



The City of Greenville, South Carolina
Public Notice

To: Property Owners, Owners of property located within 300 feet of the following Applications, and Neighborhood Association Representatives
From: Planning & Development Division
Subject: Conditional Use Applications for Administrative Review
Date: January 12, 2018

The following applications are currently under review by the Planning & Development Division:

CU 18-016. Application by Shawn Williamson for "Toast" for a Conditional Use Permit to operate a nightclub to be open after midnight at **610 Congaree Rd**, in the C-3, Regional Commercial District (TM# 0260000100911)

CU 18-020. Application by Doug Cross "Gather GVL" for a Conditional Use Permit to operate a food service collective with bar, restaurant and event venue at **126-128 August St**, in the C-4, Central Business District (TM# 0088000101400)

You are invited to review documents relating to the applications on file in the Planning and Development office on the 6th floor of City Hall, 206 South Main Street, Greenville, between 8:00 AM and 5:00 PM, Monday through Friday. Some documents may also be reviewed online at www.greenvillesc.gov/1182/Conditional-Use-Submissions. For assistance, call the office at 864.467.4476.

A public comment period for these applications is open for 15 calendar days from the date of this letter. Written comments may be submitted to:

City of Greenville
Planning & Development
PO Box 2207
Greenville, SC 29602

Fax: 864.467.4510
Email: planning@greenvillesc.gov

Please reference the application number and include your name, address, and contact information on all correspondence. Comments received prior to a decision will be made part of the public record.

The Administrator will make a decision as to whether the request conforms, or does not conform, to the criteria enumerated in the application and found in Section 19-2.3.6 of the City Code. If a request is granted, conditions of approval may be included in order to address any related impacts of the use. Upon approval, Staff will prepare a Conditional Use Permit which shall be maintained on the premises with other related inspection, licensing, and occupancy information.

Notice of the Decision will be posted to www.greenvillesc.gov/1182/Conditional-Use-Submissions. Anyone having a substantial interest affected by the Decision may appeal by filing a written notice and application form to the City of Greenville Board of Zoning Appeals within ten (10) business days of the date of the Decision.



Office Use Only:

Application# CU 18-020 Fees Paid 250
Date Received 1/8/18 Accepted By NAS/SH

**APPLICATION FOR CONDITIONAL USE
CITY OF GREENVILLE, SOUTH CAROLINA**

APPLICANT / PERMITTEE: Doug Cross - Managing Principal/Gather GVL, LLC

**Operator of the proposed use; permit may be limited to this entity.*
Name Title / Organization

APPLICANT'S REPRESENTATIVE:
(Optional)

Name Title / Organization

MAILING ADDRESS: PO Box 9401, Greenville, SC 29604

PHONE: 336-817-7250 EMAIL: Doug@fouroakspg.com

PROPERTY OWNER: The First Lieutenant Peter F. Cureton, Jr. Foundation

MAILING ADDRESS: Roger Haskett, Wells Fargo Bank, 15 S. Main St., 2nd Floor, GVL, 29601

PHONE: 864-467-2862 EMAIL: roger.haskett@wellsfargo.com

PROPERTY INFORMATION

STREET ADDRESS: 126-128 Augusta Street, Greenville, SC

TAX PARCEL #: 0088000101400 ACREAGE: .44 ZONING DESIGNATION: C-4

REQUEST

Refer to Article 19-4, Use Regulations, of the Land Management Ordinance (www.municode.com/library/)

DESCRIPTION OF PROPOSED LAND USE:

Food and beverage collective to include coffee shop, full service bar, and a variety of micro-restaurants. Venue will include communal dining area, courtyard, stage, and roof top patios.

INSTRUCTIONS

1. The application and fee, made payable to the City of Greenville, must be submitted to the planning and development office during normal business hours.
2. The applicant/owner must respond to the "standards" questions on page 2 of this application (you must answer "why" you believe the application meets the tests for the granting of a conditional use). See also **Section 19-2.3.6, Conditional Use Permit**, for additional information. You may attach a separate sheet addressing these questions.
3. For conditional use requests for nightclubs/bars, event venues, or businesses operating after midnight, the applicant must also submit the [Zoning Compliance Application for Establishments Serving Beer, Wine, or Liquor](#).

