AGENDA

MEETING OF HISTORIC REVIEW BOARD
THURSDAY, JANUARY 15, 2026 - 3:00 PM
Greenville City Hall, Council Chambers, 206 S. Main Street
Citizens may access the meeting at the following web address:
https://www.greenvillesc.gov/1694/Online-Meetings

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1. **Call to Order**
2. **Roll Call**
3. **Welcome and Opening Remarks from the Chair**
4. **Approval of the Minutes**
5. **Call for Public Notice Affidavit from Applicants**
6. **Acceptance of Agenda**
7. **Conflict of Interest Statement**
8. **Old Business**
9. **New Business (public comment)**
    a. **CA 25-1028**
    Application by Jamison Hupp for a Certificate of Appropriateness at 504 Townes Street
10. **Advice and Comment (no public comment)**
11. **Other Business (no public comment)**
12. **Informal Review (no public comment)**
13. **Adjournment**

Planning Staff Report to
Historic Review Board
January 10, 2026
for the January 15, 2026 Public Hearing

Docket Number:	**CA 25-1028**
Applicant:	Jamison Hupp
Property Owner:	GSP Townes Capital Holdings
Property Location:	504 Townes St
Tax Map Number:	0004000100501
Zoning:	RN-C, Heritage Preservation Overlay District
Proposal:	**New Multi-Family Residential**
Staff Recommendation:	**Denial**

Applicable Sections of the City of Greenville Code of Ordinances:

Div. 19-6.2.7 Major Historic Certificate of Appropriateness

Site Background:

The site is within the Heritage Preservation District. A previously existing duplex, constructed in 1954, suffered a fire in 2024 and was torn down in November of that year. The site has remained vacant ever since.



Proposed Render from Townes St

Proposed Structure:

The proposed development is for two three-story buildings, each housing two units, separated by a small open patio space. The unit closest to Townes will front the primary street with a small yard. All units are accessed via a shared driveway.

Context:

Heritage Neighborhood Context:

The Heritage Neighborhood is a mix of architectural styles, with the most prominent being the bungalow style. The Design Guidelines were written to preserve and promote these neighborhoods by preventing

new construction that does not respect existing characteristics and may diminish the integrity of the historic context. The applicant provided several examples of design inspiration drawn from the neighborhood.

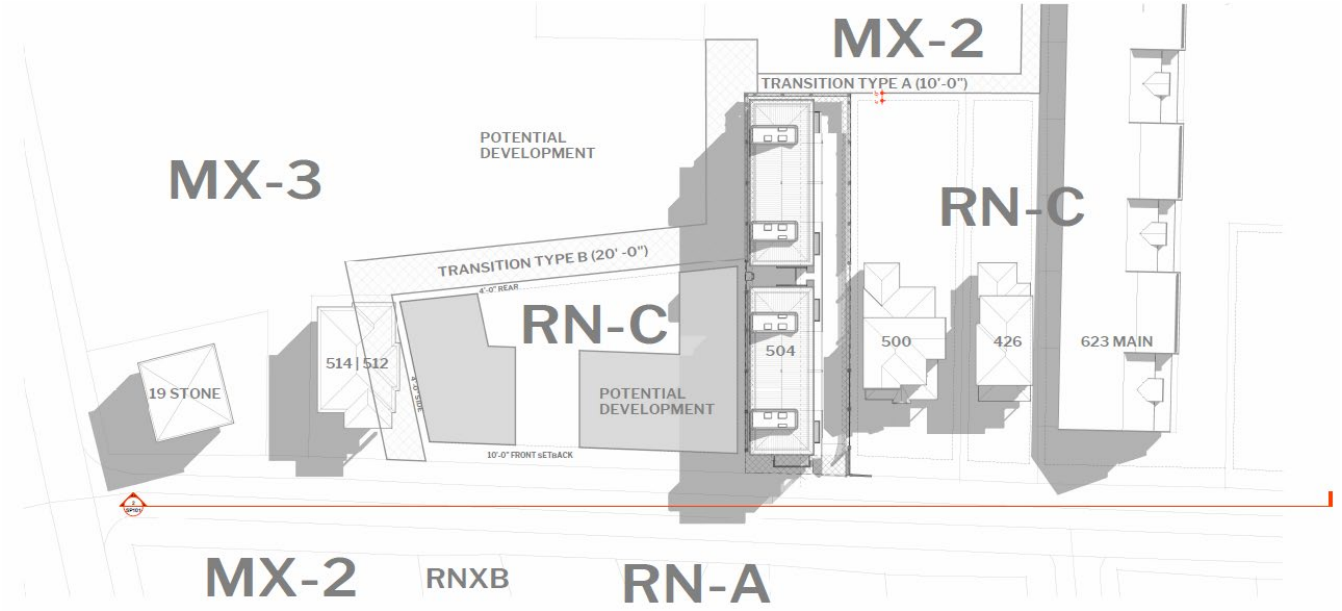
Site Context:

Staff notes that the site is located near the edge of the Heritage District Overlay. To its south are 2 single-family residences in queen anne and four-square styles with large grass front lawns and deep lots. Adjacent to the single-family homes to the south is 623 N Main St, a 2-story brick condo building built in 2001 whose side faces Townes Street. To the north of the subject property is a shallow lot, currently used as a surface parking lot.



Context Photo, Quadplex to the north

The property further north, which demarcates the end of the Heritage Historic District, is a 2-story brick quadplex in the bungalow style. Behind both these northern properties is a large parcel, outside of the Preservation Overlay, which has street faces on Townes St, W Stone Ave, and North Main St. The rear of this parcel shares the rear, northern lot line with 504 Townes. Its zoning is MX-3, a denser zoning than the subject property's RN-C zoning. The large site is currently Thomas McAfee Funeral Homes. Across the street are bungalow-style homes, mostly of newer construction.



Proposed Context Site Plan

Staff Analysis:

Preservation Overlay Design Guidelines:

Per AR.1, the street line of building fronts should be maintained. The site's immediate context makes the street wall inconsistent, and in the case of the adjacent parking lot non-existent. The two adjacent

single-family homes at 426 and 500 Townes St are setback roughly 47'. Both of the multi-family structures at 623 N Main St and 512 Townes St are approximately 25' setback from Townes St. The retaining wall at the front of the property, the solid base of the front porch and the proposed 10' setback of the proposed structure create a harsh verticality that is inconsistent within this block of the Heritage District and out of scale with the pedestrian. **Staff recommends that the structure be setback from the street a min of 20' to better align with the existing context. Per RN-C zoning, the front setback range is 10' – 20'.** The side setbacks of the proposed structure are consistent with the adjacent structures on the east side of Townes St, per **AR.1(B).**



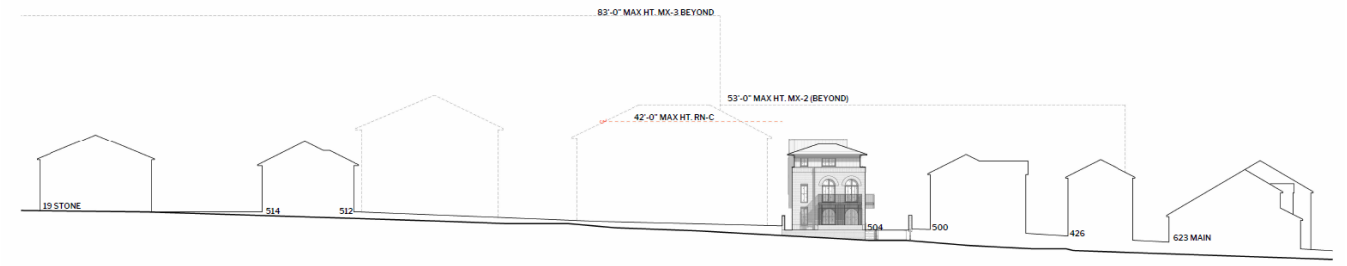
AR. 2 (A) and **(B)** suggests that the front of the home be oriented toward the street with a clearly identified front door and a porch that is similar in size and scale to those of surrounding homes. The proposed structure has an offset porch with a 2nd floor deck. Staff finds this criteria has been met. However, **AR.2 (B)** states that a porch should be similar in character, design, scale and materials to those seen traditionally. And **AR.2 (C)** states that porch supports should be of substantial enough size such that the porch does not appear to float. **Staff recommends that the porch design be revised.**



Proposed Render of Front Yard and Front Porch

Per **AR.3 (A)**, the traditional character of the front yard should be maintained with grass lawns and depths similar to those seen in adjacent properties. A landscaped buffer is proposed. **Staff recommends that the front yard be extended to better align with adjacent yard depths.** The proposed 6' tall brick fence to the north and vertical fencing with brick pillars are pulled back from the front façade, per **AR.3 (C)**. The Sidewalk retaining wall is of brick material, seen consistently and is in context with the adjacent single-family homes' stone retaining walls to the south. **The retaining wall shall be less than 4'-0" per AR.3 (F).**

Location of trash receptacles have not been provided. However, they shall be screened from view per **AR.5** and must meet the GDC screening standards, to be reviewed at the time of permitting.



Proposed Townes St Streetscape Elevation

Per **AR.6** new buildings should relate to their context in mass and scale. **The proposed structure has tall, thin proportions that do not match those of adjacent neighbors and are therefore inappropriate for the Heritage Historic District.**

AR.6 (A) calls for building heights, in terms of stories, to be compatible with nearby historic structures. The adjacent buildings range from 1.5 to 2.5 stories. **Staff recommends that the proposed third story be set back further from the two-story front volume to better align with the context of the immediate neighbors and the historic district.**

The two buildings are separated by approximately 12 feet, which from the street gives the appearance of a long, single structure. **AR.6(C)** of the Design Guidelines recommends that larger masses be subdivided into smaller volumes similar in size to traditional single-family homes. **Staff recommends greater mass differentiation between the two buildings to minimize the visual appearance of a long linear structure.**

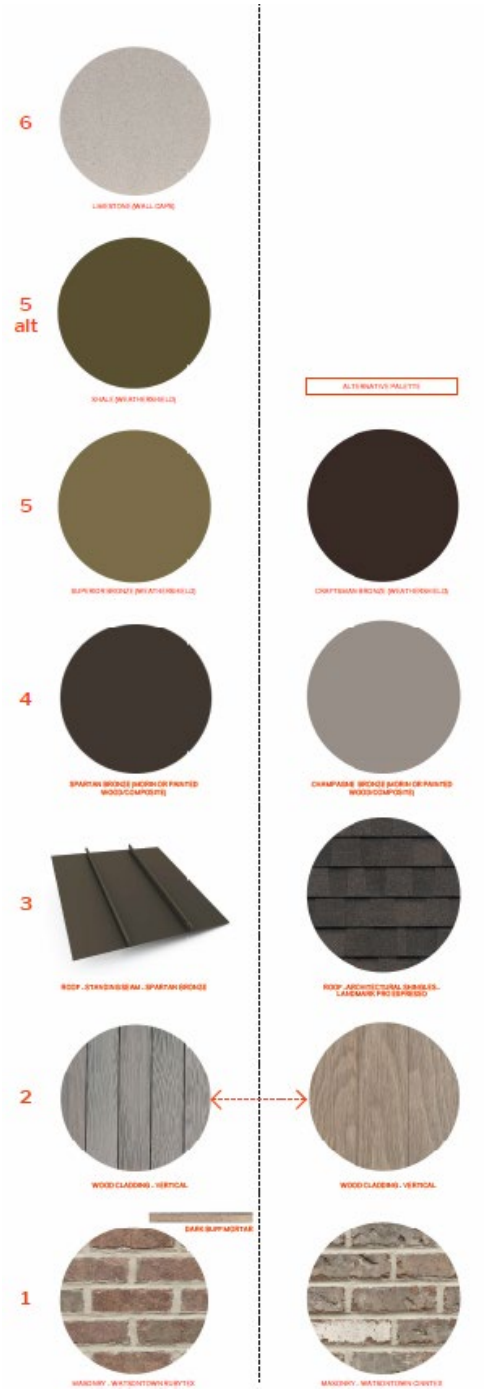


Vertically oriented rectangular forms are encouraged under **AR.7(A)**, and staff finds that the project successfully meets this guideline. **AR.7(B)** of the design guidelines states the use of traditional roof forms are appropriate. A simple hipped roof is provided and its proportions are appropriate relative to the primary volume.

AR.8 of the design guidelines states that all new construction should maintain the range of exterior wall materials currently found in the historic district, including horizontal lap siding and brick, per **AR.8 (A)**. The proposed masonry veneer is similar in scale, tone, and detailing as other structures in the Heritage Historic District. The vertical wood siding is inappropriate, although the exposed wood finish does appear elsewhere in the neighborhood in the form of cedar shakes. **Staff recommends that the vertical siding be reconsidered to better align with the historical context of the district. Staff also requests that the material selections for the windows, exterior doors, color and finish of the metal railing, material and finish of vertical fencing at southern property line and finish and color of front porch posts be provided.**

Per **AR.9**, a new building should **not** be designed to look old, but it is encouraged to be a modern interpretation of historic neighborhood styles. It should draw upon the fundamental similarities among other historic buildings in order to be compatible with its neighbors, per **AR.9 (B).** The proposed design highlights many historical architectural features in the Heritage neighborhood, but modernizes them to an extent such that they no longer create a relevant visual link between what is existing and what is proposed. While the brick provides traditional detailing, the curved bay volumes and the vertical wood detailing below the roof line are out of context and inappropriate. **Staff recommends modifying the architectural character to better fit the site's historic context.**

AR.10 states that the visual impacts of parking should be minimized. Four proposed side-entry garages are proposed and located behind the front façade of the structures.



