



City of Greenville
Design Review Board – Urban Design Panel
Minutes of the **January 7th, 2021** Regular Meeting
Webex Virtual Meeting
Meeting Notice Posted on Wednesday, December 23rd, 2020
Minutes prepared by Austin Rutherford

Members Present: Carmella Cioffi, Mitch Lehde, Danielle Fontaine, John Edwards, Jeff Fort

Members Absent: None

Staff Present: Jonathan Graham, Planning and Development Director; Logan Wells, Assistant City Attorney; Matt Lonnerstater, Development Planner; Courtney Powell, Planning Administrator; Kris Kurjiaka, Senior Development Planner; Harold Evangelista, Development Planner; Ross Zelenske, Development Planner; Austin Rutherford, Development Planner; Edward Kinney, Senior Landscape Architect; Kevin Howard, Senior Development Planner

Call to Order:

Chairwoman Carmella Cioffi called the virtual meeting to order at 4:20 PM. She welcomed those in attendance and explained the procedures for the meeting. The minutes of the December 3rd, 2020 meeting were approved unanimously. The agenda for the January 7th, 2021 meeting was approved unanimously. All affidavits were received. No conflicts of interests were cited.

Old Business:

A. None

New Business (public hearing)

A. CA 20-681

Application by **ST. CLAIR SIGNS** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for 'Mitsubishi Motors' at 325 Woodruff Rd. (TM# 025900-01-00303).

NOTE: The applicant has requested to withdraw this application

Danielle Fontaine moved to accept the withdrawal request. Seconded by John Edwards and was approved 5-0.

B. CA 20-682

Application by **ST. CLAIR SIGNS** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for 'Truck Farm' at 325 Woodruff Rd. (TM# 025900-01-00303).

NOTE: The applicant has requested to withdraw this application

Mitch Lehde moved to accept the withdrawal request. Seconded by Danielle Fontaine and was approved 5-0.

C. CA 20-775

Application by **BILL DONOVAN** for an **EXCEPTION TO SIGN STANDARDS** for monument signage for 'Breakaway Honda' at 330 Woodruff Road. (TM# 026200-01-00103).

Planner Rutherford presented the application to replace a 21-foot tall Honda logo sign at 330 Woodruff Road, which is zoned S-1 and also under the Laurens Road Special Sign Overlay District. The proposed sign is a double faced white and blue LED illuminated pylon sign of aluminum construction with an acrylic cabinet. Rutherford presented staff's recommendation of denial based upon that the current arrangement of signs (two monument signs) was nonconforming and that the reestablishment of a new Honda logo sign was not permissible, the property did not meet any of the exceptional or unusual circumstances listed within the LMO, and the design did not meet the design incentives listed within Appendix J.

William Donovan, Applicant representing Breakaway Honda, 330 Woodruff Road, asked for clarification on how the rebuilding of the 2nd Honda sign would create a nonconformity and wished to rebuild the sign as it is already existing on site and has deteriorated. He also noted how other dealerships in the area have multiple pylon signs.

Chairwoman Cioffi opened the floor for public comment. There was no one present for public comment. Therefore, Chairwoman Cioffi closed the floor for public comment.

Danielle Fontaine and John Edwards noted to the applicant that the sign regulations had changed since the original signs had been constructed.

Planning Administrator Courtney Powell asked if the Board would be willing to defer the items so that staff could work with the applicant on a possible way signage to bring the design in line with the LMO.

John Edwards moved to defer application CA 20-775 to allow the applicant to work with staff. Motion seconded by Mitch Lehde and approved 5-0.

D. CA 20-778

Application by **EQUIP STUDIO** for a **CERTIFICATE OF APPROPRIATENESS** for a rooftop addition at 21 Augusta St. (TM# 008900-01-01900).

Planner Rutherford presented the application to construct a shed addition on the historic structure that will include an enclosed staircase and storage area and an open-air bar. Rutherford outlined staff's recommendation of approval with the condition that the applicant supply to staff materials not listed in the application and for an illumination plan for staff review and approval.

Emily Heezen, applicant, 245 N. Main Street, gave a summary of the project including an interior upfit and rooftop addition. She provided the materials not listed within the application.

Chairwoman Cioffi opened the floor for public comment. There was no one present for

public comment. Therefore, Chairwoman Cioffi closed the floor for public comment.

John Edwards noted that the design appeared consistent with prior approval roof additions in the downtown area. He asked the applicant if the exterior of the building as to be refinished. The applicant responded in the negative. Mitch Lehde also noted that the addition was consistent.

Danielle Fontaine asked if parasols would be permitted. Staff noted that these were not a permanent feature.

Jeff Fort asked if the side facing the parking lot was to be repainted. The applicant responded in the negative.

Danielle Fontaine moved to approve CA 20-778 with the condition the applicant supply the materials and illumination plan for staff review and approval. Motion seconded by John Edwards and approved 5-0.

Advice and Comment (Not a Public Hearing)

A. None

Other Business (Not a Public Hearing)

A. None

Informal Review (Not a Public Hearing)

A. None

Adjourn: Having no other business, the meeting adjourned at 5:06 p.m.