



Town of Hilton Head Island Regular Design Review Board Meeting

Tuesday, June 25, 2013

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

AGENDA

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 June 11, 2013
6. **Staff Report**
7. **Board Business**
8. **Unfinished Business**
 - A. Alteration/Addition
 - 1) DR 130011 – Spinnaker Resorts Hotel B (Player's Club)
9. **New Business**
 - A. Appeal
 - 1) APL 130002 – Bloom at Hilton Head
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, June 11, 2013 Meeting
1:15p.m – Benjamin M. Racusin Council Chambers**

DRAFT

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

Board Members Absent: None

Council Members Present: George Williams

Town Staff Present: Jennifer Ray, Urban Designer
Rocky Browder, Environmental Planner
Brian Hulbert, Town Attorney
Nicole Dixon, Senior Planner
Teri Lewis, LMO Official
Charles Cousins, Director, Community Development
Heather Colin, Development Review Administrator
Kathleen Carlin, Secretary

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**
The Board **approved** the agenda as presented by general consent.
5. **Approval of the Minutes**
The Board **approved** the minutes of the May 28, 2013 meeting as presented by general consent.
6. **Staff Report**
Ms. Ray stated that the following Board training opportunities are available this month:
 - a) Floodplain Training – Presented by Mr. Richard Spruce, and an overview of the CRS program, presented by Ms. Nicole Dixon on Monday, June 24th immediately following the 2:30p.m. BZA meeting.
 - b) Training on Economic Development – Presented by Mr. Shawn Colin on Tuesday, June 25th immediately following the 1:15p.m. Design Review Board meeting.

7. Board Business

Chairman Sodemann reported that the nominations and elections for Chairman, Vice Chairman and Secretary for the new term, July 1, 2013 – June 30, 2014, is postponed to the July 9, 2013 meeting.

8. Unfinished Business

None

(Mr. Todd Theodore recused himself from review of the following New Development – Final Review application due to a professional conflict of interest. A Conflict of Interest Form was completed, signed, and attached to the record.)

9. New Business

A. New Development - Final

The Beach Club at Sea Pines Resort – DR 130012

Ms. Ray stated that this project is located at 87 North Sea Pines Drive. The project received approval for the Conceptual submittal from the Board on April 23, 2013. At that time the Board’s comments were complimentary in general. Specific comments were made relative to the skinny rectangular windows, the amount of detail or lack of detail on the sides of the structure, breaking up the scale of the structure, and concerns regarding the ribbon windows on the side of the structure.

Ms. Ray presented an in-depth overhead review of the Final application including the site analysis and the site plan. Ms. Ray reviewed an aerial photo of the 5.2 acre site showing access from North Sea Pines Drive, bordered by the Marriott’s Pines Monarch Resort, the Atlantic Ocean, a beach access corridor, and single-family residential.

The applicant is proposing to construct a new, casual beach club facility and community beach access to replace the existing aging facility. The site plan shows the proposed changes which include a two-story building composed of three structures connected by open walkways and terraces overlooking the ocean.

The plan results in 158 parking spaces, relocates the existing handicap spaces, and includes a drop off zone and pedestrian entrance through open breezeways and covered corridors. The existing community beach access corridor will be enhanced with a wider pathway system to accommodate both bike and pedestrian traffic, improved and organized bike parking, and group and family showers.

The plan also proposes additional covered outdoor eating and seating areas, a central terrace with raised planters, and a series of wood decks and boardwalks overlooking the dunes and providing two access points to the beach.

The landscape plan includes additional buffer materials along the beach access corridor including live oaks, loblolly pine, and wax myrtle to supplement the existing materials, and then transitions to saw palms and split-leaf philodendron at the main bike parking and oleander approaching the beach. Landscape at the building includes a foundation of oleander, bottlebrush and hollies and transitions down to flowering shrubs and layers of ground cover. Palmettos are used throughout the site. Landscape on the ocean side of the

building includes plants that transition to the dunes, such as spartina, and other grasses, and ground covers including blanket flower, guara, and dune sunflower.

Detailing for the accessory structures complements the architecture through both color and material, as well as the details, and include shower cabanas with cedar shake siding and metal roofing.

Ms. Ray described the cable handrail system with wood decking, brick entry columns using the Savannah Grey Brick and gas lanterns, and a service yard screen fence that has a brick base and wood fence. There are two types of dune cross overs, one has a low kick rail and one has a wood handrail.

Ms. Ray reviewed the vehicular hardscape materials which include re-using the existing pavers in a herringbone pattern with single header border. Primary drive aisles are shell stamped asphalt with shell borders and permeable parking stalls. Primary pedestrian hardscape materials include oyster shell concrete with single brick border. The brick is Savannah grey in a single header row. The beach access walk is rock salt finish concrete in natural color. Ms. Ray distributed hard samples of the materials for the Board's review.

Ms. Ray reviewed the lighting plan which includes bollard style site lighting in amber, housed in cast aluminum in rust color, surface mounted. The deck lighting is amber (LED), solid bronze, natural finish, surface mounted. The wall lights are beachside lighting, in amber, solid brass faceplate. The beachside/turtle friendly accent lighting is amber, all brass components, in ground. The building front accent lighting is in ground, LED, in brass.

The beach club is designed as a two-story building composed of three structures. Functions within the beach club's first floor include fast casual concessions, restrooms, a retail shop, a casual ocean grill with outdoor dining space, and an outdoor oceanfront bar. The second floor functions include an ocean view bar/terrace, offices, restrooms, and event space.

The architecture of the beach club is a relaxed low country aesthetic with traditional cedar siding, wood bracket, wood columns, shutters and louvers, and regional Savannah Grey brick for durable base and pier detailing. The roof lines and details are inspired from architecture found at Sea Pines.

The east elevation, adjacent to the community beach access corridor, shows exposed rafter tails, louvered windows to replace the ribbon window in the previous version, Ipe decking with cable rails, and wood louvers in a wood frame. The north (approach) elevation shows the advancement in the design of the tower feature, a clerestory window, and service area. The west elevation, adjacent to the Monarch Resort, shows the service area, and the ocean front bar with wood trellis. The south elevation shows all of the pedestrian terraces.

The color palette is a 'driftwood concept' with light cream trim in harmony with the design standards of Sea Pines. The materials include cedar shake shingles and metal roofing, copper gutters and downspouts, cedar shake siding and board and batten siding, Ipe wood, and Savannah grey brick. Ms. Ray distributed hard samples of the materials for the Board's review.

Ms. Ray stated that the project has been approved by the Sea Pines ARB with two conditions: the board and batten siding should match the photo rather than the graphic representation on the plans. The ARB is also concerned that the colors may be too light; particularly, the trim color. The applicant has stated that they will provide a mock up of the colors on site for a more accurate representation of the colors. The staff recommended *approval* of the application as submitted.

At completion of the staff's presentation, Ms. Ray reminded the Board and the public that today's project is being reviewed for aesthetics and design of the project. Other issues such as parking will be reviewed as part of the Development Plan Review process. Questions on other issues such as parking should be directed to Ms. Nicole Dixon, case manager, for the project. At the completion of these remarks, Chairman Sodemann requested that the applicant make his presentation.

Mr. Steve Birdwell, President of Sea Pines Resort, presented statements in support of the application. Mr. Birdwell also introduced the architect and the design team for the project. At the completion of these statements, Chairman Sodemann invited comments from the Board.

Mr. Smith complimented the project and the improvements to the plans that have been made. Mr. Smith and the architect, Mr. Manny Dominguez, Cooper Carey, discussed the colors. Ms. Moffett and Vice Chairman Welch both complimented the quality of the project. Mr. Parker and applicant, Ms. Kristen Mansfield, Wood + Partners, discussed the selection of paving in the court yard. Mr. Parker complimented the accessory buildings. Mr. Parker recommended leaving approval of the trim color to the Sea Pines ARB. Mr. Parker complimented the siding and the roofing. Mr. Parker recommended that the small windows be changed because they still do not feel right. Mr. Parker and Mr. Dominguez discussed the picture frame trim around the windows.

Mr. Parker and Mr. Dominguez discussed the final railing on the front elevation, the windows, the trim around the windows, and details for the porch. They also discussed preferred use of a historic Charleston shutter.

