



# Town of Hilton Head Island Regular Design Review Board Meeting

Tuesday, October 8, 2013

1:15 p.m. – Benjamin M. Racusin Council Chambers

## AGENDA

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As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

1. **Call to Order**
2. **Roll Call**
3. **Freedom of Information Act Compliance**  
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements
4. **Approval of Agenda**
5. **Approval of Minutes** – Meeting of September 24, 2013
6. **Staff Report**
7. **Board Business** – Adoption of DRB Schedule of Meetings 2014
8. **Unfinished Business**
9. **New Business**
  - A. Appeal
    - 1) APL 130007 – Bennali’s Sandal & Hat Company
  - B. Signage
    - 1) DR 130034 – Shelter Cove Towne Centre Monument Signage
10. **Appearance by Citizens**
11. **Adjournment**

Please note that a quorum of Town Council may result if four (4) or more of Town Council members attend this meeting.

**Town of Hilton Head Island  
Design Review Board  
Minutes of the Tuesday, September 24, 2013 Meeting  
1:15p.m – Benjamin M. Racusin Council Chambers**

**DRAFT**

Board Members Present: Chairman Scott Sodemann, Vice Chairman Deborah Welch, Jake Gartner, Tom Parker, Todd Theodore, and Galen Smith

Board Members Absent: Jennifer Moffett

Town Council Present: None

Town Staff Present: Jennifer Ray, Urban Designer  
Heather Colin, Development Review Administrator  
Teri Lewis, LMO Official  
Kathleen Carlin, Administrative Assistant

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1. **Call to Order**  
Chairman Scott Sodemann called the meeting to order at 1:15p.m.
2. **Roll Call**
3. **Freedom of Information Act Compliance**
4. **Approval of the Agenda**  
Ms. Ray corrected a couple of typographical errors on the agenda. The Board **approved** the corrected agenda by general consent.
5. **Approval of the Minutes**  
The Board **approved** the minutes of the September 10, 2013 meeting as presented by general consent.
6. **Staff Report**  
None
7. **Board Business**  
None
8. **Unfinished Business**  
None

## 9. New Business

### A. Alterations/Additions

*(Mr. Parker recused himself from review of the following application, Smokehouse Outdoor Bar, DR130036, due to a professional conflict of interest. A Conflict of Interest Form was completed, signed by Mr. Parker, and attached to the record.)*

#### 1) Smokehouse Outdoor Bar – DR130036

Ms. Ray introduced the project and stated its location, 34 Palmetto Bay Road. Ms. Ray presented an in-depth overhead review of the application including an aerial photo, site photos, and site plan. The applicant is proposing to add an outdoor bar at the end of an existing deck in front of the building. Site photos show the existing building and the existing outdoor seating area. The plan shows two connections from the existing parking lot and the existing sidewalk.

The wood deck from the existing outdoor seating area will be extended. A new wood rail with a wide top rail will surround the new wood deck and a new bar will be added. The front elevation shows the new metal roof that will match the existing in both color and slope. The exposed beams and rafters match the existing trellis structure. There are wood columns with brick in the back and a brick footrest that matches the existing brick fireplace. All of the materials and the design are in keeping with the existing structure.

The back bar elevation shows a rusted tin metal panel with some timber shelves. There is a dark bronze roll-down door that will cover the liquor shelves when closed. All treated exposed wood will be stained in a “pluff mud” color. The wall section identifies appropriate attention to detail and is completely in keeping with the existing structure and with the Design Guide. The landscape plan includes one additional palm, one existing palm is to be relocated; evergreen shrubs and groundcover. The existing hedge in the parking lot area will remain.

Ms. Ray reviewed the lighting plan which includes several different types of lights. All of the lighting has a bronze finish. Staff recommended *approval* of the application as submitted. Following the staff’s presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. Tom Parker, Lee & Parker Architects, presented comments in support of the application. Each Board member stated that they like the project. Mr. Gartner presented comments regarding the roll-down doors and the colors. Following final comments, Chairman Sodemann requested that a motion be made.

Vice Chairman Welch made a **motion** to **approve** application DR130036 as submitted. Mr. Smith **seconded** the motion and the motion was **approved** with a vote of 5-0-0.

### B. Signage

#### 1) First Citizens ATM – DR130037

Ms. Ray introduced the project and stated its location, 2 Northridge Drive. Ms. Ray presented an in-depth overhead review of the application.

The applicant is proposing to install a new ATM surround at their Northridge Drive location. Ms. Ray discussed the existing signage and the existing ATM. The applicant is

proposing a grey silver surround with blue panels, and a blue/red/black logo with black lettering. Ms. Ray presented color samples for the Board's review. The existing ATM and signage is in a creamy, sandy beige color that complements the existing building. One First Citizens sign is allowed above the dispenser to confirm that the ATM is affiliated with First Citizens. Additional signs ("ATM" on the sides of the machine, "First Citizens" and "Cash or Check Deposits No Envelope" on the back of the machine) are not allowed.

Staff believes the surround should be a beige color to complement the color of the existing building and existing monument signs, rather than the proposed silver grey and blue. The proposed red and blue colors for the sign are in keeping with the approved colors for the First Citizens logo.

Staff recommended that the new ATM should be the same color as the existing stucco building. Instead of the silver, it should be the same sandy beige as the building. Staff recommended approval of the application with these conditions. Following the staff's presentation, Chairman Sodemann requested that the applicant make her presentation.

Ms. Michelle Roberts, the Fitts Company, presented statements in support of the application. The applicant and the Board discussed several issues including the colors of other bank ATMs in the vicinity.

Mr. Smith stated that he has no objection to the proposed colors for the project. Mr. Theodore stated that the bold blue colors on the side of the building are a bit much. The beige color is preferred over the silver color.

Vice Chairman Welch stated that she does not have an issue with the colors. Mr. Parker stated that the silver and the beige do not complement one another and agreed with the recommendation that the signage on the back and the side of the ATM should be removed.

Mr. Gartner stated that he would prefer to see the colors removed from the sides and the back of the ATM. The front colors look fine. Mr. Gartner agreed with the staff's recommendation that the side and the back should be more complementary to the building.

