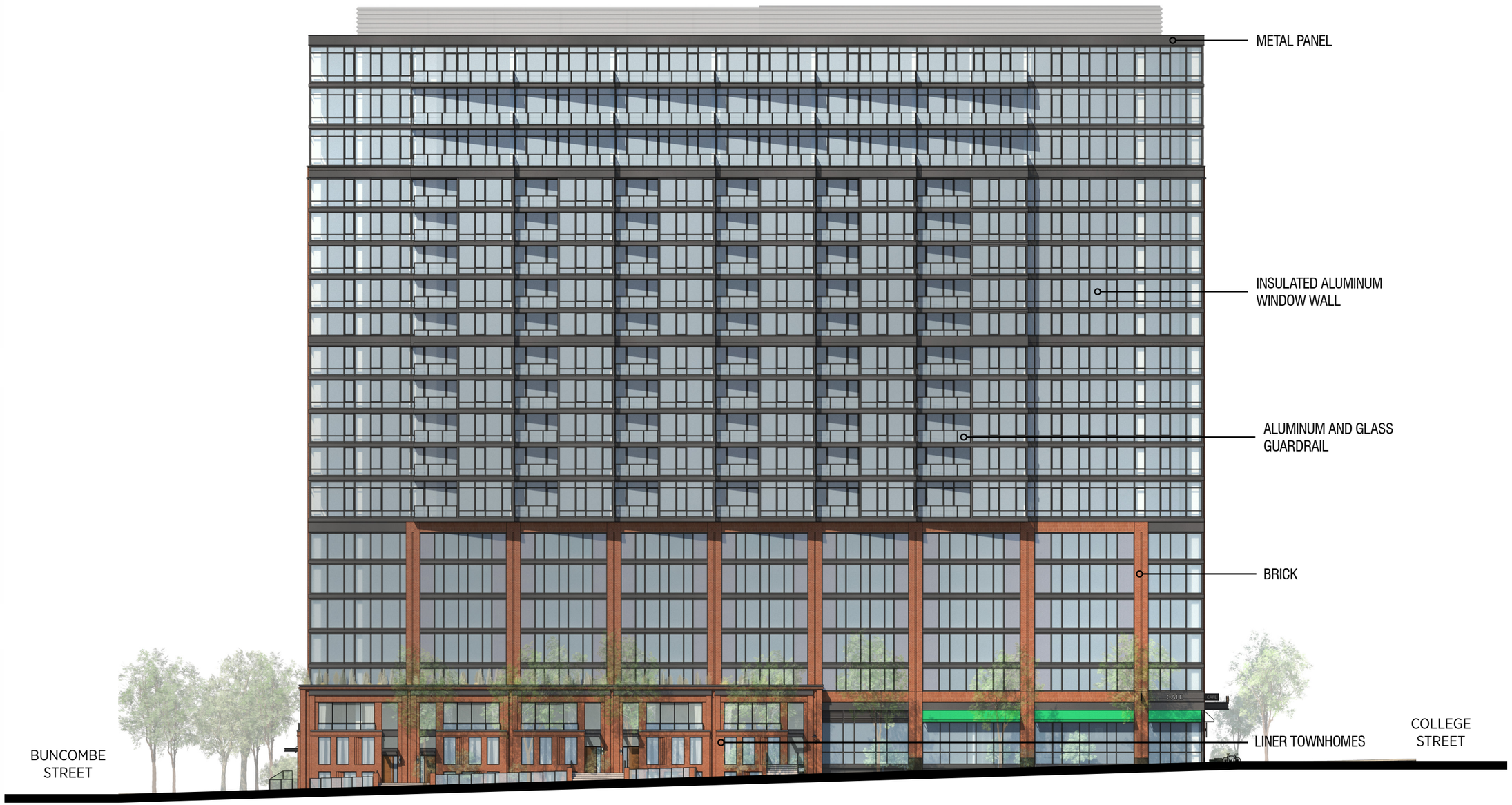


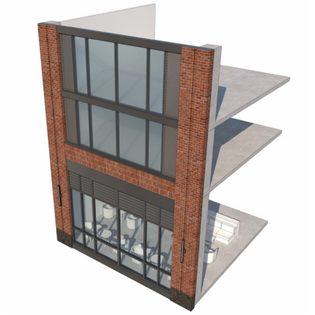
SCALE:1"=30'
0' 15' 30'

GREENVILLE RESIDENTIAL DEVELOPMENT

THE BEACH COMPANY • DEVELOPER • **ANTUNOVICH ASSOCIATES** • ARCHITECTURE, PLANNING, INTERIOR DESIGN • **DESIGNWORKS** • LANDSCAPE ARCHITECT • **SEAMON WHITESIDE** • CIVIL ENGINEER

EAST ELEVATION (ACADEMY STREET)

GREENVILLE, SOUTH CAROLINA • NOVEMBER 28, 2022



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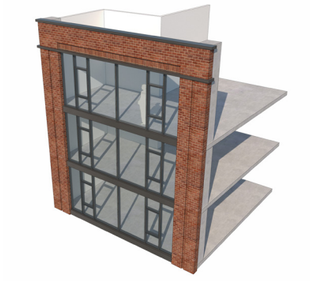

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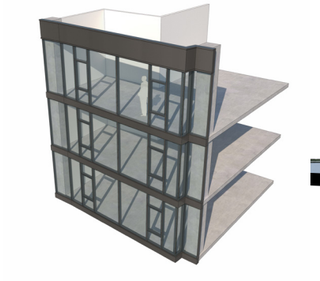

WALL TYPE 04

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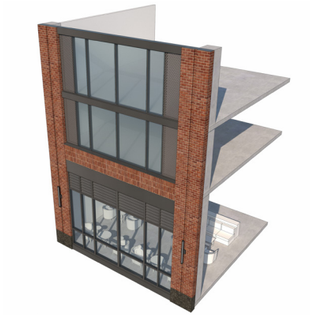

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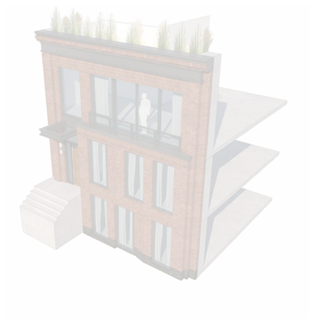

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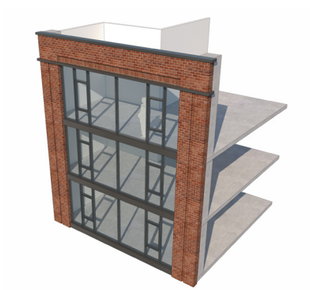

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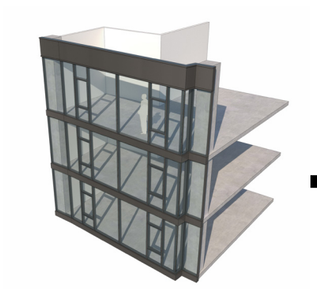

WALL TYPE 04

SCALE:1"=30'
0' 15' 30'

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WEST ELEVATION (INTERIOR LOT LINE)

GREENVILLE, SOUTH CAROLINA • NOVEMBER 28, 2022

0' 15' 30' 60'
SCALE: 1" = 30'-0"

NORTH

GREENVILLE RESIDENTIAL DEVELOPMENT

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LANDSCAPE SITE PLAN

GREENVILLE, SOUTH CAROLINA • NOVEMBER 28, 2022

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LEGEND

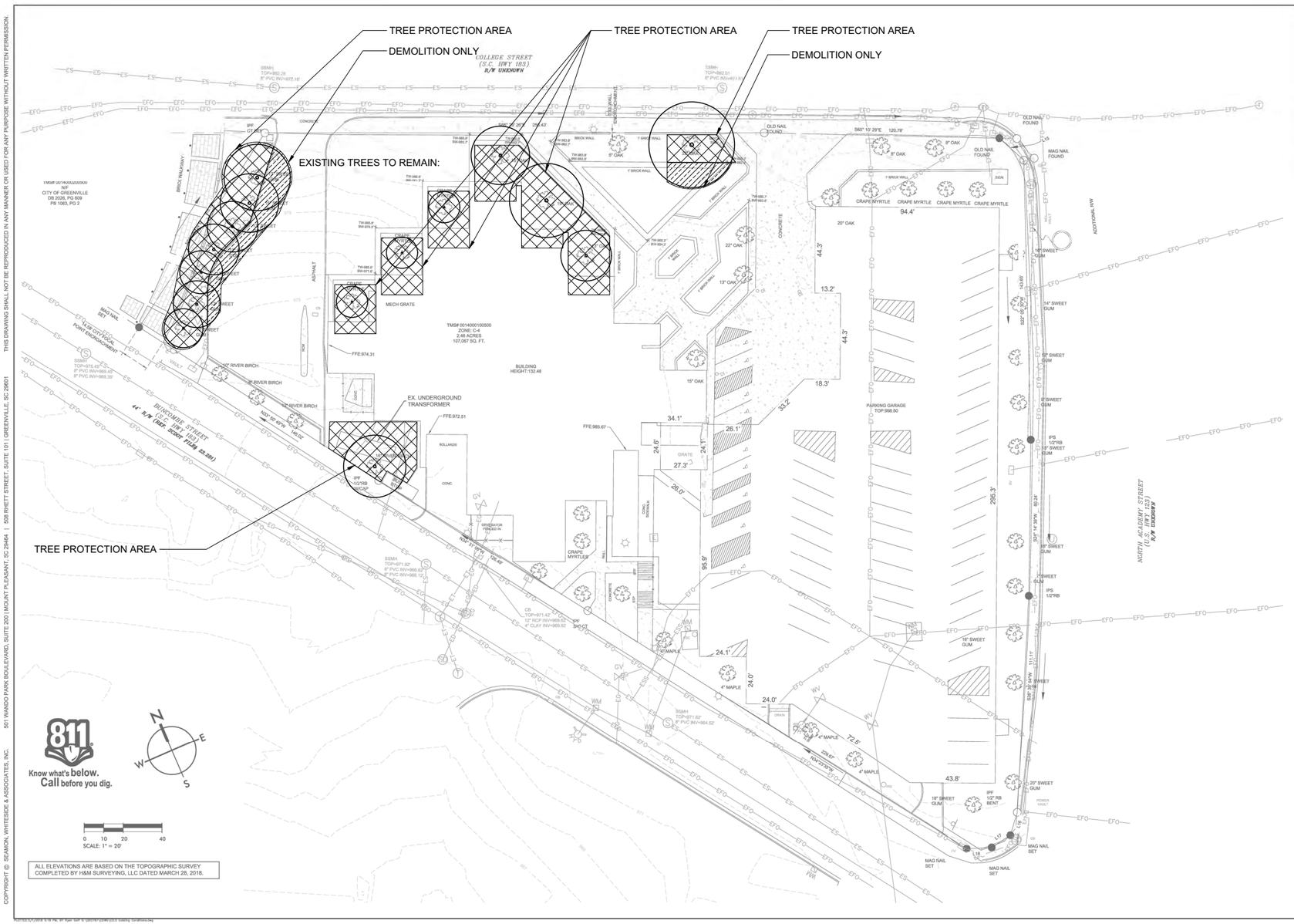
TREE PROTECTION AREA

DEMOLITION ONLY

TREE PROTECTION NOTES:

1. Protective fencing is required for any tree to be retained following construction. Protective fencing shall be a minimum of four feet high and of durable construction; such as wood or metal fencing. Protective fencing shall completely encircle the critical root zone of all trees to be preserved. Protective fencing be in place prior to any earth disturbing activity begins and stay in place for the duration of the project. Fencing shall be required around the critical root zone of trees on adjacent properties or trees located in a public right-of-way. At no time shall silt fencing be used to provide tree protection.
2. Signs shall be installed on the protective fence visible on all sides of the fenced-in area (minimum one on each side and/or every 300 linear feet). The size of each sign must be a minimum of one foot by 1.5 feet and shall contain the following bilingual text in both English and Spanish: "TREE PROTECTION ZONE: KEEP OUT."
3. No construction, grading, parking, equipment, or material storage, or any other activity, shall be allowed within the fenced area at any time during the project.
4. Trenching shall not be allowed without administrator's approval. Boring shall be allowed with consultation by an arborist and approval of the administrator.
5. Where compaction might occur due to traffic or materials through the tree protection zone, the area must first be mulched with a minimum four-inch layer of processed pine bark or wood chips or a six-inch layer of pine straw. Equipment or materials storage shall not be allowed within tree protection areas.
6. Where noted, hand- demolition of existing hardscapes may occur within the tree protection zone. Tree protection barricades must be replaced upon completion of this work and maintained throughout duration of project.

EXISTING TREES TO REMAIN		
Latin Name	**Common Name**	**DBH (in)**
Betula nigra	River Birch	16
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Liquidambar styrastiflua	Sweet Gum	17
Liquidambar styrastiflua	Sweet Gum	15
Liquidambar styrastiflua	Sweet Gum	13
Liquidambar styrastiflua	Sweet Gum	13
Liquidambar styrastiflua	Sweet Gum	11
Liquidambar styrastiflua	Sweet Gum	12
Liquidambar styrastiflua	Sweet Gum	10
Quercus spp.	Oak	15
Quercus spp.	Oak	19
Quercus spp.	Oak	13
Quercus spp.	Oak	22



NORTH

0' 15' 30' 60'

SCALE: 1" = 30'-0"

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SEAMON WHITESIDE & ASSOCIATES, INC.
No. C00472
CERTIFICATE OF AUTHORIZATION

SOUTH CAROLINA
No. 29190
ANDREW W. BREWER

CANVAS GREENVILLE
IN
GREENVILLE, SOUTH CAROLINA

SW# PROJECT: GRZ787
DATE: 02/28/2018
DRAWN BY: DM/RG/CG
CHECKED BY: /B

REVISION HISTORY
A 05/01/18

EXISTING CONDITIONS

C2.0

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Urban Design & Planning
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Charleston, South Carolina 29401
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GREENVILLE RESIDENTIAL PROJECT
Canvas Tower

Greenville, South Carolina

DATE	ISSUE
10/31/2022	DRB SUBMITTAL

DATE:	10.31.2022
DRAWN:	AEW
CHECKED:	WSP
DW PROJECT NO:	22048.00

TREE PROTECTION

LR100

CONCEPTUAL DESIGN

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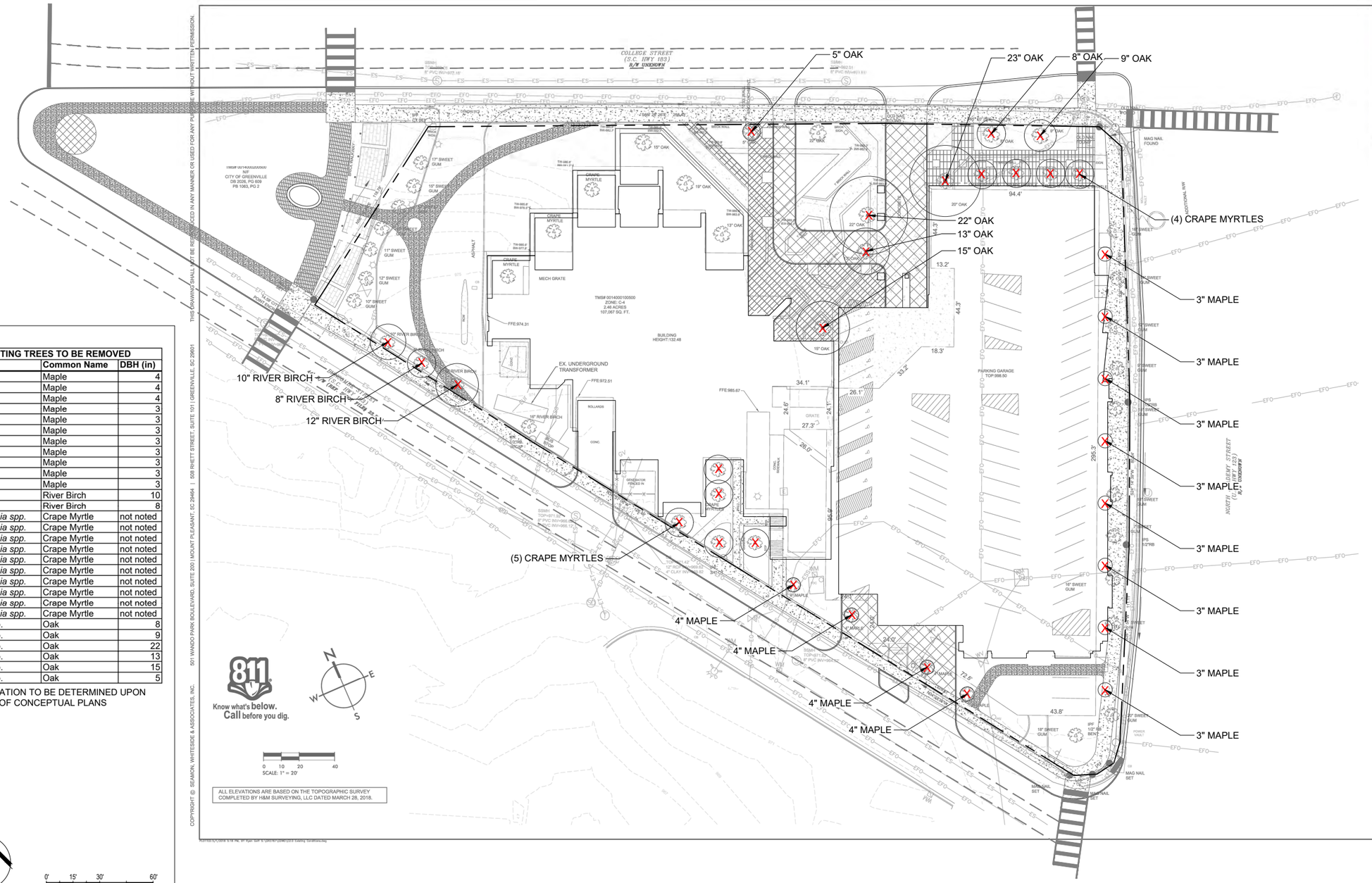

