



Agenda
Board of Architectural Review
March 3, 2026
6:00 PM
1250 Tiger Blvd.
Council Chamber, Clemson City Hall

Call to Order

Election Of Officers

Adoption of Minutes

- a. December 2, 2025

Action Items

Please note that Public Comments will be heard during each of the Action Items presentation.

- a. Building and Site Review
 - 1. 2026-AR-01: Applicant Jessica Newton is requesting approval of new signage at 107-3 Sloan Street.
 - 2. 2026-AR-03: Applicant Cameron Tarrant, Signarama Anderson, is requesting approval of new signage at 356 College Ave.
 - 3. 2026-AR-02: Applicant WJ Bev StandCo 30, LLC, is requesting approval of a new commercial building at 614 Old Greenville Highway.

Staff Reports

Other Business

- a. Courtesy review of proposed Planned Development at 1310 Tiger Blvd.

Adjourn

**Board of Architectural Review Meeting
December 2, 2025 - 6:00 P.M.
CITY COUNCIL CHAMBER**

The meeting was livestreamed and recorded on YouTube. (Note: Due to technical issues, a portion of the video recording was lost; a full audio recording is available on request.)

Members Present: Hunter Hanahan, Todd Howard, Andrew Neptune, Pete Matsko, Nathan Schaupp and Christine Tedesco

Members Absent: David Allison

Staff Present: Jacob Peabody, Zoning and Codes Administrator, and Rebekah Wilbanks, Recording Secretary

1. Call to Order: The meeting was called to order at 6:00 p.m.

Chairman Todd Howard read the opening statement and had Board members introduce themselves. Mr. Howard continued to explain how the meeting will be conducted and invited attendees to use the Speaker Sign-in form to register to speak during the meeting. Mr. Howard also informed the audience that the BAR meetings are now being live streamed through the City of Clemson YouTube website.

2. Adoption of Minutes: Nathan Schaupp moved the Minutes from the November 4, 2025, meeting be approved as presented. Christine Tedesco seconded the motion. Minutes were adopted by unanimous vote. (2:28)

3. Action Items

a. Building and Site Review

1. **2025-AR-10:** Applicant Carmen Gilliam, Signaraman Anderson, is requesting approval of a new sign at 199 Old Greenville Hwy. (2:50)

Chairman Howard informed the board this application had been removed from the agenda.

2. **2025-AR-04:** Applicant Robert Canipe, Harris Teeter, is requesting approval of dumpster location for 501 Old Greenville Hwy. (2:58)

Staff Report: Mr. Peabody informed the board the applicant has returned with clearer renderings of the dumpster and a clarification as to the grade. (3:10)

Applicant Report: Justin Besser and Kimley Horn informed the board the notes from the previous meeting were addressed in the updated plans. Specifically, the ice machine was moved to the other side and that two rows of shrubs were added near the dumpster to act as screening. Additionally, Mr. Besser explained there is a 7' grade difference top of the road to the pavement below. (3:36)

No Public Comment. (4:48)

Discussion followed. (4:53)

Pete Matsko made motion to approve the application as presented. Christine Tedesco seconded the motion. The motion was approved by unanimous vote. (6:16)

3. **2025-AR-09:** Applicant Mauricio Visbal, LV Collective, is requesting approval of materials, landscape and lighting for 398 College Ave. (6:42)

Staff Report: Mr. Peabody informed the board there have been significant changes to the building. The brick on building 400 College Avenue has been brought up to another level and on building 398 College Avenue it was brought around the back of the building. (6:55)

Applicant Report: Mohamed Mohsen and Chris Lazarek informed the board presented the materials and accent colors associated with hardscape and landscape plans for the project. Mr. Mohsen explained the brick on the 400 College Avenue building was raised an additional level on the to alleviate the wedding cake effect, a darker base with the storefront at the commercial ground level, three levels of red masonry and a true cap for the building that is one story. Mr. Lazarek explained the planter wall heights will vary as it wraps the building to account for the slope of the street. (7:39)

No additional Public Comment beyond comment that was submitted online. (1:00:21)

Discussion followed. (1:00:43)

Nathan Schaupp recommended approval of the application with the following stipulations:

- The sod along the south side of 398 building be straight rather than a curved edge
- The plantings on the edge of the "wellness deck" be hedge of Duke Gardens Yew
- The tulip poplars along Strode Circle frontage of 400 College Ave be Arnold variety except for trees 4 and 6, which can be the full-size variety
- Liriope spicata instead of the mounding variety be used around the parking area

Pete Matsko seconded the motion. Motion passed by unanimous vote. (1:07:27)

4. **2025-AR-11:** Applicant Ross Kistler, Project Plus, is requesting approval of building materials, siding, colors and exterior features for 106 Summey St. (1:08:11)

Staff Report: Mr. Peabody informed the board this is a primarily residential PD with multiple buildings, and the mixed use is related to a park. (1:08:34)

Applicant Report: Ross Kistler informed the board of the site plan associated with the approved PD and presented the different buildings associated with the project. As part of the PD, the materials are required to be approved by the BAR. The materials being used are brick, hardy board and vinyl windows. The builder will be using different color stains as some of the hardy accent panels, and will be using a more wood tone in certain areas as a contrast. A materials board was provided. (1:09:48)

Discussion followed. (1:16:45)

Nathan Schaupp recommended approval of the application with the following stipulations:

- The Pearly White be changed to Artic White
- The Black Fox be changed to Iron Gray
- The mortar be changed from Dark Gray to Smith Gray
- The decking be changed from Honey Grove to River Bank

Andrew Neptune seconded the motion. Motion passed by unanimous vote. (1:47:27)

4. Staff Reports

5. Other Business

6. Adjourn: 7:50 p.m.

Respectfully submitted,

Rebekah Wilbanks
Recording Secretary

Exterior Wall Logo Cut-out letters Stud-mount to brick

Cut-out acrylic, stud mount
**Thickened letters to cut/mount



PLEASE RESPOND IN WRITING VIA EMAIL TO INFO@DSIGNESENECA.COM

Estimated Completion Time: (Pending)

AFTER DEPOSIT, ALL PROJECTS INCLUDE UP TO 3 FREE PROOF REVISIONS. THEREAFTER BILLED AT OUR HOURLY DESIGN RATE OF \$75/HOUR.

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Remove Existing, Replace With New

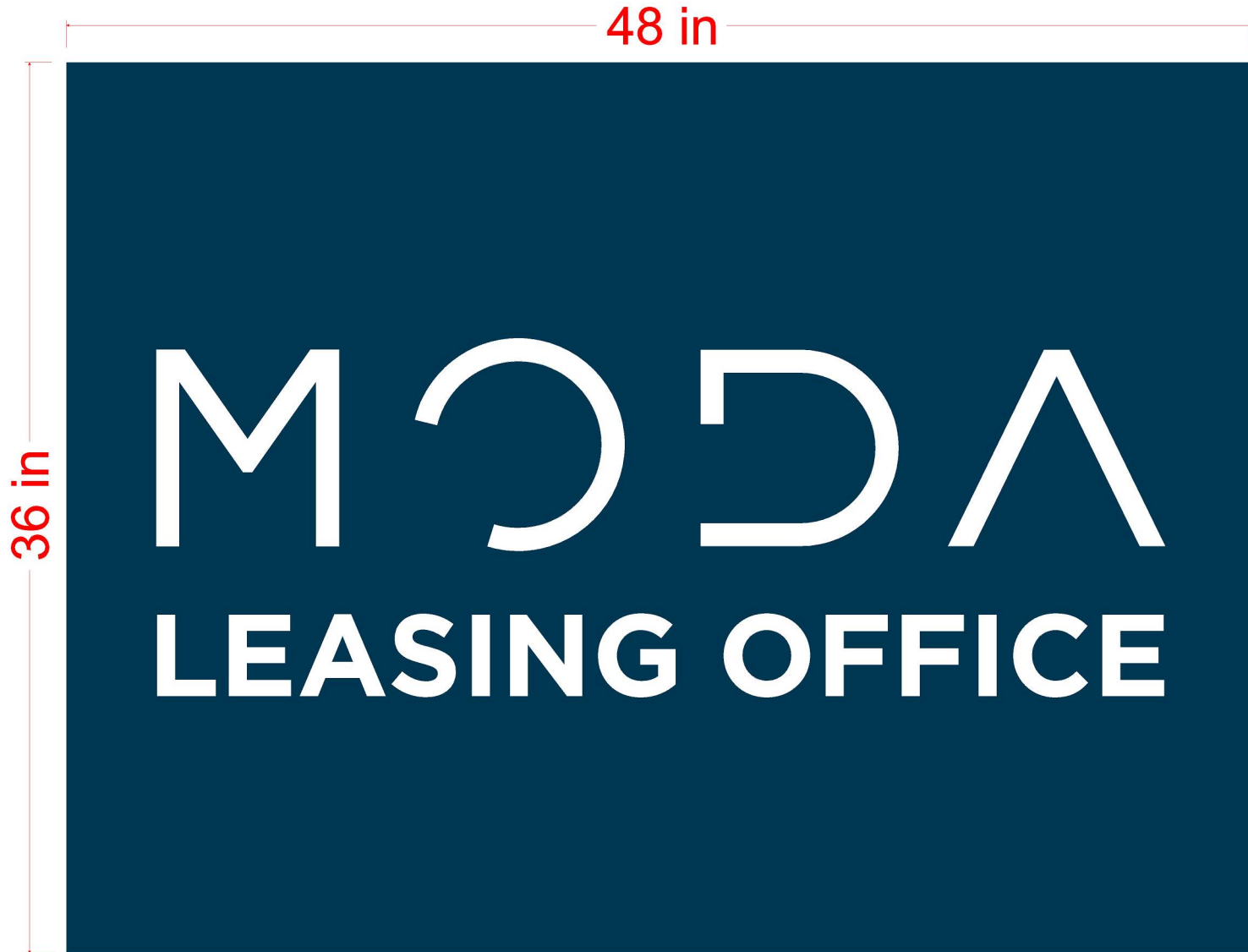


Quantity 1

Materials 3mm ACM - direct print - single sided

Order includes basic design with a maximum of 2 proofs.

Additional customer change requests will incur added charges



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I verify that all sizes, colors, spelling and overall concept of this layout to be correct.
 I agree that any changes made after this approval are my responsibility and subject to additional charges.

 Customer Signature

 DATE

Customer SignArt

Item ACM panel

Order No. 21838 Product 1

Date 1-21-26

Salesperson Cameron Tarrant

Quantity 1

Materials digitally printed vinyl graphics - masked and ready to apply

(ORAJET 3165RA)

Order includes basic design with a maximum of 2 proofs.

Additional customer change requests will incur added charges



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DATE

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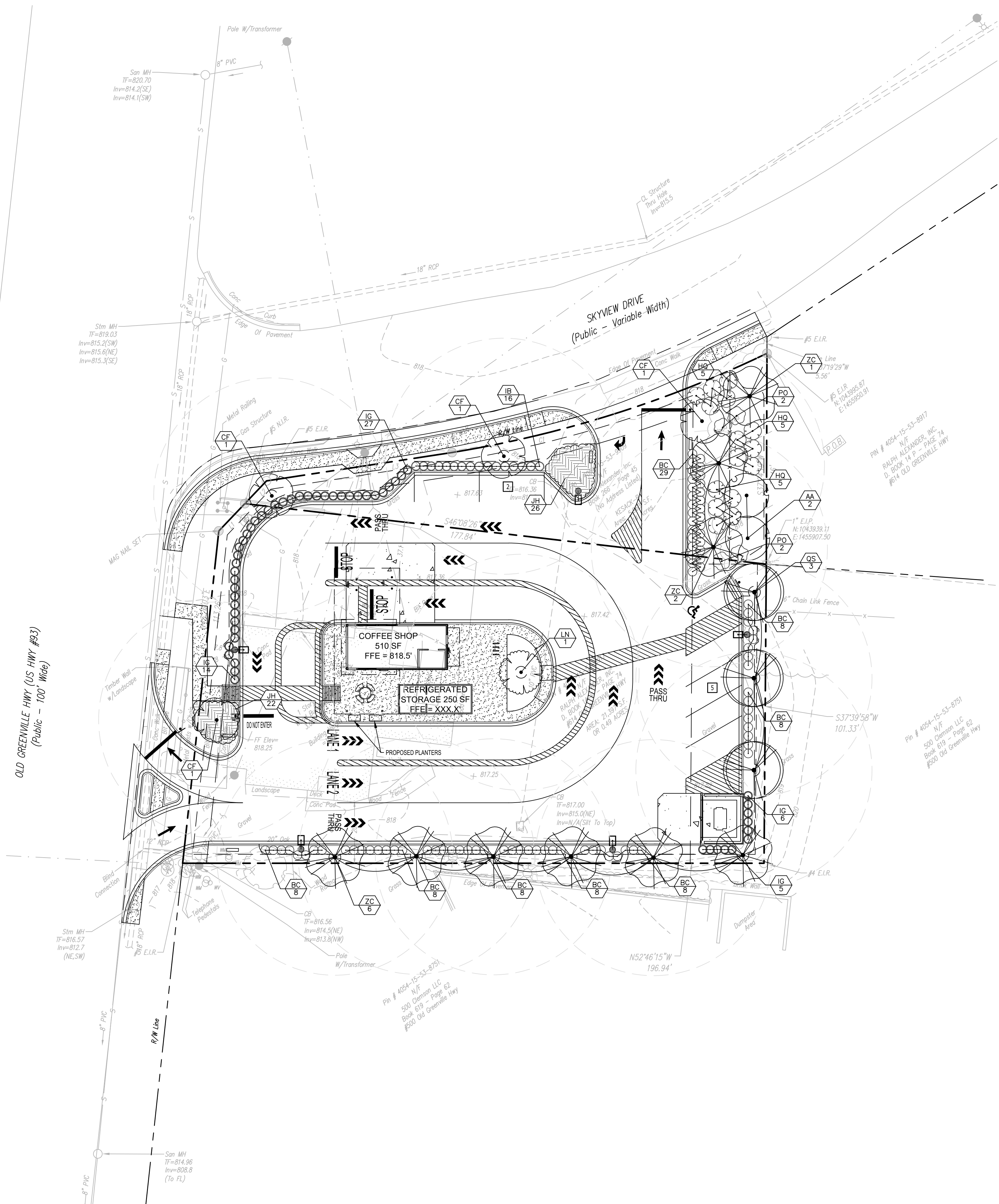
Item vinyl graphics

Order No. 21838 Product 2

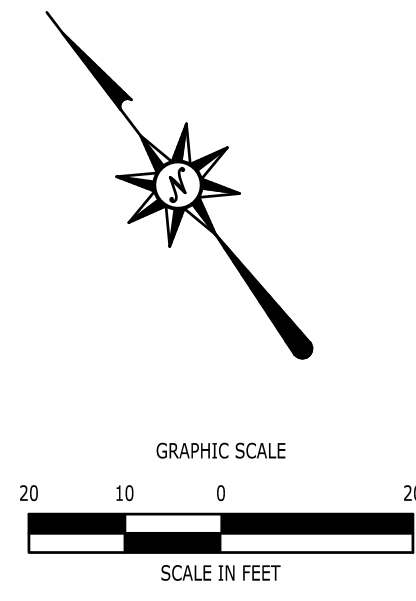
Date 1-21-26

Salesperson Cameron Tarrant

PLANT SCHEDULE						
SYMBOL	CODE	QTY	BOTANICAL NAME	COMMON NAME	SIZE	
CANOPY TREES						
	QS	3	QUERCUS SHUMARDII	SHUMARD OAK	---	
	ZC	9	ZELKOVA SERRATA 'JFS-KW1'	CITY SPRITE@JAPANESE ZELKOVA	---	
UNDERSTORY TREES						
	AA	2	AMELANCHIER ARBOREA	DOWNY SERVICEBERRY	---	
	CF	4	CORNUS FLORIDA	FLOWERING DOGWOOD	---	
	LN	1	LAGERSTROEMIA INDICA X FAURIEI 'NATCHEZ'	NATCHEZ CRAPE MYRTLE	---	
SYMBOL	CODE	QTY	BOTANICAL NAME	COMMON NAME	SIZE	SPACING
SHRUBS						
	BC	85	BUXUS MICROPHYLLA 'COMPACTA'	DWARF LITTLELEAF BOXWOOD	---	36" o.c.
	HQ	15	HYDRANGEA QUERCIFOLIA	OAKLEAF HYDRANGEA	---	72" o.c.
	IB	16	ILEX CORNUTA 'BURFORDII NANA'	DWARF BURFORD HOLLY	---	36" o.c.
	IG	52	ILEX GLABRA	INKBERRY HOLLY	---	36" o.c.
	PO	4	PRUNUS LAUROCERASUS 'OTTO LUYKEN'	OTTO LUYKEN ENGLISH LAUREL	---	72" o.c.
SHRUB AREAS						
	JH	48	JUNIPERUS HORIZONTALIS	CREeping JUNIPER	---	36" o.c.