Mr. Gartner stated that he agrees with Mr. Parker's comments. Mr. Gartner also presented statements regarding the gas lanterns, the hardscape, the columns, and the size of the windows at the rear elevation.

Chairman Sodemann stated that he agrees with many of the comments already presented. Chairman Sodemann complimented the quality of the project and the landscaping and stated that he will defer to Sea Pines ARB on approval of colors. Finally, Chairman Sodemann presented statements regarding the front entrance handicap ramp and the trim around the windows.

At the completion of the Board's discussion, Chairman Sodemann requested public comments and the following were received:

(1) Ms. Susan Ehmke, resident, presented comments with regard to the size of the property, the building design and parking requirements; (2) Mr. John McLauchlin, resident, complimented the high quality and the intent of the project; (3) Mr. Bob Maney, President of the Sea Pines Community Services Association, presented statements in support of the project.

Following all public comments and final statements by the Board, Chairman Sodemann requested that a motion be made.

Mr. Gartner made a **motion to approve** the Beach Club at Sea Pines Resort application DR 130012 as submitted. Mr. Parker **seconded** the motion and the motion **passed** with a vote of 6-0-0.

B. Alteration/Addition

1) **Holiday Inn Beachfront Grill** – DR 130022

Ms. Ray reported that this application has been *withdrawn* by the applicant.

2) **Kurama Outdoor Seating** - DR 130023

Ms. Ray introduced the application and stated its location, 9 Palmetto Bay Road. Ms. Ray presented an in-depth overhead review of the application including an aerial view of the site. The applicant proposes to enhance its customers' dining experience by offering an outdoor dining area.

Ms. Ray reviewed the existing conditions including a low stucco wall adjacent to the sidewalk (adjacent to the parking lot) planted mostly with juniper and crape myrtles. The site plan shows the proposed demolition and proposed first floor plan. The existing low stucco wall will remain. The majority of the landscaping will be removed.

Composite decking will be used to create an outdoor dining area and a new handrail will be added to enclose the space. Access will be from the existing area at the top of the stairs and through a new door added at the end of the existing storefront. The new rail along the edge of the deck includes pickets painted to match the existing rail, as well as decorative railing section that repeat as shown in the elevation. The applicant's material board indicates a teak composite decking and paint in "Elk Horn" to match the existing railing.

Of special interest is a wood frame with plants located on the other side of the building. This is a "goya curtain" and was installed last summer. It is used to grow goya, a Japanese bitter melon, used in the restaurant. It also creates a "goya curtain" which provides some protection from sun and reduces energy consumption. The staff has recommended that the applicant paint the frame to match the wood railing and trim. The plants and netting will be removed after the summer as the goya is a seasonal plant.

Ms. Ray reviewed the demolition plan. Staff is concerned about reducing the amount of landscaping. The plan shows the existing landscaping area, predominately crape myrtle and juniper with shrubs in corner. A yaupon holly is not shown on the plan. The crape myrtle is labeled to be relocated. The proposed first floor plan indicates reduction of landscaping to about 2-feet of ground cover adjacent to the wall and relocated crape myrtles.

The staff believes the yaupon holly should remain where it is rather than be replaced. Additional landscaping should be provided to compensate for the loss in landscaping. Staff recommends approval of the application with the condition that additional landscape material be installed to compensate for the reduction in landscape material either in existing unplanted islands or between the parking and Palmetto Bay Road. In addition, the yaupon holly should be retained instead of being replaced with crape myrtle.

The applicant was not available at today's meeting for comments or questions from the Board. The Board discussed the project and Chairman Sodemann invited comments from the Board.

Mr. Smith presented comments regarding the 12-ft. wide deck. Additional landscaping is needed to soften the project. Ms. Moffett stated that she agrees with the staff's recommendations regarding the landscaping. Mr. Theodore recommended that taller plant material be used in the ground cover bed that will add a little height to the project. Mr. Theodore asked staff about the outdoor lighting plan. The outdoor lighting plan will be part of the Development Plan Review process.

Vice Chairman Welch recommended that the height of the door match the height of the window. Mr. Parker and Mr. Gartner agreed with comments already presented by the Board particularly with regard to height of the door. Chairman Sodemann agreed with these comments as well. At completion of the Board's discussion, Chairman Sodemann requested that a motion be made.

Mr. Parker made a **motion to approve** the Kurama Outdoor Seating application DR 130023 as submitted with the following conditions: (1) the lighting plan is to be approved as part of the DPR process; (2) the door should be made the same height as the window; (3) the applicant is to comply with the staff's recommendations on landscaping. Mr. Smith **seconded** the motion and the motion **passed** with a vote of 7-0-0.

10. Appearance by Citizens
None

11. Adjournment
The meeting was adjourned at 2:20p.m.

Submitted By:

Approved By:

Kathleen Carlin
Secretary

Scott Sodemann
Chairman



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

FOR OFFICIAL USE ONLY
 Date Received: 6-7-13
 Accepted by: SLW
 App. #: DR 130004
 Meeting Date: 7-25-13

DR1300

Applicant/Agent Name: CHARLIE HALTERMAN Company: SPINNAKER RESORTS
 Mailing Address: PO Box 6899 City: HHI State: SC Zip: 29938
 Telephone: 843-247-1215 Fax: 843-785-6178 E-mail: chalterman@spinnakerresorts.com
 Project Name: SPINNAKER RESORTS HOTEL B Project Address: 35 DEALYON
 Parcel Number [PIN]: R _____
 Zoning District: _____ 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
 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"=30' 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

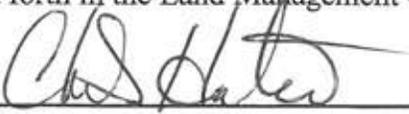
Note: All application items must be received by the deadline date in order to be reviewed by the DRB per LMO Section 16-3-106.

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

 JUNE 7, 2013
DATE



P O BOX 6899 / HILTON HEAD, SC 29938 / (843) 785-8105

June 7, 2013
Jennifer Ray
Urban Planner
Community Development Department
Town of Hilton Head Island

Jennifer,

Spinnaker Resorts is requesting approval for exterior renovations to the Players Club 400 Building at 35 Deallyon Avenue. There will be a name change along with the proposed exterior changes. The new building will be called S.R Hotel Building B.

We are also planning to renovate the A Building and the Fitness, Check In, and Corporate offices building after the busy season.

The color changes we are proposing are consistent with other projects in the area.

Thank you for your consideration of this request.

Charles Halterman

Construction Manager
Spinnaker Development Group
(843) 247-1215

Proposed Changes to Spinnaker Resorts Hotel Building B

- 1) Remove existing wooden patio dividers and replace with PVC units.**
- 2) Install Bahama Shutters to conceal thru wall AC units.**
- 3) Repaint roof, stucco, siding, and trim per the attached color board. Please see the Development Exterior Color Comparison for examples of recent and neighborhood development colors.**
- 4) Remove existing wooden handrails and replace with aluminum. Add handrails to ground floor patios.**
- 5) Install new gutters and downspouts.**

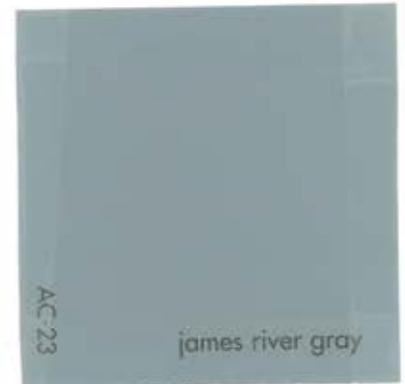
Development Exterior Color Comparison

Project	Roof	Windows	Trim	Shutters	Gates	Railings
Marriot's Surf Watch - most recent project Single Family Neighborhood	Blue	White	White	White	White	White
Bluewater Resort and Marina Squire Pope Road	Blue	White	White	White	Black	White
Marriot's Grande Ocean South Forest Beach	Blue	White	White	White	N/A	White
Sea Crest Condos North Forest Beach	Beige	White	White	White	N/A	White
Beach Market Shops	Grey/White	White	White	N/A	N/A	White
Spinnaker Resorts Building B (Proposed)	Blue/Grey	White	White	White	N/A	White
Van Der Meer Tennis Center	White					
Area Neighbors - Sea Pines Preserve, Town Land, Vandemere Tennis, Forest Garden Condo. No Single Family.						