EXISTING TREES TO BE REMOVED		
Latin Name	**Common Name**	**DBH (in)**
Acer spp.	Maple	4
Acer spp.	Maple	4
Acer spp.	Maple	4
Acer spp.	Maple	3
Acer spp.	Maple	3
Acer spp.	Maple	3
Acer spp.	Maple	3
Acer spp.	Maple	3
Acer spp.	Maple	3
Betula nigra	River Birch	10
Betula nigra	River Birch	8
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Lagerstroemia spp.	Crape Myrtle	not noted
Quercus spp.	Oak	8
Quercus spp.	Oak	9
Quercus spp.	Oak	22
Quercus spp.	Oak	13
Quercus spp.	Oak	15
Quercus spp.	Oak	5

TREE MITIGATION TO BE DETERMINED UPON APPROVAL OF CONCEPTUAL PLANS

NORTH

0' 15' 30' 60'
SCALE: 1" = 30'-0"

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SOUTH CAROLINA SEAMON WHITESIDE & ASSOCIATES, INC. No. C00472 CERTIFICATE OF AUTHORIZATION

SOUTH CAROLINA No. 29195 REGISTERED LANDSCAPE ARCHITECT JOSEPH W. BREWER

CANVAS GREENVILLE
IN
GREENVILLE, SOUTH CAROLINA

SWS PROJECT: GHZ/BT
DATE: 02/28/2018
DRAWN BY: DM/RG/CG
CHECKED BY: JB

REVISION HISTORY

A	05/01/18

EXISTING CONDITIONS

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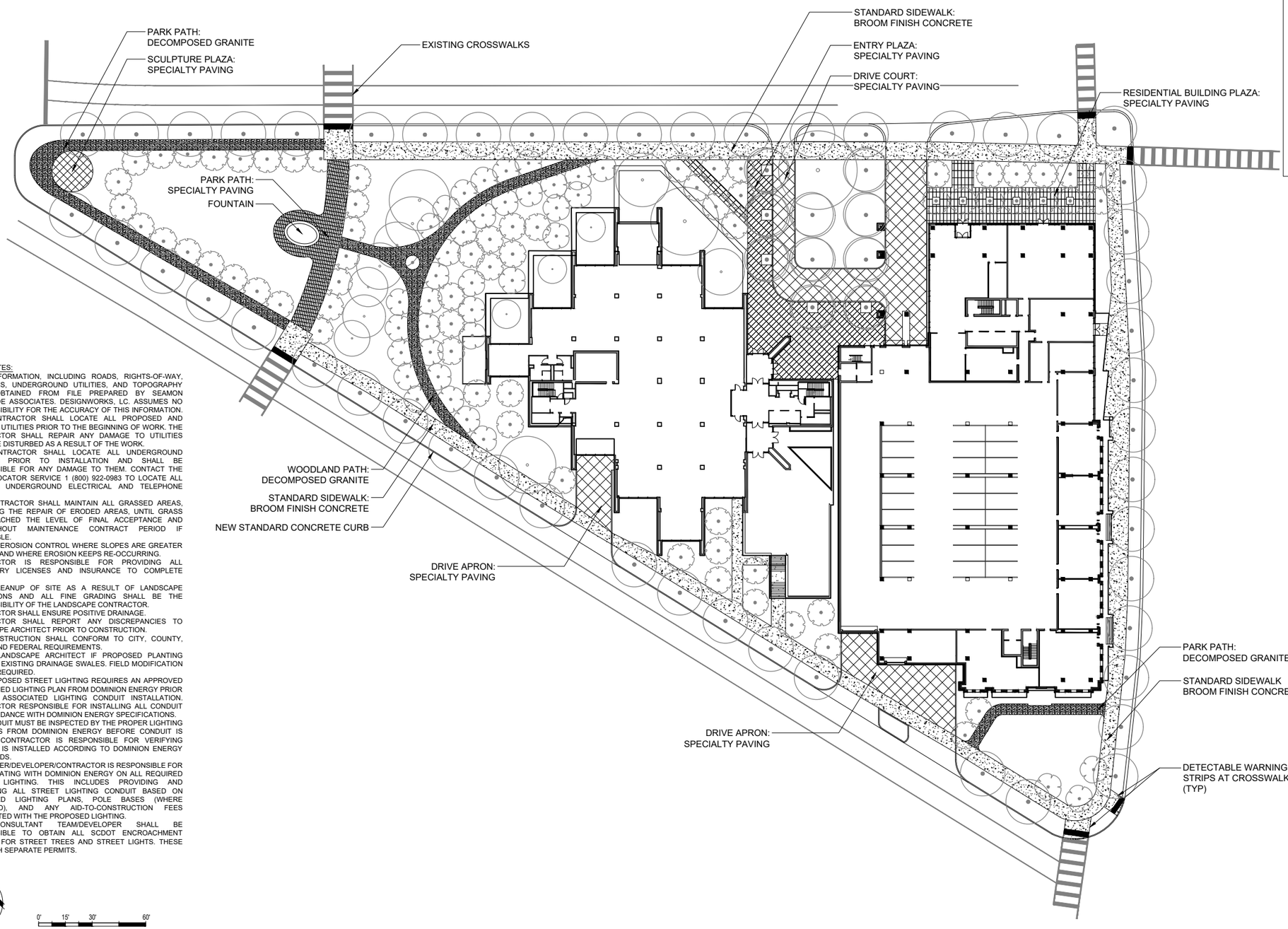
DW PROJECT NO:	22048.00

TREE REMOVALS PLAN

LD100

CONCEPTUAL DESIGN



HARDSCAPE LEGEND

- BROOM FINISH CONCRETE +/- 13,400 SF
- DECOMPOSED GRANITE +/- 4,500 SF
- SPECIALTY PAVING (VEHICULAR) +/- 6,600 SF
- SPECIALTY PAVING (PEDESTRIAN) +/- 7,500 SF

NOTE:

EXISTING GRADING WILL BE MAINTAINED THROUGHOUT MUCH OF THE SITE.
WHERE RE-GRADING IS NECESSARY, LANDSCAPE ARCHITECTS HAVE VERIFIED THAT SLOPES DO NOT EXCEED SLOPES ALLOWED WITHIN ADA CODES.
CURRENTLY NO RAMPING IS PROPOSED OR REQUIRED.

GENERAL NOTES:

1. BASE INFORMATION, INCLUDING ROADS, RIGHTS-OF-WAY, LOT LINES, UNDERGROUND UTILITIES, AND TOPOGRAPHY WERE OBTAINED FROM FILE PREPARED BY SEAMON WHITESIDE ASSOCIATES. DESIGNWORKS, LC. ASSUMES NO RESPONSIBILITY FOR THE ACCURACY OF THIS INFORMATION. THE CONTRACTOR SHALL LOCATE ALL PROPOSED AND EXISTING UTILITIES PRIOR TO THE BEGINNING OF WORK. THE CONTRACTOR SHALL REPAIR ANY DAMAGE TO UTILITIES THAT ARE DISTURBED AS A RESULT OF THE WORK.
2. THE CONTRACTOR SHALL LOCATE ALL UNDERGROUND UTILITIES PRIOR TO INSTALLATION AND SHALL BE RESPONSIBLE FOR ANY DAMAGE TO THEM. CONTACT THE CABLE LOCATOR SERVICE 1 (800) 922-0983 TO LOCATE ALL EXISTING UNDERGROUND ELECTRICAL AND TELEPHONE LINES.
3. THE CONTRACTOR SHALL MAINTAIN ALL GRASSED AREAS, INCLUDING THE REPAIR OF ERODED AREAS, UNTIL GRASS HAS REACHED THE LEVEL OF FINAL ACCEPTANCE AND THROUGHOUT MAINTENANCE CONTRACT PERIOD IF APPLICABLE.
4. PROVIDE EROSION CONTROL WHERE SLOPES ARE GREATER THAN 3:1 AND WHERE EROSION KEEPS RE-OCCURRING.
5. CONTRACTOR IS RESPONSIBLE FOR PROVIDING ALL NECESSARY LICENSES AND INSURANCE TO COMPLETE WORK.
6. FINAL CLEANUP OF SITE AS A RESULT OF LANDSCAPE OPERATIONS AND ALL FINE GRADING SHALL BE THE RESPONSIBILITY OF THE LANDSCAPE CONTRACTOR.
7. CONTRACTOR SHALL ENSURE POSITIVE DRAINAGE.
8. CONTRACTOR SHALL REPORT ANY DISCREPANCIES TO LANDSCAPE ARCHITECT PRIOR TO CONSTRUCTION.
9. ALL CONSTRUCTION SHALL CONFORM TO CITY, COUNTY, STATE, AND FEDERAL REQUIREMENTS.
10. NOTIFY LANDSCAPE ARCHITECT IF PROPOSED PLANTING AFFECTS EXISTING DRAINAGE SWALES. FIELD MODIFICATION WILL BE REQUIRED.
11. ALL PROPOSED STREET LIGHTING REQUIRES AN APPROVED AND SIGNED LIGHTING PLAN FROM DOMINION ENERGY PRIOR TO ANY ASSOCIATED LIGHTING CONDUIT INSTALLATION. CONTRACTOR RESPONSIBLE FOR INSTALLING ALL CONDUIT IN ACCORDANCE WITH DOMINION ENERGY SPECIFICATIONS.
12. ALL CONDUIT MUST BE INSPECTED BY THE PROPER LIGHTING OFFICIALS FROM DOMINION ENERGY BEFORE CONDUIT IS BURIED. CONTRACTOR IS RESPONSIBLE FOR VERIFYING CONDUIT IS INSTALLED ACCORDING TO DOMINION ENERGY STANDARDS.
13. THE OWNER/DEVELOPER/CONTRACTOR IS RESPONSIBLE FOR COORDINATING WITH DOMINION ENERGY ON ALL REQUIRED STREET LIGHTING. THIS INCLUDES PROVIDING AND INSTALLING ALL STREET LIGHTING CONDUIT BASED ON APPROVED LIGHTING PLANS, POLE BASES (WHERE REQUIRED), AND ANY AID-TO-CONSTRUCTION FEES ASSOCIATED WITH THE PROPOSED LIGHTING.
14. THE CONSULTANT TEAM/DEVELOPER SHALL BE RESPONSIBLE TO OBTAIN ALL SCDOT ENCROACHMENT PERMITS FOR STREET TREES AND STREET LIGHTS. THESE ARE EACH SEPARATE PERMITS.

NORTH

0' 15' 30' 60'
SCALE: 1" = 30'-0"

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Canvas Tower

Greenville, South Carolina

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CHECKED:	WSP
DW PROJECT NO:	22048.00

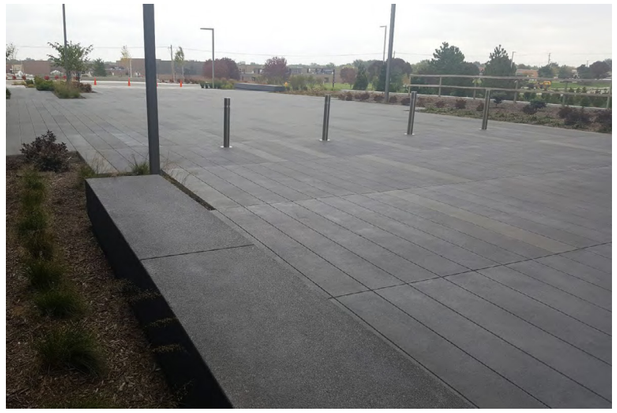
SITE MATERIALS PLAN

LM100

CONCEPTUAL DESIGN

SPECIALTY PAVING EXAMPLES

TEXTURED CONCRETE

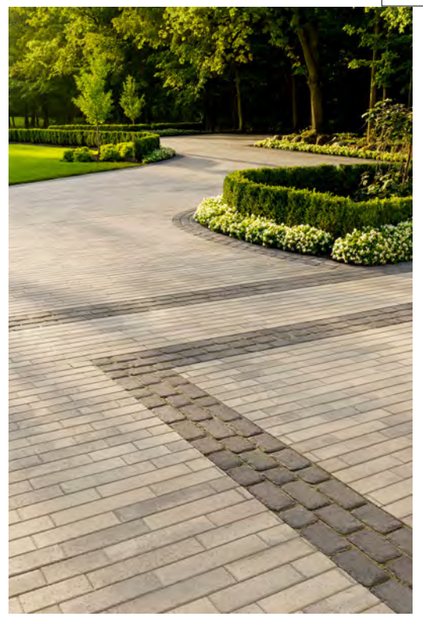


SCORED CONCRETE

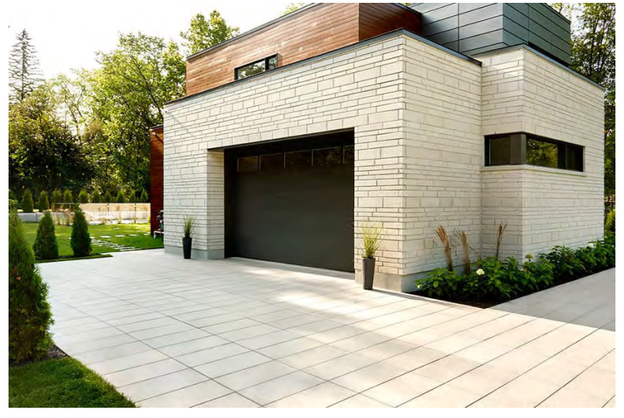
STAINED CONCRETE

HANOVER PERMEABLE PAVERS

HANOVER PERMEABLE PAVERS



TECHO-BLOK PAVERS



TECHO-BLOK PAVERS

HARDSCAPE LEGEND

- BROOM FINISH CONCRETE +/- 13,400 SF
- DECOMPOSED GRANITE +/- 4,500 SF
- SPECIALTY PAVING (VEHICULAR) +/- 6,600 SF
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MATERIAL SCHEDULE

LM600

CONCEPTUAL DESIGN

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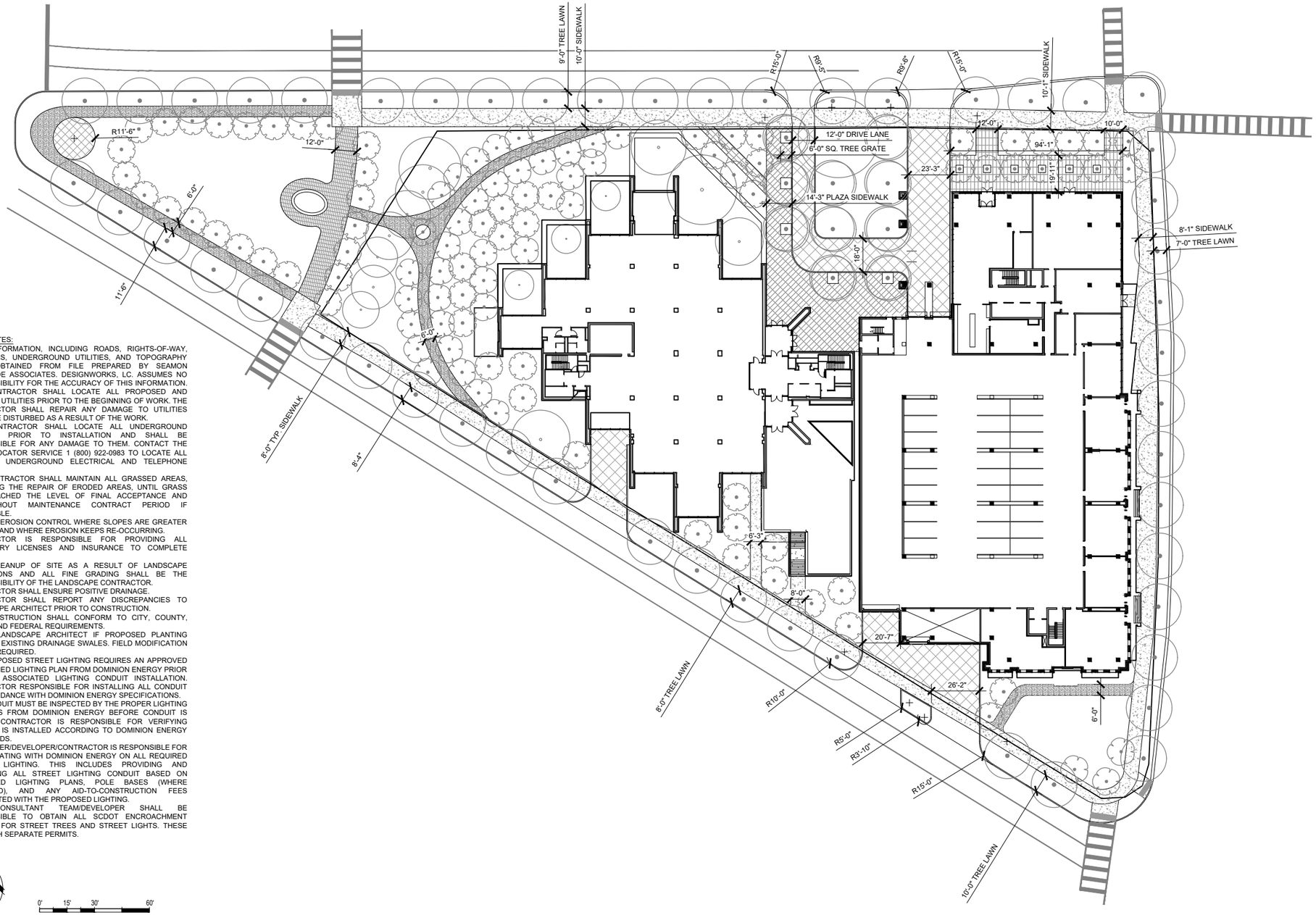

GENERAL NOTES:

1. BASE INFORMATION, INCLUDING ROADS, RIGHTS-OF-WAY, LOT LINES, UNDERGROUND UTILITIES, AND TOPOGRAPHY WERE OBTAINED FROM FILE PREPARED BY SEAMON WHITESIDE ASSOCIATES. DESIGNWORKS, LC. ASSUMES NO RESPONSIBILITY FOR THE ACCURACY OF THIS INFORMATION. THE CONTRACTOR SHALL LOCATE ALL PROPOSED AND EXISTING UTILITIES PRIOR TO THE BEGINNING OF WORK. THE CONTRACTOR SHALL REPAIR ANY DAMAGE TO UTILITIES THAT ARE DISTURBED AS A RESULT OF THE WORK.
2. THE CONTRACTOR SHALL LOCATE ALL UNDERGROUND UTILITIES PRIOR TO INSTALLATION AND SHALL BE RESPONSIBLE FOR ANY DAMAGE TO THEM. CONTACT THE CABLE LOCATOR SERVICE 1 (800) 922-0983 TO LOCATE ALL EXISTING UNDERGROUND ELECTRICAL AND TELEPHONE LINES.
3. THE CONTRACTOR SHALL MAINTAIN ALL GRASSED AREAS, INCLUDING THE REPAIR OF ERODED AREAS, UNTIL GRASS HAS REACHED THE LEVEL OF FINAL ACCEPTANCE AND THROUGHOUT MAINTENANCE CONTRACT PERIOD IF APPLICABLE.
4. PROVIDE EROSION CONTROL WHERE SLOPES ARE GREATER THAN 3:1 AND WHERE EROSION KEEPS RE-OCCURRING.
5. CONTRACTOR IS RESPONSIBLE FOR PROVIDING ALL NECESSARY LICENSES AND INSURANCE TO COMPLETE WORK.
6. FINAL CLEANUP OF SITE AS A RESULT OF LANDSCAPE OPERATIONS AND ALL FINE GRADING SHALL BE THE RESPONSIBILITY OF THE LANDSCAPE CONTRACTOR.
7. CONTRACTOR SHALL ENSURE POSITIVE DRAINAGE.
8. CONTRACTOR SHALL REPORT ANY DISCREPANCIES TO LANDSCAPE ARCHITECT PRIOR TO CONSTRUCTION.
9. ALL CONSTRUCTION SHALL CONFORM TO CITY, COUNTY, STATE, AND FEDERAL REQUIREMENTS.
10. NOTIFY LANDSCAPE ARCHITECT IF PROPOSED PLANTING AFFECTS EXISTING DRAINAGE SWALES. FIELD MODIFICATION WILL BE REQUIRED.
11. ALL PROPOSED STREET LIGHTING REQUIRES AN APPROVED AND SIGNED LIGHTING PLAN FROM DOMINION ENERGY PRIOR TO ANY ASSOCIATED LIGHTING CONDUIT INSTALLATION. CONTRACTOR RESPONSIBLE FOR INSTALLING ALL CONDUIT IN ACCORDANCE WITH DOMINION ENERGY SPECIFICATIONS.
12. ALL CONDUIT MUST BE INSPECTED BY THE PROPER LIGHTING OFFICIALS FROM DOMINION ENERGY BEFORE CONDUIT IS BURIED. CONTRACTOR IS RESPONSIBLE FOR VERIFYING CONDUIT IS INSTALLED ACCORDING TO DOMINION ENERGY STANDARDS.
13. THE OWNER/DEVELOPER/CONTRACTOR IS RESPONSIBLE FOR COORDINATING WITH DOMINION ENERGY ON ALL REQUIRED STREET LIGHTING. THIS INCLUDES PROVIDING AND INSTALLING ALL STREET LIGHTING CONDUIT BASED ON APPROVED LIGHTING PLANS, POLE BASES (WHERE REQUIRED), AND ANY AID-TO-CONSTRUCTION FEES ASSOCIATED WITH THE PROPOSED LIGHTING.
14. THE CONSULTANT TEAM/DEVELOPER SHALL BE RESPONSIBLE TO OBTAIN ALL SCDOT ENCROACHMENT PERMITS FOR STREET TREES AND STREET LIGHTS. THESE ARE EACH SEPARATE PERMITS.

NORTH

0' 15' 30' 60'

SCALE: 1" = 30'-0"

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GREENVILLE RESIDENTIAL PROJECT
Canvas Tower

Greenville, South Carolina

DATE	ISSUE
10/31/2022	DRB SUBMITTAL

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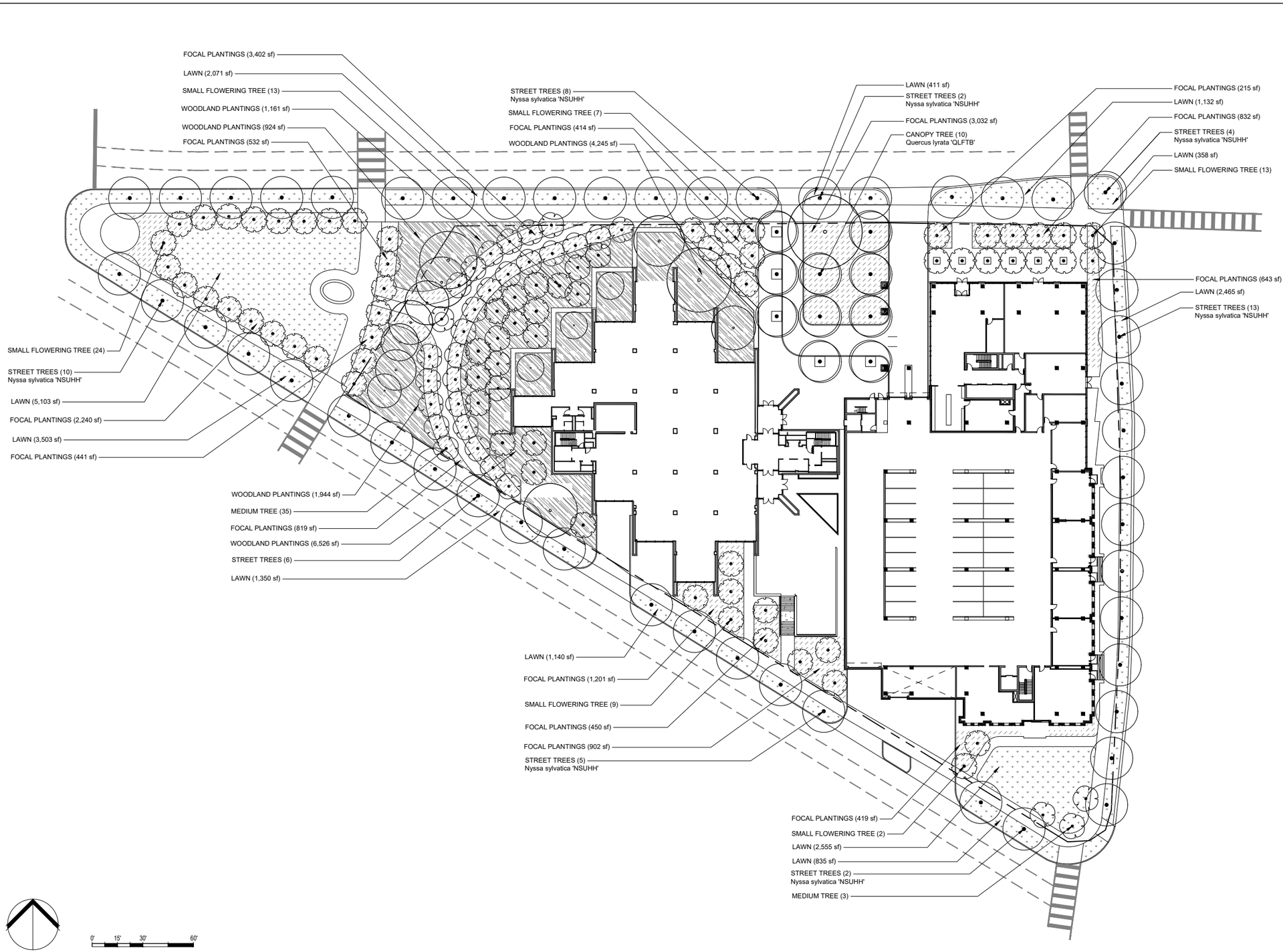
DW PROJECT NO:	22048.00

SITE LAYOUT PLAN

LL100

CONCEPTUAL DESIGN



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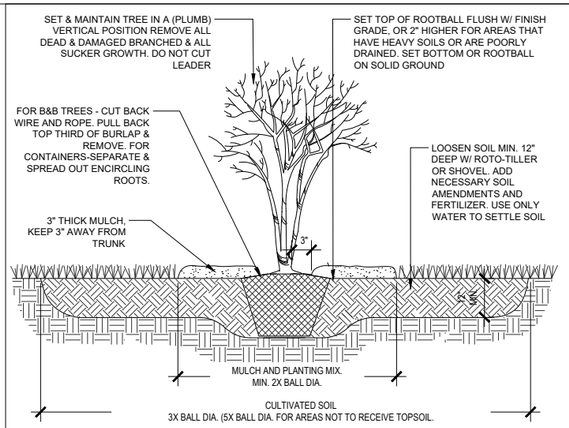
PLANTING PLAN CONCEPT

LP100

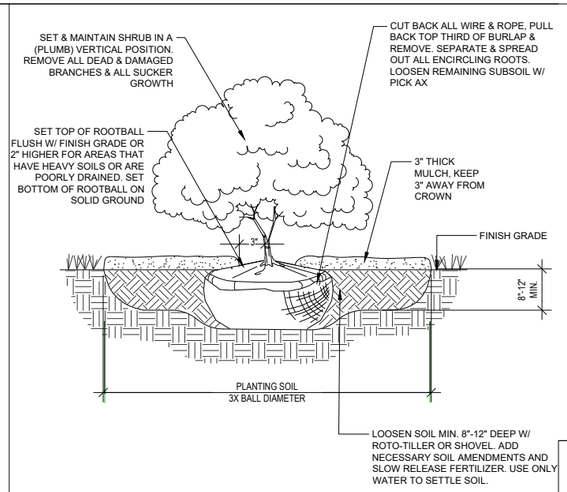
CONCEPTUAL DESIGN



NOTES:
1. IF TREE IS MULTI-STEM, MORE THAN ONCE STEM MAY NEED GUYING
2. LOCATE GUYS WITHIN PLANT BED
3. ALL CABLE CLAMPS & BOLTS SHALL BE RUST RESISTANT

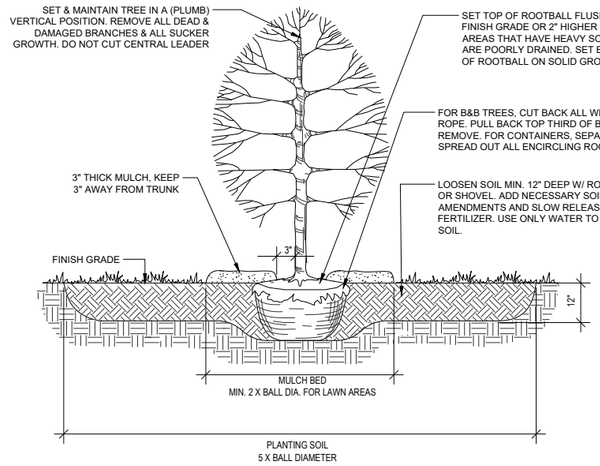
B2 MULTI–STEM TREE

1/2" = 1'-0" P-CA-05



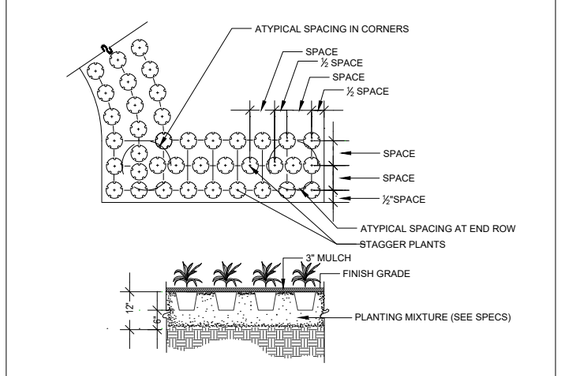
B3 SHRUB DETAIL

1" = 1'-0" P-CA-03



A2 TREE DETAIL

1/2" = 1'-0" P-CA-04



NOTES:
1. PLACE PLANTS IN BED AS SHOWN, SPACING AS SPECIFIED IN PLANT SCHEDULE.
2. GROUNDCOVER SHALL BE TRIANGULAR SPACED IN ROWS PARALLEL TO STRAIGHT EDGES AND SHALL BE EVENLY SPACED IN ROWS PARALLEL TO CURVED EDGE

A3 GROUNDCOVER DETAIL

1/2" = 1'-0" P-CA-02

PLANT SCHEDULE NOTES:

1. THE FOLLOWING PLANT PALETTE IS PREPARED AS A SELECTION OF PLANTING MATERIALS.
2. WHERE AN ABBREVIATION IS SHOWN, THE FOLLOWING NOTES APPLY:
   QUAN.-QUANTITY OF PLANT MATERIAL REQUIRED FOR THE PROJECT. (NOTE: CONTRACTOR RESPONSIBLE TO VERIFY QUANTITIES INDICATED. PLAN SHALL TAKE PRECEDENCE OVER SCHEDULE)
   BOTANICAL/COMMON-NAME OF PLANT MATERIAL
   HEIGHT-HEIGHT OF PLANT MATERIAL
   SPREAD-DIAMETER OF PLANT MATERIAL
   SPACING-DISTANCE FROM CENTER OF EACH PLANT. (PLAN SHALL TAKE PRECEDENCE OVER SCHEDULE)
   CAL-CALIPER/DIAMETER OF TRUNK (REFER TO SPECS FOR MORE INFORMATION-CALIPER SHALL TAKE PRECEDENCE OVER HEIGHT AND SPREAD)

QUANTITIES NOTES:
QUANTITIES NECESSARY TO COMPLETE THE WORK ON THE DRAWINGS SHALL BE FURNISHED. QUANTITY ESTIMATES HAVE BEEN MADE CAREFULLY, BUT THE LANDSCAPE ARCHITECT ASSUMES NO LIABILITY FOR OMISSIONS OR ERRORS. ESTIMATES ARE ONLY AN AID FOR CLARIFICATION OF UNITS AND A CHECK FOR THE CONTRACTOR TO COMPARE WITH THEIR OWN ESTIMATES. DIFFERENCES SHALL BE BROUGHT TO THE ATTENTION OF THE LANDSCAPE ARCHITECT. NO EXTRA COMPENSATION SHALL BE ALLOWED FOR EXTRA QUANTITIES NECESSARY TO COMPLETE THE WORK.

CONCEPT PLANT SCHEDULE SITE

STREET TREES	Nyssa sylvatica 'NSUHH' / Green Gable™ Tupelo	40
SMALL FLOWERING TREE	Amelanchier arborea / Downy Serviceberry Cercis canadensis / Eastern Redbud Cornus florida / Flowering Dogwood	44
MEDIUM TREE	Carpinus caroliniana 'CCSQU' / Palisade® American Hornbeam Magnolia virginiana / Sweetbay Magnolia	38
CANOPY TREE	Quercus lyrata 'QLFTB' / Highbeam® Overcup Oak	10
LAWN	Zoysia x 'Empire' / Empire Zoysia	12,317 sf
WOODLAND PLANTINGS	Berberis eurybracteata 'Soft Caress' / Soft Caress Mahonia Carex albicans / White-tinged Sedge Carex appalachica / Appalachian Sedge Carex laxiculmis 'Hobb' / Bunny Blue Spreading Sedge Dryopteris ludoviciana / Southern Shield Fern Fothergilla gardenii 'Mt. Airy' / Mt. Airy Dwarf Witchalder Pachysandra terminalis / Japanese Pachysandra Polystichum acrostichoides / Christmas Fern	14,799 sf
FOCAL PLANTINGS	Amsonia tabernaemontana 'Storm Cloud' / Strom Cloud Eastern Bluestar Buddleja x 'Miss Molly' / Miss Molly Butterfly Bush Callicarpa americana / American Beautyberry Rudbeckia hirta 'Cherokee Sunset' / Cherokee Sunset Black-eyed Susan Viburnum dentatum 'Blue Muffin' / Arrowwood Viburnum	12,602 sf

CONCEPT PLANT SCHEDULE PARK

STREET TREES	Nyssa sylvatica 'NSUHH' / Green Gable™ Tupelo	10
SMALL FLOWERING TREE	Amelanchier arborea / Downy Serviceberry Cercis canadensis / Eastern Redbud Cornus florida / Flowering Dogwood	24
LAWN	Zoysia x 'Empire' / Empire Zoysia	8,606 sf
WOODLAND PLANTINGS	Berberis eurybracteata 'Soft Caress' / Soft Caress Mahonia Carex albicans / White-tinged Sedge Carex appalachica / Appalachian Sedge Carex laxiculmis 'Hobb' / Bunny Blue Spreading Sedge Dryopteris ludoviciana / Southern Shield Fern Fothergilla gardenii 'Mt. Airy' / Mt. Airy Dwarf Witchalder Pachysandra terminalis / Japanese Pachysandra Polystichum acrostichoides / Christmas Fern	924 sf
FOCAL PLANTINGS	Amsonia tabernaemontana 'Storm Cloud' / Strom Cloud Eastern Bluestar Buddleja x 'Miss Molly' / Miss Molly Butterfly Bush Callicarpa americana / American Beautyberry Rudbeckia hirta 'Cherokee Sunset' / Cherokee Sunset Black-eyed Susan Viburnum dentatum 'Blue Muffin' / Arrowwood Viburnum	3,832 sf

NOTES-SPECIFIC NOTES FURTHER SPECIFYING OR DESCRIBING PLANT MATERIAL.

