

**Meeting Minutes of the Design Review Board (DRB)**  
**Meeting**  
**Tuesday, February 3, 2015**

The Design Review Board (DRB) met in the City Hall Council Chambers on Tuesday, February 3, 2015, at 5:30 P.M., with the following members in attendance: Ricky Richardson, Tip Pitts, Mike Henthorn, Bill Joslin, and Jessica Greer. Representing the Planning Department were Joshua Henderson and Julie Roland. Assistant City Manager Chris Story also attended the meeting.

[Editor's Note: A Pre-Agenda meeting was held at 5:15 P.M. in the City Manager's Conference Room, where they were briefed on the proposed monument sign case before tonight's meeting.]

**Roll Call**

Mr. Richardson, the Chair, stated that notice of this meeting was posted and provided to the media 24 hours in advance as required by the Freedom of Information Act.

Mr. Richardson said all five Design Review Board Members were present, constituting a quorum; and he went over the procedure for the meeting.

The Agenda for the February 3, 2015 meeting was approved by acclamation.

***Disposition of the Minutes from the May 6, 2014 Meeting.***

Mr. Joslin made a motion to approve the minutes from the May 6, 2014 meeting, with second by Mr. Henthorn. The motion was unanimously approved by a vote of 5 to 0.

**Old Business** – None.

**New Business:**

***Discretionary Review of two proposed 39.6 square foot internally illuminated wall signs for GHS Spartanburg Pediatrics Health Center located at 201 East Broad Street, which is zoned DT-6. Brett Gandy, Project Manager/Garfield Signs & Graphics, on behalf of Sam Sims, GHS Project Management, Facilities Development, and the property owner, Broadwalk Development, LLC.***

Mr. Joshua Henderson, Planning Coordinator came forward and was sworn; and he submitted the meeting packets the Board Members had previously received, as well as the slides and presentation into evidence, as Exhibit A, with a correction/addition he said he would get to momentarily. He explained the request was for discretionary review for the property located at 201 East Broad Street (the Broadwalk building), to add two 39.6 square foot internally illuminated wall signs on two sides of the right side of the Broadwalk building. Mr. Henderson reminded the Board Members a request had been approved by the Board last year for a 21.45 sq. ft. monument sign, and previously before that Staff approved for Meeting Street Academy to have a 50.7 square foot wall sign; and he explained the Rescom Construction sign was 58 square feet that was approved several years ago and installed on the building. He showed a slide of the location map, signs that were already on the building, as well as the proposed sign in order to better illustrate the request. Mr. Henderson said the applicant was requesting a discretionary review since Section 9.2 of the Urban Code allowed for no property within the Downtown Urban District to have more than 100 square feet of signage. According to what was proposed, in addition to what was existing, there would be a total of 151.35 square feet of signage on the property, which was incorrect because he had failed to add in Rescom, which made the total 209.35 square feet. Per Section 2.2.2 of the Urban Code, Discretionary Reviews "would permit a change necessitated by a site specific condition, building specific condition, or an innovative manner in which to fulfill the overall design intent of this Code."

**Board Questions:**

- Mr. Joslin asked if the total square footage included all the signs on the building. Mr. Henderson explained.

John Lewelling with Garfield Signs of 203 Ford Street in Greer, SC came forward and was sworn, and said they were waiting on Sam Sims from GHS who would be here momentarily. He informed the Board Members the viewpoint from GHS was that it was important to them, as well as the mothers who were

strolling around with children to be able to identify the Children's Hospital; and Garfield had tried to do the signs consistent to how GHS did all their signs, with a children's flair added to it.

- Mr. Richardson asked Mr. Lewelling was GHS wanting to be there other than for Meeting Street kids. Mr. Lewelling said yes.
- Mr. Richardson had a question to the process Garfield Signs used when scaling a business for a sign. Mr. Lewelling explained there was a lot of math done regarding distance from the street, size of letters, fonts, etc.
- Mr. Joslin asked would the proposed sign be centered, with the sign being thirteen feet long. Mr. Lewelling John explained that included the logo.
- Mr. Richardson asked what the words in the green part underneath the proposed sign say. Mr. Lewelling said it would say Greenville Health System.

Mr. Sam Sims with Greenville Health System, Greenville, S.C. came forward and was sworn. He informed the Board Members the center started out with Meeting Street Academy wanting to have a presence in the downtown; and a health center to meet those children's needs, those who were without insurance. The health center would provide children's patient care, urgent care, clinical, repeat visits, and there was also a night clinic.