4. You must attach a scaled drawing of the property that reflects, at a minimum, the following: (a) property lines, existing buildings, and other relevant site improvements; (b) the nature (and dimensions) of the proposed development (activity); (c) existing buildings and other relevant site improvements on adjacent properties; and, (d) topographic, natural features, etc. relevant to the requested special exception.

5. You must attach the required application fee: \$250.00

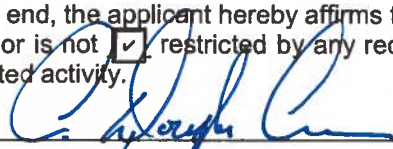
6. The administrator will review the application for "sufficiency" pursuant to **Section 19-2.2.6, Determination of Sufficiency**, prior to routing the application for staff review. If the application is determined to be "insufficient", the administrator will contact the applicant to request that the applicant resolve the deficiencies. **You are encouraged to schedule an application conference with a planner, who will review your application for "sufficiency" at the time it is submitted. Call (864) 467-4476 to schedule an appointment.**

7. **Please read carefully:** The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.

In addition the applicant affirms that the applicant or someone acting on the applicant's behalf has made a reasonable effort to determine whether a deed or other document places one or more restrictions on the property that preclude or impede the intended use and has found no record of such a restriction.

If the planning office by separate inquiry determines that such a restriction exists, it shall notify the applicant and advise them to withdraw or modify the application in a timely manner, or act to have the restriction terminated or waived.


To that end, the applicant hereby affirms that the tract or parcel of land subject of the attached application is or is not restricted by any recorded covenant that is contrary to, conflicts with, or prohibits the requested activity.



APPLICANT SIGNATURE

11/8/18

DATE

Willb Franco, Board of Trustees, Capital Foundation


PROPERTY OWNER SIGNATURE

01/08/2018

DATE

**Applicant Response To
Section 19-2.3.6(D), Standards – Conditional Use Permit**

(You may attach a separate sheet)

1. Describe the ways in which the proposal complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of **Section 19-4.3, Use Specific Standards.**

See attached document

2. Describe the ways in which the infrastructure (roads, potable water, sewerage, schools, parks, police, fire, and emergency facilities) capacity is adequate to serve the proposed conditional use.

See attached document

Applicant Response to Section 19-2.3.6(D), Standards – Conditional Use Permit

1. Describe the ways in which the proposal complies with the goals, policies, and standards of the ordinance and, in particular, with the standards of Section 19-4.3, Use Specific Standards.
 - a. Under the “Event Venue” section:
 - i. Site management – Manager will be present during all hours of operation and will comply with laws and regulations to include the terms of the conditional use permit, the city code, the applicable SC code, and the provisions of the SC Alcoholic Beverage Control Act.
 - ii. Security - Security guards will be present at a minimum on Friday and Saturday nights from 10 pm to 12 am. Security guards will possess a security officer registration certificate pursuant to SC code 1976, title 40, chapter 18 and/or be an off duty sworn law enforcement officer.
 - iii. Rooftop decks – Rooftop decks will be designed with perimeter guard railing above table surfaces and in compliance with all applicable codes.
 - iv. Exterior sound amplification – Per the attached site plan, sound amplification will be limited to stage and courtyard area and will be directed inward toward the collective. There will be no sound amplification later than 10 pm on Mon – Thur, 12 am Friday/Saturday, and 8 pm Sunday.
 - v. Maximum occupancy – Maximum occupancy is 460 as defined in the attached floorplan/seating plan (limited by restrooms, toilets, and urinals) prepared by McMillan, Pazdan, Smith. However, we plan to request the option to exceed 460, on special occasions, with the use of temporary restroom facilities.
 - vi. Parking plan – A total of 256 public parking spaces are available within a 2-3 minute walk of the site, not including the County Square parking which is available within a 5 minute walk. Adjacent to the site, there are 72 parking spaces in an underutilized, city owned lot. Directly across the street, there are an additional 27 spaces available to the public, in a privately-owned lot. Around the corner (behind the retail shops facing Augusta – Monkee’s Smiley’s, etc.) are an additional 90 parking spaces available to the public. Behind The Warehouse Theatre, there is an additional lot with 67 spaces, available to the public. The County Square parking lot has hundreds of available parking spaces, which are currently underutilized during times when Gather GVL will be operating at peak attendance (nights and weekends). For employees of Gather GVL and tenants, monthly parking is available in the 72-space lot next door. We have had preliminary discussions with the city (Mary Douglas Hirsch and Brittany Moore) regarding usage of this lot.
 - b. Under the “Nightclub or Bar” section:
 - i. Liquor, beer, and wine licensing – Individual tenants will be applying for appropriate licenses from the SC Department of Revenue under the provisions of the SC Alcoholic Beverage Control Act. We anticipate 1 tenant applying for a liquor license and possibly a couple of other tenants applying for beer and wine licenses.
 - ii. Site management – same as above

