



PENDLETON

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History, Hospitality & Happenings!

Town of Pendleton
Design Review Board
Regular Meeting, October 02, 2025
Pendleton Town Hall, 6 pm

AGENDA:

1. **Call to Order**
2. **Approval of prior meeting minutes:** From the meeting of July 17, 2025
3. **Public Hearing:**
 - a. Hold a public hearing on an application seeking approval to install a multi-colored Awning at 102 & 104 Exchange Street inside the Town Square Overlay District.
4. **Public Comment:**
5. **Action Item:**
 - a. The consideration of an application seeking approval to install a multi-colored Awning at 102 & 104 Exchange Street inside the Town Square Overlay District.
6. **Adjournment:**



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Town of Pendleton
Design Review Board
Called Meeting, July 17, 2025
Pendleton Town Hall, 6 pm

MINUTES:

1. Call to Order

Chairwoman Dr. Stokowski called the meeting to order at 6:00 pm.

2. Approval of prior meeting minutes: From the meeting of May 15, 2025

With no changes requested to the prior meeting minutes, Ms. Bellinger motioned to approve them as submitted. Ms. Gilstrap seconded the motion with all members voting in favor of at 6:00 pm.

3. Public Hearing: Hold a Public Hearing on the request for a Façade Color Change to 216 East Queen Street, inside the Greenville Street Overlay District.

Chairwoman Dr. Stokowski opened the Public Hearing on the applicant's request for a façade change to 216 East Queen Street at 6:01 pm.

With no public in attendance, no public comments were made.

4. Public Comments:

No public comments were made.

5. Action Item:

- a. The consideration of an application seeking approval for façade color changes to 216 East Queen Street inside the Greenville Street Overlay District.

Chairwoman Dr. Stokowski opened this action item at 6:03 pm and asked staff to present their report. Assistant Town Planner, Owen Rines read his report to the Board and informed them that the applicant was present if they had any questions for them.

With no further questions, Ms. Bellinger made a motion to approve the façade change at 216 East Main Street as submitted. Ms. Mahan seconded the motion with all members voting in favor of at 6:06 pm.

6. Adjournment:

With no further business, Ms. Bellinger motioned to adjourn, with Ms. Mahan seconding her motion. All members voted in favor of at 6:07 pm.

Chairwoman: _____ Date: _____



Date of Report:	September 24, 2025
Report By:	David Poulson, Town Planner
Applicant:	Main Exchange, LLC
Request:	The applicant requests approval from the Board to install Multi-Colored Awnings at this address located inside the Town Square Overlay Corridor.
Property Location:	102 & 104 Exchange Street
Existing Zoning:	Central Business District (CB)





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Purpose of Request: The current Protection Standards for Existing Buildings, Section B3 Awnings, of the Town Square Overlay District require Awning colors to be compatible with the overall color scheme of the building, and they shall use solid colors with muted tones or colors comparable to existing awnings on the Square.



Future Land Use Map: Central Business District (CB)

Existing Conditions: Commercial.

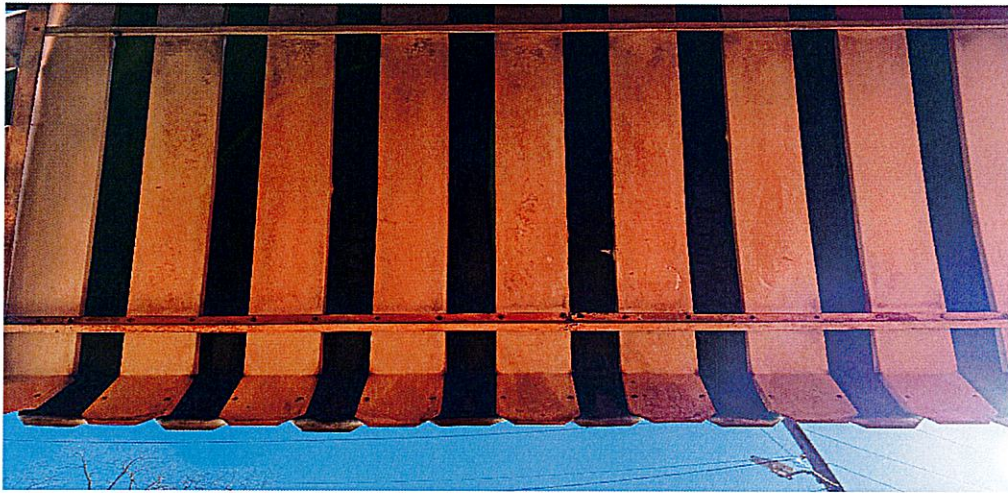


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Reason for Request: The applicant is currently rehabilitating this building and is seeking approval to install multi-colored awnings on the front and side façades. The proposed awnings are designed to replicate the original style and design from the late 1940s and 1950s, helping to preserve the building's historic character. The color scheme—dark green and white—was selected based on historic research required for the Tax Credit application process and follows guidelines established by the State Historic Preservation Office (SHPO). The current Town of Pendleton Ordinances require that the Design Review Board review all new construction, building additions, and new parking areas for compliance with the overlay district guidelines.





