



AGENDA

MEETING OF HISTORIC REVIEW BOARD
THURSDAY, APRIL 16, 2026 - 2:00 PM

Greenville City Hall, Council Chambers, 206 S. Main Street
Citizens may access the meeting at the following web address:
<http://greenvillesc.gov/MeetingMedia>

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. LLDE 26-231
Application by Jason Boehm for Local Landmark Designation at 101 College Street
 - b. RHP 26-232
Application by Jason Boehm for Preliminary Special Tax Assessment at 101 College 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
April 2, 2026**
for the April 16, 2026 Public Hearing

Docket Number: LLDE 26-231
Applicant: Jason Boehm
Property Owner: Jason Boehm
Property Location: 101 College Street
Tax Map Number: 0002000501400; 0002000501500; 0002000501600
Zoning: MX-D, Mixed Use Downtown
Proposal: **LOCAL LANDMARK DESIGNATION**
Staff Recommendation: **Approve**

Applicable Sections of the City of Greenville Development Code:

19-6.2.16 LOCAL LANDMARK DESIGNATION

Background:

The subject structure is a two-story, bond brick flat roof commercial building, constructed in 1922. The building features original architectural elements such as concrete and tile coping, decorative terra cotta detailing, and an original beaux arts style awning at the corner entrance.



Staff Analysis:

To be approved as a local landmark, a structure must meet the criteria of Greenville Development Code Division 19-6.2.16:

Local Landmark Designation must be based on one or more of the below determinants:

- a. **The historic or architectural significance of the landmark as it may relate to an event, person, design/ construction, or information potential.**
- b. **The importance of the structure to the integrity and character of a district or area.**
- c. The difficulty or impossibility of reproducing such a landmark because of its design, material, detail, or unique location.
- d. Whether the landmark is one of the last remaining examples of its kind in the neighborhood, the city, the region, the state, or the nation.
- e. **The landmark is at least 50 years in age**, unless the Historic Review Board finds it to be in the best interest of the community to provide an exception to the age requirement for ensuring protection and recognition of significant local resources.
- f. Whether the property is listed on the National Register of Historic Places or National Historic Landmarks

Staff finds that the structure has notable cultural value as well as architectural significance. The structure was originally occupied by the Eugene F. Bates Motor Company showroom and service facility. Per the narrative submitted by the applicant, Eugene F. Bates was “a prominent local entrepreneur who played an influential role in Greenville’s transition from horse-drawn transportation to the automobile era”. Bates was one of Greenville’s first automobile dealers and the city’s only authorized Buick dealer. He also served as a director on the Board of Commerce.



The architecture is significant as an example of early 20th-century automotive shop design. The majority of original architectural details remain intact, such as original brickwork, decorative tile blocks above the windows, garage bay openings, and painted exterior signage. Other original elements which have been preserved include a pulley system that was used as a rare vehicle lift, original wood floors on the second floor with remnants of grease stains and paint from the building’s historic function, and the original metal awning over the main entrance with the “B” crest.



In summary, staff recommends approval of the local landmark designation based on the structure’s age, history, and significance of historic architectural detailing.

Applicable Ordinance sections

Criteria for Review and Action

Local Landmark Designation

To qualify as a designated local landmark, the Historic Review Board must consider the following criteria:

- a. The historic or architectural significance of the landmark as it may relate to an event, person, design/construction, or information potential.

- b. The importance of the structure to the integrity and character of a district or area.
- c. The difficulty or impossibility of reproducing such a landmark because of its design, material, detail, or unique location.
- d. Whether the landmark is one of the last remaining examples of its kind in the neighborhood, the city, the region, the state, or the nation.
- e. The landmark is at least 50 years in age, unless the Historic Review Board finds it to be in the best interest of the community to provide an exception to the age requirement for ensuring protection and recognition of significant local resources.
- f. Whether the property is listed on the National Register of Historic Places or National Historic Landmarks

Effect of Local Landmark Designation

Designated Local Landmarks are subject to the following general preservation standards. These standards and design guidelines are considered a material part of the designation and may be modified by the Historic Review Board at the time of the public hearing.

- 1. The Secretary of Interior Standards for Rehabilitation must be followed with any modifications, additions, demolitions, relocations, or similar treatments to a designated local landmark.
- 2. If the landmark is located within a Preservation (-P) overlay district or within the Downtown Design (-DD) overlay district, then any proposed work to the local landmark must comply with the applicable design guidelines and standards, in addition to the Secretary of Interior Standards for Rehabilitation.
- 3. A structure designated as a local landmark will be added to the City's historic structures inventory, if not already included.
- 4. Proposed demolition or relocation of a designated local landmark requires a Major Historic Certificate of Appropriateness prior to submittal of a demolition permit request. The Historic Review Board will consider the request per Sec. 19-6.2.7



city of greenville

APPLICATION FOR **LOCAL LANDMARK DESIGNATION**

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

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

PROPERTY INFORMATION

*STREET ADDRESS 101 College Street, Greenville, SC 29601

*TAX MAP #(S) 0002000501400, 0002000501500, 0002000501600

*ZONING CLASSIFICATION MX-4

*PRESERVATION DISTRICT/SPECIAL DESIGNATION:

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

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

*USE: Residential Commercial Other _____

HISTORIC DESIGNATION

*HISTORIC NAME OF PROPERTY (IF KNOWN) _____

*CONSTRUCTION DATE (Circa): 1922

*THIS BUILDING IS Contributing structure in local historic district
 Contributing structure in National Register District
 National Register Structure
 Other: Attach brief overview of the history of the building

INSTRUCTIONS

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



a. APPLICATIONS FOR LOCAL LANDMARK DESIGNATION \$150.00*

**Fee includes all related processing fees and cost of historic plaque*

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.** Local Landmark Designation applications require public notice. The applicant is responsible for sign posting to the subject property at least 15 days (but no more than 18 days) prior to the scheduled design review board meeting date. Staff will provide the applicant with instructions, sign, and an affidavit of substantial compliance upon receipt of the application fee. The signed affidavit will be required with attached photos of the posted notice prior to review.
4. You must attach a complete digital set of scaled drawings of the property. A printed set of drawings is NOT required. Although construction drawings are not required, applicants should be able to provide construction drawings at the request of the HRB. Additional information may be requested at any time to fully understand the proposal.
5. **Please read carefully:** The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

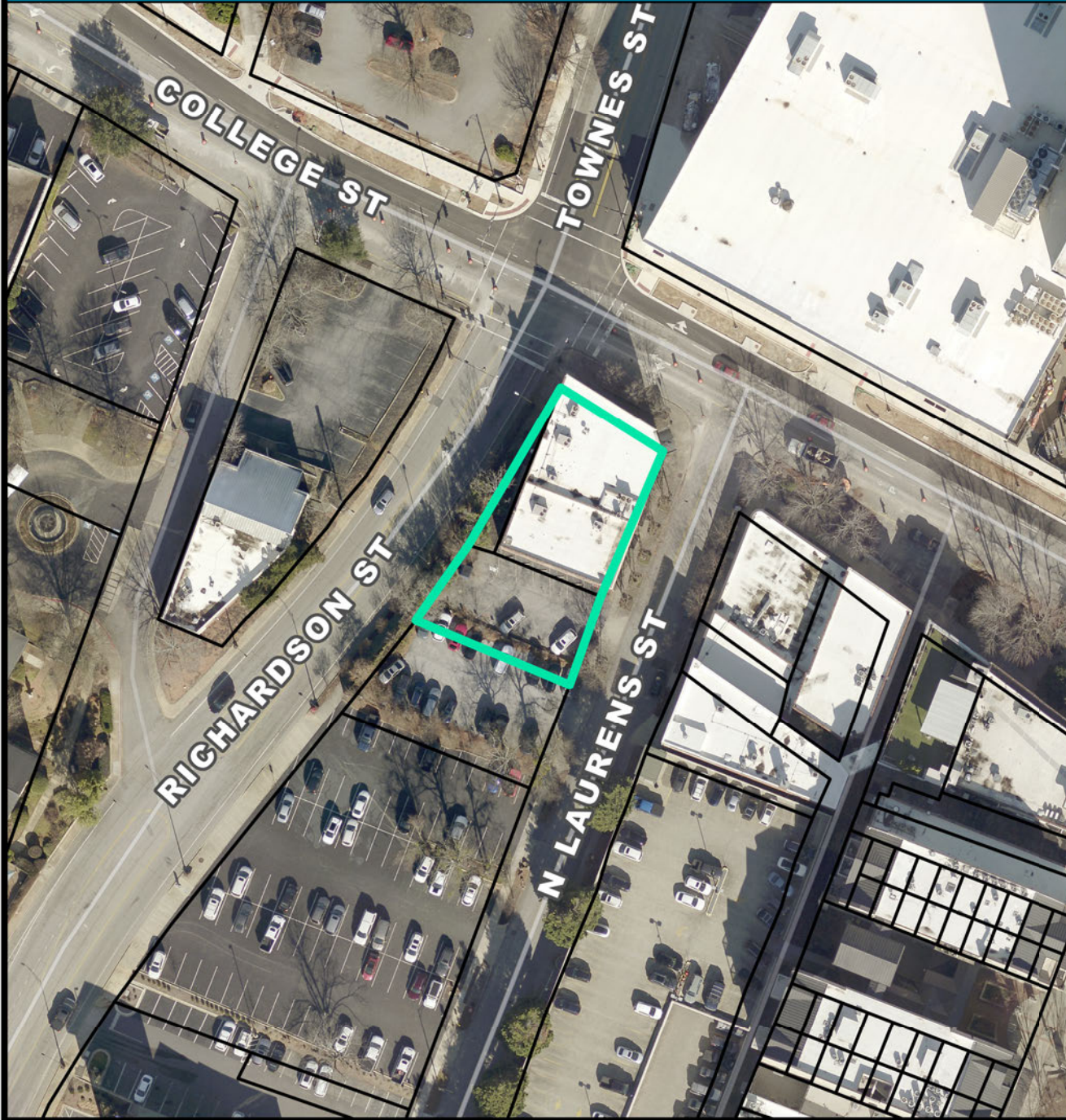
In addition, the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

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

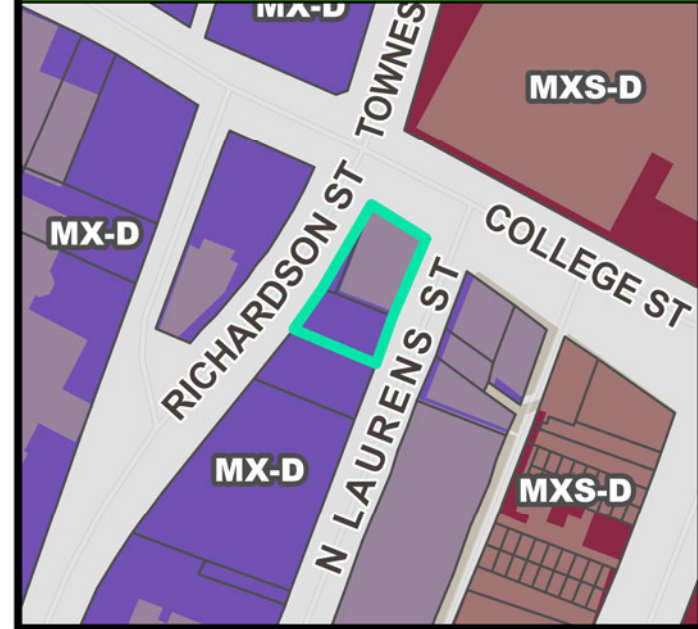
*Signatures	
Applicant	
Date	March 2, 2026
Property Owner/Authorized Agent	
Date	March 2, 2026

LLDE 26-231 • 101 COLLEGE STREET

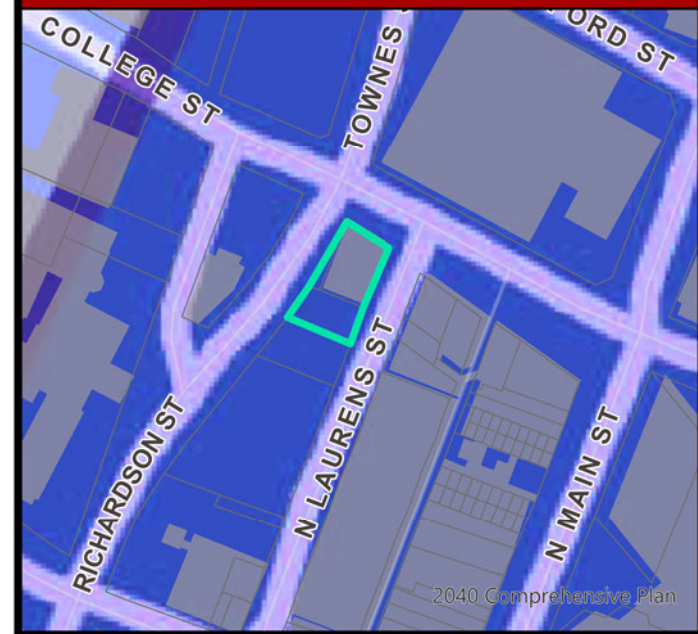
AERIAL VIEW



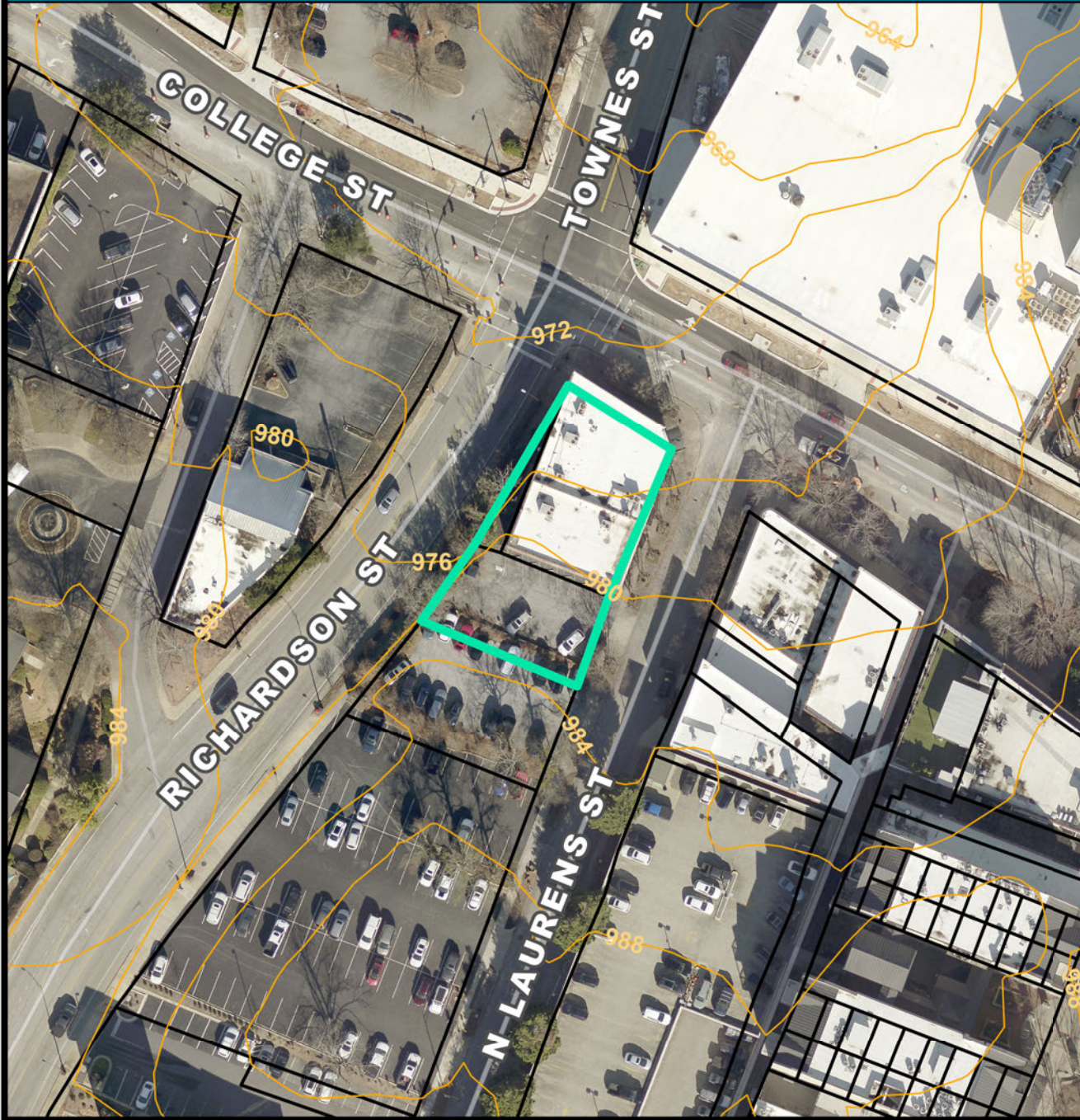
CURRENT ZONING



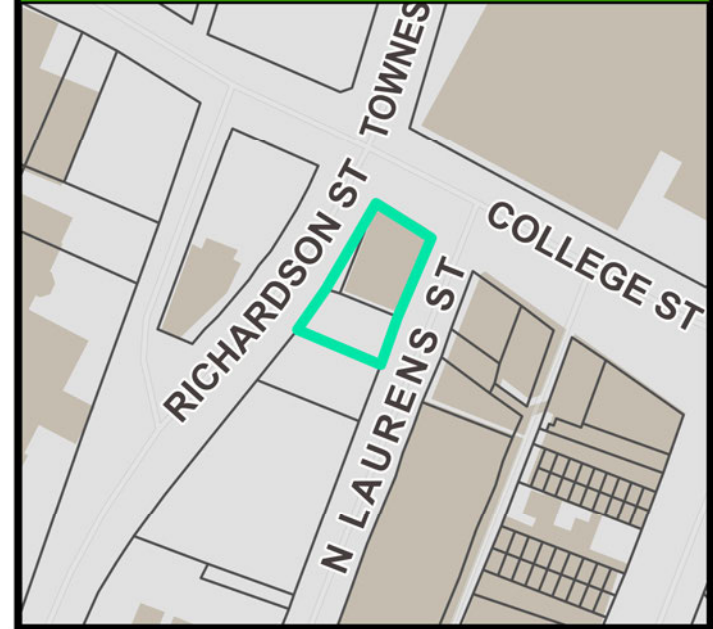
FUTURE LAND USE



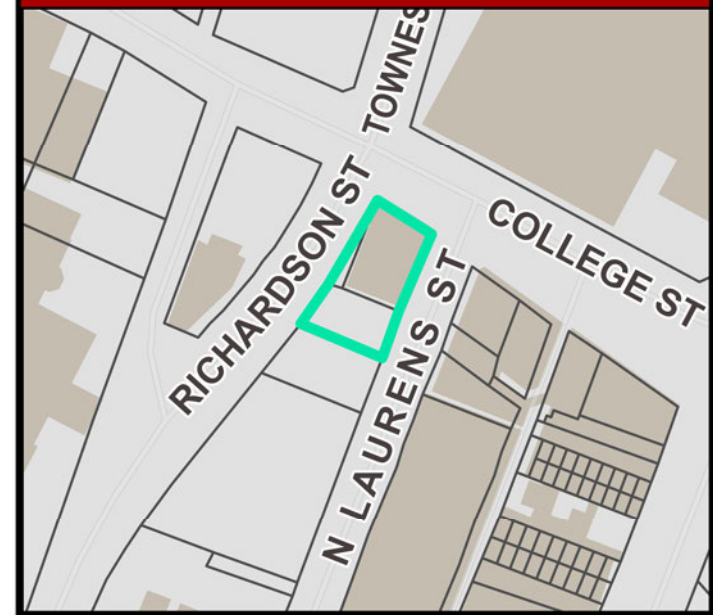
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS



PRESERVATION OVERLAYS



Historical Significance: 101 College Street, Greenville, South Carolina

101 College Street began as the Eugene F. Bates Motor Company showroom and service facility, constructed in 1922 during a pivotal period in Greenville's commercial and transportation history. Built of brick masonry, the two-story structure is a strong example of early 20th-century automotive architecture. Character-defining features remain intact, including original brickwork, decorative tile blocks at the upper window corners, first-floor garage bay openings, and painted exterior signage reading "Eugene F. Bates Motor Company."

The property is significant for its association with Eugene F. Bates, a prominent local entrepreneur who played an influential role in Greenville's transition from horse-drawn transportation to the automobile era. Bates began his career in the buggy-and-harness trade before becoming one of Greenville's earliest automobile dealers and later the city's sole authorized Buick dealer. Through both his business operations and his civic service as a director of the Board of Commerce, Bates contributed to Greenville's early economic growth and modernization.

The building was purpose-built to support automotive sales and service and retains rare features directly tied to its historic function. These include a pulley system used to lift automobiles to the second floor, original second-story wood floors bearing grease stains and paint remnants from the building's industrial period, and the original metal awning with a prominent "B" crest above the main entrance. The first-floor plan remains largely open, continuing to express the garage bay configuration that defined the building's original showroom and service use.

While the Upstate of South Carolina is widely recognized today for its strong automotive presence, this legacy began with early automobile corridors in downtown Greenville. In a 2021 article for *The Greenville News*, historian Judy Bainbridge identified College Street as Greenville's first "motor mile," noting its early concentration of automobile-related businesses. As one of the few extant buildings from this formative period, 101 College Street represents the most intact and legible example of the historic automotive character that once defined this section of downtown.

Other Pre-World War II Automobile Dealership Buildings in Greenville

Period newspapers and city directories confirm that automobile dealers were operating in Greenville by the late 1910s, though most were in converted commercial buildings rather than facilities purpose-built for automobile use.

One of the best-documented surviving examples is the Gilfillin and Houston Building, located at 217–219 East Washington Street, constructed in 1915. That building housed Greenville Auto Sales and was later listed on the National Register of Historic Places. While significant, it represents an adapted early commercial building, not one designed specifically as an automobile showroom and service center.



Gilfillin and Houston Building; built in 1915; National Register #04000589

Another notable early auto-related structure is the Geer-Thompson Building at 631 South Main Street; it was associated with W. M. Thompson's Ford Agency, which held the first Ford franchise in the Upstate beginning in 1907. This building demonstrates the presence of early automobile agencies downtown but, again, reflects a multi-use commercial structure rather than a purpose-built dealership.



Geer-Thompson Building; built in 1913; National Register: West End Commercial Historic District

Many other early automobile businesses documented in city directories, particularly along Main Street, Coffee Street, Washington Street and College Street, were housed in buildings that no longer exist or have been substantially altered. In contrast, 101 College Street remains a rare surviving example of a pre-World War II automobile dealership that was intentionally designed and constructed for that specific use.

