



AGENDA

REGULAR MEETING OF BOARD OF ZONING APPEALS

THURSDAY, AUGUST 14, 2025 - 4:00 PM

Greenville City Hall, Council Chambers, 10th Floor

206 S. Main Street

Greenville, South Carolina 29601

Citizens may access the meeting at the following web address:

<https://www.greenvillesc.gov/meeting>

1. Call to Order

2. Welcome and Opening Remarks from the Chair

3. Roll Call

4. Approval of Minutes

A. Approval of Minutes for meeting on June 12, 2025

5. Call for Public Notice Affidavit from Applicants

6. Acceptance of Agenda

7. Conflict of Interest Statement

8. OLD BUSINESS

A. **S 23-033M** *Applicant requests deferral to a date certain*

Application by Whistler Restaurant Group, LLC (Jessica Kearns) dba Reys for a **SPECIAL EXCEPTION** to modify a 'General food and beverage (up to 6,000 SF)' and 'Bar' use operating after midnight in an MXS-D, Shopfront Downtown district at **20 N MAIN ST** (TM# 000100-05-00200)

9. NEW BUSINESS

A. **S 25-614**

Application by McMillan Pazdan Smith Architecture (Harrison Polk) on behalf of Rooftop Cinema Club (Aly Dean) for a **SPECIAL EXCEPTION** to establish a 'General outdoor entertainment and recreation' use after midnight in a PD, Planned Development district on **UNIVERSITY RDG** between S CHURCH ST and HOWE ST, to be addressed off VIRGINIA ULDRICK CIR (TM# 006900-03-00309)

10. OTHER BUSINESS

11. Adjournment



**Planning Staff Report to
Board of Zoning Appeals
August 8, 2025**
for the August 14, 2025 Public Hearing

Docket Number:	S 23-033M
Applicant:	Whistler Restaurant Group, LLC (Jessica Kearns) dba Reys
Property Owner:	20 North Main Street, LLC
Property Location:	20 North Main Street
Tax Map Number:	000100-05-00200
Acreage:	0.08
Zoning:	MXS-D, Shopfront Downtown District -DD, Downtown Design Overlay District
Proposal:	SPECIAL EXCEPTION to modify a ‘General food and beverage (up to 6,000 SF)’ and ‘Bar or nightclub’ use operating after midnight

Applicable Sections of the City of Greenville Code of Ordinances:

<i>Sec. 19-3.2.1.B.2.</i>	<i>Hours of Operation</i>
<i>Sec. 19-3.4.4.</i>	<i>Commercial Use Standards</i>
<i>Sec. 19-6.2.15.A.</i>	<i>Quasi-Judicial Review/Applicability</i>
<i>Sec. 19-6.2.15.D.2.</i>	<i>Special Exception Permit</i>

Staff Recommendation: Approve with conditions

Staff concludes that the Application complies with the standards to grant a Special Exception Permit as a **‘General food and beverage (up to 6,000 SF)’** and **‘Bar or nightclub’** use operating after midnight. If the Board decides to grant the Permit, Staff recommends the following conditions:

1. Operation of the facility shall be limited to a ‘general food and beverage’ and ‘bar’ use, as defined by this Code, and shall substantially conform to the statements of the Applicant and the content of the application. Modification of the facility's operation shall require the Applicant to seek a modification of the special exception permit.
2. The business shall comply with the location standards established by the state. Operation of the business shall comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.
3. Hours of operation shall be substantially consistent with those stated by the Applicant and not exceed past 2:00 a.m. Food service shall be available until last call.
4. Per Greenville Development Code Section 19-3.2.1.B.3., delivery, waste collection, and similar commercial traffic is prohibited between the hours of 10:00 p.m. and 7:00 a.m.
5. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and throughout the parking lot and must be enforced by the proprietors.

6. At all times during its occupancy, the Applicant shall assign a manager on the premises who shall ensure compliance with the terms of the special exception permit, this Code, and the applicable S.C. Code of Laws and Regulations.
7. The Applicant shall take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
8. The Applicant and all its managers and employees responsible to serve any alcoholic beverage (current and future) shall participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the city police department. Evidence of satisfactory completion of this training for each employee shall be retained on-site and available for inspection by the administrator and the city police department. Current personnel shall receive training within 30 days of the date of the issuance of the certificate of occupancy and future personnel shall receive training within 30 days of hiring.
9. The Applicant shall retain a minimum of two (2) security persons, at least one of which must be positioned outside the business, on Thursdays, Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.
10. The Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity. Additionally, the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
11. All outdoor dining and seating areas associated with the business shall be closed by 12:00 midnight. Expansion of the outdoor dining areas within the Main Street right of way may be permitted subject to an encroachment agreement and an additional meeting with the Technical Advisory Committee.
12. Outdoor entertainment and exterior sound amplification shall be prohibited.
13. Interior sound amplification shall be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
14. Exterior doors and windows shall remain closed except to provide ingress and egress after 10:00 p.m.
15. A pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise violations may be grounds for revocation of the permit.
16. If outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.

17. A copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.
18. The use shall comply with the Technical Advisory Committee findings and recommendations.

Staff Analysis:

The Applicant, Whistler Restaurant Group, LLC (Jessica Kearns), requests a modification to the existing special exception permit for a 'general food and beverage (up to 6,000 SF)' and 'bar' use operating after midnight in downtown Greenville. The ground floor of the subject property is currently in use as a restaurant with operation after midnight under the same business name. An expansion to the second floor and an increase in occupancy was approved in 2024 by the Board, however a change to the design has been requested that will create a recessed outdoor dining area. That change is prompting the special exception modification as the previously approved permit prohibited outdoor dining.

The subject property is zoned MXS-D, Shopfront Downtown. The Shopfront Downtown zoning district is intended to accommodate the City's most intense mixed use and pedestrian friendly activity. Although buildings are allowed to be exclusively residential or nonresidential in use, the vertical mixing of uses is strongly encouraged.

The Applicant has indicated the business will continue to operate up to seven days a week from 4:00 p.m. until 2:00 a.m. and may eventually expand hours to open at 11:00 a.m.

Although the use of 'bar' and 'general food and beverage' is permitted by right in the MXS-D zoning district, per Greenville Development Code Section 19-3.2.1.B.2., "any use open to the public with hours of operation between 12:00 a.m. and 5:00 a.m. requires a Special Exception permit."

Because the property is located within the -DD, Downtown Design overlay, a Design Certificate of Appropriateness (CA) is required for exterior building and site work. A Design Certificate of Appropriateness was approved by the city's Design Review Board for exterior modifications, including the recessed outdoor dining area, earlier this year. A building permit for the renovation in 2024 has been issued and construction has begun. In accordance with Section 19-6.2.15.B.2.c., this request can proceed to the Board of Zoning Appeals.

The business will feature a full-service kitchen and serve beer, wine, and liquor by the drink. Alcohol sales were initially estimated to account for approximately 40 percent of all revenues, while food and non-alcoholic drink sales will account for the remaining 60 percent of revenues, however per the Applicant, the breakdown is closer to 50-50. Food sales will be available during all operating hours according to the application; however, a limited menu will be offered near closing.

No indoor/outdoor live entertainment is existing or proposed. Background music will be played through the existing speaker system. A speaker for the new outdoor dining area is proposed.

The Technical Advisory Committee (TAC) met with the Applicant on April 17, 2025, and recommended approval of the Special Exception Permit modification with conditions; these recommended conditions are listed at the end of this report.

Attendance at the monthly Project Preview Meeting was not required as part of this application, however the Applicant's architect presented the project at the March 25, 2025, Project Preview Meeting as part of the Certificate of Appropriateness application process.

The special exception permit for the current iteration of Reys, S 23-033, was approved by the Board in February 2023. An expansion to the upper floor was approved under the first iteration of S 23-033M in October 2024. A copy of the last special exception staff report and approved special exception permit will be attached as part of the staff report. No zoning violations of that special exception permit have occurred. A cigar bar, known as Cigar Experience, was the last tenant to occupy the second floor and received a conditional use permit, CU 19-287, in 2019.

A Special Exception Permit shall be approved only upon finding that the Applicant demonstrates ***all*** the following are met:

Standard a: The Proposed Special Exception Is Consistent with the Comprehensive Plan.

The GVL2040 Comprehensive Plan identifies the subject property in the 'Center City' classification as part of the future land use map.

The 'Center City' classification is described as Greenville's downtown central business district. It contains a mix of land uses including but not limited to office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential. Development is expected to be pedestrian-oriented and designed to actively engage streets, parks, plazas, the riverfront, and other public spaces.

The proposed restaurant and bar use maintains the blend of service, entertainment, and other commercial uses in the Center City.

GVL2040 also notes that "future investments and policies are shaped by the Downtown Strategic Master Plan (2019) and at a broader level by the planning principles and priorities of GVL2040."

The Downtown Strategic Master Plan provides information on market influences, proposes affordable housing and economic development strategies, identifies urban design focus areas, and includes a list of action items.

The establishment will contribute to the diversity of restaurant and bar options offered along Main Street, which generally aligns with the objectives in the 'Retail Preservation and Enhancement Strategy' subsection of the Downtown Master Plan.

Staff finds that the proposed use is consistent with the Comprehensive Plan.

Standard b: The Proposed Special Exception Complies With All Use Standards in Div. 19-3.4.

Use standards for 'general food and beverage' as well as 'bar or nightclub' uses are located in Section 19-3.4.4.C. and are listed below:

19-3.4.4. Commercial use standards

C. Food and Beverage

1. General Food and Beverage

- a. Permitted hours of operation are between 5:00 a.m. and 12:00 a.m. (midnight).*
- b. Hours of operation between 12:00 a.m. (midnight) and 5:00 a.m. require a special exception permit.*

2. Bar or Nightclub

- a. Must comply with the location standards established by the state.*
- b. Operation of the business must comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.*
- c. At all times during its occupancy, the applicant must assign a manager on the premises who must ensure compliance with this Code, and the applicable South Carolina Code of Laws and Regulations.*
- d. The applicant and all of its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the*

City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.

d. The Administrator may require the applicant to retain outdoor security persons during operation of the establishment. The security persons must possess a security officer registration certificate pursuant to South Carolina Code 1976, title 40, chapter 18, or, as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified.

e. Occupant capacity of the establishment must be established by the City building codes Administrator. The applicant must designate staff at all ingress/egress points to be responsible for monitoring the flow of patrons.

f. Exterior sound amplification is prohibited except in areas specifically authorized on the approved site plan; all amplified sound must be directed inward toward the facility and away from any adjoining use or public property. Specified hours of exterior sound amplification are limited by the permit.

g. Interior sound amplification must be located only as reflected on the approved floor plan and must be directed away from the principal entrance or directed toward the interior of the building. Except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.

h. Rooftop decks must have perimeter guard railing above table surfaces.

i. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and throughout the parking lot and must be enforced by the proprietors.

j. The application must comply with City noise, smoking, and encroachment ordinances.

k. The Administrator may attach additional conditions which will protect nearby uses from any adverse impacts reasonably expected to occur as a result of the operation of the bar or nightclub.

The Applicant has stated their intent to comply with the use criteria within their application.

Upon discussion with the Technical Advisory Committee, the Applicant displayed awareness of potential issues related to noise, security, and occupancy capacity. The Applicant reiterated that the use would not operate as a nightclub and no live entertainment is proposed.

The business will continue to use That Security Company for security services. One security guard will be on duty after 9:00 p.m. Sunday through Thursday and that two security guards would be one duty after 9:00 p.m. Friday and Saturday. The Applicant indicated that all security guards would have SLED certification.

An outdoor speaker is proposed; however, TAC did not recommend that the speaker be permitted.

Staff recommends formal incorporation of TAC's recommended conditions, listed at the end of this report, into any motion for approval. Staff also recommends the incorporation of the applicable use specific standards as conditions of approval.

Staff finds, with appropriate conditions, the use complies with the use standards of the Greenville Development Code.

Standard c: The Proposed Special Exception is Appropriate for its Location and Compatible with the Character of Surrounding Lands and the Uses Permitted in the Zoning Districts of Surrounding Lands, and Will Not Reduce Property Values of Surrounding Lands.

The land uses and zoning districts of adjacent property is as follows:

East:	General food/beverage (MX-D, Mixed Use Downtown)
North:	General food/beverage (MXS-D, Shopfront Downtown)
West:	General food/beverage, general office, and general retail (MXS-D)
South:	General food/beverage, general office, and residential (MXS-D)

The property is located in downtown Greenville and is zoned MXS-D, Shopfront Downtown District. The subject property is a three-story, mixed-use building attached to adjacent buildings. The use will occupy a ground floor and second floor suite. The ground floor includes access to a basement level. The ground floor space has been in use as a restaurant operating after midnight since 2009. The second floor has historically operated as a restaurant/bar (Stellar) or cigar bar (The Cigar Experience). The third-floor suite is a residential apartment unit. During the TAC meeting, the Applicant confirm they still have control over that residence.

Surrounding properties are zoned MX-D and MXS-D and are used for a variety of uses, including but not limited to retail, restaurants, and offices. Neighboring tenant businesses include Trio – A Brick Over Café, Scoundrel, and Windy City Burgers.

Beyond the third-floor apartment, residential uses within the immediate vicinity appear to be located at 18 and 102 N Main Street. These residences are in upper levels of mixed-use buildings.

The Applicant has stated the business will close at 2:00 a.m., which is the same closing time as the current restaurant. Similar uses in the area, such as Society, also close at 2:00 a.m. With the appropriate conditions, the overnight business hours are not anticipated to create a conflict with other neighboring businesses and residential uses nearby.

Staff finds, with appropriate conditions, the use is compatible with surrounding lands.

Standard d. The Design of the Proposed Special Exception Minimizes Adverse Effects, Including Visual Impacts of the Proposed Use on Adjacent Lands; Furthermore, the Proposed Special Exception Does Not Impose Significant Adverse Impact on Surrounding Lands Regarding Service Delivery, Parking and Loading, Odors, Noise, Glare, Vibration, and Does Not Create a Nuisance.

The proposed use is located within an existing building. Changes are proposed to the front façade of the building. The changes will create a small outdoor seating area that is recessed into the building. Alterations are also planned to the façade. The changes have been approved by the Design Review Board. No adverse visual impacts are anticipated from the use.

Parking for the use is expected to come from the on-street parking and public parking garage, such as the West Washington Street Deck and the South Spring Street Parking Garage, which are within a five-minute walk of the property. There are also various private parking lots within the vicinity.

An alleyway off East Coffee Street functions as a service area for uses within the building. Common loading/unloading and trash collection for the use will occur from this area. An on-street loading and unloading zone is also available on East Coffee Street. No adverse impacts are anticipated regarding delivery, parking, loading, and odors.

The application states that no live music will be performed at the restaurant and bar. Only background music will be played through the speaker system. A speaker is proposed in the new recessed outdoor dining area. With conditions, no substantial adverse noise and vibration impacts are anticipated.

Since the Applicant already has been operating the business on the ground floor, Planning staff reviewed police calls for service with the city's Police Department. Call volume was within normal service levels and no concerning trends or incidents were identified. Additionally, no zoning violations of the special exception permit were noted. With appropriate conditions, the use is not anticipated to create a public nuisance.

To minimize detrimental impacts on adjacent land uses, staff recommends that approval of the Special Exception Permit be conditioned upon the findings and recommendations of TAC, listed at the end of this report and within the Staff Recommendation.

Staff finds, with appropriate conditions, the use and its design will not have substantial adverse impacts.

TAC Findings and Recommendation

FINDINGS OF THE COMMITTEE:

1. The application and all other documents submitted supplemental to the application as part of this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The Applicant indicates the business will continue to operate as a restaurant and bar known as Reys.
3. The Applicant indicates the intent to operate as a restaurant and bar with hours of operation of seven days a week from 4:00 p.m. to 2:00 a.m. Expanded hours of operation from 11:00 a.m. to 2:00 a.m. are still anticipated in the future.
4. The Applicant indicates that the business is still planning to expand to the second floor and that permits have been issued.
5. The Applicant indicates that as a part of the planned construction, a change is being proposed to create outdoor seating and consolidate the two existing entries into one entry.
6. The Applicant indicates that food will be served at all hours, however a reduced menu will be offered from 1:00 a.m. to close.
7. The Applicant indicates that food sales are less than alcohol sales, however food offerings are being expanded.
8. The Applicant holds an alcohol beverage license for on-premises consumption of beer, wine, and liquor. Last call will occur no later than 15 minutes before close.
9. The Applicant indicates that staff will be trained in all applicable manners relating to alcohol service and will obtain ServSafe certification.
10. The Applicant indicates that That Security Company has been retained to provide security services for the business. The Applicant indicates that one security guard would be on duty after 9:00 p.m. Sunday through Thursday and that two security guards would be on duty after 9:00 p.m. Friday and Saturday. The Applicant indicated that all security guards would have SLED certification.
11. The Applicant, based on the proposed life safety plan, indicates that maximum occupancy on the overall tenant premises is expected to be 353 occupants. The occupancy of the ground floor space is proposed to be 191 occupants. The occupancy of the second floor space is proposed to be 150 occupants. The occupancy of the outdoor seating area is proposed to be 12 occupants.

12. The Applicant indicates that no live music or entertainment will occur on-site, but that indoor sound amplification of music occurs.
13. The Applicant indicates that an outdoor speaker is planned for the outdoor dining area.
14. The Applicant indicates that the third floor is occupied by a one-bedroom residence. The Applicant states that they still control the use of that unit.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application.
2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on adjacent uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations a condition or conditions of the permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses, and are in addition to the standard requirements outlined in the Greenville Development Code:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the Applicant.
 - b. This Committee recommends that the final life safety plan and floor plan be in close keeping to the currently proposed occupancy count of 191 persons on the ground floor, 150 persons on the second floor, and 12 persons in the outdoor dining area.
 - c. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
 - d. This Committee recommends that rules consistent with the provisions of the City Code must be posted in conspicuous locations on the building and throughout the parking lot (if applicable) and must be enforced by the proprietors.
 - e. This Committee recommends that at all times during its occupancy, the Applicant must assign a manager on the premises who must ensure compliance with the terms of the special exception permit, this Code, and the applicable South Carolina Code of Laws and Regulations.
 - f. This Committee recommends that the Applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.
 - g. This Committee recommends that the Applicant shall retain a minimum of two (2) security persons, of which at least one shall be positioned outside the business, on Thursdays,

Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.

- h. This Committee recommends that the Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity.
 - i. Additionally, this Committee recommends the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
- i. This Committee recommends that outdoor dining and seating areas associated with the business be closed by 12:00 midnight. Expansion of the outdoor dining areas within the Main Street right of way may be permitted subject to an encroachment agreement and an additional meeting with the Technical Advisory Committee.
- j. This Committee recommends that outdoor entertainment shall be prohibited.
- k. This Committee recommends that all interior sound amplification be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
- l. This Committee recommends that exterior sound amplification be prohibited, and that the proposed outdoor speaker be eliminated from the plans.
- m. This Committee recommends that, except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.
- n. This Committee recommends that a pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise complaints may be grounds for revocation of the permit.
- o. This Committee recommends that if outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
- p. This Committee recommends that a copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.
- q. This Committee recommends that repeated violations of the conditions of this permit shall be grounds for revocation of this permit.
- r. This Committee recommends that use be reclassified as a 'drinking establishment' for business license purposes moving forward.

Staff Comments

City Engineer

Comments:

No comments received at time of staff report posting.

Civil Engineer

Comments:

No comments.

Environmental Engineer

Comments:

No comments received at time of staff report posting.

Traffic Engineer

Comments:

No comments received at time of staff report posting.

Fire Department

Comments:

Life safety plan has been updated to show level 1 and level 2. Fully sprinklered and fire alarm system, as well all egress for all levels.

REPORT OF THE TECHNICAL ADVISORY COMMITTEE

to the

Board of Zoning Appeals

S 23-033M

Application by Whistler Restaurant Group, LLC (Jessica Kearns) dba Reys for a **SPECIAL EXCEPTION** to modify a 'General food and beverage (up to 6,000 SF)' and 'Bar' use operating after midnight in an MXS-D, Shopfront Downtown district at **20 N MAIN ST** (TM# 000100-05-00200)

Committee Meeting Date(s): April 17, 2025

Applicant attending meeting: Tim Kearns (co-owner) and Sam Cover (manager)

Proposed Business: Reys

FINDINGS OF THE COMMITTEE:

1. The application and all other documents submitted supplemental to the application as part of this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The Applicant indicates the business will continue to operate as a restaurant and bar known as Reys.
3. The Applicant indicates the intent to operate as a restaurant and bar with hours of operation of seven days a week from 4:00 p.m. to 2:00 a.m. Expanded hours of operation from 11:00 a.m. to 2:00 a.m. are still anticipated in the future.
4. The Applicant indicates that the business is still planning to expand to the second floor and that permits have been issued.
5. The Applicant indicates that as a part of the planned construction, a change is being proposed to create outdoor seating and consolidate the two existing entries into one entry.
6. The Applicant indicates that food will be served at all hours, however a reduced menu will be offered from 1:00 a.m. to close.
7. The Applicant indicates that food sales are less than alcohol sales, however food offerings are being expanded.
8. The Applicant holds an alcohol beverage license for on-premises consumption of beer, wine, and liquor. Last call will occur no later than 15 minutes before close.

9. The Applicant indicates that staff will be trained in all applicable manners relating to alcohol service and will obtain ServSafe certification.
10. The Applicant indicates that That Security Company has been retained to provide security services for the business. The Applicant indicates that one security guard would be on duty after 9:00 p.m. Sunday through Thursday and that two security guards would be one duty after 9:00 p.m. Friday and Saturday. The Applicant indicated that all security guards would have SLED certification.
11. The Applicant, based on the proposed life safety plan, indicates that maximum occupancy on the overall tenant premises is expected to be 353 occupants. The occupancy of the ground floor space is proposed to be 191 occupants. The occupancy of the second floor space is proposed to be 150 occupants. The occupancy of the outdoor seating area is proposed to be 12 occupants.
12. The Applicant indicates that no live music or entertainment will occur on-site, but that indoor sound amplification of music occurs.
13. The Applicant indicates that an outdoor speaker is planned for the outdoor dining area.
14. The Applicant indicates that the third floor is occupied by a one-bedroom residence. The Applicant states that they still control the use of that unit.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application.
2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on adjacent uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations a condition or conditions of the permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses, and are in addition to the standard requirements outlined in the Greenville Development Code:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the Applicant.
 - b. This Committee recommends that the final life safety plan and floor plan be in close keeping to the currently proposed occupancy count of 191

persons on the ground floor, 150 persons on the second floor, and 12 persons in the outdoor dining area.

- c. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
- d. This Committee recommends that rules consistent with the provisions of the City Code must be posted in conspicuous locations on the building and throughout the parking lot (if applicable) and must be enforced by the proprietors.
- e. This Committee recommends that at all times during its occupancy, the Applicant must assign a manager on the premises who must ensure compliance with the terms of the special exception permit, this Code, and the applicable South Carolina Code of Laws and Regulations.
- f. This Committee recommends that the Applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.
- g. This Committee recommends that the Applicant shall retain a minimum of two (2) security persons, of which at least one shall be positioned outside the business, on Thursdays, Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may

occupy the premises. The security person(s) must possess a “Security Officer Registration Certificate” pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.

- h. This Committee recommends that the Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity.
 - i. Additionally, this Committee recommends the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
- i. This Committee recommends that outdoor dining and seating areas associated with the business be closed by 12:00 midnight. Expansion of the outdoor dining areas within the Main Street right of way may be permitted subject to an encroachment agreement and an additional meeting with the Technical Advisory Committee.
- j. This Committee recommends that outdoor entertainment shall be prohibited.
- k. This Committee recommends that all interior sound amplification be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
- l. This Committee recommends that exterior sound amplification be prohibited, and that the proposed outdoor speaker be eliminated from the plans.
- m. This Committee recommends that, except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.
- n. This Committee recommends that a pattern of noise complaints related to the business shall be grounds to require another meeting with the

Technical Advisory Committee. Repeated noise complaints may be grounds for revocation of the permit.

- o. This Committee recommends that if outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
- p. This Committee recommends that a copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.
- q. This Committee recommends that repeated violations of the conditions of this permit shall be grounds for revocation of this permit.
- r. This Committee recommends that use be reclassified as a 'drinking establishment' for business license purposes moving forward.

Respectfully Submitted,

John Hamlett
Technical Advisory Committee Chair



Ross Zelenske, AICP
Senior Development Planner and Liaison to the Board of Zoning Appeals



PROJECT PREVIEW MEETING (PPM) RESPONSE FORM

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

*Project Type:	Front Entry Renovation
*Name:	Rey's
*Address:	20 N. Main St.
*City/State:	Greenville, SC
*Zip:	29601
*Phone:	[REDACTED]
*Email:	[REDACTED]

PROPERTY INFORMATION

*TAX MAP #(S): 0001000500200

*PROPERTY ADDRESS: 20 N. Main St. Greenville, SC 29601

*CURRENT ZONING DESIGNATION: MXS-D

*BRIEF DESCRIPTION OF PROJECT
REQUEST: Renovation to storefront entry at street level of existing building

For the following items, fill out in response to the public's attendance and reaction to your presented project.

*DATE ATTENDED PPM: 03/25/25 *NUMBER OF PEOPLE WHO VISITED STATION: +/-20

*NAME OF ATTENDEES WHO REPRESENTED PROJECT: Jamison Hupp, Architect

*DESCRIBE MAIN QUESTIONS RECEIVED AND RESPONSES
PROVIDED: many questions were related to what Rey's establishment was doing - were they moving/relocating? Were they expanding or another restaurant?

What was the intent for the updated entry design? All responses were very positive regarding the update. including:

Cool! , Looks good!, Nice to see the Art Deco Style being reclaimed.,

*PROVIDE OVERALL SUMMARY OF DISCUSSION WITH ATTENDEES REGARDING YOUR PROJECT:

Many attendees reminisced their times at the original jewelry store or the bar through the years; others appreciated the complimentary design of the art deco style building; very complimentary of all aspects of the design and a substantial improvement over what is there now; all attendees appreciated the curves and nod to original architecture

*DETAIL ANY SPECIFIC QUESTIONS OR AREAS OF INTEREST FROM COMMUNITY: _____

A few asked if there would be a conflict getting furniture up the stairs (not an issue);

*DETAIL ANY COMMENTS OR CONCERNS EXPRESSED BY ATTENDEES: _____

Concerns mentioned were concentrated on existing conditions - a few mentioned that the door swings out into the sidewalk area are dangerous and the building is currently confusing with all the doors

*WERE ANY COMMENTS OR PHONE CALLS RECEIVED FROM COMMUNITY OUTSIDE OF THE PPM? IF SO, PLEASE SUMMARIZE: No

*ARE THERE ANY ITEMS YOU WOULD TO DISCUSS WITH STAFF? Yes, facade improvement grant process
We would like to pursue this to the fullest extent possible and engage the city in this discussion

*DO YOU PLAN TO MODIFY OR REVISE YOUR PROPOSAL BASED ON COMMENTS OR INPUT RECEIVED AT THE PPM? IF SO, PLEASE DISCUSS: No modifications based on comments from PPM

*ANY ENGAGEMENT WITH NEIGHBORHOOD OR COMMUNITY OUTSIDE OF THE PPM? IF SO WHEN/WHERE?
None

*ANY SUGGESTIONS TO IMPROVE THE PPM PROCESS IN THE FUTURE? not at this time

OVERALL TYPE OF FEEDBACK RECEIVED

*Select one: ☒ Positive ☐ Negative ☐ Neutral

****PLEASE COMPLETE AND EMAIL TO PLANNING@GREENVILLESC.GOV BY END OF WEEK FROM THE PROJECT PREVIEW MEETING.***

CITY OF GREENVILLE PROJECT PREVIEW MEETING RESPONSE FORM

Rev. 2/28/2024



**Planning Staff Report to
Board of Zoning Appeals
October 4, 2024
for the October 10, 2024 Public Hearing**

Docket Number:	S 23-033M
Applicant:	Whistler Restaurant Group, LLC (Jessica Kearns) dba Reys
Property Owner:	20 North Main Street, LLC
Property Location:	20 North Main Street
Tax Map Number:	000100-05-00200
Acreage:	0.08
Zoning:	MXS-D, Shopfront Downtown District
Proposal:	SPECIAL EXCEPTION to expand a 'General food and beverage (up to 6,000 SF)' and 'Bar or nightclub' use operating after midnight

Applicable Sections of the City of Greenville Code of Ordinances:

<i>Sec. 19-3.2.1.B.2.</i>	<i>Hours of Operation</i>
<i>Sec. 19-3.4.4.</i>	<i>Commercial Use Standards</i>
<i>Sec. 19-6.2.15.A.</i>	<i>Quasi-Judicial Review/Applicability</i>
<i>Sec. 19-6.2.15.D.2.</i>	<i>Special Exception Permit</i>

Staff Recommendation: Approve with Conditions

Staff concludes that the Application complies with the standards to grant a Special Exception Permit as a **'General food and beverage (up to 6,000 SF)'** and **'Bar or nightclub'** use operating after midnight. If the Board decides to grant the Permit, Staff recommends the following conditions:

1. Operation of the facility shall be limited to a 'general food and beverage' and 'bar' use, as defined by this Code, and shall substantially conform to the statements of the Applicant and the content of the application. Modification of the facility's operation shall require the Applicant to seek a modification of the special exception permit.
2. The business shall comply with the location standards established by the state. Operation of the business shall comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.
3. Hours of operation shall be substantially consistent with those stated by the Applicant and not exceed past 2:00 a.m. Food service shall be available until last call.
4. Delivery, waste collection, and similar commercial traffic is prohibited between the hours of 10:00 p.m. and 7:00 a.m.
5. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and throughout the parking lot and must be enforced by the proprietors.

6. At all times during its occupancy, the Applicant shall assign a manager on the premises who shall ensure compliance with the terms of the special exception permit, this Code, and the applicable S.C. Code of Laws and Regulations.
7. The Applicant shall take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
8. The Applicant and all its managers and employees responsible to serve any alcoholic beverage (current and future) shall participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the city police department. Evidence of satisfactory completion of this training for each employee shall be retained on-site and available for inspection by the administrator and the city police department. Current personnel shall receive training within 30 days of the date of the issuance of the certificate of occupancy and future personnel shall receive training within 30 days of hiring.
9. The Applicant shall retain a minimum of two (2) security persons, at least one of which must be positioned outside the business, on Thursdays, Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.
10. The Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity. Additionally, the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
11. Outdoor seating and outdoor entertainment shall be prohibited.
12. Interior sound amplification (other than ambient background music) and exterior sound amplification be prohibited.
13. Exterior doors and windows shall remain closed except to provide ingress and egress between the hours of 10:00 p.m. and 2:00 a.m.
14. If outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
15. The use shall comply with the Technical Advisory Committee findings and recommendations.
16. A copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.

Staff Analysis:

The Applicant, Whistler Restaurant Group, LLC (Jessica Kearns), requests a modification to the existing special exception permit to expand a 'general food and beverage (up to 6,000 Sf)' and 'bar' use operating after midnight in downtown Greenville. The ground floor of the subject property is currently in use as a

restaurant with operation after midnight under the same business name. An expansion to the second floor is occurring, which is prompting the special exception modification. An interior renovation to the first and second floor will occur as part of the expansion. The work will include an increase to the overall occupancy capacity.

The subject property is zoned MXS-D, Shopfront Downtown. The Shopfront Downtown zoning district is intended to accommodate the City's most intense mixed use and pedestrian friendly activity. Although buildings are allowed to be exclusively residential or nonresidential in use, the vertical mixing of uses is strongly encouraged.

Although the use of 'bar' and 'general food and beverage' is permitted by right in the MXS-D zoning district, per Greenville Development Code Section 19-3.2.1.B.2., "any use open to the public with hours of operation between 12:00 a.m. and 5:00 a.m. requires a Special Exception permit."

The Applicant has indicated the business will operate up to seven days a week from 4:00 p.m. until 2:00 a.m. and may eventually expand hours to open at 11:00 a.m.

The business will feature a full-service kitchen and serve beer, wine, and liquor by the drink. Alcohol sales were initially estimated to account for approximately 40 percent of all revenues, while food and non-alcoholic drink sales will account for the remaining 60 percent of revenues, however per the Applicant, the breakdown is closer to 50-50. Food sales will be available during all operating hours according to the application; however, a limited menu will be offered near closing.

No outdoor dining is existing or proposed.

No indoor/outdoor live entertainment is existing or proposed.

The Technical Advisory Committee (TAC) met with the Applicant on September 19, 2024, and recommended approval of the Special Exception Permit modification with conditions; these recommended conditions are listed at the end of this report.

The special exception permit for the current iteration of Reys, S 23-033, was approved by the Board in February 2023. A copy of the original special exception staff report and approved special exception permit will be attached as part of the staff report. No zoning violations of that special exception permit have occurred. A cigar bar, known as Cigar Experience, was the last tenant to occupy the second floor and received a conditional use permit, CU 19-287, in 2019.

Attendance at the monthly Project Preview Meeting was not required as part of this application and was not held.

A Special Exception Permit shall be approved only upon finding that the Applicant demonstrates *all* the following are met:

Standard a: The Proposed Special Exception Is Consistent with the Comprehensive Plan.

The GVL2040 Comprehensive Plan identifies the subject property in the 'Center City' classification as part of the future land use map.

The 'Center City' classification is described as Greenville's downtown central business district. It contains a mix of land uses including but not limited to office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential. Development is expected to be pedestrian-oriented and designed to actively engage streets, parks, plazas, the riverfront, and other public spaces.

The proposed restaurant and bar use maintains the blend of service, entertainment, and other commercial uses in the Center City.

GVL2040 also notes that "future investments and policies are shaped by the Downtown Strategic Master Plan (2019) and at a broader level by the planning principles and priorities of GVL2040."

The Downtown Strategic Master Plan provides information on market influences, proposes affordable housing and economic development strategies, identifies urban design focus areas, and includes a list of action items.

The establishment will contribute to the diversity of restaurant and bar options offered along Main Street, which generally aligns with the objectives in the 'Retail Preservation and Enhancement Strategy' subsection of the Downtown Master Plan.

Staff finds that the proposed use is consistent with the Comprehensive Plan.

Standard b: The Proposed Special Exception Complies With All Use Standards in Div. 19-3.4.

Use standards for 'general food and beverage' as well as 'bar or nightclub' uses are located in Section 19-3.4.4.C. and are listed below:

19-3.4.4. Commercial use standards

C. Food and Beverage

1. General Food and Beverage

- a. Permitted hours of operation are between 5:00 a.m. and 12:00 a.m. (midnight).*
- b. Hours of operation between 12:00 a.m. (midnight) and 5:00 a.m. require a special exception permit.*

2. Bar or Nightclub

- a. Must comply with the location standards established by the state.*
- b. Operation of the business must comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.*
- c. At all times during its occupancy, the applicant must assign a manager on the premises who must ensure compliance with this Code, and the applicable South Carolina Code of Laws and Regulations.*
- d. The applicant and all of its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.*
- d. The Administrator may require the applicant to retain outdoor security persons during operation of the establishment. The security persons must possess a security officer registration certificate pursuant to South Carolina Code 1976, title 40, chapter 18, or, as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified.*
- e. Occupant capacity of the establishment must be established by the City building codes Administrator. The applicant must designate staff at all ingress/egress points to be responsible for monitoring the flow of patrons.*
- f. Exterior sound amplification is prohibited except in areas specifically authorized on the approved site plan; all amplified sound must be directed inward toward the facility and away from any adjoining use or public property. Specified hours of exterior sound amplification are limited by the permit.*

g. Interior sound amplification must be located only as reflected on the approved floor plan and must be directed away from the principal entrance or directed toward the interior of the building. Except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.

h. Rooftop decks must have perimeter guard railing above table surfaces.

i. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and throughout the parking lot and must be enforced by the proprietors.

j. The application must comply with City noise, smoking, and encroachment ordinances.

k. The Administrator may attach additional conditions which will protect nearby uses from any adverse impacts reasonably expected to occur as a result of the operation of the bar or nightclub.

The Applicant has stated their intent to comply with the use criteria within their application.

Upon discussion with the Technical Advisory Committee, the Applicant displayed awareness of potential issues related to noise, security, and occupancy capacity. The Applicant reiterated that the use would not operate as a nightclub and no live entertainment is proposed.

Staff recommends formal incorporation of TAC's recommended conditions, listed at the end of this report, into any motion for approval. Staff also recommends the incorporation of the applicable use specific standards as conditions of approval.

Staff finds, with appropriate conditions, the use complies with the use standards of the Greenville Development Code.

Standard c: The Proposed Special Exception is Appropriate for its Location and Compatible with the Character of Surrounding Lands and the Uses Permitted in the Zoning Districts of Surrounding Lands, and Will Not Reduce Property Values of Surrounding Lands.

The land uses and zoning districts of adjacent property is as follows:

East:	General food/beverage (MX-D, Mixed Use Downtown)
North:	General food/beverage (MXS-D, Shopfront Downtown)
West:	General food/beverage, general office, and general retail (MXS-D)
South:	General food/beverage, general office, and residential (MXS-D)

The property is located in downtown Greenville and is zoned MXS-D, Shopfront Downtown District. The subject property is a three-story, mixed-use building attached to adjacent buildings. The use will occupy a ground floor and second floor suite. The ground floor includes access to a basement level. The ground floor space has been in use as a restaurant operating after midnight since 2009. The second floor has historically operated as a restaurant/bar (Stellar) or cigar bar (The Cigar Experience). The third-floor suite is a residential apartment unit. During the TAC meeting, the Applicant stated they have control over that residence.

Surrounding properties are zoned MX-D and MXS-D and are used for a variety of uses, including but not limited to retail, restaurants, and offices. Neighboring tenant businesses include Trio – A Brick Over Café, Scoundrel, and Windy City Burgers.

Beyond the third-floor apartment, residential uses within the immediate vicinity appear to be located at 18 and 102 N Main Street. These residences are in upper levels of mixed-use buildings.

The Applicant has stated the business will close at 2:00 a.m., which is the same closing time as the current restaurant. Similar uses in the area, such as Society, also close at 2:00 a.m. The overnight business hours are not anticipated to create a conflict with other neighboring businesses.

Staff finds, with appropriate conditions, the use is compatible with surrounding lands.

Standard d. The Design of the Proposed Special Exception Minimizes Adverse Effects, Including Visual Impacts of the Proposed Use on Adjacent Lands; Furthermore, the Proposed Special Exception Does Not Impose Significant Adverse Impact on Surrounding Lands Regarding Service Delivery, Parking and Loading, Odors, Noise, Glare, Vibration, and Does Not Create a Nuisance.

The proposed use is located within an existing building. No changes are proposed on the exterior of the building. Any future changes would be required to comply with the downtown design guidelines and would be subject to Design Review Board approval. No visual impacts are anticipated from the use.

Parking for the use is expected to come from the on-street parking and public parking garage, such as the West Washington Street Deck and the South Spring Street Parking Garage, which are within a five-minute walk of the property. There are also various private parking lots within the vicinity.

An alleyway off East Coffee Street functions as a service area for uses within the building. Common loading/unloading and trash collection for the use will occur from this area. An on-street loading and unloading zone is also available on East Coffee Street. No adverse impacts are anticipated regarding delivery, parking, loading, and odors.

The application states that no live music will be performed at the restaurant and bar. Only background music will be played through the existing speaker system. No substantial adverse noise and vibration impacts are anticipated.

Since the Applicant already has been operating the business on the ground floor, Planning staff reviewed police calls for service for the last twelve months with the city's Police Department. Call volume was within normal service levels and no concerning trends or incidents were identified. Additionally, no zoning violations of the special exception permit were noted. With appropriate conditions, the use is not anticipated to create a public nuisance.

To minimize detrimental impacts on adjacent land uses, staff recommends that approval of the Special Exception Permit be conditioned upon the findings and recommendations of TAC, listed at the end of this report and within the Staff Recommendation.

Staff finds, with appropriate conditions, the use and its design will not have substantial adverse impacts.

TAC Findings and Recommendation

FINDINGS OF THE COMMITTEE:

1. The application and all other documents submitted supplemental to the application as part of this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The Applicant indicates the business will continue to operate as a restaurant and bar known as Reys.
3. The Applicant indicates the last use of the space on the second floor was a cigar bar and prior to that a restaurant.
4. The Applicant indicates the intent to operate as a restaurant and bar with hours of operation of seven days a week from 4:00 p.m. to 2:00 a.m. Expanded hours of operation from 11:00 a.m. to 2:00 a.m. are still anticipated in the future.
5. The Applicant indicates that food will be served at all hours, however a reduced menu will be offered from 1:00 a.m. to close.

6. The Applicant holds an alcohol beverage license for on-premises consumption of beer, wine, and liquor. Last call will occur no later than 15 minutes before close.
7. The Applicant indicates that staff will be trained in all applicable manners relating to alcohol service and will obtain ServSafe certification.
8. The Applicant indicates that That Security Company has been retained to provide security services for the business. The Applicant indicates that one security guard would be on duty after 9:00 p.m. Sunday through Thursday and that two security guards would be one duty after 9:00 p.m. Friday and Saturday. The Applicant indicated that all security guards would have SLED certification.
9. The Applicant, based on the proposed life safety plan, indicates that maximum occupancy on the overall tenant premises is expected to be 341 occupants. The occupancy of the ground floor space is proposed to be 191 occupants. The occupancy of the second floor space is proposed to be 150 occupants.
10. The Applicant indicates that no live music or entertainment will occur on-site.
11. The Applicant indicates that no outdoor seating is planned.
12. The Applicant indicates that the third floor is occupied by a one-bedroom residence. The Applicant states that they control the use of that unit.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application.
2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on adjacent uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations a condition or conditions of the permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses, and are in addition to the standard requirements outlined in the Greenville Development Code:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the Applicant.
 - b. This Committee recommends that the final life safety plan and floor plan be in close keeping to the currently proposed occupancy count of 191 persons on the ground floor and 150 persons on the second floor.
 - c. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
 - d. This Committee recommends that rules consistent with the provisions of the City Code must be posted in conspicuous locations on the building and throughout the parking lot (if applicable) and must be enforced by the proprietors.
 - e. This Committee recommends that at all times during its occupancy, the Applicant must assign a manager on the premises who must ensure compliance with the terms of the special

exception permit, this Code, and the applicable South Carolina Code of Laws and Regulations.

- f. This Committee recommends that the Applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.
- g. This Committee recommends that the Applicant shall retain a minimum of two (2) security persons, at least one of which must be positioned outside the business, on Thursdays, Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.
- h. This Committee recommends that the Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity.
 - i. Additionally, this Committee recommends the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
- i. This Committee recommends that outdoor seating and outdoor entertainment shall be prohibited.
- j. This Committee recommends that interior sound amplification (other than ambient background music) and exterior sound amplification be prohibited.
- k. This Committee recommends that, except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.
- l. This Committee recommends that a pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise complaints may be grounds for revocation of the permit.
- m. This Committee recommends that if outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
- n. This Committee recommends that a copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.

- o. This Committee recommends that repeated violations of the conditions of this permit shall be grounds for revocation of this permit.
- p. This Committee recommends that if the Zoning Administrator determines the use fully transitions to a 'Bar or Nightclub' use and is no longer a 'General Food and Beverage' use, this permit shall be revoked, and the business closed until a new zoning application is applied for and approved for the use change.

Fire Department Comments

Comments:

No comments.

City Engineer Comments

Comments:

No comments received at time of staff report posting.

Civil Engineer Comments

Comments:

No comments.

Environmental Engineer Comments

Comments:

No comments.

Traffic Engineer Comments

Comments:

No comments received at time of staff report posting.



APPLICATION FOR SPECIAL EXCEPTION

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	WHISLTER RESTAURANT GROUP, LLC	20 NORTH MAIN ST LLC
*Title:		
*Address:		
*State:		
*Zip:		
*Phone:		
*Email:		

APPLICANT'S AGENT¹:

JESSICA KEARNS

MEMEBER

Name

Title / Organization

Phone

Email

(¹Optional Field- includes project architects, engineers, attorneys, representatives, etc.)

PROPERTY INFORMATION

STREET ADDRESS: 20 NORTH MAIN ST

TAX PARCEL #: 0001000500200

ACREAGE: .07

ZONING DESIGNATION: MXS-D

*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: JK

REQUEST

Refer to Article 19-3, Use Regulations, of the Greenville Development Code

PROPOSED LAND USE: _____

DESCRIPTION OF PROPOSED USE:

Property will be used as it is currently approved and zoned for as a Restaurant and Bar serving food, drinks and cocktails while staying open until 2 AM. The only changes will be adding an outside covered patio area that will seat approx 12 people.

INSTRUCTIONS

1. Refer to the application timeline on Page 4 of this application for a detailed overview of this process.
2. Prior to submitting this application, an Applicant must schedule a pre-application conference with the Administrator to discuss the procedures, standards, and regulations required for approval. Contact the Planning and Zoning Division to schedule a pre-application conference. The email address is planning@greenvillesc.gov and the phone number is 864-467-4476.
3. The questions on Page 3 of this application are the criteria that the Board will use to judge an application. Ensure answers demonstrate how and why the application meets the requirements for the granting of a special exception permit. See **Section 19-6.2.15.(D)(2)** for additional information. An Applicant must attach a separate sheet addressing these questions. To find the Comprehensive Plan and the Greenville Development Code use standards, visit www.greenvillesc.gov/planningzoning.
4. Supplemental information will need to be included with this application as well. A floor plan and/or a site plan showing the existing and proposed conditions associated with the application is generally necessary. A zoning compliance application may also be required for some special exception applications.

For site plans, attach a scaled drawing of the property that reflects, at a minimum, the following:

- (a) property lines, existing buildings, and other relevant site improvements;
- (b) the nature (and dimensions) of the proposed development (activity);
- (c) existing buildings and other relevant site improvements on adjacent properties; and,
- (d) topographic, natural features, etc. relevant to the requested special exception.

5. The application must be received by the Planning and Zoning Division no later than 2:00 p.m. of the date reflected on the Board of Zoning Appeals meeting schedule. The application can be emailed to planning@greenvillesc.gov.
6. The Administrator will acknowledge receipt of the application and will provide instructions on application fee payment. The required application fee is \$250.00.
7. The Administrator will review the application for "completeness" pursuant to **Section 19-6.2.1(B)(3) Completeness Determination**, prior to proceeding with public notice. If the application is determined to be "incomplete," the Administrator will contact the Applicant to request that the applicant resolve the deficiencies.
8. The Applicant must post the subject property at least 15 calendar days (but not more than 18 days) prior to the scheduled hearing date. Additionally, the Applicant is responsible for preparing and mailing the written notice at least 15 calendar days prior to the public hearing. Posted and mailed notice instructions will be provided to the Applicant by the Administrator after application is determined to be complete.

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.

If the Planning and Zoning Division 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 Administrator will indicate in its report to the Board of Zoning Appeals that granting the requested change would not likely result in the benefit the Applicant seeks.

APPLICANT / AGENT SIGNATURE: _____ DATE 3/30/25

PROPERTY OWNER SIGNATURE: _____ DATE 3/30/25

APPLICANT RESPONSE TO

SECTION 19- 6.2.15(D)(2) - SPECIAL EXCEPTION PERMIT

The following questions are the criteria that the Board will use to judge an application. Ensure answers thoroughly demonstrate how and why the application meets the requirements for the granting of a special exception.

Please attach a separate sheet that addresses each of the following questions:

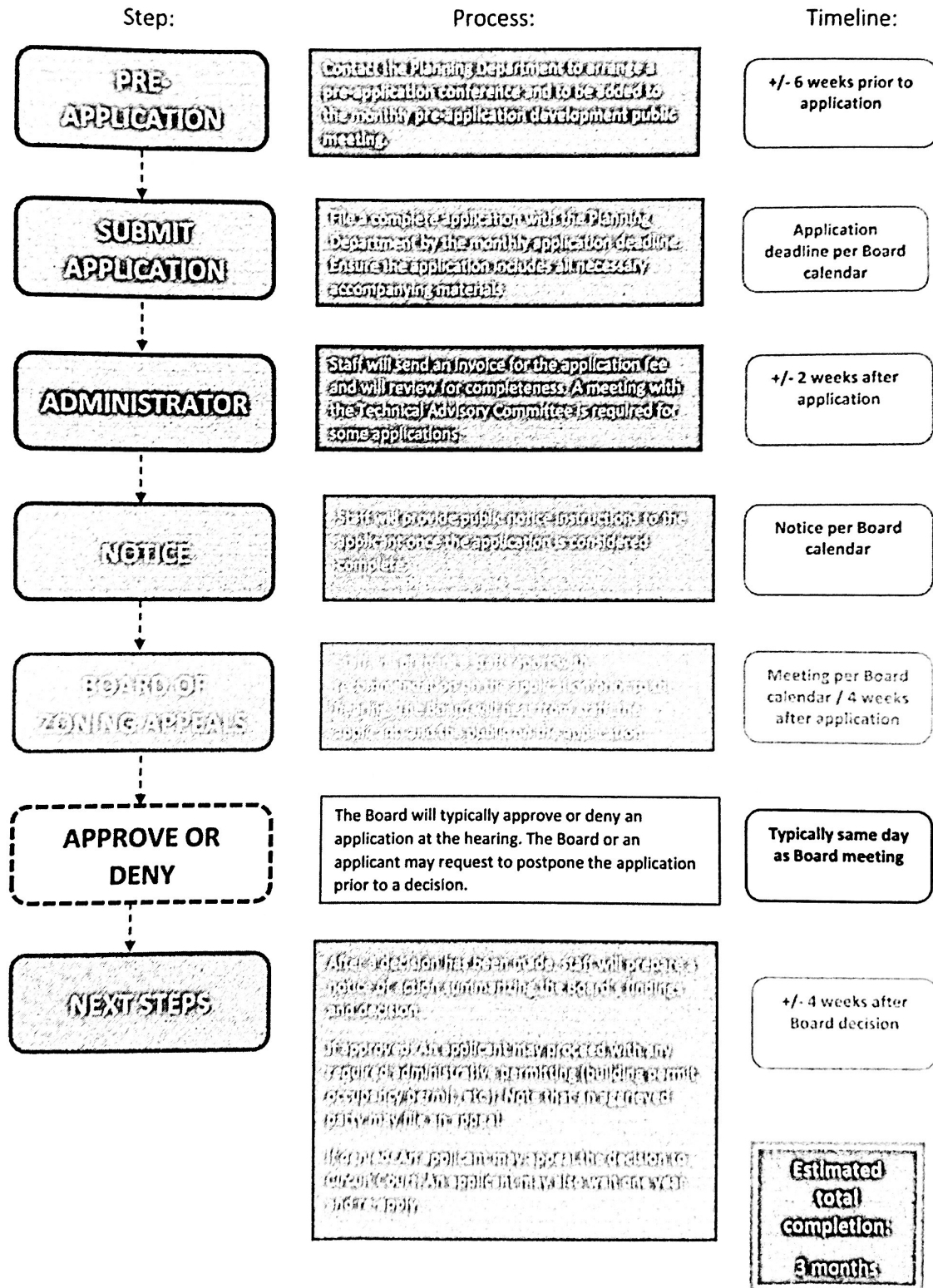
1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN **SECTION 19-3.4, USE STANDARDS.**

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING:
 - A. VISUAL IMPACTS;
 - B. SERVICE DELIVERY;
 - C. PARKING AND LOADING;
 - D. ODORS;
 - E. NOISE;
 - F. GLARE;
 - G. AND, VIBRATION.

Section 6.2.15(B) Application Requirements
Application Timeline



**APPLICANT RESPONSE TO
SECTION 19-2.3.5(D)(1), STANDARDS – SPECIAL EXCEPTION**

(YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

There will be no deviation from the current footprint other than adding the outside patio which is currently under the same footprint. The food menu will also change

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN SECTION 19-4.3, USE SPECIFIC STANDARDS.

We will have policies in place to control and direct noise, safely handle and disorderly conduct and staff accordingly to safely control high customer volumes and egress of customers.

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

The requested use has been in place with the current business since 2009 and is a staple of main st. We are not deviating from the previous business owners or hours. therefore there will be no extra burden on the infrastructure

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING: VISUAL IMPACTS; SERVICE DELIVERY; PARKING AND LOADING; ODORS; NOISE; GLARE; AND, VIBRATION. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL NOT CREATE A NUISANCE.

The request causes no additional impact to surrounding businesses. Noise and out door music will managed at a level to create background levels only and any outdoor speakers will be shut off at 12 pm.

**APPLICANT RESPONSE TO
SECTION 19-2.3.5(D)(2). STANDARDS – CHANGE IN NONCONFORMING USE**

(YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE IS MORE IN CHARACTER WITH, OR EQUAL TO, THE USES OTHERWISE PERMITTED IN THE ZONING DISTRICT THAN THE EXISTING OR PRIOR NONCONFORMING USES.

The current operating business has been zoned this way since 2009. We are not deviating from the operating plan in that way.

2. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE WILL NOT SUBSTANTIALLY AND PERMANENTLY INJURE THE USE OF NEIGHBORING PROPERTY FOR THOSE USES PERMITTED WITHIN THE RELEVANT ZONING DISTRICT(S).

The current operating business has the same special exception hours that we are requesting. Many neighboring businesses also have the same hours, so it will not be a deviation from the normal in our location.

3. IS ADEQUATE INFRASTRUCTURE CAPACITY AVAILABLE TO SERVE THE PROPOSED NONCONFORMING USE?

Yes

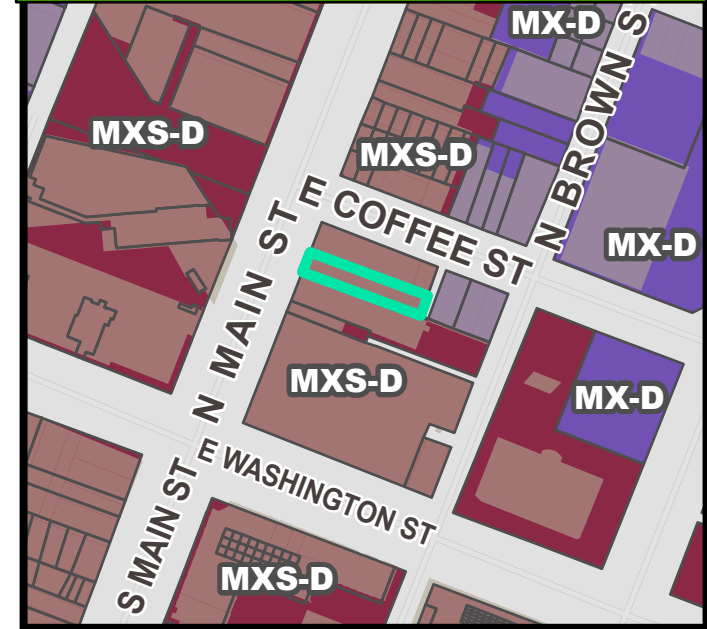
4. IS THE PROPOSED USE ONE THAT IS OTHERWISE PERMISSIBLE IN ANOTHER ZONING DISTRICT WITHIN THE CITY?

Yes

AERIAL VIEW



CURRENT ZONING



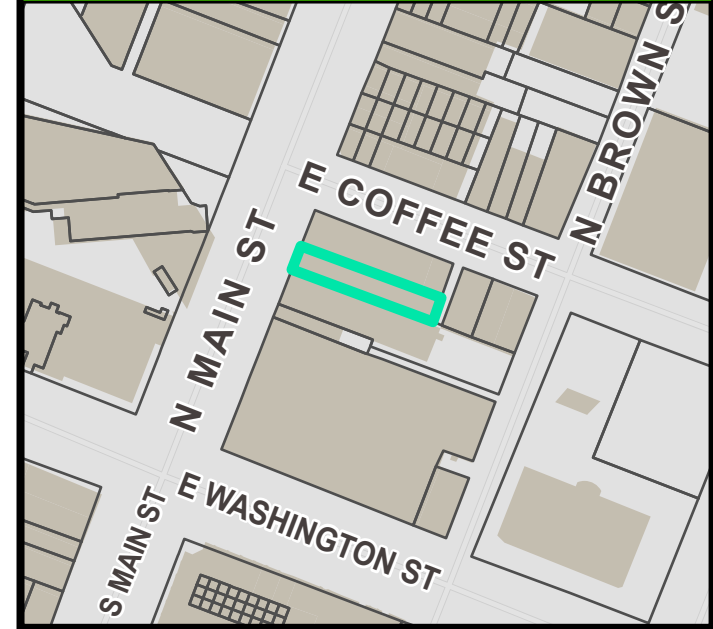
FUTURE LAND USE



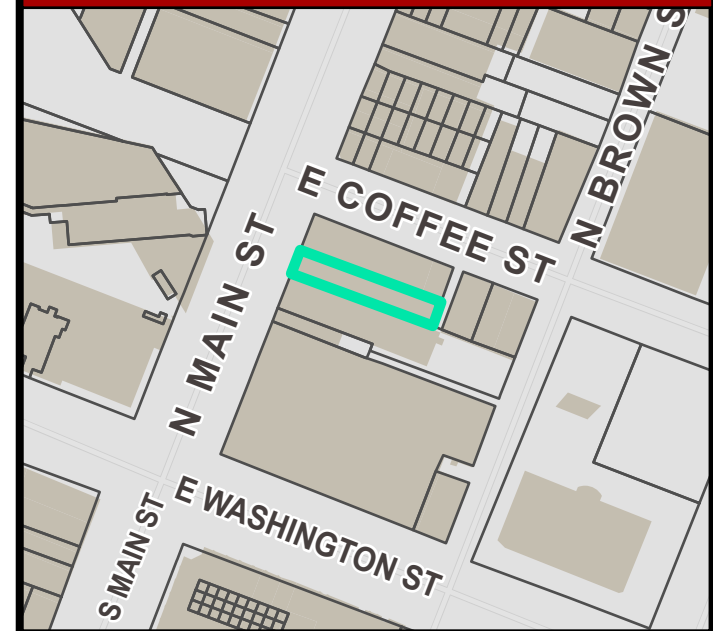
NATURAL / ENVIRONMENTAL FEATURES

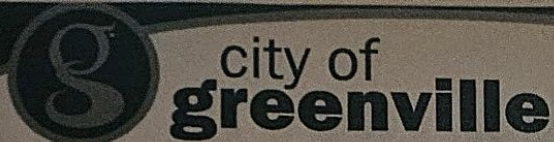


SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





Zoning Compliance Application

Establishments Serving Beer, Wine, Or Liquor

Applicant

Name Whistler Restaurant Group LLC

Phone [REDACTED]

Mailing Address [REDACTED]

Email [REDACTED]

Signature of Applicant [Signature]

Date 3/31/25

Property Owner

20 North Main St LLC

Name [REDACTED] Phone [REDACTED]

Mailing Address 1 [REDACTED]

Email [REDACTED]

Signature of Property Owner [Signature]

Date 3/31/25

Property Information

20 N Main St Greenville SC 29601

Address

0001000500200

MXS-D

TMS#

Zoning District Designation

Description of Proposed Use

Provide details for each of the following, as applicable, on a separate sheet:

Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management
6. Crime Prevention through Environmental Design (CPTED)

Seating Plan

1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol Vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status Of City Business License Application
5. Status Of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status Of Abl-901 Application To SC Department Of Revenue
7. Provide Documentation That Sled Requirements Have Been Met



Provide a response for each of the following:

1. Describe the ways in which the proposed use is consistent with the comprehensive plan.
Please see BZA Application for response

2. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.
Please see BZA Application for response

3. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.
Please see BZA Application for response

Meet With the Technical Advisory Committee

Applications for Zoning Compliance will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments and appointed by the City Manager:

Building Codes and Inspections
Business Licensing
Economic Development
Public Information and Events

Police
Fire
Planning
Legal

The Technical Advisory Committee convenes once-a-month to meet with Applicants and review Conditional Use Permit applications that may be granted by the Zoning Administrator. This process promotes a more comprehensive understanding of the Applicant's proposal, which in turn conveys a more comprehensive understanding of the multiple Departments' operating requirements and expectations.

The Applicant, Business Owner, and Property Owner (if different) are required to attend a regularly scheduled TAC meeting prior to granting a Conditional Use Permit. Managers and anyone involved in operating the business are also encouraged to attend. The meeting date, time, and exact location within City Hall will be confirmed upon submittal of this application to the Planning and Development office on the 5th floor of City Hall.

Reys will continue with its previous operating plan, which is attached below for reference, and simply operate a covered outside area as well. The outside will offer the same food, as Our current menu, which is attached, will remain and we will be adding more tapas style dishes as we develop this menu over time.

Operating Plan

1. **Type of Use** Restaurant
2. **Days and Hours of Operation** Will follow current businesses hours of operations in the beginning. 4PM - 2AM Sunday-Saturday. Will open for lunch once our new kitchen is rolling and hours will become 11AM - 2AM Sunday-Saturday
3. **Staffing Schedule:**
 1. We will match the current businesses schedule in the beginning. Opener at 3PM and then next shift starts at 7 PM with security arriving between 9 PM and 10 PM depending on the busyness of the night. On the weekends we add 3-5 employees based on necessity with a manager always on duty. Then when we transition to open for lunch we will develop an afternoon and evening shift schedule. Afternoon will be 11AM to 6PM and evening will be 6PM to 2AM. We always will maintain an on site manager each night as well as security each night.
4. **Kitchen Equipment Schedule** See *attached Exhibit A*
5. **Menu and Hours of Food Service**
 1. Food will be served during all open hours. See *attached Exhibit B for Current Menu and proposed menu*. We will maintain the current menu and staff until we are able to hire and train new staff to run the new menu.
6. **Parking for Customers and Employees**
 1. There is on street parking and 4 parking garages within a short walking distance (Richardson St., Spring St., One City Garage, and Washington Parking Deck)
7. **Designated Smoking Area**
 1. There will be no smoking or designated smoking area and we will adhere to the current city codes for smoking outside
8. **Type of Entertainment and Duration**
 1. No live music will be performed, and only background music will be played through the speaker system current installed speaker system.
9. **Closing / "Last Call" Procedures**
 1. We will close no later than 2 AM every night and the last call will be no later than 1:45 AM.

Security Procedures

1. Number and Type of Designated Security Staff

1. We will maintain the current businesses model and have 1 security guard on Sundays-Thursdays and 2 security guards on Friday and Saturdays starting at 9 PM. All security guards are SLED certified and are hired to maintain crowd control inside, outside, and ensure only permitted age persons are allowed in at night.

2. Training/Certification of Staff

1. We have hired 5:9 Security to handle our security needs. Their staff are all SLED certified and regularly trained. Each employee including all management and servers will have the required certification and training for their role.

3. Specific Duties/Responsibilities of Staff

1. Manager: manage the day to day tasks as well as scheduling, inventory ordering and management, special events, and hiring, training, and enforcing company procedures and protocols.
2. Assistant Manager: Manages the specific duties of their day, developing new menu items, assisting in marketing material
3. Bartender/Server: Making drinks and serving customers, Follows all safety protocols to maintain a safe and fun environment for customers.
4. Chef/Line cook: cooking food items and plating. Maintaining a clean and safe kitchen environment. Following all food safety requirements.
5. Barback/busser: Stocking shelves and coolers, maintaining a clean and tidy restaurant and restrooms. Restocking inventory. Clearing tables of food and drinks.

4. Entry/Exit/Re-Entry Procedures

1. Our only customer entrance will be through the front door. We maintain an emergency exit at the rear of the establishment that has a fire alarm on it that stays engaged while in business hours, and we have 3 doors at the front of the building however only one is advertised as the entrance and exit unless an emergency were to arise. Security is stationed at this primary entrance and ensures that only permitted aged persons are allowed inside of the business during designated night time hours. The restaurant will be in compliance with all state and local laws in regards to Exit Signs and maintaining each Exit.

5. Crowd Management

1. Security along with the on site manager will manage the door and ensure capacity is maintained appropriately during busy hours and that safety is a priority for our staff and customers. We will have an interior security officer that maintains crowd control as well as the on site manager while the exterior security controls the entrance/exit.

6. Crime Prevention through Environmental Design (CPTED)

1. Our building is a straight "shotgun style" restaurant meaning that you can see all the way to the rear and back fire exit from the front door without any rooms or walls to divide the space. We also will make sure to properly light any dim areas and strategically place mirrors to allow for easy vantage points for managers and security to control the space. Our on site manager will be trained on crime prevention and ensuring a safe environment for all at all times.

Seating Plan

1. Seating Plan

See attached Exhibit C

2. Schedule a Feasibility Inspection of the property

We will schedule the inspection if deemed necessary and be available to reply with any reasonable request made by the inspector.

Business Plan

1. Business Plan Summary:

1. *Keep current business plan and add more sq ft and add Colombian food dishes and spanish / colombian tapas*

2. Projected Revenue: % Alcohol VS Food Sales

1. 60% food and 40% alcohol

3. Fees for Entry/Membership/Entertainment

1. No cover charge or membership will be taken. No live entertainment is planned, only background music through the in house speaker system.

4. Status of City Business License Application

1. Business license has been applied for

5. Status of SCDHEC Retail Food Establishment Permit

1. *Current Grade A with DHEC*

6. Status of ABL 901 Application to SC Department of Revenue

1. *current Liquor License in place*

7. Provide Documentation that SLED Requirements have been met

1. *current Liquor License in place - see attached*

Exhibit A

Current Kitchen Equipment

Flat top Grill/Oven Combo - US Range - Kitchen
Ice Maker - Manitowoc - Kitchen
Deep Fryer - Entree - 40 LB - Kitchen
Prep Station - Migali - Kitchen
Dishwasher - CMA Dish Machines- Bar
Kitchen Freezer - GE - Kitchen
Kitchen Freezer - Holiday - Kitchen
Freezer - Hotpoint - Basement
Walk in cooler - Vollrath - Basement
Sliding Glass Beer Cooler - TurboAir - Bar
Lay Down Cooler - TurboAir - Bar
3 Compartment Sink - Kitchen
Hand Wash sinks - Kitchen and bars
Racks and storage shelves - Kitchen

Proposed Kitchen Equipment List

Ice Maker
3 Compartment Sink
Hand wash sink(s)
Walk in freezer
Walk in refrigerator
Gas range with flattop
Deep fryer
8' hood
Microwaves
Freezers and refrigerators
Food prep surfaces
Food prep equipment:

- Knives
- Cutting boards
-
- Pots and pans
- Mixing bowls
- Food processors
- Storage containers and shelving

Compartment Sinks
Disposal Sinks
Hand Washing sinks
Restaurant POS system
Kitchen Display System
Serviceware



Entree

Colombian Burger \$15

Beef patty, cheddar, bacon bits, pineapple habanero jam, salsa rosada, aji, pineapple coleslaw and crushed lays chips on a sesame seed bun.

Double Patty + \$3
Sub Patacon Bun (gf) +\$2

Bacon Cheeseburger \$10

Beef patty, cheddar, bacon bits, and salsa rosada on a sesame seed bun.

Double Patty + \$3
Patacon Bun (gf) +\$2

Colombian Hot Dog \$8

Fried beef hot dog, cheddar cheese, bacon bits, pineapple habanero jam, pineapple coleslaw, salsa rosada and crushed lays chips.

Patacon gf \$12

Fried green plantain, pineapple habanero jam, aji, salsa rosada, pineapple coleslaw and queso fresco.
Shredded beef or shredded chicken.

Salchipapas gf \$7

Fries, deep fried beef hot dog, salsa rosada and quail eggs.

Arepa gf \$8

Fried corn cake, pineapple habanero jam, aji, salsa rosada, pineapple coleslaw and queso fresco.
Shredded beef or shredded chicken.

Empanada gf \$3

Turnover stuffed with potatoes.
Shredded beef or shredded chicken.

Bowls

Arroz Con Pollo gf \$15

Spanish rice, peas, carrots and shredded chicken topped with black bean and corn pico.

Rooted Salad gf \$10

Spring mix, quinoa, avocado, black bean and corn pico, queso fresco. Roasted red pepper vinaigrette.

+ \$4 shredded chicken
+ \$5 shredded beef

Vegan Alternatives

Black Bean Quinoa Burger \$15

Black bean quinoa patty, vegan cheddar, soy bacon bits, pineapple habanero jam, vegan salsa rosada, aji, vegan pineapple coleslaw and crushed lays chips on a sesame seed bun.

Sub Patacon Bun (gf) +\$2

Patacon gf \$12

Fried green plantain, pineapple habanero jam, aji, vegan salsa rosada, vegan pineapple coleslaw and vegan queso fresco.

Cashew mushroom

Arepa gf \$8

Fried corn cake, pineapple habanero jam, aji, vegan salsa rosada, vegan pineapple coleslaw and vegan queso fresco.

Cashew mushroom

Empanada gf \$3

Turnover stuffed with potatoes.
Cashew mushroom

Sides

Fries gf \$4

Yuca Fries gf \$4

Spanish Rice gf \$4

** Please let us know if you have any food allergies **

** gf = gluten free **



REYS COCKTAILS

FALL NEGRONI \$13

Tanqueray Orange Sevilla gin, Campari, Sweet
Vermouth and a pinch of salt

HOT APPLE CIDER \$11

712 vodka, hot apple cider, lemon juice and
cinnamon with a cinnamon sugar rim

HENDRICK'S BLUE MOON \$12

Hendricks gin, Creme de Violette, St. Germain,
lemon juice and cherry juice

NOT YOUR MOMMA'S APPLE PIE \$12

Apple cider, Skrewball whiskey, Pearl Vanilla vodka, and
Fireball with a brown sugar and cinnamon rim

CANDY APPLE \$11

Jim Beam Apple, Butterscotch Schnapps, and a
homeade fall simple syrup

HOT TODDY \$11

Earl Grey tea with Jack Daniels Honey, All Spice
Dram, lemon juice and a brown sugar rim

PUMPKIN SPICE CREAM \$14

712 vodka, Pumpkin Spice Rum Chata, Van Gogh
Espresso Vodka, and Kahlua with milk and chocolate
syrup



REYS COCKTAILS



PEACH BOURBON SMASH \$11

Woodford Reserve with peach puree, brown sugar simple syrup and mint leaves

AUTUMN OLD FASHIONED \$11

Jim Beam Apple, Jack Fire, Fall simple syrup and bitters

SMOKY HARVEST \$13

Mezcal, orange liqueur, apple cider and maple syrup with a smoked cinnamon stick and a cinnamon sugar and salt rim

RITUAL GIMLET MOCKTAIL \$10

Ritual Zero Proof gin, lime juice and simple syrup topped with a lime

SLEEPY HOLLOW \$12

Woodford Reserve, apple simple syrup, bitters and a smoked cinnamon stick

N/A Option: substitute Ritual Whiskey spiritless \$11

FULL MOON MOCKTAIL \$10

Amethyst Blueberry Ginger Mint spiritless, Lemonade and a touch of charcoal powder

REYS BEER & WINE

BEERS

Domestics: PBR 4.8%, Budweiser 5%, Bud Light 5%, Coors Light 4.2%, Miller Lite 4.2%, Michelob Ultra 4.2%, Yuengling 4.5%

Lagers: Abita Purple Haze 4.2%, Coors Banquet 5% Heineken 5%. Peroni 5.1% .Red Stripe 4.7% Stella 5%

Cervezas: Corona Extra 4.6%, Corona Light 4%, Dos Equis Amber 4.2% Omdelo Especial 4.4%, Pacifico 4.4%, Tecate 4.5%

IPA: 13 Stripes Freeborn Hazy IPA 7%, New Belgium Voodoo Ranger 7% .Peak Drift NEIPA 5.5%

Ciders and Sours: Anderson Valley Seasonal Goes 4.2%, Blakes Triple Jam 6.5%, Westbrook Key Lime Pie 4%

Non Alcoholics: Busty Lush She's Golden Blonde 0.5%, Untitled Art Mango Dragonfruit Sour 0.5%, Athletic Upside Dawn 0.5%, Peroni 0.0%, Sam Adams Just the Haze 0.5%, Heineken 0.0%, Corona NA 0.5%

WINES & BUBBLES

Veuve Cliquot Brut, Ruffino Prosecco, River Road Chardonnay, Sierra Batuco Pinot Grigio, Josh Cabernet Sauvignon, Sierra Batuco Pinot Noir

[illegible]

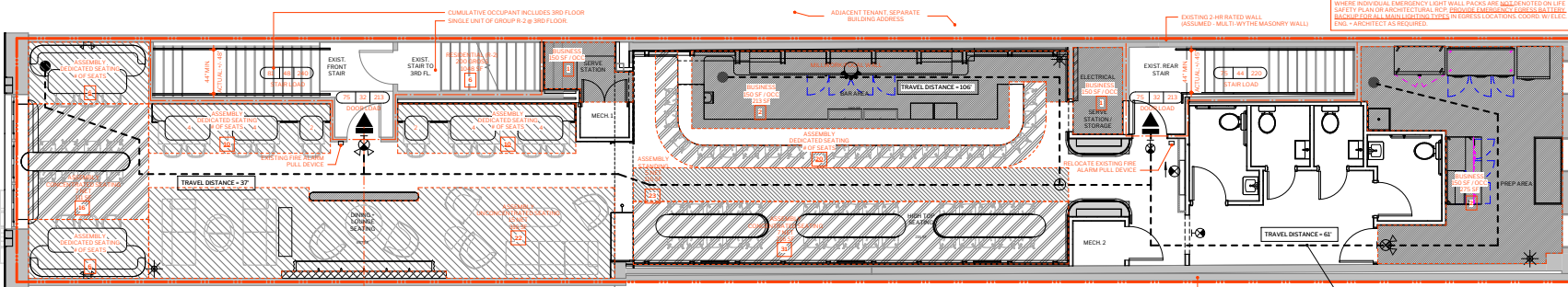
- WALL MOUNTED EXIT SIGN W/ EMER LIGHTING
- WALL MOUNTED EXIT SIGN
- CEILING MOUNTED EXIT SIGN
- EMERGENCY EGRESS FIXTURE - WALL MOUNTED (WALL PACK)
- EXTERIOR EMERGENCY EGRESS LIGHTING
- FIRE EXTINGUISHER (WALL HUNG)
- FIRE EXTINGUISHER CABINET
- RATED WALL
- PATH OF TRAVEL
- LONGEST C.P.T. - LONGEST COMMON PATH OF TRAVEL

[illegible]

1. ALL FURNITURE, EQUIPMENT, INTERIOR FURNISHES BY OWNER NOT IN
2. ARCHITECTURE SCOPE.
3. WALLS ARE DENOTED AS EXISTING (SHADED) OR NEW (NOT SHADED).
4. EXISTING CONDITIONS WERE VERIFIED AS VISUALLY ACCESSIBLE. SOME
5. THEREAFTERS LIMITED TO THE ACCESSIBLE PORTIONS OF THE PLANS OF
6. THE BUILDING WERE NOT MADE AVAILABLE. DUE TO ACCESSIBILITY,
7. ARCHITECT MAKES NO GUARANTEES OF EXISTING AS-BUILT
8. CONSTRUCTION CONDITIONS, INCLUDING LATENT CONDITIONS.
9. OCCUPANCY TYPE REMAINS AS EXISTING FOR EFFECTED FLOORS.
10. SCOPE OF WORK IS LIMITED TO ALTERATIONS PERFORMED AS LOCALIZED
11. RENOVATIONS AT 1ST FLOOR INCREASED OCCUPANCY LEVEL - COMPLETE
12. RECONSTRUCTION OF 2ND FLOOR INCREASED OCCUPANCY LEVEL - COMPLETE
13. NO MODIFICATIONS PROPOSED TO BASEMENT LEVEL OR 3RD FLOOR
14. (UPPERMOST LEVEL).
15. SMOKE ALARM MODIFICATIONS AND FIRE ALARM SYSTEMS TO BE DESIGNED
16. BY OTHERS - PERMITTED SEPARATELY.

A.	OCCUPANT LOAD (IBC 1004.1)	
a.	ASSEMBLY OCCUPANCY, 2.0 PERSONS/100 SF	
b.	MAXIMUM OCCUPANT LOAD OF SPACE AT 1ST FLOOR	273 (HORIZONTAL VECTOR TO EXISTING POSTER LOAD - PREVIOUSLY 273)
c.	MAXIMUM OCCUPANT LOAD OF SPACE AT 2ND FLOOR	273
d.	MAXIMUM OCCUPANT LOAD OF SPACE AT 3RD FLOOR	304 (304 = 3.0 PERSONS/100 SF X 1014 SF = 3043.6 - MULT. TIME FUNCTION OCCUPANT LOAD TABLE 1004.5)
B.	MEANS OF EGRESS	
a.	MINIMUM CAPACITY FACTOR (IBC 1005.3.1) 0.2 (MIN SPRINKLER)	
b.	OTHER EGRESS COMPONENTS CAPACITY FACTOR (IE DOORS (IBC 1005.3.2) 0.15 (MIN SPRINKLER)	
c.	MINIMUM EGRESS WIDTH AT CORRIDORS, 44" MIN	
C.	DISTANCE TO EXIT	
a.	MAXIMUM DISTANCE (IBC 1006.3.3)	
b.	MAXIMUM COMMON PATH OF EGRESS TRAVEL: A 75' 0" (IBC 1006.3. EXCEPTION 2)	
D.	ACCESS TRAVEL DISTANCE	
a.	EXISTING BUILDING	
b.	GROUP A-2 2ND FLOOR TABLE ABOVE	

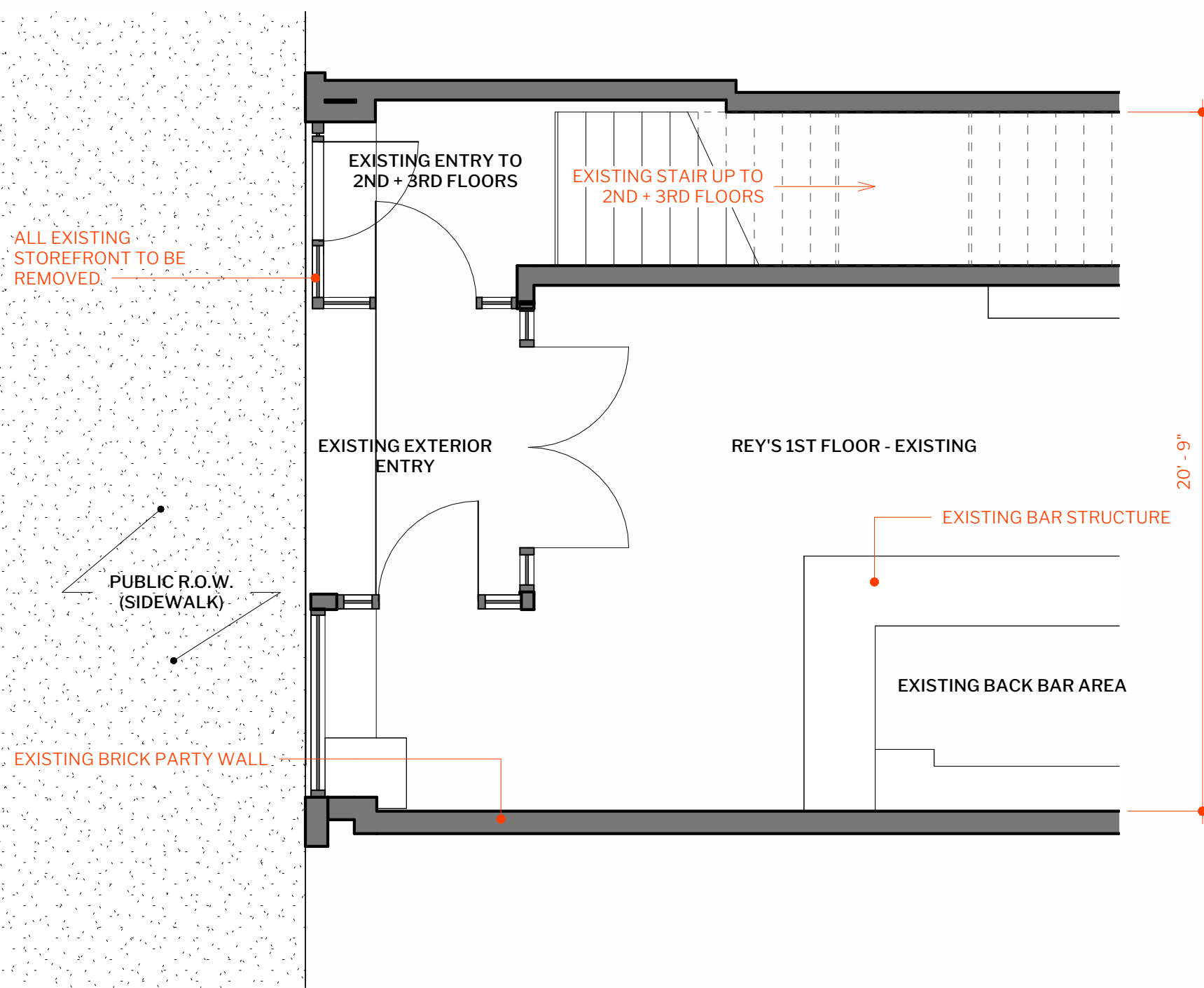
LEVEL, ROOM AND/OR SPACE DESIGNATION	MIN. # OF EXITS		TRAVEL DISTANCE	
	REQUIRED	PROVIDED	ALLOWABLE TRAVEL DISTANCE (TABLE 1017.2)	MAXIMUM EXIT ACCESS TRAVEL DISTANCE SHOWN
LEVEL 1	2	2	250'	128'-0"
LEVEL 2	2	2	250'	125'-0"



LEVEL 1 AREA KEY

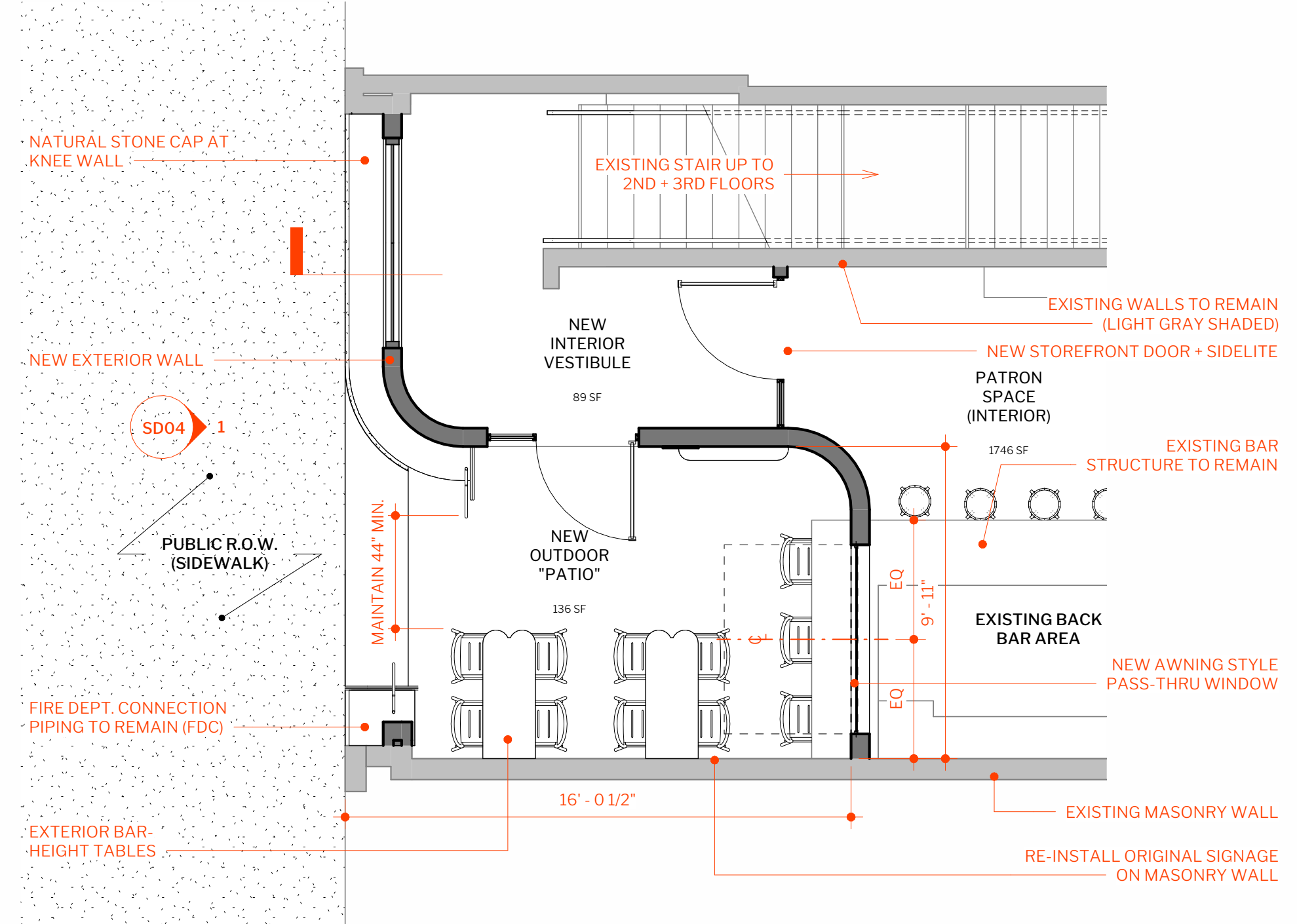
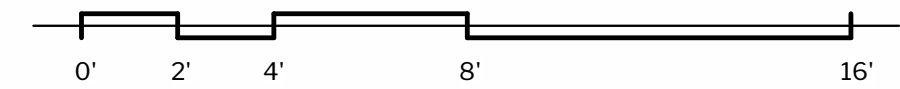
Color	Zone
Light Blue	1 EXTERIOR ZONE
Light Green	2 EXTERIOR ZONE
Light Yellow	3 EXTERIOR ZONE
Light Purple	4 EXTERIOR ZONE
Light Orange	5 EXTERIOR ZONE
Light Pink	6 EXTERIOR ZONE
Light Brown	7 EXTERIOR ZONE
Light Grey	8 EXTERIOR ZONE
Light Tan	9 EXTERIOR ZONE
Light Lavender	10 EXTERIOR ZONE
Light Teal	11 EXTERIOR ZONE
Light Mint	12 EXTERIOR ZONE
Light Sky	13 EXTERIOR ZONE
Light Seafoam	14 EXTERIOR ZONE
Light Turquoise	15 EXTERIOR ZONE
Light Cyan	16 EXTERIOR ZONE
Light Blue-Grey	17 EXTERIOR ZONE
Light Steel	18 EXTERIOR ZONE
Light Slate	19 EXTERIOR ZONE
Light Charcoal	20 EXTERIOR ZONE
Light Navy	21 EXTERIOR ZONE
Light Black	22 EXTERIOR ZONE
Light White	23 EXTERIOR ZONE
Light Cream	24 EXTERIOR ZONE
Light Ivory	25 EXTERIOR ZONE
Light Gold	26 EXTERIOR ZONE
Light Silver	27 EXTERIOR ZONE
Light Bronze	28 EXTERIOR ZONE
Light Copper	29 EXTERIOR ZONE
Light Aluminum	30 EXTERIOR ZONE
Light Steel	31 EXTERIOR ZONE
Light Zinc	32 EXTERIOR ZONE
Light Nickel	33 EXTERIOR ZONE
Light Tin	34 EXTERIOR ZONE
Light Lead	35 EXTERIOR ZONE
Light Bismuth	36 EXTERIOR ZONE
Light Antimony	37 EXTERIOR ZONE
Light Arsenic	38 EXTERIOR ZONE
Light Selenium	39 EXTERIOR ZONE
Light Tellurium	40 EXTERIOR ZONE
Light Polonium	41 EXTERIOR ZONE
Light Astatine	42 EXTERIOR ZONE
Light Francium	43 EXTERIOR ZONE
Light Radium	44 EXTERIOR ZONE
Light Actinium	45 EXTERIOR ZONE
Light Thorium	46 EXTERIOR ZONE
Light Protactinium	47 EXTERIOR ZONE
Light Uranium	48 EXTERIOR ZONE
Light Neptunium	49 EXTERIOR ZONE
Light Plutonium	50 EXTERIOR ZONE
Light Americium	51 EXTERIOR ZONE
Light Curium	52 EXTERIOR ZONE
Light Berkelium	53 EXTERIOR ZONE
Light Californium	54 EXTERIOR ZONE
Light Einsteinium	55 EXTERIOR ZONE
Light Fermium	56 EXTERIOR ZONE
Light Mendelevium	57 EXTERIOR ZONE
Light Nobelium	58 EXTERIOR ZONE
Light Lawrencium	59 EXTERIOR ZONE
Light Rutherfordium	60 EXTERIOR ZONE
Light Dubnium	61 EXTERIOR ZONE
Light Seaborgium	62 EXTERIOR ZONE
Light Bohrium	63 EXTERIOR ZONE
Light Hassium	64 EXTERIOR ZONE
Light Meitnerium	65 EXTERIOR ZONE
Light Darmstadtium	66 EXTERIOR ZONE
Light Roentgenium	67 EXTERIOR ZONE
Light Copernicium	68 EXTERIOR ZONE
Light Nihonium	69 EXTERIOR ZONE
Light Flerovium	70 EXTERIOR ZONE
Light Tennessine	71 EXTERIOR ZONE
Light Oganesson	72 EXTERIOR ZONE

LS100



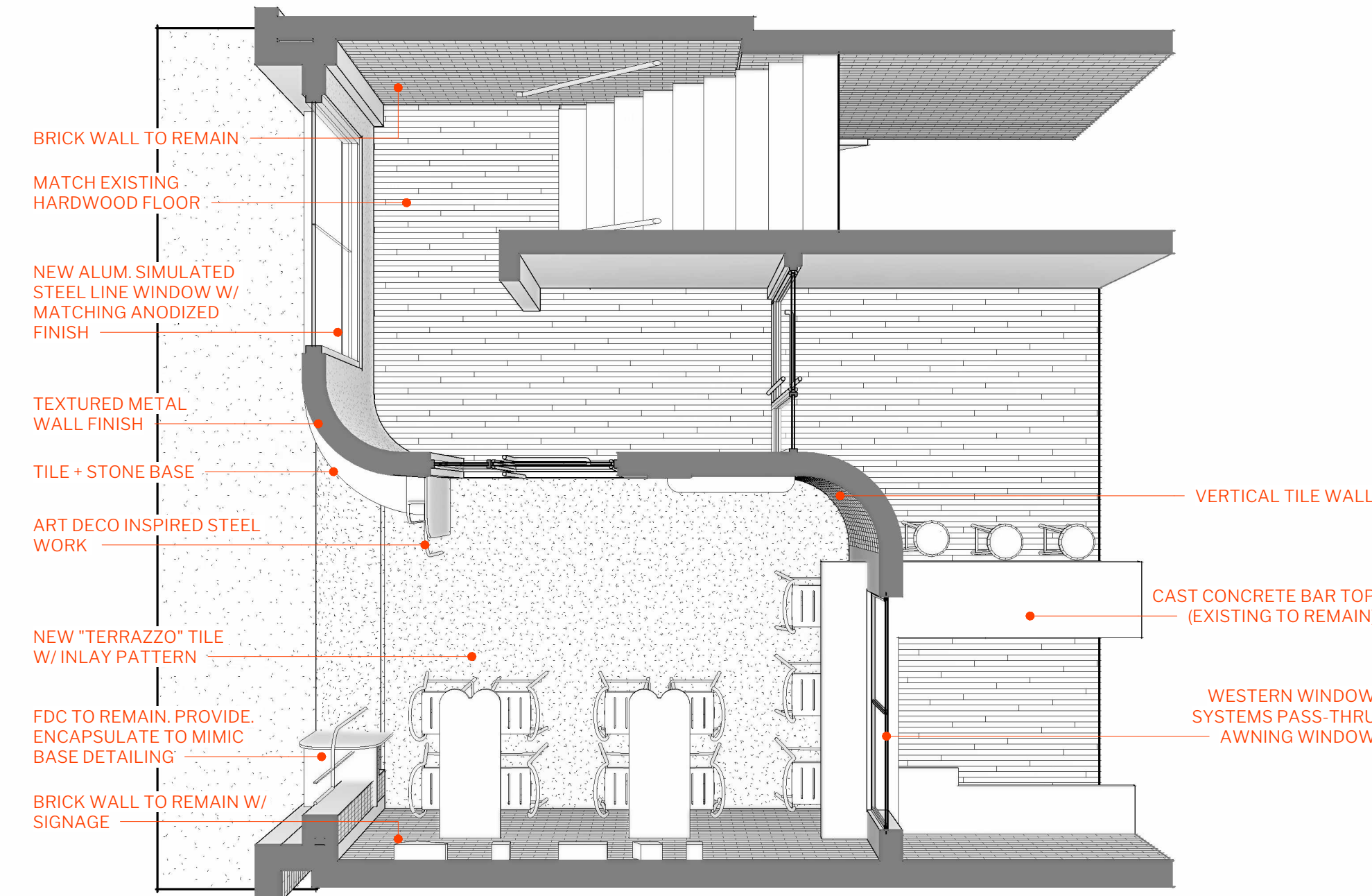
1 1ST LEVEL - EXISTING PLAN

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



2 1ST LEVEL - FRONT ENTRY CONCEPT PLAN

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



3 PERSPECTIVE PLAN

SCALE:

From CA 25-332



From CA 25-332





SOUTH CAROLINA DEPARTMENT OF REVENUE

ABL-567

***** DO NOT ALTER THIS LICENSE *****

Any alterations to this license will make it null and void. Criminal charges may apply.

(Rev.

14-Feb-2022)

4282-LOP

LOP

LOCAL OPTION - 52 WEEKS

25

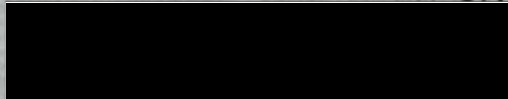
NO SALES ALLOWED BETWEEN

2:00 AM AND 10:00 AM

Letter ID: L0029228123

Owner Name and Mailing Address

WHISTLER RESTAURANT GROUP, LLC



LICENSE NO. 111626919-LOP

FILE NO. 111626919

DATE ISSUED: 03/28/24

STIPULATIONS: 0

Trade Name and Business Address

REYS

20-N MAIN ST

GREENVILLE SC 29601-2719

START DATE: 03/31/24

END DATE: 03/23/25

THIS LICENSE IS NOT TRANSFERABLE

***** You may not transfer this permit or license to another location or to another person. *****
If you sell all or a portion of your business, before the buyer can legally sell beer, wine, or liquor, he or she MUST obtain his/her own permit or license. You can be held financially responsible for any violations of the law that take place by any person using your permit and/or license. You may be held financially responsible for injuries due to the negligent sale of the beverages by someone using your permit or license.

***** POST THIS IN A CONSPICUOUS PLACE *****

JP-23E-000198-01



SOUTH CAROLINA DEPARTMENT OF REVENUE

ABL-567

(Rev.
28-Sep-2023)

PLB

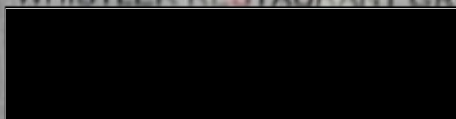
BUSINESS LIQUOR BY THE DRINK

4282

25

Owner Name and Mailing Address

WHISTLER RESTAURANT GROUP, LLC



Letter ID: L0027656484

LICENSE NO. 111626919-PLB

FILE NO. 111626919

DATE ISSUED: 11/16/23

STIPULATIONS: 0

Trade Name and Business Address

REYS

20 N MAIN ST

GREENVILLE SC 29601-2719

START DATE: 12/01/23

END DATE: 11/30/25

THIS LICENSE IS NOT TRANSFERABLE

..... You may not transfer this permit or license to another location or to another person.
If you sell all or a portion of your business, before the buyer can legally sell beer, wine, or liquor, he or she **MUST** obtain his/her own permit or license. You can be held
financially responsible for any violations of the law that take place by any person using your permit and/or license. You may be held financially responsible for injuries due to
the negligent sale of the beverages by someone using your permit or license.

***** POST THIS IN A CONSPICUOUS PLACE *****

JP-111E-000758-0



SOUTH CAROLINA DEPARTMENT OF REVENUE

ABL-567

(Rev.
28-Sep-2023)

4282

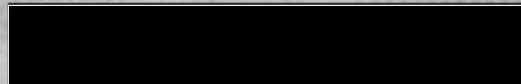
PBW

ON PREMISES BEER & WINE

25

Owner Name and Mailing Address

WHISTLER RESTAURANT GROUP, LLC



Letter ID: L0027721252

LICENSE NO. 111626919-PBW

FILE NO. 111626919

DATE ISSUED: 11/16/23

STIPULATIONS: 0

Trade Name and Business Address

REYS

20 N MAIN ST

GREENVILLE SC 29601-2719

START DATE: 12/01/23

END DATE: 11/30/25

THIS LICENSE IS NOT TRANSFERABLE

..... You may not transfer this permit or license to another location or to another person.
If you sell all or a portion of your business, before the buyer can legally sell beer, wine, or liquor, he or she MUST obtain his/her own permit or license. You can be held financially responsible for any violations of the law that take place by any person using your permit and/or license. You may be held financially responsible for injuries due to the negligent sale of the beverages by someone using your permit or license.

***** POST THIS IN A CONSPICUOUS PLACE *****

JP-112E:00075\$-0



**Planning Staff Report to
Board of Zoning Appeals
August 11, 2025**
for the August 14, 2025 Public Hearing

Docket Number:	S 23-033M
Applicant:	Whistler Restaurant Group, LLC (Jessica Kearns) dba Reys
Property Owner:	20 North Main Street, LLC
Property Location:	20 North Main Street
Tax Map Number:	000100-05-00200
Acreage:	0.08
Zoning:	MXS-D, Shopfront Downtown District -DD, Downtown Design Overlay District
Proposal:	SPECIAL EXCEPTION to modify a 'Bar or nightclub' use operating after midnight

Applicable Sections of the City of Greenville Code of Ordinances:

<i>Sec. 19-3.2.1.B.2.</i>	<i>Hours of Operation</i>
<i>Sec. 19-3.4.4.</i>	<i>Commercial Use Standards</i>
<i>Sec. 19-6.2.15.A.</i>	<i>Quasi-Judicial Review/Applicability</i>
<i>Sec. 19-6.2.15.D.2.</i>	<i>Special Exception Permit</i>

Staff Recommendation: Approve with conditions

Staff concludes that the Application complies with the standards to grant a Special Exception Permit as a **'Bar or nightclub'** use operating after midnight. If the Board decides to grant the Permit, Staff recommends the following conditions:

1. Operation of the facility shall be limited to a 'bar' use, as defined by this Code, and shall substantially conform to the statements of the Applicant and the content of the application. Modification of the facility's operation shall require the Applicant to seek a modification of the special exception permit.
2. The business shall comply with the location standards established by the state. Operation of the business shall comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.
3. Hours of operation shall be substantially consistent with those stated by the Applicant and not exceed past 2:00 a.m. Food service shall be available until last call.
4. Per Greenville Development Code Section 19-3.2.1.B.3., delivery, waste collection, and similar commercial traffic is prohibited between the hours of 10:00 p.m. and 7:00 a.m.
5. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and must be enforced by the proprietors.

6. At all times during its occupancy, the Applicant shall assign a manager on the premises who shall ensure compliance with the terms of the special exception permit, this Code, and the applicable S.C. Code of Laws and Regulations.
7. The Applicant shall take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, and adequate patron parking.
8. The Applicant and all its managers and employees responsible to serve any alcoholic beverage (current and future) shall participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee shall be retained on-site and available for inspection by the administrator and the city police department. Current personnel shall receive training within 30 days of the date of the issuance of the certificate of occupancy and future personnel shall receive training within 30 days of hiring.
9. The Applicant shall retain a minimum of two (2) security persons, at least one of which must be positioned outside the business, on Thursdays, Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.
10. The Applicant shall designate staff at all ingress/egress points to be responsible for monitoring the flow of patrons and confirmation of compliance with allowable occupant capacity. Additionally, the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
11. All outdoor dining and seating areas associated with the business shall be closed by 12:00 midnight. Expansion of the outdoor dining areas within the Main Street right of way may be permitted subject to an encroachment agreement and an additional meeting with the Technical Advisory Committee.
12. Outdoor entertainment and exterior sound amplification shall be prohibited.
13. Interior sound amplification shall be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
14. Exterior doors and windows shall remain closed except to provide ingress and egress after 10:00 p.m.
15. A pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise violations may be grounds for revocation of the permit.
16. If outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
17. A copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.

18. The use shall comply with the Technical Advisory Committee findings and recommendations.

Staff Analysis:

The Applicant, Whistler Restaurant Group, LLC (Jessica Kearns), requests a modification to the existing special exception permit for a 'general food and beverage (up to 6,000 SF)' and 'bar' use operating after midnight in downtown Greenville. The ground floor of the subject property is currently in use as a restaurant and bar with operation after midnight under the same business name. An expansion to the second floor and an increase in occupancy was approved in 2024 by the Board, however a change to the design has been requested that will create a recessed outdoor dining area. That change is prompting the special exception modification as the previously approved permit prohibited outdoor dining.

The subject property is zoned MXS-D, Shopfront Downtown. The Shopfront Downtown zoning district is intended to accommodate the City's most intense mixed use and pedestrian friendly activity. Although buildings are allowed to be exclusively residential or nonresidential in use, the vertical mixing of uses is strongly encouraged.

The Applicant has indicated the business will continue to operate up to seven days a week from 4:00 p.m. until 2:00 a.m. and may eventually expand hours to open at 11:00 a.m.

Although the use of 'bar' and 'general food and beverage' is permitted by right in the MXS-D zoning district, per Greenville Development Code Section 19-3.2.1.B.2., "any use open to the public with hours of operation between 12:00 a.m. and 5:00 a.m. requires a Special Exception permit."

Because the property is located within the -DD, Downtown Design overlay, a Design Certificate of Appropriateness (CA) is required for exterior building and site work. A Design Certificate of Appropriateness was approved by the city's Design Review Board for exterior modifications, including the recessed outdoor dining area, earlier this year. A building permit for the renovation in 2024 has been issued and construction has begun. In accordance with Section 19-6.2.15.B.2.c., this request can proceed to the Board of Zoning Appeals.

The business will feature a full-service kitchen and serve beer, wine, and liquor by the drink. Alcohol sales were initially estimated to account for approximately 40 percent of all revenues, while food and non-alcoholic drink sales will account for the remaining 60 percent of revenues, however per the Applicant, the breakdown is closer to 50-50. Food sales will be available during all operating hours according to the application; however, a limited menu will be offered near closing. Given the amount of alcohol sales, reclassification of the use from 'general food and beverage' and 'bar or nightclub' to solely 'bar or nightclub' is proposed by Planning staff.

No indoor/outdoor live entertainment is existing or proposed. Background music will be played through the existing speaker system. A speaker for the new outdoor dining area is proposed.

The Technical Advisory Committee (TAC) met with the Applicant on April 17, 2025, and recommended approval of the Special Exception Permit modification with conditions; these recommended conditions are listed at the end of this report.

Attendance at the monthly Project Preview Meeting was not required as part of this application, however the Applicant's architect presented the project at the March 25, 2025, Project Preview Meeting as part of the Certificate of Appropriateness application process.

The special exception permit for the current iteration of Reys, S 23-033, was approved by the Board in February 2023. An expansion to the upper floor was approved under the first iteration of S 23-033M in October 2024. A copy of the last special exception staff report and approved special exception permit will be attached as part of the staff report. No zoning violations of that special exception permit have occurred. A cigar bar, known as Cigar Experience, was the last tenant to occupy the second floor and received a conditional use permit, CU 19-287, in 2019.

A Special Exception Permit shall be approved only upon finding that the Applicant demonstrates **all** the following are met:

Standard a: The Proposed Special Exception Is Consistent with the Comprehensive Plan.

The GVL2040 Comprehensive Plan identifies the subject property in the 'Center City' classification as part of the future land use map.

The 'Center City' classification is described as Greenville's downtown central business district. It contains a mix of land uses including but not limited to office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential. Development is expected to be pedestrian-oriented and designed to actively engage streets, parks, plazas, the riverfront, and other public spaces.

The proposed restaurant and bar use maintains the blend of service, entertainment, and other commercial uses in the Center City.

GVL2040 also notes that "future investments and policies are shaped by the Downtown Strategic Master Plan (2019) and at a broader level by the planning principles and priorities of GVL2040."

The Downtown Strategic Master Plan provides information on market influences, proposes affordable housing and economic development strategies, identifies urban design focus areas, and includes a list of action items.

The establishment will contribute to the diversity of restaurant and bar options offered along Main Street, which generally aligns with the objectives in the 'Retail Preservation and Enhancement Strategy' subsection of the Downtown Master Plan.

Staff finds that the proposed use is consistent with the Comprehensive Plan.

Standard b: The Proposed Special Exception Complies With All Use Standards in Div. 19-3.4.

Use standards for 'general food and beverage' as well as 'bar or nightclub' uses are located in Section 19-3.4.4.C. and are listed below:

19-3.4.4. Commercial use standards

C. Food and Beverage

1. General Food and Beverage

- a. Permitted hours of operation are between 5:00 a.m. and 12:00 a.m. (midnight).*
- b. Hours of operation between 12:00 a.m. (midnight) and 5:00 a.m. require a special exception permit.*

2. Bar or Nightclub

- a. Must comply with the location standards established by the state.*
- b. Operation of the business must comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.*
- c. At all times during its occupancy, the applicant must assign a manager on the premises who must ensure compliance with this Code, and the applicable South Carolina Code of Laws and Regulations.*
- d. The applicant and all of its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the*

City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.

d. The Administrator may require the applicant to retain outdoor security persons during operation of the establishment. The security persons must possess a security officer registration certificate pursuant to South Carolina Code 1976, title 40, chapter 18, or, as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified.

e. Occupant capacity of the establishment must be established by the City building codes Administrator. The applicant must designate staff at all ingress/egress points to be responsible for monitoring the flow of patrons.

f. Exterior sound amplification is prohibited except in areas specifically authorized on the approved site plan; all amplified sound must be directed inward toward the facility and away from any adjoining use or public property. Specified hours of exterior sound amplification are limited by the permit.

g. Interior sound amplification must be located only as reflected on the approved floor plan and must be directed away from the principal entrance or directed toward the interior of the building. Except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.

h. Rooftop decks must have perimeter guard railing above table surfaces.

i. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and throughout the parking lot and must be enforced by the proprietors.

j. The application must comply with City noise, smoking, and encroachment ordinances.

k. The Administrator may attach additional conditions which will protect nearby uses from any adverse impacts reasonably expected to occur as a result of the operation of the bar or nightclub.