Spinnaker Resorts Hotel Building B Color Board

Roof – James River Gray

Benjamin Moore – AC-23



Stucco – Pismo Dunes

Benjamin Moore AC – 32

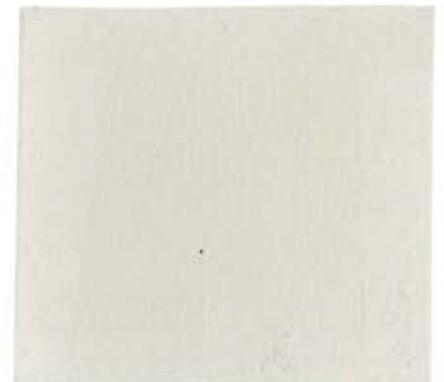
Matches Original Stucco Color



Horizontal Siding/Facia/Trim

Upper Roof Louvers – Revere Pewter

Benjamin Moore HC - 172





HANDRAILS TO MATCH THIS
COLOR AND STYLE

STUCCO & SIDING COLORS



ROOF - JAMES RIVER GRAY
BEN MOORE AC-23

FACIA / LOUVERS / HARDI TRIM
REVERE PENTER - BEN MOORE HC-172

STUCCO - PISMO DUNCES
BEN MOORE AC-32





01-CORDILLO LOOKING EAST
BLDG 400 S.P. HOTEL



OZ - CORDILLO LOOKING EAST
BUILDING 300 TRAYERS CLUB



03-ENTRANCE FROM
DEALYON, LOOKING SOUTH



04-ENTRANCE FROM DEALLYON
LOOKING SOUTH



05) FITNESS / CHECK IN
PARKING LOOKING WEST



06 - FITNESS/PARKING LOT
LOOKING SOUTH



07 - FITNESS / CHECK IN PARKING
LOOKING SE

METROPOLITAN VILLAS
ABANDONED

FOREST GARDEN CONDO

ACCESS TO
PLAYER CLUB
TIMESHARE



PLAT BOOK 30
PAGE 93

VAN
DER MEER
TENNIS

SPINNAKER
RESORT
BUILDING A

PARCEL 2
TRACT
PLAYER CLUB
TIMESHARE

PARCEL 2
TRACT
PLAYER CLUB
TIMESHARE

SPINNAKER
RESORT
BUILDING B

SEA PINES
FOREST PRESERVE

ONE WAY ACCESS
TO SPINNAKER RESORTS
BUILDING B

ACCESS TO SPINNAKER
RESORTS & VAN DER MEER

ACCESS TO SPINNAKER RESORTS

SPINNAKER RESORTS
FITNESS, CHECK IN, &
CORPORATE OFFICES

TOWN OF HHI
LAND

LAND

EXHIBIT

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: Player's Club 400 – ALTERATION/ADDITION

DRB#: DR 130011

DATE: June 25, 2013

RECOMMENDATION: Approval Approval with Conditions Denial

Spinnaker Resorts proposes to renovate the Player's Club 400 building including changing their primary color scheme. The applicant proposes to change from brown/dark green to a color palette in keeping with their Bluewater Resort. Staff recommends the applicant consider a roof color that is more gray than blue, consider softening the impact of the new color palette by reducing the amount of white materials and by using a softer color (i.e. cream versus white), add landscaping near the buildings to screen lower level thru-wall AC units.



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www.hiltonheadislandsc.gov

FOR OFFICIAL USE ONLY

Date Received: _____
Accepted by: _____
App. #: APL _____
Meeting Date: _____

Applicant/Agent Name: Scott M. Kantor

Company: Bloom at Hilton Head

Mailing Address: 35 Beach City Road

City: Hilton Head Island State: SC Zip: 29926

Telephone: (843) 342.5599 Fax: _____

E-mail: skantor@kanducapital.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: Scott M. Kantor Date: 5/16/2013

**Law Office of
Lewis J. Hammet, P.A.**
Attorney and Counselor at Law
301 Central Ave., Suite A-389
Hilton Head, SC 29926

(843) 637-8126 (843) 298-1560
LJHammet@aol.com

Memorandum

To: Town of Hilton Head Design Review Board

From: Lewis J. Hammet, Attorney For Bloom at Hilton Head Senior Living

Date: May 16, 2013

**Re: Appeal of Administrative Decision
Bloom at Hilton Head Senior Living Sign**

Attached please find the Appeal form executed by my client, together with an Appeal Narrative with multiple attachments. We ask that this matter be put under appropriate Public Notice and a hearing be set at the next available date.

Please let me know if any further information is required. Thank you very much.

APPEAL NARRATIVE

BLOOM AT HILTON HEAD

SIGN APPEAL

This Narrative is submitted in support of the attached appeal. The Appellant appeals the decision of the Administrator which denied the Appellant the right to use its full name, Bloom at Hilton Head Senior Living, on its requested sign. A brief background is presented first below, followed by a statement of the reasons for the Appeal and related attachments.

BACKGROUND

The Appellant submitted an application for approval of a sign for its Beach City Road business location on March 26, 2013. The Town Staff (per Anne Cyran) sent a comment letter to the applicant's local agent, Sean Congleton of Sign D'Sign, on March 29, 2013.

The Town's comment letter suggested twelve (12) separately stated changes and additions to the original application. The applicant agreed with 11 of the 12 suggestions, but through a communication error, its local agent submitted new material which complied with all twelve requests. The one item (Item 10 of the Comment Letter) which was not acceptable was the request to delete "at Hilton Head" from the Company name on the sign.

On April 18, 2013, Town Staff issued its approval of the requested sign, including the deletion of "at Hilton Head" from the Company name of the Applicant. The Applicant has been in contact with the Staff, seeking to have its full name allowed on the sign. Whether the proper approach was an Appeal, or a resubmission of the sign to the Administrator to include 11 of the 12 staff comments (all except the name change) was discussed. By email on May 9, 2013, Jennifer Ray of the Town Staff informed the Applicant that an Appeal would be required, because the Administrator had determined not to reconsider the issue of including the full business name "Bloom at Hilton Head Senior Living" on the sign. The entire Town file on these matters is incorporated by reference.

The Applicant, now the Appellant, hereby appeals the decision of the Administrator for the reasons stated below.

REASONS FOR APPEAL

1. The Appellant has chosen to do business in the Town under the name "Bloom at Hilton Head Senior Living". This is the name of the business, which was chosen to be consistent with its regional and national approach to the naming of separate individual businesses which operate under a larger corporate umbrella. (See Item 2 below).

The controlling section of Town law regarding appropriate text to appear on a sign states: "The amount of information on signs shall be no more than is necessary to provide reasonable identification of the business." (Section 16-5-1305, LMO).

The Name of the business is "Bloom at Hilton Head Senior Living". Anything less on the sign fails to reasonably identify the business. Failure to properly identify the business leads to potential confusion and is inconsistent with the regional and national approach of the parent company.

2. Using the complete name "Bloom at Hilton Head Senior Living" is consistent with the parent company's approach regionally and nationally, and the full name is used consistently in the individual company letterhead, marketing materials, and related documents. As stated previously, each Bloom Senior Living location is a separate entity, with a separate name identifying each individual business. Separate identification, by separate names, is important for the purpose of clarity and denoting that each business location is, indeed, a separate business.

Attached are several examples of letterheads and marketing material being used by Bloom at Hilton Head Senior Living. Also attached are copies of the license application to DHEC, to operate under the business name Bloom at Hilton Head. Please note that the actual, legal name of the separate entity is "Bloomfield Senior Living of Hilton Head, LLC". This company has shortened the legal name, to do business as "Bloom at Hilton Head Senior Living" as shown by the attached examples of legal filings, internal documents, and marketing materials.

3. Individual locations incorporated into the name itself are used throughout the company, to distinguish the individual businesses and assist marketing efforts. The attached materials show that Bloom at Bluffton Senior Living is another, nearby but separate business. Other town names are incorporated into other location names nationally, consistent with this common theme of individual entities and separate identities.