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SECTION 10-3 DUTIES AND POWERS

A. Exterior Alteration of Structures and Sites. All exterior alterations to structures and sites that the Zoning Administrator or designee finds not to be in clear compliance with overlay district regulations may be reviewed by the Design Review Board. Full facade renovations shall be reviewed by the Design Review Board.

B. Demolition and Relocation of Structures. Structures proposed to be moved from, or demolished within, an overlay district shall be reviewed by the Design Review Board. Alternatives to demolition or relocation shall be provided and discussed by the Design Review Board if the structure is considered to be of historic or cultural distinction. Criteria to support demolition or relocation of a structure from the overlay district shall include the following:

1. The structure cannot be economically rehabilitated on the site to provide a reasonable income or residential environment compared to other structures in the general area.
2. There is a demonstrated public need for the new use on that specific site, which outweighs any public benefit which might be gained by preserving the subject building on the site.
3. The proposed development, if any, is compatible with the surrounding area, considering such factors as location, bulk, landscaping, and exterior design.

C. New Construction, Building Additions, and New Parking Areas. All new construction, building additions, and new parking areas shall be reviewed by the Design Review Board for compliance with the overlay district guidelines.

D. Interior Renovations. All interior renovations shall be exempt from review by the Design Review Board, although building permits may be required for such work.

E. Variance Requests. All requests for variances from the overlay district guidelines shall be reviewed by the Design Review Board based upon the specific criteria listed in **Section 10-5, Variances and Appeals**. Variances from any other section of the Zoning Ordinance shall be reviewed by the Board of Zoning Appeals.

SECTION 10-4 PROCEDURES

1. Hearings.

The Design Review Board shall have a public hearing anytime a variance from the overlay district guidelines is requested. The hearing shall allow the applicant or representative of the applicant, along with any persons in support or opposition of the variance, to be heard in a significant manner

2. Notice of Hearings

Notice of Hearings. Notice of hearings shall be given by paid advertisement one time in a newspaper of local distribution, stating the time and place of such public meeting, which time shall not be earlier than thirty (30) days from the date of the meeting, and not later than fifteen (15) days from the date of meeting, stating the time and place of such public meeting. Notice of hearings shall also be given via a sign announcing the public hearing, which shall be placed on the street frontage of the lot on which the modifications are proposed. More than one (1) sign may be required due to the size of the site.



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C. Procedure for Decisions:

1. The Design Review Board shall decide to approve the request, deny the request, or table the request no more than forty-five (45) days after receiving all required application materials. Conditions of approval may be attached to any approval.
2. If the case is approved, a Certificate of Appropriateness shall be issued to the applicant by the Zoning Administrator or designee.
3. If a case is denied, the Design Review Board shall state the reasons in the minutes and in a letter to the applicant. The letter may include advice and illustrative drawings in regard to appropriateness of design, arrangement, texture, material, color, and the like, of the property involved. An applicant may re-apply for approval at any time; there is no waiting period following denial by the Board.
4. The Design Review Board may table a request only if there is insufficient data (data not presented that is in excess of the required materials listed in **Section 10-4(A)**) to make an appropriate decision. The Board must state specifically what data is needed and shall approve or deny the development request at the next schedule meeting after the additional materials are submitted.

Staff Recommendation:

Staff recommends **denying** the request to allow a multi-colored awning at this address. Although there is a desire to revert these awnings to the original color design to comply with SHPO and the ability to use the Tax Credits program, this design does not follow the current guidelines on the Town Square. In addition, Town Staff has previously denied other requests from businesses wanting to install multi-colored awnings on their building.