Unique Aspects of Bates Motor Company at 101 College Street

Purpose-Built Automobile Facility: Eugene F. Bates was a well-established transportation entrepreneur who transitioned from the wagon and buggy trade into automobile sales, reflecting Greenville's broader shift into the automotive age. By 1915, Bates was Greenville's authorized Buick dealer, and the building at 101 College Street was designed to function as a modern automobile showroom and service center for his Buick dealership.

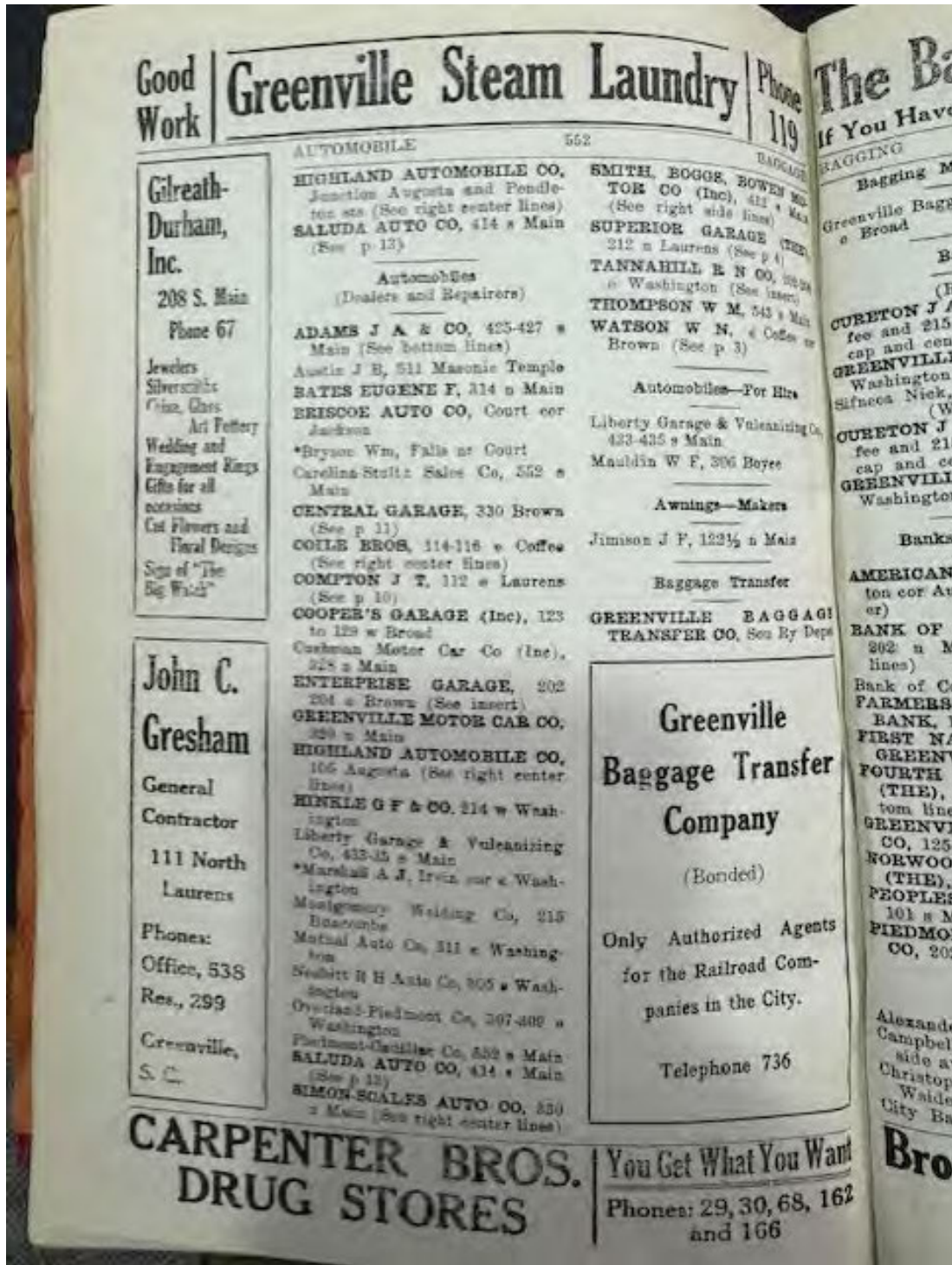
Rare Vehicle Elevator: Most early automobile dealerships serviced vehicles at ground level or in detached garages. 101 College Street is distinguished by its original vehicle elevator, used to move automobiles to the second floor for service. This type of system, consisting of

a heavy masonry shaft, reinforced framing, and cast-iron pulley assemblies, was uncommon in mid-sized Southern cities and typically found only in dense urban areas where land efficiency was critical.

The elevator shaft and pulley system, both of which date back to the original design for lifting automobiles, are still very evident in the building today.



Original pulley system



Good Work

Greenville Steam Laundry

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Jewelers
Silverware
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Art Pottery
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Engagement Rings
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occasions
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Floral Designs
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Big World"

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General
Contractor
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Laurens
Phones:
Office, 538
Res., 299
Greenville,
S. C.

CARPENTER BROS. DRUG STORES

You Get What You Want
Phones: 29, 30, 68, 162
and 166

AUTOMOBILE

562

HIGHLAND AUTOMOBILE CO.
Junction Augusta and Pendle-
ton sts (See right center lines)
SALUDA AUTO CO., 414 s Main
(See p 13)

Automobiles
(Dealers and Repairers)

ADAMS J A & CO., 425-427 s
Main (See bottom lines)
Austin J B, 511 Masonic Temple
BATES EUGENE F., 314 s Main
BRISCOE AUTO CO., Court cor
Jackson
*Bryson Wm, Falls at Court
Carolina-Staff Sales Co., 352 s
Main
CENTRAL GARAGE, 330 Brown
(See p 11)
COILE BROS., 114-116 s Coffee
(See right center lines)
COMPTON J T., 112 s Laurens
(See p 10)
COOPER'S GARAGE (Inc.), 123
to 129 w Broad
Cushman Motor Car Co (Inc.),
218 s Main
ENTERPRISE GARAGE, 202
204 s Brown (See insert)
GREENVILLE MOTOR CAR CO.
259 s Main
HIGHLAND AUTOMOBILE CO.
105 Augusta (See right center
lines)
HINKLE G F & CO., 214 w Wash-
ington
Liberty Garage & Vulcanizing
Co., 433-35 s Main
*Marshall A J, Irvin cor s Wash-
ington
Montgomery Welding Co., 215
Broadway
Mutual Auto Co., 311 s Washing-
ton
Newitt H H Auto Co., 205 s Wash-
ington
Overland-Piedmont Co., 307-308 s
Washington
Piedmont-Candler Co., 552 s Main
SALUDA AUTO CO., 414 s Main
(See p 13)
SIMON-SCALFS AUTO CO., 250
s Main (See right center lines)

**SMITH, BOGGS, BOWEN MO-
TOR CO (Inc.)**, 411 s Main
(See right side lines)
SUPERIOR GARAGE (Inc.)
212 s Laurens (See p 4)

TANNAHILL E N CO., 100-104
s Washington (See insert)
THOMPSON W M., 543 s Main
WATSON W N., s Coffee cor
Brown (See p 3)

Automobiles—For Hire

Liberty Garage & Vulcanizing Co.,
433-435 s Main
Mauldin W F, 306 Boyce

Awnings—Makers

Jimison J P, 122 1/2 s Main

Baggage Transfer

**GREENVILLE BAGGAGE
TRANSFER CO.**, Sou Ry Depo

**Greenville
Baggage Transfer
Company**
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Only Authorized Agents
for the Railroad Com-
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Telephone 736

BAGGAGE

Bagging M
Greenville BAGG
s Broad

CURETON J A
fee and 215
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GREENVILLE
Washington
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GREENVILLE
Washington

Banks
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FARMERS
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FIRST NA
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FOURTH
(THE),
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GREENVI
CO., 125
NORWOO
(THE),
PEOPLES
101 s M
PIEDMO
CO., 205

Alexande
Campbell
side av
Christop
Waldo
City Ba

Bro

R. E. MASSEY **C. F. BALLENGER**
GREENVILLE TILE COMPANY
 (Best Work of All Kinds—Dealers in Cement, Sand and Stone)
 Telephone 2190 Opposite P. & N. Freight Station

ATTORNEYS
 MAULDIN & LOVE, 292-4 Masonic Temple
 MORAN & A. 211 s Main
 NETTLES STEPHEN, 295 Masonic Temple
 Ousey R. D., 406 Masonic Temple
 PATTERSON L. O., 1-3 Palmetto Bldg (1st fl)
 PERRY E. F., 411-12 Masonic Temple
 Richardson J. M., 408-10 Masonic Temple
 SIRRINE W. G., 205-7 Masonic Temple
 STONE G. G., 211 Masonic Temple
 STOVER D. B., 288 s Court
 TOWNES W. K., 411-12 Masonic Temple
 Turner T. C. Jr., 196 s Court
 USEARY W. W. JUDGE, 11 Palmetto Bldg (2d fl)
 Walters W. M., 188-20 Masonic Temple
 WARD R. N., 208 Wallace Bldg
 Watson R. F., 208 Masonic Temple
 Withers A. C., 202 s Main

Auctioneers
 Greenville Stg. & Auction House, 202-204 s Washington

Auditors
 FINLAY WALTER M. T., 9 Pender Bldg (see bottom line back cover)

Auto-Lite
BATTERY & ELECTRIC CO (Inc.), 214 s Main (see bottom lines)
Auto Tire Alarm Mfrs
HARRIS ACCESSORY CO., 114 s Washington (see p 8)

Automobile (Accessories)
 Greenville Auto Sup. House, 218 s Washington

AUTOMOBILES
 Ambulance Service
MACKY JOS F & SONS, 105 s Washington
RAMSEUR-MAFEE & CO., 219 s Main
 (Battery Service)
 Greenville Electric & Motor Co., 28 s McBee av
 (Dealers and Repairers)
 Baker E. F., 314 s Main
BLACK-FRASER MOTOR CAR CO (Inc.), 219-21 Buncombe (2nd side lines)
 Branson Auto Supply Co., 119 s Broad
 Cooper & Griffin, Cedar in rd
 Cochran & Pincum (Inc.), 102-106 College
FRANKLIN GREENVILLE CO (Inc.), 418-412 s Main
GIBSON T E AUTO CO (Inc.), 431 s Main (see p 16)
GREENVILLE CADILLAC CO (Inc.), 139-132 College
GREENVILLE NASH SALES CO (Inc.), 225 s Main (see p 13)
 Harper J. C., 116 College
HIGHLAND AUTOMOBILE CO
 Junction Augusta and Pendleton sts (see center lines)
 Hillhouse L. P., 417-429 s Main
LANFORD J. C., 208-209 s Richardson (see inside back cover)
LONE STAR GARAGE, 209-211 s Coffee (see p 22)
 Lawler E. F., 160 Pendleton
 McIlwain W. A., 111 s Laurens
 McKee Motors Co., 214 s Washington
MALLARD MOTOR CAR CO, 419-421 Falls
 Mandala & Edwards Garage, Rutherford s city limits
MUTUAL AUTO CO, 311 s Washington (see small side lines)
OLD HICKORY GARAGE, 125-129 s Broad (see p 26)
 Penny-Blastic Motor Car Co., 115-116 College
 Peoples Garage, Pendleton W. G. V. Blvd. Mont. Peoples Co. (The), 301 (2nd) s North

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Good Work **Greenville Steam Laundry** **Phone 119**

John S. Taylor
 General Insurance, Real Estate and Rentals, 205-208 Southeastern Bldg.
 Phones: Office 2083, Res. 1054

Sanitary Plumbing and Heating Company
 W. H. Baggett, Prop.
 Plumbing and Heating
 That's Our Business
 117 N. Academy
 Phone 2732

AUTOMOBILES
 Best J. H. Motor Co., 207-209 s Washington
SALUDA AUTO CO., 412 s Main (see p 10)
 Saunders Garage, 428 s Main
SIMON AUTO CO., 2 North cor. South (see center lines)
 South Side Buick, Brown Motor Co., 119 s Main
 South Express H. Motor Co., 211 s Main
 Tabor F. A., 114 s Washington
TANNAHILL R. N. CO., 405 s Main and 951 s Washington (see center lines)
THOMPSON W. M., 342 s Main (see back cover)
UPCHURCH MOTOR CO (Inc.), 115 s North and 203-111 s Washington (see center lines)
 Wings I. D., 214 s Main
 Wright's Garage, 1511 Pendleton
 (Exchanges)
UPCHURCH MOTOR CO (Inc.), 950-111 s Washington (see center lines)
 (Filling Stations)
 Elm-Wood Filling Station, Pendleton at W. G. V. Blvd.
BRISSEY'S GARAGE & FILLING STATION, 912 Pendleton (see p 15)
 Doherty W. H. and Rutherford at Durham P. R., 116 Augusta
EAST WASHINGTON FILLING STATION, 214 s Washington (see card at name)
 Payne W. E. Filling Sta. No. 2, Buncombe at Montgomery
 (Far Hire)
 Drive One Car Co., 425 s Main
 Eagle Auto Service, 197 W. Wash's (bobby)
 Henderson, Jno., Hotel Imperial
 Imperial Taxi & Bag Trif. Co., Hotel Imperial (bobby)
 Ottawa's Taxi Line, Ottawa Hotel (bobby)
 (Garages)
 Apex Garage, No. Buncombe Barlett & T., 190 s North

AUTOMOBILES
BRISSEY'S GARAGE AND FILLING STATION, 912 Pendleton (see p 15)
 Dubelard Garage, Buncombe at Durham P. R., 107 Augusta
 Kaufman Bros. Auto Washings & Supply Co., 113 Jackson
 Kenanmore, Jas., Easley Bldg. at Burns H. H., Natl Highway (Bldg.)
LANFORD J. C., 208-209 s Richardson (see inside back cover)
LONE STAR GARAGE, 209-211 s Coffee (see p 22)
 Lanford Frank, 24 40 cor. Howland rd rd Judson Mills
 McCain & Roberts, 137 E. 2nd
 Milton J. B., s Brown cor Oak
 Miller's Garage, 1514 Buncombe
OLD HICKORY GARAGE, 125-129 s Broad (see p 26)
 Open Garage, 113 Laurens
 Ottavio Garage, 215 s Brown
PALMETTO GARAGE, 219 s McBee av. (see side lines)
 Phillips M. R., 419 s Falls
 Renn Garage, Pendleton extd W. G. V. Blvd.
 Rutherford Street Garage, Rutherford rd
 Service Garage, 210 s Coffee
 Snow & Phillips, 419 Falls
 Southern Garage, 202-204 Mulberry
UPCHURCH MOTOR CO (Inc.), 208-211 s Washington (see center lines)
WATSON W. N., 207-209 Brown (see p 8)
 (Laundry)
 Goddard E. C., 115 s Academy
 (Livery)
 Simpson W. L., 305 s Coffee
 (Painters)
 Adept Auto Paint Shop (The), Rutherford rd
BRIGHAM ARTHUR A CO., 161 av 1st st Park pl (see top lines)
GREENVILLE AUTO TRIMMING & PAINT CO., 554 s Main (see side lines)

209-211 W. ...
AUTOMOBILES
 Landreth T. & ...
 Pleston Fred
 Thomas J. O.
 ...
MUTUAL A
 ...
 Deluxe Plat
 (Re)
 Greenville
 cor Oak
NEW AU
 129 s B
SERVICE
 Richard
COMME
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 Accher
LONE S
 Coffee
UPCHU
 209-51
 Alderm
 Luxur
AUTO
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 Bates
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GIBBS
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GROC
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Carpenter Bros. Drug Stores You Get What You Want
 Phone 20 20 20 162

1921-1922 City Directory of Greenville S.C.

J. R. RUTLEDGE & CO. GENERAL INSURANCE NOTARY PUBLIC

PHONE 707

215 MASONIC TEMPLE

**Polar
Ice &
Fuel
Co.**

**ICE &
COAL**

Boyce St.

Phones
278 & 2066

If you do
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Advertise
in
The
Pied-
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Why
Not?

AUTOMOBILES

650

AUTOMOBILES

(Ambulance Service)

JONES-McAFEE CO, 117-119 w
McBee av opp City Hall (see
center lines)

(Batteries)

Battery Service Co., 220 n Laur-
rens
Battery & Electric Co., 514 s
Main

Crean A J, Laurens cor North
Farmer Battery Co., 112 w Mc-
Bee av
Gaines A, Rutherford rd E D
Greenville Storage & Battery Co
476 s Main

(Dealers and Repairers)

Barnes F S Motor Co., 110 Col-
lege

BATES EUGENE F, College cor
Laurens

**BLACK-FRASIER MOTOR CAR
CO (Inc)**, 319-321 Buncombe
(see side lines)

**CAROLINA AUTO SALES CO
(Inc)**, 430 s Main (see bot-
tom lines)

Carolina-Marmen Co., 328 n
Main

**FRANKLIN GREENVILLE CO
(Inc)**, 410-12 s Main

GREENVILLE CADILLAC CO,
120-122 College (see insert)

Greenville Overland-Knight Co,
119-121 e North

Greenville Used Car Co., 518 s
Main

Haley C P, 1514 Buncombe

Harper J C Co., 518 s Main

Highland Auto Co., 105 Augusta

HILLHOUSE L P, 437-9 s Main

Hinkle G F & Co., 117½ w Mc-
Bee av

Moore Motors Co., 104-5-8 Col-
lege

MUTUAL AUTO CO, 311 e
Washington (see center lines)

OLD HICKORY GARAGE 125-
129 w Broad (see side lines)

Penny-Busick Co., College cor
Townes

Plexico Fred H, Rutherford rd

LANFORD & COOPER, 329
Coffee (see alphabetical card)

Lanford & Cooper

All Kinds of Automobile Re-
pairs Made Promptly and
Accurately.

—AGENTS FOR—

Universal Spring for Fords.
Better than Shock Absorbers.

Alemite Equipment for all
Cars.

329 COFFEE PHONE 239

Reaves W D Auto Co., 409-411
Augusta

Simon Auto Co., North n e cor
Brown

Smith Eugene B Motor Co., 102
College

Southern Garage, 204 Mulberry

Talbot F A, 214½ w Washing-
ton

TANNAHILL R N CO, 435 s
Main

THOMPSON W M, 543 s Main
(see back cover)

Tinsley L C, 116 s Laurens

UPCHURCH MOTOR CO (Inc),
115-117 e North (see center
lines)

Ward W B, 305 w Coffee

(Exchanges)

**BRISSEY'S GARAGE & FILL-
ING STATION**, 912 Pendle-
ton (see p 10)

(Filling Stations)

American Service & Filling Sta.,
111 Augusta

Branwood Filling Sta., 41 e Pen-
dleton w G'ville

**BRISSEY'S GARAGE & FILL-
ING STATION**, 912 Pendle-
ton (see p 10)

Brooks Service Station, Ruther-
ford rd

S O U
209-11 S

AUTOMO

Capitol F
(E D 8

Carolina I
cor Bun

Cherokee
gusta r

Commerci
Washin

Court Str
cor Lat

East War
Sta, 21

Green Av
nr Sou

Greenville
cor No

Lion Filli
Ottaray

College
Payne O

Piedmont
College

Rutherfo
Ruther

Scott's S
cor La

Standar
Atwo

Standar
erford

Stonewa
Bunc

Texas
lege

Textile
(C V

Victory

Drive C

*Dunb

Eagle

ingt

Foster

McGill

pk

*Shun

Smith

*Thor

*Willi

Bran

(V

SO

J. A. PIPER ROOFING CO., INC.

J. A. PIPER, Sec. & Treas

ROOFING and SHEET METAL WORK

Authorized Dealer Caloric Furnaces, Approved Barrett Roofer, Johns-Manville Roofer,

Best Quality Johns-Manville Fiberglass Shingles, Fiberglass Siding, State Shingles

GREENVILLE ICE & FUEL PLANT : PHONE 82-83
ICE AND COAL

AUDITORS

GOODYEAR & CO. 282 s Court
 (17th & E Bldg) (see p 28)
WINN J A (C P A) 89 Wood-
 side Bldg

Automobiles

(Accessories and Supplies)
BATTERY & ELECTRIC CO
 (Inc.) 117-114 s North (see side
 lines)
 Tractor Auto Supply Co. 21-23
 s Broad
GODDARD J W SR. 222 s Brown
 (see side lines)
HARVEY TIRE CO. (Tire) s
 McRee st cor Falls (see p 12)
 Kaufman Bros. 285 s Washington
MCGEE-ANDERSON CO. Collier
 cor Towne (see top lines)
MUTUAL AUTO CO (Inc.) 117 s
 Washington (see center lines)
OLD HICKORY GARAGE (Inc.)
 14-18 College (see side lines)
OPEN GARAGE. 225 s Collier
 (see side lines)
 Scorry A Nunn (whol.) 124-124
 s Main
SIMON AUTO CO. Stillherford st.
 (see center lines)
SIMPSON'S GARAGE. s McRee
 cor Spring (see side lines)
STANDARD TIRE & RUBBER
 CO. 25 s McRee st (see top
 lines)
**SULLIVAN-MARKLEY HARD-
 WARE CO** (Inc.) 125 s Main
 (see front cover)
UPCHURCH MOTOR CO (Inc.)
 15-17 s North (see top lines)
WATSON W N 114-14-15 s Brown s.
 (see p 2)

(Battery Service)

BATTERY & ELECTRIC CO
 (Inc.) 117-114 s North (see side
 lines)
 City Storage Battery Co. 447 s
 Main
 Exide Battery Service Bldg. 14 s
 McRee st
 Lonest Flow 11 Piedmont W
 (Over)

728

AUTOMOBILES

GOWER ELECTRIC SERVICE
 CO (Inc.) battery dept 454 s
 Main, electrical repair shop 11
 Augusta (see bottom lines)
MCGEE-ANDERSON CO. Col-
 lege cor Towne (see top lines)
SIMPSON'S GARAGE. s McRee
 cor Spring (see side lines)

(Dealers and Repairers)

BLACK-FRASIER MOTOR CAR
 CO (Inc.) Bonomont cor Butler
 st (see side lines)
 Cadillac Sales Co (Inc.) 11-13 Col-
 lege
 Carolina-Jordan Co. 498 s Main
FRANKLIN GREENVILLE CO
 (Inc.) 2 So s Stillherford
 (Horse-Carriage Motor Co (Inc.)
 Collier
GREENVILLE MOTOR CO. (Inc.)
 413 s Main
HIGHLAND AUTOMOBILE CO.
 7 Augusta (see center lines)
 Stillhouse L P. 417-29 s Main
**HAYNSWORTH KNOX L MO-
 TOR CO.** 423-431 s Main
MCGEE-ANDERSON CO. (Inc.)
 (see cor Towne (see top lines)
MUTUAL AUTO CO (Inc.) 117 s
 Washington (see center lines)
OLD HICKORY GARAGE (Inc.)
 14-18 College (see side lines)
 Stevens-Rush Co (Inc.) 114-214
 Augusta
SIMON AUTO CO. Stillherford st
 (see center lines)
 South Electric Bldg. 101 College
 Superior Motor Co. 22-24 College
UPCHURCH MOTOR CO (Inc.)
 15-17 s North (see top lines)

(Electrical Service)

SIMPSON'S GARAGE. s McRee
 cor Spring (see side lines)

(Filling Stations)

American Service Station 18 Au-
 gusta
 Ballenger's Service Station. 1418
 Augusta 1907 Bonomont rd
 Bell Line Service Station. 1277
 Woodside st
 Mack and White Service Station.
 411 Green st

WARE-SIMPSON DRUG CO.
 PRESCRIPTION SPECIALISTS
 Agents for Fine Candies, Fountain Drinks—The Very
 Best You've Ever Tasted!
 Call 3438 and Watch Our Service 626 S Main St.