Use of "Hilton Head" as part of a business name is a very common approach within the Town. A glance at the local phone book reveals hundreds of businesses which begin with "Hilton Head" in their names, and scores of others which incorporate Hilton Head elsewhere in their business names. Most of these have signs which identify the actual names of their businesses, and thus include the words "Hilton Head". For the purpose of making this point, Appellant incorporates the current version of the Hargray phone book into the record by reference.

A nearby location of a direct competitor includes the words "Hilton Head" on its sign. Attached is a photo of the sign which identifies that business as "Emeritus at Hawthorne Inn at Hilton Head". Please take note that this is a recent sign, erected under the same basic LMO standards, across the street. We ask that we be treated fairly and equally with our competitor, who included much more verbiage than we are requesting on our sign.

For the sake of completeness of the record, we would also point out that under the First Amendment of the Constitution, protection for speech, we are entitled to use our chosen name, and also, under the Equal Protection Clause of the Fifth Amendment, we are entitled to fair and equal treatment under your law, consistent with the treatment of others.

SUMMARY AND CONCLUSION

The Appellant has chosen to do business within the Town under the name "Bloom at Hilton Head Senior Living". The choice of a name is the Appellant's right, and the legal right to identify the business name on a sign is established under the LMO. The Appellant has incorporated all other suggestions of the Administrative Staff and has been very cooperative. For the many reasons outlined above, and reflected in the attachments, the Appellant believes that it should be allowed to use its name on its sign.

The Appellant therefore requests that the Design Review Board overturn the decision of the Administrator to not allow the name "Bloom at Hilton Head Senior Living" on the sign, and otherwise uphold the other conditions of the Administrator's prior decision. A copy of the requested sign face, adjusted for all previous recommendations, except for the name issue, is attached for your review and approval.

Respectfully Submitted,

Lewis J. Hammet
Attorney For Bloom at
Hilton Head Senior Living

(1) Sandblasted HDU (1 1/2") with a wood grain appearance sign mounted on monument, double sided.

Color and bonded stucco design to mimic building design.

With a platform for the emblem with printed and laminated leaves. blasted at 3/4"

No illumination will be provided. Any vegetation removed to install the sign will be replaced.

The address copy will be post-mounted with a 1/2" off set from the sign face.

The background color of the sign panel will match the color of the stucco.

■ PMS 575 U

□ Off White

■ PMS 577

■ PMS 4655 U

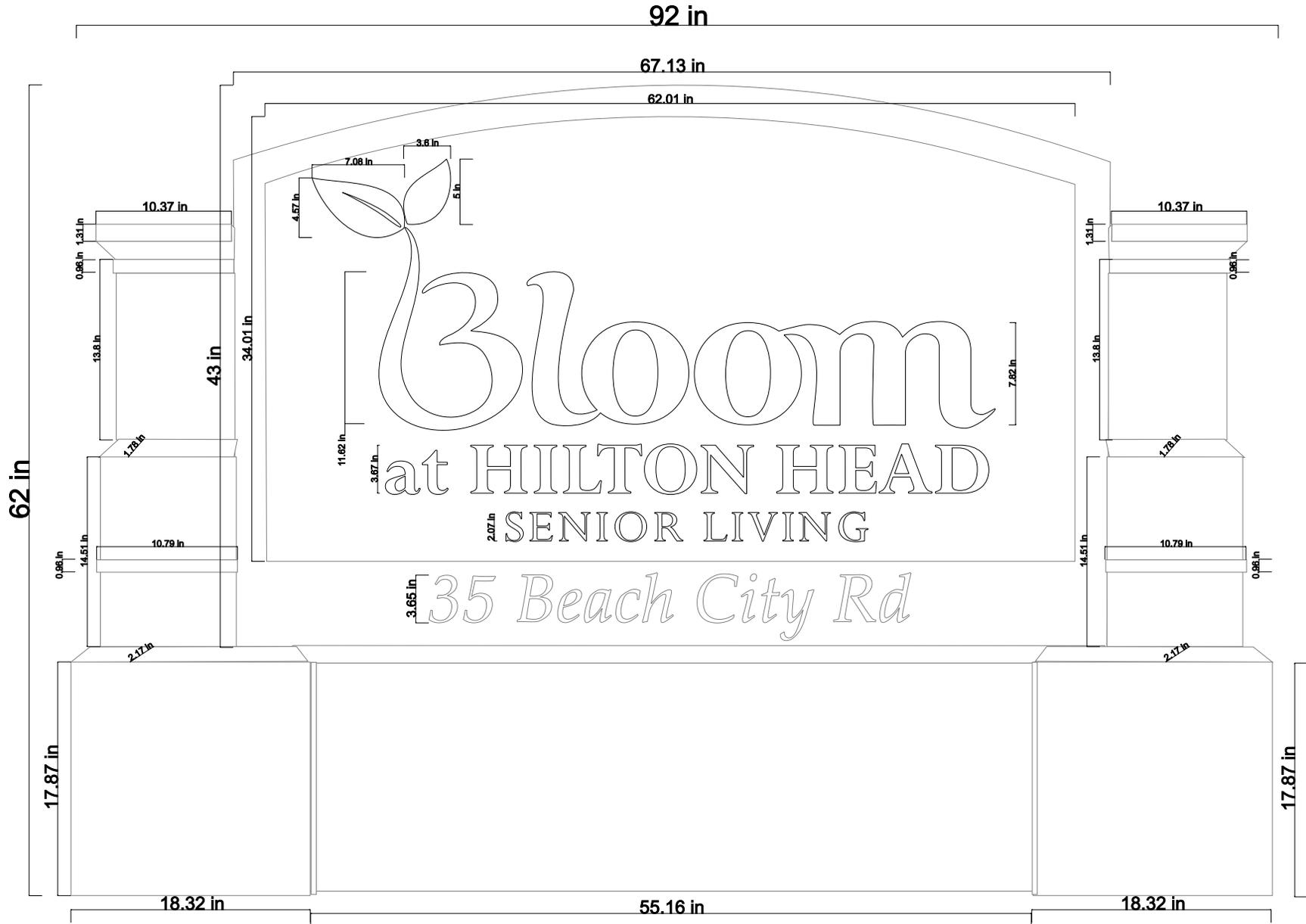
■ Warm Gray 1

■ PMS 365

■ PMS 4685



DIMENSIONS





EMERITUS

— *at Hawthorne Inn* —

at Hilton Head

Senior Retirement and Assisted Living

15

(843) 342-6565

ASSISTED LIVING & MEMORY CARE NOW UNDER NEW OWNERSHIP



We're shakin' things up over here!

Take a tour of one of our new senior living communities in Bluffton and Hilton Head to see what all the buzz is about.



Bloom Senior Living is a family-owned and operated company. For nearly 50 years, our goal has been simple yet aspirational: **to help our residents flourish by living life to its fullest potential.**

BRING THIS IN FOR A CHANCE TO
WIN A CARIBBEAN CRUISE!

Hurry, this expires 6/15/13!



*See official rules at locations.

Bloom at Bluffton

800 Fording Island Rd., Bluffton, SC 29910

1.843.631.4699

www.bloomatbluffton.com

Bloom at Hilton Head

35 Beach City Rd., Hilton Head Island, SC 29926

1.843.547.4881

www.bloomathiltonhead.com





To:

From:

Re:

Date:

Number Of Pages (Including Fax Cover):

MESSAGE:

Confidential Notice: The documents accompanying this facsimile transmission may contain confidential information belonging to the sender, which is legally privileged. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying distribution, or the taking of any action in reliance on the contents of this facsimile is strictly prohibited. If you have received this facsimile in error, please immediately notify this office by telephone or arrange for return of the original documents to us.



[INSERT DATE (i.e. December __, 2013)]

[INSERT NAME]

[INSERT STREET ADDRESS]

[INSERT CITY, STATE ZIP CODE]

Dear [INSERT MR. OR MRS.] [INSERT NAME]:

Thank you for your interest in Bloom at Hilton Head.

You had [INSERT REQUESTED INFORMATION / CAME IN FOR AN EVENT / TOUR]. It has been some time since I last heard from you. On [INSERT DATE (i.e. December __, 2011)], we will be having a [INSERT EVENT]. Please join us and I will be happy to answer any questions you have about our wonderful community. If you are no longer interested in Bloom at Hilton Head, please contact me and I will update our information accordingly.