ATTACHMENTS:

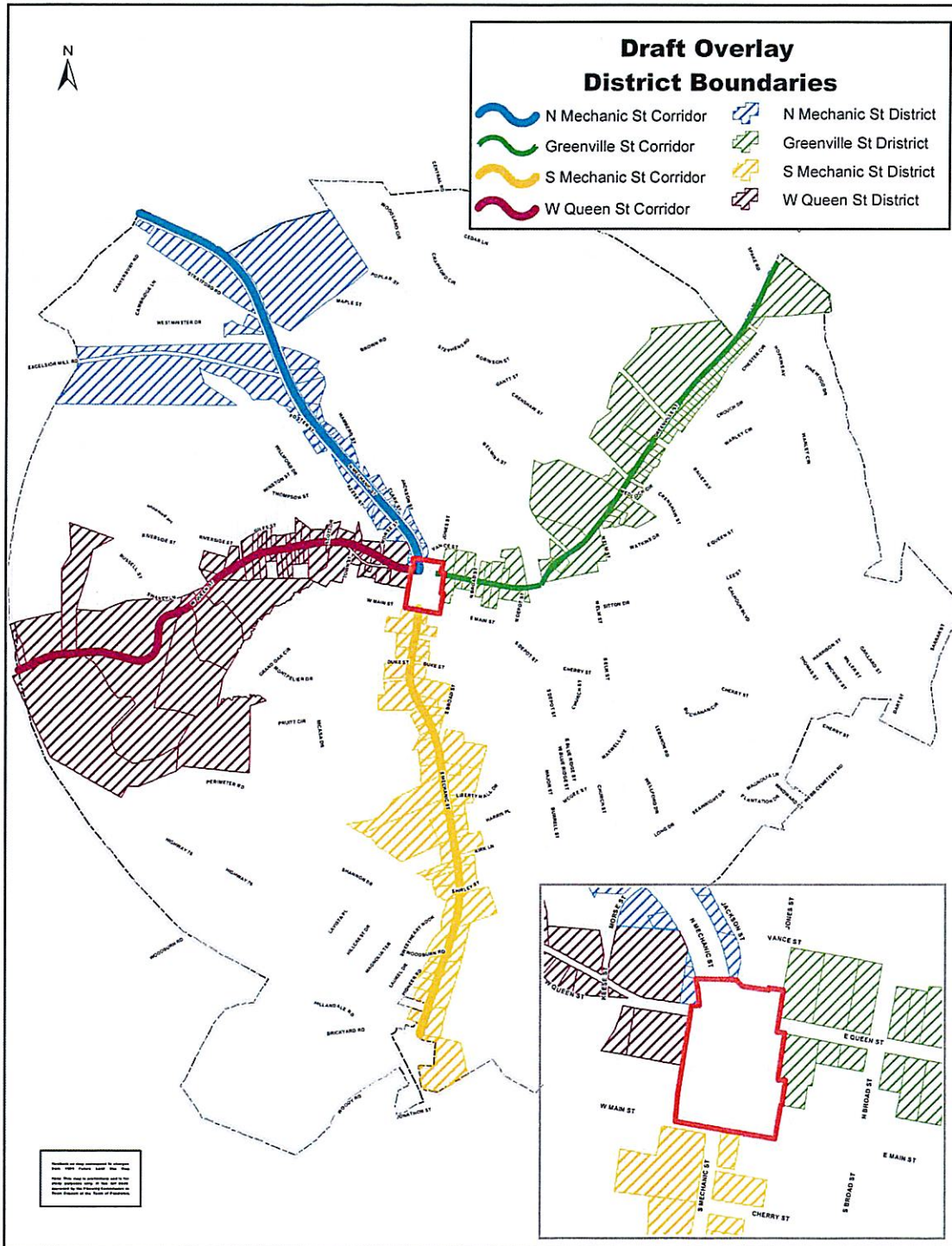
- Attachment A: Application for Review
- Attachment B: Map of the Area
- Attachment C: Pictures of Proposed Awning
- Attachment D: Supporting Documentation



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Design Review Application

(Please read directions on back of form)

Date of submittal: September 2, 2025

TMS #: 040-10-11-001-000 & 040-10-11-002-000

Zoning Classification: CB - Central Business

Property Location (911 address): 102 & 104 Exchange Street

Name of property owner: Main Exchange, LLC

Phone Number: ((727) 424-1426) --

Email: susan@mainexchange Pendleton.com

Signature of property owner: Susan R. deyeck, Partner

Name of applicant (if other than owner): n/a

Address: _____

Phone Number: (_____) _____ -- _____ Email: _____

Signature of applicant: _____

Name of Overlay District: Town Square

Permit Requested (circle one):

Residential

Commercial

Industrial

Institutional

Materials to be Included With Application:

Incomplete applications will not be placed on the Design Review Board Agenda for appeal. Please check all supplemental items that have been included with this application:

on file Completed Building Permit Request Form

n/a 604.1(a) Sketch plans for new construction, additions, relocated structures into the overlay district, and new parking areas

attached 604.1(b) Architectural sketches (renderings/elevations)

attached 604.1(c) Photographs

n/a 604.1(d) Sign Permit Application Form required for all new signage

n/a 604.1(e) Variance Application Form is required for all variance requests

\$100 Design Review Application Fee (amount specified on "Town of Pendleton Fee Schedule")

OFFICE USE ONLY

Date of Completed Application: 9/2/2025

Date of Review: 10/02/2025

Hearing Required:

Yes No

Decision by Design Review Board: _____

Approval Signature: _____ Date: _____



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Sketch/Scale Plan Checklist

For All Uses

General Information (List):

- ☐ Scale based on engineer's scale
- ☐ North arrow
- ☐ Plan date
- ☐ Owner name and address
- ☐ Site address (with lot number, if applicable)
- ☐ Acreage or square footage of parcel
- ☒ TMS number
- ☒ Zoning classification of property
- ☐ Existing use (Example: "Existing Use = Town House")
- ☐ Proposed changes to or uses on property (Example: "Proposed Changes = Addition")
- ☐ Height and stories of structure
- ☐ Footprint area for all structures on the lot (including all accessory buildings)
- ☐ Parking calculations (Amount of spaces existing, proposed, total spaces and spaces required)
- ☐ Vehicle Use Area (VUA), including all driving/parking surfaces
- ☐ Landscape Area (at least 10% of VUA)
- ☐ Legend (if symbols are used on sketch/scale plan)
- ☐ Any additional information required per overlay district guidelines

For residential construction:

- ☒ Number of dwelling units per structure
- ☐ Number of total dwelling units
- ☐ Density of development (units per acre, not including right-of-way area)
- ☐ Number of bedrooms and bathrooms per unit (if addition, list OLD (NEW) numbers)

For commercial construction:

- ☐ Gross floor area of all structures, listed as "existing" and "new"

See next page for Sketch/scale drawing and labeling requirements
For All Uses



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Architectural sketches (renderings/elevations)

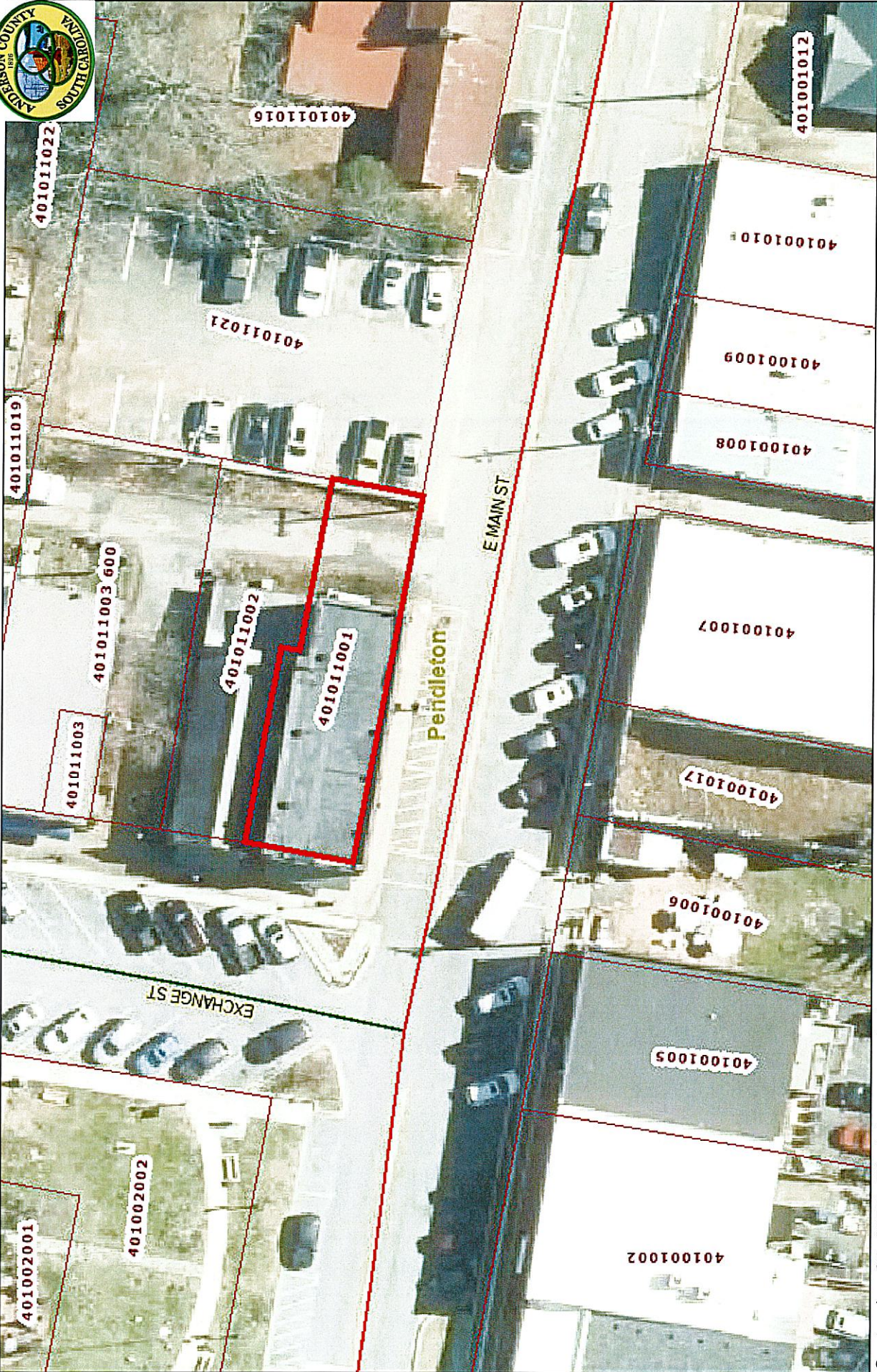
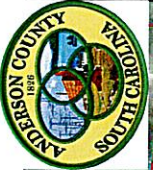
A sketch of the exterior of new construction or additions from all sides of the structure shall include the items below as verified with Town Planning Staff.