GREENVILLE GLASS COMPANY
 PLATE GLASS—WINDOW GLASS
 PUTTY AND PAINTS
 110 W. Washington St.
 Phone 1286

THE AMERICAN BANK & TRUST CO.
 Safe and Growing—We Appreciate Your Business
 PHONE 76 OR 1682

1926 Greenville, S.C. City Directory

101 College St, Greenville, SC
Photos taken in 2025



Photo 1: Front of 101 College St



Photo 2: Original metal awning front view

101 College St, Greenville, SC
Photos taken in 2025



Photo 3: Original metal awning side view



Photo 4: Crest on front of building

101 College St, Greenville, SC
Photos taken in 2025



Photo 5: Side view of property



Photo 6: Street side view of property with original paint signage

101 College St, Greenville, SC
Photos taken in 2025



Photo 7: Current entry



Photo 8: Current dining room

101 College St, Greenville, SC
Photos taken in 2025



Photo 9: Current dining room



Photo 10: Current stage and dining room

101 College St, Greenville, SC
Photos taken in 2025



Photo 11: Original 2nd story wood floors with oil stains

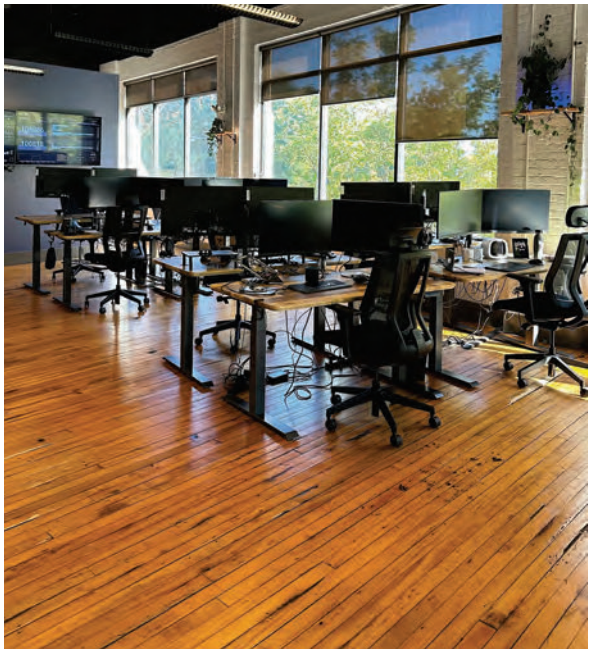


Photo 12: Original 2nd story wood floors with oil stains

101 College St, Greenville, SC
Photos taken in 2025



Photo 13: Current office space, 2nd floor



Photo 14: Current office space, 2nd floor

101 College St, Greenville, SC
Photos taken in 2025



Photo 15: Pulley system in stairwell



Photo 16: Pulley system in stairwell, close up

101 College St, Greenville, SC
Photos taken in 2025



Photo 17: 2nd floor hallway



Photo 18: Original office space ceiling

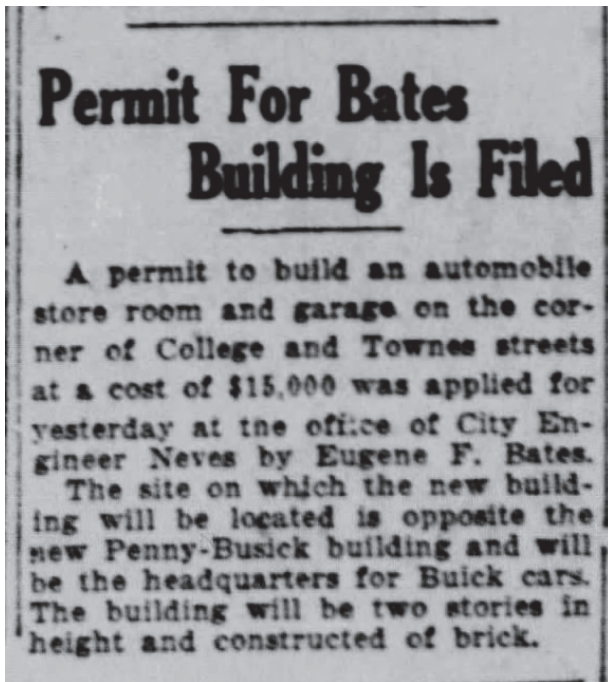


Photo 19: Newspaper clipping, Bates plans for Buick showroom

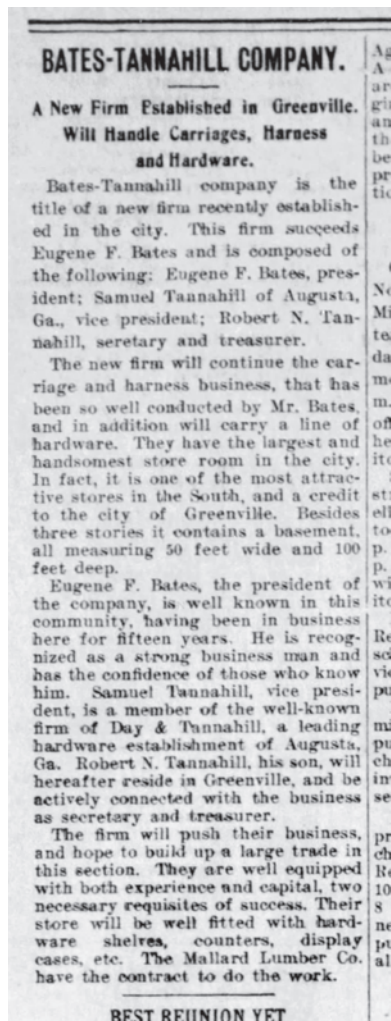


Photo 20: Bates merges with Tannahill to form strong Greenville business

THE GREENVILLE DAILY NEWS, FRIDAY, AUGUST 24, 1906. 7

Just a few of Many Summer Bargains For Cash.

Neat Open Road Wagons \$26.45 Nice Top Buggy 34.90 Good Open Buggy 32.50 Elegant Open Buggy 37.50 Fine Top Buggy 48.50 Old Hickory Two-Horse Wagons 38.50 Studebaker Two-Horse Wagons 37.50 Solid Steel Axle One-Horse Wagons 26.50 Babcock Top Buggies, best grade, 67.50 Meat Set Buggy Harness 5.00 Baby Carriages 5.00 Baby Go-Carts 2.50	Steel Wagons \$1.25 Velocipedes 2.00 New Bicycles 15.95 Bicycle Tires, complete, 1.75 Inner Tubes, M & W, .50 Bicycle Wheels, with cones and balls, 1.95 Bicycle Pedals, per pair, .65 Cement .5 Bicycle Spokes, with nipples, .2 Bicycle Lanterns .65 Campbell's Horse Foot Remedy 1.00 Gall Cure .25	Miller's Axle Oil, best, .25 Harness Soap, best, .10 Harness Dressing, best, .25 Buggy Top Dressing, best, .50 Allen No. 1 Sole Leather, backs, .28 Texas White Oak Bends .42 Talking Machines 5.00 Smith Premier Typewriters 100.00 Typewriter Ribbons, all colors, .75 Typewriter Oil, best, .20 Buggy Umbrellas 1.50
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Mail orders receive prompt attention when accompanied with check or postal orders. We deliver all goods f. o. b. Greenville.

Eugene F. Bates,
 Big Carriage and Wagon Emporium. Greenville, S. C.

Photo 21: Bates newspaper advertisement

SUNDAY, SEPTEMBER 25, 1921. THE GREENVILLE NEWS.

EUGENE F. BATES SHOWING NEW MODEL BUICK FOURS

The New Fours Are Here, and They Measure Up in Every Respect, To What Buick Admirers Might Expect The Buick Motor Company To Build.

The Buick Fours are good looking cars. That's the first thing that can be said about them. And then, too, one can tell by the way the Four stacks up in the show room that they are going to be popular with lovers of the four cylinder automobile.

The Four models, of which two are opened and two closed, include a coupe, sedan, five-passenger touring and roadster. The prices range from \$515 to \$1,450, f. o. b. Flint, Michigan.

In speaking of the new Fours yesterday afternoon, Mr. Bates said, in describing them, that "the most noticeable feature are the light weight, the use of Buick over-head valve construction in the engine, cord tires, the use of long semi-elliptic springs and the Alamo system of chassis lubrication."

The chassis of the new four-cylinder models has a wheel base of 109 inches, has the latest lighting and power system, long semi-elliptic springs underlying the rear, three-quarter floating rear axle, and vacuum feed to the carburetor. The shipping weights are: Roadster, 2119 pounds, touring 2180 pounds, coupe, 2180 pounds, and the sedan, 2119 pounds.

The engine is of the overhead valve construction, with three-point suspension and reasonable head, bore 2 1/4 inches, stroke 2 1/4 inches, which provides brake horsepower between 35 and 40 and is given an N. A. C. C. rating of 18.2 horsepower. The crankshaft has three large bearings and extra long connecting rods of twelve inches, are provided to reduce vibration to a minimum.

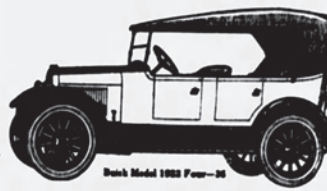
The timing is circulating splash, the water pump is centrifugal type, driven from the generator shaft, and the carburetor is the latest type Marvel, with automatic heat control. The gear set is of the sliding gear type bolted to the flywheel housing to form a unit with the power plant, and provides three speeds forward and reverse, with the following gear ratios: 1st speed, 15-1; 2nd speed, 12-1; 3rd speed, 8-1. The universal joint is lubricated from the gear set and is practically an integral part of it.

There are a hundred and one other things which might be said about the new Buick Fours—all to its advantage. But something will have to be left for the prospective Buick Four buyer to find out for himself or herself.

A \$100,000 STOCK OF PARTS

Eugene F. Bates has a \$100,000 stock of Buick parts and his organization is equipped to furnish every service that a Buick owner might wish for as reasonably rapid as get from a factory branch. Mr. Bates says that he believes in giving the owners of the car he sells the very best service it is possible to give them, and he has equipped a service department with every advantage in order to do this.

THE NEW BUICK FOUR



Now being shown by Eugene F. Bates

AL. G. FIELD MINSTRELS ARE COMING OCTOBER 5

As regular as the seasons, the Al. G. Field Minstrels are booked to pay another visit to Greenville Wednesday, October 5th, when the popular amusement institution will delight an audience at the Grand theater.

This is the thirty-fifth annual tour of the Al. G. Field Minstrels and its present production has never been equalled for any collection of its kind. Written by Al. G. Field, the current offering casts in high powered fun and genuine humor splendid singing of the kind that appeals to the American heart, dancing of the kind that has always characterized this show and special features and novelties which place the show in a class all by itself.

Best Menor again heads the company as its premier comedian, and such favorites as Jack Richards, Billy Church, Harry Shunk, Harry Fritzman, Johnny Healy, Jimmie Cooper, John Carlford, William Moran, Tom B. Bryan, William Walters, Lester Henry, and many others are also to be found on its roll of talent.

Several novel features are to be found in the production this year, notably, its grand opening scene, "The Mad Hatter," in which the famous Frodo of New Orleans has been faithfully reproduced on a background for this unique entertainment. Around the World in Thirty Minutes, a French extravaganza based on a mythical sea voyage, "The Hunt" a new comedy, dancing, etc., etc., which is heralded as one of the best pieces of comic writing ever staged, and many other special numbers.

Drink DELATOUR Ginger Ale!

Photo 22: Bates introduces new Buick model

But Greenville's first "motor mile" was really College Street. In 1924, Eugene Bates died before he had a chance to move his agency into the flossy, newly completed Bates Building at College and Laurens streets. His assistant, Eugene Smith, took over the agency and in later years became the dean of Greenville dealers.

Photo 24: Direct quote from Greenville News

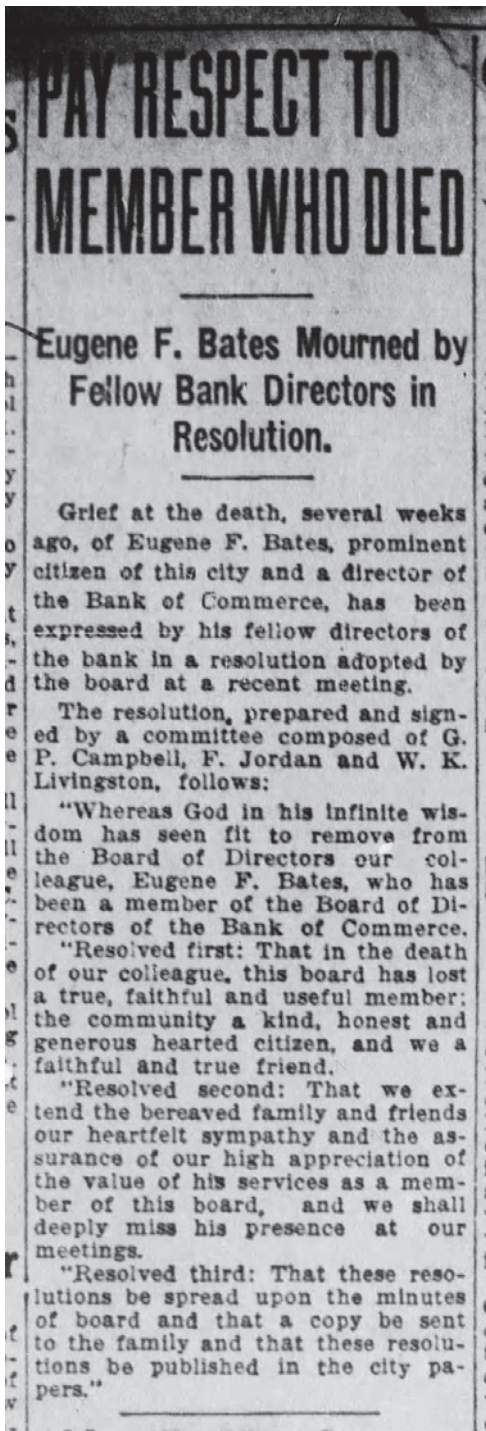


Photo 25: Bates obituary



101 College St, Greenville, SC
 Historical photos/documents



Photo 26: Pencil sketch of Eugene F. Bates



Photo 27: Furniture advertisement at 101 College St.

0219

S.C. DEPARTMENT OF ARCHIVES AND HISTORY

SITE NO: 44 (A-5-15) COUNTY: Greenville
 HISTORIC NAME: _____ REGION: Appalachian
 COMMON NAME: Lenny's Sandwiches CITY: Greenville
 ADDRESS: 101 College St. DATE OF CONSTRUCTION: c. 1920-30
 ACREAGE: _____
 CLASSIFICATION: Building STYLE: Commercial Vernacular
 TYPE: Store THEME(S): _____
 ARCHITECT/CONTRACTOR: _____ PUBLIC ACCESS: _____
 DESCRIPTION: A long brick masonry bldg. Descriptive tile blocks in top window
 carport. Decorative grid like diamond spots across facade.
 Tile, bolt-on, behind wrapped porch.
 OUTBUILDINGS: none
 RELATIONSHIP TO SURROUNDINGS: Commercial area
 HISTORICAL SIGNIFICANCE: _____

POTENTIAL: NHL NR NRHD HABS HAER
 LISTED: NHL NR NRHD HABS HAER S.C. MARKER PROGRAM
 OWNER/ADDRESS: _____ PREVIOUS OWNERS: _____
 ORIGINAL SITE: yes MOVED/DATE: _____
 PRESENT USE: Restaurant ORIGINAL USE: Commercial
 CONDITION: good ALTERED/UNALTERED: _____
 CONSTRUCTION: brick masonry ROOF: flat FOUNDATION: brick
 BIBLIOGRAPHIC & RELATED DATA: _____
 INFORMANT/ADDRESS: _____
 RECORDED BY/DATE: Tipton 4/22/01 PHOTOGRAPHIC DATA: Thompson 4/22/01
 EVALUATION: _____

Site card S108042000600090000

Photo 28: Historical site card of Lenny's Sandwiches

101 College St, Greenville, SC
Historical photos/documents



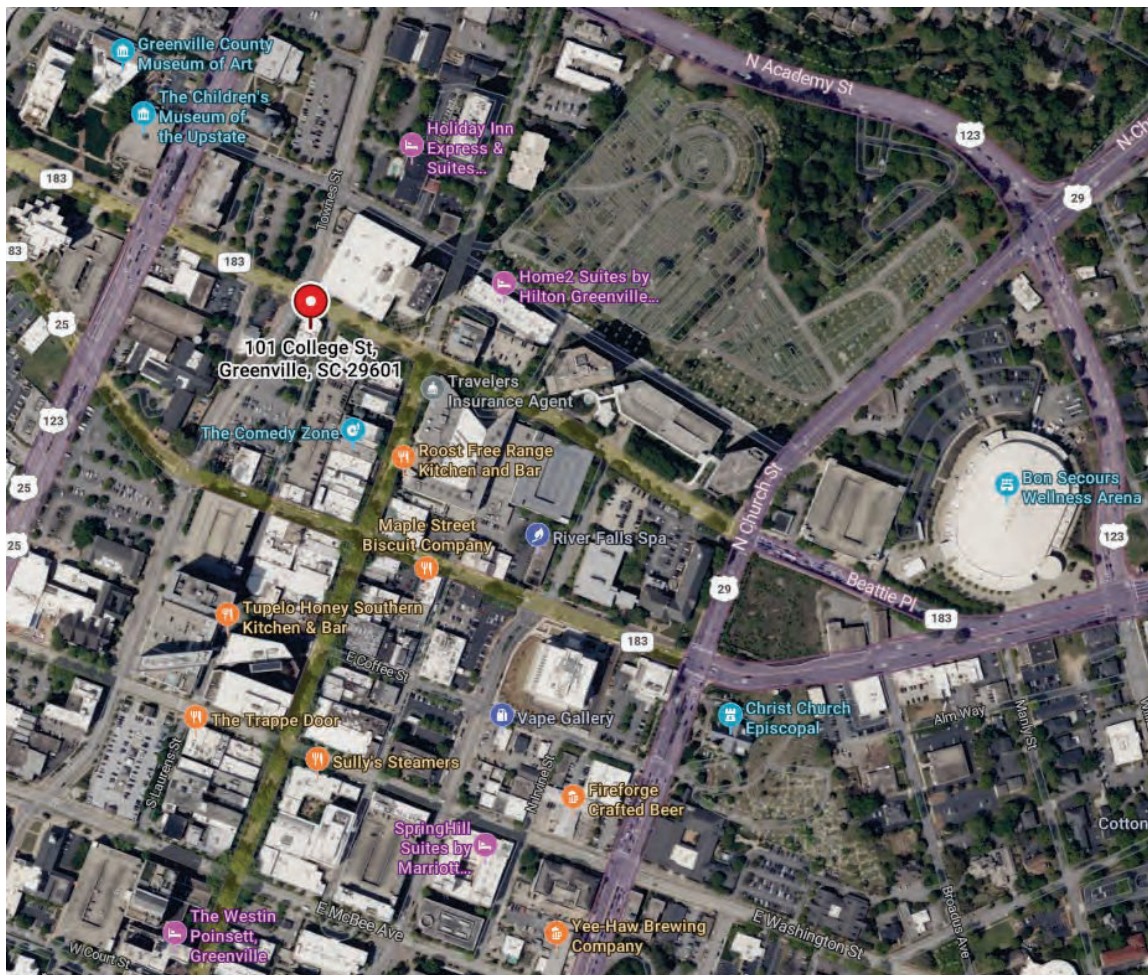
Photo 29: Lenny's Sandwiches



Photo 30: Most recent tenant, entertainment theater



Tax map of property



GoogleMap location of property



**Planning Staff Report to
Historic Review Board
April 9, 2026
for the April 16, 2026 Meeting**

Docket Number: RHP 26-232 – PRELIMINARY
Applicant: Jason Boehm
Property Owner: Jason Boehm
Property Location: 101 College Street
Tax Map Number: 0002000501400; 0002000501500; 0002000501600
Zoning: MX-D, Mixed Use Downtown
Proposal: Preliminary Certification for Special Tax Assessment for
Rehabilitated Historic Properties
Staff Recommendation: Approval

Applicable Sections of the City of Greenville Code of Ordinances:

Sec. 40, Article IV. – Special Tax Assessment for Rehabilitated Historic Property

Application Overview:

This application is for a Preliminary RHP, which requires approval by the Historic Review Board. Due to the project's location within the Downtown Design Review Boundary, the CA for the project requires review by the Design Review Board. Any conditions added to the CA by the Design Review Board will require review by two members of the HRB **and** two members of the DRB for final approval.

Background:

The subject structure is a two-story, bond brick flat roof commercial building, constructed in 1922. The building features original architectural elements such as concrete and tile coping, decorative terra cotta detailing, and an original beaux arts style awning at the corner entrance.



Staff Analysis:

The proposed project is to convert the existing building into a boutique hotel with a restaurant on the ground floor, a rooftop bar, an outdoor plaza, and a private speak-easy on the basement level.

According to the local ordinance, the special tax assessment may apply to the following:

1. Structure(s) rehabilitated; and/or
2. Real property on which the building is located.

Further, State regulations indicate that special assessments shall not apply to rehabilitation expenses on buildings or structures that are not historic (State Code of Regulations, Section 12-121, Part B).