Chairman Sodemann stated that he agrees with the concerns presented regarding the bold blue color on the sides of the ATM. A muted blue without the swirls is preferred for the sides of the building. Following final comments by the Board, Chairman Sodemann requested that a motion be made.

Mr. Theodore made a **motion to approve** application DR130037 with the following conditions: (1) the signage component needs to be in accordance with the LMO; (2) the back of the ATM needs to be a silver component. The patterning should be taken off; (3) the blue color should be toned down to be more in keeping with the blue on the front of the ATM. Mr. Smith **seconded** the motion and the motion **passed** with a vote of 5-1-0.

## **2) Port Royal Plaza Monument Signs – DR130038**

Ms. Ray introduced the project and stated its location, 95 Mathews Drive. Ms. Ray presented an in-depth review of the application including details regarding the materials and the colors. Port Royal Plaza proposes to replace the existing monument signs on William Hilton Parkway and Mathews Drive.

The signs are an improvement over the existing signs and will give a clean appearance to the site. The current sign systems allow letters in blue, green, or burgundy. Staff recommended that the copy and logos on the proposed monument signs be limited to blue,

green, and burgundy, and white/cool grey 1. Consideration should be given to adding some architectural detail/character to the signs. Following staff's presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. John Gresty, Speedi Signs, presented comments in support of the application. The applicant and the Board discussed the style of the sign, the tenant panels, and the colors.

Mr. Smith stated that the design of the monument sign is a little stark; some added character would benefit the sign. Mr. Theodore agreed and stated that the monument sign is monolithic and needs additional detail and character. Vice Chairman Welch stated that she doesn't have an issue with the simplicity of the monument sign.

Mr. Parker agreed that additional detail would improve the sign. Mr. Gartner stated that the monument sign seems to be too top heavy. A heavier pedestal base would help the sign; the tenant sign panels should be inset. Chairman Sodemann agreed with Mr. Gartner's statements; the sign's base should be made wider and the tenant panels should be inset. Following final Board comments, Chairman Sodemann requested that a motion be made.

Mr. Gartner made a **motion to approve** application DR130038 with the following conditions: (1) the tenant panels inside the sign should be inset; (2) the pedestal base should be wider than the sign's tower; (3) the applicant should comply with staff's recommendation on limiting the colors to blue, green, burgundy and white/cool grey 1.

Vice Chairman Welch **seconded** the motion and the motion **passed** with a vote of 5-1-0.

*(Mr. Theodore recused himself from review of the following application, Shelter Cove Tenant Signage Design Guide, DR130039, due to a professional conflict of interest. A Conflict of Interest Form was completed, signed by Mr. Theodore and attached to the record).*

### 3) **Shelter Cove Tenant Signage Design Guide**

Ms. Ray introduced the project and stated its location, 24 Shelter Cove Lane. The applicant has submitted a draft copy of the Signage Design Guide for the Board's review. Ms. Ray presented an in-depth overhead review of the Design Guide. The Guide outlines the overall parameters for retail signs within Towne Centre in order to achieve a coordinated approach to storefront design.

The staff believes the Design Guide is headed in the right direction with only two comments: (1) Stanchions are not allowed per Town of Hilton Head Island sign standards; (2) Metals and metallic finishes are generally not allowed on signs; rather than being encouraged consider allowing them with restrictions. Following staff's presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. Alex Sineath, Designeath, Inc. presented statements in support of the application. The Board and the applicant discussed the overall parameters for the retail signs. Following the applicant's presentation, Chairman Sodemann requested statements from the Board.

The Board agreed that the Conceptual Design Guide is headed in the right direction and they agreed with the staff's comments and recommendations. Following final Board comments, Chairman Sodemann requested that a motion be made.

Mr. Parker made a **motion** to **approve** the Design Guide on a Conceptual basis with the following conditions outlined by the Town: (1) stanchions are not allowed per Town of Hilton Head Island Sign Standards; (2) Metals/metallic finishes should be allowed with restrictions rather than encouraged. Mr. Gartner **seconded** the motion and the motion **passed** with a vote of 5-0-0.

### C. Minor External Change

#### 1) Group III/Pyramids Fence - DR130040

Ms. Ray introduced the project and stated its location, 1600 Main Street. The applicant has installed a fence consisting of 6 x 6 posts with welded wire mesh, planted with confederate jasmine along their property line.

A more decorative fence, or at a minimum a more finished welded wire fence (post with more decorative cap, post stained to match other wood posts on site, framed with top and bottom rail, etc.) would be more in keeping with the site development and landscaping. However, the fence is set in a semi-wooded buffer and will not be noticeable once the vines grow up. Staff recommended that the application be approved with conditions. Following staff's presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. Michael Ruegamer, property owner, presented statements in support of the application. The Board and the applicant discussed the type and style of the fence. Mr. Smith agreed with staff's recommendation to paint the posts. Mr. Theodore presented statements regarding the purpose of the fence. Mr. Theodore stated that the fence is out of place on Main Street; the posts are not even and the wire is too thin. The fence is a farm-type fence and is not appropriate. More structure to the fence is needed (top and bottom horizontal boards would help.)

Vice Chairman Welch stated that she agrees with the comments already presented. The structure and type of the fence is out of place. Mr. Parker also agreed with the Board's concerns regarding the posts and type of fence. Mr. Parker stated that the posts should be either painted or stained. The addition of interim posts would help the structure of the fence by giving it additional support. An additional horizontal element would also help the structure.

The applicant discussed the location and the placement of the posts. The applicant stated that the fence posts are secured in the ground with concrete. The applicant stated that he is confident that the jasmine will grow and cover the wire completely. The Board stated concern with the number of plants and the length of time that it will take for the plants to successfully cover the wire. The applicant will need to be diligent in properly caring for the plants.

Mr. Gartner stated concern with the poor quality of the fence; the existing fence is not suitable and does not meet the standards of Main Street. Mr. Sodemann agreed with the Board's concerns regarding the quality of the fence.

Following final Board comments, the applicant decided to **withdraw** the application for needed improvements as recommended by the Board. The applicant will return to the Board for additional review at a later date.

