



City of Greenville
Design Review Board – Urban Design Panel
Minutes of the **September 5, 2019** Regular Meeting
10th Floor – Council Chambers 4:00PM
Meeting Notice Posted on August 21, 2019
Minutes prepared by Chad Hall

Members Present: Carmella Cioffi, Danielle Fontaine, William Crawford and John Edwards
Members Absent: Mitch Lehde
Staff Present: Jay Graham, Planning and Development Manager; Logan Wells, Assistant City Attorney; Courtney Powell, Senior Development Planner; Brennan Williams, Development Planner; Chad Hall, Development Planner

Chairwoman Carmella Cioffi called the meeting to order at 4:00 PM. She welcomed those in attendance and explained the procedures for the meeting. The minutes of the August 1, 2019 meeting were unanimously approved. The agenda for the September 5, 2019 meeting was unanimously accepted. All affidavits were received; no conflict of interest was cited.

Old Business:

- A. **CA 19-95** Application by City of Greenville and CAP Camperdown LLC for a **CERTIFICATE OF APPROPRIATENESS** for final material/color selection for the stair walls and sign base on property bound by **W BROAD ST, FALLS ST, JAPANESE DOGWOOD LN and S MAIN ST** (TM# 0061000304101)

Hall presented the staff report. The applicant seeks approval for the final material/color selection for the stair walls and sign base on property, as conditioned per the April 4, 2019 DRB approval of the overall staircase design.

The applicant proposes a powder-coated aluminum to resemble Corten steel. Staff believes the appearance is more authentic than previous versions shown in April.

Staff recommended approval of the panels, as submitted.

The applicant was available to answer questions. No one spoke in support or opposition.

Crawford made a motion to approve the material and color. It was seconded by Fontaine. The motion passed 4-0.

New Business:

- A. **CA 19-615** Application by Jeff Renow for a **CERTIFICATE OF APPROPRIATENESS** for a change of color to the façade(s) on property located at **924 S MAIN ST** (TM# 0072000200402)

Hall presented the staff report. The applicant expressed a desire to paint the building, changing from the current charcoal gray to a white (Eggshell). Staff advised choosing a color, per the Downtown Design Guidelines, specifically for the West End.

In the days leading up to the DRB meeting, the applicant painted a portion of the building white and another black (without a CA). The applicant informed staff that they wanted to discuss a white building with LED lighting to provide color. However, the applicant was not present at the time of the hearing.

The Board agreed that repainting to a lighter color would be advantageous of the area, but was dejected with the proposal of utilizing a version of white. Largely due to the immense exposed surface area of the building.

The Board also wanted to convey to the applicant that the portions that were painted as examples need to be repainted to match the existing color until such time that a CA has been granted to make any exterior changes.

Crawford made a motion to deny the request to paint the building a version of white. It was seconded by Fontaine. The motion passed 4-0.

- B. CA 19-618** Application by Brad Weiser (HKW, LLC) for a **CERTIFICATE OF APPROPRIATENESS** for the site of a new hotel on property located at **100 N MARKLEY STREET** (TM#s 0074000100500, 0074000100400, 0074000100300, 0074000100600, 0074000100700, 0074000100100)

Hall presented the staff report. The applicant requested site approval for property located on the northeast side of the intersection of N Markley St and Rhett St. The proposed structure is a five-story hotel (plus a rooftop element), with active public uses located along the ground floors. One hundred percent of the site is being consumed by the building, with streetscape considerations being the primary item to evaluate in terms of a site review.

The applicant and the design team were available to answer questions about the site. They expanded upon the description of the corner condition and access entryways.

Two people spoke in support. No one spoke in opposition.

The Board did not see anything controversial with the proposal, but they felt it was lacking in some clarity. They also encouraged making the streetscape more urban, versus purely following precedent elsewhere on Rhett St.

Fontaine made a motion to approve the site plan with a condition that the site details be approved by staff and a two-person DRB team. It was seconded by Edwards. The motion passed 4-0.