There are **three** findings the Board must make to grant the preliminary certification:

1. The property must qualify as historic. A property shall qualify as "historic" for the special assessment when it is at least 50 years old and is designated as a historic property by the Historic Review Board. In order for a building which is 50 years old to qualify as "historic" when it is not within a preservation overlay district and when it is not listed on the National Register of Historic Places, the building must be shown to meet at least one of the following criteria:

- The structure's architectural design and materials are good examples of those types of design and construction recognized among architects and preservationists as having had historical significance in the city's development;
- The structure is associated in a meaningful way with a person or group who made a significant contribution to the city's political, economic, religious, social, artistic, or literary development; or
- The structure is associated with a person or group recognized on the state or national level as having made significant contributions to science, religion, politics, business, literature, the arts, or other professions.

Staff Findings: The structure was built in 1922, surpassing the minimum age requirement of 50 years old to be deemed "historic". *Staff finds that the structure has both cultural and architectural significance. Staff has recommended approval of a pending Local Landmark Status Designation request, LLDE 26-231, to be reviewed by the Historic Review Board immediately prior to the review of this application.*

2. The rehabilitation is appropriate for the historic building and the historic district in which it is located. This is achieved through adherence to the Secretary of the Interior's Standards for Rehabilitation and applicable City of Greenville Preservation Overlay Design Guidelines. The following work will be reviewed according to these standards:

- a. Repairs to the exterior of the designated building;
- b. Alterations to the interior of the designated building;
- c. Any remaining work, where the expenditures for such work are used to satisfy the minimum expenditures for rehabilitation.

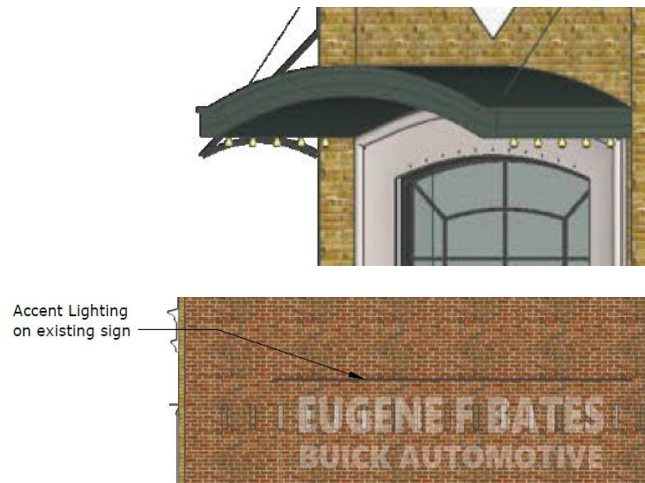
Staff Findings: *The applicant proposes the following modifications to the building:*

- Reconfiguration and upgrades to include a lobby, restaurant, 17 guest rooms, rooftop bar, and basement level speakeasy
- Electrical, plumbing and HVAC upgrades
- New Windows
- Stocast Brick Infill beneath new window on Laurens Street Elevation
- Stairwell Tower addition
- Rooftop Addition and Elevator Penthouse
- New Rooftop HVAC Units with Perforated Rooftop Screening
- New Metal Awning on College Street Elevation
- New Marquee Lighting on Existing Primary Entrance Awning

Staff notes that the stairwell and rooftop additions are not considered qualifying expenditures. However, all exterior modifications are subject to the standards of the Secretary of the Interior.

Design Guidelines:

- Per **HR.1**, original architectural details should be preserved in place whenever feasible. Distinctive stylistic features should be treated with sensitivity. In accordance with this guideline, the applicant plans to maintain the existing architectural details such as the primary entrance awning, an historic painted wall sign, and original ornamentation. **Further information is needed regarding the proposed accent lighting of the painted sign and marquee lighting on the primary entrance awning.**



- **AC.3** states that an open space within a site should be designed to maximize the potential for its active use. **The applicant must provide specifications of the proposed patio enclosure.**
- Per **AC.8**, visual impacts of equipment and service areas must be minimized. A perforated metal art HVAC screen is proposed, in conformance with this guideline. **The applicant must provide specifications of the proposed metal art HVAC screening.**
- **AC.11** states that an addition should be compatible in scale, materials, and character with the main building. Staff finds that the addition is compatible with the existing building in scale and character. The applicant has proposed Stocast material throughout the addition, as well as infill beneath a window on the Laurens Street elevation. Due to similarities between the Stocast material system and EIFS, which is a prohibited material, staff finds that further exploration is required, as Stocast will not be permitted. **The applicant must submit alternatives to the proposed Stocast material, to be reviewed by staff and two-member panels of the HRB and DRB.**

- Per **HR.16**, new or replacement windows should match the appearance of the original. There is limited information on the original window detailing. Per HR. 16, the ratio of solid to void is preserved on the primary elevations. New windows and infill of an existing window is proposed on the parking lot facing elevation. One new window is proposed on the Richardson Street elevation. The existing windows are tinted and not in conformance with Downtown Design Guidelines or the requirements of the Greenville Development Code and must come into compliance. Therefore, **all glazing must conform with the Transparency requirements of the Greenville Development Code, Division 19-2.11.13.**



3. **The minimum expenditures for rehabilitation must exceed 100% of the fair market value of an income-producing property.** The fair market value of the property may also be the sales price as delineated in a bona fide contract of sale within six months of the time it is submitted. Expenditures for rehabilitation mean the actual cost of rehabilitation relating to one or more of the following:
 - a. Improvements located on or within the historic building as designated;
 - b. Improvements outside of but directly attached to the historic building, which are necessary to make the building fully useable (such as vertical circulation), but shall not include rentable/habitable floor space attributable to new construction;
 - c. Architectural and engineering services attributable to the design of the improvements; or
 - d. Costs necessary to maintain the historic character or integrity of the building.

Staff Findings: The fair market value of the property is listed as \$3,050,000. Qualifying expenses for rehabilitation are currently estimated at \$4,000,000 with a total project cost estimated at \$10,000,000. As this will be an income-producing property, rehabilitation costs must meet 100%

of the Fair Market Value. Staff finds that this criterion has been met. Approval of the final RHP will require a detailed breakdown of costs.

Based on these findings, staff recommends approval with the following conditions:

- 1. The applicant must submit alternatives to the proposed Stocast material, to be reviewed by staff and two-member panels of the HRB and DRB.**
- 2. Detailed specifications of proposed lighting (awning, painted sign accent, and sconces); decorative wall trellis; plaza enclosure; and metal art HVAC screening must be submitted for review by staff and two-member panels of the HRB and DRB.**
- 3. All glazing must conform with the Transparency requirements of the Greenville Development Code, Division 19-2.11.13.**
- 4. Approval of the final RHP will require a detailed breakdown of costs to determine applicability.**
- 5. Should the Design Review Board condition any modifications to the building in review of the Certificate of Appropriateness, a two-member panel of the Historic Review Board shall review and approve the modifications.**
- 6. Per Section 40-153(5) of the City's Code of Ordinances, if the project is not complete after two years, but the minimum expenditures for rehabilitation have occurred, the property will continue to receive the special tax assessment until the project is complete, but not more than five years.**



city of greenville

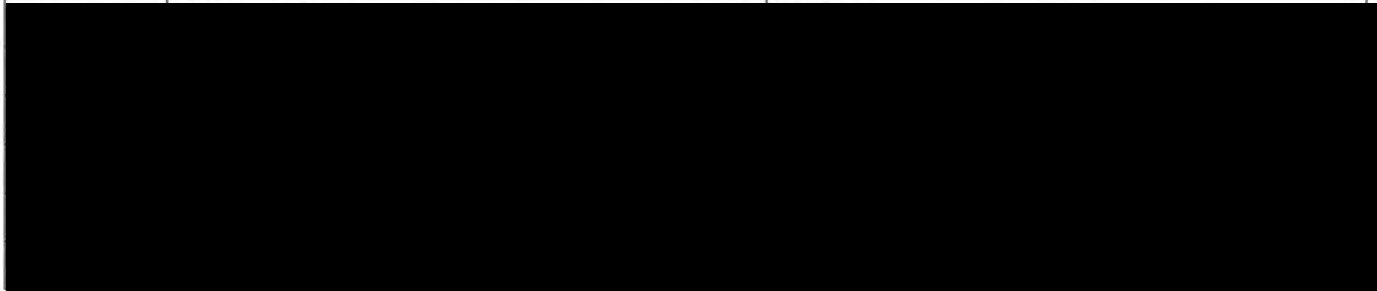
APPLICATION FOR **HISTORIC PROPERTIES SPECIAL TAX ASSESSMENT**

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

APPLICANT/OWNER INFORMATION

*Indicates Required Field

	APPLICANT	PROPERTY OWNER
*Name:	Jason Boehm	Jason Boehm



PROPERTY INFORMATION

*STREET ADDRESS 101 College Street, Greenville, SC 29601

*TAX MAP #(S) 0002000501400, 0002000501500, 0002000501600

*ZONING CLASSIFICATION MX-D

*PRESERVATION DISTRICT/SPECIAL DESIGNATION:

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

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

PROJECT INFORMATION

*TYPE OF APPLICATION: Preliminary Final

*ORIGINAL APPLICATION # (N/A if not applicable) _____

*USE: Owner-occupied Income-producing

*(ESTIMATED) PROJECT START DATE June 2026

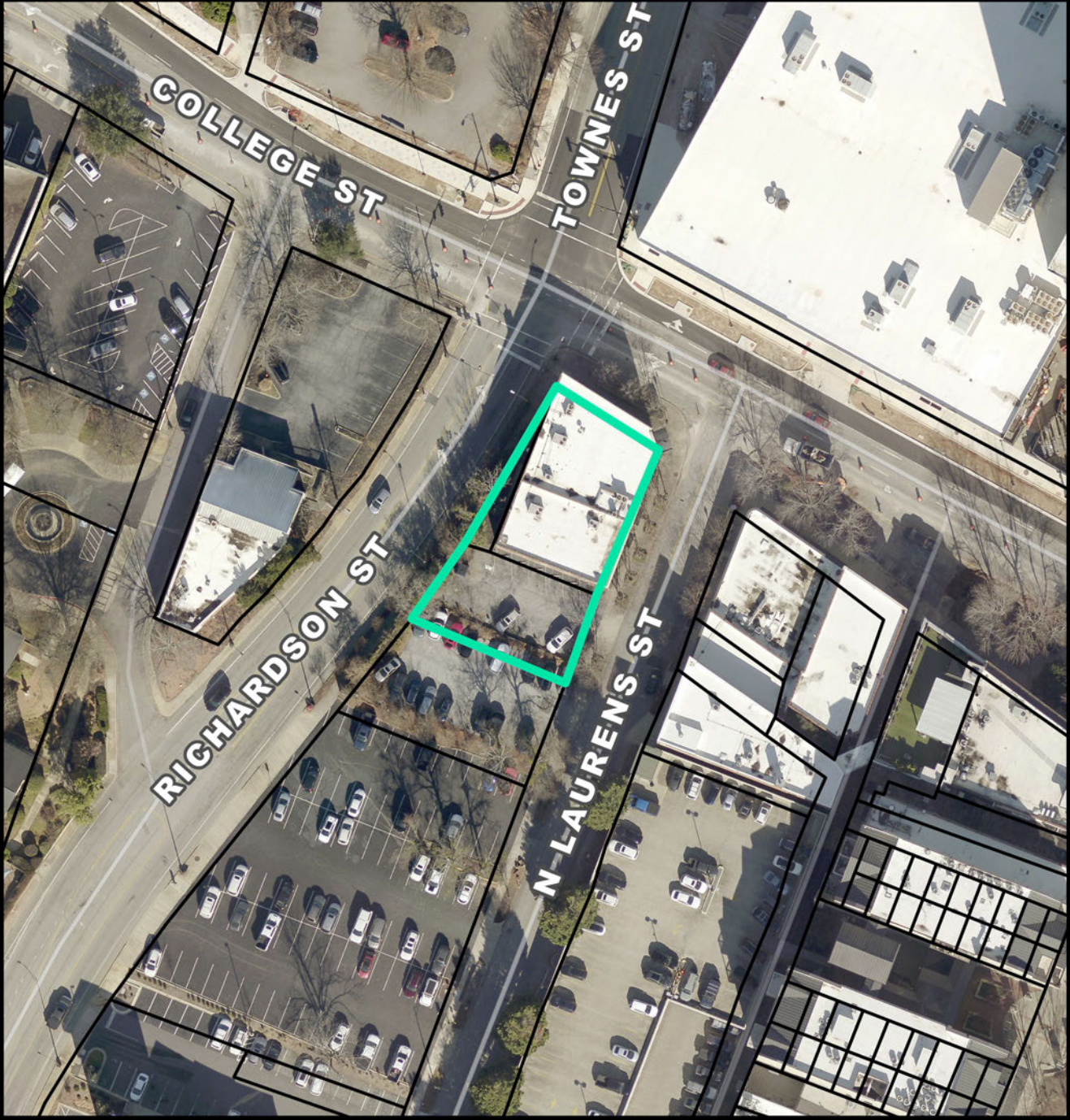
*(ESTIMATED) PROJECT COMPLETION DATE July 2027

*(ESTIMATED) PROJECT COSTS \$ \$10,200,000

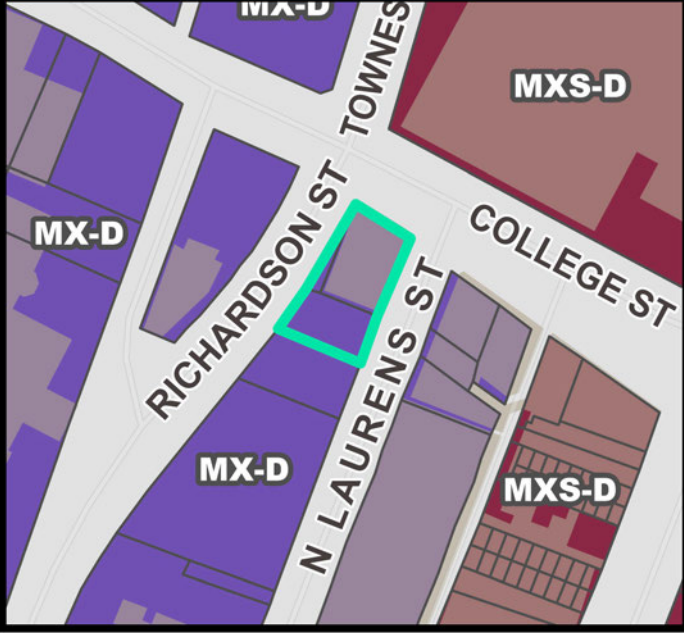
*(ESTIMATED) QUALIFIED HISTORIC EXPENDITURES \$ \$4,000,000

*FAIR MARKET VALUE OF BUILDING/PROPERTY \$ 3,050,000

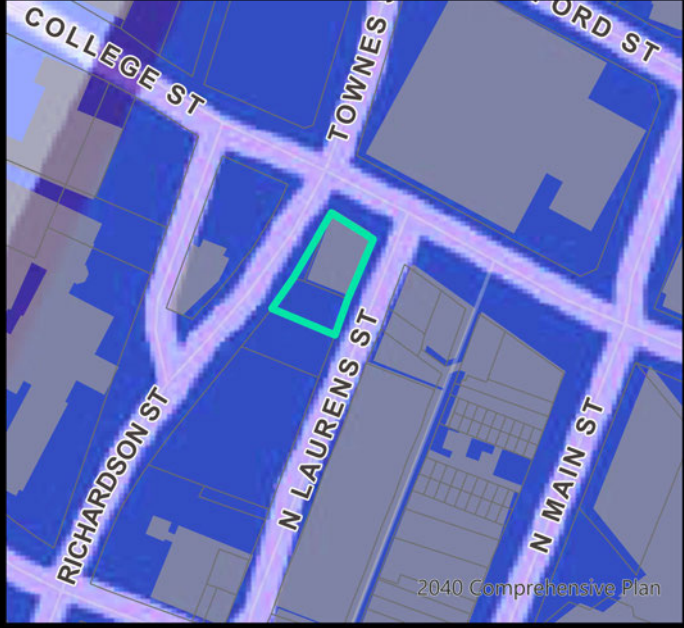
AERIAL VIEW



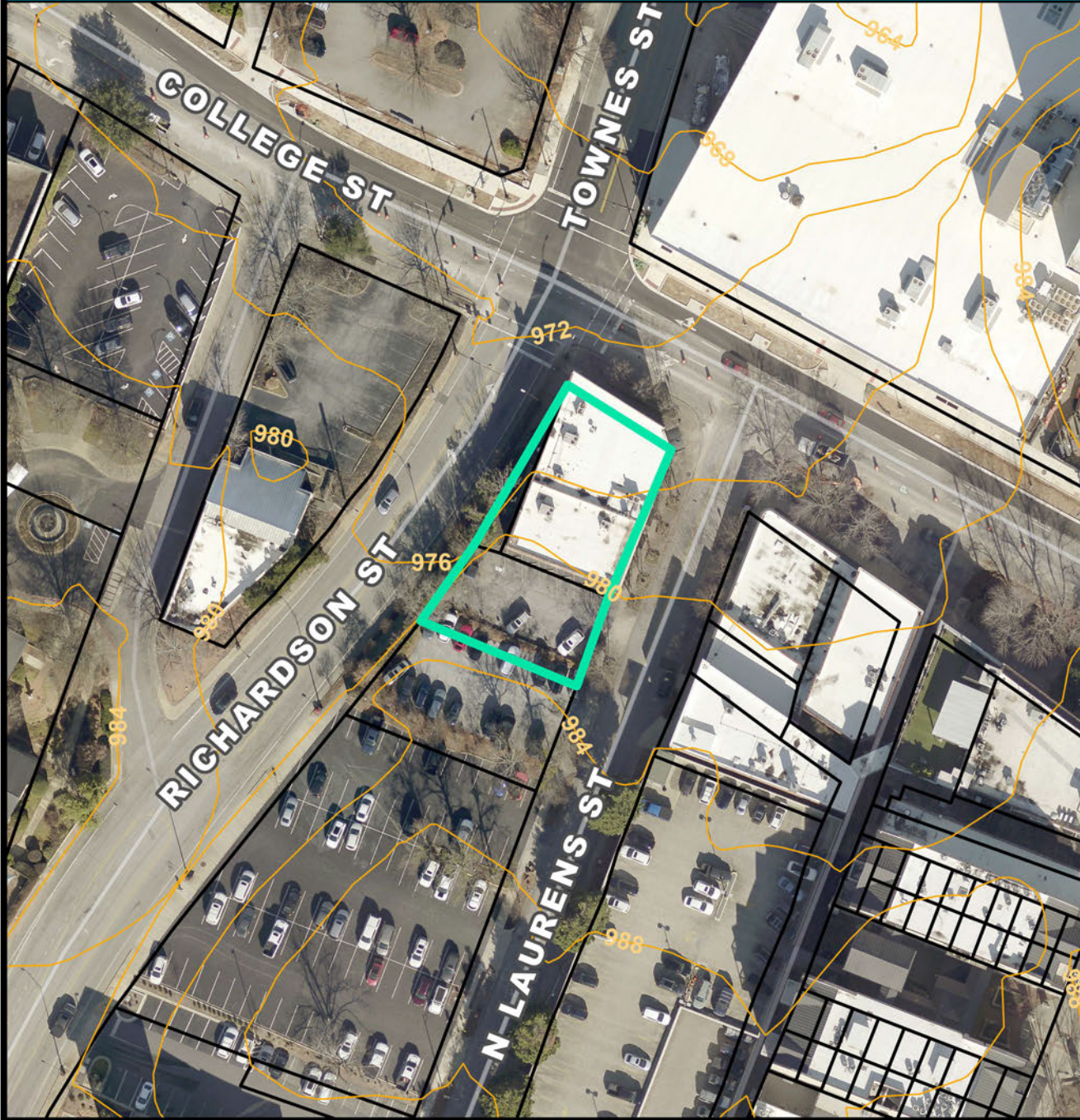
CURRENT ZONING



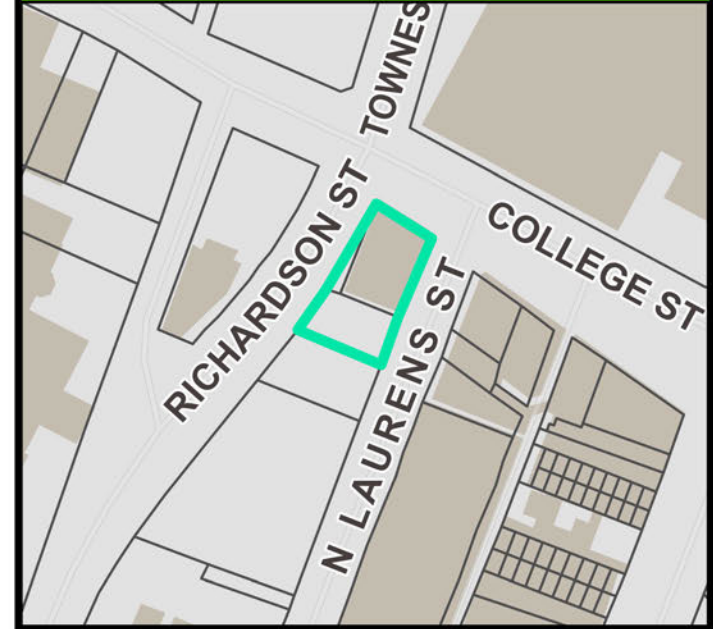
FUTURE LAND USE



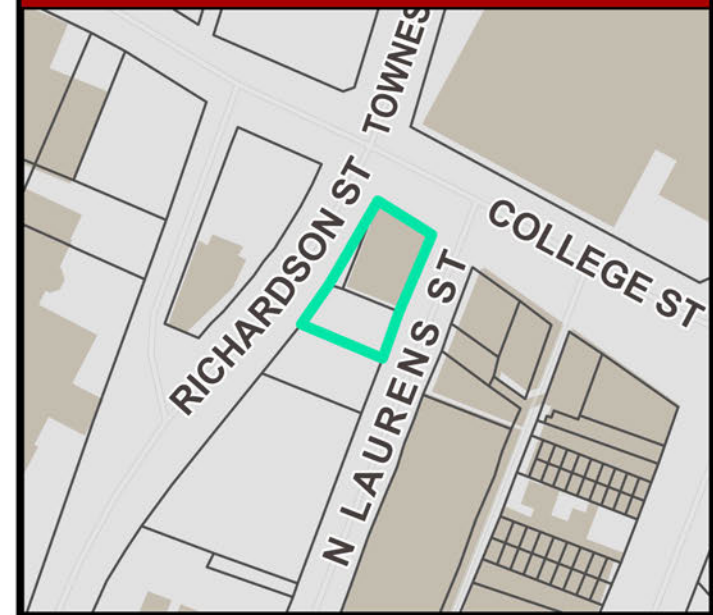
NATURAL / ENVIRONMENTAL FEATURES



SPECIAL EMPHASIS NEIGHBORHOODS

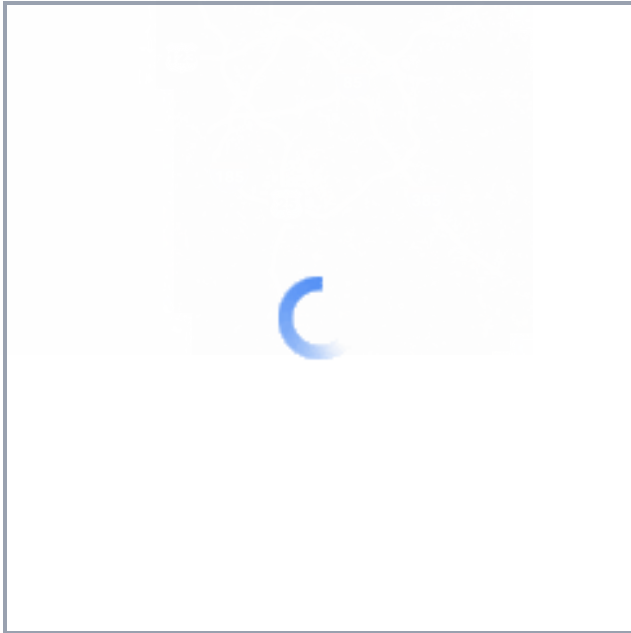


PRESERVATION OVERLAYS



PIN / Tax Map #

0002000501400



Owner Information

Owner Name	Am Greenville Hotel Llc
Additional Owner Name	
Care Of	
Mailing Address	100 W Washington St Ste 300
City	Greenville
State	SC
Zip Code	29601



Mobile
Maps and
Information



Disclaimer: Map and parcel data are believed to be accurate, but accuracy is not guaranteed. This is not a legal document and should not be substituted for a title search, appraisal, survey, or for zoning verification.

