



**City of Greenville**  
**Design Review Board – Urban Design Panel**  
Minutes of the **July 1, 2021** Agenda Meeting  
**Greenville Convention Center, 1 Exposition Drive**  
Meeting Notice Posted on Wednesday, June 16, 2021  
Minutes prepared by Sharon Key

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Members Present: John Edwards, Mitch Lehde, Jeff Fort

Absent: Camilla Cioffi, Danielle Fontaine

Staff Present: 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; Sharon Key, Planning Coordinator

**Call to Order:** Mr. Mitch Lehde called the meeting to order at 4:01 PM. He welcomed those in attendance and explained the procedures for the meeting. The minutes of the June 1, 2021 Agenda Workshop and June 3, 2021 Formal Meeting were motioned for approval by Mr. John Edwards and Mr. Jeff Fort seconded the motion. The motion was approved unanimously. All affidavits were received. Mr. John Edwards motioned to accept agenda. Mr. Jeff Fort seconded. Motion passed 3-0. No conflicts of interest were provided.

**Old Business:**

**A. CA 21-281**

Application by **SUNCAP PROPERTY GROUP** for a **CERTIFICATE OF APPROPRIATENESS** for site plan review of a mixed-use development located at 1001, 1015 S. Main Street. (TM# 007300-04-00100, 007300-04-00200, 007300-04-01500, 007300-04-01600).

Mr. Rutherford provided the staff report to the board

Mr. Fort asked for the overall height of the five-story portion next to the historic church which is a one-story building noting the steeple adding height to the church.

Applicant David Lee, 250 Domain Way Charlotte, Noted the development team spent time gathering with neighbors on the project and thanked staff and commission

Rob Couch, 400 Augusta St., presented the site massing diagrams and detailed plans for the board.

Public Comments:

David Stone, 13 N. Ervine St., spoke as a local land developer in opposition and detailed that after he declined the applicant's interest in his property, they stopped communicating with him as a neighbor to the property. He had hopes that the applicant would work with the neighbors in regard to shared spaces and pedestrian uses.

Tad Mallory, 947 S. Main St., spoke on design changes and asked about the distance between his property and the project's alleyway.

Applicant Rob Couch responded, 13 to 15 feet.

Mr. Mallory also discussed the massing of the project next to his one-story building. He asked if this project is approved does that require the distance between the alley and his property to be what was stated and not get changed?

Mr. Couch confirmed that the distance would not be altered.

Kevin, 1027 S. Main St., states that as he is in favor of this site being developed, he wishes to note neighborhood issues noting the massing and traffic issues, including the referenced The Greene Apartment and Markley Street. He asks for a new traffic study to be done in place of one that was done during the pandemic and would not be accurate to the traffic flows.

The board discussed addressing each staff comment in the report including how massing difference is applied to Markley and The Greens as well as setbacks. Mr. Edwards comments that there needs to be distinguishing features and this site commands greater sensibility to height. Mr. Lehde asked the applicant to respond to traffic concerns.

Mr. Couch replied they have a traffic study and use landscaping on the North side of the alley, so that it doesn't read as a car cut through.

The Board discussed loading zones, the courtyard, and landscaping.

Mr. John Edwards made the motion to approve with conditions given by staff modifying Item 4 to have architectural cause given for a smaller setback on the fifth floor of Building B; Item 5 if loading zones can be found to serve both buildings; Item 6 exception predicated by a detailed urban landscape design for the internalized private plaza area. Motion seconded by Mr. Fort. The motion passed 3-0.

## **New Business (Not a Public Hearing)**

### **A. APL 21-447**

Application by **LULULEMON** to **APPEAL** staff's denial of CAS 21-349 for vinyl window wrapping at 600 S. Main Street, Suite 100. (TM# 007000-03-02800).

Mr. Matt Lonnerstater provided the staff report to the board

On behalf of applicant, Kayla Kelly of St. Clair Signs, 1334 Miller Road, stated the company will be forced to keep blinds closed at all times if appeal is upheld.