The Applicant has stated their intent to comply with the use criteria within their application.

Upon discussion with the Technical Advisory Committee, the Applicant displayed awareness of potential issues related to noise, security, and occupancy capacity. The Applicant reiterated that the use would not operate as a nightclub and no live entertainment is proposed.

The business will continue to use That Security Company for security services. One security guard will be on duty after 9:00 p.m. Sunday through Thursday and that two security guards would be on duty after 9:00 p.m. Friday and Saturday. The Applicant indicated that all security guards would have SLED certification.

An outdoor speaker is proposed; however, TAC did not recommend that the speaker be permitted.

Staff recommends formal incorporation of TAC's recommended conditions, listed at the end of this report, into any motion for approval. Staff also recommends the incorporation of the applicable use specific standards as conditions of approval.

Staff finds, with appropriate conditions, the use complies with the use standards of the Greenville Development Code.

Standard c: The Proposed Special Exception is Appropriate for its Location and Compatible with the Character of Surrounding Lands and the Uses Permitted in the Zoning Districts of Surrounding Lands, and Will Not Reduce Property Values of Surrounding Lands.

The land uses and zoning districts of adjacent property is as follows:

East:	General food/beverage (MX-D, Mixed Use Downtown)
North:	General food/beverage (MXS-D, Shopfront Downtown)
West:	General food/beverage, general office, and general retail (MXS-D)
South:	General food/beverage, general office, and residential (MXS-D)

The property is located in downtown Greenville and is zoned MXS-D, Shopfront Downtown District. The subject property is a three-story, mixed-use building attached to adjacent buildings. The use will occupy a ground floor and second floor suite. The ground floor includes access to a basement level. The ground floor space has been in use as a restaurant operating after midnight since 2009. The second floor has historically operated as a restaurant/bar (Stellar) or cigar bar (The Cigar Experience). The third-floor suite is a residential apartment unit. During the TAC meeting, the Applicant confirm they still have control over that residence.

Surrounding properties are zoned MX-D and MXS-D and are used for a variety of uses, including but not limited to retail, restaurants, and offices. Neighboring tenant businesses include Trio – A Brick Over Café, Scoundrel, and Windy City Burgers.

Beyond the third-floor apartment, residential uses within the immediate vicinity appear to be located at 18 and 102 N Main Street. These residences are in upper levels of mixed-use buildings.

The Applicant has stated the business will close at 2:00 a.m., which is the same closing time as the current restaurant. Similar uses in the area, such as Society, also close at 2:00 a.m. With the appropriate conditions, the overnight business hours are not anticipated to create a conflict with other neighboring businesses and residential uses nearby.

Staff finds, with appropriate conditions, the use is compatible with surrounding lands.

Standard d. The Design of the Proposed Special Exception Minimizes Adverse Effects, Including Visual Impacts of the Proposed Use on Adjacent Lands; Furthermore, the Proposed Special Exception Does Not Impose Significant Adverse Impact on Surrounding Lands Regarding Service Delivery, Parking and Loading, Odors, Noise, Glare, Vibration, and Does Not Create a Nuisance.

The proposed use is located within an existing building. Changes are proposed to the front façade of the building. The changes will create a small outdoor seating area that is recessed into the building. Alterations are also planned to the façade. The changes have been approved by the Design Review Board. No adverse visual impacts are anticipated from the use.

Parking for the use is expected to come from on-street parking and public parking garages, such as the West Washington Street Deck and the South Spring Street Parking Garage, which are within a five-minute walk of the property. There are also various private parking lots within the vicinity.

An alleyway off East Coffee Street functions as a service area for uses within the building. Common loading/unloading and trash collection for the use will occur from this area. An on-street loading and unloading zone is also available on East Coffee Street. No adverse impacts are anticipated regarding delivery, parking, loading, and odors.

The application states that no live music will be performed at the restaurant and bar. Only background music will be played through the speaker system. A speaker is proposed in the new recessed outdoor dining area. With conditions, no substantial adverse noise and vibration impacts are anticipated.

Since the Applicant already has been operating the business on the ground floor, Planning staff reviewed police calls for service with the City's Police Department. Call volume was within normal service levels and no concerning trends or incidents were identified. Additionally, no zoning violations of the special exception permit were noted. With appropriate conditions, the use is not anticipated to create a public nuisance.

To minimize detrimental impacts on adjacent land uses, staff recommends that approval of the Special Exception Permit be conditioned upon the findings and recommendations of TAC, listed at the end of this report and within the Staff Recommendation.

Staff finds, with appropriate conditions, the use and its design will not have substantial adverse impacts.

TAC Findings and Recommendation

FINDINGS OF THE COMMITTEE:

1. The application and all other documents submitted supplemental to the application as part of this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The Applicant indicates the business will continue to operate as a restaurant and bar known as Reys.
3. The Applicant indicates the intent to operate as a restaurant and bar with hours of operation of seven days a week from 4:00 p.m. to 2:00 a.m. Expanded hours of operation from 11:00 a.m. to 2:00 a.m. are still anticipated in the future.
4. The Applicant indicates that the business is still planning to expand to the second floor and that permits have been issued.
5. The Applicant indicates that as a part of the planned construction, a change is being proposed to create outdoor seating and consolidate the two existing entries into one entry.
6. The Applicant indicates that food will be served at all hours, however a reduced menu will be offered from 1:00 a.m. to close.
7. The Applicant indicates that food sales are less than alcohol sales, however food offerings are being expanded.
8. The Applicant holds an alcohol beverage license for on-premises consumption of beer, wine, and liquor. Last call will occur no later than 15 minutes before close.
9. The Applicant indicates that staff will be trained in all applicable manners relating to alcohol service and will obtain ServSafe certification.
10. The Applicant indicates that That Security Company has been retained to provide security services for the business. The Applicant indicates that one security guard would be on duty after 9:00 p.m. Sunday through Thursday and that two security guards would be on duty after 9:00 p.m. Friday and Saturday. The Applicant indicated that all security guards would have SLED certification.
11. The Applicant, based on the proposed life safety plan, indicates that maximum occupancy on the overall tenant premises is expected to be 353 occupants. The occupancy of the ground floor space is proposed to be 191 occupants. The occupancy of the second floor space is proposed to be 150 occupants. The occupancy of the outdoor seating area is proposed to be 12 occupants.

12. The Applicant indicates that no live music or entertainment will occur on-site, but that indoor sound amplification of music occurs.
13. The Applicant indicates that an outdoor speaker is planned for the outdoor dining area.
14. The Applicant indicates that the third floor is occupied by a one-bedroom residence. The Applicant states that they still control the use of that unit.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application.
2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on adjacent uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations a condition or conditions of the permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses, and are in addition to the standard requirements outlined in the Greenville Development Code:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the Applicant.
 - b. This Committee recommends that the final life safety plan and floor plan be in close keeping to the currently proposed occupancy count of 191 persons on the ground floor, 150 persons on the second floor, and 12 persons in the outdoor dining area.
 - c. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
 - d. This Committee recommends that rules consistent with the provisions of the City Code must be posted in conspicuous locations on the building and throughout the parking lot (if applicable) and must be enforced by the proprietors.
 - e. This Committee recommends that at all times during its occupancy, the Applicant must assign a manager on the premises who must ensure compliance with the terms of the special exception permit, this Code, and the applicable South Carolina Code of Laws and Regulations.
 - f. This Committee recommends that the Applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.
 - g. This Committee recommends that the Applicant shall retain a minimum of two (2) security persons, of which at least one shall be positioned outside the business, on Thursdays,

Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.

- h. This Committee recommends that the Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity.
 - i. Additionally, this Committee recommends the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
- i. This Committee recommends that outdoor dining and seating areas associated with the business be closed by 12:00 midnight. Expansion of the outdoor dining areas within the Main Street right of way may be permitted subject to an encroachment agreement and an additional meeting with the Technical Advisory Committee.
- j. This Committee recommends that outdoor entertainment shall be prohibited.
- k. This Committee recommends that all interior sound amplification be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
- l. This Committee recommends that exterior sound amplification be prohibited and that the proposed outdoor speaker be eliminated from the plans.
- m. This Committee recommends that, except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.
- n. This Committee recommends that a pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise complaints may be grounds for revocation of the permit.
- o. This Committee recommends that if outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
- p. This Committee recommends that a copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.
- q. This Committee recommends that repeated violations of the conditions of this permit shall be grounds for revocation of this permit.
- r. This Committee recommends that use be reclassified as a 'drinking establishment' for business license purposes moving forward.

Staff Comments

City Engineer

Comments:

No comments received at time of staff report posting.

Civil Engineer

Comments:

No comments.

Environmental Engineer

Comments:

No comments received at time of staff report posting.

Traffic Engineer

Comments:

No comments received at time of staff report posting.

Fire Department

Comments:

Life safety plan has been updated to show level 1 and level 2. Fully sprinklered and fire alarm system, as well all egress for all levels.

REPORT OF THE TECHNICAL ADVISORY COMMITTEE

to the

Board of Zoning Appeals

S 23-033M

Application by Whistler Restaurant Group, LLC (Jessica Kearns) dba Reys for a **SPECIAL EXCEPTION** to modify a 'General food and beverage (up to 6,000 SF)' and 'Bar' use operating after midnight in an MXS-D, Shopfront Downtown district at **20 N MAIN ST** (TM# 000100-05-00200)

Committee Meeting Date(s): April 17, 2025

Applicant attending meeting: Tim Kearns (co-owner) and Sam Cover (manager)

Proposed Business: Reys

FINDINGS OF THE COMMITTEE:

1. The application and all other documents submitted supplemental to the application as part of this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The Applicant indicates the business will continue to operate as a restaurant and bar known as Reys.
3. The Applicant indicates the intent to operate as a restaurant and bar with hours of operation of seven days a week from 4:00 p.m. to 2:00 a.m. Expanded hours of operation from 11:00 a.m. to 2:00 a.m. are still anticipated in the future.
4. The Applicant indicates that the business is still planning to expand to the second floor and that permits have been issued.
5. The Applicant indicates that as a part of the planned construction, a change is being proposed to create outdoor seating and consolidate the two existing entries into one entry.
6. The Applicant indicates that food will be served at all hours, however a reduced menu will be offered from 1:00 a.m. to close.
7. The Applicant indicates that food sales are less than alcohol sales, however food offerings are being expanded.
8. The Applicant holds an alcohol beverage license for on-premises consumption of beer, wine, and liquor. Last call will occur no later than 15 minutes before close.

9. The Applicant indicates that staff will be trained in all applicable manners relating to alcohol service and will obtain ServSafe certification.
10. The Applicant indicates that That Security Company has been retained to provide security services for the business. The Applicant indicates that one security guard would be on duty after 9:00 p.m. Sunday through Thursday and that two security guards would be one duty after 9:00 p.m. Friday and Saturday. The Applicant indicated that all security guards would have SLED certification.
11. The Applicant, based on the proposed life safety plan, indicates that maximum occupancy on the overall tenant premises is expected to be 353 occupants. The occupancy of the ground floor space is proposed to be 191 occupants. The occupancy of the second floor space is proposed to be 150 occupants. The occupancy of the outdoor seating area is proposed to be 12 occupants.
12. The Applicant indicates that no live music or entertainment will occur on-site, but that indoor sound amplification of music occurs.
13. The Applicant indicates that an outdoor speaker is planned for the outdoor dining area.
14. The Applicant indicates that the third floor is occupied by a one-bedroom residence. The Applicant states that they still control the use of that unit.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application.
2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on adjacent uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations a condition or conditions of the permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses, and are in addition to the standard requirements outlined in the Greenville Development Code:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the Applicant.
 - b. This Committee recommends that the final life safety plan and floor plan be in close keeping to the currently proposed occupancy count of 191

persons on the ground floor, 150 persons on the second floor, and 12 persons in the outdoor dining area.

- c. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
- d. This Committee recommends that rules consistent with the provisions of the City Code must be posted in conspicuous locations on the building and throughout the parking lot (if applicable) and must be enforced by the proprietors.
- e. This Committee recommends that at all times during its occupancy, the Applicant must assign a manager on the premises who must ensure compliance with the terms of the special exception permit, this Code, and the applicable South Carolina Code of Laws and Regulations.
- f. This Committee recommends that the Applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.
- g. This Committee recommends that the Applicant shall retain a minimum of two (2) security persons, of which at least one shall be positioned outside the business, on Thursdays, Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may

occupy the premises. The security person(s) must possess a “Security Officer Registration Certificate” pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.

- h. This Committee recommends that the Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity.
 - i. Additionally, this Committee recommends the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
- i. This Committee recommends that outdoor dining and seating areas associated with the business be closed by 12:00 midnight. Expansion of the outdoor dining areas within the Main Street right of way may be permitted subject to an encroachment agreement and an additional meeting with the Technical Advisory Committee.
- j. This Committee recommends that outdoor entertainment shall be prohibited.
- k. This Committee recommends that all interior sound amplification be located only as reflected on the approved floor plan and be directed away from the principal entrance or directed toward the interior of the building.
- l. This Committee recommends that exterior sound amplification be prohibited, and that the proposed outdoor speaker be eliminated from the plans.
- m. This Committee recommends that, except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.
- n. This Committee recommends that a pattern of noise complaints related to the business shall be grounds to require another meeting with the

Technical Advisory Committee. Repeated noise complaints may be grounds for revocation of the permit.

- o. This Committee recommends that if outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
- p. This Committee recommends that a copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.
- q. This Committee recommends that repeated violations of the conditions of this permit shall be grounds for revocation of this permit.
- r. This Committee recommends that use be reclassified as a 'drinking establishment' for business license purposes moving forward.

Respectfully Submitted,

John Hamlett
Technical Advisory Committee Chair



Ross Zelenske, AICP
Senior Development Planner and Liaison to the Board of Zoning Appeals



PROJECT PREVIEW MEETING (PPM) RESPONSE FORM

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

*Project Type:	Front Entry Renovation
*Name:	Rey's
*Address:	20 N. Main St.
*City/State:	Greenville, SC
*Zip:	29601
*Phone:	[REDACTED]
*Email:	[REDACTED]

PROPERTY INFORMATION

*TAX MAP #(S): 0001000500200

*PROPERTY ADDRESS: 20 N. Main St. Greenville, SC 29601

*CURRENT ZONING DESIGNATION: MXS-D

*BRIEF DESCRIPTION OF PROJECT
REQUEST: Renovation to storefront entry at street level of existing building

For the following items, fill out in response to the public's attendance and reaction to your presented project.

*DATE ATTENDED PPM: 03/25/25 *NUMBER OF PEOPLE WHO VISITED STATION: +/-20

*NAME OF ATTENDEES WHO REPRESENTED PROJECT: Jamison Hupp, Architect

*DESCRIBE MAIN QUESTIONS RECEIVED AND RESPONSES
PROVIDED: many questions were related to what Rey's establishment was doing - were they moving/relocating? Were they expanding or another restaurant?

What was the intent for the updated entry design? All responses were very positive regarding the update. including:

Cool! , Looks good!, Nice to see the Art Deco Style being reclaimed.,

*PROVIDE OVERALL SUMMARY OF DISCUSSION WITH ATTENDEES REGARDING YOUR PROJECT:

Many attendees reminisced their times at the original jewelry store or the bar through the years; others appreciated the complimentary design of the art deco style building; very complimentary of all aspects of the design and a substantial improvement over what is there now; all attendees appreciated the curves and nod to original architecture

*DETAIL ANY SPECIFIC QUESTIONS OR AREAS OF INTEREST FROM COMMUNITY: _____

A few asked if there would be a conflict getting furniture up the stairs (not an issue);

*DETAIL ANY COMMENTS OR CONCERNS EXPRESSED BY ATTENDEES: _____

Concerns mentioned were concentrated on existing conditions - a few mentioned that the door swings out into the sidewalk area are dangerous and the building is currently confusing with all the doors

*WERE ANY COMMENTS OR PHONE CALLS RECEIVED FROM COMMUNITY OUTSIDE OF THE PPM? IF SO, PLEASE SUMMARIZE: No

*ARE THERE ANY ITEMS YOU WOULD TO DISCUSS WITH STAFF? Yes, facade improvement grant process
We would like to pursue this to the fullest extent possible and engage the city in this discussion

*DO YOU PLAN TO MODIFY OR REVISE YOUR PROPOSAL BASED ON COMMENTS OR INPUT RECEIVED AT THE PPM? IF SO, PLEASE DISCUSS: No modifications based on comments from PPM

*ANY ENGAGEMENT WITH NEIGHBORHOOD OR COMMUNITY OUTSIDE OF THE PPM? IF SO WHEN/WHERE?
None

*ANY SUGGESTIONS TO IMPROVE THE PPM PROCESS IN THE FUTURE? not at this time

OVERALL TYPE OF FEEDBACK RECEIVED

***Select one:** ☒ Positive ☐ Negative ☐ Neutral

****PLEASE COMPLETE AND EMAIL TO PLANNING@GREENVILLESC.GOV BY END OF WEEK FROM THE PROJECT PREVIEW MEETING.***

CITY OF GREENVILLE PROJECT PREVIEW MEETING RESPONSE FORM

Rev. 2/28/2024



**Planning Staff Report to
Board of Zoning Appeals
October 4, 2024
for the October 10, 2024 Public Hearing**

Docket Number:	S 23-033M
Applicant:	Whistler Restaurant Group, LLC (Jessica Kearns) dba Reys
Property Owner:	20 North Main Street, LLC
Property Location:	20 North Main Street
Tax Map Number:	000100-05-00200
Acreage:	0.08
Zoning:	MXS-D, Shopfront Downtown District
Proposal:	SPECIAL EXCEPTION to expand a 'General food and beverage (up to 6,000 SF)' and 'Bar or nightclub' use operating after midnight

Applicable Sections of the City of Greenville Code of Ordinances:

<i>Sec. 19-3.2.1.B.2.</i>	<i>Hours of Operation</i>
<i>Sec. 19-3.4.4.</i>	<i>Commercial Use Standards</i>
<i>Sec. 19-6.2.15.A.</i>	<i>Quasi-Judicial Review/Applicability</i>
<i>Sec. 19-6.2.15.D.2.</i>	<i>Special Exception Permit</i>

Staff Recommendation: Approve with Conditions

Staff concludes that the Application complies with the standards to grant a Special Exception Permit as a **'General food and beverage (up to 6,000 SF)'** and **'Bar or nightclub'** use operating after midnight. If the Board decides to grant the Permit, Staff recommends the following conditions:

1. Operation of the facility shall be limited to a 'general food and beverage' and 'bar' use, as defined by this Code, and shall substantially conform to the statements of the Applicant and the content of the application. Modification of the facility's operation shall require the Applicant to seek a modification of the special exception permit.
2. The business shall comply with the location standards established by the state. Operation of the business shall comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.
3. Hours of operation shall be substantially consistent with those stated by the Applicant and not exceed past 2:00 a.m. Food service shall be available until last call.
4. Delivery, waste collection, and similar commercial traffic is prohibited between the hours of 10:00 p.m. and 7:00 a.m.
5. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and throughout the parking lot and must be enforced by the proprietors.

6. At all times during its occupancy, the Applicant shall assign a manager on the premises who shall ensure compliance with the terms of the special exception permit, this Code, and the applicable S.C. Code of Laws and Regulations.
7. The Applicant shall take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
8. The Applicant and all its managers and employees responsible to serve any alcoholic beverage (current and future) shall participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the city police department. Evidence of satisfactory completion of this training for each employee shall be retained on-site and available for inspection by the administrator and the city police department. Current personnel shall receive training within 30 days of the date of the issuance of the certificate of occupancy and future personnel shall receive training within 30 days of hiring.
9. The Applicant shall retain a minimum of two (2) security persons, at least one of which must be positioned outside the business, on Thursdays, Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.
10. The Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity. Additionally, the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
11. Outdoor seating and outdoor entertainment shall be prohibited.
12. Interior sound amplification (other than ambient background music) and exterior sound amplification be prohibited.
13. Exterior doors and windows shall remain closed except to provide ingress and egress between the hours of 10:00 p.m. and 2:00 a.m.
14. If outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
15. The use shall comply with the Technical Advisory Committee findings and recommendations.
16. A copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.

Staff Analysis:

The Applicant, Whistler Restaurant Group, LLC (Jessica Kearns), requests a modification to the existing special exception permit to expand a 'general food and beverage (up to 6,000 Sf)' and 'bar' use operating after midnight in downtown Greenville. The ground floor of the subject property is currently in use as a

restaurant with operation after midnight under the same business name. An expansion to the second floor is occurring, which is prompting the special exception modification. An interior renovation to the first and second floor will occur as part of the expansion. The work will include an increase to the overall occupancy capacity.

The subject property is zoned MXS-D, Shopfront Downtown. The Shopfront Downtown zoning district is intended to accommodate the City's most intense mixed use and pedestrian friendly activity. Although buildings are allowed to be exclusively residential or nonresidential in use, the vertical mixing of uses is strongly encouraged.

Although the use of 'bar' and 'general food and beverage' is permitted by right in the MXS-D zoning district, per Greenville Development Code Section 19-3.2.1.B.2., "any use open to the public with hours of operation between 12:00 a.m. and 5:00 a.m. requires a Special Exception permit."

The Applicant has indicated the business will operate up to seven days a week from 4:00 p.m. until 2:00 a.m. and may eventually expand hours to open at 11:00 a.m.

The business will feature a full-service kitchen and serve beer, wine, and liquor by the drink. Alcohol sales were initially estimated to account for approximately 40 percent of all revenues, while food and non-alcoholic drink sales will account for the remaining 60 percent of revenues, however per the Applicant, the breakdown is closer to 50-50. Food sales will be available during all operating hours according to the application; however, a limited menu will be offered near closing.

No outdoor dining is existing or proposed.

No indoor/outdoor live entertainment is existing or proposed.

The Technical Advisory Committee (TAC) met with the Applicant on September 19, 2024, and recommended approval of the Special Exception Permit modification with conditions; these recommended conditions are listed at the end of this report.

The special exception permit for the current iteration of Reys, S 23-033, was approved by the Board in February 2023. A copy of the original special exception staff report and approved special exception permit will be attached as part of the staff report. No zoning violations of that special exception permit have occurred. A cigar bar, known as Cigar Experience, was the last tenant to occupy the second floor and received a conditional use permit, CU 19-287, in 2019.

Attendance at the monthly Project Preview Meeting was not required as part of this application and was not held.

A Special Exception Permit shall be approved only upon finding that the Applicant demonstrates *all* the following are met:

Standard a: The Proposed Special Exception Is Consistent with the Comprehensive Plan.

The GVL2040 Comprehensive Plan identifies the subject property in the 'Center City' classification as part of the future land use map.

The 'Center City' classification is described as Greenville's downtown central business district. It contains a mix of land uses including but not limited to office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential. Development is expected to be pedestrian-oriented and designed to actively engage streets, parks, plazas, the riverfront, and other public spaces.

The proposed restaurant and bar use maintains the blend of service, entertainment, and other commercial uses in the Center City.

GVL2040 also notes that "future investments and policies are shaped by the Downtown Strategic Master Plan (2019) and at a broader level by the planning principles and priorities of GVL2040."

The Downtown Strategic Master Plan provides information on market influences, proposes affordable housing and economic development strategies, identifies urban design focus areas, and includes a list of action items.

The establishment will contribute to the diversity of restaurant and bar options offered along Main Street, which generally aligns with the objectives in the 'Retail Preservation and Enhancement Strategy' subsection of the Downtown Master Plan.

Staff finds that the proposed use is consistent with the Comprehensive Plan.

Standard b: The Proposed Special Exception Complies With All Use Standards in Div. 19-3.4.

Use standards for 'general food and beverage' as well as 'bar or nightclub' uses are located in Section 19-3.4.4.C. and are listed below:

19-3.4.4. Commercial use standards

C. Food and Beverage

1. General Food and Beverage

- a. Permitted hours of operation are between 5:00 a.m. and 12:00 a.m. (midnight).*
- b. Hours of operation between 12:00 a.m. (midnight) and 5:00 a.m. require a special exception permit.*

2. Bar or Nightclub

- a. Must comply with the location standards established by the state.*
- b. Operation of the business must comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.*
- c. At all times during its occupancy, the applicant must assign a manager on the premises who must ensure compliance with this Code, and the applicable South Carolina Code of Laws and Regulations.*
- d. The applicant and all of its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.*
- d. The Administrator may require the applicant to retain outdoor security persons during operation of the establishment. The security persons must possess a security officer registration certificate pursuant to South Carolina Code 1976, title 40, chapter 18, or, as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified.*
- e. Occupant capacity of the establishment must be established by the City building codes Administrator. The applicant must designate staff at all ingress/egress points to be responsible for monitoring the flow of patrons.*
- f. Exterior sound amplification is prohibited except in areas specifically authorized on the approved site plan; all amplified sound must be directed inward toward the facility and away from any adjoining use or public property. Specified hours of exterior sound amplification are limited by the permit.*

g. Interior sound amplification must be located only as reflected on the approved floor plan and must be directed away from the principal entrance or directed toward the interior of the building. Except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.

h. Rooftop decks must have perimeter guard railing above table surfaces.

i. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and throughout the parking lot and must be enforced by the proprietors.

j. The application must comply with City noise, smoking, and encroachment ordinances.

k. The Administrator may attach additional conditions which will protect nearby uses from any adverse impacts reasonably expected to occur as a result of the operation of the bar or nightclub.

The Applicant has stated their intent to comply with the use criteria within their application.

Upon discussion with the Technical Advisory Committee, the Applicant displayed awareness of potential issues related to noise, security, and occupancy capacity. The Applicant reiterated that the use would not operate as a nightclub and no live entertainment is proposed.

Staff recommends formal incorporation of TAC's recommended conditions, listed at the end of this report, into any motion for approval. Staff also recommends the incorporation of the applicable use specific standards as conditions of approval.

Staff finds, with appropriate conditions, the use complies with the use standards of the Greenville Development Code.

Standard c: The Proposed Special Exception is Appropriate for its Location and Compatible with the Character of Surrounding Lands and the Uses Permitted in the Zoning Districts of Surrounding Lands, and Will Not Reduce Property Values of Surrounding Lands.

The land uses and zoning districts of adjacent property is as follows:

East:	General food/beverage (MX-D, Mixed Use Downtown)
North:	General food/beverage (MXS-D, Shopfront Downtown)
West:	General food/beverage, general office, and general retail (MXS-D)
South:	General food/beverage, general office, and residential (MXS-D)

The property is located in downtown Greenville and is zoned MXS-D, Shopfront Downtown District. The subject property is a three-story, mixed-use building attached to adjacent buildings. The use will occupy a ground floor and second floor suite. The ground floor includes access to a basement level. The ground floor space has been in use as a restaurant operating after midnight since 2009. The second floor has historically operated as a restaurant/bar (Stellar) or cigar bar (The Cigar Experience). The third-floor suite is a residential apartment unit. During the TAC meeting, the Applicant stated they have control over that residence.

Surrounding properties are zoned MX-D and MXS-D and are used for a variety of uses, including but not limited to retail, restaurants, and offices. Neighboring tenant businesses include Trio – A Brick Over Café, Scoundrel, and Windy City Burgers.

Beyond the third-floor apartment, residential uses within the immediate vicinity appear to be located at 18 and 102 N Main Street. These residences are in upper levels of mixed-use buildings.

The Applicant has stated the business will close at 2:00 a.m., which is the same closing time as the current restaurant. Similar uses in the area, such as Society, also close at 2:00 a.m. The overnight business hours are not anticipated to create a conflict with other neighboring businesses.

Staff finds, with appropriate conditions, the use is compatible with surrounding lands.

Standard d. The Design of the Proposed Special Exception Minimizes Adverse Effects, Including Visual Impacts of the Proposed Use on Adjacent Lands; Furthermore, the Proposed Special Exception Does Not Impose Significant Adverse Impact on Surrounding Lands Regarding Service Delivery, Parking and Loading, Odors, Noise, Glare, Vibration, and Does Not Create a Nuisance.

The proposed use is located within an existing building. No changes are proposed on the exterior of the building. Any future changes would be required to comply with the downtown design guidelines and would be subject to Design Review Board approval. No visual impacts are anticipated from the use.

Parking for the use is expected to come from the on-street parking and public parking garage, such as the West Washington Street Deck and the South Spring Street Parking Garage, which are within a five-minute walk of the property. There are also various private parking lots within the vicinity.

An alleyway off East Coffee Street functions as a service area for uses within the building. Common loading/unloading and trash collection for the use will occur from this area. An on-street loading and unloading zone is also available on East Coffee Street. No adverse impacts are anticipated regarding delivery, parking, loading, and odors.

The application states that no live music will be performed at the restaurant and bar. Only background music will be played through the existing speaker system. No substantial adverse noise and vibration impacts are anticipated.

Since the Applicant already has been operating the business on the ground floor, Planning staff reviewed police calls for service for the last twelve months with the city's Police Department. Call volume was within normal service levels and no concerning trends or incidents were identified. Additionally, no zoning violations of the special exception permit were noted. With appropriate conditions, the use is not anticipated to create a public nuisance.

To minimize detrimental impacts on adjacent land uses, staff recommends that approval of the Special Exception Permit be conditioned upon the findings and recommendations of TAC, listed at the end of this report and within the Staff Recommendation.

Staff finds, with appropriate conditions, the use and its design will not have substantial adverse impacts.

TAC Findings and Recommendation

FINDINGS OF THE COMMITTEE:

1. The application and all other documents submitted supplemental to the application as part of this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The Applicant indicates the business will continue to operate as a restaurant and bar known as Reys.
3. The Applicant indicates the last use of the space on the second floor was a cigar bar and prior to that a restaurant.
4. The Applicant indicates the intent to operate as a restaurant and bar with hours of operation of seven days a week from 4:00 p.m. to 2:00 a.m. Expanded hours of operation from 11:00 a.m. to 2:00 a.m. are still anticipated in the future.
5. The Applicant indicates that food will be served at all hours, however a reduced menu will be offered from 1:00 a.m. to close.

6. The Applicant holds an alcohol beverage license for on-premises consumption of beer, wine, and liquor. Last call will occur no later than 15 minutes before close.
7. The Applicant indicates that staff will be trained in all applicable manners relating to alcohol service and will obtain ServSafe certification.
8. The Applicant indicates that That Security Company has been retained to provide security services for the business. The Applicant indicates that one security guard would be on duty after 9:00 p.m. Sunday through Thursday and that two security guards would be one duty after 9:00 p.m. Friday and Saturday. The Applicant indicated that all security guards would have SLED certification.
9. The Applicant, based on the proposed life safety plan, indicates that maximum occupancy on the overall tenant premises is expected to be 341 occupants. The occupancy of the ground floor space is proposed to be 191 occupants. The occupancy of the second floor space is proposed to be 150 occupants.
10. The Applicant indicates that no live music or entertainment will occur on-site.
11. The Applicant indicates that no outdoor seating is planned.
12. The Applicant indicates that the third floor is occupied by a one-bedroom residence. The Applicant states that they control the use of that unit.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application.
2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on adjacent uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations a condition or conditions of the permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses, and are in addition to the standard requirements outlined in the Greenville Development Code:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the Applicant.
 - b. This Committee recommends that the final life safety plan and floor plan be in close keeping to the currently proposed occupancy count of 191 persons on the ground floor and 150 persons on the second floor.
 - c. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
 - d. This Committee recommends that rules consistent with the provisions of the City Code must be posted in conspicuous locations on the building and throughout the parking lot (if applicable) and must be enforced by the proprietors.
 - e. This Committee recommends that at all times during its occupancy, the Applicant must assign a manager on the premises who must ensure compliance with the terms of the special

exception permit, this Code, and the applicable South Carolina Code of Laws and Regulations.

- f. This Committee recommends that the Applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.
- g. This Committee recommends that the Applicant shall retain a minimum of two (2) security persons, at least one of which must be positioned outside the business, on Thursdays, Fridays and Saturdays from the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that one of the two required security person positions be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.
- h. This Committee recommends that the Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity.
 - i. Additionally, this Committee recommends the Applicant shall designate a staff person to be responsible for monitoring compliance of the occupant capacity of the second floor.
- i. This Committee recommends that outdoor seating and outdoor entertainment shall be prohibited.
- j. This Committee recommends that interior sound amplification (other than ambient background music) and exterior sound amplification be prohibited.
- k. This Committee recommends that, except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.
- l. This Committee recommends that a pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise complaints may be grounds for revocation of the permit.
- m. This Committee recommends that if outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
- n. This Committee recommends that a copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.

- o. This Committee recommends that repeated violations of the conditions of this permit shall be grounds for revocation of this permit.
- p. This Committee recommends that if the Zoning Administrator determines the use fully transitions to a 'Bar or Nightclub' use and is no longer a 'General Food and Beverage' use, this permit shall be revoked, and the business closed until a new zoning application is applied for and approved for the use change.

Fire Department Comments

Comments:

No comments.

City Engineer Comments

Comments:

No comments received at time of staff report posting.

Civil Engineer Comments

Comments:

No comments.

Environmental Engineer Comments

Comments:

No comments.

Traffic Engineer Comments

Comments:

No comments received at time of staff report posting.



APPLICATION FOR SPECIAL EXCEPTION

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	WHISLTER RESTAURANT GROUP, LLC	20 NORTH MAIN ST LLC
*Title:		
*Address:		
*State:		
*Zip:		
*Phone:		
*Email:		

APPLICANT'S AGENT¹:

JESSICA KEARNS

MEMEBER

Name

Title / Organization

Phone

Email

(¹Optional Field- includes project architects, engineers, attorneys, representatives, etc.)

PROPERTY INFORMATION

STREET ADDRESS: 20 NORTH MAIN ST

TAX PARCEL #: 0001000500200

ACREAGE: .07

ZONING DESIGNATION: MXS-D

*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: JK

REQUEST

Refer to Article 19-3, Use Regulations, of the Greenville Development Code

PROPOSED LAND USE: _____

DESCRIPTION OF PROPOSED USE:

Property will be used as it is currently approved and zoned for as a Restaurant and Bar serving food, drinks and cocktails while staying open until 2 AM. The only changes will be adding an outside covered patio area that will seat approx 12 people.

INSTRUCTIONS

1. Refer to the application timeline on Page 4 of this application for a detailed overview of this process.
2. Prior to submitting this application, an Applicant must schedule a pre-application conference with the Administrator to discuss the procedures, standards, and regulations required for approval. Contact the Planning and Zoning Division to schedule a pre-application conference. The email address is planning@greenvillesc.gov and the phone number is 864-467-4476.
3. The questions on Page 3 of this application are the criteria that the Board will use to judge an application. Ensure answers demonstrate how and why the application meets the requirements for the granting of a special exception permit. See **Section 19-6.2.15.(D)(2)** for additional information. An Applicant must attach a separate sheet addressing these questions. To find the Comprehensive Plan and the Greenville Development Code use standards, visit www.greenvillesc.gov/planningzoning.
4. Supplemental information will need to be included with this application as well. A floor plan and/or a site plan showing the existing and proposed conditions associated with the application is generally necessary. A zoning compliance application may also be required for some special exception applications.

For site plans, attach a scaled drawing of the property that reflects, at a minimum, the following:

- (a) property lines, existing buildings, and other relevant site improvements;
- (b) the nature (and dimensions) of the proposed development (activity);
- (c) existing buildings and other relevant site improvements on adjacent properties; and,
- (d) topographic, natural features, etc. relevant to the requested special exception.

5. The application must be received by the Planning and Zoning Division no later than 2:00 p.m. of the date reflected on the Board of Zoning Appeals meeting schedule. The application can be emailed to planning@greenvillesc.gov.
6. The Administrator will acknowledge receipt of the application and will provide instructions on application fee payment. The required application fee is \$250.00.
7. The Administrator will review the application for "completeness" pursuant to **Section 19-6.2.1(B)(3) Completeness Determination**, prior to proceeding with public notice. If the application is determined to be "incomplete," the Administrator will contact the Applicant to request that the applicant resolve the deficiencies.
8. The Applicant must post the subject property at least 15 calendar days (but not more than 18 days) prior to the scheduled hearing date. Additionally, the Applicant is responsible for preparing and mailing the written notice at least 15 calendar days prior to the public hearing. Posted and mailed notice instructions will be provided to the Applicant by the Administrator after application is determined to be complete.

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.

If the Planning and Zoning Division 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 Administrator will indicate in its report to the Board of Zoning Appeals that granting the requested change would not likely result in the benefit the Applicant seeks.

APPLICANT / AGENT SIGNATURE: _____ DATE 3/30/25

PROPERTY OWNER SIGNATURE: _____ DATE 3/30/25

APPLICANT RESPONSE TO

SECTION 19- 6.2.15(D)(2) - SPECIAL EXCEPTION PERMIT

The following questions are the criteria that the Board will use to judge an application. Ensure answers thoroughly demonstrate how and why the application meets the requirements for the granting of a special exception.

Please attach a separate sheet that addresses each of the following questions:

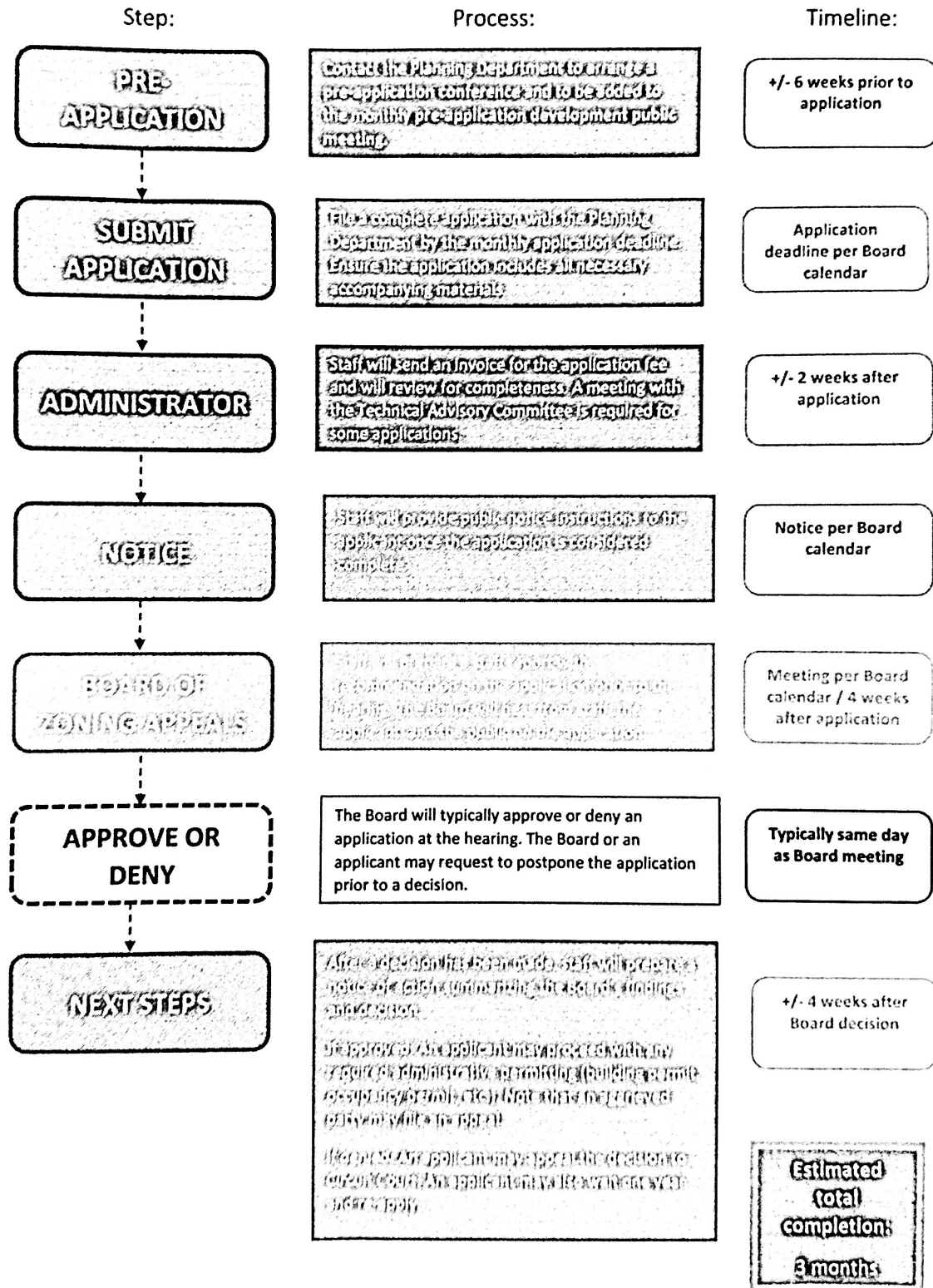
1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN **SECTION 19-3.4, USE STANDARDS.**

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING:
 - A. VISUAL IMPACTS;
 - B. SERVICE DELIVERY;
 - C. PARKING AND LOADING;
 - D. ODORS;
 - E. NOISE;
 - F. GLARE;
 - G. AND, VIBRATION.

Section 6.2.15(B) Application Requirements
Application Timeline



**APPLICANT RESPONSE TO
SECTION 19-2.3.5(D)(1), STANDARDS – SPECIAL EXCEPTION**

(YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

There will be no deviation from the current footprint other than adding the outside patio which is currently under the same footprint. The food menu will also change

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN SECTION 19-4.3, USE SPECIFIC STANDARDS.

We will have policies in place to control and direct noise, safely handle and disorderly conduct and staff accordingly to safely control high customer volumes and egress of customers.

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

The requested use has been in place with the current business since 2009 and is a staple of main st. We are not deviating from the previous business owners or hours. therefore there will be no extra burden on the infrastructure

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING: VISUAL IMPACTS; SERVICE DELIVERY; PARKING AND LOADING; ODORS; NOISE; GLARE; AND, VIBRATION. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL NOT CREATE A NUISANCE.

The request causes no additional impact to surrounding businesses. Noise and out door music will managed at a level to create background levels only and any outdoor speakers will be shut off at 12 pm.

**APPLICANT RESPONSE TO
SECTION 19-2.3.5(D)(2). STANDARDS – CHANGE IN NONCONFORMING USE**

(YOU MAY ATTACH A SEPARATE SHEET)

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE IS MORE IN CHARACTER WITH, OR EQUAL TO, THE USES OTHERWISE PERMITTED IN THE ZONING DISTRICT THAN THE EXISTING OR PRIOR NONCONFORMING USES.

The current operating business has been zoned this way since 2009. We are not deviating from the operating plan in that way.

2. DESCRIBE THE WAYS IN WHICH THE PROPOSED NONCONFORMING USE WILL NOT SUBSTANTIALLY AND PERMANENTLY INJURE THE USE OF NEIGHBORING PROPERTY FOR THOSE USES PERMITTED WITHIN THE RELEVANT ZONING DISTRICT(S).

The current operating business has the same special exception hours that we are requesting. Many neighboring businesses also have the same hours, so it will not be a deviation from the normal in our location.

3. IS ADEQUATE INFRASTRUCTURE CAPACITY AVAILABLE TO SERVE THE PROPOSED NONCONFORMING USE?

Yes

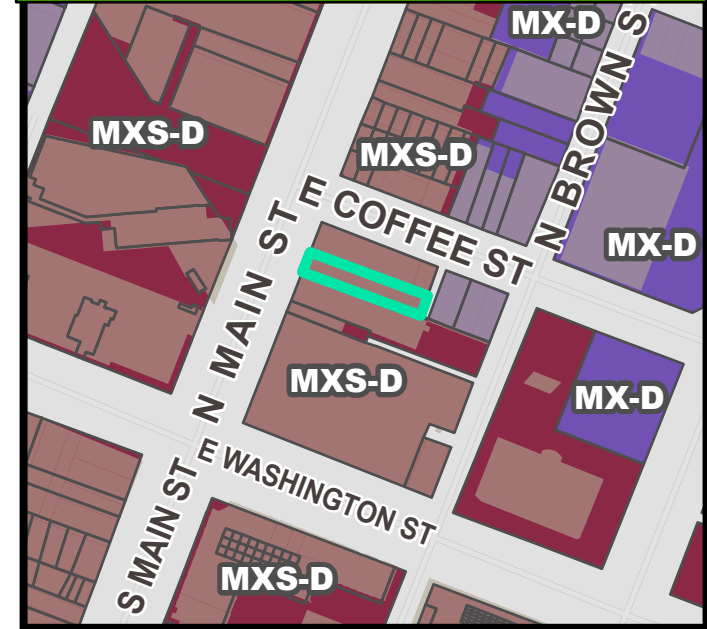
4. IS THE PROPOSED USE ONE THAT IS OTHERWISE PERMISSIBLE IN ANOTHER ZONING DISTRICT WITHIN THE CITY?

Yes

AERIAL VIEW



CURRENT ZONING



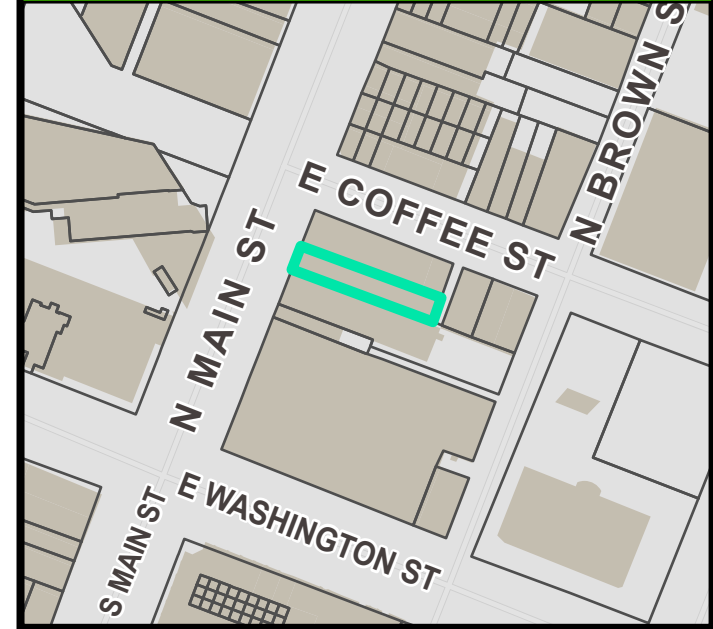
FUTURE LAND USE



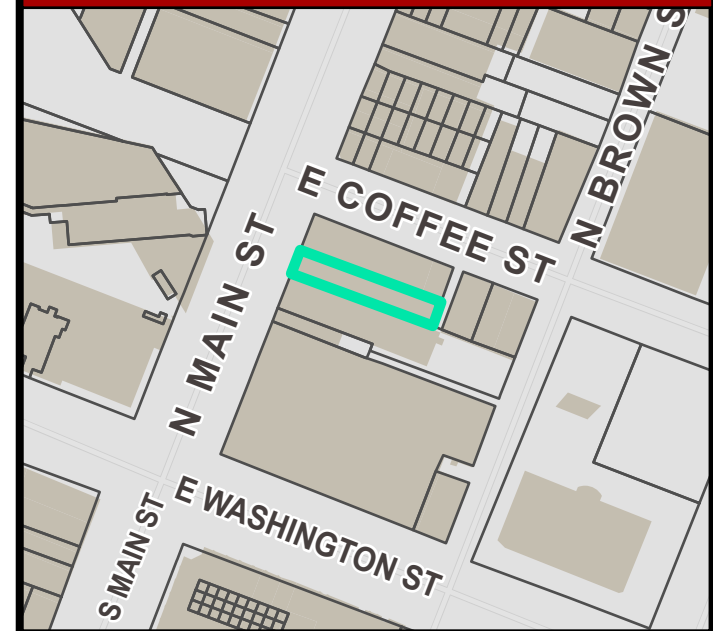
NATURAL / ENVIRONMENTAL FEATURES

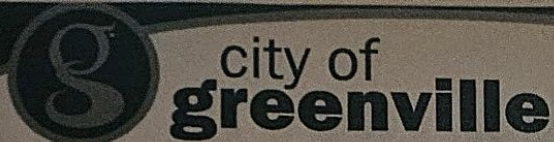


SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





Zoning Compliance Application

Establishments Serving Beer, Wine, Or Liquor

Applicant

Whistler Restaurant Group LLC

Name _____ Phone _____

Mailing Address _____

Email _____

Signature of Applicant _____

Date 3/31/25

Property Owner

20 North Main St LLC

Name _____ Phone _____

Mailing Address 1 _____

Email _____

Signature of Property Owner _____

Date 3/31/25

Property Information

20 N Main St Greenville SC 29601

Address _____

0001000500200

MXS-D

TMS# _____

Zoning District Designation _____

Description of Proposed Use

Provide details for each of the following, as applicable, on a separate sheet:

Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management
6. Crime Prevention through Environmental Design (CPTED)

Seating Plan

1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol Vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status Of City Business License Application
5. Status Of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status Of Abl-901 Application To SC Department Of Revenue
7. Provide Documentation That Sled Requirements Have Been Met



Provide a response for each of the following:

1. Describe the ways in which the proposed use is consistent with the comprehensive plan.
Please see BZA Application for response

2. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.
Please see BZA Application for response

3. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.
Please see BZA Application for response

Meet With the Technical Advisory Committee

Applications for Zoning Compliance will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments and appointed by the City Manager:

Building Codes and Inspections
Business Licensing
Economic Development
Public Information and Events

Police
Fire
Planning
Legal

The Technical Advisory Committee convenes once-a-month to meet with Applicants and review Conditional Use Permit applications that may be granted by the Zoning Administrator. This process promotes a more comprehensive understanding of the Applicant's proposal, which in turn conveys a more comprehensive understanding of the multiple Departments' operating requirements and expectations.

The Applicant, Business Owner, and Property Owner (if different) are required to attend a regularly scheduled TAC meeting prior to granting a Conditional Use Permit. Managers and anyone involved in operating the business are also encouraged to attend. The meeting date, time, and exact location within City Hall will be confirmed upon submittal of this application to the Planning and Development office on the 5th floor of City Hall.

Reys will continue with its previous operating plan, which is attached below for reference, and simply operate a covered outside area as well. The outside will offer the same food, as Our current menu, which is attached, will remain and we will be adding more tapas style dishes as we develop this menu over time.

Operating Plan

1. **Type of Use** Restaurant
2. **Days and Hours of Operation** Will follow current businesses hours of operations in the beginning. 4PM - 2AM Sunday-Saturday. Will open for lunch once our new kitchen is rolling and hours will become 11AM - 2AM Sunday-Saturday
3. **Staffing Schedule:**
 1. We will match the current businesses schedule in the beginning. Opener at 3PM and then next shift starts at 7 PM with security arriving between 9 PM and 10 PM depending on the busyness of the night. On the weekends we add 3-5 employees based on necessity with a manager always on duty. Then when we transition to open for lunch we will develop an afternoon and evening shift schedule. Afternoon will be 11AM to 6PM and evening will be 6PM to 2AM. We always will maintain an on site manager each night as well as security each night.
4. **Kitchen Equipment Schedule** See *attached Exhibit A*
5. **Menu and Hours of Food Service**
 1. Food will be served during all open hours. See *attached Exhibit B for Current Menu and proposed menu*. We will maintain the current menu and staff until we are able to hire and train new staff to run the new menu.
6. **Parking for Customers and Employees**
 1. There is on street parking and 4 parking garages within a short walking distance (Richardson St., Spring St., One City Garage, and Washington Parking Deck)
7. **Designated Smoking Area**
 1. There will be no smoking or designated smoking area and we will adhere to the current city codes for smoking outside
8. **Type of Entertainment and Duration**
 1. No live music will be performed, and only background music will be played through the speaker system current installed speaker system.
9. **Closing / "Last Call" Procedures**
 1. We will close no later than 2 AM every night and the last call will be no later than 1:45 AM.

Security Procedures

1. Number and Type of Designated Security Staff

1. We will maintain the current businesses model and have 1 security guard on Sundays-Thursdays and 2 security guards on Friday and Saturdays starting at 9 PM. All security guards are SLED certified and are hired to maintain crowd control inside, outside, and ensure only permitted age persons are allowed in at night.

2. Training/Certification of Staff

1. We have hired 5:9 Security to handle our security needs. Their staff are all SLED certified and regularly trained. Each employee including all management and servers will have the required certification and training for their role.