Parcel Information

Acres	Description	Location	Subdivision
0.090	N Laurens	Laurens	

Reference Information

Deed Book	Deed Page	Deed Date	Plat Book	Plat Page
2776	360	12/31/2025		0

Building Information

Square Feet	Bedrooms	Bathrooms	Half Baths
0	0	0	0

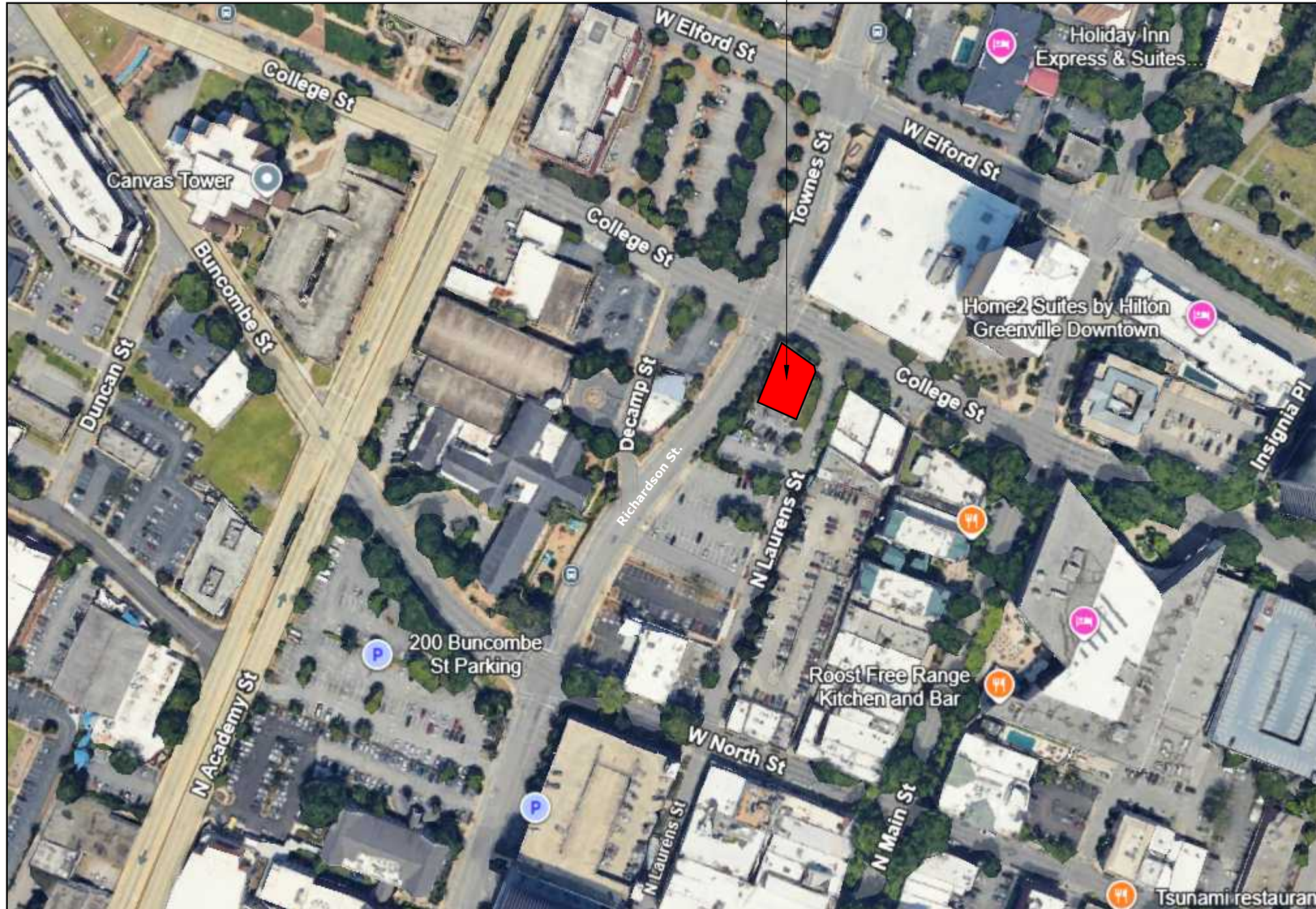
Classification

Land Use	Jurisdiction	Homestead Code
6800: Commercial Vacant	County Jurisdiction	

Values

Fair Market Value	Taxable Market Value	Sales Price	Total Rollback
\$103,020	\$103,020	\$3,050,000	\$0

• AREA OF WORK: 101 COLLEGE ST.



ISSUE DATE: 04/01/2026

WEDNESDAY, MARCH 28, 1923 THE GREENVILLE NEWS, GREENVILLE, S. C. PAGE THREE-D

The Buick Holds First Place at All the Great Automobile Shows--and Why?

Every Buick Has Lived Up To Its Slogan--
"When Better Automobiles Are Built, Buick Will Build Them"
The New Buick Home That We Have Built
Is Our Ideal of What a Buick Home Should Be



Eugene F. Bates' New Buick Home



View of Our Beautiful New Show Room

An Invitation to All Show Visitors to Inspect Our New Home

We really take a genuine pride, and we believe it is a justifiable pride, in the new Buick home that we have built, and our invitation to you to come and look and we have equipped ourselves to handle the entire range of new automobiles to generally shown.

Many who have seen the show automobile places of the south tell us that we have built the finest Buick home they have seen anywhere in the south--and this is the place we invite you here to see. It is the Buick home that we have worked years to make a reality.



The New Buick 6-Cylinder 8-Passenger Sedan
Price, Delivered in Greenville, \$2198



The New 6-Cylinder Buick Sport Touring
Price, Delivered in Greenville, \$1998



The New 6-Cylinder Buick Sport Roadster
Price, Delivered in Greenville, \$1828



The New 4-Cylinder Buick Touring Car
Price, Delivered in Greenville, \$1018

Eugene F. Bates, Buick Dealer

Greenville, Laurens and Pickens Counties
Our New Buick Home Stands at the Corner of College and Laurens Streets





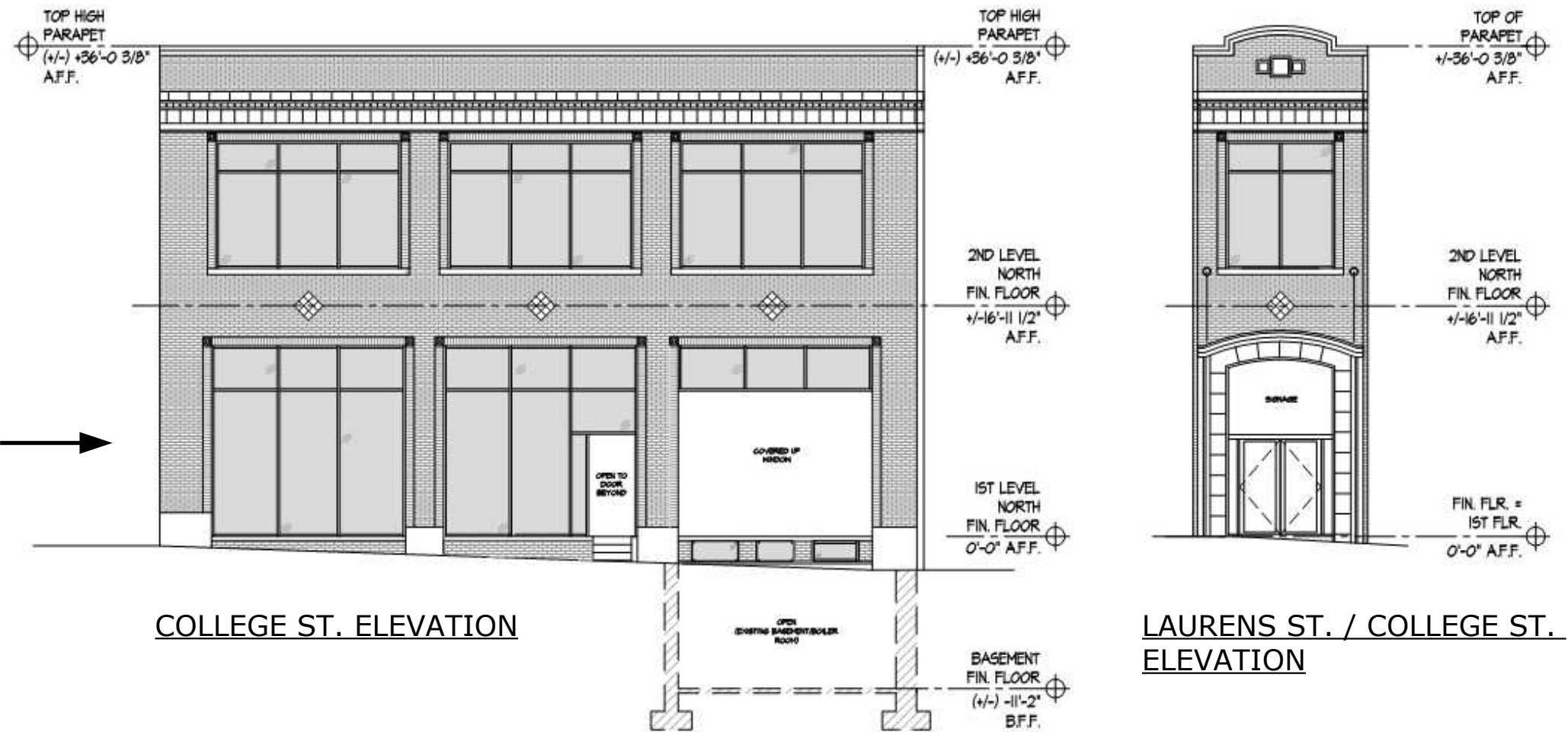
EXISTING LAURENS ST. ELEVATION



LAURENS ST. ELEVATION



EXISTING COLLEGE ST. ELEVATION



COLLEGE ST. ELEVATION

LAURENS ST. / COLLEGE ST. ELEVATION

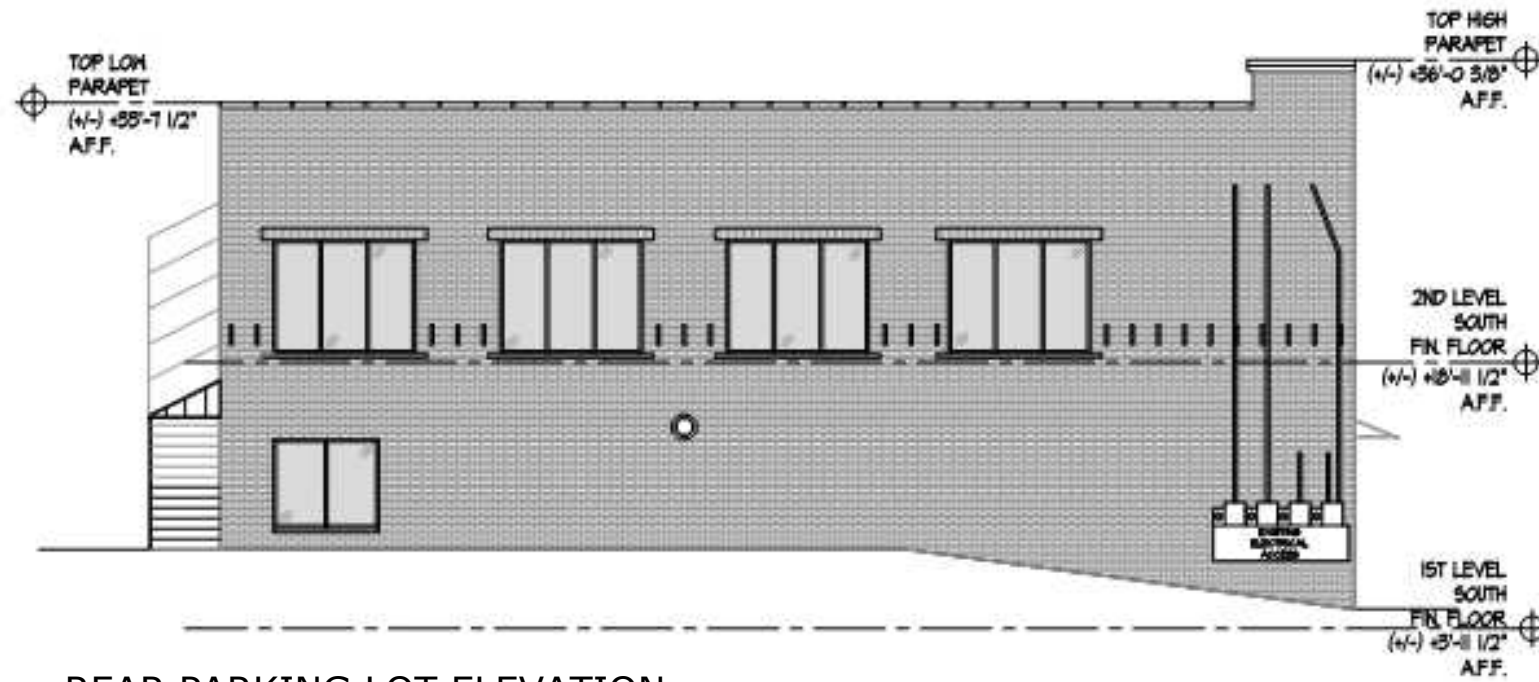
ISSUE DATE: 04/01/2026

3 EXISTING BUILDING ELEVATIONS

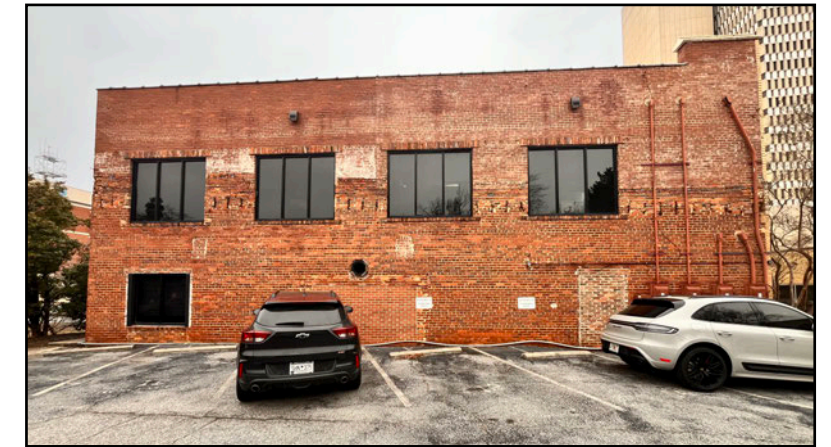
SCALE: 1/8" = 1' - 0"

101 COLLEGE ST.

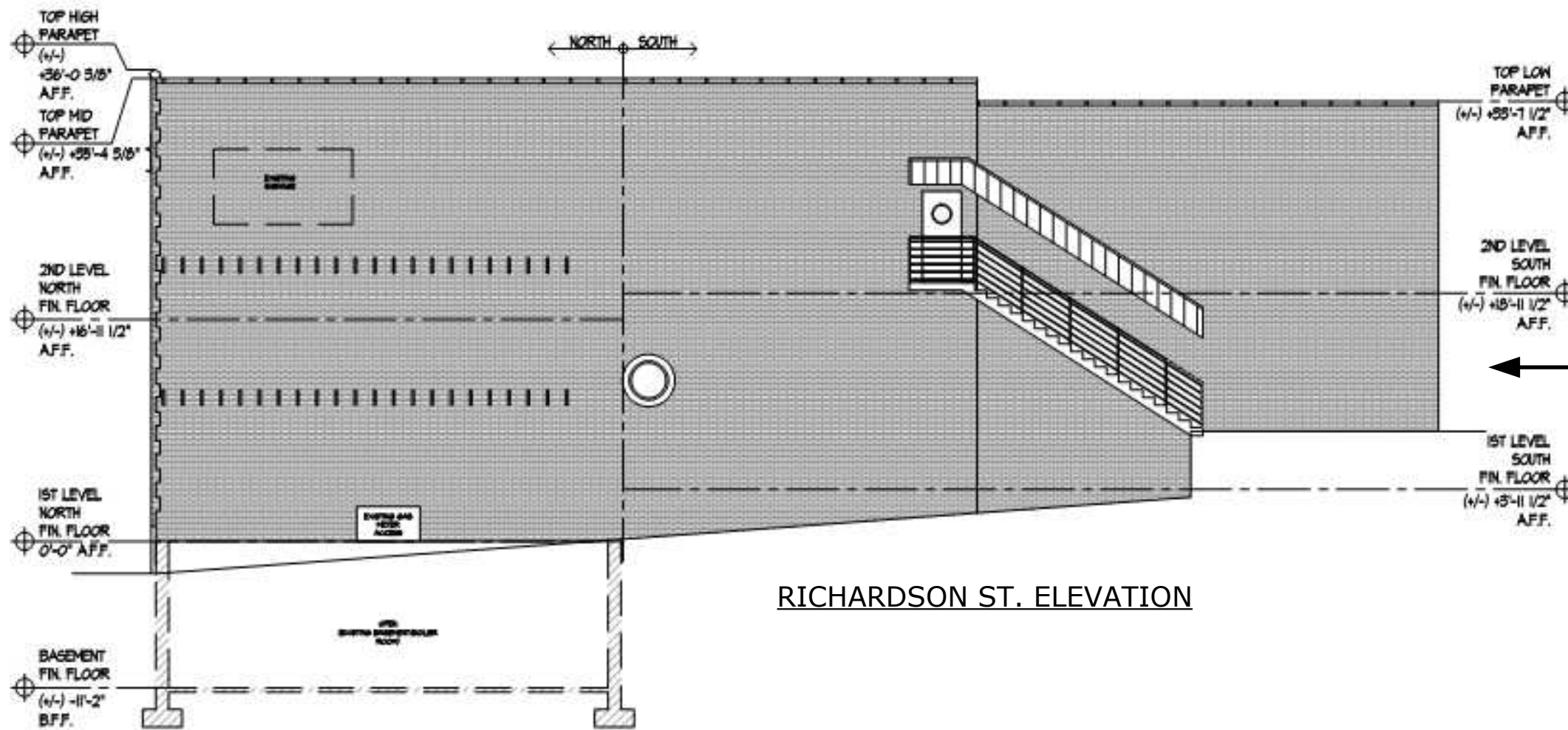




REAR PARKING LOT ELEVATION



EXISTING REAR PARKING LOT ELEVATION



RICHARDSON ST. ELEVATION



EXISTING RICHARDSON ST. ELEVATION

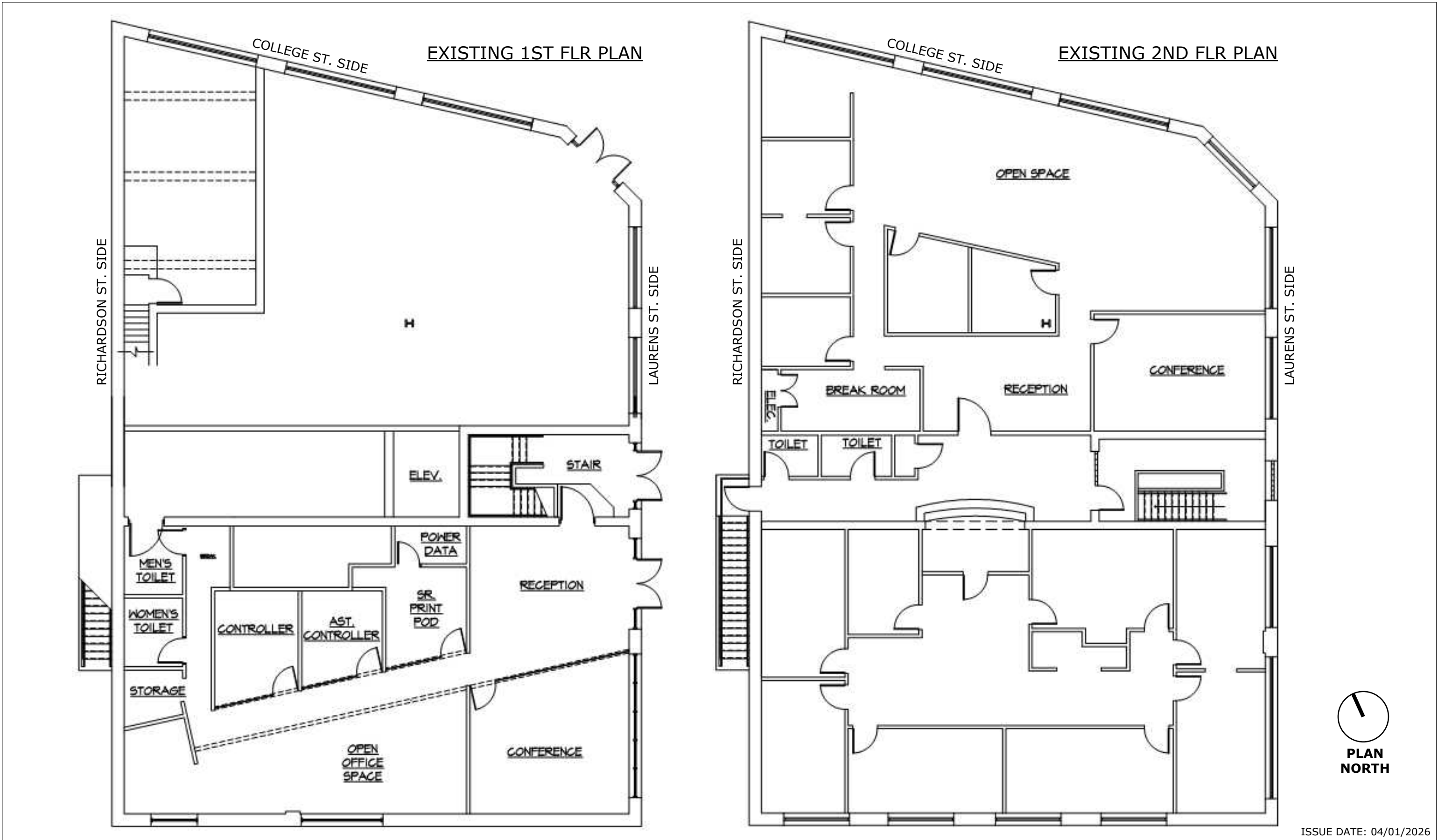
ISSUE DATE: 04/01/2026

4 EXISTING BUILDING ELEVATIONS

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

101 COLLEGE ST.





SITE DATA:
 TMS: 0002000501500, 0002000501400, 0002000501600 |
 SITE AREA: ± XX ACRES
 MUNICIPALITY: CITY OF GREENVILLE, SC | ZONING: MX-D