1. THE CONTRACTOR SHALL LOCATE ALL PROPOSED AND EXISTING UTILITIES PRIOR TO THE BEGINNING OF WORK. THE CONTRACTOR SHALL REPAIR ANY DAMAGE TO UTILITIES THAT ARE DISTURBED AS A RESULT OF THE WORK.
2. THE CONTRACTOR SHALL MAINTAIN ALL GRASSED AREAS, INCLUDING THE REPAIR OF EROSION AREAS, UNTIL GRASS HAS REACHED THE LEVEL OF FINAL ACCEPTANCE AND THROUGHOUT MAINTENANCE CONTRACT PERIOD IF APPLICABLE.
3. ALL AREAS THAT ARE DISTURBED BY CONSTRUCTION INSIDE OR OUTSIDE OF THE LIMIT OF WORK SHALL BE REPAIRED, GRADED AND GRASSED.
4. ALL PLANT BEDS SHALL RECEIVE PREMIUM SHREDDED BROWN PINE MULCH AT A DEPTH OF 3". GENERAL CONTRACTOR TO INSTALL 1" OF TEMPORARY MULCH IN ALL PLANTING AREAS (EXCEPT AROUND TREES, WHICH WILL RECIEVE THE 4" DEPTH) IN THEIR BASE BID. FINAL MULCH INSTALLATION TO BE PERFORMED BY CHARLESTON PARKS CONSERVANCY.
5. PROVIDE EROSION CONTROL WHERE SLOPES ARE GREATER THAN 3:1 AND WHERE EROSION KEEPS RE-OCCURING.
6. ALL TREE, SHRUB, AND GROUND COVER MATERIALS SHALL BE PLANTED WITHIN 24 HOURS AFTER DELIVERY.
7. APPLY WEED GERMINATION INHIBITOR ("PREEN" OR EQUAL) TO ALL PLANT BED AREAS AS PER MANUFACTURERS RECOMMENDED APPLICATION RATE.
8. ANY PLANTS LOCATED IN DIRECT SUN SHALL BE NURSERY SUN GROWN.
9. ALL BASE INFORMATION INCLUDING EXISTING PROPERTY LINES, WETLANDS, TREES, TOPOGRAPHY, AND UTILITIES WERE OBTAINED FROM THOMAS & HUTTON ENGINEERING LLC.
10. ALL PLANT MATERIAL TO MEET OR EXCEED ANLA NURSERY STOCK STANDARDS.
11. ALL TREES AND SHRUBS TO BE PLANTED FOLLOWING ACCEPTED HORTICULTURAL PRACTICES. PLANTING HOLES TO BE BACKFILLED WITH 1/3 COMPOST. ALL PLANTS TO BE SURFACE FERTILIZED WITH OSMOCOTE SLOW-RELEASE FERTILIZER ACCORDING TO MANUFACTURER'S RECOMMENDATIONS.
12. ALL GROUNDCOVER BEDS TO BE PREPARED IN THE FOLLOWING MANNER: ADD 3" MUSHROOM COMPOST AND TILL TO MINIMUM 6" DEPTH. SURFACE FERTILIZE WITH OSMOCOTE SLOW-RELEASE FERTILIZER.
13. CONTRACTOR IS RESPONSIBLE FOR PROVIDING ALL NECESSARY LICENSES AND INSURANCE TO COMPLETE WORK.
14. FINAL CLEANUP OF SITE AS A RESULT OF LANDSCAPE OPERATIONS AND ALL FINE GRADING SHALL BE THE RESPONSIBILITY OF THE LANDSCAPE CONTRACTOR.
15. ALL PLANT MATERIAL AND WORKMANSHIP TO BE GUARANTEED FOR ONE YEAR FROM THE DATE OF ACCEPTANCE BY THE OWNER OR OWNERS REPRESENTATIVE.
16. IN ORDER TO KEEP ALL BIDS STANDARD, ESTIMATED UNIT PRICES MUST BE GIVEN ON PLANT TYPE AND SIZE AS LISTED IN PLANT SCHEDULE. THESE ESTIMATED UNIT PRICES SHOULD BE WITHIN A NORMAL NURSERY INDUSTRY PRICING RANGE.
17. 100% OF INSTALLED PLANT MATERIAL IS TO BE COVERED BY IRRIGATION UNLESS OTHERWISE STATED. TREES, SHRUBS, ORNAMENTAL GRASSES, GROUND COVERS AND LAWN AREAS SHALL HAVE SPRAY HEADS. REFER TO IRRIGATION PLANS AND SPECIFICATIONS.
18. CONTRACTOR SHALL ENSURE POSITIVE DRAINAGE.
19. CONTRACTOR SHALL REPORT ANY DISCREPANCIES TO LANDSCAPE ARCHITECT PRIOR TO CONSTRUCTION.
20. CONTRACTOR IS RESPONSIBLE FOR VERIFYING COUNTS AND QUANTITIES. THIS IS TO INCLUDE BUT IS NOT LIMITED TO, PLANT COUNT, SOD, MULCH, EDGING, AND FLOWERS.
21. THERE SHALL BE NO SUBSTITUTIONS, DELETIONS, OR ADDITIONS WITHOUT APPROVAL BY THE LANDSCAPE ARCHITECT.
22. ALL CONSTRUCTION SHALL CONFORM TO CITY, COUNTY, STATE, AND FEDERAL REQUIREMENTS.
23. ALL PLANTINGS IN EASEMENTS ARE SUBJECT TO APPROVAL BY EASEMENT OWNER AND ARE THE SOLE RESPONSIBILITY OF THE OWNER.
24. THE OWNER HAS THE RIGHT TO REJECT ANY AND ALL BIDS.
25. CONTRACTOR TO MAINTAIN ALL PLANT BEDS AND MAINTAIN PLANT LIFE UNTIL FINAL ACCEPTANCE OF LANDSCAPE. WARRANTY PERIOD OF ONE YEAR BEGINS AT SUBSTANTIAL COMPLETION OF PROJECT.
26. ALL EXISTING TREES TO BE INSPECTED AND TREATED BY AN CERTIFIED ARBORIST PRIOR TO COMMENCEMENT OF CONSTRUCTION. TREATMENTS MAY INCLUDE BUT NOT LIMITED TO DEAD WOOD REMOVAL, ROOT PRUNING AND DEEP ROOT FERTILIZATION OF EXISTING TREES. CERTIFIED ARBORIST SHALL PROPERLY ROOT PRUNE ALL TREE ROOTS IF ENCOUNTERED DURING ANY HARD-SCAPE CONSTRUCTION. ALL EXCAVATIONS ADJACENT TO EXISTING TREES IN ROW ADJACENT SHALL BE SUPERVISED BY A CERTIFIED ARBORIST, WORK IN ROOT ZONES TO BE PERFORMED BY HAND WHERE POSSIBLE AND MAY REQUIRE USE OF AIR SPADE AND OTHER METHODS.

GENERAL MAINTENANCE NOTES:

1. THE PLACEMENT OR FUTURE GROWTH OF INDIVIDUAL TREES SHOULD NOT OBSTRUCT SIGHT AREAS, SIGNAGE OR SIGNALS. IF PERMITTED VEGETATION OBSTRUCTS SIGHT AREAS, SIGNS OR SIGNAL NOW OR IN THE FUTURE, THE PERMITEE WILL REMOVE AT THE PERMITEE'S EXPENSE.
2. ALL TREES MUST BE PERPETUALLY TRAINED TO ALLOW 18' VERTICAL CLEARANCE MEASURED FROM THE ROADWAY AT THE EDGE OF THE TRAVELWAY AND 7' OVER SIDEWALKS/PEDESTRIAN PATHS. THIS CLEARANCE MUST BE MAINTAINED AS THE TREE MATURES.
3. THE PERMITEE MUST AGREE TO PERPETUAL MAINTENANCE OF ALL VEGETATION IN THE RIGHT-OF-WAY THAT IS CONTIGUOUS WITH THIS LANDSCAPING.

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PLANT SCHEDULE, NOTES, AND PLANTING DETAILS

LP600

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TUPELO ‘GREEN GABLE’

OVERCUP OAK
‘HIGHBEAM’

SWEETBAY MAGNOLIA

HORNBEAM ‘PALISADE’

DOWNY SERVICEBERRY

EASTERN REDBUD

FLOWERING DOGWOOD

VIBURNUM ‘BLUE MUFFIN’

BEAUTYBERRY

BUTTERFLY BUSH ‘MISS MOLLY’

AMSONIA ‘STORM CLOUD’

RUDBECKIA ‘CHEROKEE
SUNSET’

MAHONIA ‘SOFT CARESS’

FOTHERGILLA ‘MT. AIRY’

CHRISTMAS FERN

S. SHIELD FERN

CAREX L. ‘HOBB’

CAREX A. (OAK SEDGE)

