

**Town of Hilton Head Island
Design Review Board
Minutes of the Tuesday, August 27, 2013 Meeting
1:15p.m – Benjamin M. Racusin Council Chambers**

APPROVED

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 Staff Present: Jennifer Ray, Urban Designer
Heather Colin, Design Review Administrator
Eileen Wilson, Senior Administrative Assistant

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 August 13, 2013 meeting as presented by general consent.

6. Staff Report

None

7. Board Business

None

8. Unfinished Business

None

9. New Business

A. Alteration/Addition

1) Marriott Vacation Club - DR 130029

Todd Theodore recused himself

Ms. Ray introduced the application and stated its location, 4 Shelter Cove Lane. Ms. Ray presented an in-depth overhead review of the application including several photos of the project.

Marriott Vacation Club proposes to replace existing blue awning fabric with new striped fabric and to expand the canopy at the existing bike storage area. The proposed fabrics are earth-tone and more complementary to existing building and accent colors. A site plan should be provided to ensure proper clearance at all entrances is still achieved with the addition of stucco columns. Stucco columns should match existing stucco in color and texture. The blue canopy at the existing housekeeping cart corral should be replaced to match the other canopies. Staff recommends the application be approved with the above conditions.

Vice Chairman Welch stated that if the columns interfere with the walkway, they should be placed in the landscape rather than on the walkway.

Board members discussed the following:

- Columns should be solid color that complements the building.
- Need adequate clearance on sidewalk – columns should include a simple base.
- Change Housekeeping awning to same striped fabric or pick a fabric that is complementary to the existing blue canopy.

Vice Chairman Welch made a motion to **approve** the Marriott Vacation Club application DR 130029 with the following conditions: (1) stucco columns shall match existing stucco color and texture; (2) sidewalk column base should be in the landscaping not in the walkway; (3) include fourth canopy (at housekeeping) or change color; and (4) all columns should match existing colors and not in two-tone. These conditions can be approved by the staff. Mr. Parker **seconded** the motion and the motion **passed** with a vote of 5-0-0.

2) Ocean Dunes Villas – DR 130031

Ms. Ray introduced the application and stated its location at 43 South Forest Beach Dr. Ms. Ray presented a review of the application.

Ocean Dunes Villas proposes to repaint the existing building and replace existing wood railings with powder coated aluminum railings. The proposed paint color for the stucco and doors are nearly identical to the existing colors. The proposed color for the siding and trim is a slight variation (a shade lighter) and complementary to the stucco color. The proposed aluminum railings are similar color and style of the adjacent Grand Ocean Resort. Staff recommends approval as submitted.

Board members were in favor of the proposed paint color for the railings.

Mr. Parker made a motion to **approve** the Ocean Dunes Villas application DR 130031 as presented. Mr. Theodore **seconded** the motion and the motion **passed** with a vote of 6-0-0.

B. Sign

1) **Building Innovations - DR 130033**

Todd Theodore recused himself

Ms. Ray introduced the application and stated its location at 34 New Orleans Road. Ms. Ray presented a review of the application and drawings of the proposed signs.

Building Innovations proposes to install two two-sided free-standing signs and one façade sign

at their new building located on New Orleans Road. The signs are complementary to the building in color and materials (stucco) with the addition of cast stone for the cap and base. Based on the road elevation and grade along New Orleans Road and US Highway 278, the required 4" address may be hard to see over proposed landscaping, consider increasing the size of the base to ensure the address is legible. Staff recommends approval with above conditions.

Board members approve of the sign and agree with staff that the address needs to be visible.

Mr. Smith made a motion to **approve** the Building Innovations application DR 130033 with the condition that the size of the base on the sign on 278 is increased to ensure the address is legible. This condition can be approved by the staff. Mr. Gartner **seconded** the motion and the motion **passed** with a vote of 6-0-0.

2) Shelter Cove Towne Centre – DR 130034

Todd Theodore recused himself

Ms. Ray introduced the application and stated its location at 24 Shelter Cove Lane. Ms. Ray presented a review of the application including photos of the sign project.

Shelter Cove Towne Centre LLC proposes to install one "V" formation two-sided sign, two two-sided free standing signs, and one single sided free-standing sign along William Hilton Parkway, as well as three façade signs at the new Kroger building.

Monument signs are proposed to include similar materials (stucco & savannah gray brick) as the proposed/approved buildings. Buildings contain lots of details including exposed beams, brackets, fasteners, and trim; monument signs should include similar detailing. Alternate color (less white than SW600 "Snowfall") should be considered for stucco accents. Graphics are dimensional and either halo lit or illuminated with ground-mounted sign lights. Colors, fonts, and logos are typically limited on approved signs; consider reducing the number of colors (suggest a limit of three earth-tone colors that are complementary to the building palette; approved buildings include lots of variations on green) and/or the number of fonts and/or logos (suggest a limit of two fonts). Suggest address font be changed to SCTC header font "Oswald" in a bronze color.

Façade signs are in proportion to the building face where they are proposed to be installed. Section 16-5-1307 specifies that only 2 façade signs may be placed on any one side of the building, therefore one of the signs (suggest "Pharmacy Drive Thru") should be moved to the right side elevation. A color more complimentary to the face brick, i.e. SW7048 "Urbane Bronze", should be considered in lieu of SW6000 "Snowfall" or SW6321 "Red Bay". Staff recommends approval with conditions listed above.

After much discussion regarding the design, color, font, proportions of signs, Board members agree that the monument sign needs to be more reflective of the elements of the building, the title Shelter Cove Towne Center needs to take more precedent and on the façade signs, the Pharmacy Drive Thru needs to be toned down.

Mr. Gartner made a motion to **table** the monument for further review and discussion and to see an updated monument sign and to **approve** with conditions the Kroger building façade signs: Starbuck's sign as is; Kroger sign as is; Pharmacy Drive Thru sign should change to the

SW0748 bronze color and as long as staff verifies there is an exterior door from Starbuck's and verifies approval through the Land Management Ordinance (LMO) that three signs are allowed on the front of building. Vice Chairman Welch **seconded** the motion and the motion **passed** 5-0-0.

C. Minor External Change

1) Marsh Point Apartments – DR 130035

Ms. Ray introduced the application and stated its location at 100A Marsh Point Drive. Ms. Ray presented a review of the application including photos and site plan.

Board members discussed toning down the Peanut Butter color; most Board members were in favor of changing the choice of Peanut Butter.

Mr. Parker made a motion to **approve** the Marsh Point Apartments – DR 130035 as submitted with a condition that the colors, specifically Peanut Butter, be reviewed by the owners. Mr. Theodore **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 2:45p.m.

Submitted By:

Approved By:

September 10, 2013

Eileen Wilson
Senior Administrative Asst.

Scott Sodemann
Chairman