FOR PERMITTING PURPOSES ONLY
NOT RELEASED FOR CONSTRUCTION



2/4/2026, 10:00:00 AM, C:\Users\jg\OneDrive\Documents\C2503091-50\DWG\C5.00 24x36 20SC

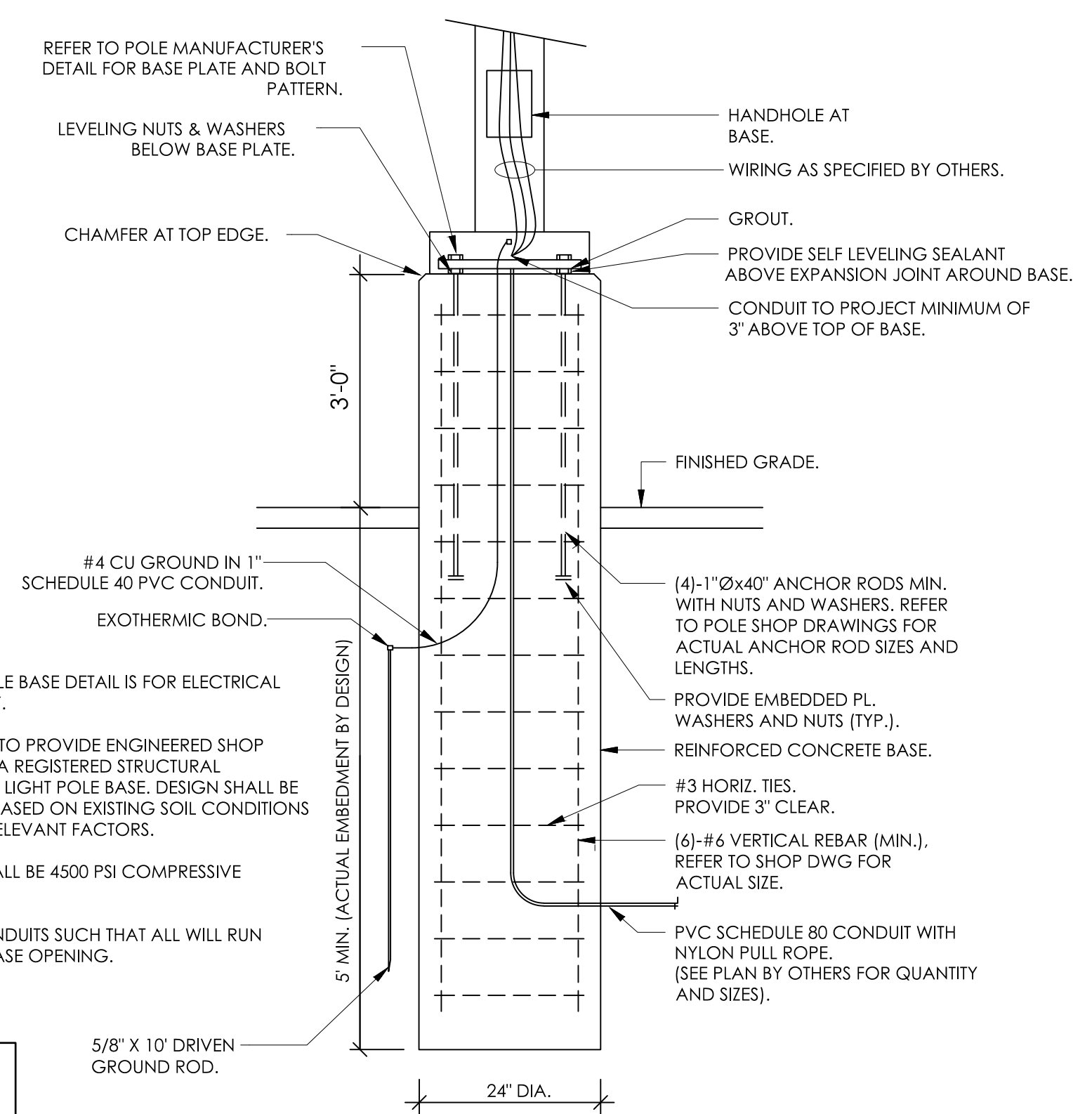
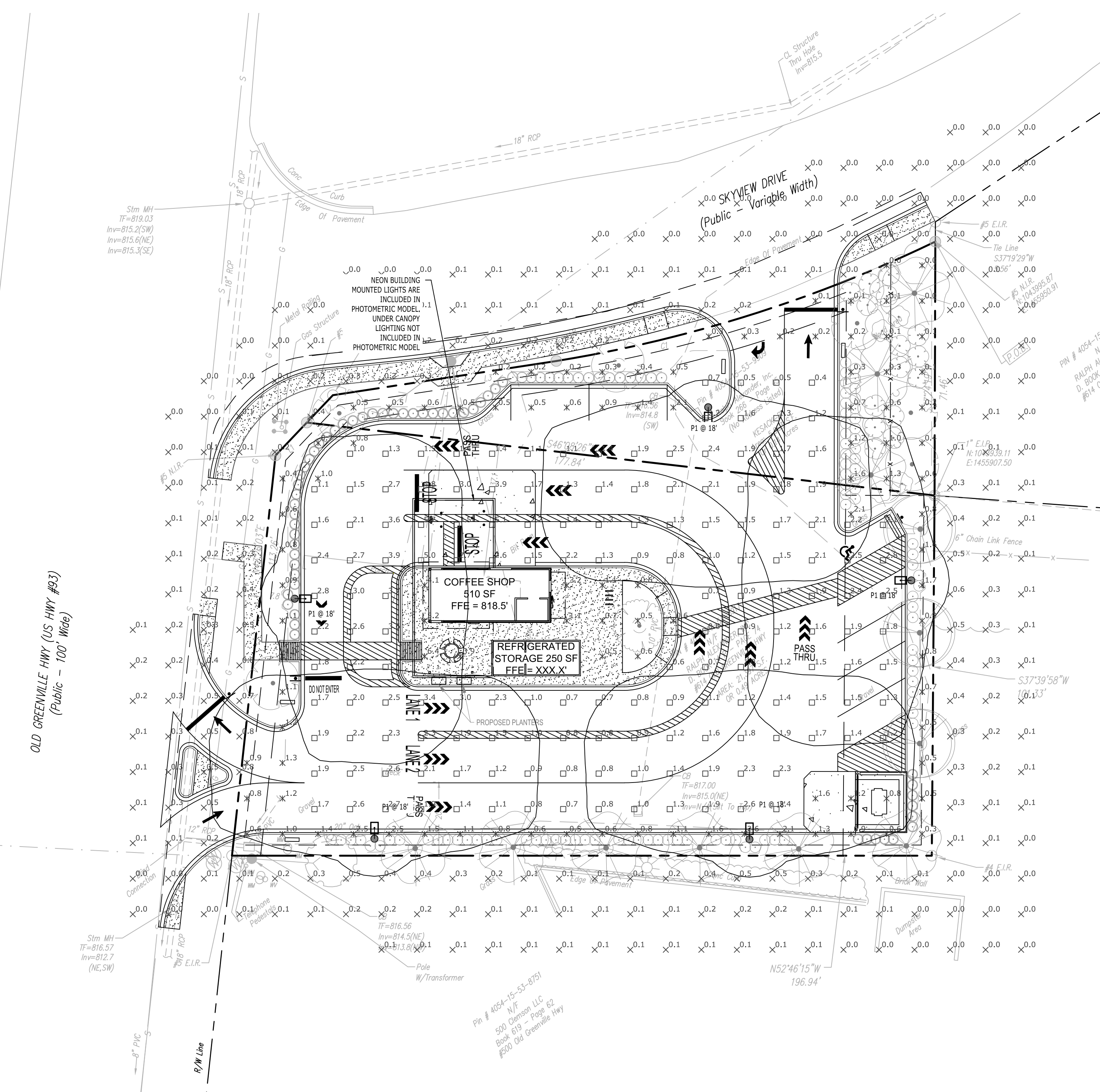
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LIGHTING NOTES

- ALL WORK SHALL BE DONE IN STRICT ACCORDANCE WITH ALL REQUIREMENTS OF ANY LOCAL APPLICABLE CODES OR ORDINANCES, PUBLIC UTILITY COMPANY REGULATIONS, STATE CODE, AND NATIONAL ELECTRICAL CODE WITH INTERIM AMENDMENTS THERETO.
- ALL MATERIALS SHALL CONFORM TO THE LATEST ISSUE OF ALL APPLICABLE STANDARDS AS ESTABLISHED BY EEL, NEMA, ASTM, IPCA, NATIONAL BOARD OF FIRE UNDERWRITERS, AND UNDERWRITERS LABORATORIES, INC.
- THE CONTRACTOR SHALL TEST THE LIGHTING AFTER INSTALLATION WITH THE DEVELOPER/OWNER, AND PROVIDE TO DEVELOPER/OWNER WARRANTY AND MAINTENANCE INFORMATION. THE CONTRACTOR SHALL MAKE ADJUSTMENTS AND/OR MODIFICATIONS AS REQUIRED BY THE DEVELOPER/OWNER TO OBTAIN EVEN LIGHT DISTRIBUTION.
- CONTRACTOR SHALL LEAVE ENTIRE ELECTRICAL SYSTEM INSTALLED BY THE CONTRACTOR IN PROPER WORKING CONDITION AND REPLACE WITHOUT ADDITIONAL CHARGE ALL WORK OR MATERIALS WHICH MAY DEVELOP DEFECTS WITHIN A PERIOD OF ONE (1) YEAR FROM DATE OF FINAL ACCEPTANCE BY THE OWNER.
- THE CONTRACTOR SHALL SUBMIT SHOP DRAWINGS OF ALL PRODUCTS, BASES AND CONDUITS TO SITE ENGINEER FOR REVIEW AND APPROVAL PRIOR TO DELIVERY OF MATERIAL TO SITE. ALLOW A MINIMUM OF 14 WORKING DAYS FOR REVIEW. IF ALTERNATIVE LIGHTING IS PROPOSED SUBMIT A PHOTOMETRIC FOOT-CANDLE LAYOUT ALONG WITH ANNUAL MAINTENANCE REQUIREMENTS AND ANTICIPATED COSTS.
- LIGHTS ARE DESIGNED TO PROVIDE EVEN LEVELS OF ILLUMINATION AND AVOID GLARE ONTO NEIGHBORING PROPERTIES. FINAL DESIGN MAY VARY PENDING MANUFACTURER'S RECOMMENDATIONS.
- ALL LIGHTING CONTROLS, PANELS, CIRCUIT BREAKERS ETC. ARE TO BE PROVIDED UNDER A SEPARATE CONTRACT BY BUILDING CONTRACTOR. CAREFUL COORDINATION IS REQUIRED BETWEEN SITE CONTRACTOR AND BUILDING CONTRACTOR TO PROVIDE A COMPLETE INSTALLATION FOR SITE LIGHTING.
- THE CONTRACTOR WILL PROVIDE AND INSTALL ALL MATERIAL NECESSARY TO COMPLETE THE SITE LIGHTING SYSTEM INCLUDING BUT NOT LIMITED TO CONDUIT, BASES, ANCHOR BOLTS, POLES, SITE LIGHTS AND LAMPS. THE CONTRACTOR WILL COORDINATE WIRING AND POWERING OF LIGHTS WITH OWNER, ARCHITECT, AND BUILDING CONTRACTOR IF DIFFERENT FROM THE SITE CONTRACTOR.
- ALL LIGHTS TO BE LISTED IN SCHEDULE OR APPROVED EQUIVALENT. LIGHTS SHALL BE MOUNTED ON SQUARE STRAIGHT STEEL POLES ATOP CONCRETE BASES THAT ARE SET 3' (CLEAR) BEHIND CURBS UNLESS OTHERWISE INDICATED ON CONTRACT DRAWINGS. ILLUMINATION ANALYSIS MODELED USING LIGHTING FIXTURES LISTED IN SCHEDULE.
- LIGHT POLES AND BRACKETS TO BE AS SHOWN ON DETAILS OR APPROVED EQUIVALENT.
- WIRE AND CABLE SHALL BE COPPER AND CONFORM TO THE FOLLOWING NEC TYPE THHN/THWN SOLID FOR NO. 12 AND NO. 10, NEC TYPE THHN/THWN STRANDED FOR NO. 8 AND LARGER. RIGID STEEL CONDUIT SHALL BE GALVANIZED. FITTINGS SHALL BE CAST FERROUS MATERIAL WITH A CADMIUM OR ZINC PLATED FINISH.
- ALL EQUIPMENT SHALL BE GROUNDED AND BONDED IN ACCORDANCE TO NEC.
- ANY POLES THAT ARE NOT LOCATED ON INACCESSIBLE OR LANDSCAPED AREAS MUST BE PAINTED SAFETY YELLOW AT THE LIGHT POLE BASE. LIGHT POSTS SHALL BE ALIGNED WITH PARKING STRIPES.

Symbol	Label	QTY	Manufacturer	Catalog	Description	Filename	Lamp Output	LLF	Input Power	Distribution
☐	P1	5	Lithonia Lighting	DSX1 LED P2 40K 80CRI T4M HS	D-Series Size 1 Area Luminaire P2 Performance Package 4000K CCT 80 CRI Type 4 Medium Housecode Shield	DSX1_LED_P2_4 OK_80CRI_T4M_HS.Jes	7821	0.9	67.7927	TYPE IV, MEDIUM, BUG RATING: B1 - U0 - G2
ULTRA NEON FLEX LIGHT MOUNTED TO BUILDING										

Description	Symbol	Avg	Max	Min	Max/Min	Avg/Min
SITE/LANDSCAPE	✗	1.0 fc	6.4 fc	0.0 fc	N/A	N/A
SPILL	✗	0.1 fc	0.8 fc	0.0 fc	N/A	N/A
DRIVE THRU/PARKING	☐	1.8 fc	5.7 fc	0.4 fc	14.3:1	4.5:1



- NOTES:
- CONCRETE POLE BASE DETAIL IS FOR ELECTRICAL FEATURES ONLY.
 - CONTRACTOR TO PROVIDE ENGINEERED SHOP DRAWINGS BY A REGISTERED STRUCTURAL ENGINEER, FOR LIGHT POLE BASE. DESIGN SHALL BE SITE SPECIFIC, BASED ON EXISTING SOIL CONDITIONS & ALL OTHER RELEVANT FACTORS.
 - CONCRETE SHALL BE 4500 PSI COMPRESSIVE STRENGTH.
 - ARRANGE CONDUITS SUCH THAT ALL WILL RUN WITHIN POLE BASE OPENING.

TYPICAL CONCRETE LIGHT POLE BASE DETAIL
N.T.S.

D-Series Size 1 LED Area Luminaire

Specifications

- EPA: 0.69 ft (0.06 m)
- Length: 32.71" (83.1 cm)
- Width: 14.26" (36.2 cm)
- Height H1: 7.88" (20.0 cm)
- Height H2: 2.73" (6.9 cm)
- Weight: 34 lbs (15.4 kg)

Introduction

The modern styling of the D-Series features a highly refined aesthetic that blends seamlessly with its environment. The D-Series offers the benefits of the latest in LED technology into a high performance, high efficacy, long-life luminaire.

The photometric performance results in sites with excellent uniformity, greater pole spacing and lower power density. D-Series outstanding photometry aids in reducing the number of poles required in area lighting applications with typical energy savings of 65% and expected service life of over 100,000 hours.

ULTRA NEON FLEX

Project: _____ Type: _____
Name: _____ Date: _____

OVERVIEW

Applications: Indoor/Outdoor IP65
Efficacy: 70-90lm/W
Dimming: TRIAC
LED Type: SMD2835
Operating Temp: -4° to 113° F
Lifespan: 50,000 hours
Warranty: 5 years (Indoors)
3 years (Outdoors)

FEATURES

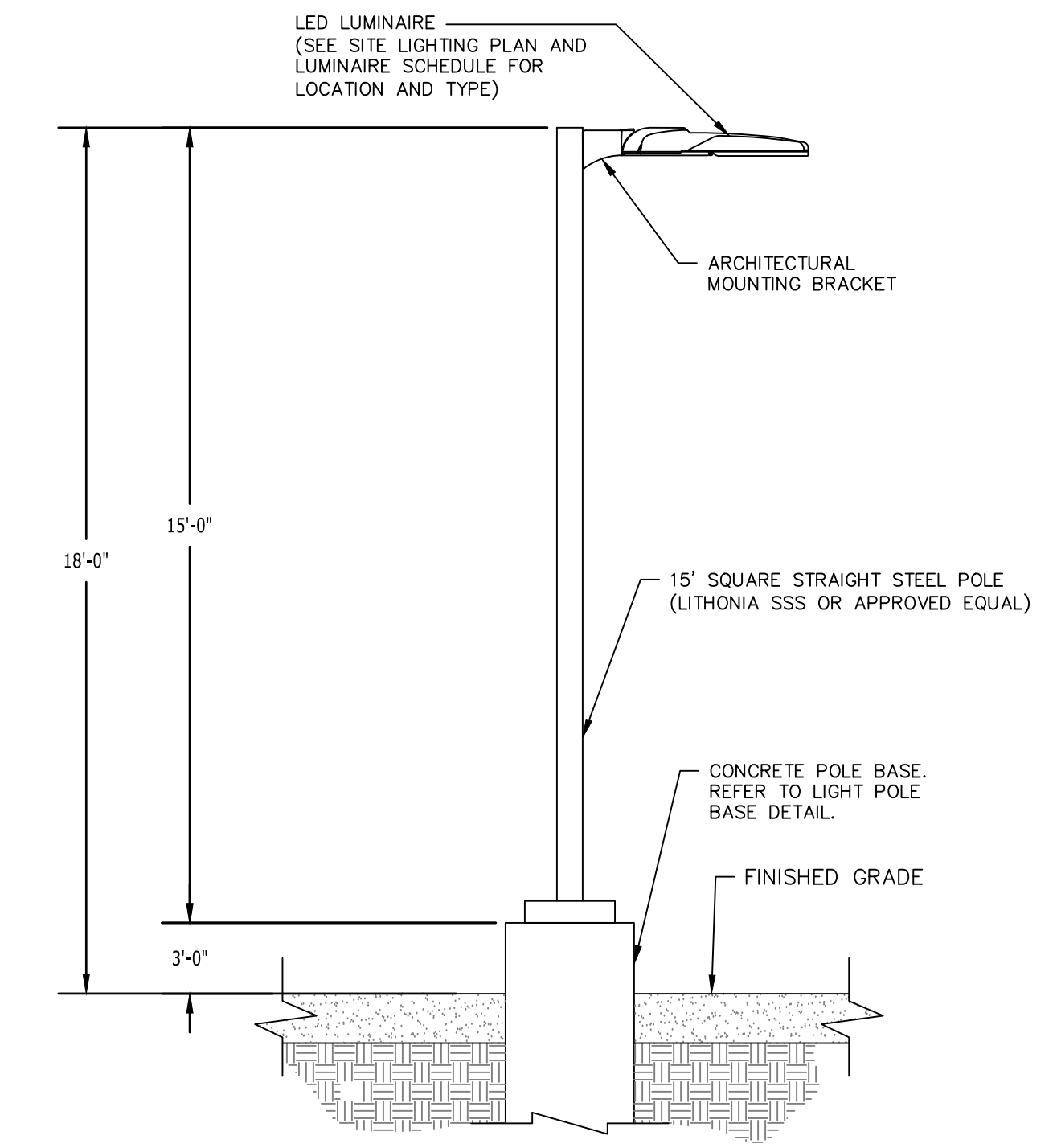
- Uniform, dot-free and smooth neon light up to 164ft (50m) of run length.
- Driverless design with on-board constant current IC driver and rectifier.
- Direct AC power supply with external driver.
- Thick silicone jacket insures electrical safety by ETL and RoHS standards.
- Environmentally-friendly silicone, bend flexibility, impact resistant and inclement weather resistant.
- Advanced silicone extrusion technology.

Top Bend	White	Red	Green	Blue	Amber	Pink
Side Bend	285lm/ft	28lm/ft	175lm/ft	20lm/ft	118lm/ft	98lm/ft
End Bend	120lm/ft	14lm/ft	83lm/ft	10lm/ft	57lm/ft	47lm/ft

Size	Top Bend: 164" x 0.8" x 0.6" Side Bend: 164" x 0.4" x 0.8"	CCT	White/Red/Green/Blue/Amber/Pink
Watts	White: 4.2W/ft. Red/Green/Blue/Amber/Pink: 3W/ft.	IP Rating	IP65
Voltage	AC110-120V	Materials	Silicone, Copper
Dimming	TRIAC	LED Qty	Top Bend (TB): 45LED/ft. Side Bend (SB): 40LED/ft.
Beam Angle	120°	Cutting Length	900TS: 2ft. 9015B: 1ft.
CRI	White: Ra>80	Lifespan	50,000 Hours
PF	>0.9		

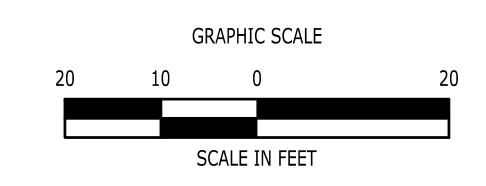
SARIN's Ultra Neon Flex (UNF) is a cutting-edge LED solution designed for both functionality and safety. Its patented driverless design features an on-board constant current driver, allowing for a direct AC power supply without the need for an external driver. The UNF is TRIAC dimmable, offering seamless compatibility with standard dimming systems to create the perfect ambience. Built to withstand the elements, the UNF boasts an IP65 rating for superior resistance to dust and water, making it ideal for indoor and outdoor use.

855-957-2746 | LED@SARINenergy.com | SARINenergy.com ©2022



LUMINAIRE MOUNTING DETAIL
N.T.S.

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3420 Toringdon Way, Suite 210
Charlotte, NC 28277
(704) 565-7070
N.C. Engineering Firm
Lic. #C-4082

PROPOSED 7 BREW COFFEE SHOP
614 OLD GREENVILLE HIGHWAY
CLEMSON, SC 29631

REVISIONS	Date	By
No.		