APPALACHIAN SEDGE

PACHYSANDRA

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PLANT IMAGES

LP900

CONCEPTUAL DESIGN

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ATS
SWITCH GEAR
TRASH
31
30
WATER METER
PUMP ROOM
PARKING
STORAGE
11
10
9
8
7
6
5
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3
2
1
12
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UNIT 101
UNIT 102
UNIT 103
UNIT 104
UNIT 105
UNIT 106
UP AT 12.5%
UP AT 6.6%
48 PARKING SPACES
LOADING
SSCALE:1"=30'
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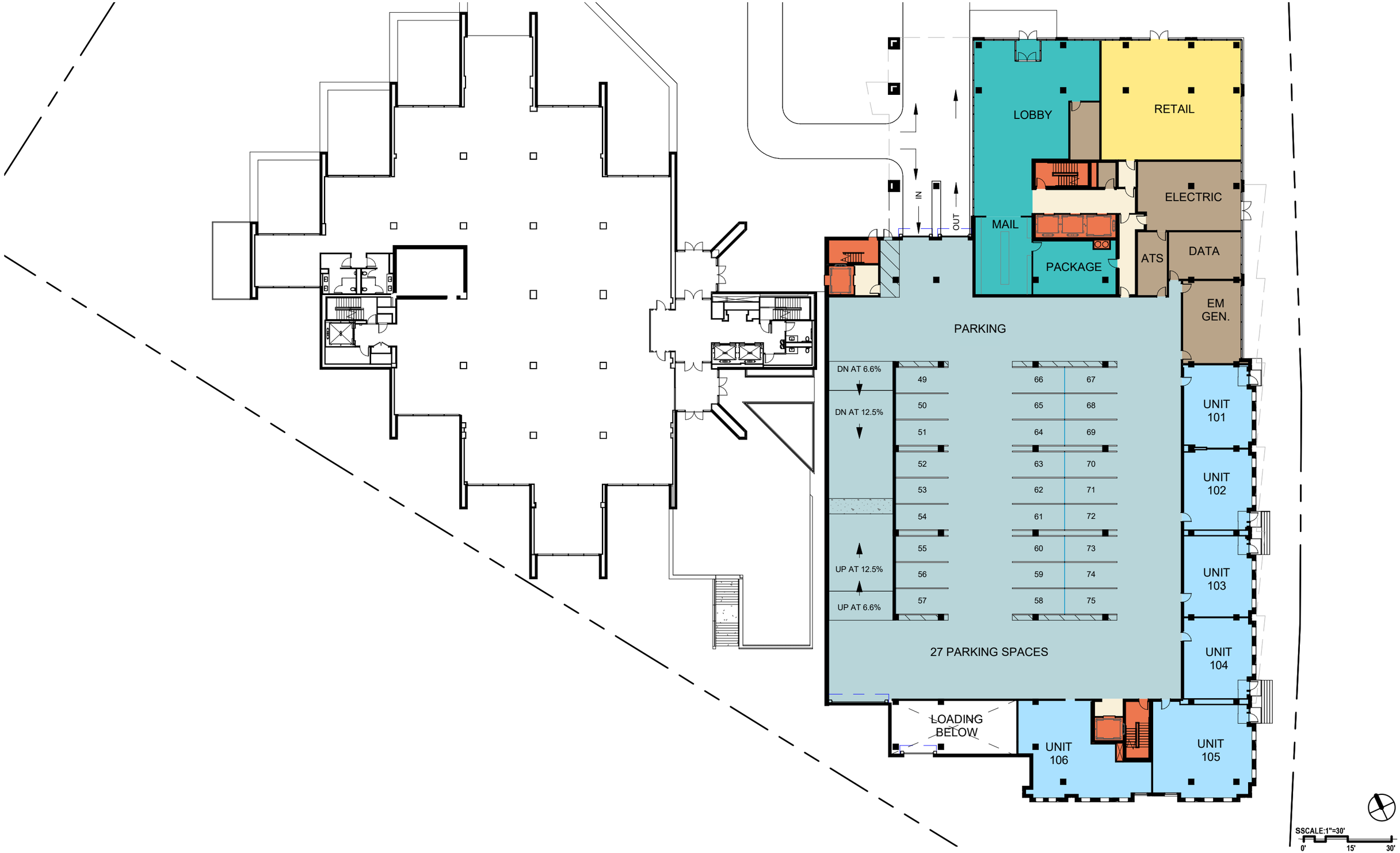
30'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27 PARKING SPACES
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UNIT 101
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UNIT 106
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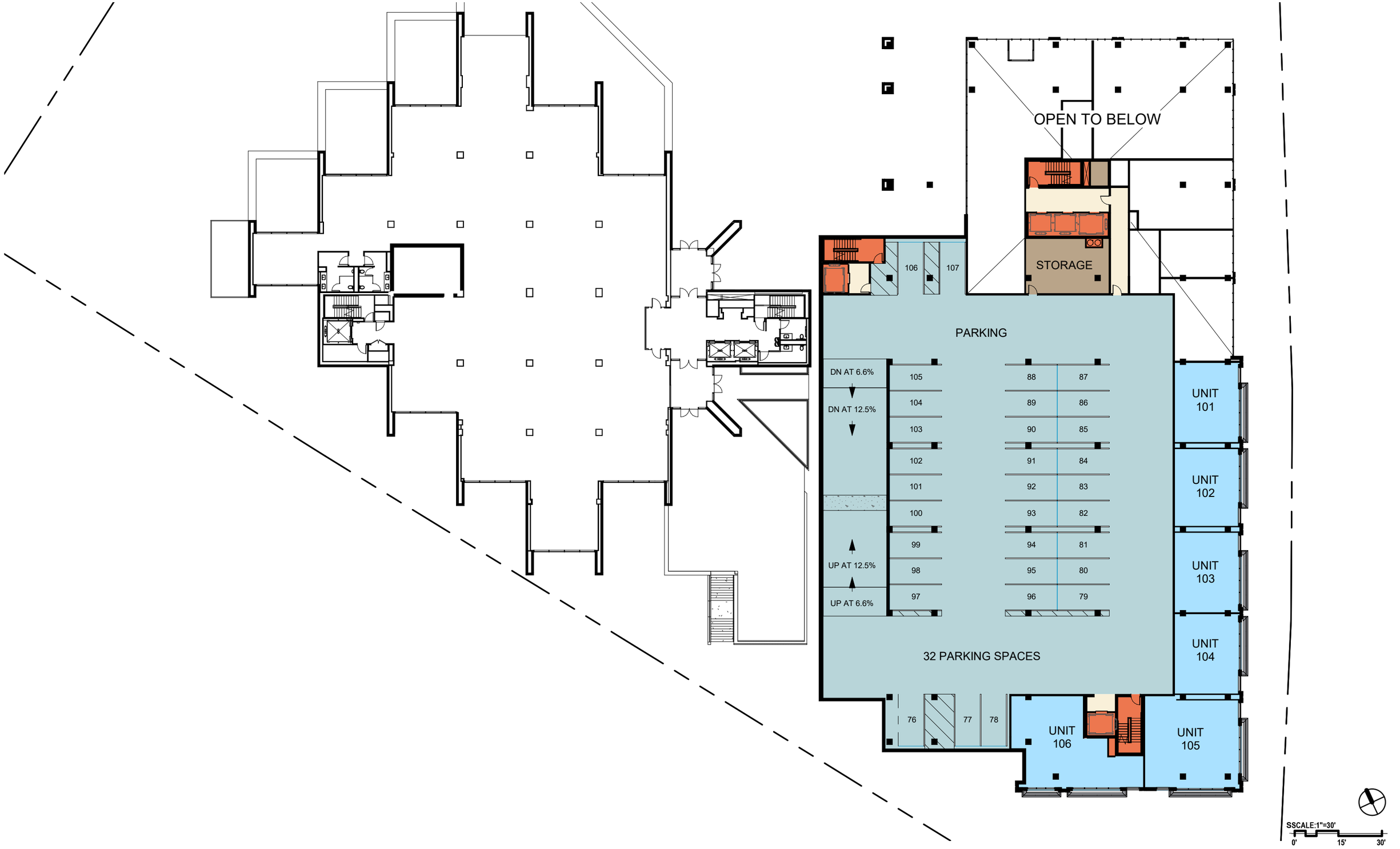
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32 PARKING SPACES
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UNIT 106
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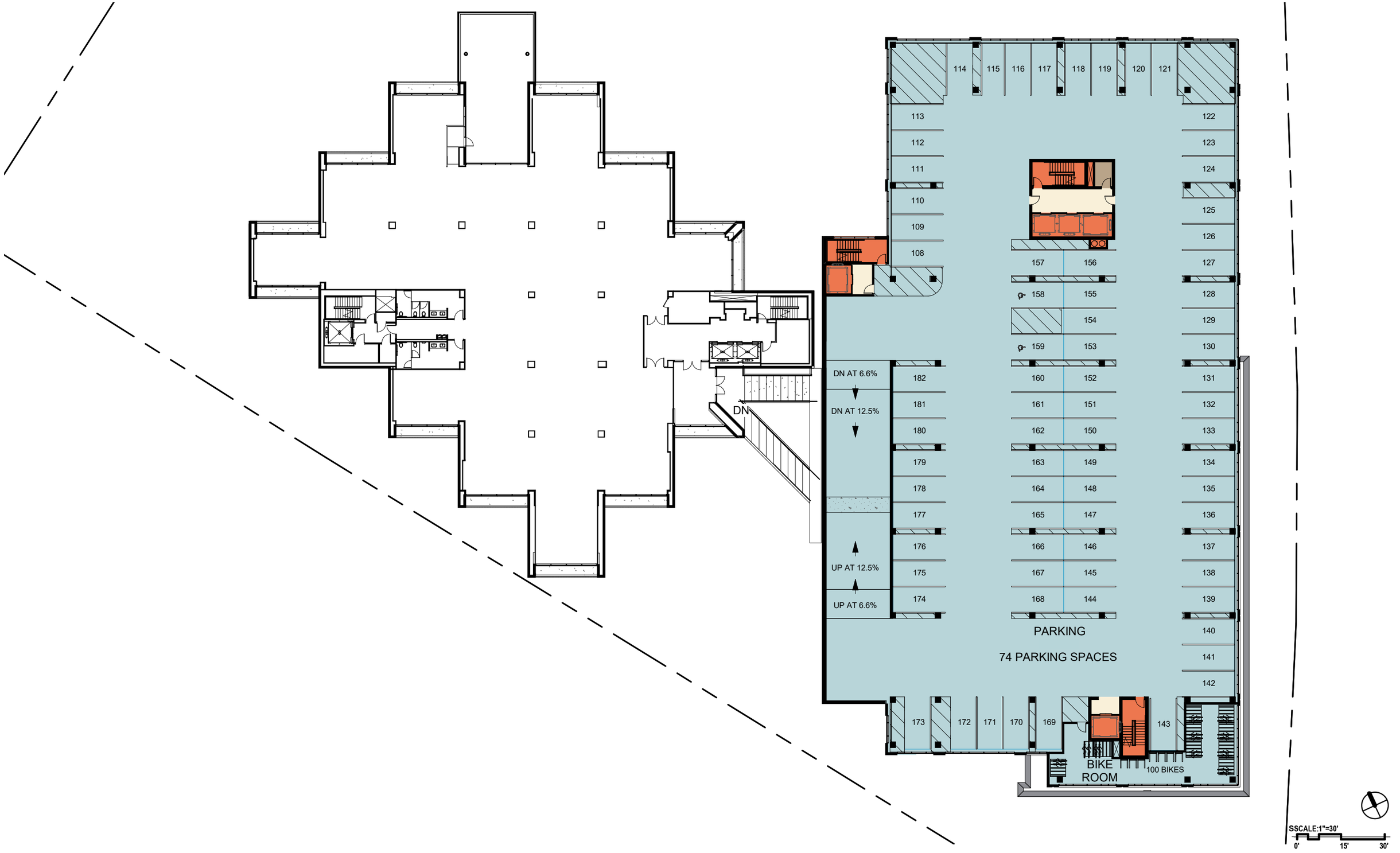
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174
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DN AT 12.5%
UP AT 12.5%
UP AT 6.6%
DN
PARKING
74 PARKING SPACES
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143
BIKE ROOM
100 BIKES
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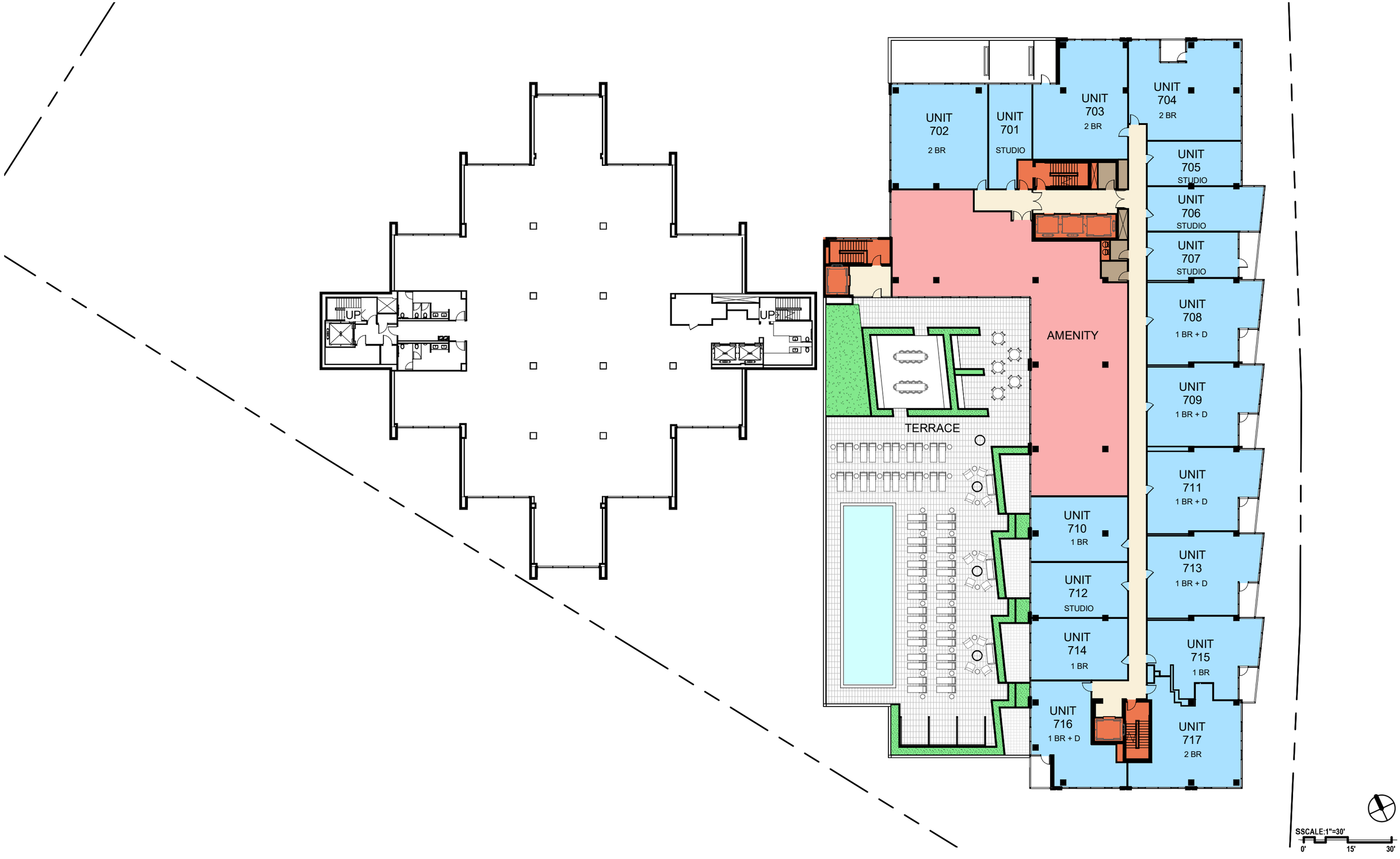
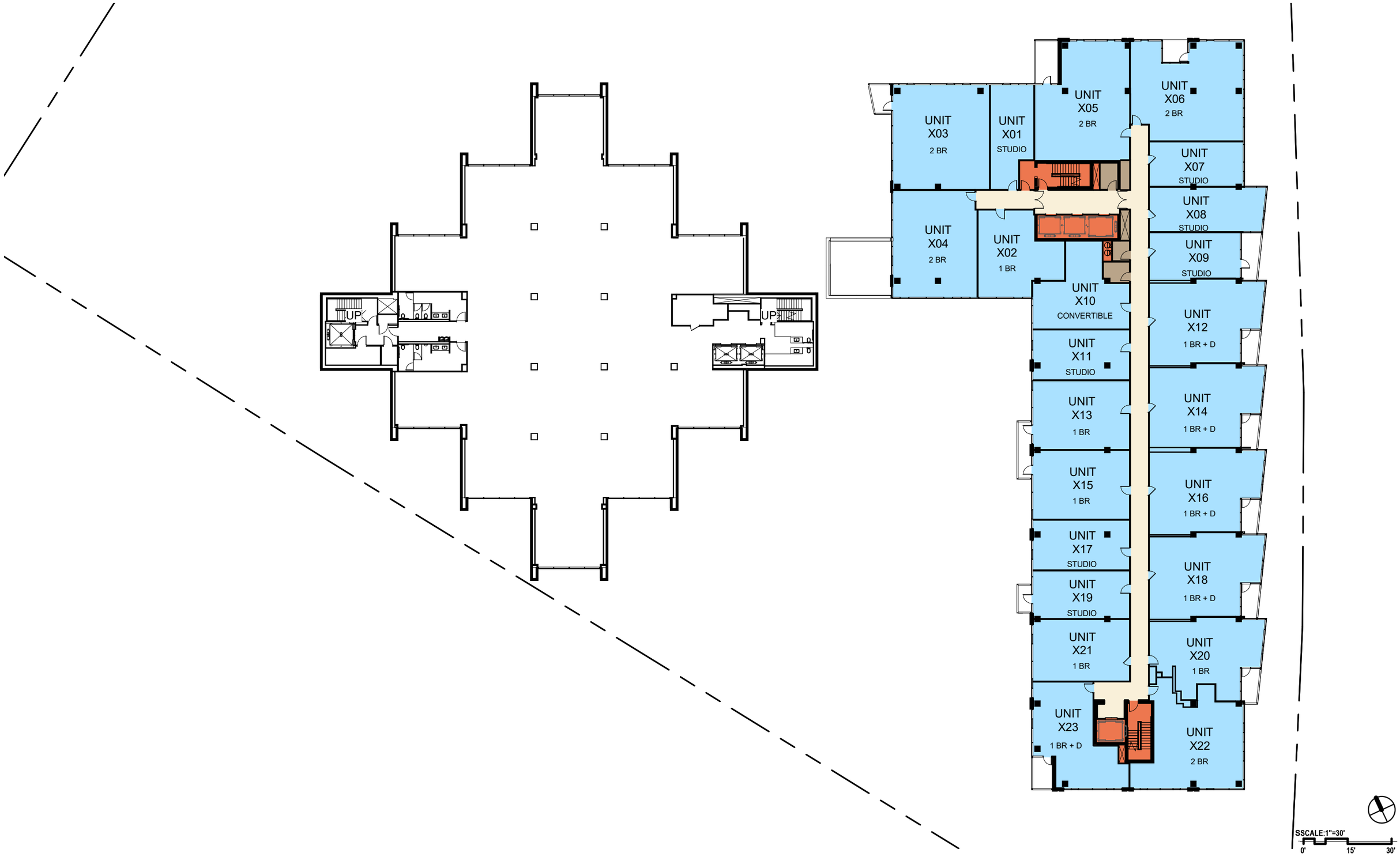
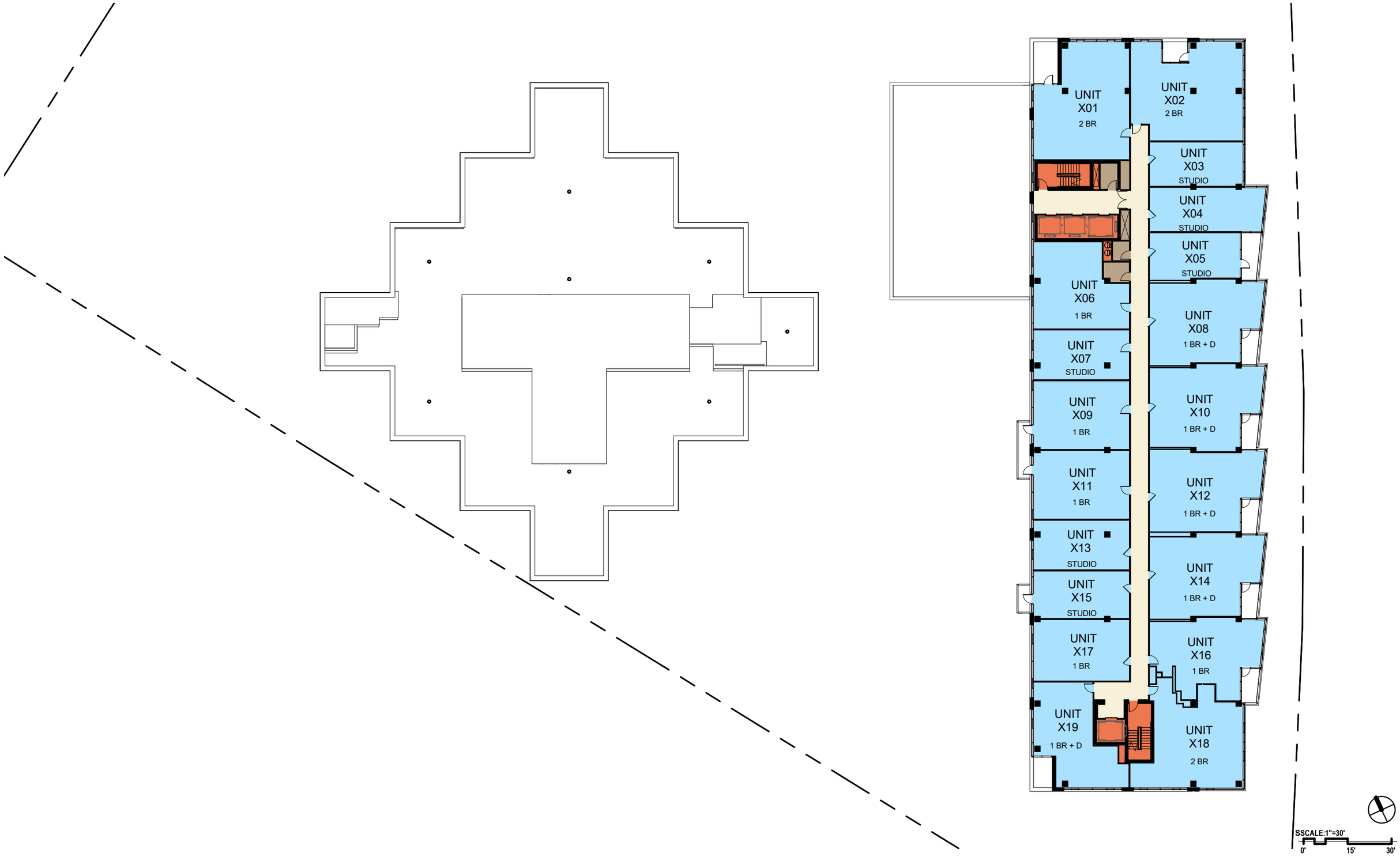
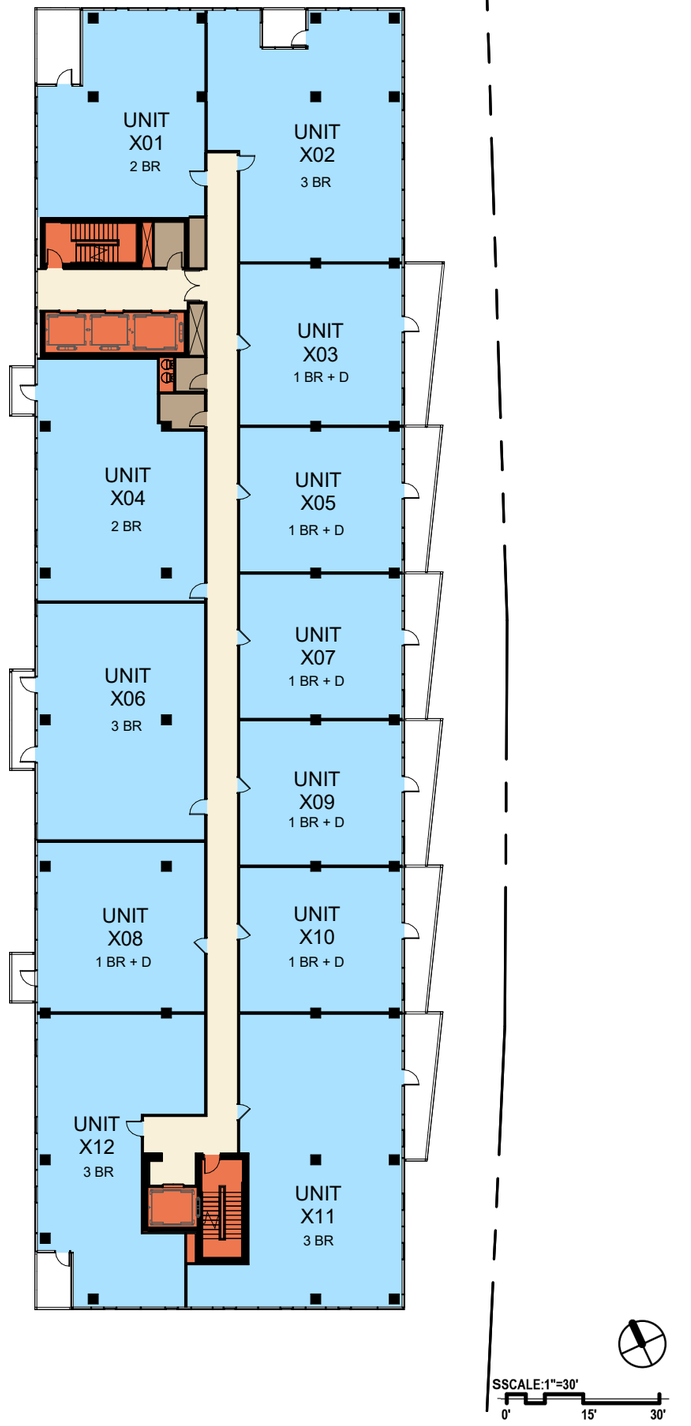
0'
15'
30'


UP
UP
UNIT 702 2 BR
UNIT 701 STUDIO
UNIT 703 2 BR
UNIT 704 2 BR
UNIT 705 STUDIO
UNIT 706 STUDIO
UNIT 707 STUDIO
UNIT 708 1 BR + D
UNIT 709 1 BR + D
UNIT 711 1 BR + D
AMENITY
TERRACE
UNIT 710 1 BR
UNIT 712 STUDIO
UNIT 713 1 BR + D
UNIT 714 1 BR
UNIT 715 1 BR
UNIT 716 1 BR + D
UNIT 717 2 BR
SSCALE:1"=30'
0'
15'
30'


UP
UP
UNIT X03 2 BR
UNIT X01 STUDIO
UNIT X05 2 BR
UNIT X06 2 BR
UNIT X07 STUDIO
UNIT X08 STUDIO
UNIT X09 STUDIO
UNIT X04 2 BR
UNIT X02 1 BR
UNIT X10 CONVERTIBLE
UNIT X12 1 BR + D
UNIT X11 STUDIO
UNIT X13 1 BR
UNIT X14 1 BR + D
UNIT X15 1 BR
UNIT X16 1 BR + D
UNIT X17 STUDIO
UNIT X18 1 BR + D
UNIT X19 STUDIO
UNIT X21 1 BR
UNIT X20 1 BR
UNIT X23 1 BR + D
UNIT X22 2 BR
SSCALE:1"=30'
0'
15'
30'


UNIT X01 2 BR
UNIT X02 2 BR
UNIT X03 STUDIO
UNIT X04 STUDIO
UNIT X05 STUDIO
UNIT X06 1 BR
UNIT X08 1 BR + D
UNIT X07 STUDIO
UNIT X09 1 BR
UNIT X10 1 BR + D
UNIT X11 1 BR
UNIT X12 1 BR + D
UNIT X13 STUDIO
UNIT X14 1 BR + D
UNIT X15 STUDIO
UNIT X17 1 BR
UNIT X16 1 BR
UNIT X19 1 BR + D
UNIT X18 2 BR
SSCALE:1"=30'
0'
15'
30'

