AGENDA

DESIGN REVIEW BOARD – URBAN DESIGN PANEL

AGENDA

Regular Meeting

January 3, 2019

4:00 PM

10th Floor Council Chambers, City Hall

1. Call to Order

2. Welcome and Opening Remarks from the Chair

3. Roll Call

4. Approval of Minutes – December 6, 2018

5. Call for Public Notice Affidavit from Applicants

6. Acceptance of Agenda

7. Conflict of Interest Statement

8. Old Business

9. New Business

A. CA 18-999 Application by McMillan Pazdan Smith Architecture for a CERTIFICATE OF APPROPRIATENESS to modify the building elevation on property located at 1 AUGUSTA ST (TM# 008900-01-01700)
10. Advice and Comment (No Public Comment)
   A. Application by Johnston Design Group for a MULTIFAMILY
      DEVELOPMENT on 1.92 acres located at 322 RHETT ST AND 106,
      108 and 110 WARDLAW ST (TM#s 007100-01-00900; 007100-01-
      00801; 007100-01-00800; 007100-01-00804)
   B. Application by the City of Greenville for MINOR MODIFICATIONS
      AND REPAIRS at 206 S MAIN ST (TM#s 005900-04-00201; 005900-
      04-01000)

11. Other Business

12. Adjournment
Planning Staff Report to
Design Review Board - Urban
December 27, 2018
for the January 3, 2019 Public Hearing

Docket Number: CA 18-999
Applicant: McMILLAN PAZDAN SMITH ARCHITECTURE (ROB COUCH, AIA)
Property Owner: 1 AUGUSTA STREET INVESTORS, LLC (TAYLOR NORVILLE)
Property Location: 1 AUGUSTA ST
Tax Map Number: 008900-01-01700
Zoning: C-4, Central Business District
Proposal: Removal and replacement of awning and storefronts, including associated brick work and painting, at 1 Augusta Street

Staff Recommendation: Approve

Staff Analysis:
The applicant proposes to modify the front building elevation at 1 Augusta Street. These changes will include:

- Remove and replace the aluminum and glass storefront system
- Remove fabric awning, to be replaced with an aluminum and steel canopy

The applicant plans to remove the aluminum and glass storefront system at the Mellow Mushroom, Velo Fellow and unoccupied retail space. The storefront is to be replaced with a larger storefront so that it will work in concert with the Emporium. The color of the aluminum storefront is to be dark bronze.

As part of this work, the stucco area (currently under awning) will need to be removed and infilled with brick, to match existing brick in size and texture. The new and existing brick is proposed to be repainted in the color Underseas (SW 6214).

Additionally, the applicant plans to take down the existing fabric awning that spans the storefront. This is to be replaced with a new aluminum and steel canopy. Canopy is proposed to be dark bronze, to match the storefront.

The Board approved the applicant’s request for their Certificate of Appropriateness for this property at the September 6, 2018 meeting, and found it to be in keeping with the Downtown Design Guidelines. During the November informal presentation, the Board encouraged creating more contrast for all of 1 Augusta Street instead of having more of a pastel palette.

No changes are proposed to existing signage or lighting.

Staff believes the modification proposal to the existing building is consistent and complementary to existing architecture in the area. Therefore, staff recommends approval.
Relevant Design Guidelines:

*Downtown Design Guidelines*

**PRI 3. Entry**

3.1 Locate entrances at active locations that enable and promote pedestrian walkability and connectivity.

3.2 All public entrances that face the public realm must be designed to accommodate all levels of physical ability.

3.3 Enhance the design of entry areas with materials, architectural and landscape features such as outdoor gathering spaces, coverings, lighting and landscape elements so that they are clearly identified and will attract and guide pedestrians.

3.4 Entry glass must be highly transparent using non-reflective and minimally tinted glass.

3.5 Entries must be designed to pronounce their purpose as a destination while not overwhelming the scale, massing and articulation of the rest of the building.

3.6 For retail building uses, recess or cover entrances to provide shelter and articulate the point of entry.

**PRI 4. Activated ground floor**

4.1 Maximize the transparency of the ground floor to the street level to allow views of the use and activity within the building.

