

**Town of Hilton Head Island
Design Review Board
Minutes of the Tuesday, June 25, 2013 Meeting
1:15p.m – Benjamin M. Racusin Council Chambers**

APPROVED

Board Members Present: Acting Chairman Deborah Welch, Jennifer Moffett,
Tom Parker and Galen Smith

Board Members Absent: Chairman Scott Sodemann, Jake Gartner and Todd Theodore

Council Members Present: Mayor Pro Tem Bill Harkins

Town Staff Present: Jennifer Ray, Urban Designer
Nicole Dixon, Senior Planner
Kathleen Carlin, Secretary

1. Call to Order

Acting Chairman Deborah Welch 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 June 11, 2013 meeting as amended by general consent.

6. Staff Report

Ms. Ray stated that Board training on Economic Development will be presented by Mr. Shawn Colin following the meeting.

7. Board Business

None

8. Unfinished Business

A. Alteration/Addition

Spinnaker Resorts Hotel B (Player's Club) - DR 130011

Ms. Ray stated the location for this project is 35 DeAllyon Avenue. This project was before the Board on April 9, 2013 and was *withdrawn* at the applicant's request. The revised parking and landscaping along DeAllyon Avenue and Cordillo Parkway were approved at the Board's May 28, 2013 meeting.

Ms. Ray presented an in-depth overhead review of the application including photos of the

existing site.

The applicant proposes changes to the buildings starting with Building B (also known as the 400 building.) The applicant would like to do the following: (1) remove the existing wooden patio dividers and replace them with PVC units; (2) install Bahama shutters to conceal through wall air conditioning units; (3) repaint the roof, stucco, siding, and trim as shown on the applicant's color board; (4) remove the existing wooden handrails and replace them with aluminum handrails; (5) add handrails to the ground floor patios; (6) and to install new gutters and downspouts. Ms. Ray reviewed the proposed color palette.

The stucco has been painted "Pismo Dunes" which is essentially the original stucco color. The horizontal siding has been painted "Revere Pewter." The applicant proposes to reduce the amount of contrast by changing the red metal roof shown to "James River Gray". The applicant proposes to change the white fascia, the louvers, and harde trim to "Revere Pewter", the same color as the horizontal siding.

The applicant has done a study comparing the exterior colors on several projects on Hilton Head Island. Additionally, the applicant has submitted photos taken from various locations on the site in an attempt to show the Board that although there are five buildings on site, two of which are under different ownership and not included in this submittal, that there are few areas within the site or the surrounds where you get a clear view of the adjacent buildings and their differences in color and accessories.

The staff recommends that the application be *approved* with the condition that steps are taken to further reduce the amount of white on the project and adding landscaping at buildings.

Following staff's presentation, Acting Chairman Welch requested that the applicant make his presentation.

Mr. Thomas P. Williams presented statements in support of the application. The applicant discussed several issues including the condition of adjacent property, new colors and landscaping improvements. The Board discussed the project with the applicant. Mr. Parker stated that the applicant's presentation addresses 99% of the concerns, the new roof color is good, the stucco, and the siding as well. Mr. Parker discussed his concern with the amount of white. The dividers (PVC) are a large element and should be painted to match the rest of the trim rather than the handrails. It is too much white.

Ms. Moffett stated that she likes the revisions including the colors. Mr. Smith agreed with the comments that have already been made. Mr. Smith and the applicant discussed the colors and the need for sufficient landscaping for coverage. Acting Chairman Welch discussed the walkway and the location of the pool. Acting Chairman Welch suggested that the applicant stay committed to talking with the adjacent property owner with regard to changing the color of their railing to a shade of green that will complement their project. At the completion of the discussion, Acting Chairman Welch requested that a motion be made.

Mr. Parker made a **motion to approve** the Spinnaker Resorts Hotel B (Player's Club) application DR 130011 with the following conditions: (1) applicant will comply with the staff's comments for this project; (2) the dividers are to be painted the trim color which is the "Revere Pewter"; (3) the Bermuda shutters that screen the air conditioning units will only be on the top two units. The bottom units will be screened with landscaping that is sufficient at the time of installation. Acting Chairman Welch **seconded** the motion and the motion **passed** with a vote of 4-0-0.

9. New Business

A. Appeal

Bloom at Hilton Head Signage - APL 130002

Ms. Ray introduced the application and stated the sign's location, 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 the Board to reverse staff's decision to allow the name, "Bloom at Hilton Head Senior Living."

Ms. Ray presented an in-depth overhead review of the application for appeal including background information regarding the proposed sign, photos of the existing building, existing sign, and location of the sign.

Ms. Ray stated that the staff worked with the applicant during the permit process to meet the intent of the LMO, Section 16-5-1303, Sign Design, Construction, and Maintenance Guideline, which 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."

Ms. Ray stated that it is not uncommon for signs to be submitted and to work through a couple of rounds of revisions. Ms. Ray presented photos of some recent sign submittals that contained excessive text. Limiting the information on the sign to no more than necessary has been interpreted as allowing two descriptive words of the goods or services provided are not clear.

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. 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 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. Following staff's presentation, Acting Chairman Welch requested that the appellant make his presentation.

Louis Hammet, Esq., presented statements in support of the application for appeal. Mr. Hammet discussed the corporate name which is shortened to Bloom at Hilton Head Senior Living. Mr. Hammet discussed the appellant's compliance with 11 of the Town's requirements including colors, materials, lighting, type size and style. Mr. Hammet discussed other businesses in the area that have Hilton Head as part of their name.

The Board discussed the appeal application with Mr. Hammet. Ms. Moffett stated that she agrees with staff's recommendation to deny application due to its noncompliance with the LMO's sign ordinance. Mr. Smith stated that the proposed sign is okay; the sign is consistent with the Bloom at Bluffton signage. Mr. Parker stated that he is uncomfortable with the legal issue; however, has no real objection to the appearance of the sign as proposed. Acting Chairman Welch agreed with Mr. Parker's comments. Acting Chairman Welch stated that the sign appears perfectly fine as proposed. The interpretation is too rigid, and she has no objection to the sign as proposed.

Following final comments, Acting Chairman Welch made a **motion to approve** Application for Appeal APL 130002 as submitted. Mr. Parker **seconded** the motion and the motion **passed** with a vote of 3-1-0.

10. Appearance by Citizens

None

11. Adjournment

The meeting was adjourned at 2:10p.m.

Submitted By:

Approved By:

July 23, 2013

Kathleen Carlin
Secretary

Deborah Welch
Acting Chairman