Thank you for your attention to this matter. I remain available at your convenience.

Very truly yours,

[INSERT SENDER'S NAME]



YOU ARE INVITED

to join us for a complimentary meal!

Please call us to enjoy a delicious home cooked meal by
our chef and tour our beautiful residence.

843.342.5599



35 BEACH CITY RD.
HILTON HEAD ISLAND, SC 29926
843.342.5599

www.bloomathiltonhead.com



BE OUR GUEST

Join us for a complimentary stay!

See for yourself how the Bloom at Hilton Head lifestyle can enrich your senior years. Take advantage of our short-term stay program designed for those who would like to experience a community of friends and neighbors before making a decision to move.

BRING IN THIS CARD FOR A FREE TRIAL STAY WITH US.



35 BEACH CITY RD.
HILTON HEAD ISLAND, SC 29926
843.342.5599

www.bloomathiltonhead.com



[INSERT DATE (i.e. December ____, 2013)]

[INSERT NAME]

[INSERT STREET ADDRESS]

[INSERT CITY, STATE ZIP CODE]

Dear [INSERT MR. OR MRS.] [INSERT NAME]:

Bloom at Hilton Head is a vibrant, family-owned and operated assisted living and memory care residence located on an intimate setting in the heart of Hilton Head Island, South Carolina just minutes from shopping and dining, beaches, golf courses and medical centers. The Bloom Senior Living family has been providing personalized service and superior care to seniors since 1965. For nearly 50 years, our goal has been simple yet aspirational: to help our residents flourish. Entering a Bloom community does not mean checking your lifestyle or personality at the door. Residents continue to live life to its fullest potential, enjoying their favorite activities while discovering new ones, and blooming into their best selves through learning, growth and discovery.

Bloom at Hilton Head's uniquely elegant architecture, luxurious interior, state-of-the-art amenities, comprehensive personalized services and programs, resident centered health care and warm atmosphere provides our residents the tools, resources and environment to bloom. Our residents enjoy the privacy of home, combined with the security and convenience of assistance and a maintenance-free environment. Bloom at Hilton Head is designed for senior adults who wish to maintain their independence, but may require assistance with daily living or memory care services, or simply want comfort knowing that someone is available 24-hours a day.

Our residents choose from a variety of floor plans, including spacious studios or one-bedroom suites. Apartments are affordable and rented month-to-month (with no buy-in fees or long-term leases) – a smart financial option. The resident's apartment is their private home. Personalized services are included in the monthly rent such as 3-delicious meals daily prepared from scratch by our Executive Chef and served restaurant style in the elegantly appointed dining room as part of our Five Star dining experience, 24-hour specially trained staff (including Registered Nurses), utilities, housekeeping and linen service, transportation, household maintenance, concierge services, emergency response programs, concierge services, medical evaluations and much more! We also include a full calendar of life enrichment activities, exercise and wellness classes and cultural, educational and recreational programs. We conduct complimentary assessments of each resident and work with the resident and their family to develop an individualized service plan tailored to meet the resident's personal needs and preferences. We offer a variety of additional personalized services ranging from assistance with daily living to special dietary needs to medication management, and much more!

The beautiful common areas are an extension of our resident's home. From the moment you enter Bloom at Hilton Head, you will feel the grace and style that sets us apart. You will quickly notice residents playing cards or taking computer classes in the activity center or getting a manicure in the beauty salon. Other residents remain active by exercising in the fitness room or admiring the outdoor gardens along the walking paths. At night, many residents enjoy playing the piano or movie night in the media room, or simply relaxing with a book in the library.

There is so much more we offer! I look forward to discussing the options available at Bloom at Hilton Head and showing you how the Bloom lifestyle can be yours.

Very truly yours,

[INSERT NAME]



APPLICATION FOR LICENSE TO OPERATE A COMMUNITY RESIDENTIAL CARE FACILITY

Division of Health Licensing

In accordance with §44-7-260, of the South Carolina Code Ann. (Suppl. 2001) and Regulation 61-84, applicants for a license to operate a community residential care facility must submit to the Department a completed application under oath as one of the preconditions to receiving a license from the Department, and submit thereafter whenever changes occur affecting the content of the original application, per Section 103.J of the regulation. Licenses, are effective for a specific period following the date of issue as determined by the Department and a license shall remain in effect until the Department notifies the licensee of a change in that status per Section 103.H.4 of the regulation.

1. Reason for application:

- A. Renewal of license # _____ which expires _____.
- B. New facility (Initial License)
- C. Change of (check one or more)
 - (1) number of beds from _____ to _____.
 - (2) licensee from Carolina House of Hilton Head, LLC

to Bloomfield Senior Living of Hilton Head, LLC

2. A. Bloom at Hilton Head
(Name of facility to be licensed)
- B. 35 Beach City Road
(Street Address or Location)
- Hilton Head Island 29926 Beaufort
(City) (Zip Code) (County)
- C. _____
(Mailing Address, if different) (City) (State) (Zip Code)
- D. Telephone Number for the facility: (843) 342-5595 (# Change: _____)
- E. Emergency Contact Number: (312) 854-7104 (# Change: _____)
- F. Fax Number: _____ (# Change: _____)
- G. e-Mail Address: skantor@kanducapital.com
(e-Mail Address Change: _____)

3. Licensee (The individual, corporation, organization, or public entity that has received a license to provide care/services at a facility and with whom rests the ultimate responsibility for compliance with this regulation per Section 101.FF of the regulation).

Bloomfield Senior Living of Hilton Head, LLC

(Licensee Name)

- B. 35 Beach City Road
(Mailing Address)
- Hilton Head Island SC 29926 (843) 342-5595
(City) (State) (Zip Code) (Telephone Number)
- C. Attach a list of the names, addresses and percentages of all owners that possess 5% or more ownership of the company (licensee).
- D. If the licensee is a corporation or partnership, attach a list identifying all officers with your initial application and annually thereafter with each license renewal application.

TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, SC 29928

(843) 341-4757 Fax (843) 341 2087

<http://www.hiltonheadislandsc.gov>

February 19, 2013

Mr. Scott Kantor
Kandu Capital, L.L.C
201 East Ohio Street
Chicago, IL 60611

Re: 35 Beach City Road

Dear Mr. Kantor:

This letter is in response to your email requesting a zoning verification letter for the above referenced property that is further identified as parcel 470 on Beaufort County Tax Map #8. **Please be aware that it is not a Town of Hilton Head Island policy to conduct a detailed site analysis, therefore, this correspondence will verify zoning and permitted land use.**

As identified on the Town of Hilton Head Island Official Zoning Map, the above property lies within the OM zoning district. The Office/Institutional Districts are established between major commercial areas of the Island and are intended to limit the types of nonresidential uses permitted. Land uses permitted are office and institutional in order to minimize travel impacts on the street system, encourage better compatibility in and among land uses on the Island, provide balance among land use types in major corridors and improve visual appearance along major corridors.

This parcel is also included in a PD-2 zoning category that was approved as a conditional use (CURR-3-88). Density and uses are regulated by the underlying zoning district. I have attached a list of uses for this zoning district.

Sincerely,

Donna Horsman

Donna Horsman
Community Development Assistant



February 25, 2013

Mr. Everette L. Williams
Division of Health Licensing
DHEC
2600 Bull Street
Columbia, SC 29201

Re: Bloomfield Senior Living of Hilton Head

Dear Mr. Williams:

Pleased be advised that we are aware of recent inspections of Carolina House of Hilton Head and everything has been addressed.

Sincerely,

Mitchell A. Kantor
Manager



_____ / _____

Town of Hilton Head Island

One Town Center Court
Hilton Head Island, SC 29928
843-341-4677 Fax 843-341-4637
www.hiltonheadislandsc.gov

**Business License / Accommodations Tax and Beach Preservation Fee
Permit/Application**

*** REQUIRED FIELD: To avoid any processing delays, please provide all required documentation. We are unable to accept incomplete applications.**

PLEASE PRINT LEGIBLY***BUSINESS NAME:** Bloomfield Senior Living of Hilton Head, LLC*** BUSINESS MAILING ADDRESS:** 35 Beach City Rd. Hilton Head Island, SC 29926*** PHYSICAL ADDRESS OF BUSINESS:** Same as Above

Please include UNIT/SUITE # and the name of the commercial property where the business will be located. PO Box's will not be accepted.

