



Office Use Only:

Application# CU 19-117 Fees Paid 250
Date Received 2/12/19 Accepted By JG (SL)

APPLICATION FOR CONDITIONAL USE
CITY OF GREENVILLE, SOUTH CAROLINA

APPLICANT / PERMITTEE*: Stephen Phillips Owner / Joseph and Company LLC
*Operator of the proposed use; Name Title / Organization
permit may be limited to this entity.

APPLICANT'S REPRESENTATIVE: _____
(Optional) Name Title / Organization

MAILING ADDRESS: 111 Thomas Street, Greenville, SC, 29617

PHONE: (734) 604-0001 EMAIL: Stephen.clay.phillips@gmail.com

PROPERTY OWNER: Chris Markwell

MAILING ADDRESS: 2541 N Pleasantbury Drive Suite 210 Greenville, SC 29609

PHONE: (864) 612-8030 EMAIL: Kcmarkwell@yahoo.com

PROPERTY INFORMATION

STREET ADDRESS: 9 Anderson Street, Greenville, SC, 29601

TAX PARCEL #: 0073000400800 ACREAGE: 0.25 ZONING DESIGNATION: C-3

REQUEST

Refer to Article 19-4, Use Regulations, of the Land Management Ordinance (www.municode.com/library/)

DESCRIPTION OF PROPOSED LAND USE:

Bar/Lounge

INSTRUCTIONS

1. The application and fee, made payable to the City of Greenville, must be submitted to the planning and development office during normal business hours.
2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a conditional use). See also **Section 19-2.3.6, Conditional Use Permit**, for additional information. You may attach a separate sheet addressing these questions.
3. For conditional use requests for nightclubs/bars, event venues, or businesses operating after midnight, the applicant must also submit the **Zoning Compliance Application for Establishments Serving Beer, Wine, or Liqueur**.

4. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.

5. You must attach the required application fee: \$250.00

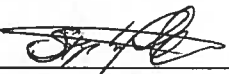
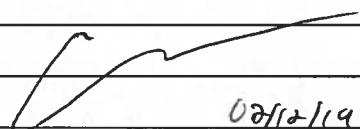
6. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6, Determination of Sufficiency**, prior to routing the application for staff review. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

7. **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 and advise them to withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived.

To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is or is not restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.

	APPLICANT SIGNATURE
2/12/19	DATE
	PROPERTY OWNER SIGNATURE
02/12/19	DATE

**Applicant Response To
Section 19-2.3.6(D), Standards – Conditional Use Permit**

(You may attach a separate sheet)

1. Describe the ways in which the proposal complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of **Section 19-4.3, Use Specific Standards**.

Please see attached document.

2. Describe the ways in which the infrastructure (roads, potable water, sewerage, schools, parks, police, fire, and emergency facilities) capacity is adequate to serve the proposed conditional use.

Please see attached document.

Conditional Use Application
February 12, 2019
9 Anderson Street
EXILE
Stephen Phillips, Owner

Applicant Responses:

1. Use Classification: 19-4.2.4 (E) (2) (c)
Use-Specific Standards: 19-4.3.3 (F) (10)

The proposed use is a Bar/Lounge, serving food (expected to be less than 25% of sales). As described in the Zoning Compliance Application in detail, we believe the proposed use to be able to fulfill and fit well with all requirements and regulations.

- (a) The permit will be held by Stephen Phillips, as owner of Joseph and Company LLC, the tenant of 9 Anderson Street.
- (b) All applications are currently in process, to be submitted by February 19, prior to TAC hearing. The proposed use will not be used for any other purposes than has been described between this application and the Zoning Compliance Application, along with all State level applications.
- (c) The owner, Stephen Phillips, and managing partner, Nicholas McSherry, will be, at all times of operation, in the building and/or on the premises.
- (d) Two (2) of the staff currently hold certification of having completed TIPS training. The rest of staff will complete TIPS training within 90 days of the Conditional Use Permit being granted, and the others will update, if needed. Then all certification of training will be kept on premises, in the office. In the event of any new hires, they will first be required to take the TIPS training before any training on premises.
- (e) If stipulated by TAC, we will pursue acquiring security staff that is properly trained.
- (f) After having a feasibility inspection with Tony Rivera, we expect the capacity to be set at 79, and plan to never have more than 70 people (guests and staff) in the building at any time. Listed in our Staff Duties is the responsibility of crowd management, including but not limited to, monitoring patrons exit and entry.
- (g) No exterior sound amplification is planned.
- (h) We will abide by the recommendations of the advisory board regarding interior sound amplification. We plan to have signs on all doors stipulating they must be shut at all times after 10 p.m.
- (i) The proposed use has no rooftop deck, nor plans for one. If that should ever arise, we would abide by all guard railing rules and recommendations.
- (j) We will post such necessary and helpful notices within the space as well as at the designated smoking location.

