



# AGENDA

## MEETING OF DESIGN REVIEW BOARD

THURSDAY, MAY 15, 2025 - 4:00 PM

Greenville City Hall, Council Chambers, 206 S. Main Street

Citizens may access the meeting at the following web address:

<https://www.greenvillesc.gov/1694/Online-Meetings>

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1. Call to Order
2. Roll Call
3. Welcome and Opening Remarks from the Chair
4. Approval of the Minutes
5. Call for Public Notice Affidavit from Applicants
6. Acceptance of Agenda
7. Conflict of Interest Statement
8. Old Business
9. New Business (public comment)
  - a. **CA 24-921**  
Application by Bo Garland for a Certificate of Appropriateness at 211 North Main Street
  - b. **UH 24-941**  
Application by Jenny Reyes for Unreasonable Hardship at 9 Watson Avenue
  - c. **UH 24-942**  
Application by Jenny Reyes for Unreasonable Hardship at 11 Watson Avenue
  - d. **CA 25-296**  
Application by Melissa Threatt for a Certificate of Appropriateness at 15 East Coffee Street
  - e. **CA 25-332**  
Application by Jamison Hupp for a Certificate of Appropriateness at 20 North Main Street
10. Advice and Comment (no public comment)
11. Other Business (no public comment)
12. Informal Review (no public comment)
13. Adjournment







**Planning Staff Report to  
Design Review Board  
May 5, 2025**  
*for the May 15, 2025 Public Hearing*

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**Docket Number:** 24-921  
**Applicant:** Bo Garland  
**Property Owner:** JDS Partners  
**Property Location:** 211 North Main Street  
**Tax Map Number:** 0002000602000  
**Zoning:** MXS-D, Mixed Use – Downtown  
**Proposal:** Exterior Renovations  
**Staff Recommendation:** **Approval with Conditions**

**Applicable Sections of the City of Greenville Code of Ordinances:**

*Div. 19-6.2.9 Major Urban Certificate of Appropriateness*

**Existing Conditions/History:**

The existing structure is a 2-story 3-part brick flat-roof building with a stepped parapet, denticulated cornice, and altered storefronts, built around 1925. The structure is on the historic resource list, identified as the Cochran Jeweler's Block. The proposed renovations only impact the center portion of the structure.



*City's Inventory of Historic Resources – 2002 Photo*

**Project Scope:**

The applicant proposes the following:

- Vintage style cast iron storefront with decorative glass panels
- Replacement of upper floor windows with sliding windows
- Cast iron safety rail system on the upper floor

## Staff Analysis:

### PUB 6. Building Transition Zone

Renderings illustrate planters within the building transition zone. Elements such as planters or furnishings are encouraged in order to further activate the streetfront. **Planter dimensions and material must be submitted to staff for review prior to permitting.**

### PUB 11. Signage

Staff notes that a conceptual wall sign is included in the renderings on the interior side wall of the recessed entry. Signage will require a separate staff-level Certificate of Appropriateness and sign permit.



### PRI 3. Entry

PRI 3 states that buildings should interact seamlessly with adjoining sidewalks. Entry glass must be highly transparent. The proposed material list notes clear glass for all proposed glazing, per PRI 3.4. Per PRI 3.5 and 3.6, the proposed entry is designed to pronounce its purpose and recessed to provide shelter and articulate the point of entry.



### PRI 4. Activated Ground Floor

The Design Guidelines state that urban buildings are intended to be experienced by people walking along sidewalks and public places. Thus, ground levels must be designed primarily to attract and appeal to the pedestrian user.

Per PRI 4.1, transparency is maximized to allow views of the use and activity within the building.

### PRI 5. Articulation

PRI 5 states that a building's distinct parts and their relationship to the building as a whole can offer an architectural means to respond to its surrounding context. The proposed storefront design is well articulated and provides visual interest in the manner in which it addresses the pedestrian realm.



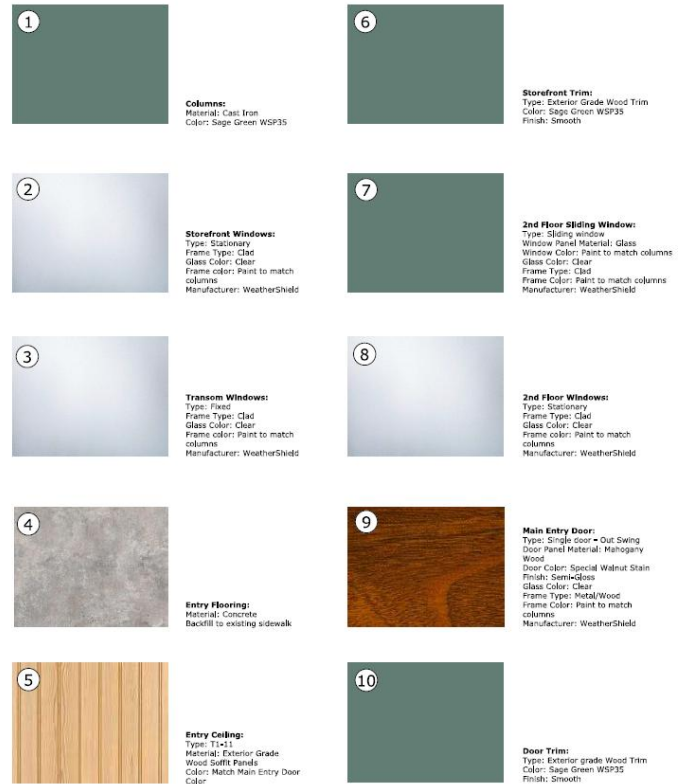
Per PRI 5.3, the proposed renovations enhance the existing building and complement the articulation of adjacent buildings. Per PRI 5.4, the design elements and materials work together to create a unified whole.

## PRI 6. Materiality

Proposed materials include:

- Sage Green Storefront Materials:
  - Cast Iron Columns
  - Wood Trim
- Patterned Concrete Entry Flooring
- Wood Soffit Entry Ceiling
- Mahogany Wood Door
- Clear Glazing

PRI 6.1 states that materials should be compatible with surrounding context while elevating the diversity and character of the area, and PRI 6.2 encourages the use of durable materials that will withstand heightened activity and wear. Staff finds that the proposed materials are high quality and enhance the character of the area.



## PRI 7. Architectural Lighting

Per PRI 7.1 and 7.2, accent lighting should complement architectural elements and create depth and shadows. Safety and security of the building should be enhanced through lighting design. Exterior lighting is not identified within this application. Specifications on any proposed exterior lighting should be provided to staff for review prior to permitting. Staff notes that the intended office use will likely be open only during daylight hours.

## PRI 11. Existing Architecture

Per PRI 11.2-11.4, Staff recommends, but does not require, that the existing patterned transoms remain above the proposed sliding glass on the upper floor. Staff notes that an earlier rendition of the design included an upper floor balcony, which would have required removal of historic architectural elements, but the design has been revised in order to preserve the historic elements and not disrupt the overall continuity of the existing 3-part structure.



## **Summary**

Overall, staff finds that the proposed alterations to the storefront are in conformance with the Downtown Design Guidelines.

**Staff 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 of the Greenville Development Code.**
- 2. Planter dimensions and material must be submitted to staff for review prior to permitting.**
- 3. 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 Greenville Development Code Section 19-6.2.F 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.**



## APPLICATION FOR **URBAN DESIGN CERTIFICATE OF APPROPRIATENESS**

Contact Planning & Development (864) 467-4476 or [planning@greenvillesc.gov](mailto:planning@greenvillesc.gov)

### APPLICANT/OWNER INFORMATION

\*Indicates Required Field

|           | APPLICANT                    | PROPERTY OWNER                    |
|-----------|------------------------------|-----------------------------------|
| *Name:    | James B (Bo) Garland         | JDS Partners                      |
| *Title:   | Architect                    | Owner                             |
| *Address: | 7090 Howard St., Spartanburg | 211 N. Main St., Greenville,      |
| *State:   | South Carolina               | South Carolina                    |
| *Zip:     | 29303                        | 29601                             |
| *Phone:   | (864) 423-9003               | (864) 966-0282 (Scott Troutt)     |
| *Email:   | bo@precision-services.com    | scott@ihr.services (Scott Troutt) |

### PROPERTY INFORMATION

\*STREET ADDRESS 211 N. Main St., Greenville,

\*TAX MAP #(S) 0002000602000

\*ZONING CLASSIFICATION Zoning #520 (Retail - General) (MXS-D - Mixed Use Shopfront)

\*PRESERVATION DISTRICT/SPECIAL DESIGNATION:

☒ Downtown Review District    ☐ West End Overlay    ☐ Pettigru    ☐ East Park    ☐ Overbrook  
☐ Hampton-Pinckney    ☐ Heritage    ☐ Colonel Elias Earle    ☐ Local Landmark    ☐ National Register

\*Pursuant to S.C. Code Ann. § 6-29-1145, I hereby attest that the tract or parcel of land subject to this application IS NOT restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity. Initial: JBG

\*ARE THERE EXISTING STRUCTURES ON THE PROPERTY? ☒ Yes    ☐ No

### DESCRIPTION OF REQUEST

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

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

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## 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 prior to review. Applications requiring review by the Design Review Board or Historic Review Board must be submitted no later than 2:00 pm of the date reflected on the posted calendar.

|                                        |                                                                            |
|----------------------------------------|----------------------------------------------------------------------------|
| A. DESIGN REVIEW BOARD                 | \$300.00, <i>site plan review</i><br>\$300.00, <i>architectural review</i> |
| B. SIGNS                               | \$150.00                                                                   |
| C. MINOR APPLICATION (STAFF REVIEW)    | \$100.00                                                                   |
| D. MODIFICATION TO AN APPROVED PROJECT |                                                                            |
| Major (requires review by DRB)         | ½ Original Fee                                                             |
| Minor (requires review by staff)       | \$50.00                                                                    |
| E. INFORMAL REVIEW                     | \$50.00                                                                    |
2. Staff will review the application per Section 19-6.2.1(b)(3) for completeness and per Section 19-6.2.6-6.2.9 to determine the applicable fee structure and reviewing body.
3. **Public Notice Requirements (not applicable for minor applications).** Certificate of Appropriateness applications require public notice. The applicant is responsible for sign posting to the subject property at least 15 days (but no more than 18 days) prior to the scheduled design review board meeting date. Staff will provide the applicant with instructions, sign, and an affidavit of substantial compliance upon receipt of the application fee. The signed affidavit will be required with attached photos of the posted notice prior to review.
4. You must attach a complete digital set of scaled drawings of the property. A printed set of drawings is NOT required. Although construction drawings are not required, applicants should be able to provide construction drawings at the request of the DRB or HRB. Additional information may be requested at any time to fully understand the proposal. **Projects may require a two-phase DRB review process (Site Plan Review followed by Architectural Review), dependent on the scale of the proposed plans. Staff will notify the applicant upon receipt of the application if a two-phase review is required.**
5. Unless expressly determined by the administrator, all applications must contain the following:

☐ SITE PLAN REVIEW

- a. Site Plan Drawings (indicating footprint of existing buildings, proposed building, proposed exterior elements, demolition of existing site features, floor plan, conceptual landscape plan with materials notated, conceptual lighting, conceptual furnishing package, proposed exterior equipment, etc.).
- b. 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.).
- c. Model (digital model that includes the surrounding context with massing only, no texture or articulation is required). ***The contextual model for the Design Review boundary can be downloaded here: <https://greenvillesc.gov/364/Access-GIS-Data>, and is provided as a .skp file.***

☒ ARCHITECTURAL REVIEW

- a. Elevation Drawings of all Exterior Sides (indicate proposed materials, existing grade and proposed grade, proposed mechanical equipment, outdoor lighting fixtures, 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).
- b. Sections (include vertical dimensions in feet, building sections where significant changes occur in building volume, wall section for review of material relationships).
- c. 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).

- d. Renderings (include perspective drawings, including views from pedestrian and public realm).
- e. Model (digital model that includes the surrounding context and should include accurate scale, architectural detail to the extent that it describes the design intent, proposed textures and proposed sign location).
- f. Comparative Images (images of existing conditions and proposed modifications for all alterations to existing structures with proposed changes highlighted)
- g. Labeled Physical Samples of exterior finishes must be provided at the Public Meeting to the DRB.

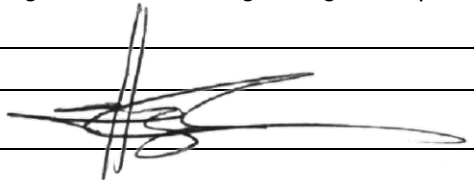
For more detail on these submittal requirements, please refer to the [Greenville Downtown Design Guidelines](#), adopted May 2017.

**Please verify that all required information is reflected on the plan(s).**

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 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.

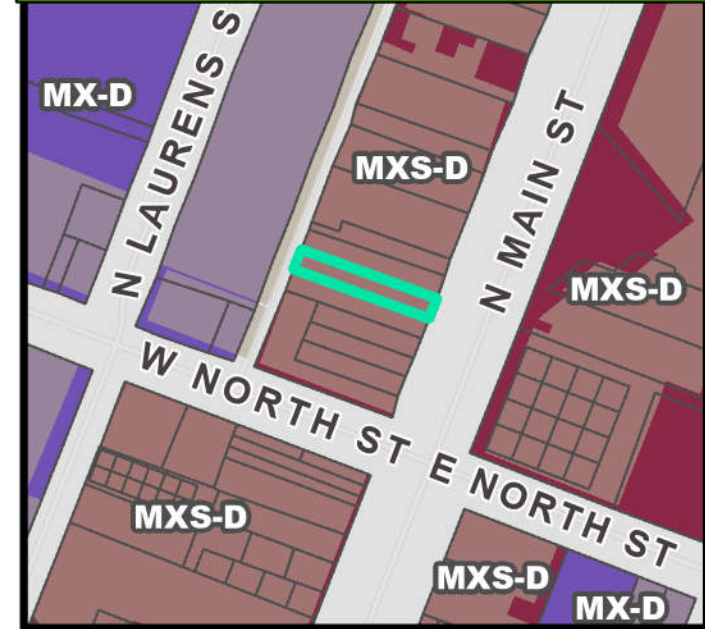
|                                 |                                                                                                            |
|---------------------------------|------------------------------------------------------------------------------------------------------------|
| <b>*Signatures</b>              |                                                                                                            |
| Applicant                       | Bo Garland - Architect  |
| Date                            | 11/05/2024                                                                                                 |
| Property Owner/Authorized Agent | Chad McDowell                                                                                              |
| Date                            | 11/05/2024             |
| Public Hearing information      |                                                                                                            |
| Public Hearing signs            |                                                                                                            |



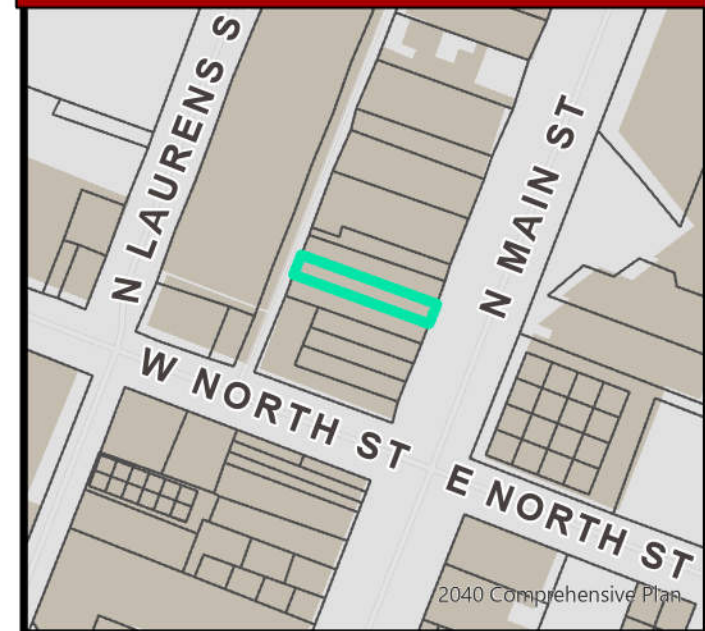
AERIAL VIEW



CURRENT ZONING

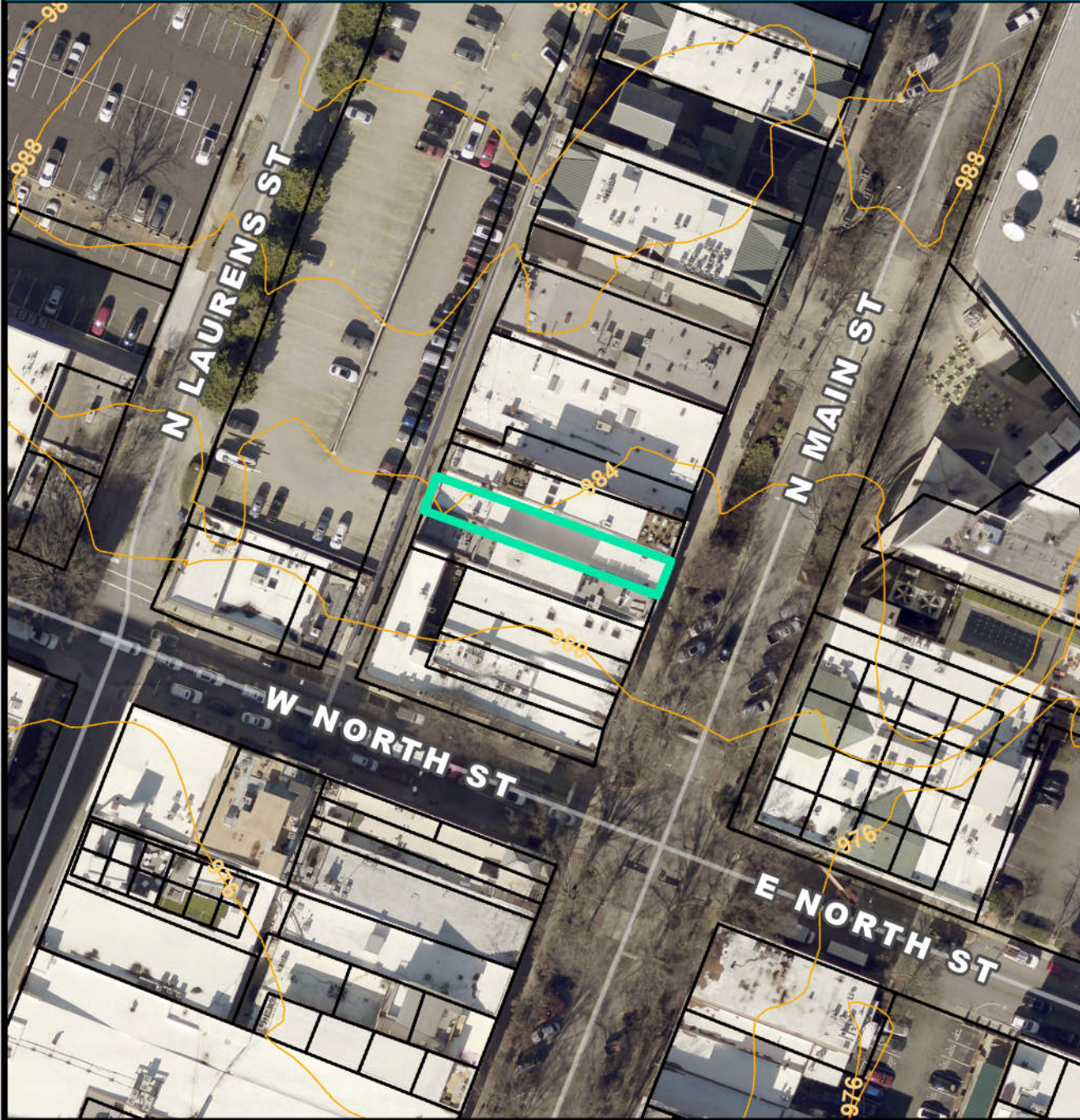


FUTURE LAND USE

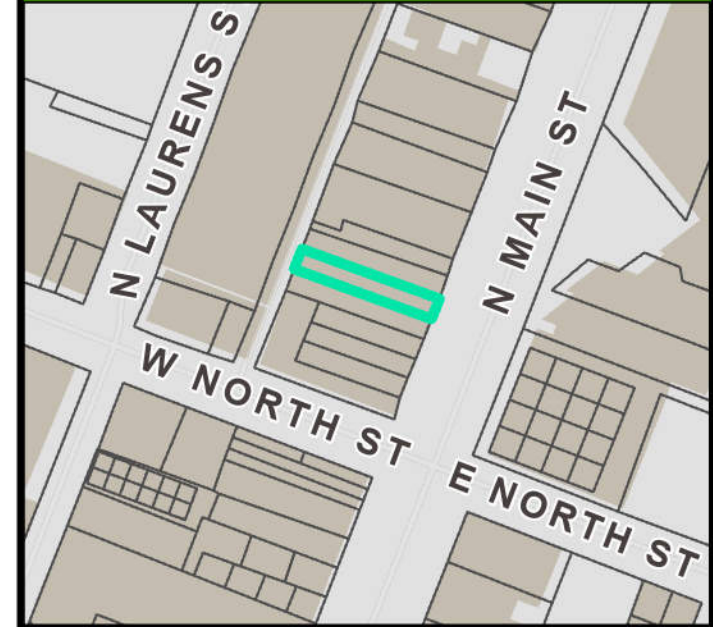




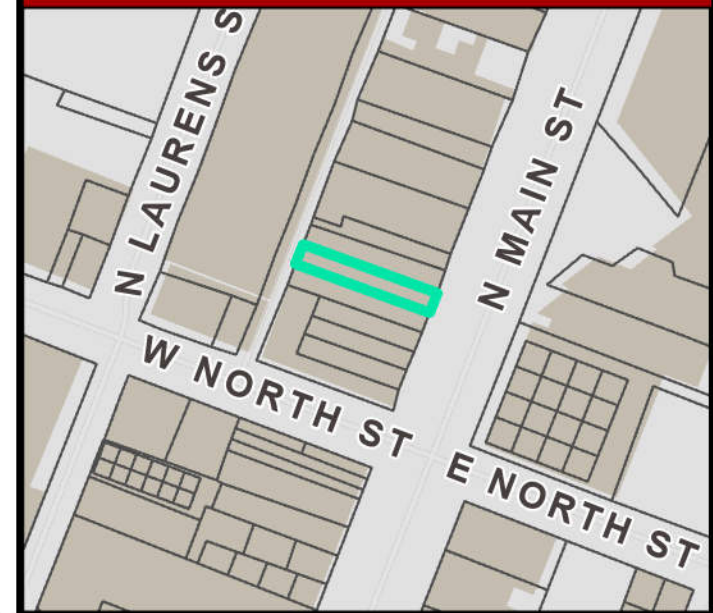
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





General Contractor: IHRS LLC.

Project: Broadstreet Front Entrance  
211 N. Main Street, Greenville, SC

Permit: *forthcoming*



Certificate of Appropriateness | Amendment to Original CA Application

|           |
|-----------|
| NARRATIVE |
|-----------|

November 5, 2024 | Original CA Application

The new façade up fit for 211 North Main Street in downtown Greenville introduces a striking blend of modern design and historic charm. The renovation features newly crafted cast iron columns, which restore and emphasize the building’s classic architectural elements while enhancing its structural elegance.

These columns are paired with decorative glass panels that bring a contemporary , artistic touch to the storefront. The glass inlays showcase intricate patterns, adding texture and visual interest to the façade.

Additionally, a **new balcony** at the second-floor level extends the building’s presence, offering both functional outdoor space and a visual focal point.

The updated façade also enables the creation of much-needed interior space, allowing for an efficient layout and the inclusion of a new staircase leading down to the basement. The overall design balances a nod to Greenville’s rich history with a fresh, inviting aesthetic, creating a dynamic and engaging presence that complements the vibrant downtown atmosphere.

April 9, 2025 | **Amendment** to Original CA Application

Remove the balcony at the second-floor that we proposed in our original CA submittal (*see above*), and replace that with **sliding windows**. The sliding windows offer a continuation and rhythm to the building façade, and fresh air to the building occupants. We will install a cast iron safety rail system for the sliding windows. Our neighbors have sliding windows and a safety rail system, and we will match theirs.

Attachments: PSI Design – CA package & application



ZONING MAP



LOCATION MAP

Certificate of Appropriateness Submittal for:  
211 NORTH MAIN BALCONY



EXISTING FACADE

SCALE: 3/16" = 1'-0"



PROPOSED FACADE

SCALE: 3/16" = 1'-0"

Certificate of Appropriateness Submittal for:  
211 NORTH MAIN BALCONY



1

## EXISTING FACADE ELEVATION

SCALE: 3/16" = 1' - 0"

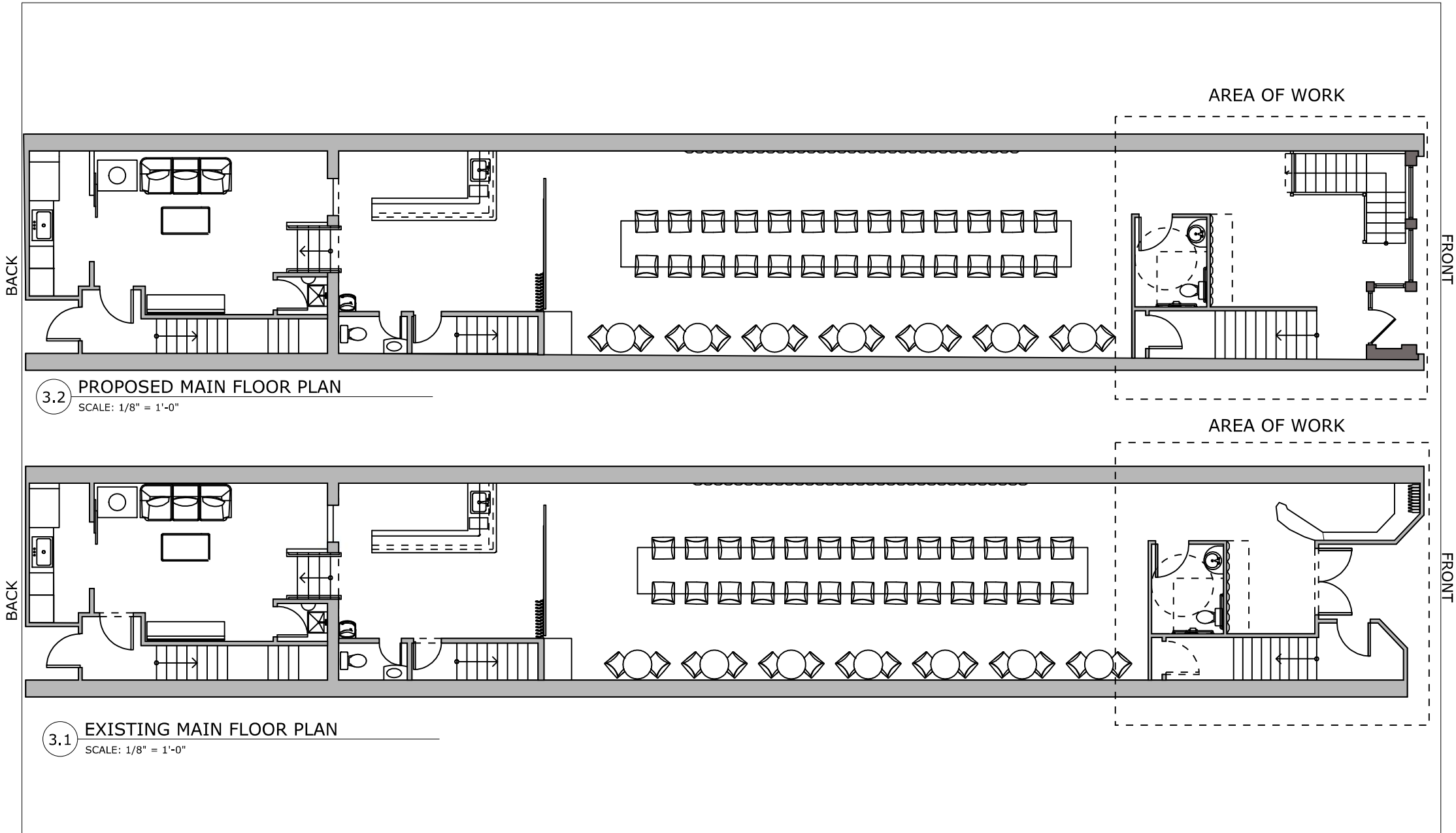




2

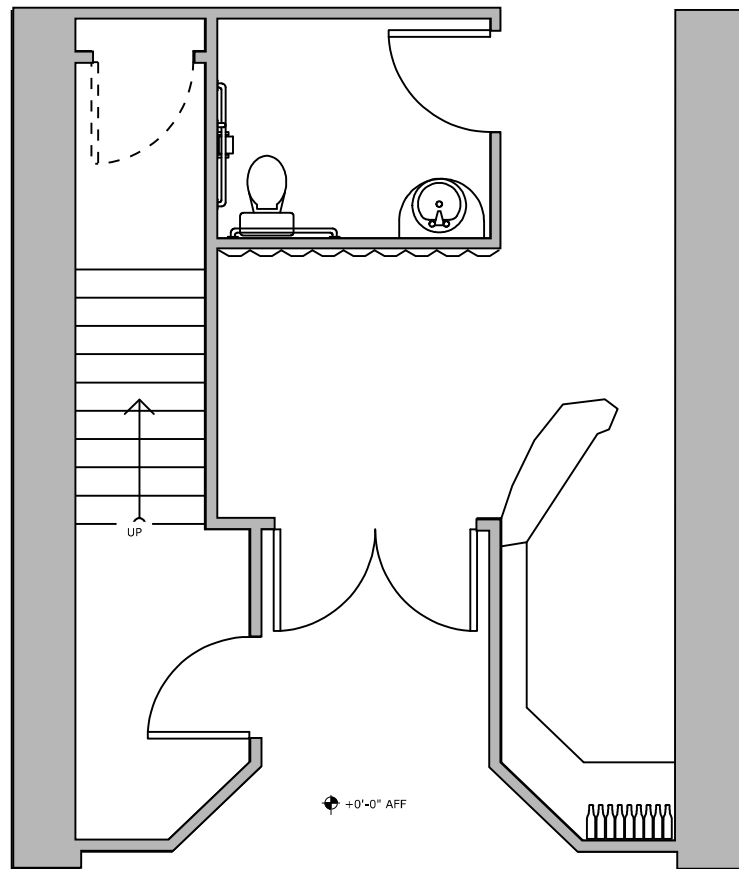
## PROPOSED FACADE ELEVATION

SCALE: 3/16" = 1' - 0"