Proposed Finishes

AR.15 of the design guidelines states that the structure should incorporate a coordinated color scheme that is simple in character. The proposed design employs a coordinated neutral color scheme that is muted and in conformance with the design guidelines.

Staff also notes that the proposed Outdoor Amenity Space provided does not meet the minimum area requirements of the GDC. Common outdoor amenity space shall be reviewed by staff at the time of permitting.

Summary

Staff concludes that the proposed development violates the intent of the Historic Guidelines, which is to ensure architecture that seamlessly blends into, enhances, or pays homage to the existing historic structures which contribute to the neighborhood aesthetic. New buildings should be similar in scale, mass, and form; and have a style or stylistic lineage that is represented within the neighborhood. The style employed in this project does not promote visual continuity with the neighborhood and therefore does not meet the spirit and intent of the Preservation Overlay Design Guidelines.

Therefore, staff recommend denial based on:

1. **The proposed structure should be setback a minimum of 20' from the front lot line to better align with the existing building street wall and to provide front yard depth consistent with other structures in the district.**
2. **The front porch design should be similar in design, character and materials as those seen traditionally in the district.**
3. **The front retaining wall exceeds the 4'-0" max height permitted.**
4. **The proposed structure has tall and long proportions that are inappropriate for the Heritage Historic District. The depth and height should be further articulated to subdivide the massing.**
5. **Vertical siding is inappropriate and exterior materials are missing.**
6. **The architectural style is not represented in the neighborhood and does not appropriately address the structures within the historic district which comprise its character.**
7. **The zoning-code designated 10% minimum open space requirement has not been met.**

city of greenville

APPLICATION FOR HISTORIC REVIEW CERTIFICATE OF APPROPRIATENESS

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

	APPLICANT	PROPERTY OWNER
*Name:		
*Title:		
*Address:		
*State:		
*Zip:		
*Phone:		
*Email:		

PROPERTY INFORMATION

*STREET ADDRESS____504 Townes St._____

*TAX MAP #(S) _____0004000100501_____

*ZONING CLASSIFICATION _____RN-C_____

*PRESERVATION DISTRICT/SPECIAL DESIGNATION:

____ Downtown Review District ____ West End Overlay ____ Pettigru ____ East Park ____ Overbrook

____ Hampton-Pinckney __x__ Heritage ____ Colonel Elias Earle ____ Local Landmark ____ National Register

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

*ARE THERE EXISTING STRUCTURES ON THE PROPERTY? ____Yes_X___No

DESCRIPTION OF REQUEST

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

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

4 townhouse (single-family residential) units; 2 buildings with 2 attached units each; The unit closest to Townes will front the primary street with a yard. Other units are accessed by a shared driveway easement running along the southern property line. Each unit will consist of approximately 4 bedrooms, 3.5 baths and a garage. Property is located at the transition edge of a diverse neighborhood consisting of various styles of residential properties; lot is predominantly surrounded by MX zoning to the Northeast and within the same block as other attached single-family project typologies. Design intent is to minimize building height, and scale to be consistent with varying scales within the district and portion of Townes streetscape while maintaining programming requirements and density allowances.

INSTRUCTIONS

1. All applications and fees (made payable to the City of Greenville) for Certificate of Appropriateness must be received by the planning and development office prior to review. Applications requiring review by the Design Review Board or Historic Review Board must be submitted no later than 2:00 pm of the date reflected on the posted calendar.

A. SIGNS	$150.00
B. HISTORIC REVIEW BOARD	$150.00
C. MINOR APPLICATION (STAFF REVIEW)	$100.00
D. MODIFICATION TO AN APPROVED PROJECT	
Major (requires review by HRB)	½ Original Fee
Minor (requires review by staff)	$50.00
E. INFORMAL REVIEW	$50.00

2. Staff will review the application per Section 19-6.2.1(b)(3) for completeness and per Section 19-6.2.6-6.2.9 to determine the applicable fee structure and reviewing body.
3. **Public Notice Requirements (not applicable for minor applications).** Certificate of Appropriateness applications require public notice. The applicant is responsible for sign posting to the subject property as well as mailers to all properties within 500 feet of the property at least 15 days (but no more than 18 days) prior to the scheduled design review board meeting date. Staff will provide the applicant with instructions, a mailing list, and an affidavit of substantial compliance upon receipt of the application fee. The signed affidavit will be required with attached photos of the posted notice prior to review.
4. You must attach a complete digital set of scaled drawings of the property. A printed set of drawings is NOT required. Although construction drawings are not required, applicants should be able to provide construction drawings at the request of the DRB or HRB.
5. Unless expressly determined by the administrator, all applications must contain the following:

☐ SITE PLAN REVIEW

a. Site Plan Drawings (indicating footprint of existing buildings, proposed building, proposed exterior elements, demolition of existing site features, floor plan, conceptual landscape plan with materials notated, conceptual lighting, conceptual furnishing package, proposed exterior equipment, etc.).
b. Massing Studies and Images (images shall be high resolution and should depict adjacent building, proposed building massing from various viewpoints, initial architectural details, photos of surroundings to review context, etc.).
c. Model (digital model that includes the surrounding context with massing only, no texture or articulation is required). ***The contextual model for the Design Review boundary can be downloaded here:*** *https://greenvillesc.gov/364/Access-GIS-Data,* ***and is provided as a .skp file.***

☒ ARCHITECTURAL REVIEW

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

Please reference the **Greenville Design Guidelines for the Preservation Overlay Districts**.

Greenville Design Boundary Contextual Model: *https://greenvillesc.gov/364/Access-GIS-Data,* ***(.skp file)***

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

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

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

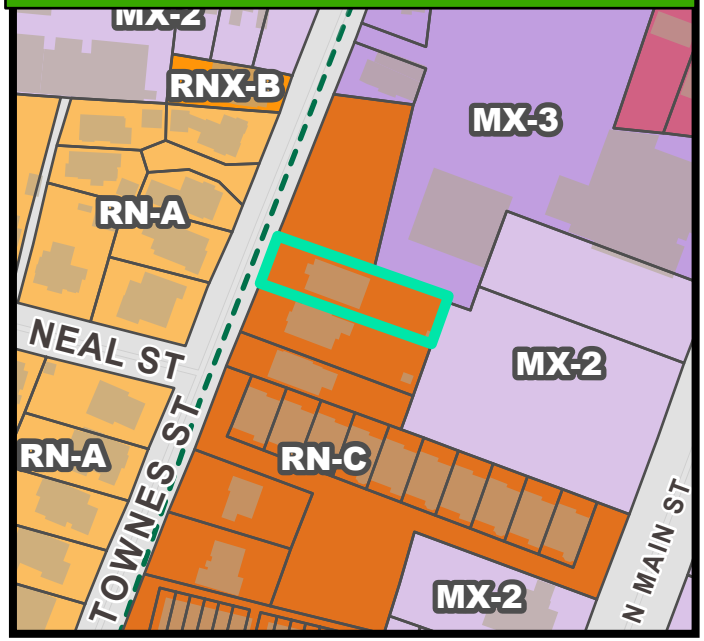
*Signatures	
Applicant	
Date	11/3/25
Property Owner/Authorized Agent	
Date	11/3/25

504 TOWNES STREET • CA 25-1028

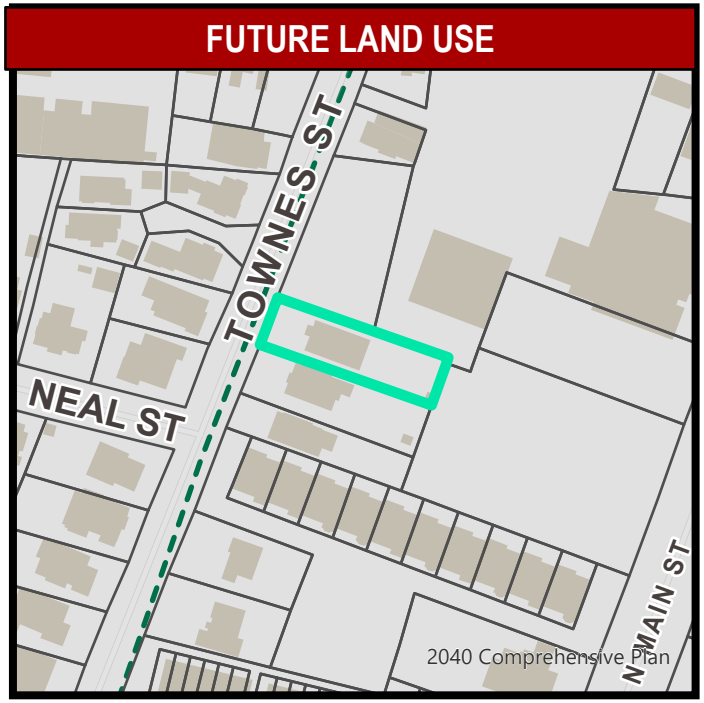
AERIAL VIEW



CURRENT ZONING



FUTURE LAND USE

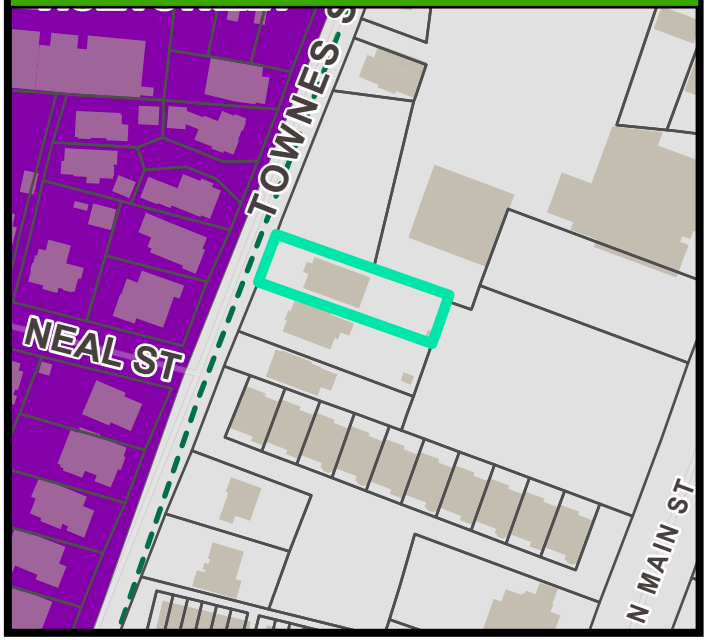


504 TOWNES STREET • CA 25-1028

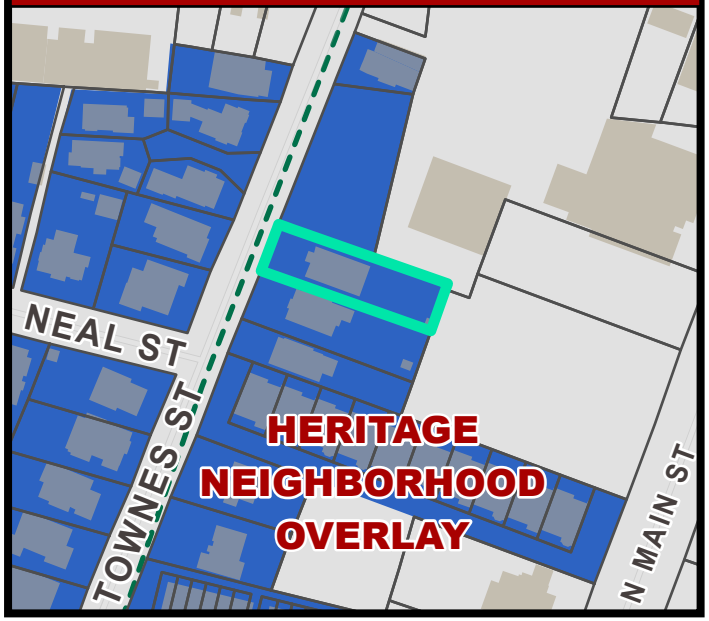
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



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TOWNHOUSES | 504 TOWNES

504 TOWNES ST., GREENVILLE, SC

CONTACT INFORMATION

OWNER:
GSP TOWNES CAPITAL HOLDINGS
504 Townes St.
Greenville, SC 29601

LANDSCAPE ARCHITECT:
Earth Design
1309 Grove Rd.
Greenville, SC 29605

ARCHITECT:
Fathom Firm, LLC
PO Box 26118
Greenville, SC 29616

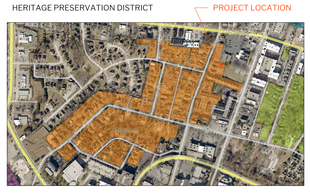
P.O.C.: Jamison Hupp, AIA, LEED AP for Homes
jamison@fathomfirm.com | 304.516.9230

PROJECT LOCATION

504 TOWNES ST.
Greenville, SC 29601



HERITAGE PRESERVATION DISTRICT



FATHOM FIRM

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CONSULTANTS

SHEET ISSUE/REVISIONS

ISSUE	DATE	DESCRIPTION
	12.22.25	HRB REVIEW

PROJECT NO.
25.004

DRAWN CHECKED

STAMP

PROJECT

504 Townes

504 Townes St.
Greenville, SC 29601

TITLE

COVER SHEET

SERIES SHEET NO.
A001






WEST SIDE OF LOT - VIEWS ALONG STREETSCAPE



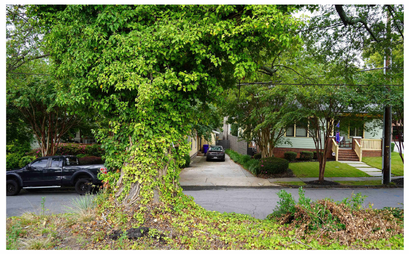



SOUTH + WEST SIDE OF LOT






NORTH SIDE OF LOT



VARIOUS VIEWS FROM WITHIN LOT + ACROSS LOT

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504 Townes

504 Townes St.
Greenville, SC 29601

TITLE

EXISTING SITE

SERIES SHEET NO.
A002

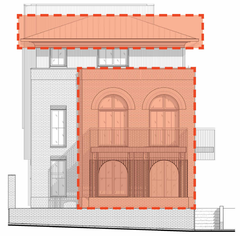
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Masonry volumes break up scale when viewed from street level. Elevated porches or juliet balconies provide engaged rhythym to each facade

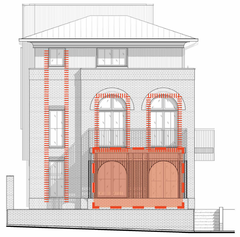
Cornices or overhangs occur on most structures throughout the neighborhood, providing a definitive line of termination at the roof line. This shadow line is perceived both from a distance and closer to the structure.