*** ATTENTION OR ON-SITE CONTACT PERSON:** Executive Director *** BUSINESS PHONE #:** (843) 342-5599

Fax: _____ EMAIL: _____ (required for on line/IVR access)

NAME OF ACCOUNTANT/BOOKEEPER: _____ ACCOUNTANT/BOOKEEPER PH #: _____

LOCATION:** IN TOWN IN COUNTY OUT OF COUNTYTYPE OF ENTITY:****Part 1:** SOLE PROPRIETORSHIP CORPORATION PARTNERSHIP LLC/LLP OTHER**Part 2:** RETAIL WHOLESALE SERVICE PROFESSIONAL CONTRACTOR OTHERIs this business an affiliate of a Holding or parent Company? Y^XN If Yes, name of Parent Company: Kanduu Holdings, LLCContact information: Contact Name and Position: Mitchell A. Kantor Contact Phone#: (248) 642-2914***PRINCIPAL/OWNER(S) NAME:** Mitchell A. Kantor***PRINCIPAL/OWNER ADDRESS:** 260 East Brown St., #315 Birmingham, MI 48009*** PRINCIPAL/OWNER PHONE NUMBER:** (248) 642-2914

SOCIAL SECURITY (Last 4 digits): _____ OR FEDERAL EIN #: _____

SC RETAIL #: _____ SC (LLR) LICENSE #: _____ EXP. DATE: _____

TYPE OF LICENSE: _____ (i.e. Contractor, Electrical, Medical, Massage, etc.)

PERMIT/ LICENSED BY THE STATE OF SOUTH CAROLINA: A PHOTOCOPY OF THE LICENSE OR PERMIT MUST ACCOMPANY THIS APPLICATION.***BUSINESS TYPE (Retail, Design, Publishing, etc):** Assisted Living & Memory Care ***Business Start Date:** April 1, 2013***DESCRIBE YOUR BUSINESS ACTIVITY IN DETAIL:**Provide personalized assisted living and Alzheimer's and dementia care options for seniors.



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Design Review Board
VIA: Teri Lewis, AICP, *LMO Official*
FROM: Jennifer Ray, *Urban Designer*
DATE: June 14, 2013
SUBJECT: Appeal 130002

Staff has received an appeal from Scott M. Kantor regarding the April 18, 2013 approval of a requested freestanding sign at 35 Beach City Road. The appellant is appealing the Town's decision to approve a sign with the name "Bloom Senior Living" and is asking that the Board reverse the decision of Town staff and allow the name "Bloom at Hilton Head Senior Living".

The appellants' agent, Sean Congleton of Sign D'Sign, submitted a sign permit application on March 26, 2013. The application included a rendering of the proposed sign; the proposed copy was "Bloom at Hilton Head Senior Living". Staff directed the agent to remove "at Hilton Head" to simplify the appearance and meet the intent of the Land Management Ordinance (LMO). The revised rendering was submitted to staff and it was approved on April 18, 2013.

LMO Section 16-5-1303, Sign Design, Construction, and Maintenance Guideline state 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." With the adoption of the new Sign Ordinance, staff makes sure that is information is no more than necessary and this has been interpreted as allowing two descriptive words if the goods or services provided are not clear. An example of this is "pomodori italian eatery." Some businesses do not need descriptive words to identify their goods or services, i.e. Burger King; therefore the copy on the sign is limited to the business name. Two descriptive words are allowed and recommended because the types of goods or services offered by "Bloom" are not clear from the name alone. Staff finds that "Bloom" reasonably identifies the business, "Senior Living" provides a description of the goods and services, and that "at Hilton Head" is not necessary.

The applicant states that they have chosen to do business under the name "Bloom at Hilton Head Senior Living" and contend that this name is consistent with their regional approach to naming of separate businesses which operate under a larger corporate umbrella. According to the business license application submitted to the Town of Hilton Head Island, the business name is "Bloomfield Senior Living of Hilton Head, LLC." It is not uncommon for official business names to include information that would not be included on a sign. Many businesses use "Hilton Head" in the legal description of their business and in their marketing materials but not on their freestanding signs. Also, many businesses on the island are franchise businesses and do not include the words "at Hilton Head" on their signs. The two local McDonalds restaurants located on Hilton Head Island are independently owned and operated and are referred to as "Hilton Head North" and "Hilton

Head South” on their company websites; however signage for both restaurants includes only “McDonalds”. Further, all signs reviewed by staff are technically “at Hilton Head Island” due to geographical location, regardless of goods and services provided, parent company location, or legal name and these words are found on very few signs.

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.

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 PERMIT

April 18, 2013

Sean Congleton

Sign D'Sign

Sent to scongleton@sign-dsign.com

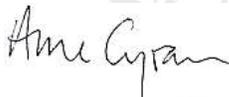
Dear Sean:

The Community Development Department has completed its review of sign permit application **SIGN130036** to permit one new double-sided freestanding sign for **Bloom** at 35 Beach City Road. The application has been **approved** per Article XIII, Sign Standards, of the Town's Land Management Ordinance.

Please note that installation of the approved signs must be completed within (90) days receipt of this Notice of Action. Upon notification that installation has been completed, staff will perform a routine site inspection to determine compliance with the approved application and a Notice of Compliance will be issued.

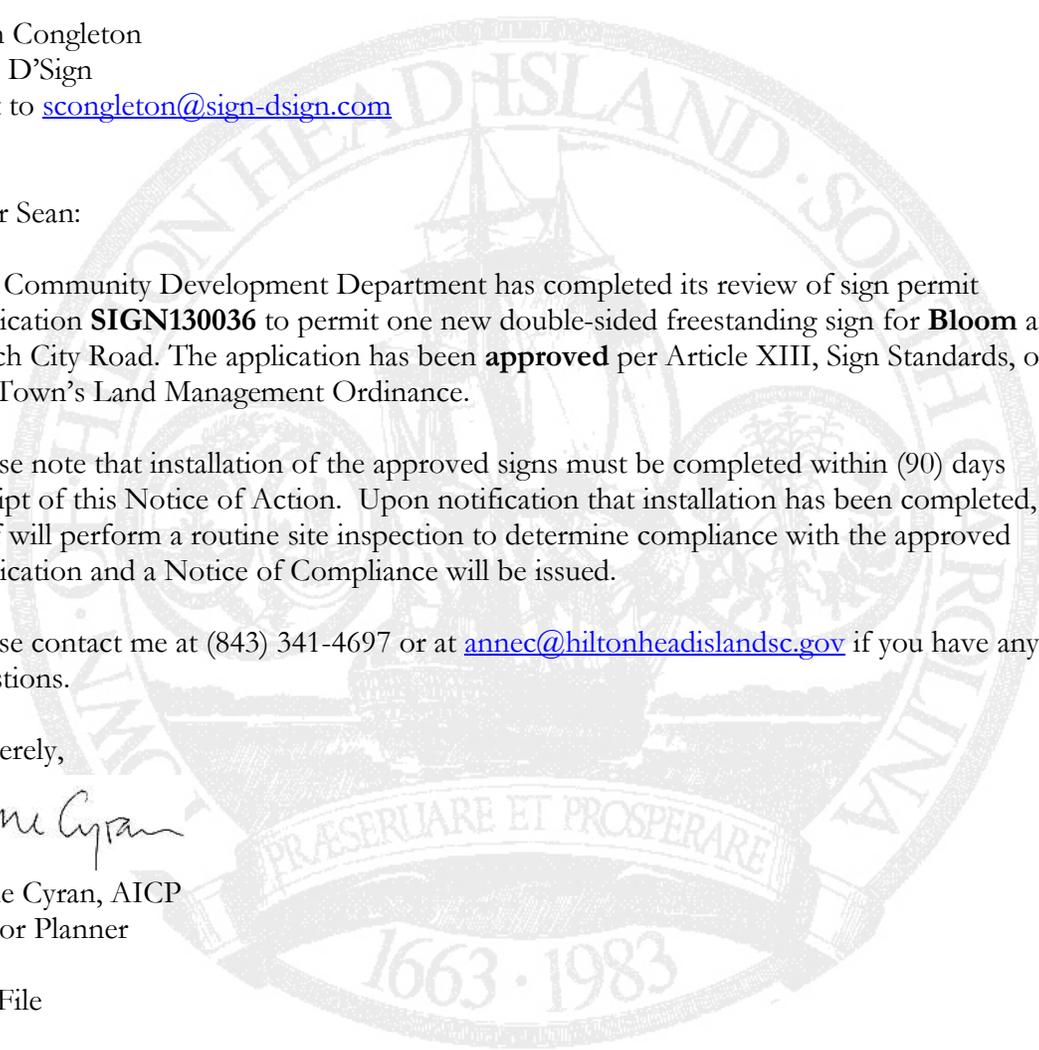
Please contact me at (843) 341-4697 or at annec@hiltonheadislandsc.gov if you have any questions.