- (k) The proposed use has no encroachment issues and all smoking will be had at the designated location on our property as noted in the drawings. There will be outside noise amplification.
 - (l) We plan to frame and post the Conditional Use Permit, along with all other similar necessary documentation in one, easy to find and easy to see location, to be decided when we can better understand where that would be within the space.
 - (m) All such restrictions would be adhered to by the proposed space.
2. The area surrounding the proposed location is already well-equipped to handle a great deal of infrastructural needs. Within 1,000 feet, there are at least 300 living units, a church, a gas station, and a few small businesses (West End Coffee, for example). It is currently C-3 zoned and just barely out of reach of the main downtown C-4 zoning and heavy infrastructural use. The proposed use would not be adding a great deal of stress to the existing infrastructure. The only effect we foresee on those needs would be an increase in trash/recycling pick up at the location. The location is 0.9 miles away from St. Francis Downtown, 0.6 miles from Greenville Fire Department Station #2, and 2.2 miles from the Greenville Police Department on McGee Street. Our effect on the roads will be very low, due to the fact that our business is expected to be foot traffic and cycling heavy, not to mention the location currently has a parking lot for 15 (subject to change due to new ADA parking spot being planned). We expect to have fewer than 70 people (guests and staff) in the building at all times,



city of greenville

Zoning Compliance Application

Establishments Serving Beer, Wine, Or Liquor

Applicant

Name Stephen Phillips Phone (734) 604-1001
 Mailing Address 111 Thomas Street, Greenville, SC, 29617
 Email Stephen.clay.phillips@gmail.com
 Signature of Applicant Date 2/11/19

Property Owner

Name Chris Markwell Phone (864) 612-8030
 Mailing Address 1 2541 N. Pleasantburg Dr, Suite 210, Greenville, SC, 29609
 Email KCmarkwell@yahoo.com
 Signature of Property Owner Date 02/14/19

Property Information

Address 9 Anderson Street, Greenville, SC, 29601
 TMS# 0073000400800 Zoning District Designation C-3

Description of Proposed Use

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

Operating Plan

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

Security Procedures

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

Seating Plan

1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.
2. Schedule a feasibility inspection of the property: 864.467.4457

Business Plan

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



city of greenville

Provide a response for each of the following:

1. Describe the ways in which the proposed use is consistent with the comprehensive plan.

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

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

Meet With the Technical Advisory Committee

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

Building Codes and Inspections	Police
Business Licensing	Fire
Economic Development	Planning
Public Information and Events	Legal

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

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

Zoning Compliance Application
February 11, 2019
9 Anderson Street
EXILE
Stephen Phillips, Owner

Operating Plan

1. Bar Lounge
2. Wednesday - Saturday, 5pm - 2am
3. 1 manager and 4 bartenders
 - a. Manager: 2pm - 10pm during days of service
 - b. Bartenders: 2ppl 2pm - 2am, 2 ppl 4pm - 3am; subject to change
 - c. Owner/bartender & manager on days off service: 5-7 hours once to twice a week
4. One (1) ventless speed oven in operation from 4pm - 1am, Wednesday through Saturday. One day a week off service for bar snacks, 1 - 2 hours.
5. Menu: please see attached menu.
Hours: 5pm - 1am, Wednesday through Saturday.
6. On-site parking for 14-15 including one (1) handicap accessible spot.
7. Yes, on private sidewalk in SW corner of building.
8. No live entertainment planned; only music through in-house speaker system, during hours of operation.
9. Last call given at 1am (one hour prior to close), a reminder given at 1:30am, and finally tab closing and glass clearing will be at 1:45am, ensuring all guests are closed out and have completed drinks and/or all drinks have been removed before 2am.

