

Town of Hilton Head Island
Design Review Board **APPROVED**
Minutes of the Tuesday, September 24, 2013 Meeting
1:15p.m – Benjamin M. Racusin Council Chambers

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 Council Present: None

Town Staff Present: Jennifer Ray, Urban Designer
Heather Colin, Development Review Administrator
Teri Lewis, LMO Official
Kathleen Carlin, 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**
Ms. Ray corrected a couple of typographical errors on the agenda. The Board **approved** the corrected agenda by general consent.
- 5. Approval of the Minutes**
The Board **approved** the minutes of the September 10, 2013 meeting as presented by general consent.
- 6. Staff Report**
None
- 7. Board Business**
None
- 8. Unfinished Business**
None

9. New Business

A. Alterations/Additions

(Mr. Parker recused himself from review of the following application, Smokehouse Outdoor Bar, DR130036, due to a professional conflict of interest. A Conflict of Interest Form was completed, signed by Mr. Parker, and attached to the record.)

1) Smokehouse Outdoor Bar – DR130036

Ms. Ray introduced the project and stated its location, 34 Palmetto Bay Road. Ms. Ray presented an in-depth overhead review of the application including an aerial photo, site photos, and site plan. The applicant is proposing to add an outdoor bar at the end of an existing deck in front of the building. Site photos show the existing building and the existing outdoor seating area. The plan shows two connections from the existing parking lot and the existing sidewalk.

The wood deck from the existing outdoor seating area will be extended. A new wood rail with a wide top rail will surround the new wood deck and a new bar will be added. The front elevation shows the new metal roof that will match the existing in both color and slope. The exposed beams and rafters match the existing trellis structure. There are wood columns with brick in the back and a brick footrest that matches the existing brick fireplace. All of the materials and the design are in keeping with the existing structure.

The back bar elevation shows a rusted tin metal panel with some timber shelves. There is a dark bronze roll-down door that will cover the liquor shelves when closed. All treated exposed wood will be stained in a “pluff mud” color. The wall section identifies appropriate attention to detail and is completely in keeping with the existing structure and with the Design Guide. The landscape plan includes one additional palm, one existing palm is to be relocated; evergreen shrubs and groundcover. The existing hedge in the parking lot area will remain.

Ms. Ray reviewed the lighting plan which includes several different types of lights. All of the lighting has a bronze finish. Staff recommended *approval* of the application as submitted. Following the staff’s presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. Tom Parker, Lee & Parker Architects, presented comments in support of the application. Each Board member stated that they like the project. Mr. Gartner presented comments regarding the roll-down doors and the colors. Following final comments, Chairman Sodemann requested that a motion be made.

Vice Chairman Welch made a **motion** to **approve** application DR130036 as submitted. Mr. Smith **seconded** the motion and the motion was **approved** with a vote of 5-0-0.

B. Signage

1) First Citizens ATM – DR130037

Ms. Ray introduced the project and stated its location, 2 Northridge Drive. Ms. Ray presented an in-depth overhead review of the application.

The applicant is proposing to install a new ATM surround at their Northridge Drive location. Ms. Ray discussed the existing signage and the existing ATM. The applicant is proposing a grey silver surround with blue panels, and a blue/red/black logo with black lettering. Ms. Ray presented color samples for the Board’s review. The existing ATM and signage is in a creamy, sandy beige color that complements the existing building. One

First Citizens sign is allowed above the dispenser to confirm that the ATM is affiliated with First Citizens. Additional signs (“ATM” on the sides of the machine, “First Citizens” and “Cash or Check Deposits No Envelope” on the back of the machine) are not allowed.

Staff believes the surround should be a beige color to complement the color of the existing building and existing monument signs, rather than the proposed silver grey and blue. The proposed red and blue colors for the sign are in keeping with the approved colors for the First Citizens logo.

Staff recommended that the new ATM should be the same color as the existing stucco building. Instead of the silver, it should be the same sandy beige as the building. Staff recommended approval of the application with these conditions. Following the staff’s presentation, Chairman Sodemann requested that the applicant make her presentation.

Ms. Michelle Roberts, the Fitts Company, presented statements in support of the application. The applicant and the Board discussed several issues including the colors of other bank ATMs in the vicinity.

Mr. Smith stated that he has no objection to the proposed colors for the project. Mr. Theodore stated that the bold blue colors on the side of the building are a bit much. The beige color is preferred over the silver color.

Vice Chairman Welch stated that she does not have an issue with the colors. Mr. Parker stated that the silver and the beige do not complement one another and agreed with the recommendation that the signage on the back and the side of the ATM should be removed.

Mr. Gartner stated that he would prefer to see the colors removed from the sides and the back of the ATM. The front colors look fine. Mr. Gartner agreed with the staff’s recommendation that the side and the back should be more complementary to the building.

Chairman Sodemann stated that he agrees with the concerns presented regarding the bold blue color on the sides of the ATM. A muted blue without the swirls is preferred for the sides of the building. Following final comments by the Board, Chairman Sodemann requested that a motion be made.

Mr. Theodore made a **motion to approve** application DR130037 with the following conditions: (1) the signage component needs to be in accordance with the LMO; (2) the back of the ATM needs to be a silver component. The patterning should be taken off; (3) the blue color should be toned down to be more in keeping with the blue on the front of the ATM. Mr. Smith **seconded** the motion and the motion **passed** with a vote of 5-1-0.