**10. Appearance by Citizens**

Mr. Alex Sineath and Mr. Donovan Schmidt, applicants for the Shelter Cove Town Center Signage, presented additional comments regarding their next submission before the DRB. The Board and the applicants discussed several issues including the quality of the sign materials.

**11. Adjournment**

The meeting was adjourned at 2:30p.m.

Submitted By:

Approved By:

\_\_\_\_\_  
Kathleen Carlin  
Administrative Assistance

\_\_\_\_\_  
Scott Sodemann  
Chairman

DRAFT

**TOWN OF HILTON HEAD ISLAND**

**DESIGN REVIEW BOARD**

**2014 REGULAR MEETING SCHEDULE**

DRB Powers and Duties	Application Procedure
<p>The Design Review Board has the following powers:</p> <p>A. To review development within the Corridor Overlay District;</p> <p>B. To review applications for sign permits throughout the community;</p> <p>C. To periodically review and recommend for adoption such amendments to the Land Management Ordinance as it may deem appropriate.</p>	<p>General applications must be completed and submitted not later than <b>12:00pm</b> 14 days prior to the meeting date at which the application will be reviewed. New Development applications must be completed and submitted not later than <b>12:00pm</b> 21 days prior to the meeting date at which the application will be reviewed.</p> <p>An Application Check-In Conference is recommended for all applications to determine whether the application meets the minimum requirements for acceptance. Application Check-In Conferences must be scheduled by appointment with the Community Development Department staff.</p>

<u>DRB MEETING DATE:</u>	<u>DEADLINE FOR GENERAL APPLICATIONS</u>	<u>DEADLINE FOR NEW DEVELOPMENT APPLICATIONS</u>
January 14, 2014	December 31, 2013	December 24, 2013
January 28, 2014	January 14, 2014	January 7, 2014
February 11, 2014	January 28, 2014	January 21, 2014
February 25, 2014	February 11, 2014	February 4, 2014
March 11, 2014	February 25, 2014	February 18, 2014
March 25, 2014	March 11, 2014	March 4, 2014
April 8, 2014	March 25, 2014	March 18, 2014
April 22, 2014	April 8, 2014	April 1, 2014
May 13, 2014	April 29, 2014	April 22, 2014
May 27, 2014	May 13, 2014	May 6, 2014
June 10, 2014	May 27, 2014	May 20, 2014
June 24, 2014	June 10, 2014	June 3, 2014
July 8, 2014	June 24, 2014	June 17, 2014
July 22, 2014	July 8, 2014	July 1, 2014
August 12, 2014	July 29, 2014	July 22, 2014
August 26, 2014	August 12, 2014	August 5, 2014
September 9, 2014	August 26, 2014	August 19, 2014
September 23, 2014	September 9, 2014	September 2, 2014
October 14, 2014	September 30, 2014	September 23, 2014
October 28, 2014	October 14, 2014	October 7, 2014
* November 4, 2014	October 21, 2014	October 14, 2014
* November 18, 2014	November 4, 2014	October 28, 2014
** December 9, 2014	November 25, 2014	November 18, 2014

\* *November meetings changed to first and third Tuesdays due to Veteran's Day Holiday.*

\*\* *December has only one meeting due to the Holidays.*

All meetings are held in Council Chambers at 1:15pm on the **second & fourth Tuesdays** of each month.



Town of Hilton Head Island  
Community Development Department  
One Town Center Court  
Hilton Head Island, SC 29928  
Phone: 843-341-4757 Fax: 843-842-8908  
[www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)

FOR OFFICIAL USE ONLY	
Date Received:	9/4/13
Accepted by:	LO
App. #: APL	
Meeting Date:	

Applicant/Agent Name: Ali Hartzberg Company: Bennali's Sandal & Hat Company  
Mailing Address: PO Box 5608 City: Hilton Head State: SC Zip: 29958  
Telephone: 843-715-5623 Fax: N/A E-mail: ali@Bennali.com

### APPEAL (APL) SUBMITTAL REQUIREMENTS

**If you are interested in submitting your appeal electronically please call 843-341-4757 for more information.**

The following items must be attached in order for this application to be complete:

- A detailed narrative stating the Town Official or Body who made the decision, the date of the decision being appealed, the decision being appealed, the basis for the right to appeal, the grounds of the appeal, cite any LMO Section numbers relied upon; **and** a statement of the specific decision requested of the review body.
- Any other documentation used to support the facts surrounding the decision.
- Filing Fee - \$100.00 cash or check made payable to the Town of Hilton Head Island.

To the best of my knowledge, the information on this application and all additional documentation is true, factual, and complete. I hereby agree to abide by all conditions of any approvals granted by the Town of Hilton Head Island. I understand that such conditions shall apply to the subject property only and are a right or obligation transferable by sale.

I further understand that in the event of a State of Emergency due to a Disaster, the review and approval times set forth in the Land Management Ordinance may be suspended.

Applicant/Agent Signature: [Signature] Date: 9/4/13

Bennali Holdings LLC  
dba Bennali's Sandal & Hat Company  
PO Box 5608  
Hilton head Island, SC 29938

September 4, 2013

Town of Hilton Head Island  
One Town Center Court  
Hilton Head Island, SC 29928

RE: Sign Permit Application SIGN130127

Dear Sir or Madame:

On August 21, 2013, our above referenced sign application was denied by the Town of Hilton Head Island, Planning Department. The Denial Letter we received from the town is included for your reference.

**Declined Signage 1** – Hanging, double-sided canopy sign.

The stated reason for denial is that the sign is too “busy and less legible than desired.” The vertical striped background is central to our logo and is incorporated in all our marketing material from our business cards to merchandise bags. *We feel the sign is very legible and that the reason for denial is too subjective and request that it be approved.*

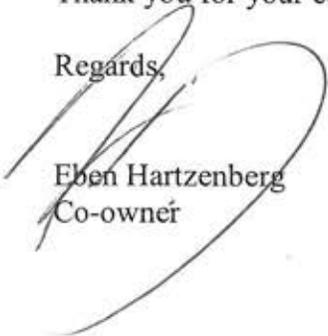
**Declined Signage 2** – Façade sign.