3. Specific Duties/Responsibilities of Staff

1. Manager: manage the day to day tasks as well as scheduling, inventory ordering and management, special events, and hiring, training, and enforcing company procedures and protocols.
2. Assistant Manager: Manages the specific duties of their day, developing new menu items, assisting in marketing material
3. Bartender/Server: Making drinks and serving customers, Follows all safety protocols to maintain a safe and fun environment for customers.
4. Chef/Line cook: cooking food items and plating. Maintaining a clean and safe kitchen environment. Following all food safety requirements.
5. Barback/busser: Stocking shelves and coolers, maintaining a clean and tidy restaurant and restrooms. Restocking inventory. Clearing tables of food and drinks.

4. Entry/Exit/Re-Entry Procedures

1. Our only customer entrance will be through the front door. We maintain an emergency exit at the rear of the establishment that has a fire alarm on it that stays engaged while in business hours, and we have 3 doors at the front of the building however only one is advertised as the entrance and exit unless an emergency were to arise. Security is stationed at this primary entrance and ensures that only permitted aged persons are allowed inside of the business during designated night time hours. The restaurant will be in compliance with all state and local laws in regards to Exit Signs and maintaining each Exit.

5. Crowd Management

1. Security along with the on site manager will manage the door and ensure capacity is maintained appropriately during busy hours and that safety is a priority for our staff and customers. We will have an interior security officer that maintains crowd control as well as the on site manager while the exterior security controls the entrance/exit.

6. Crime Prevention through Environmental Design (CPTED)

1. Our building is a straight "shotgun style" restaurant meaning that you can see all the way to the rear and back fire exit from the front door without any rooms or walls to divide the space. We also will make sure to properly light any dim areas and strategically place mirrors to allow for easy vantage points for managers and security to control the space. Our on site manager will be trained on crime prevention and ensuring a safe environment for all at all times.

Seating Plan

1. Seating Plan

See attached Exhibit C

2. Schedule a Feasibility Inspection of the property

We will schedule the inspection if deemed necessary and be available to reply with any reasonable request made by the inspector.

Business Plan

1. Business Plan Summary:

1. *Keep current business plan and add more sq ft and add Colombian food dishes and spanish / colombian tapas*

2. Projected Revenue: % Alcohol VS Food Sales

1. 60% food and 40% alcohol

3. Fees for Entry/Membership/Entertainment

1. No cover charge or membership will be taken. No live entertainment is planned, only background music through the in house speaker system.

4. Status of City Business License Application

1. Business license has been applied for

5. Status of SCDHEC Retail Food Establishment Permit

1. *Current Grade A with DHEC*

6. Status of ABL 901 Application to SC Department of Revenue

1. *current Liquor License in place*

7. Provide Documentation that SLED Requirements have been met

1. *current Liquor License in place - see attached*

Exhibit A

Current Kitchen Equipment

Flat top Grill/Oven Combo - US Range - Kitchen
Ice Maker - Manitowoc - Kitchen
Deep Fryer - Entree - 40 LB - Kitchen
Prep Station - Migali - Kitchen
Dishwasher - CMA Dish Machines- Bar
Kitchen Freezer - GE - Kitchen
Kitchen Freezer - Holiday - Kitchen
Freezer - Hotpoint - Basement
Walk in cooler - Vollrath - Basement
Sliding Glass Beer Cooler - TurboAir - Bar
Lay Down Cooler - TurboAir - Bar
3 Compartment Sink - Kitchen
Hand Wash sinks - Kitchen and bars
Racks and storage shelves - Kitchen

Proposed Kitchen Equipment List

Ice Maker
3 Compartment Sink
Hand wash sink(s)
Walk in freezer
Walk in refrigerator
Gas range with flattop
Deep fryer
8' hood
Microwaves
Freezers and refrigerators
Food prep surfaces
Food prep equipment:

- Knives
- Cutting boards
-
- Pots and pans
- Mixing bowls
- Food processors
- Storage containers and shelving

Compartment Sinks
Disposal Sinks
Hand Washing sinks
Restaurant POS system
Kitchen Display System
Serviceware



Entree

Colombian Burger \$15

Beef patty, cheddar, bacon bits, pineapple habanero jam, salsa rosada, aji, pineapple coleslaw and crushed lays chips on a sesame seed bun.

Double Patty + \$3
Sub Patacon Bun (gf) +\$2

Bacon Cheeseburger \$10

Beef patty, cheddar, bacon bits, and salsa rosada on a sesame seed bun.

Double Patty + \$3
Patacon Bun (gf) +\$2

Colombian Hot Dog \$8

Fried beef hot dog, cheddar cheese, bacon bits, pineapple habanero jam, pineapple coleslaw, salsa rosada and crushed lays chips.

Patacon gf \$12

Fried green plantain, pineapple habanero jam, aji, salsa rosada, pineapple coleslaw and queso fresco.
Shredded beef or shredded chicken.

Salchipapas gf \$7

Fries, deep fried beef hot dog, salsa rosada and quail eggs.

Arepa gf \$8

Fried corn cake, pineapple habanero jam, aji, salsa rosada, pineapple coleslaw and queso fresco.
Shredded beef or shredded chicken.

Empanada gf \$3

Turnover stuffed with potatoes.
Shredded beef or shredded chicken.

Bowls

Arroz Con Pollo gf \$15

Spanish rice, peas, carrots and shredded chicken topped with black bean and corn pico.

Rooted Salad gf \$10

Spring mix, quinoa, avocado, black bean and corn pico, queso fresco. Roasted red pepper vinaigrette.

+ \$4 shredded chicken
+ \$5 shredded beef

Vegan Alternatives

Black Bean Quinoa Burger \$15

Black bean quinoa patty, vegan cheddar, soy bacon bits, pineapple habanero jam, vegan salsa rosada, aji, vegan pineapple coleslaw and crushed lays chips on a sesame seed bun.

Sub Patacon Bun (gf) +\$2

Patacon gf \$12

Fried green plantain, pineapple habanero jam, aji, vegan salsa rosada, vegan pineapple coleslaw and vegan queso fresco.

Cashew mushroom

Arepa gf \$8

Fried corn cake, pineapple habanero jam, aji, vegan salsa rosada, vegan pineapple coleslaw and vegan queso fresco.

Cashew mushroom

Empanada gf \$3

Turnover stuffed with potatoes.
Cashew mushroom

Sides

Fries gf \$4

Yuca Fries gf \$4

Spanish Rice gf \$4

** Please let us know if you have any food allergies **

** gf = gluten free **



REYS COCKTAILS

FALL NEGRONI \$13

Tanqueray Orange Sevilla gin, Campari, Sweet
Vermouth and a pinch of salt

HOT APPLE CIDER \$11

712 vodka, hot apple cider, lemon juice and
cinnamon with a cinnamon sugar rim

HENDRICK'S BLUE MOON \$12

Hendricks gin, Creme de Violette, St. Germain,
lemon juice and cherry juice

NOT YOUR MOMMA'S APPLE PIE \$12

Apple cider, Skrewball whiskey, Pearl Vanilla vodka, and
Fireball with a brown sugar and cinnamon rim

CANDY APPLE \$11

Jim Beam Apple, Butterscotch Schnapps, and a
homeade fall simple syrup

HOT TODDY \$11

Earl Grey tea with Jack Daniels Honey, All Spice
Dram, lemon juice and a brown sugar rim

PUMPKIN SPICE CREAM \$14

712 vodka, Pumpkin Spice Rum Chata, Van Gogh
Espresso Vodka, and Kahlua with milk and chocolate
syrup



REYS COCKTAILS

PEACH BOURBON SMASH \$11

Woodford Reserve with peach puree, brown sugar simple syrup and mint leaves

AUTUMN OLD FASHIONED \$11

Jim Beam Apple, Jack Fire, Fall simple syrup and bitters

SMOKY HARVEST \$13

Mezcal, orange liqueur, apple cider and maple syrup with a smoked cinnamon stick and a cinnamon sugar and salt rim

RITUAL GIMLET MOCKTAIL \$10

Ritual Zero Proof gin, lime juice and simple syrup topped with a lime

SLEEPY HOLLOW \$12

Woodford Reserve, apple simple syrup, bitters and a smoked cinnamon stick

N/A Option: substitute Ritual Whiskey spiritless \$11

FULL MOON MOCKTAIL \$10

Amethyst Blueberry Ginger Mint spiritless, Lemonade and a touch of charcoal powder

REYS BEER & WINE

BEERS

Domestics: PBR 4.8%, Budweiser 5%, Bud Light 5%, Coors Light 4.2%, Miller Lite 4.2%, Michelob Ultra 4.2%, Yuengling 4.5%

Lagers: Abita Purple Haze 4.2%, Coors Banquet 5% Heineken 5%. Peroni 5.1% .Red Stripe 4.7% Stella 5%

Cervezas: Corona Extra 4.6%, Corona Light 4%, Dos Equis Amber 4.2% Omdelo Especial 4.4%, Pacifico 4.4%, Tecate 4.5%

IPA: 13 Stripes Freeborn Hazy IPA 7%, New Belgium Voodoo Ranger 7% .Peak Drift NEIPA 5.5%

Ciders and Sours: Anderson Valley Seasonal Goes 4.2%, Blakes Triple Jam 6.5%, Westbrook Key Lime Pie 4%

Non Alcoholics: Busty Lush She's Golden Blonde 0.5%, Untitled Art Mango Dragonfruit Sour 0.5%, Athletic Upside Dawn 0.5%, Peroni 0.0%, Sam Adams Just the Haze 0.5%, Heineken 0.0%, Corona NA 05%

WINES & BUBBLES

Veuve Cliquot Brut, Ruffino Prosecco, River Road Chardonnay, Sierra Batuco Pinot Grigio, Josh Cabernet Sauvignon, Sierra Batuco Pinot Noir

[illegible]

- WALL MOUNTED EXIT SIGN W/ EMER LIGHTING
- WALL MOUNTED EXIT SIGN
- CEILING MOUNTED EXIT SIGN
- EMERGENCY EGRESS FIXTURE - WALL MOUNTED (WALL PACK)
- EXTERIOR EMERGENCY EGRESS LIGHTING
- FIRE EXTINGUISHER (WALL HUNG)
- FIRE EXTINGUISHER CABINET
- RATED WALL
- PATH OF TRAVEL
- LONGEST C.P.T. - LONGEST COMMON PATH OF TRAVEL

PROVIDE PORTABLE FIRE EXTINGUISHER IN ACCORDANCE WITH INTERNATIONAL FIRE CODE DURING DEMOLITION CONSTRUCTION. AS APPLICABLE, THE EXTINGUISHER SHALL BE:

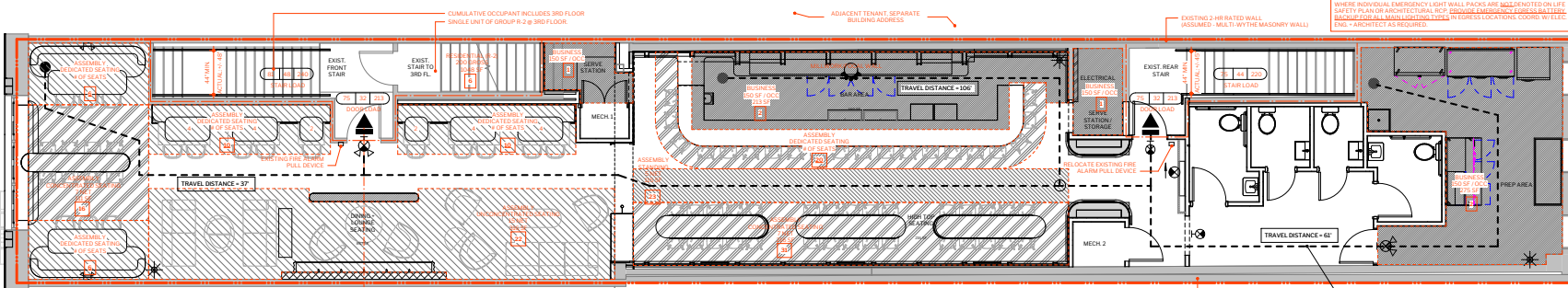
- 1. 2.5 GALLON (9.5 LITER) MINIMUM RATED
- 2. PLACEMENT AND SIZING OF ALL FIRE EXTINGUISHERS WITH THE EXTINGUISHER INFORMATION LABELING SYSTEM (IF APPLICABLE) FOR THE PROJECT NOTICES, AS APPLICABLE. TYPICAL DISTANCE TO A FIRE EXTINGUISHER SHALL BE 75 FEET (23 METER).
- 3. EXTINGUISHER TYPES AS FOLLOWS, OR AS APPROVED BY THE LOCAL AUTHORITY:

- 1. KITCHEN W/6-LB VESSEL CHEMICAL EXTINGUISHER
- 2. HOORING 30-40 LB VESSEL CHEMICAL EXTINGUISHER
- 3. EXTINGUISHERS HAVING A WEIGHT OF LESS THAN 40 POUNDS SHALL BE INSTALLED SO THAT THE HANDLE OF THE EXTINGUISHER IS NOT MORE THAN 4 FEET ABOVE THE FLOOR FINISH. EXTINGUISHERS SHALL BE MOUNTED ON AN APPROVED WALL CABINET. EXTINGUISHERS SHALL BE INSTALLED WITH A CLEARANCE OF 18 INCHES (457 MM) FROM THE WALL SO THAT THE TOP OF THE EXTINGUISHER IS 60 INCH (1524 MM) ABOVE THE FLOOR FINISH AND THE FLOOR MUST BE AT LEAST 4 INCH (102 MM) ABOVE THE EXTINGUISHER. EXTINGUISHERS SHALL BE INSTALLED IN ACCORDANCE WITH THE LABELING THAT THE OPERATING INSTRUCTIONS FACE OUTWARD. THE LOCATION OF EXTINGUISHERS SHALL BE IDENTIFIED ON THE PROJECT NOTICES. EXTINGUISHERS SHALL BE INSTALLED IN ACCORDANCE WITH THE FOLLOWING:
- 4. CLEARLY IDENTIFY AT A DISTANCE OF 25 FEET:
- 5. EXTINGUISHER PLANS AND LOCATION OF FIRE EMERGENCY EXIT LIGHTING AND FIRE ALARM INFORMATION, AS APPLICABLE.
- 6. EXTINGUISHER PLANS AND LOCATION OF FIRE EMERGENCY EXIT LIGHTING AND FIRE ALARM INFORMATION, AS APPLICABLE.
- 7. DOOR EXIST IN PRESSURE WALLS AS APPLICABLE.
- 8. DOOR EXIST IN RATED WALLS AS APPLICABLE.
- 9. DOOR EXIST IN RATED WALLS AS APPLICABLE.

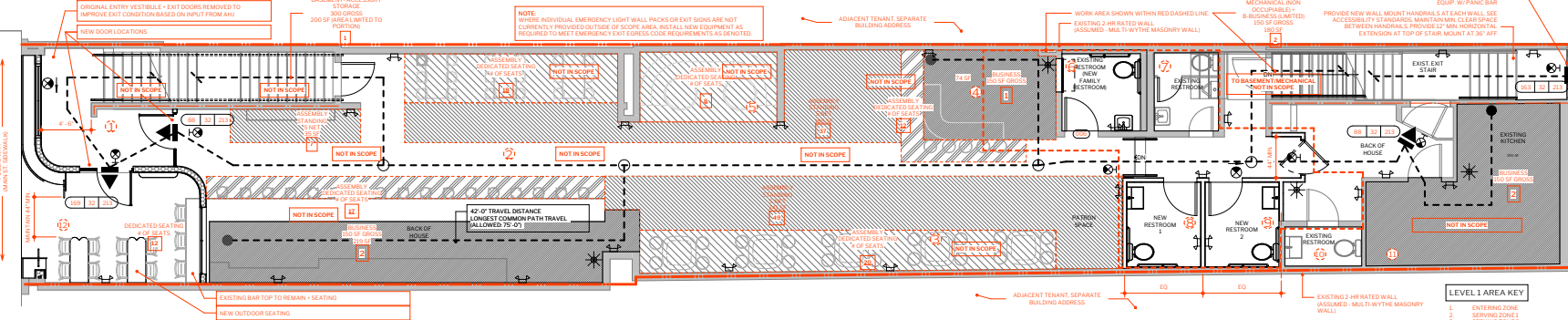
1. ALL FURNITURE, EQUIPMENT, INTERIOR FINISHES BY OWNER NOT IN
ARCHITECTURE SCOPE.
2. WALLS ARE DENOTED AS EXISTING (SHADED) OR NEW (NOT SHADED).
EXISTING CONDITIONS WERE VERIFIED AS VISUALLY ACCESSIBLE. SOME
3. AREAS WERE LIMITED BY THEIR ACCESS TO THE WORK AREAS OF THE
BUILDING WERE NOT MADE AVAILABLE. DUE TO ACCESSIBILITY,
ARCHITECT MAKES NO GUARANTEES OF EXISTING AS-BUILT
4. CONSTRUCTION CONDITIONS, INCLUDING LATENT CONDITIONS.
OCCUPANCY TYPE REMAINS AS EXISTING FOR EFFECTED FLOORS.
5. SCOPE OF WORK IS LIMITED TO ALTERATIONS PERFORMED AS LOCALIZED
RENOVATIONS AT 1ST FLOOR INCREASED OCCUPANCY LEVEL - COMPLETE
6. EXTENSION OF 2ND FLOOR INCREASED OCCUPANCY LEVEL - COMPLETE
NO MODIFICATIONS PROPOSED TO BASEMENT LEVEL OR 3RD FLOOR
(UPPERMOST LEVEL).
7. SMOKE EXHAUST MODIFICATIONS AND FIRE ALARM SYSTEMS TO BE DESIGNED
BY OTHERS - PERMITTED SEPARATELY.

A.	OCCUPANT LOAD (BC1008)	
a.	ASSEMBLY OCCUPANCY, 2-2.0 FLOORS AT 1ST FLOOR	273 (HORIZONTAL SURFACE TO EXISTING POSTER LOAD - PREVIOUSLY 273)
b.	MAXIMUM OCCUPANT LOAD OF SPACE AT 1ST FLOOR	273
c.	MAXIMUM OCCUPANT LOAD OF SPACE AT 2ND FLOOR	160
d.	MAXIMUM OCCUPANT LOAD OF SPACE AT 3RD FLOOR	304 (304.3 - MULT. TIME FUNCTION OCCUPANT LOAD TABLE 1004.5)
B.	MEANS OF EGRESS	
a.	MINIMUM CAPACITY FACTOR (BC1008.3.1) 0.2 H (MIN SPRINKLER)	0.2
b.	OTHER EGRESS COMPONENTS CAPACITY FACTOR (IE DOORS BC1005.3.2.1) 0.15 H (MIN SPRINKLER)	0.15
c.	MINIMUM EGRESS WIDTH AT CORRIDORS, 44" MIN	44"
C.	DISTANCE TO EXIT	
a.	MAXIMUM DISTANCE (BC1006.3.8)	100'
b.	MAXIMUM COMMON PATH OF EGRESS TRAVEL: A 75° OF BC1020.8 (EXCEPTION 2)	100'
D.	ACCESS TRAVEL DISTANCE	
a.	EXISTING BUILDING	GROUP A-2 2ND-5TH FLOOR TABLE ABOVE

LEVEL, ROOM AND/OR SPACE DESIGNATION	MIN. # OF EXITS		TRAVEL DISTANCE	
	REQUIRED	PROVIDED	ALLOWABLE TRAVEL DISTANCE (TABLE 1017.2)	MAXIMUM EXIT ACCESS TRAVEL DISTANCE SHOW
LEVEL 1	2	2	250'	128'-0"
LEVEL 2	2	2	250'	125'-0"



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



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



SCALE:

SCALE:



From CA 25-332





SOUTH CAROLINA DEPARTMENT OF REVENUE

ABL-567

***** DO NOT ALTER THIS LICENSE *****

Any alterations to this license will make it null and void. Criminal charges may apply.

(Rev.

14-Feb-2022)

4282-LOP

LOP

LOCAL OPTION - 52 WEEKS

25

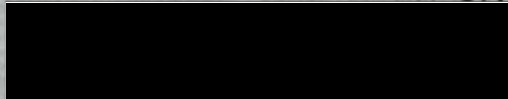
NO SALES ALLOWED BETWEEN

2:00 AM AND 10:00 AM

Letter ID: L0029228123

Owner Name and Mailing Address

WHISTLER RESTAURANT GROUP, LLC



LICENSE NO. 111626919-LOP

FILE NO. 111626919

DATE ISSUED: 03/28/24

STIPULATIONS: 0

Trade Name and Business Address

REYS

20-N MAIN ST

GREENVILLE SC 29601-2719

START DATE: 03/31/24

END DATE: 03/23/25

THIS LICENSE IS NOT TRANSFERABLE

***** You may not transfer this permit or license to another location or to another person. *****
If you sell all or a portion of your business, before the buyer can legally sell beer, wine, or liquor, he or she MUST obtain his/her own permit or license. You can be held financially responsible for any violations of the law that take place by any person using your permit and/or license. You may be held financially responsible for injuries due to the negligent sale of the beverages by someone using your permit or license.

***** POST THIS IN A CONSPICUOUS PLACE *****

JP-23E-000198-01



SOUTH CAROLINA DEPARTMENT OF REVENUE

ABL-567

(Rev.
28-Sep-2023)

PLB

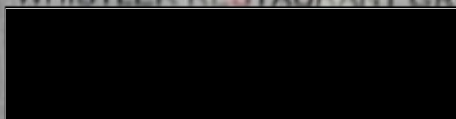
BUSINESS LIQUOR BY THE DRINK

4282

25

Owner Name and Mailing Address

WHISTLER RESTAURANT GROUP, LLC



Letter ID: L0027656484

LICENSE NO. 111626919-PLB

FILE NO. 111626919

DATE ISSUED: 11/16/23

STIPULATIONS: 0

Trade Name and Business Address

REYS

20 N MAIN ST

GREENVILLE SC 29601-2719

START DATE: 12/01/23

END DATE: 11/30/25

THIS LICENSE IS NOT TRANSFERABLE

..... You may not transfer this permit or license to another location or to another person.
If you sell all or a portion of your business, before the buyer can legally sell beer, wine, or liquor, he or she **MUST** obtain his/her own permit or license. You can be held
financially responsible for any violations of the law that take place by any person using your permit and/or license. You may be held financially responsible for injuries due to
the negligent sale of the beverages by someone using your permit or license.

***** POST THIS IN A CONSPICUOUS PLACE *****

JP-111E-000753-0



SOUTH CAROLINA DEPARTMENT OF REVENUE

ABL-567

(Rev.
28-Sep-2023)

4282

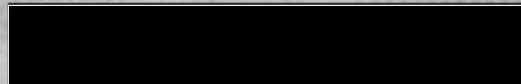
PBW

ON PREMISES BEER & WINE

25

Owner Name and Mailing Address

WHISTLER RESTAURANT GROUP, LLC



Letter ID: L0027721252

LICENSE NO. 111626919-PBW

FILE NO. 111626919

DATE ISSUED: 11/16/23

STIPULATIONS: 0

Trade Name and Business Address

REYS

20 N MAIN ST

GREENVILLE SC 29601-2719

START DATE: 12/01/23

END DATE: 11/30/25

THIS LICENSE IS NOT TRANSFERABLE

..... You may not transfer this permit or license to another location or to another person.
If you sell all or a portion of your business, before the buyer can legally sell beer, wine, or liquor, he or she MUST obtain his/her own permit or license. You can be held
financially responsible for any violations of the law that take place by any person using your permit and/or license. You may be held financially responsible for injuries due to
the negligent sale of the beverages by someone using your permit or license.

***** POST THIS IN A CONSPICUOUS PLACE *****

JP-112E:00075\$-0



APPLICATION FOR SPECIAL EXCEPTION

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	Aly Dean	University Ridge Public Facilities Corporation
*Title:	Head of Real Estate Development, Rooftop Cinema	GT RP Greenville, LLC as agent
*Address:	[REDACTED]	[REDACTED]
*State:	[REDACTED]	[REDACTED]
*Zip:	[REDACTED]	[REDACTED]
*Phone:	[REDACTED]	[REDACTED]
*Email:	[REDACTED]	[REDACTED]

APPLICANT'S AGENT¹:

Harrison Polk

Design Professional

McMillan Pazdan Smith Architect

Name

Title / Organization

Phone

Email

(¹Optional Field- includes project architects, engineers, attorneys, representatives, etc.)

PROPERTY INFORMATION

STREET ADDRESS: 301 University Ridge, Space D-100 (Garage 1), Greenville, SC 29601

TAX PARCEL #: 0069000300309 ACREAGE: 1.57 ZONING DESIGNATION: PD

*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: HP

REQUEST

Refer to Article 19-3, Use Regulations, of the [Greenville Development Code](#)

PROPOSED LAND USE: General Outdoor Entertainment

DESCRIPTION OF PROPOSED USE:

High-end open air theater experience featuring food, alcoholic beverages, and, of course, classic cinema snacks as popcorn and candy. The site may operate until 2:00am to ensure runtime for evening feature films after sunset.

INSTRUCTIONS

1. Refer to the application timeline on Page 4 of this application for a detailed overview of this process.
2. Prior to submitting this application, an Applicant must schedule a pre-application conference with the Administrator to discuss the procedures, standards, and regulations required for approval. Contact the Planning and Zoning Division to schedule a pre-application conference. The email address is planning@greenvillesc.gov and the phone number is **864-467-4476**.
3. The questions on Page 3 of this application are the criteria that the Board will use to judge an application. Ensure answers demonstrate how and why the application meets the requirements for the granting of a special exception permit. See **Section 19-6.2.15.(D)(2)** for additional information. An Applicant must attach a separate sheet addressing these questions. To find the Comprehensive Plan and the Greenville Development Code use standards, visit www.greenvillesc.gov/planningzoning.
4. Supplemental information will need to be included with this application as well. A floor plan and/or a site plan showing the existing and proposed conditions associated with the application is generally necessary. A zoning compliance application may also be required for some special exception applications.

For site plans, attach a scaled drawing of the property that reflects, at a minimum, the following:

- (a) property lines, existing buildings, and other relevant site improvements;
- (b) the nature (and dimensions) of the proposed development (activity);
- (c) existing buildings and other relevant site improvements on adjacent properties; and,
- (d) topographic, natural features, etc. relevant to the requested special exception.

5. The application must be received by the Planning and Zoning Division no later than 2:00 p.m. of the date reflected on the Board of Zoning Appeals meeting schedule. The application can be emailed to planning@greenvillesc.gov.
6. The Administrator will acknowledge receipt of the application and will provide instructions on application fee payment. The required application fee is \$250.00.
7. The Administrator will review the application for "completeness" pursuant to **Section 19-6.2.1(B)(3) Completeness Determination**, prior to proceeding with public notice. If the application is determined to be "incomplete," the Administrator will contact the Applicant to request that the applicant resolve the deficiencies.
8. The Applicant must post the subject property at least 15 calendar days (but not more than 18 days) prior to the scheduled hearing date. Additionally, the Applicant is responsible for preparing and mailing the written notice at least 15 calendar days prior to the public hearing. Posted and mailed notice instructions will be provided to the Applicant by the Administrator after application is determined to be complete.

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.

If the Planning and Zoning Division 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 Administrator will indicate in its report to the Board of Zoning Appeals that granting the requested change would not likely result in the benefit the Applicant seeks.

APPLICANT / AGENT SIGNATURE: <u>Willie Harris Polk</u>	DATE: <u>7/7/2025</u>
PROPERTY OWNER SIGNATURE: <u>Patrick Leonard</u>	DATE: <u>2025.07.07 13:24:54 -04'00'</u>

Digitally signed by Patrick
Leonard
Date: 2025.07.07 13:24:54 -04'00'

GT RP Greenville, LLC as Agent for Property Owner

APPLICANT RESPONSE TO

SECTION 19- 6.2.15(D)(2) - SPECIAL EXCEPTION PERMIT

The following questions are the criteria that the Board will use to judge an application. Ensure answers thoroughly demonstrate how and why the application meets the requirements for the granting of a special exception.

Please attach a separate sheet that addresses each of the following questions:

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN **SECTION 19-3.4, USE STANDARDS.**

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING:
 - A. VISUAL IMPACTS;
 - B. SERVICE DELIVERY;
 - C. PARKING AND LOADING;
 - D. ODORS;
 - E. NOISE;
 - F. GLARE;
 - G. AND, VIBRATION.

Applicant Response to
Section 19-6.2.15 (D)(2) – Special Exception Permit

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

The Comprehensive Plan identifies County Square as a potential node, a compact, mixed-use activity center or hub with increased concentration. This proposed special exception is best suited for areas of density and activity, fitting perfectly within the node and corridor fabric identified by the comprehensive plan.

Following the Comprehensive Plan's goal to preserve Greenville's remaining vacant land, the rooftop seeks to utilize the roof deck of an already planned building, located on an already developed property.

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN SECTION 19-3.4, USE STANDARDS.

This special exception request will comply with all standards listed in section 19-3.4.

Examples, including but not limited to, are listed below:

- *Alcohol sales will observe and follow all local applicable codes, regulations, and ordinances. All employees serving alcohol will participate in training programs provided and/or approved by either the Phoenix Center or the city Police Department.*
- *Occupant capacity will be in accordance with all local applicable codes and will be established by the building codes administrator.*
- *Project staff will monitor the flow of patrons at all ingress/egress locations.*
- *Rooftop deck will be provided with perimeter guard rails at all locations.*
- *Minimal noise will be produced by this project, and no exterior or interior sound amplification is to be provided as a part of this project.*
- *Debris and garbage will be discarded in the onsite dumpsters provided.*

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

County Square will be home to various entertainment venues, retail, restaurants, shops, office, and multi-family uses. The rooftop cinema will remain consistent and compatible with this character, however, it will provide a unique entertainment opportunity of an outdoor cinema, nothing of the like located in Greenville, while also providing a panoramic view of downtown.

As mentioned above, this proposed special exception is best suited for areas of density and activity, fitting perfectly and appropriately within the node and corridor fabric identified by the comprehensive plan.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING:

a. VISUAL IMPACTS;

The structures associated with the rooftop cinema will extend above the top level of the parking garage, with portions of them being visible from adjacent properties. However, the height of the parking garage provides a height advantage and will allow for the cinema screens, being the tallest of these structures, to not be a visual nuisance for adjacent properties. The orientation and location of these screens are also planned in a manner to prevent negative visual impacts on adjacent properties, i.e. one screen facing the inside of the garage, and one screen located in the center of the garage. See attached documentation for views from Liberty Bridge and Governors School of the rooftop cinema. Ambient lighting will be provided in a manner that is not a visual nuisance to adjacent properties.

b. SERVICE DELIVERY;

As the cinema is located on the top deck of the parking garage, deliveries will be made via pickup truck, through the garage, up to the rooftop cinema. Therefore, deliveries will not impact pedestrian activity located on street level. Dumpsters will be provided inside the parking garage on Level 1 and will be enclosed with gates and vegetation.

c. PARKING AND LOADING;

As the cinema is located on the top deck of the parking garage, there will be available parking on any of the 7 levels of the garage. There is a turnaround bay located on the top deck of the garage, adjacent to the cinema, that can also be used for loading/unloading. A pedestrian zone, not a part of this project's scope, is also planned for the top level of the garage, outside of the cinema, to allow for a protective pedestrian path to the cinema.

d. ODORS;

Minimal odors will be produced by the cinema, i.e. expected odors generated from popping popcorn and preparing other casual food and snacks.

e. NOISE;

The cinemas utilize bluetooth headphones that are linked to the movie screens, creating a nearly noiseless environment in the cinema theaters. The bar and casual seating areas in the cinema will have ambient noise with chatter and low level music that is generally undetectable at street level.

f. GLARE;

As glare also presents an issue for the cinema screens, the project intends to prevent or reduce any glare that could be produced in and around the cinema. Exterior materials can be selected that reduce the impacts of glare for adjacent properties.

g. AND, VIBRATION.

No vibration is expected to be generated by the rooftop cinema. Any present vibration will be generated by the movement of vehicles throughout the garage.

Section 6.2.15(B) Application Requirements
Application Timeline



S 25-614 • VIRGINIA ULDRICK CIRCLE

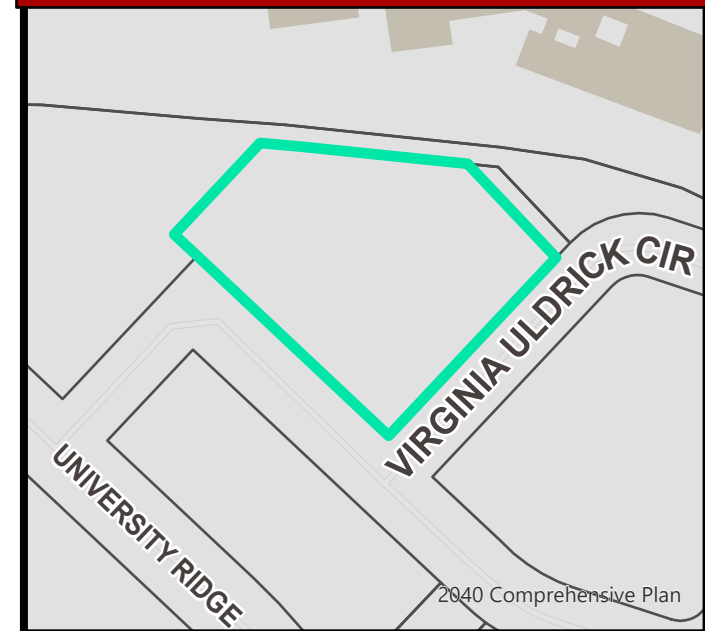
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

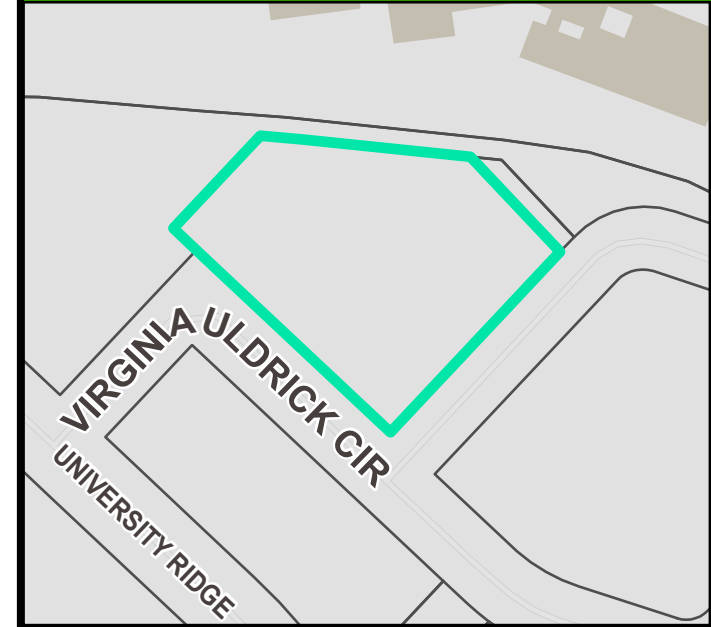


S 25-614 • VIRGINIA ULDRICK CIRCLE

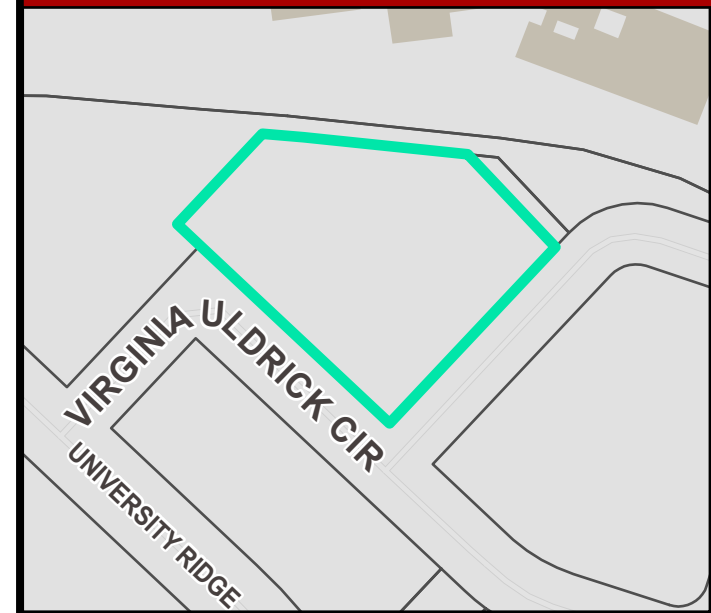
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





APPLICATION FOR TECHNICAL ADVISORY COMMITTEE REVIEW

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

APPLICANT/OWNER INFORMATION

***Indicates Required Field**

	APPLICANT	PROPERTY OWNER
*Name:	Aly Dean	University Ridge Public Facilities Corporation
*Title:	Head of Real Estate Development, Rooftop Cinema	GT RP Greenville, LLC as agent
*Address:		
*State:		
*Zip:		
*Phone:		
*Email:		

PROPERTY INFORMATION

*STREET ADDRESS: 301 University Ridge, Space D-100 (Garage 1), Greenville, SC 29601

*TAX MAP #(S): 0069000300309

*CURRENT ZONING DESIGNATION: PD

Description of Proposed Use

Provide details for each of the following, as applicable, on a separate sheet:

Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management

Seating Plan

1. Provide a floor plan and life safety plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status of City Business License Application
5. Status of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status of Abl-901 Application to SC Department of Revenue
7. Provide Documentation That SLED Requirements Have Been Met



Provide a response for each of the following:

1. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.

Please see attached.

2. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.

Please see attached.

Meeting With the Technical Advisory Committee

Applications will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments/Divisions and appointed by the City Manager:

Building Codes and Inspections
City Attorney
Economic Development
Fire Prevention

Planning and Zoning
Police
Revenue (Business License)
Tourism and Events

The Technical Advisory Committee generally convenes once-a-month to meet with Applicants and review applications. The purpose of these meetings is to develop a more comprehensive understanding of the Applicant's proposal by the Committee, which in turn conveys a more comprehensive understanding of the City's operating requirements and expectations for Applicants. This Committee will form recommendations for the Zoning Administrator and Board of Zoning Appeals as applicable.

The Applicant and Business Owner are required to attend a TAC meeting to discuss the application. The Property Owner, Architect, and anyone involved in management of the business' operations may also attend. The meeting date, time, and exact location will be confirmed upon submittal of this application to planning@greenvillesc.gov.



**Applicant Response to
Description of Proposed Use**

Operating Plan

- 1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)**
High-end open air theater experience featuring food, alcoholic beverages, and, of course, classic cinema snacks as popcorn and candy.
- 2. Days and Hours of Operation**
Sunday – Saturday, 10am – 2am.
- 3. Staffing Schedule**
Sunday – Saturday, 9am – 3am.
- 4. Kitchen Equipment Schedule**
Please see Exhibit A (Equipment schedule).
- 5. Menu and Hours of Food Service**
Please see Exhibit B (Menu).
- 6. Parking for Customers and Employees**
Cinema is located on the top deck of the parking garage, there will be available parking on any of the 7 levels of the garage.
- 7. Designated Smoking Area**
Site is no smoking.
- 8. Type of Entertainment and Duration**
Movie theatre. Each screening ties to full runtime of the movie shown.
- 9. Closing / “Last Call” Procedures**
Staff will make a clear closing announcement and help guide guests toward the exit in an orderly manner. Staff will remain on-site to ensure the space is fully vacated, cleaned, and secured before departure.

Security Procedures

- 1. Number and Type of Designated Security Staff**
We will maintain an appropriate number of licensed security personnel on-site during all operating hours, based on anticipated occupancy and event scale. All internal staff will be trained in safety procedures and incident response. Additionally, we will coordinate with the landlord and local community to ensure an enhanced security presence during closing procedures and other critical times.
- 2. Training / Certification of Staff**
Security staff will hold the appropriate state-recognized licenses or certifications.
- 3. Specific Duties / Responsibilities of Staff**
Security/staff will oversee guest entry and exit, monitor behavior, enforce venue policies, assist with emergencies, and help ensure the venue is cleared and secured after each event.





4. Entry / Exit / Re-Entry Procedures

Guests will check in at a designated entrance with ID verification. Staff will help manage exits to ensure an orderly flow.

5. Crowd Management

Occupancy will be actively monitored to stay within code-compliant limits. Trained staff will be present throughout the venue to guide guests, manage lines, and address any issues promptly.

Seating Plan

- 1. Provide a floor plan and life safety plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.**

Please see Exhibit C, previously submitted code and egress drawings.

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals

Our target audience is a family friendly environment. We screen cult classics and fan favorites for all movie lovers. We want to have people see their favorite movies in a social cinema environment.

Our core theme is cinema, with programming designed to reflect seasonal events, cultural moments, and community interests. For example, screening Hocus Pocus during Halloween. Our film selections include a mix of beloved classics, nostalgic favorites, and newer releases across a range of genres, with an emphasis on accessible, crowd-pleasing titles.

Our mission is to transform nights at the movies into cinematic experiences that bring people together and create lasting memories. By reimagining the traditional moviegoing format, Rooftop Cinema Club offers a vibrant cultural destination that enhances the city's entertainment offerings while supporting community connection and local economic vitality.

2. Projected Revenue: % Alcohol vs. Food Sales

Projected Revenue				
	% Alcohol	% Food/Concessions	% Tickets	Total
Yr 1	14%	15%	71%	\$2.0m
Yr 2	14%	15%	71%	\$2.0m
Yr 3	14%	15%	71%	\$2.0m





3. Fees For Entry / Membership / Entertainment

Fee Structure Cinema <i>*Booking fee 10%-15%</i>	Price*
Seat Type - Adirondack Single	20.0
Seat Type - Adirondack Single with popcorn	24.0
Seat Type - Love Seat with popcorn	27.0
Seat Type – Luxe Sofa with popcorn	30.0

4. Status of City Business License Application

Incomplete until Special Exception granted.

5. Status of SCDHEC 'Retail Food Establishment' Permit, If Applicable

Incomplete until Special Exception granted.

6. Status of Abl-901 Application to SC Department of Revenue

Incomplete until Special Exception granted.

7. Provide Documentation That SLED Requirements Have Been Met

Incomplete until Special Exception granted.

Technical Advisory Committee Application

1. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.

County Square will be home to various entertainment venues, retail, restaurants, shops, office, and multi-family uses. The rooftop cinema will remain consistent and compatible with this character; however, it will provide a unique entertainment opportunity of an outdoor cinema, nothing of the like located in Greenville, while also providing a panoramic view of downtown.

2. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.





a. Visual Impacts - The structures associated with the rooftop cinema will extend above the top level of the parking garage, with a small portion of them being visible from adjacent properties. However, the height of the parking garage provides a height advantage and will allow for the cinema screens, being the tallest of these structures, to not be a visual nuisance for adjacent properties. The orientation and location of these screens are also planned in a manner to prevent negative visual impacts on adjacent properties, i.e. one screen facing the inside of the garage, and one screen located in the center of the garage. See previously supplied documentation (Exhibit D) for views from Liberty Bridge and Governors School of the rooftop cinema. Ambient lighting will be provided in a manner that is not a visual nuisance to adjacent properties.

b. Service Delivery - As the cinema is located on the top deck of the parking garage, deliveries will be made via pickup truck or handcart, through the garage, up to the rooftop cinema. Therefore, deliveries will not impact any pedestrian activity located on street level. Dumpsters will be provided inside the parking garage on Level 1 and will be enclosed with gates and vegetation. Recycling provisions are anticipated as well.

c. Parking and Loading - As the cinema is located on the top deck of the parking garage, there will be available parking on any of the 7 levels of the garage. There is a turnaround bay located on the top deck of the garage, adjacent to the cinema, that can also be used for loading/unloading. A separate pedestrian zone is also planned for the top level of the garage, outside of the cinema, to allow for a protective pedestrian path to the cinema. Rideshare drop-off and pick-up will be encouraged to support an easy and convenient evening out, with the turnaround bay serving as a suitable location for this purpose.

d. Odors - Minimal odors will be produced by the cinema, i.e. expected odors generated from popping popcorn and preparing other casual food and snacks.

e. Noise - The cinemas utilize bluetooth headphones that are linked to the movie screens, creating a nearly noiseless free environment in the cinema theaters. The bar and casual seating areas in the cinema will have ambient noise with chatter and low level music that is generally undetectable at street level.

f. Glare - As glare also presents an issue for the cinema screens, the project intends to prevent or reduce any glare that could be produced in and around the cinema. Exterior materials will be selected that reduce the impacts of glare for adjacent properties.

g. Vibration - No vibration is expected to be generated by the rooftop cinema. Any present vibration will be generated by the movement of vehicles throughout the garage.





Exhibit A: Equipment Schedule of Current Locations



EQUIPMENT	BRAND	DIMENSIONS (WxDxH)	VOLTAGE	WATTAGE	AMPS	PHASE	PRICE (\$)
Food kiosk structure	Custom	120" x 120" x 108"	-	-	-	-	TBD
Stainless steel work surfaces	Custom	240" x 32" x 2"	-	-	-	-	TBD
Extraction system	Custom	120" x 38" x TBD	TBD	TBD	TBD	TBD	TBD
Ventilation fans	Custom	TBD	TBD	TBD	TBD	1 phase	TBD
Electric hot water system	Stiebel Eltron 200058	8" x 4 5/16" x 14 1/8"	208/240V	9600	9.6	1 phase	299
3 compartment sink	Steelton 54"	54" x 20" x 43 3/4"	-	-	-	-	319.99
Tap	Equip by T&S 5PR-8D14	-	-	-	-	-	299.99
Handwash sink	Steelton	17" x 15" x 13"	-	-	-	-	96.49
Stainless steel 3 door undercounter fridge	True TUC-72-ADA-HC 72 3/8" ADA Height	72 3/8" x 31 1/8" x 34"	115V	460	4	1 phase	4125
Stainless steel 2 door undercounter freezer	True TUC-48F-ADA-HC 48 3/8" ADA Height	48 3/8" x 31 1/8" x 34"	115V	368	3.2	1 phase	3771
Electric griddle	Vollrath 40717 Cayenne	36" x 20" x 11"	220V	8400	38	1 phase	1279.45
Air fryer	Lightfry USA LF12U-4	27 3/16" x 27 5/8" x 28 1/8"	208V	13000	50	3 phase	14079
Electric food warmer	Vollrath 72789 Cayenne Two Pan Countertop	30 1/2" x 24 1/2" x 12 1/2"	120V	1400	11.6	1 phase	1119.20
Fry dump station	Hatco GRFFI Glo-Ray	12 3/8" x 24" x 15 7/8"	120V	500	4.2	1 phase	424.60
Food processor	Waring WFP14SC	10 1/8" x 11 1/2" x 16"	120V	720	6	1 phase	825
Menu lightbox	Custom	30" x 3" x 30"	TBD	TBD	TBD	1 phase	TBD
Large Lightbox (on roof)	Custom	120" x 3" x 30"	TBD	TBD	TBD	1 phase	TBD
Popdogs neon sign	Custom	48" x 3" x 24"	TBD	TBD	TBD	1 phase	700

EQUIPMENT	NOTES	
Food kiosk structure	Reason for extra height is to allow for shelving for storage	
Stainless steel work surfaces	Use at least 304 grade stainless steel	
Extraction system	Extraction system may not be required due to the nature of the cooking & the absence of a deep fat fryer. However ventilation fans will be required	
Ventilation fans	Ventilation fans will be required in the absence of extraction. Type of fan will be determined by the kiosk wall structure	
Electric hot water system	Additional costs for pipe work & plumbing	
3 compartment sink		
Tap		
Handwash sink		
Stainless steel 3 door undercounter fridge	Size selected will fit under a standard counter height of 35.5"	
Stainless steel 2 door undercounter freezer	Size selected will fit under a standard counter height of 35.5"	
Electric griddle		
Air fryer	Ventless option available for \$21,159, which potentially means no extraction system required	
Electric food warmer		
Fry dump station		
Food processor		
Menu lightbox	Power required TBD however low consumption	
Large Lightbox (on roof)	Power required TBD however low consumption	
Popdogs neon sign	Power required TBD however low consumption	



Exhibit B: Menus of Current Locations



CONCESSION MENU

POPCORN \$6.50

LITE BITES

NACHO DOG with chips \$10

All beef 1/4lb frank, topped with nacho cheese sauce, crushed tortilla chips, sliced jalapenos

CLASSIC DOG with chips \$9

All beef 1/4lb frank, served with selection of house condiments

NACHOS \$7

Crunchy tortilla chips topped with nacho cheese and sliced jalapenos

CANDY

RED VINES \$5.50

SKITTLES \$5.50

NERDS GUMMY CLUSTERS \$5.50

SOUR PUNCH BITES \$5.50

GUMMY BEARS \$5.50

REESE'S PIECES \$5.50

PEANUT M&M'S \$5.50

CHOCOLATE M&M'S \$5.50

PEANUT BUTTER M&M'S \$5.50

DARK CHOCOLATE TRAIL MIX \$5.50

DRINKS

COKE \$4.75

DIET COKE \$4.75

SPRITE \$4.75

DR. PEPPER \$4.75

WATER (16oz) \$3

AQUAFINA (20oz) \$4.50

DASANI (1 Liter) \$5.75

RED BULL \$5.50

PERRIER \$4.25

GATORADE \$4.25



FOOD MENU

LITE BITES

MARKET CRUDITÉ & HUMMUS \$9

Selection of fresh vegetables, with sumac scented hummus

BURGERS AND CHIPS

ROOFTOP BURGER \$11.50

Burger, lettuce, tomato, special sauce

ROOFTOP CHEESE BURGER \$12.25

Burger, cheese, lettuce, tomato, special sauce

ROOFTOP JALAPENO BURGER \$13.00

Burger, cheese, jalapeno, lettuce, tomato, special sauce

STONE FIRED PIZZA

MARGHERITA \$13

Mozzarella, house red sauce, fresh basil

PEPPERONI \$14

Mozzarella, house red sauce, pepperoni

HAWAIIAN \$14

Smoked ham, pineapple, mozzarella, house red sauce

TACO AND CHIPS

YARD BIRD TACOS \$11.50

Grilled chicken, cheese, lettuce, tomato side of salsa side of sour cream.