SETBACKS / BUFFERS:
 FRONT - 0' / 10'
 SIDE - 0'
 REAR - 0'

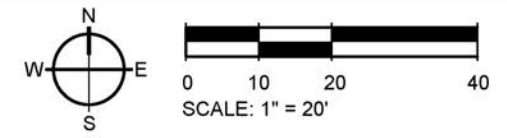
PARKING REQUIREMENTS:
NOTE:
 NO MIN. PARKING IN MX-D



A	Travel Lane	2 - 10 ft. travel ways
B	On-Street Parking	Parallel - 8 ft [min] on one side.
REQUIRED STREETSCAPE		
C	Planting Zone	Tree lawn with a minimum width of 5 ft. Refer to Div. 19-4.4 for tree spacing and planting type requirements.
D	Pedestrian Zone	Pedestrians will be accommodated on a sidewalk [5 ft min.] on both sides of the street.
E	Multimodal Space	A minimum of Level 6 Bike Access must be provided. Refer to Table 6.2



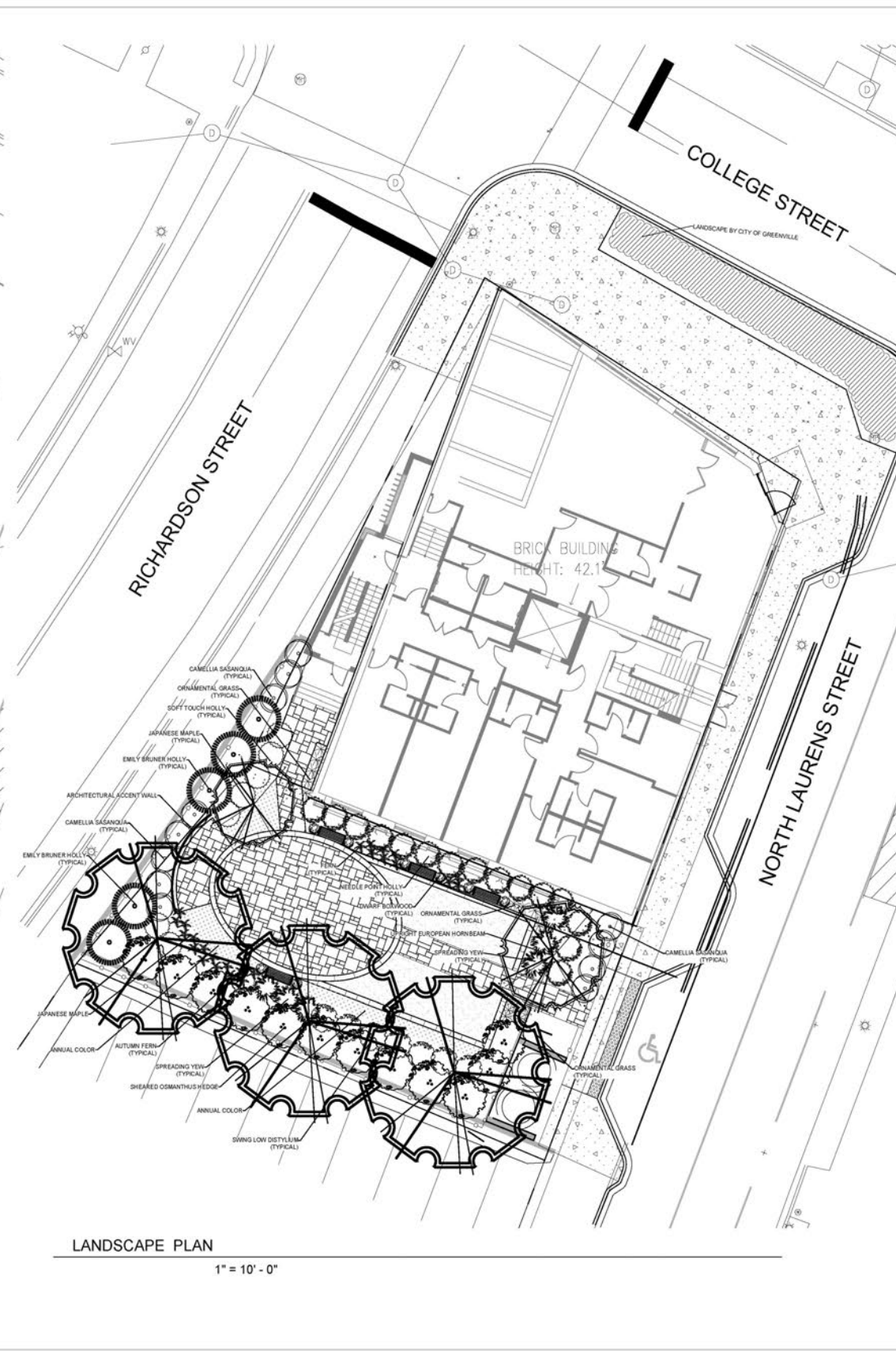
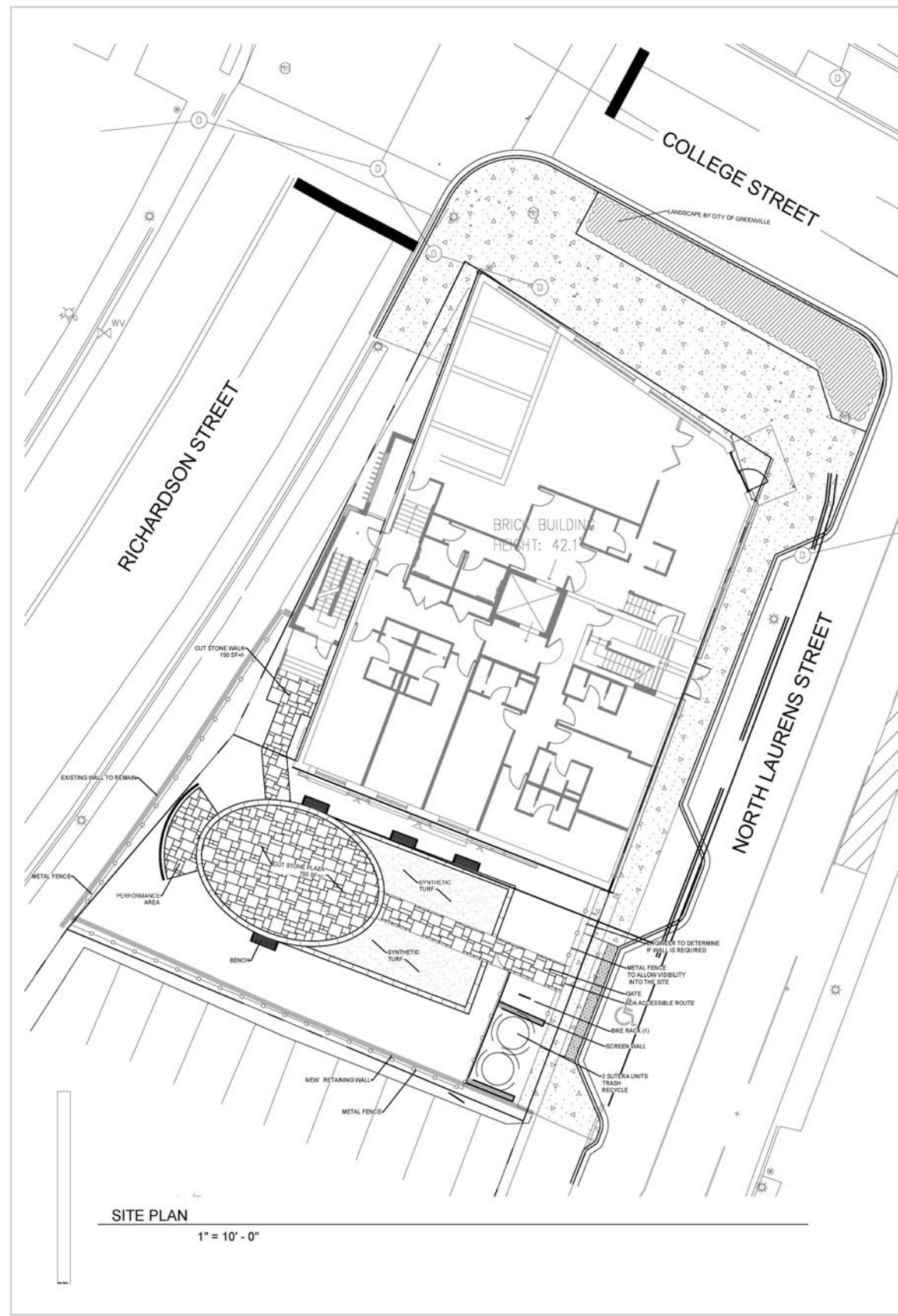
101 COLLEGE STREET- THE AILERON
 CONCEPTUAL SITE PLAN | GREENVILLE, SC
 SW+ PROJECT # - 12765 | DATE: 2025-08-25



N/F
 MY MILARGO, LLC
 TMS: 0002000501300

ISSUE DATE: 04/01/2026





McLeod
Landscape Architects, LLC
100 Grove Road
Greenville, SC 29601
(864) 378-3835

SEALS

NO.	DATE	DESCRIPTION
2	08/2024	DBS Submit
1	08/2024	Owner Review
1	04/2024	REVISIONS

**The Banter Hotel
Courtyard Master Plan
101 College Street
Greenville, South Carolina**

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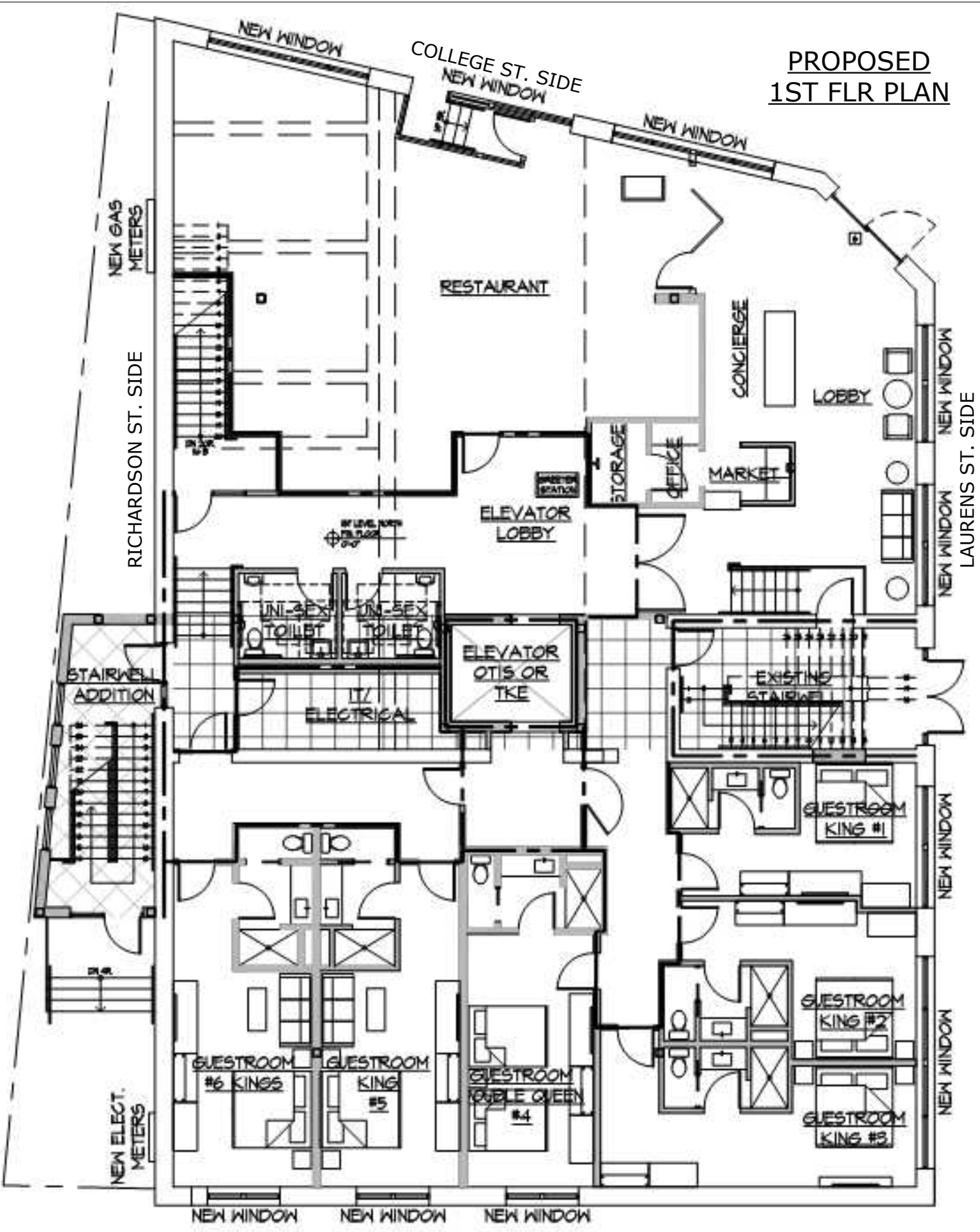
DRAWN
JPMc
DESIGN
JPMc
CHECKED