The stated reason for denial is that there is too much information on the sign. We, as Bennali Holdings, LLC, do business as Bennali's Sandal and Hat Company. Bennali's Sandal and Hat Company is our official Trade Name.

Since LMO Section 16-5-1303G allows reasonable identification of the business, we feel the sign should be approved since Bennali's Sandal and Hat Company is, in fact, the name of our business. *All advertising and marketing material use this name. Therefore, we kindly request your approval for this sign.*

Thank you for your consideration.

Regards,



Eben Hartzenberg  
Co-owner

# TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, SC 29928  
(843) 341-4600 Fax (843) 842-7228  
<http://www.hiltonheadislandsc.gov>

## SIGN APPLICATION DENIAL LETTER

August 21, 2013

Ali Hartzenberg  
Bennali's Sandal & Hat Company  
Sent to [ali@bennali.com](mailto:ali@bennali.com)

Dear Ms. Hartzenberg:

The Community Development Department has completed its review of sign permit application **SIGN130127** to permit the following signs which have already been installed: one green band façade sign, one building façade sign and one double-sided hanging sign for **Bennali's Sandals & Hats** in Coligny Plaza, 1 North Forest Beach Drive.

The application for the hanging sign and the building façade sign has been denied for the following reasons:

1. The vertically striped background combined with the halo script font makes the sign too busy and less legible than desired. The sign design should be altered to make the sign less busy and more legible. Staff suggests changing the striped background to a solid color – such as light blue – and keeping the halo script letters.
2. The Town of Hilton Head Island Land Management Ordinance (LMO) Section 16-5-1303.G, Sign Design, Construction and Maintenance Guidelines, states “The amount of information on signs shall be no more than is necessary to provide reasonable identification of the business or of any message to be conveyed.”  
To meet this requirement, staff has reviewed all sign permit applications (since November 2012) using the following standard: if the goods or services a business offers are not immediately identifiable based on the business name, two additional descriptive words may be added to the sign to clarify the goods or services offered. For example, a restaurant named *Bob's* would be allowed to add *Burgers & Fries* to its sign, whereas *McDonald's* would not be allowed additional copy on its sign.  
Since *sandal & hat company* exceeds this standard, the building façade sign cannot be approved as it is currently designed. Suggest removing *company* so the sign copy is *Bennali's sandals & hats*, which would match the font on the green band façade sign.

# TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, SC 29928

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# 2



# 1



# TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, SC 29928

(843) 341-4600 Fax (843) 842-7228

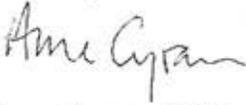
<http://www.hiltonheadislandsc.gov>

Since the building façade sign and the hanging sign cannot be approved, they must be either removed or replaced with Town-permitted signs no later than September 30, 2013.

Please note that, if you appeal this decision, the appeal application and all required materials must be submitted by September 4, 2013.

If you would like to discuss this further, please contact me at (843) 341-4697 or at [annec@hiltonheadislandsc.gov](mailto:annec@hiltonheadislandsc.gov).

Sincerely,



Anne Cyran, AICP  
Senior Planner

cc: File  
Chris Young, Richardson Group  
Teri Lewis, LMO Official  
Jennifer Ray, Urban Designer



# TOWN OF HILTON HEAD ISLAND

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## *Community Development Department*

**TO:** Design Review Board  
**VIA:** Teri Lewis, AICP, *LMO Official*  
**FROM:** Jennifer Ray, *Urban Designer*  
**DATE:** October 1, 2013  
**SUBJECT:** Appeal 130007

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Staff has received an appeal from Ali Hartzenberg regarding the August 21, 2013 denial of a requested hanging, double sided-canopy sign and a façade sign at 1 North Forest Beach Drive. The appellant is appealing the Town's decision to deny the building façade sign with the name "Bennali's sandal and hat company" and the decision to deny the double sided-canopy sign with a vertically stripped background, and is asking that the Board reverse the decision of Town staff and allow the signs as installed.

The applicant installed three non-permitted signs for Bennali's Sandals & Hats in Coligny Plaza, 1 North Forest Beach Drive. On July 31, 2013, the Town of Hilton Head Island issued a Sign Violation notice and directed the applicant to remove the signs or apply for a sign permit. The appellant submitted an application and the green band façade sign was approved. The application for one building façade sign and one double-sided hanging sign were denied for the following reasons:

1. The vertically stripped background combined with a halo script font makes the sign too busy and less legible than desired. Staff suggests a solid background with the halo script font.
2. LMO Section 16-5-1303, Sign Design, Construction, and Maintenance Guideline states that "The amount of information on signs shall be no more than is necessary to provide reasonable identification of the business or of any message to be conveyed." To meet this requirement, staff has reviewed all sign permit application (since November 2012) using the following standard: if the goods or services a business offers are not immediately identifiable based on the business name, two additional descriptive words may be added to the sign to clarify the goods or services offered. Since "sandal and hat company" exceeds this standard, the building façade sign cannot be approved as it is currently designed. Staff suggests removing "company" and reducing the sign copy to "Bennali's sandals & hats", which also matches the copy on the green band façade sign.

The applicant states that the vertical stripe background is central to their logo and incorporated into all of their marketing materials. The applicant also states that "Bennali's Sandal and Hat Company" is the name of their business, that all advertising and marketing material use that name, and that they feel the sign should be approved. According to the business license information, the business name is "Bennali Holdings LLC DBA Bennali's." Staff recommends denial of the appeal since the addition of "at Hilton Head" does not meet LMO Section 16-5-1303 in that it is more than what is necessary to provide reasonable identification of the business.



Bennett's



**BENNALI'S SANDALS & HATS**

F6



Town of Hilton Head Island  
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<b>FOR OFFICIAL USE ONLY</b>	
Date Received	_____
Accepted by:	_____
App. # DR	_____
Meeting Date	_____

Applicant/Agent Name: **MARK SENN** Company: **SHELTER COVE TOWNE CENTRE LLC**  
 Mailing Address: **2743 PERIMETER PARKWAY** City: **AUGUSTA** State: **GA** Zip: **30909**  
 Telephone: **706-722-5565** Fax: **—** E-mail: **MARKS@bccommercial.com**  
 Project Name: **SHELTER COVE TOWNE CENTRE** Project Address: **24 SHELTER COVE LANE**  
 Parcel Number [PIN]: **R 520 012 006 0026 0000 & 520.012.006-0030-0000**  
 Zoning District: **PUD** Overlay District(s): \_\_\_\_\_

### DESIGN REVIEW BOARD (DR) SUBMITTAL REQUIREMENTS

Digital Submissions may be accepted via e-mail by calling 843-341-4757.