ICE CREAM

DIBS \$5

SNICKERS \$3.25

DRUMSTICK \$4



BAR MENU

COCKTAILS \$14 - \$16

TITOS "FERRIS BUELLER MULE" \$14

Titos Vodka, Cranberry, Simple Syrup, Lime, Ginger Beer

"CASTAWAY" SUNRISE \$14

Coconut Rum, Orange, Pineapple Juice, Grenadine, Cherry

"500 DAYS OF SUMMER" MOJITO \$14

Silver Rum, Muddled Blackberry, Lime, Club Soda

"CASABLANCA" MARGARITA \$16

Casamigos Tequila, Passion Fruit, Lime, Agave, Triple Sec

"FREE WILLY" \$14

Gray Whale Gin, Rose Wine, Lemon Juice, Simple Syrup, Fever-Tree Soda

"THE GREAT GATSBY" ESPRESSO MARTINI \$14

Cantera Negra, Vodka, Illy Cold Brew Mocha

"OCEAN'S ELEVEN" BLUE LAGOON \$14

Vodka, Malibu, Blue Curacao, Lime, Lemon, Pineapple

APEROL SPRITZER \$14

Aperol, Ruffino Prosecco, Soda

FROZEN COCKTAILS \$14

"COOL RUNNINGS" STRAWBERRY DAQUIRI

Weber Ranch Vodka, Triple Sec, Strawberry Puree, Simple Syrup, Lime Juice

"TROPICAL THUNDER" PINA COLADA

Coco Lopez, Pineapple Juice, Silver Rum

CANNED COCKTAILS \$8

FRED'S RUBY RED

BERGAMOT ORANGE MARGARITA

CUCUMBER VODKA MOJITO

ABSOLUT BERRY VODKARITA

MALIBU STRAWBERRY DAIQUIRI

BUCKET OF FIVE \$35

WINE \$12 / \$18 / \$44

CHATEAU STE MICHELLE CHARDONNAY

14 HANDS CABERNET

MEIOMI PINOT NOIR

CHLOE PINOT GRIGIO

SILK & SPICE RED BLEND

MURPHY GOODE ROSE

BUBBLES \$9 / \$14 / \$36

RUFFINO PROSECCO

BEER \$6

DOGFISH IPA

TROPIFLACA

CORONA

BUCKET OF FIVE

MODELO ESPECIAL

HEINEKEN

HENIEKEN 0%

\$25

HARD SELTZERS \$7

TRULY PINEAPPLE

SUNNY D

TRULE WILDBERRY

MOCKTAILS (NON-ALCOHOLIC) \$14

MOSCOW MOCKTAIL

Apple Vodka, Lime Juice, Simple Syrup, Ginger Beer

"ENCANTO"

Seedlip, Lime Juice, Sour Mix, Passion Fruit Syrup

"THE SANDLOT"

Seedlip, Lime Juice, Simple Syrup, Cranberry

SPIRITS & LIQUORS

WELL

SKYY Vodka
Cruzan Rum
Beefeater Gin
Sauza Hacienda Silver
Jim Beam
Seedlip (NA)

PREMIUM/CALL

Titos Vodka
Ketel One Vodka
Captain Morgan Rum
Malibu Coconut Rum
Grand Marnier
Gray Whale Gin
Cantera Negra

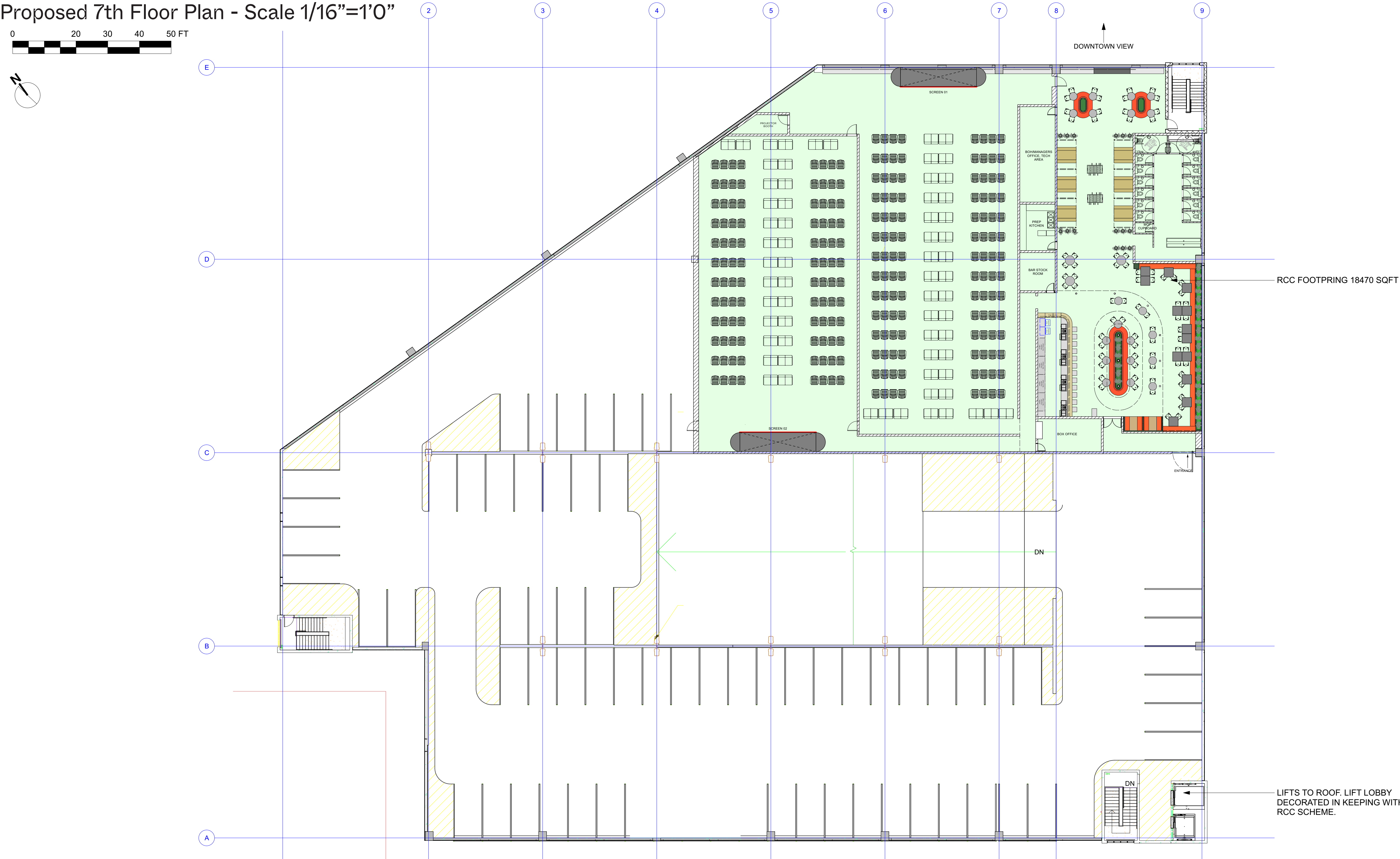
Tanqueray
Casamigos Blanco
Casamigos Reposado
Knob Creek
Jamesons Irish Whisky
Makers Mark
Glenlivet 12



Exhibit C: Floor and Life Safety Plan



Proposed 7th Floor Plan - Scale 1/16"=1'0"



Proposed Plan - Scale 1/8"=1'0"





Exhibit D: Liberty Bridge & Governors School Views

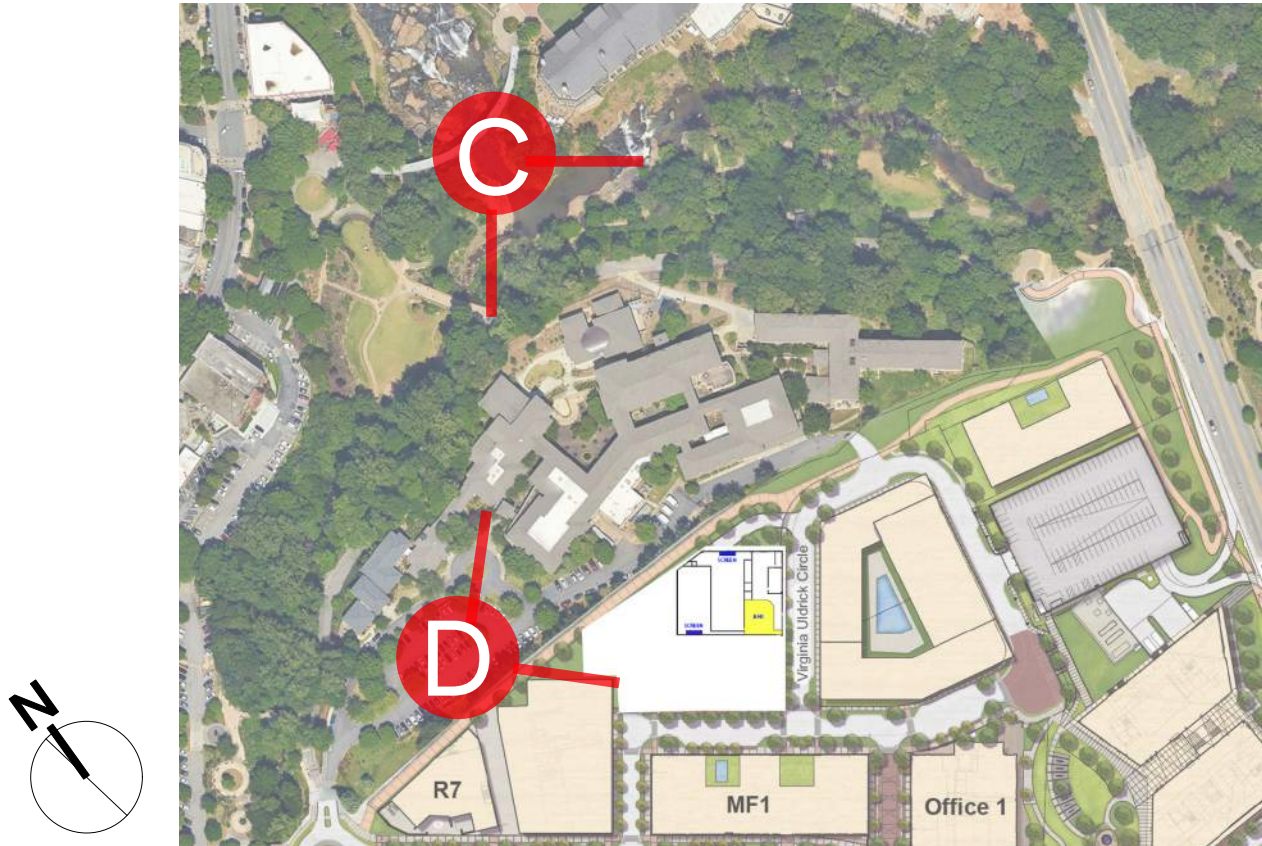




(C) Exterior view from bridge



(D) Exterior view from Governor's school parking lot

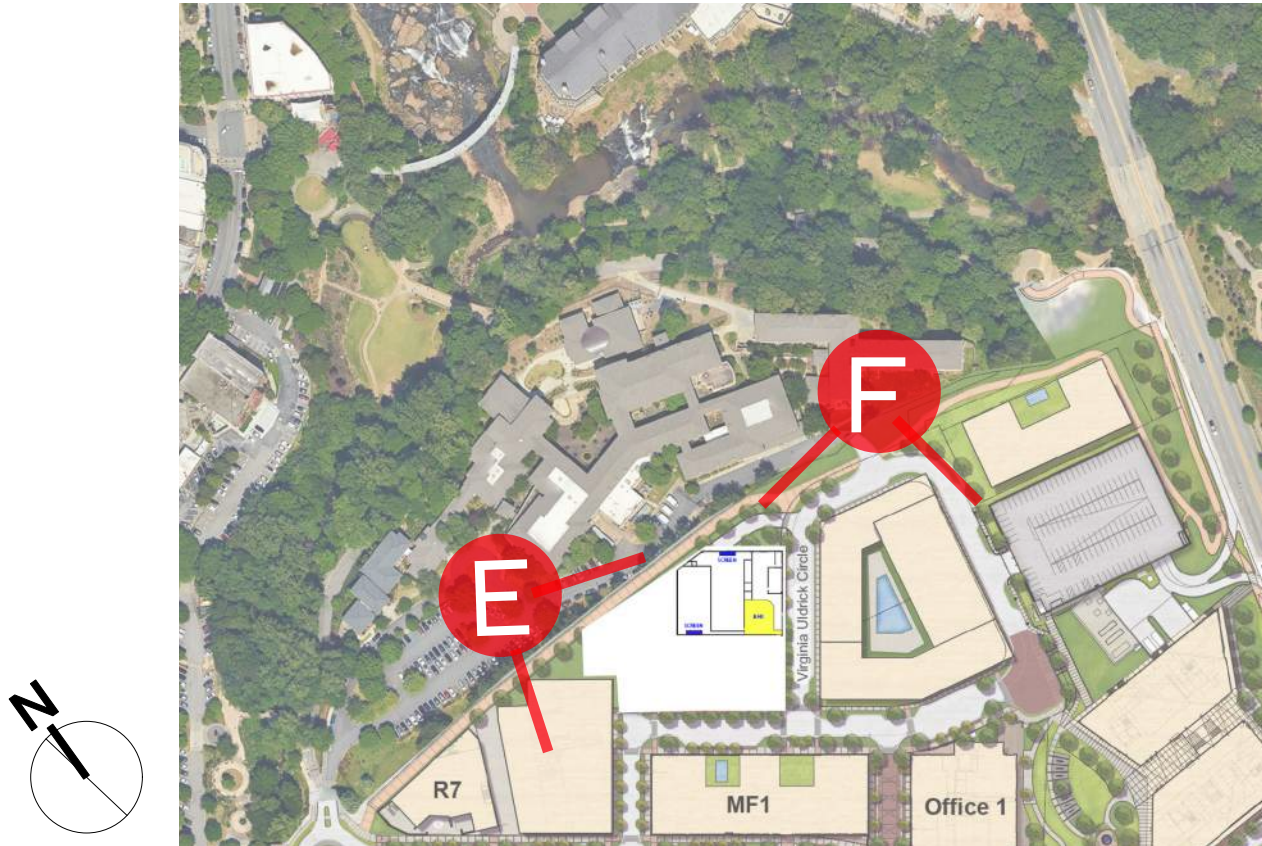


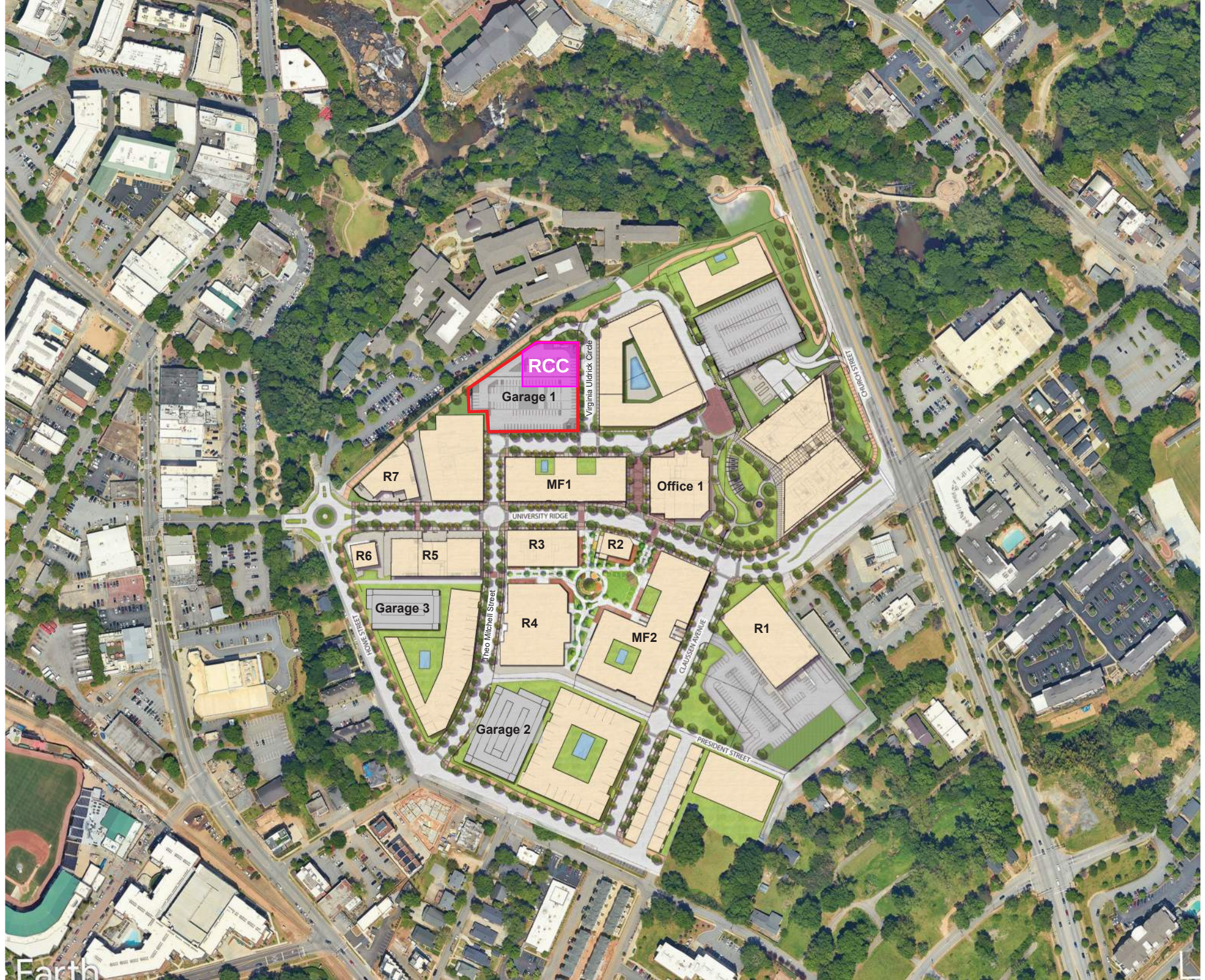


(E) Exterior view from Governor’s school parking I



(F) Exterior view from Governor’s school dorms





RCC

Garage 1

R7

MF1

Office 1

R6

R5

R3

R2

Garage 3

R4

MF2

R1

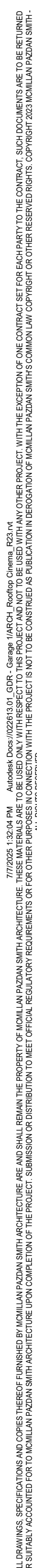
Garage 2

GREENVILLE, SC

KAJ
EGH
WHP

A010

PROJ. NO.
022613.05

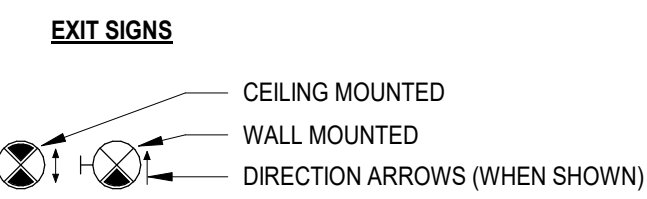
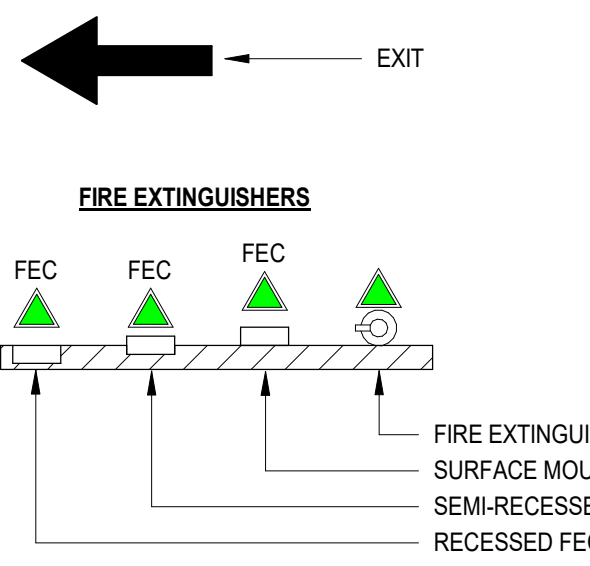
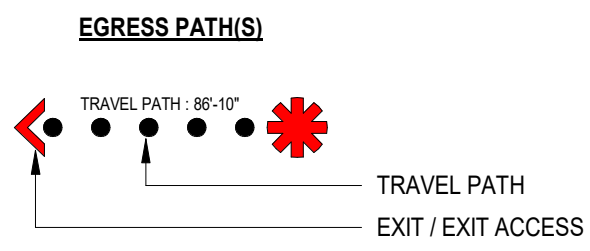
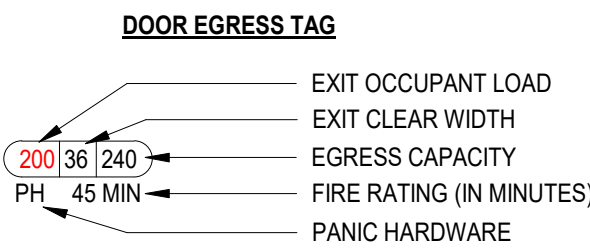
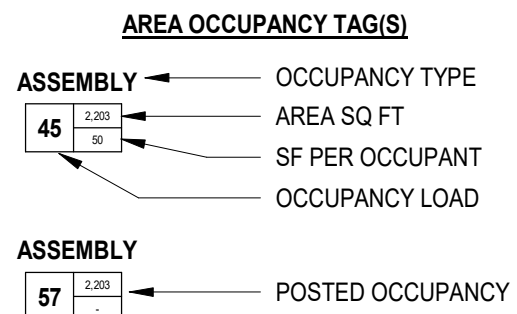


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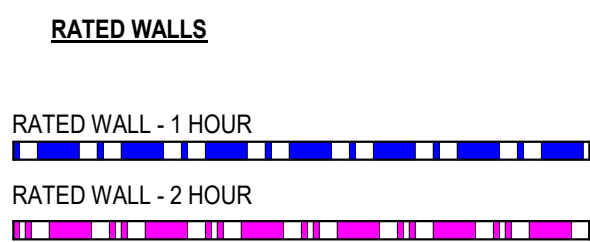
Life Safety Legend

- ASSEMBLY - BAR
- ASSEMBLY - CINEMA
- BUSINESS

LIFE SAFETY LEGEND



EXIT SIGN LIGHTS @EXIT PATHS, TYP. EMERGENCY LIGHTING PROVIDED



LIFE SAFETY PLAN NOTES

- ALL RATED WALL AND CEILING ASSEMBLIES SHALL BE CONTINUOUS.
- ANY PENETRATIONS THROUGH A RATED WALL ASSEMBLY SHALL HAVE AN APPROVED FIRE DAMPER/SHUTTER AND SHALL HAVE FIRE CAULKING APPLIED TO MAINTAIN A CONSISTENT RATING FOR ANY GIVEN RATED ASSEMBLY. FIRE CAULKING JOINT SYSTEM TO BE UL RATED.
- ALL DOORS WITHIN RATED WALLS SHALL MAINTAIN THE GIVEN RATING FOR EACH RATED WALL ASSEMBLY AS PRESCRIBED PER IBC. EACH DOOR SHALL MAINTAIN ITS VISIBLE REQUIRED RATING LABEL PER THE BUILDING CODE.
- RECESSED FIRE EXTINGUISHER CABINETS LOCATED IN RATED WALLS MUST MAINTAIN FIRE RATING TO MATCH THAT WALL, CABINET TO BE FIRE RATED ASSEMBLY PER MANUFACTURER.
- SEE CODE SHEET FOR ADDITIONAL CODE INFORMATION AND DETERMINATIONS.
- SEE ELECTRICAL DRAWINGS FOR EXIT LIGHT, SMOKE DETECTION AND FIRE ALARM DEVICE LOCATIONS. EXIT SIGNS ALSO SHOWN ON LIFE SATETY PLAN BELOW.

FIRE RATING NOTES

- SEE FLOOR PLAN(S) FOR WALL TYPE SCHEDULE FOR WALL ASSEMBLIES AND CONSTRUCTION.
- FIRE CAULK PARTITION TIGHT TO FLOOR AND DECK. FILL VOID AT DECK WITH COMPRESSIBLE FIRE SEAL.
- FIRE CAULK AROUND ALL ELECTRICAL CONDUIT PASSING THROUGH WALLS.
- SEE MECHANICAL AND PLUMBING DRAWINGS FOR SPECIAL DETAILS WHERE DUCTWORK AND PIPING PASS THROUGH WALLS.
- REFER TO SHEET G100 FOR GENERAL FLOOR, ROOF AND STRUCTURAL RATING REQUIREMENTS AND RELEVANT PROPOSED PROTECTION SYSTEMS.
- SEE FIRE PROTECTION DRAWINGS FOR HAZARD CLASSIFICATIONS.
- SEE FIRE PROTECTION DRAWINGS FOR FIRE PROTECTION SYSTEM DESIGN.

CONSULTANT LOGO

SEALS

FRANKLIN STREET

ROOFTOP CINEMA CLUB

GREENVILLE, SC

ISSUE DATE: 07/07/2025
PHASE: 00 NOT SET
SHEET ISSUE:
NO. DATE DESCRIPTION

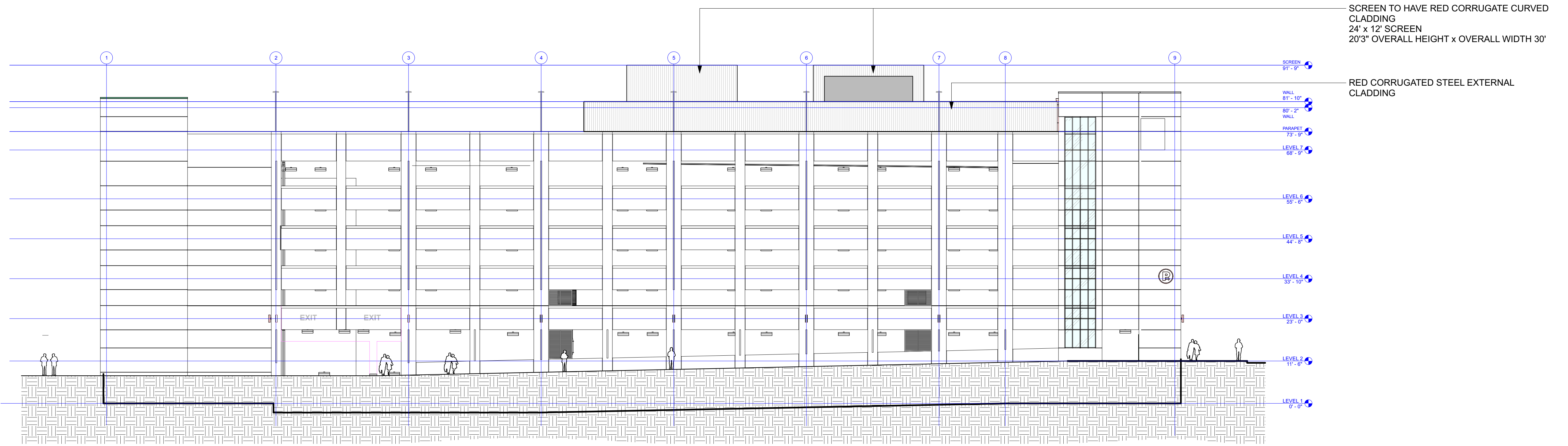
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PROJECT ARCHITECT: EGH
DRAWN BY: VHP

SHEET TITLE:
LEVEL 7 LIFE SAFETY PLAN

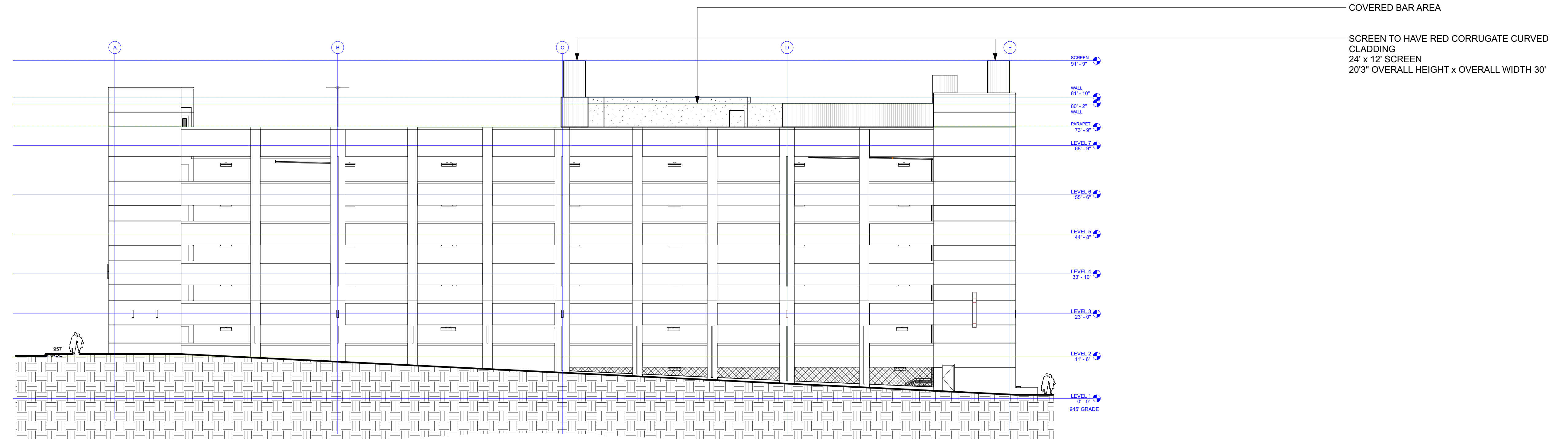
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G110

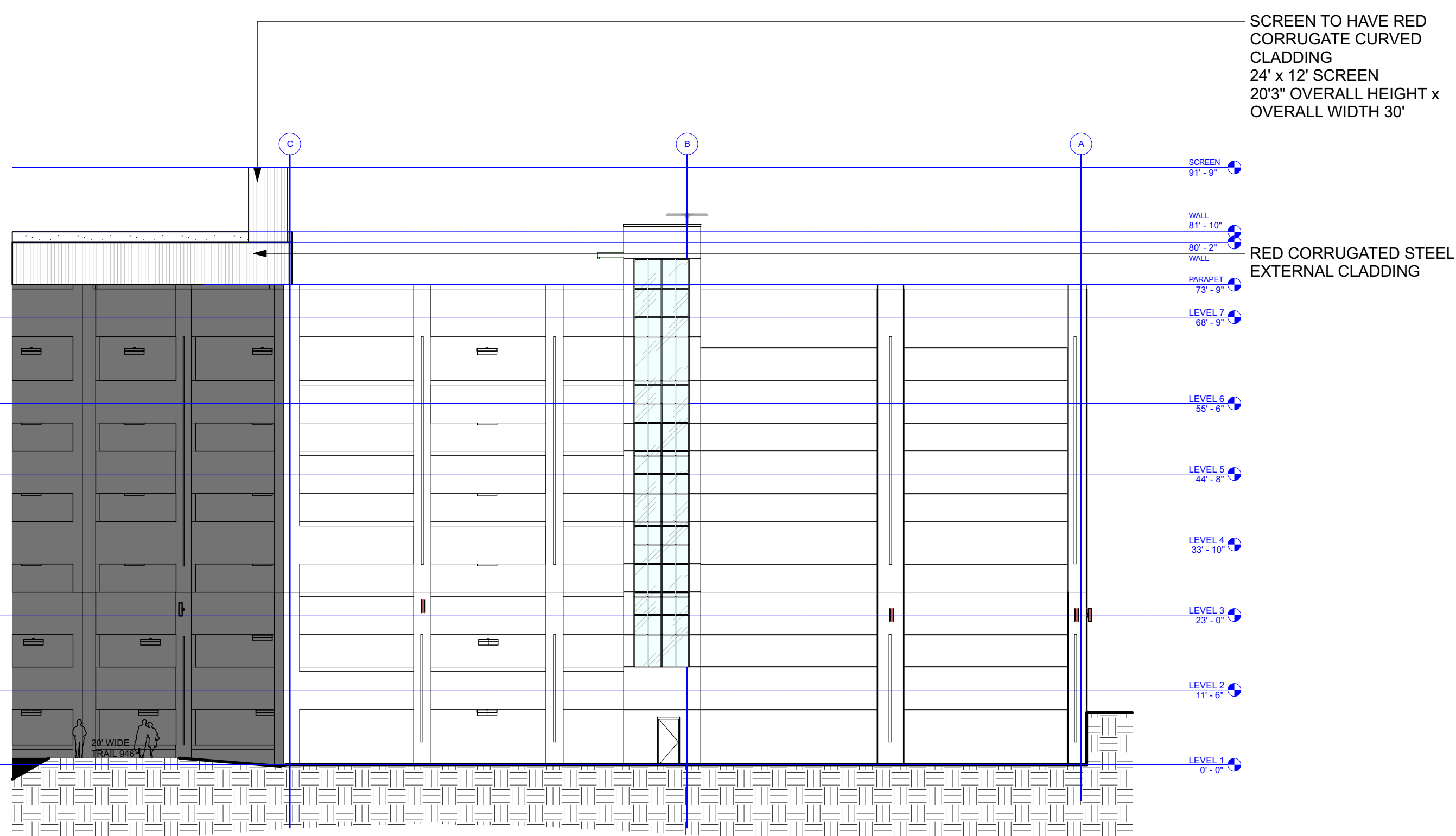
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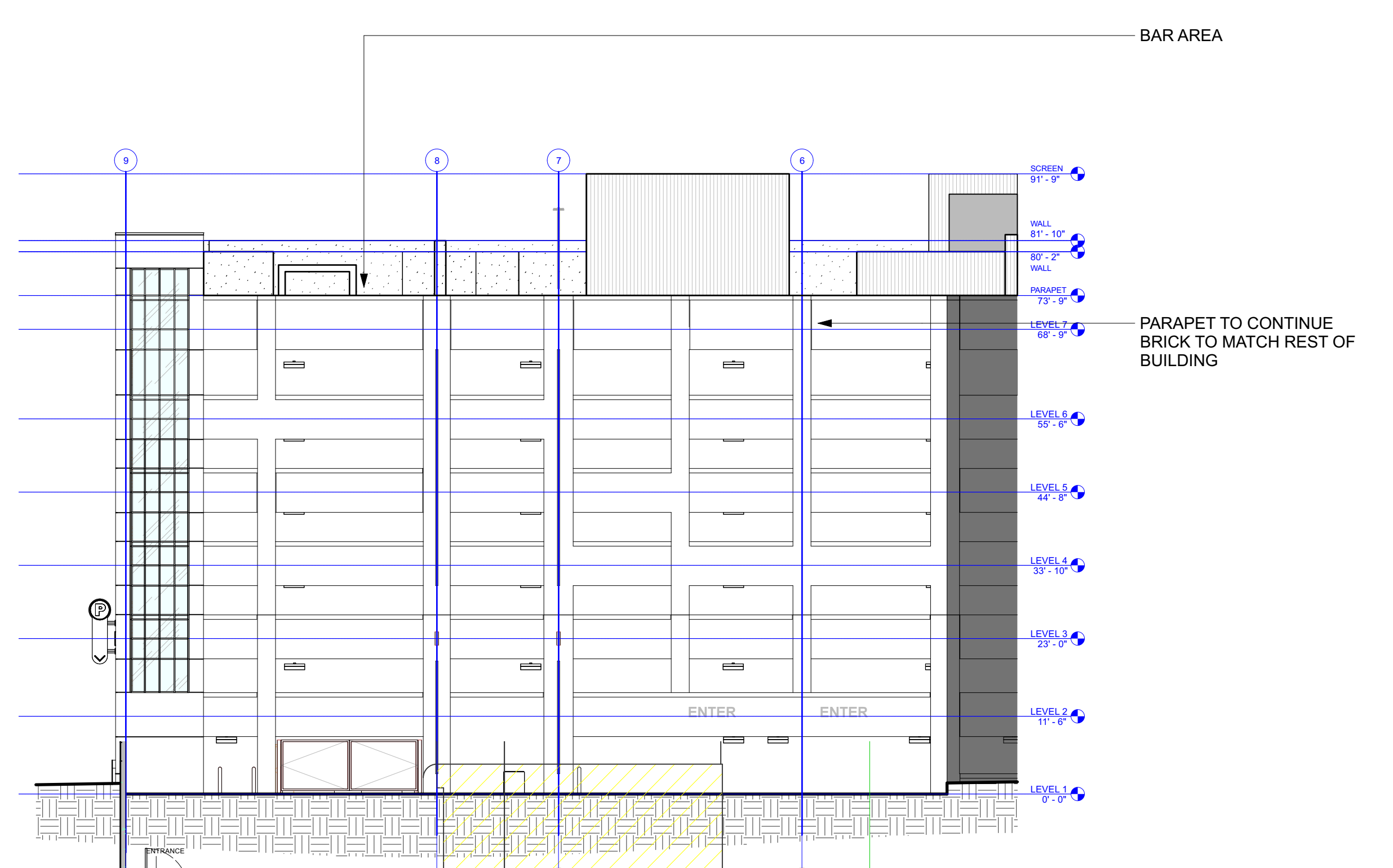
2 ELEVATION B
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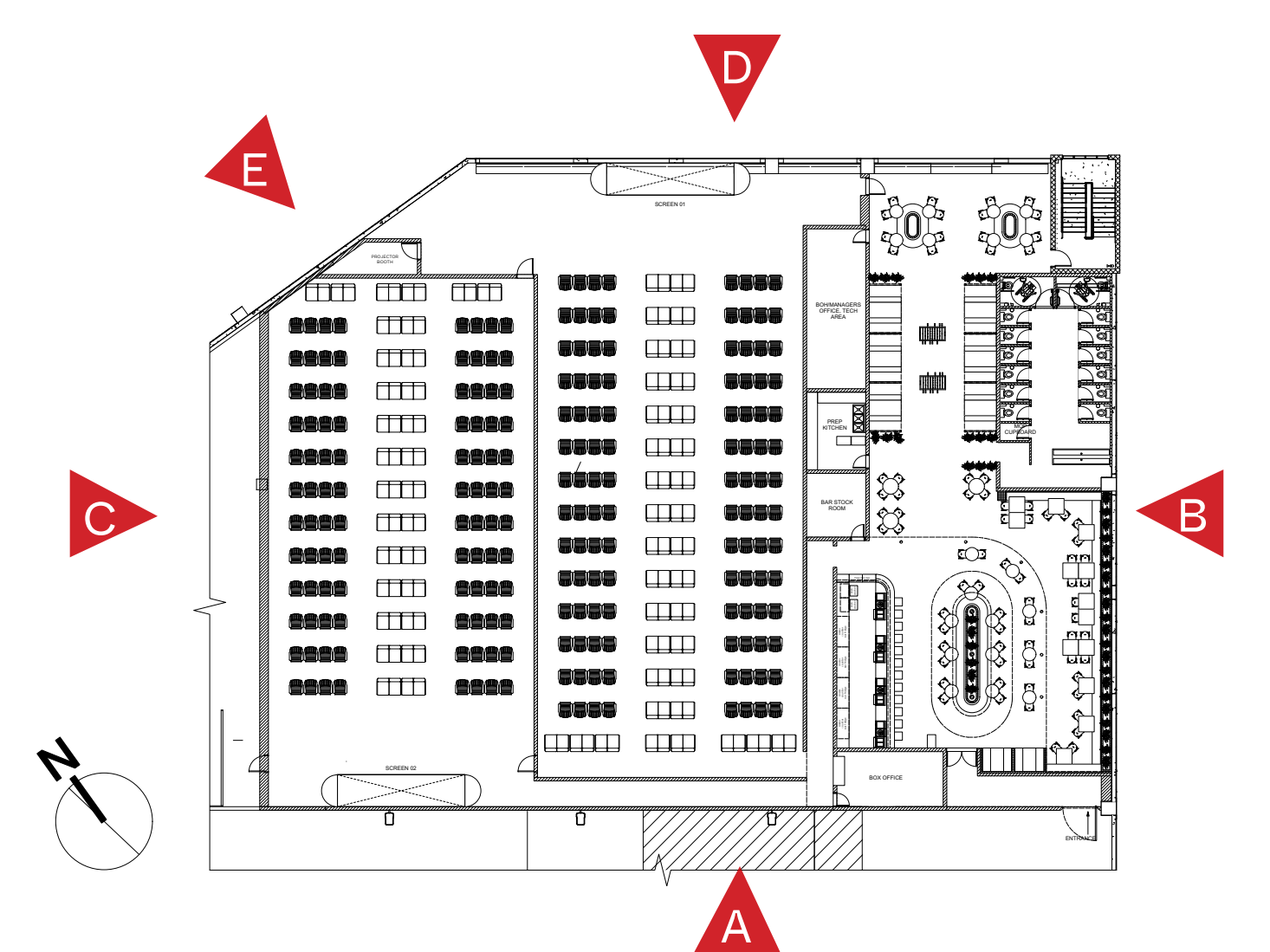
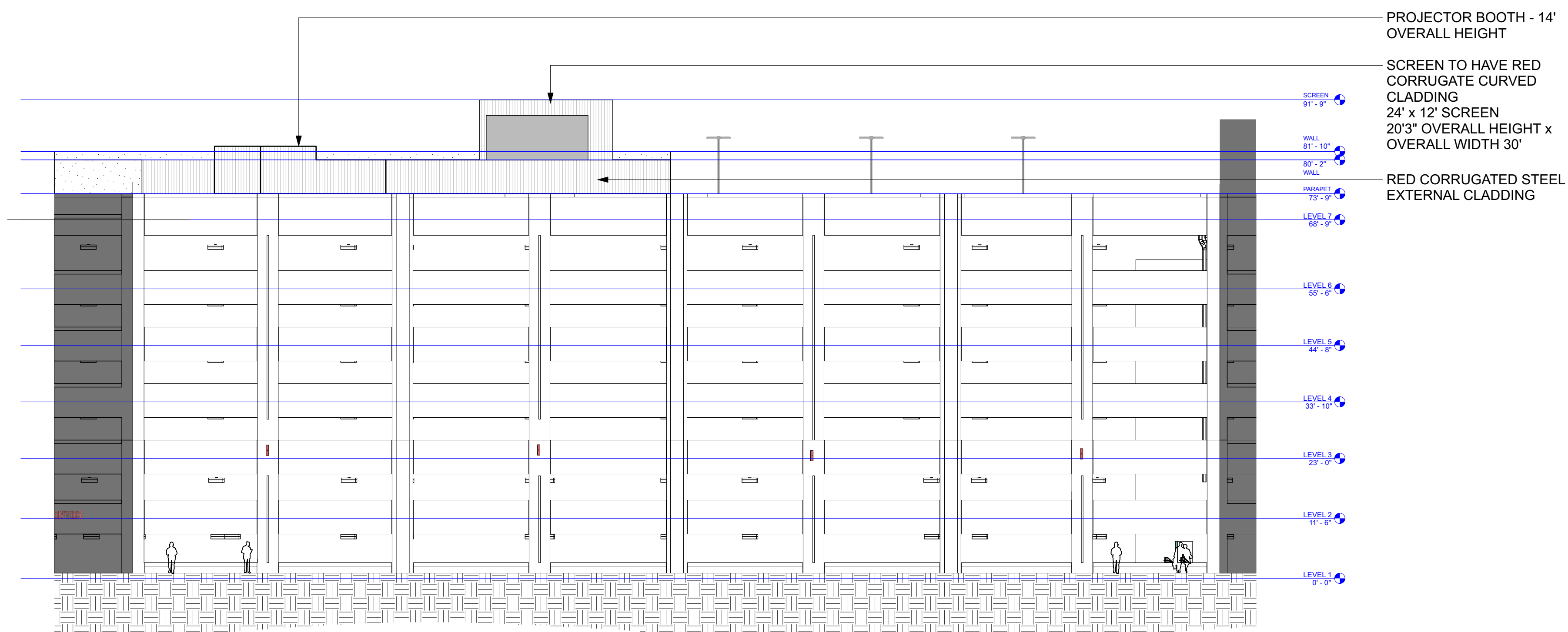
1 ELEVATION C
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2 ELEVATION D
Scale: 1/16" = 1'-0"



3 ELEVATION E
Scale: 1/16" = 1'-0"





(A) Exterior street view



(E) Exterior street view



(B) Exterior view from Governor's school dorms



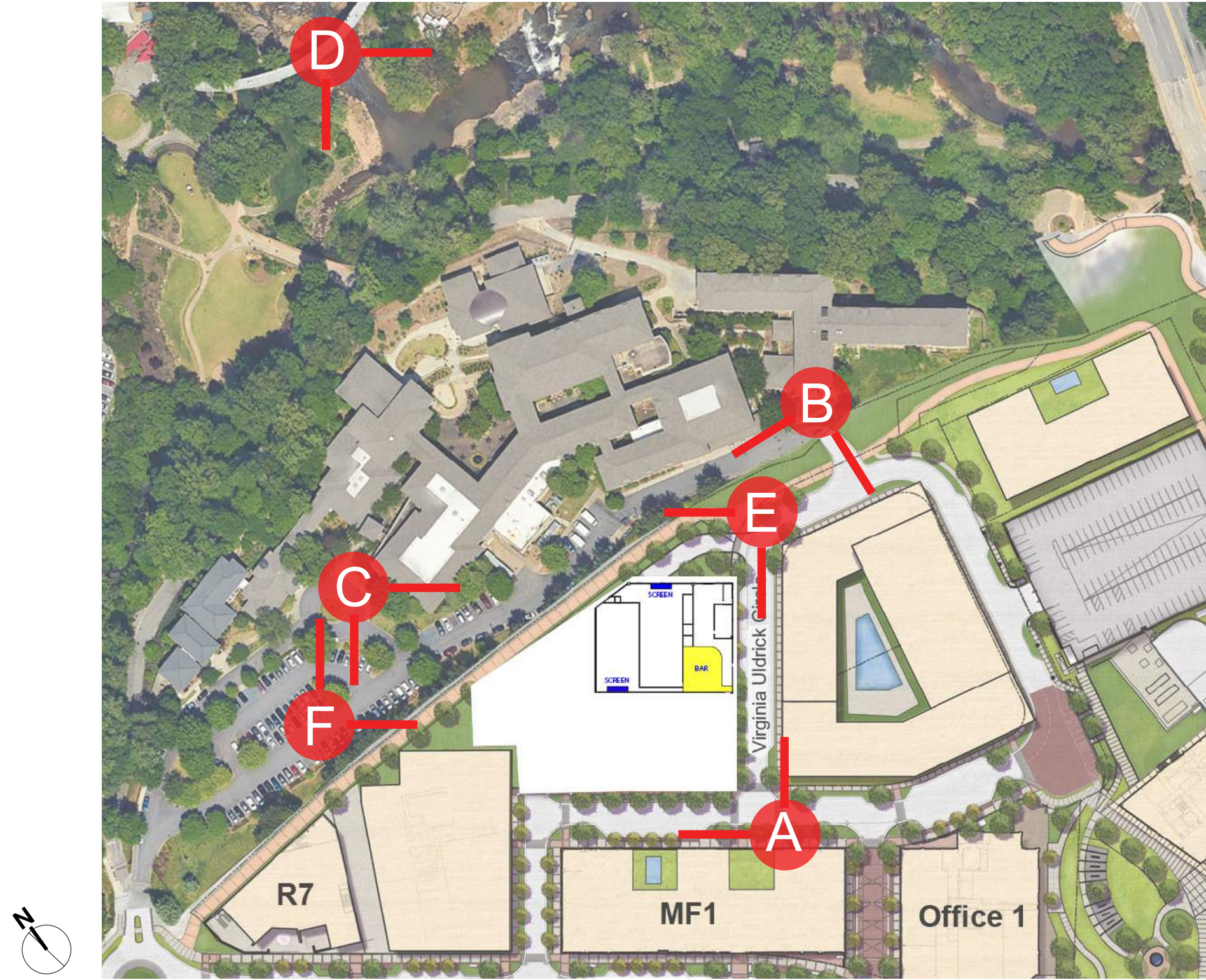
(F) Exterior view from Governor's school parking lot



(C) Exterior view from Governor's school parking



(D) Exterior view from bridge

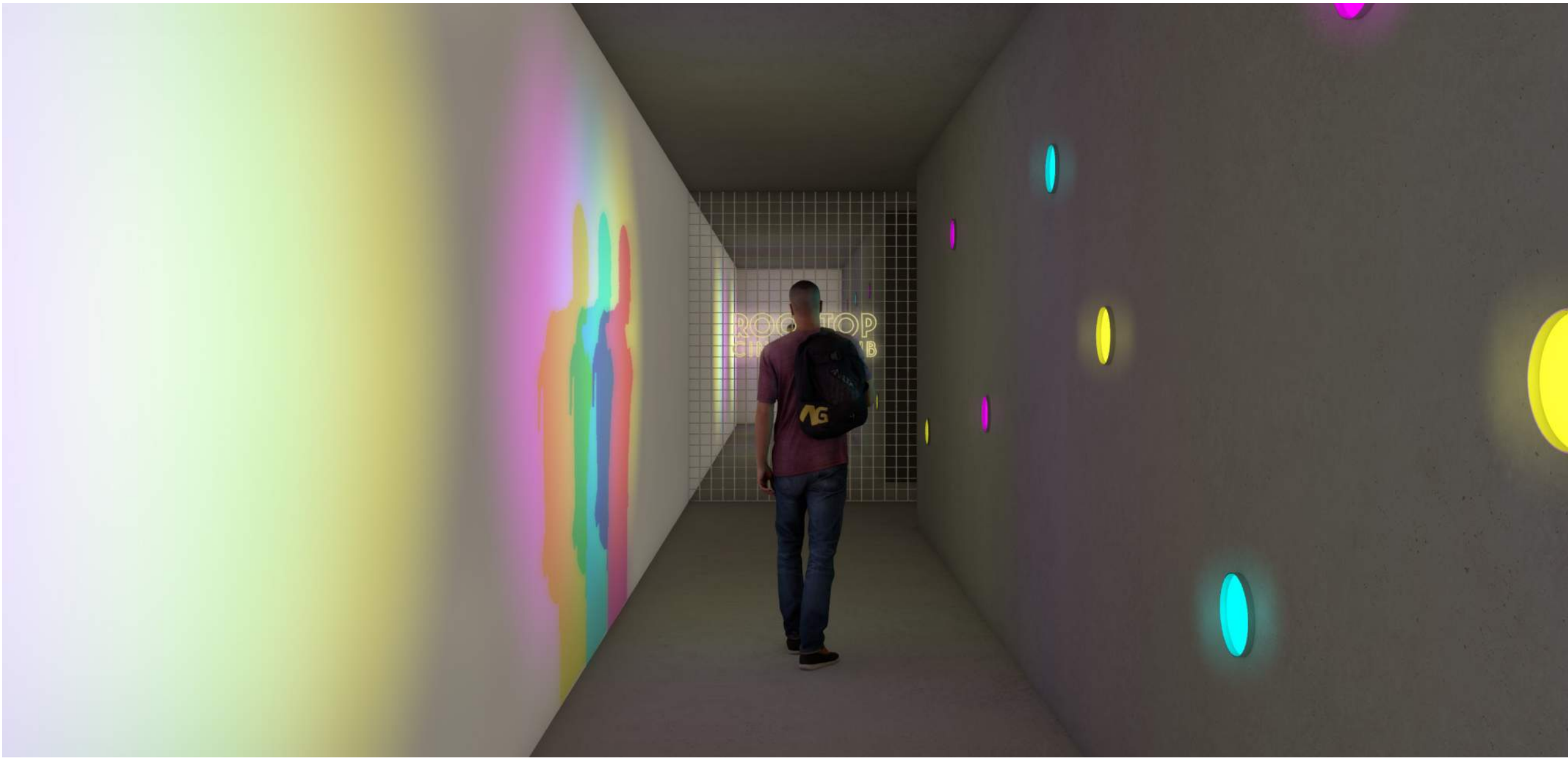




Arrival



Cabana seating



Arrival corridor



Terrace seating



Covered bar



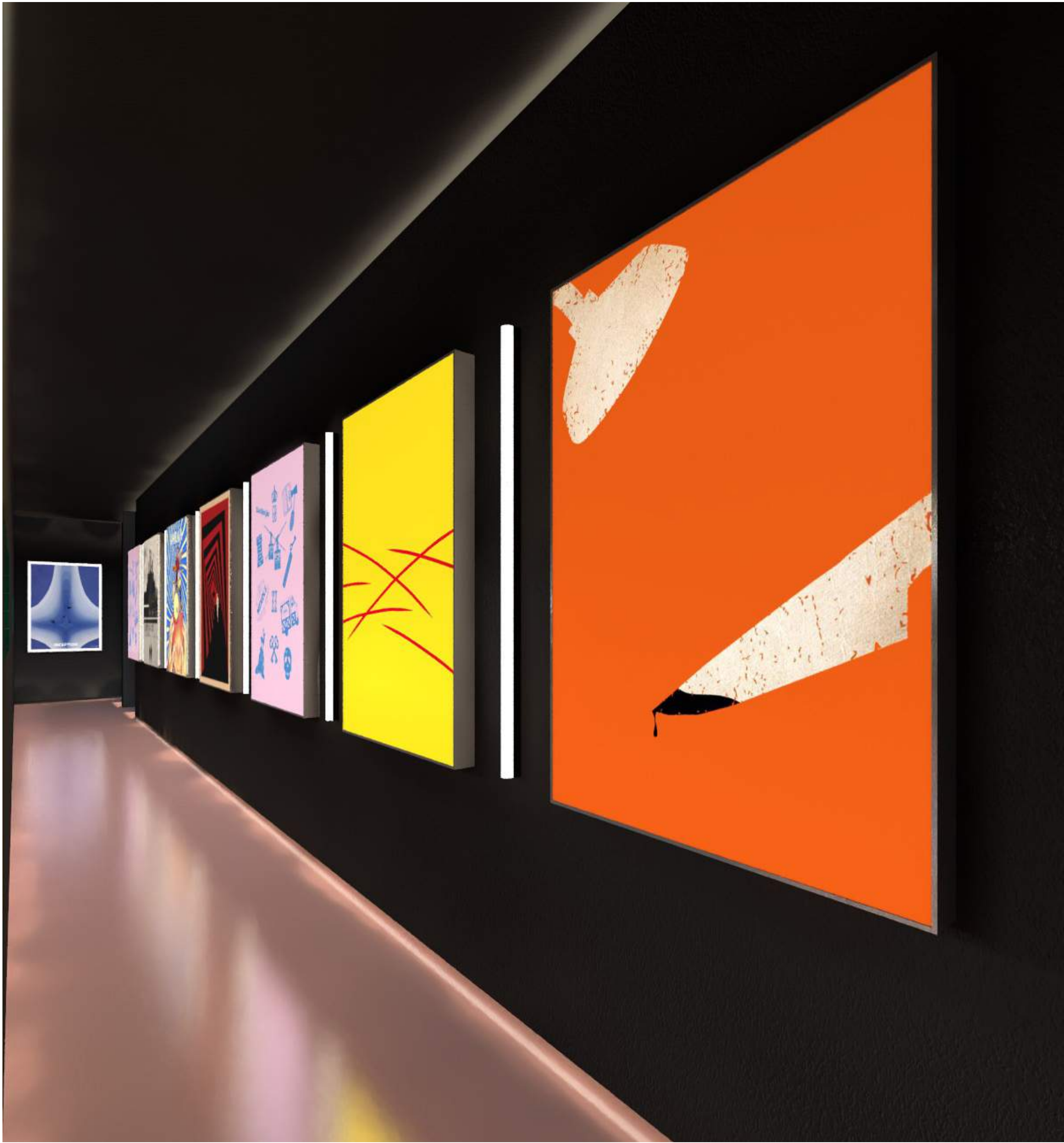
Cinema screen



Covered bar seating feature



Outdoor terrace seating



Transition corridor to cinema screens



ROOFTOP CINEMA CLUB

REAL ESTATE OPPORTUNITIES



LOVE, PEACE & *Great Film*

THE ULTIMATE OPEN-AIR ENTERTAINMENT EXPERIENCE

DRIVEN BY A LOVE OF FILM, WE ARE ON A MISSION TO CHANGE THE WAY PEOPLE EXPERIENCE OPEN-AIR ENTERTAINMENT BY **TRANSFORMING ORDINARY ROOFTOPS AROUND THE WORLD INTO EXTRAORDINARY CULTURAL HUBS** THAT BRING PEOPLE TOGETHER.