FACADE/VOLUME VARIATION | EAVE ARTICULATION









Entries throughout the neighborhood tend to be offset and asymmetrical. Single story porches start to define the entry and provide gradual scale upon approach from the street.

Fenestration patterns tend to be stacked, providing rythym and vertical scale or clustered/ganged to define hierarchy within the space or within the greater exterior elevation.

OFFSET ENTRY | PUNCHED OPENINGS + CLUSTER FENESTRATION

ADJACENT TO SINGLE STORY CRAFTSMAN









A significant number of structures throughout the district are attached single-family residences or multifamily typologies. The majority of these homes consist of masonry veneer claddings with elevated porches and balconies. These typologies are scattered throughout the district but occur predominantly at gateway entrances into the neighborhood (similar to our site).

ATTACHED SINGLE FAMILY SAMPLE WITHIN DISTRICT



1920 Sanborn



Original Building (demolished 1964)



The former Greenville Woman's College was an example of Italianate architecture that underwent several additions during its existence. The building was characterized by several elements that inspired massing and organization of our subject building, including but not limited to:
_Two wings of the building created "bookends"
_Roman arches created vertical definition
_Porches deliniating entries and encouraging human occupation
_Roof eave with shallow roof creates linear shadow line

GREENVILLE WOMAN'S COLLEGE - 1858 (current site: Heritage Green)

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CONSULTANTS

SHEET ISSUE/REVISIONS

ISSUE	DATE	DESCRIPTION
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PROJECT NO.
25.004

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PROJECT

504 Townes

504 Townes St.
Greenville, SC 29601

TITLE

PROJECT CONCEPT + DISTRICT REFERENCES

SERIES SHEET NO.
A003



HERITAGE DISTRICT - EXTENTS



DISTRIC GATEWAYS





The entry to the district at Atwood street is dominated by attached single-family residences which begin behind the significantly large masonry structure of the Upcountry History Museum . Detached single-family typologies are scattered along this entry point. These structures are predominantly masonry veneer clad and are of varying sizes.

GATEWAY | ATWOOD ST.



Figure ground map deliniates multifamily, attached single-family or commercial buildings within the immediate neighborhood and district. These properties are within a short walking distance of the project site and many along Main St. are visually connected to the site within and into Townes Ave. from various view corridors.

Existing setbacks vary along Townes Ave. Attached single-family residences establish closer setbacks than detached single-family. Additionally, the lots closer to Stone Ave. and at the street corner have setbacks varying from 10 feet to zero. Our proposed project setbacks are within the by-right range and maintain consistency with other established, population dense properties on the periphery of the district.

NEIGHBORHOOD CONTEXT | MULTIFAMILY, ATTACHED SINGLE-FAMILY, + COMMERCIAL







The entry at the intersection of Park Ave. and Townes St. lacks a signifying identity. Various typologies exist at each corner of this threshold - a commercial structure, a church and a large commercial development. A cluster of newer attached single-family units are located on the NW corner of the intersection. These structures have minimal setbacks - equal or less than our proposed project.

GATEWAY | PARK AVE.







The entry to the district from Stone Ave. is partially underdeveloped, lacking significant gateway buildings.

The west side of Townes consists of single-family residences of varying size, some of which are located in a dense cul-de-sac arrangement directly across the street from our project site. The east side of the street is dominated by attached single-family projects, with standalone homes in the minority, flanked by townhome developments. These housing typologies are consistent with the larger block context, extending to the properties fronting Main St.

GATEWAY | TOWNES ST. NORTH

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PROJECT

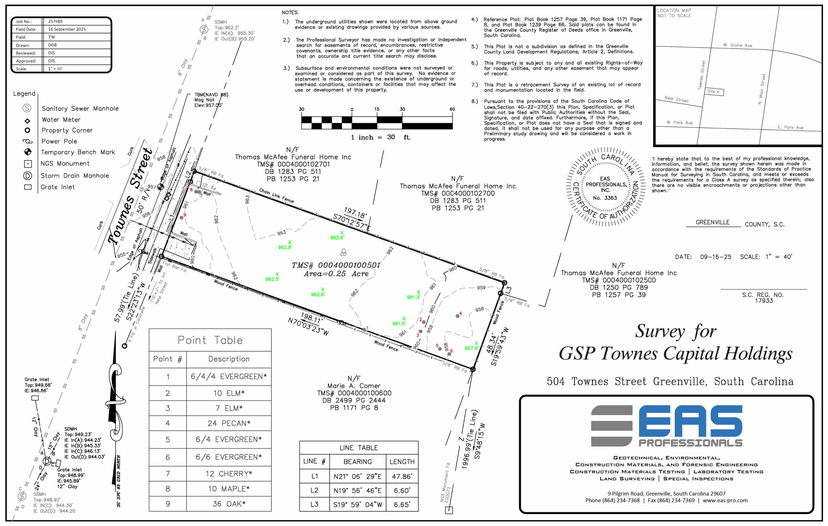
504 Townes

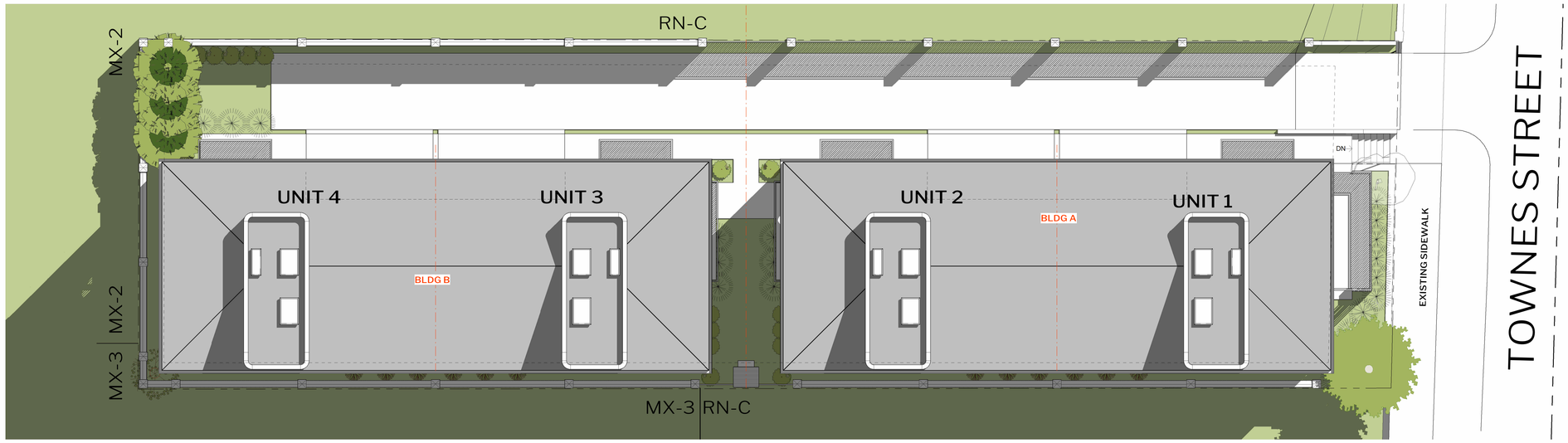
504 Townes St.
Greenville, SC 29601

TITLE

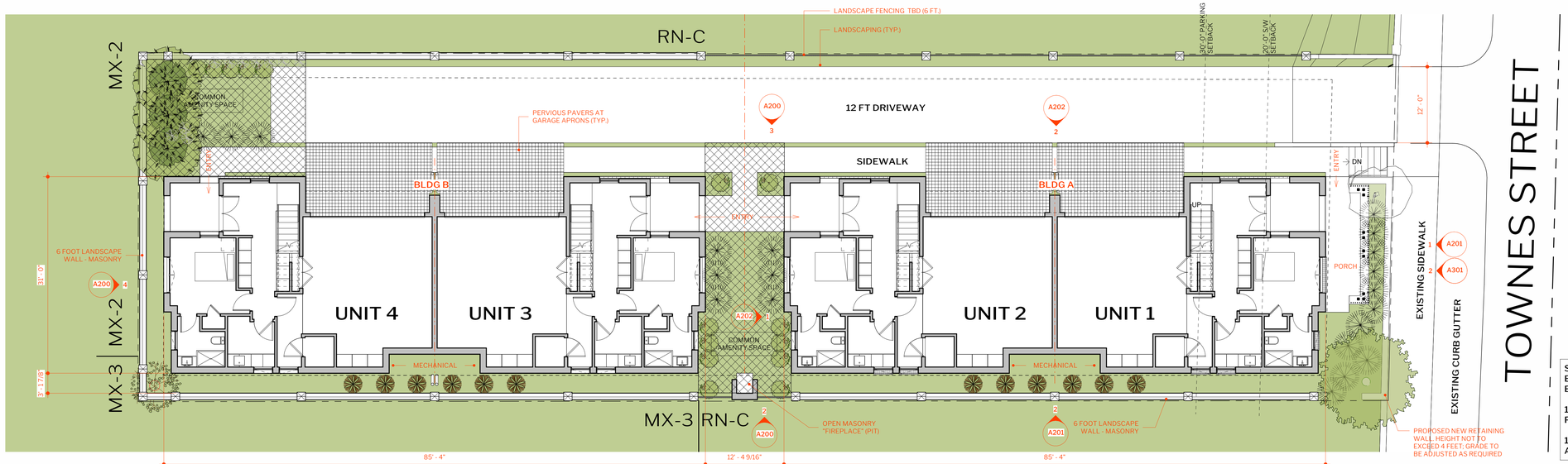
SITE + TYPOLOGY CONTEXT

SERIES SHEET NO.
A004





2 SITE PLAN - ARCHITECTURAL
SCALE: 1/8" = 1'-0"



1 SITE PLAN - 1ST FLOOR CONTEXT
SCALE: 1/8" = 1'-0"

SITE AREA:	10,830 SF
BLDG COVERAGE ALLOWED 70%:	7,581 SF
BLDG COVERAGE:	4,428 SF
10% COMMON AMENITY SPACE:	1083 SF
PROVIDED:	982 SF
10% ADMIN REDUCTION:	-108 SF
ALLOWED:	975 SF