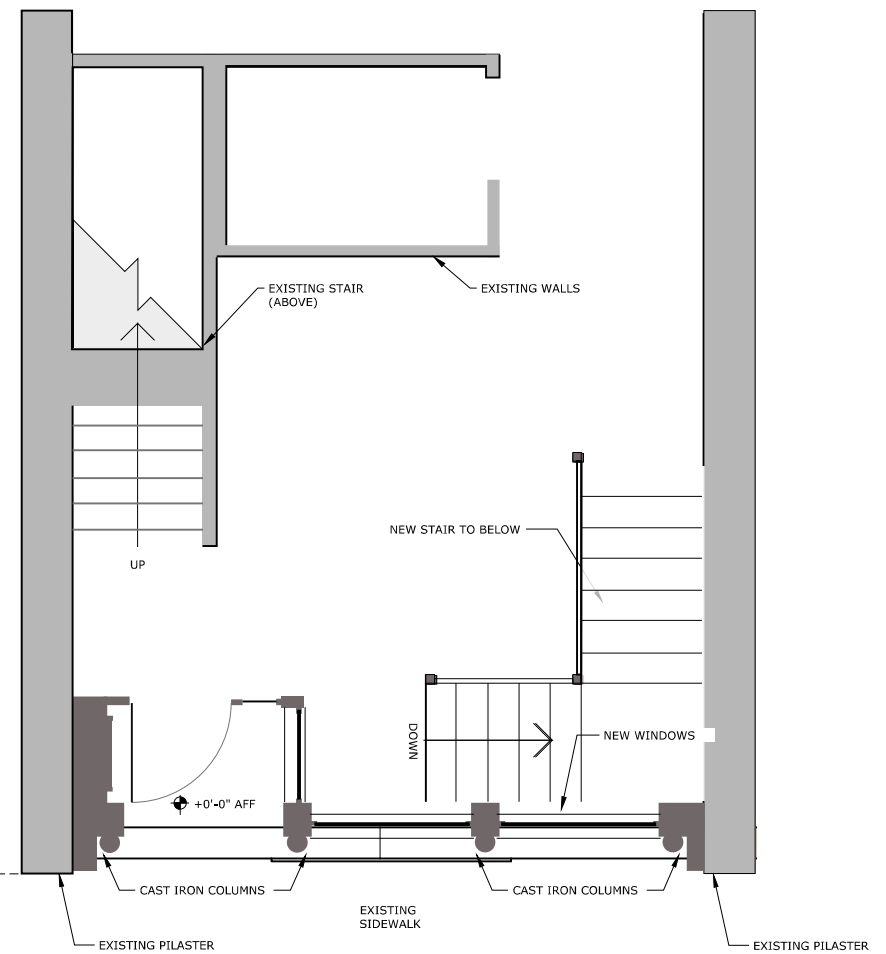


3 MAIN LEVEL FLOOR PLAN  
SCALE: AS SHOWN

## 211 NORTH MAIN BALCONY



4.1 EXISTING MAIN FLOOR PLAN  
SCALE: 1/4" = 1'-0"

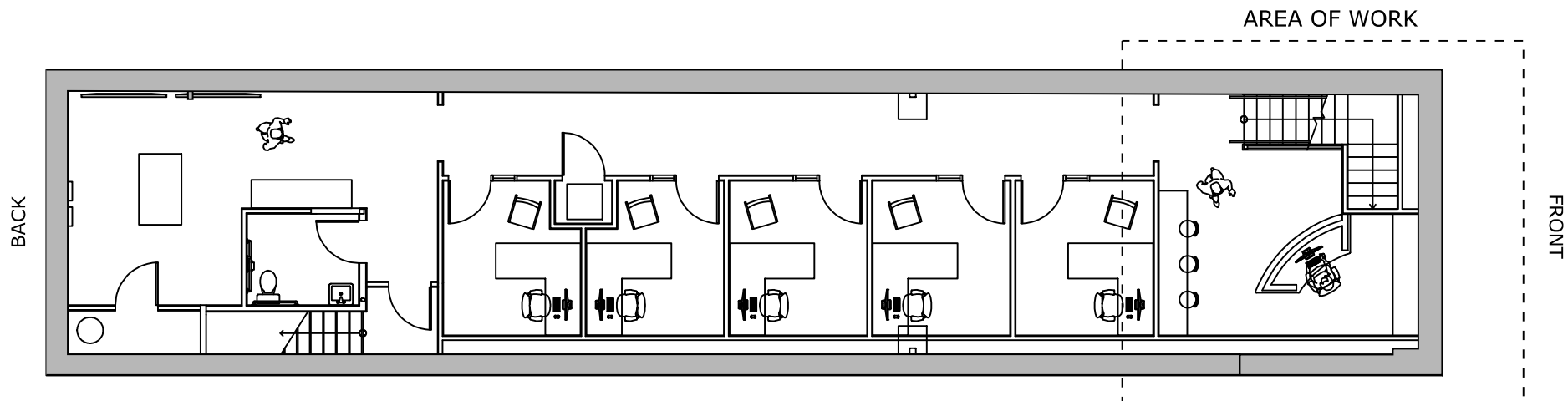


4.2 PROPOSED MAIN FLOOR PLAN  
SCALE: 1/4" = 1'-0"

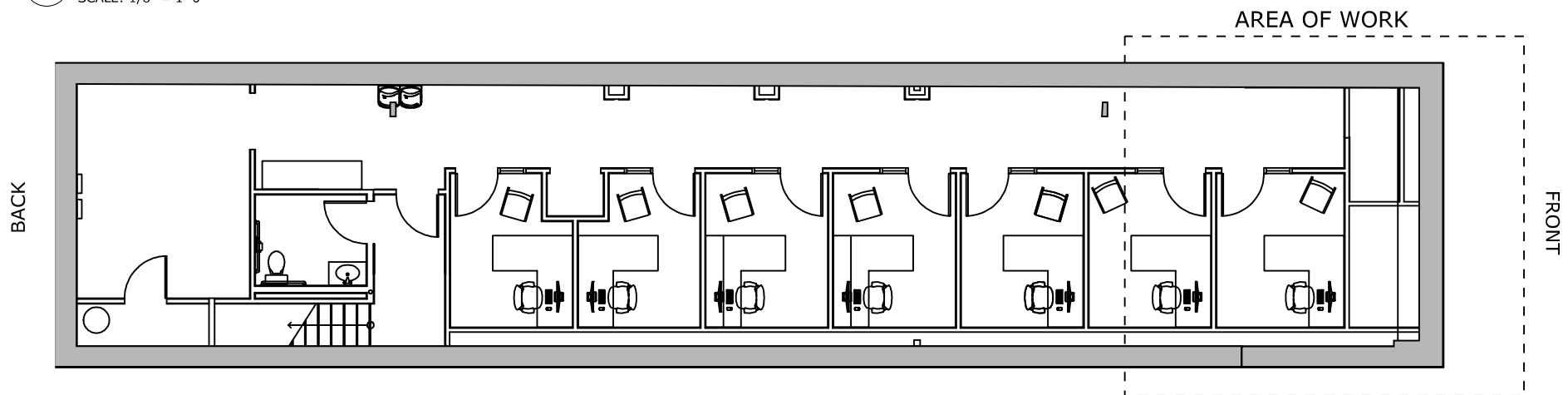
4 MAIN LEVEL FLOOR PLAN  
SCALE: AS SHOWN

## 211 NORTH MAIN BALCONY





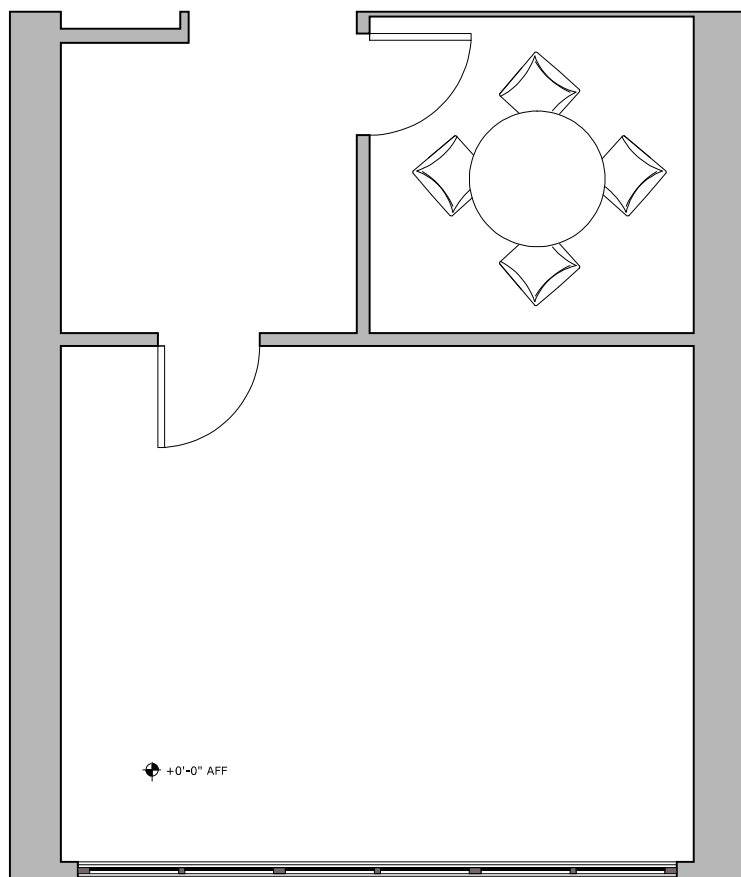
5.2 PROPOSED BASEMENT FLOOR PLAN  
SCALE: 1/8" = 1'-0"



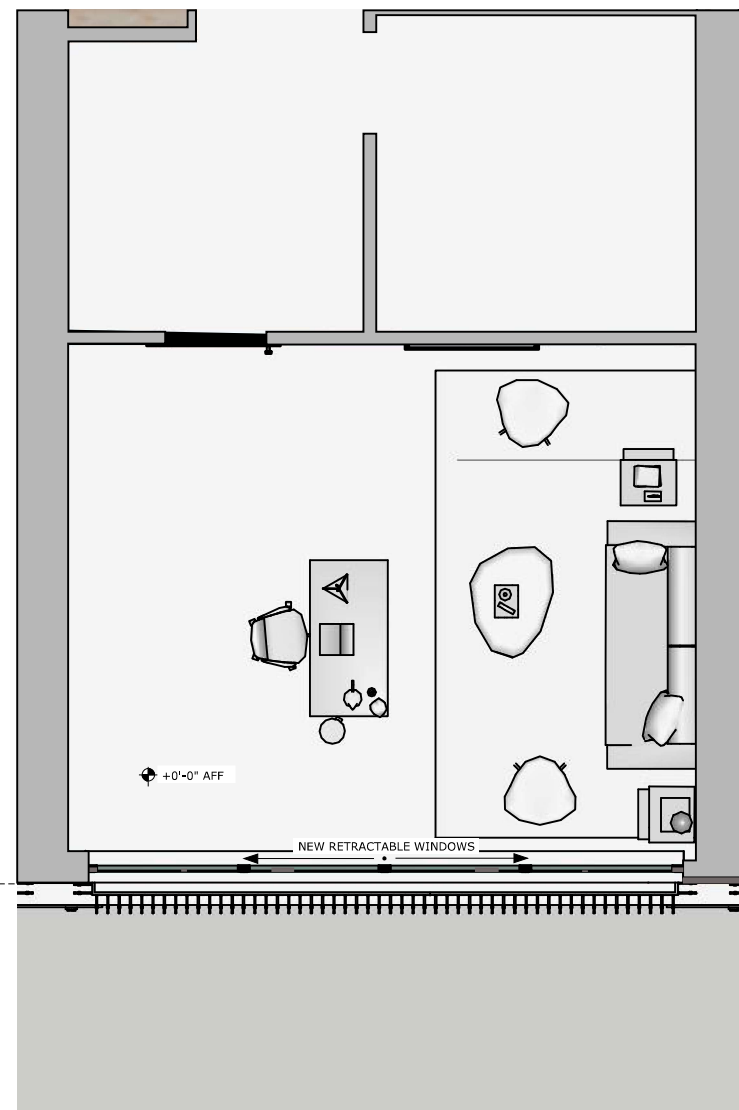
5.1 EXISTING BASEMENT FLOOR PLAN  
SCALE: 1/8" = 1'-0"

5 MAIN LEVEL FLOOR PLAN  
SCALE: AS SHOWN

## 211 NORTH MAIN BALCONY



FACE OF SIDEWALK

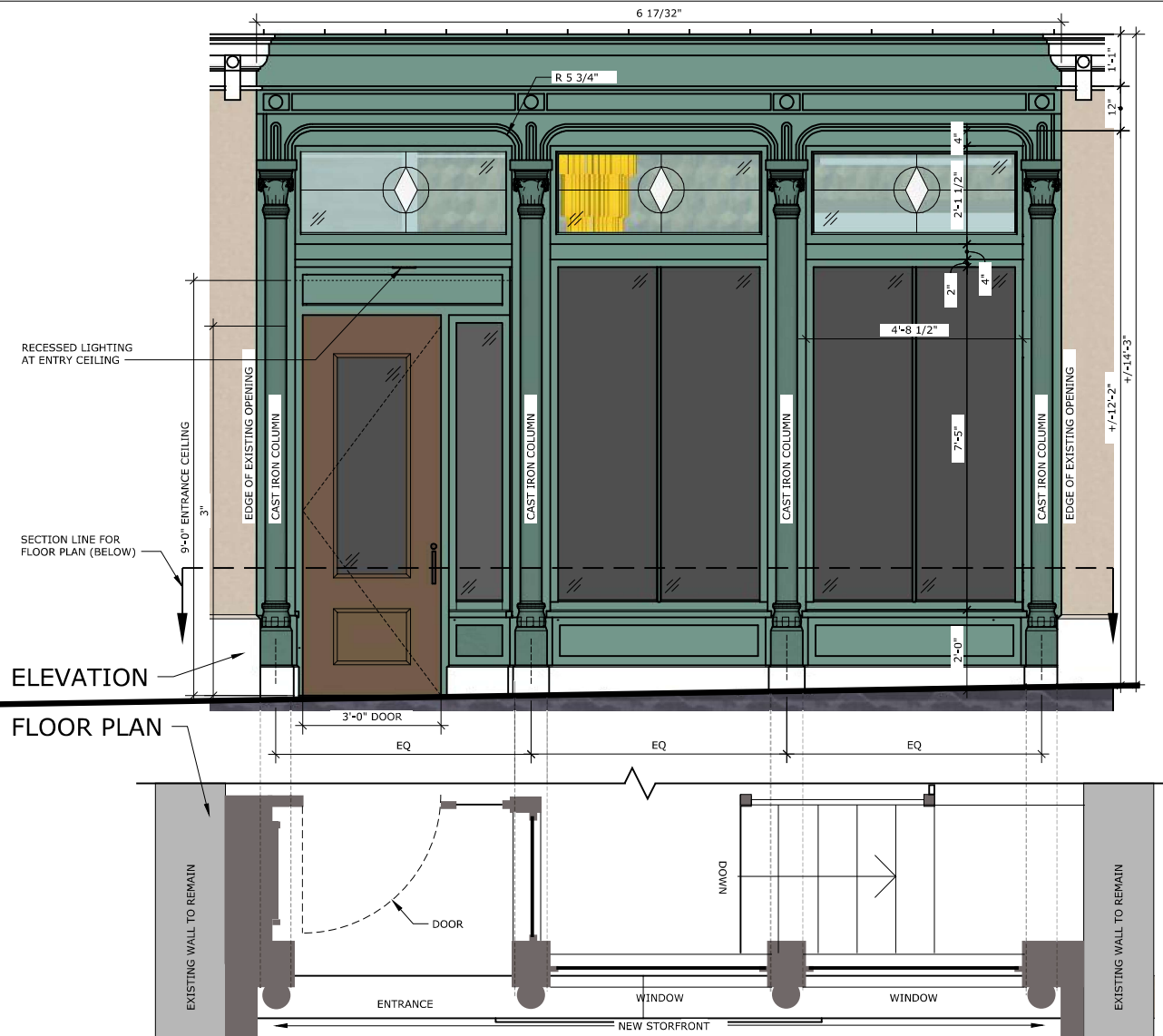


6.1 EXISTING SECOND FLOOR PLAN  
SCALE: 1/4" = 1'-0"

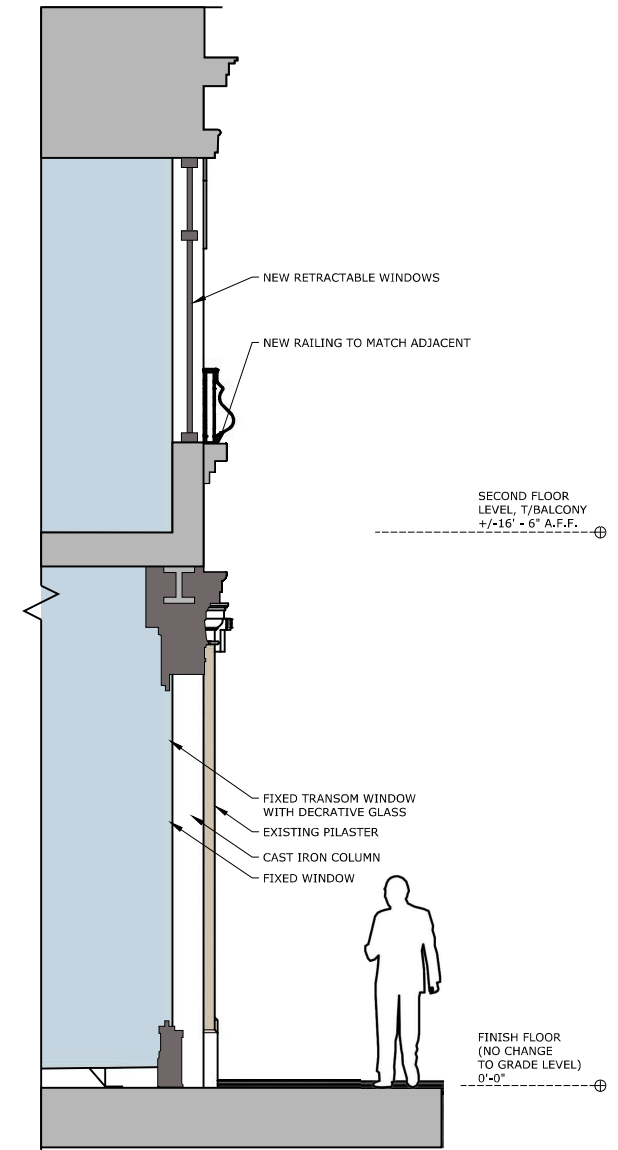
6.2 PROPOSED SECOND FLOOR PLAN  
SCALE: 1/4" = 1'-0"

6 SECOND LEVEL FLOOR PLAN  
SCALE: AS SHOWN

## 211 NORTH MAIN BALCONY



7.1 PROPOSED FACADE AND MAIN FLOOR PLAN  
SCALE: 3/8" = 1'-0"



7.2 PROPOSED FACADE SECTION  
SCALE: 1/4" = 1'-0"

7 SECOND FLOOR  
SCALE: AS SHOWN

## 211 NORTH MAIN BALCONY



8 RELATIONSHIP WITH THE STREET

## 211 NORTH MAIN BALCONY





**Columns:**  
Material: Cast Iron  
Color: Sage Green WSP35



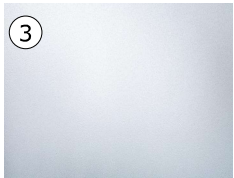
**Storefront Trim:**  
Type: Exterior Grade Wood Trim  
Color: Sage Green WSP35  
Finish: Smooth



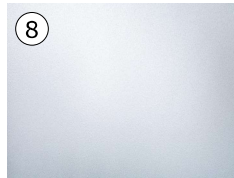
**Storefront Windows:**  
Type: Stationary  
Frame Type: Clad  
Glass Color: Clear  
Frame color: Paint to match columns  
Manufacturer: WeatherShield



**2nd Floor Sliding Window:**  
Type: Sliding window  
Window Panel Material: Glass  
Window Color: Paint to match columns  
Glass Color: Clear  
Frame Type: Clad  
Frame Color: Paint to match columns  
Manufacturer: WeatherShield



**Transom Windows:**  
Type: Fixed  
Frame Type: Clad  
Glass Color: Clear  
Frame color: Paint to match columns  
Manufacturer: WeatherShield



**2nd Floor Windows:**  
Type: Stationary  
Frame Type: Clad  
Glass Color: Clear  
Frame color: Paint to match columns  
Manufacturer: WeatherShield



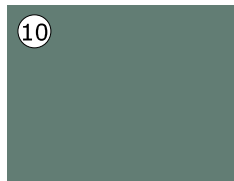
**Entry Flooring:**  
Material: Concrete  
Backfill to existing sidewalk



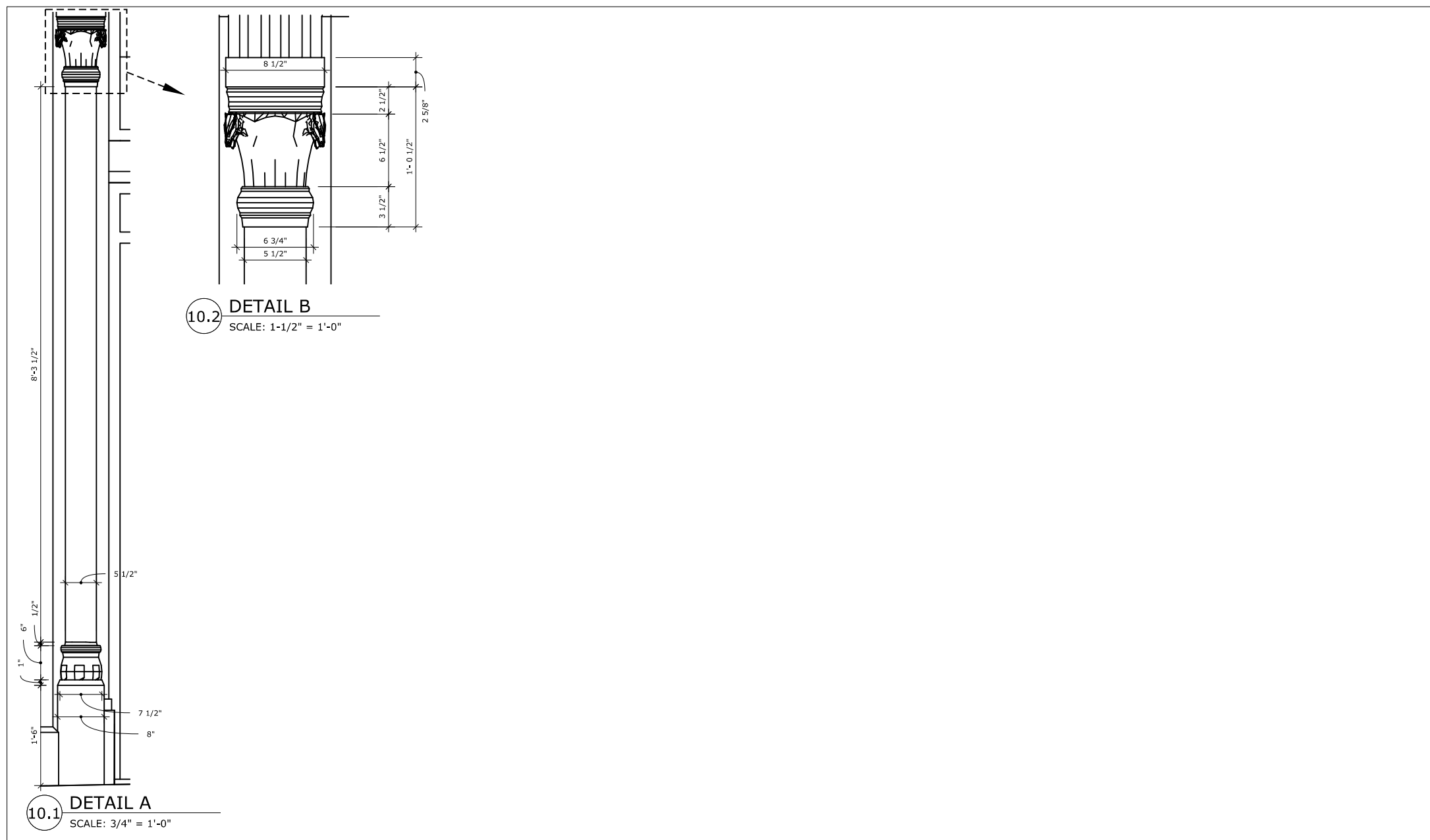
**Main Entry Door:**  
Type: Single door - Out Swing  
Door Panel Material: Mahogany Wood  
Door Color: Special Walnut Stain  
Finish: Semi-Gloss  
Glass Color: Clear  
Frame Type: Metal/Wood  
Frame Color: Paint to match columns  
Manufacturer: WeatherShield



**Entry Ceiling:**  
Type: T1-11  
Material: Exterior Grade Wood Soffit Panels  
Color: Match Main Entry Door Color



**Door Trim:**  
Type: Exterior grade Wood Trim  
Color: Sage Green WSP35  
Finish: Smooth





VIEW LOOKING TOWARDS W.  
NORTH ST.



VIEW DOWN SIDEWALK



VIEW LOOKING TOWARDS  
COLLEGE ST.

11

## EXISTING CONDITIONS

SCALE: NONE

# 211 NORTH MAIN BALCONY





12

RENDERED VIEWS

SCALE: NONE

211 NORTH MAIN BALCONY









14

STREET SCAPE VIGNETTE

SCALE: NONE

211 NORTH MAIN BALCONY



**Planning Staff Report to  
Design Review Board  
May 2, 2025**  
*for the May 15, 2025 Public Hearing*

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**Docket Number:** UH 24-941  
**Applicant:** Jenny Reyes  
**Property Owner:** GVL Property Group  
**Property Location:** 9 Watson Ave  
**Tax Map Number:** 0074000700300  
**Zoning:** RN-A, Downtown Overlay District  
**Proposal:** Unreasonable Hardship Request to Demo Existing House  
**Staff Recommendation:** Approve with Conditions

**Applicable Sections of the City of Greenville Code of Ordinances:**

*Div. 19-6.2.7 Unreasonable Hardship Request to Demo*

**Application Request:**

The applicant proposes to demolish the existing house, located at 9 Watson Ave and replace with “missing middle” housing of similar scale and style. The subject property is located within the Downtown Overlay District and is on the Greenville Historic Inventory. It was built in ca. 1915 and labeled the John and Annie Reynolds House.



*Photo from Greenville's Historic Resource Survey - 2002*



*Current Photo*

### **Application History:**

The request to demolish the structure is based on the structural criteria for unreasonable hardship. The applicant is also proposing to demolish the neighboring house at 11 Watson Avenue. Two structural reports have been provided by the applicant for each structure.

In early April, one member of the Historic Review Board and one member of the Design Review Board met with staff and the applicants on site to review the existing conditions 9 and 11 Watson and to discuss the applicant's plans for redevelopment. A compilation of their written commentary from each board representative is provided below.

#### *Historic Review Board Member (recommending approval)*

- *Based on our visit to the property at the above address on April 4th, I agree with the applicant's application for an unreasonable hardship exemption. It is apparent that the house has been through years of deferred maintenance and neglect. It is currently unsuitable for occupancy.*
  - o *The roof appears to be in need of replacement.*
  - o *Windows are broken or missing in several locations.*
  - o *The perimeter foundation masonry appears to be in poor shape.*
  - o *Exposed exterior wood trim and roofing is in need of paint and possible rot repair.*
  - o *The interior walls, ceilings, and floors are stained from previous water intrusion.*
  - o *The interior smells of water damage and possibly pet stains.*
  - o *The pattern of visible damage looks to be symptomatic of issues behind the finishes which could be far more serious, which is why I agree with the application.*

#### *Design Review Board Member (recommending denial)*

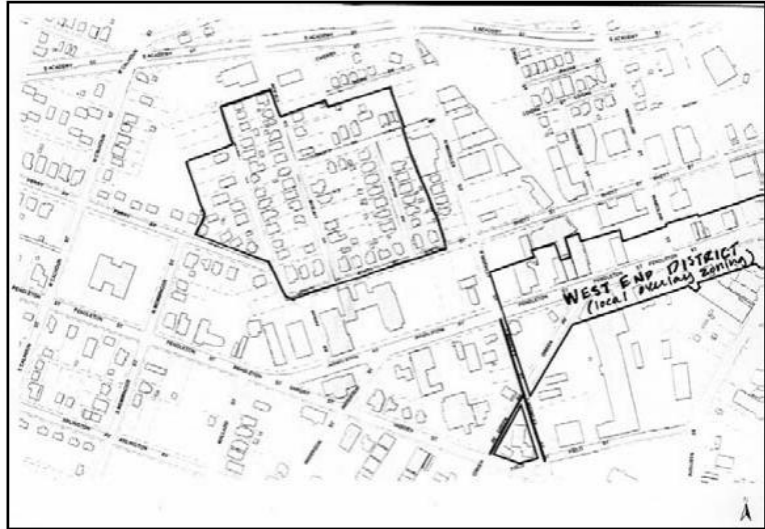
- *I suggest that the planning staff recommend denial of these applications for the following reasons:*
  - o *The applicant notes that the cost to restore these properties exceeds the cost to demolish and rebuild. I don't believe this qualifies as an unreasonable circumstance or prohibits or restricts the use of the property.*
  - o *In the conclusion, the applicant notes that restoration would be "prohibitively expensive." However, there is no information regarding what the post-restoration value of the property would be. If they are suggesting that it is more profitable to build new than to renovate, that is not an acceptable reason to approve the demolition.*
  - o *I visited the property. The condition of this house, in my opinion, is not uncommon for historic properties that have not been restored in Greenville's historic districts.*
  - o *The applicant has noted that "it is not safe to restore these structures" and restoring these homes "could pose long term safety risks, as even with repairs, underlying structural issues might not be addressed." A licensed contractor would be responsible for meeting construction site safety requirements and building to current life-safety and building code requirements. Therefore, this consideration is not valid.*
  - o *The application notes that they "may also face environmental challenges, such as soil instability or water drainage issues." However, there have not provided any evidence of this or any information about how it could potentially be resolved.*

**The applicant shall provide clarification on anticipated post-renovation value and environmental challenges, to be reviewed by 2 members of the Design Review Board and staff, prior to final approval of this application.**



**Historic Context:**

The property is located within the West End Residential Neighborhood and was identified in Greenville's Architectural Historic Inventory as a Potential Ware-McCall Historic District. The area was described as "A late nineteenth-century segregated neighborhood that developed in association with the West End. Potentially eligible under Criteria A and C." Although the district was never registered as historic, many of the remaining homes are also listed on Greenville's Architectural Historic Inventory.



*Greenville's Architectural Inventory, Potential Historic District*

Much of the perimeter of this Ware-McCall neighborhood has seen development, and the historical context eroded with homes being demolished or stripped of historical references in recent years. However, Watson Ave remains intact with original structures that contributed to the Potential Historic District. Many of the properties are not well maintained, but the historical context remains unchanged.