- iii. Alcoholic beverage training – Licensees, managers, and servers will participate in merchant education/server training offered by the Phoenix Center or comparable programs approved by the city police department.
 - iv. Security – same as above
 - v. Occupancy and access – Per above, maximum occupancy will be 460 and will be monitored during peak operating times (e.g. weekend nights). All access points will be gated, allowing egress at all times and ingress based on occupancy availability. Patrons will be routed to main entrance at all times. Main entrance will be staffed during peak operating times in order to monitor the flow of patrons.
 - vi. Exterior sound amplification – same as above
 - vii. Rooftop decks – same as above
 - viii. Patron behavior – Loitering, solicitation, and disorderly conduct will be prohibited at all times and guidelines will be posted appropriately throughout the collective.
 - ix. Smoking – Smoking will not be allowed on the premises, guidelines posted appropriately.
 - x. Other ordinances and conditions – Gather GVL management and tenant management intend to abide by all other ordinances and conditions that may be required by the conditional use permit.
2. Describe the ways in which the infrastructure (roads, potable water, sewerage, schools, parks, police, fire, and emergency facilities) capacity is adequate to serve the proposed conditional use.
- a. We are not aware of any infrastructure capacity issues as the project is infill, small scale, and located in Greenville’s urban core.
 - b. We are working with the city and the SC DOT to specify a loading and unloading area on Augusta (directly in front of the site) and to designate a pedestrian crosswalk between Gather GLV and the future SC Children’s Theatre. (see site plan attached)



city of greenville

Zoning Compliance Application

Establishments Serving Beer, Wine, Or Liquor

Applicant

Name Gather GVL, LLC/Doug Cross Phone 336-817-7250

Mailing Address PO Box 9401, Greenville, SC 29604

Email Doug@fouroakspg.com

Signature of Applicant  Date 1/8/18

Property Owner

Name The First Lieutenant Peter F. Cureton Foundation Phone 864-467-2862

Mailing Address 1 Roger Haskett, Wells Fargo Bank, 15 S. Main St., 2nd Floor, Greenville, SC 29601

Email roger.haskett@wellsfargo.com

Signature of Property Owner  Wells Fargo Bank, a Trustee Cureton Foundation Date 01/08/2018

Property Information

Address 126-128 Augusta Street, Greenville, SC

TMS# 0088000101400 & 0088000101500 Zoning District Designation C-4

Description of Proposed Use

Provide details for each of the following, as applicable, on a separate sheet:

Operating Plan

1. Type of Use (Restaurant, Nightclub, Event Venue, Etc.)
2. Days and Hours of Operation
3. Staffing Schedule
4. Kitchen Equipment Schedule
5. Menu and Hours of Food Service
6. Parking for Customers and Employees
7. Designated Smoking Area
8. Type of Entertainment and Duration
9. Closing / "Last Call" Procedures

Security Procedures

1. Number and Type of Designated Security Staff
2. Training / Certification of Staff
3. Specific Duties / Responsibilities of Staff
4. Entry / Exit / Re-Entry Procedures
5. Crowd Management
6. Crime Prevention through Environmental Design (CPTED)

Seating Plan

1. Provide a floor plan, drawn to scale, by a registered South Carolina architect. The plan must demonstrate the proposed occupancy with calculations based on the current adopted building code.
2. Schedule a feasibility inspection of the property: 864.467.4457