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GREENVILLE, SC 29616

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SHEET ISSUE/REVISIONS

ISSUE	DATE	DESCRIPTION
	12.22.25	HRB REVIEW

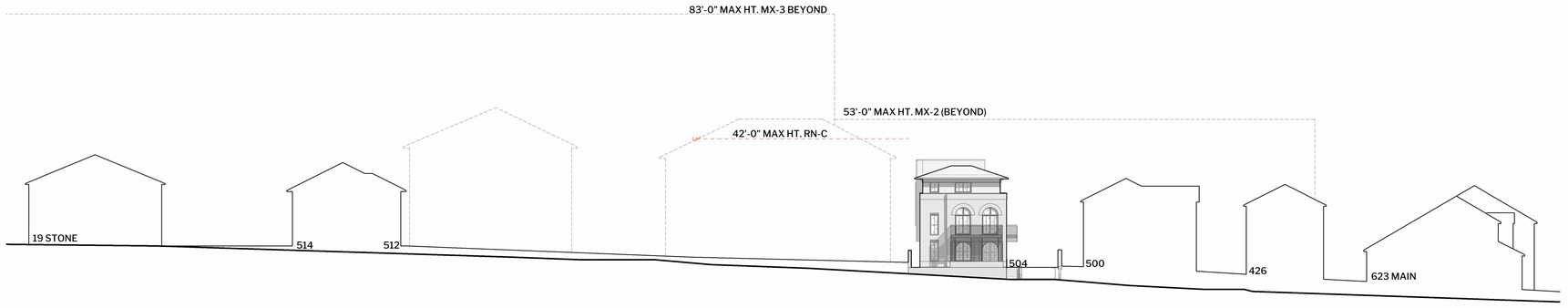
PROJECT NO. 25.004
DRAWN CHECKED
STAMP

PROJECT
504 Townes
504 Townes St.
Greenville, SC 29601

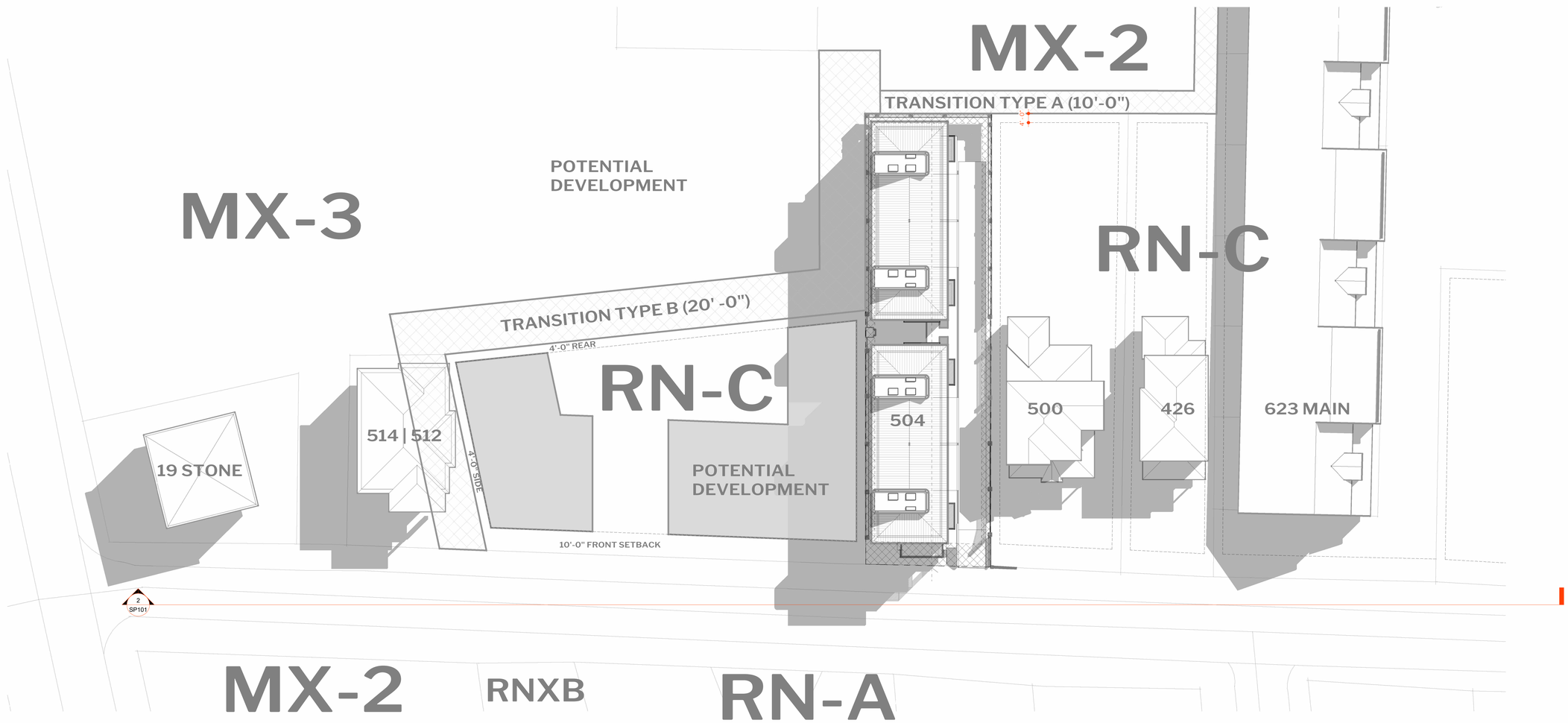
TITLE
ARCHITECTURAL SITE PLAN

SERIES SHEET NO.
SP100





2 STREET SECTION
SCALE: 1" = 20'-0"



1 SITE PLAN - STREET CONTEXT - 500 TOWNES
SCALE: 1" = 20'-0"



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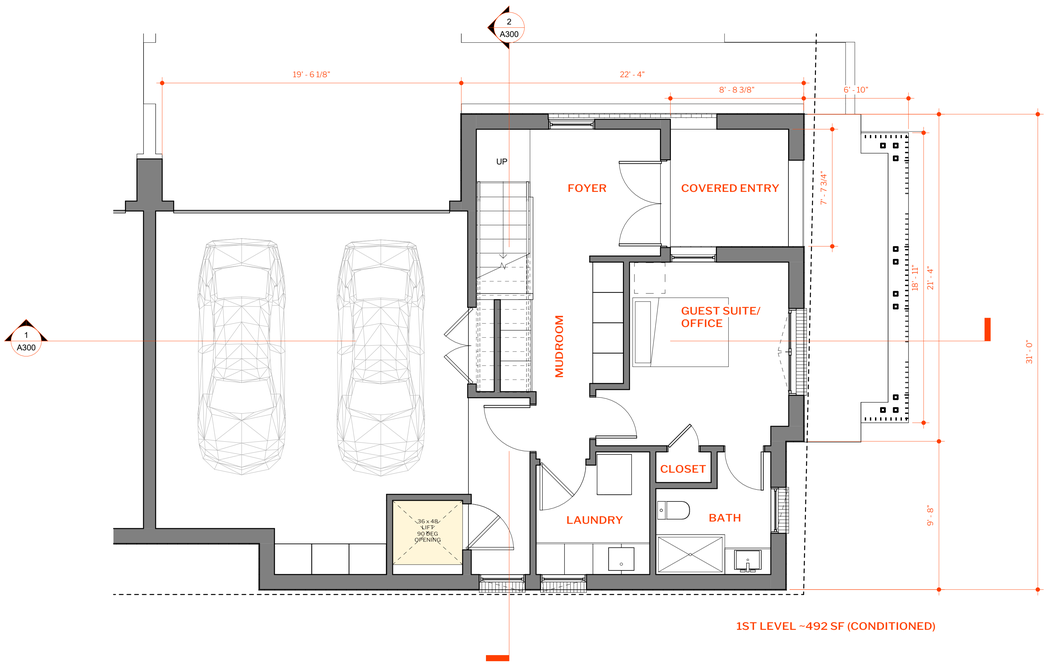
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PROJECT
504 Townes

504 Townes St.
Greenville, SC 29601

TITLE
STREET + BLOCK CONTEXT

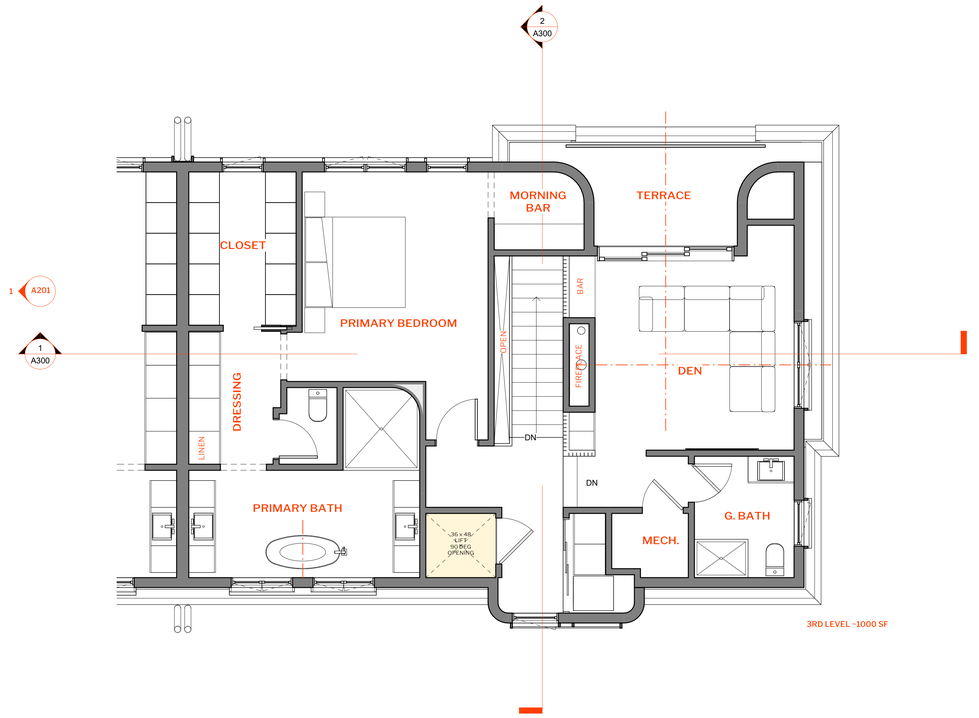
SERIES | SHEET NO.
SP101



1ST LEVEL ~492 SF (CONDITIONED)

1 BLDG A 1ST LEVEL - SCHEMATIC PLAN

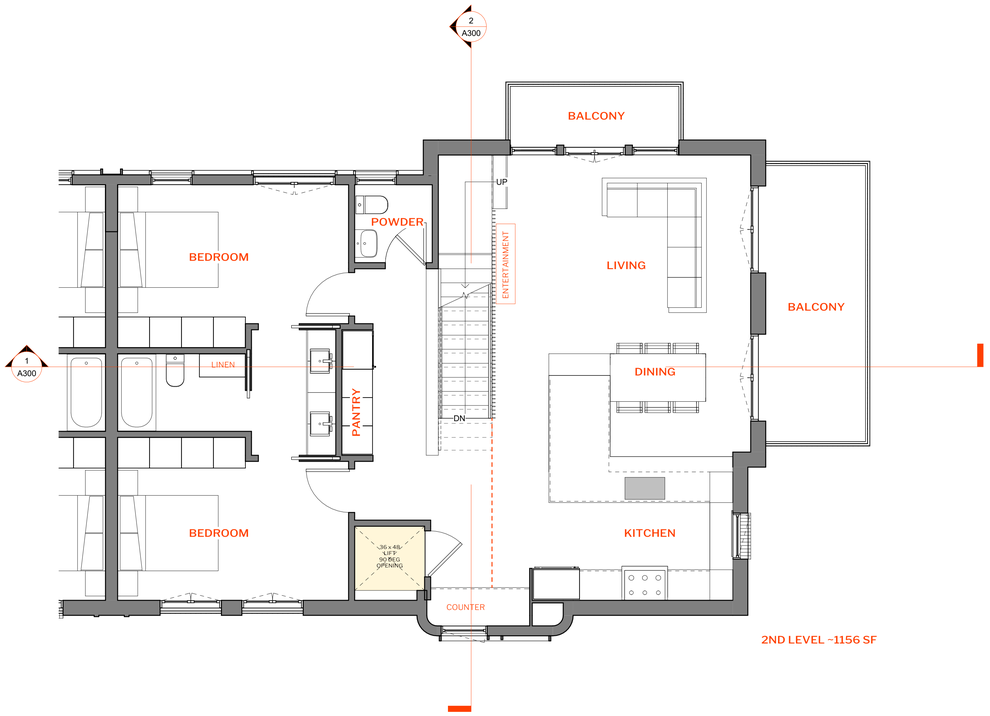
SCALE: 1/4" = 1'-0"



3RD LEVEL ~1000 SF

3 BLDG A 3RD LEVEL - SCHEMATIC PLAN

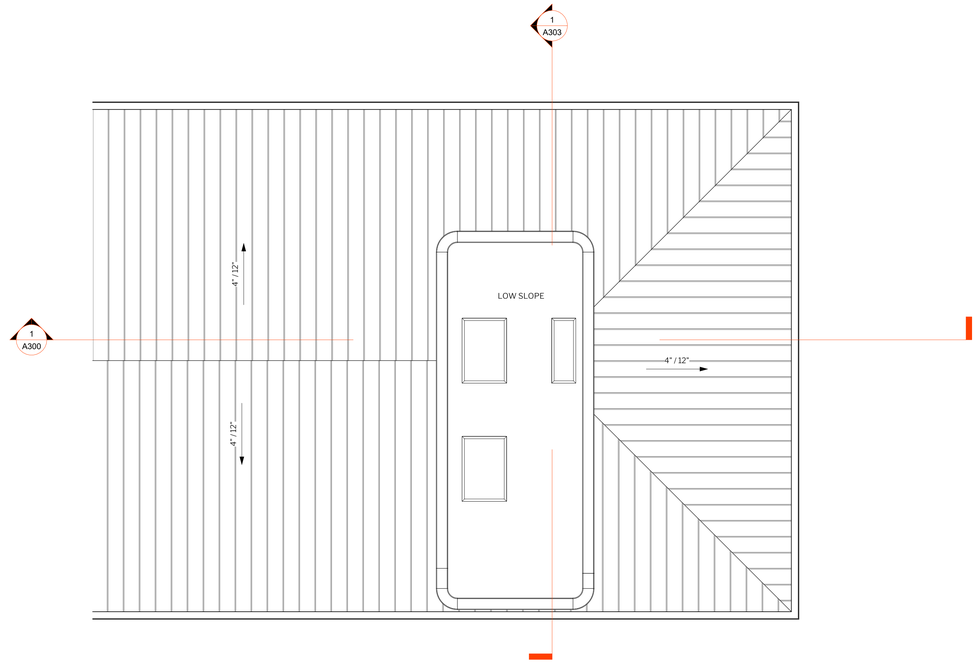
SCALE: 1/4" = 1'-0"