4.2 Use of darkly tinted and/or reflective glass is prohibited.

4.3 Locate publicly accessible commercial spaces, not private spaces, along the ground floor to facilitate a safer and more vibrant environment for pedestrians.

4.4 Maintain the simplicity of access to commercial and retail areas to avoid unnecessary or circuitous travel.

4.5 Provide ground floor design elements that promote pedestrian activity; for example, windows, retail displays, art, landscaping, canopy covering, etc.

**PRI 5. Articulation**

5.2 Locate public areas such as lobbies, reception, retail and dining along building walls that face the street, alley or pedestrian cut-through so that they are highly visible and accessible.

5.3 Enhance the design and better unify the architectural relationship within an area by complementing the articulation of adjacent buildings.

5.4 A design must have a proper balance of articulation. Lack of variety is discouraged. However, design elements and materials must work together to create a unified whole.

**PRI 6. Materiality**

6.1 Use high quality materials that are chosen to be compatible with their surrounding context but also to elevate the existing diversity and character of the area.

6.2 Materials used within proximity to pedestrian areas must have the durability to withstand heightened activity and wear.

6.3 Reuse existing or refurbished materials.

6.4 Use materials that convey a sense of human scale; that is, meant to be experienced by the pedestrian, not vehicular, user.

6.5 Use authentic materials. When this is not possible, ensure that synthetic materials realistically convey the materials that they represent.
6.6 While excessive uniformity and monotony are discouraged, variations in materials and colors must be composed and balanced to create a unified whole.

6.7 Use light colored (high albedo) materials for roofing and landscaping to reflect radiant heat.

6.8 Brighter, bolder colors (including corporate branding colors) may be applied to areas or elements of the building where they are secondary in application compared to the main body or features of the building (such as signage, canopies, or accent trim), or are otherwise applied in ways that do not dominate the overall color palette or cause the building to look out of place relative to the area. Counteract stronger colors by integrating natural materials and textures into the overall design.

6. WE West End Historic District: Brighter colors may be applied more predominantly to contribute positively to a more vibrant, exciting setting but must still be coordinated with the building composition and surrounding character.

PRI 11. Existing architecture

11.1 Buildings that are considered contributing to the West End Preservation Overlay District, or listed on the National Register of Historic Places are encouraged to consider rehabilitation, restoration, preservation, reconstruction or complementary additions. The National Park Service provides a comprehensive source of material that can assist owners with how to work with historic properties.

11.2 Maintain existing features, details and windows that contribute to the existing character of the building and its adjacent area.

11.3 Additions and renovations must be respectful of a building’s original architectural character.

11.4 An addition should not damage or obscure architecturally important features of the existing building.

11.5 Additions must be visually distinctive from the original building so that new and old elements can be distinguished from one another.

11.9 Inappropriate coating treatments are a major cause of damage to historic masonry buildings and should not be permitted. Applying any waterproof coating to existing brick exterior walls can cause interior and exterior damage. The National Park Service provides guidance on coating treatments for historic masonry buildings.

11. WE West End Historic District: Many buildings within this district are considered to be contributing assets to the West End Historic District. Buildings that are considered as such must not be demolished and should instead be adapted and reused. The City’s Planning and Development Office can assist in determining which buildings are considered to be contributing assets.
APPLICANT/OWNER INFORMATION

<table>
<thead>
<tr>
<th>APPLICANT</th>
<th>PROPERTY OWNER</th>
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<tbody>
<tr>
<td><strong>Name:</strong> McMillan Pazdan Smith Architecture</td>
<td>1 Augusta Street Investors, LLC</td>
</tr>
<tr>
<td><strong>Title:</strong> Anthony Tiberia, AIA</td>
<td>Taylor Norville</td>
</tr>
<tr>
<td><strong>Address:</strong> 400 Augusta Street Suite 200 Greenville, SC 29601</td>
<td>1708-C Augusta St. #322 Greenville, SC 29605</td>
</tr>
<tr>
<td><strong>Phone:</strong> 864-242-2033</td>
<td>703-772-3852</td>
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<tr>
<td><strong>Email:</strong> <a href="mailto:atiberia@mcmillanpazdansmith.com">atiberia@mcmillanpazdansmith.com</a></td>
<td><a href="mailto:tnorville@atlanticsouthdevelopment.com">tnorville@atlanticsouthdevelopment.com</a></td>
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PROPERTY INFORMATION

- **STREET ADDRESS**: 1 Augusta Street
- **TAX MAP #(S)**: 0000001011799
- **SPECIAL DISTRICT**: West End Historic District

DESCRIPTION OF REQUEST

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

The project consists of the removal and replacement of the aluminum and glass storefront system at the entrance to Mellow Mushroom, Velo Fellow, and adjacent unoccupied retail space.