Designed: J.S.D.
Drawn: J.S.D.
Reviewed: A.J.B.
Scale: 1"=20'
Project No: 2503091
Date: 02/04/2026
CAD File: C2503091-60
Title: LIGHTING PLAN
Sheet No. C6.00

EXTERIOR FINISH SCHEDULE	
DESIGNATION	COLOR
C-1	METAL COPING - PAINTED SHERWIN WILLIAMS HG5W 3474 "HAMMERED ZINC GRAY"
C-2	ALUMINUM COMPOSITE MATERIAL - PREFINISHED ROYAL BLUE PANTONE 293 C
C-3	ALUMINUM STOREFRONT - CLEAR ANODIZED
C-4	POWDER COATED ALUMINUM - ROYAL BLUE PANTONE 293 C
C-5	THIN BRICK - TAYLOR CLAY "BLACK ONYX", WIRECUT FINISH GROUT: HOLCIUM "ULTRA DARK", BY ALLEY-CASSETY
C-6	THIN BRICK - BELDEN BRICK MODULAR #8530 VELOUR GROUT: HOLCIUM "WHITE"
C-7	DUMPSTER ENCLOSURE GATE AND POSTS - PAINTED SHERWIN WILLIAMS SW 7069 "IRON ORE"



CONSULTANT LOGO

SEALS

7 BREW COFFEE
CLEMSON (OLD GREENVILLE HWY), SC



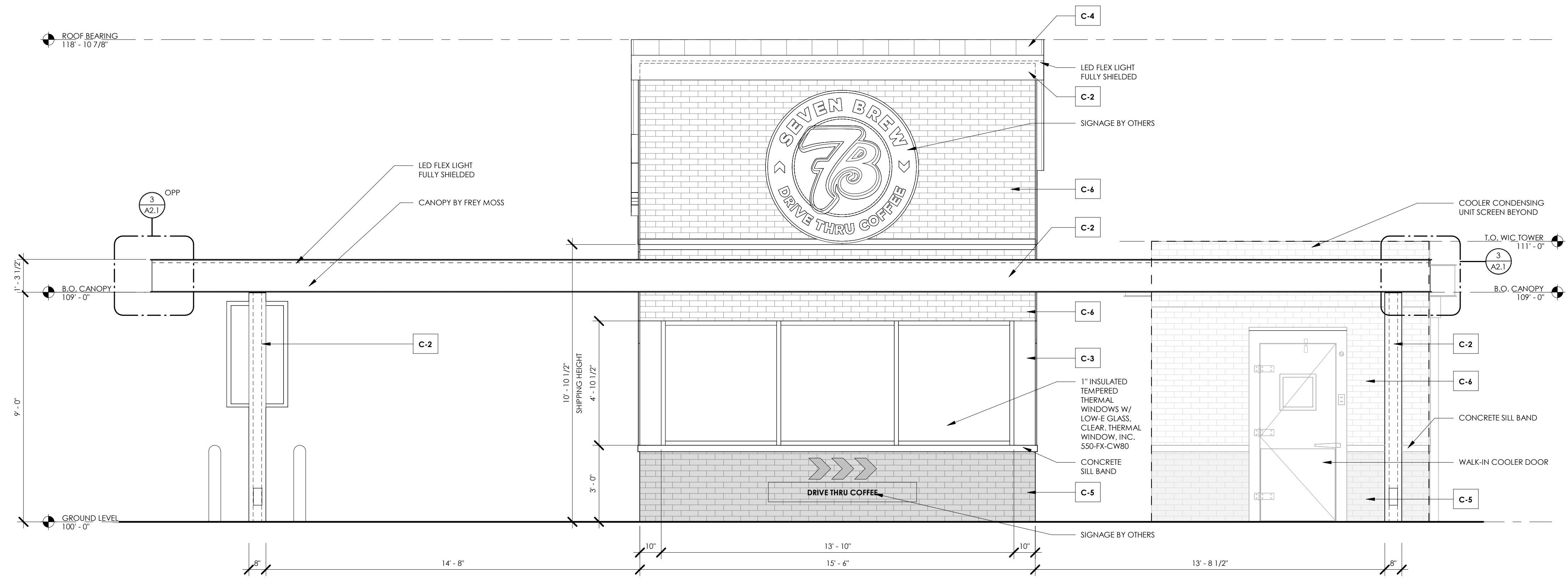
SHEET ISSUE:
NO. DATE DESCRIPTION BY

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY:
SHEET TITLE:
EXTERIOR ELEVATIONS

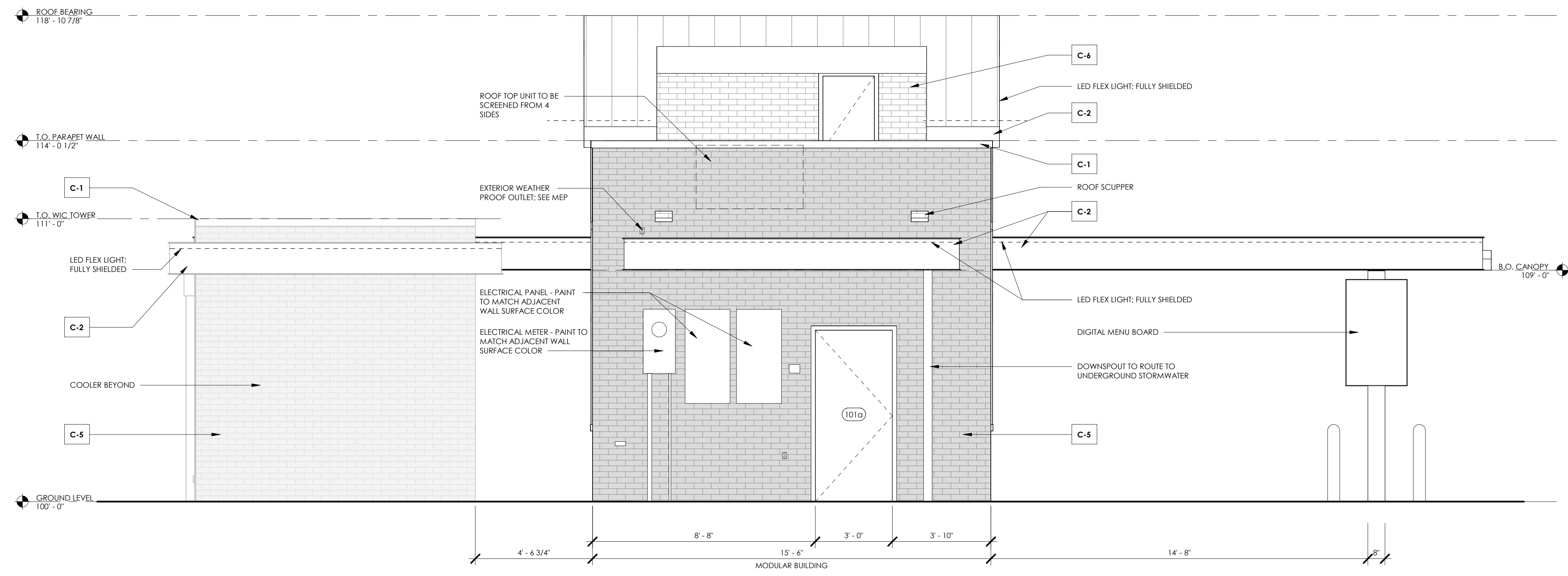
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A2.1

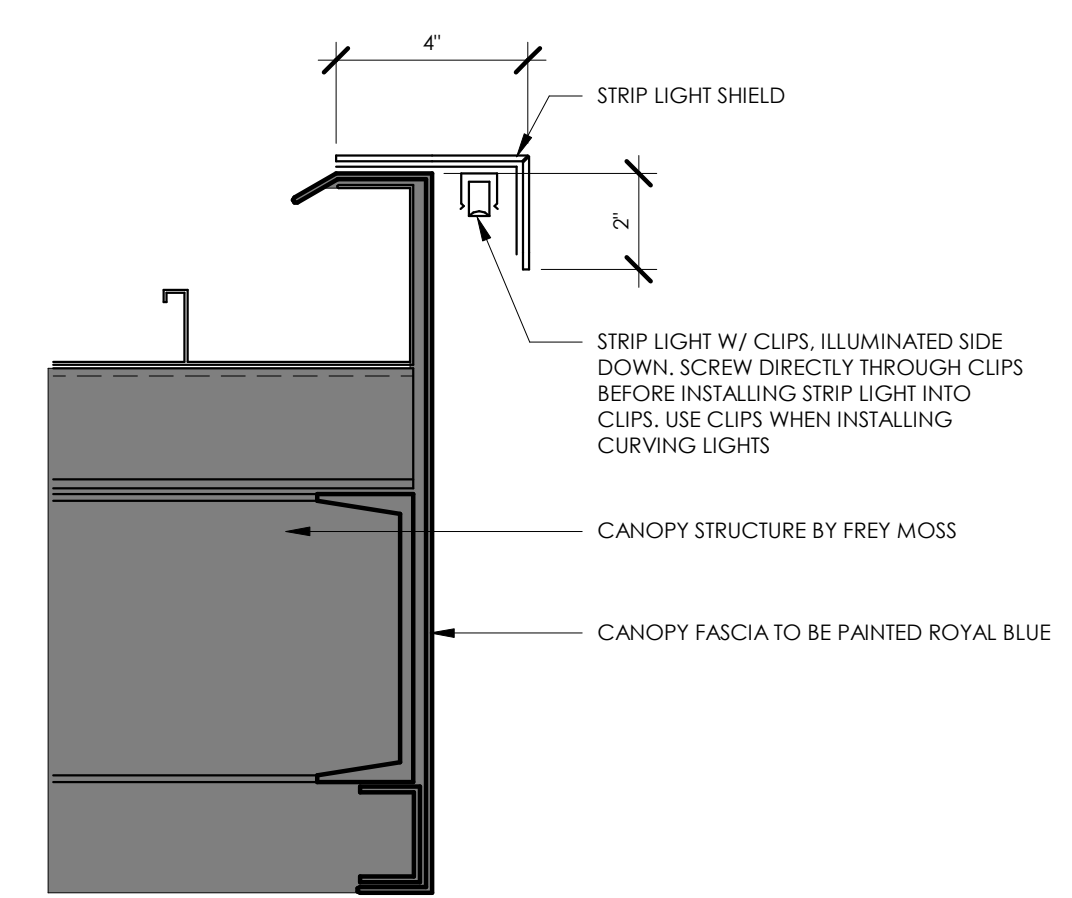
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1 EXTERIOR ELEVATION - FRONT
3/8" = 1'-0"



2 EXTERIOR ELEVATION - BACK
3/8" = 1'-0"



3 CANOPY FASCIA DETAIL
3" = 1'-0"

EXTERIOR FINISH SCHEDULE	
DESIGNATION	COLOR
C-1	METAL COPING - PAINTED SHERWIN WILLIAMS HGSW 3474 "HAMMERED ZINC GRAY"
C-2	ALUMINUM COMPOSITE MATERIAL - PREFINISHED ROYAL BLUE PANTONE 293 C
C-3	ALUMINUM STOREFRONT - CLEAR ANODIZED
C-4	POWDER COATED ALUMINUM - ROYAL BLUE PANTONE 293 C
C-5	THIN BRICK - TAYLOR CLAY "BLACK ONYX", WIRECUT FINISH GROUT: HOLCIMUM "ULTRA DARK", BY ALLEY-CASSEY
C-6	THIN BRICK - BELDEN BRICK MODULAR #8530 VELOUR GROUT: HOLCIMUM "WHITE"
C-7	DUMPSTER ENCLOSURE GATE AND POSTS - PAINTED SHERWIN WILLIAMS SW 7069 "IRON ORE"