2ND LEVEL ~1156 SF

2 BLDG A 2ND LEVEL - SCHEMATIC PLAN

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



4 BLDG A ROOF PLAN - SCHEMATIC PLAN

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

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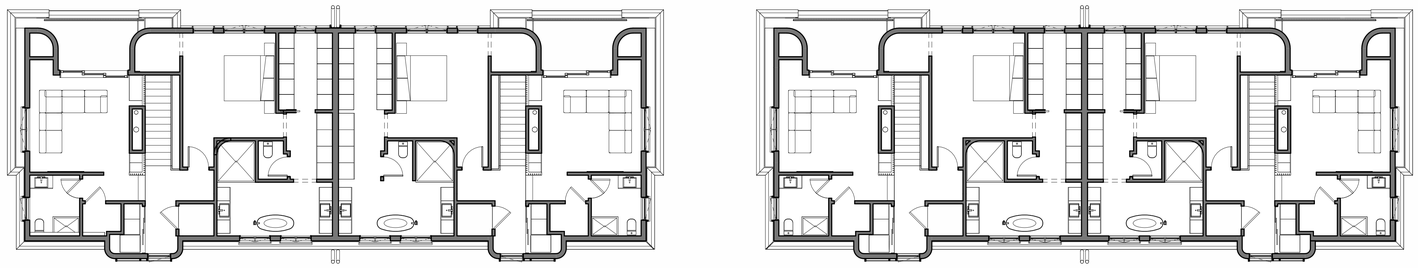
504 Townes St.
Greenville, SC 29601

TITLE

BLDG A, UNIT 1 PLANS

SERIES SHEET NO.
A101.1

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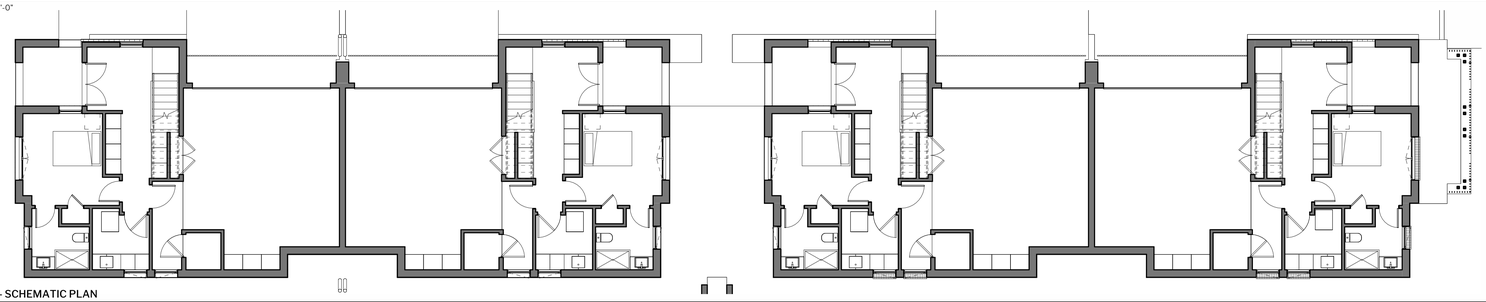
7 3RD LEVEL - SCHEMATIC

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



6 2ND LEVEL - SCHEMATIC PLAN

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



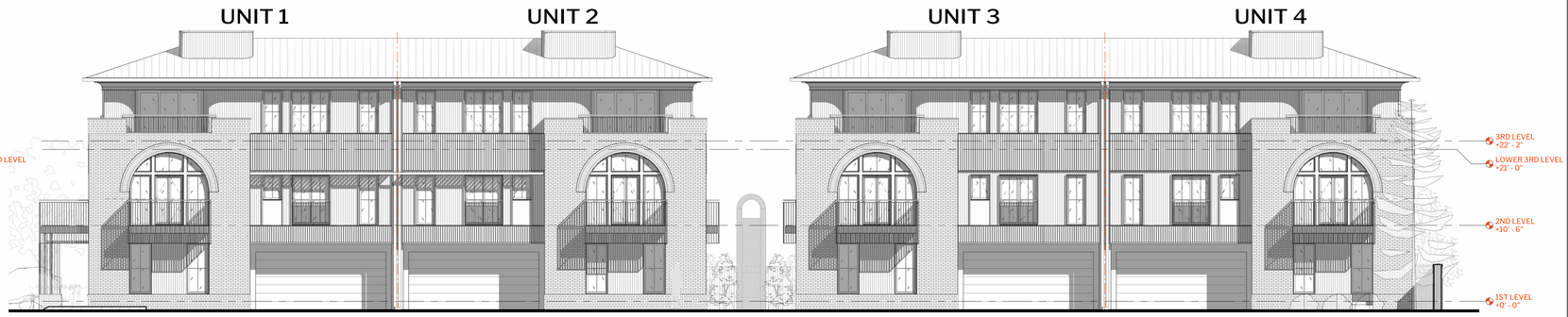
5 1ST LEVEL - SCHEMATIC PLAN

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



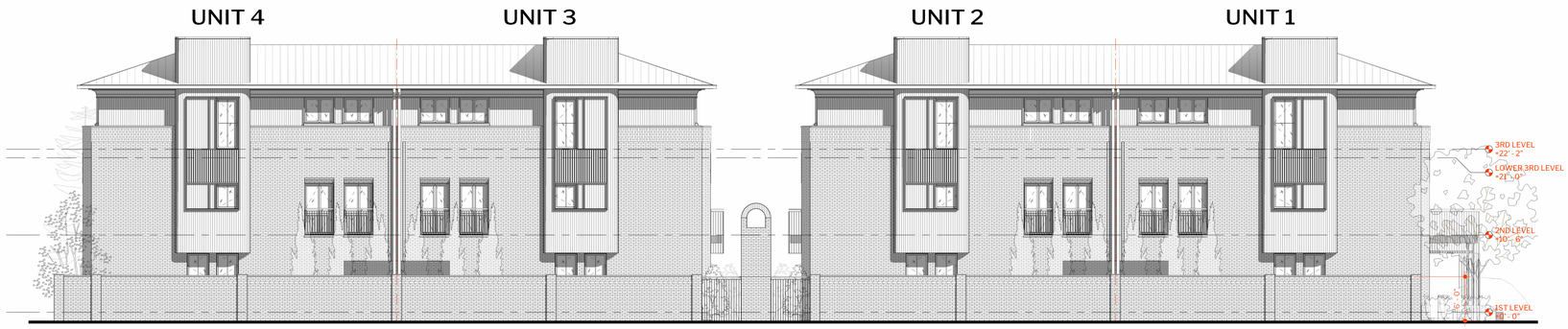
4 EAST ELEVATION - SITE

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



3 SOUTH ELEVATION - SITE

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



2 NORTH ELEVATION - SITE

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



1 WEST ELEVATION - TOWNES ST.

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

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	12.22.25	HRB REVIEW

PROJECT NO.
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PROJECT

504 Townes

504 Townes St.
Greenville, SC 29601

TITLE

SCHEMATIC BUILDING PLANS & ELEVATIONS

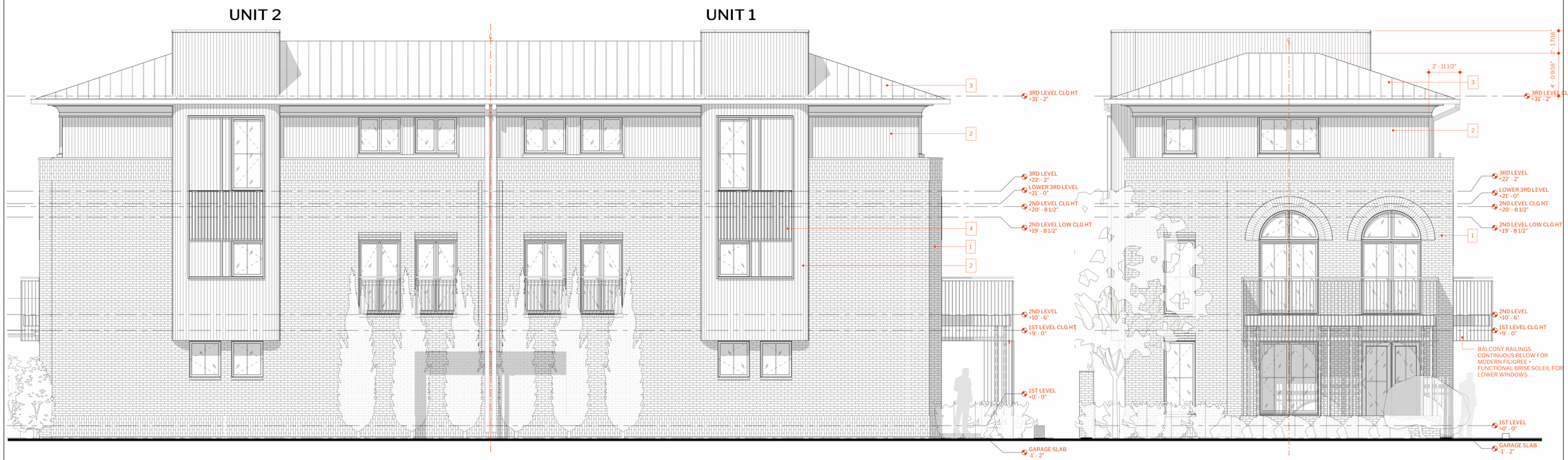
SERIES SHEET NO.
A200



4 STREET PERSPECTIVE - SW
SCALE:



3 STREET PERSPECTIVE - NW
SCALE:



2 BLDG A NORTH ELEVATION
SCALE: 1/4" = 1'-0"

1 BLDG A WEST ELEVATION (TOWNES ST.)
SCALE: 1/4" = 1'-0"

0' 2' 4' 8' 16'

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PROJECT NO.
25.004

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PROJECT

504 Townes

504 Townes St.
Greenville, SC 29601

TITLE

SCHEMATIC BUILDING ELEVATIONS & PERSPECTIVES

SERIES SHEET NO.
A201

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4 STREET PERSPECTIVE - W
SCALE:



3 STREET PERSPECTIVE - PORCH
SCALE:



2 BLDG A SOUTH ELEVATION
SCALE: 1/4" = 1'-0"



1 BLDG A EAST ELEVATION
SCALE: 1/4" = 1'-0"

0' 2' 4' 8' 16'

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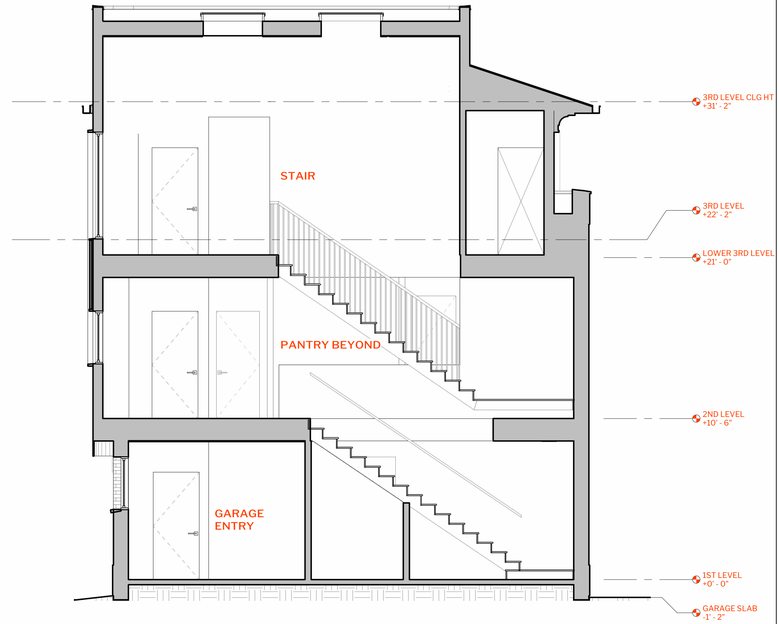
PROJECT
504 Townes

504 Townes St.
Greenville, SC 29601

TITLE
SCHEMATIC BUILDING ELEVATIONS & PERSPECTIVES

SERIES SHEET NO.
A202

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2 SECTION THRU STAIR
SCALE: 1/4" = 1'-0"



