



City of Greenville
Design Review Board – Urban Design Panel
Minutes of the **February 4, 2021** Regular Meeting
Webex Virtual Meeting
Meeting Notice Posted on Wednesday, January 20, 2021
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:

Ms. Cioffi called the virtual meeting to order at 4:06 PM. She welcomed those in attendance and explained the procedures for the meeting. Mr. Fort entered the meeting at 4:08 PM. The minutes of the January 7, 2021 meeting were approved unanimously. The agenda for the February 4, 2021 meeting was approved unanimously. All affidavits were received. No conflicts of interests were cited.

Old Business:

A. CA 20-783

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

Mr. Rutherford presented the application to construct a new monument sign at the new Mitsubishi dealership at 325 Woodruff Road. Mr. Rutherford outlined staff's recommendation of denial based upon the lacking the prerequisite site features, the application not being consistent with the intent and purpose of the sign regulations including the signage not matching the design of the structures on site, and the sign not being of a superior design.

Harry Kaufhold with Superior Signs, of 677 Spartanburg Hwy Suite 195, Hendersonville, NC as the applicant, and expressed he believed the height was required due to the site conditions.

Ms. Fontaine asked whether the main structure's color would be changed to match the sign. Mr. Kaufhold responded that the sign was a standard for Mitsubishi, and he was not

aware of alterations to the structure.

Ms. Cioffi requested if there was any public comment. Seeing none, public comment was closed.

Ms. Fontaine stated the sign was pleasant, but too big and needed a similar design to the existing buildings on site. She did not believe the sign required a cap or base. Mr. Rutherford displayed a summary table of previous sign exception requests and Board decisions upon Ms. Fontaine's request. She expressed that 15 ft may be more appropriate due to the grade level issue of this site and comparison to a previous auto dealer sign case at 107 Duvall Drive.

Mr. Edwards requested where the grade drop off on the site began. Ms. Cioffi stated she believed the grade change was abrupt when entering the site, however, that visibility is not a site issue.

Ms. Cioffi stated that she agreed with staff and that the design of the sign and existing building needed to be harmonious. Mr. Edwards and Mr. Lehde concurred.

Mr. Edwards questioned how this sign may be harmonious with potential future signs on this side of Woodruff Road and the other side.

Ms. Cioffi and Mr. Edwards concurred with Ms. Fontaine's previous comment that 15 ft may be allowed if the sign design followed the design standards more closely.

Ms. Cioffi asked the applicant if a deferral was appropriate if he was able to discuss with the owner of a different design and height. The applicant responded in the affirmative and he would discuss with Mitsubishi's representee and the owner.

Mr. Fort requested a site plan to be included with the new request.

Mr. Edwards moved to defer CA 20-783. Motion seconded by Mr. Lehde and approved 5-0.

New Business (public hearing)

A. None

Advice and Comment (Not a Public Hearing)

A. None

Other Business (Not a Public Hearing)

A. None

Informal Review (Not a Public Hearing)

B. Z-13-2020 (PZ 20-650)

Application by Saint Capital, LLC for a **REZONE** of 4.51 acres located on **ACADEMY STREET, PERRY AVENUE, CALHOUN STREET, WARE STREET** from RM-2 and RDV to PD PLANNED DEVELOPMENT (TM# 007900-02-01900, 007900-02-02500, 007900-02-02600, 007900-02-02800, 007900-02-02700, 007900-02-02501, 007900-02-03500, 007900-02-03510, 007900-02-03509, 007900-02-03508, 007900-02-03507, 007900-02-03506, 007900-02-01100, 007900-02-01200, 007900-02-01300, 007900-02-01400)

Mr. Rutherford reviewed the proposed Planned Development District with the Board. This proposed zoning district was to go before the Planning Commission's next Public Hearing on February 18, 2021. The PD proposes multi-family, townhomes, and retail. A portion of the proposed residential is for workforce housing.

Bryan Bruin with Saint Capital, 16 Wellington Ave, and Tara Hile with Shelter Architects, 108B Mohawk Drive, provided a summary of the application including the differences between the previous submittal reviewed by the Board.

Ms. Fontaine believed this to be an improvement over the last iteration and thanked them for listening to the neighborhood.

Ms. Cioffi asked that the townhomes along Perry Ave keep a strong sense of residential with a stoop. She also believed the garage-entered second row townhomes need a proper residential front. She believed differentiated massing depth along the townhomes would be appropriate. The small details will make it exceptional.

Ms. Fontaine would like the buffers designed in a manner that does not force this development to appear as a compound and shut off from the established community around it.

Mr. Edwards believes this revision is more cohesive than the last.

C. MD-21-050

Application by Legacy Oaks II, LP for a **MULTI-FAMILY DEVELOPMENT** on 6.34 acres located behind **740 WOODRUFF RD** for 90 apartment units (TM# 026100-01-02400)

Mr. Rutherford reviewed the proposed 90-unit Multi-Family project with the Board. The proposed project was to go before the Planning Commission's next Public Hearing on February 18, 2021. The development is located within the Verdae area and will include workforce housing.

Garri Steede with Legacy Oaks II, LP, 3715 Northside Parkway, provided a summary of the project to the Board.

Ms. Cioffi asked what the grey was upon the Landscape Plan. Stephanie Gates at Site Design confirmed this to be sod.

Ms. Fontaine noted the style was pleasant with varied entryways but believed each apartment module should have their own design. It appeared bland and the massing should be broken up. Mr. Steede noted that South Carolina Housing requires certain materials to be used for a percentage of the building.

Ms. Cioffi noted that the board and batten shown near the porch should be continued into the porch. The brick color should be stronger and perhaps a darker shade of brown. The massing appeared monolithic and should be broken up. The site plan and its extensive green space and walkable trail were great features.

Mr. Edwards noted there is an overall lack of theme to the colors. He concurred that the brick color should be bolder.

Mr. Lehde and Mr. Fort both concurred with previous comments.

Adjourn: Having no other business, the meeting adjourned at 5:10 PM.