Advice and Comment (No Public Hearing):

- A. Z-12-2018 FDP-Phase 1** Application by Seamon Whiteside for a **FINAL DEVELOPMENT PLAN** of 2.926 acres located at **BUTLER AVE AND BUNCOMBE ST** in “The Holbrook” Planned Development (TM#s 0019000100100; 0019000100500; 0019000102700)

Hall briefly presented the proposal for a final development plan. Certain changes to the site plan and architecture have occurred since 2018. The Board was able to discern the differences with clarification from the applicant/designer; the difficulty stemmed from the vast differences in presentation (colored renderings versus black-white elevations). The applicant mentioned that power lines across the frontage would need to be buried, primarily for fire access. There was also the potential for removing a glass connector between buildings, which the board did not seem concerned with, but asked for the final options to be presented to the Board. The Board did not seem to object to any of the changes; they suggested the team to present like-for-like images to the Planning Commission. They also encouraged incorporating a museum theme into the retail component(s).

Informal Review (No Public Hearing):

- A. Architecture for proposed hotel at 100 N Markley St** (TM#s 0074000100500, 0074000100400, 0074000100300, 0074000100600, 0074000100700, 0074000100100)

Hall briefly presented the architecture for the proposed lifestyle hotel. The applicant and the design team also gave a presentation of the architecture and site.

The proposed mixed-use project consists of 14,727 square feet of commercial lease area and contains 165 residential units. A restaurant and coffee shop, to be run by the hotel, are proposed on the ground level in addition to event spaces; a brewery/restaurant will be provided with access off of Rhett Street. These are open to the public and accessed from each street, accentuated by active café space along the sidewalk. The building is five stories above grade along N Markley St, with a rooftop component in addition.

Vehicular access to underground parking is from Rhett Street. The proposal is that the building will utilize 100% valet parking.

The architecture is derived from the rhythm and patterns of building along Rhett, Markley and other streets to/from downtown. Insomuch, it was a conscious attempt to not replicate many of the multifamily projects that have become commonplace in Greenville.

Brick is proposed as ebony, but with a slight sheen (not a brick building painted black), so that there will be some play with the light conditions. The areas of exposed structure carry through and up the corner to the rooftop trellis component. The hotel entrance has been purposely downplayed so as to not be a dominant feature. The architect explained that they are still working on the angular window flares.

The Board appreciated the architectural variation presented and the activation of the street. They cautioned that the plant material shown at the corner needs to be hardy and well-maintained. A concern was also expressed about the concrete wall next to the garage entrance; possibly add a subtle variation that marries the materials. The window flares/sun shades seemed intriguing and members were curious to see their evolution.

The Board valued the fact that the architecture gave a nod to the Warehouse District, without emulating it.

Other Business (No Public Hearing):

A. Pendleton Street Corridor

Hall opened up the discussion regarding the Pendleton Street corridor by utilizing images provide by Fontaine. She expanded with great concern about the unprotected (no overlay) portion of this corridor between the West End and the West Greenville Neighborhood (noting some C-4 bridges a portion of the gap). This area is comprised of nearly three blocks on the north side of Pendleton St, with several blocks on the south side that are not within an overlay either. The Ordinance does little to provide the proper context-sensitive siting and design solutions without additional guidance.

The Board directed staff to explore and propose options for the protection of this corridor, between the two existing districts. Staff will attempt to bring ideas in November.

B. Updating the Reviewable Structures List

Powell gave an update on the C-4 Reviewable Structure list. The survey was adopted by City Council, so the next phase will include reviewing the C-4 reviewable structures list. Fontaine added this year is the 100-year anniversary of the Bauhaus movement, and the city has an underappreciated shining example with City Hall, that should be promoted.

At 5:50pm, the Board voted to go into executive session in order for the Board to seek legal advice from the City Attorney; Edwards made the motion and Fontaine seconded, passing 4-0.

At 6:08pm, the Board came out of executive session having taken no action. Crawford made the motion, seconded by Edwards and approved 4-0.

Adjourn:

Having no other business, the meeting adjourned at 6:09 pm.