Project Category:

- \_\_\_\_ New Development Conceptual  
 \_\_\_\_ New Development Final. indicate Project Number

**\* SIGNS** } **FREESTANDING MONUMENTS**  
~~EXPANDED~~ } **PHOTOS.**  
 \_\_\_\_ Alteration/Addition  
 \_\_\_\_ Minor External Change

Submittal Requirements for *All* projects.

- \_\_\_\_ Private Architectural Review Board (ARB) Notice of Action (if applicable): When a project is within the jurisdiction of an ARB, the applicant shall submit such ARB's written notice of action per LMO Section 16-3-1004. Submitting an application to the ARB to meet this requirement is the responsibility of the applicant.
- \_\_\_\_ Filing Fee, New Development \$175, Alterations/Additions \$100, Minor External **\$50** cash or check made payable to the Town of Hilton Head Island.

Additional Submittal Requirements:

#### New Development – Conceptual Approval

- \_\_\_\_ A survey (1"=50' minimum scale) of property lines, existing topography and the location of trees meeting the tree protection regulations of Sec. 16-3-405 and if applicable, location of bordering streets, marshes and beaches.
- \_\_\_\_ A site analysis study to include specimen trees, access, significant topography, wetlands, buffers, setbacks, views, orientation and other site features that may influence design.
- \_\_\_\_ A draft written narrative describing the design intent of the project, its goals and objectives and how it reflects the site analysis results.
- \_\_\_\_ Context photographs of neighboring uses and architectural styles.
- \_\_\_\_ Conceptual site plan (to scale) showing proposed location of new structures, parking areas and landscaping.
- \_\_\_\_ Conceptual sketches of primary exterior elevations showing architectural character of the proposed development, materials, colors, shadow lines and landscaping.

Additional Submittal Requirements:

**New Development – Final Approval**

- \_\_\_\_\_ A final written narrative describing how the project conforms with the conceptual approval and design review guidelines of Sec. 16-4-503.
- \_\_\_\_\_ Final site development plan meeting the requirements of Sec. 16-3-303.F.
- \_\_\_\_\_ Final site lighting and landscaping plans meeting the requirements of Sec. 16-3-304 and Sec. 16-3-305.
- \_\_\_\_\_ Final floor plans and elevation drawings (1/8" - 1'-0" minimum scale) showing exterior building materials and colors with architectural sections and details to adequately describe the project.
- \_\_\_\_\_ A color board (11"x17" maximum) containing actual color samples of all exterior finishes, keyed to the elevations, and indicating the manufacturer's name and color designation.
- \_\_\_\_\_ Any additional information requested by the Design Review Board at the time of concept approval, such as scale model or color renderings, that the Board finds necessary in order to act on a final application.

Additional Submittal Requirements:

**Alterations/Additions and Minor External Changes**

- \_\_\_\_\_ A written narrative describing how project conforms to design guidelines of Section 16-4-503.
- \_\_\_\_\_ Photographs and/or drawings of existing development.
- \_\_\_\_\_ Drawings of the proposed development – 11"x 17".
- \_\_\_\_\_ Material/color samples of existing and proposed changes - 8 1/2" X 14" *Maximum*; Stating manufacturer and material name

Note: All application items must be received by the deadline date in order to be reviewed by the DRB per LMO Section 16-3-106.

*A representative for each agenda item is strongly encouraged to attend the meeting.*

**Are there recorded private covenants and/or restrictions that are contrary to, conflict with, or prohibit the proposed request? If yes, a copy of the private covenants and/or restrictions must be submitted with this application.  YES  NO**

To the best of my knowledge, the information on this application and all additional documentation is true, factual, and complete. I hereby agree to abide by all conditions of any approvals granted by the Town of Hilton Head Island. I understand that such conditions shall apply to the subject property only and are a right or obligation transferable by sale.

I further understand that in the event of a State of Emergency due to a Disaster, the review and approval times set forth in the Land Management Ordinance may be suspended.

  
SIGNATURE DESIGNEATH, INC.

~~AUGUST 13, 2013~~  
DATE SEPTEMBER 24, 2013

August 30, 2013

## **Town of Hilton Head Island Design Review Board**

### **Shelter Cove Towne Centre Monument Signs- redesign**

Following the review and input received on August 27, 2013, Blanchard and Calhoun forged a relationship between Donavon Schmidt and myself to further develop the monument signage in a refreshing way. We have truly enjoyed this task and look forward to more collaborative efforts.

Along with the architecture, there will be a presence of rusty poles in the foreground of the buildings supporting the relocated power lines. The monument that we present plays off of the finish and shape of not on the utility poles but traditional lighthouse forms including the Leamington lighthouse in Palmetto Dunes. The monumental structure is largely fabricated from steel intended to have an earthy appearance and a sense of permanence.

The monument has two vertical supports on either end that are formed from portions of I-beams using recycled steel. Each upright is topped with a hip roof that supports the trussed arch topped with a boat-shaped roof. The hip element appears in the architecture and serves to reflect the up lights mounted in the center core. Lights mounted between the primary panels will graze the underside of the roof accenting the outrigger supports. The intent is to utilize low levels of lighting properly located to accent the structure as it is truly a garden feature and a piece of art.

The primary ID panels are boxed to provide added dimension with halo-lit copy in the rearranged monotone logotype. The structure and graphic panel visually combine to create a framework for tenant panels mounted within.