Security Procedures

1. None, please refer to staff duties.
2. TIPS training completed by all staff.
3. Please see included list of staff duties.
4. Only one entrance, other doors exit only, except in case of necessity for handicap accessibility reasons. Any re-entry will still only be through entrance.
5. Crowd management will be achieved through two primary measures: environmental design and staff procedures.
 - a. Our seating plan does allow for some of the "normal" bar feel of standing bars and a main bar, however it is primarily geared towards low, more "living-room-like" seating, intended to provide a more comfortable style of seating, but also a more controllable one. People will be kept to the areas we have created simply by the fact that there are limited options. This type of seating is not easily moved around by guests and, in fact, will not be allowed to do so; therefore, restricting where and how people sit. Also, there are no areas created where guests may easily gather without a seat.
 - b. Moreover, it is our goal and hope to only serve those with a seat. We will have four bartenders staffed, but only two will be behind the actual bar on any given

night. The other two will act as servers and serve a designated area of guest seating, as if it were a full-service restaurant.

- c. Staff will be trained in the above matters, knowing to only serve a guest whom has a seat. It is also in the staff's favor to not have standing or roaming guests for many reasons, including but not limited to: having their traffic patterns remain clear and easier to use, being able to better attend to their guests, ensuring our high standards of hospitality, and remaining organized throughout the night, assisting in a quicker close on the night through means of maintained cleanliness and more organized guest closeouts.
6. Here, again, I would like to refer to the seating plan. There is little to no opportunity to not be in one of our clearly laid out sections which will be easier for our staff to watch and be around at all times. We also will have a Nest camera system installed that will have all doors in view. Additional lighting will be installed at our entrance. We are also on a fairly busy street, Vardry Street, allowing for the naturally added surveillance of street traffic. Another thing working in our favor is the openness of our interior design. Once you've entered, there is really nowhere outside of the bathrooms and our employee only areas that is not immediately and easily visible. Even on our days off, there will still be staff members and maintenance people around. It will not be unoccupied for long periods of time and certainly will not appear so.

Seating Plan

1. See floor plans by Narramore.
2. Preliminarily completed once through Tony Rivera on June 12, 2018.

Business Plan

1. The goal and vision we are putting forward with the concept named EXILE is essentially a bar that dissolves the separation that has come between the casual, comfortable bar and the one with good drinks. We hope to bring back the true nature of the bars where the classic cocktails were created – an environment where everyone feels comfortable, contextually and drink-wise. Our goal is a place where if your favorite drink is a cheap beer, then we'll have the best one for you at a good price, but if the person next to you wants the fanciest new cocktail or just a really good Manhattan, then we'll also have them covered. Exile strives to be a place of community and inclusion as a priority. The drinks are incredibly important, but they truthfully come second to hospitality and a culture that places emphasis on community and togetherness.

There are three key elements that can bring that vision to fruition. First, we must lose pretension without the loss of quality. Secondly, we must have an environment that is both beautiful and clean, but also comfortable and definitively a "bar". Lastly, we need a staff that can create and sustain the quality to rival anyone (and I do mean anyone), without pretension, while providing the best experience tailored to each specific guest. Luckily for us, we currently have proven people who can achieve these goals. We have formed a team including accomplished professionals who have helped in this city's

current best bar programs (The Anchorage, Trappe Door) and one of the best in the world (The Nomad of NYC) with a proven record of hospitality service experience, and with a cloud of quality regulars (Trappe Door, Birds Fly South, The Anchorage, Restaurant 17, The Cliffs) who appreciate and respect this level of quality, hospitality, and craft enough to find it out.