Mr. Edwards made the motion to affirm the Administrator's denial by staff. Motion seconded by Mr. Jeff Fort. The motion passed 3-0

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

A. None

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

A. Staff Updates on Current Planning Projects

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

A. MD-21-506

Application by **Stanley Martin Homes** for a **MULTI-FAMILY DEVELOPMENT** on approximately 3.88 acres located at GIBBS STREET AND WESTFIELD STREET for 104 condominium units ("Wimbledon Heights") (TM# 0051000300100, 0051000300400, 0051000300401, 0051000300500, 0051000300600, 0051000300700, 0051000300800, 0051000300900, 0051000301000, 0051000301100, 0051000301200, 0051000301300, 0051000301400, 0051000301500, 0051000301600)

Mr. Rutherford provided an overview of the project.

There was discussion relating to Unity Code standards and how they relate to the general Land Management Ordinance.

The board provided comments relating to the design of the project that will be passed along to Planning Commission for review.

**Adjourn:** The meeting was adjourned at 5:26 PM.

David Stone  
Stone Property Management  
13 N. Irvine Street  
Greenville SC 29601  
(864) 271-4442  
davejstoneprop@gmail.com  
06/08/2021

Planning and Development staff  
Design Review Board members  
City of Greenville  
206 South Main Street  
Greenville SC, 29601