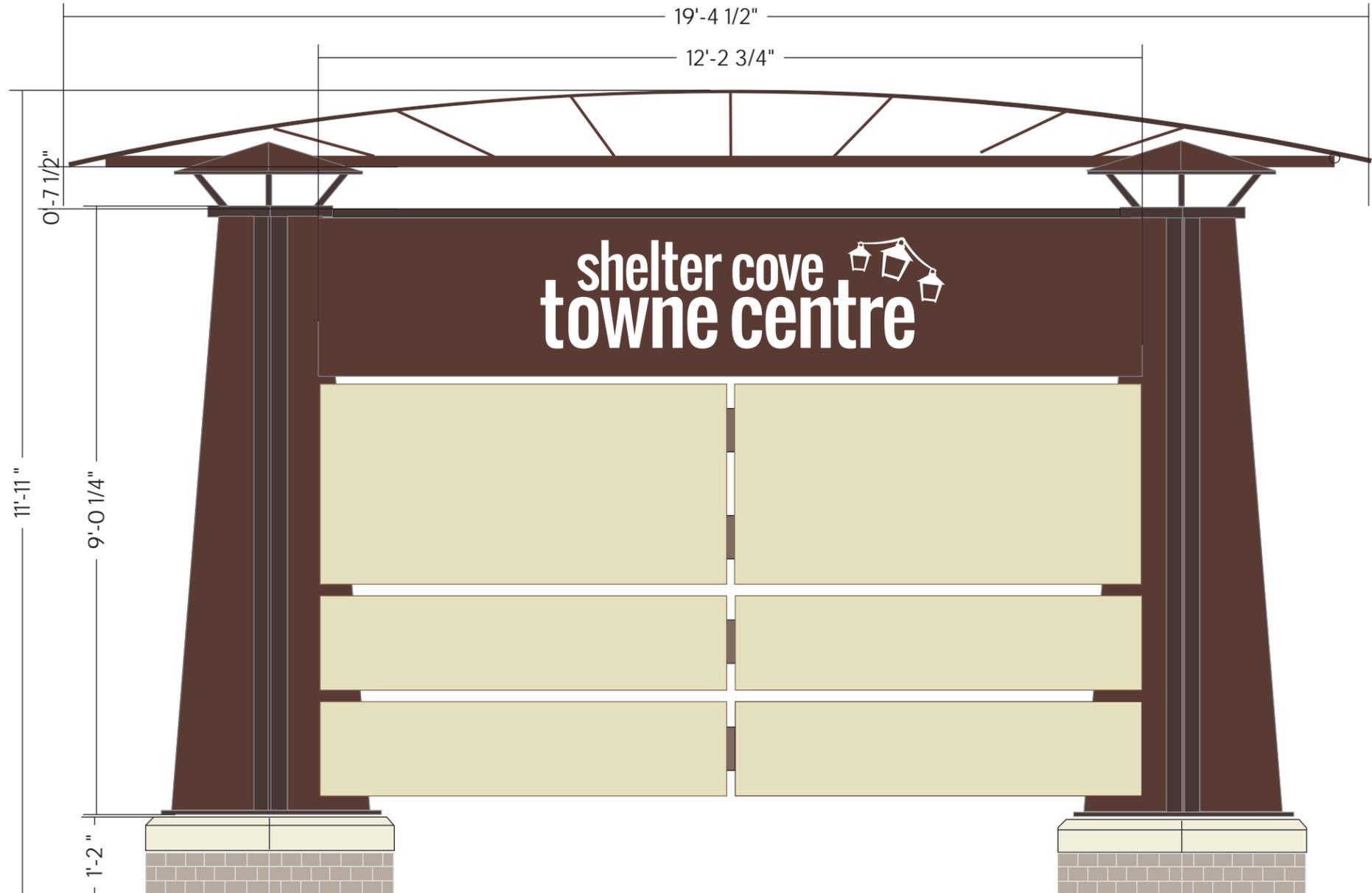
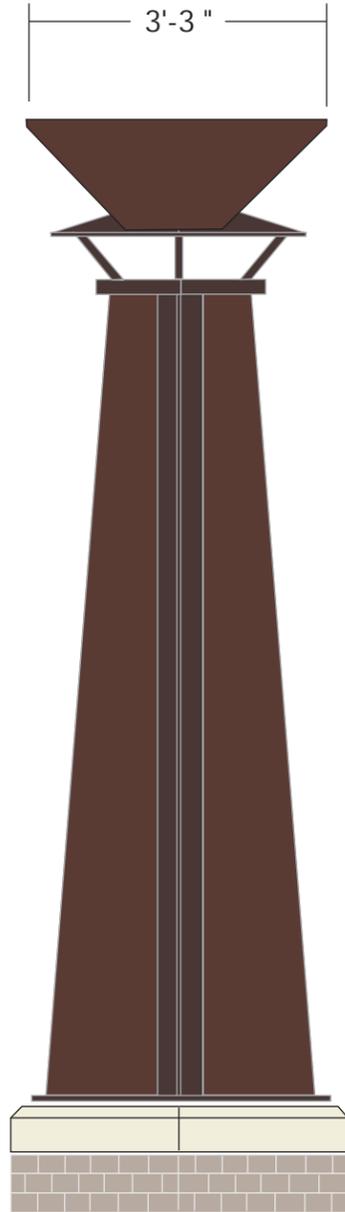
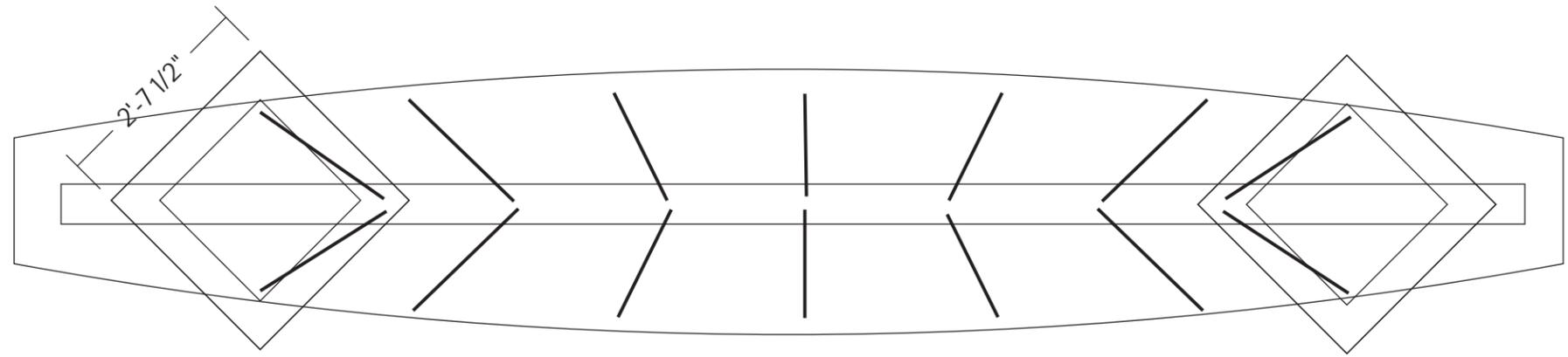
Tenant panels shall have dimensional copy/ graphics in rich deep tones of brown, green, blue, slate, burgundy/ dark red mounted on panels that are the color of our beach sand- a "warm greige". Tenant graphics using color fields or shapes may use an off-white accent or copy within that field. Colors rarely reproduce well digitally. A simple color palette with samples will be presented upon review.