**Staff Analysis:**

When considering a proposal for demolition, the Design Review Board shall consider the following:

1. The historic or architectural significance of the structure.  
*The existing structure is listed on Greenville's Historic Resource Inventory and has a survey card from 2002. The existing house is a 2-story frame weatherboarded, hip-roof foursquare with a front porch supported by Doric columns. Given that the structure appears relatively intact, is on Greenville's Historic Resource Inventory, and is within the unchanged portion of the potential Ware-McCall Historic District, staff finds that the structure is historically significant.*
2. The importance of the structure to the integrity and character of the district.  
*The structure is not within an approved preservation overlay district but the neighborhood was noted as a potential historic district in 2002. The existing neighborhood context is changing as development pressures from downtown have already caused some historical context along Rhett St, Perry Ave, McCall St, and Ware St to be removed. Watson Ave remains relatively untouched, and its historical context is unchanged.*
3. The difficulty or impossibility of reproducing such a structure because of its design, material, detail or unique location.  
*The existing structure is not an example of high architectural style. However, it is not feasible to effectively reproduce a structure that is listed as a historic resource.*
4. Whether the building is one of the last remaining examples of its kind in the neighborhood, the city, the region, the state, or the nation.

*Although the structure is considered an architectural resource, staff notes that the architectural style of the structure is not unique. There are other examples of the foursquare design throughout the city.*

5. Whether reasonable measures can be taken to save the structure from further deterioration, neglect, or collapse.  
*The applicant has provided two structural reports, dated May 11<sup>th</sup>, 2024 and February 7<sup>th</sup>, 2025. Both structure reports recommend demolition.*
6. Evidence presented by the applicant proving unreasonable hardship.  
*Staff finds that the basis for structural hardship has been provided.*

### **Redevelopment Concept:**

The applicant proposes a 2,100 to 2,500 sf 2-story duplex or triplex with a front porch, hardie board siding, and architectural shingle roof as a replacement structure, pending demolition approval. The applicant notes intention to work with staff and the Design Review Board to ensure that the proposed new structure will reflect the West End's unique character and complement the neighborhood's aesthetic, scale, and values. **The demolition permit shall not be issued until a Certificate of Appropriateness and building permit have been issued for the new structure.**



*Conceptual Rendering for New Structure*

### **Summary:**

Staff provides the following summary of findings:

- The existing structure is listed on Greenville's Historic Resource Inventory and has had minor modification over time. Staff finds that the structure is historically significant.
- Staff finds that the structural reports have provided evidence of significant deterioration, decay, and structural instability. Both structural reports note instability of the brick masonry foundations, floor joists, and roof framing.
- Although not reviewed at this time, the applicant proposes to design new structures to be compatible with existing homes along the street, maintaining the scale and rhythm of the existing neighborhood.

**Staff recommends approval of the application with a recommendation that an effort be made to salvage any in-tact historic elements of the existing house to be reused in the new structure. The following mandatory condition applies to the approval of the demolition:**

1. **The applicant shall provide clarification on anticipated post-renovation value and environmental challenges, to be reviewed by 2 members of the Design Review Board and staff, prior to final approval of this application.**
2. **The demolition permit shall not be issued until a Certificate of Appropriateness and building permit have been issued for the new structure.**



**APPLICATION FOR UNREASONABLE HARDSHIP EXEMPTION**

Contact Planning & Development (864) 467-4476 or [planning@greenvillesc.gov](mailto:planning@greenvillesc.gov)

**APPLICANT/OWNER INFORMATION**

\*Indicates Required Field

|           | APPLICANT                  | PROPERTY OWNER                       |
|-----------|----------------------------|--------------------------------------|
| *Name:    | GVL Property Group         | Beartop Holdings, LLC                |
| *Title:   | Owner Authorized Applicant | Benjamin D. Shirley-Authorized Agent |
| *Address: | 333 Wade Hampton Blvd      |                                      |
| *State:   | SC                         |                                      |
| *Zip:     | 29609                      |                                      |
| *Phone:   | <input type="text"/>       |                                      |
| *Email:   | <input type="text"/>       |                                      |

**PROPERTY INFORMATION**

\*STREET ADDRESS 9  Watson Ave, Greenville, SC

\*TAX MAP #(S) 0074000700300

\*ZONING CLASSIFICATION RN-A

\*PRESERVATION DISTRICT/SPECIAL DESIGNATION:

☒ Downtown Review District    ☐ West End Overlay    ☐ Pettigru    ☐ East Park    ☐ Overbrook  
☐ Hampton-Pinckney    ☐ Heritage    ☐ Colonel Elias Earle    ☐ Local Landmark    ☐ National Register

\*Pursuant to S.C. Code Ann. § 6-29-1145, I hereby attest that the tract or parcel of land subject to this application IS NOT restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

Initial: JR

**DESCRIPTION OF REQUEST**

Requesting an unreasonable hardship exemption due to severe structural deterioration and non-compliance with safety standards regarding the structures on the addresses listed above.



**Unreasonable Hardship Standards**

1. Describe the exceptional conditions and unreasonable circumstances relevant to the subject property which do not generally apply to other properties in the district.

SEE ATTACHED

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2. Describe the ways in which application of the standards required for a certificate of appropriateness effectively prohibits or unreasonably restricts the utilization of the property and results in an unreasonable hardship.

SEE ATTACHED

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3. Describe the ways in which the granting of an unreasonable hardship exemption would be the minimum action that would make possible the reasonable use of the land or structure that is not contrary to the purpose and intent of the approved guidelines for the district.

SEE ATTACHED

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4. Describe the ways in which the granting of an unreasonable hardship exemption would be consistent with the intent of the provisions of **Sections 19-6.2.7D, 19-6.2.9D.**

SEE ATTACHED

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### INSTRUCTIONS

1. All applications and fees (made payable to the City of Greenville) for Local Landmark Designation must be received by the planning and development office no later than 2:00 pm of the date reflected on the attached schedule.
  - a. APPLICATIONS FOR UNREASONABLE HARDSHIP EXEMPTION \$150.00\*
2. Staff will review the application per Section 19-6.2.1(b)(3) for completeness and per Section 19-6.2.7(d)(2) for applicable criteria for demolition requests.
3. **Public Notice Requirements.** Unreasonable Hardship applications require public notice. The applicant is responsible for sign posting to the subject property at least 15 days (but no more than 18 days) prior to the scheduled design review board meeting date. Staff will provide the applicant with instructions, sign, and an affidavit of substantial compliance upon receipt of the application fee. The signed affidavit will be required with attached photos of the posted notice prior to review.
4. You must attach a complete digital set of scaled drawings of the property. A printed set of drawings is NOT required. Although construction drawings are not required, applicants should be able to provide construction drawings at the request of the HRB. Additional information may be requested at any time to fully understand the proposal.
5. **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.

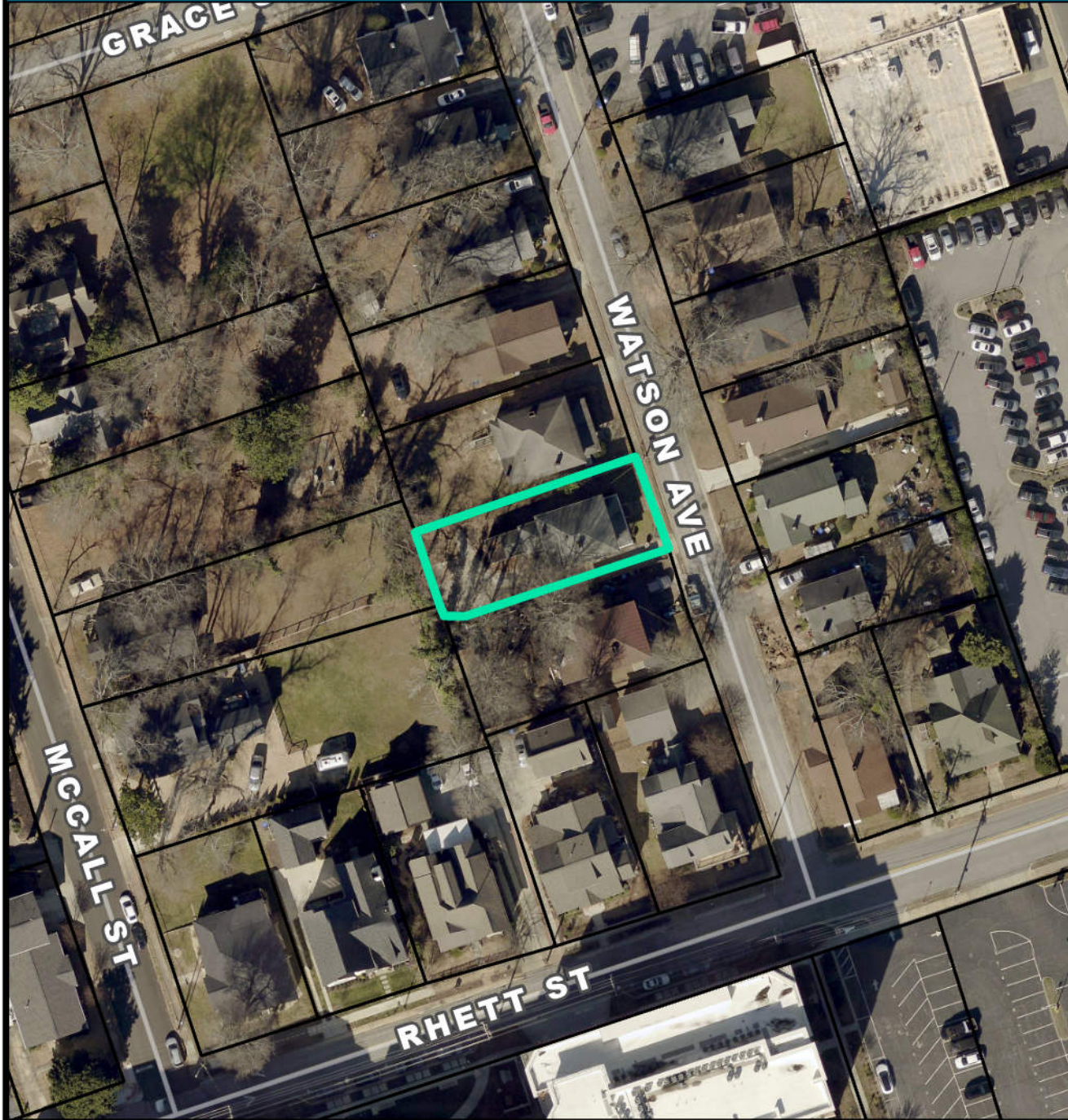
In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

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.

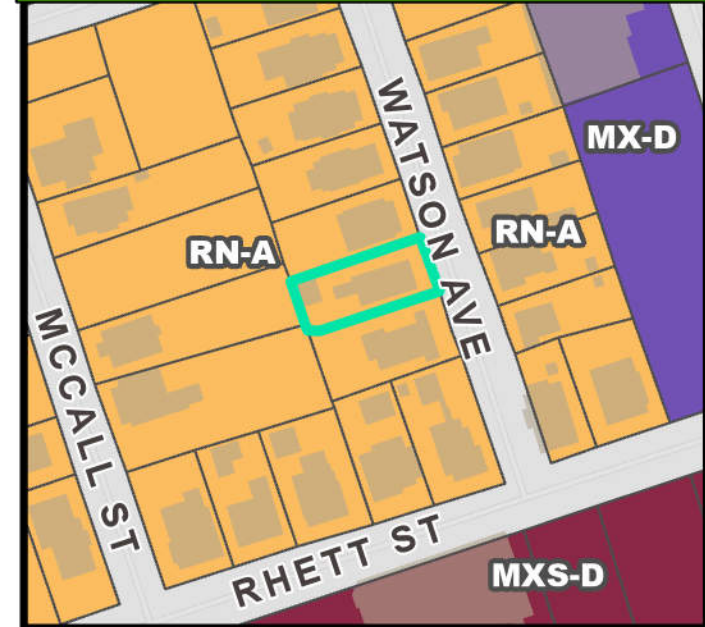
| *Signatures                     |                          |
|---------------------------------|--------------------------|
| Applicant                       | <i>Jerry Royer</i>       |
| Date                            | 10/28/2024               |
| Property Owner/Authorized Agent | <i>Regina D. Shirley</i> |
| Date                            | 10/28/2024               |



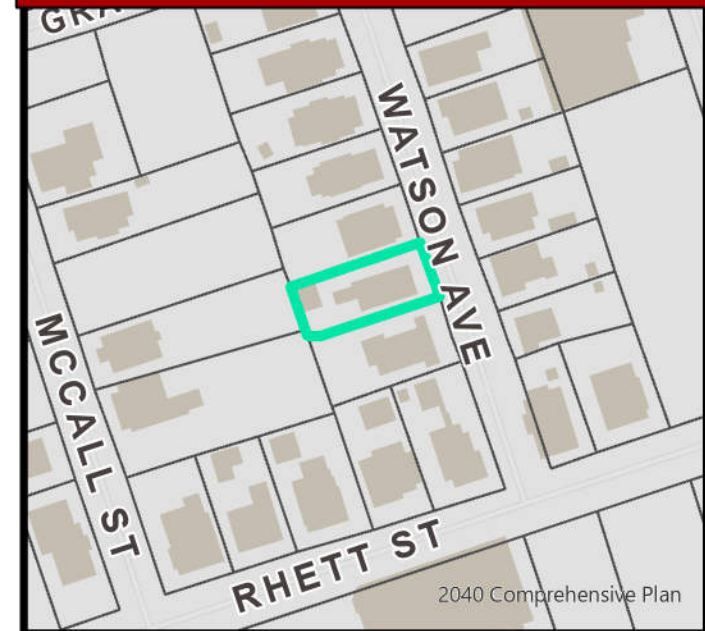
AERIAL VIEW



CURRENT ZONING

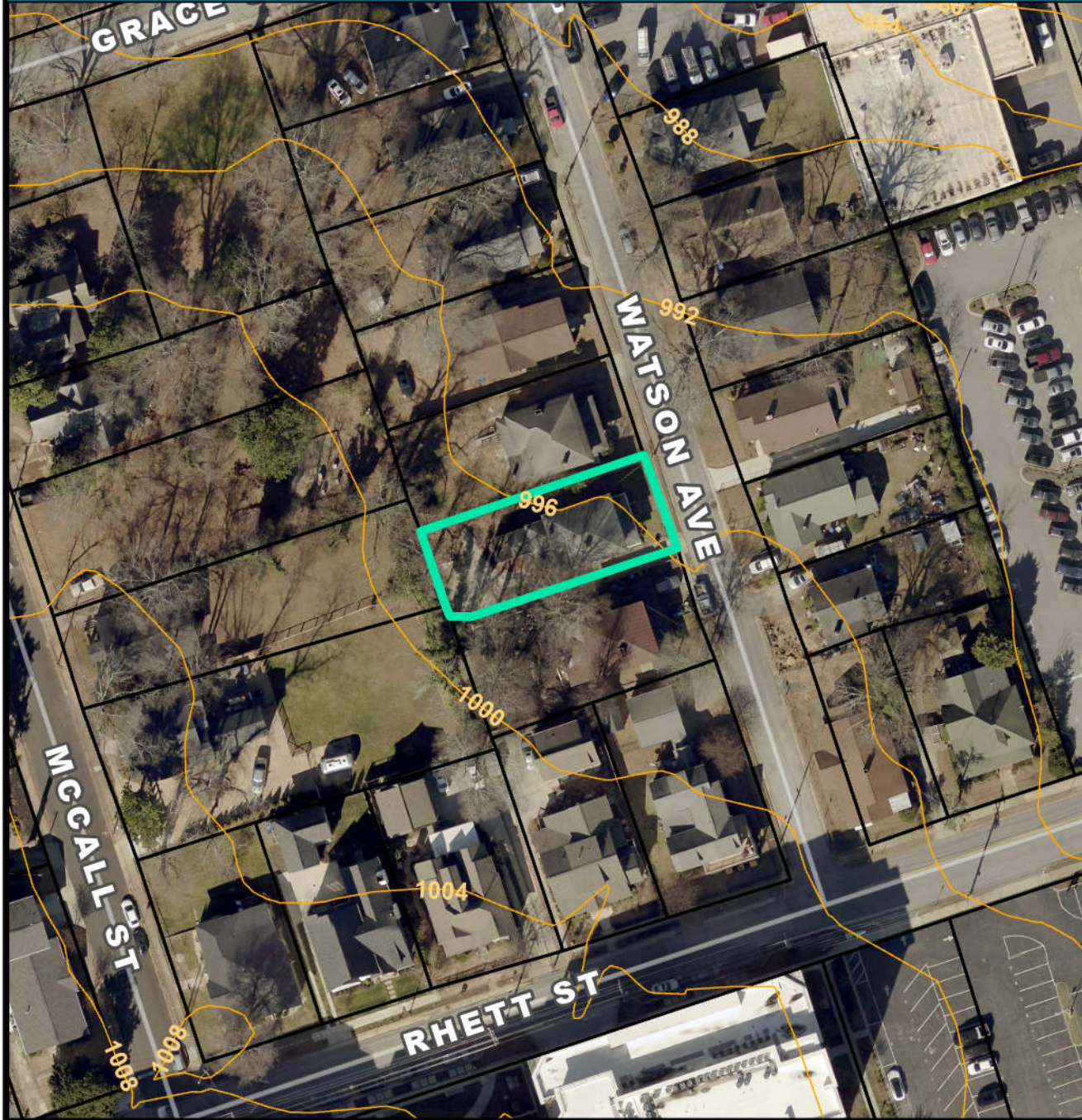


FUTURE LAND USE

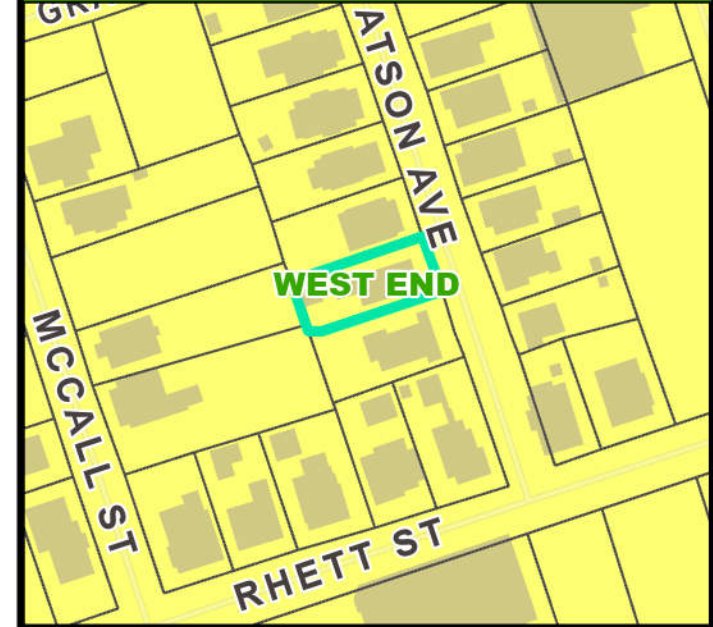




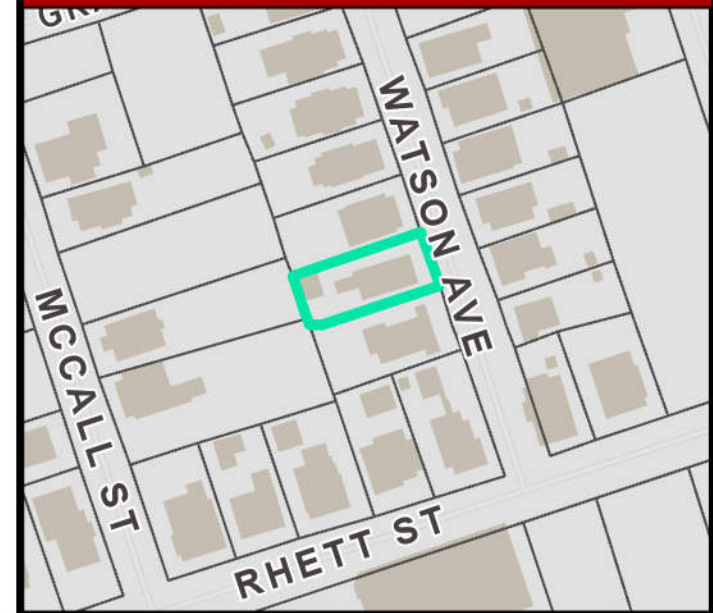
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





**April 16, 2025**

**City of Greenville Design Review Board**

**206 South Main Street**

**Greenville, SC 29601**

**Re: Request for Conditional Demolition Approval – 9 & 11 Watson Ave**

Dear Members of the Design Review Board,

We are a local development group with deep ties to Greenville and a shared commitment to preserving the charm and integrity of the West End. We are writing to respectfully request conditional approval for the demolition of the existing structures at 9 and 11 Watson Avenue.

These two houses have been professionally evaluated and found to be structurally unsound and unsafe for habitation. The engineering reports prepared by Thomas Hood, P.E., which are included in this application, outline in detail the extensive structural deficiencies, including:

- Severely deteriorated brick masonry foundations lacking modern load-bearing capacity
- Undersized, over-spanned floor joists and girders causing structural deflection and instability
- Compromised roof framing with rotted rafters and unsafe sheathing spans
- Rear additions that are beyond feasible repair and inaccessible for maintenance
- General structural instability and an inability to meet current code requirements without near-total reconstruction

The cost and complexity of repairing these buildings would exceed that of new construction, and any attempt to renovate would leave the structures noncompliant with modern safety standards.

Our goal is to replace these structures with new homes that reflect and respect the West End's unique character, using high-quality materials and thoughtful design. The conceptual drawings included in our application illustrate our intention to complement the neighborhood's aesthetic, scale, and values.





These plans are preliminary and will be developed further in collaboration with the City's Planning Department.

With conditional demolition approval, we will move forward with fully designing the replacement homes, working closely with Planning staff to ensure the final project aligns with the vision and ethics desired for Watson Avenue. Once designs are finalized, we will return to the Design Review Board for full approval of the complete project.

This first step is critical to our process—knowing that the removal of the existing, unsalvageable structures is possible allows us to commit confidently to the investment, design, and planning necessary for a responsible and respectful redevelopment.

Thank you for your thoughtful consideration. We welcome any feedback and are eager to collaborate to ensure this project contributes positively to the neighborhood and the City of Greenville.

*Sincerely,*

A handwritten signature in blue ink, appearing to read 'Jenny Reyes', with a stylized flourish at the end.

**Jenny Reyes**  
**864-672-4675**  
[jenny@vanrockre.com](mailto:jenny@vanrockre.com)  
**VanRock Holdings**



## **9 & 11 Watson Ave, Greenville, SC—Hardship Application**

### **Table of Contents:**

- 1. Application**
- 2. Application Answers**
- 3. 9 Watson Engineering Report 2024**
- 4. 11 Watson Engineering Report 2024**
- 5. 11 Watson Structural Evaluation and Demolition Justification Report-2025**
- 6. 9 Watson Structural Evaluation and Demolition Justification Report-2025**
- 7. 9 & 11 Watson Ave: Existing House Photos**
- 8. Existing Neighborhood Context Photos**
- 9. 9 & 11 Conceptual Drawings**

Our concepts will include traditional style 2 story homes with front porch, hardy board siding, architectural shingle roof, between 2,100 to 2,500 sq ft each. This would be similar to the "Isabella" plan in concept with some modifications to width and window placement. This product would work, with some modifications as a duplex product with a middle shared wall. Any standalone units, if only 3 units can fit the site plan, would be of a similar concept but with a larger width to the floor plan as shown in the Filigree plan or adjustments to the Isabella or similar. We intend to keep the nature of the neighborhood/street a primary focus of the design.

**1. Describe the exceptional conditions and unreasonable circumstances relevant to the subject property which do not generally apply to other properties in the district.**

- a. The properties located at 9 Watson Ave and 11 Watson Ave, Greenville, SC 29601, face several exceptional conditions and unreasonable circumstances that justify their demolition, which do not generally apply to other properties in the district. These conditions are as follows:

**i. Structural Integrity and Safety Concerns:**

- **Severe Structural Deterioration:** The subject properties have experienced significant wear and tear over the years, resulting in compromised foundational elements, walls, and roofing. The level of deterioration is beyond typical maintenance and repair seen in neighboring properties. Engineering assessments have indicated substantial cracking in the foundation, warped load-bearing walls, and water damage, which have weakened the overall structural integrity.
- **Non-compliance with Safety Standards:** Due to the advanced age of the buildings and the extent of deterioration, they do not meet current building safety codes or standards, such as those related to fire resistance, electrical systems, and load-bearing capacities. Bringing these structures up to code would require extensive, if not complete, reconstruction rather than renovation.

**2. Describe the ways in which application of the standards required for a certificate of appropriateness effectively prohibits or unreasonably restricts the utilization of the property and results in an unreasonable hardship.**

**a. Cost of Restoration vs. Demolition:**

- **Financial Infeasibility of Restoration:** Professional residential experience and standard construction practices suggest that the cost of restoring these buildings to a safe and aesthetically pleasing state is disproportionately high compared to the cost of demolition and rebuilding. The buildings require complete overhauls of foundational, structural, and mechanical systems (HVAC, plumbing, electrical), making restoration financially unfeasible. In many cases, the cost of

restoration could exceed the value of newly constructed homes in the area, making it an unreasonable approach.

- **Hidden Costs:** Given the age and condition of the structures, there is also a high likelihood of unforeseen issues arising during restoration, such as asbestos removal, mold remediation, or further structural weakening, all of which would dramatically increase costs.

**3. Describe the ways in which the granting of an unreasonable hardship exemption would be the minimum action that would make possible the reasonable use of the land or structure that is not contrary to the purpose and intent of the approved guidelines for the district.**

**a. Preventing Property from Becoming Useless:**

- i. Denying an exemption could render the property unusable or drastically limit its function, which may amount to an undue burden. The exemption can make the land viable without disregarding the established guidelines.

**b. Consistency with District's Purpose and Intent**

- i. **Preserving the Character of the Area:** The purpose and intent of the district's guidelines to protect the aesthetic and functional character of the area will not be violated in any way.

**c. No Detrimental Impact on Neighbors or the Community**

- i. **Avoiding Negative Externalities:** The exemption will avoid causing harm to neighboring properties or diminishing property values in the surrounding area.

**d. Supporting the District's Long-Term Development Goals**

- i. **Aligning with Broader Planning Objectives:** Our plan is to contribute to the City's long-term goals for this area.

**4. Describe the ways in which the granting of an unreasonable hardship exemption would be consistent with the intent of the provisions of Sections 19-6.2.7D, 19-6.2.9D.**

- i. **Improper Lot Utilization:** The size and layout of the buildings are not conducive to modern standards of residential development in the area. Many of the surrounding homes have been designed or renovated with more efficient land use, open floor plans, and other



features that these structures cannot easily accommodate without a complete overhaul.

**ii. Exceptional Circumstances Unique to the Property:**

- **Historical Neglect:** Unlike many other properties in the district, these buildings have suffered from long-term neglect, with little to no maintenance over the years, exacerbating their deterioration. The level of neglect is uncommon compared to other properties in the area, where consistent upkeep has allowed for the preservation of older structures.
- **Environmental Concerns:** The properties may also face environmental challenges, such as soil instability or water drainage issues, that have further contributed to the structural damage. These environmental factors present an additional layer of complexity and cost to any potential restoration efforts.

**iii. Engineering Judgement:**

- Based on engineering judgment and professional residential experience, it is not safe or financially practical to restore these structures. The extensive work required to bring them up to modern safety codes, combined with the ongoing risk of hidden structural or environmental issues, makes demolition the only reasonable option.
- Engineers have concluded that attempting to restore these homes could pose long-term safety risks, as even with repairs, the underlying structural issues may not be fully addressed, especially given the advanced deterioration of foundational elements and load-bearing walls.

**Conclusion:**

Given these exceptional conditions and unreasonable circumstances, it is evident that demolition is the most logical and responsible course of action for the properties at 9 and 11 Watson Ave. Restoration would be prohibitively expensive, and the buildings would remain aesthetically incompatible with the surrounding neighborhood, failing to meet both safety standards and local architectural expectations.

**Date: October 25, 2024**

**To: City of Greenville**

**RE: Application for Unreasonable Hardship Exemption**

**9 & 11 Watson Ave, Greenville, SC 29601**

**To Whom It May Concern:**

This letter serves as official authorization from Beartop Holdings, LLC to allow GVL Property Group, LLC to act as our designated applicant for the purpose of seeking an Unreasonable Hardship Exemption for the properties located at:

**9 Watson Ave, Greenville, SC 29601**

**11 Watson Ave, Greenville, SC 29601**

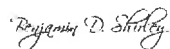
Beartop Holdings, LLC has appointed **Benjamin D. Shirley** as the authorized agent for this matter. Mr. Shirley, on behalf of Beartop Holdings, LLC, grants permission to **GVL Property Group, LLC** to prepare, submit, and otherwise manage all necessary applications, documentation, and communications related to the Unreasonable Hardship Exemption for the above-stated properties.

For the purpose of signing documents and verifying the intent of Beartop Holdings, LLC, we authorize the following individuals to act as representatives on behalf of GVL Property Group, LLC: **Jenny Reyes, Jonathan Partain, Stan Gendlin, Bryan De Bruin**

These individuals are empowered to execute and validate all applications, agreements, and submissions required by the City of Greenville or any associated governing body as they pertain to the Unreasonable Hardship Exemption request.

Should you have any questions or require further verification of this authorization, please contact Benjamin D. Shirley at 864-992-4210 or [bens@summersetcapital.com](mailto:bens@summersetcapital.com)

Sincerely,



**Benjamin D. Shirley**

Authorized Agent

Beartop Holdings, LLC

864-992-4210

[bens@summersetcapital.com](mailto:bens@summersetcapital.com)

# **Structural Evaluation and Demolition Justification Report**

**Prepared by:**

**Tommy Hood Engineering**

500 Jameson Dr

Piedmont, SC 29673

**Date:** February 7, 2025

**Subject Property:**

9 Watson Ave, Greenville, SC 29601

**Prepared for:**

City of Greenville Building and Planning Department

## **1. Introduction**

I, Thomas Hood, a registered professional engineer in the state of South Carolina, was engaged to conduct a structural assessment of the house located at 9 Watson Ave, Greenville, SC. The subject property is a two-story conventionally framed structure supported by a pier and curtain foundation with interior brick masonry piers. The exterior piers are brick masonry with brick masonry as the curtain wall between the piers. The roof framing is conventional. The purpose of this evaluation is to determine the structural integrity of the existing building and assess the feasibility of renovation versus demolition in compliance with the City of Greenville's ordinances and codes.

Following an on-site examination conducted on January 8, 2025, I have identified multiple structural deficiencies and concerns that present significant challenges in maintaining the current structure. The findings detailed below demonstrate that retaining the existing structure is unreasonably burdensome and that demolition is the most appropriate course of action.

This report thoroughly evaluates all aspects of the structure, including foundation, framing, roofing, and overall habitability. Additionally, it establishes a definitive case for demolition by highlighting structural safety concerns, the excessive cost of necessary renovations, and the legal compliance obstacles posed by the City of Greenville's building codes.

## **2. Structural Deficiencies and Existing Conditions**

### **2.1 Foundation and Load-Bearing Capacity**



- The foundation consists of brick masonry that has mortar that is deteriorating, compromising structural integrity.
- Several piers have suffered significant degradation, requiring substantial reinforcement or replacement.
- The foundation lacks sufficient load-bearing capacity to meet modern standards, making extensive and expensive reconstruction necessary.
- Water intrusion and shifting soil have exacerbated foundation movement, further compromising stability.

