



**City of Greenville**  
**Design Review Board – Urban Design Panel**  
Minutes of the **April 1, 2021** Regular Meeting  
**Webex Virtual Meeting**

Meeting Notice Posted on Wednesday, March 17, 2021  
Minutes prepared by Austin Rutherford

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

Members Absent: Danielle Fontaine

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

**Call to Order:**

Ms. Cioffi called the virtual meeting to order at 4:02 PM. She welcomed those in attendance and explained the procedures for the meeting. The minutes of the March 2, 2021 Agenda Workshop and March 4, 2021 meetings were approved unanimously by a motion by Mr. Fort and a second by Mr. Lehde. Mr. Edwards moved to approve the agenda for the April 4, 2021 meeting, and Mr. Lehde seconded the motion. The motion was approved unanimously. All affidavits were received. No conflicts of interests were cited.

**Old Business:**

**A. None**

**New Business (public hearing)**

**A. CA 21-172**

Application by **CITY OF GREENVILLE** for a **CERTIFICATE OF APPROPRIATENESS** for revisions to streetscape improvements associated with the Grand Bohemian Hotel at the intersection of Falls Street and E. Camperdown Way.

Mr. Rutherford gave the staff report. This applicant is working with the Kessler Collection and is a revision to CA 17-717 passed in 2017 which was the previous site plan for the property. Revisions include expansion of landscape beds to soften the street scape, changes to the tree wells to allow for better pedestrian activities and more setting, and elimination of the current slip lane. Staff is in support of the modifications. Staff recommends approval with conditions of an updated landscape plan to planning and parks and recreation staff for approval and permit prior to installation, a new plan shall address modifications for the Falls Park area effected by construction and including the rare orange blooming Osmanthus shrubs, all landscape beds are to be irrigated and any damaged during construction are to be repaired, natural turf is replaced with high quality artificial

turf, tops of falls park monument signs will be left in original design, and granite tabletop ramp must be correctly labeled in site plan.

Christian Sottile, representing the Kessler Collection, 10 West Taylor Street, commended the staff presentation. He explained that these revisions are a result of continuing to seek improvements throughout the building process. He noted that he agrees with all staff comments and is willing to answer any questions.

Brody Glen, 935 S. Main Street, commended Christian and conveyed his support for this application.

**Mr. Edwards moved to approve CA 21-172 with staff comments and conditions. Motion seconded by Mr. Lehde and approved 4-0.**

**Advice and Comment (Not a Public Hearing)**

**A. None**

**Other Business (Not a Public Hearing)**

**A. None**

**Informal Review (Not a Public Hearing)**

**A. INFORMAL REVIEW of MIXED-USE DEVELOPMENT AT 1015 S. MAIN STREET**

Application by **SUNCAP PROPERTY GROUP** for **INFORMAL REVIEW** of a potential CERTIFICATE OF APPROPRIATENESS application for a mixed-use development located at 1015 S. Main Street. (TM# 007300-04-00100, 007300-04-00200, 007300-04-01500, 007300-04-01600)

Mr. Graham provided a staff presentation for this informal review item. Located at 1015 S. Main Street, this project proposal is the accumulation of multiple properties and is subject to the C-4 zoning district guidelines and design review guidelines. He notes staffs concern with vehicular and pedestrian circulation, and further mentions staffs desire to express these concerns upon the applicant's presentation of the proposal.

David Lee with SunCap Property Group, the applicant, introduced himself and other stakeholders on the meeting call and expressed his excitement in this project and willingness to connect with other stakeholders in the city.

Victoria Pike gave the proposal presentation. She noted that this is a mixed-use project with 250 residential units and 12,000 sq ft of commercial use with 560 parking spaces, some of which allotted for city use. Ms. Pike noted the importance of the historic context of Greenville and based the design off bridging the gap between the historic and the modern. She noted that the base of the project was retail, while stepping back the residential in order to break down the massing of the project. She also noted that they are stepping back the top story in order to minimize massing. She noted the goal of activating the pedestrian sidewalk. Ms. Pike highlighted the landscape plan for this project. She also highlighted the accessibility of the project and again noted the desire to create a smaller scale feeling through stepping back upper levels of the building. Ms.

