

**Town of Hilton Head Island  
Design Review Board  
Minutes of the Tuesday, September 10, 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: Councilman Bill Harkins

Town Staff Present: Jennifer Ray, Urban Designer  
Heather Colin, Development Review Administrator  
Nicole Dixon, Senior Planner; Jayme Lopko, Senior Planner  
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**

The Board **approved** the agenda as presented by general consent.

**5. Approval of the Minutes**

The Board **approved** the minutes of the August 27, 2013 meeting as presented by general consent.

**6. Staff Report**

Ms. Ray stated that the staff has received a request from Coligny Plaza to add some murals to the interior corridor located beside Frosty Frog and back towards Piggly Wiggly. Coligny Plaza would like to work with local schools to hold a contest for school children to design a mural for this location. The contest for the mural could become an annual event. Although approval by the DRB is not required for this concept, Coligny Plaza would like to receive the Board's thoughts. The Board members stated that they think this is a very nice idea for Coligny Plaza. Ms. Ray stated that staff will forward the Board's comments to Coligny Plaza.

**7. Board Business**

None

## 8. Unfinished Business

*(Mr. Todd Theodore recused himself from review of the following application, Shelter Cove Towne Centre Signage, DR 130034, due to a professional conflict of interest. A Conflict of Interest Form was completed, signed by Mr. Theodore, and attached to the record.)*

### A. Shelter Cove Towne Centre (Monument and Kroger façade) Signage – DR 130034

Ms. Ray stated that the project is located at 24 Shelter Cove Lane. The Board reviewed this sign application originally on August 27, 2013. Action on the monument signs was tabled on August 27<sup>th</sup> to allow time for the applicant to consider the Board's comments and to advance the design of the monument signs a little bit further.

Ms. Ray presented an in-depth overhead review of today's submission. The proposed monument signage is largely fabricated from steel and plays off the finish and shape of traditional lighthouse forms.

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 primary panels graze the underside of the roof accenting the out rigger supports. The primary ID panels are boxed with halo lit copy in a rearranged monotone logotype. The tenant panels have dimensional copy and graphics in brown, green, blue, slate, and burgundy/ dark red with warm grayish panels. Tenant graphics using color fields or shapes may use an off-white accent or copy.

Ms. Ray stated the staff applauds the applicant's desire to do something different and unique and the designers working together to create a garden feature and piece of art. The staff's concern is that the sign is somewhat industrial in design and materials, and lacks a relationship to the related buildings and nearby structures. According to the Design Guide, signs should reflect the design of the project they are intended to identify and to design a building to complement a sign that doesn't have a relationship to the approved buildings may result in a building that doesn't fit. At the completion of the staff's presentation, Chairman Sodemann requested that the applicants make their presentation.

Mr. Alex Sineath and Mr. Donovan Schmidt presented statements in support of the sign application. Mr. Sineath presented an overhead review of the project as well as hard samples of the color palette and a scale model. The monument structure is intended to have an earthy appearance and sense of permanence. The materials are nature blending and will patina with age. The applicants stated that they have simplified the logo and colors based on the Board's previous comments. Mr. Schmidt presented statements in support of the contemporary design of the sign. The Board and the applicants discussed the design of the sign as well as materials and colors. Mr. Mark Senn, applicant, presented statements in support of the metal design of the sign. Following the applicant's presentation, Chairman Sodemann invited statements from the Board.

Mr. Smith stated that he likes the sign's design but is concerned with the extensive use of metal. Perhaps a brick and mortar sign or a combination of materials would be a better solution for the sign. Ms. Moffett stated that she likes the design of the sign and agrees with Mr. Smith's concern with the extensive use of metal.

Vice Chairman Welch stated that she appreciates the reduction in colors shown in today's submission. The design of the sign, however, does not relate well to the buildings. A better relationship with the buildings that face Highway 278 would be helpful. Vice Chairman Welch also stated some concern with the casual style of the proposed font and that landscaping will be very important to the success of the project.

Mr. Parker stated that he likes the design of the sign and the materials. Mr. Parker stated that this concept could be drawn into the project with elements such as bollards, bike racks, etc. Mr. Parker stated that he believes the corten materials are perfect for the island; it is being used very successfully elsewhere. The material is nature blending and patinas well. Mr. Parker stated that the symbolism of the design (arch boat shape) may need a little work. The concept of the project, however, is very good.

Mr. Gartner stated that he agrees with many of the comments that have already been stated. Mr. Gartner stated that he likes the design of the sign and the materials.

Chairman Sodemann stated that this is a good Conceptual submission and he likes the forms. However, the Board will need to review the sign's final design documents. Chairman Sodemann stated that the sign should not be too industrial (with too many bolts, etc.) Chairman Sodemann and the applicants discussed the LED ground-mounted lights as well as other lighting on the sign. Mr. Sineath described engineering the V- shaped sign.