## **2.2 Floor Framing and Structural Integrity**

- The floor joists are over-spanned beyond their design limits, incapable of supporting required live and dead loads.
- The 2x10s used for the floor framing and the girders used to support the floor joists are over-spanned beyond the 40 PSF live load and 10 PSF dead load requirements at L/360 performance levels.
- Existing deflection and vibration within the flooring system indicate an inability to meet modern structural performance standards.
- The cost of replacing and reinforcing the floor framing would require complete reconstruction of the lower-level supports.

## **2.3 Walls and Lateral Stability**

- There are widespread cracks in the sheetrock that indicate structural instability due to lateral loads from wind and environmental forces.
- If the wall and ceiling finishes are removed, further deficiencies in the framing structure would likely be revealed, requiring significant reinforcement to prevent future cracking.
- The framing deficiencies would require an almost complete reconfiguration of the structure to comply with modern code standards.

## **2.4 Roof Framing Deficiencies**

- The roof rafters are spaced at 20 inches on center, exceeding modern safety requirements, and are undersized for their spans.
- Several rafters show significant damage, allowing excessive deflection and creating long-term durability concerns.
- The sheathing spans beyond acceptable limits, posing a serious structural hazard.
- Any renovation would necessitate full roof replacement, a cost-intensive undertaking that further supports the case for demolition.

## **2.5 Rear Addition Structural Failures**

- The rear addition is built with substandard framing and has deteriorated significantly beyond feasible repair.
- The absence of crawl space access prevents proper maintenance of plumbing and mechanical systems, posing ongoing infrastructure concerns.

- Extensive deterioration in framing members makes it structurally unsound and unlikely to support renovation efforts.

### **3. Unreasonable Hardship of Maintaining the Existing Structure**

The City of Greenville's ordinances stipulate that structures must meet minimum safety and habitability standards to be maintained. In this case, the overwhelming financial, structural, and safety burdens make renovation infeasible.

#### **3.1 Financial Hardship**

- The estimated cost to bring the structure up to code would rival or exceed the cost of new construction.
- Given the extensive deficiencies across multiple structural systems, renovation costs would be highly unpredictable and likely to increase as more issues are uncovered.
- Investors and property owners would face an economic burden far greater than simply rebuilding a new, code-compliant structure.

#### **3.2 Safety Risks**

- The structural deficiencies outlined above create significant risks of failure, particularly in high-wind conditions or under long-term loads.
- Existing issues with deflection, lateral instability, and inadequate framing pose direct threats to occupant safety.
- The condition of the roof and foundation increases the likelihood of collapse, posing legal liabilities for the owner and potential threats to adjacent properties.

#### **3.3 Code Compliance Challenges**

- Any substantial renovation would trigger full compliance requirements with modern building codes, including stricter load-bearing, wind resistance, and fire safety standards.
- Meeting these requirements would necessitate a near-total reconstruction, negating any potential cost savings from renovation.
- Given the extensive deficiencies, it is unlikely the structure could be brought up to compliance without complete teardown and rebuilding.

### **4. Justification for Demolition Under City of Greenville Ordinances**

According to the City of Greenville's municipal code, a structure may be considered for demolition if it:

1. **Presents a substantial risk to public safety** due to structural deterioration and non-compliance with modern building codes.
2. **Imposes an unreasonable financial burden** for repair and maintenance relative to the cost of new construction.
3. **Fails to meet minimum structural and safety standards** required for habitable occupancy.

Given the building's extensive structural deficiencies, excessive repair costs, and inability to meet modern safety standards, demolition is not only justified but necessary. Any attempt to renovate would result in excessive financial waste and ongoing safety concerns, making new construction the only viable solution.

## 5. Conclusion and Recommendation

Upon evaluating the existing structure at 9 Watson Ave, I strongly and unequivocally recommend demolition as the only viable course of action. The building presents serious safety hazards, lacks structural integrity, and cannot be feasibly renovated to meet modern building codes.

Allowing this structure to remain standing would create an ongoing liability for property owners and the City of Greenville, while also posing risks to public safety. The necessary repairs would constitute a complete rebuild, making demolition the most practical and economically sound decision.

A new, code-compliant structure will not only ensure safety but also improve the neighborhood's overall appeal and property values. The City of Greenville should approve demolition without hesitation to mitigate safety risks and allow for responsible redevelopment of the site.

If further documentation or additional engineering reports are required to support this conclusion, I am available to provide them as necessary.

**Prepared by:**

Thomas Hood, P.E.  
Tommy Hood Engineering  
500 Jameson Dr, Piedmont, SC 29673



"ISABELLA"



Representative photos of the house:

























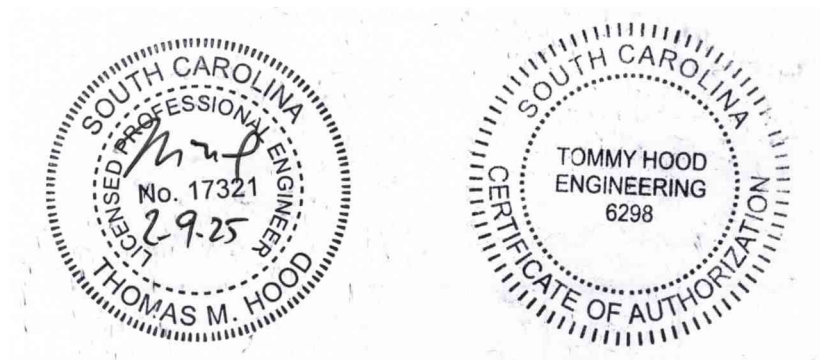




I can be reached at 8649081165 with any questions.

Sincerely,

Thomas Hood, PE





Showghi Engineering  
111 Old Augusta Road  
Greenville, SC 29605  
justin@showghi.com  
864-784-2627

Wednesday, May 11, 2024

Building Codes  
City of Greenville, South Carolina  
206 S. Main Street  
Greenville, SC 29602  
buildingcodes@greenvillesc.gov  
864-232-2273

Re: Evidence Supporting Effort to Demolish Residential Structure

To the application reviewer:

On May 3<sup>rd</sup>, 2024, I performed a walkthrough and visual inspection of the existing residential structure at 9 Watson Avenue, Greenville, SC 29601. This included the entire interior of the first floor, the entire interior of the second floor, and the entire exterior of the building. As it relates to overall safety and habitability of homeowners and/or other occupants, my findings are as follows:

1. Unlevel and unfinished floors on the first level, with local height variations in some places as high as 0.5".
2. Holes in floors in the middle of typical walkpaths, all the way through to the crawlspace below (see Photo 1).
3. Disconnected HVAC and appliance ductwork and hosing (see Photo 2).
4. Water and moisture damage on vertical walls throughout the interior of the house (see Photo 3).
5. Broken and disconnected plumbing fixtures.
6. Drooping ceilings near exterior walls (see Photo 4).
7. Various openings, such as windows and doors, are not air or weather tight.
8. Water damage on ceiling of second level (see Photo 5).
9. Live vegetation growth from exterior at windows into the interior of structure (see Photo 6).
10. Rotten and improperly supported ceiling systems, likely the result of prolonged weather exposure (see Photo 7).

In lieu of these findings, and based on engineering judgement, professional residential experience, and standard construction practices, I do not believe it to be safe or financially



feasible to restore this existing structure to meet governing safety standards or follow the aesthetic of neighboring homes in this immediate area of Greenville, SC.

If you believe or find any information in this letter to be incorrect, please contact me immediately to conduct further conversation and investigation, if necessary.

If you have any comments or concerns, please do not hesitate to reach out to me directly.

Thank you for your consideration,

Justin D. Showghi, P.E.



5/11/24



## ATTACHMENTS



PHOTO 1.



PHOTO 2.



**PHOTO 3.**



**PHOTO 4.**





**PHOTO 5.**



**PHOTO 6.**



**PHOTO 7.**

## Existing Neighborhood Context Images







































































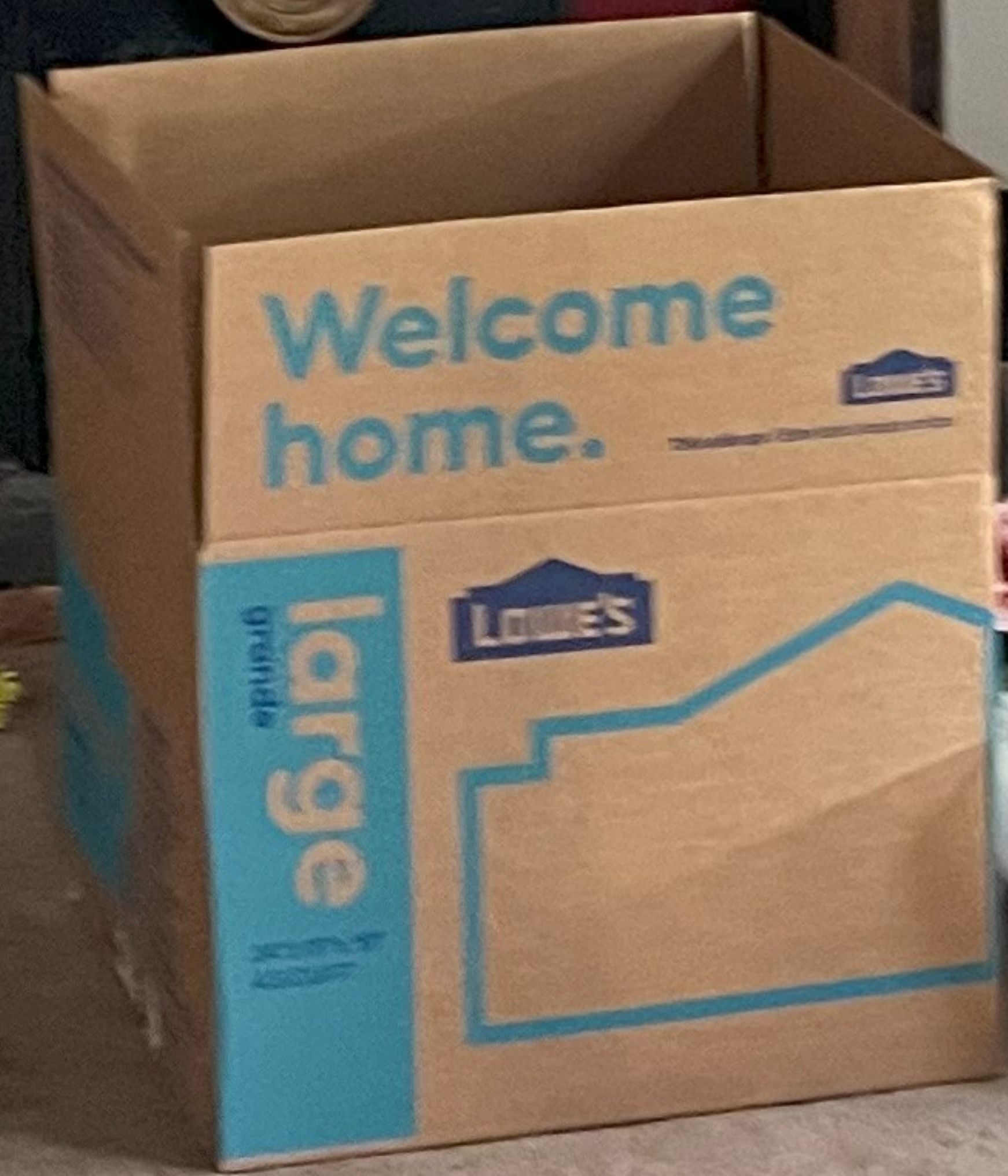
























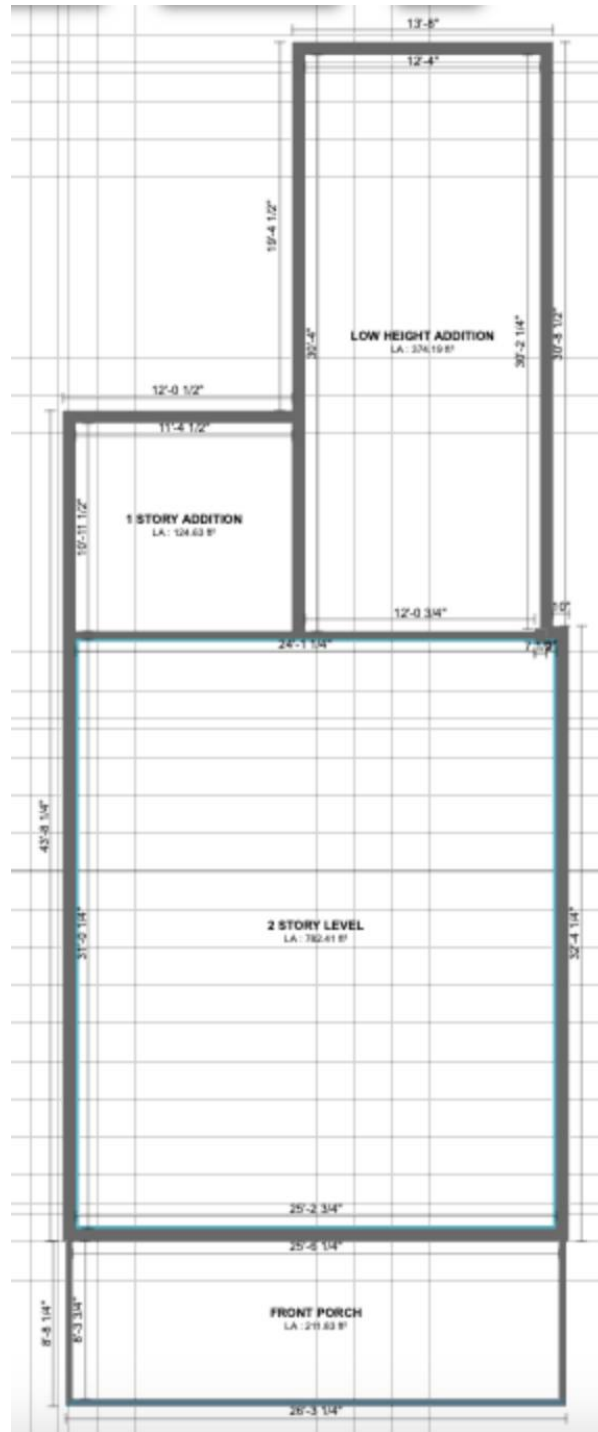


9 Watson Ave Greenville SC 29601

"As Built" Existing Plans

2,179 sq ft per GIS

Entire structure to demo







**Planning Staff Report to  
Design Review Board  
May 2, 2025**  
*for the May 15, 2025 Public Hearing*

---

**Docket Number:** UH 24-942  
**Applicant:** Jenny Reyes  
**Property Owner:** GVL Property Group  
**Property Location:** 11 Watson Ave  
**Tax Map Number:** 0074000700400  
**Zoning:** RN-A, Downtown Overlay District  
**Proposal:** Unreasonable Hardship Request to Demo Existing House  
**Staff Recommendation:** Approve with Conditions

**Applicable Sections of the City of Greenville Code of Ordinances:**

*Div. 19-6.2.7 Unreasonable Hardship Request to Demo*

**Application Request:**

The applicant proposes to demolish the existing house, located at 11 Watson Ave and replace with “missing middle” housing of similar scale and style. The subject property is located within the Downtown Overlay District and is on the Greenville Historic Inventory. It was built in ca. 1915 and labeled as the Berry and Gertrude Thackston House.



*Photo from Greenville's Historic Resource Survey - 2002*



*Current Photo*



### **Application History:**

The request to demolish the structure is based on the structural criteria for unreasonable hardship. The applicant is also proposing to demolish the neighboring house at 9 Watson Avenue. Two structural reports have been provided by the applicant for each structure.

In early April, one member of the Historic Review Board and one member of the Design Review Board met with staff and the applicants on site to review the existing conditions 9 and 11 Watson and discuss the applicant's plans for redevelopment. A compilation of their written commentary is provided below.

#### *Historic Review Board Member (recommending approval)*

- *Based on our visit to the property at the above address on April 4th, I agree with the applicant's application for an unreasonable hardship exemption. It is apparent that the house has been through years of deferred maintenance and neglect. It is currently unsuitable for occupancy.*
  - *The roof appears to be in need of replacement.*
  - *Windows are broken or missing in several locations.*
  - *The perimeter foundation masonry appears to be in poor shape.*
  - *Exposed exterior wood trim and roofing is in need of paint and possible rot repair.*
  - *The interior walls, ceilings, and floors are stained from previous water intrusion.*
  - *The interior smells of water damage and possibly pet stains.*
  - *The pattern of visible damage looks to be symptomatic of issues behind the finishes which could be far more serious, which is why I agree with the application.*

#### *Design Review Board Member (recommending denial)*

- *I suggest that the planning staff recommend denial of these applications for the following reasons:*
  - *The applicant notes that the cost to restore these properties exceeds the cost to demolish and rebuild. I don't believe this qualifies and an unreasonable circumstance or prohibits or restricts the use of the property.*
  - *In the conclusion, the applicant notes that restoration would be "prohibitively expensive." However, there is no information regarding what the post-restoration value of the property would be. If they are suggesting that it is more profitable to build new than to renovate, that is not an acceptable reason to approve the demolition.*
  - *I visited the property. The condition of this house, in my opinion, is not uncommon for historic properties that have not been restored in Greenville's historic districts.*
  - *The applicant has noted that "it is not safe to restore these structures" and restoring these homes "could pose long term safety risks, as even with repairs, underlying structural issues might not be addressed." A licensed contractor would be responsible for meeting construction site safety requirements and building to current life-safety and building code requirements. Therefore, this consideration is not valid.*
  - *The application notes that they "may also face environmental challenges, such as soil instability or water drainage issues." However, there have not provided any evidence of this or any information about how it could potentially be resolved.*

**The applicant shall provide clarification on anticipated post-renovation value and environmental challenges, to be reviewed by 2 members of the Design Review Board and staff, prior to final approval of this application.**



### Historic Context:

The property is located within the West End Residential Neighborhood and was identified in Greenville's Architectural Historic Inventory as a Potential Ware-McCall Historic District. The area was described as "A late nineteenth-century segregated neighborhood that developed in association with the West End. Potentially eligible under Criteria A and C." Although the district was never registered as historic, many of the remaining homes are also listed on Greenville's Architectural Historic Inventory.



Figure 5: Proposed Ware-McCall Historic District (NRHP)

*Greenville's Architectural Inventory, Potential Historic District*

Much of the perimeter of this Ware-McCall neighborhood has seen development and the historical context eroded with homes being demolished or stripped of historical references in recent years. However, Watson Ave remains intact with original structures that contributed to the Potential Historic District. Many of the properties are not well maintained, but the historical context remains unchanged.

### Staff Analysis:

When considering a proposal for demolition, the Design Review Board shall consider the following:

1. The historic or architectural significance of the structure.  
*The existing structure is listed on Greenville's Historic Resource Inventory and has a survey card from 2002. The existing house is a 2-story hip roof foursquare with a shed roof porch supported by square posts, 3 by 1 windows, aluminum siding, and exposed rafter ends. A 1-story brick open-bay garage was previously located on the property, also constructed around 1915. Based on historic aerial imagery, the garage was demolished between 1997 and 2011. Given that the structure appears relatively intact, is on Greenville's Historic Resource Inventory, and is within the unchanged portion of the potential Ware-McCall Historic District, staff finds that the structure is historically significant.*
2. The importance of the structure to the integrity and character of the district.  
*The structure is not within an approved preservation overlay district but the neighborhood was noted as a potential historic district in 2002. The existing neighborhood context is changing as development pressures from downtown have already caused some historical context along Rhett St, Perry Ave, McCall St, and Ware St to be removed. Watson Ave remains relatively untouched, and its historical context is unchanged.*
3. The difficulty or impossibility of reproducing such a structure because of its design, material, detail or unique location.



*The existing structure is not an example of high architectural style. However, it is not feasible to effectively reproduce a structure that is listed as a historic resource.*

4. Whether the building is one of the last remaining examples of its kind in the neighborhood, the city, the region, the state, or the nation.  
*Although the structure is considered an architectural resource, staff notes that the architectural style of the structure is not unique. There are other examples of the foursquare design throughout the city.*
5. Whether reasonable measures can be taken to save the structure from further deterioration, neglect, or collapse.  
*The applicant has provided two structural reports, dated May 11th, 2024 and February 7th, 2025. Both structure reports recommend demolition.*
6. Evidence presented by the applicant proving unreasonable hardship.  
*Staff finds that the basis for structural hardship has been provided.*

### Redevelopment Concept:

The applicant proposes a 2,100 to 2,500 sf 2-story duplex or triplex with a front porch, hardie board siding, and architectural shingle roof as a replacement structure, pending demolition approval. The applicant notes intention to work with staff and the Design Review Board to ensure that the proposed new structure will reflect the West End's unique character and complement the neighborhood's aesthetic, scale, and values. **The demolition permit shall not be issued until a Certificate of Appropriateness and building permit have been issued for the new structure.**



### Summary:

Staff provides the following summary of findings:

- The existing structure is listed on Greenville's Historic Resource Inventory and has had minor modification over time. Staff finds that the structure is historically significant.
- Staff finds that the structural reports have provided evidence of significant deterioration, decay, and structural instability. Both structural reports note instability of the brick masonry foundations, floor joists, and roof framing.
- Although not reviewed at this time, the applicant proposes to design new structures to be compatible with existing homes along the street, maintaining the scale and rhythm of the existing neighborhood.

**Staff recommends approval of the application with a recommendation that an effort be made to salvage any in-tact historic elements of the existing house to be reused in the new structure. The following mandatory condition applies to the approval of the demolition:**



1. The applicant shall provide clarification on anticipated post-renovation value and environmental challenges, to be reviewed by 2 members of the Design Review Board and staff, prior to final approval of this application.
2. The demolition permit shall not be issued until a Certificate of Appropriateness and building permit have been issued for the new structure.





**APPLICATION FOR UNREASONABLE HARDSHIP EXEMPTION**

Contact Planning & Development (864) 467-4476 or [planning@greenvillesc.gov](mailto:planning@greenvillesc.gov)

**APPLICANT/OWNER INFORMATION**

\*Indicates Required Field

|           | APPLICANT                  | PROPERTY OWNER                       |
|-----------|----------------------------|--------------------------------------|
| *Name:    | GVL Property Group         | Beartop Holdings, LLC                |
| *Title:   | Owner Authorized Applicant | Benjamin D. Shirley-Authorized Agent |
| *Address: | 333 Wade Hampton Blvd      |                                      |
| *State:   | SC                         |                                      |
| *Zip:     | 29609                      |                                      |
| *Phone:   | <input type="text"/>       |                                      |
| *Email:   | <input type="text"/>       |                                      |

**PROPERTY INFORMATION**

\*STREET ADDRESS  11 Watson Ave, Greenville, SC

\*TAX MAP #(S)  074000700400

\*ZONING CLASSIFICATION RN-A

\*PRESERVATION DISTRICT/SPECIAL DESIGNATION:

☒ Downtown Review District    ☐ West End Overlay    ☐ Pettigru    ☐ East Park    ☐ Overbrook  
☐ Hampton-Pinckney    ☐ Heritage    ☐ Colonel Elias Earle    ☐ Local Landmark    ☐ National Register

\*Pursuant to S.C. Code Ann. § 6-29-1145, I hereby attest that the tract or parcel of land subject to this application IS NOT restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

Initial: JR

**DESCRIPTION OF REQUEST**

Requesting an unreasonable hardship exemption due to severe structural deterioration and non-compliance with safety standards regarding the structures on the addresses listed above.



**Unreasonable Hardship Standards**

1. Describe the exceptional conditions and unreasonable circumstances relevant to the subject property which do not generally apply to other properties in the district.

SEE ATTACHED

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2. Describe the ways in which application of the standards required for a certificate of appropriateness effectively prohibits or unreasonably restricts the utilization of the property and results in an unreasonable hardship.

SEE ATTACHED

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3. Describe the ways in which the granting of an unreasonable hardship exemption would be the minimum action that would make possible the reasonable use of the land or structure that is not contrary to the purpose and intent of the approved guidelines for the district.

SEE ATTACHED

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4. Describe the ways in which the granting of an unreasonable hardship exemption would be consistent with the intent of the provisions of **Sections 19-6.2.7D, 19-6.2.9D.**

SEE ATTACHED

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### INSTRUCTIONS

1. All applications and fees (made payable to the City of Greenville) for Local Landmark Designation must be received by the planning and development office no later than 2:00 pm of the date reflected on the attached schedule.
  - a. APPLICATIONS FOR UNREASONABLE HARDSHIP EXEMPTION \$150.00\*
2. Staff will review the application per Section 19-6.2.1(b)(3) for completeness and per Section 19-6.2.7(d)(2) for applicable criteria for demolition requests.
3. **Public Notice Requirements.** Unreasonable Hardship applications require public notice. The applicant is responsible for sign posting to the subject property at least 15 days (but no more than 18 days) prior to the scheduled design review board meeting date. Staff will provide the applicant with instructions, sign, and an affidavit of substantial compliance upon receipt of the application fee. The signed affidavit will be required with attached photos of the posted notice prior to review.
4. You must attach a complete digital set of scaled drawings of the property. A printed set of drawings is NOT required. Although construction drawings are not required, applicants should be able to provide construction drawings at the request of the HRB. Additional information may be requested at any time to fully understand the proposal.
5. **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.

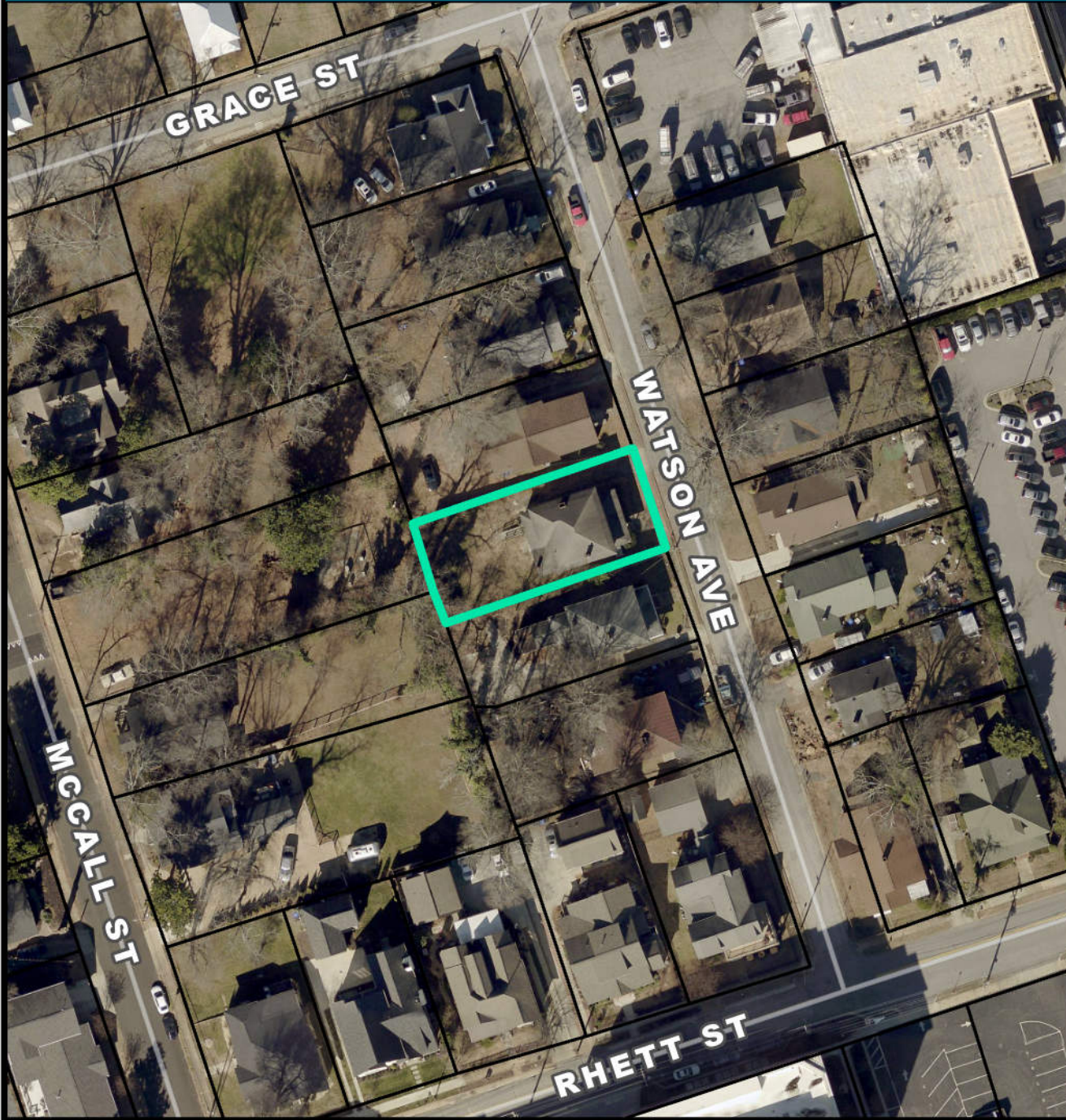
In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

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.