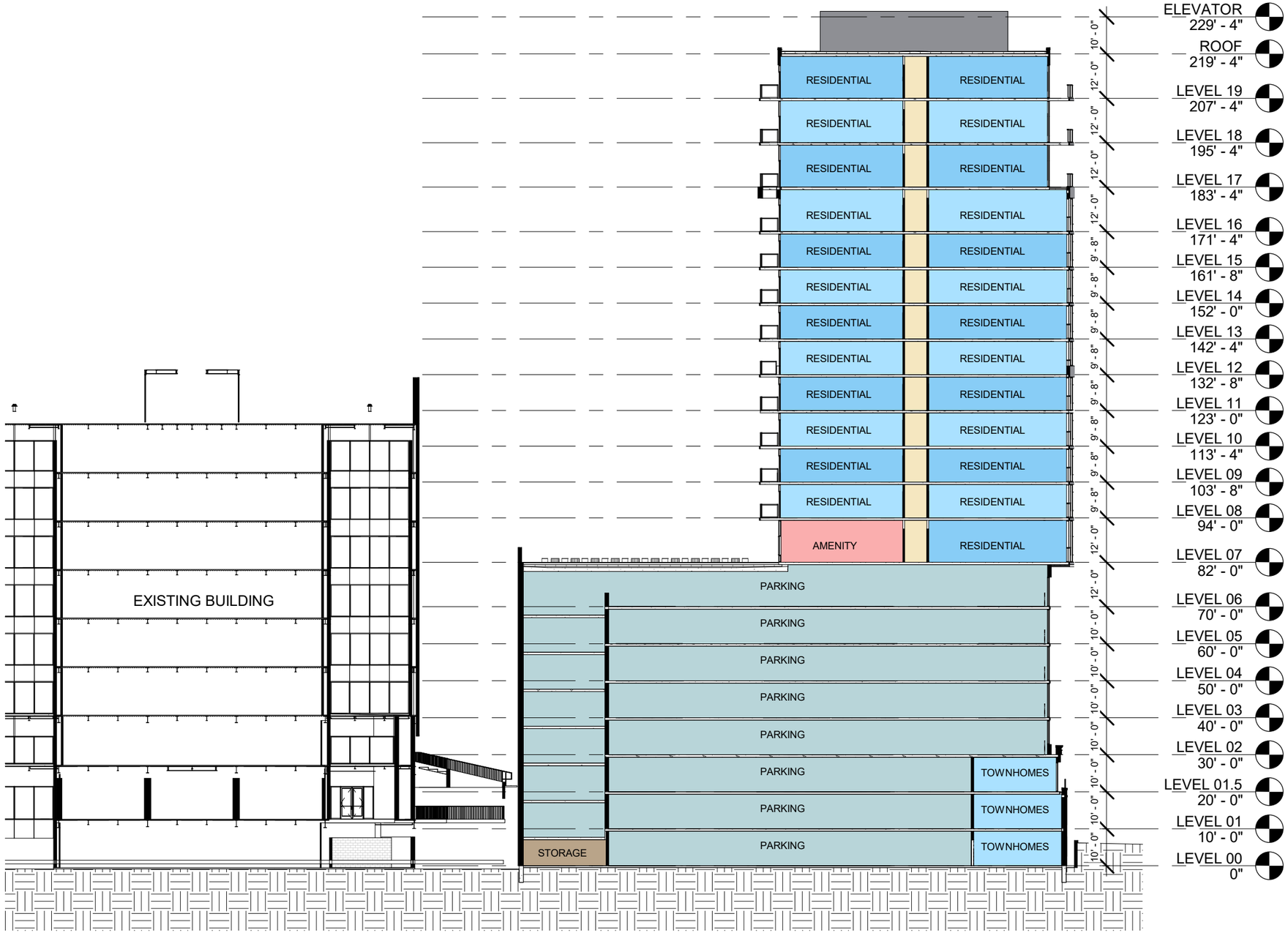


GREENVILLE RESIDENTIAL DEVELOPMENT

THE BEACH COMPANY • DEVELOPER • **ANTUNOVICH ASSOCIATES** • ARCHITECTURE, PLANNING, INTERIOR DESIGN • **DESIGNWORKS** • LANDSCAPE ARCHITECT • **SEAMON WHITESIDE** • CIVIL ENGINEER

17-19: PENTHOUSE RESIDENTIAL FLOOR PLAN

GREENVILLE, SOUTH CAROLINA • NOVEMBER 28, 2022



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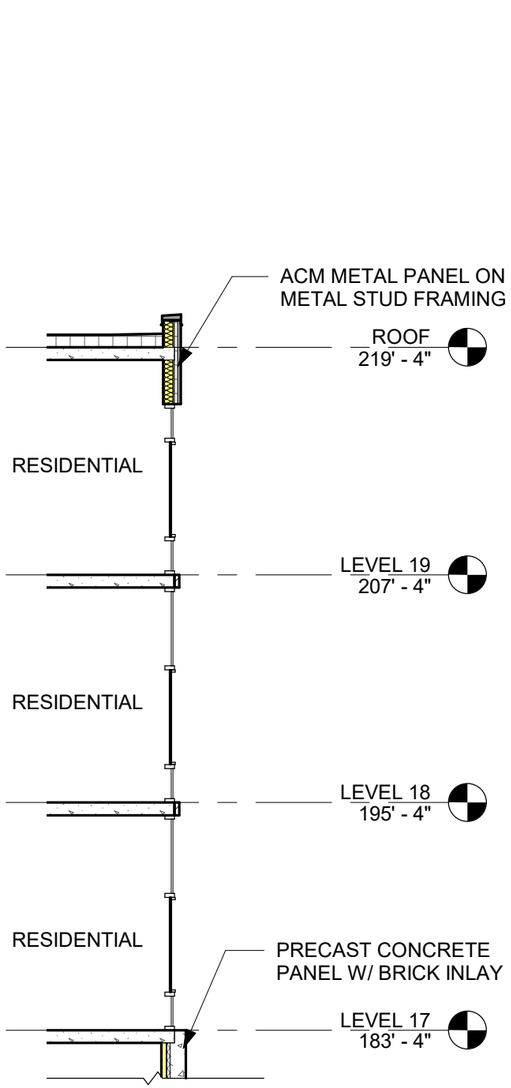
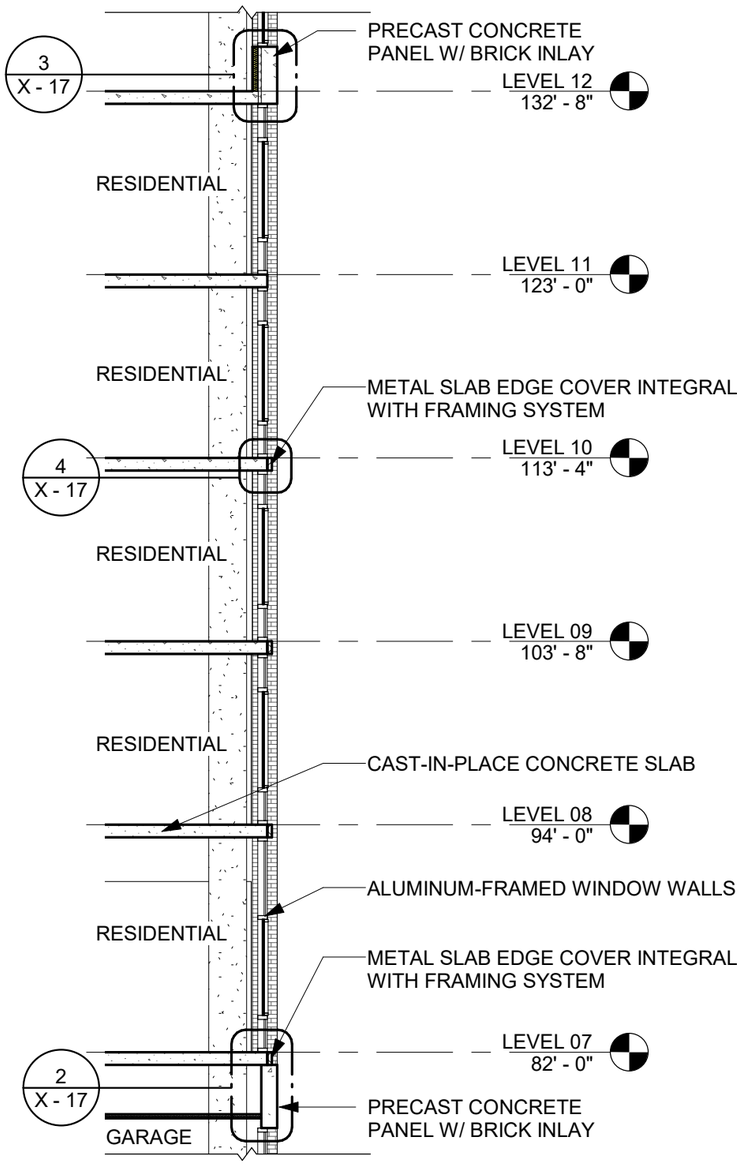


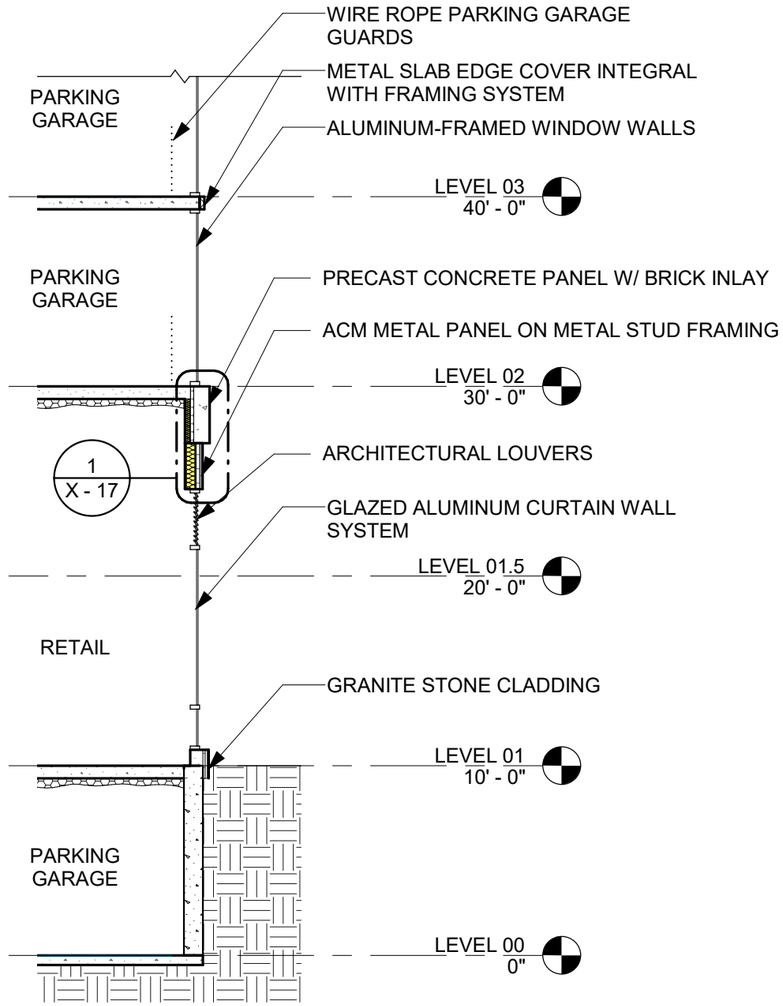
3 X - 15 WALL SECTION - NORTH ELEVATION L17-R

1/8" = 1'-0"



2 A2.07 X - 15 WALL SECTION - NORTH ELEVATION L7-12

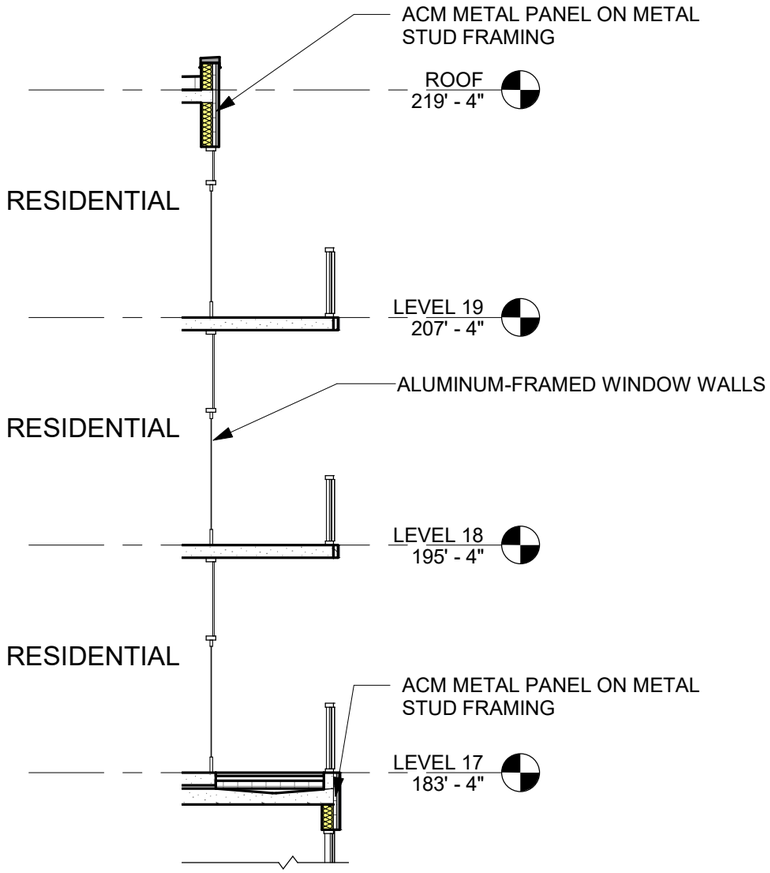
1/8" = 1'-0"



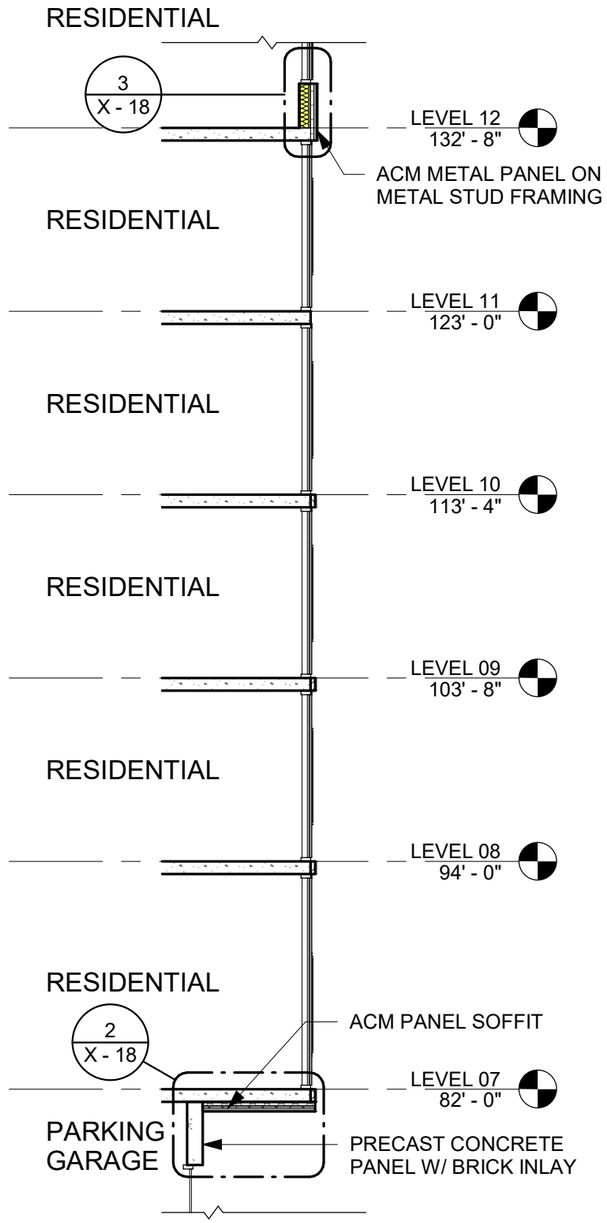
1 G0.05 X - 15 WALL SECTION - NORTH ELEVATION L0-3

1/8" = 1'-0"

SCALE: 1/8"= 1'-0"
0' 4 8



3 / A2.11 X - 16 WALL SECTION - EAST ELEVATION L17-R
1/8" = 1'-0"



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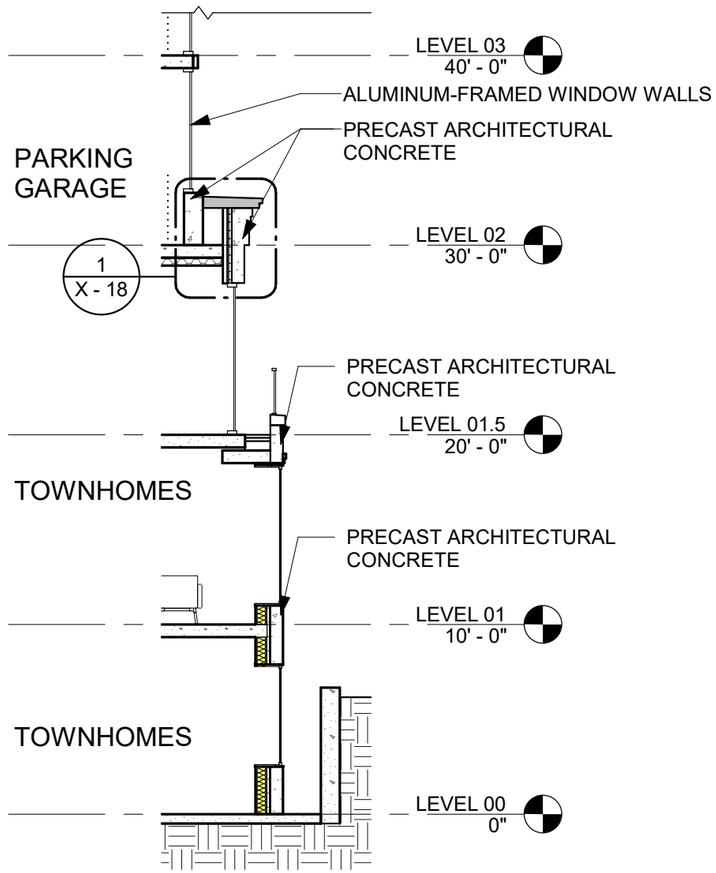
1/8" = 1'-0"