- ☐ 1) Architectural features
- ☐ 2) Proposed materials
- ☐ 3) Proposed color samples
- ☐ 4) Walls
- ☐ 5) Terraces
- ☐ 6) Plantings
- ☐ 7) Window and door details
- ☐ 8) Ornamental light poles, and light coverings attached to structures
- ☐ 9) Attached signage
- ☒ 10) Any additional information required per overlay district guidelines

Photographs

Photos shall include, but not be limited to:

- ☐ 1) All existing structures on the lot from all four sides of the property (if structures exist)
- ☐ 2) Structures proposed for demolition (if any)
- ☒ 3) Area of structure proposed for repairs, alterations, and additions (if any)
- ☐ 4) Perspective view of lot frontage
- ☒ 5) Adjoining and adjacent properties
- ☒ 6) Any additional photos required per overlay district guidelines



1 in = 37 ft
 0 0.0035 0.007 0.01 0.014 mi
 0 0.005 0.01 0.02 km
 ESRI, Highland Mapping, and Anderson County GIS



PP 000/000

September 24, 2025 Disclaimer accepted.

TMS:	401011001
Owner:	MAIN EXCHANGE LLC
Owner Address:	124 INDIAN BAYOU DR
City/State:	DESTIN FL
Deed Page:	133
Deed Book:	14994
Tax District:	44
Sale Year:	2020
Zip Code:	32541
Current Plat:	CP S 2714/9
Description:	EXCHANGE ST
Sale Price:	\$100,000
Market Value:	\$126,899