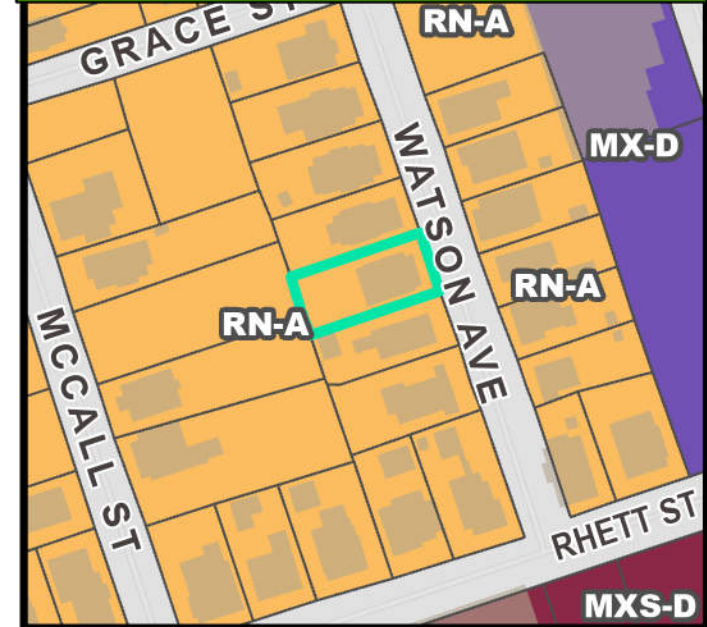
| *Signatures                     |                          |
|---------------------------------|--------------------------|
| Applicant                       | <i>Jerry Royer</i>       |
| Date                            | 10/28/2024               |
| Property Owner/Authorized Agent | <i>Regina D. Shirley</i> |
| Date                            | 10/28/2024               |



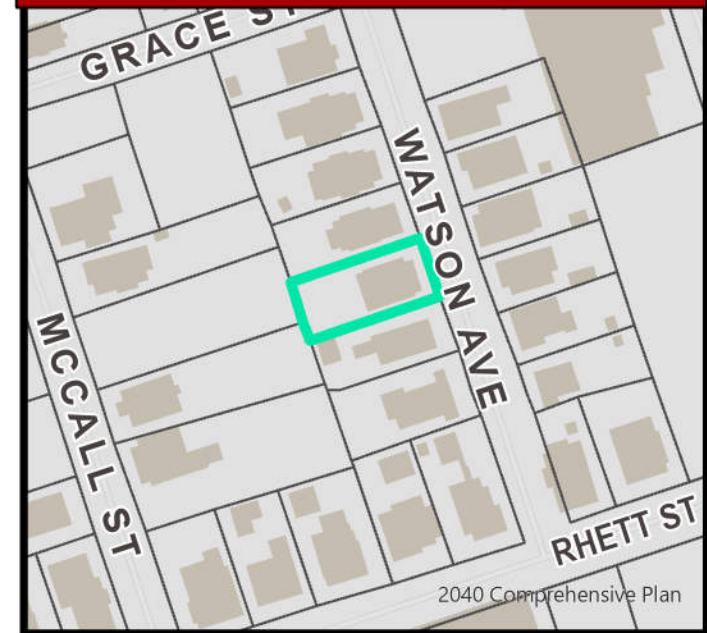
AERIAL VIEW



CURRENT ZONING

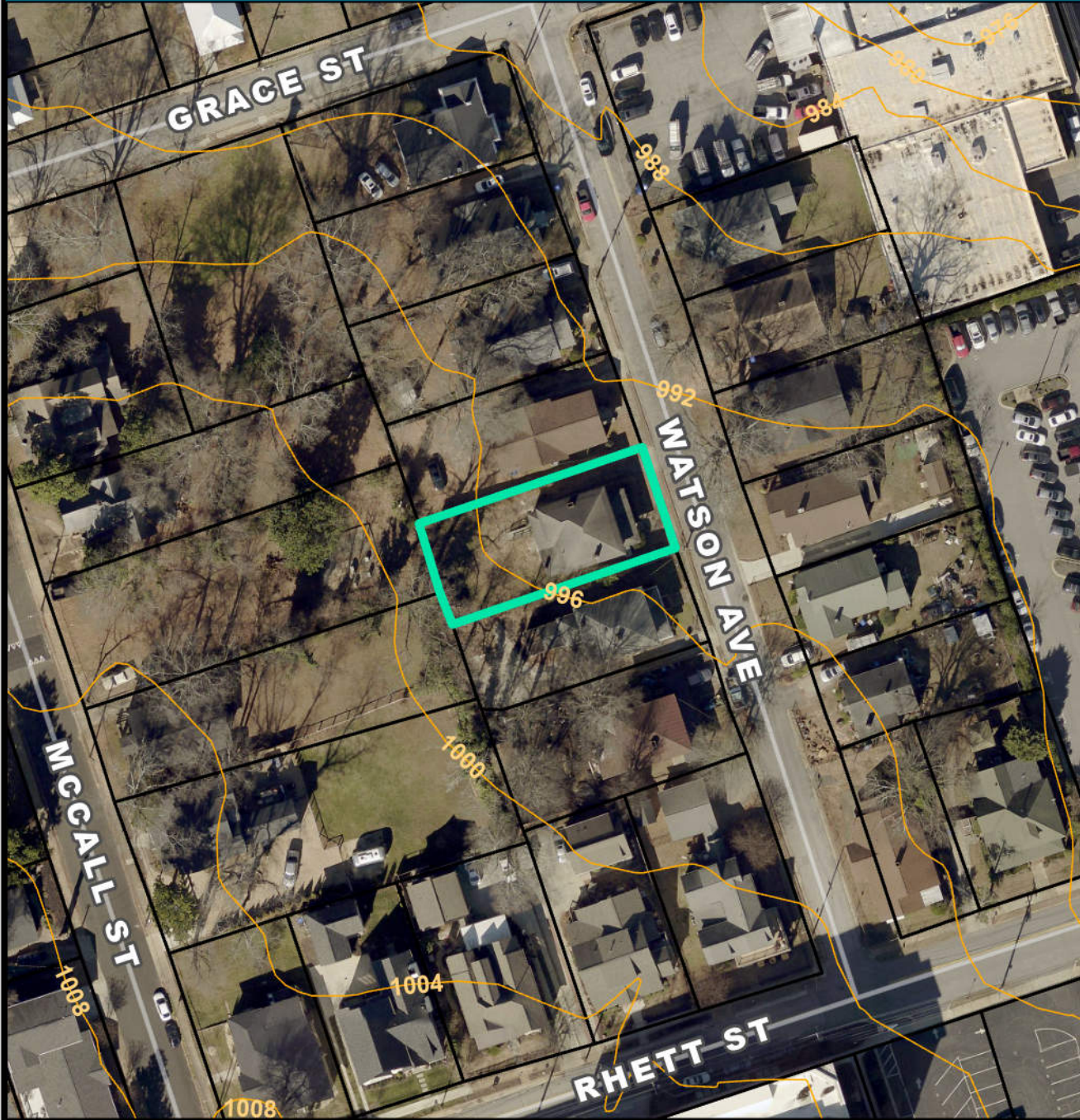


FUTURE LAND USE

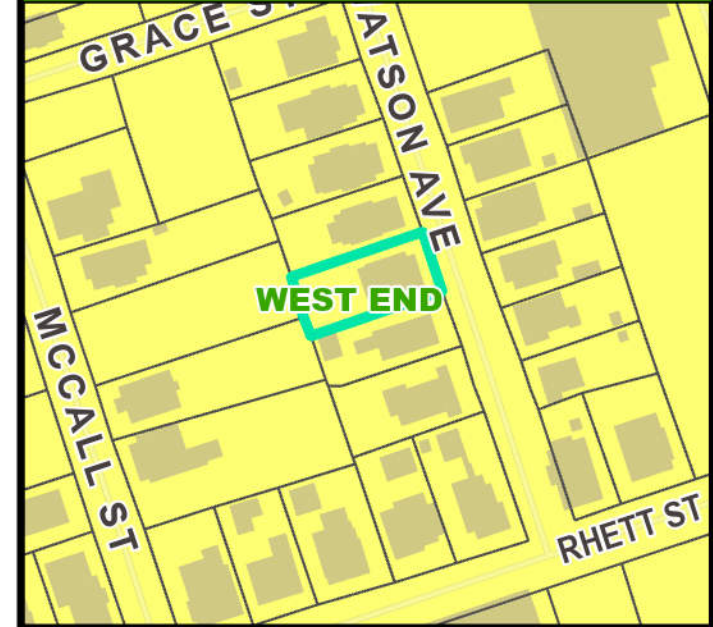




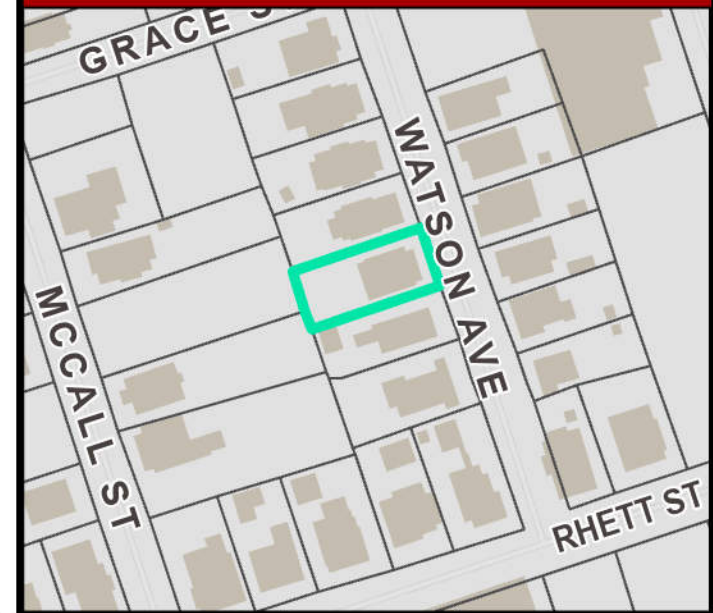
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS







**April 16, 2025**

**City of Greenville Design Review Board**

**206 South Main Street**

**Greenville, SC 29601**

**Re: Request for Conditional Demolition Approval – 9 & 11 Watson Ave**

Dear Members of the Design Review Board,

We are a local development group with deep ties to Greenville and a shared commitment to preserving the charm and integrity of the West End. We are writing to respectfully request conditional approval for the demolition of the existing structures at 9 and 11 Watson Avenue.

These two houses have been professionally evaluated and found to be structurally unsound and unsafe for habitation. The engineering reports prepared by Thomas Hood, P.E., which are included in this application, outline in detail the extensive structural deficiencies, including:

- Severely deteriorated brick masonry foundations lacking modern load-bearing capacity
- Undersized, over-spanned floor joists and girders causing structural deflection and instability
- Compromised roof framing with rotted rafters and unsafe sheathing spans
- Rear additions that are beyond feasible repair and inaccessible for maintenance
- General structural instability and an inability to meet current code requirements without near-total reconstruction

The cost and complexity of repairing these buildings would exceed that of new construction, and any attempt to renovate would leave the structures noncompliant with modern safety standards.

Our goal is to replace these structures with new homes that reflect and respect the West End's unique character, using high-quality materials and thoughtful design. The conceptual drawings included in our application illustrate our intention to complement the neighborhood's aesthetic, scale, and values.





These plans are preliminary and will be developed further in collaboration with the City's Planning Department.

With conditional demolition approval, we will move forward with fully designing the replacement homes, working closely with Planning staff to ensure the final project aligns with the vision and ethics desired for Watson Avenue. Once designs are finalized, we will return to the Design Review Board for full approval of the complete project.

This first step is critical to our process—knowing that the removal of the existing, unsalvageable structures is possible allows us to commit confidently to the investment, design, and planning necessary for a responsible and respectful redevelopment.

Thank you for your thoughtful consideration. We welcome any feedback and are eager to collaborate to ensure this project contributes positively to the neighborhood and the City of Greenville.

*Sincerely,*

A handwritten signature in blue ink, appearing to read "Jenny Reyes", with a stylized flourish extending from the end.

**Jenny Reyes**  
**864-672-4675**  
[jenny@vanrockre.com](mailto:jenny@vanrockre.com)  
**VanRock Holdings**



## **11 Watson Ave, Greenville, SC—Hardship Application**

### **Table of Contents:**

- 1. Application**
- 2. Application Answers**
- 3. 11 Watson Engineering Report #1**
- 4. 11 Watson Engineering Report #2**
- 5. 11 Watson Structural Evaluation and Demolition Justification Report-2025**
- 6. 9 Watson Structural Evaluation and Demolition Justification Report-2025**
- 7. 11 Watson Ave: Existing House Photos**
- 8. Existing Neighborhood Context Photos**
- 9. 11 Conceptual Drawings**

Our concepts will include traditional style 2 story homes with front porch, hardy board siding, architectural shingle roof, between 2,100 to 2,500 sq ft each. This would be similar to the "Isabella" plan in concept with some modifications to width and window placement. This product would work, with some modifications as a duplex product with a middle shared wall. Any standalone units, if only 3 units can fit the site plan, would be of a similar concept but with a larger width to the floor plan as shown in the Filigree plan or adjustments to the Isabella or similar. We intend to keep the nature of the neighborhood/street a primary focus of the design.



**1. Describe the exceptional conditions and unreasonable circumstances relevant to the subject property which do not generally apply to other properties in the district.**

- a. The properties located at 9 Watson Ave and 11 Watson Ave, Greenville, SC 29601, face several exceptional conditions and unreasonable circumstances that justify their demolition, which do not generally apply to other properties in the district. These conditions are as follows:

**i. Structural Integrity and Safety Concerns:**

- **Severe Structural Deterioration:** The subject properties have experienced significant wear and tear over the years, resulting in compromised foundational elements, walls, and roofing. The level of deterioration is beyond typical maintenance and repair seen in neighboring properties. Engineering assessments have indicated substantial cracking in the foundation, warped load-bearing walls, and water damage, which have weakened the overall structural integrity.
- **Non-compliance with Safety Standards:** Due to the advanced age of the buildings and the extent of deterioration, they do not meet current building safety codes or standards, such as those related to fire resistance, electrical systems, and load-bearing capacities. Bringing these structures up to code would require extensive, if not complete, reconstruction rather than renovation.

**2. Describe the ways in which application of the standards required for a certificate of appropriateness effectively prohibits or unreasonably restricts the utilization of the property and results in an unreasonable hardship.**

**a. Cost of Restoration vs. Demolition:**

- **Financial Infeasibility of Restoration:** Professional residential experience and standard construction practices suggest that the cost of restoring these buildings to a safe and aesthetically pleasing state is disproportionately high compared to the cost of demolition and rebuilding. The buildings require complete overhauls of foundational, structural, and mechanical systems (HVAC, plumbing, electrical), making restoration financially unfeasible. In many cases, the cost of



restoration could exceed the value of newly constructed homes in the area, making it an unreasonable approach.

- **Hidden Costs:** Given the age and condition of the structures, there is also a high likelihood of unforeseen issues arising during restoration, such as asbestos removal, mold remediation, or further structural weakening, all of which would dramatically increase costs.

**3. Describe the ways in which the granting of an unreasonable hardship exemption would be the minimum action that would make possible the reasonable use of the land or structure that is not contrary to the purpose and intent of the approved guidelines for the district.**

**a. Preventing Property from Becoming Useless:**

- i. Denying an exemption could render the property unusable or drastically limit its function, which may amount to an undue burden. The exemption can make the land viable without disregarding the established guidelines.

**b. Consistency with District's Purpose and Intent**

- i. **Preserving the Character of the Area:** The purpose and intent of the district's guidelines to protect the aesthetic and functional character of the area will not be violated in any way.

**c. No Detrimental Impact on Neighbors or the Community**

- i. **Avoiding Negative Externalities:** The exemption will avoid causing harm to neighboring properties or diminishing property values in the surrounding area.

**d. Supporting the District's Long-Term Development Goals**

- i. **Aligning with Broader Planning Objectives:** Our plan is to contribute to the City's long-term goals for this area.

**4. Describe the ways in which the granting of an unreasonable hardship exemption would be consistent with the intent of the provisions of Sections 19-6.2.7D, 19-6.2.9D.**

- i. **Improper Lot Utilization:** The size and layout of the buildings are not conducive to modern standards of residential development in the area. Many of the surrounding homes have been designed or renovated with more efficient land use, open floor plans, and other



features that these structures cannot easily accommodate without a complete overhaul.

**ii. Exceptional Circumstances Unique to the Property:**

- **Historical Neglect:** Unlike many other properties in the district, these buildings have suffered from long-term neglect, with little to no maintenance over the years, exacerbating their deterioration. The level of neglect is uncommon compared to other properties in the area, where consistent upkeep has allowed for the preservation of older structures.
- **Environmental Concerns:** The properties may also face environmental challenges, such as soil instability or water drainage issues, that have further contributed to the structural damage. These environmental factors present an additional layer of complexity and cost to any potential restoration efforts.

**iii. Engineering Judgement:**

- Based on engineering judgment and professional residential experience, it is not safe or financially practical to restore these structures. The extensive work required to bring them up to modern safety codes, combined with the ongoing risk of hidden structural or environmental issues, makes demolition the only reasonable option.
- Engineers have concluded that attempting to restore these homes could pose long-term safety risks, as even with repairs, the underlying structural issues may not be fully addressed, especially given the advanced deterioration of foundational elements and load-bearing walls.

**Conclusion:**

Given these exceptional conditions and unreasonable circumstances, it is evident that demolition is the most logical and responsible course of action for the properties at 9 and 11 Watson Ave. Restoration would be prohibitively expensive, and the buildings would remain aesthetically incompatible with the surrounding neighborhood, failing to meet both safety standards and local architectural expectations.



**Date: October 25, 2024**

**To: City of Greenville**

**RE: Application for Unreasonable Hardship Exemption**

**9 & 11 Watson Ave, Greenville, SC 29601**

**To Whom It May Concern:**

This letter serves as official authorization from Beartop Holdings, LLC to allow GVL Property Group, LLC to act as our designated applicant for the purpose of seeking an Unreasonable Hardship Exemption for the properties located at:

**9 Watson Ave, Greenville, SC 29601**

**11 Watson Ave, Greenville, SC 29601**

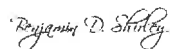
Beartop Holdings, LLC has appointed **Benjamin D. Shirley** as the authorized agent for this matter. Mr. Shirley, on behalf of Beartop Holdings, LLC, grants permission to **GVL Property Group, LLC** to prepare, submit, and otherwise manage all necessary applications, documentation, and communications related to the Unreasonable Hardship Exemption for the above-stated properties.

For the purpose of signing documents and verifying the intent of Beartop Holdings, LLC, we authorize the following individuals to act as representatives on behalf of GVL Property Group, LLC: **Jenny Reyes, Jonathan Partain, Stan Gendlin, Bryan De Bruin**

These individuals are empowered to execute and validate all applications, agreements, and submissions required by the City of Greenville or any associated governing body as they pertain to the Unreasonable Hardship Exemption request.

Should you have any questions or require further verification of this authorization, please contact Benjamin D. Shirley at 864-992-4210 or [bens@summersetcapital.com](mailto:bens@summersetcapital.com)

Sincerely,



**Benjamin D. Shirley**

Authorized Agent

Beartop Holdings, LLC

864-992-4210

[bens@summersetcapital.com](mailto:bens@summersetcapital.com)



# **Structural Evaluation and Demolition Justification Report**

**Prepared by:**  
**Tommy Hood Engineering**  
500 Jameson Dr  
Piedmont, SC 29673

**Date:** February 7, 2025

**Subject Property:**  
11 Watson Ave, Greenville, SC 29601

**Prepared for:**  
City of Greenville Building and Planning Department

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## **1. Introduction**

I, Thomas Hood, a registered professional engineer in the state of South Carolina, was engaged to conduct a structural assessment of the house located at 11 Watson Ave, Greenville, SC. The subject property is a two-story conventionally framed structure supported by a pier and curtain foundation with interior brick masonry piers. The exterior piers are brick masonry with brick masonry as the curtain wall between the piers. The roof framing is conventional. The purpose of this evaluation is to determine the structural integrity of the existing building and assess the feasibility of renovation versus demolition in compliance with the City of Greenville's ordinances and codes.

Following an on-site examination conducted on January 8, 2025, I have identified multiple structural deficiencies and concerns that present significant challenges in maintaining the current structure. The findings detailed below demonstrate that retaining the existing structure is unreasonably burdensome and that demolition is the most appropriate course of action.

This report thoroughly evaluates all aspects of the structure, including foundation, framing, roofing, and overall habitability. Additionally, it establishes a definitive case for demolition by highlighting structural safety concerns, the excessive cost of necessary renovations, and the legal compliance obstacles posed by the City of Greenville's building codes.

## **2. Structural Deficiencies and Existing Conditions**

### **2.1 Foundation and Load-Bearing Capacity**

- The foundation consists of brick masonry that has mortar deterioration, leading to significant structural instability.
- Several piers have suffered degradation and require extensive repairs or replacement.



- The foundation lacks the load-bearing capacity required for modern safety standards, making substantial and costly reconstruction necessary.
- Water infiltration and soil shifting have contributed to foundation settlement, exacerbating the instability.

## **2.2 Floor Framing and Structural Integrity**

- The floor joists are undersized and span beyond their intended limits, failing to support the required live and dead loads.
- The 2x10 joists used in the floor framing and supporting girders exceed safe span requirements, causing excessive deflection and vibration.
- Noticeable deflection is present throughout the structure, affecting both structural integrity and habitability.
- Proper reinforcement would necessitate complete reconstruction of the lower-level supports, increasing renovation costs significantly.

## **2.3 Walls and Lateral Stability**

- There are visible cracks in the sheetrock, indicating structural instability due to inadequate lateral resistance.
- The existing framing does not provide adequate resistance to wind and environmental forces, compromising occupant safety.
- If wall and ceiling finishes were removed, it is highly likely that additional hidden structural deficiencies would be uncovered, requiring further costly remediation.

## **2.4 Roof Framing Deficiencies**

- The roof rafters are spaced at 20 inches on center, exceeding modern safety limits and compromising load distribution.
- Multiple rafters show evidence of rot, weakening the structural integrity of the roof.
- The sheathing spans further than recommended, posing a significant hazard.
- Any attempt at renovation would necessitate full roof replacement, an expensive and labor-intensive process that further justifies demolition.

## **2.5 Rear Addition Structural Failures**

- The rear addition is framed with substandard materials and has deteriorated beyond reasonable repair.
- No crawl space access is available, preventing maintenance of plumbing and mechanical systems.
- Structural deterioration in the addition makes it unsafe and unsuitable for habitation or renovation.

# **3. Unreasonable Hardship of Maintaining the Existing Structure**



The City of Greenville's ordinances stipulate that structures must meet minimum safety and habitability standards to be maintained. In this case, the overwhelming financial, structural, and safety burdens make renovation infeasible.

### 3.1 Financial Hardship

- The estimated cost to bring the structure up to code would be comparable to or exceed the cost of constructing a new building.
- The extent of damage means that renovation costs are highly unpredictable and likely to escalate as hidden deficiencies are uncovered.
- Property owners and investors would bear an undue financial burden, making new construction the only economically viable option.

### 3.2 Safety Risks

- The structural deficiencies outlined above pose a serious risk of failure, especially under adverse weather conditions.
- Deflection, lateral instability, and framing weaknesses pose a direct safety hazard to occupants.
- The roof's compromised structural integrity increases the likelihood of collapse, presenting significant legal and liability concerns.

### 3.3 Code Compliance Challenges

- Any attempt to renovate the structure would require compliance with modern building codes, including updated load-bearing, wind resistance, and fire safety standards.
- Bringing the structure up to code would require near-total reconstruction, rendering renovation efforts cost-prohibitive.
- Due to the extent of deficiencies, compliance with city codes is unattainable without full demolition and rebuild.

## 4. Justification for Demolition Under City of Greenville Ordinances

According to the City of Greenville's municipal code, a structure may be considered for demolition if it:

1. **Presents a substantial risk to public safety** due to structural deterioration and non-compliance with modern building codes.
2. **Imposes an unreasonable financial burden** for repair and maintenance relative to the cost of new construction.
3. **Fails to meet minimum structural and safety standards** required for habitable occupancy.



Given the extensive structural deficiencies, high costs of necessary repairs, and the inability to meet modern safety standards, demolition is the only viable solution. Renovation is not a practical option due to the overwhelming financial and structural challenges involved.

## **5. Conclusion and Recommendation**

Upon evaluating the existing structure at 11 Watson Ave, I strongly and unequivocally recommend demolition as the most appropriate course of action. The building poses serious safety risks, lacks structural integrity, and cannot be feasibly renovated to meet modern building codes.

Allowing this structure to remain standing would create an ongoing liability for property owners and the City of Greenville while also presenting a safety hazard to neighboring properties. The necessary repairs would be extensive and costly, making demolition the most practical and financially responsible decision.

A newly constructed, code-compliant building will not only enhance safety but also contribute to the neighborhood's overall development and property values. The City of Greenville should approve demolition without hesitation to mitigate potential safety risks and allow for responsible redevelopment of the site.

If additional documentation or further engineering reports are required to support this conclusion, I am available to provide them as necessary.

**Prepared by:**

Thomas Hood, P.E.

Tommy Hood Engineering

500 Jameson Dr, Piedmont, SC 29673





"ISABELLA"



Representative photos of the house:























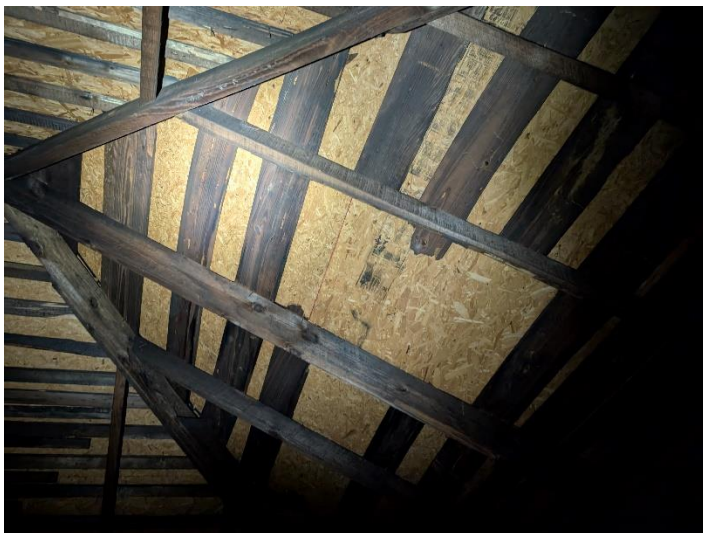












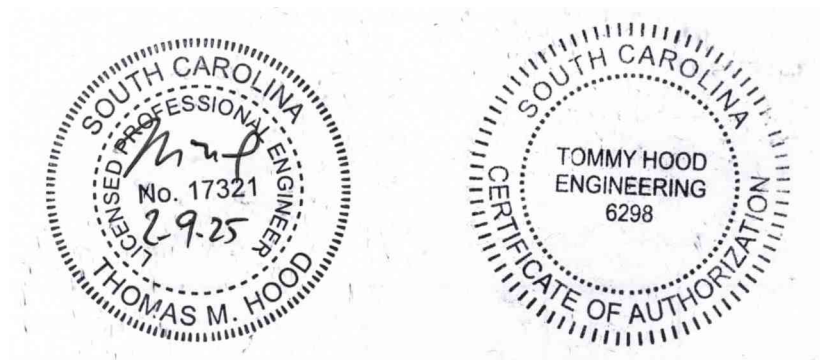




I can be reached at 8649081165 with any questions.

Sincerely,

Thomas Hood, PE







Showghi Engineering  
111 Old Augusta Road  
Greenville, SC 29605  
justin@showghi.com  
864-784-2627

Wednesday, May 11, 2024

Building Codes  
City of Greenville, South Carolina  
206 S. Main Street  
Greenville, SC 29602  
buildingcodes@greenvillesc.gov  
864-232-2273

Re: Evidence Supporting Effort to Demolish Residential Structure

To the application reviewer:

On May 3<sup>rd</sup>, 2024, I performed a walkthrough and visual inspection of the existing residential structure at 11 Watson Avenue, Greenville, SC 29601. This included the entire interior of the first floor, the entire interior of the second floor, and the entire exterior of the building. As it relates to overall safety and habitability of homeowners and/or other occupants, my findings are as follows:

1. Incomplete foundation curtain wall (see Photo 1).
2. Inadequate crawlspace access (see Photo 2).
3. Exterior rear patio at imminent risk of caving due to lack of compacted soil immediately below (see Photo 3).
4. Rotting and exposed framing at exterior openings (windows – See Photo 4).
5. Improperly supported ceiling system of front porch (see Photo 5).
6. Unlevel and unfinished floors on the first level, with local height variations in some places as high as 0.5" (see Photo 6).
7. Permanent openings in ceiling, exposed to unfinished and unconditioned space (see Photo 7).

In lieu of these findings, and based on engineering judgement, professional residential experience, and standard construction practices, I do not believe it to be safe or financially feasible to restore this existing structure to meet governing safety standards or follow the aesthetic of neighboring homes in this immediate area of Greenville, SC.

If you believe or find any information in this letter to be incorrect, please contact me immediately to conduct further conversation and investigation, if necessary.



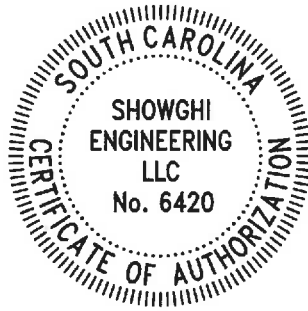
If you have any comments or concerns, please do not hesitate to reach out to me directly.

Thank you for your consideration,

Justin D. Showghi, P.E.



5/11/24



**ATTACHMENTS**





**PHOTO 1.**



**PHOTO 2.**





**PHOTO 3.**

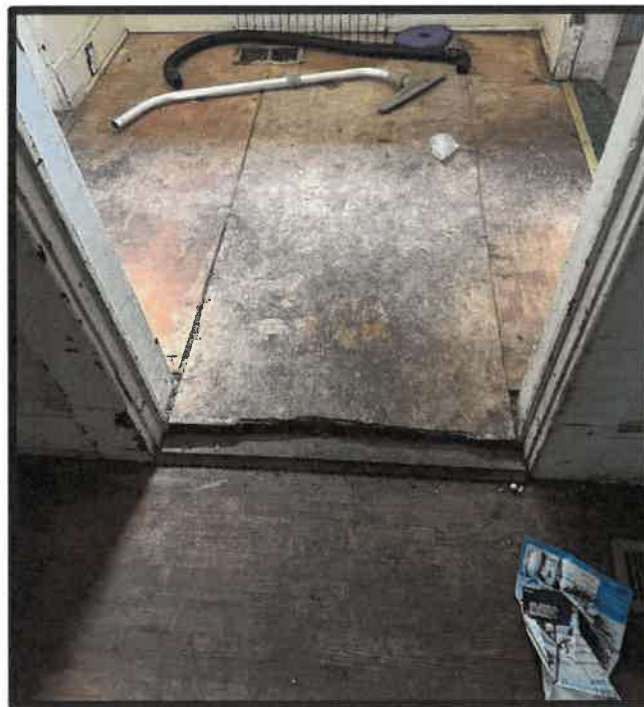


**PHOTO 4.**





**PHOTO 6.**



**PHOTO 7.**





**PHOTO 7.**



## Existing Neighborhood Context Images



















































































































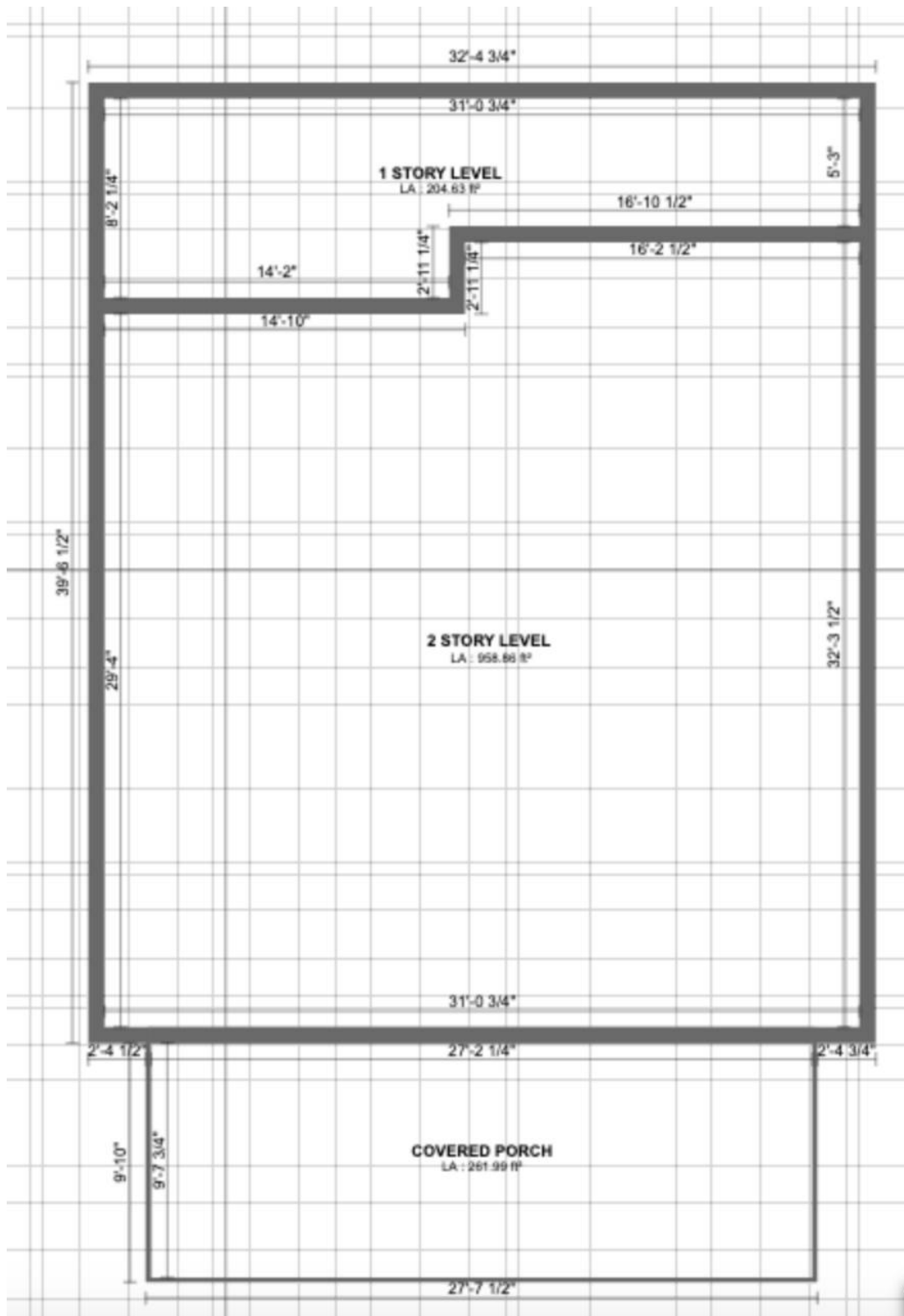


11 Watson Ave Greenville SC 29601

"As Built" Existing Plans

2,144 sq ft per GIS

Entire structure to demo









11

































**Planning Staff Report to  
Design Review Board  
May 6, 2025**  
*for the May 15, 2025 Public Hearing*

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**Docket Number:** 25-296  
**Applicant:** Melissa Threatt / Keel Concepts  
**Property Owner:** James Simkins, Jr.  
**Property Location:** 15 E. Coffee Street  
**Tax Map Number:** 0001000600700  
**Zoning:** MX-D, Mixed Use – Downtown  
**Proposal:** Exterior Renovations  
**Staff Recommendation:** **Approval with Conditions**

**Applicable Sections of the City of Greenville Code of Ordinances:**

*Div. 19-6.2.9 Major Urban Certificate of Appropriateness*

**Existing Conditions/History:**

The existing structure is a 2-story flat-roof brick commercial building with a concrete parapet, built around 1920. The structure is on the historic resource list, identified as the Sanitary Barber Shop, but is listed as ineligible for the National Register due to altered storefronts.