#### Board Questions:

- Mr. Richardson asked Mr. Sims was the center already open. Mr. Sims said yes.
- Mr. Joslin asked would the larger number of patients be coming in by car or as pedestrians from the academy. Mr. Sims said probably by car.
- Mr. Richardson asked Mr. Sims how many square feet they had in the building. Mr. Sims said about five thousand square feet on the second floor.
- Mr. Richardson informed Mr. Sims that the Urban Code stated how much signage could be on a building; and the applicant was over the amount. He explained to Mr. Sims the Design Review Board dealt with making the downtown area more user-friendly. They wanted to be fair to the applicant, as well as to what they were trying to accomplish from a City perspective. The Board wanted to understand what they wanted their signage to do for them.
- Mr. Pitts felt some of the problem was that they wanted signs on both sides, and Rescom and Meeting Street were not internally lit, and thought it might make sense for the proposed sign to not be internally lit.
- Mr. Henthorn did not feel they needed the three or four signs proposed; and he wondered why they needed a sign on the Broad Street side as well, instead of the crescent side.
- Mr. Joslin said in the spirit of the code and the pedestrian focus regarding mothers strolling children and what that signifier was.

Mr. Sims said he appreciated the City giving them access to the garage; and that was the primary access to their building was through the garage.

- Mr. Richardson asked Mr. Sims was there any signage in the garage to direct people to their building. Mr. Sims said there was a sign on the vinyl glass door on the third level; but he explained they basically had to wayfind their patients into the building and what those problems were.
- Mr. Richardson did not feel that any of the Board Members had a problem with GHS wanting to put a sign on their building; and he felt their real challenge was getting a sign put in the parking lot to get people to their floor in the building; and he asked Mr. Henderson about it.
- Mr. Henderson explained that would be a question for Construction Manager David Cook, and Upper Staff.

Mr. Sims asked if he understood correctly, that their sign exceeded the square footage that could be on the building, considering the other people's signs that were already on the building.

- Mr. Richardson said that was correct; and the Board's question was how would they manage when another business wanted to locate in the building, and where would the next sign go. He said they were trying to manage this building in a market that was not figured correctly for the building to begin with.
- Mr. Richardson asked Mr. Sims if the Board said they would be happy for him to have one sign, did he know which sign he would select. Mr. Sims explained they were trying to get front and center signs to help their patients get to their building easier; but that one sign was better than none.
- Mr. Richardson felt due to their patient flow coming through the garage, the petitioner should consider looking at ways to enhance the wayfinding from the garage area.
- Mr. Joslin asked could the record reflect regarding the need for maybe some wayfinding through the parking garage into the building.
- Mr. Henderson said as far as signage on the sidewalk, it could be handled as an Encroachment Permit, and they were \$35.00 each; but anything inside the garage they would need to talk to the Construction Manager David Cook, or Upper Management.
- Mr. Richardson said he did not have an issue with the lighting because the center would be open at night.

Mr. Richardson opened the public hearing and asked if anyone would like to speak in favor or against the request to come forward.

- Mr. Basil Mathis of 155 E. Broad Street at Library Commons came forward and asked would the only lit part of the sign be the Greenville logo? He said if the sign was on the internal horseshoe he did not mind.

Mr. Henthorn asked how the logo was made. Mr. Lewelling explained it was a cabinet with an acrylic base with led's internally lit.

[Editor's Note: No one else came forward to speak in favor or against the request].

Mr. Henthorn made a motion to approve the request with the condition that only one wall sign be placed on the crescent side as discussed, as opposed to two signs; and he was seconded by Mrs. Greer. The motion was unanimously approved by a vote of 5 to 0.

Mr. Richardson asked Mrs. Roland to change his email to reflect his new email address, as well as make some other changes that were needed by some other Board Members.

Other Business:

**Approval of the 2015 Meeting Schedule.**

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The 2015 Design Review Board Meeting schedule was approved by acclamation.

**Board Discussion on Possible New Downtown Development.**

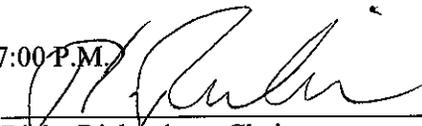
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Mr. Henderson said Mrs. Jill Rodgers, with McMillan Pazdan Smith Architecture, and Mr. Ralph Settle with Johnson Development were present to discuss the possible downtown development.

Mrs. Jill Rodgers came forward and presented a proposed conceptual site plan and design for a proposed new downtown development for West Main Street to the Board Members; and said they would like feedback at tonight's meeting whether they were on the right track regarding the Urban Code. Mrs. Rodgers said discretionary review would need to take place if at all possible the week of February 16<sup>th</sup>, due to very strict time constraints frame for the proposed customer.

There were no Staff announcements.

There being no other business, the meeting adjourned at 7:00 P.M.

  
Ricky Richardson, Chair

Edited by Julie Roland, Secretary

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