1 LONG SECTION THRU DINING
SCALE: 1/4" = 1'-0"

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504 Townes

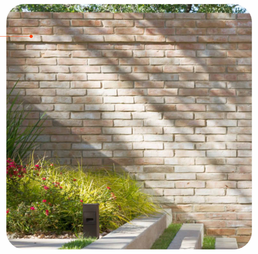
504 Townes St.
Greenville, SC 29601

TITLE

BUILDING SECTIONS

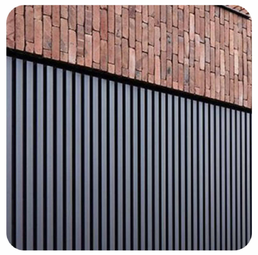
SERIES SHEET NO.
A300

COMMON BOND SHADOW COURSE

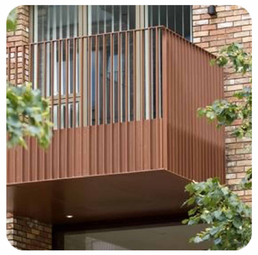


LANDSCAPE WALLS

C



B



A

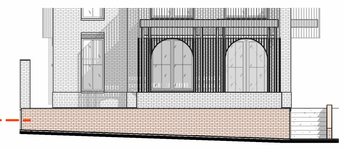


RECTANGULAR WINDOW HEADS AT BRICK



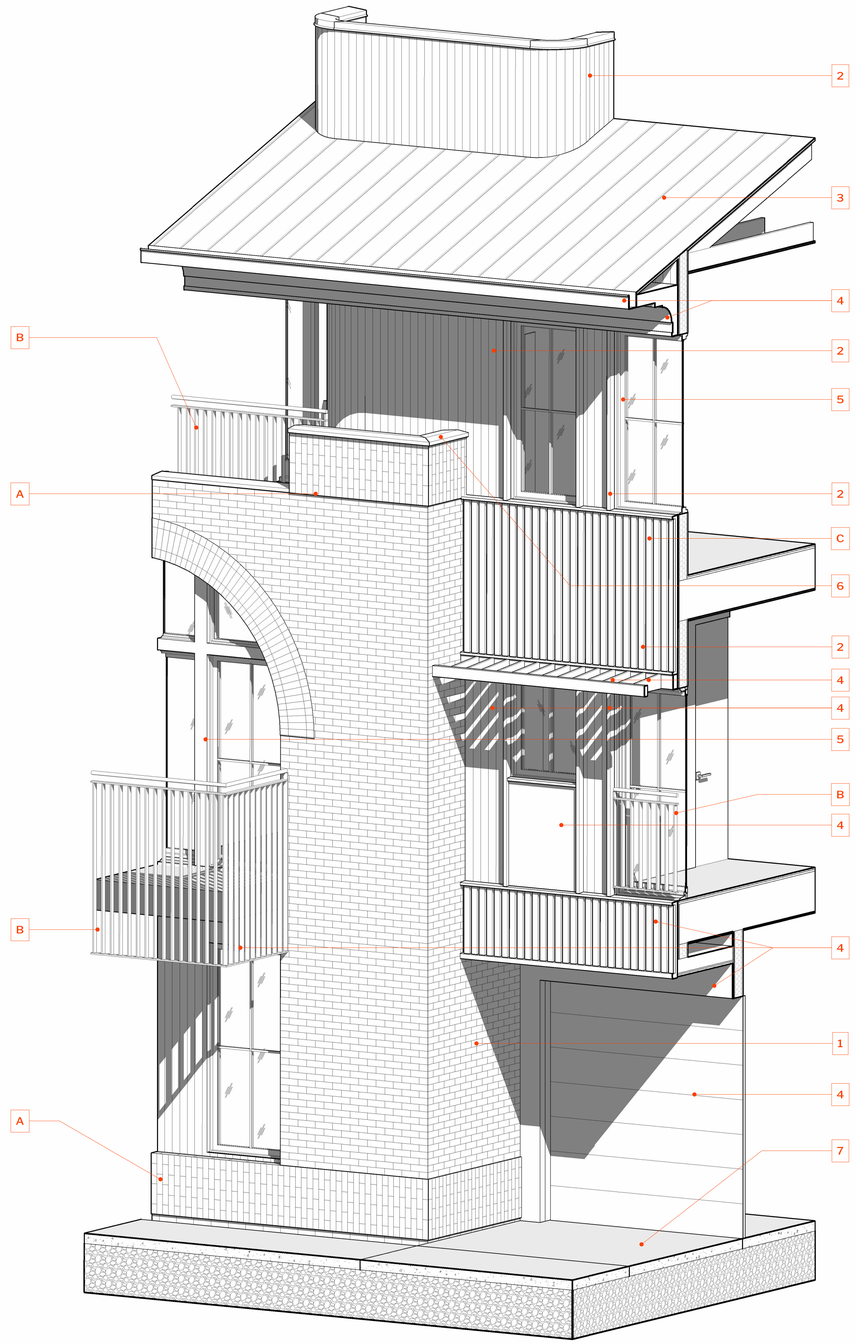
CONVEX OR BEADED MORTAR JOINT AT STREET SIDE RETAINING WALLS; NOD TO HISTORICAL WALL CONSTRUCTION IN NEIGHBORHOOD





TOWNES STREET ELEVATION

INSPIRATION IMAGERY + DETAILING



TYPICAL WALL SECTION + MATERIALS

7



PERMEABLE PAVER - LOW COUNTRY PAVERS

6



LIMESTONE (WALL CAPS)

5 alt



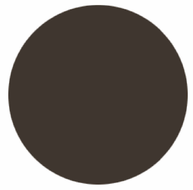
SHALE (WEATHERSHIELD)

5



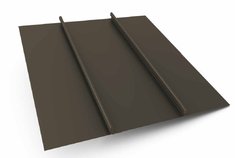
SUPERIOR BRONZE (WEATHERSHIELD)

4



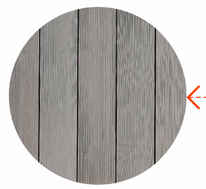
SPARTAN BRONZE (MORIN OR PAINTED WOOD/COMPOSITE)

3



ROOF - STANDING SEAM - SPARTAN BRONZE

2



WOOD CLADDING - VERTICAL

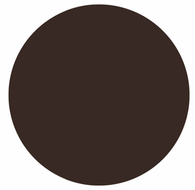
DARK BUFF MORTAR

1

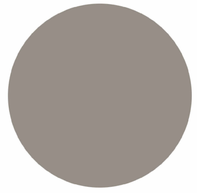


MASONRY - WATSONTOWN RUBYTEX MODULAR | RUNNING BOND

ALTERNATIVE PALETTE



CRAFTSMAN BRONZE (WEATHERSHIELD)



CHAMPAGNE BRONZE (MORIN OR PAINTED WOOD/COMPOSITE)



ROOF - ARCHITECTURAL SHINGLES - LANDMARK PRO ESPRESSO



WOOD CLADDING - VERTICAL



MASONRY - WATSONTOWN CINNTEX

EXTERIOR MATERIALS

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SHEET ISSUE/REVISIONS

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PROJECT NO.
25.004

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PROJECT

504 Townes

504 Townes St.
Greenville, SC 29601

TITLE

BUILDING WALL COMPOSITE + MATERIALS

SERIES | SHEET NO.
A301

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VIEW NORTH ON TOWNES ST. (FROM PARK AVE.)



VIEW SOUTH ON TOWNES ST. (FROM STONE AVE.)

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	12.22.25	HRB REVIEW

PROJECT NO.
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PROJECT

504 Townes

504 Townes St.
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TITLE

RENDERINGS

SERIES SHEET NO.
A400

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VIEW BETWEEN BUILDINGS AT AMENITY SPACE



VIEW LOOKING NORTHEAST FROM TOWNES ST.



VIEW ACROSS TOWNES ST. FROM SIDEWALK

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SHEET ISSUE/REVISIONS

ISSUE	DATE	DESCRIPTION
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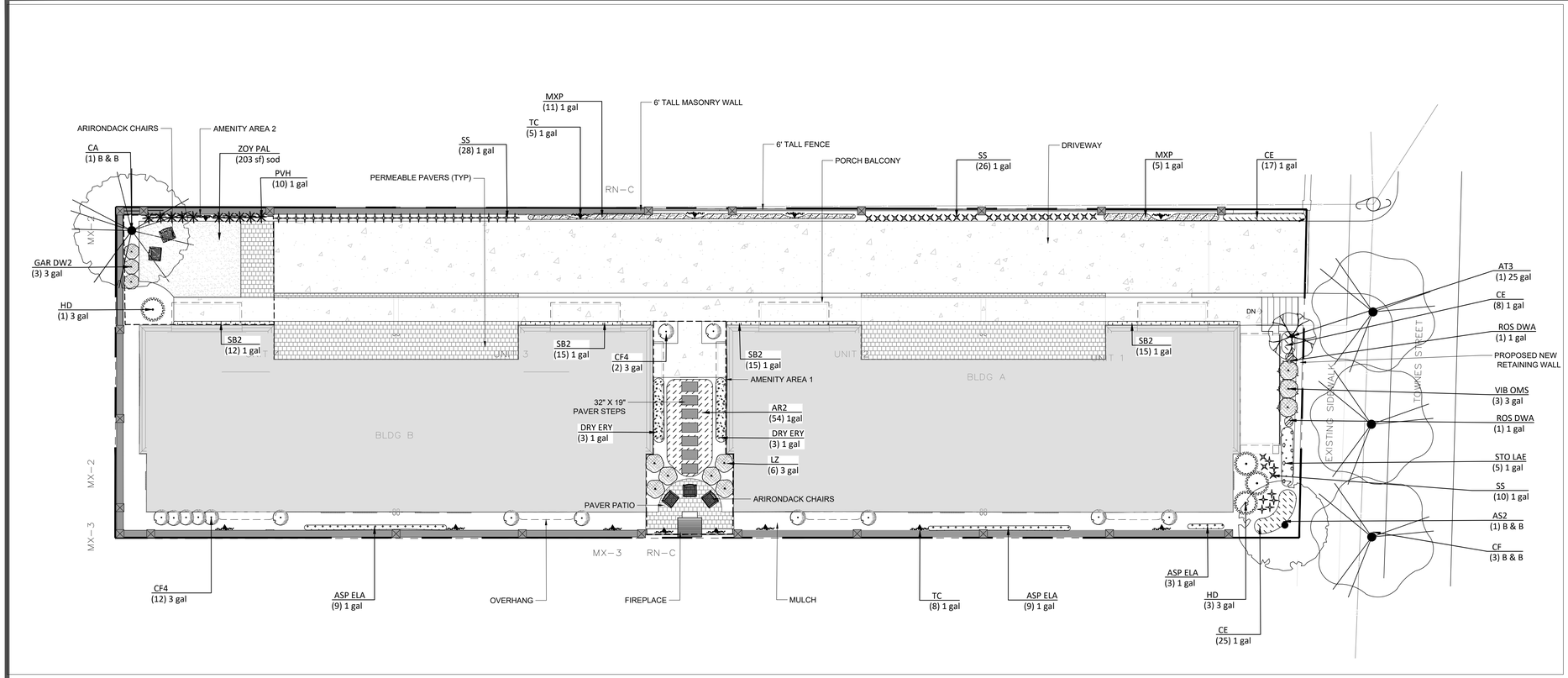
504 Townes

504 Townes St.
Greenville, SC 29601

TITLE

RENDERINGS

SERIES SHEET NO.
A401



CITY CODE COMPLIANCE CODES

STREET PLANTING REQUIREMENTS	REQUIRED	PLACED
UNDERSTORY TREES 20' O.C. BECAUSE OVERHEAD POWER	3	3

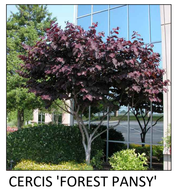
PLANT INSPIRATION


ACER PALMATUM 'SANGO-KAKU'


ASPIDISTRA ELATIOR


CAREX 'EVERILLO'


CEPHALOTAXUS 'DUKE GARDENS'


CERCIS 'FOREST PANSY'


CARPINUS CAROLINIANA


STACHYS BYZANTINA


DRYOPTERIS ERYTHROSORA


GARDENIA RADICANS


HYDRANGEA MACROPHYLLA 'DOOLEY'


MIXED PERENNIALS


PANICUM VIRGATUM 'HEAVY METAL'


ACER PALMATUM 'TAMUKEYAMA'


LEUCOTHOE 'ZEBLID'


ROSMARINUS 'PROSTRATUS'


SCHIZACHYRIUM SCOPARIUM


STOKESIA LAEVIS


TRACHELOSPERMUM JASMINOIDES


VIBURNUM OBOVATUM 'MRS SCHILLERS'


CEPHALOTAXUS 'FASTIGIATA'


AJUGA REPTANS

PLANT SCHEDULE

SYMBOL	CODE	BOTANICAL / COMMON NAME	CONT	CAL	QTY
DECIDUOUS TREES					
	AS2	ACER PALMATUM 'SANGO-KAKU' / CORAL BARK JAPANESE MAPLE	B & B	2"CAL	1
	AT3	ACER PALMATUM DISSECTUM 'TAMUKEYAMA' / TAMUKEYAMA JAPANESE MAPLE	25 GAL		1
	CA	CARPINUS CAROLINIANA / AMERICAN HORNBEAM	B & B	2"CAL	1
	CF	CERCIS CANADENSIS `FOREST PANSY` / FOREST PANSY REDBUD	B & B	2"CAL	3