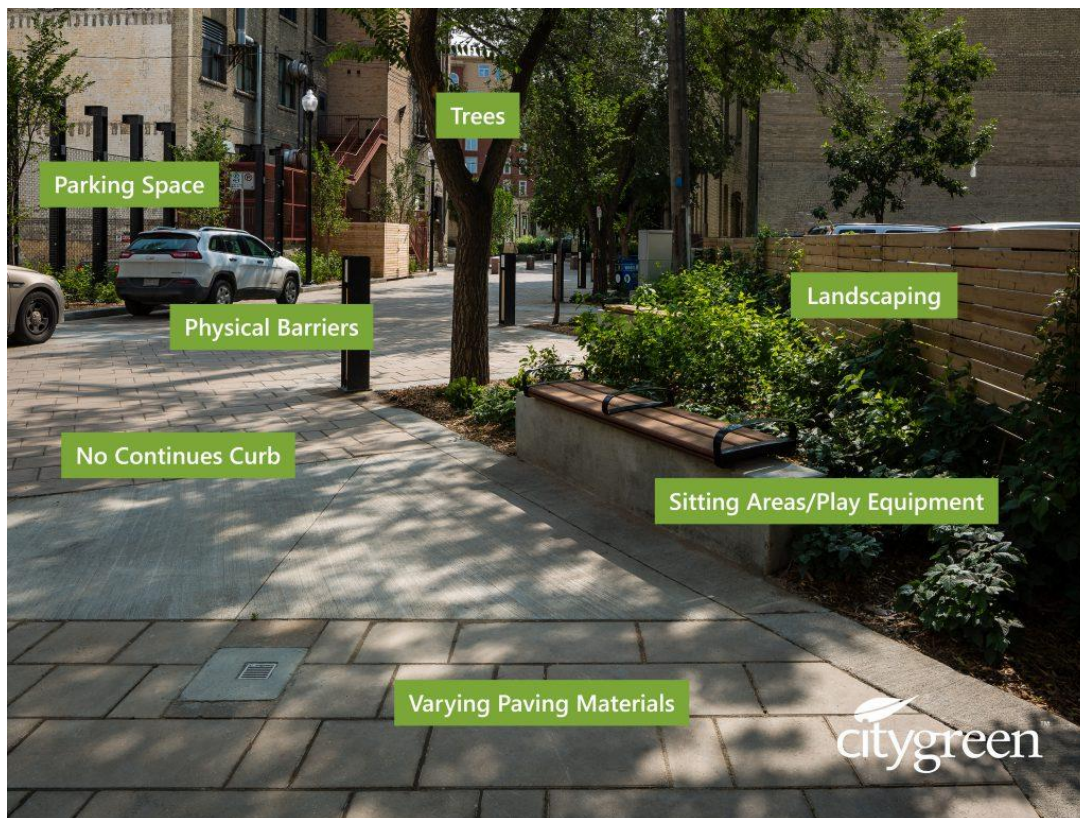
Dear Planning staff and DRB members,

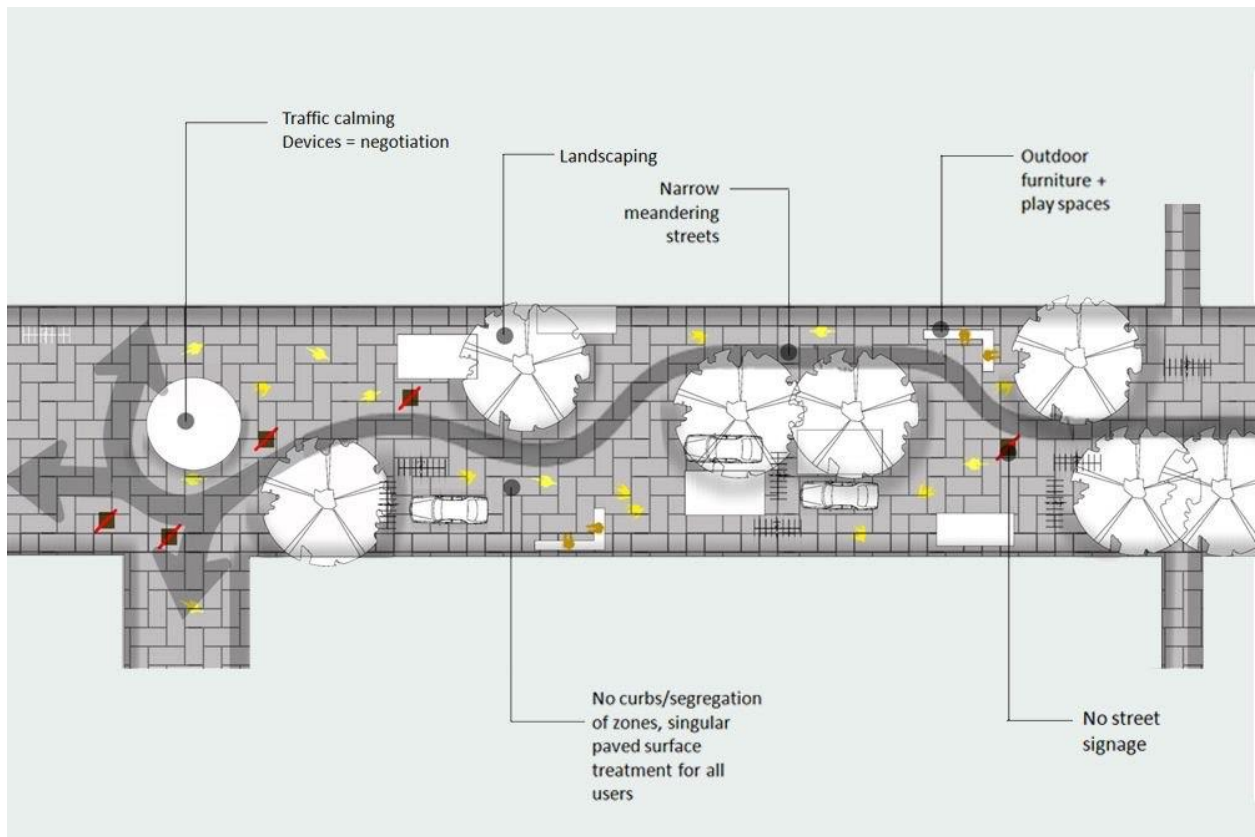
I am writing regarding the project located at 1015 South Main and that is being developed by SunCap Property Group. I own 1021 S. Main and have plans for a biergarten in the back courtyard space that faces SunCap's project as shown here in green:



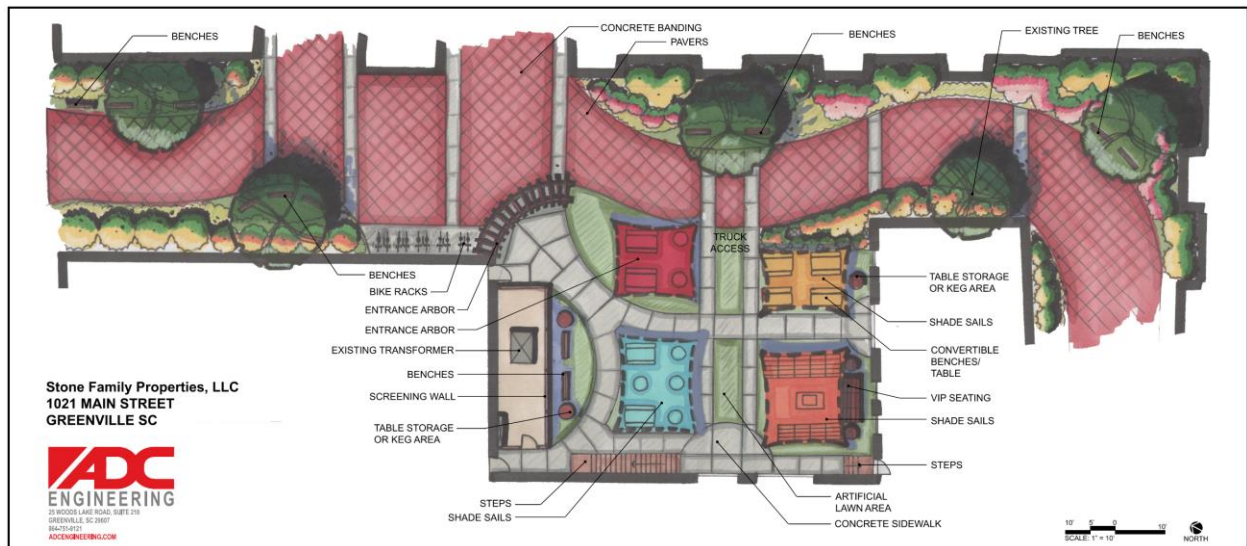
I feel that this development directly influences the feel and character of what we can do back there, and I have been in communication with Chandler at SunCap. The design of this driveway will make or break the success of our outdoor social space. I have discussed the concept of the "Woonerf" with my

landscape architect. Woonerf is Dutch for “living street” and it is defined as “a road in which devices for reducing or slowing the flow of traffic have been installed. Here are a few images:





I shared these images with our landscape architect, and they came up with a concept for the driveway and biergarten on our adjacent properties:



I have shared this concept with SunCap, and Chandler does not seem to be receptive to this design solution, even to the point that he said the city would not allow this concept. I know that you and SunCap have been making progress since they pulled their project from DRB last month. I feel like there

should be some collaboration when it comes to the design of this alley, and I would like to have some say on what happens on this side of their project.

The brewery has a front door on South Main, but I felt that the space in the back needs to be seen from South Main Street to engage pedestrians walking down the street. I feel like the Woonerf is a great concept for this situation in that it is not this straight shot of a driveway that vehicles speed through rapidly. This concept is a first run at a design, and I certainly understand that with any collaboration there will be some revisions. I would also like to see some sort of connection from our space through their parking deck to Flour Field.

I would be happy to meet in-person or virtually to discuss our thoughts more. Let us know if you are open to talking more.

Thanks,

**David Rivers Stone Jr.**  
President



13 North Irvine Street | Greenville, SC 29601  
office (864) 271-4442 | fax (864) 233-4440

George & Alison Wheeler  
1027 S. Main St. #103  
Greenville, SC 29601

June 27, 2021

Planning and Development Office  
P.O. Box 2207  
Greenville, SC 29602  
[Planning@Greenvillesc.gov](mailto:Planning@Greenvillesc.gov)

**RE: Mixed-Use Development Located at 1015 S. Main Street: CA 21-281**

Regarding the proposed development at 1015 S. Main Street, our desire is to provide the Planning and Development leaders of Greenville our input. We are townhome owners in the M-West community immediately adjacent to this site.

The most significant recent developments in the West End are large rental apartment complexes (The Greene, .408 Jackson and The McClaren) that are located in very close proximity to each other and Flour Field. The 750 apartments in these developments will substantially increase vehicular traffic in the immediate area. McClaren & .408 Jackson are still under construction so we have yet to experience the added congestion, traffic and noise. Other apartment communities close by in the West End include 400 Rhett, Link Apartments West End & Trailside at Reedy Point. If there is a need for 270 additional apartments in the West End, they should be reasonably dispersed and not clustered so close together.