"Rooftop are the kings of outdoor cinema"
★★★★★ TimeOut

"The Soho House of outdoor screenings"
★★★★★ LA Confidential

CLICK TO PLAY SIZZLE REEL



VIEW
WEBSITE



VIEW
INSTAGRAM



ENTERTAINMENT, EXPERIENCES AND ESCAPISM

WE COMBINE AN ENTERTAINMENT, CONCESSIONS, AND CREATIVE BAR VENUE ON ONE ROOF. OUR CUSTOMERS ARE AS DIVERSE AS OUR MOVIE FEATURES. CUSTOMERS TEND TO BE HIGHLY EDUCATED, HIGH INCOME PROFESSIONALS WHO ARE SEEKING A UNIQUE AND FUN NIGHT OUT WITH THEIR FRIENDS AND FAMILY. ROOFTOP CINEMA CLUB HAS A TRACK RECORD OF 12+ YEARS OPERATING IN THE UK AND USA.

**THIS IS THE ULTIMATE
OPEN-AIR EXPERIENCE.**



DOMESTIC VENUES



DOWNTOWN, LOS ANGELES

Capacity: 464
Screenings: 165
Admissions: 76,560
Season: Apr - Dec



EMBARCADERO, SAN DIEGO

Capacity: 740
Screenings: 200
Admissions: 148,000
Season: Feb – Dec



DOWNTOWN, FORT WORTH

Capacity: 675
Screenings: 200
Admissions: 135,000
Season: Oct – Dec



MIDTOWN, NEW YORK CITY

Capacity: 110
Screenings: 604
Admissions: 66,440
Season: May – Dec



UPTOWN, HOUSTON

Capacity: Screen 1: 711, Screen 2: 285
Screenings: Screen 1: 142, Screen 2: 200
Admissions: Screen 1: 142,200, Screen 2: 57,000
Season: Feb – Dec



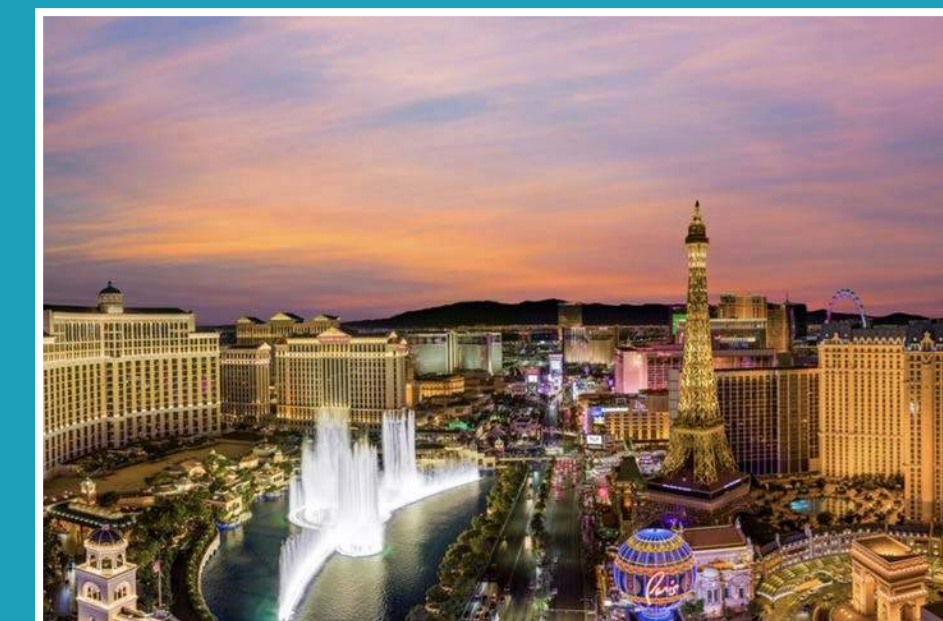
FULTON MARKET, CHICAGO

Capacity: 567
Screenings: 198
Admissions: 112,266
Season: May – Oct



SOUTH BEACH, MIAMI

Capacity: 754
Screenings: 200
Admissions: 150,800
Season: Jun – Dec



UPCOMING: THE BEND, LAS VEGAS 2025

WE BEAUTIFY, AMENITIZE, AND MONÉTIZE UNDERUTILIZED SPACES.



PECKHAM,
LONDON



ARTS DISTRICT,
LOS ANGELES



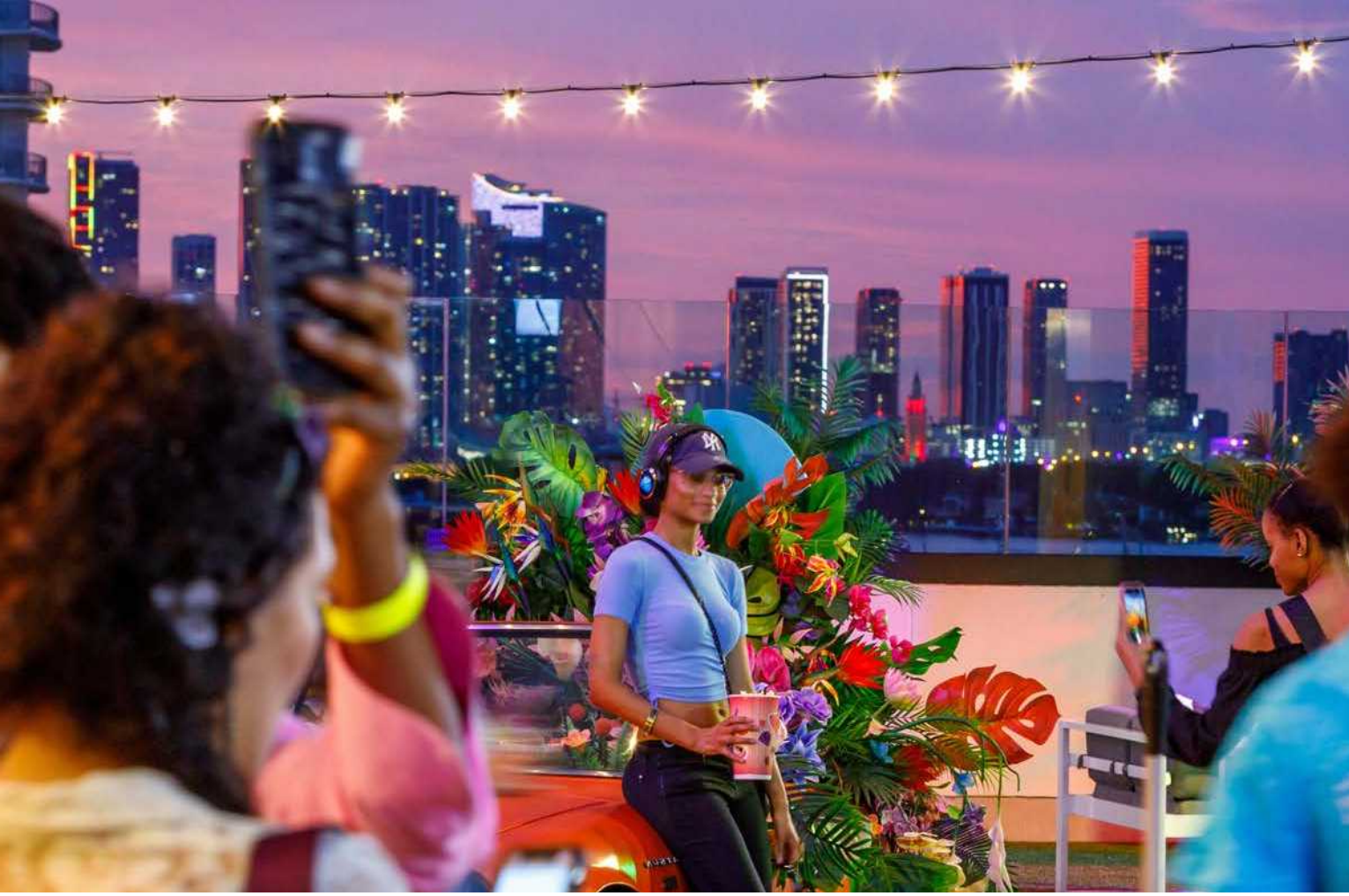
SOUTH BEACH,
MIAMI



UPTOWN, HOUSTON

CURRENT VENUES





MORE THAN A MOVIE

- ✓ PRIVATE EVENTS
- ✓ BESPOKE BRAND EXPERIENCES
- ✓ FILM & TV PREMIERES
- ✓ THEMED NIGHTS
- ✓ SILENT DISCO PARTIES
- ✓ SPORTS LIVE STREAMING
- ✓ FIRESIDE CINEMA





**STUNNING
VIEWS**

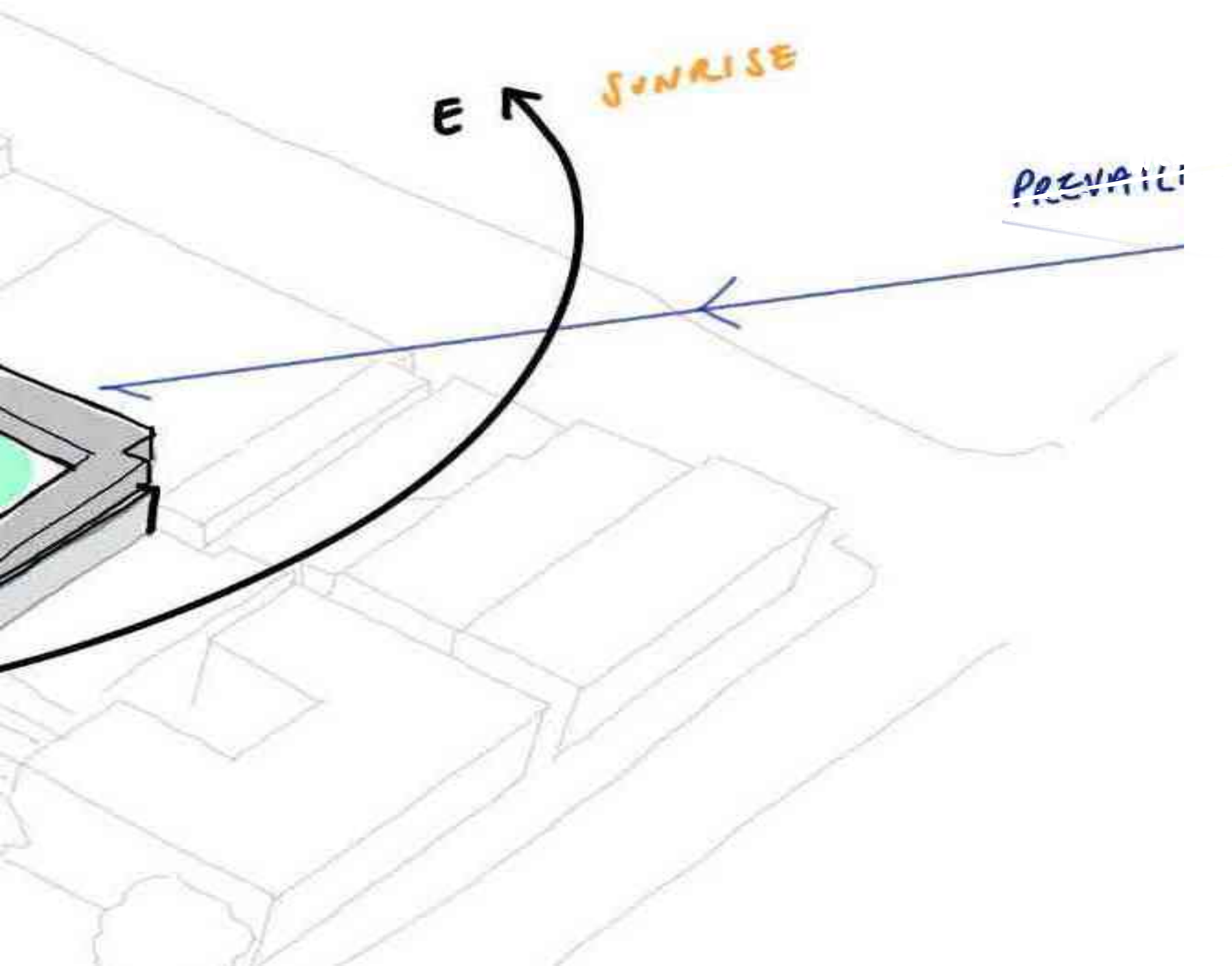
**OPEN-AIR
BREEZE**

**FUN IN
TECHNICOLOR**

**COMFY
CHAIRS**

**BESPOKE
DESIGNS**

**A CINEMA
WITH STYLE**



CONCEPT SITE PLAN

- RESTROOMS SERVING THE SPACE OR ABILITY TO CONSTRUCT AS REQUIRED
- EVENTS SEATING: 220 +/-
- APPROX. 8,000-15,000 SQFT
- UTILITY SERVICE ON LEVEL OR THE ABILITY TO BRING THEM TO LEVEL
- ABILITY TO SERVE FOOD AND FULL BAR OFFERINGS

YOU'RE IN GREAT COMPANY.

OUR LANDLORDS LOVE US.

“ Rooftop Cinema Club truly puts on respectful and conscious events that are focused around film and bringing the community together. They are **an excellent footfall generator for local shops, restaurants and businesses** in the area and help to provide a much-needed escapism. ”

—ONNI GROUP, LOS ANGELES

“ RCC have made the open-air cinema experience one that rivals that of any major cinema operator. **You will be challenged to find a better way to spend a warm summers evening.** More than ever, their film events are needed now as we face a new chapter in the entertainment and hospitality industry. ”

—NEUEHOUSE, LOS ANGELES

“ Rooftop Cinema brings events that are focused around film to our 1628 property, **offering guests a unique experience that is fun for all.** Having the ability to offer an evening activity, outside, without disruption to our surrounding neighbors is hard to find and a welcomed addition to our guests, colleagues, and community. ”

—MANCHESTER GRAND HYATT,
SAN DIEGO

“ We have partnered with Rooftop Cinema Club over the last two seasons with immense success. Sold out screenings have become a much loved and staple part of the Skylawn Rooftop Bar at Embassy by Hilton. The experience with Rooftop Cinema Club starts the moment guests step outside. **They know what the customer wants and have great attention to detail** with their production, social highlights and movie-watching experience. ”

—EMBASSY SUITES BY HILTON NYC

...AND SO DOES THE PRESS!

ROOFTOP ARE THE KINGS OF OUTDOOR CINEMA

★ ★ ★ ★ ★ TIMEOUT NEW YORK

REALLY COOL EXPERIENCE WITH A GORGEOUS BACKDROP

★ ★ ★ ★ ★ NBC, SAN ANTONIO LIVING

THE “SOHO HOUSE” OF OUTDOOR SCREENINGS

★ ★ ★ ★ ★ LA CONFIDENTIAL

THIS COULD BECOME YOUR NEXT FAVORITE HOTSPOT

★ ★ ★ ★ ★ ABC HOUSTON



**Planning Staff Report to
Board of Zoning Appeals
August 8, 2025**
for the August 14, 2025 Public Hearing

Docket Number:	S 25-614
Applicant:	Rooftop Cinema Club (Aly Dean)
Agent:	McMillan Pazdan Smith (Harrison Polk)
Property Owner:	University Ridge Public Facilities Corporation
Property Location:	Virginia Uldrick Circle
Tax Map Number:	006900-03-00309
Acreage:	1.44
Zoning:	PD, Planned Development District
Proposal:	SPECIAL EXCEPTION to establish a 'General outdoor entertainment use operating after midnight'

Applicable Sections of the City of Greenville Code of Ordinances:

<i>Sec. 19-3.2.1.B.2.</i>	<i>Hours of Operation</i>
<i>Sec. 19-3.4.4.</i>	<i>Commercial Use Standards</i>
<i>Sec. 19-6.2.15.A.</i>	<i>Quasi-Judicial Review/Applicability</i>
<i>Sec. 19-6.2.15.D.2.</i>	<i>Special Exception Permit</i>

Staff Recommendation: Approve with conditions

Staff concludes that the Application complies with the standards to grant a Special Exception Permit as a **'General outdoor entertainment'** use operating after midnight. If the Board decides to grant the Permit, Staff recommends the following conditions:

1. Operation of the facility shall be limited to a 'general outdoor entertainment' use, as defined by this Code, and shall substantially conform to the statements of the Applicant and the content of the application. Modification of the facility's operation shall require the Applicant to seek a modification of the special exception permit.
2. The business shall comply with the location standards established by the state. Operation of the business shall comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.
3. Hours of operation shall be substantially consistent with those stated by the Applicant and not exceed past 2:00 a.m. Food service shall be available until last call.
4. Per Greenville Development Code Section 19-3.2.1.B.3., delivery, waste collection, and similar commercial traffic is prohibited between the hours of 10:00 p.m. and 7:00 a.m.
5. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and must be enforced by the proprietors.

6. At all times during its occupancy, the Applicant shall assign a manager on the premises who shall ensure compliance with the terms of the special exception permit, this Code, and the applicable S.C. Code of Laws and Regulations.
7. The Applicant shall take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
8. The Applicant and all its managers and employees responsible to serve any alcoholic beverage (current and future) shall participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee shall be retained on-site and available for inspection by the administrator and the City Police Department. Current personnel shall receive training within 30 days of the date of the issuance of the certificate of occupancy and future personnel shall receive training within 30 days of hiring.
9. The Applicant shall retain at least two security persons Sunday through Thursday between the hours of 10:00 p.m. and 2:15 a.m. and shall retain at least three security persons on Fridays and Saturdays between the hours of 10:00 p.m. and 2:15 a.m. The number of security persons shall increase at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. At least one of the required security persons shall be positioned outside of the business. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that a required security person be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.
10. The Applicant and its Landlord shall develop a comprehensive security plan to ensure patron safety within the parking deck and specifically to ensure that disorderly crowds do not form within the parking deck.
11. The rooftop must have perimeter guard railing above table surfaces to protect the public.
12. The Applicant shall designate staff at all ingress/egress points to be responsible for monitoring the flow of patrons and confirming compliance with allowable occupant capacity.
13. The Applicant shall develop an inclement weather plan that addresses how the business will ensure patron safety during a lightning storm or other inclement weather event. Additionally, the Applicant shall assign a staff person on the premises to use and monitor weather tracking software and emergency alerts.
14. Exterior lighting shall be directed inward and downward toward the business and away from any abutting properties.
15. Exterior sound amplification for movie screenings is prohibited.
16. Exterior sound amplification around the bar area shall be limited to the ambient background music. Speakers must be directed inward toward the facility and away from any adjoining use or public property.

17. Exterior sound amplification for special events is permitted, but shall be prohibited after 10:00 p.m. All amplified sound must be directed inward toward the facility and away from any adjoining use or public property.
18. Events involving live music and live performances shall be prohibited after 10:00 p.m.
19. A pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise violations may be grounds for revocation of the permit.
20. If outside queueing of patrons on the property and along public sidewalks occurs, the security person(s) shall ensure orderly behavior of patrons so as to not negatively impact surrounding lands and safe use of the public sidewalks.
21. Refuse from the business shall be taken to the ground-level service area by cart or vehicle. Use of the garage elevator for this purpose shall be prohibited.
22. A copy of the special exception permit shall be maintained on the premises with other related inspection, licensing, and occupancy information.
23. The use shall comply with the Technical Advisory Committee findings and recommendations.

Staff Analysis:

The Agent, McMillan Pazdan Smith (Harrison Polk) on behalf of the Applicant, Rooftop Cinema Club (Aly Dean), requests permission to establish a 'general outdoor entertainment' use and operate after midnight in the University Ridge development.

The subject property is zoned PD, Planned Development. The Planned Development zoning district is a legacy zoning district from the Land Management Ordinance and is intended to encourage innovative land planning and site design concepts that conform to community quality-of-life benchmarks and that achieve a high level of aesthetics, high-quality development, environmental sensitivity, energy efficiency, and other community goals.

Planned Development districts are floating zoning districts, and each are subject to their own unique regulating plan and statement of intent. The property is part of the Haynie-Sirrine Planned Development and is located within its Greenville County Square subdistrict, which was added to the PD in February 2020. The Greenville County Square subdistrict is intended for redevelopment that allows for a creative and new urban approach. The subdistrict is expected to have a diverse mix of land uses and quality public spaces. The proposed use will be located within the "Mixed-Use Village Core" zone in the subdistrict. The Mixed-Use Village Core is approved for multiple midrise buildings and allows commercial, residential, light industrial, and institutional uses.

According to the regulating plan's use table, the use of "outdoor entertainment (all uses)" in the Greenville County Square subdistrict requires a special exception permit from the Board of Zoning Appeals.

The Applicant has indicated the business will operate up to seven days a week from 10:00 a.m. until 2:00 a.m.

Although no time constraints or limitations for commercial uses were specified in the PD regulating plan, Greenville Development Code Section 19-3.2.1.B.2., requires that "any use open to the public with hours of operation between 12:00 a.m. and 5:00 a.m. requires a Special Exception permit."

The business will feature a concession stand and limited-service kitchen and will serve beer, wine, and liquor by the drink. Alcohol sales are estimated to account for approximately 14 percent of all revenues, food and non-alcoholic drink sales are expected to account for 15 percent of all revenues, and tickets will account for the remaining 71 percent of all revenues. Food sales will be available during all operating hours according to the application; however, a limited menu will be offered after midnight.

In addition to the rooftop movies, outdoor entertainment including private events, film and television premieres, silent disco parties, sports live streaming, and similar programming will also occur.

The Technical Advisory Committee (TAC) met with the Applicant on July 17, 2025, and recommended approval of the Special Exception Permit with conditions; these recommended conditions are listed at the end of this report.

No previous special exception or conditional use permits apply to the property.

Attendance at the monthly Project Preview Meeting was required by Planning staff as part of this application. The Applicant presented the project at the June 24, 2025, Project Preview Meeting. A summary of the meeting completed by the Applicant will be included as part of the staff report materials.

A Special Exception Permit shall be approved only upon finding that the Applicant demonstrates **all** the following are met:

Standard a: The Proposed Special Exception Is Consistent with the Comprehensive Plan.

The GVL2040 Comprehensive Plan identifies the subject property in the 'Center City' classification as part of the future land use map.

The 'Center City' classification is described as Greenville's downtown central business district. It contains a mix of land uses including but not limited to office, service, retail, entertainment, cultural, government, civic, light manufacturing, and residential. Development is expected to be pedestrian-oriented and designed to actively engage streets, parks, plazas, the riverfront, and other public spaces.

The proposed entertainment use maintains the blend of service, entertainment, and other commercial uses in the Center City.

GVL2040 also notes that "future investments and policies are shaped by the Downtown Strategic Master Plan (2019) and at a broader level by the planning principles and priorities of GVL2040."

The Downtown Strategic Master Plan provides information on market influences, proposes affordable housing and economic development strategies, identifies urban design focus areas, and includes a list of action items.

The subject property falls within the "South Downtown District" focus area of the strategic plan. The South Downtown focus area is roughly bounded by South Main Street, the Reedy River, South Church Street and Augusta Street. The plan describes the area as "the focus of major redevelopment over the next ten years as the county administrative office complex is replaced by an urban, mixed-use precinct."

The concept plan calls for an integrated approach to redevelopment guided by a specific plan and customized zoning for the district. A new, high-density mixed-use center in the north will anchor continued neighborhood development to the south.

The establishment will be part of the overall redevelopment of County Square, and the use will contribute to the urban, mixed-use precinct envisioned for the area which aligns with the objectives of the Downtown Master Plan.

Staff finds that the proposed use is consistent with the Comprehensive Plan.

Standard b: The Proposed Special Exception Complies With All Use Standards in Div. 19-3.4.

Use standards for 'general outdoor entertainment and recreation' uses are located in Section 19-3.4.4.B. and are listed below:

19-3.4.4. Commercial use standards

B. Entertainment and Recreation

1. General Indoor Entertainment and Recreation

The following standards apply, as deemed applicable by the Administrator:

- a. Operation of the business must comply at all times with the provisions of the South Carolina Alcoholic Beverage Control Act and the regulations of the Department of Revenue.*
- b. At all times during its occupancy, the applicant must assign a manager on the premises who must ensure compliance with this Code, and the applicable South Carolina Code of Laws and Regulations.*
- c. The applicant and all of its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.*
- d. The Administrator may require the applicant to retain outdoor security persons during operation of the establishment. The security persons must possess a security officer registration certificate pursuant to South Carolina Code 1976, title 40, chapter 18, or, as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified.*
- e. Occupant capacity of the establishment must be established by the City building codes Administrator. The applicant must designate staff at all ingress/egress points to be responsible for monitoring the flow of patrons.*
- f. Acoustic music and entertainment may be permitted in an outdoor space. Specified hours of outdoor music and entertainment are limited by the permit.*
- g. Exterior sound amplification is prohibited except in areas specifically authorized on the approved site plan; all amplified sound must be directed inward toward the facility and away from any adjoining use or public property. Specified hours of exterior sound amplification are limited by the permit.*
- h. Interior sound amplification must be located only as reflected on the approved floor plan and must be directed away from the principal entrance or directed toward the interior of the building. Except to provide ingress and egress, exterior doors and windows must remain closed after 10:00 p.m.*
- i. Rooftop decks must have perimeter guard railing above table surfaces.*
- j. Loitering, solicitation, and disorderly conduct is prohibited at all times; rules consistent with the provisions of this Code must be posted in conspicuous locations on the building and throughout the parking lot and must be enforced by the proprietors.*
- k. The application must comply with City noise, smoking, and encroachment ordinances.*
- l. All debris and garbage from the use shall be properly discarded.*
- m. If a shared or remote parking agreement is required for the use, the applicant shall be responsible for maintaining the parking agreement as long as the use remains in operation.*

n. Pursuant to Sec. 19-6.2.1.D., the Administrator may attach additional conditions which will protect nearby uses from any adverse impacts reasonably expected to occur as a result of the operation of the use.

2. General Outdoor Entertainment and Recreation

The Use Standards for General Indoor Entertainment and Recreation in part 1 of this subsection also apply to General Outdoor Entertainment and Recreation, as deemed applicable by the Administrator.

The Applicant has stated their intent to comply with the use criteria within their application.

Upon discussion with the Technical Advisory Committee, the Applicant displayed awareness of potential issues related to noise, security, and occupancy capacity.

During the TAC meeting, the Applicant indicated that sound amplification would be limited. Speakers will play background music in the bar/waiting area, but patrons watching a movie or participating in a disco event will use Bluetooth headphones.

The Applicant was also asked how weather and seasonal temperature change will impact the business. The Applicant indicated that the business will likely close during colder months such as January. Annual maintenance and upgrades are typically undertaken during those times. The Applicant indicated that if inclement weather is expected for that day, they will close the theatre.

The Applicant indicated that security would be retained by both the business as well as the landlord. The Applicant indicated that at least two security persons would be on duty during operating hours, with more during peak demand periods. Security persons would be licensed or off duty sworn law enforcement. The Landlord's security persons will patrol the overall development, including the parking garage.

Staff recommends formal incorporation of TAC's recommended conditions, listed at the end of this report, into any motion for approval. Staff also recommends the incorporation of the applicable use specific standards as conditions of approval.

Staff finds, with appropriate conditions, the use complies with the use standards of the Greenville Development Code.

Standard c: The Proposed Special Exception is Appropriate for its Location and Compatible with the Character of Surrounding Lands and the Uses Permitted in the Zoning Districts of Surrounding Lands, and Will Not Reduce Property Values of Surrounding Lands.

The land uses and zoning districts of adjacent property is as follows:

East:	Structured parking and undeveloped land (future mixed-use) (PD, Planned Development)
North:	School (CM, Campus)
West:	Undeveloped land (future mixed-use) (PD)
South:	General civic and undeveloped land (future mixed-use) (PD)

The property is located in the Haynie-Sirrine neighborhood and is zoned PD, Planned Development District. The subject property is currently vacant but will be redeveloped into a seven-story parking garage in the coming months. The use will occupy the roof level. Another commercial use may also occupy the rooftop. The remaining floors of the parking garage are expected to be used for parking purposes.

Surrounding properties are zoned PD and CM, Campus. To the north of the property is the South Carolina Governor's School for the Arts & Humanities, which is a residential school that serves students in grades 10 through 12. Properties to the south, east, and west are currently undeveloped, but are slated for development. A master land use plan, included in the Application, indicates that the

site will be surrounded by multi-family residential, office, retail, and restaurant uses in the coming years.

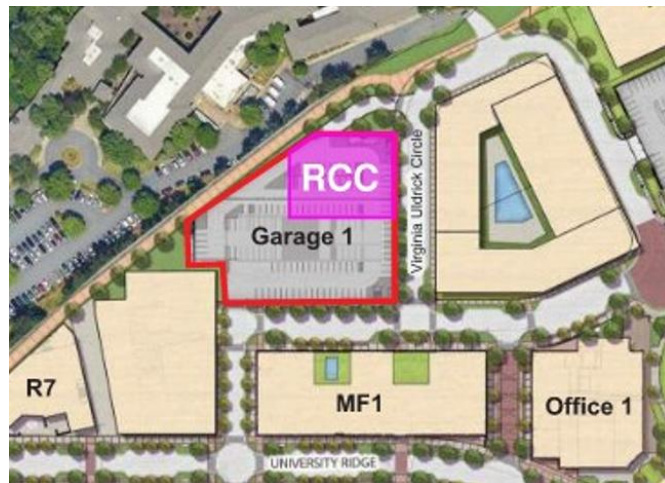


Figure 1. Subject property (outlined in red and labeled Garage 1) and business footprint (colored magenta and labelled RCC).

The closest residential uses within the vicinity appear to be located about 700 feet away on Howe Street. Future residential apartment buildings are planned to the south and east of the site. Although institutional in nature, the South Carolina Governor's School contains dorms for students residing on campus and is the closest existing use to be impacted by the proposed use and its late-night operation. During the TAC meeting, the Applicant indicated they have been in communication with the school. The Applicant reported that the school was supportive of the new use and that they would be coordinating on improving connectivity between the sites.

The Applicant has stated the business will close at 2:00 a.m. The closest uses that operate until at 2:00 a.m. are Vault and Vator and Jack Brown's Beer and Burger Joint which are near the intersection of Augusta Street and South Main Street in the West End area. It is expected that other entertainment and food/beverage uses planned for the University Ridge development will operate with late night hours.

With the appropriate conditions, the use and its overnight business hours are not anticipated to create a conflict with other neighboring businesses and residential uses nearby.

Staff finds, with appropriate conditions, the use is compatible with surrounding lands.

Standard d. The Design of the Proposed Special Exception Minimizes Adverse Effects, Including Visual Impacts of the Proposed Use on Adjacent Lands; Furthermore, the Proposed Special Exception Does Not Impose Significant Adverse Impact on Surrounding Lands Regarding Service Delivery, Parking and Loading, Odors, Noise, Glare, Vibration, and Does Not Create a Nuisance.

The proposed use is located on the roof of a proposed building. Movie theatre screens will be positioned so that visibility is limited off-site, but a small portion will be visible from adjacent properties. Renderings in the application packet demonstrate the limited visibility of the screens from the Governor's School and other locations. The screens as well as lighting for the use are not expected to have a direct impact from the ground level or from buildings lower in height. One screen will be LED, while the other screen will use a projector. Because glare impacts the ability to view the movie theatre screens, the movie theatre design will incorporate measures to minimize glare from the use. No adverse visual impacts or glare are anticipated from the use.

Parking is expected to come from the parking garage below. Other parking options are expected to be available in the vicinity as the overall development builds out. Loading and unloading will be

possible for passenger vehicles that can enter the garage. According to the applicant, rideshare to the cinema is being planned for and will be encouraged.

A portion of the ground level of the parking garage will function as a service area for the business. Dumpsters in the service area will be screened as required by the city. According to the application, a pickup truck, hand cart, or similar resource will be used to move trash from the roof to the service area. No adverse impacts are anticipated regarding delivery, parking, loading, and odors.

As noted earlier, sound amplification will be limited as patrons will use headphones to listen to movies and music. Background music will be played through a speaker system around the bar area. With appropriate conditions, no substantial adverse noise and vibration impacts are anticipated, nor is the use anticipated to create a public nuisance.

To minimize detrimental impacts on adjacent land uses, staff recommends that approval of the Special Exception Permit be conditioned upon the findings and recommendations of TAC, listed at the end of this report and within the Staff Recommendation.

Staff finds, with appropriate conditions, the use and its design will not have substantial adverse impacts.

TAC Findings and Recommendation

FINDINGS OF THE COMMITTEE:

1. The application and all other documents submitted supplemental to the application as part of this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The Applicant indicates the intent to operate a movie theatre known as Rooftop Cinema Club. Rooftop Cinema Club has locations across major markets. This will be the first South Carolina location.
3. The Applicant indicates the business will occupy the roof of a planned seven story parking deck. The space will be approximately 18,400 SF in area. No other levels of the parking garage will be used for the business, beyond the elevator, service area, and signage on the ground floor.
4. The Applicant indicates the intent to operate seven days a week with hours of operation from 10:00 a.m. to 2:00 a.m.
 - a. In response to Committee questioning, the business will operate for most of the year, climate and weather dependent. Maintenance is typically performed when the theatre closes for winter.
 - b. In response to Committee questioning, the business will cancel showings if poor weather is expected.
5. The Applicant indicates the theatre will not operate as a first-run theatre and will focus on classics and second-run showings; however, film and TV premieres may occur.
6. The Applicant indicates that the theatre can be used for non-movie theatre experiences, such as private events, silent disco parties, and sports streaming.
7. The Applicant indicates that tickets will be necessary to gain access to the cinema area, however patrons do not need a ticket to access the seating and bar area.

8. The Applicant indicates that visual impacts will be minimized by the placement of the screens. Two screens will be used. One screen will face outward but will be located central to the garage while the other screen will be face inward from the exterior.
9. The Applicant, in response to Committee questions, indicates the theatre will play movies rated "R."
10. The Applicant indicates that food will be served at all hours, except until last call.
11. The Applicant indicates that although business will feature a bar area and alcohol service, the primary use is intended to be entertainment, and the business is not intended to become a bar or nightclub use.
12. The Applicant indicates they are in the process of obtaining the required alcohol beverage licensing for on-premises consumption of beer, wine, and liquor. Last call will occur approximately one hour before close.
13. The Applicant indicates that staff will be trained in all applicable manners relating to alcohol service and will obtain necessary certifications.
14. The Applicant indicates that a wristband system will be used for helping manage alcohol sales.
15. The Applicant indicates that a combination of in-house and third-party staffing will be used to provide security services for the business. Security persons will be licensed, and staffing count will vary by occupancy and events. Security persons may assist patrons getting to parking during later hours.
16. The Applicant indicates that outdoor seating is planned and is intended to operate during all business hours.
17. The Applicant, based on the provided life safety plan, indicates that maximum occupancy on the overall tenant premises is expected to be 690 occupants. The plans indicate that one screening area will seat 184 and the other screening area will seat 156. The occupancy for the rest of the seven-story parking garage will be rated for 2,394 occupants.
18. The Applicant indicates that no live music will occur inside the business.
19. The Applicant indicates that no speakers will be used for movie screenings. Patrons will use Bluetooth headphones to hear, which is expected to result in a nearly noiseless environment in the theaters. The bar and casual seating areas will have indoor/outdoor speakers which play ambient background music.
20. The Applicant indicates that parking for the use will come from the on-site parking deck. Patrons will take the elevator up to access the theatre.
21. The Applicant indicates that trash will be taken to a service area on level one within the parking deck. A vehicle or cart will be used to transport refuse.
22. The Applicant indicates that the facility is smoke free. A designated smoking area is not included.
23. The Applicant indicates that they have been in conversation with the nearby Governor's School to address any questions and concerns related to impacts. A walkway connection between the University Ridge development and the school is being elevated.
24. The Applicant indicates that the necessary building permits will be obtained for the use over the coming 24-months.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application.
2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on adjacent uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations conditions of the special exception permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses and are in addition to the standard requirements outlined in the Greenville Development Code:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the Applicant.
 - b. This Committee recommends that the final life safety plan be in close keeping to the currently proposed occupancy count of 690 persons.
 - c. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
 - d. This Committee recommends that at all times during its occupancy, the Applicant must assign a manager on the premises who must ensure compliance with the terms of the special exception permit, this Code, and the applicable South Carolina Code of Laws and Regulations.
 - e. This Committee recommends that the Applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.
 - f. This Committee recommends that the Applicant shall retain at least two security persons on Sunday through Thursday between the hours of 10:00 p.m. and 2:15 a.m. and shall retain at least three security persons on Fridays and Saturdays between the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that a required security person be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.

- g. This Committee recommends that the Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity.
- h. This Committee recommends that events involving live music and live performances be prohibited after 10:00 p.m.
- i. This Committee recommends that sound amplification be prohibited for movie screenings.
- j. This Committee recommends that sound amplification for the bar area be limited to ambient background music.
- k. This Committee recommends that outdoor sound amplification be permitted but cease after 10:00 p.m. Outdoor speakers shall be mounted facing toward the building and away from neighboring properties.
- l. This Committee recommends that rooftop decks must have perimeter guard railing above table surfaces.
- m. This Committee recommends that the Applicant develop an inclement weather plan that addresses how the business will ensure patron safety during a lightning storm or other inclement weather event. Additionally, the Committee recommends that the Applicant assign a staff person on the premises to use and monitor weather tracking software and emergency alerts.
- n. This Committee recommends that a pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise violations may be grounds for revocation of the permit.

Staff Comments

City Engineer

Comments:

1. Application review approval is subject to the applicant satisfying all conditions and requirements of the engineering divisions.

Civil Engineer

Comments:

No comments.

Environmental Engineer

Comments:

No comments.

Traffic Engineer

Comments:

No comments.

Fire Department

S 25-614
Virginia Uldrick Circle

Comments:

No comments.

REPORT OF THE TECHNICAL ADVISORY COMMITTEE

to the

Board of Zoning Appeals

S 25-614

Application by McMillan Pazdan Smith Architecture (Harrison Polk) on behalf of Rooftop Cinema Club (Aly Dean) for a **SPECIAL EXCEPTION** to establish a 'General outdoor entertainment and recreation' use after midnight in a PD, Planned Development district on **UNIVERSITY RDG** between **S CHURCH ST** and **HOWE ST**, to be addressed off **VIRGINIA ULDRICK CIR** (TM# 006900-03-00309)

Committee Meeting Date(s): July 17, 2025

Applicant attending meeting: Aly Dean (Head of Real Estate Development for RCC), Harrison Polk (project architect), and others

Proposed Business: Rooftop Cinema Club

FINDINGS OF THE COMMITTEE:

1. The application and all other documents submitted supplemental to the application as part of this case prior to the Technical Advisory Committee review, is hereby incorporated and made a part of the findings of this Committee.
2. The Applicant indicates the intent to operate a movie theatre known as Rooftop Cinema Club. Rooftop Cinema Club has locations across major markets. This will be the first South Carolina location.
3. The Applicant indicates the business will occupy the roof of a planned seven story parking deck. The space will be approximately 18,400 SF in area. No other levels of the parking garage will be used for the business, beyond the elevator, service area, and signage on the ground floor.
4. The Applicant indicates the intent to operate seven days a week with hours of operation from 10:00 a.m. to 2:00 a.m.
 - a. In response to Committee questioning, the business will operate for most of the year, climate and weather dependent. Maintenance is typically performed when the theatre closes for winter.
 - b. In response to Committee questioning, the business will cancel showings if poor weather is expected.

5. The Applicant indicates the theatre will not operate as a first-run theatre and will focus on classics and second-run showings; however, film and TV premieres may occur.
6. The Applicant indicates that the theatre can be used for non-movie theatre experiences, such as private events, silent disco parties, and sports streaming.
7. The Applicant indicates that tickets will be necessary to gain access to the cinema area, however patrons do not need a ticket to access the seating and bar area.
8. The Applicant indicates that visual impacts will be minimized by the placement of the screens. Two screens will be used. One screen will face outward but will be located central to the garage while the other screen will be face inward from the exterior.
9. The Applicant, in response to Committee questions, indicates the theatre will play movies rated "R."
10. The Applicant indicates that food will be served at all hours, except until last call.
11. The Applicant indicates that although business will feature a bar area and alcohol service, the primary use is intended to be entertainment, and the business is not intended to become a bar or nightclub use.
12. The Applicant indicates they are in the process of obtaining the required alcohol beverage licensing for on-premises consumption of beer, wine, and liquor. Last call will occur approximately one hour before close.
13. The Applicant indicates that staff will be trained in all applicable manners relating to alcohol service and will obtain necessary certifications.
14. The Applicant indicates that a wristband system will be used for helping manage alcohol sales.
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18. The Applicant indicates that no live music will occur inside the business.
19. The Applicant indicates that no speakers will be used for movie screenings. Patrons will use Bluetooth headphones to hear, which is expected to result in a nearly noiseless environment in the theaters. The bar and casual seating areas will have indoor/outdoor speakers which play ambient background music.

20. The Applicant indicates that parking for the use will come from the on-site parking deck. Patrons will take the elevator up to access the theatre.
21. The Applicant indicates that trash will be taken to a service area on level one within the parking deck. A vehicle or cart will be used to transport refuse.
22. The Applicant indicates that the facility is smoke free. A designated smoking area is not included.
23. The Applicant indicates that they have been in conversation with the nearby Governor's School to address any questions and concerns related to impacts. A walkway connection between the University Ridge development and the school is being elevated.
24. The Applicant indicates that the necessary building permits will be obtained for the use over the coming 24-months.

RECOMMENDATIONS OF THE COMMITTEE:

1. This Committee recommends that the Board of Zoning Appeals **approve** the application.
2. In order to prevent and/or minimize any potential adverse effects from the Applicant's business on adjacent uses, this Committee recommends that the Board of Zoning Appeals make the following recommendations conditions of the special exception permit. These conditions are related in type and scale to the impact the proposed use would have on the public and surrounding land uses and are in addition to the standard requirements outlined in the Greenville Development Code:
 - a. This Committee recommends the Applicant maintain hours of operation that are substantially consistent with those stated by the Applicant.
 - b. This Committee recommends that the final life safety plan be in close keeping to the currently proposed occupancy count of 690 persons.
 - c. This Committee recommends that the Applicant take reasonable measures to ensure that the business and its patrons comply with City ordinances and State laws intended to preserve the public peace, safety and order, including but not limited to: occupancy loads, prohibitions on disorderly conduct and public intoxication, prohibitions on noise in violation of the City's noise ordinance, prohibitions on smoking in violation of the City's smoking ordinance, adequate patron parking and applicable neighborhood parking restrictions.
 - d. This Committee recommends that at all times during its occupancy, the Applicant must assign a manager on the premises who must ensure compliance with the terms of the special exception permit, this Code, and the applicable South Carolina Code of Laws and Regulations.

- e. This Committee recommends that the Applicant and all its managers and employees responsible for serving any alcoholic beverage (current and future) must participate in the merchant education/server training program offered by the Phoenix Center or comparable program offered by other vendors approved by the City Police Department. Evidence of satisfactory completion of this training for each employee must be retained on-site and available for inspection by the Administrator and the City Police Department. Current personnel must receive training within 30 days of issuance of the certificate of occupancy and future personnel must receive training within 30 days of hiring.
- f. This Committee recommends that the Applicant shall retain at least two security persons on Sunday through Thursday between the hours of 10:00 p.m. and 2:15 a.m. and shall retain at least three security persons on Fridays and Saturdays between the hours of 10:00 p.m. and 2:15 a.m. and at any time while open for business when it is reasonably anticipated that a larger-than-average number of patrons may occupy the premises. The security person(s) must possess a "Security Officer Registration Certificate" pursuant to Chapter 18 of Title 40 of the SC Code of Laws, or as an alternative, may be an off-duty sworn law enforcement officer. No other employee may serve in the capacity of a security person unless so certified. If more than two incidents involving a police response to the business occur within a six-month period, the City of Greenville can then require that a required security person be an off-duty sworn law enforcement officer. Repeated incidents requiring calls for service from law enforcement shall be grounds for revocation of the permit.
- g. This Committee recommends that the Applicant shall designate staff at all ingress/egress points to be responsible for the monitor of flow of patrons and confirmation of compliance with allowable occupant capacity.
- h. This Committee recommends that events involving live music and live performances be prohibited after 10:00 p.m.
- i. This Committee recommends that sound amplification be prohibited for movie screenings.
- j. This Committee recommends that sound amplification for the bar area be limited to ambient background music.
- k. This Committee recommends that outdoor sound amplification be permitted but cease after 10:00 p.m. Outdoor speakers shall be mounted facing toward the building and away from neighboring properties.
- l. This Committee recommends that rooftop decks must have perimeter guard railing above table surfaces.
- m. This Committee recommends that the Applicant develop an inclement weather plan that addresses how the business will ensure patron safety during a lightning storm or other inclement weather event. Additionally, the Committee recommends that the Applicant assign a staff person on the

premises to use and monitor weather tracking software and emergency alerts.

- n. This Committee recommends that a pattern of noise complaints related to the business shall be grounds to require another meeting with the Technical Advisory Committee. Repeated noise violations may be grounds for revocation of the permit.

Respectfully Submitted,

John Hamlett
Technical Advisory Committee Chair



Ross Zelenske, AICP
Senior Development Planner and Liaison to the Board of Zoning Appeals



PROJECT PREVIEW MEETING (PPM) RESPONSE FORM

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

*Project Type:	Commercial Outdoor Entertainment
*Name:	Harrison Polk - McMillan Pazdan Smith Architecture
*Address:	
*City/State:	
*Zip:	
*Phone:	
*Email:	

PROPERTY INFORMATION

*TAX MAP #(S): 0069000300309

*PROPERTY ADDRESS: 301 University Ridge, Space D-100 (Garage 1), Greenville, SC 29601

*CURRENT ZONING DESIGNATION: PD: Planned Development

*BRIEF DESCRIPTION OF PROJECT

REQUEST: High-end, open-air theater experience featuring food, alcoholic beverages, and, of course, classic cinema snacks such as popcorn and candy. The site may operate until 2:00am to ensure adequate runtime for evening feature films after sunset.

For the following items, fill out in response to the public's attendance and reaction to your presented project.

*DATE ATTENDED PPM: June 24, 2025 *NUMBER OF PEOPLE WHO VISITED STATION: 21

*NAME OF ATTENDEES WHO REPRESENTED PROJECT: Harrison Polk - McMillan Pazdan Smith Architecture
Earle Hungerford - McMillan Pazdan Smith Architecture

*DESCRIBE MAIN QUESTIONS RECEIVED AND RESPONSES

PROVIDED: Refer to page 3 & 4 of document (added to City of Greenville PPM Response Form Document).

*PROVIDE OVERALL SUMMARY OF DISCUSSION WITH ATTENDEES REGARDING YOUR PROJECT: Overall discussion with attendees revolved around the operation of the cinema, i.e. when are the operating hours, how many theaters, how many seats, what kind of movies, etc. The overall perception of the project was very positive and the attendees appeared excited.

*DETAIL ANY SPECIFIC QUESTIONS OR AREAS OF INTEREST FROM COMMUNITY: Specific interests from members of the community are how we plan to implement local character into this location.

*DETAIL ANY COMMENTS OR CONCERNS EXPRESSED BY ATTENDEES: A concern expressed by the attendees were regarding the sound produced by the screens. However, that concern was alleviated when it was discussed that headphones are used to hook up to the screens for sound.

*WERE ANY COMMENTS OR PHONE CALLS RECEIVED FROM COMMUNITY OUTSIDE OF THE PPM? IF SO, PLEASE SUMMARIZE: No, no phone calls or comments were received from the community outside of the PPM.

*ARE THERE ANY ITEMS YOU WOULD TO DISCUSS WITH STAFF? No, but please refer to documented meeting minutes added at the end of this document.

*DO YOU PLAN TO MODIFY OR REVISE YOUR PROPOSAL BASED ON COMMENTS OR INPUT RECEIVED AT THE PPM? IF SO, PLEASE DISCUSS: No, we do not plan to modify or revise our proposal as the feedback we received was very positive.

*ANY ENGAGEMENT WITH NEIGHBORHOOD OR COMMUNITY OUTSIDE OF THE PPM? IF SO WHEN/WHERE? No, no engagement with the neighborhood or community outside of the PPM.

*ANY SUGGESTIONS TO IMPROVE THE PPM PROCESS IN THE FUTURE? No, we thought the PPM process was smooth and efficient, and the dialogue with the public was very helpful.

OVERALL TYPE OF FEEDBACK RECEIVED

*Select one: ☒ Positive ☐ Negative ☐ Neutral

****PLEASE COMPLETE AND EMAIL TO PLANNING@GREENVILLESC.GOV BY END OF WEEK FROM THE PROJECT PREVIEW MEETING.***

CITY OF GREENVILLE PROJECT PREVIEW MEETING RESPONSE FORM

Rev. 2/28/2024

meeting minutes

Issue Date: 06.25.2025

Meeting Date: 06.24.2025

Meeting Location: Unity Park Welcome Center

Project Name: Greenville Rooftop Cinema Club

Project Number:

Attendees: Harrison Polk (MPS)
Earle Hungerford (MPS)

Distribution: (if different from above) Tyler Alderuccio (Franklin Street); Geoffry Furey (Franklin Street); KJ Jacobs (MPS)

Writer: Earle Hungerford, Harrison Polk MPS

The following notes represent our understanding of matters discussed and actions agreed upon. Please report corrections and/or omissions to the writer within five (5) working days.

1. Harrison Polk and Earle Hungerford attended the City Project Preview Meeting forum at Unit Park Welcome Center on 2025.06.24 from 4:00 pm – 6:00 pm to present the Rooftop Cinema Club Project.
2. See photos attached of boards shown and forum event. The cinema was positively received. General questions asked are listed below:
 - a. Will sound be an issue?
 - b. How many seats are there in the theaters? **Responses on following page.**
 - c. What genre of movies are shown?
 - d. What are the typical operation times for the cinema? Open in Winter?
 - e. What happens in the case of inclement weather?
 - f. Will this RCC location attempt to have a 'Greenville' feel or will it be just like all the other RCC locations?
3. Public visitors (3) who lived nearby the project asked about schedule of construction and when this will be built, hours of operation, noise, at night and playing music ('by late night cleaning crew'), visibility of screens, how many people would be using facility. Using Bluetooth headphones for movies was shown in photos and seemed to be a very positive response to concerns.
4. Several TV and Media reporters covered the event. The news showed a segment that evening with positive reporting comments.
5. City officials visiting the table to review were – Kristopher Kurjiaka (Principal Development Planner), Ross Zelenske (Senior Development Planner), Mary Douglas Hirsch (Dir. Of Planning and Development), Mayor Knox White, Planning Commissioner Chris Laney, City Administrator Shannon Lavrin, Austin Rutherford (Senior Development Planner), Ashana Taylor (Associate Development Planner), Anna Wilson (Associate Development Planner).
6. Ross Zelenske had the most questions about night lighting. Site visibility views were shown and presented.
7. Austin Rutherford asked where the responses to his comment review questions sent to Brett., regarding Garage 1.

meeting minutes

8. Position of the screens (one inboard and one facing opposite of the city view) were discussed.
9. The Governor School was not in attendance, but MPS had visited the Facility manager to review project previously. Several City employees asked if the Governor School had commented.
10. The Bar situation did not appear to be a concern as Greenville has some roof top bars.
11. It was discussed there was no Kitchen or full restaurant food.
12. Ross asked that the Special Exception Application be sent in so the Technical Advisory Committee could get involved. He said it appeared we had all the supporting documentation needed to submit the application. 'There may not be reviews in July, so let me check when the next application date is' - Ross Zelenske.
13. Overall positive results from the City and Public input.

End Minutes.

Distribution:

All Attendees

File

Question Responses:

2.a. Theater utilizes bluetooth headphones for movies on screens. Space will produce ambient noise with chatter, low level music, etc. The sounds is generally undetectable at street level.

2.b. Current assembly accounts for 340 seats between two theaters.

2.c. Cult classics, kid friendly movies

2.d. The club aims to be open all year round. Hours of operation aim to be 10:00am - 2:00am.

2.e. (hurricanes, or event rescheduling policy?) The Club will take into consideration the geographical location in which it intends to operate and will proactively plan for potential high-wind scenarios and other inclement weather conditions. Operational protocols will be developed to ensure guest safety, including temporary closures or cancellations when weather presents a risk. These plans will be composed by both industry best practices and local guidelines, and will be refined further as we work through the City's review process.