CONSULTANT LOGO

SEALS

7 BREW COFFEE
CLEMSON (OLD GREENVILLE HWY), SC



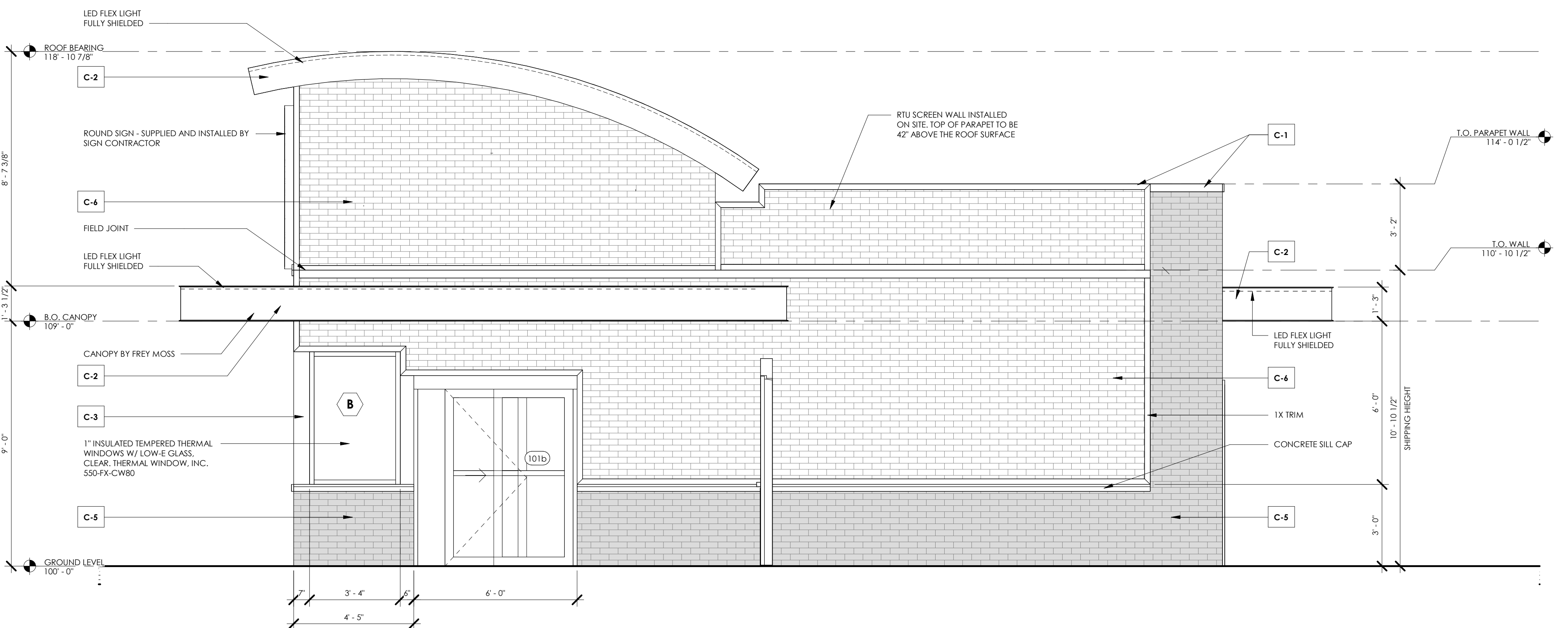
SHEET ISSUE:
NO. DATE DESCRIPTION BY

PRINCIPAL IN CHARGE:
PROJECT ARCHITECT:
DRAWN BY: Author

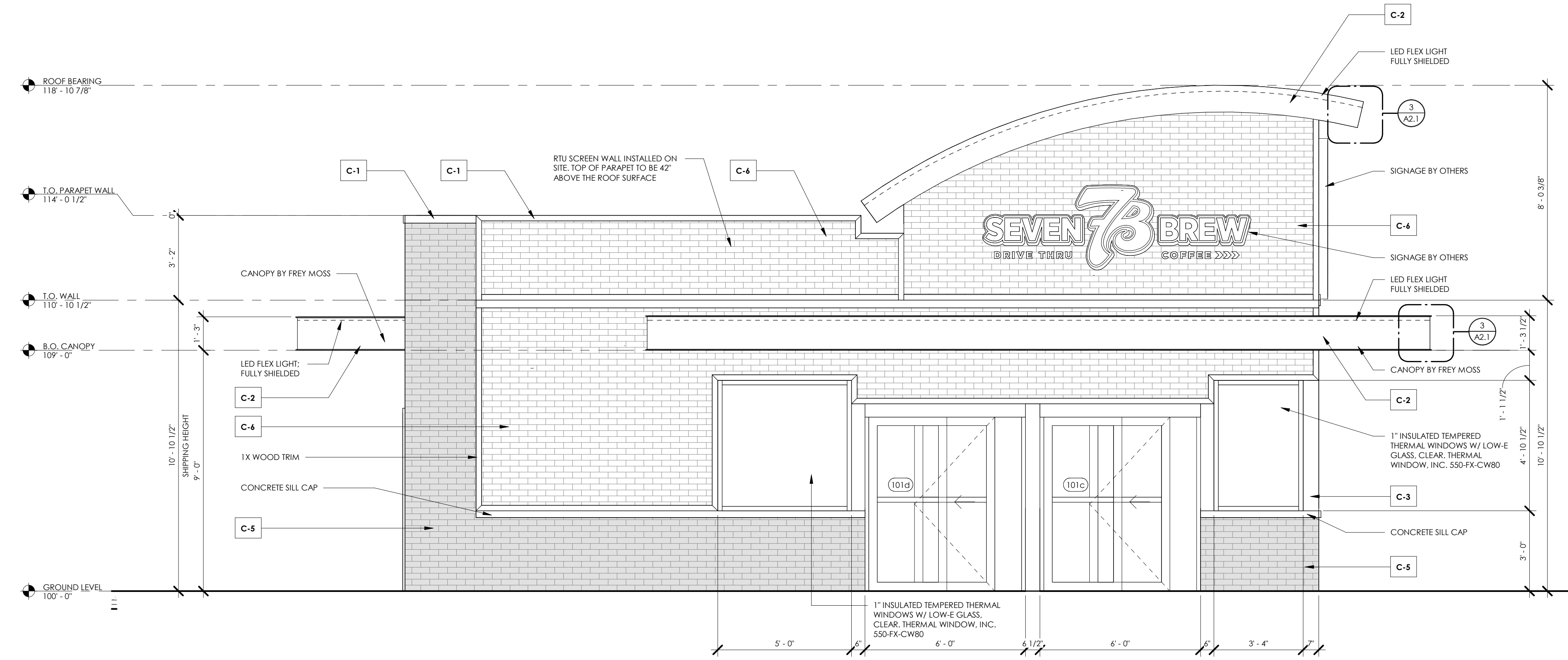
SHEET TITLE:
EXTERIOR ELEVATIONS

SHEET NO. PROJ. NO.
00025822.15

A2.2

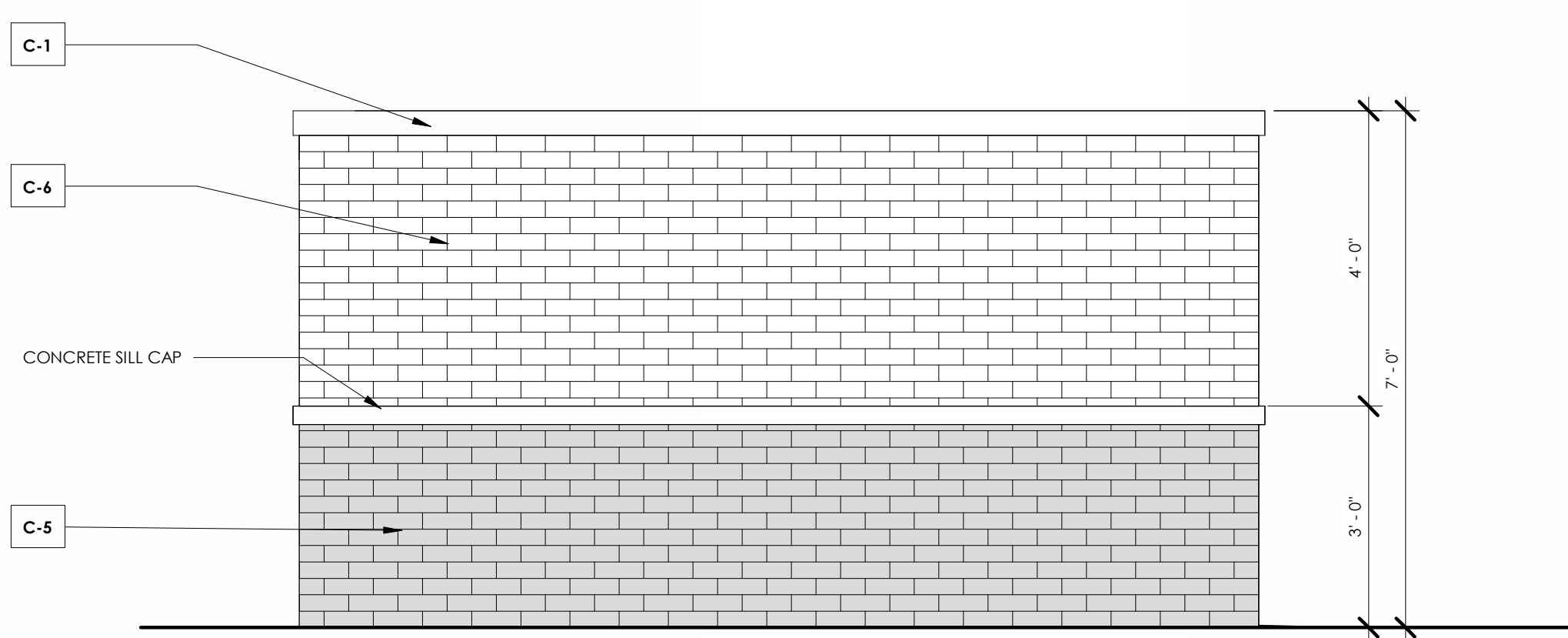


1 EXTERIOR ELEVATION - RIGHT SIDE
3/8" = 1'-0"

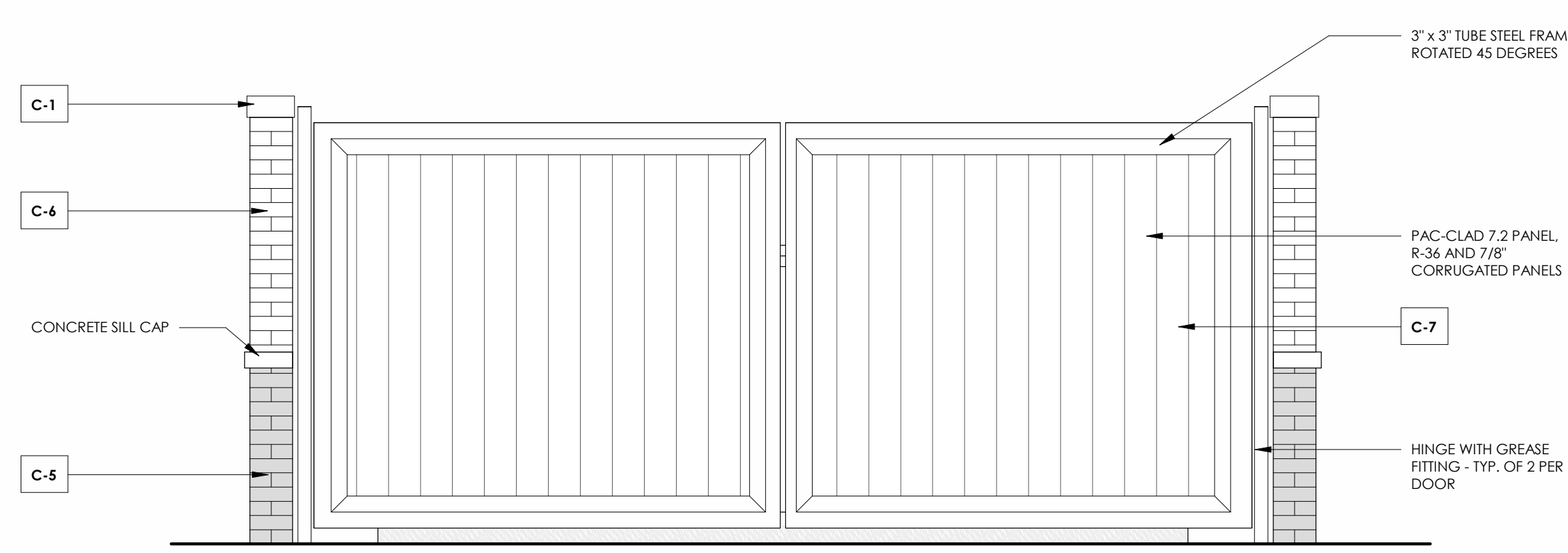


2 EXTERIOR ELEVATION - LEFT SIDE
3/8" = 1'-0"

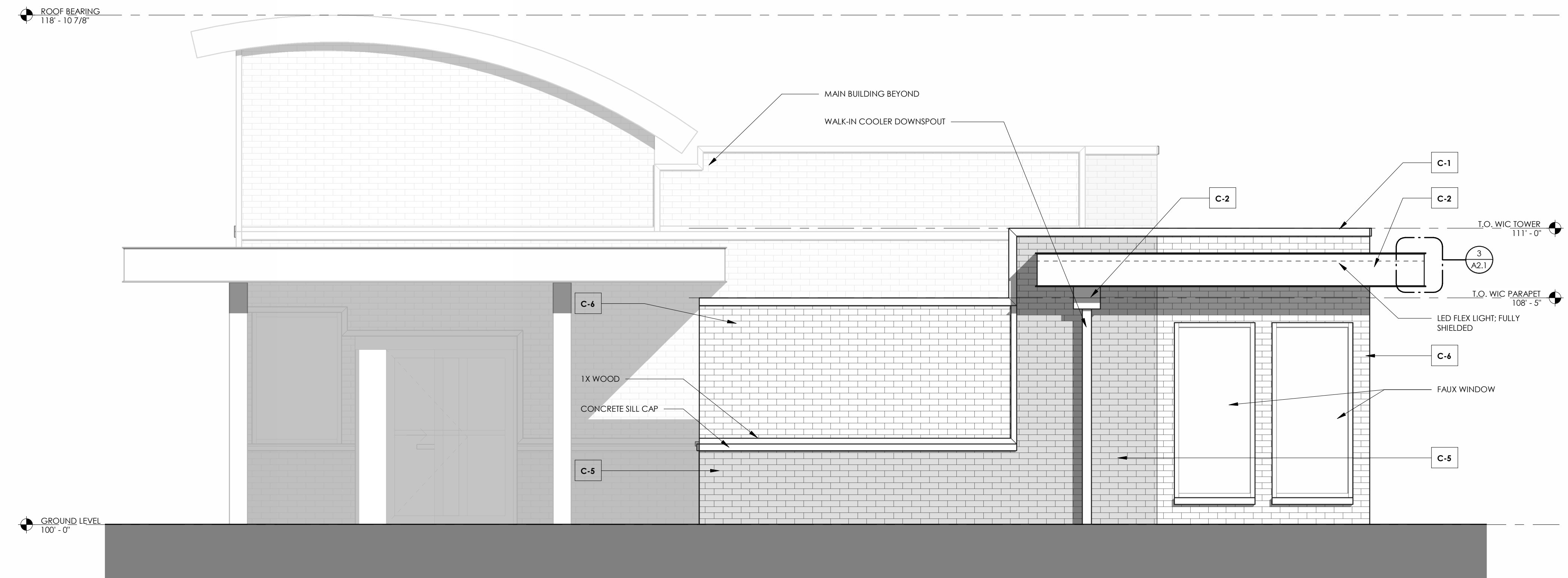
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2 TRASH ENCLOSURE - SIDE ELEVATION
1/2" = 1'-0"



4 TRASH ENCLOSURE - FRONT ELEVATION
1/2" = 1'-0"



1 WALK-IN COOLER ELEVATION
3/8" = 1'-0"

DESIGNATION	COLOR
C-1	METAL COPING - PAINTED SHERWIN WILLIAMS HGSW 3474 "HAMMERED ZINC GRAY"
C-2	ALUMINUM COMPOSITE MATERIAL - PREFINISHED ROYAL BLUE PANTONE 293 C
C-3	ALUMINUM STOREFRONT - CLEAR ANODIZED
C-4	POWDER COATED ALUMINUM - ROYAL BLUE PANTONE 293 C
C-5	THIN BRICK - TAYLOR CLAY "BLACK ONYX", WIRECUT FINISH GROUT: HOLCIUM "ULTRA DARK", BY ALLEY-CASSEY
C-6	THIN BRICK - BELDEN BRICK MODULAR #8530 VELOUR GROUT: HOLCIUM "WHITE"
C-7	DUMPSTER ENCLOSURE GATE AND POSTS - PAINTED SHERWIN WILLIAMS SW 7369 "IRON ORE"

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mcmillan
pazdan
smith
ARCHITECTURE







agdl
A
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DESIGN
LLC



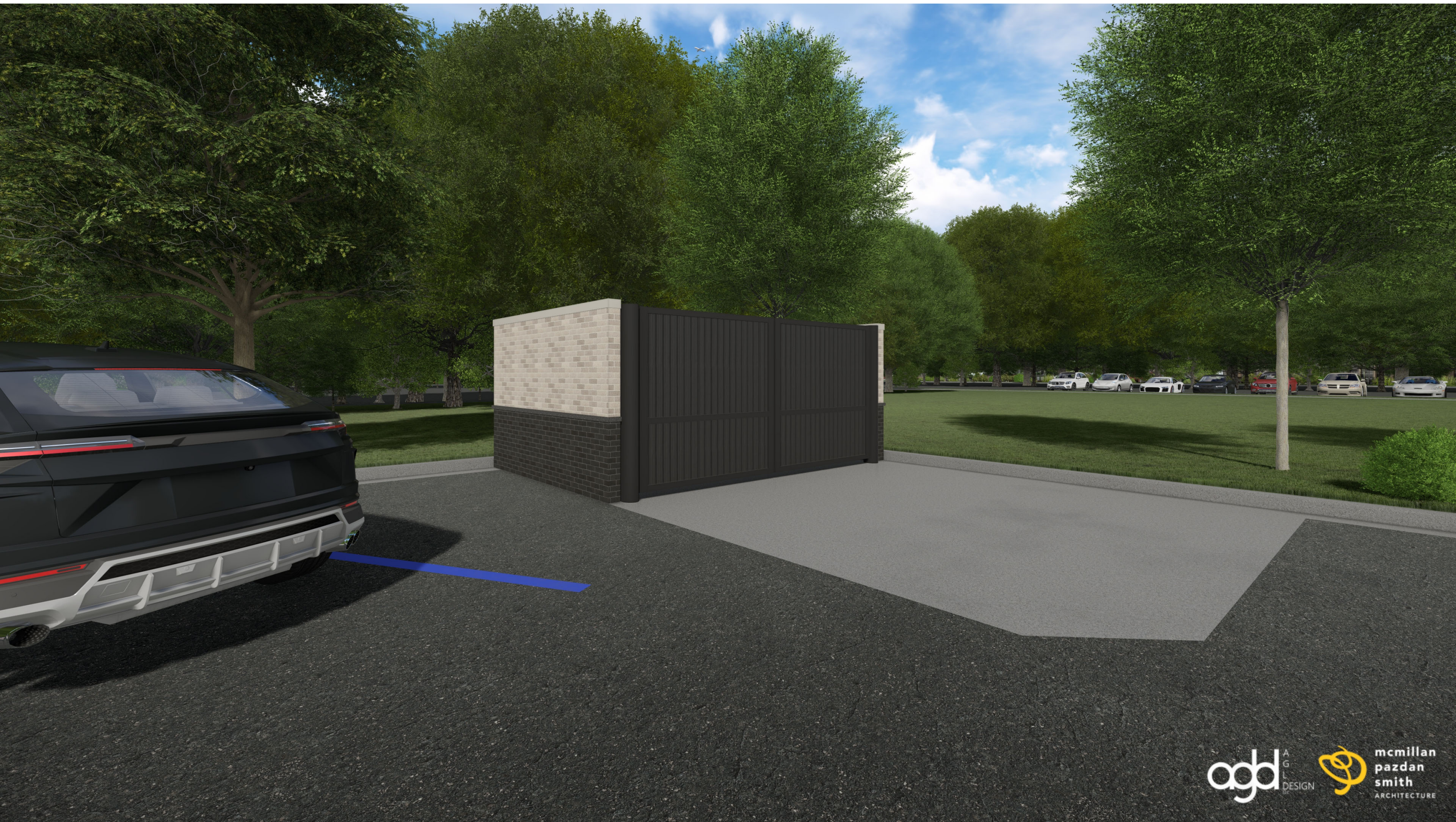
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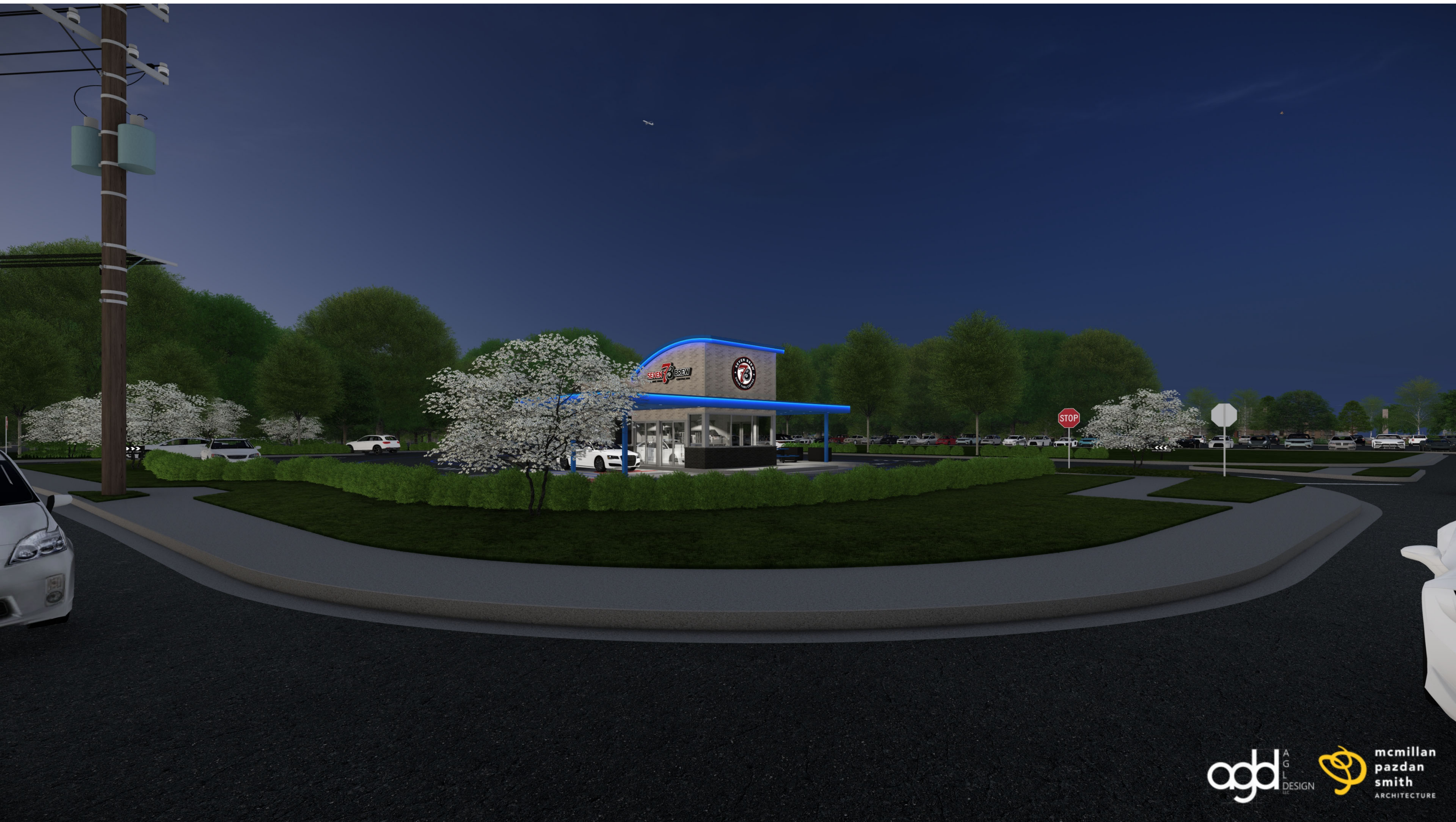




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LLC



mcmillan
pazdan
smith
ARCHITECTURE







614 Old Greenville Hwy
Clemson, SC 29631

01/21/2026_(JD/JSC)
7BREW_CLEMSON_SC_A

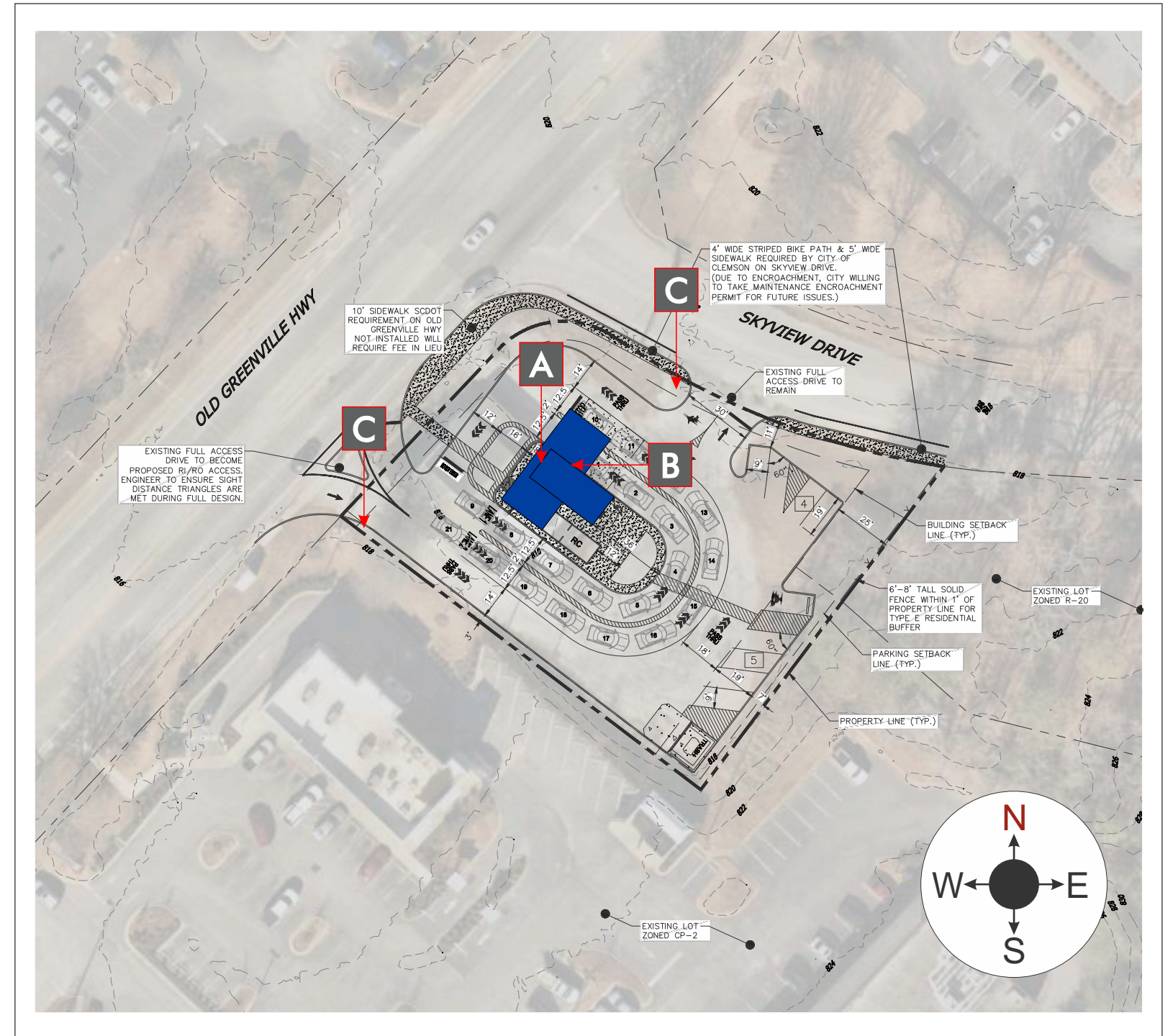
Revision History

Revision Level	Date	Revision Description
A	01/21/26	- INITIAL NTI BRANDBOOK RELEASE