DATE
February 2026
SCALE

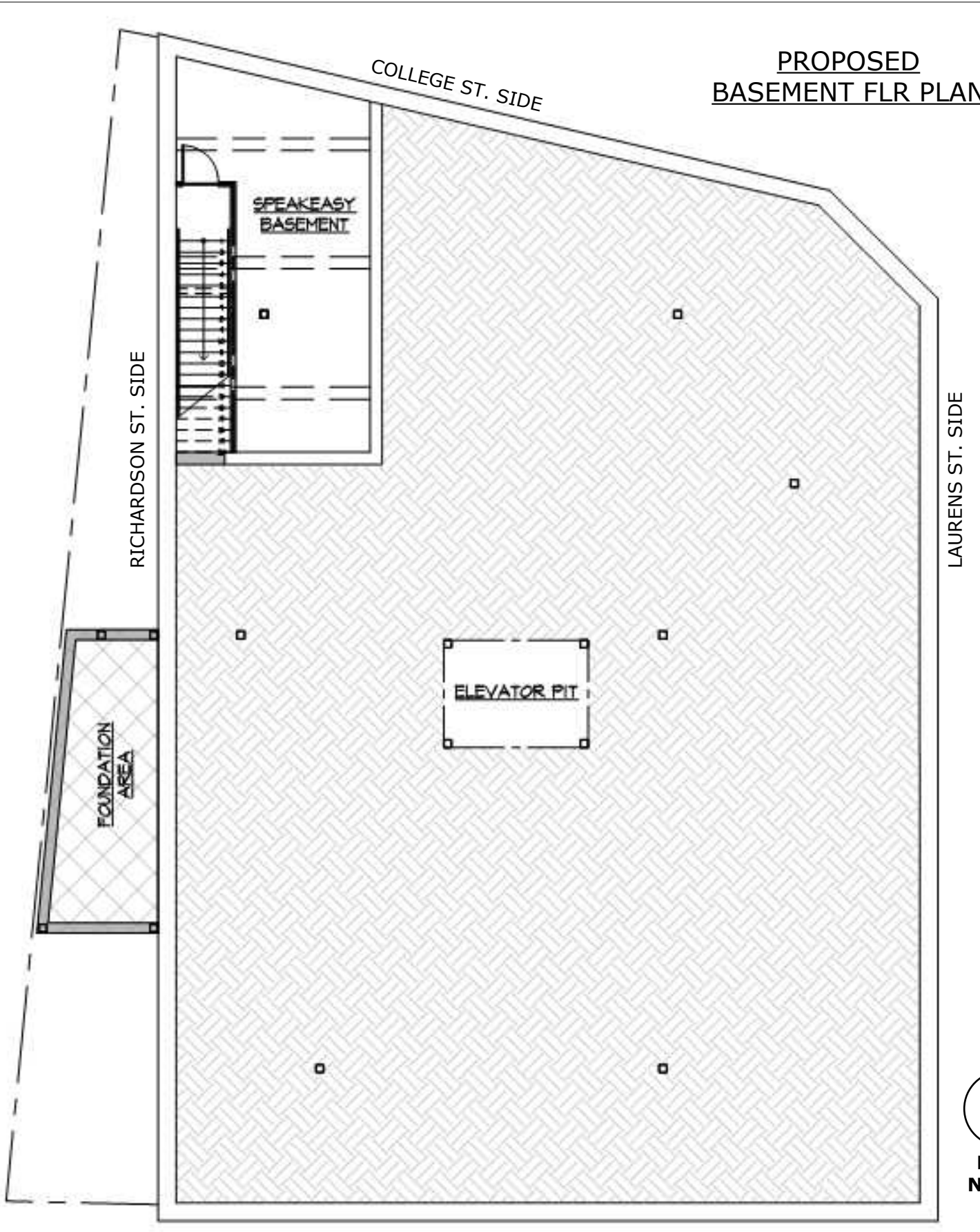
JOB NO.
26007
SHEET
L1.0

ISSUE DATE: 04/01/2026

**PROPOSED
1ST FLR PLAN**



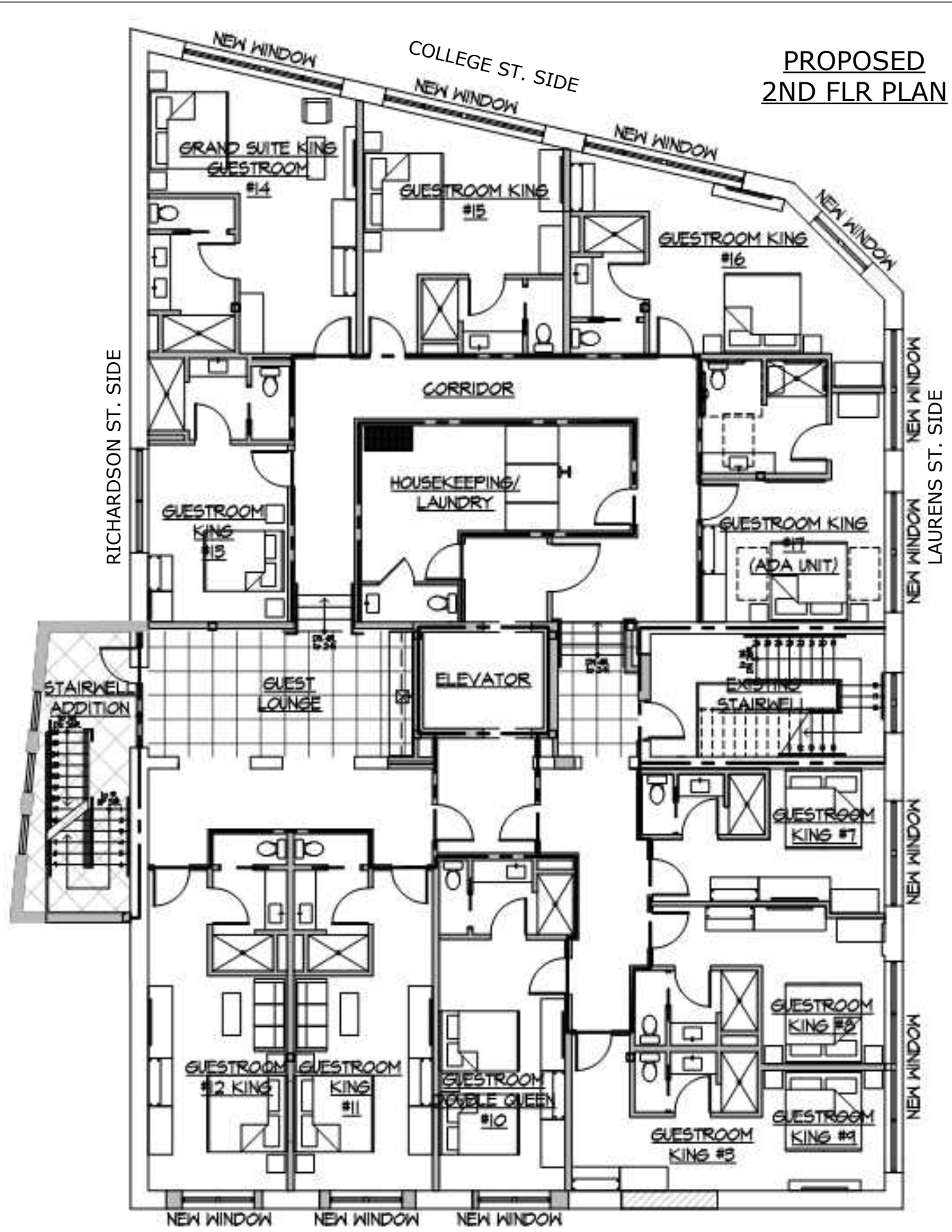
**PROPOSED
BASEMENT FLR PLAN**



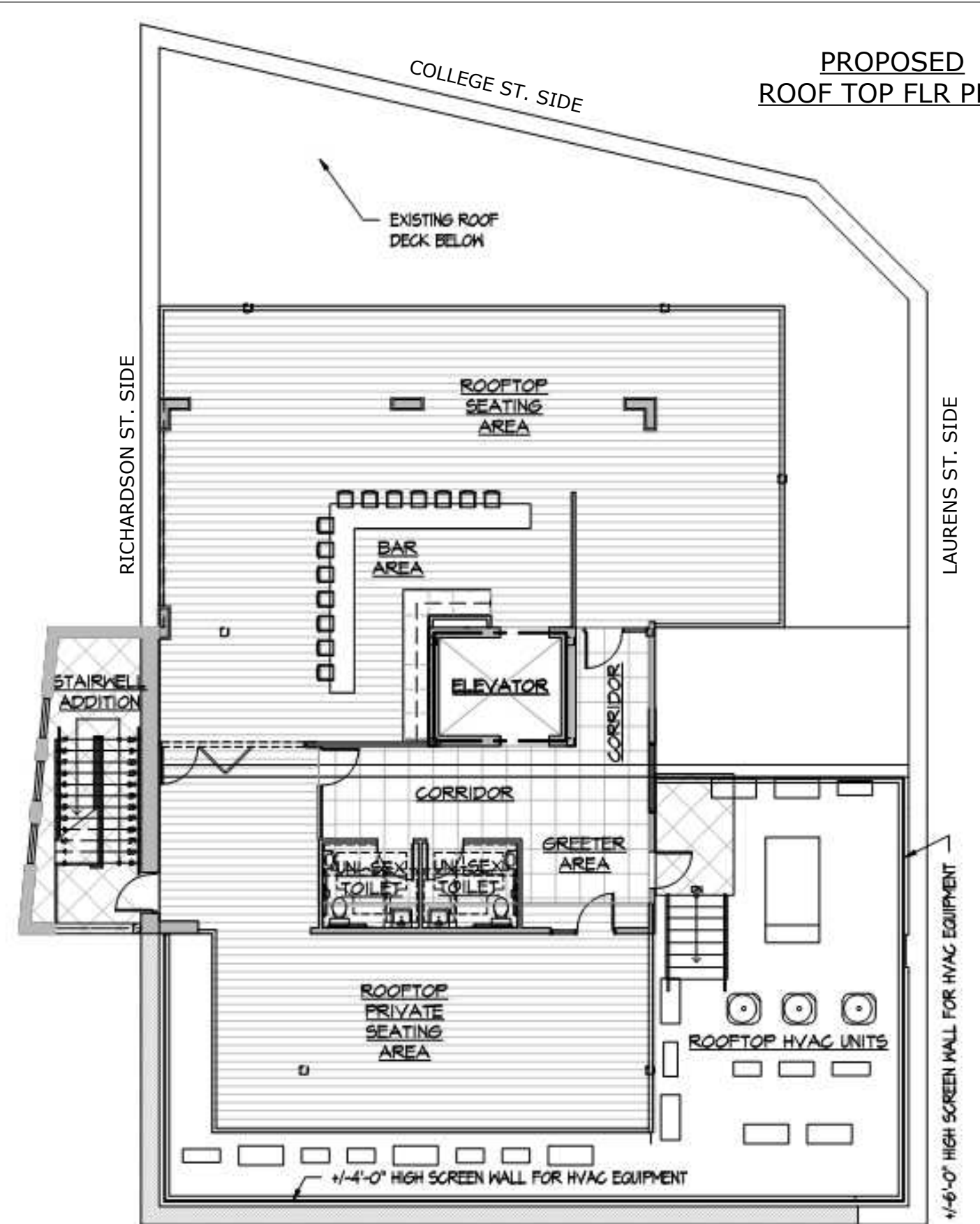
**PLAN
NORTH**

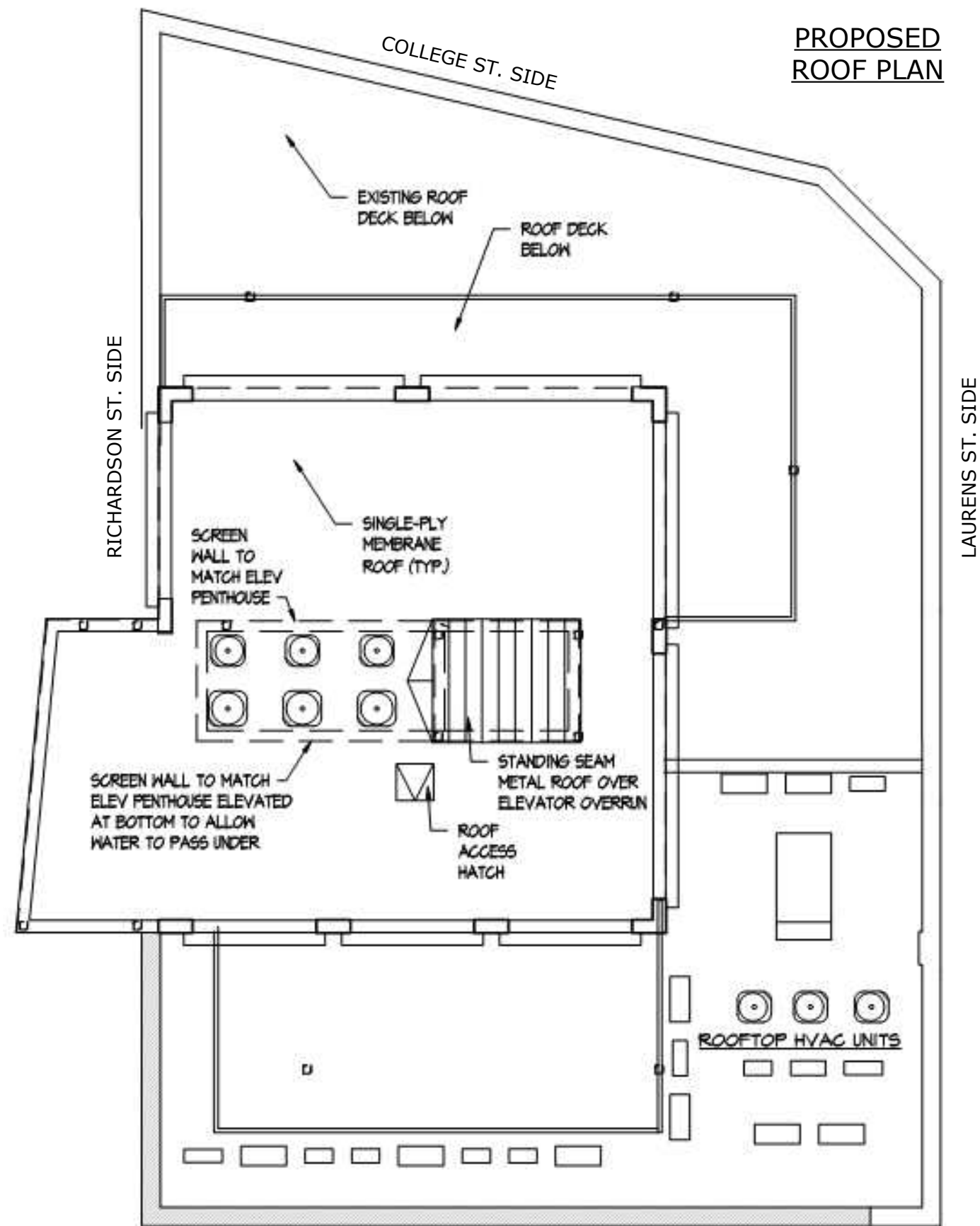
ISSUE DATE: 04/01/2026

**PROPOSED
2ND FLR PLAN**

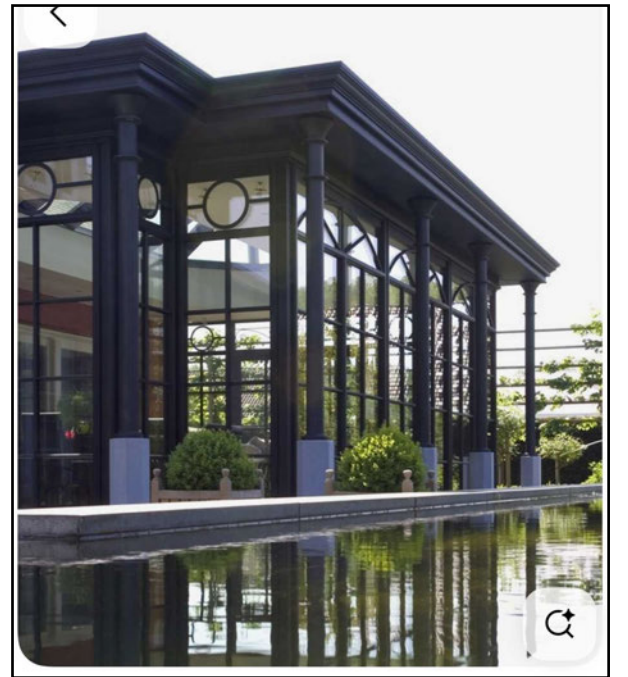


**PROPOSED
ROOF TOP FLR PLAN**

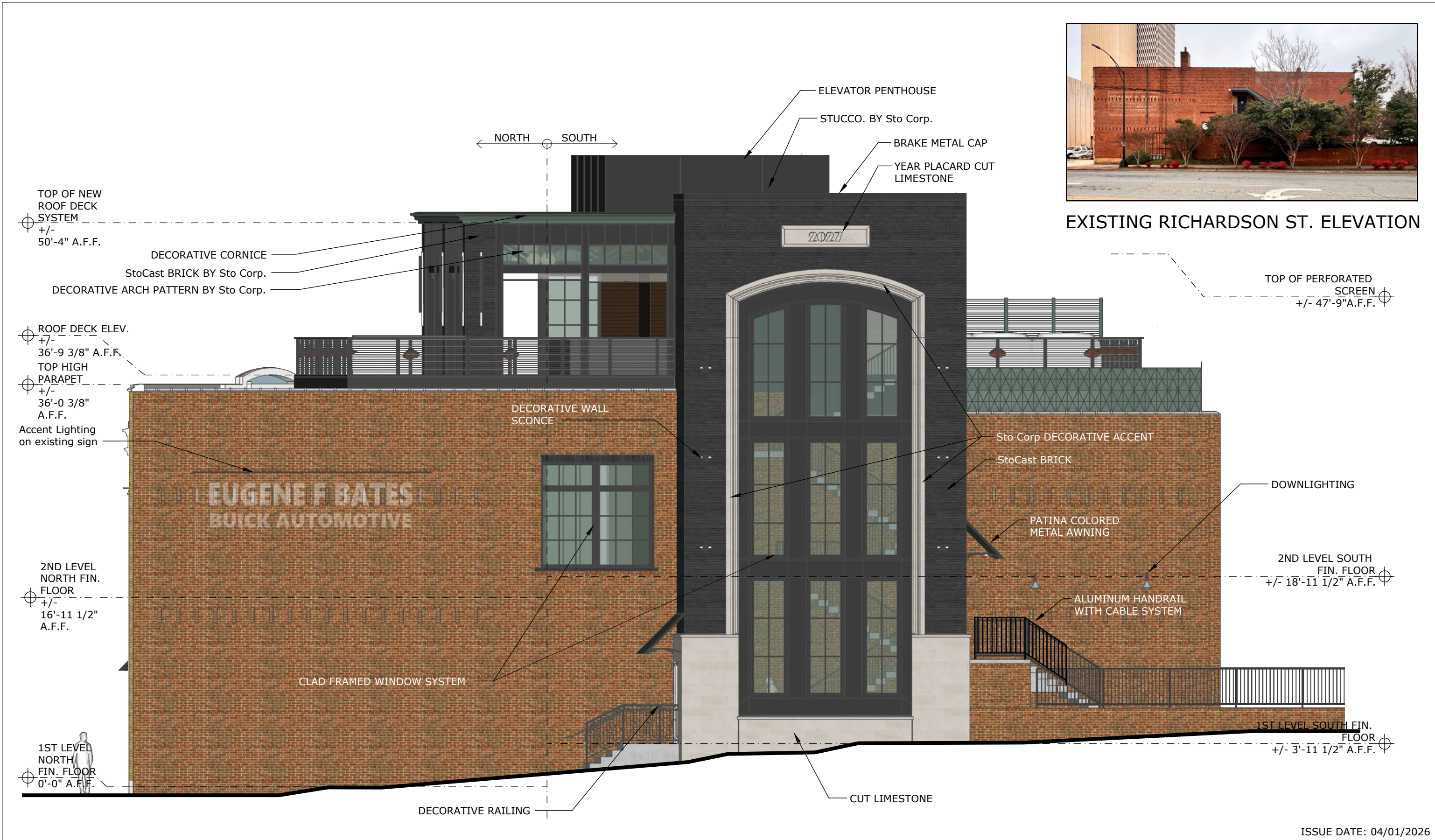




ISSUE DATE: 04/01/2026



ISSUE DATE: 04/01/2026



EXISTING RICHARDSON ST. ELEVATION

ISSUE DATE: 04/01/2026



ISSUE DATE: 04/01/2026

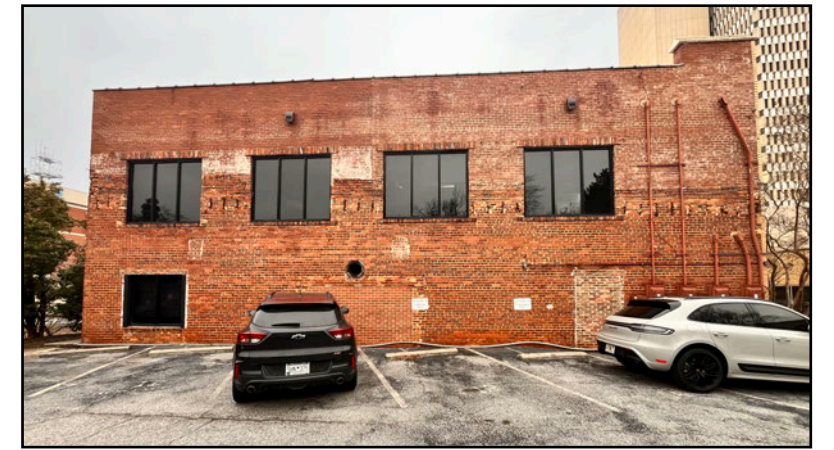
DECORATIVE CORNICE
StoCast BRICK BY Sto Corp.

ELEVATOR PENTHOUSE

CLAD FRAME WINDOW SYSTEM

STUCCO. BY Sto Corp.
Smooth Milano Finish Typical

ALUMINUM RAILING
WITH CABLE



EXISTING REAR PARKING LOT ELEVATION

TOP OF
PERFORATED
SCREEN
+/- 39'-8"
A.F.F.

TOP HIGH
PARAPET
+/-
36'-0 3/8"
A.F.F.

PERFORATED HVAC
SCREEN BEYOND

DECORATIVE WALL TRELLIS
StoCast BRICK OVER StoTherm SYSTEM
PATINA COLORED
METAL AWNING

2ND LEVEL
NORTH FIN.
FLOOR
+/-
16'-11 1/2"
A.F.F.

1ST LEVEL
NORTH
FIN. FLOOR
0'-0" A.F.F.



ISSUE DATE: 04/01/2026



EXISTING LAURENS ST. ELEVATION

TOP OF NEW
ROOF DECK
SYSTEM
+/-
50'-4" A.F.F.

PERFORATED HVAC SCREEN

ROOF DECK ELEV.
+/-
36'-9 3/8" A.F.F.
TOP HIGH
PARAPET
+/-
36'-0 3/8"
A.F.F.

2ND LEVEL
NORTH FIN.
FLOOR
+/-
16'-11 1/2"
A.F.F.

2ND LEVEL SOUTH
FIN. FLOOR
+/- 18'-11 1/2" A.F.F.

1ST LEVEL
NORTH
FIN. FLOOR
0'-0" A.F.F.

1ST LEVEL SOUTH
FIN. FLOOR
+/- 3'-11 1/2" A.F.F.

CLAD FRAMED WINDOW SYSTEM

NEW BRICK INFILL TO MATCH
EXISTING MASONRY

PATINA COLORED
METAL AWNING

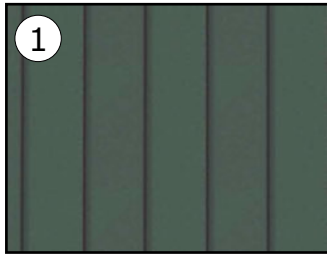
ISSUE DATE: 04/01/2026

15 PROPOSED LAURENS STREET ELEVATION

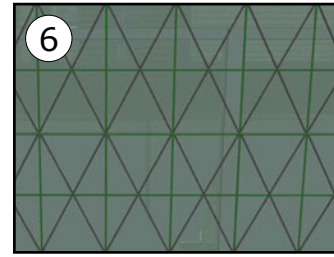
SCALE: 1/8" = 1' - 0"

101 COLLEGE ST.





Awnings:
 Roofing Material: Standing seam
 Framing Material: Metal
 Roof Color: VERDIGRIS
 Framing Color: Black/ Graphite
 Manufacturer: TBD



Roof Top Screen wall:
 Type: Perforated Screen
 Color: VERDIGRIS
 Finish: Matt
 Frame: Metal
 Manufacturer: Alabama Metal Art



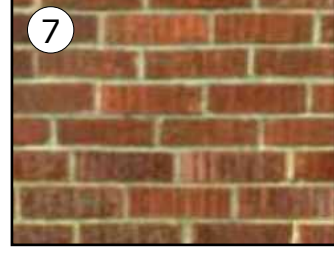
Stone Cap at Rear Patio Fence Corners & Short Wall At End of Patio:
 Type: Concrete/Stone
 Color: Grey
 Manufacturer: TBD



Roof Deck Rail:
 Type: Aluminum
 Color: Graphite
 Manufacturer: TBD



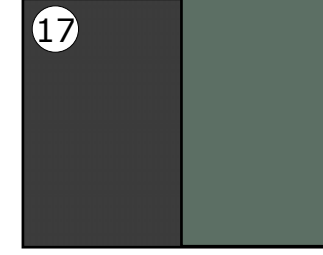
Rear Patio:
 Type: Stone Pavers
 Color: TBD
 Manufacturer: TBD



Rear Patio Fence Corners & Short Wall At End of Patio:
 Type: Brick
 Color: Match Existing Rear Wall
 Manufacturer: TBD



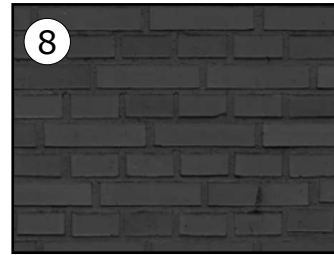
Stair Tower Window Surround:
 Material: Sto-Cast
 Finish: Cut limestone to match base material



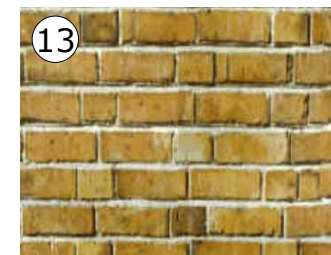
Cap Flashing:
 Type: Aluminum
 Color: Graphite/Verdigris
 Manufacturer: TBD



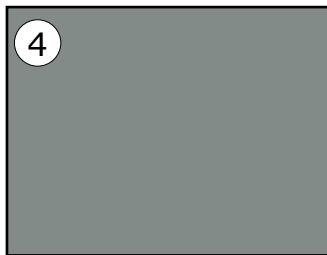
Windows:
 Type: Fixed Frame
 Frame Type: Aluminum Clad
 Glass Color: See material #4
 Frame color: Graphite
 Manufacturer: TBD



Stair Tower Wall:
 Type:(StoCast Brick)
 Color: Black/ Graphite
 Manufacturer: Sto-Corp. or equal



Brick Infill:
 Type: Brick
 Color: Color match by local brick stain artisan
 Manufacturer: TBD



New Glazing:
 Glass Color: Clear VERDIGRIS Tint



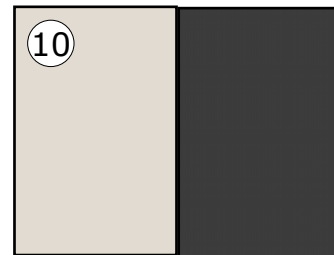
Roof Top Bar Cornice:
 Type: Sto Formed Shape
 Color: Verdigris
 Manufacturer: Sto or equal



Stair Tower Window Infill:
 Type: Milano Smooth Finish
 Color: Graphite
 Manufacturer: Sto or equal



Stair Tower Base:
 Type: Exterior
 Material: Cut Limestone
 Color: Match Existing

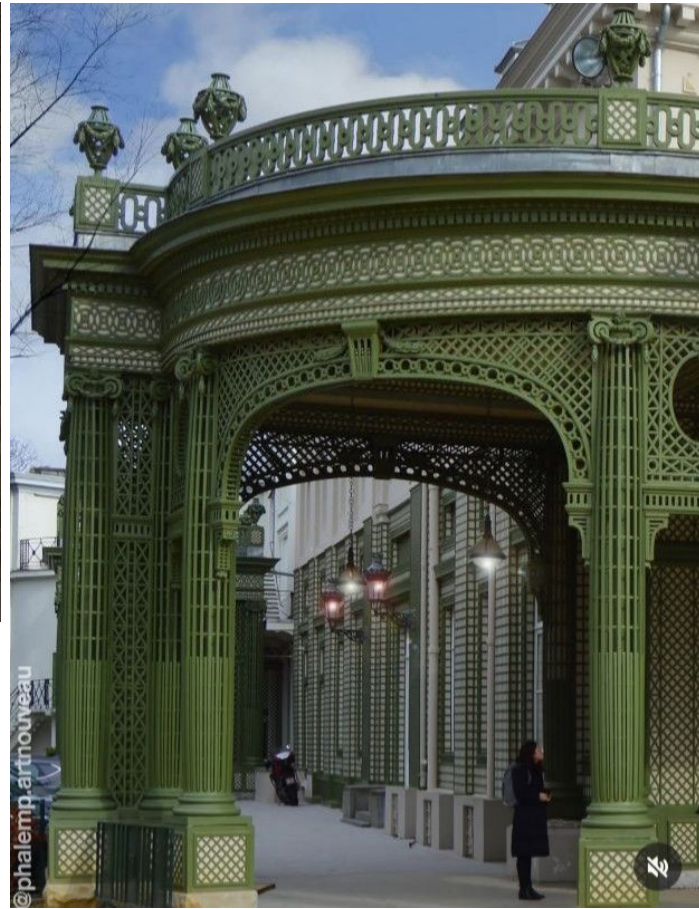
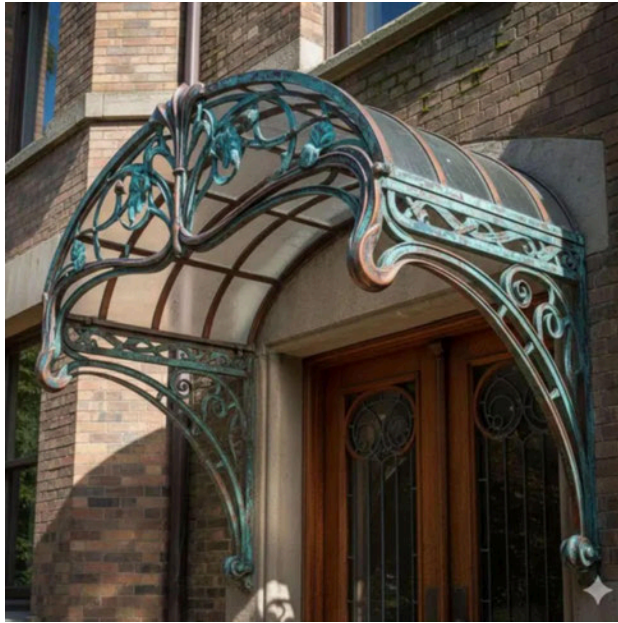