Business Plan

1. Business Plan Summary: Target Audience, Theme, Objectives / Goals
2. Projected Revenue: % Alcohol Vs. Food Sales
3. Fees For Entry / Membership / Entertainment
4. Status Of City Business License Application
5. Status Of SCDHEC 'Retail Food Establishment' Permit, If Applicable
6. Status Of Abl-901 Application To SC Department Of Revenue
7. Provide Documentation That Sled Requirements Have Been Met



city of greenville

Provide a response for each of the following:

1. Describe the ways in which the proposed use is consistent with the comprehensive plan.
See attached document

2. Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.
See attached document

3. Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.
See attached document

Meet With the Technical Advisory Committee

Applications for Zoning Compliance will be reviewed by the Technical Advisory Committee (TAC), a City Staff committee comprised of representatives from the following City Departments and appointed by the City Manager:

Building Codes and Inspections	Police
Business Licensing	Fire
Economic Development	Planning
Public Information and Events	Legal

The Technical Advisory Committee convenes once-a-month to meet with Applicants and review Conditional Use Permit applications that may be granted by the Zoning Administrator. This process promotes a more comprehensive understanding of the Applicant's proposal, which in turn conveys a more comprehensive understanding of the multiple Departments' operating requirements and expectations.

The Applicant, Business Owner, and Property Owner (if different) are required to attend a regularly scheduled TAC meeting prior to granting a Conditional Use Permit. Managers and anyone involved in operating the business are also encouraged to attend. The meeting date, time, and exact location within City Hall will be confirmed upon submittal of this application to the Planning and Development office on the 5th floor of City Hall.

Description of Proposed Use

1) Operating Plan

- a. Type of Use – Food and beverage collective to include coffee shop, full service bar, and a variety of micro-restaurants. Venue will include communal dining area, courtyard, stage, and rooftop patios.
- b. Days & Hours of Operation
 - i. Tenant hours will vary, but generally 7 AM-10 PM Tues-Thurs, 7 AM – 12 AM Fri & Sat, 8 AM – 8 PM Sun
- c. Site Manager will be present during all operating hours; Tenants will handle their own staffing needs
- d. Kitchen Equipment Schedule will vary by Tenant
- e. Menu & Hours of Food Service will vary by Tenant
- f. Parking for Customers & Employees – A total of 256 public parking spaces are available within a 2-3 minute walk of the site, not including the County Square parking (which is available within a 5 minute walk). Adjacent to the site, there are 72 parking spaces in an underutilized, city owned lot. Directly across the street, there are an additional 27 spaces available to the public, in a privately-owned lot. Around the corner (behind the retail shops facing Augusta – Monkee’s Smiley’s, etc.) are an additional 90 parking spaces available to the public. Behind The Warehouse Theatre, there are an additional 67 spaces available to the public. The County Square parking lot has hundreds of available parking spaces, which are currently underutilized during times when Gather GVL will be operating at peak attendance (nights and weekends). For employees of Gather GVL and tenants, monthly parking is available in the 72-space lot next door. We have had preliminary discussions with the city (Mary Douglas Hirsch and Brittany Moore) regarding usage of this lot.
- g. Designated Smoking Area – Smoking will be prohibited on site.
- h. Type of Entertainment & Duration
 - i. Family movie nights – Approx. 2 hrs
 - ii. Local musician – Approx. 2 hrs
 - iii. Sporting event viewing – 2-4 hrs
 - iv. Fitness Classes – Approx. 1 hr
- i. Closing/“Last Call” Procedures
 - i. Terminate Service
 - ii. Usher guests toward exits

2) Security Procedures

- a. Number & Type of Designated Security Staff
 - i. 3rd party security firm or off-duty law enforcement officers
- b. Training/Certification of Staff
 - i. Security officers will have registration certificate pursuant to S.C. Code 1976, title 40, chapter 18, or, as an alternative, may be an off-duty sworn law enforcement officer
- c. Specific Duties / Responsibilities of Staff
 - i. Secure the property, keep the peace

- d. **Entry/Exit/Re-Entry Procedures**
 - i. Public access will be restricted to one entry/exit point at peak times on Friday and Saturday evenings
 - ii. All access points will be gated and will allow egress at all times. Ingress will be limited based on occupancy availability.
- e. **Crowd Management**
 - i. Public access will be restricted to one entry/exit point at peak times on Friday and Saturday evenings
 - ii. Management will monitor occupancy and implement "one in, one out" method when necessary to comply with certificate of occupancy
- f. **Crime Prevention through Environmental Design (CPTED)**
 - i. All areas of the project will be well lit
 - ii. All gates will be closed and locked during off hours.
 - iii. All tenant units will be closed and locked during off hours.