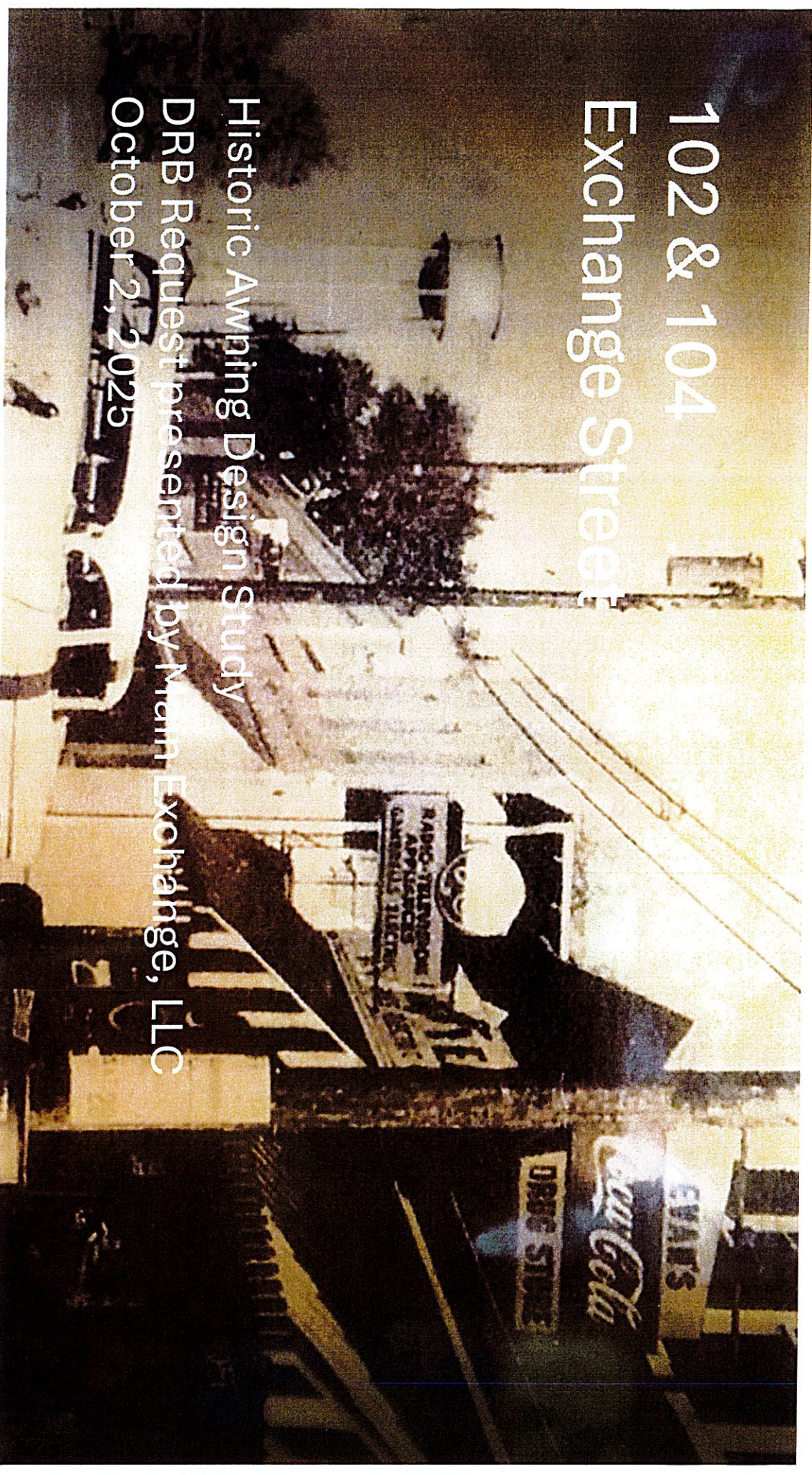


Existing Awning Underside - Prior to Removal 2025

102 & 104 Exchange Street

Historic Awning Design Study

DRB Request presented by Mann Exchange, LLC
October 2, 2025



Our Story

Main Exchange, LLC is a partnership of eight like-minded, values-driven, community-oriented friends who are personally investing in Pendleton with passion and pride. Our vision is to repurpose these two iconic buildings into community assets for trade and hospitality, while honoring their historic past. We strive to intentionally restore the 102 and 104 Exchange Street buildings to their authentic historic glory...and to contribute a lasting centerpiece on the Town Square for generations to enjoy.



