

**Town of Hilton Head Island**  
**Design Review Board**  
**Minutes of the Tuesday, October 8, 2013 Meeting**  
**1:15p.m – Benjamin M. Racusin Council Chambers**

**Approved**

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

Town Council Present: None

Town Staff Present: Jennifer Ray, Urban Designer  
Heather Colin, Development Review Administrator  
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 reported that the Board's review of Application for Appeal APL130007, Bennali's Sandal & Hat Company, is postponed to the October 22, 2013 meeting at the appellant's request. The Board **approved** the agenda as revised by general consent.

**5. Approval of the Minutes**

The Board **approved** the minutes of the September 24, 2013 meeting as presented by general consent.

**6. Staff Report**

Ms. Ray introduced a sample of a new product to the Board. The material is new to Hilton Head Island and staff would like the Board to review the material and provide comments. The material is called Durashield and it is used to retrofit a metal roof. The Board reviewed the sample material and stated concern with its use on Hilton Head Island. If the material is visible on a retrofitted roof, it will not be acceptable. The Board agreed that the material does not meet the intent of the Design Guide. Ms. Ray thanked the Board for their review and comments.

**7. Board Business**

Ms. Ray reviewed the DRB's 2014 Schedule of Meetings. Ms. Ray reported that due to the Veteran's Day Holiday in November 2014, it is recommended that the Board meet on the first and third Tuesdays of the month instead of the second and fourth Tuesdays. The Board agreed with this recommendation. The Board **adopted** the DRB's 2014 Schedule of Meetings as presented by staff.

## 8. Unfinished Business

None

## 9. New Business

### A. Signage

*(Mr. Theodore recused himself from review of the following application, Shelter Cove Towne Centre Monument Signage, DR130034, due to a professional conflict of interest. A Conflict of Interest Form was completed, signed by Mr. Theodore, and attached to the record.)*

#### 1) Shelter Cove Towne Centre Monument Signage DR 130034

Ms. Ray introduced the project and stated its location, 24 Shelter Cove Lane. Ms. Ray presented a brief review of the Board's Conceptual approval of the monument signs. The project received Conceptual approval from the Board on September 10<sup>th</sup>. Ms. Ray presented an in-depth overhead review of the Final application including the final plans and elevations.

The monument signs include steel uprights and small masonry base with a steel arch above and the sign panels in between. The applicant proposes to install one "V" formation two-sided sign, two two-sided free-standing signs, and one single sided free-standing sign. Ms. Ray identified the locations for the four monument signs along William Hilton Parkway.

The sign panels are proposed to be fabricated out of aluminum and painted with matte/textured (rolled) finish. The overall thickness will be 2 inches. The dimensional graphics would be applied to the pan face with adhesive and/or mechanical fasteners from the rear. The dimensional graphics would be fabricated from a variety of materials depending upon fabricator and production capabilities. Generally they will be made from HDU (high density urethane), PVC or acrylic. All of the substrates would be painted with matte finishes. The tenant panels should go up when the signs are erected with the graphics applied along the way. This way the signs will not have missing components until filled.

Ms. Ray stated the approved landscape plan should be revised as appropriate based on the monument sign location and design. Ms. Ray reviewed the lighting plan which includes two types of lights: a box behind the steel "C" channel to illuminate the Shelter Cove Towne Centre letters and logo; and dimming LED lights under the "lantern" and to up light the bottom of the roof structure.

Ms. Ray stated that an updated color board has been submitted that is slightly different than the last review. SW6510, Loyal Blue, was substituted for the blue for Kroger. The background of the panel would be the rusted steel; tenant panels SW7547 Sandbar; tenant may include graphics blue, green, red, grey and dark brown, with off-white for accent.

Ms. Ray stated the Shelter Cove Harbour Company ARB has approved the project with the condition that the exact sign locations be approved at a later date. For the record, Ms. Ray stated that the sign's colors and materials do not meet the intent of the Design Guide.

The sign lacks character and a relationship to the buildings; however, it is a high-quality sign and it is well documented. Following staff's presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. Alex Sineath presented statements in support of the application. Mr. Sineath presented statements in clarification of the band of light that is located at the bottom of the sign (LED lighting which is dimmable with a manual control). Mr. Sineath presented a review of the lighting and the fuel pricing lettering, especially the size of the lettering. The Board and the applicant discussed the dimmer type lighting.

Mr. Smith and Mr. Sineath discussed the size of the brick base. Mr. Smith recommended that the base be raised a bit. Ms. Moffett presented statements regarding the dimming lights. Mr. Sineath stated that the dimming lights will be manually controlled rather than on a timer.

Vice Chairman Welch stated that she is concerned with the sale pricing of fuel being located on the main monument sign. Also, the number of colors displayed may be too much.

Mr. Matt Mills, Blanchard & Calhoun, presented statements in clarification of the fuel signage, the number of signs, and the location of signs.

Mr. Parker and Mr. Sineath discussed a couple of issues including the painted metal finish and lighting. Mr. Parker stated concern with a lack of control with the manual dimmer. Adjustable transformers would be a better option than the manual dimmer. The applicant's lighting representative should test the lighting on the sign faces. Mr. Sineath stated that he will research this; it will be a necessary part of the process. Mr. Parker stated that he likes the project and the colors.

Mr. Gartner stated that he likes the project's design and colors, too. Mr. Gartner stated that he has no objection to the fuel pricing being included on the monument sign. Mr. Gartner and Mr. Sineath discussed the lighting plan for the signs.

Chairman Sodemann stated that he agrees with many of the comments already presented by the Board. Chairman Sodemann recommended that the project's design be allowed to 'speak for itself' without too many colors getting involved. Chairman Sodemann stated that the landscaping should be kept low so that it doesn't interfere with the tenant panels.

Mr. Sineath stated that they would like to use native grasses and low-lying vegetation to hide the lighting's "C" channels. Chairman Sodemann recommended that the applicant be careful with landscaping so that it does not interfere with the tenant panels. Following final comments by the Board, Chairman Sodemann requested that a motion be made.

Mr. Gartner made a **motion to approve** the Shelter Cove Towne Centre Monument Signage DR 130034 as submitted. Mr. Parker **seconded** the motion and the motion **passed** with a vote of 6-0-0.

## 10. Appearance by Citizens

None

## 11. Adjournment

The meeting was adjourned at 2:00p.m.

Submitted By:

Approved By:

October 22, 2013

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Kathleen Carlin  
Administrative Assistance

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Scott Sodemann  
Chairman