3) Seating Plan

- a. See attached Code Compliance floorplan/seating plan from MPS
- b. Seating available on both 1st and 2nd levels (ADA compliant lift for rooftop patio)
- c. Schedule inspection once construction is complete

4) Business Plan

- a. **Business Plan Summary: Target Audience** – All demographics, but especially young families; **Theme** – Community gathering place around quality craft food & beverage; **Objectives / Goals** – Provide a safe, welcoming, and experiential community gathering place where the tenants make a profit and their customers make memories.
- b. **Projected Revenue:** Approximately 25% Alcohol and 75% Food & Non-Alcoholic Beverages
- c. **Fees for Entry / Membership / Entertainment:** Tenants pay programming promotional fee equal to 1% of revenues; Customers will not be charged for entry, membership, or entertainment
- d. **Status of City Business License Application:** Not yet submitted
- e. **Status of SCDHEC 'Retail Food Establishment' Permit:** Not yet submitted (Project in design phase)
- f. **Status of Abl-901 Application to SC Department of Revenue:** Not yet submitted. Tenants will be applying for liquor, beer, and wine licenses.
- g. **Provide documentation that Sled requirements have been met:** Do not have this documentation at the present time.

Responses for the following questions:

- 1) Describe the ways in which the proposed use is consistent with the comprehensive plan.
 - a. Sustainable – Gather GVL will promote efficient use of resources through infill development and use of repurposed shipping containers and other reclaimed materials.
 - b. Community – Gather GVL will be a safe, walkable, and accessible destination for all Greenville residents
 - c. Economic Development – Gather GVL will create opportunities for local businesses to start, expand, and/or experiment with new concepts and will lead to numerous employment opportunities.
 - d. Transportation – Gather GVL’s urban location and lack of on-site parking encourages use of alternative forms of transportation including bus, trolley, walking, and biking.
 - e. Character – Gather GVL’s use of brightly colored shipping container structures connects the West End’s industrial past with its present role as the arts and entertainment district of Greenville. Gather GVL will be uniquely and distinctly Greenville.

- 2) Describe the ways in which the request is appropriate for its location and is compatible with the character of existing and permitted uses of surrounding lands and will not reduce the property values thereof.
 - a. Gather GVL is located among other restaurants and entertainment venues including The Warehouse Theater, South Carolina Children’s Theater, Smiley’s Acoustic Café, and the Greenville Drive baseball stadium. The proposed use is an improvement on the existing use of subject property (construction staging yard) and the abutting property uses, which include a service facility for Greenville Transit Authority and a public surface parking lot. The proposed use should increase property values as a primary result of increased foot traffic in the area.
 - a. There are approximately 3,000 residential units either planned or under construction in the downtown area, many of which are in the West End. New residents will be looking for dining and entertainment options within walking distance of their residences. Gather GVL will offer convenient and affordable dining and entertainment options for all residents in Greenville’s urban core.

- 3) Describe the ways in which the request will minimize adverse effects on adjacent lands including: visual impacts; service delivery; parking and loading; odors; noise; glare; and, vibration. Describe the ways in which the request will not create a nuisance.
 - a. The project will minimize adverse effects on adjacent lands by the use of in ground waste containment (Sutera USA, LLC). This revolutionary system, which will incorporate 4 concrete wells submerged 6’ into the ground, will minimize odors, insects, waste water runoff, and unsightly dumpsters.
 - b. Working with the city to designate loading/unloading zone on the street in front of the collective. Additionally, site access driveway will allow suppliers to park off the street in order to unload their food and beverage related goods.

- c. Customers and employees will be able to take advantage of currently underutilized public parking lots adjacent to the site, directly across the street, and around the corner (total of 256 spaces with 2-3 minute walk).
- d. The hours of operation, closing no later than 10 pm on week nights and 12am on weekend nights, will mitigate impact of noise related issues.
- e. The architectural features of the project will be visually pleasing to the eye and align with the character of the West End community.