We welcome thoughtful development in the West End that is well coordinated with the GVL 2040 vision and the **West End Small Area Plan**. The 1015 S. Main project **conflicts** with the recommendations from Urban Design Associates for the West End. This property is one of the final large tracts on South Main St. and should be developed according to recommendations in the **West End Small Area Plan**. Allowing another massive apartment complex on this site could create permanent infrastructure problems not easily rectified. We have significant concerns about the proposed development at 1015 S. Main St. including but not limited to:

1. Traffic and Congestion: If this project goes forward, there will be more than 1,000 apartment rental units of transient residents in a very concentrated section of the West End. No corresponding traffic plan enhancements have been included. All nearby streets (i.e., Main, Markley, Augusta, and Vardry) will be problematic for everyone, including residents, first responders and Greenville High School. This substantial increase in vehicular traffic directly conflicts with the desire and ability to achieve a safer pedestrian community. The vast majority of apartment complexes in the downtown area of Greenville are not located on Main Street. Adding this large new apartment complex directly across from The Greene is highly inappropriate.



2. Community Design: The presence of so many massive apartment buildings in a small area will forever change the character of the community and eliminate the potential for other mixed-use options such as home ownership, office space, and other businesses that are needed to support the community. The **West End Small Area Plan** calls for plenty of green space, community gathering areas and **small to medium urban buildings** on this block of South Main. This apartment building does not conform to the recommended design guidelines.
3. Project Design: We are **strongly opposed** to the creation of a **new** road from Vardry to South Main Street. Under the current design, this new road is the **only** access to the apartment complex and parking garage. This road will experience high volumes of traffic resulting in significant noise and congestion immediately adjacent to our homes. Pedestrians on South Main Street will be at significant risk with traffic approaching from 3 directions. South Main Street is already very dangerous in this block due to the Greene resident parking entrance/exit directly across from the Anderson St/South Main St. intersection. Adding another very busy intersection in the same block will create a life-threatening hazard for pedestrians, cyclists and motorists. At the June 23, 2021 community meeting, the developer indicated it was the City's direction to create and use the new road (adjacent to and facing the M West neighborhood) as the only garage/property access point. The access for any development on this site should be from Markley Street. Markley Street has traffic lights, pedestrian crossing signs and massive police presence during Greenville Drive games. Furthermore, 1015 S. Main St. is flanked on 3 sides by **occasional** use properties (Flour field and 2 churches). It is inappropriate to put the only property access facing/adjacent to a residential neighborhood. **If the City believes Markley Street has too much congestion, that clearly indicates that this project is the wrong fit for 1015 South Main Street.** A more suitable project that fits with the West End Small Area Plan should be considered.

In conclusion, Greenville has an opportunity to be thoughtful about the design and development of the West End and should follow the **newly created West End Small Area Plan**. Presently, there is an over emphasis on massive high density rental units without incorporating opportunities for home ownership, business development, job creation, green space preservation, traffic reduction, and pedestrian safety. These would promote a stronger, more vibrant and sustainable community. Most importantly, the current proposal is void of consideration for the negative impacts it will have on the community. Greenville should design and build the infrastructure needed before allowing a project to move forward. Following a "build it and they will come mentality" that does not provide needed infrastructure up front will result in dangerous conditions and depressed property values. **It is clear this project is being rushed through** in order to receive approval under antiquated guidelines that will soon be modified. For all of these reasons, the project should be rejected as proposed.

Sincerely,

George B. Wheeler & Alison R. Wheeler

June 28, 2021  
Kevin and Ann Guptill  
1027 S. Main Street, #101  
Greenville, SC 29601

Planning and Development Office  
PO Box 2207  
Greenville, SC 29602  
[Planning@GreenvilleSC.gov](mailto:Planning@GreenvilleSC.gov)

RE: Sun Cap Mixed-Use Development at 1015 S. Main Street

To Whom It May Concern:

We're writing again to provide input to the proposed development at 1015 S. Main Street from the perspective of local homeowners whose property is directly adjacent to this project. We are residents at the M-West community. Kevin is a member of their board of directors, but this letter is to express our personal concerns.