SYMBOL	CODE	BOTANICAL / COMMON NAME	CONT	HT	QTY
SHRUBS					
	CF4	CEPHALOTAXUS HARRINGTONIA 'FASTIGIATA' / UPRIGHT PLUM YEW	3 GAL		14
	GAR DW2	GARDENIA RADICANS / DWARF GARDENIA	3 GAL		3
	HD	HYDRANGEA MACROPHYLLA `DOOLEY` / FRENCH HYDRANGEA	3 GAL		4
	LZ	LEUCOTHOE FONTANESIANA 'ZEBLID' / SCARLETTA® DROOPING LEUCOTHOE	3 GAL		6
	VIB OMS	VIBURNUM OBOVATUM 'MISS SHILLERS DELIGHT' / VIBURNUM OBOVATUM	3 GAL		3
GRASSES					
	PVH	PANICUM VIRGATUM 'HEAVY METAL' / HEAVY METAL SWITCH GRASS	1 GAL		10
	SS	SCHIZACHYRIUM SCOPARIUM 'STANDING OVATION' / STANDING OVATION LITTLE BLUESTEM	1 GAL		64
VINE/ESPALIER					
	TC	TRACHELOSPERMUM JASMINOIDES `CONFEDERATE` / CONFEDERATE JASMINE	1 GAL		13

SYMBOL	CODE	BOTANICAL / COMMON NAME	CONT	SPACING	QTY
GROUND COVERS					
	AR2	AJUGA REPTANS / CARPET BUGLE	1GAL	18" o.c.	54
	ASP ELA	ASPIDISTRA ELATIOR / CAST IRON PLANT	1 GAL	18" o.c.	21
	CE	CAREX OSHIMENSIS 'EVERILLO' / EVERCOLOR® EVERILLO JAPANESE SEDGE	1 GAL	12" o.c.	50
	DRY ERY	DRYOPTERIS ERYTHROSORA / AUTUMN FERN	1 GAL	30" o.c.	6
	MXP	MIXED PERENNIALS	1 GAL	24" o.c.	16
	ROS DWA	ROSMARINUS OFFICINALIS `PROSTRATUS` / DWARF ROSEMARY	1 GAL	18" o.c.	2
	SB2	STACHYS BYZANTINA / LAMB'S EAR	1 GAL	12" o.c.	57
	STO LAE	STOKESIA LAEVIS / STOKES' ASTER	1 GAL	24" o.c.	5

SCALE
(IN FEET)
1 inch = 10 feet

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Fax: 864-603-1323
www.earthdesignsc.com

504 TOWNES
GREENVILLE
SC

PRELIMINARY LANDSCAPE PLAN

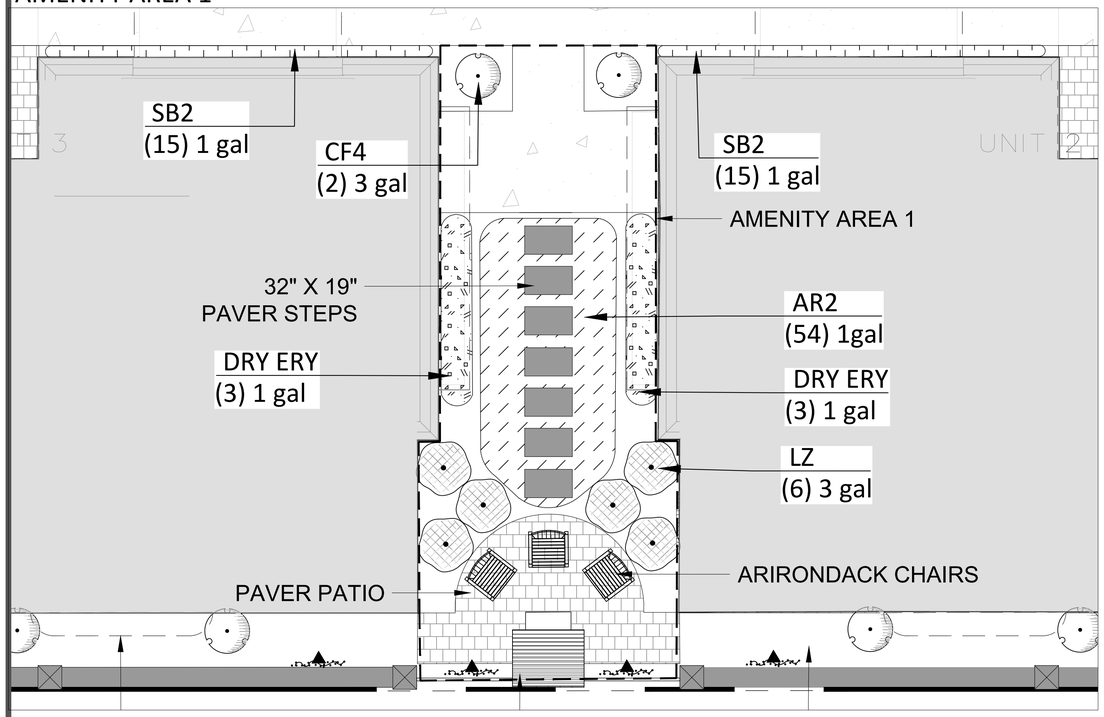
DATE DRAWN: 11/25/2025
LAST REVISED:

DESIGNER: HBO, MB
DRAWN BY: MB

SHEET #:
1 of 3

JOB #: *25521*

AMENITY AREA 1

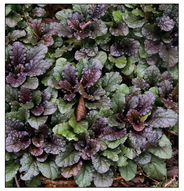


INSPIRATIONAL IMAGES

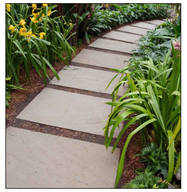

DRYOPTERIS ERYTHROSORA

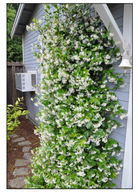

LEUCOTHOE
'ZEBLID'


CEPHALOTAXUS
'FASTIGIATA'

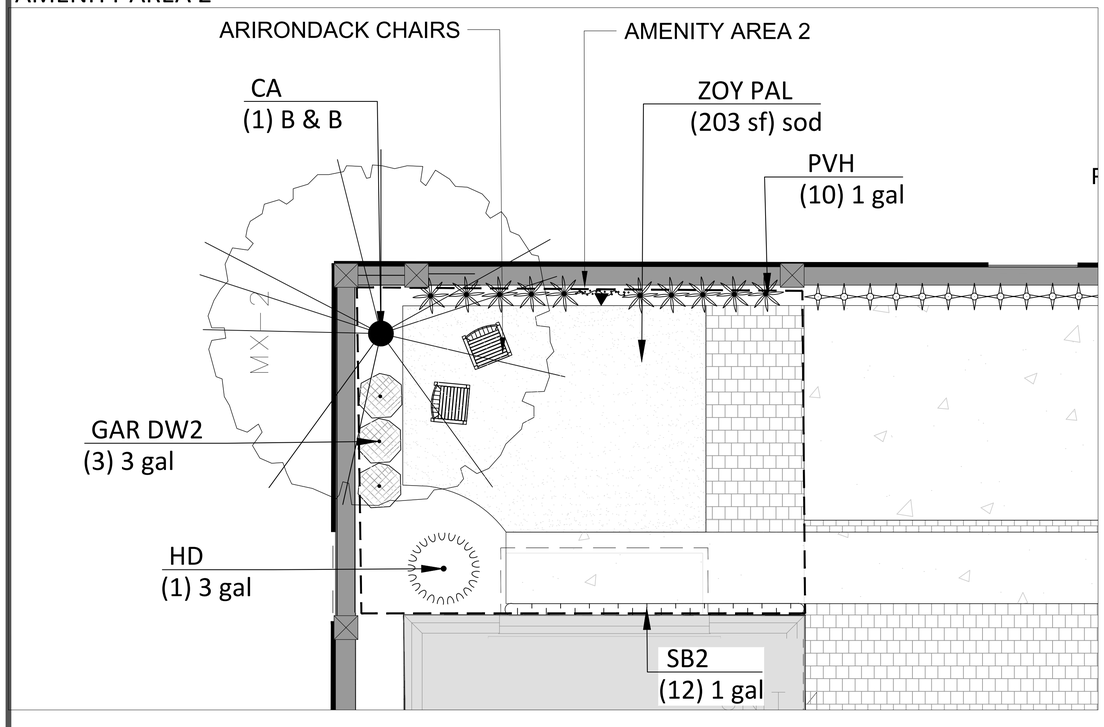

AJUGA REPTANS


FIREPLACE SEATING


PAVER STEPS


VINE

AMENITY AREA 2



INSPIRATIONAL IMAGES

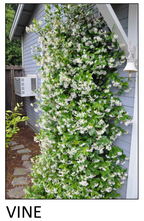

GARDENIA RADICANS


HYDRANGEA MACROPHYLLA
'DOOLEY'


PANICUM VIRGATUM
'HEAVY METAL'


CARPINUS
CAROLINIANA


LAWN AREA SEATING


VINE

SCALE
(IN FEET)
1 inch = 10 feet

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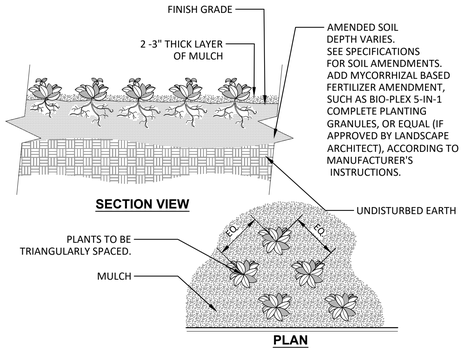
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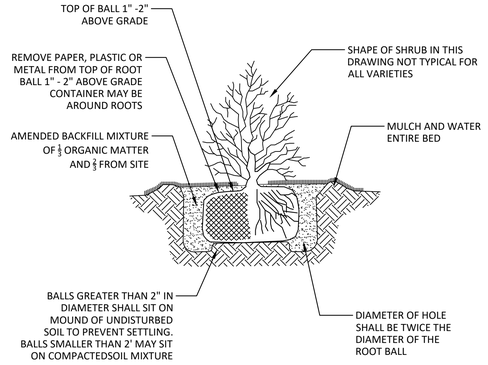
SHEET #:
2 of 3

JOB #: *25521*

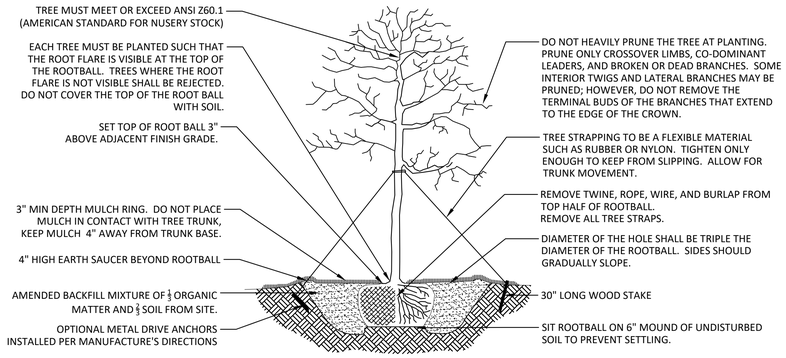


Notes:
1- See planting legend for groundcover species, size, and spacing dimension.
2- Small roots (¼" or less) that grow around, up, or down the root ball periphery are considered a normal condition in container production and are acceptable however they should be eliminated at the time of planting. Roots on the periphery can be removed at the time of planting.
3- Settle soil around root ball of each groundcover prior to mulching.

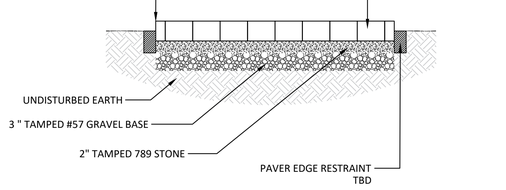
1 GROUNDCOVER DETAIL
3/4" = 1'-0" ED-CIT-09



2 SHRUB PLANTING DETAIL
3/16" = 1'-0" ED-CIT-23



3 TREE PLANTING DETAIL - SINGLE TRUNK
3/16" = 1'-0" ED-CIT-22



4 PAVER PATH
1" = 1'-0" ED-CIR-WAY-04

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FATHOM FIRM

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HISTORIC DESIGN GUIDELINES | CHAPTER 3 COMPLIANCE SUMMARY
504 Townes St., Heritage District

December 22, 2025

The following design narratives summarize each section of Chapter 3. Per the Preservation Overlay District Guidelines: It is important to recognize that, in each case, a unique combination of design variables is at play and, as a result, the degree to which each relevant guideline must be met may vary. Additional clarifications can be found in the design drawings and correspond to the below narrative.

AR.1

Maintain the line of building fronts in a block
Current zoning, by-right, allows a 10-foot setback, which applies to our project. The street, particularly the east side of Townes lacks a consistent, established and perceivable setback/streetwall; setbacks vary substantially and not slightly, along the east side. Setbacks in general along this section of Townes vary widely, not necessarily falling within an established or consistent range. Visual continuity along Townes is defined heavily by street trees vs. structures. Our project falls within 10 feet of the typical non-detached single-family structure (attached single-family, commercial, and church) setbacks of the block. The attached single-family properties along the street are established closer to the street vs. their standalone single-family counterparts. Our proposed placement is also within 10 feet of the majority of the detached single-family structures setbacks directly across the street.