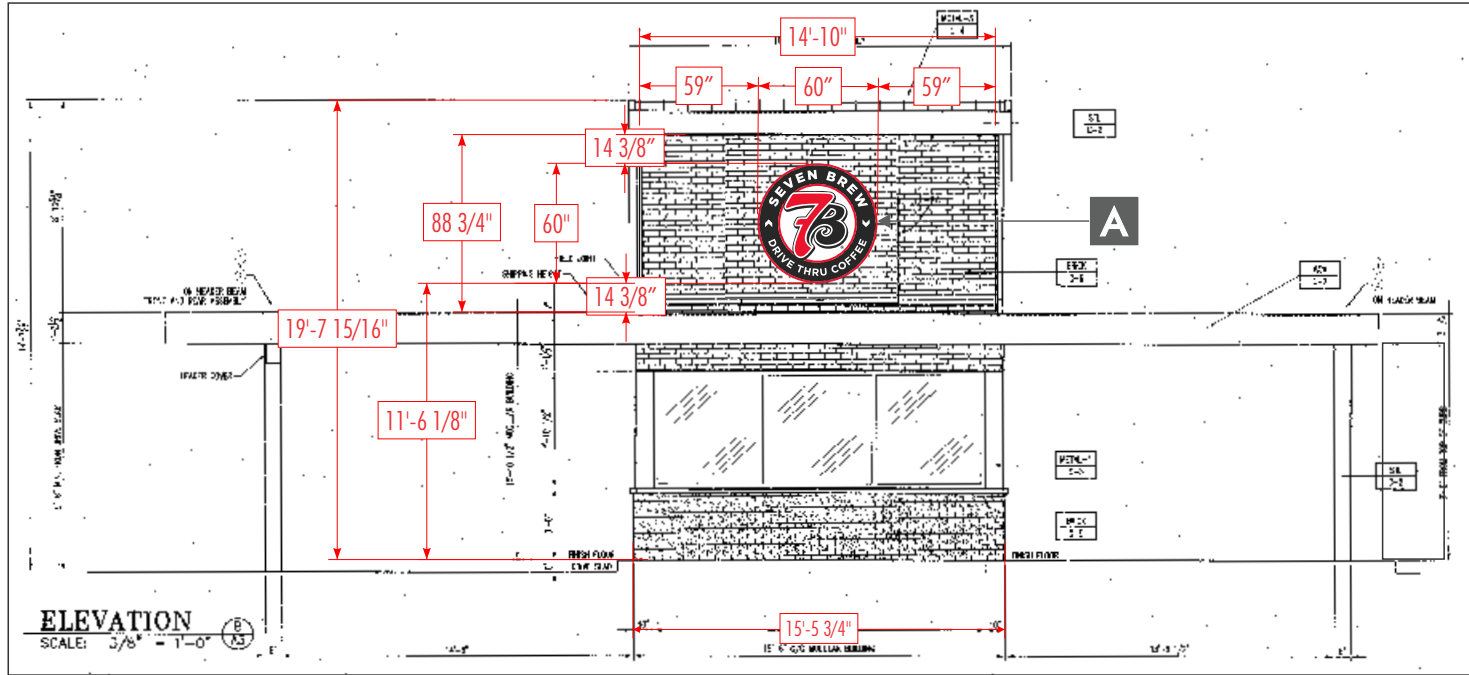
Site Overview

SCOPE OF WORK

SIGN	QTY	DESCRIPTION	SQ FT
WALL SIGNS			
A	1	5' ILLUMINATED DISC LOGO	19.64
B	1	3'-0" X 10'-0" CHANNEL LETTERS	32.08
DIRECTIONALS			
C	2	3' X 3' DF LED IL DIRECTIONAL SIGN	4.50

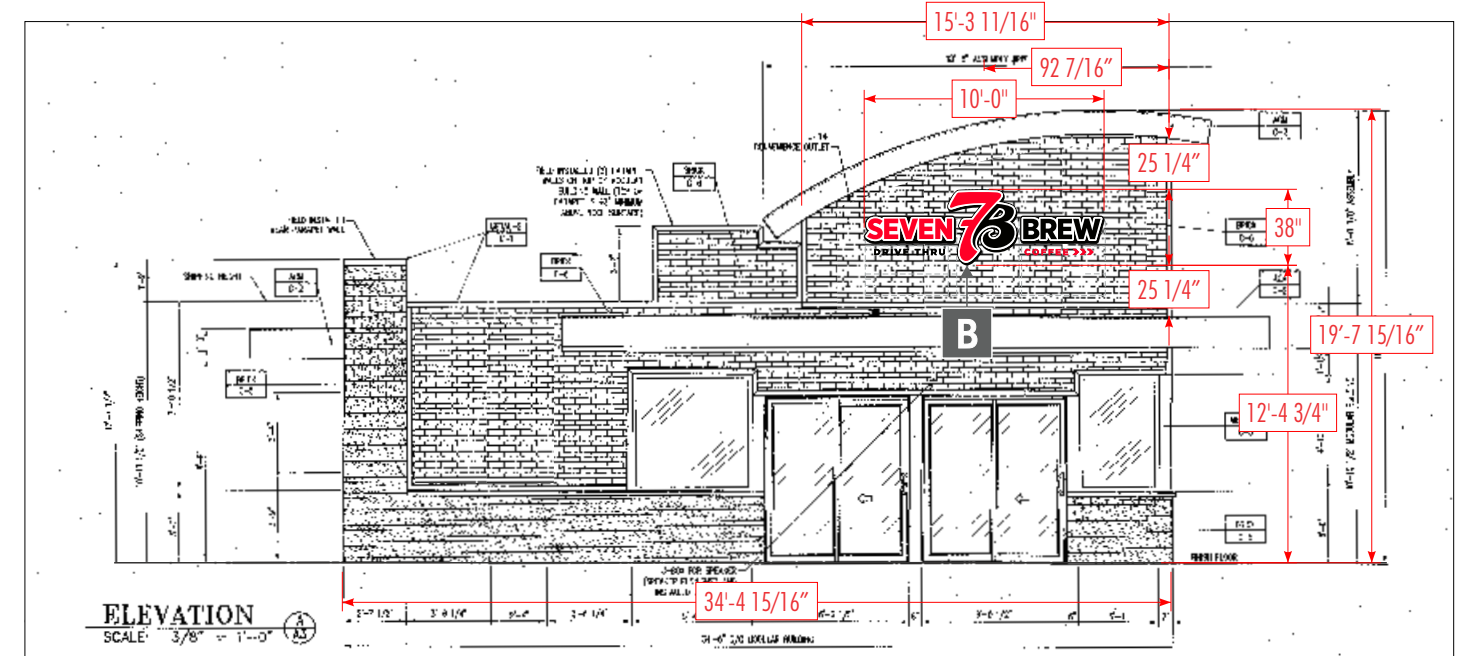


Building Elevations



NORTHWEST ELEVATION

Elevation Size: 19.66'H x 15.47'W = 304.14SF x 10% = 30.41SF Allowed



NORTHEAST ELEVATION

Elevation Size: 19.66'H x 34.41'W = 676.50SF x 10% = 67.65SF Allowed



SOUTHWEST ELEVATION

ANY PENETRATIONS DEEMED NECESSARY REQUIRE COORDINATION WITH ROOFING CONTRACTOR TO PREVENT VOIDING ANY CUSTOMER WARRANTY.

DIMENSIONS TO BE VERIFIED PRIOR TO MANUFACTURING

THIS RENDERING IS FOR REFERENCE AND PERMITTING PURPOSES ONLY
ANY SEPARATE OR OPTIONAL COMPONENTS MUST BE ORDERED SEPARATELY

ALL ELECTRICAL SIGNS WILL COMPLY WITH UL 48 - UL FILE #E46729

SCALE: 1:96

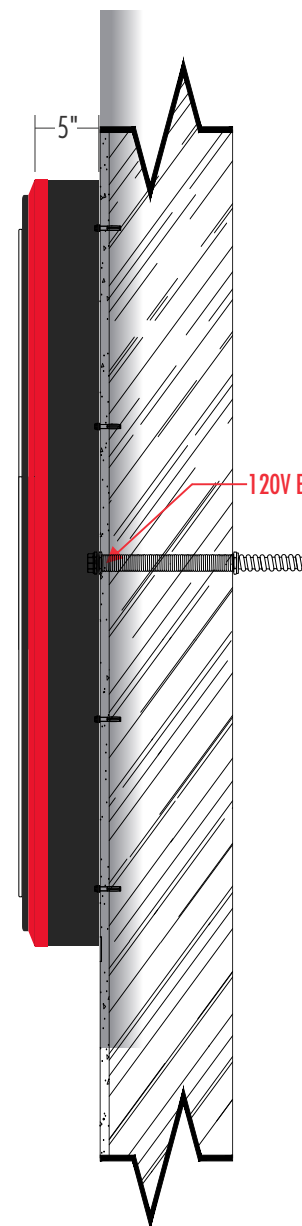
Channel Disc Logo

5' DIA. ILLUMINATED CHANNEL DISC LOGO

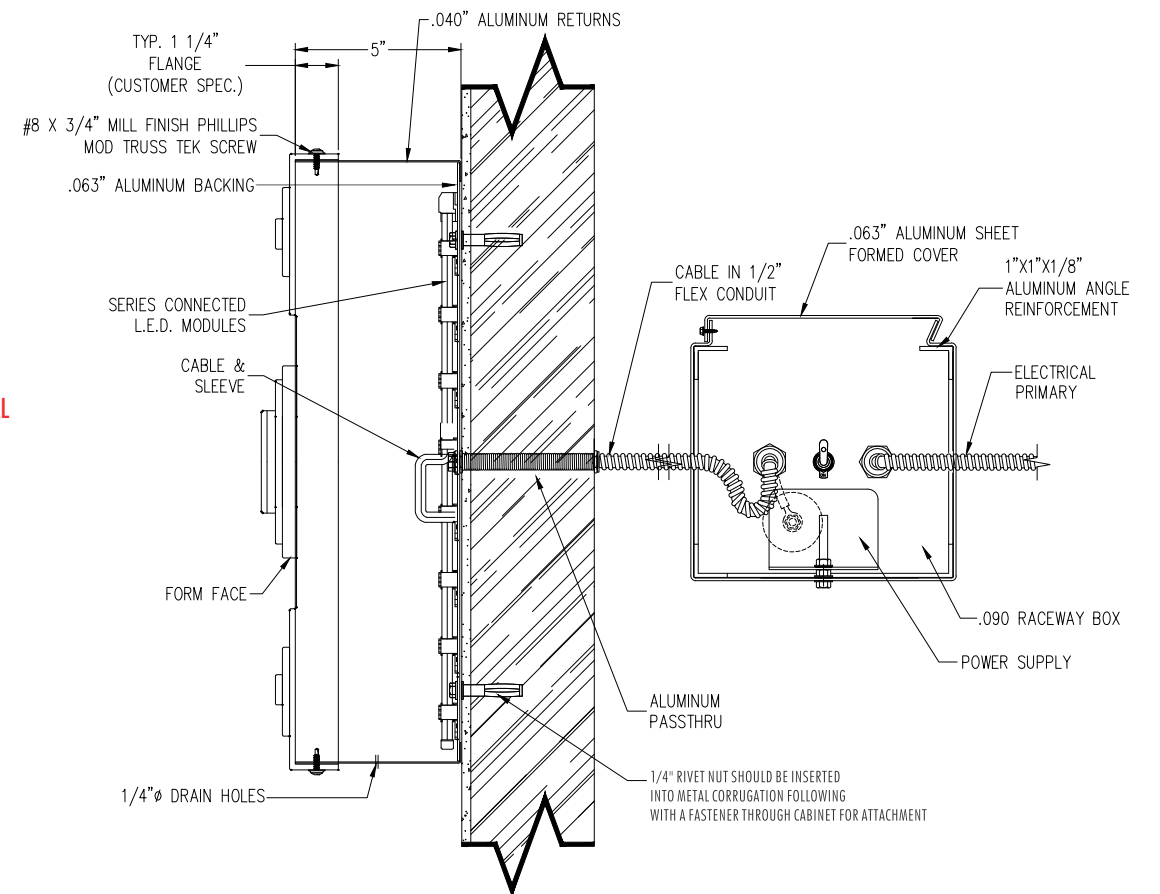
19.64 Sq.Ft



FRONT VIEW
REF. PART # : SBCZC60X60E02



SIDE VIEW



SECTION VIEW

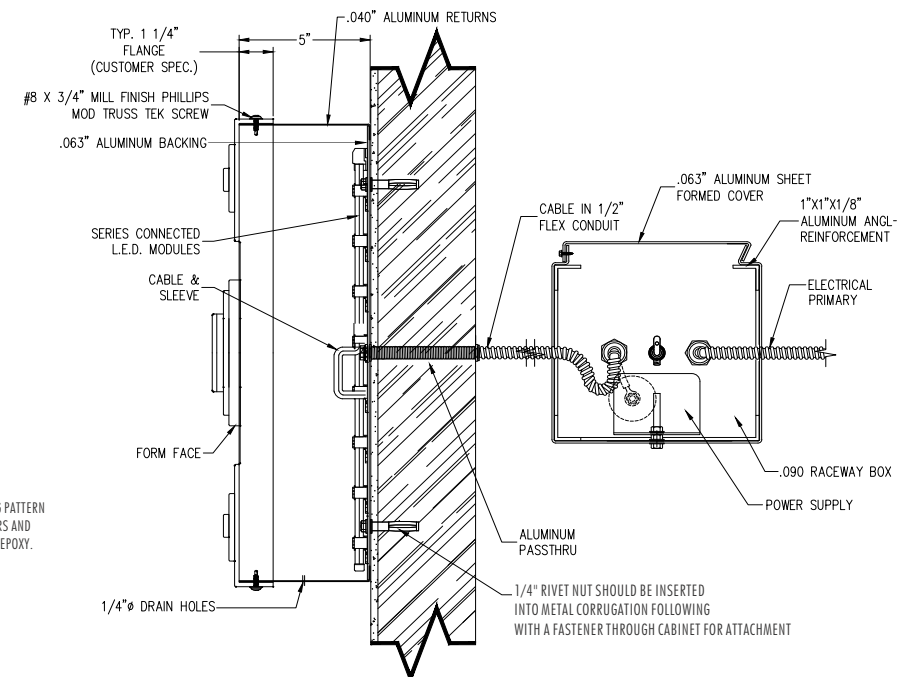
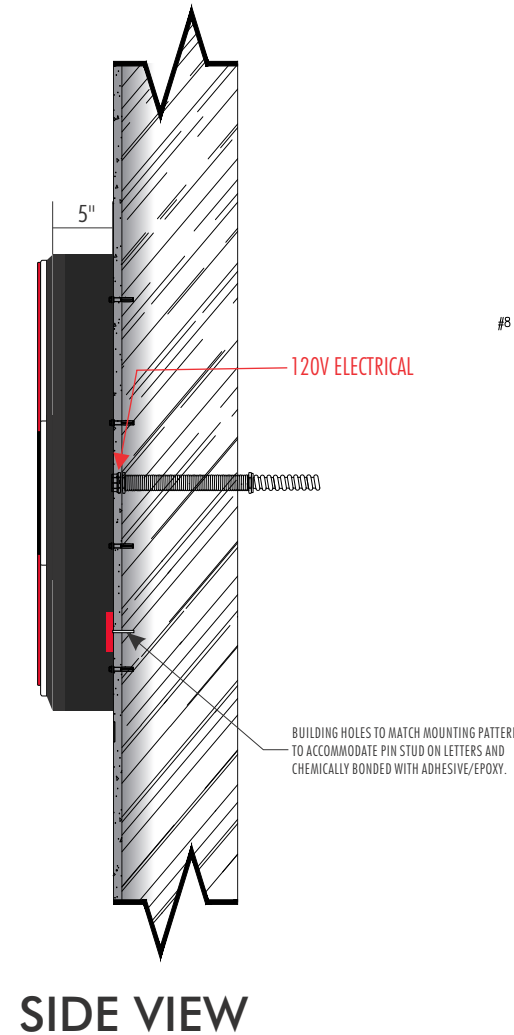
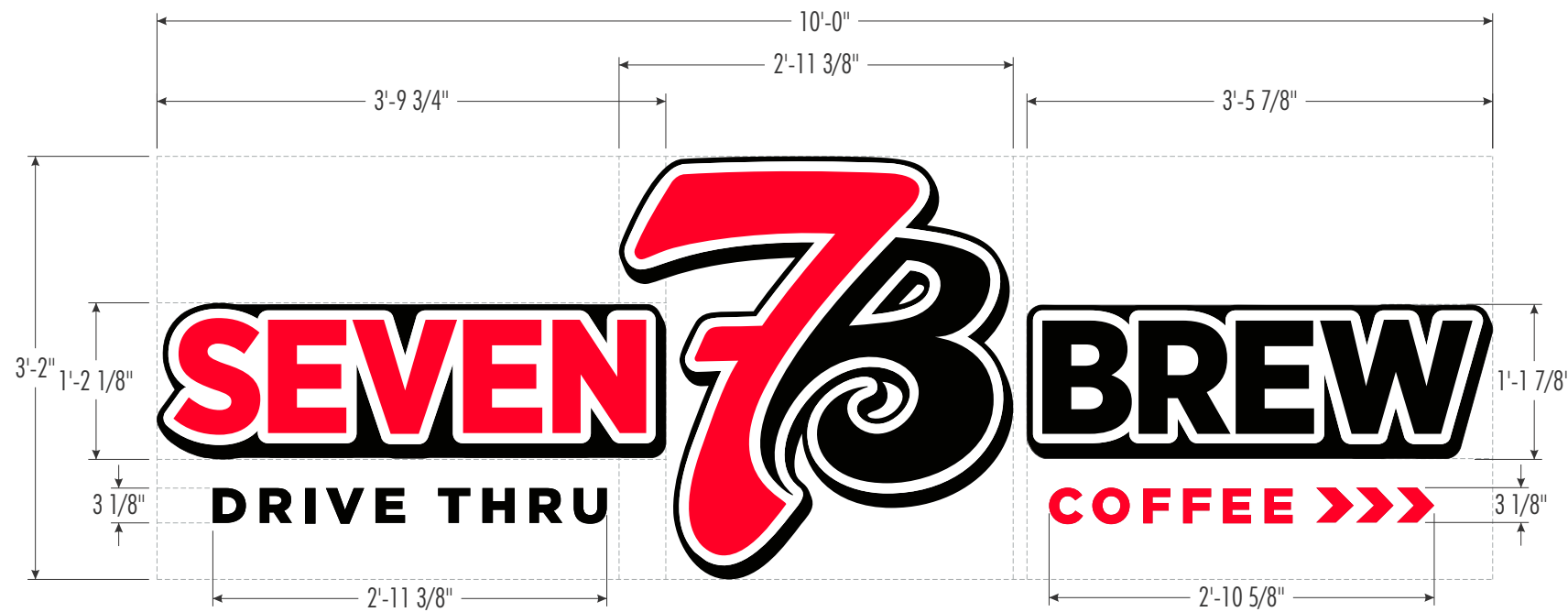