Last week we attended the Open House session at the Allen Temple Community Development Center hosted by City Counselor Lillian Brock-Fleming and the Allen Temple AME Church. I believe that some members of the DRB were present, but I wanted to express the concerns we have after attending this session.

First, as Kevin stated during the session, the "Open Space" elements sought by the City, the GVL2040 Plan, and the West End Small Area Plan are not present in what is being proposed. The development as currently proposed is a closed off mass of apartments with little to no open pedestrian space for the public. It is completely different from what is found at Camperdown, Main Street in front of the Westin Hotel, the River Area north and south of Main Street, Jackson Way and the plaza west of Coffee Street on Main Street. Being so close to the ballpark, with Jackson Way being what it is and with development likely on the north side of the park, the development being proposed is completely inconsistent with the area and the concepts being proposed for South Main by GVL2040 and the West End Small Area Plan. This area has been proposed as the "Entertainment District." I fail to see how this large complex contributes at all to that environment.

Second, as previously expressed, this proposed development again is adding a large number of residents and corresponding traffic volume to an already heavy volume. These 270 units are added to the McLaren project, 408 Jackson, and the Kimpton Hotel, to name just a few. At the session, it was stated that a traffic study had been performed in 2020 but as I pointed out, this was during the height of the pandemic when traffic was unusually low and the projects above were not, and are not yet, completed. The intersection of Main and Markley cannot handle the current volume of traffic. Adding 270 apartments adjacent to it without knowing the impact of all the other projects seems to be irresponsible and an insult to those of us who live in this area. This additional traffic also adds to traffic which impacts the nearby high school, as getting to Academy or Church Street to access highways takes one thorough the area around the school.

Thirdly, we were struck by the evasive answers and lack of transparency from the developer and the architects present at this session. We know that the current stage of proposals for this

project are site massing, etc., but the representatives failed to answer questions that we think should have been clearly known by this point in time, certainly as we approach your meeting on July 1. Examples include the architects not knowing the actual height of the proposed buildings, the number of parking spaces and whether the church would have preferred use of the parking in the complex, or whether the owner of the present parking lot at the corner of Markley and Main tied to the Ballpark Condos would also have access, the number, if any, of affordable housing units available, and the availability for parking for delivery and moving trucks in the access road behind the complex and close to us at MWest. Across the street at the Green and within our own complex we see heavy daily traffic by UPS and FEDEX (numerous times a day), the US Mail, Amazon, and moving trucks, some of which are very large tractor trailers. When asked at last weeks' session about moving trucks, they said "they were optimistic about how that would work out" and thought the trucks would be in and out in 30 minutes. Our unit faces the entrance to the parking area at the Greene where moving trucks also load and unload. Those trucks are there daily, and most spend an entire day there, sometimes two days. Stating that moving trucks would be in and out in 30 minutes, which was the question asked, shreds the credibility of the person providing the answer.

The inability of the developer to be clear with answers to these questions call into question whether they are being forthcoming with honest answers or if they simply do not want to reveal the problems that are likely to be left behind once the complex is built and they disappear other than to collect rent, and local residents and the city are left to deal with problems that should have been confronted up front, like now.

As stated in our previous letter, we support continued development in and around downtown Greenville and even support the "Entertainment District" persona sought for this neighborhood, but the proposed project will not be a positive component of this. Rather, it will bring excessive traffic and congestion and will detract from the environment desired instead of enhancing it. We accept that this property is likely to be developed and we support it. We just want it to be the best type of project for the city, area residents, visitors to our neighborhood, the Allen Temple AME Church and the developers themselves. The project as currently proposed is not what this property needs.

We are two of a small number of homeowners at this end of Main Street, not renters with a lower level of commitment and investment in the area. We value the proximity to all of the neighborhoods in and around downtown and value our ability to walk to destinations downtown. We would be more supportive of a project that promotes more home ownership here, less traffic and congestion and more open space. We encourage you to take the time needed to ensure that the development of this property is consistent with Greenville's overall goals for downtown and not get into a position a few years from now where we all may regret rushing to support an incorrect concept. We think we can do better, and appreciate your consideration of our input.

Sincerely,

*Kevin and Ann Guptill*

860-916-5461

Kevin.guptill14@gmail.com