Buildings at both the north and south end of the block encroach equal to or closer than 10 feet to the street, which are also not detached single-family structures. There are multiple properties on each side of the street that also lack frontage on Townes – all of which are more densely populated properties. Our parcel also borders an undeveloped parcel of the same zoning type, which is: a) shallower than this parcel, b) the longest street frontage parcel on the block, and c) could also establish itself during future development at the 10 foot setback to maximize lot coverage. This would be consistent with the adjoining properties to the north. A zero lot line zoned property exists within 200 feet, on the Northwest corner of Townes (outside of the District's purview). The proposed front entry into the property and the first unit, serves as a well-appointed, gradual transition space for the building type, which meets the intent of the "transitional space" outlined within the historic guidelines. Side yard spacing is consistent with neighborhood properties that are similarly zoned and have a side loaded vehicular access aisle. Also – unique to our property and location within the district - the back half of the lot borders a denser, MX zoning which would likely be buffered by transition screening. The subject buildings are set away from the neighboring single family home to the south, maximizing the buffer space between. These elements listed above, along with this project being attached single-family units, constitute and reinforce both the intent of this guideline and by-right setback distances. Furthermore, please reference our "gateway" diagrams and references within the drawing set as it illustrates the greater context of the District.

AR.2

Orient the front of a building to the street
The front townhome (Unit 1) directly engages the primary street, Townes. The entryway of the first unit also faces Townes and is delineated by a porch with detailing consistent with the other balconies on the project; yet distinguished on its own, signifying a traditional entry point. The porch is within the allowed encroachment but was minimized in width and depth as to allow landscaping buffers between the street and the building, consistent with other properties in the district. A brick masonry retaining wall is proposed adjoining the street, consistent

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with other, newer projects within the district. The detailing on the mortar joints takes cues from the existing stone

AR.3 retaining walls. Refer to design diagrams within the drawing set.

Maintain the traditional character of a front yard

The front yard will be mostly landscaped and intentionally arranged to enhance the main entry. The retaining wall and interior garden wall are minimal in height and scale and eloquently define the front yard area, which is generous for the building typology. The transition from public to private realm is further emphasized by a brise

AR.4 soleil clad porch, which is a modern design nod to the traditional front porches and expresses a transparent quality. Landscaping against the front garden wall maximizes the visual softness from the street. Hardscape is minimized to achieve the desired spirit of a front yard in an urban context. No chain link fencing is proposed.

AR.5 **Minimize the visual impacts of exterior lighting**

Downlights shall be incorporated below balconies and garage cantilevers to serve as most of the path lighting. Other low-intensity lighting, with shrouds will be utilized as both accent and path lighting. No architectural uplighting is proposed.

AR.6

Minimize the visual impacts of mechanical equipment and service areas as seen from the public way

An area on the northside of the garage(s) is delineated for mechanical and utility equipment placement. This area will be screened from public view by a masonry fence and landscaping. Trash roller bins can be stored in garages.

A new building should appear similar in scale to traditional single-family houses

The proposed building is designed to be visually compatible with the surrounding historic district by carefully responding to established patterns of scale, massing, and residential rhythm, rather than replicating a single architectural style.

Although the building accommodates multiple dwelling units, its mass is intentionally subdivided into smaller, legible modules that reflect the scale of traditional single-family residences found throughout the district. These modules are expressed through articulated façades, vertical bays, recessed balconies, and changes in material, allowing the building to read as a collection of smaller forms rather than a single large mass. Building height is significantly lower than allowed per zoning and is consistent with many of the structures, single family included, along the east side of Townes. The buildings' massing footprints are within (footprint) scale of nearby structures, similar to the detached single-family homes and significantly less than nearby attached single-family residences precedents, i.e. 623 Main.

The primary building volume is oriented toward the street and is consistent in height with nearby two-story historic residences and historic multi-family brick buildings located along this portion of the street. Secondary building elements are treated as subordinate volumes, visually stepping back from the primary façade to reduce perceived scale. Recessed garages are intended to disappear within the façade.

This approach reflects the historic district's established pattern of accommodating larger residential buildings, while maintaining compatibility with nearby single-family forms. Furthermore, this lot has a unique location as it is adjacent to an edge condition, and one of the last properties within the north side of the Heritage district. Although part of the lot on the north side is bordered by an equivalent zoning type, much of the lot on the north and east is surrounded by MX-3 & MX-2 zoned properties. Future developments adjacent to the lot could be

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anywhere from 3 to 5 stories and doubled in height. We view this project as a buffer, edge condition (as the current zoning suggests) where properties along this boundary of the district become more dense and gradually

AR.7

larger in scale, creating a less abrupt transition. The typology and mass of the building is also consistent with other building typologies of the larger block context, flanked by Stone Ave., Main St. and Park Ave. Detached single-family residences on the east side of Townes are of great minority and are extremely sparse in regard to the block.

The form of a new building should be similar to those seen traditionally in the historic district
The form of the proposed building is derived from traditional building forms found within the historic district, including rectangular volumes, vertically oriented proportions, and clearly expressed roof forms, as expressed in the guidelines.

One primary building form is maintained as the dominant visual element, with secondary forms attached in a subordinate manner. This hierarchy reinforces traditional residential massing while allowing the building to respond functionally to its use. Masonry volumes anchor each corner of the building, delineating entry points and are stepped down in scale, consistent with historical variants. The roof design incorporates a low sloping hip roof, which is consistent with those historically used on comparable residential and attached single-family buildings within the district.

Vertically oriented window proportions are used throughout the building, reinforcing traditional residential rhythms and avoiding horizontal or commercial expressions. Planar breaks and rhythms in the elevations are

AR.8

utilized to minimize scale when perceived from the street. Building forms and roof elements step down toward the rear of the lot, further reducing visual impact and aligning with historic development patterns. Exotic or non-traditional building forms are avoided. The proposed design reflects the simple, rectilinear forms historically found in both single-family and early multi-family residential buildings in the district.

Building Materials
The proposed building utilizes a limited, historically compatible palette of materials that reflects both the traditional construction practices of the district and a contemporary interpretation of Craftsman-era detailing. Brick masonry is used as the primary material at the lower levels, reinforcing the traditional hierarchy in which heavier materials ground the build and reflects the historic use of brick in residential typologies of the district.

At the upper third level, the building transitions to a vertically oriented wood siding that is intentionally set back from the primary street façade. This setback reduces the perceived scale of the building when viewed from the public way and ensures that the upper level reads as a subordinate volume rather than a continuation of the primary mass. The vertical siding is a butt joint treatment that transitions to a reversed board-and-batten, serving as a contemporary interpretation of traditional Craftsman-era, Italianate wood siding. While horizontal lap siding is common in the district, vertically expressed wood elements—including board-and-batten, porch detailing, and gable treatments—are also present historically and are characteristic of early 20th century architecture. The proposed siding maintains simple profiles and proportions, avoiding exaggerated textures or rustic finishes.

The upper-level vertical siding is stained, providing a visual distinction between primary and secondary building elements while reinforcing the material hierarchy. As the siding wraps to the south elevation, it terminates at the

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sill line of the third-floor windows, reinforcing traditional window proportion and preventing the vertical material from visually overpowering the façade.

At the head of the second-floor windows, the vertical siding terminates at a slightly projected band, which is intentionally expressed as a strong horizontal datum. This detail reinforces the transition between building levels and echoes traditional material separations found in historic masonry and wood construction. Below the band, a painted wood pergola element is introduced. This feature serves multiple purposes: it breaks down the perceived height of the building, introduces shadow and depth, and reinforces a residential scale along the façade. While contemporary in execution, this element references traditional porch and trellis features found throughout the district and helps avoid a commercial or monolithic appearance.

Vertical wood siding is repeated below the pergola and is painted to match adjacent architectural elements, including the pergola, bronze-toned aluminum-clad windows, roof fascia, and cornice detailing. This consistent color treatment visually ties these components together and reinforces a cohesive architectural language. Garage doors and openings are also finished in the same bronze tone, allowing these functional elements to visually recede and remain subordinate to the overall façade composition.

AR.9

Options for either a standing seam roof or asphalt roof are proposed - either will have minimal visual impact due to grades and site lines. Aluminum clad windows with wood trim and restrained powder-coated steel elements – railings, porch columns – compliment while remaining subordinate to the main cladding materials. All wood materials are finished with appropriate paint or stain, consistent with historic practices, and reflective or highly polished materials are avoided.

Architectural Character

The proposed building is designed to be visually compatible with the historic district while clearly expressing its construction as contemporary, in accordance with district guidelines. Rather than replicating historic forms or materials verbatim, the design draws upon the fundamental similarities present among historic buildings in the district, including massing, proportion, material hierarchy, and façade articulation. This approach allows the building to relate to its historic context without creating a false sense of age. The District contains significant architectural diversity and, as described by the City of Greenville's interpretation, an "interesting eclectic mix of styles." While the district includes notable Four Square, Craftsman, and Bungalow residences, it also contains masonry multifamily buildings, early 20th-century brick structures with Romanesque influences, and later 20th-century construction that lacks formal vernacular characteristics or "historical" articulation. This variety contributes to the unique architectural identity of the district and provides a broad contextual backdrop for contemporary infill. The project's material arrangements, clean lines, and contemporary detailing create an architectural identity that fits comfortably within the eclectic character of the district.

Contemporary interpretations of traditional architectural features—including masonry arches, wood siding, pergola elements, and balcony railings—are used to reinforce compatibility. These features relate to historic precedents in general size, shape, and scale, while remaining simplified and clearly modern in detail. These elements establish a recognizable pattern within the neighborhood, one that was potentially referenced from the Greenville Women's College, formerly located within the district and defined by its arcaded loggias. Although the college was demolished in 1961, its architectural vocabulary remains part of the area's cultural memory.

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Ornamentation is used with restraint. Architectural elements are integrated into the building's structure and massing rather than applied as surface decoration. Thin or artificial decorative features that would detract from the building's authenticity are intentionally avoided.

The stepped-back upper level, combined with material transitions and horizontal datums, ensures that the building maintains a residential scale along the street and does not read as a single, oversized volume. Porch-like elements, balconies, and pergola features reinforce pedestrian interest and contribute to the established character of the street. Porches greatly exceed or maintain consistency with porch depths of nearby properties.

AR.10 Overall, the proposed design reflects the historic evolution and layered character of this portion of the district—where single-family homes, early multi-family buildings, and later residential development coexist—while presenting a cohesive, well-articulated building that is compatible in scale, form, and material. Refer to the accompanying building diagrams for additional delineation of volumetric composition, façade articulation, and proportional strategies.

Parking

AR.11 A shared access easement, zoned by-right driveway provides vehicular access along the south edge of the site. The driveway access individual garages at each unit. No parking within the driveway is proposed. All garages are set away from the street and integrated into the architecture, inset below a shadow-line cantilever of the wall

AR.12 above.

Adaptive Reuse

AR.13 Not applicable. Project is new, ground-up construction.

Additions

AR.14 Not applicable. Project is new, ground-up construction.

Roof-top addition

AR.15 Not applicable. Project is new, ground-up construction.

Outbuildings

Not applicable. No outbuildings are proposed. The overall plan of the lot limits the ability to add future structures.

Building Color

The proposed color palette has been intentionally developed to create a coordinated, simple, and cohesive color scheme that allows the façade to read as a single composition while responding sensitively to the surrounding Craftsman and bungalow context. The building's base color is established by the natural, muted tone of the brick masonry, which serves as the dominant visual material at the lower levels. This approach is consistent with district guidance encouraging the use of natural material colors as the foundation of an overall color scheme. The brick's warm earth tones reflect the historic masonry found throughout the district and provide a visually grounding base consistent with traditional residential construction.

At the stepped-back upper third level, wood siding is finished in a subdued natural stain, reinforcing its role as a secondary volume and allowing it to visually recede from the street. This stained wood treatment aligns with the

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historic use of natural stains and earth tones commonly associated with Craftsman and bungalow architecture. The use of stain at this level maintains a muted appearance and avoids visual contrast with the primary masonry below.

Painted elements are intentionally limited and used in a controlled and consistent manner. A single bronze-toned paint color is applied to secondary architectural components, including the pergola, lower-level vertical siding, garage doors, trim, window frames, roof fascia, and cornice detailing. This color functions as an accent rather than a base color and is used uniformly to visually tie these elements together, reinforcing the façade's overall cohesion. The bronze tone was selected as a muted, low-sheen color that complements both the natural brick and stained wood, avoiding bright or saturated hues. All painted finishes are matte or low-luster, consistent with guideline recommendations to avoid glossy or reflective surfaces.

The overall palette is intentionally restrained, consisting of one base material color (brick) and one secondary material color (stained wood), with a single accent color used selectively on architectural details. No bright colors are introduced, and paint is not used to create unnecessary visual contrast or decorative emphasis. Where accent color is present, it reinforces architectural hierarchy and material transitions rather than calling attention to individual elements.

Together, the natural brick, stained wood, and limited painted accents create a calm, coordinated color scheme that reflects historic precedents within the district while supporting the building's contemporary interpretation of traditional forms. The façade reads as a unified composition and contributes to the visual continuity of the street and historic district.