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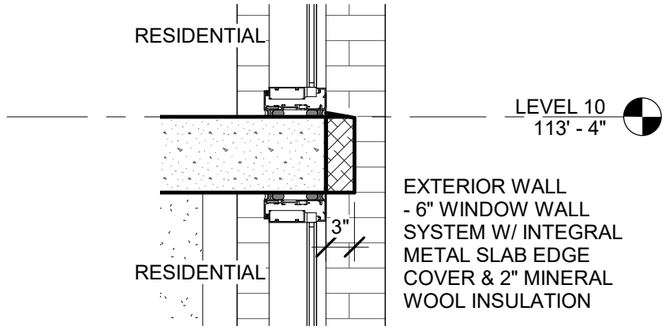
1/8" = 1'-0"

SCALE: 1/8"= 1'-0"
0' 4 8



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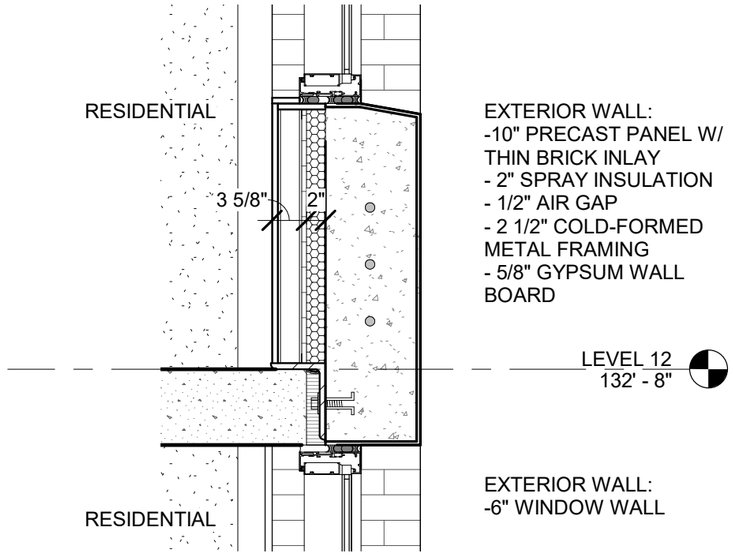

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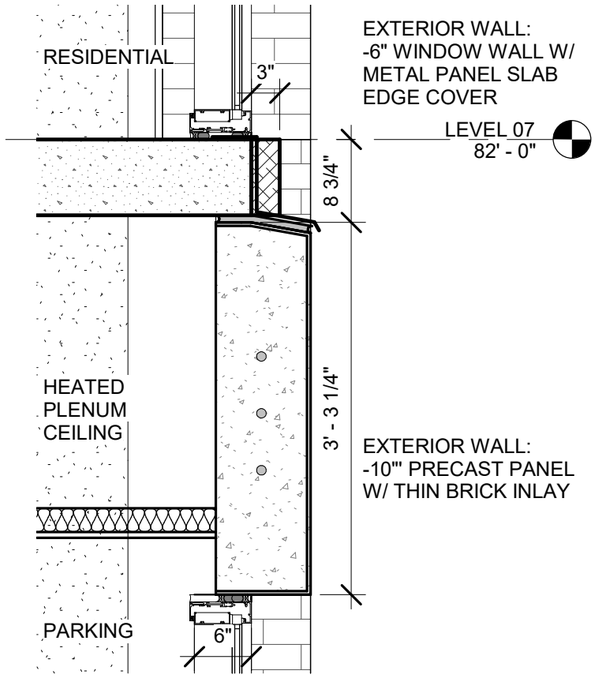
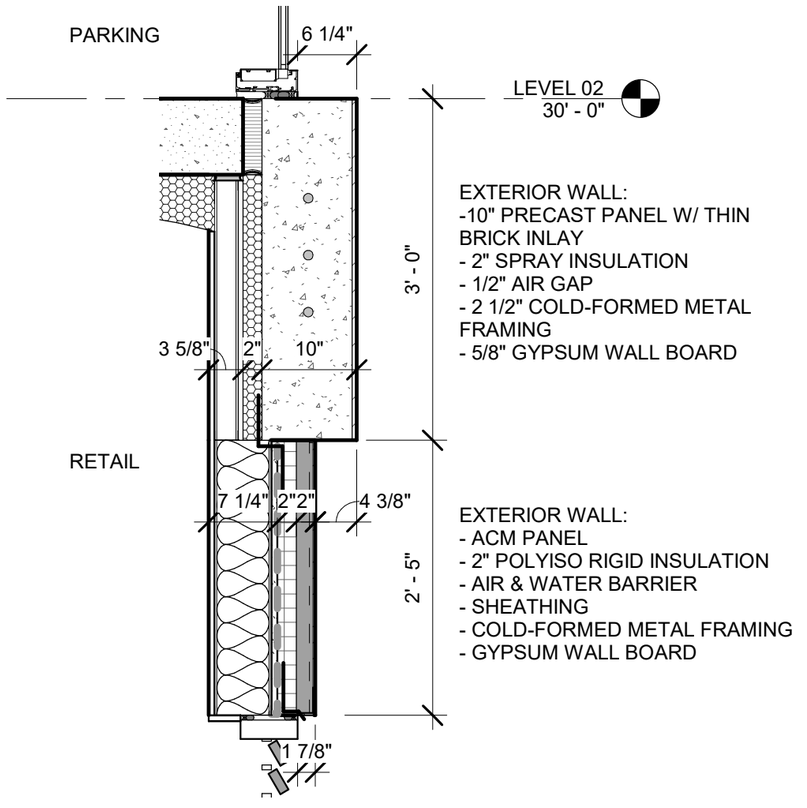
3/4" = 1'-0"



2 X - 15 X - 17 SECTION DETAIL - NORTH ELEV. L7-12 - 1

3/4" = 1'-0"

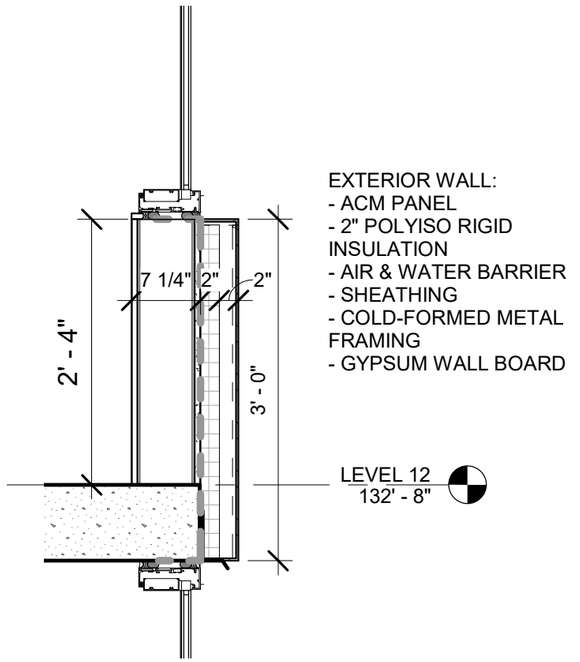


1 X - 15 X - 17 SECTION DETAIL - NORTH ELEV. L0-3

3/4" = 1'-0"

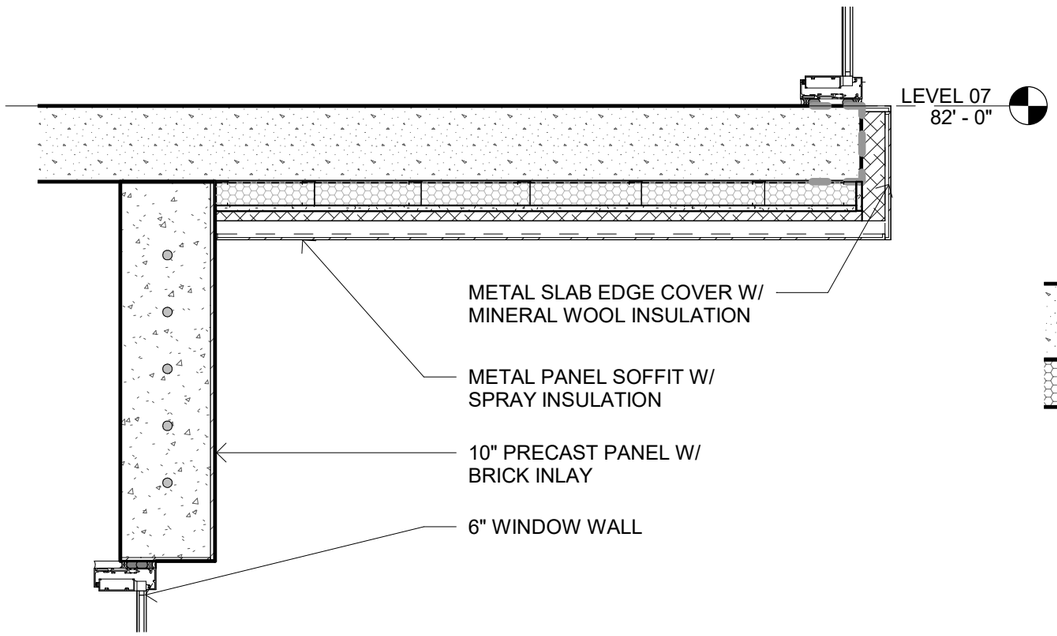
SCALE: 3/4"=1'-0"

0' 8" 1'-4"



3 X - 16 X - 18 SECTION DETAIL - EAST ELEV. L7-12 - 2

3/4" = 1'-0"



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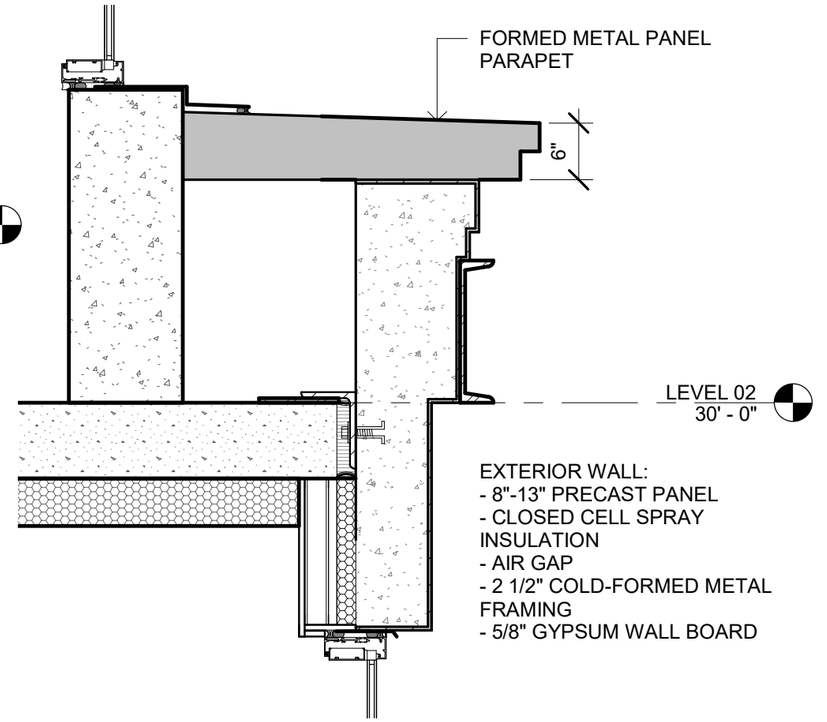
3/4" = 1'-0"



1 X - 16 X - 18 SECTION DETAIL - EAST ELEVATION L0-3

3/4" = 1'-0"

SCALE: 3/4"=1'-0"

0' 8" 1'-4"

SUSTAINABILITY:

- Sustainable Certification to be targeted (LEED, Green Globes, etc.)
- Close adjacency to downtown Greenville reduces dependent use of the automobile
- Electric vehicle charging stations provided
- Promotion of bicycle use by residents
- White “Cool Roof”, green roof and permeable surfacing utilized to decrease urban heat island effect
- High-efficiency heating, ventilation and air conditioning systems
- Energy Star kitchen appliances
- Water saving plumbing fixtures
- 100% LED lighting fixtures

SUMMARY:

- SITE AREA: 103,237 sf
  2.37 acres
- Zoning District: C-4 (Central Business District)
  CBD Overlay
- District 2: Lillian V. Flemming
- Building Height 225’-0”
  19-stories
- Residential Units: 264 Units
- Parking Spaces: 480 Spaces
- Retail Area: 2,000 sf

CANVAS NEIGHBORHOOD MEETING TUESDAY, NOVEMBER 22, 2022			
NAME	**ADDRESS**	**EMAIL**	**PHONE NUMBER**
BOB LLOYD	14 PINCKNEY ST GREENVILLE 29601	Robert ML 14 @ aol.com	864-235-5680
JAMES WOODSIDE JR	11 LANDSDOWN AVE GREENVILLE SC 29601	JWOODSIDEJ @GMAIL.COM	864423 6900
KIRK MORRISON	32 Whitner St.	KIRKMORRISON 373@GMail.com	864-735-2718
Judy Benedict	402 Hampton Ave 29601	judy@gracefeweb.com	864 420 0169
SARA DELLINGER	309 HAMPTON AVE	srdellinger@charter.net	
Kent Jespersen	325 Hampton Ave Unit 105	kentj10s@gmail.com	309-533-3710
KARLA ELROD	203 Lloyd St.	KARLA.ELROD@gmail.com	201 704 0071
[illegible] Woodside	34 Hampton ave		
Laura Woodside	11 Landsdown Ave Greenville, SC 29601	laurawoodside1 @gmail.com	864-561-1996
Robert & Judy Benedict	402 Hampton Ave, 29601	benedic@clemson.edu	(864) 420-1677

Planning Staff Report to
Design Review Board - Urban
December 12, 2022
for the January 5, 2023 Public Hearing

Docket Number:	**22-901**
Applicant:	Geordan Terry
Property Owner:	Batson & Craig, LLC
Property Location:	415 West Washington Street
Tax Map Number:	0050000200300
Zoning:	C-4, Central Business District
Proposal:	Façade Renovation
Staff Recommendation:	**Approve with Conditions**

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 19-2.3.8 Certificate of Appropriateness

Project Scope:

The structure is an existing single story stucco building located within the Central Business District. The use will remain the same as an office for Batson Architects. The proposed façade renovations include the following:

- New storefront entrance with windows on each side
- Existing stucco wall to be patched and refinished
- New aluminum wall panels to be applied to the existing building above and around the entrance
- New accent lighting at the entrance
- Repainting stucco exterior wall and trim

Existing

Proposed

Staff Analysis:

PRI 3 Entry

PRI 3.3 suggests enhancement 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. The entry will be enhanced by the proposed new storefront, windows, and entrance accent lighting. Staff recommends further enhancing the entry by adding planters. The proposed entry glass appears to be highly transparent, per PRI 3.4 and the entry is recessed per PRI 3.6.

PRI 4. Activated Ground Floor

PRI 4.1 recommends maximizing transparency on the ground floor. The proposed modifications increase transparency and views to the activity within the building through the expansion of the windows at the storefront entrance. The applicant is also planning to retain the existing ribbon of windows along the façade.

PRI 5. Articulation

The design has a proper balance of articulation, per PRI 5.4. PRI 5.6 states that large monotonous facades should be avoided. Although the proposed color scheme is comprised of gray tones, there is significant contrast between the tones and the placement of the darker color along the windows and roofline is effective in breaking down the massing of the façade

PRI 6 Materiality

Per PRI 6.3, existing materials (stucco) is proposed to be refurbished. PRI 6.6 suggests using variations in material and color to avoid monotony while creating a unified whole. Staff notes that the proposed addition of the metal paneling improves the existing monotonous façade.

PRI 6.8 states that bright colors should be used as accents within secondary elements of the building façade. Staff notes that the use of vibrant color in the proposed signage is effective toward creating visual interest. Signage must be approved through a separate staff-level CA.

PRI 7 Architectural Lighting

PRI 7.2 suggests enhancing building architecture by incorporating accent lighting into the building design to create visual interest, depth and shadows. The proposed accent lighting at the entrance is successful in creating depth and shadows. Per PRI 7.1, staff recommends adding light fixtures to increase visual appeal at the entrance.

Summary:

Staff finds the overall design to be in compliance with design guidelines. Staff therefore recommends approval with the following conditions:

1. **All signage will require a separate sign permit and Certificate of Appropriateness and must adhere to the sign regulations and Appendix J.**

2. **Detail elements such as planters and light fixtures should be added at the entrance to increase visual interest for the pedestrian.**

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/Notes:

PRIVATE REALM

PRI 3. Entry

3.2 All public entrances that face the public realm must be designed to accommodate all levels of physical ability. *The proposed entry is inclusive to 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. Staff notes that there is not enough sidewalk space for benches or additional landscaping. Staff recommends planters or additional lighting on the front façade to increase visual interest.

3.4 Entry glass must be highly transparent using non-reflective and minimally tinted glass. *This is accomplished by the proposed design.*

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.

3.9 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 covering, etc.
4.6 Ensure that landscaping does not create a visual barrier between the building's interior and pedestrians.
4.7 Use security systems that do not require the use of security bars or grilles.
4.8 Corner buildings have at least two façades visibly exposed to the street and should be designed to respond to their more prominent locations.

PRI 5. Articulation

5.1 Articulate buildings with dimensions that promote a sense of human scale.

5.2 Use horizontal and vertical articulation to help define and differentiate the street level of the building and to express façade widths that are compatible with adjacent context.

5.3 Enhance the design and better unify the architectural relationship within an area by complementing the articulation of adjacent buildings.

5.4 A design must have a proper balance of articulation. Lack of variety is discouraged. However, design elements and materials must work together to create a unified whole.

5.5 Where balconies are used, ensure that they are at a scale that they can be used as open space. False balconies that serve no purpose beyond decoration should not be permitted.

5.6 Avoid large, monotonous 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.
6.3 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.

city of greenville

Office Use Only:
Application#_____ Fees Paid_____
Date Received_____ Accepted By_____
Date Complete_____ App Deny Conditions

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS URBAN DESIGN PANEL

Contact Planning & Development:
(864) 467-4476

APPLICANT/OWNER INFORMATION

*Indicates Required Field

	APPLICANT	PROPERTY OWNER
*Name:	Geordan Terry	Batson & Craig
*Title:	Principal	
*Address:	415 West Washington	
*Phone:	864.233.2232	
*Email:	gterry@bainc.com	

PROPERTY INFORMATION

*STREET ADDRESS 415 West Washington

*TAX MAP #(S) 0050000200300

*SPECIAL DISTRICT NO

DESCRIPTION OF REQUEST

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

The project includes new storefront entrance and windows each side of entrance. Existing stucco wall will be patched and refinished. New aluminum wall panels will be applied to existing building above and around the entrance. New accent lighting will be provided at the entrance.