The target audience for EXILE is diverse, demographically, but limited in its scope of the type of bar guest. EXILE will satisfy many people's current desire for a cocktail program of reputable caliber and for a bar of comfort, without loss of quality. However, that being said, it might be easier to describe who EXILE will not attract, rather than who will be visiting. Those finding their way to our bar will not be anyone looking for a club, a "shot bar", a sports bar, or a younger, college age bar. There are several reasons why we can know this in advance. First, we will not have any TVs playing live TV, sports, etc. We will not be having live entertainment and the floorplan does not allow for much room for dancing or anything of that nature. While we strive for the aspects of comfort, hospitality, and affordability, the air and aesthetic nature of EXILE will be one that is foremost of maturity.

Our hope for the environment of EXILE will be one of cleanliness and newness alongside comfort and familiarity. We like to think it will be like walking into a bar that looks like it was opened a few decades ago as the nicest and fanciest cocktail bar around, but has gracefully taken on the decades since. Our goal is to take all the best elements of comfort and familiarity from a dive bar and mix them with all the high end and classy elements of a brand new cocktail bar. A bar can be dark without being "sketchy". It can have the best glassware, lighting, and art without being pretentious and showing off. It is possible to have low lighting, old furniture, rock & roll, and gold rimmed coupe glasses in the same space. I think we all want the comfort of a neighborhood dive bar with the quality of a high end cocktail bar. It really is our position that it's about time we saw these elements thoughtfully brought together.

The interior styling will be predominantly based on darker elements, such as walnut and leather. With no overhead lights, except low hung pendant lights directly above the bar, the majority of the bar will be lit by floor lamps and sconces. The seating will be mostly couches and chairs chosen to fit a mid-century modern look with the help of our friends who run a couple vintage shops here in Greenville, Whim and Shindig. The bar itself will be a take on the classic wooden bar top, with mid-century vibes. There will be art of various themes on the walls and a decent number of plants throughout the space. All that being said, we will still have some elements reminiscent of the classic dive bar, such as a walk-in cooler with local business stickers on it and a wall full of polaroids of our staff and guests enjoying themselves in EXILE, for example.

2. Projected gross revenue of \$492,000 annually. We expect sales to be heavier on the beer, wine, and liquor end, projected at 80%, while 20% being food and/or non-alcoholic beverages.
3. None.

4. In process; will have documentation ready by tentative TAC meeting on February 19.
5. In process; will have documentation ready by tentative TAC meeting on February 19.
6. In process; will have documentation ready by tentative TAC meeting on February 19.
7. In process; will have documentation ready by tentative TAC meeting on February 19.

Zoning Compliance Application, page 2 questions:

1. Comprehensive plan:

We feel that there are many ways EXILE will fit well into Greenville's comprehensive plan. "Community" is listed as one of our five critical elements necessary to fulfill our mission statement. A part of having a strong sense of community is in the literal sense of integrating with our future neighborhood and fitting into it well. There are over 300 living units within 1,000 feet, 5 minutes or less of walking time, from 9 Anderson Street. We will be in the midst of a quickly growing neighborhood and can't wait to help solidify that sense of community for that distinct area of town. By moving into this end of town, we hope to help decongest the downtown Main Street drag somewhat and spread out foot traffic. EXILE will be easily walkable to that area, it has a good amount of parking for anyone needing to drive, and we will have a bike rack in place, as well. We feel that we also fit well into the goals for the West End, namely encouraging arts and retail. EXILE is both art and retail in the form of cocktails.

2. Location appropriate/property value:

EXILE will fit into the area quite well. Currently, that section of Vardry/Pendleton has little to no retail business, art studios, or anything similar to the rest of downtown, West End, or the Village of West Greenville. It appears to be a blank spot between those three neighborhoods. We believe we would help change that. First of all, as mentioned before, our location will help grow a sense of community for that corner of town. It is also our belief that our presence and following success will encourage other business of similar spirit to join in moving to that nook between neighborhoods.

As far as any questions of value, we will be filling a space that has been empty for over two years. We will be upfitting the location, upgrading it to current code. We will bring value to the area by bringing business and pedestrians through. Through our aesthetics, we will have brought back life to the early 60s design of the building, helping keep a small piece of the neighborhood's history, while keeping it modern through its new purpose and giving it new life for many years to come.