2.f. Every Rooftop Cinema Club is uniquely influenced by the city in which it operates, and Greenville will be no exception. While we maintain consistent quality and brand standards across all locations, we're very intentional about incorporating local character. **Incorporate excitement**

3. Hours of operation, noise, visibility of screens, seat counts, addressed. Construction crews would aim to operate in typical time frames/working hours. **To conform to city code and zoning requirements.**



APPLICATION FOR SPECIAL EXCEPTION

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

APPLICANT

PROPERTY OWNER

*Name:	Aly Dean	University Ridge Public Facilities Corporation
*Title:	Head of Real Estate Development, Rooftop Cinema	GT RP Greenville, LLC as agent
*Address:	[REDACTED]	[REDACTED]
*State:	[REDACTED]	[REDACTED]
*Zip:	[REDACTED]	[REDACTED]
*Phone:	[REDACTED]	[REDACTED]
*Email:	[REDACTED]	[REDACTED]

APPLICANT'S AGENT¹:

Harrison Polk

Design Professional McMillan Pazdan Smith Architect 

Name

Title / Organization

[REDACTED]

[REDACTED]

Phone

Email

(¹Optional Field- includes project architects, engineers, attorneys, representatives, etc.)

PROPERTY INFORMATION

STREET ADDRESS: 301 University Ridge, Space D-100 (Garage 1), Greenville, SC 29601

TAX PARCEL #: 0069000300309 ACREAGE: 1.57 ZONING DESIGNATION: PD

*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: HP

REQUEST

Refer to Article 19-3, Use Regulations, of the [Greenville Development Code](#)

PROPOSED LAND USE: General Outdoor Entertainment

DESCRIPTION OF PROPOSED USE:

High-end open air theater experience featuring food, alcoholic beverages, and, of course, classic cinema snacks as popcorn and candy. The site may operate until 2:00am to ensure runtime for evening feature films after sunset.

INSTRUCTIONS

1. Refer to the application timeline on Page 4 of this application for a detailed overview of this process.
2. Prior to submitting this application, an Applicant must schedule a pre-application conference with the Administrator to discuss the procedures, standards, and regulations required for approval. Contact the Planning and Zoning Division to schedule a pre-application conference. The email address is planning@greenvillesc.gov and the phone number is **864-467-4476**.
3. The questions on Page 3 of this application are the criteria that the Board will use to judge an application. Ensure answers demonstrate how and why the application meets the requirements for the granting of a special exception permit. See **Section 19-6.2.15.(D)(2)** for additional information. An Applicant must attach a separate sheet addressing these questions. To find the Comprehensive Plan and the Greenville Development Code use standards, visit www.greenvillesc.gov/planningzoning.
4. Supplemental information will need to be included with this application as well. A floor plan and/or a site plan showing the existing and proposed conditions associated with the application is generally necessary. A zoning compliance application may also be required for some special exception applications.

For site plans, attach a scaled drawing of the property that reflects, at a minimum, the following:

- (a) property lines, existing buildings, and other relevant site improvements;
- (b) the nature (and dimensions) of the proposed development (activity);
- (c) existing buildings and other relevant site improvements on adjacent properties; and,
- (d) topographic, natural features, etc. relevant to the requested special exception.

5. The application must be received by the Planning and Zoning Division no later than 2:00 p.m. of the date reflected on the Board of Zoning Appeals meeting schedule. The application can be emailed to planning@greenvillesc.gov.
6. The Administrator will acknowledge receipt of the application and will provide instructions on application fee payment. The required application fee is \$250.00.
7. The Administrator will review the application for "completeness" pursuant to **Section 19-6.2.1(B)(3) Completeness Determination**, prior to proceeding with public notice. If the application is determined to be "incomplete," the Administrator will contact the Applicant to request that the applicant resolve the deficiencies.
8. The Applicant must post the subject property at least 15 calendar days (but not more than 18 days) prior to the scheduled hearing date. Additionally, the Applicant is responsible for preparing and mailing the written notice at least 15 calendar days prior to the public hearing. Posted and mailed notice instructions will be provided to the Applicant by the Administrator after application is determined to be complete.

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.

If the Planning and Zoning Division 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 Administrator will indicate in its report to the Board of Zoning Appeals that granting the requested change would not likely result in the benefit the Applicant seeks.

APPLICANT / AGENT SIGNATURE: <u>Willie Harris Polk</u>	DATE: <u>7/7/2025</u>
PROPERTY OWNER SIGNATURE: <u>Patrick Leonard</u>	DATE: <u>2025.07.07 13:24:54 -04'00'</u>

Digitally signed by Patrick
Leonard
Date: 2025.07.07 13:24:54 -04'00'

GT RP Greenville, LLC as Agent for Property Owner

APPLICANT RESPONSE TO

SECTION 19- 6.2.15(D)(2) - SPECIAL EXCEPTION PERMIT

The following questions are the criteria that the Board will use to judge an application. Ensure answers thoroughly demonstrate how and why the application meets the requirements for the granting of a special exception.

Please attach a separate sheet that addresses each of the following questions:

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN **SECTION 19-3.4, USE STANDARDS.**

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING:
 - A. VISUAL IMPACTS;
 - B. SERVICE DELIVERY;
 - C. PARKING AND LOADING;
 - D. ODORS;
 - E. NOISE;
 - F. GLARE;
 - G. AND, VIBRATION.

Applicant Response to
Section 19-6.2.15 (D)(2) – Special Exception Permit

1. DESCRIBE THE WAYS IN WHICH THE PROPOSED SPECIAL EXCEPTION IS CONSISTENT WITH THE COMPREHENSIVE PLAN.

The Comprehensive Plan identifies County Square as a potential node, a compact, mixed-use activity center or hub with increased concentration. This proposed special exception is best suited for areas of density and activity, fitting perfectly within the node and corridor fabric identified by the comprehensive plan.

Following the Comprehensive Plan's goal to preserve Greenville's remaining vacant land, the rooftop seeks to utilize the roof deck of an already planned building, located on an already developed property.

2. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL COMPLY WITH THE STANDARDS IN SECTION 19-3.4, USE STANDARDS.

This special exception request will comply with all standards listed in section 19-3.4.

Examples, including but not limited to, are listed below:

- *Alcohol sales will observe and follow all local applicable codes, regulations, and ordinances. All employees serving alcohol will participate in training programs provided and/or approved by either the Phoenix Center or the city Police Department.*
- *Occupant capacity will be in accordance with all local applicable codes and will be established by the building codes administrator.*
- *Project staff will monitor the flow of patrons at all ingress/egress locations.*
- *Rooftop deck will be provided with perimeter guard rails at all locations.*
- *Minimal noise will be produced by this project, and no exterior or interior sound amplification is to be provided as a part of this project.*
- *Debris and garbage will be discarded in the onsite dumpsters provided.*

3. DESCRIBE THE WAYS IN WHICH THE REQUEST IS APPROPRIATE FOR ITS LOCATION AND IS COMPATIBLE WITH THE CHARACTER OF EXISTING AND PERMITTED USES OF SURROUNDING LANDS AND WILL NOT REDUCE THE PROPERTY VALUES THEREOF.

County Square will be home to various entertainment venues, retail, restaurants, shops, office, and multi-family uses. The rooftop cinema will remain consistent and compatible with this character, however, it will provide a unique entertainment opportunity of an outdoor cinema, nothing of the like located in Greenville, while also providing a panoramic view of downtown.

As mentioned above, this proposed special exception is best suited for areas of density and activity, fitting perfectly and appropriately within the node and corridor fabric identified by the comprehensive plan.

4. DESCRIBE THE WAYS IN WHICH THE REQUEST WILL MINIMIZE ADVERSE EFFECTS ON ADJACENT LANDS INCLUDING:

a. VISUAL IMPACTS;

The structures associated with the rooftop cinema will extend above the top level of the parking garage, with portions of them being visible from adjacent properties. However, the height of the parking garage provides a height advantage and will allow for the cinema screens, being the tallest of these structures, to not be a visual nuisance for adjacent properties. The orientation and location of these screens are also planned in a manner to prevent negative visual impacts on adjacent properties, i.e. one screen facing the inside of the garage, and one screen located in the center of the garage. See attached documentation for views from Liberty Bridge and Governors School of the rooftop cinema. Ambient lighting will be provided in a manner that is not a visual nuisance to adjacent properties.

b. SERVICE DELIVERY;

As the cinema is located on the top deck of the parking garage, deliveries will be made via pickup truck, through the garage, up to the rooftop cinema. Therefore, deliveries will not impact pedestrian activity located on street level. Dumpsters will be provided inside the parking garage on Level 1 and will be enclosed with gates and vegetation.

c. PARKING AND LOADING;

As the cinema is located on the top deck of the parking garage, there will be available parking on any of the 7 levels of the garage. There is a turnaround bay located on the top deck of the garage, adjacent to the cinema, that can also be used for loading/unloading. A pedestrian zone, not a part of this project's scope, is also planned for the top level of the garage, outside of the cinema, to allow for a protective pedestrian path to the cinema.

d. ODORS;

Minimal odors will be produced by the cinema, i.e. expected odors generated from popping popcorn and preparing other casual food and snacks.

e. NOISE;

The cinemas utilize bluetooth headphones that are linked to the movie screens, creating a nearly noiseless environment in the cinema theaters. The bar and casual seating areas in the cinema will have ambient noise with chatter and low level music that is generally undetectable at street level.

f. GLARE;

As glare also presents an issue for the cinema screens, the project intends to prevent or reduce any glare that could be produced in and around the cinema. Exterior materials can be selected that reduce the impacts of glare for adjacent properties.

g. AND, VIBRATION.

No vibration is expected to be generated by the rooftop cinema. Any present vibration will be generated by the movement of vehicles throughout the garage.

Section 6.2.15(B) Application Requirements
Application Timeline



S 25-614 • VIRGINIA ULDRICK CIRCLE

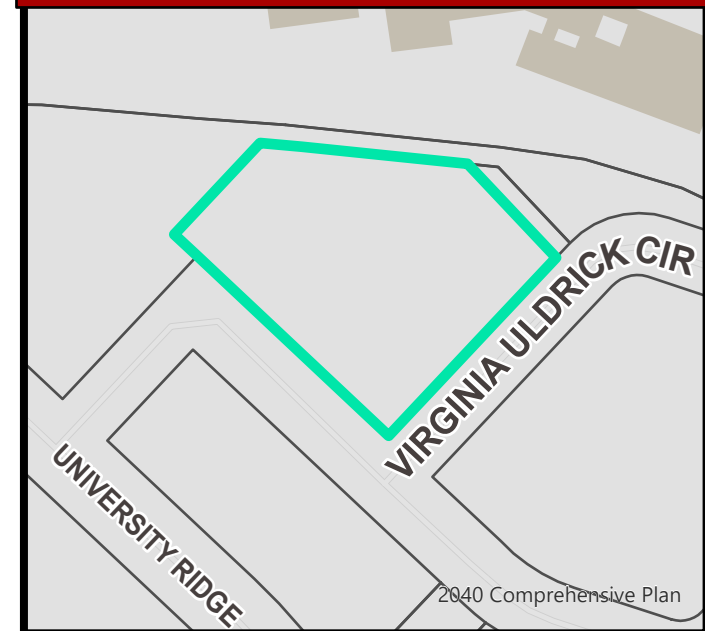
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

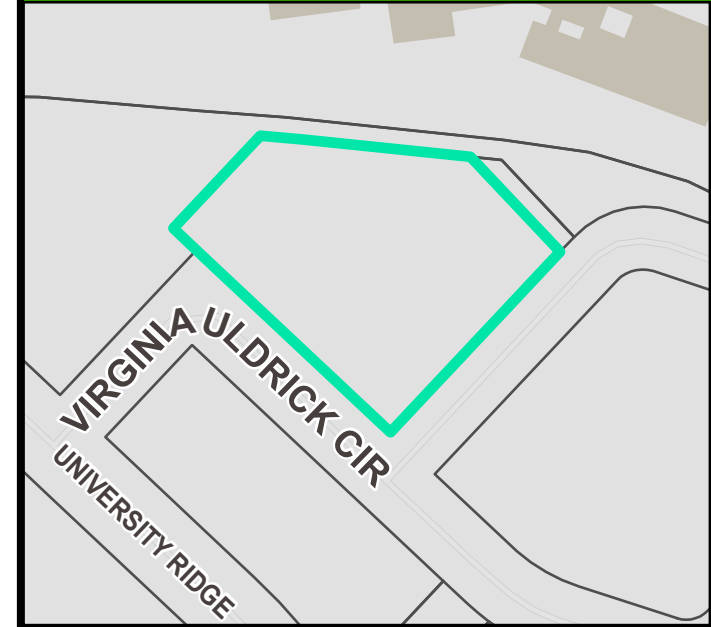


S 25-614 • VIRGINIA ULDRICK CIRCLE

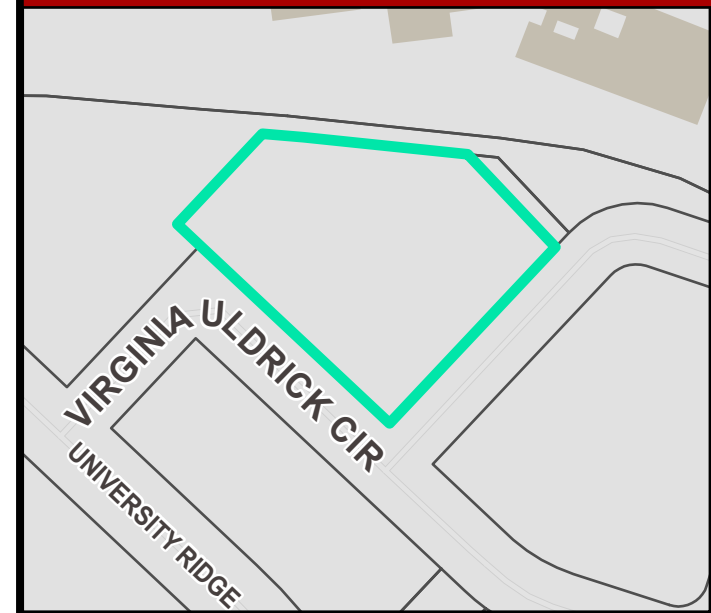
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS





APPLICATION FOR TECHNICAL ADVISORY COMMITTEE REVIEW

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

APPLICANT/OWNER INFORMATION

***Indicates Required Field**

	APPLICANT	PROPERTY OWNER
*Name:	Aly Dean	University Ridge Public Facilities Corporation
*Title:	Head of Real Estate Development, Rooftop Cinema	GT RP Greenville, LLC as agent
*Address:		
*State:		
*Zip:		
*Phone:		
*Email:		

PROPERTY INFORMATION

*STREET ADDRESS: 301 University Ridge, Space D-100 (Garage 1), Greenville, SC 29601

*TAX MAP #(S): 0069000300309

*CURRENT ZONING DESIGNATION: PD

Description of Proposed Use

Provide details for each of the following, as applicable, on a separate sheet:

Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management

Seating Plan

1. Provide a floor plan and life safety plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status of City Business License Application
5. Status of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status of Abl-901 Application to SC Department of Revenue
7. Provide Documentation That SLED Requirements Have Been Met



Provide a response for each of the following:

1. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.

Please see attached.

2. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.

Please see attached.

Meeting With the Technical Advisory Committee

Applications will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments/Divisions and appointed by the City Manager:

Building Codes and Inspections
City Attorney
Economic Development
Fire Prevention

Planning and Zoning
Police
Revenue (Business License)
Tourism and Events

The Technical Advisory Committee generally convenes once-a-month to meet with Applicants and review applications. The purpose of these meetings is to develop a more comprehensive understanding of the Applicant's proposal by the Committee, which in turn conveys a more comprehensive understanding of the City's operating requirements and expectations for Applicants. This Committee will form recommendations for the Zoning Administrator and Board of Zoning Appeals as applicable.

The Applicant and Business Owner are required to attend a TAC meeting to discuss the application. The Property Owner, Architect, and anyone involved in management of the business' operations may also attend. The meeting date, time, and exact location will be confirmed upon submittal of this application to planning@greenvillesc.gov.



**Applicant Response to
Description of Proposed Use**

Operating Plan

- 1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)**
High-end open air theater experience featuring food, alcoholic beverages, and, of course, classic cinema snacks as popcorn and candy.
- 2. Days and Hours of Operation**
Sunday – Saturday, 10am – 2am.
- 3. Staffing Schedule**
Sunday – Saturday, 9am – 3am.
- 4. Kitchen Equipment Schedule**
Please see Exhibit A (Equipment schedule).
- 5. Menu and Hours of Food Service**
Please see Exhibit B (Menu).
- 6. Parking for Customers and Employees**
Cinema is located on the top deck of the parking garage, there will be available parking on any of the 7 levels of the garage.
- 7. Designated Smoking Area**
Site is no smoking.
- 8. Type of Entertainment and Duration**
Movie theatre. Each screening ties to full runtime of the movie shown.
- 9. Closing / “Last Call” Procedures**
Staff will make a clear closing announcement and help guide guests toward the exit in an orderly manner. Staff will remain on-site to ensure the space is fully vacated, cleaned, and secured before departure.

Security Procedures

- 1. Number and Type of Designated Security Staff**
We will maintain an appropriate number of licensed security personnel on-site during all operating hours, based on anticipated occupancy and event scale. All internal staff will be trained in safety procedures and incident response. Additionally, we will coordinate with the landlord and local community to ensure an enhanced security presence during closing procedures and other critical times.
- 2. Training / Certification of Staff**
Security staff will hold the appropriate state-recognized licenses or certifications.
- 3. Specific Duties / Responsibilities of Staff**
Security/staff will oversee guest entry and exit, monitor behavior, enforce venue policies, assist with emergencies, and help ensure the venue is cleared and secured after each event.





4. Entry / Exit / Re-Entry Procedures

Guests will check in at a designated entrance with ID verification. Staff will help manage exits to ensure an orderly flow.

5. Crowd Management

Occupancy will be actively monitored to stay within code-compliant limits. Trained staff will be present throughout the venue to guide guests, manage lines, and address any issues promptly.

Seating Plan

- 1. Provide a floor plan and life safety plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.**

Please see Exhibit C, previously submitted code and egress drawings.

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals

Our target audience is a family friendly environment. We screen cult classics and fan favorites for all movie lovers. We want to have people see their favorite movies in a social cinema environment.

Our core theme is cinema, with programming designed to reflect seasonal events, cultural moments, and community interests. For example, screening Hocus Pocus during Halloween. Our film selections include a mix of beloved classics, nostalgic favorites, and newer releases across a range of genres, with an emphasis on accessible, crowd-pleasing titles.

Our mission is to transform nights at the movies into cinematic experiences that bring people together and create lasting memories. By reimagining the traditional moviegoing format, Rooftop Cinema Club offers a vibrant cultural destination that enhances the city's entertainment offerings while supporting community connection and local economic vitality.

2. Projected Revenue: % Alcohol vs. Food Sales

Projected Revenue				
	% Alcohol	% Food/Concessions	% Tickets	Total
Yr 1	14%	15%	71%	\$2.0m
Yr 2	14%	15%	71%	\$2.0m
Yr 3	14%	15%	71%	\$2.0m





3. Fees For Entry / Membership / Entertainment

Fee Structure Cinema <i>*Booking fee 10%-15%</i>	Price*
Seat Type - Adirondack Single	20.0
Seat Type - Adirondack Single with popcorn	24.0
Seat Type - Love Seat with popcorn	27.0
Seat Type – Luxe Sofa with popcorn	30.0

4. Status of City Business License Application

Incomplete until Special Exception granted.

5. Status of SCDHEC 'Retail Food Establishment' Permit, If Applicable

Incomplete until Special Exception granted.

6. Status of Abl-901 Application to SC Department of Revenue

Incomplete until Special Exception granted.

7. Provide Documentation That SLED Requirements Have Been Met

Incomplete until Special Exception granted.

Technical Advisory Committee Application

1. **Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.**

County Square will be home to various entertainment venues, retail, restaurants, shops, office, and multi-family uses. The rooftop cinema will remain consistent and compatible with this character; however, it will provide a unique entertainment opportunity of an outdoor cinema, nothing of the like located in Greenville, while also providing a panoramic view of downtown.

2. **Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.**





a. Visual Impacts - The structures associated with the rooftop cinema will extend above the top level of the parking garage, with a small portion of them being visible from adjacent properties. However, the height of the parking garage provides a height advantage and will allow for the cinema screens, being the tallest of these structures, to not be a visual nuisance for adjacent properties. The orientation and location of these screens are also planned in a manner to prevent negative visual impacts on adjacent properties, i.e. one screen facing the inside of the garage, and one screen located in the center of the garage. See previously supplied documentation (Exhibit D) for views from Liberty Bridge and Governors School of the rooftop cinema. Ambient lighting will be provided in a manner that is not a visual nuisance to adjacent properties.

b. Service Delivery - As the cinema is located on the top deck of the parking garage, deliveries will be made via pickup truck or handcart, through the garage, up to the rooftop cinema. Therefore, deliveries will not impact any pedestrian activity located on street level. Dumpsters will be provided inside the parking garage on Level 1 and will be enclosed with gates and vegetation. Recycling provisions are anticipated as well.

c. Parking and Loading - As the cinema is located on the top deck of the parking garage, there will be available parking on any of the 7 levels of the garage. There is a turnaround bay located on the top deck of the garage, adjacent to the cinema, that can also be used for loading/unloading. A separate pedestrian zone is also planned for the top level of the garage, outside of the cinema, to allow for a protective pedestrian path to the cinema. Rideshare drop-off and pick-up will be encouraged to support an easy and convenient evening out, with the turnaround bay serving as a suitable location for this purpose.

d. Odors - Minimal odors will be produced by the cinema, i.e. expected odors generated from popping popcorn and preparing other casual food and snacks.

e. Noise - The cinemas utilize bluetooth headphones that are linked to the movie screens, creating a nearly noiseless free environment in the cinema theaters. The bar and casual seating areas in the cinema will have ambient noise with chatter and low level music that is generally undetectable at street level.

f. Glare - As glare also presents an issue for the cinema screens, the project intends to prevent or reduce any glare that could be produced in and around the cinema. Exterior materials will be selected that reduce the impacts of glare for adjacent properties.

g. Vibration - No vibration is expected to be generated by the rooftop cinema. Any present vibration will be generated by the movement of vehicles throughout the garage.





Exhibit A: Equipment Schedule of Current Locations



EQUIPMENT	BRAND	DIMENSIONS (WxDxH)	VOLTAGE	WATTAGE	AMPS	PHASE	PRICE (\$)
Food kiosk structure	Custom	120” x 120” x 108”	-	-	-	-	TBD
Stainless steel work surfaces	Custom	240” x 32” x 2”	-	-	-	-	TBD
Extraction system	Custom	120” x 38” x TBD	TBD	TBD	TBD	TBD	TBD
Ventilation fans	Custom	TBD	TBD	TBD	TBD	1 phase	TBD
Electric hot water system	Stiebel Eltron 200058	8” x 4 5/16” x 14 1/8”	208/240V	9600	9.6	1 phase	299
3 compartment sink	Steelton 54”	54” x 20” x 43 3/4”	-	-	-	-	319.99
Tap	Equip by T&S 5PR-8D14	-	-	-	-	-	299.99
Handwash sink	Steelton	17” x 15” x 13”	-	-	-	-	96.49
Stainless steel 3 door undercounter fridge	True TUC-72-ADA-HC 72 3/8" ADA Height	72 3/8” x 31 1/8” x 34”	115V	460	4	1 phase	4125
Stainless steel 2 door undercounter freezer	True TUC-48F-ADA-HC 48 3/8" ADA Height	48 3/8” x 31 1/8” x 34”	115V	368	3.2	1 phase	3771
Electric griddle	Vollrath 40717 Cayenne	36” x 20” x 11”	220V	8400	38	1 phase	1279.45
Air fryer	Lightfry USA LF12U-4	27 3/16” x 27 5/8” x 28 1/8”	208V	13000	50	3 phase	14079
Electric food warmer	Vollrath 72789 Cayenne Two Pan Countertop	30 1/2” x 24 1/2” x 12 1/2”	120V	1400	11.6	1 phase	1119.20
Fry dump station	Hatco GRFFI Glo-Ray	12 3/8” x 24” x 15 7/8”	120V	500	4.2	1 phase	424.60
Food processor	Waring WFP14SC	10 1/8” x 11 1/2” x 16”	120V	720	6	1 phase	825
Menu lightbox	Custom	30” x 3" x 30”	TBD	TBD	TBD	1 phase	TBD
Large Lightbox (on roof)	Custom	120” x 3” x 30”	TBD	TBD	TBD	1 phase	TBD
Popdogs neon sign	Custom	48” x 3” x 24”	TBD	TBD	TBD	1 phase	700

EQUIPMENT	NOTES	
Food kiosk structure	Reason for extra height is to allow for shelving for storage	
Stainless steel work surfaces	Use at least 304 grade stainless steel	
Extraction system	Extraction system may not be required due to the nature of the cooking & the absence of a deep fat fryer. However ventilation fans will be required	
Ventilation fans	Ventilation fans will be required in the absence of extraction. Type of fan will be determined by the kiosk wall structure	
Electric hot water system	Additional costs for pipe work & plumbing	
3 compartment sink		
Tap		
Handwash sink		
Stainless steel 3 door undercounter fridge	Size selected will fit under a standard counter height of 35.5"	
Stainless steel 2 door undercounter freezer	Size selected will fit under a standard counter height of 35.5"	
Electric griddle		
Air fryer	Ventless option available for \$21,159, which potentially means no extraction system required	
Electric food warmer		
Fry dump station		
Food processor		
Menu lightbox	Power required TBD however low consumption	
Large Lightbox (on roof)	Power required TBD however low consumption	
Popdogs neon sign	Power required TBD however low consumption	



Exhibit B: Menus of Current Locations



CONCESSION MENU

POPCORN

\$6.50

LITE BITES

NACHO DOG with chips

\$10

All beef 1/4lb frank, topped with nacho cheese sauce, crushed tortilla chips, sliced jalapenos

CLASSIC DOG with chips

\$9

All beef 1/4lb frank, served with selection of house condiments

NACHOS

\$7

Crunchy tortilla chips topped with nacho cheese and sliced jalapenos

CANDY

RED VINES

\$5.50

SKITTLES

\$5.50

NERDS GUMMY CLUSTERS

\$5.50

SOUR PUNCH BITES

\$5.50

GUMMY BEARS

\$5.50

REESE'S PIECES

\$5.50

PEANUT M&M'S

\$5.50

CHOCOLATE M&M'S

\$5.50

PEANUT BUTTER M&M'S

\$5.50

DARK CHOCOLATE TRAIL MIX

\$5.50

DRINKS

COKE

\$4.75

DIET COKE

\$4.75

SPRITE

\$4.75

DR. PEPPER

\$4.75

WATER (16oz)

\$3

AQUAFINA (20oz)

\$4.50

DASANI (1 Liter)

\$5.75

RED BULL

\$5.50

PERRIER

\$4.25

GATORADE

\$4.25



FOOD MENU

LITE BITES

MARKET CRUDITÉ & HUMMUS \$9
Selection of fresh vegetables, with sumac scented hummus

BURGERS AND CHIPS

ROOFTOP BURGER \$11.50
Burger, lettuce, tomato, special sauce

ROOFTOP CHEESE BURGER \$12.25
Burger, cheese, lettuce, tomato, special sauce

ROOFTOP JALAPENO BURGER \$13.00
Burger, cheese, jalapeno, lettuce, tomato, special sauce

STONE FIRED PIZZA

MARGHERITA \$13
Mozzarella, house red sauce, fresh basil

PEPPERONI \$14
Mozzarella, house red sauce, pepperoni

HAWAIIAN \$14
Smoked ham, pineapple, mozzarella, house red sauce

TACO AND CHIPS

YARD BIRD TACOS \$11.50
Grilled chicken, cheese, lettuce, tomato side of salsa side of sour cream.

ICE CREAM

DIBS \$5

SNICKERS \$3.25

DRUMSTICK \$4



BAR MENU

COCKTAILS \$14 - \$16

TITOS "FERRIS BUELLER MULE" \$14

Titos Vodka, Cranberry, Simple Syrup, Lime, Ginger Beer

"CASTAWAY" SUNRISE \$14

Coconut Rum, Orange, Pineapple Juice, Grenadine, Cherry

"500 DAYS OF SUMMER" MOJITO \$14

Silver Rum, Muddled Blackberry, Lime, Club Soda

"CASABLANCA" MARGARITA \$16

Casamigos Tequila, Passion Fruit, Lime, Agave, Triple Sec

"FREE WILLY" \$14

Gray Whale Gin, Rose Wine, Lemon Juice, Simple Syrup, Fever-Tree Soda

"THE GREAT GATSBY" ESPRESSO MARTINI \$14

Cantera Negra, Vodka, Illy Cold Brew Mocha

"OCEAN'S ELEVEN" BLUE LAGOON \$14

Vodka, Malibu, Blue Curacao, Lime, Lemon, Pineapple

APEROL SPRITZER \$14

Aperol, Ruffino Prosecco, Soda

FROZEN COCKTAILS \$14

"COOL RUNNINGS" STRAWBERRY DAQUIRI

Weber Ranch Vodka, Triple Sec, Strawberry Puree, Simple Syrup, Lime Juice

"TROPICAL THUNDER" PINA COLADA

Coco Lopez, Pineapple Juice, Silver Rum

CANNED COCKTAILS \$8

FRED'S RUBY RED

BERGAMOT ORANGE MARGARITA

CUCUMBER VODKA MOJITO

ABSOLUT BERRY VODKARITA

MALIBU STRAWBERRY DAIQUIRI

BUCKET OF FIVE \$35

WINE \$12 / \$18 / \$44

CHATEAU STE MICHELLE CHARDONNAY

14 HANDS CABERNET

MEIOMI PINOT NOIR

CHLOE PINOT GRIGIO

SILK & SPICE RED BLEND

MURPHY GOODE ROSE

BUBBLES \$9 / \$14 / \$36

RUFFINO PROSECCO

BEER \$6

DOGFISH IPA

TROPIFLACA

CORONA

BUCKET OF FIVE

MODELO ESPECIAL

HEINEKEN

HENIEKEN 0%

\$25

HARD SELTZERS \$7

TRULY PINEAPPLE

SUNNY D

TRULE WILDBERRY

MOCKTAILS (NON-ALCOHOLIC) \$14

MOSCOW MOCKTAIL

Apple Vodka, Lime Juice, Simple Syrup, Ginger Beer

"ENCANTO"

Seedlip, Lime Juice, Sour Mix, Passion Fruit Syrup

"THE SANDLOT"

Seedlip, Lime Juice, Simple Syrup, Cranberry

SPIRITS & LIQUORS

WELL

SKYY Vodka
Cruzan Rum
Beefeater Gin
Sauza Hacienda Silver
Jim Beam
Seedlip (NA)

PREMIUM/CALL

Titos Vodka
Ketel One Vodka
Captain Morgan Rum
Malibu Coconut Rum
Grand Marnier
Gray Whale Gin
Cantera Negra

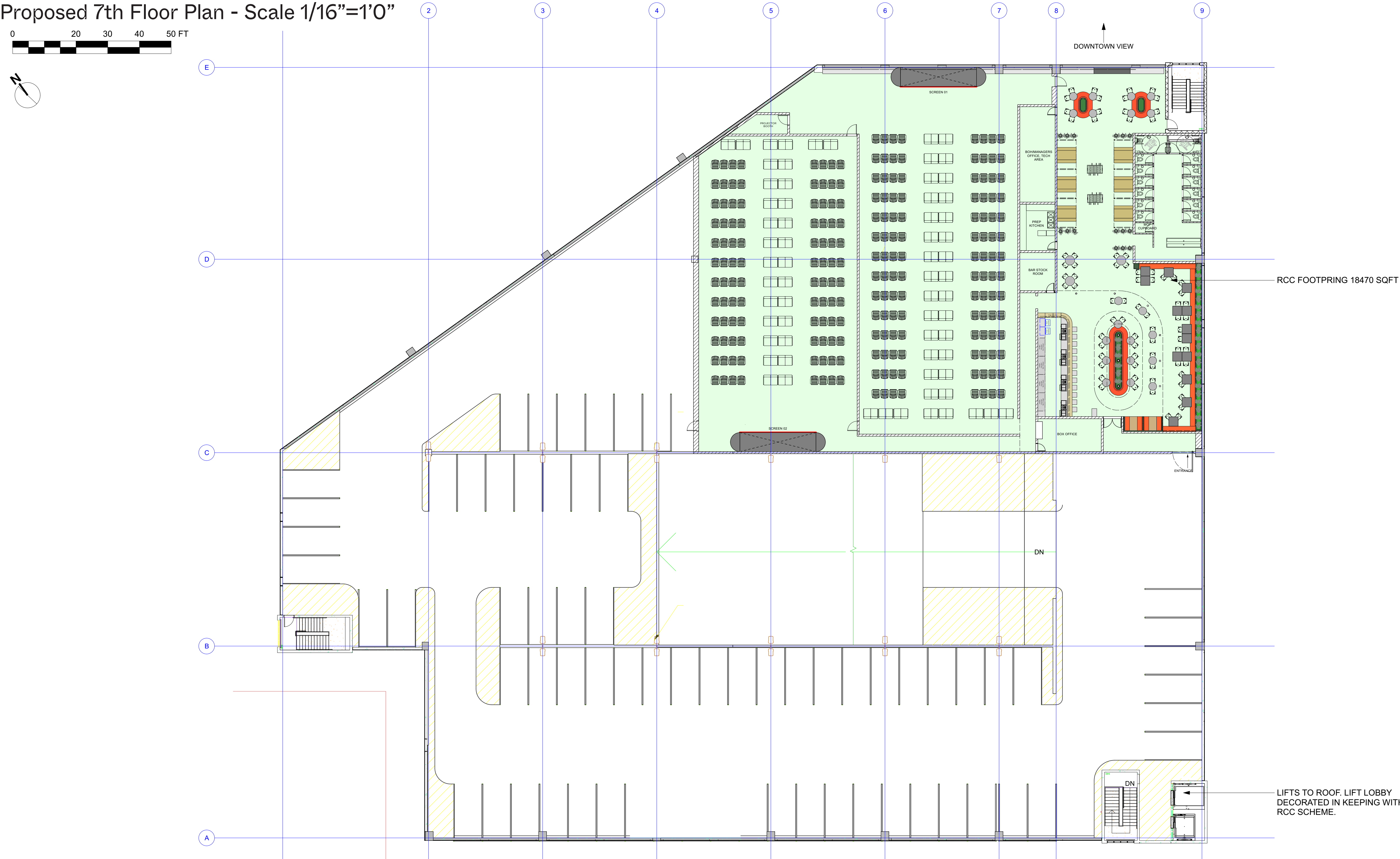
Tanqueray
Casamigos Blanco
Casamigos Reposado
Knob Creek
Jamesons Irish Whisky
Makers Mark
Glenlivet 12



Exhibit C: Floor and Life Safety Plan



Proposed 7th Floor Plan - Scale 1/16"=1'0"



Proposed Plan - Scale 1/8"=1'0"





Exhibit D: Liberty Bridge & Governors School Views

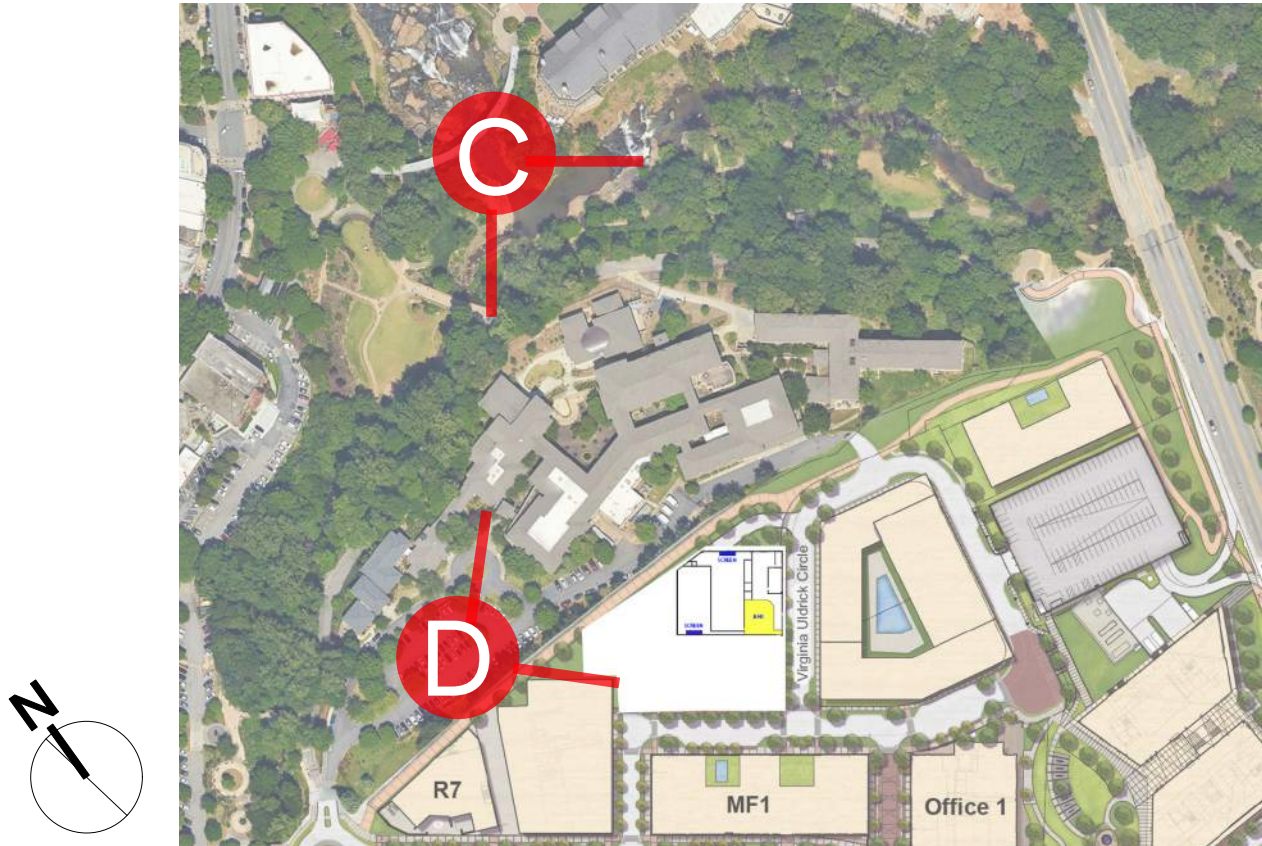




(C) Exterior view from bridge



(D) Exterior view from Governor's school parking lot

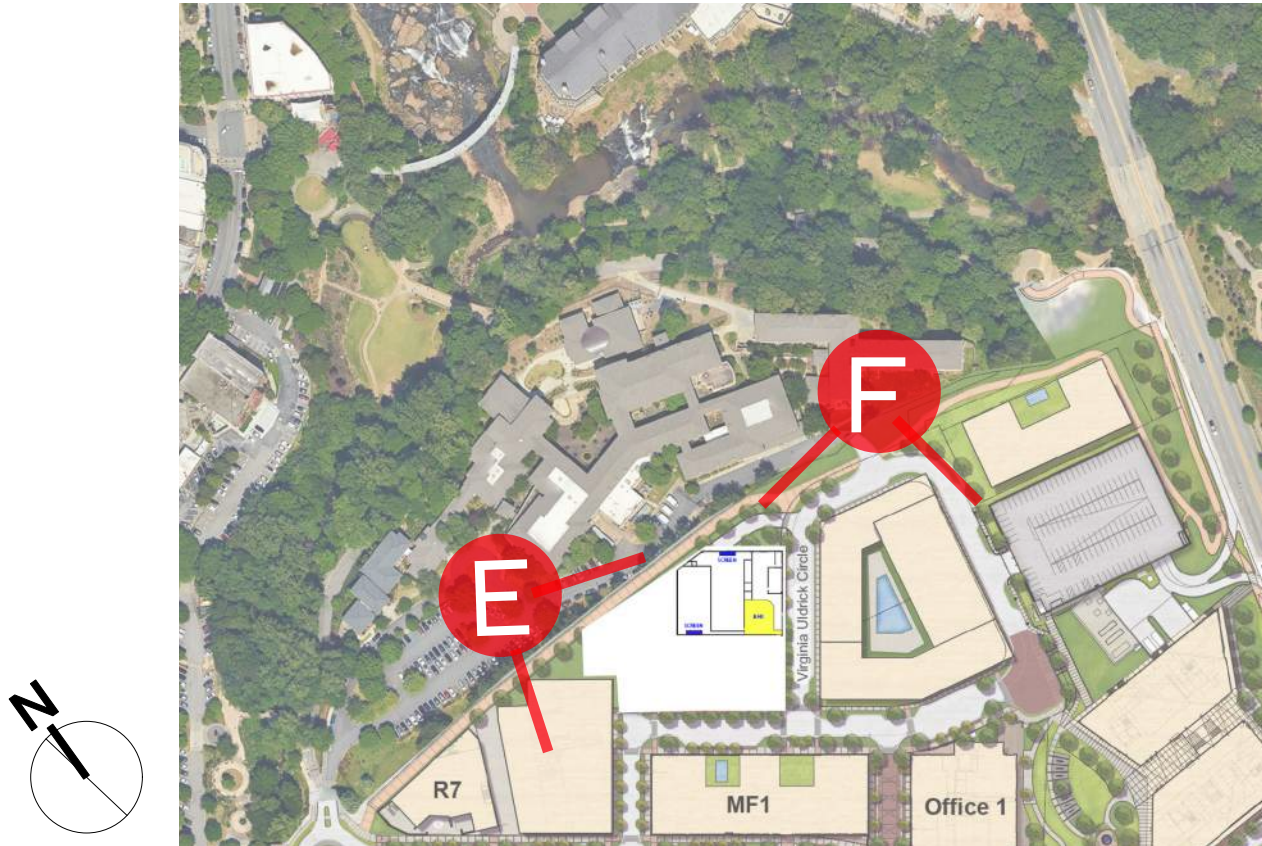


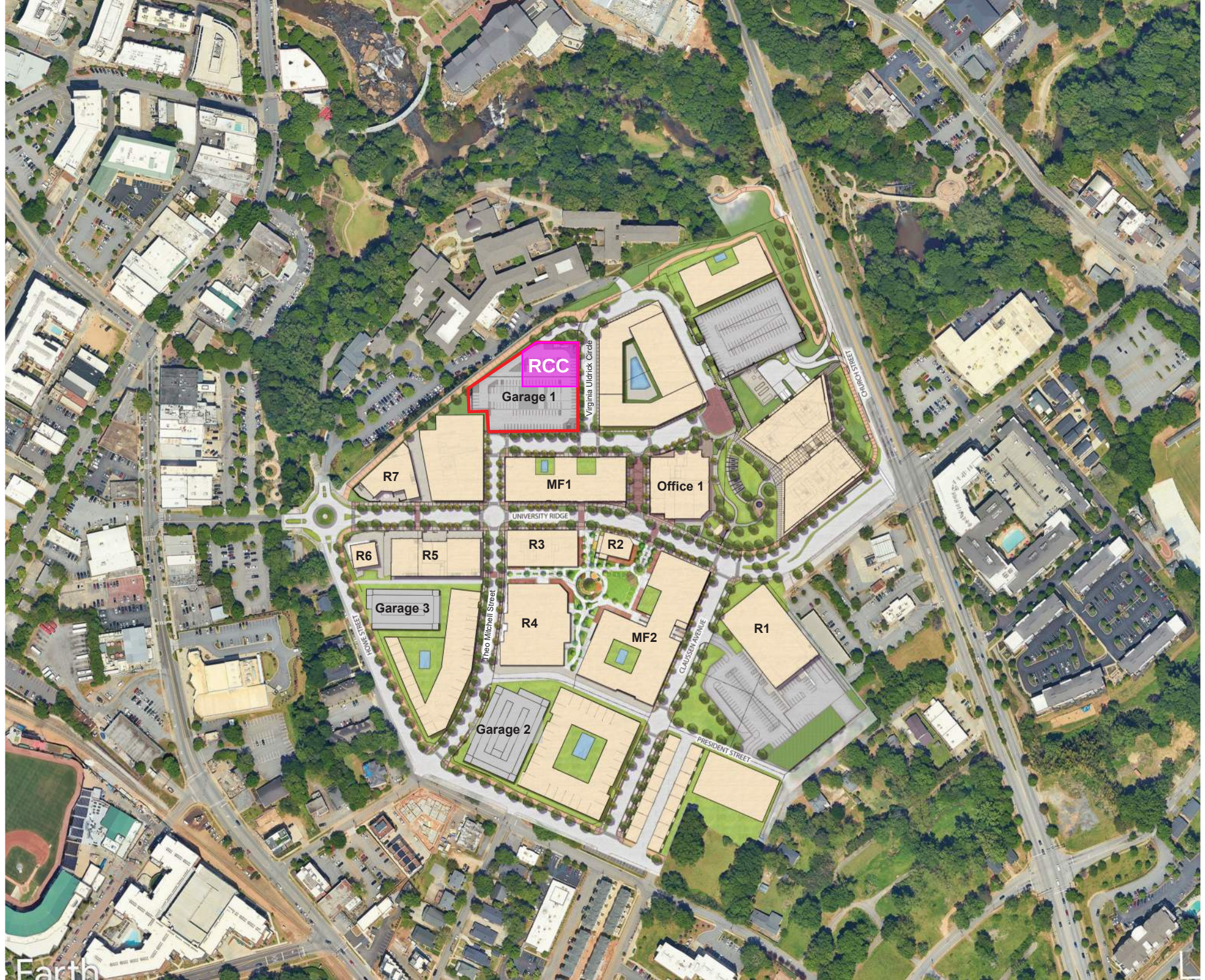


(E) Exterior view from Governor’s school parking I



(F) Exterior view from Governor’s school dorms





RCC

Garage 1

R7

MF1

Office 1

R6

R5

R3

R2

Garage 3

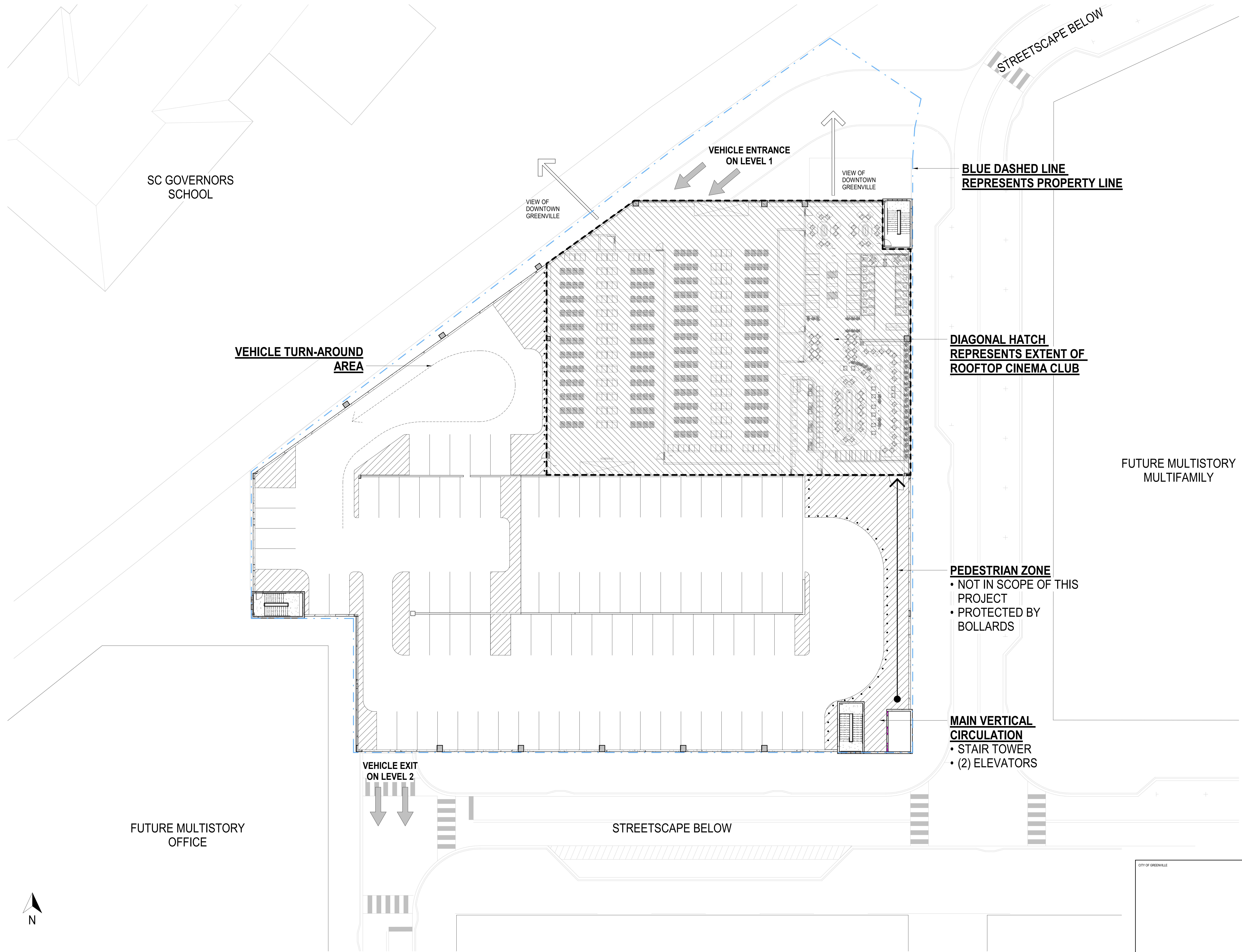
R4

MF2

R1

Garage 2

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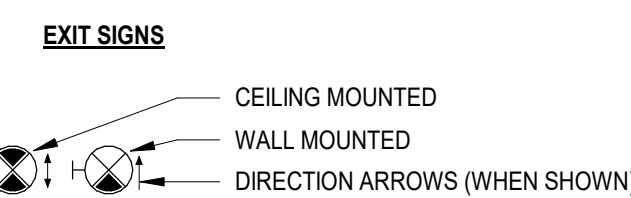
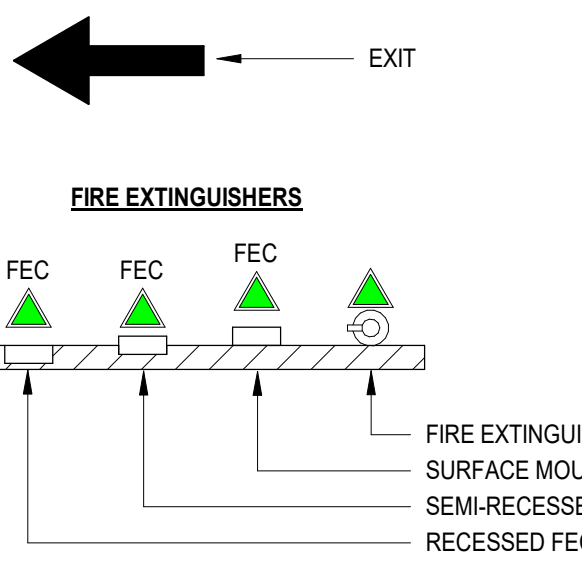
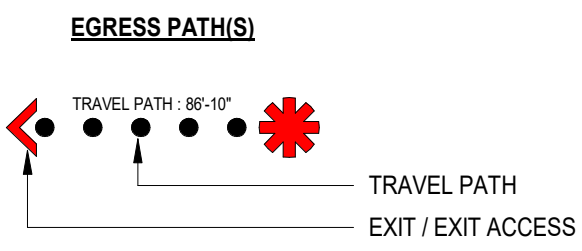
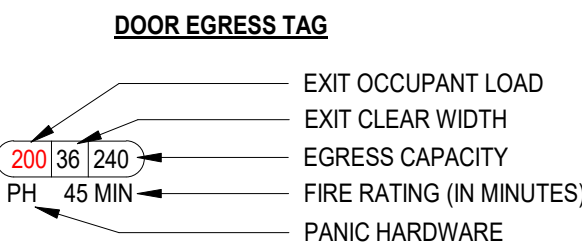
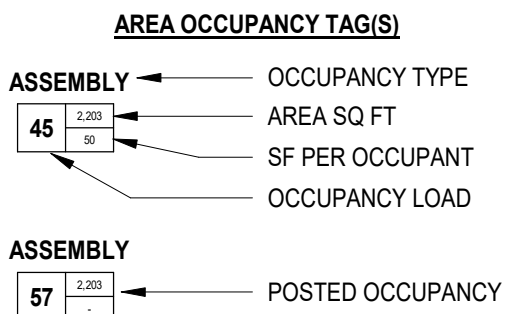


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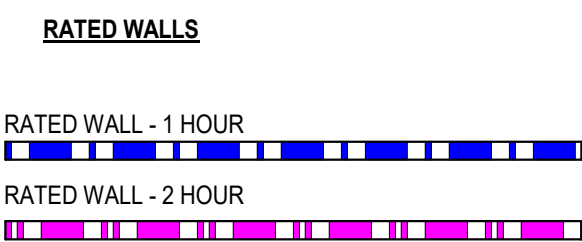
Life Safety Legend

- ASSEMBLY - BAR
- ASSEMBLY - CINEMA
- BUSINESS

LIFE SAFETY LEGEND



EXIT SIGN LIGHTS @EXIT PATHS, TYP. EMERGENCY LIGHTING PROVIDED



LIFE SAFETY PLAN NOTES

- ALL RATED WALL AND CEILING ASSEMBLIES SHALL BE CONTINUOUS.
- ANY PENETRATIONS THROUGH A RATED WALL ASSEMBLY SHALL HAVE AN APPROVED FIRE DAMPER/SHUTTER AND SHALL HAVE FIRE CAULKING APPLIED TO MAINTAIN A CONSISTENT RATING FOR ANY GIVEN RATED ASSEMBLY. FIRE CAULKING JOINT SYSTEM TO BE UL RATED.
- ALL DOORS WITHIN RATED WALLS SHALL MAINTAIN THE GIVEN RATING FOR EACH RATED WALL ASSEMBLY AS PRESCRIBED PER IBC. EACH DOOR SHALL MAINTAIN ITS VISIBLE REQUIRED RATING LABEL PER THE BUILDING CODE.
- RECESSED FIRE EXTINGUISHER CABINETS LOCATED IN RATED WALLS MUST MAINTAIN FIRE RATING TO MATCH THAT WALL, CABINET TO BE FIRE RATED ASSEMBLY PER MANUFACTURER.
- SEE CODE SHEET FOR ADDITIONAL CODE INFORMATION AND DETERMINATIONS.
- SEE ELECTRICAL DRAWINGS FOR EXIT LIGHT, SMOKE DETECTION AND FIRE ALARM DEVICE LOCATIONS. EXIT SIGNS ALSO SHOWN ON LIFE SATY PLAN BELOW.