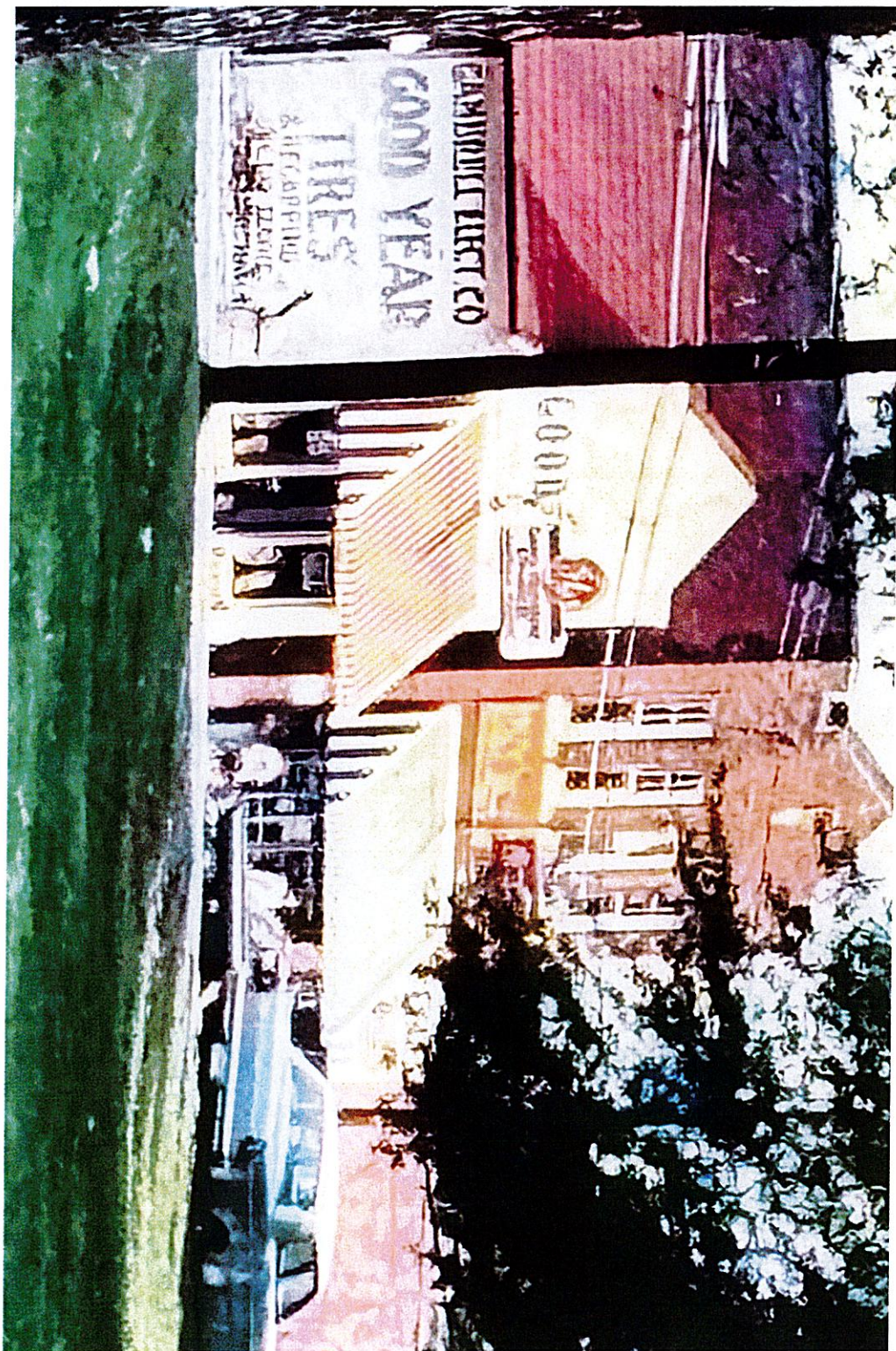
MAIN EXCHANGE
PENDLETON, SOUTH CAROLINA

Our Rationale

- Based in historic research and feedback from the historic tax credit application process, our desire is to restore the original striped awnings to both buildings in hunter green and white canvas. (Fabric swatch available.)
- This design element not only elevates the brand of the Town Square by bringing a “Traditional Southern Elegance” look to its cornerstone property, it also keeps us in compliance with the SHPO and National Park Service criteria for historic tax credits.



MAIN EXCHANGE
PENDLETON, SOUTH CAROLINA



Circa 1950's

Front View of building:



Project: Southerland Construction Inc 102 Exchange St, Pendleton – Awning Renderings Last Updated@/@@	Prepared by: enviroAwning PO Box 583 Greer SC 29652 Phone: 864 233-1585	Job: 5367 Drawing: Main1	
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Artist Rendering



Real World Inspiration



850 Morrison Drive, Suite 675
Charleston, South Carolina 29403
Main 843.323.4230
Fax 843.323.4240
www.ryan.com

May 1, 2025

Town of Pendleton
310 Greenville Street
Pendleton, SC 29670

Dear Town of Pendleton Staff and Design Review Committee Members:

Ryan, Inc., a national leader in historic tax credit consultation, has been retained by Main Exchange, LLC to submit applications for state and federal historic tax credits for 102 and 104 Exchange Street, located in Pendleton Square.

To secure these credits, the proposed rehabilitation of 102 and 104 Exchange Street must strictly adhere to the Secretary of Interior's Standards for Historic Rehabilitation. Architectural plans and a narrative description of the rehabilitation must be submitted for review and approval by both the State Historic Preservation Office (SHPO) and the National Park Service (NPS). If these agencies do not approve the work, then the rehabilitation cannot receive historic tax credits.

We have worked to identify historic characteristics of 102 and 104 Exchange. These efforts were aided by early photographs of the buildings, submitted by Mr. John Evans, the previous owner. In these photos, each building has a green and white horizontally striped awning over the front entrance. Current plans call for the restoration of the green and white striped awnings at 102 and 104 Exchange. We respectfully request the Town of Pendleton's formal approval of the plan as both the SHPO and the NPS have made it explicitly clear that the rehabilitation must reflect the historic character of these buildings. Failure to comply with this requirement could result in denial of the historic tax credits. We believe the addition of these awnings will restore the unique historic character of 102 and 104 Exchange. Your support is essential for the project owners to obtain state and federal historic tax credits.