NIGHT ILLUMINATION VIEW

Standard Building Linear Cloud Sign

3'-0" X 10'-0" CHANNEL LETTERS W/ STUD MOUNT ACRYLIC LETTERS

32.08 Sq.Ft

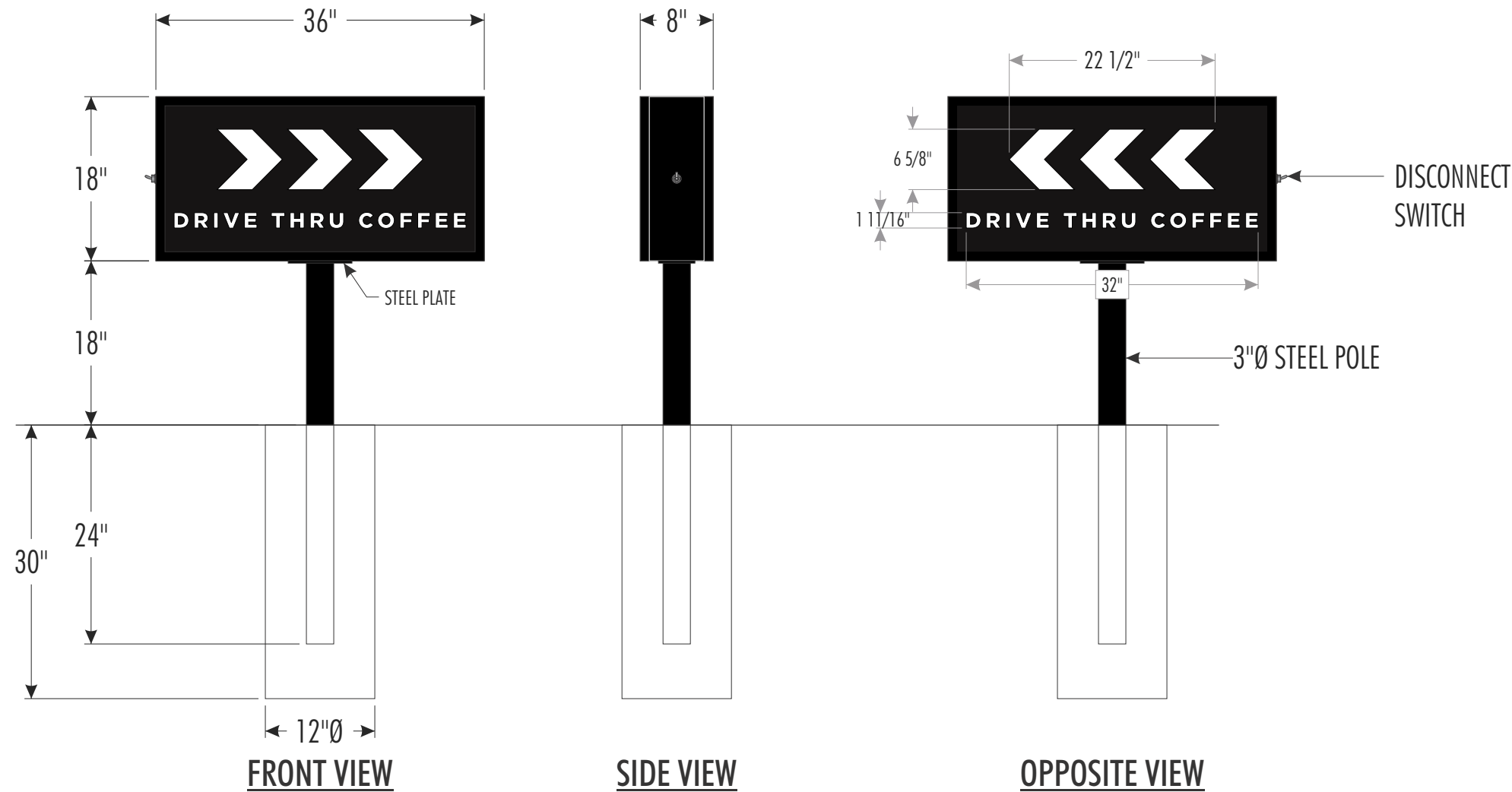
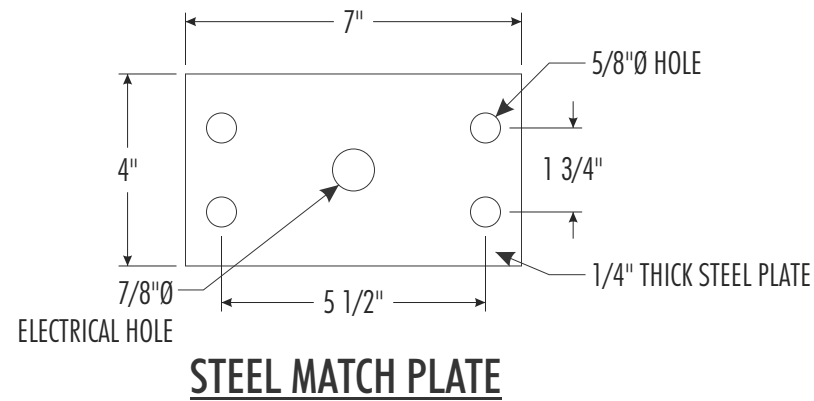


Primary Circuit (120 VAC)
1.1 Amps
Sign Area
32.08 Sq Ft
Total Module Watts
54.00 Watts
Total System Watts
63.50 Watts
Energy Usage
4.49 Watts/Sq Ft
Total Lumens
8650.00 Lumens
611.31 Lumens/Sq Ft

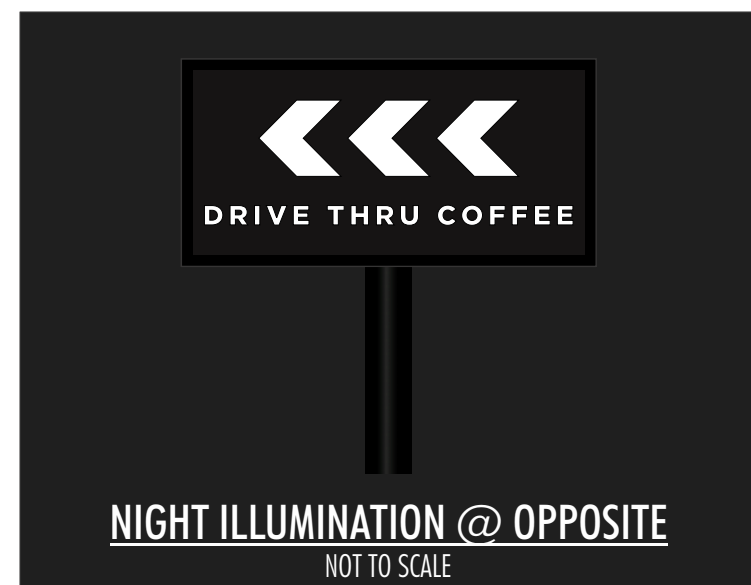
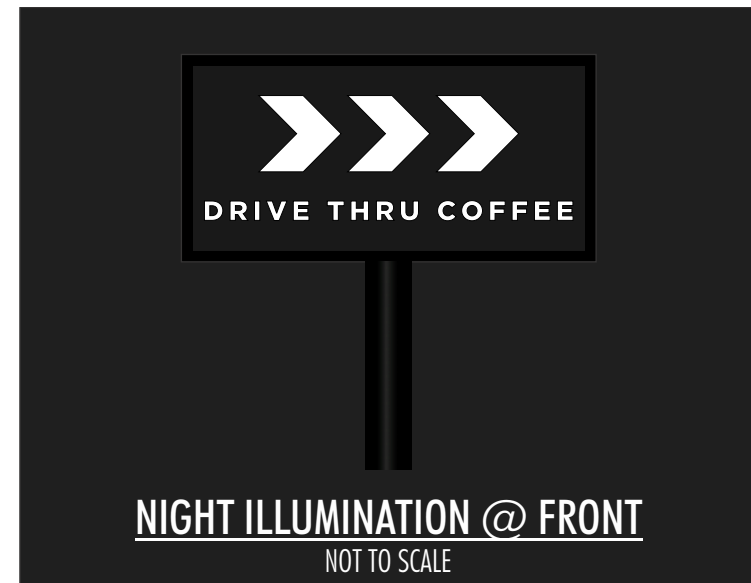
Wayfinding Signs

3'-0" X 3'-0" SF LED IL DIRECTIONAL SIGN

4.50 Sq.Ft



REF. PART# : SBCVDIR36X36E01

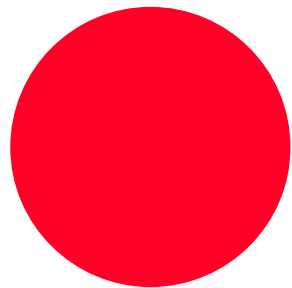


SCALE : 1:8

Brand Standards



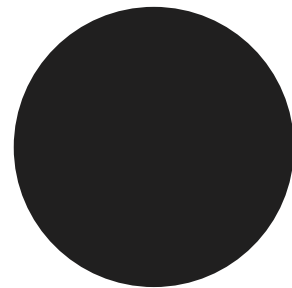
BRAND COLORS



PMS 185 C
C: 0.00%
M: 100.0%
Y: 78.0%
K: 9.00%

R: 231
G: 0
B: 51

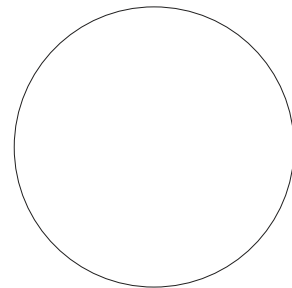
HEX: E70033



BLACK
C: 0%
M: 0%
Y: 0%
K: 100%

R: 35
G: 31
B: 32

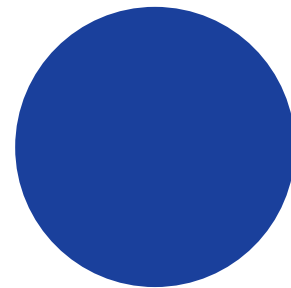
HEX: 231f20



WHITE
C: 0%
M: 0%
Y: 0%
K: 0%

R: 255
G: 255
B: 255

HEX: ffffff



PMS 293
C: 100%
M: 63%
Y: 0%
K: 35%

R: 0
G: 61
B: 165

HEX: 003da5

NICHIHA OPTIONS



COLOR: MIDNIGHT
FINISH: MODERN BRICK
STANDARD



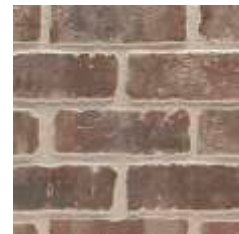
COLOR: SHALE BROWN
FINISH: CANYON BRICK
STANDARD



COLOR: CRIMSON
FINISH: PLYMOUTH BRICK



COLOR: ALEXANDRIA BUFF
FINISH: VINTAGE BRICK



COLOR: WHITEWASH
FINISH: VINTAGE BRICK



Fonts

Gotham Font family from Hoefler & Co.

PANTONE COLORS

PMS (Pantone Matching System): The most accurate representation of each of the colors. This system is used in print applications instead of — or in addition to — CMYK color.

CMYK EQUIVALENTS

(Process Color): Process builds use international standards for printing with the four process colors: Cyan, Magenta, Yellow and Black (CMYK). Values range from 0% to 100% for each of the four colors.

RGB EQUIVALENTS

(Screen Color): For on-screen applications, RGB refers to the three colors of the visual spectrum, Red, Green and Blue. RGB values range from 0 to 255 for each of the three colors.

HEXADECIMAL VALUES

(Screen Color): For on-screen applications. Hex values are arranged into three groupings of two characters each, representing Red, Green and Blue, and are compatible with HTML and other programming languages.

Jurisdiction: City of Clemson, SC
Zoned: CP-2 Community Business

All ground & wall mounted signs must be "on premise"

Wall Signs:

Elevations must face public right of way or parking lot that has at least 5 parking spaces to have 1 sign allowed per elevation. For buildings farther than 35ft from a sidewalk or public right of way, the sign area shall not exceed 10% of the surface of the building elevation facing the street or parking lot facing with at least 5 parking spaces. Wall signs NTE 3ft in height except for logos on buildings which are allowed up to 5ft in height. Proposed wall signage square footage can use a square, circle, or rectangle to encompass the extreme limits of the writing, representation, etc. (backgrounds included). Wall signs to mount flat against the building walls. Placement allowed on parapet walls no higher than 2ft above the base of the abutting roof.

Ground Signs:

1 ground sign allowed per parcel, NTE36SF size, NTE 8ft in height, at least 70% of sign face must be encased in a sign assembly (sign cabinet), base length shall be at least 3/4 of the length of the total sign structure, placement must not interfere with required buffer yards, landscaping, or street trees. Must be monument style with solid base all the way to the ground consisting of brick, masonry, or similar durable materials. Monument (berm) application must be accompanied with a landscape maintenance plan. Perimeter lighting using illuminated tubing or strings is "prohibited". Sign square footage is based on one (1) side of monument (if double faced). The proposed square footage would include the entire sign structure - cabinet & base (not just copy).

Ground Directionals:

NTE 5SF in size. Permitted in the parking lot. Jurisdiction review required.

City of Clemson - Board of Architectural Review - Informal Review & Feedback
March 3rd, 2026

1310 Tiger Blvd.

Clemson, SC

The Package Includes...

- 01 Project Team Introduction
- 02 Site Maps
- 03 Design Inspiration
- 04 Conceptual Design
- 05 Retail Vision
- 06 Appendix

1310 Tiger Blvd.
Retail >

01 Project Team Introduction

Project Team Introduction

KENNEDY WILSON

Owner/Developer:
Kennedy Wilson



Architect:
Dwell Design Studio



Retail Real Estate Consultant:
Revel



Landscape Architect:
Ironwood Design Group

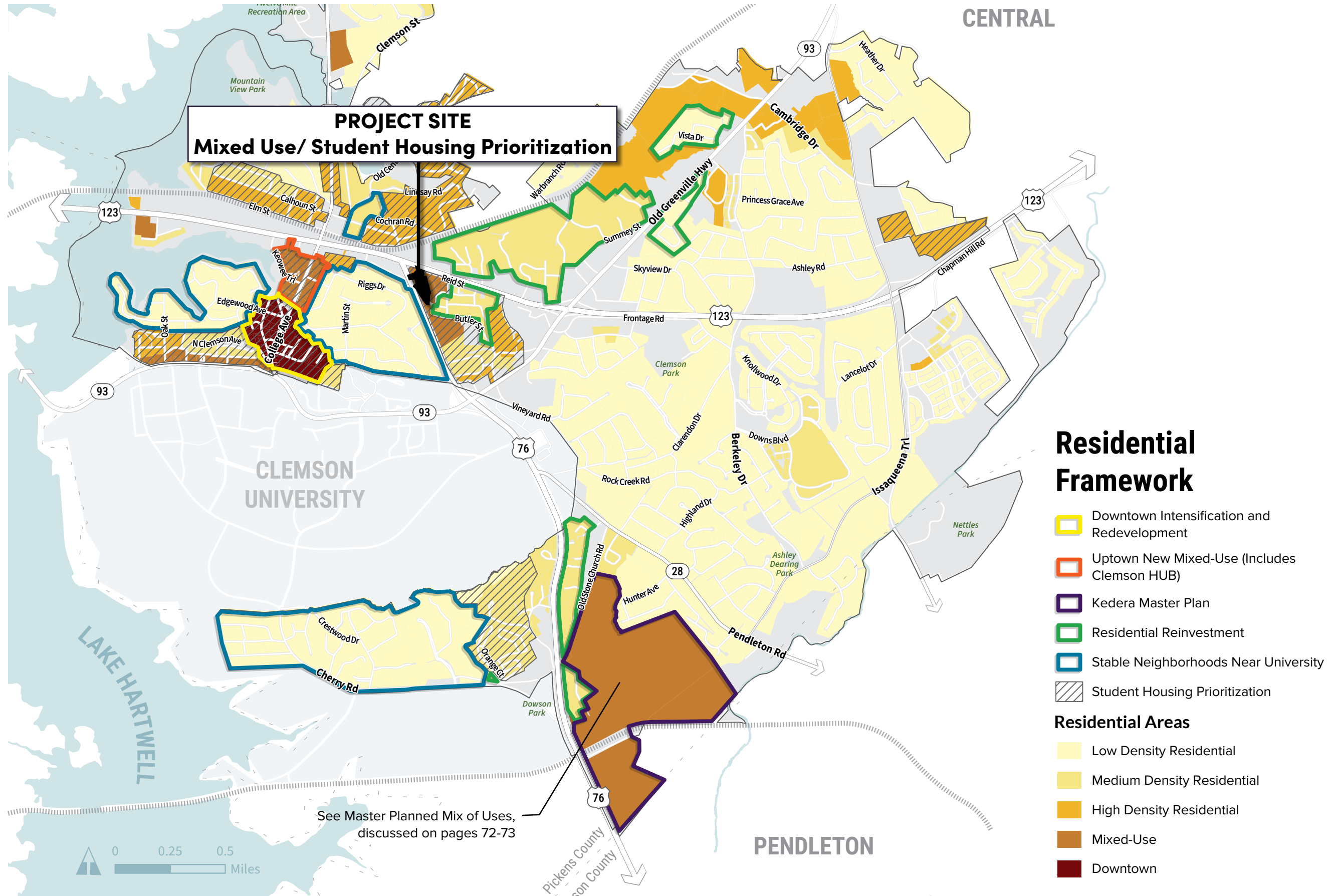


Civil Engineering:
Seamon Whiteside

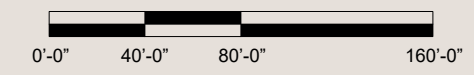
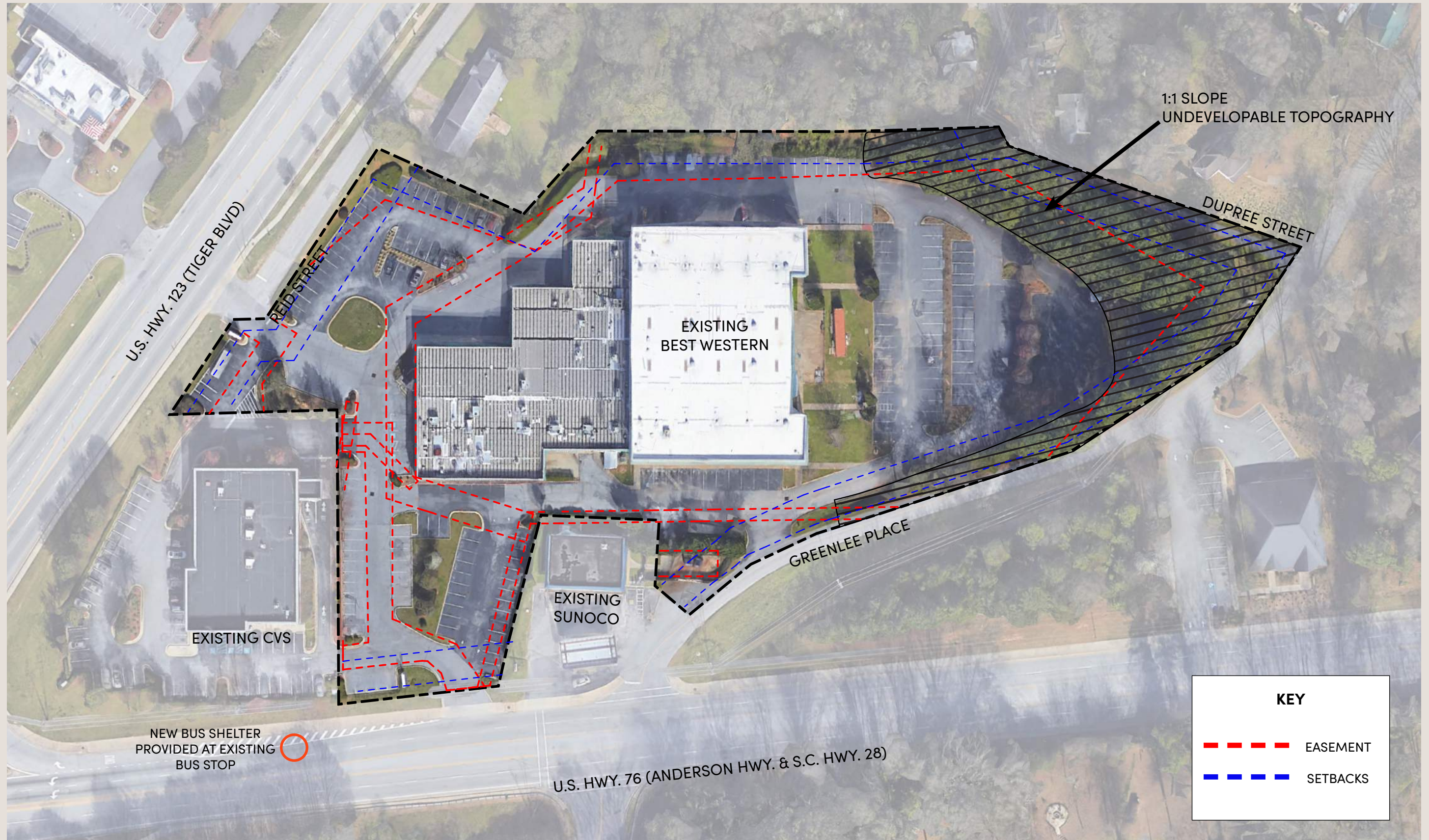
02 Site Maps