3. Minimal adverse effects:

While bringing a lot to the neighborhood, EXILE will not be a nuisance or bother to our neighbors. There are several reasons we believe this to be the case. First, we will not be hosting any special events. We have no plans for live entertainment, we will not be having any type of special drink release days, or festival type events. We will not have any outdoor speakers. We will have minimal lighting outside. Aside from one planned outdoor sign with lighting, pending approval by the city, and the three windows

looking in the bar, a passerby would not know much was happening inside the building. We have decided on a designated smoking area, which will be on the SW corner of the exterior facing Vardry Street, in that way keeping any potential outside noise to the corner of the building that only faces the street, not towards any close neighbors. Any deliveries we would be receiving would be during day hours when the parking lot would be available, out of everyone else's way. As previously stated, we will have roughly 15 parking spots of our own, a bike rack, and a large percentage of guests coming from within walking distance, so our effect upon public parking would be minimal.

EXILE MENU

SNACKS

- Curry Spiced Nut Medley - - - \$4
- Cumin Lime Pork Rinds - - - \$4
- Kimchi Brined Beef Jerky - - - \$5
- Puffed Rice Noodles - - - \$3
- BBQ Potato Chips - - -\$3

SMALL PLATES

- \$5 Bean Salad
 - Tortilla, avocado, cotija
- \$6 Chicken Salad
 - Roasted grapes, cheese, crackers
- \$5 Deviled Eggs
 - Bacon, bleu cheese
- \$7 Meat and or Cheese
 - Charcuterie, local cheeses, dried fruit, honeycomb

SANDWICHES

- \$6 Chicken Salad
 - Sourdough, melted brie, pickled carrots
- \$8 Roast Beef
 - Sourdough, caramelized onion, au jus
- \$7 B.L.T.
 - Sourdough, bacon, lettuce, tomato, spicy mayo
- \$7 Roasted Eggplant
 - Sourdough, eggplant, pesto, tomato, olive tapenade

FLATBREAD MELTS

- \$7 Roasted Roots
 - Naan, carrots, beets, hummus, nutritional yeast
- \$7 Peperoni
 - Naan, spicy romesco, pepperoni, parmesan
- \$8 BBQ Chicken
 - Naan, smoked chicken, caramelized onions, bacon, cheddar, bourbon bbq sauce
- \$7 Roasted Tomato
 - Sundried tomatoes, pesto, parmesan, tapenade

EXILE

Mission Statement

The purpose and hope of EXILE is to equally and fittingly give every guest the best possible drink and drinking experience they could have with us – and to have fun while accomplishing that goal.

Critical Elements

1. Honesty:

A goal of EXILE is to preserve and achieve honesty in all its aspects. That goes beyond just speaking truthfully, into being yourself, never manipulating or misleading guests, and always bringing your best work possible. No matter how much we love and respect what we do, our goals and accomplishments mean nothing if they are not attained through honest means.

2. Respect:

A necessary element of the desired culture of EXILE is respect. It is crucial to have equal amounts of respect for your work, your product, your coworkers, your guests, and your own person. We love what we do and we strive to be our best at this work, no matter what. Let that never turn into a sense of arrogance towards your coworkers, your guests, or other establishments. It is infinitely more important that we are our own best than if we are better than anyone else.

3. Love:

In case you don't know yet, we have a lot of love for what we do. Hard work is hard, but we think it should also be fun. Have fun with your guests (if you're comfortable—they will be, too), your work (as long as you're accomplishing the goals at hand, play around with it!), your coworkers (we hope you guys like each other enough to have fun being together), and your own person (dance! sing! do whatever floats your boat

as long as the work is completed properly and with respect towards your coworkers and guests).

4. **Hard Work:**

We just ask that you come to work to do just that: work. We understand your life outside of work is likely far more important to you than EXILE, and while we respect and appreciate that (your personal life is actually important to us), we ask that you always strive to bring your hardest working self to Exile every time you come in for the purposes of working.

5. **Community:**

We're in this together. It is important that, while we want to raise the bar in Greenville, we also want to retain a sense of belonging to our city and community. The healthiest way to aid the development of culture is to bring a difference, not a rebellion. Also, we hope and expect that you do this just as much for yourself as you do for each other. What is good for one of us is good for the other and, ultimately, even better for the guests. Working in community with each other is a win-win for everyone involved. In the end, we are all in EXILE together.

Cheers!