Sincerely,



Anne Cyran, AICP
Senior Planner

cc: File



(1) Sandblasted HDU (1 1/2") with a wood grain appearance sign mounted on monument, double sided.

Color and bonded stucco design to mimic building design.

With a platform for the emblem with printed and laminated leaves. blasted at 3/4"

No illumination will be provided. Any vegetation removed to install the sign will be replaced.

The address copy will be post-mounted with a 1/2" off set from the sign face.

The background color of the sign panel will match the color of the stucco.

■ PMS 575 U

■ PMS 4655 U

■ PMS 4685

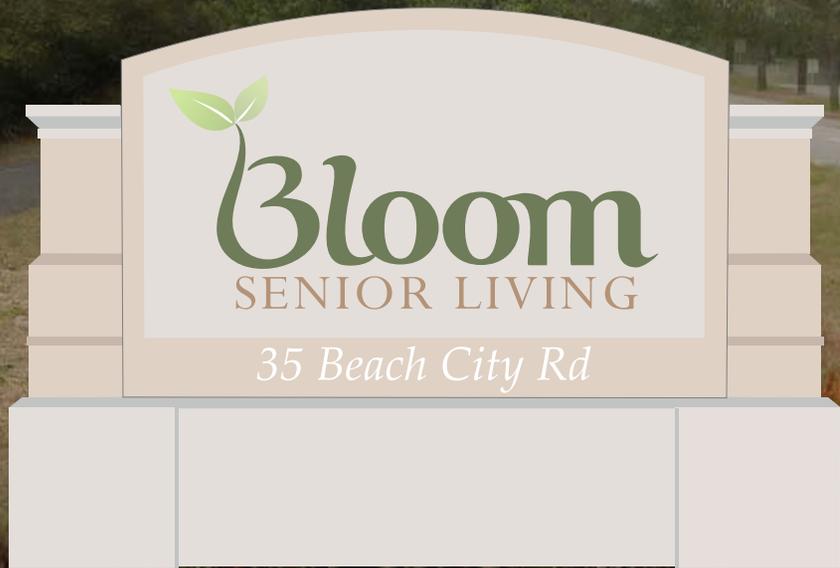
□ Off White

■ Warm Gray 1

■ PMS 577

■ PMS 365





Bloom

SENIOR LIVING

35 Beach City Rd





**TENANT
PARKING
ONLY**





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

FOR OFFICIAL USE ONLY
 Date Received: 3.27.13 *mailed*
 Accepted by: SLW
 App #: SGN130036

Business Name: Bloom at Hilton Head - Kenneth Capitel Business License #: 15544
 Location of Business: 35 Beach City Road Hilton Head Island SC 29926
 Parcel Number [PIN]: R
 Applicant/Agent Name: Kenneth Capitel Email: SMantor@Mandscapitel.com
 Mailing Address: 201 East Ohio Street City: Chicago State: IL Zip: 60611
 Telephone: _____ Fax: _____ Sign Company: Sign D' Sign
 Sign Company Phone, Fax or Email: _____

SIGN SUBMITTAL REQUIREMENTS

The proposed sign(s) is:

New or _____ Alteration to an Existing Sign(s)

Type of sign(s) to be permitted (please enter the number of each sign type requested):

Freestanding _____ Façade _____ Hanging _____ Tenant Panel _____ Temporary
 _____ Real Estate Sign _____ Real Estate Yard Sign _____ Short Term Rental

Total number of sign faces: _____ (A sign face is a side of the sign with commercial copy)

The following must be submitted for each **freestanding, façade, hanging, tenant panel** or **temporary sign**:

- A drawing or close-up photo of the proposed sign with the following measurements: sign height, width and depth; copy and logo height and width. Note the materials and provide the Pantone Matching System® numbers for each color. If there is existing lighting, the photo should show the fixtures. All freestanding signs must have at least 4" tall address numbers and/or letters.
- A drawing or photo of the location of the proposed sign and landscaping (if existing). If the sign is located on a building, that side of the building should be shown. If the sign is freestanding, include a site plan or aerial photo showing the location of the sign on the site.
- A lighting plan. If lights are already installed, the photo of the sign should show the light fixtures. If lights are proposed, fixture locations should be noted on the drawing or photo and manufacturer specifications should be provided.
- For freestanding permanent signs, a landscape plan. If the sign already has landscaping, the photo should show the landscaping. *Entry*
- _____ For freestanding signs larger than 40 square feet, wind load calculations. *will file w/ copy upon sign approval*
- NA An approval letter from any applicable architectural review board. *approval*
- \$25 Filing fee + \$25 for each sign face (cash or check made payable to Town of Hilton Head Island)

The following must be submitted for each **real estate sign**:

- A drawing or close-up photo of the proposed sign with the following measurements: sign height and width; copy height and width; logo height and width. Note the materials and provide the Pantone Matching System® numbers for each color.
- A drawing or photo of the location of the proposed sign and a site plan or aerial photo showing the location of the sign on the site.
- An approval letter from any applicable architectural review board.
- \$25 Filing fee + \$25 for each sign face (cash or check made payable to Town of Hilton Head Island)

The following must be submitted for each **real estate yard sign**:

- A drawing or close-up photo of the proposed sign with the following measurements: sign height and width; copy height and width; logo height and width. Note the materials and provide the Pantone Matching System® numbers for each color.
- \$25 Filing fee + \$25 for each sign (cash or check made payable to Town of Hilton Head Island)

The following must be submitted for each **short-term rental sign**:

- A drawing or close-up photo of the proposed sign with the following measurements: sign height and width; copy height and width. Note the materials and provide the Pantone Matching System® numbers for each color. (If a previously approved design will be used, this information is unnecessary.)
- A photo of the location of the proposed sign. The entire side of the home should be shown.
- \$25 Filing fee + \$25 for each sign location (cash or check made payable to Town of Hilton Head Island)

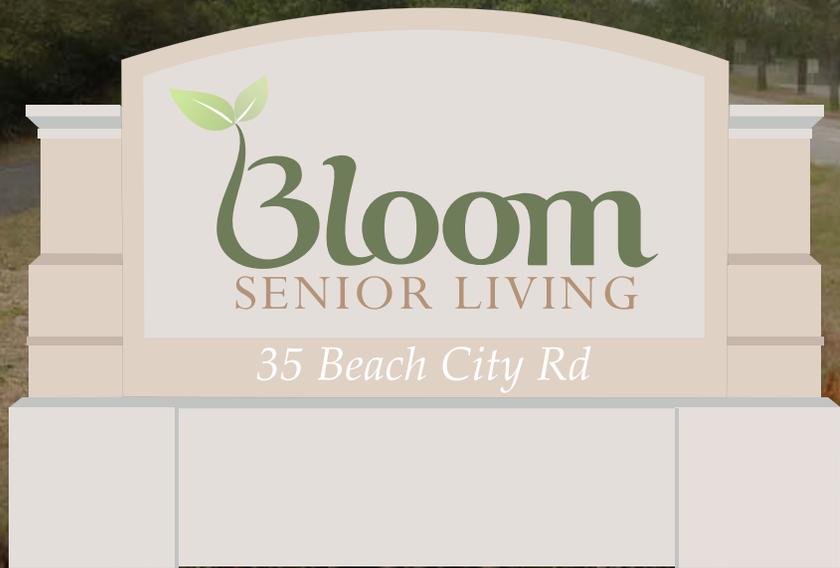
Are there recorded private covenants and/or restrictions that are contrary to, conflict with, or prohibit the proposed request? If yes, a copy of the private covenants and/or restrictions must be submitted with this application. YES NO