Clemson Context Map





Existing Conditions



03 Design Inspiration

*“Contemporary yet firmly
rooted in its Local Context”*

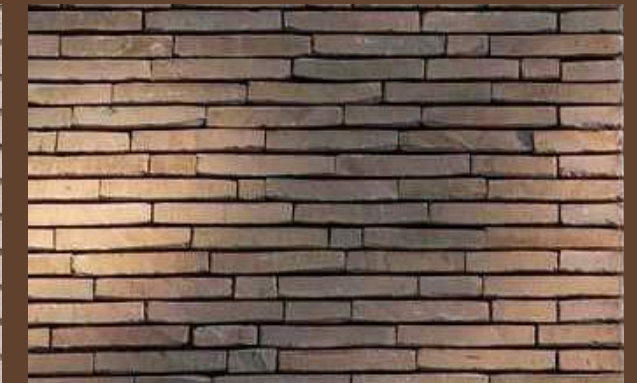
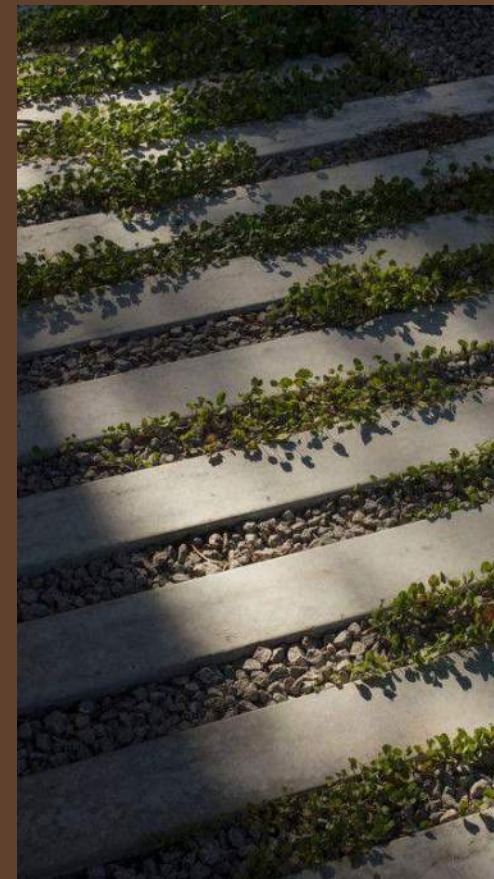
Contemporary Palette

Reinforced by the branding study and inspired by Clemson's local character, the design introduces a contemporary architectural expression that reflects the vibrancy of the student body while offering a refined, modern take on timeless architecture along Tiger Boulevard.

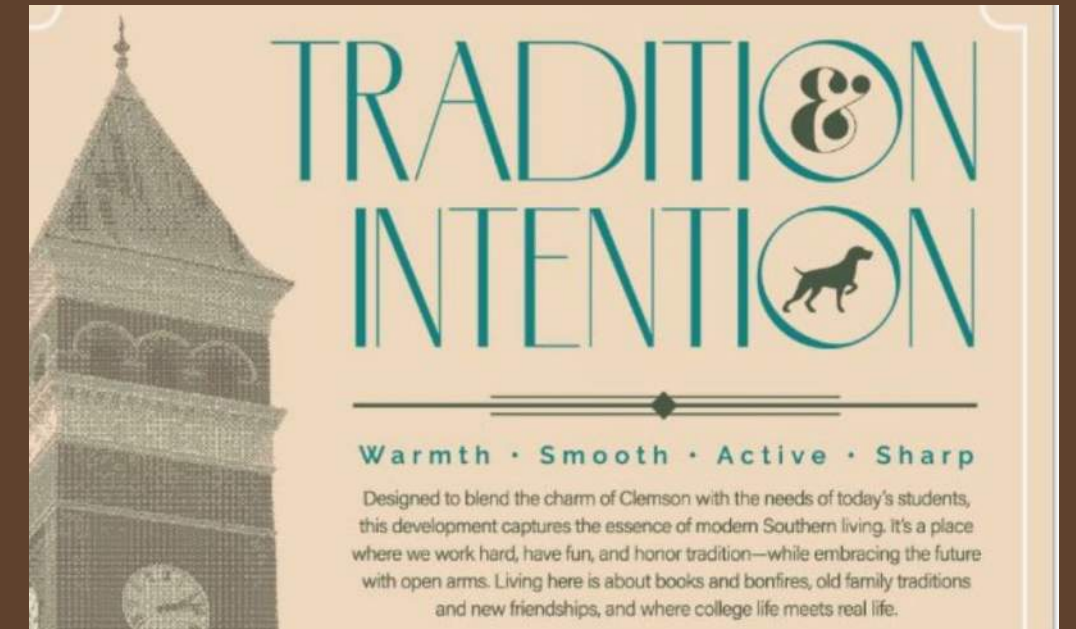
The façade emphasizes rhythm and vertical proportion through articulated bays and subtle material shifts that create a balanced, graceful cadence. Lighter brick tones, soft textures, and warm complementary materials enhance depth and contrast, resulting in a softer, more elegant presence that feels both grounded in its context and refined in its expression.

Key Principles:

- *Lighter - feminine palette that aligns with brand*
- *Warm Contrasting Copper tones*
- *Brick at prominent entrances and Street elevations*
- *Soft planting and hardscaping to enhance pedestrian experience*



Inspiration Imagery - Residential



Inspiration Imagery - Retail

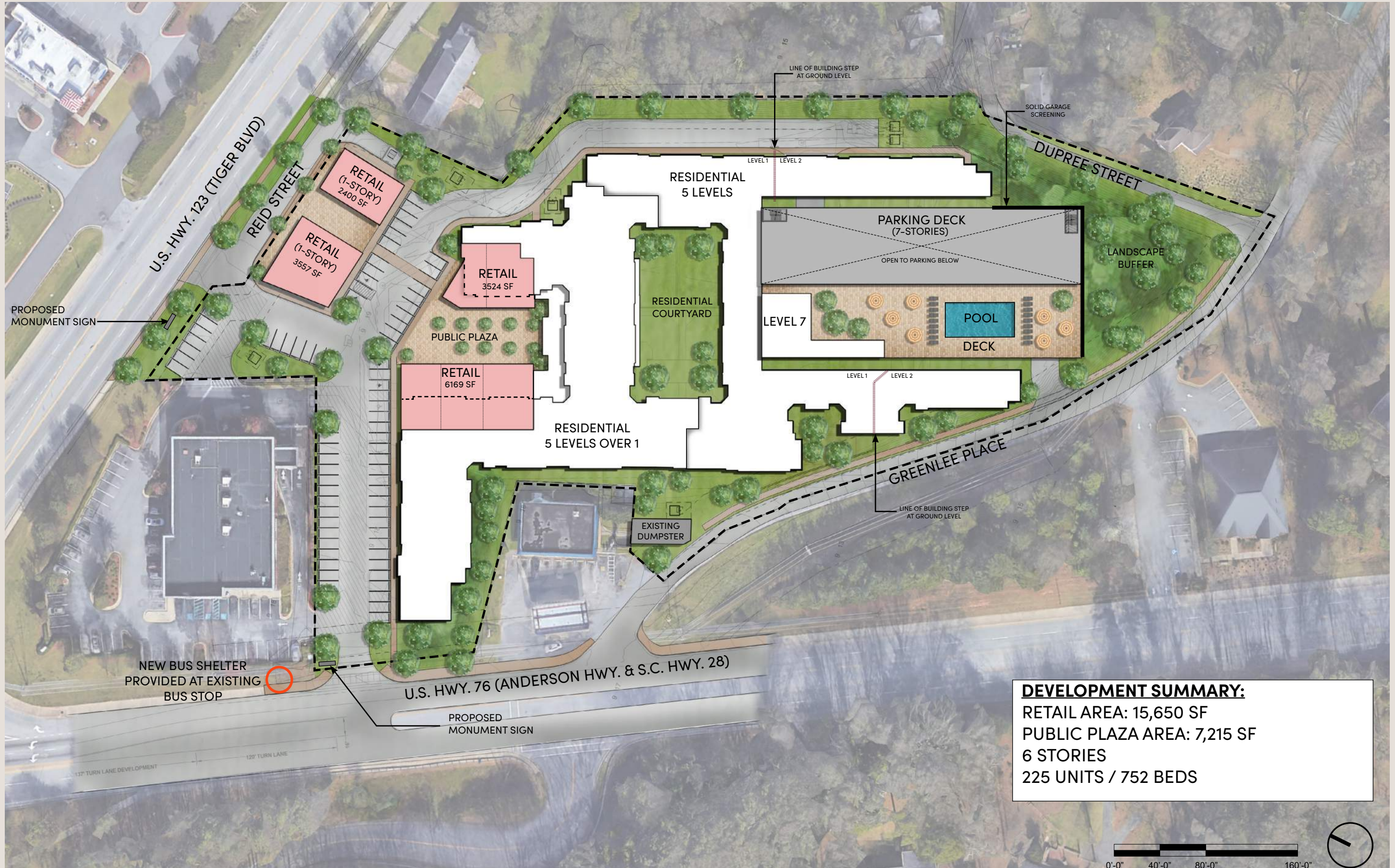
Inspired by traditional brick storefronts and expansive steel-framed glazing, the design establishes a strong and engaging street presence that supports a lively, walkable retail experience.

The architectural language is intentionally crafted to balance strength, warmth, and openness—fostering inviting spaces that contribute to the evolving identity of Tiger Boulevard. The result is a timeless and approachable building that feels contemporary yet firmly rooted in its local context.

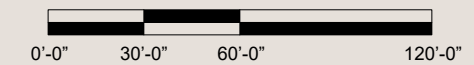
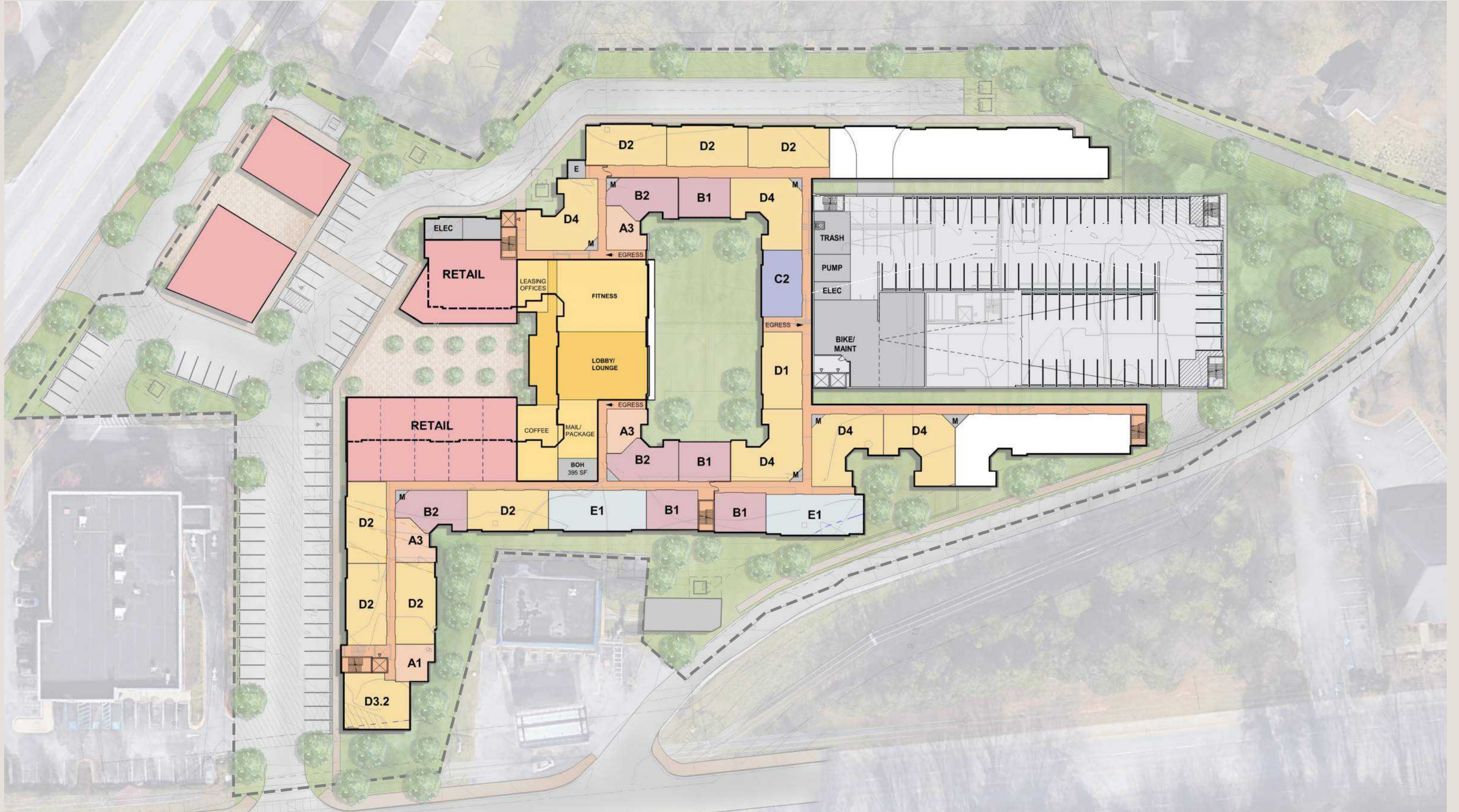


04 Concept Design

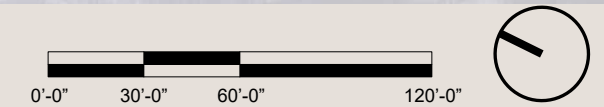
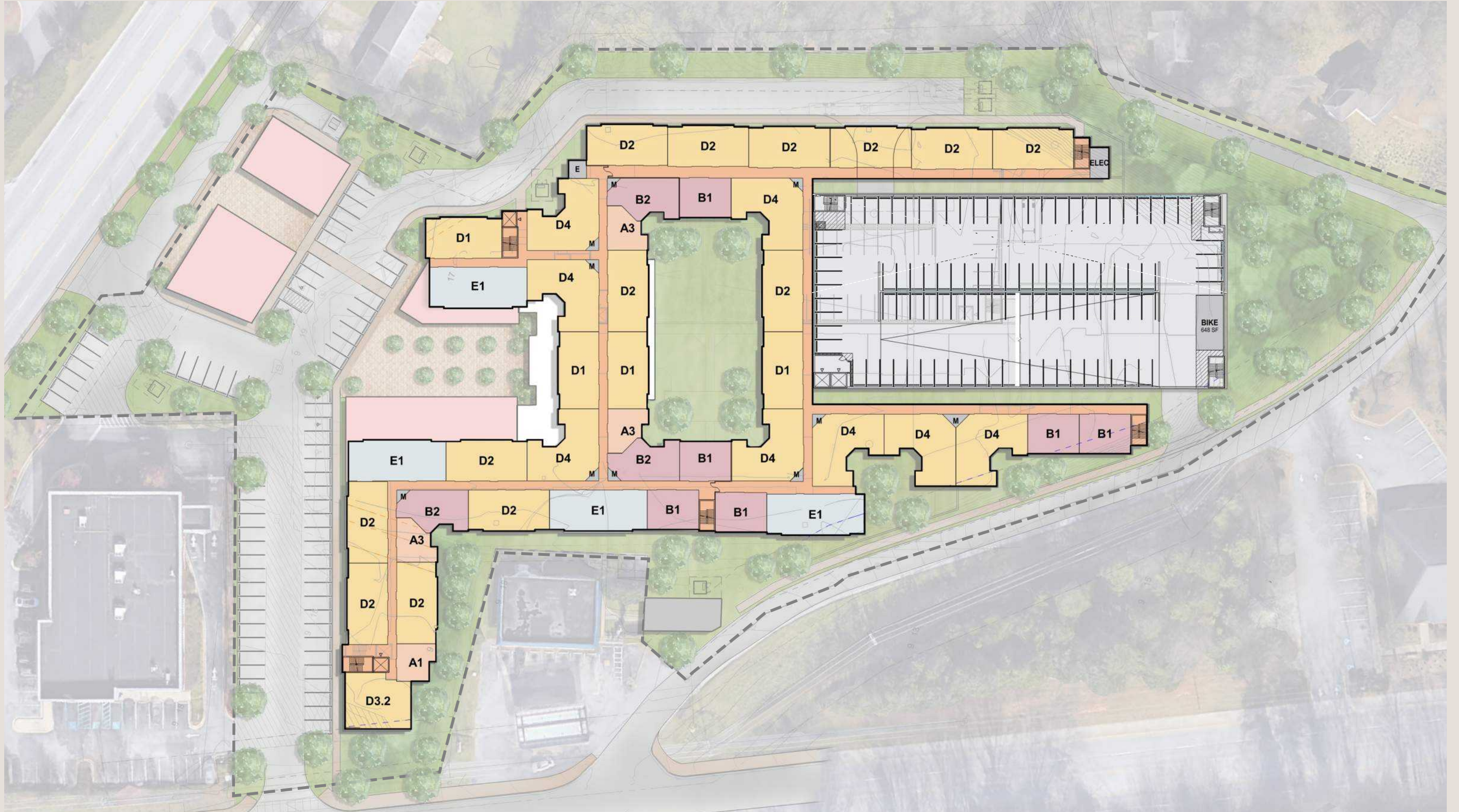
Current - Concept Site Plan