FIRE RATING NOTES

- SEE FLOOR PLAN(S) FOR WALL TYPE SCHEDULE FOR WALL ASSEMBLIES AND CONSTRUCTION.
- FIRE CAULK PARTITION TIGHT TO FLOOR AND DECK. FILL VOID AT DECK WITH COMPRESSIBLE FIRE SEAL.
- FIRE CAULK AROUND ALL ELECTRICAL CONDUIT PASSING THROUGH WALLS.
- SEE MECHANICAL AND PLUMBING DRAWINGS FOR SPECIAL DETAILS WHERE DUCTWORK AND PIPING PASS THROUGH WALLS.
- REFER TO SHEET G100 FOR GENERAL FLOOR, ROOF AND STRUCTURAL RATING REQUIREMENTS AND RELEVANT PROPOSED PROTECTION SYSTEMS.
- SEE FIRE PROTECTION DRAWINGS FOR HAZARD CLASSIFICATIONS.
- SEE FIRE PROTECTION DRAWINGS FOR FIRE PROTECTION SYSTEM DESIGN.

CONSULTANT LOGO

SEALS

FRANKLIN STREET

ROOFTOP CINEMA CLUB

GREENVILLE, SC

ISSUE DATE: 07/07/2025
PHASE: 00 NOT SET
SHEET ISSUE:
NO. DATE DESCRIPTION

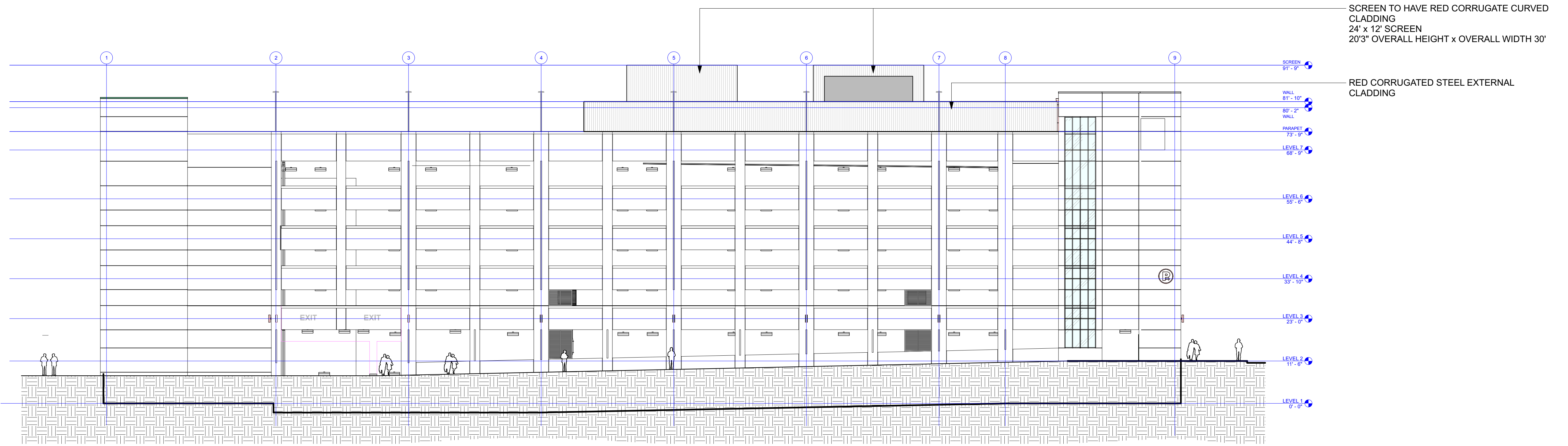
PRINCIPAL IN CHARGE: KAJ
PROJECT ARCHITECT: EGH
DRAWN BY: VHP

SHEET TITLE:
LEVEL 7 LIFE SAFETY PLAN

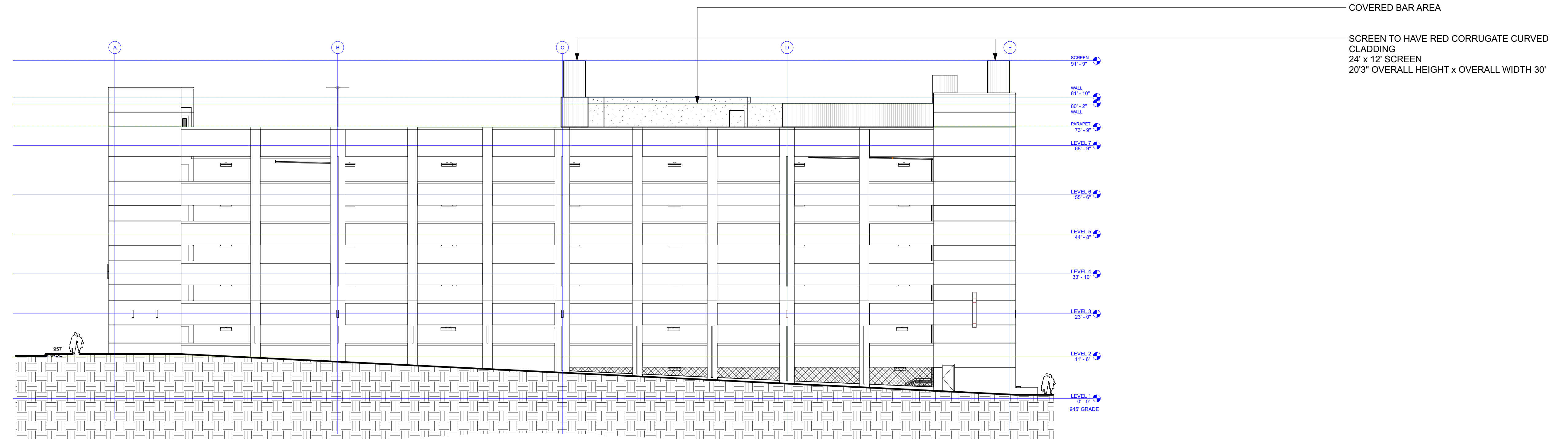
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G110

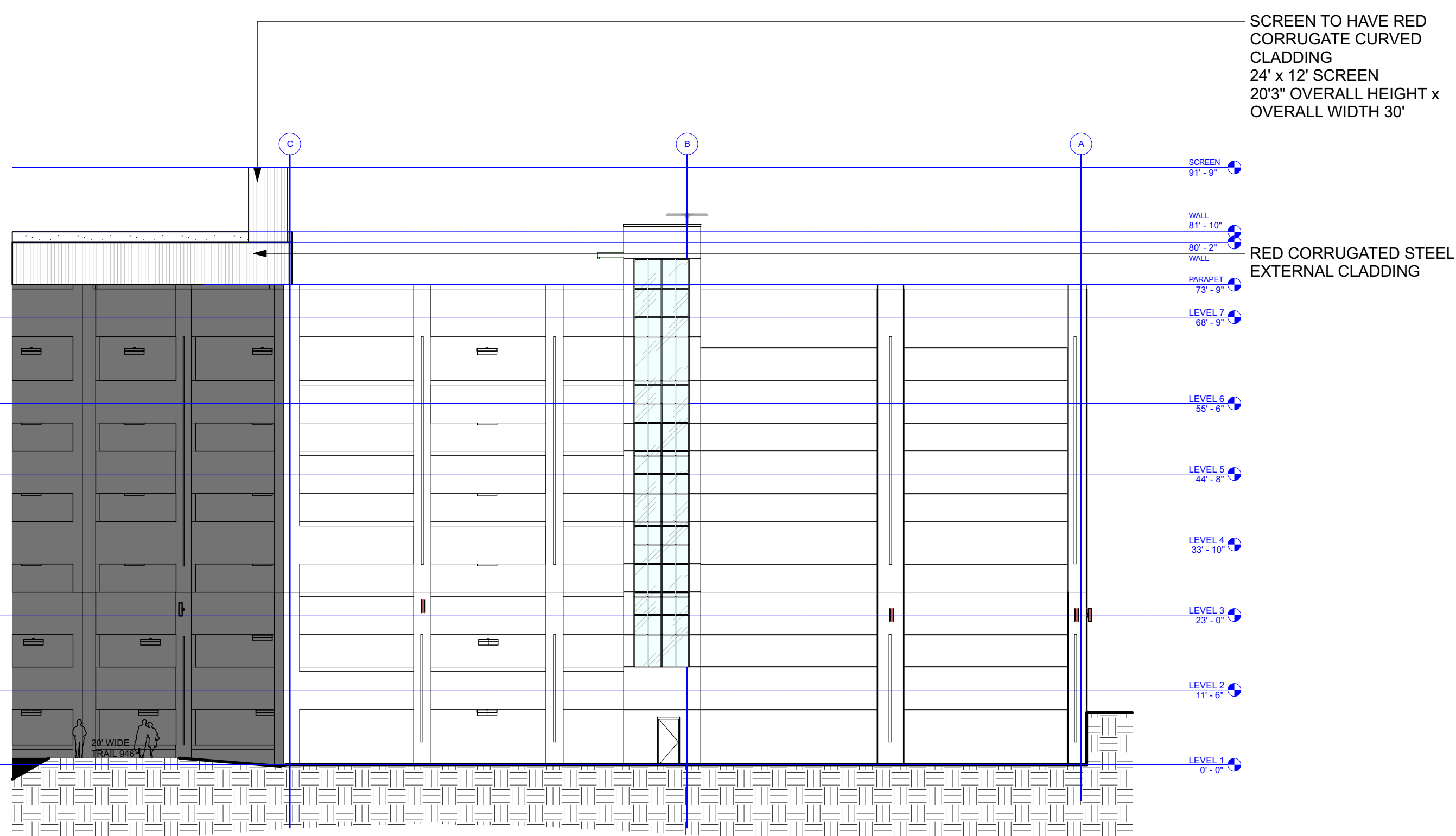
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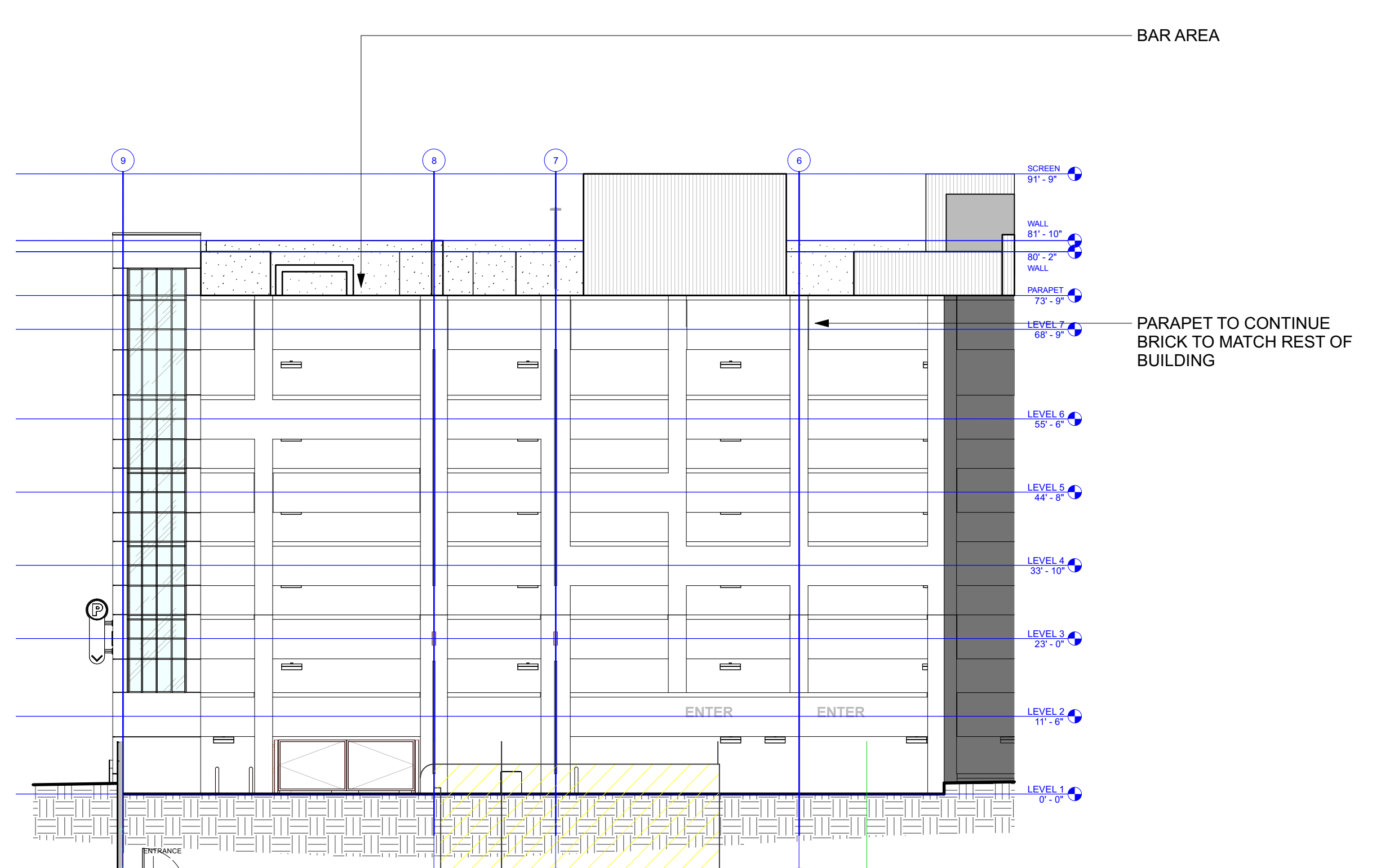
2 ELEVATION B
Scale: 1/16" = 1'-0"



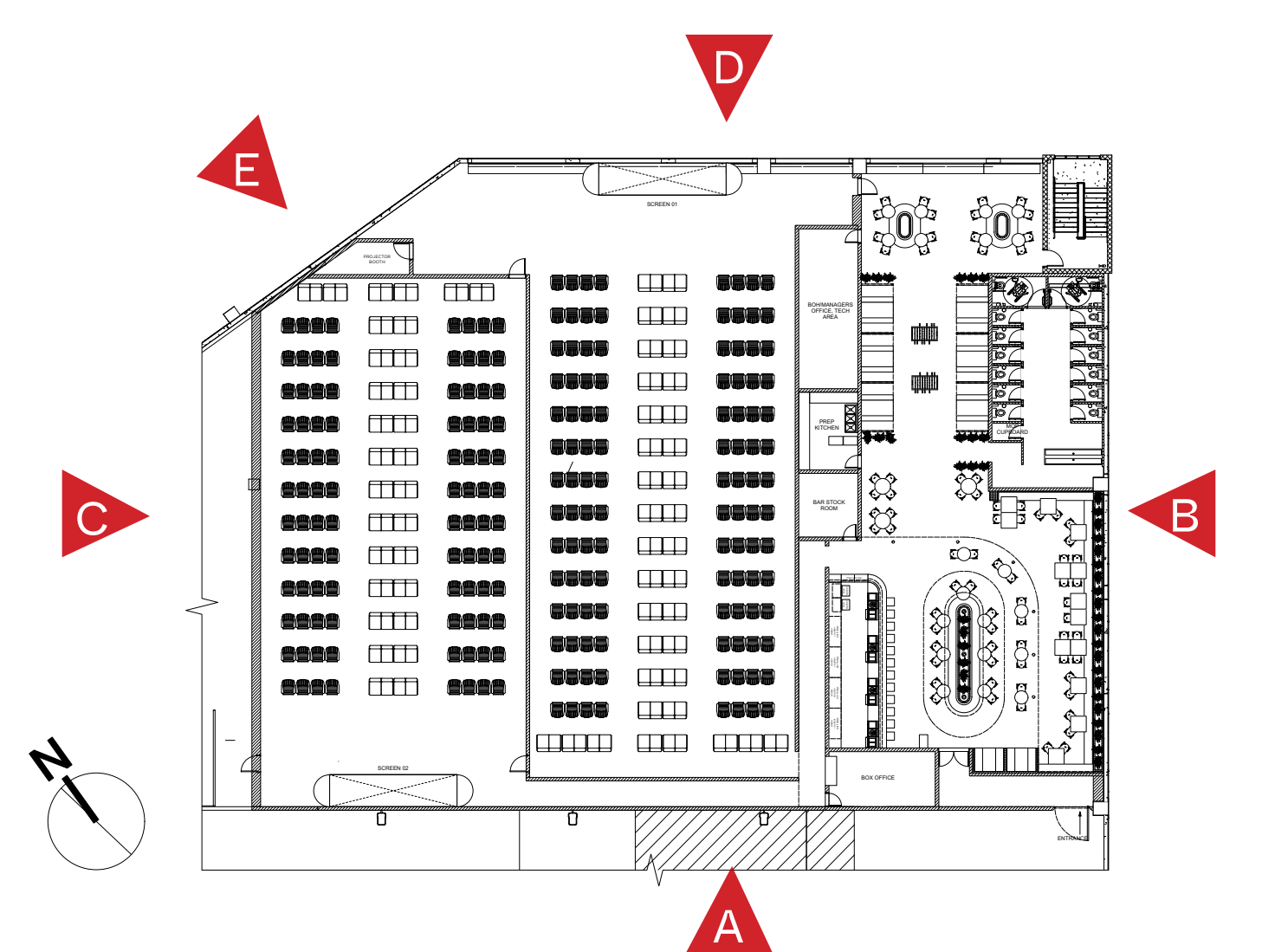
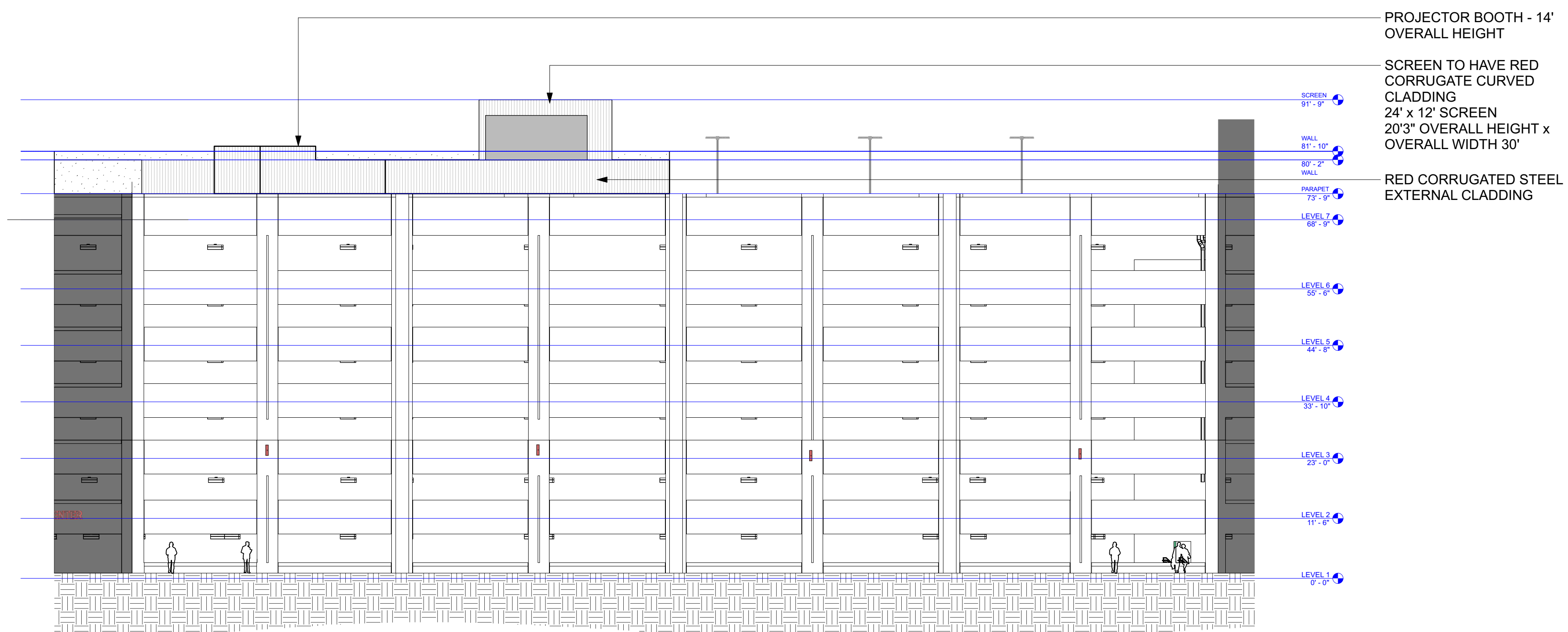
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2 ELEVATION D
Scale: 1/16" = 1'-0"



3 ELEVATION E
Scale: 1/16" = 1'-0"





(A) Exterior street view



(E) Exterior street view



(B) Exterior view from Governor's school dorms



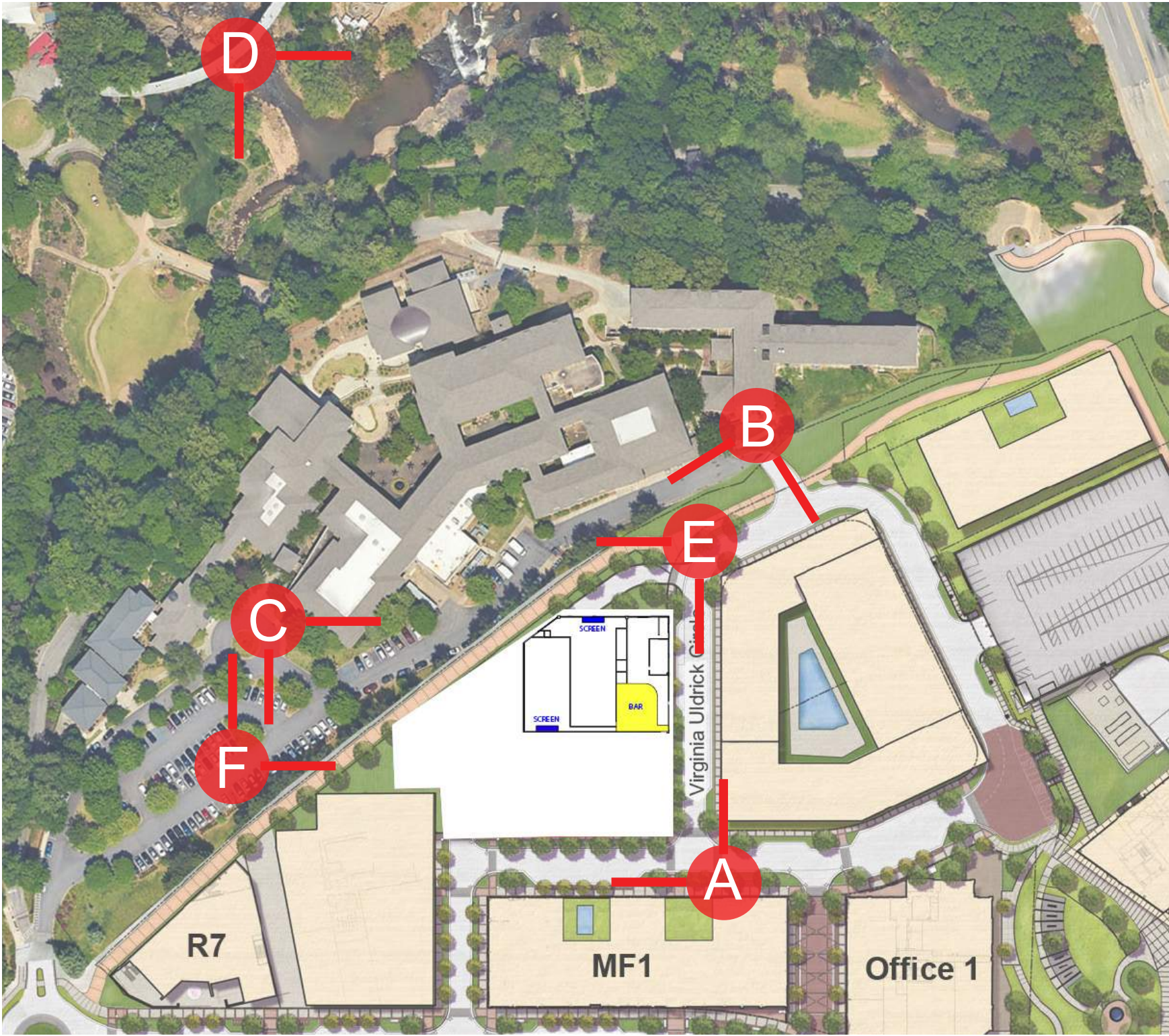
(F) Exterior view from Governor's school parking lot



(C) Exterior view from Governor's school parking



(D) Exterior view from bridge

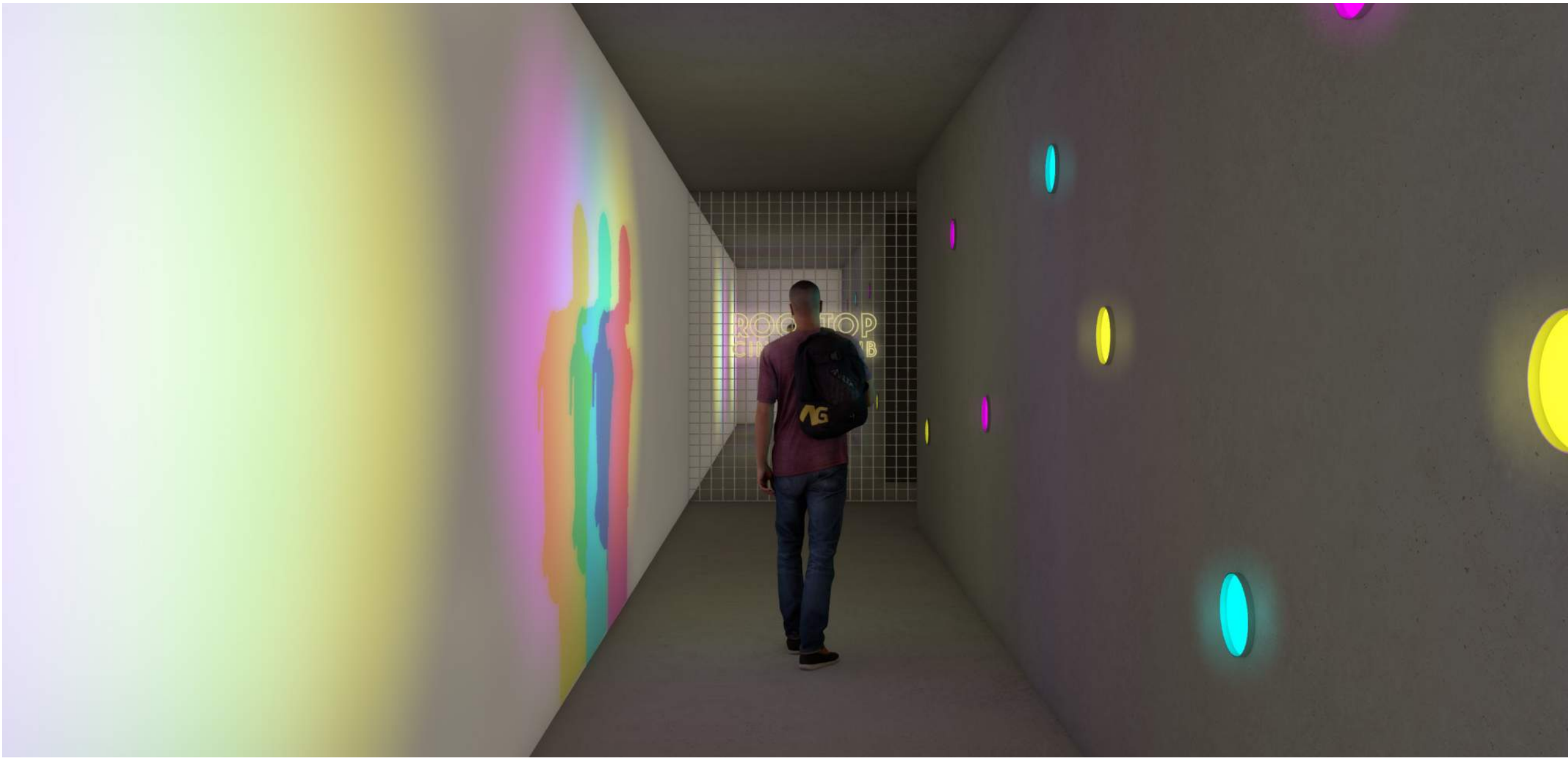




Arrival



Cabana seating



Arrival corridor



Terrace seating



Covered bar



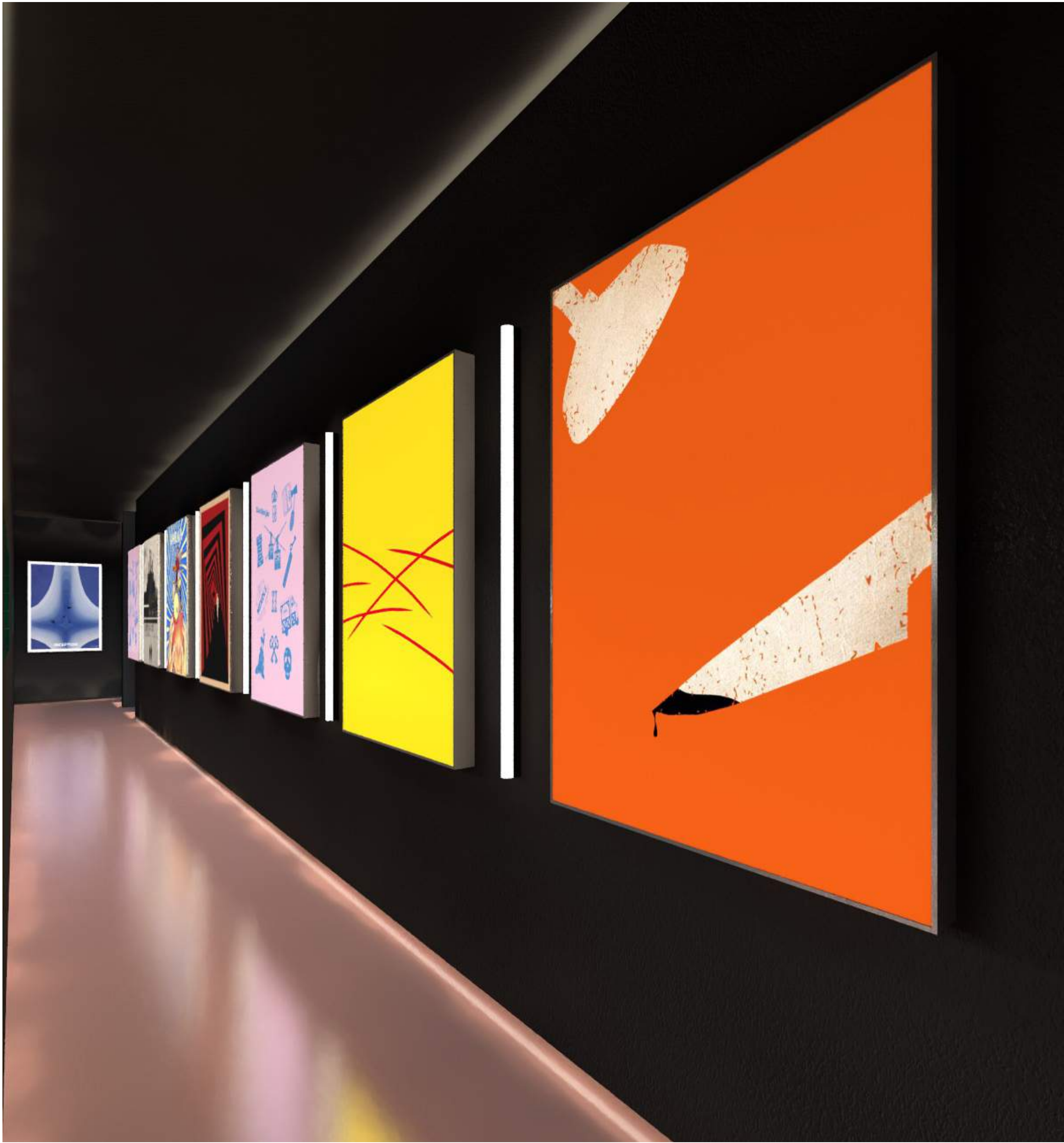
Cinema screen



Covered bar seating feature



Outdoor terrace seating



Transition corridor to cinema screens



ROOFTOP CINEMA CLUB

REAL ESTATE OPPORTUNITIES



LOVE, PEACE & *Great Film*

THE ULTIMATE OPEN-AIR ENTERTAINMENT EXPERIENCE

DRIVEN BY A LOVE OF FILM, WE ARE ON A MISSION TO CHANGE THE WAY PEOPLE EXPERIENCE OPEN-AIR ENTERTAINMENT BY **TRANSFORMING ORDINARY ROOFTOPS AROUND THE WORLD INTO EXTRAORDINARY CULTURAL HUBS** THAT BRING PEOPLE TOGETHER.

"Rooftop are the kings of outdoor cinema"
★★★★★ TimeOut

"The Soho House of outdoor screenings"
★★★★★ LA Confidential

CLICK TO PLAY SIZZLE REEL



VIEW
WEBSITE



VIEW
INSTAGRAM



ENTERTAINMENT, EXPERIENCES AND ESCAPISM

WE COMBINE AN ENTERTAINMENT, CONCESSIONS, AND CREATIVE BAR VENUE ON ONE ROOF. OUR CUSTOMERS ARE AS DIVERSE AS OUR MOVIE FEATURES. CUSTOMERS TEND TO BE HIGHLY EDUCATED, HIGH INCOME PROFESSIONALS WHO ARE SEEKING A UNIQUE AND FUN NIGHT OUT WITH THEIR FRIENDS AND FAMILY. ROOFTOP CINEMA CLUB HAS A TRACK RECORD OF 12+ YEARS OPERATING IN THE UK AND USA.

**THIS IS THE ULTIMATE
OPEN-AIR EXPERIENCE.**



DOMESTIC VENUES



DOWNTOWN, LOS ANGELES

Capacity: 464
Screenings: 165
Admissions: 76,560
Season: Apr - Dec



EMBARCADERO, SAN DIEGO

Capacity: 740
Screenings: 200
Admissions: 148,000
Season: Feb – Dec



DOWNTOWN, FORT WORTH

Capacity: 675
Screenings: 200
Admissions: 135,000
Season: Oct – Dec



MIDTOWN, NEW YORK CITY

Capacity: 110
Screenings: 604
Admissions: 66,440
Season: May – Dec



UPTOWN, HOUSTON

Capacity: Screen 1: 711, Screen 2: 285
Screenings: Screen 1: 142, Screen 2: 200
Admissions: Screen 1: 142,200, Screen 2: 57,000
Season: Feb – Dec



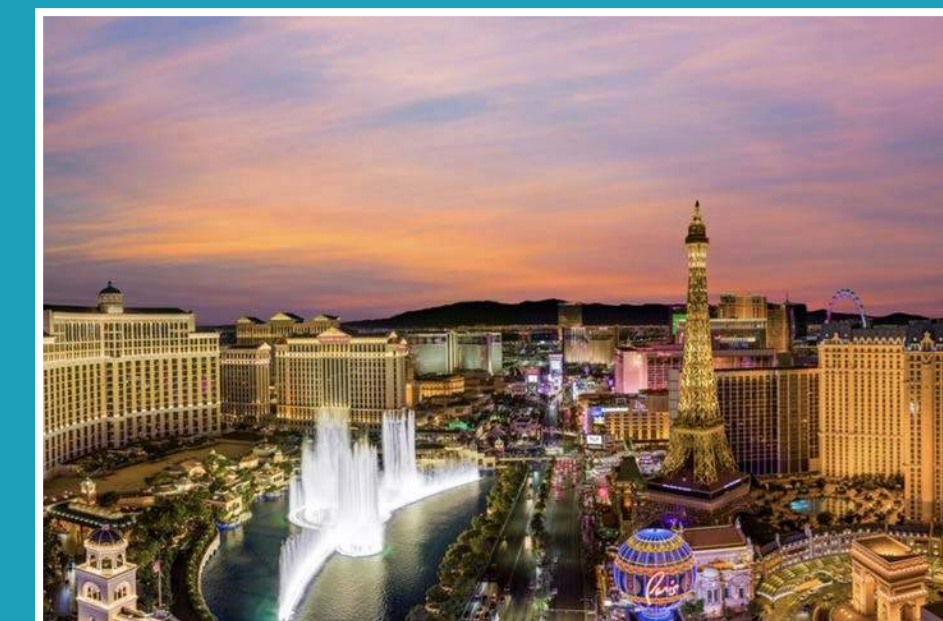
FULTON MARKET, CHICAGO

Capacity: 567
Screenings: 198
Admissions: 112,266
Season: May – Oct



SOUTH BEACH, MIAMI

Capacity: 754
Screenings: 200
Admissions: 150,800
Season: Jun – Dec



UPCOMING: THE BEND, LAS VEGAS 2025

WE BEAUTIFY, AMENITIZE, AND MONÉTIZE UNDERUTILIZED SPACES.



PECKHAM,
LONDON



ARTS DISTRICT,
LOS ANGELES



SOUTH BEACH,
MIAMI

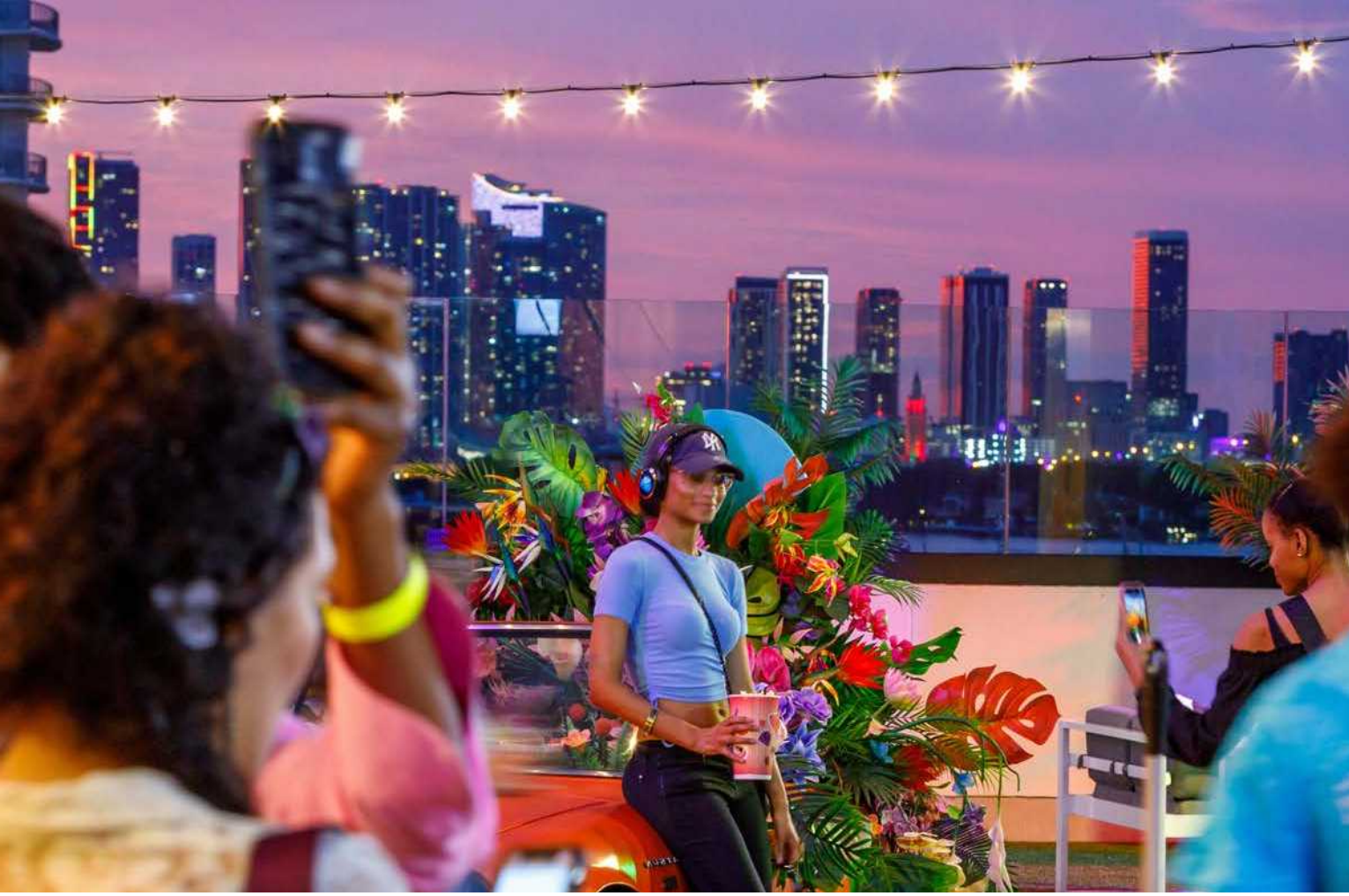


ROOFTOP
CINEMA CLUB

UPTOWN, HOUSTON

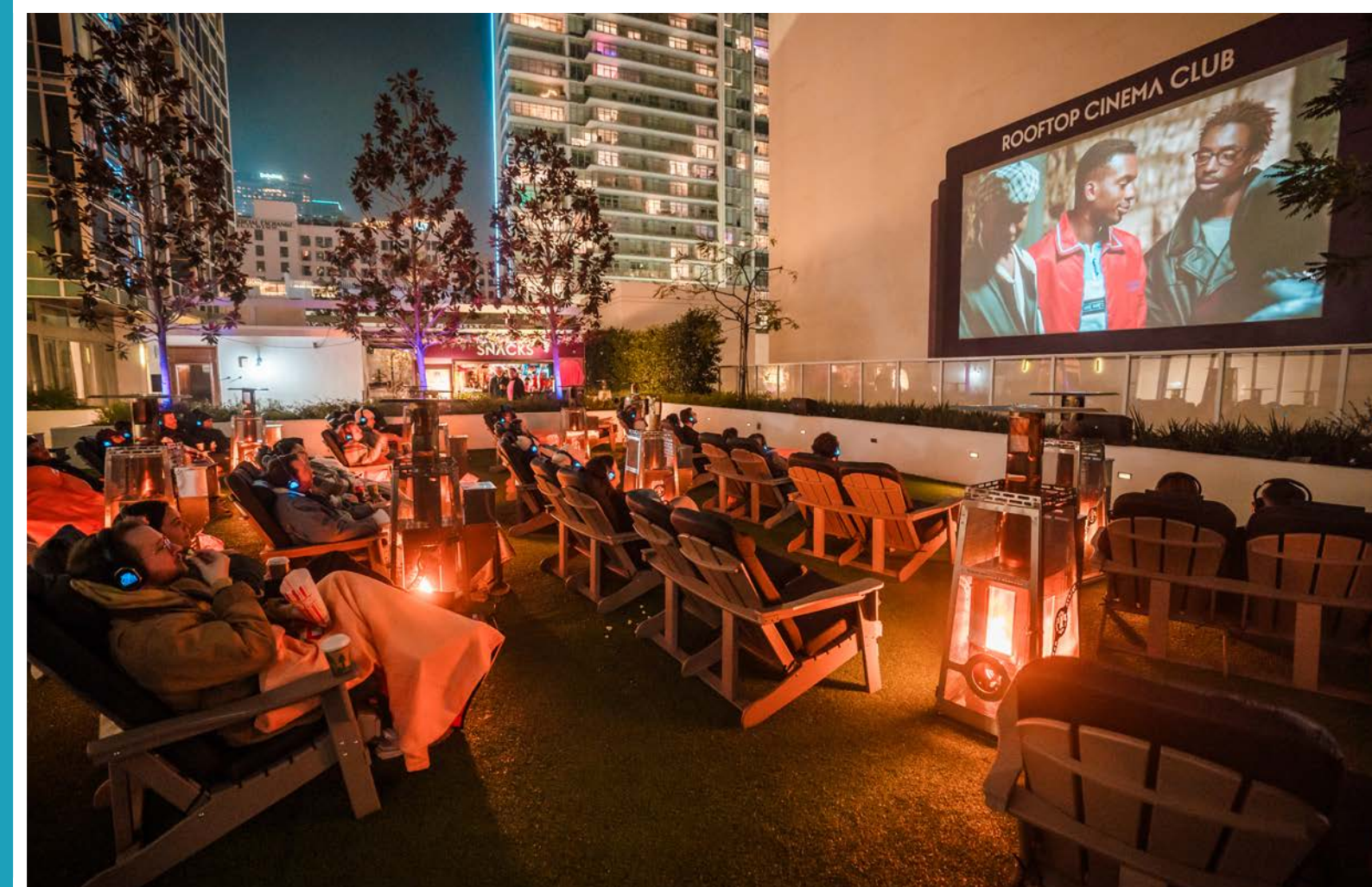
CURRENT VENUES





MORE THAN A MOVIE

- ✓ PRIVATE EVENTS
- ✓ BESPOKE BRAND EXPERIENCES
- ✓ FILM & TV PREMIERES
- ✓ THEMED NIGHTS
- ✓ SILENT DISCO PARTIES
- ✓ SPORTS LIVE STREAMING
- ✓ FIRESIDE CINEMA





**STUNNING
VIEWS**

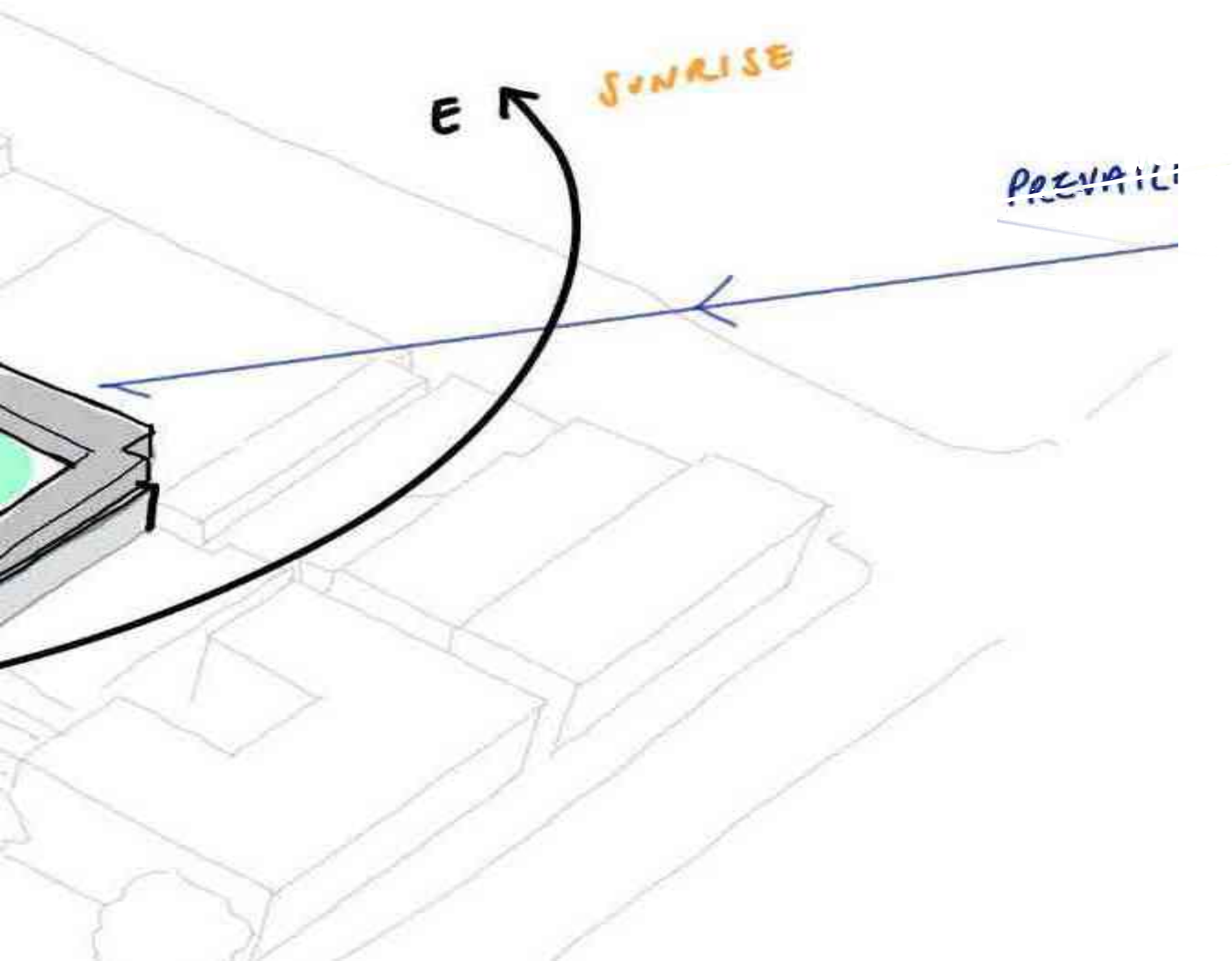
**OPEN-AIR
BREEZE**

**FUN IN
TECHNICOLOR**

**COMFY
CHAIRS**

**BESPOKE
DESIGNS**

**A CINEMA
WITH STYLE**



CONCEPT SITE PLAN

- RESTROOMS SERVING THE SPACE OR ABILITY TO CONSTRUCT AS REQUIRED
- EVENTS SEATING: 220 +/-
- APPROX. 8,000-15,000 SQFT
- UTILITY SERVICE ON LEVEL OR THE ABILITY TO BRING THEM TO LEVEL
- ABILITY TO SERVE FOOD AND FULL BAR OFFERINGS

YOU'RE IN GREAT COMPANY.

OUR LANDLORDS LOVE US.

“ Rooftop Cinema Club truly puts on respectful and conscious events that are focused around film and bringing the community together. They are **an excellent footfall generator for local shops, restaurants and businesses** in the area and help to provide a much-needed escapism. ”

—ONNI GROUP, LOS ANGELES

“ RCC have made the open-air cinema experience one that rivals that of any major cinema operator. **You will be challenged to find a better way to spend a warm summers evening.** More than ever, their film events are needed now as we face a new chapter in the entertainment and hospitality industry. ”

—NEUEHOUSE, LOS ANGELES

“ Rooftop Cinema brings events that are focused around film to our 1628 property, **offering guests a unique experience that is fun for all.** Having the ability to offer an evening activity, outside, without disruption to our surrounding neighbors is hard to find and a welcomed addition to our guests, colleagues, and community. ”

—MANCHESTER GRAND HYATT,
SAN DIEGO

“ We have partnered with Rooftop Cinema Club over the last two seasons with immense success. Sold out screenings have become a much loved and staple part of the Skylawn Rooftop Bar at Embassy by Hilton. The experience with Rooftop Cinema Club starts the moment guests step outside. **They know what the customer wants and have great attention to detail** with their production, social highlights and movie-watching experience. ”

—EMBASSY SUITES BY HILTON NYC

...AND SO DOES THE PRESS!

ROOFTOP ARE THE KINGS OF OUTDOOR CINEMA

★ ★ ★ ★ ★ TIMEOUT NEW YORK

REALLY COOL EXPERIENCE WITH A GORGEOUS BACKDROP

★ ★ ★ ★ ★ NBC, SAN ANTONIO LIVING

THE “SOHO HOUSE” OF OUTDOOR SCREENINGS

★ ★ ★ ★ ★ LA CONFIDENTIAL

THIS COULD BECOME YOUR NEXT FAVORITE HOTSPOT

★ ★ ★ ★ ★ ABC HOUSTON