The Board stated that they would like to receive additional information regarding the bollards and directional signage, drawings of other signs, etc. At the completion of the discussion, Chairman Sodemann requested that a motion be made.

Vice Chairman Welch made a **motion to approve** Shelter Cove Towne Centre Signage application, DR 130034, on a Conceptual basis with comments provided by the Board to be included. Mr. Parker **seconded** the motion and the motion **passed** with a vote of 6-0-0.

## 9. New Business

### A. New Development – Conceptual Review

#### **Hilton Head Plantation Telecommunications Facility** - DR 130032

Ms. Ray introduced the application and stated the location at 68 Dolphin Head Drive. The project is located within an existing 80-ft. leisure trail pathway. Ms. Ray presented an in-depth review of the application including aerial photo and several photos of the site.

The aerial photo shows the location of Dolphin Head Drive and White Tail Deer Lane cul de sac, residential property, and Dolphin Head Golf Course holes # 11 and 1. The application is for a stealth monopine tower 140-ft. in height.

The photographs show the existing conditions; the site is mostly wooded with tall pine trees. The survey shows the proposed site. According to the applicant, 140-ft. is needed and there are no existing towers or fall structures of adequate height in the search area, therefore, there are no collocation possibilities.

The tower easement is +/- 3,500 square feet plus a 20-ft. access easement. The site contains mostly 6 – 12” pine trees. The plan shows a 14-ft. gravel access road, wood fenced compound with a 10-ft. high fence, the 140-ft. monopine tower, and relocated leisure trail. The elevation shows 140-ft. monopine tower painted a dark brown including a Verizon antenna and an AT&T antenna with space for two future antennas, plus a 10-ft. high wood fence and landscape buffer.

The detail shows a wood board fence, 10-ft. tall. The landscape plan includes slash pine and saw palms in a natural planting to help blend into the existing pines, saw palms, and mulch.

A photo simulation of the south entrance was prepared showing existing and proposed conditions. The Hilton Head Plantation ARB has reviewed and approved the monopine and compound. Their conditions are that the fence be solid construction rather than board on board, 10-ft. high minimum, and painted a grey green, and that trees and shrubs be planted at

8-ft. and 4-ft. in height respectively.

Ms. Ray stated that this site is currently “open space” and must be rezoned to “open space/ telecommunications.” The applicant has applied for a zoning map amendment. Today is the deadline for comment; all public communications and comments that Ms. Ray has received regarding this project have been forwarded to Ms. Teri Lewis, LMO Official, and Mrs. Jayme Lopko, case manager, for the project. Ms. Ray stated the public’s primary concern is the use of “open space” for a telecommunication tower. The staff recommended approval of the application for New Development Conceptual review. Following staff’s presentation, Chairman Sodemann requested that the applicant make his presentation

Mr. Terry Thomas, EMEGC, Inc., presented statements in support of the application. The Board and the applicant discussed several issues including the location, the fencing, and landscaping. Following the applicant’s presentation, Chairman Sodemann requested public comments and the following were received: Mr. David Argent and Mr. Brad Wainwright, residents of the area, presented statements in concern of the use of open space. Mr. Peter Kristian, General Manager, Hilton Head Plantation, POA, presented statements in support of the project. Following receipt of public comments, Chairman Sodemann requested statements from the Board.

Mr. Smith and Ms. Moffett stated that they have no objections to the application. Mr. Theodore recommended that the leisure path be rerouted so that it is not a straight line along the fence. It would be nicer if the leisure path had more free form. Vice Chairman Welch stated that the color change for the fence is good idea.

Mr. Parker and Mr. Peter Kristian discussed the issue of open space and the leisure trail in relationship to the location of privately-owned property. For the record, Mr. Kristian stated that Hilton Head Plantation POA has entered into an easement agreement with Crown Castle and the appropriate process has been followed.

Chairman Sodemann stated that the leisure path’s transition should be more subtle and less engineered. Mr. Kristian stated that the POA will be very sensitive regarding the design of the path. Mr. Gartner and Mr. Kristian discussed the location of the utilities and the 10-ft. fence.

Mr. Theodore recommended that the ARB review the site to ensure there is adequate landscaping. Following final comments, Chairman Sodemann requested that a motion be made:

Mr. Parker made a **motion** to approve the Hilton Head Plantation Telecommunications Facility application DR 130032 with the following conditions: (1) the comments from Hilton Head Plantation ARB are to be included; (2) landscaping should be added between the leisure path and residential lots. 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:

September 24, 2013

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Kathleen Carlin  
Administrative Assistance

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Scott Sodemann  
Chairman