**Project Scope:**

The applicant proposes the addition of a new ground-level storefront system, metal awning, and tenant signage. The modifications also create a new ground-level entrance for a second-floor tenant.

The following alterations are proposed:

- Removal of existing storefront system
- New exterior storefront system
- Two new exterior doors
- New brick infill sections between storefronts
- New metal awning





- New decorative lighting
- New signage areas (*actual signage will require separate approval*)
- General cleaning of brick, parapet, and window sills

### Staff Analysis:

#### PUB 6. Building Transition Zone

The proposed plans do not include any furnishings within the building transition zone. While not required, outdoor seating, café, dining, planting, and retail displays are encouraged. Any furnishings to be placed within the building transition zone will require a separate CA and a sidewalk café encroachment permit from the City.

#### PUB 11. Signage

Signage will require a separate staff-level Certificate of Appropriateness. Signage must adhere to the sign regulations of the Greenville Development Code and the Downtown Design Guidelines.

#### PRI 3. Entry

Per PRI 3.2, the building entries accommodate all levels of physical ability at the street level; however, staff notes that the second floor does not appear to be ADA accessible.

Clear low-e glazing is identified for the storefronts, per PRI 3.4. Per PRI 3.6, the entrances are covered with the new awning to provide shelter and articulate the points of entry.



#### PRI 4. Activated Ground Floor

Activation of the ground floor, as stated in the Design Guidelines, means that the use happening inside the building is intense and visible from the sidewalk zone. Per PRI 4.3, publicly accessible commercial space is located along the ground floor to facilitate a safer and more vibrant environment for pedestrians. Per PRI 4.1, transparency has been maximized to allow views of activity and use within the building, and the addition of the new awning also serves to enhance pedestrian activity as stated in PRI 4.5. Staff notes that the conceptual signage locations along the building façade could also promote visual interest as viewed from the sidewalk.

#### PRI 6. Materiality

Proposed materials include:

- Metal awning (powder-coat green)
- Black anodized aluminum storefront (color to match existing windows)
- English bond brick infill (Glen-Gery Shadow Black, glazed)
- Clear low-e glazing (Guardian SN68 or equal)





- Gold light fixtures with white globes

PRI 6.1 states that materials should be compatible with surrounding context while elevating the diversity and character of the area, and PRI 6.2 encourages the use of durable materials that will withstand heightened activity and wear. Staff recommends discussion of two minor concerns with regard to these requirements, during the public meeting:

- Black brick infill compatibility with the existing yellow brick facade
- Storefront detailing and durability

### **PRI 7. Architectural Lighting**

Per PRI 7.1 and 7.2, accent lighting should complement architectural elements and create depth and shadows. Safety and security of the building should be enhanced through lighting design. Staff notes that the proposed exterior light fixtures appear to be relatively subdued. Depending on the final tenant's hours of operation, more substantial exterior lighting may be warranted for improved visibility.



### **PRI 11. Existing Architecture**

Per PRI 11.2-11.4, details of an original historic building should be maintained, and renovations should be respectful of a building's original character without damaging or obscuring important features. The proposed renovations on the ground floor replace the storefront which had been previously altered. As noted within the materials section, the new brick infill warrants further discussion with 2 members of the DRB to determine its appropriateness.

### **Summary**

Overall, staff finds that the proposed alterations to the storefront are in conformance with the Downtown Design Guidelines.

**Staff 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 of the Greenville Development Code.
2. Any additions to the building transition zone will require a separate Certificate of Appropriateness.
3. 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 Greenville Development Code Section 19-6.2.F 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.





APPLICATION FOR **URBAN DESIGN CERTIFICATE OF APPROPRIATENESS**

Contact Planning & Development (864) 467-4476 or [planning@greenvillesc.gov](mailto:planning@greenvillesc.gov)

**APPLICANT/OWNER INFORMATION**

\*Indicates Required Field

| APPLICANT |                                                                        | PROPERTY OWNER                                                         |
|-----------|------------------------------------------------------------------------|------------------------------------------------------------------------|
| *Name:    | Melissa Hill Threatt, AIA                                              | James H. Simkins, Jr.                                                  |
| *Title:   | Architect                                                              | Building Owner                                                         |
| *Address: | 1830 N. Main Street, Greenville                                        | P.O. Box 3475, Greenville                                              |
| *State:   | SC                                                                     | SC                                                                     |
| *Zip:     | 29609                                                                  | 29602                                                                  |
| *Phone:   | 864-900-2262                                                           | 864-900-2262                                                           |
| *Email:   | <a href="mailto:melissa@keelconcepts.com">melissa@keelconcepts.com</a> | <a href="mailto:melissa@keelconcepts.com">melissa@keelconcepts.com</a> |

**PROPERTY INFORMATION**

\*STREET ADDRESS 15 E. Coffee Street

\*TAX MAP #(S) 0001000600700

\*ZONING CLASSIFICATION MX-D

\*PRESERVATION DISTRICT/SPECIAL DESIGNATION:

☒ Downtown Review District    ☐ West End Overlay    ☐ Pettigru    ☐ East Park    ☐ Overbrook  
☐ Hampton-Pinckney    ☐ Heritage    ☐ Colonel Elias Earle    ☐ Local Landmark    ☐ National Register

\*Pursuant to S.C. Code Ann. § 6-29-1145, I hereby attest that the tract or parcel of land subject to this application IS NOT restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity. Initial: **MHT**

\*ARE THERE EXISTING STRUCTURES ON THE PROPERTY? ☒ Yes    ☐ No

**DESCRIPTION OF REQUEST**

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

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

The scope of the project at 15 E. Coffee Street is to make facade improvements and create two vanilla retail or business shell spaces, one on the first floor and one on the second. The entities that will occupy these spaces are TBD but will not be assembly uses.

The improvements to the facade include but are not limited to: new black storefront on first floor with doors on each side and expansive, transparent glass in the middle; infill dark gray brick matching existing English bond pattern; colored metal awnings.



## 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 prior to review. Applications requiring review by the Design Review Board or Historic Review Board must be submitted no later than 2:00 pm of the date reflected on the posted calendar.

|                                        |                                       |
|----------------------------------------|---------------------------------------|
| A. DESIGN REVIEW BOARD                 | \$300.00, <i>site plan review</i>     |
|                                        | \$300.00, <i>architectural review</i> |
| B. SIGNS                               | \$150.00                              |
| C. MINOR APPLICATION (STAFF REVIEW)    | \$100.00                              |
| D. MODIFICATION TO AN APPROVED PROJECT |                                       |
| Major (requires review by DRB)         | ½ Original Fee                        |
| Minor (requires review by staff)       | \$50.00                               |
| E. INFORMAL REVIEW                     | \$50.00                               |
2. Staff will review the application per Section 19-6.2.1(b)(3) for completeness and per Section 19-6.2.6-6.2.9 to determine the applicable fee structure and reviewing body.
3. **Public Notice Requirements (not applicable for minor applications).** Certificate of Appropriateness applications require public notice. The applicant is responsible for sign posting to the subject property at least 15 days (but no more than 18 days) prior to the scheduled design review board meeting date. Staff will provide the applicant with instructions, sign, and an affidavit of substantial compliance upon receipt of the application fee. The signed affidavit will be required with attached photos of the posted notice prior to review.
4. You must attach a complete digital set of scaled drawings of the property. A printed set of drawings is NOT required. Although construction drawings are not required, applicants should be able to provide construction drawings at the request of the DRB or HRB. Additional information may be requested at any time to fully understand the proposal. **Projects may require a two-phase DRB review process (Site Plan Review followed by Architectural Review), dependent on the scale of the proposed plans. Staff will notify the applicant upon receipt of the application if a two-phase review is required.**
5. Unless expressly determined by the administrator, all applications must contain the following:

☐ SITE PLAN REVIEW

- a. Site Plan Drawings (indicating footprint of existing buildings, proposed building, proposed exterior elements, demolition of existing site features, floor plan, conceptual landscape plan with materials notated, conceptual lighting, conceptual furnishing package, proposed exterior equipment, etc.).
- b. 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.).
- c. Model (digital model that includes the surrounding context with massing only, no texture or articulation is required). ***The contextual model for the Design Review boundary can be downloaded here: <https://greenvillesc.gov/364/Access-GIS-Data>, and is provided as a .skp file.***

☒ ARCHITECTURAL REVIEW

- a. Elevation Drawings of all Exterior Sides (indicate proposed materials, existing grade and proposed grade, proposed mechanical equipment, outdoor lighting fixtures, 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).
- b. Sections (include vertical dimensions in feet, building sections where significant changes occur in building volume, wall section for review of material relationships).
- c. 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).

- d. Renderings (include perspective drawings, including views from pedestrian and public realm).
- e. Model (digital model that includes the surrounding context and should include accurate scale, architectural detail to the extent that it describes the design intent, proposed textures and proposed sign location).
- f. Comparative Images (images of existing conditions and proposed modifications for all alterations to existing structures with proposed changes highlighted)
- g. Labeled Physical Samples of exterior finishes must be provided at the Public Meeting to the DRB.

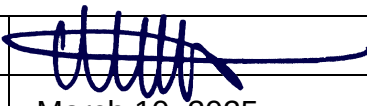
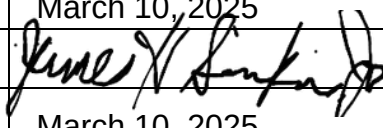
For more detail on these submittal requirements, please refer to the [Greenville Downtown Design Guidelines](#), adopted May 2017.

**Please verify that all required information is reflected on the plan(s).**

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.

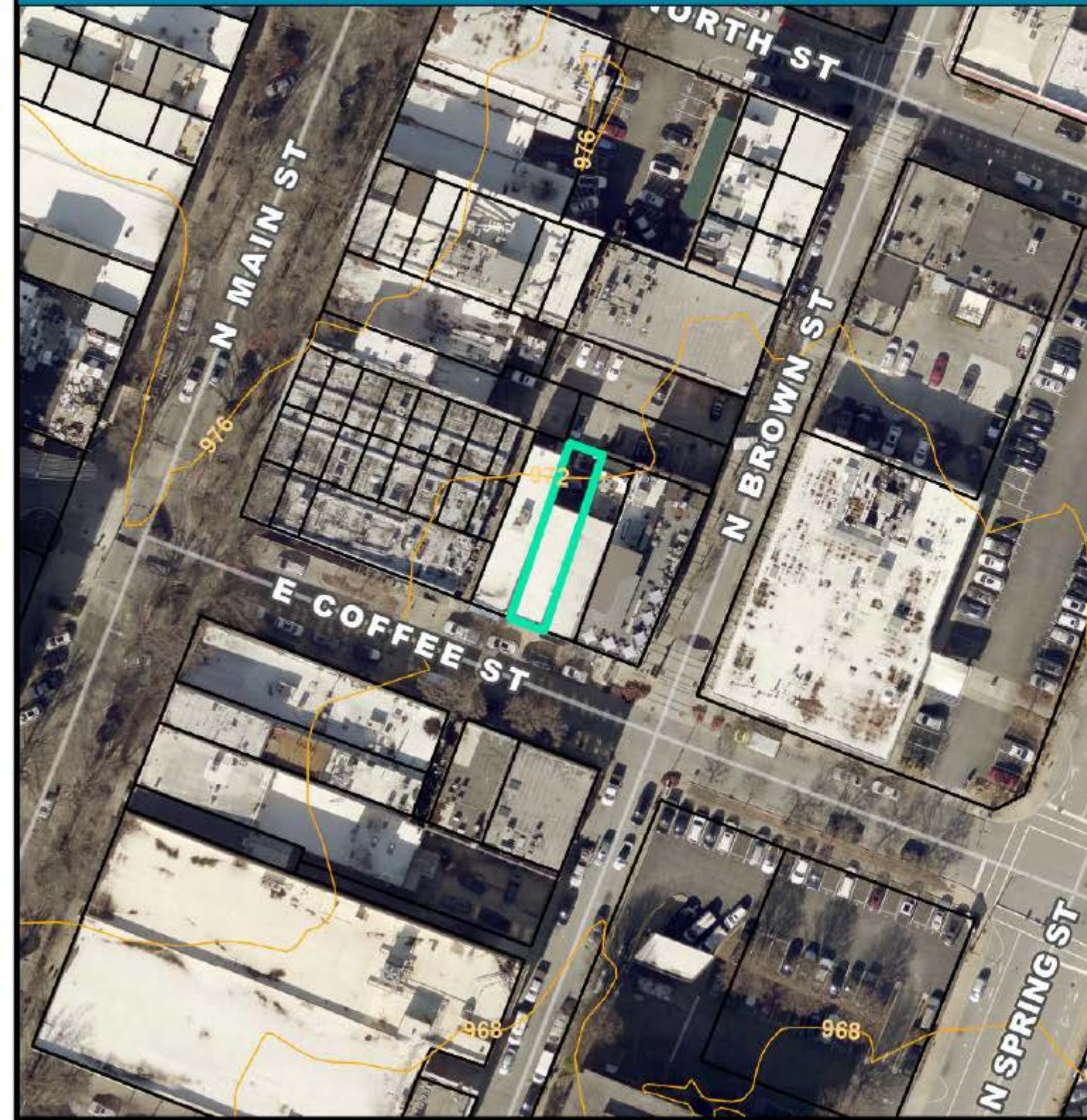
In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the planning 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.

|                                 |                                                                                     |
|---------------------------------|-------------------------------------------------------------------------------------|
| <b>*Signatures</b>              |                                                                                     |
| Applicant                       |   |
| Date                            | March 10, 2025                                                                      |
| Property Owner/Authorized Agent |  |
| Date                            | March 10, 2025                                                                      |
| Public Hearing information      |                                                                                     |
| Public Hearing signs            |                                                                                     |



NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS

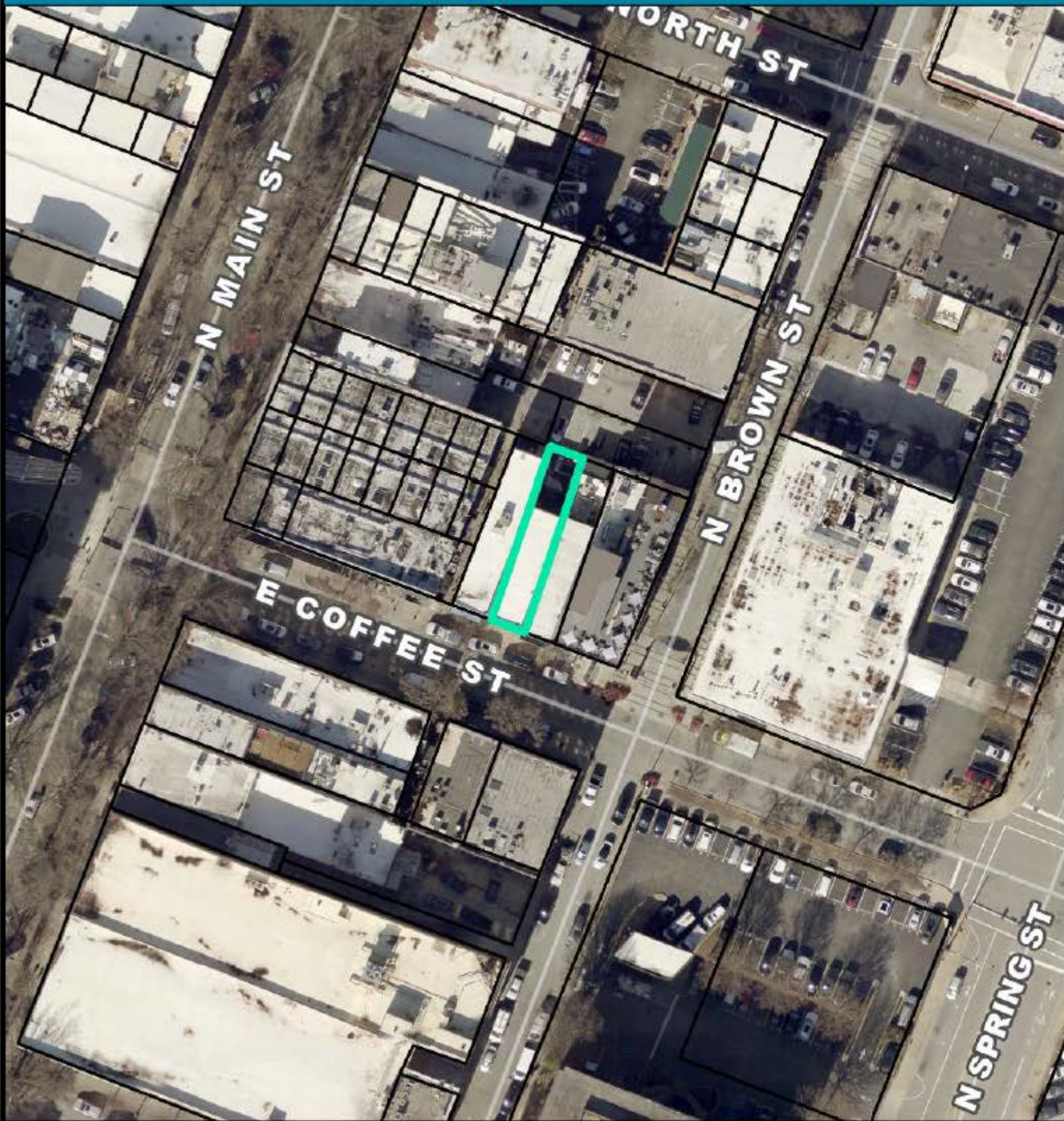


PRESERVATION OVERLAYS





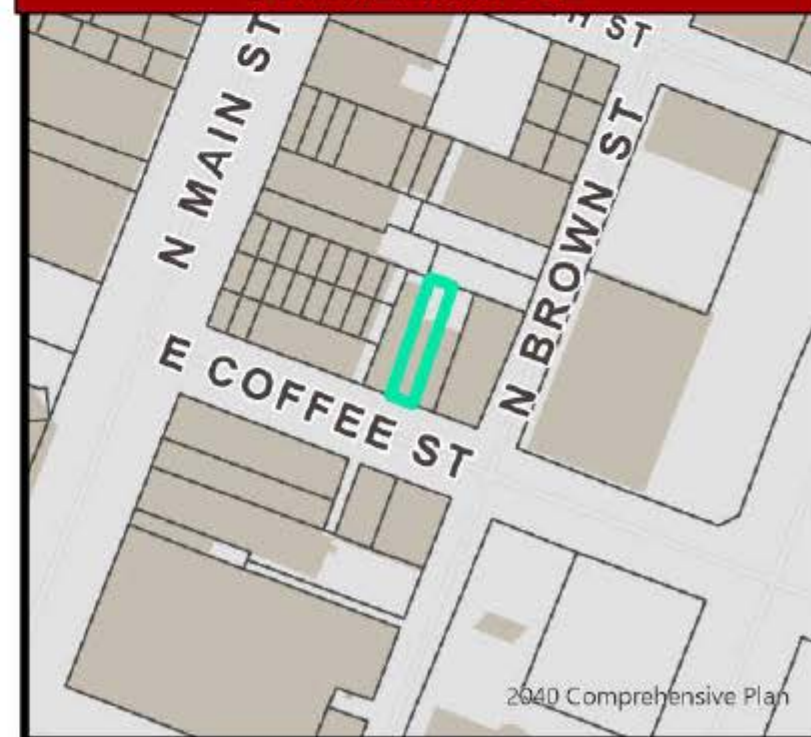
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE



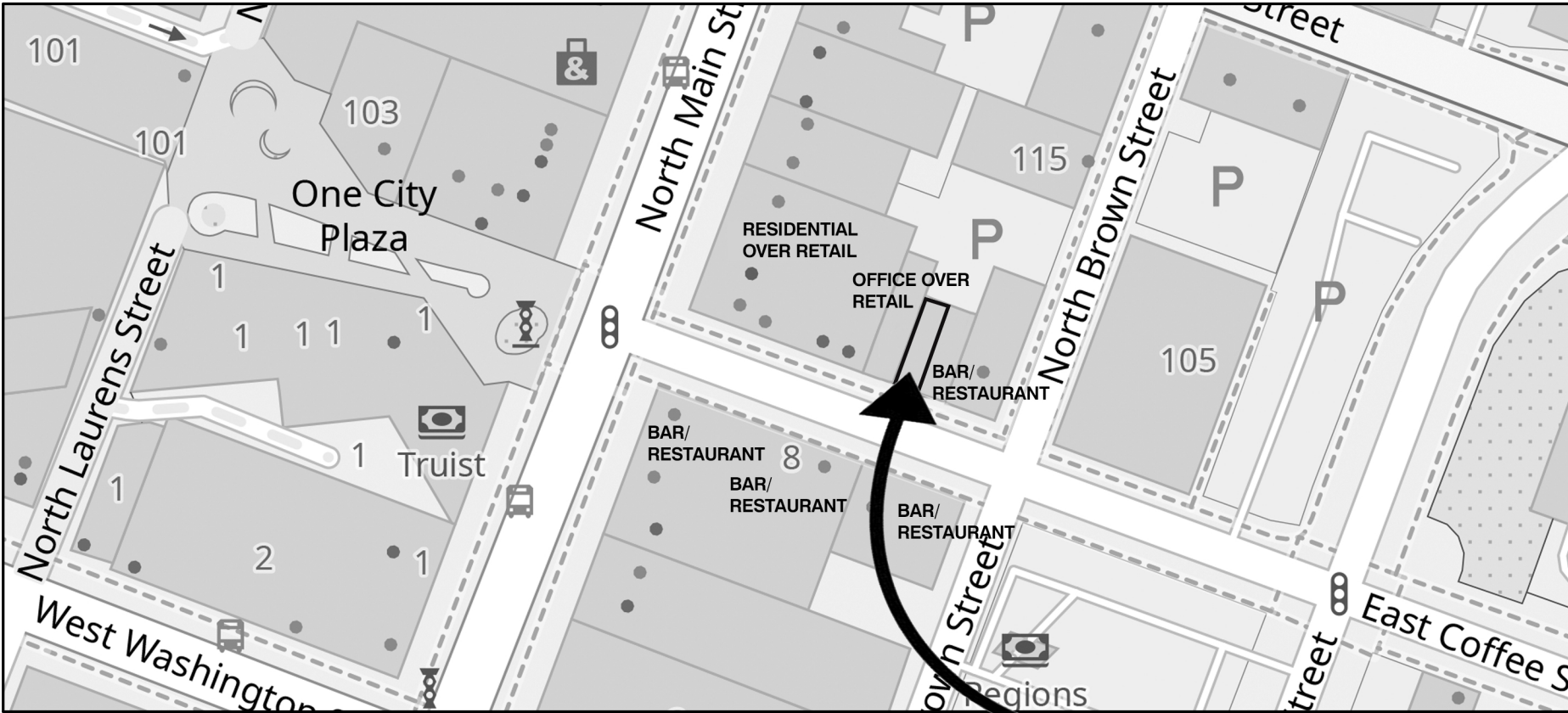




2025  
PHOTO



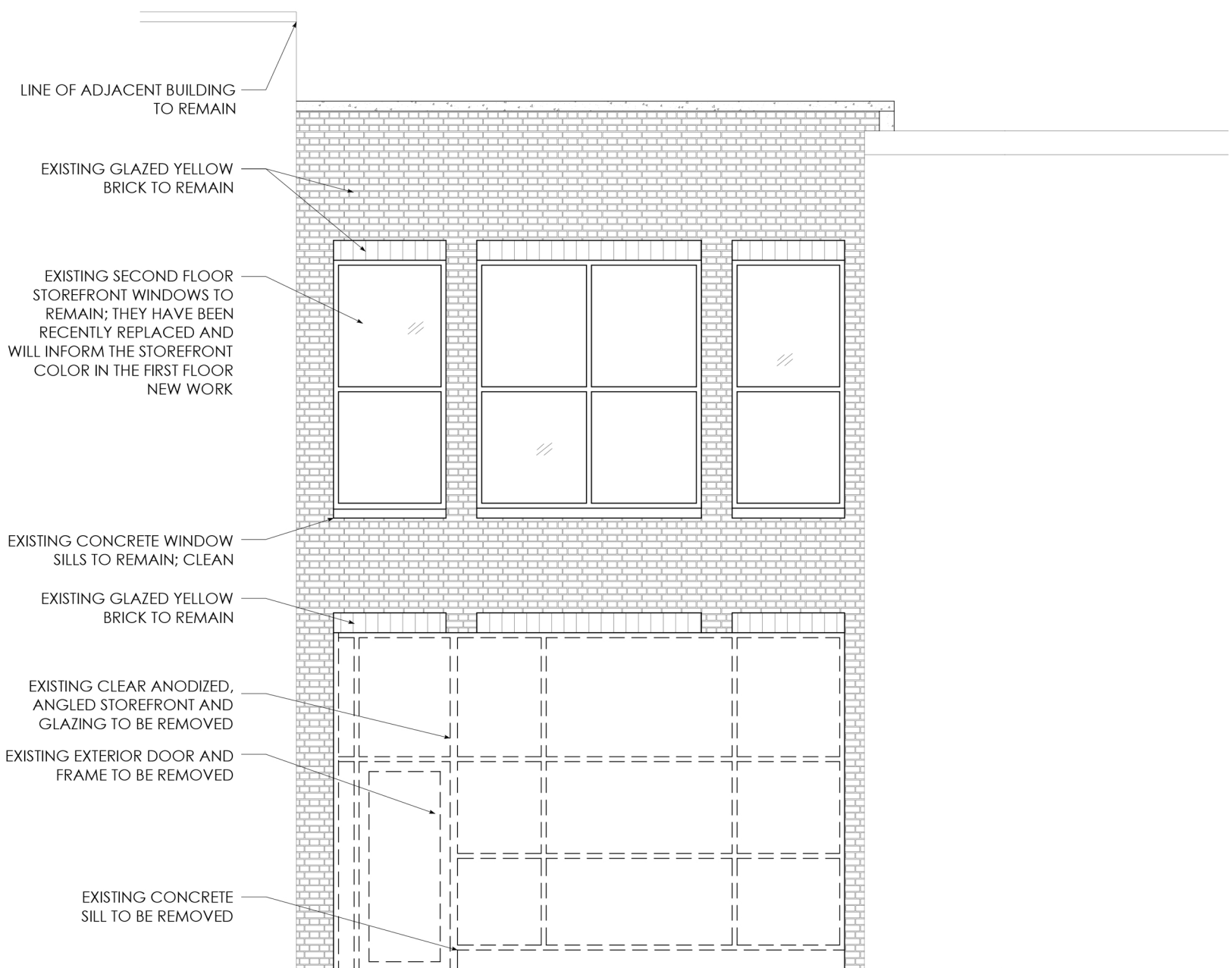
2023 PHOTO



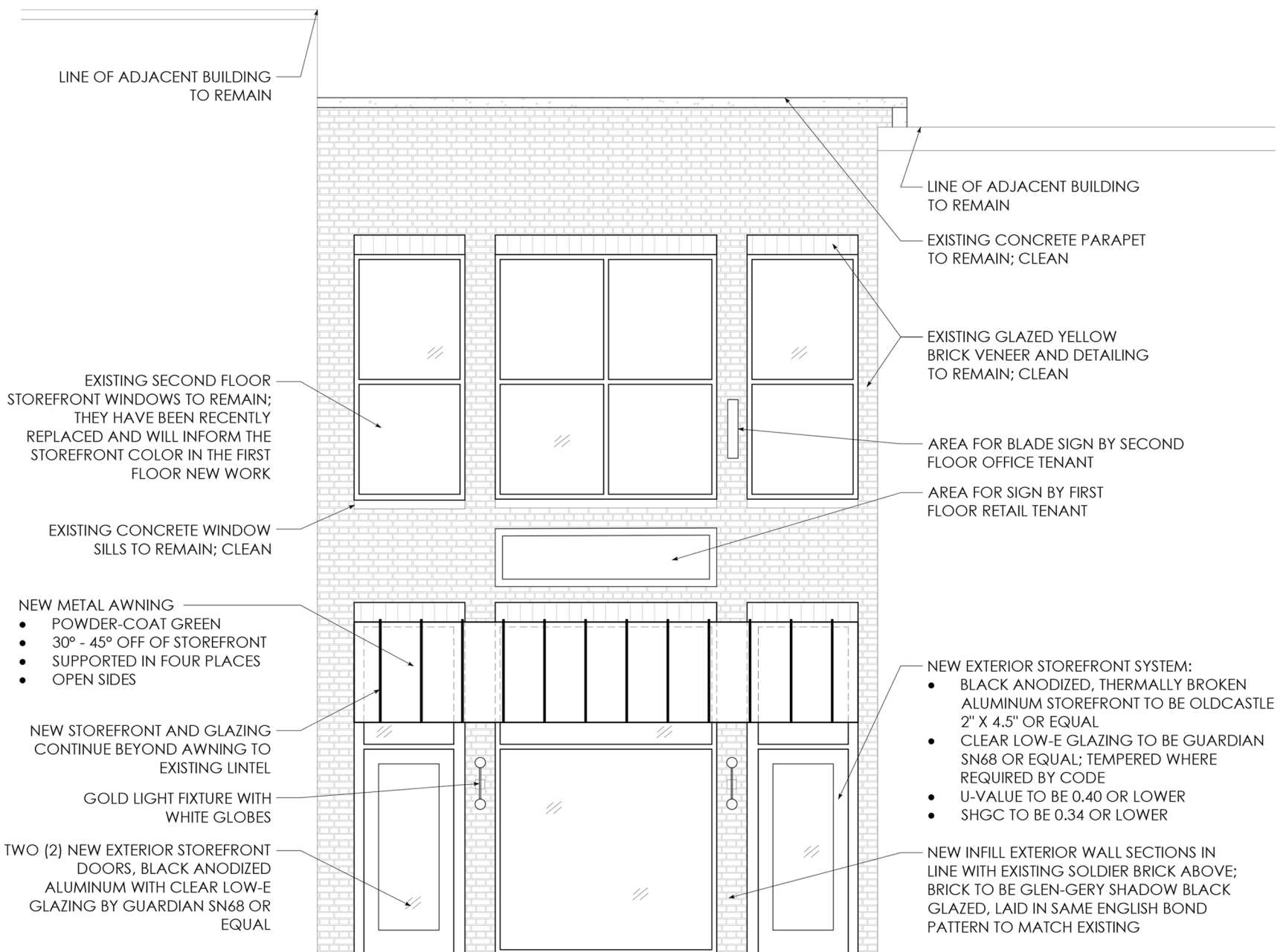
CURRENT USES OF ADJACENT ESTABLISHMENTS

PROJECT LOCATION  
PROPOSED USE IS RETAIL  
WITH OFFICE ABOVE





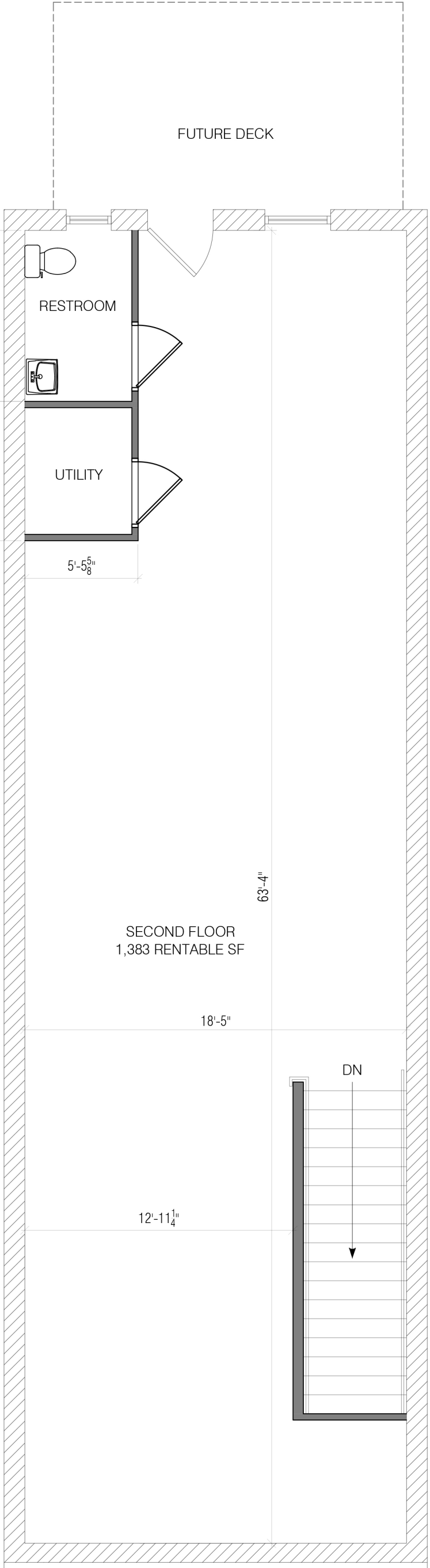
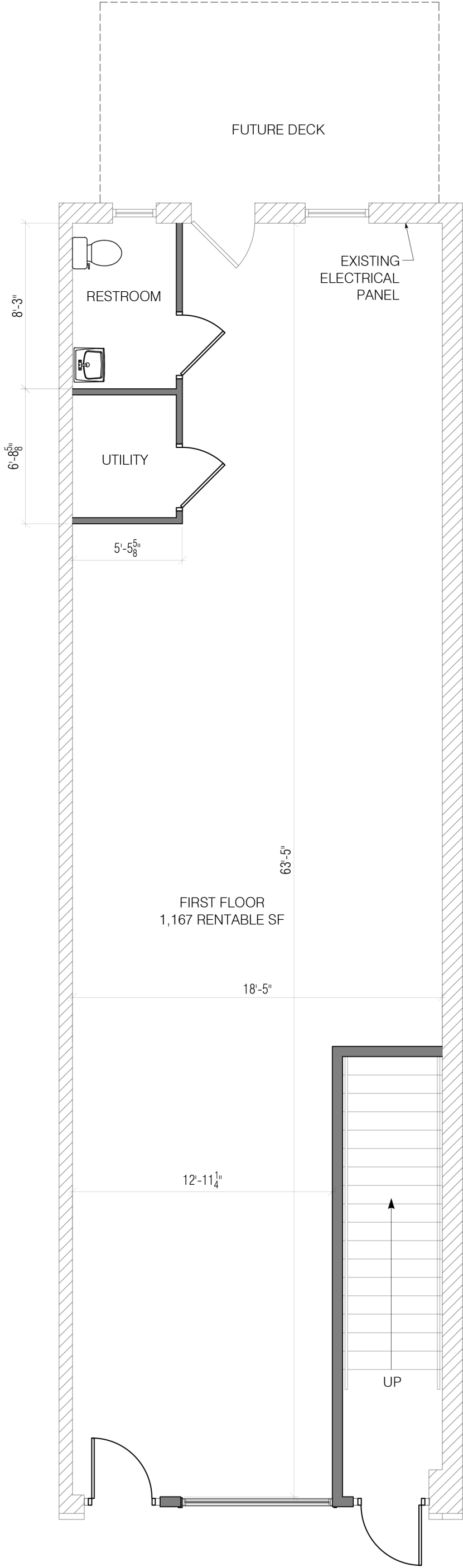




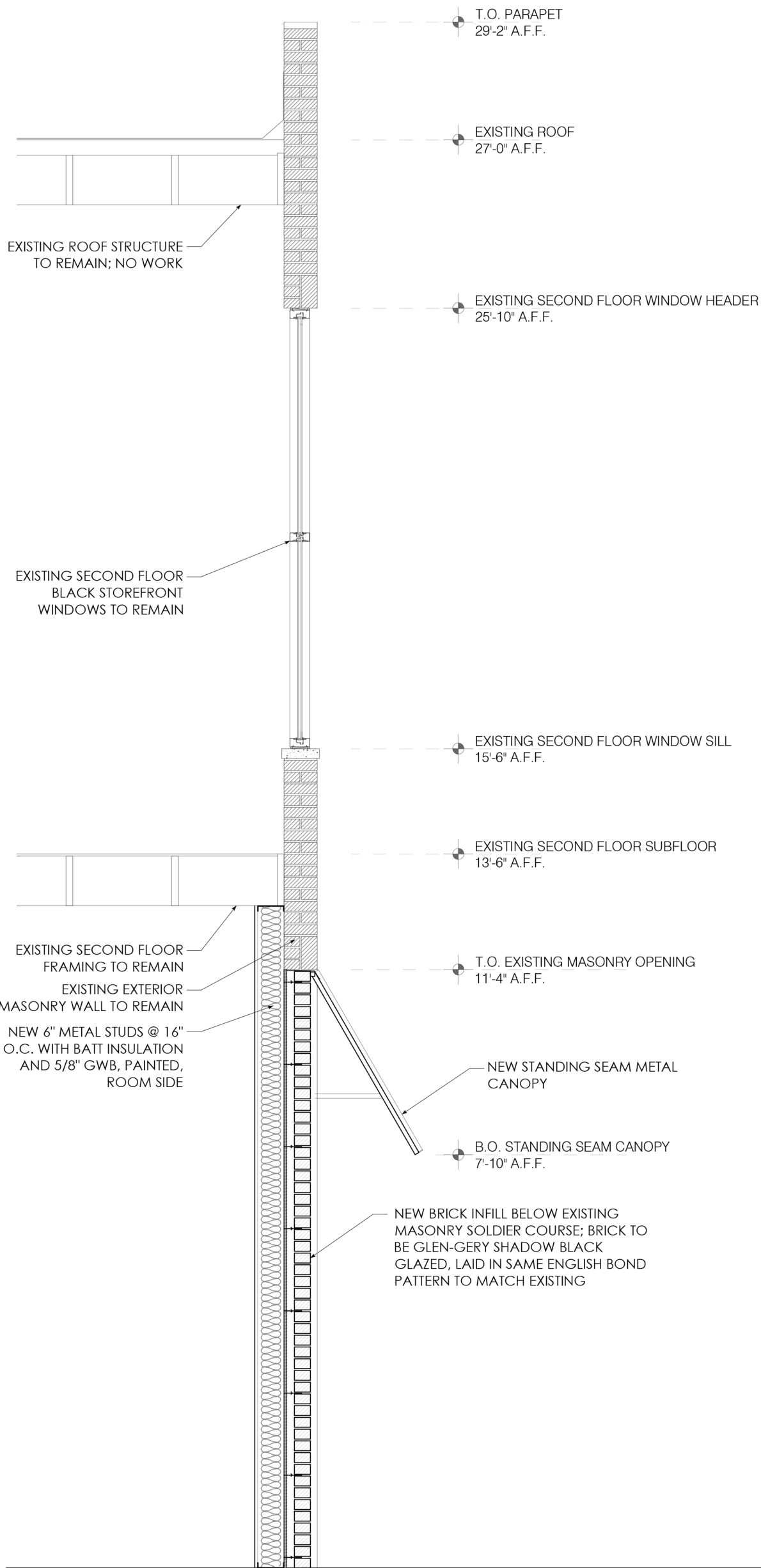




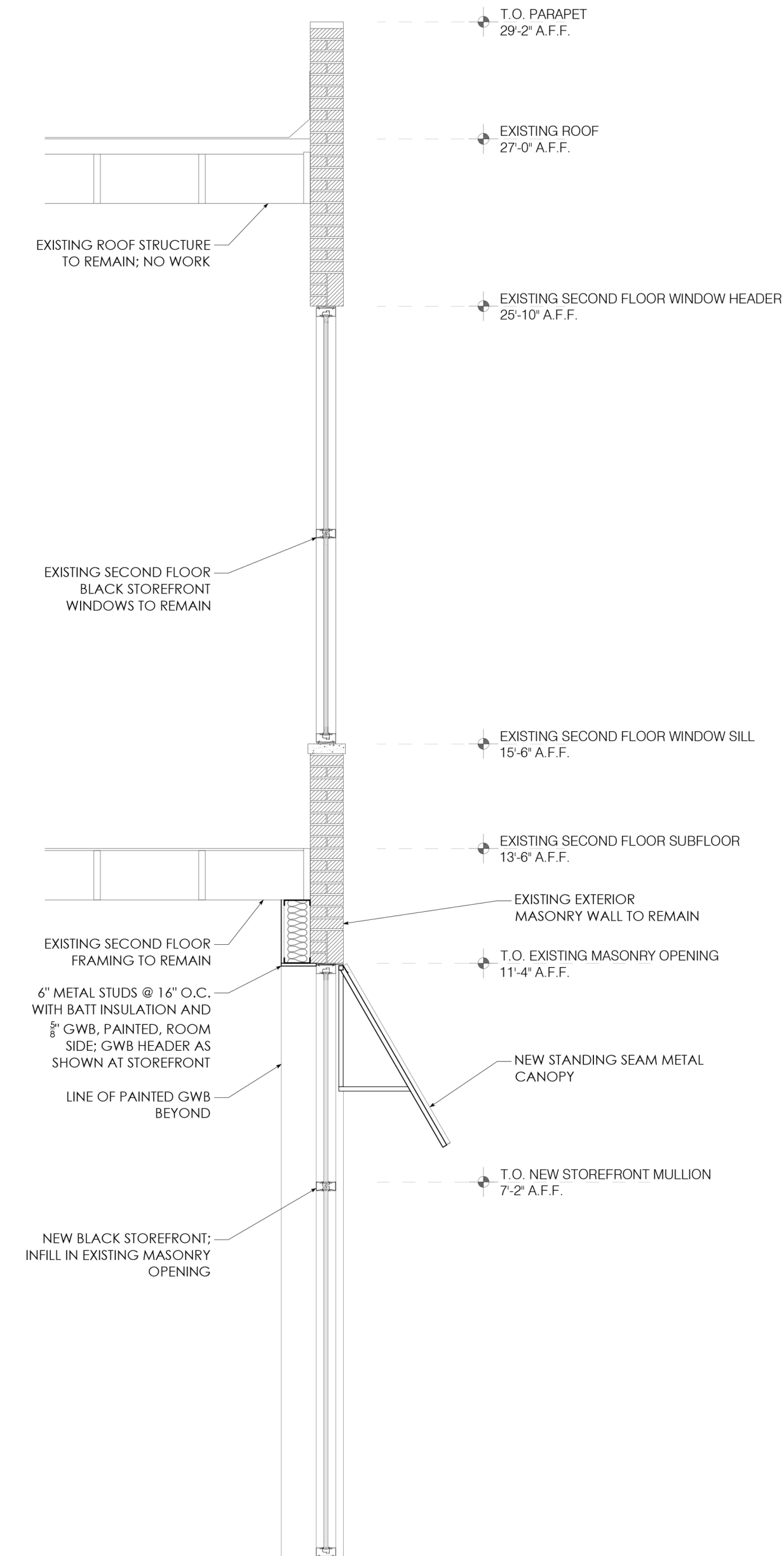
















**Planning Staff Report to  
Design Review Board  
May 6, 2025**  
*for the May 15, 2025 Public Hearing*

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**Docket Number:** 25-332  
**Applicant:** Jamison Hupp / Fathom Firm  
**Property Owner:** 20 North Main St. LLC  
**Property Location:** 20 N. Main Street  
**Tax Map Number:** 0001000500200  
**Zoning:** MXS-D, Mixed Use Shopfront – Downtown, Halprin District  
**Proposal:** Exterior Renovations  
**Staff Recommendation:** **Approval with Conditions**

**Applicable Sections of the City of Greenville Code of Ordinances:**

*Div. 19-6.2.9 Major Urban Certificate of Appropriateness*

**Existing Conditions/History:**

The existing historic structure is a 3-story flat-roof structure clad in exposed aggregate concrete panels, glass block, and glass storefront. The building was formerly a jewelry retailer that opened in 1937 and is currently occupied by a bar and restaurant on the first and second floors and a residence on the third floor. The original art deco façade has undergone numerous renovations, and the applicant proposes improvements to reinstate some of the original architectural style.



**Project Scope:**

The applicant proposes the creation of a new outdoor patio and improved entry sequence into the ground-level space and stair access to the upper floors. All existing storefront will be removed and replaced with a new exterior wall and storefront featuring art deco-inspired detailing. The new outdoor patio includes a new pass-thru window and bar, tile flooring, and furnishings.

An itemized list of improvements includes:

- Removal of existing storefront and access doors
- New knee wall with stone cap and simulated steel window



- New textured metal wall with tile and stone base at the street
- New glass entry door and sidelight
- New vertical tile wall inside the recessed opening
- Art deco steel ornamental railing
- Terrazzo tile flooring
- New pass-thru awning window
- New travertine tile panels between the second and third floor windows
- Installation of original signage along the interior masonry wall
- New metal marquee and lighting (*Noted as Phase II*)
- New decorative lighting within the recessed opening

### **Staff Analysis:**

#### **PUB 6. Building Transition Zone**

The proposed plans do not include any furnishings within the building transition zone; however, new furnishings and a pass-thru window are included within the recessed patio to enhance the transition from the building entrance to the public realm and increase pedestrian activation. Outdoor dining spaces must be appropriately maintained to be clean and tidy when not in use.

Per PUB 6.6, furnishings should be comprised of durable, long-lasting materials. Lightweight furnishings are recommended for maximum flexibility. **Final furnishings have not been specified in the plans and must be approved before installation.**

#### **PUB 11. Signage**

Plans indicate that the existing signage will remain along the building's frontage. The plans also indicate the original building signage will be rewired and installed along the brick wall inside the recessed patio. A separate staff-level Certificate of Appropriateness is required for any new signage. Signage must adhere to the sign regulations of the Greenville Development Code and the Downtown Design Guidelines.

#### **PRI 3. Entry**

Per PRI 3.2, the building entry accommodates all levels of physical ability at the street level; however, staff notes that the upper floors do not appear to be ADA accessible based on the description in the application documents.

Glazing specifications have not been provided for the new windows. Per PRI 3.4, entry glass must be highly transparent using non-reflective and minimally tinted glass. **Final glass selections must be approved by staff and 2 members of the DRB.**

#### **PRI 4. Activated Ground Floor**

The addition of the recessed patio and incorporation of outdoor dining and pass-thru window serve to activate the pedestrian realm along the building's street frontage. Per PRI 4.2, and as previously stated, final glass selections must not be darkly tinted or reflective.



## **PRI 6. Materiality**

Proposed materials include:

- Vertical glazed wall tile
- Terracotta square wall tile
- Light bronze textured metal panels
- Terrazzo floor tile
- Travertine wall tile
- 'Grigio carnico' stone
- Light bronze awning window
- Glass entry door

Staff finds that these materials accomplish the goals established by PRI 6, elevating the diversity and character of the area through the use of high-quality materials.

## **PRI 7. Architectural Lighting**

Uplights and signage lighting have been called out in the plans, and one globe pendant light appears to be shown but is not identified. Specific light fixtures have not been identified. Per PRI 7.1 and 7.2, accent lighting should complement architectural elements and create depth and shadows. Pri 7.5 states that safety and security of the building should be enhanced through lighting design. **Light fixture selections must be reviewed by staff and 2 members of the DRB for final approval.**

## **PRI 8. Private Outdoor Spaces**

The recessed patio is successful in complementing the design and function of the building, per PRI 8.3. In addition to the above requirements regarding architectural lighting, the light source color selection must be considered to avoid harsh and unpleasant lighting incompatible with other area lighting sources.

## **PRI 11. Existing Architecture**

Per PRI 11.2-11.4, details of an original historic building should be maintained and renovations should be respectful of a building's original character without damaging or obscuring important features. Staff finds the storefront modification to be respectful of the original art deco architecture, adding new details and materials that supplement the building's character.

## **Summary**

Overall, staff finds that the proposed alterations to the storefront are in conformance with the Downtown Design Guidelines.



**Staff recommends approval with the following conditions:**

- 1. A final furnishing package must be reviewed and approved by staff as a modification to the CA before final installation.**
- 2. Final glass and light fixture selections must be reviewed and approved by staff and 2 members of the DRB.**
- 3. All new signage will require a separate sign permit and Certificate of Appropriateness and must adhere to the sign regulations of the Greenville Development Code.**
- 4. An Affidavit of Substantial Compliance must be signed and notarized by the property owner prior to the issuance of the Certificate of Conformity.**
- 5. This CA is considered a specific site development plan. As such, the CA issued for this project shall be subject to Greenville Development Code Section 19-6.2.F 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.**





## APPLICATION FOR **URBAN DESIGN CERTIFICATE OF APPROPRIATENESS**

Contact Planning & Development (864) 467-4476 or [planning@greenvillesc.gov](mailto:planning@greenvillesc.gov)

### APPLICANT/OWNER INFORMATION

\*Indicates Required Field

| APPLICANT |                       | PROPERTY OWNER            |
|-----------|-----------------------|---------------------------|
| *Name:    | Jamison Hupp, AIA     | 20 NORTH MAIN ST LLC      |
| *Title:   | Principal   Architect |                           |
| *Address: |                       | 20 N. Main St. Greenville |
| *State:   | South Carolina        | South Carolina            |
| *Zip:     | 29616                 | 29601                     |
| *Phone:   |                       |                           |
| *Email:   |                       |                           |

### PROPERTY INFORMATION

\*STREET ADDRESS 20 N. Main St. Greenville, SC 29601

\*TAX MAP #(S) 0001000500200

\*ZONING CLASSIFICATION MXS-D

\*PRESERVATION DISTRICT/SPECIAL DESIGNATION:

☒ Downtown Review District    ☐ West End Overlay    ☐ Pettigru    ☐ East Park    ☐ Overbrook  
☐ Hampton-Pinckney    ☐ Heritage    ☐ Colonel Elias Earle    ☐ Local Landmark    ☐ National Register

\*Pursuant to S.C. Code Ann. § 6-29-1145, I hereby attest that the tract or parcel of land subject to this application IS NOT restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity. **Initial:** JWH

\*ARE THERE EXISTING STRUCTURES ON THE PROPERTY? ☒ Yes    ☐ No

### DESCRIPTION OF REQUEST

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

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

Scope of work limited to front elevation, street level, main entry to the building. Renovation to include new entry vestibule to improve entry/exit The concept provides a new, shared entry vestibule that can be secured for all tenants during off-hours and provides improvements for the building and function, including but not limited to the following: Improve entry/exit conditions for safety and comply with current ingress/egress building code requirements. Revisions will comprehensively improve previous limitations on exit conditions from all floors of the building; Reinforce architecture of original building and art deco appearance; Provide outdoor seating + small bar area for drink/food service. Activate and engage street scape, improving patron experience; improve security for the building - both in operations and access; Design elements take cues from the original jewelry retailer storefront design.



## 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 prior to review. Applications requiring review by the Design Review Board or Historic Review Board must be submitted no later than 2:00 pm of the date reflected on the posted calendar.

|                                        |                                       |
|----------------------------------------|---------------------------------------|
| A. DESIGN REVIEW BOARD                 | \$300.00, <i>site plan review</i>     |
|                                        | \$300.00, <i>architectural review</i> |
| B. SIGNS                               | \$150.00                              |
| C. MINOR APPLICATION (STAFF REVIEW)    | \$100.00                              |
| D. MODIFICATION TO AN APPROVED PROJECT |                                       |
| Major (requires review by DRB)         | ½ Original Fee                        |
| Minor (requires review by staff)       | \$50.00                               |
| E. INFORMAL REVIEW                     | \$50.00                               |
2. Staff will review the application per Section 19-6.2.1(b)(3) for completeness and per Section 19-6.2.6-6.2.9 to determine the applicable fee structure and reviewing body.
3. **Public Notice Requirements (not applicable for minor applications).** Certificate of Appropriateness applications require public notice. The applicant is responsible for sign posting to the subject property at least 15 days (but no more than 18 days) prior to the scheduled design review board meeting date. Staff will provide the applicant with instructions, sign, and an affidavit of substantial compliance upon receipt of the application fee. The signed affidavit will be required with attached photos of the posted notice prior to review.
4. You must attach a complete digital set of scaled drawings of the property. A printed set of drawings is NOT required. Although construction drawings are not required, applicants should be able to provide construction drawings at the request of the DRB or HRB. Additional information may be requested at any time to fully understand the proposal. **Projects may require a two-phase DRB review process (Site Plan Review followed by Architectural Review), dependent on the scale of the proposed plans. Staff will notify the applicant upon receipt of the application if a two-phase review is required.**
5. Unless expressly determined by the administrator, all applications must contain the following:

☐ SITE PLAN REVIEW

- a. Site Plan Drawings (indicating footprint of existing buildings, proposed building, proposed exterior elements, demolition of existing site features, floor plan, conceptual landscape plan with materials notated, conceptual lighting, conceptual furnishing package, proposed exterior equipment, etc.).
- b. 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.).
- c. Model (digital model that includes the surrounding context with massing only, no texture or articulation is required). ***The contextual model for the Design Review boundary can be downloaded here: <https://greenvillesc.gov/364/Access-GIS-Data>, and is provided as a .skp file.***

☒ ARCHITECTURAL REVIEW

- a. Elevation Drawings of all Exterior Sides (indicate proposed materials, existing grade and proposed grade, proposed mechanical equipment, outdoor lighting fixtures, 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).
- b. Sections (include vertical dimensions in feet, building sections where significant changes occur in building volume, wall section for review of material relationships).
- c. 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).

- d. Renderings (include perspective drawings, including views from pedestrian and public realm).
- e. Model (digital model that includes the surrounding context and should include accurate scale, architectural detail to the extent that it describes the design intent, proposed textures and proposed sign location).
- f. Comparative Images (images of existing conditions and proposed modifications for all alterations to existing structures with proposed changes highlighted)
- g. Labeled Physical Samples of exterior finishes must be provided at the Public Meeting to the DRB.

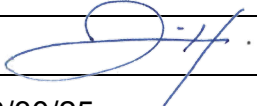
For more detail on these submittal requirements, please refer to the [Greenville Downtown Design Guidelines](#), adopted May 2017.

**Please verify that all required information is reflected on the plan(s).**

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 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.

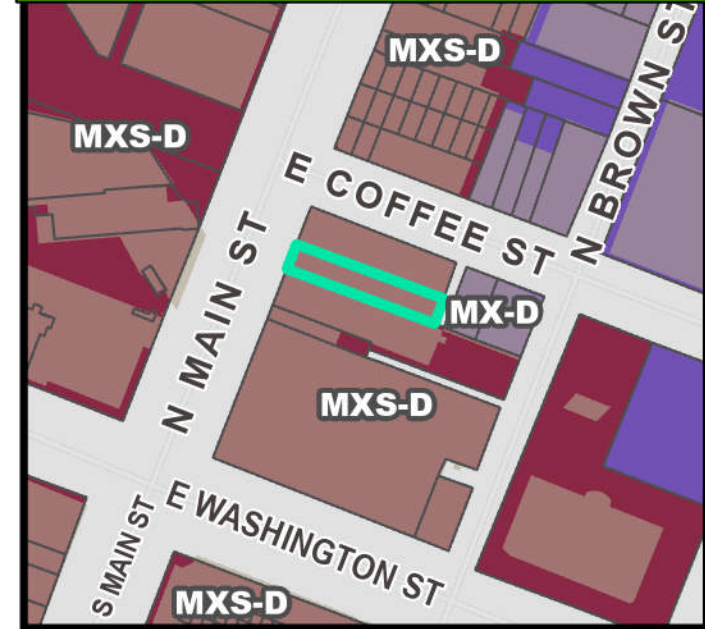
|                                 |                                                                                     |
|---------------------------------|-------------------------------------------------------------------------------------|
| <b>*Signatures</b>              |                                                                                     |
| Applicant                       |   |
| Date                            | 3/30/25                                                                             |
| Property Owner/Authorized Agent |  |
| Date                            | 3/30/25                                                                             |
| Public Hearing information      |                                                                                     |
| Public Hearing signs            |                                                                                     |



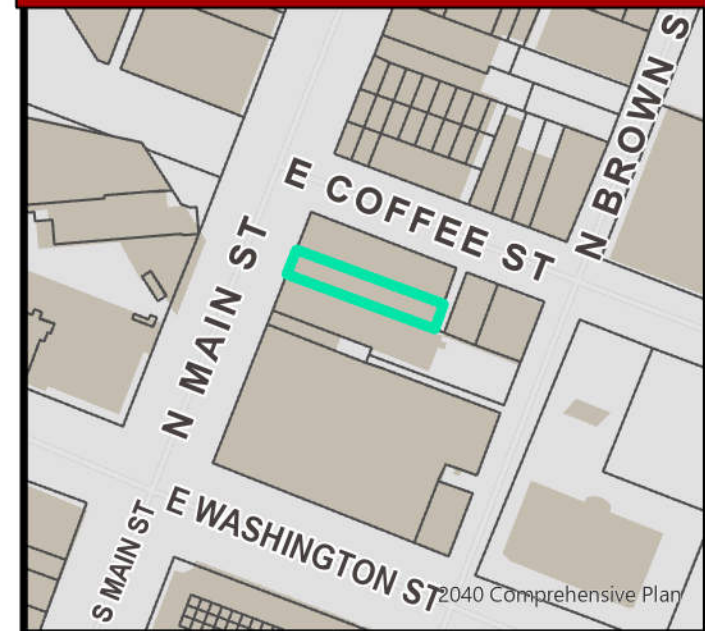
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE





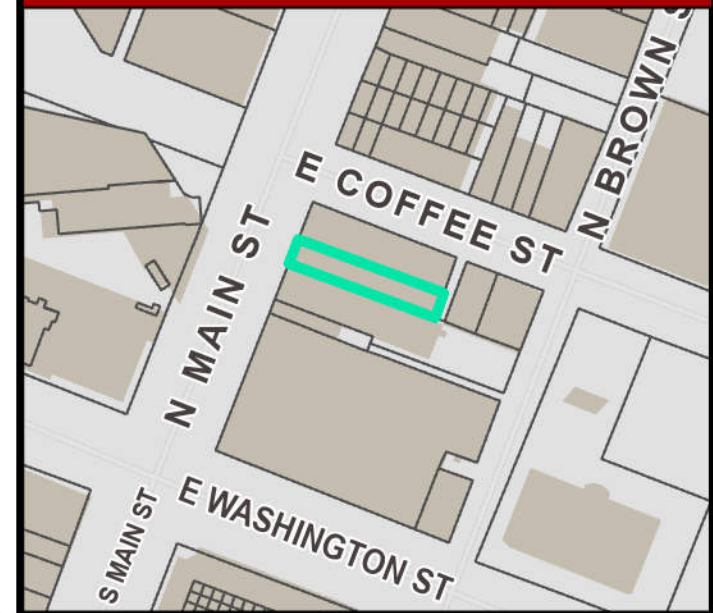
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS







SCOPE OF WORK LIMITATIONS

SCOPE OF WORK LIMITATIONS

CURRENT CONDITION AT STREET LEVEL

CONCEPTUAL DESIGN NARRATIVE

NOW KNOWN AS “REYS” THE LONG-STANDING BAR/RESTAURANT OCCUPIES THE SPACE OF A FORMER ART DECO JEWELRY RETAILER THAT WENT BY THE SAME NAME. THE EXISTING BUILDING HAS UNDERGONE NUMEROUS INTERIOR RENOVATIONS SINCE ORIGINAL CONSTRUCTION, AS WELL AS A FRONT ENTRY RECONFIGURATION (DATE UNKNOWN).