We are excited about this design direction and would envision using similar materials/details for additional site components and incorporating similar details into the architecture of facades still being developed.

We look forward to receiving your comments and working together to bring some newness into the environmental signage along this corridor. Thank you for your consideration.

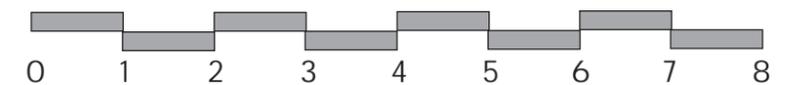
SIGN UPRIGHTS FABRICATED FROM RECYCLED STEEL I-BEAMS APPROX. 24" X 6" WITH 6" WEBS WELDED TOGETHER IN CENTER LEAVING 5" +/- CHASE.

FIVE STRUCTURES WILL CREATE THE FOUR FREESTANDING MONUMENTS- 2 WILL BE JOINED AT THE MASONRY BASE TO FORM A V-SHAPED SIGN IN PLAN.



END VIEW

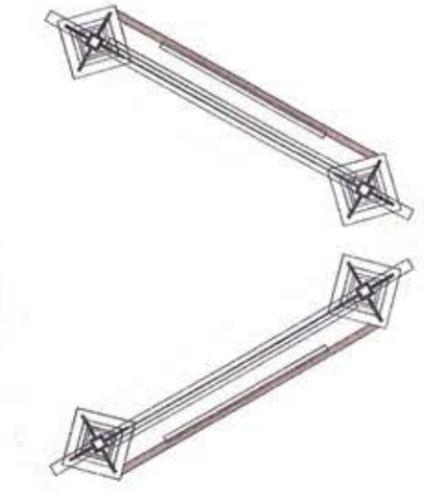
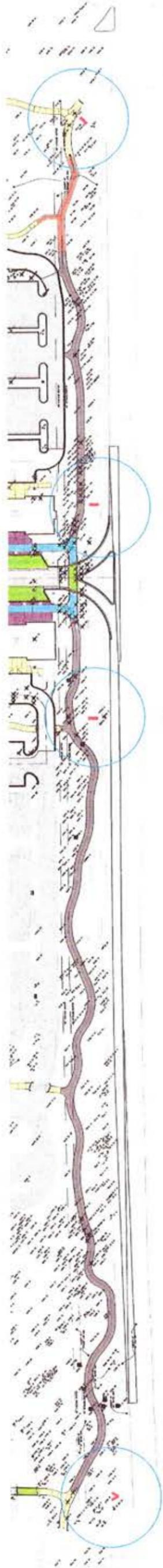
TYPICAL ELEVATION



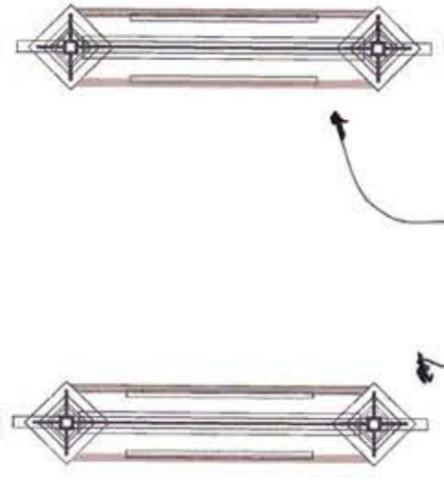
PRIMARY IDENTIFICATION MONUMENTS SHELTER COVE TOWNE CENTRE- HILTON HEAD ISLAND, SC

PRELIMINARY- NOT FOR CONSTRUCTION

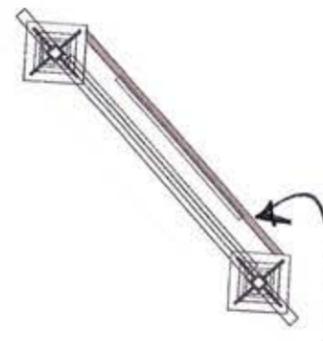
© September 19, 2013 Donavon Schmidt/ Alex Sineath-DESIGNEATH,Inc.