Exterior Door:
 Type: Flush Metal
 Color: Paint to match adjacent wall
 Location: Stair Tower Hidden Door
 Roof Deck HVAC access door



Laurens St Stair Door:
 Type: Aluminum Clad Frame two panel with glass
 Color: Graphite
 Manufacturer: Marvin or equal

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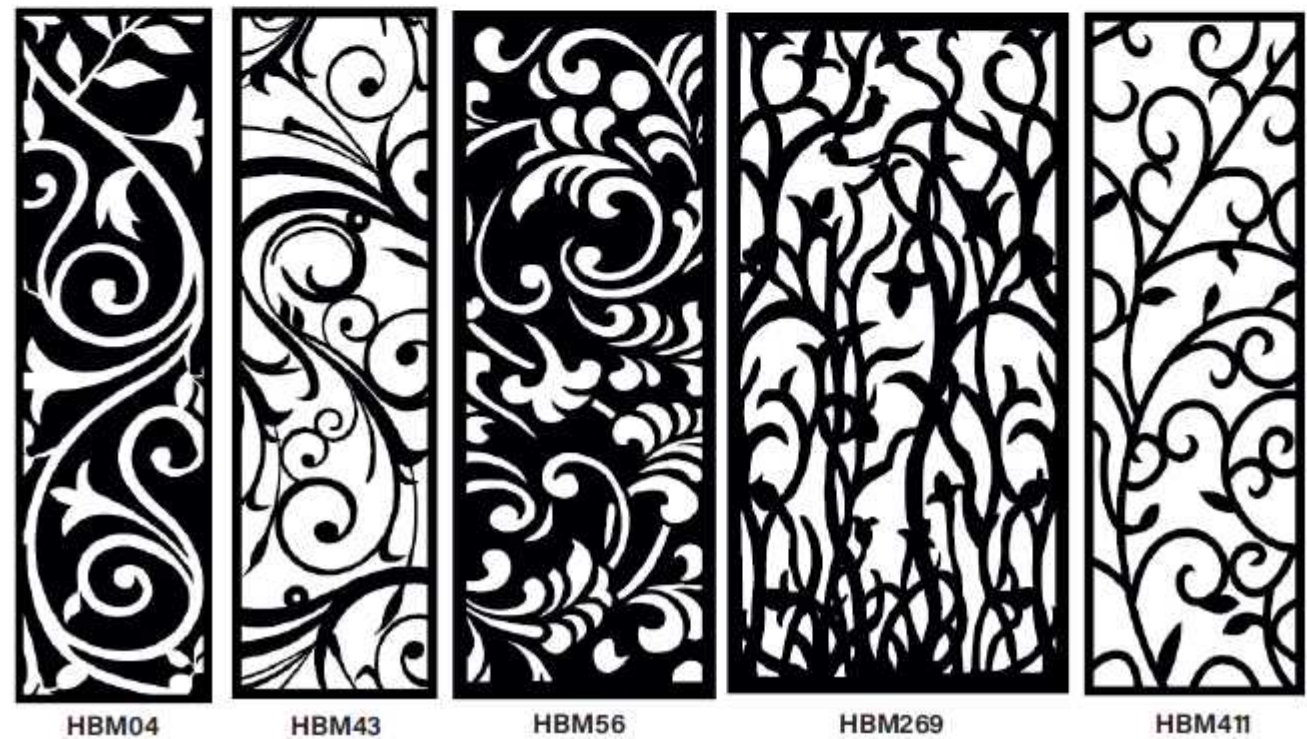
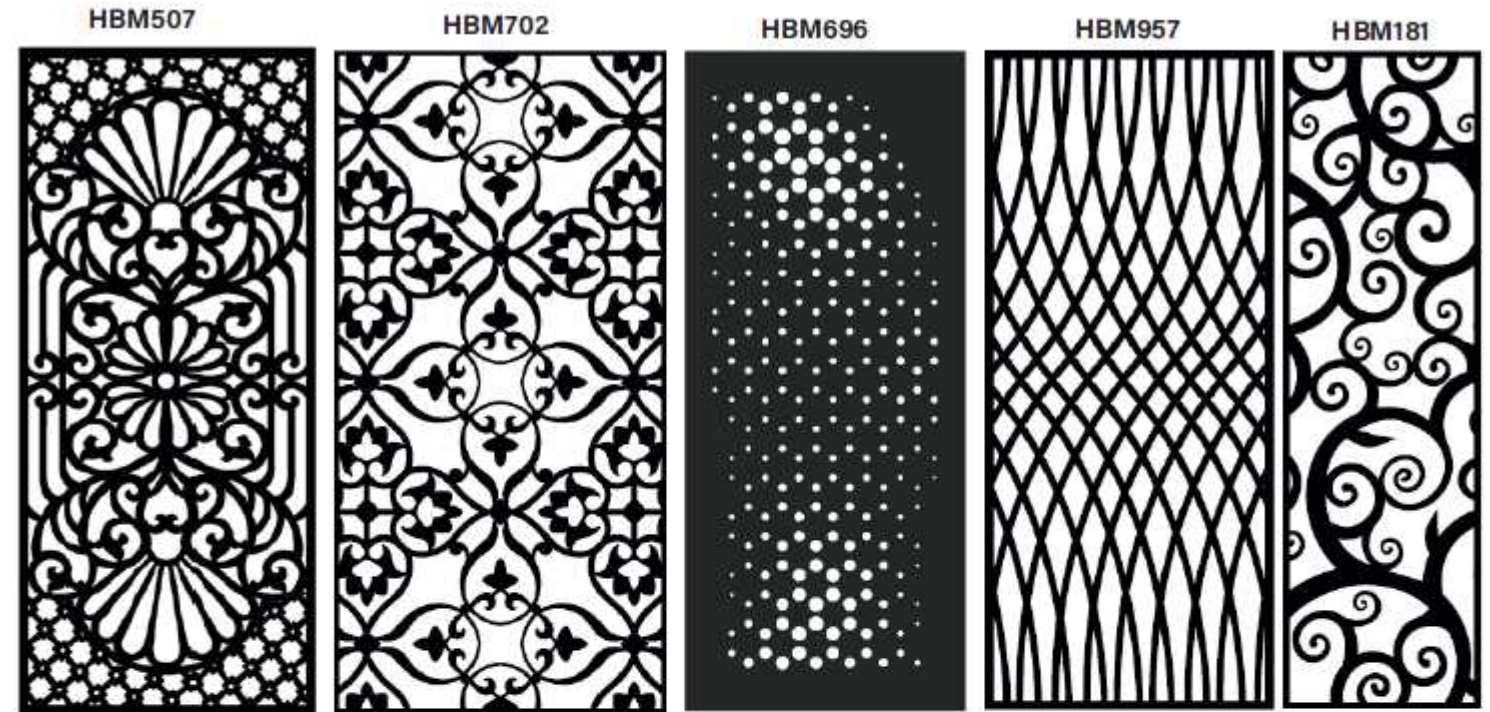


@phalemp.arnouveau

INSPIRATION IMAGERY - ART NOUVEA GARDEN



Internal Panel Design Options/ Inspo



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PROPOSED RICHARDSON ST. ELEVATION



PRECAST AT MAIN ENTRANCE OF BUILDING

THE PERCENTAGE OF DARK TO LIGHT MATERIALS ON THE PROPOSED RICHARDSON ST. ELEVATION IS COMPARABLE TO THE BUILDING'S EXISTING ELEVATIONS. THE BUILDING'S EXISTING WINDOWS ARE TO REMAIN.



BLACK WINDOWS
YELLOW BRICK

RED BRICK
MISMATCHED RED BRICK

BLACK WINDOWS
MISMATCHED RED BRICK

BLACK WINDOWS
YELLOW BRICK

EXISTING COLLEGE ST. ELEVATION

EXISTING RICHARDSON ST. ELEVATION

EXISTING REAR PARKING LOT ELEVATION

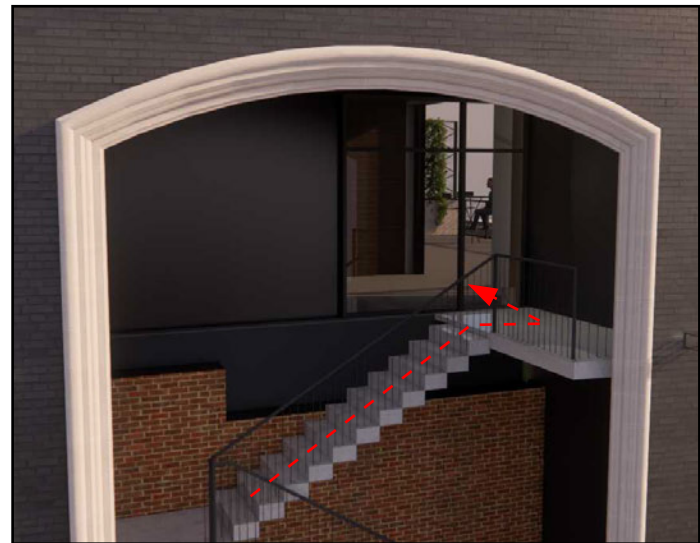
EXISTING LAURENS ST. ELEVATION

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TOWER PERSPECTIVE



STAIR TOWER GIVES ACCESS TO ALL LEVELS OF THE BUILDING



STAIR UP TO ROOF DECK PATIO



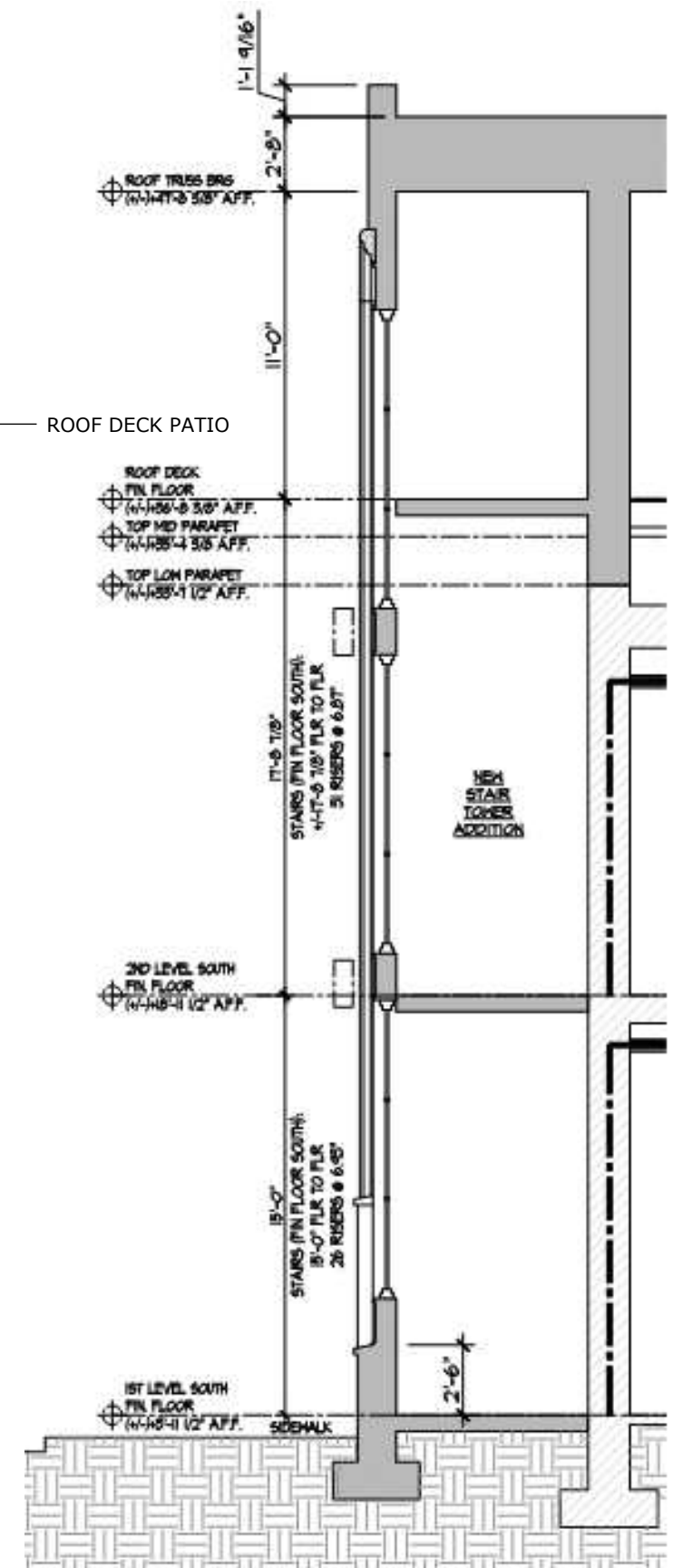
HVAC SCREEN FOR ROOFDECK PATIO (BEYOND)

STAIR TO SECOND LEVEL NORTH & SOUTH

STAIR DOWN TO MAIN LEVEL NORTH & SOUTH

WINDOWS NOT SHOWN FOR CLARITY

ACCESS FROM REAR PARKING LOT



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PROPOSED #1



PROPOSED #2



CURRENT #1



CURRENT #2

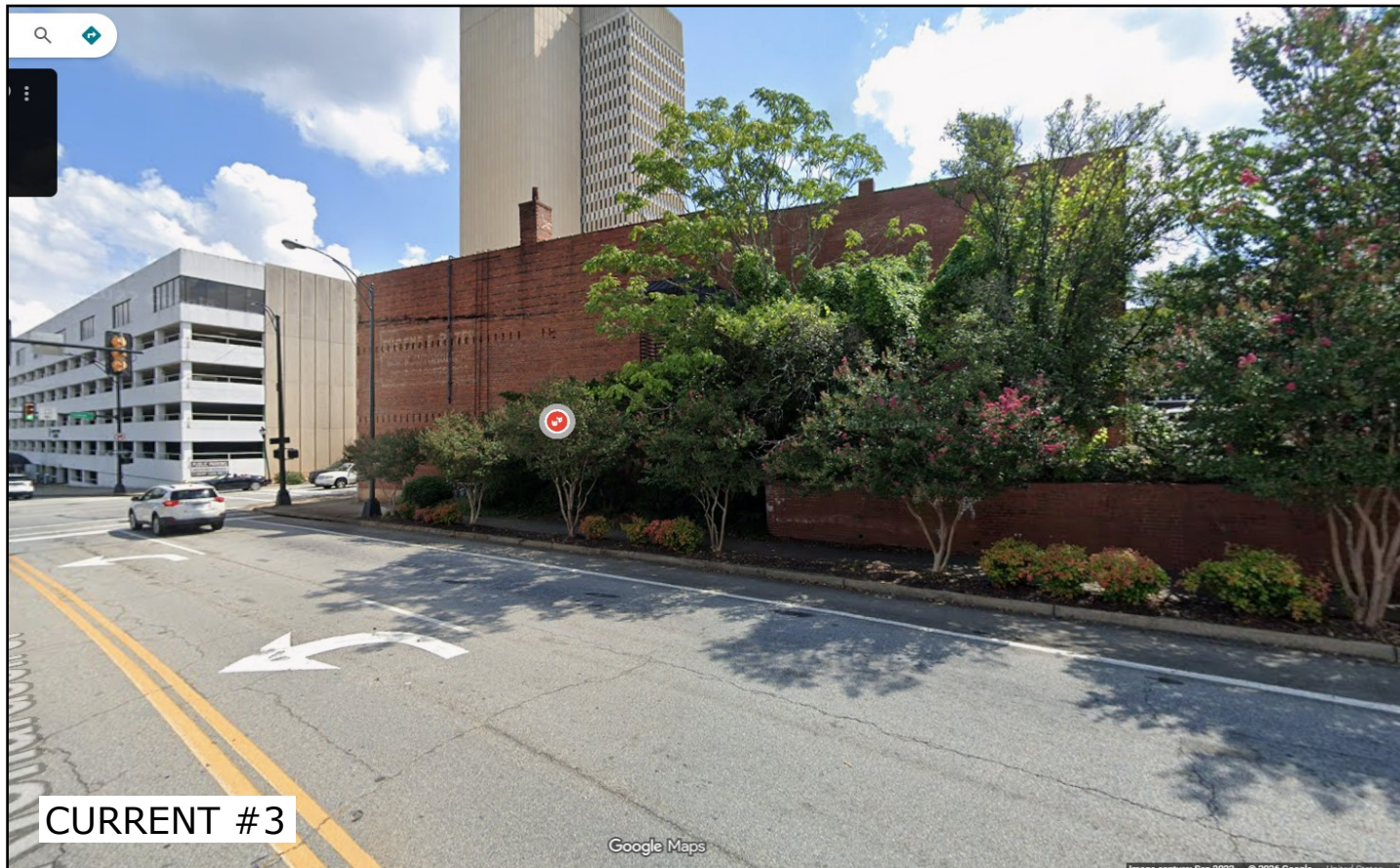
ISSUE DATE: 04/01/2026



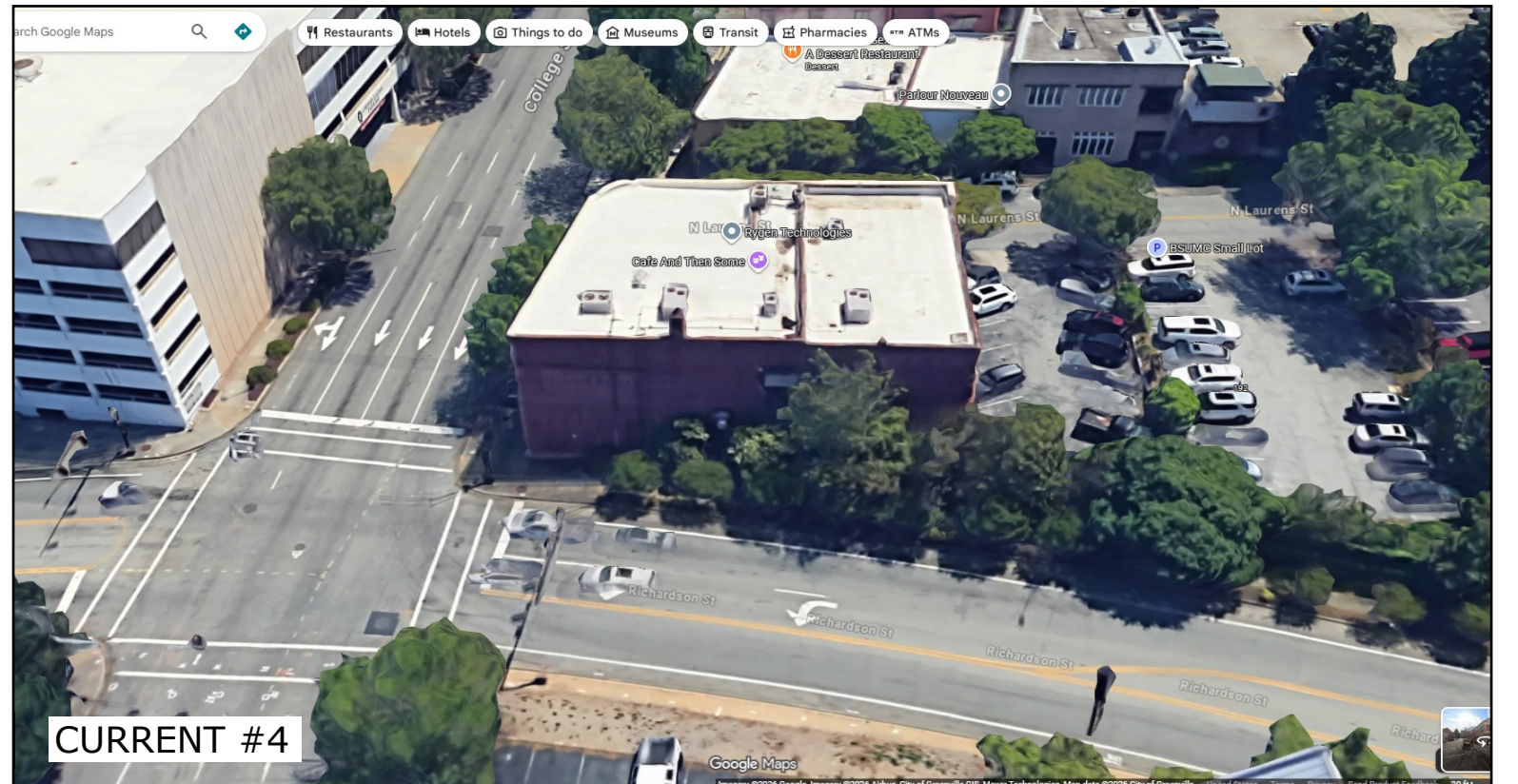
PROPOSED #3



PROPOSED #4



CURRENT #3



CURRENT #4

ISSUE DATE: 04/01/2026



ISSUE DATE: 04/01/2026

23 PERSPECTIVE RENDER 'A'
SCALE: N.T.S.
101 COLLEGE ST.





ISSUE DATE: 04/01/2026



ISSUE DATE: 04/01/2026

25 PERSPECTIVE RENDER 'C'
SCALE: N.T.S.
101 COLLEGE ST.





ISSUE DATE: 04/01/2026

26 PERSPECTIVE RENDER 'D'
SCALE: N.T.S.
101 COLLEGE ST.





ISSUE DATE: 04/01/2026

27 PERSPECTIVE RENDER 'E'
SCALE: N.T.S.
101 COLLEGE ST.