THE ORIGINAL FACADE CONSISTS OF EXTERIOR EXPOSED AGGREGATE CONCRETE PANELS, GLASS BLOCK, CAST CONCRETE ORNAMENTAL PROFILES, AND STOREFRONT WINDOWS. THE EXISTING, AGED STOREFRONT WINDOW ASSEMBLIES AT THE 1ST FLOOR ARE PROPOSED TO BE DEMOLISHED.

CONSISTING OF 3 FLOORS TOTAL, THE 2ND FLOOR IS CURRENTLY UNDERGOING RENOVATIONS TO EXPAND REYS SPACE (REYS WILL OCCUPY 1ST + 2ND FLOORS). THE 3RD FLOOR IS A SMALL RESIDENTIAL UNIT AND IS ONLY ACCESSIBLE FROM THE FRONT STAIRS INDICATED IN THESE PLANS. THE EXISTING ACCESS STAIRS CANNOT BE RECONFIGURED, BUT REQUIRE INGRESS/EGRESS FROM STREET LEVEL AND SERVE TWO DIFFERENT TENANTS. THE CONCEPT PROVIDES A NEW, SHARED ENTRY VESTIBULE THAT CAN BE SECURED FOR ALL TENANTS DURING OFF-HOURS AND PROVIDES IMPROVEMENTS FOR THE BUILDING AND FUNCTION, INCLUDING BUT NOT LIMITED TO THE FOLLOWING:

1. IMPROVE ENTRY/EXIT CONDITIONS FOR SAFETY AND COMPLY WITH CURRENT INGRESS/EGRESS BUILDING CODE REQUIREMENTS. REVISIONS WILL COMPREHENSIVELY IMPROVE PREVIOUS LIMITATIONS ON EXIT CONDITIONS FROM ALL FLOORS OF THE BUILDING.
2. REINFORCE ARCHITECTURE OF ORIGINAL BUILDING AND PRESERVE ART DECO APPEARANCE
3. PROVIDE OUTDOOR SEATING + SMALL BAR AREA FOR DRINK + FOOD SERVICE . ACTIVATE + ENGAGE STREET-SCAPE AND IMPROVE PATRON EXPERIENCE
4. IMPROVE SECURITY FOR THE BUILDING - BOTH IN OPERATIONS AND ACCESS
5. PROVIDE EASED TRANSITION FROM PUBLIC STREET TO BAR/RESTAURANT INTERIOR

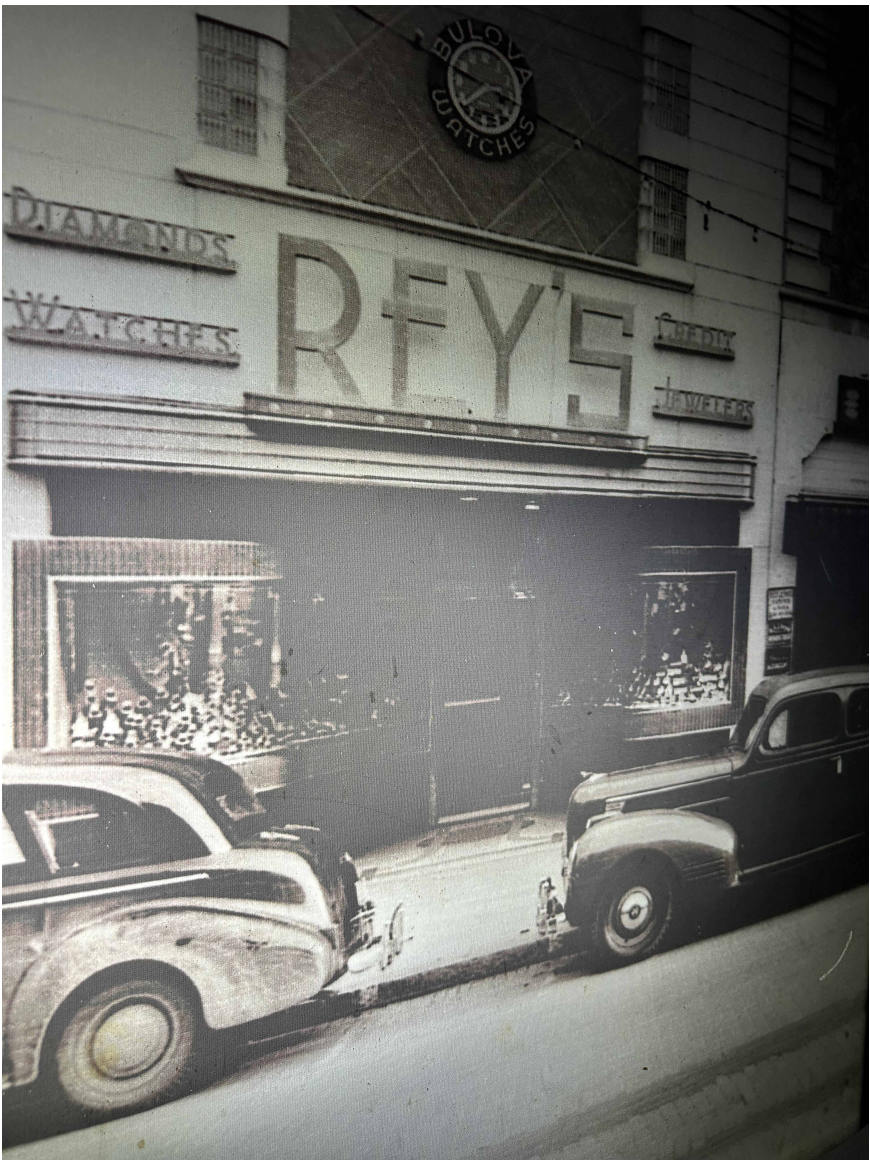
DESIGN ELEMENTS TAKE CUES FROM THE ORIGINAL JEWELRY RETAILER STOREFRONT DESIGN. DUE TO THE INABILITY TO RECONFIGURE THE INTERIOR STAIRS, THE NEW CONCEPT CAREFULLY BALANCES THE ASYMMETRICAL ASPECT OF THE ENTRYWAY ON A SYMMETRICALLY DELINEATED FACADE,, WHILE MAINTAINING FLOW AND ACCESS TO ALL PORTIONS OF THE BUILDING.

SHEET INDEX:  
SD01 - PROJECT INTRODUCTION  
SD02 - PROJECT INTRODUCTION  
SD03 - CONCEPTUAL PLANS  
SD04 - CONCEPTUAL ELEVATION  
SD05 - CONCEPTUAL RENDERING  
SD06 - CONCEPTUAL SECTION  
SD07 - CONCEPTUAL SECTION + RENDERINGS  
SD08 - CONCEPTUAL RENDERING  
SD09 - CONCEPTUAL RENDERING



CONCEPT - STREET LEVEL





ORIGINAL FACADE DESIGN - 1940's



EXISTING CONDITIONS - STREET VIEWS

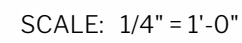
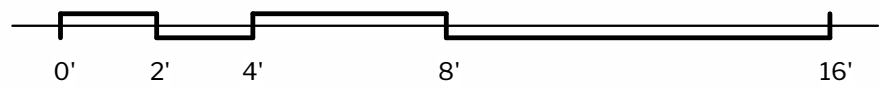


MODIFIED FACADE - LATER 20TH CENTURY



EXISTING CONDITIONS - CONTEXT

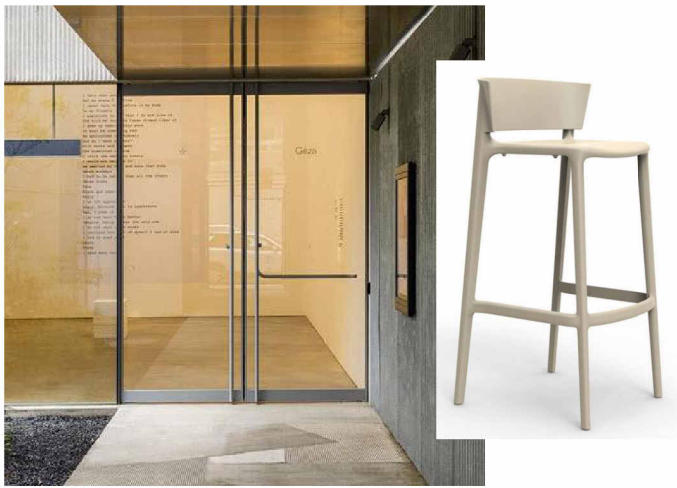








4A - TRAVERTINE TILE



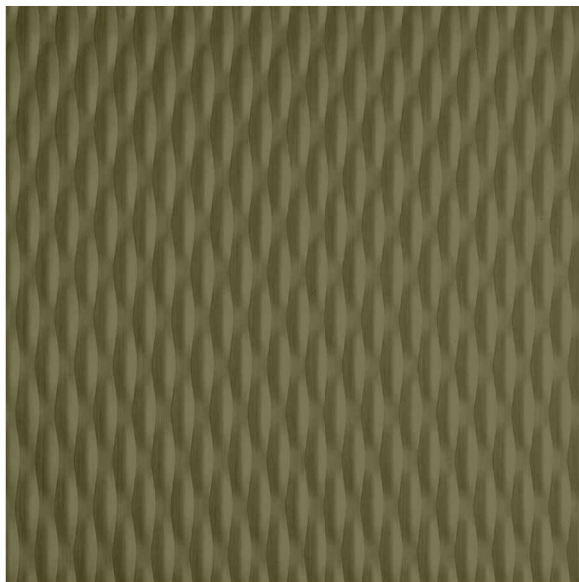
ENTRY DOOR + FURNITURE



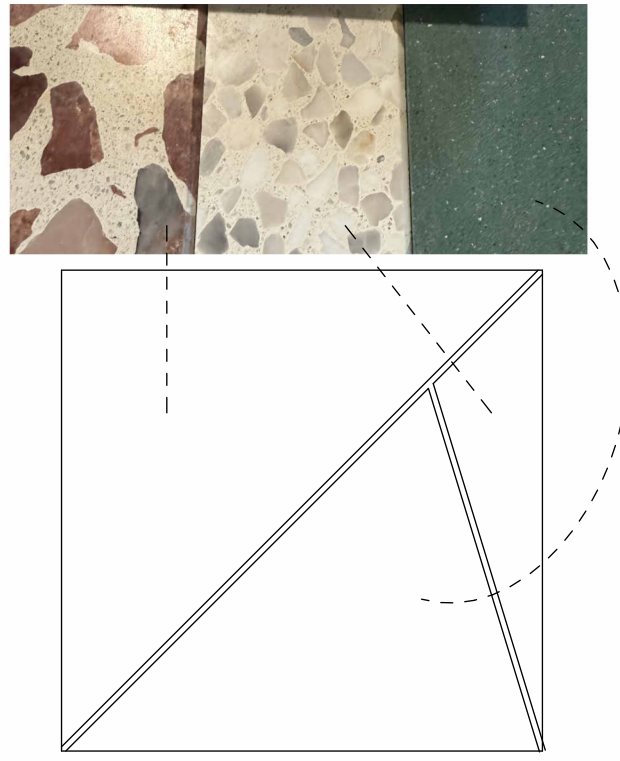
3B - WINDOW SYSTEMS / AWNING WINDOW - LIGHT BRONZE



3A - STONE:GRIGIO CARNICO OR SIM.



2A - TEXTURED METAL WALL PANELS - LIGHT BRONZE



1C - TERRAZZO FLOOR TILE



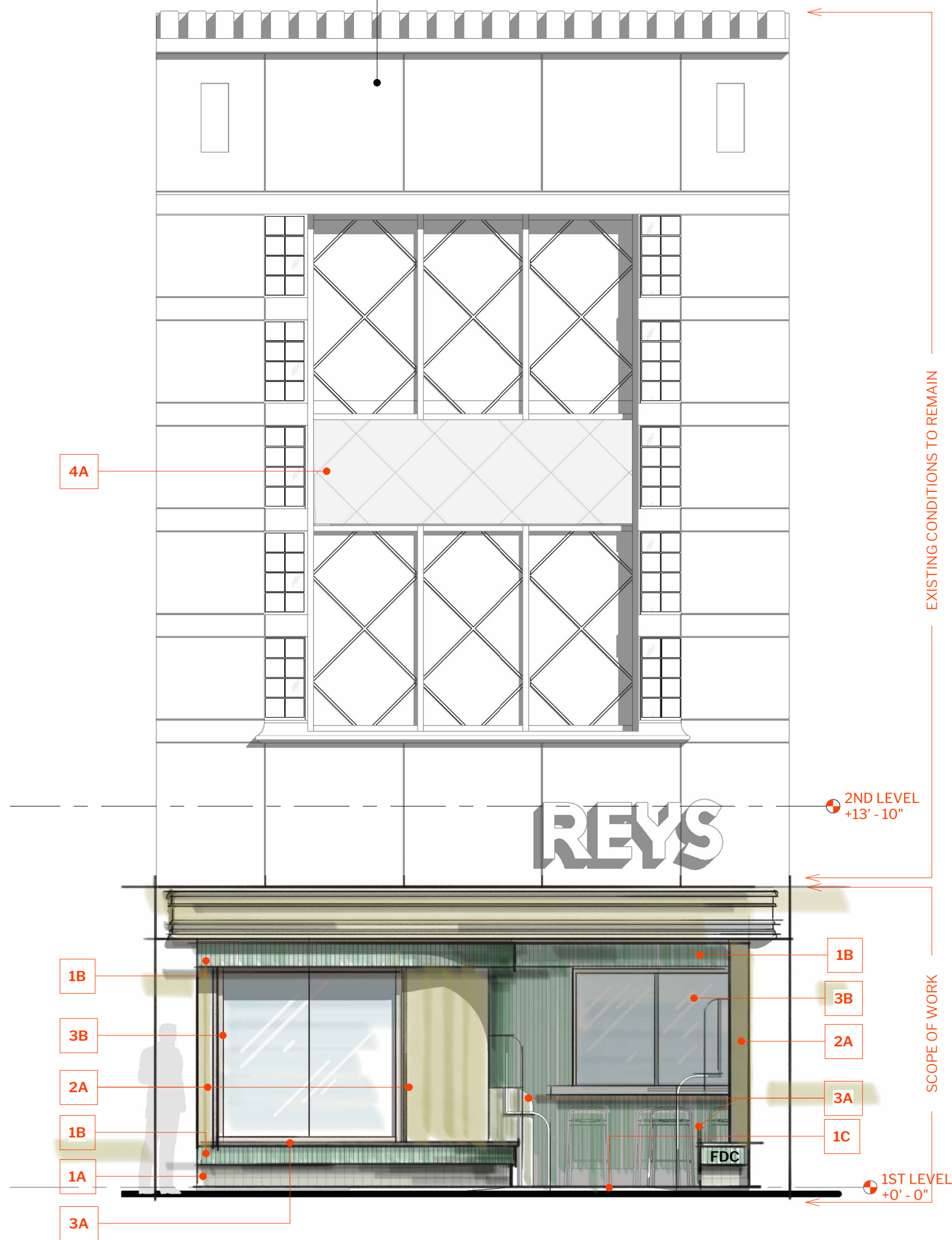
1B - VERTICAL TILE - GLAZED



1A - SQUARE TILE - TERRACOTTA

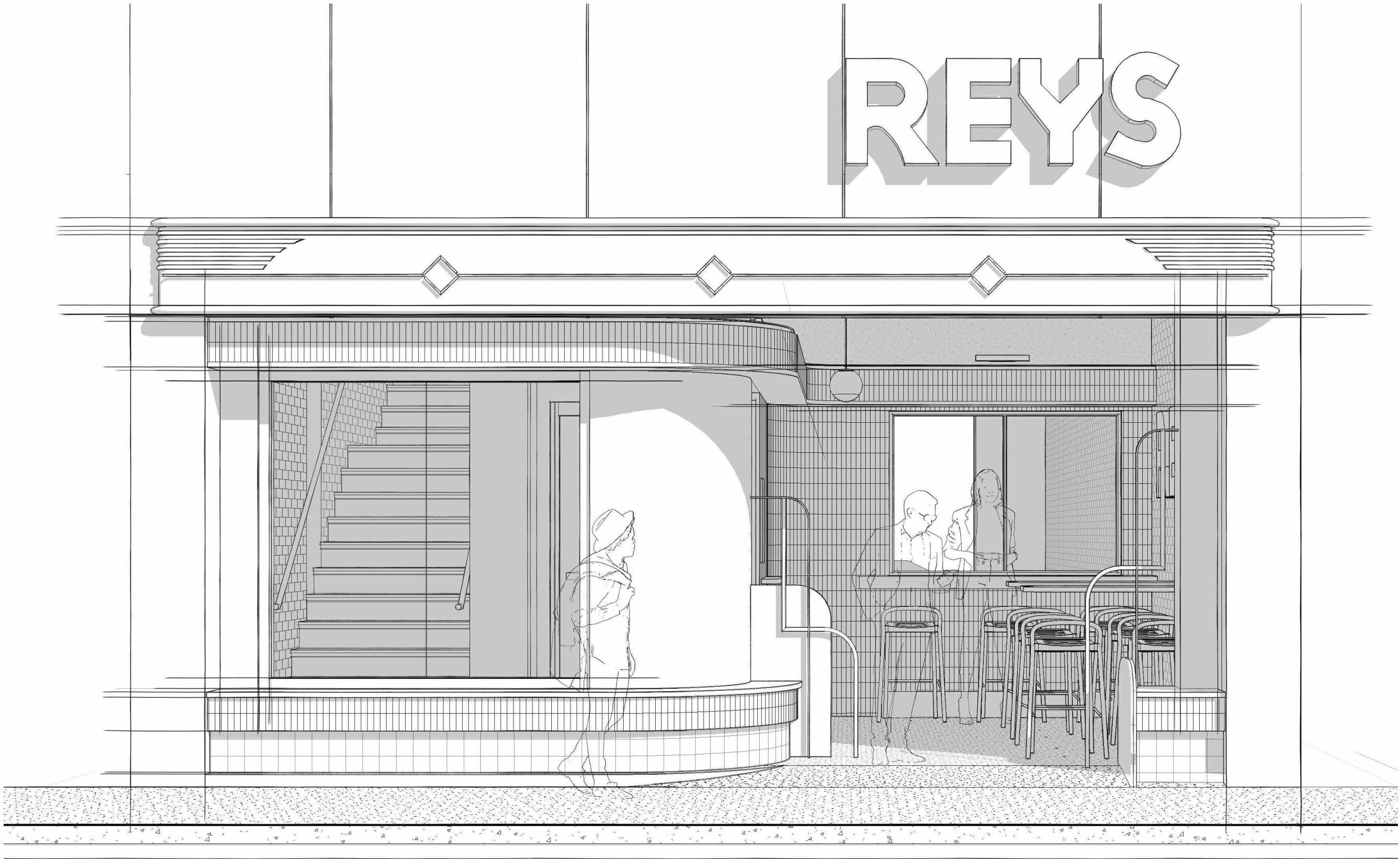


EXISTING AGGREGATE PANELS

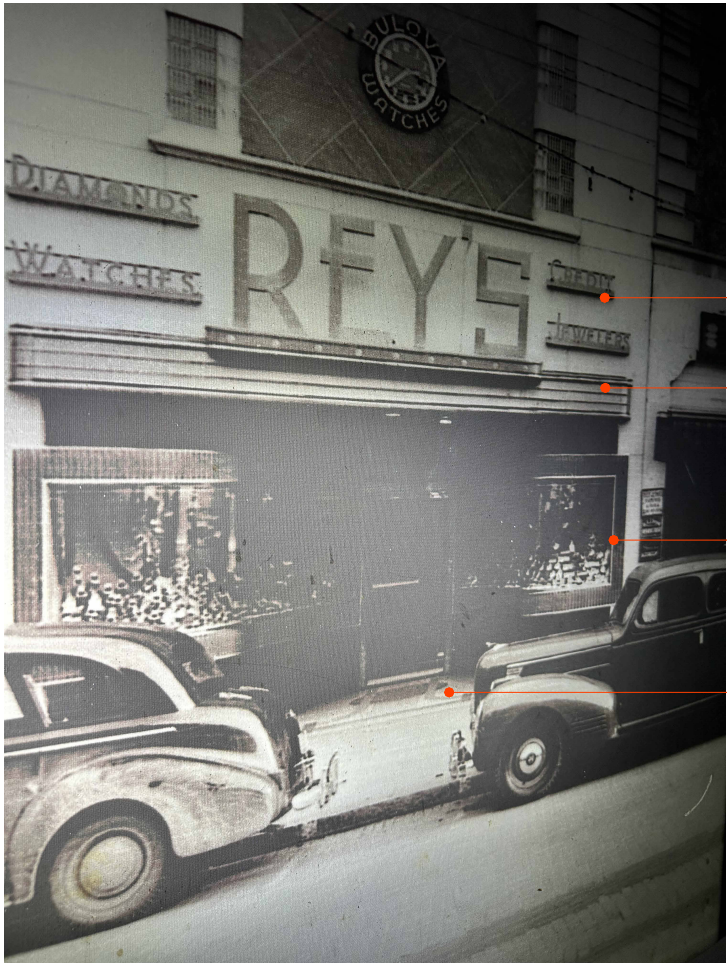


1 FRONT ELEVATION CONCEPT  
SCALE: 1/4" = 1'-0"





CONCEPTUAL RENDERING

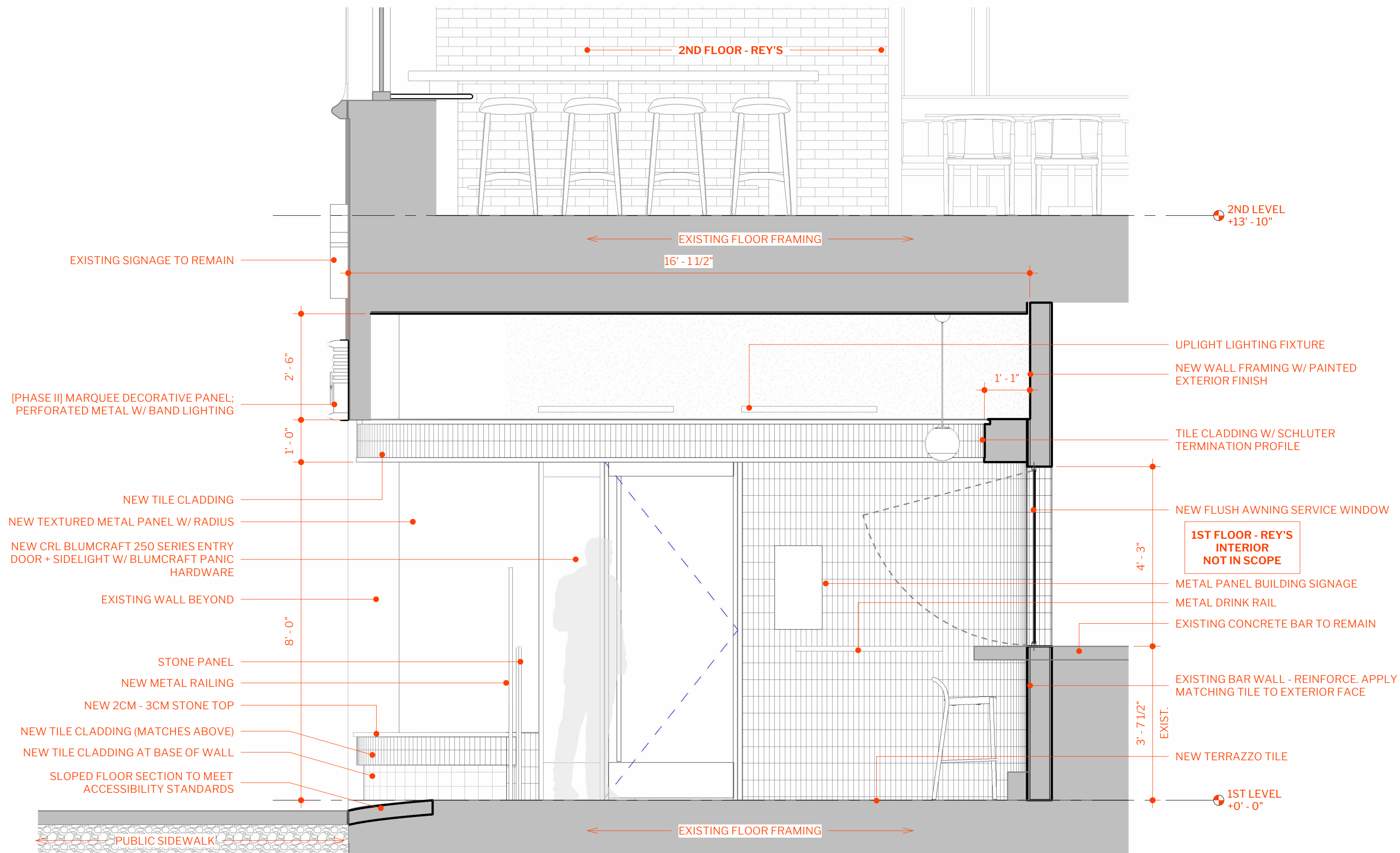


DESIGN INSPIRATION

- ORIGINAL MARQUEE SIGN LETTERING REWIRED AND INSTALLED AT MASONRY WALL
- NEW TRAVERTINE PANELS BETWEEN WINDOWS TO REPLICATE ORIGINAL
- DIMENSIONAL METAL LETTERING INFLUENCES DECORATIVE METAL RAILS/PANELS
- PHASE II - NEW METAL MARQUEE + LIGHTING
- DESIGN INSPIRATION FROM JEWELRY DISPLAY WINDOWS; CURVES INVITING TO CUSTOMERS - TILE/DECORATIVE FINISH OF FRAMED DISPLAYS; VISUAL ACTIVATION OF PATRONS AT INTERIOR THROUGH NEW "DISPLAY WINDOW" AT VESTIBULE
- TERRAZZO TILE FLOORING INSPIRED BY ORIGINAL ENTRY







1

FRONT ENTRY SECTION @ OUTDOOR PATIO

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





EXISTING WALL + FLOOR FRAMING TO REMAIN

NEW WALL FRAMING

NEW MARQUEE

NEW TILE, WATERPROOFING + CONC.  
BACKERBOARD ON FURRING; SCHLUTER  
TERMINATIONS T+B

STEEL TERMINATION PROFILE

BRAKE METAL SOFFIT

NEW WINDOW

NEW NATURAL STONE CAP W/ SLIGHT  
SLOPE FOR DRAINAGE

NEW TILE, WATERPROOFING + CONC.  
BACKERBOARD ON FURRING; SCHLUTER  
TERMINATIONS T+B

STEEL TERMINATION PROFILE

NEW WALL FRAMING

BASE TILE + WATERPROOFING

EXISTING FLOOR FRAMING

NEW REINFORCED CONC. BASE +  
WATERPROOFING

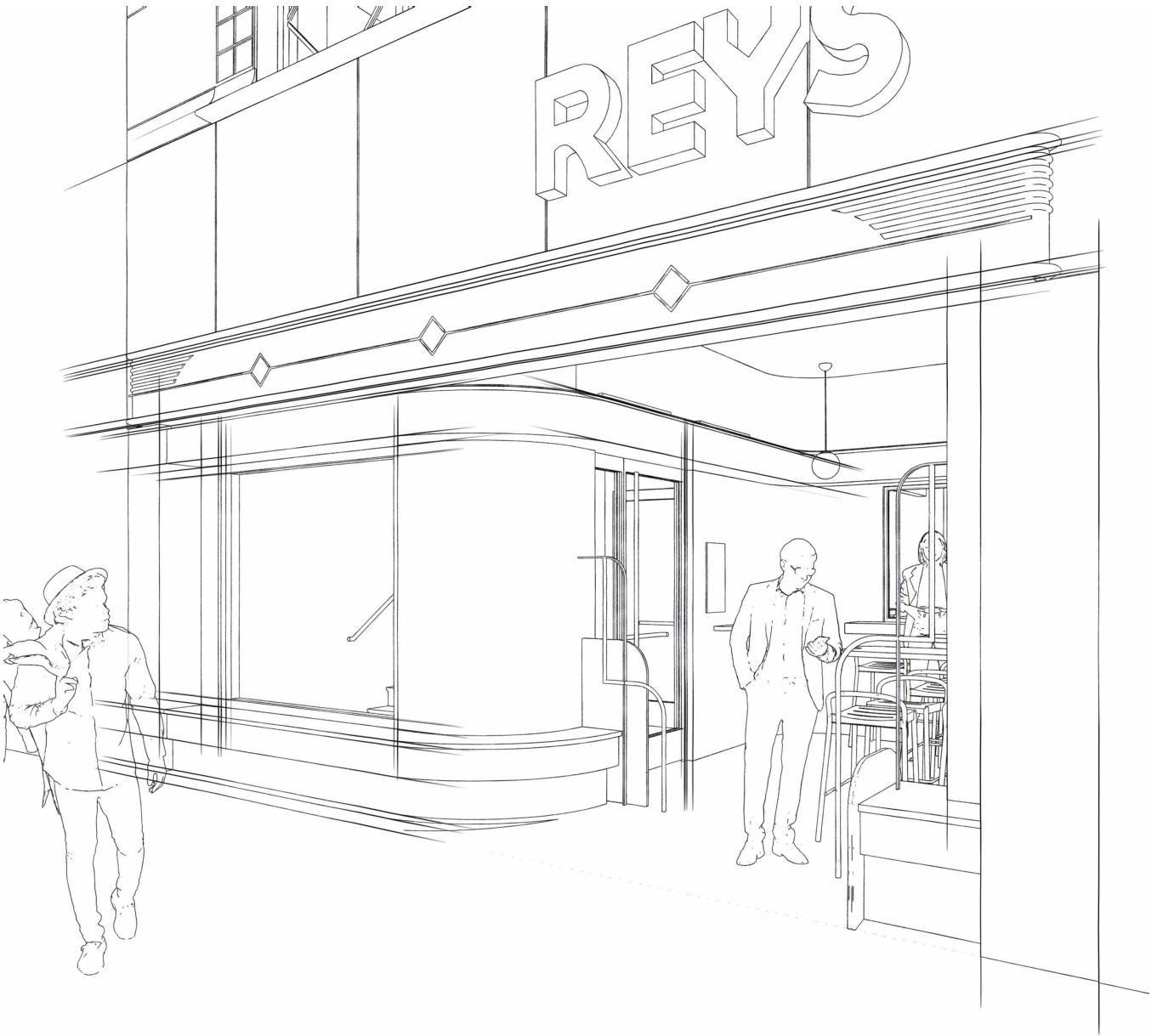
EXISTING EXT. SIDEWALK

1ST LEVEL  
+0' - 0"

1 TYP. WALL SECTION AT FRONT  
SCALE: 1 1/2" = 1'-0"



CONCEPT - STREET LEVEL



CONCEPT - STREET LEVEL