PLANE V. FORMATION  
2. SF MONUMENTS

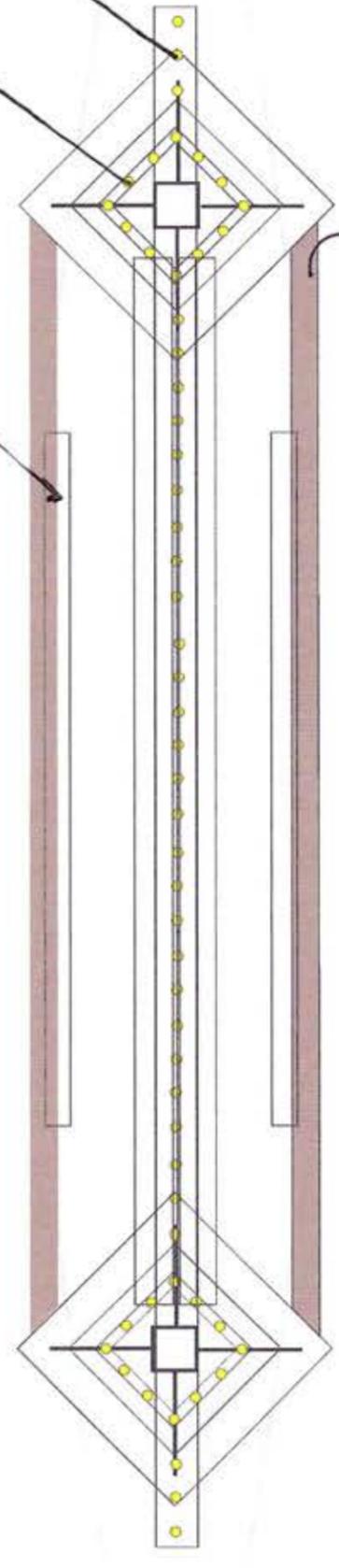


DOUBLE-FACED



SF. MONUMENT  
PIMMING  
BRONZE

MEDLEY VIEW (2) MW. 12. 40K. 100°. SMS, 48-DIM-1. TBR  
TOTAL OF 96" OF LIGHT BEHIND "RUSTY" C-CHANNEL  
PIMMING. 40K. LEDS UNDER "LANTERNS"  
DIMMING. 40K. LEDS UP LIGHT  
BOTTOM OF ROOF STRUCTURE

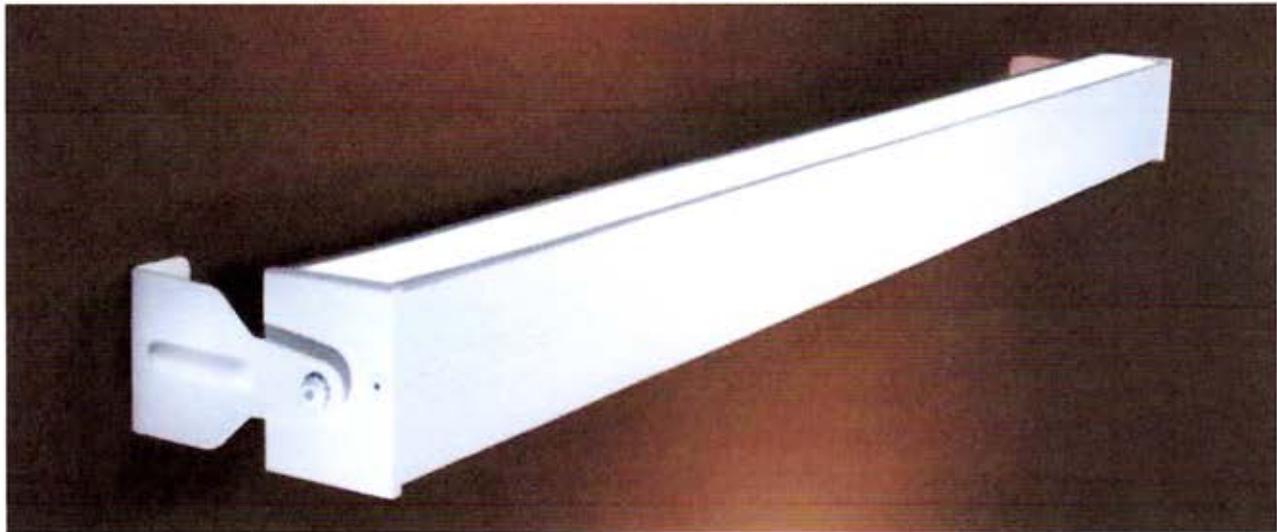
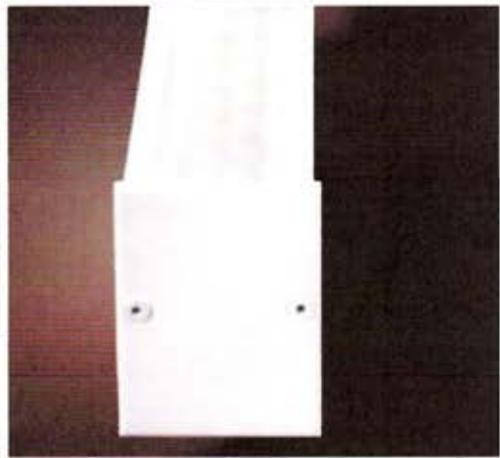


# PLAN VIEW / LIGHTING.

FIXTURES CONCEALED BY  
STEEL C-CHANNEL WHICH  
SPANS BETWEEN COLUMN  
BASES

SHELBERN COVE TOWNE CENTRE · 9.24.13

# MEDLEY® VIEW



NOTE: ALL FINISHES TO BE SATIN OR MATTE. NO GLOSS.

▶ STRUCTURE & BACKGROUND OF PRIMARY I.D. PANEL. RUSTED STEEL

PRIMARY COPY/ACCENT ON COLOR FLD.

▼ BACKGROUND OF TENANT PANELS



SW 6000  
Snowfall

SW 6000  
SNOWFALL

SW 7585  
SUN-DRIED TOMATO

SW 6230  
Rainstorm

SW 6230  
RAINSTORM

SW 6195  
ROCK GARDEN

SW 7069  
IRON ORE

SW 6006  
BLACK BEAN

# SHELTER COVE TOWNE CENTRE MONUMENT SIGNAGE • COLORS

COLOR BOARD  
CREATED: 09.06.13

## DESIGN TEAM/DRB COMMENT SHEET

*The comments below are staff recommendations to the Design Review Board (DRB)  
and do NOT constitute DRB approval or denial.*

PROJECT NAME: Shelter Cove Towne Centre – SIGN

DRB#: DR 130034

DATE: October 8, 2013, 2013

RECOMMENDATION:    Approval             Approval with Conditions             Denial

Shelter Cove Towne Centre LLC proposes install one “V” formation two-sided sign, two two-sided free-standing signs, and one single sided free-standing sign along William Hilton Parkway.

Monument signs have been revised based on the discussions at the August 27, 2013 and September 10, 2013 DRB meetings. The structure has been designed as a garden feature & piece of art and uses forms (lighthouse, boat and outriggers, etc.) and colors (beach sand – warm greige) found on the island, although not necessarily complementary to the related near-by structures and buildings.

The approved landscape plan should be revised as appropriate based on the monument sign location and design.