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 OF APPLICANT


DATE



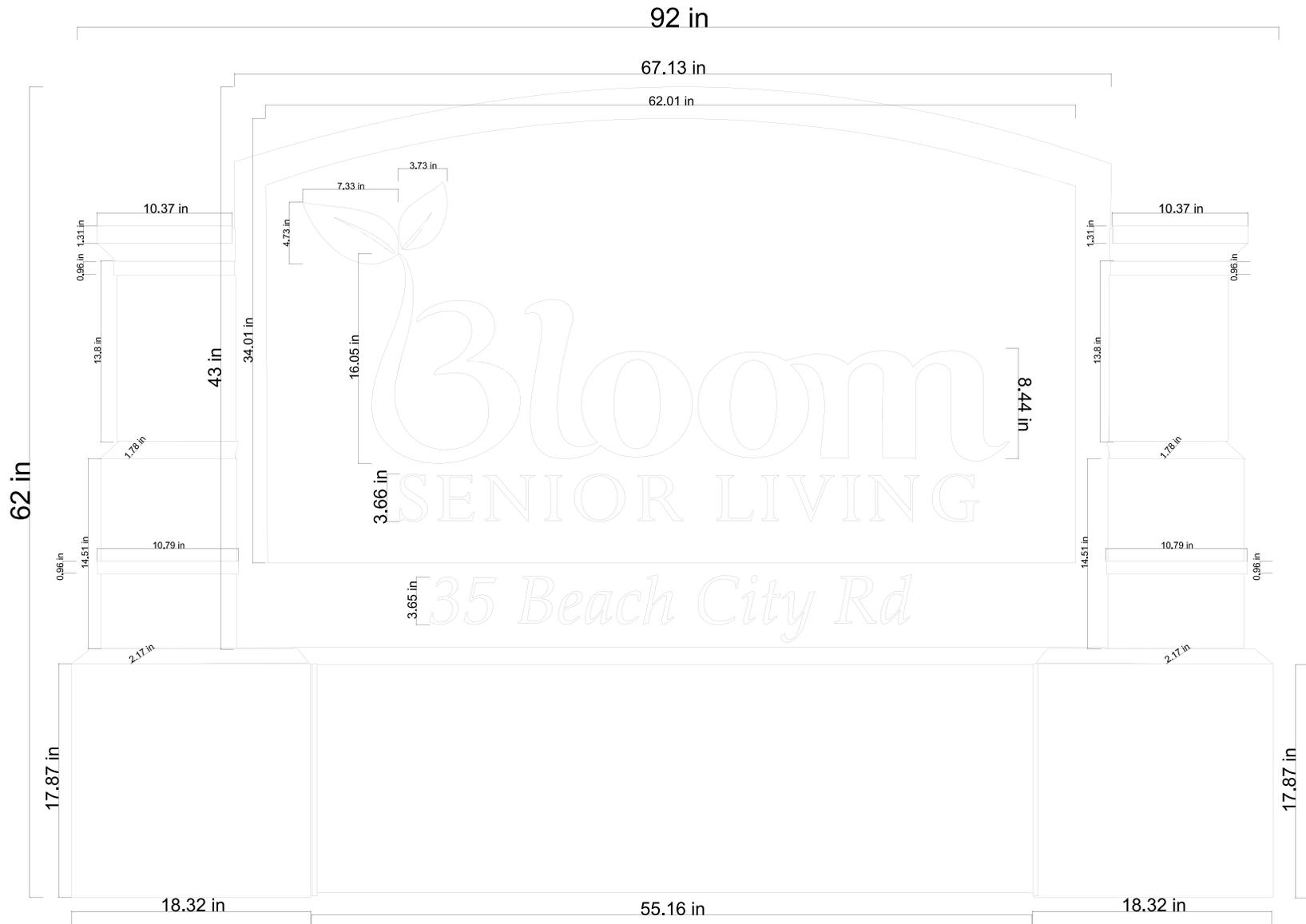
Bloom

SENIOR LIVING

35 Beach City Rd



DIMENSIONS



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 COMMENT LETTER

March 29, 2013

Sean Congleton

Sign D'Sign

Sent to scongleton@sign-dsign.com

Dear Sean:

The Community Development Department has completed its review of sign permit application **SIGN130036** to permit one new double-sided freestanding sign for **Bloom** at 35 Beach City Road. This is not a permit. A permit must be issued before any signs may be installed.

The first 8 comments address information that should've been included in the application materials. Having to ask for this information on the first comment letter of each sign application slows the review process down considerably.

The following comment must be addressed:

1. Demonstrate with photos how this sign design relates to the building it identifies. Color? Architecture features?
2. The rendering doesn't include any dimensions for the monument structure. Include all dimensions.
3. The rendering doesn't include any colors for the monument structure. Include all colors.
4. Specify the height of the address copy.
5. Specify the color of the address copy. Should be an off-white.
6. Specify that the address copy will be post-mounted with a 1/2" off set from the sign face.
7. Will any illumination be provided? If yes, provide the fixtures. If no, state that on the rendering.
8. The wind calculations must be provided prior to the approval of the sign application.
9. The background of the sign panels must have a wood grain appearance instead of a pebble texture (like the Hilton Head Properties sign panel). Update the rendering accordingly. Provide a sample or photo of a sign panel with a wood grain background.
10. The sign panels look busy. Remove the dots from either side of "Senior Living" and remove "at Hilton Head" to simplify the appearance.
11. Provide color information for the laminated leaves.
12. Update the rendering to state that any vegetation removed to install the sign must be replaced.

When we receive the requested information, review of this application will continue. If you would like to discuss this further, please contact me at (843) 341-4697 or annec@hiltonheadislandsc.gov.

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>

Sincerely,



Anne Cyran, AICP
Senior Planner

cc: File



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 COMMENT LETTER

April 17, 2013

Sean Congleton

Sign D'Sign

Sent to scongleton@sign-dsign.com

Dear Sean:

The Community Development Department has completed its review of sign permit application **SIGN130036** to permit one new double-sided freestanding sign for **Bloom** at 35 Beach City Road. This is not a permit. A permit must be issued before any signs may be installed.

The following comments must be addressed:

1. Specify that the address copy will be post-mounted with a 1/2 off set from the sign face.
2. The wind calculations must be provided prior to the approval of the sign application.
3. Remove the green border from the sign panel.
4. PMS 4685 appears to be a different color (much lighter) in the Pantone book than on the rendering. Please clarify.
5. Change the "Senior Living" copy to match the sign frame brown.
6. For the leaves, use PMS 365 and PMS 577.
7. Specify that the background color of the sign panel will match the color of the light stucco band.

When we receive the requested information, review of this application will continue. If you would like to discuss this further, please contact me at (843) 341-4697 or annec@hiltonheadislandsc.gov.

Sincerely,



Anne Cyran, AICP
Senior Planner

cc: File

TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, SC 29928

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

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SIGN PERMIT

April 18, 2013

Sean Congleton

Sign D'Sign

Sent to scongleton@sign-dsign.com

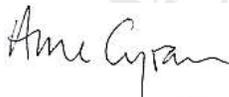
Dear Sean:

The Community Development Department has completed its review of sign permit application **SIGN130036** to permit one new double-sided freestanding sign for **Bloom** at 35 Beach City Road. The application has been **approved** per Article XIII, Sign Standards, of the Town's Land Management Ordinance.

Please note that installation of the approved signs must be completed within (90) days receipt of this Notice of Action. Upon notification that installation has been completed, staff will perform a routine site inspection to determine compliance with the approved application and a Notice of Compliance will be issued.

Please contact me at (843) 341-4697 or at annec@hiltonheadislandsc.gov if you have any questions.

Sincerely,



Anne Cyran, AICP
Senior Planner

cc: File