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 if 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.

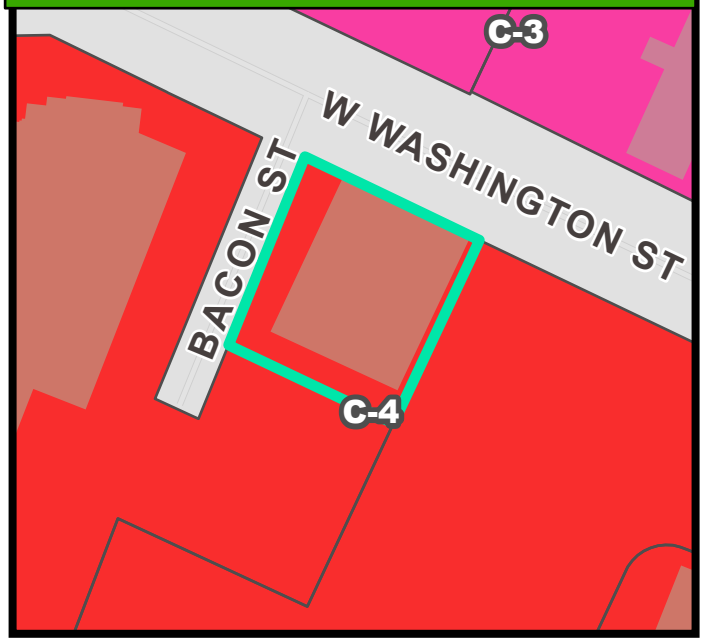
7. To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application **is** ___ or **is not** X restricted by any recorded covenant that is contrary to, conflicts with or prohibits the requested activity.

*Signatures	
Applicant	Geordan Terry
Date	11-23-2022
Property Owner/Authorized Agent	
Date	11-23-2022
Public Hearing Information	
Public Hearing Signs	

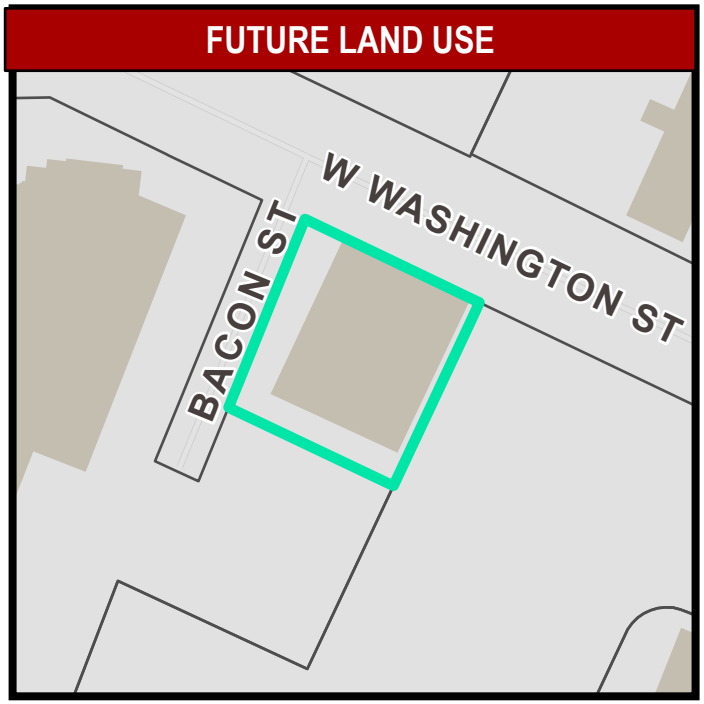
CA 22-901 • 415 W WASHINGTON

AERIAL VIEW

CURRENT ZONING



FUTURE LAND USE



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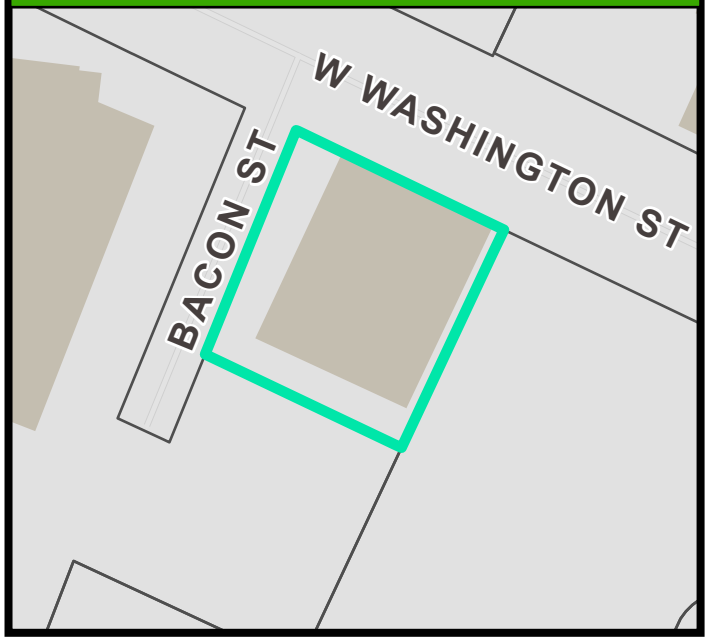
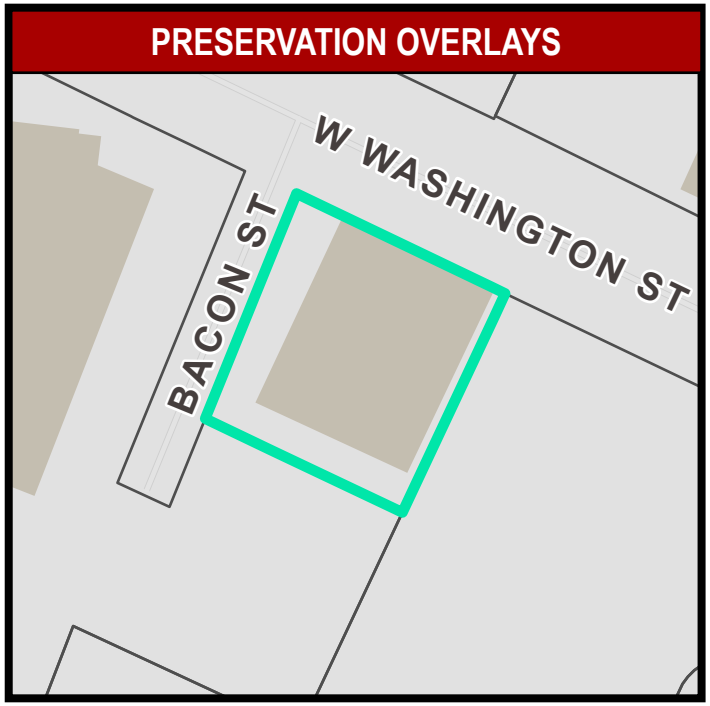
NATURAL / ENVIRONMENTAL FEATURES

SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



EXISTING BUILDING
VIEW - SOUTHEAST

EXISTING BUILDING
VIEW - SOUTHWEST

EXISTING BUILDING
VIEW - WEST

EXISTING BUILDING
VIEW - EAST

BATSON ASSOCIATES, INC.

415 W. Washington Exterior Renovations

EXISTING CONDITIONS

23 NOVEMBER 2022

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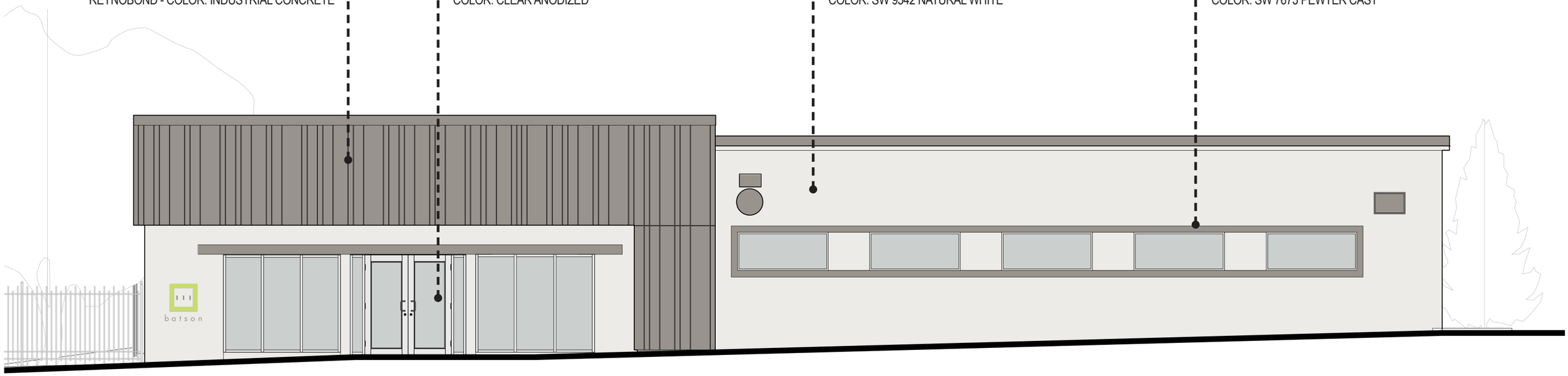
METAL PANEL
NEW ARCONIC ARCHITECTURAL PRODUCTS
REYNOBOND - COLOR: INDUSTRIAL CONCRETE

ALUMINUM STOREFRONT
NEW STOREFRONT WINDOWS AND ENTRY
COLOR: CLEAR ANODIZED

FIELD COLOR
EXISTING HARD COAT STUCCO
COLOR: SW 9542 NATURAL WHITE

TRIM COLOR
EXISTING HARD COAT STUCCO
COLOR: SW 7673 PEWTER CAST



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MATERIAL SELECTIONS

23 NOVEMBER 2022

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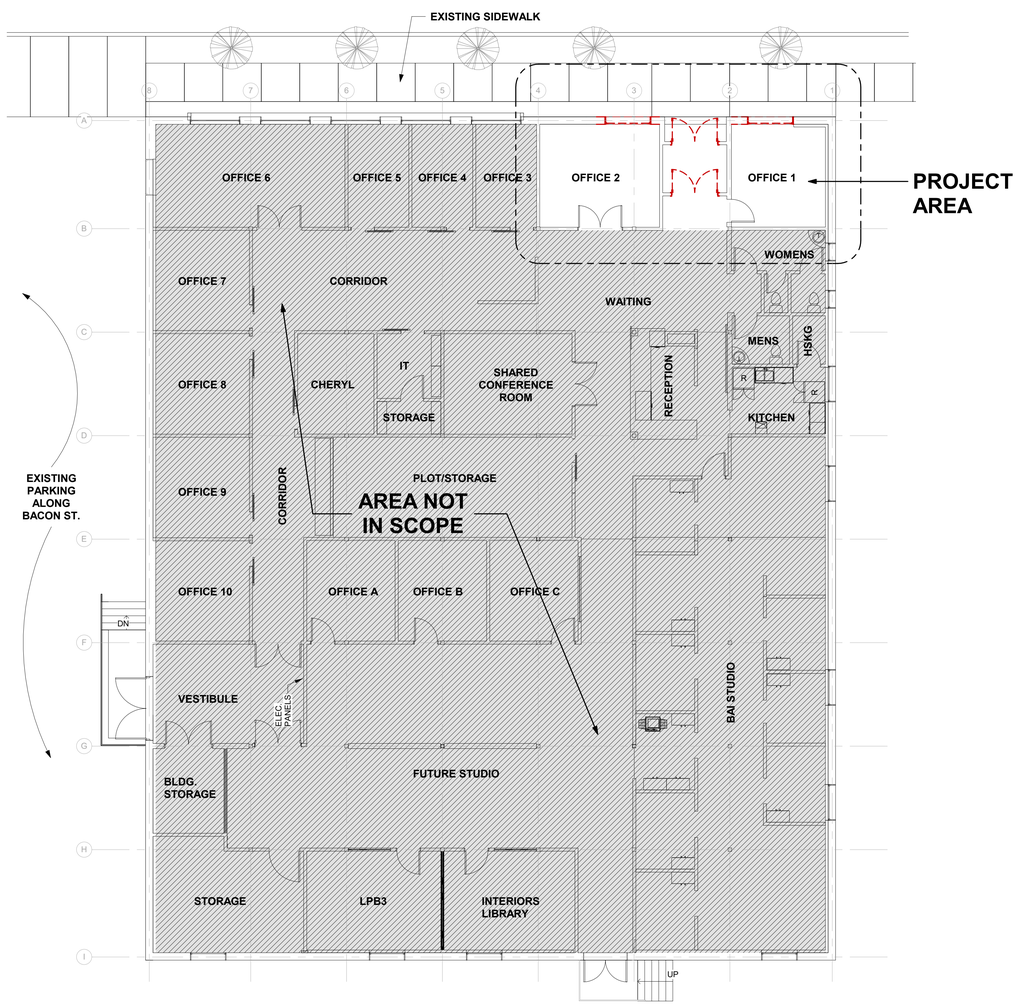
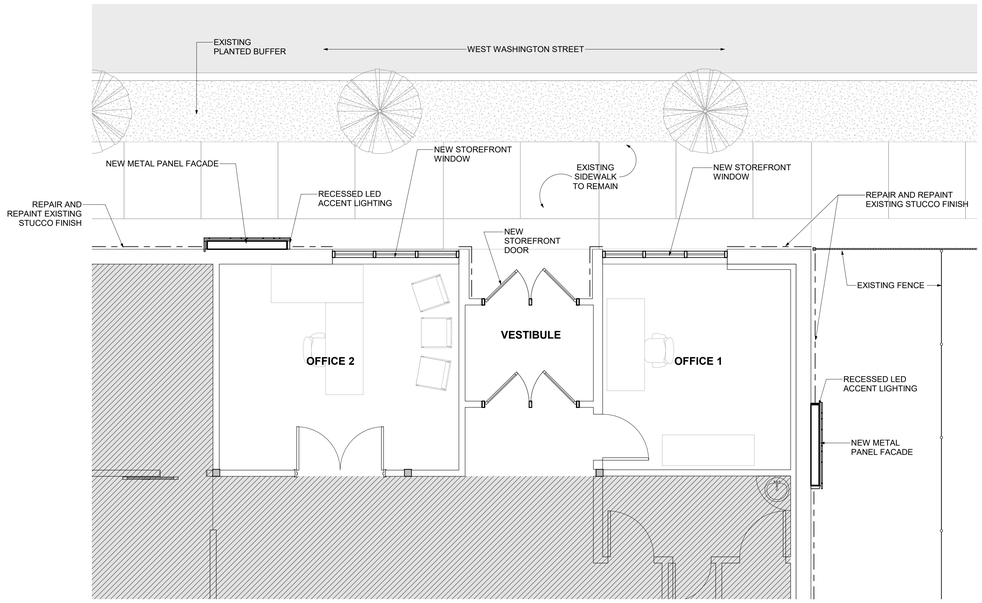


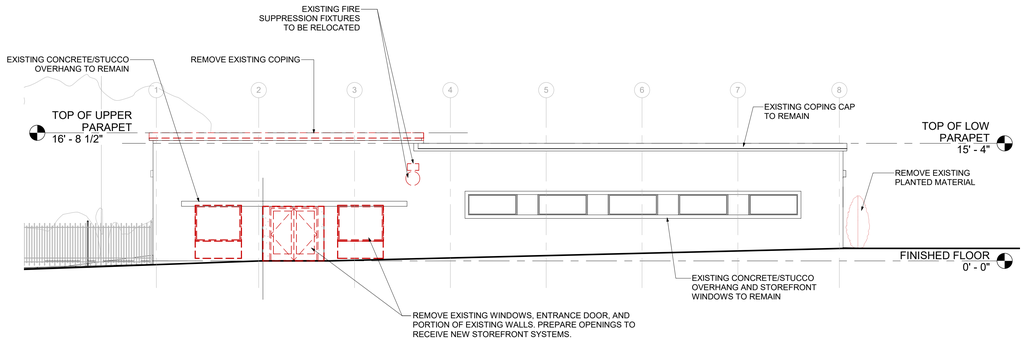
D1 **DEMOLITION PLAN**
1/8" = 1'-0"

0' 4' 8' 16'



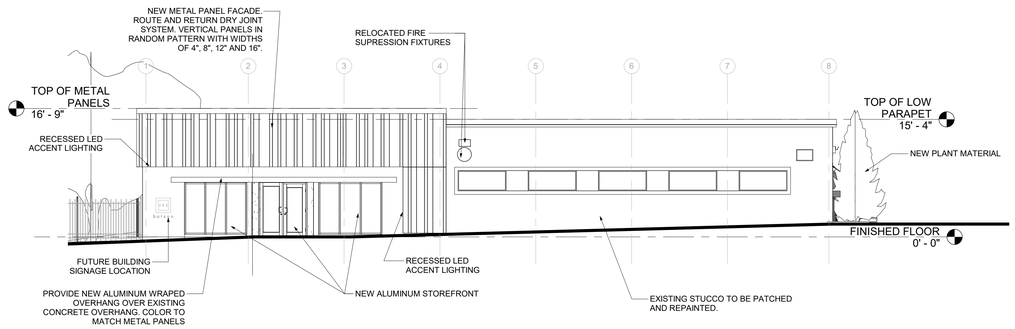
D5 **FLOOR PLAN - PROJECT AREA**
1/4" = 1'-0"

0' 2' 4' 8'



F1 **DEMOLITION ELEVATION**
1/8" = 1'-0"

0' 4' 8' 16'



F5 **NORTH ELEVATION**
1/8" = 1'-0"

0' 4' 8' 16'

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CHECKED BY: GT

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BATSON ASSOCIATES, INC.

415 W. Washington Exterior Renovations

415 W. Washington Street
Greenville, SC 29601

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DEMOLITION PLAN, ELEVATION AND NEW WORK PLAN, ELEVATION

#	REVISIONS:	Date:

ISSUE DATE: 11/23/2022
PROJECT NO:
SHEET NO: A001

415 W. WASHINGTON STREET

EXTERIOR PERSPECTIVE - DAY

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415 W. WASHINGTON STREET

EXTERIOR PERSPECTIVE - NIGHT

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