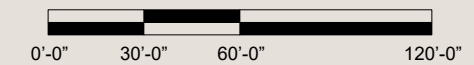
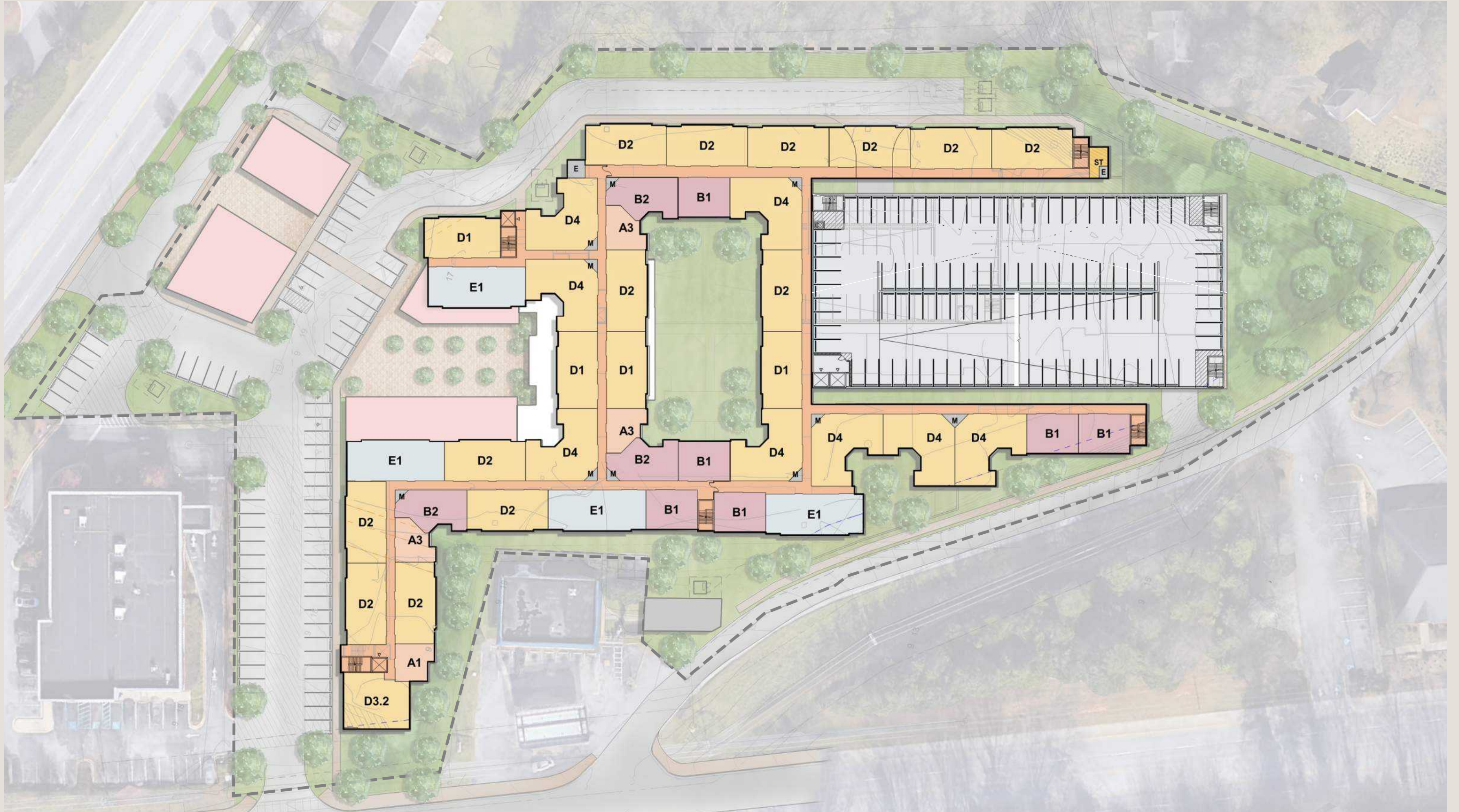
Concept Plan: Level 1



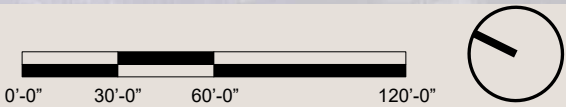
Concept Plan: Level 2



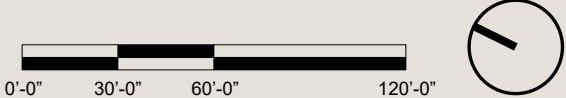
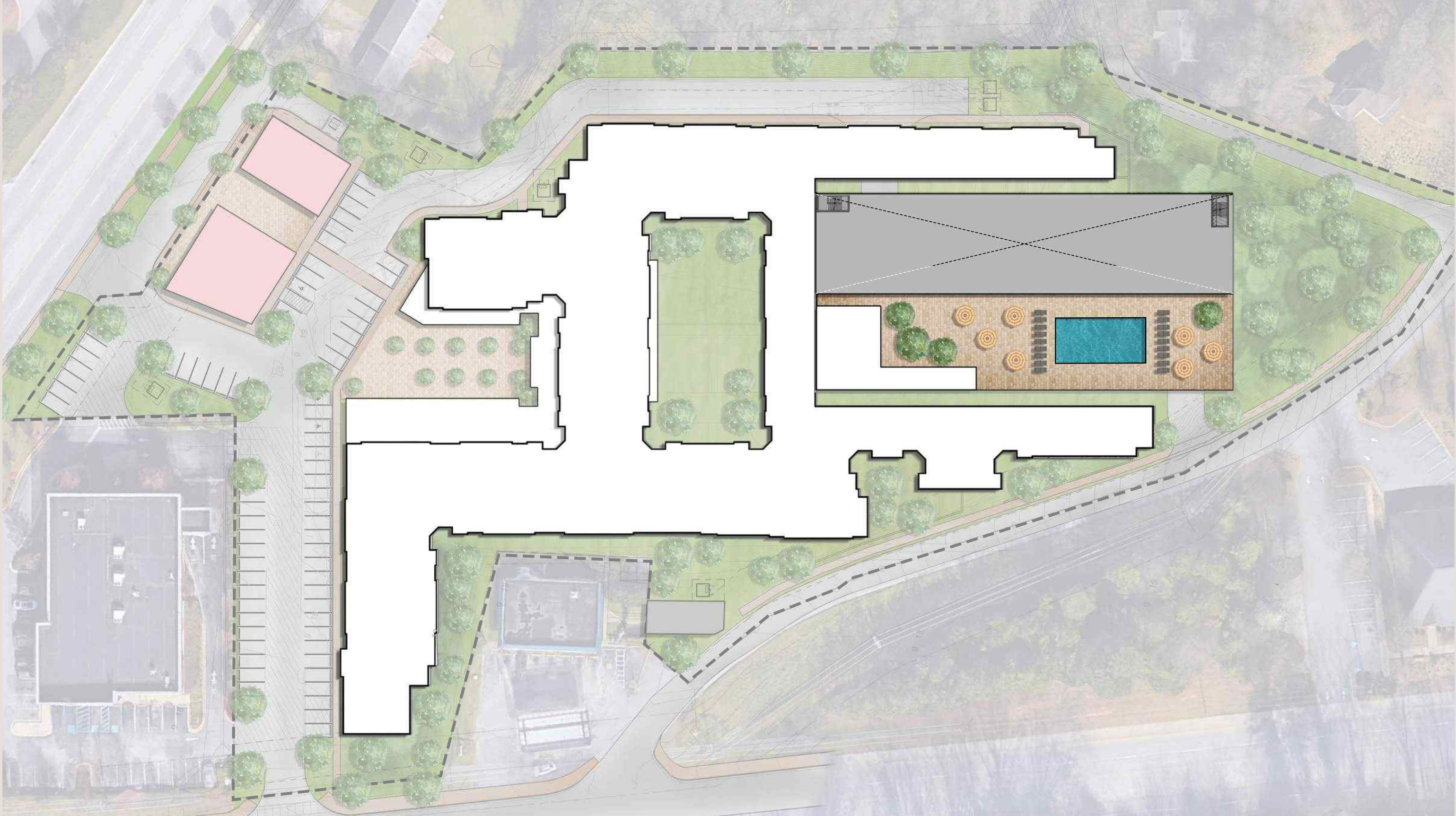
Concept Plan: Level 3-5



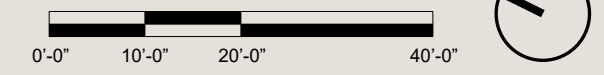
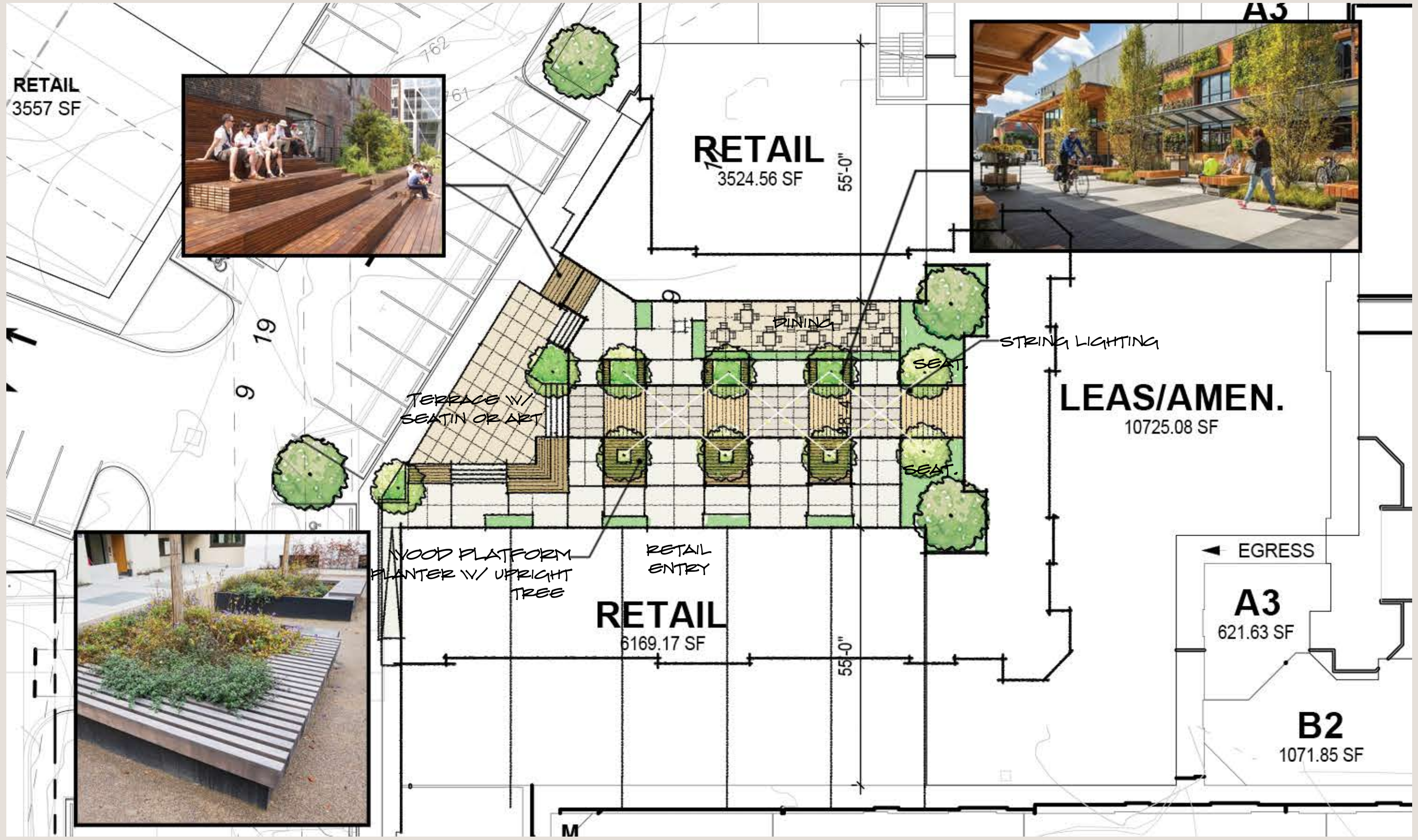
Concept Plan: Level 6



Concept Plan: Level 7



Conceptual Public Plaza Plan





Project Entry View from Tiger Blvd. facing South



View of Retail/ Lobby Plaza facing Guest Parking



View from within Retail/ Lobby Plaza



Overhead View of Retail/ Lobby Plaza



View of Retail Building Paseo - On Axis with Retail/ Lobby Plaza



View of Retail Building Paseo - On Axis with Retail/ Lobby Plaza



Project Highlights

5.92
Acres

15,650 SF
of Retail

752
Beds

225
Units

566

Garage Parking Spaces

75%

*Ratio of Parking Deck
Spaces to Beds*

71

Surface Parking Spaces

05 Retail Vision

Site Plan: Demising & Merchandising



Revel

KENNEDY WILSON

Site Plan

SPACE	SF	USE	EXAMPLES
A	2,400	F+B	Quick service restaurant
B	3,557	F+B	Full service restaurant
C	1,524	F+B	Coffee, pastry
D	2,000	Fitness	HIIT, kickboxing
E	2,000	Service	Nail salon
F	2,000	Service	Hair salon
G	2,169	Fitness	Yoga, pilates, barre
Total	15,650		



REVEL
CLEMSON STUDENT

Plaza Activation

The public plaza within the site serves as a unique opportunity to have 1310 represent actual place making vs a collection of retail bays. The best retail is two sided- when you leave a store you should be able to look forward to see additional retail and we can achieve that with our plaza. In addition to making the site feel like a retail village it also gives us additional space for ongoing activations.

ART/MUSIC	Pop Up Art Festivals/ Seasonal Concert Series
ENTERTAINMENT	Beer Garden/ Live Music
LIFESTYLE	Gear Swaps, Farmers Markets
RETAIL	Holiday Markets, Boutique Retail Pop Ups
WELLNESS	Outdoor Wellness Classes, Yoga



REVEL

CLEMSON STUDENT

Parking Considerations

The parking will play an important role at 1310 Tiger Blvd. As designed 1310 will be able to accommodate a diverse range of parking patrons. The surface parking is designed to accommodate patrons visiting the site for retail purposes. The mix of operations shown below illustrate how the timing of each operation plays an important role in the demand for spaces.

By having a diverse mix of peak business times across the operators, we are able to utilize the surface parking in a way that can accommodate patrons throughout the course of each day of the week. The first floor of the deck will also be able to accommodate additional retail, employee and rideshare pick ups to reduce load on the surface spots.

Use	Max Ratio	Weekdays				Weekends			
		8a-12p	12p-4p	4p-8p	8p-12a	8a-12p	12p-4p	4p-8p	8p-12a
Coffee	10	10	10	5	0	10	10	5	0
FSR	30	0	20	30	30	6	30	30	30
QSR	10	0	10	10	10	0	10	10	5
Fitness	7	7	5	7	0	7	4	7	0
Service	3	3	3	2	0	3	3	1	0
Total	60	20	48	54	40	26	57	53	35

REVEL

CLEMSON STUDENT



Thank you!

Project Contacts:

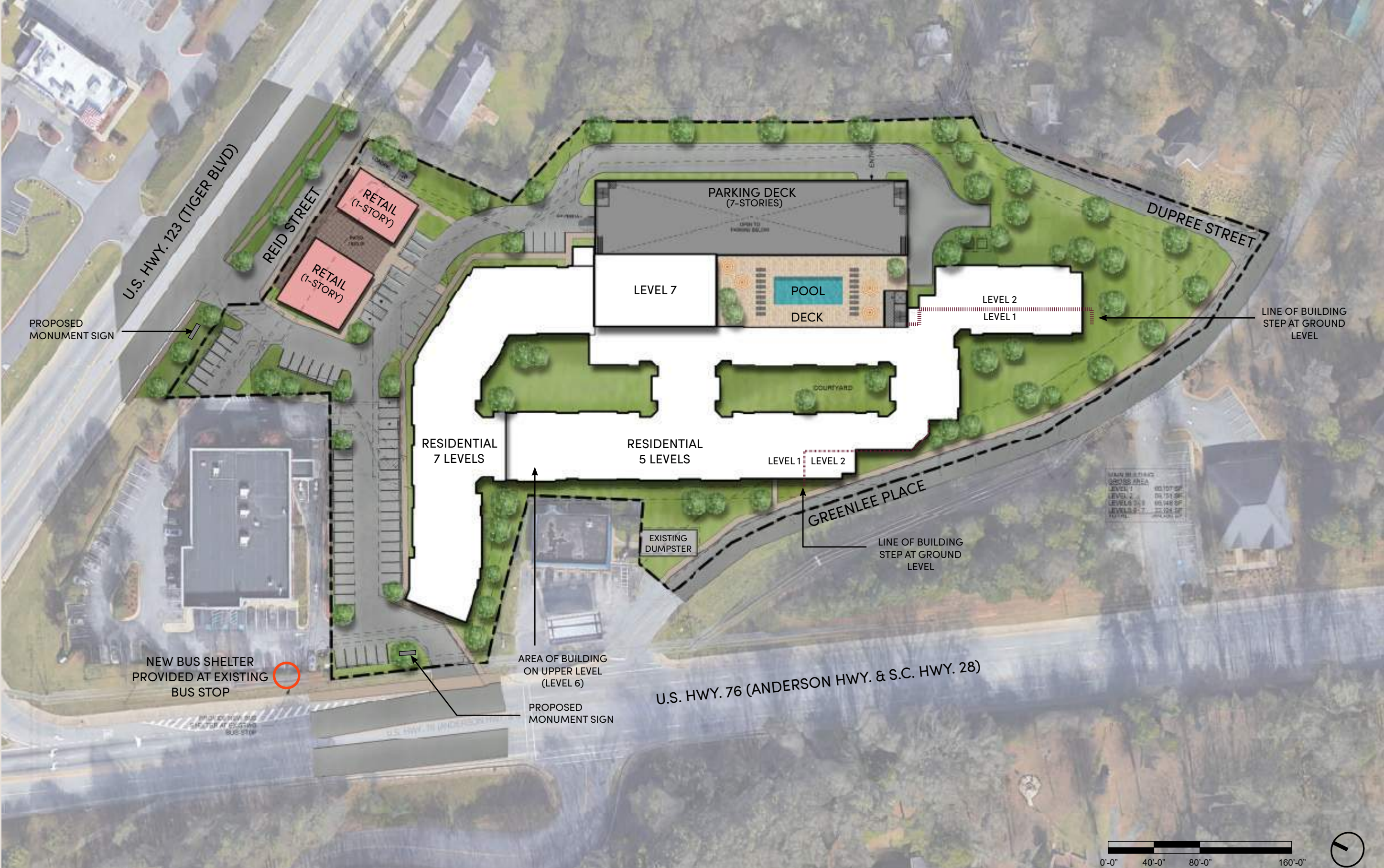
Doug Smythe
Director Of Acquisitions
Phone: 216-408-3882
Email: dsmythe@kennedywilson.com

Nick Imerman
Sr Development Manager
Phone: 678-231-3951
Email: nimerman@kennedywilson.com

Mariel Arias
Sr Development Analyst
Phone: 646-717-5534
Email: marias@kennedywilson.com

06 Appendix

Previous - Concept Site Plan



Kennedy Wilson Campus Living

Kennedy Wilson Campus Living communities combine the energy of collegiate locations with student centric services, amenities, and the expertise of the nation's leading builder of luxury homes.



Community Features

- Customized amenities that fit university students
- State-of-the-art fitness centers
- Private/group study areas
- Thoughtfully designed with modern finishes and features

We have set out to design communities that allow students to flourish in their academic environment. Each campus location is uniquely suited to the student population of that specific community.

By providing the features students desire, such as uniquely designed amenity packages on site and high-end finishes in residences, as well as the features parents appreciate, such as tools and space to support academic success, Kennedy Wilson Campus Living properties offer an exceptional value in premium student housing.



Kennedy Wilson Campus Living - Portfolio Summary

Developed



Aperture

204 Units (680 Beds)
Delivered 2025



The 87

335 Units (810 Beds)
Delivered 2024



Kinetic

239 Units (752 Beds)
Delivered 2024



Lapis

293 Units (1,086 Beds)
Delivered 2023



Terrapin Row

418 Units (1,493 Beds)
Delivered 2016



The Yards at Old State

268 Units (1,093 Beds)
Delivered 2020



Canvas

263 Units (826 beds)
Delivered 2021

Pipeline



Clemson

225 Units (752 Beds)
Delivering 2029



NC State

226 Units (734 Beds)
Delivering 2029



Texas A&M

249 Units (949 Beds)
Delivering 2029

<p>6,740 <i>Total Beds</i></p>	
<p>7 <i>Developed Properties</i></p>	<p>2,020 <i>Developed Units</i></p>
<p>3 <i>Pipeline Deals</i></p>	<p>2,434 <i>Pipeline Beds</i></p>

Kennedy Wilson Campus Living



Development Timeline