Pike explained renderings of storefronts while expressing the desire to allow each parcel to feel unique and adjusted to the west end area. She noted the use of a more diverse color pallet on the store front side, and a more muted color pallet on the larger residential side.

Mr. Graham noted that Greenville's success relies upon a conscious design of the outdoor space. The parks, alleys, and outdoor spaces make Greenville unique and stand out. Mr. Graham noted that "life happens in Greenville's streets and spaces between buildings." Mr. Graham expressed that the proximity to Fluor Field and future uses nearby that are centered around the pedestrian makes this site imperative to the pedestrian experience. He noted that the proposed design is a super structure, i.e. one large mass. Mr. Graham did note that the architects did a great job of making the structure look like it is several small buildings, but that it still functions as one large building. This large building takes away from the pedestrian experience. Staff recommends additional cut throughs and respects to the pedestrian and additional connectivity. Mr. Graham noted that these concerns have been shared with the applicant at multiple meetings, but the comments had not been truly addressed in the design. Mr. Graham hopes to continue to work with the applicant to create a design that works best for the City of Greenville.

Ms. Cioffi requested aerial images. Mr. Rutherford noted that the aerials used in the presentation are approximately 15 years old, and an official submittal will require more updated aerials.

Ms. Cioffi noted that the design of the building is respectable and well thought out. She noted that there appears to be only one existing cut through maintained currently. Ms. Cioffi noted that she believes that it engages nicely with the pedestrian. She expressed curiosity in the willingness of the applicant to add cut throughs, but that many comments she previously had were addressed nicely.

Mr. Edwards noted that the building is interesting and does engage the public realm. He expressed that in relation to the Greene, a neighboring property, this project appears to have long uninterrupted masses. He would like to at least see more articulation of façade depth. Mr. Edwards does not disagree with staff's comments.

Mr. Lehde questioned the placement of the structure and the purpose that it serves as a buffer or an endpoint. He noted that he agrees with previous comments.

Mr. Graham noted that was his intention when he spoke of this project as acting like a wall. He mentioned that it should act as a permeable structure, but instead the current design serves as an endpoint as Mr. Lehde noted, and this is not the desired goal.

Mr. Fort agreed that many of the staff comments are valid. He mentioned that the greatest strength of the design scheme is in the simplified renditions. He notes that the restrained and consistent designs are the most successful. He expresses concern with the amount of design happening, noting a specific concern of the design being overdone and not realizing it is the same building.

Ms. Cioffi encouraged Ms. Pike to begin thinking about public art sooner than later in order to get approval and avoid a rushed process towards the end.

Mr. David Lee expressed gratitude for the helpful comments and noted current efforts to address those including an addition of brick that matches the Fluor Field brick.

Mr. Brody Glenn introduced himself and noted his previous work history in Greenville. He also noted the addition of brick to match Fluor Field. He expressed concern with Mr. Graham's comment of breaking apart the building. He noted that a goal is to transform the area into an entertainment district. He mentioned that this corner is the most important corner in the West End, and that it is modeled after the Camperdown development. He expressed the activation of the corner and the pedestrian space that has been created with this plan. He noted that he agrees with the material changes. He hopes for this corner to be bold, powerful, and an anchor for the West End. Mr. Glenn mentioned the desire for parking to be associated with Fluor Field and city parking. He finalized with the expression that while the design may need to be tweaked, he believes this design is a great start for the corner of Main and Markley.

Ms. Cioffi inquired about the potential applicant's contentment with this meeting and the comments received.

Mr. David Lee expressed appreciation for the meeting and the comments received and emphasized the many conversations with stakeholders in the City of Greenville and the desire to continue working to create a great project to invest in the city.

Ms. Pike expressed a desire to take the comments from this meeting to improve the design of this project.

**Adjourn:** Having no other business, the meeting adjourned at 5:14 PM.