Thank you for your consideration and commitment to preserving Pendleton's architectural heritage.

Sincerely,

A handwritten signature in black ink, appearing to read "Caroline D. Wilson".

Caroline D. Wilson
Manager, Historic Tax Credits
Ryan, LLC

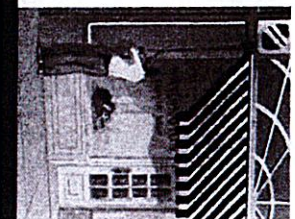
Endorsement Letter from Historic Tax Credit Representative

44 PRESERVATION BRIEFS

The Use of Awnings on Historic Buildings: Repair, Replacement, and New Design

Chad Rendt

National Park Service
U.S. Department of the Interior
Heritage Preservation Services



A sleepkeeper rolls out an awning at the beginning of the workday; a family gathers under a porch awning on a hot summer afternoon. These are familiar and compelling images of earlier urban and residential life in America. For two centuries, awnings and only played an important functional role, they helped define the visual character of our streetscapes. Yet, compared to historic photographs of downtowns and neighborhoods with myriad awnings, today's streets often seem plain and colorless.

Throughout their history, awnings have had great appeal. Along with droops, curtains, shutters, and blinds, they provided natural climate control in an age before air conditioning and tinted glass. By blocking out the sun's rays while admitting day light and allowing air to circulate

between interior and exterior, they were remarkably efficient and cost effective. Awnings permitted window shopping on rainy days; they protected show windows displays from fading due to sunlight. On the primary facade and near eye level, they were central to a building's appearance. Manufactured from a wide variety of materials, awnings offered a range of colors and patterns, stripes, ornate valances and painted lettering and logos. With a wide range of color and pattern choices, owners could select an awning that complemented the building and set local style and function in a relatively affordable package (Figs. 1 and 2).

In recent years, building owners and others interested in historic buildings have rediscovered awnings. Local

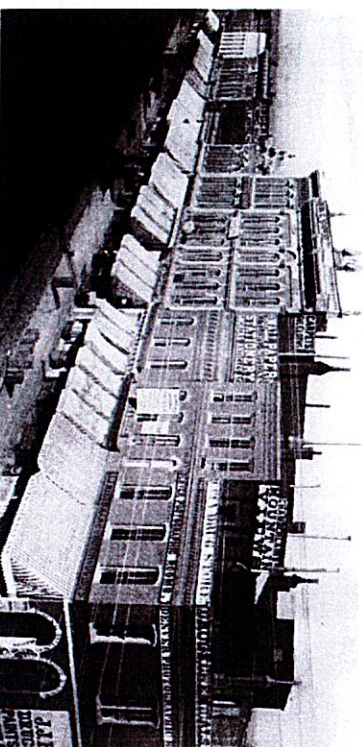


Figure 1. Sanborn awnings over sidewalks and entrances were typical features of American downtowns from the 19th and 20th centuries. Photo of Jernett Street, Denver, Colorado, c. 1870. Denver Public Library, Western History Collection, X-22058.

Article on History, Impact & Importance of Authentic Awning Design

Our Request

- The partners of Main Exchange, LLC respectfully request approval to replace the existing awnings with authentically historic green and white striped canvas awnings. This request meets the requirements of Zoning Ordinance Article 6, Section 6.
- The stripes are a minor exception to the Town Square Overlay preference for solid color awnings (Section B3). They are also the authentic choice for the historic renovation of these iconic buildings, compatible with the color scheme of the buildings, and will complement the existing awnings on the Square.



MAIN EXCHANGE
PENDLETON, SOUTH CAROLINA

Thank You For Your Support & Consideration



Partners: Huddins, Giards, Lyerlys, and Jezeks



David P

From: David Poulson
Sent: Wednesday, September 24, 2025 2:13 PM
To: David P
Subject: Main exchange



Sent from my iPhone

PUBLIC NOTICE

The Town of Pendleton Design Review Board will hold a Public Hearing in the Council Chambers of Town Hall on Thursday, October 2, 2025, at 6:00 pm to receive public comments on proposed exterior awning alterations to 102 and 104 Exchange Street inside the Town Square Overlay District. This meeting is open to the public.

Please run this ad on Monday September 8, 2025

Bill ad to:

Ms. Amyee Crawford
Town of Pendleton
310 Greenville Street
Pendleton, S.C 29670