We plan to demolish the existing fabric canopy, aluminum storefront system, and the existing stucco infill above the storefront. We will enlarge the aluminum and glass storefront system to coordinate with the adjacent Emporium storefront, and will replace the remaining stucco infill with brick infill to match the existing brick infill in size and texture. All new and existing brick shall be repainted. A new aluminum and steel canopy will replace the existing fabric canopy.

The existing signage and lighting shall be retained.
INSTRUCTIONS

1. Preliminary meeting with staff is required prior to application submittal.

2. All applications and fees (made payable to the City of Greenville) for Certificate of Appropriateness must be received by the Planning & Development office no later than 2:00 p.m. on the date reflected on the attached schedule.
   
   A. URBAN DESIGN PANEL
      Site plan review $300.00
      Architectural review $300.00

   B. SIGNS
      $150.00

   C. APPLICATION FOR STAFF REVIEW
      Major (all site development activity, roof gardens, decks or accessory structures; or any project that requires consultation with a member of the DRB). $100.00
      Minor (color change; replacement of windows/doors; additions, deletions or replacement of awnings; re-roofing; and projects that do not involve structural alterations, increase/decrease in window/door area or removal of architectural features). $50.00

   D. INFORMAL REVIEW

   E. MODIFICATION TO AN APPROVED PROJECT
      Major (requires review by DRB) ½ original fee
      Minor (requires review by staff) $50.00

   F. REVISIONS (multiple required revisions may be subject to additional fees).

3. The staff will review the application for “sufficiency” pursuant to Section 19-2.2.6, Determination of Sufficiency and will contact the applicant to correct any deficiencies, which must be corrected prior to placing the application on the Design Review Board agenda.

4. If the application requires review by the Urban Design Panel, public hearing signs must be posted on the subject property at least 15 days (but not more than 18 days) prior to the scheduled hearing date.

5. You must attach one (1) complete set of scaled drawings of the property at an appropriate scale such as 1”=20’ or ¼” = 1’, etc. Although construction drawings are not required, applicants for final approval should be able to provide construction drawings at the Design Review Board’s (DRB) request. The Board may request additional information at any time to fully understand the proposal. Items submitted to the Board become the property of the City and will not be returned.

SITE PLAN REVIEW

- Site Plan Drawings (indicating footprint of existing buildings, proposed building, proposed exterior elements, demolition of existing site features, floor plan, proposed exterior equipment, etc.).

- Massing Studies and Images (images shall be high resolution and should depict adjacent building, proposed building massing from various viewpoints, initial architectural details, photos of surroundings to review context, etc.).

- Model (physical or digital model that includes the surrounding context with massing only, no texture or articulation is required). The contextual model for the DRB boundary can be downloaded here: https://greenvillesc.sharefile.com/d-s4197849a61943358, and is provided as a .skp file. Data is updated monthly.
ARCHITECTURAL REVIEW

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

For more detail on these submittal requirements, please refer to the Greenville Downtown Design Guidelines, adopted May 2017.

Please verify that all required information is reflected on the plan(s). Please submit one (1) paper copy and one (1) electronic version of the plan(s).

6. Please read carefully:

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

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

If the Planning & Development 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, the Planning & Development office will indicate in its report to the Design Review Board that granting the requested change would not likely result in the benefit the applicant seeks.

7. 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.

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<th>Signatures</th>
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<tbody>
<tr>
<td>Applicant</td>
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<td>Date</td>
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<tr>
<td>Property Owner/Authorized Agent</td>
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<tr>
<td>Date</td>
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<tr>
<td>Public Hearing Information</td>
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<td>Public Hearing Signs</td>
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CANOPY COLOR & STOREFRONT COLOR: DARK BRONZE

EXTERIOR PAINT COLOR: UNDERSEAS - SW 6214