2) Port Royal Plaza Monument Signs – DR130038

Ms. Ray introduced the project and stated its location, 95 Mathews Drive. Ms. Ray presented an in-depth review of the application including details regarding the materials and the colors. Port Royal Plaza proposes to replace the existing monument signs on William Hilton Parkway and Mathews Drive.

The signs are an improvement over the existing signs and will give a clean appearance to the site. The current sign systems allow letters in blue, green, or burgundy. Staff recommended that the copy and logos on the proposed monument signs be limited to blue, green, and burgundy, and white/cool grey 1. Consideration should be given to adding some architectural detail/character to the signs. Following staff’s presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. John Gresty, Speedi Signs, presented comments in support of the application. The applicant and the Board discussed the style of the sign, the tenant panels, and the colors.

Mr. Smith stated that the design of the monument sign is a little stark; some added character would benefit the sign. Mr. Theodore agreed and stated that the monument sign is monolithic and needs additional detail and character. Vice Chairman Welch stated that she doesn't have an issue with the simplicity of the monument sign.

Mr. Parker agreed that additional detail would improve the sign. Mr. Gartner stated that the monument sign seems to be too top heavy. A heavier pedestal base would help the sign; the tenant sign panels should be inset. Chairman Sodemann agreed with Mr. Gartner's statements; the sign's base should be made wider and the tenant panels should be inset. Following final Board comments, Chairman Sodemann requested that a motion be made.

Mr. Gartner made a **motion to approve** application DR130038 with the following conditions: (1) the tenant panels inside the sign should be inset; (2) the pedestal base should be wider than the sign's tower; (3) the applicant should comply with staff's recommendation on limiting the colors to blue, green, burgundy and white/cool grey 1.

Vice Chairman Welch **seconded** the motion and the motion **passed** with a vote of 5-1-0.

(Mr. Theodore recused himself from review of the following application, Shelter Cove Tenant Signage Design Guide, DR130039, due to a professional conflict of interest. A Conflict of Interest Form was completed, signed by Mr. Theodore and attached to the record).

3) **Shelter Cove Tenant Signage Design Guide**

Ms. Ray introduced the project and stated its location, 24 Shelter Cove Lane. The applicant has submitted a draft copy of the Signage Design Guide for the Board's review. Ms. Ray presented an in-depth overhead review of the Design Guide. The Guide outlines the overall parameters for retail signs within Towne Centre in order to achieve a coordinated approach to storefront design.

The staff believes the Design Guide is headed in the right direction with only two comments: (1) Stanchions are not allowed per Town of Hilton Head Island sign standards; (2) Metals and metallic finishes are generally not allowed on signs; rather than being encouraged consider allowing them with restrictions. Following staff's presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. Alex Sineath, Designeath, Inc. presented statements in support of the application. The Board and the applicant discussed the overall parameters for the retail signs. Following the applicant's presentation, Chairman Sodemann requested statements from the Board.

The Board agreed that the Conceptual Design Guide is headed in the right direction and they agreed with the staff's comments and recommendations. Following final Board comments, Chairman Sodemann requested that a motion be made.

Mr. Parker made a **motion to approve** the Design Guide on a Conceptual basis with the following conditions outlined by the Town: (1) stanchions are not allowed per Town of Hilton Head Island Sign Standards; (2) Metals/metallic finishes should be allowed with restrictions rather than encouraged. Mr. Gartner **seconded** the motion and the motion **passed** with a vote of 5-0-0.

C. **Minor External Change**

1) **Group III/Pyramids Fence** - DR130040

Ms. Ray introduced the project and stated its location, 1600 Main Street. The applicant has installed a fence consisting of 6 x 6 posts with welded wire mesh, planted with confederate jasmine along their property line.

A more decorative fence, or at a minimum a more finished welded wire fence (post with more decorative cap, post stained to match other wood posts on site, framed with top and bottom rail, etc.) would be more in keeping with the site development and landscaping. However, the fence is set in a semi-wooded buffer and will not be noticeable once the vines grow up. Staff recommended that the application be approved with conditions. Following staff's presentation, Chairman Sodemann requested that the applicant make his presentation.

Mr. Michael Ruegamer, property owner, presented statements in support of the application. The Board and the applicant discussed the type and style of the fence. Mr. Smith agreed with staff's recommendation to paint the posts. Mr. Theodore presented statements regarding the purpose of the fence. Mr. Theodore stated that the fence is out of place on Main Street; the posts are not even and the wire is too thin. The fence is a farm-type fence and is not appropriate. More structure to the fence is needed (top and bottom horizontal boards would help.)

Vice Chairman Welch stated that she agrees with the comments already presented. The structure and type of the fence is out of place. Mr. Parker also agreed with the Board's concerns regarding the posts and type of fence. Mr. Parker stated that the posts should be either painted or stained. The addition of interim posts would help the structure of the fence by giving it additional support. An additional horizontal element would also help the structure.

The applicant discussed the location and the placement of the posts. The applicant stated that the fence posts are secured in the ground with concrete. The applicant stated that he is confident that the jasmine will grow and cover the wire completely. The Board stated concern with the number of plants and the length of time that it will take for the plants to successfully cover the wire. The applicant will need to be diligent in properly caring for the plants.

Mr. Gartner stated concern with the poor quality of the fence; the existing fence is not suitable and does not meet the standards of Main Street. Mr. Sodemann agreed with the Board's concerns regarding the quality of the fence.

Following final Board comments, the applicant decided to **withdraw** the application for needed improvements as recommended by the Board. The applicant will return to the Board for additional review at a later date.

10. Appearance by Citizens

Mr. Alex Sineath and Mr. Donovan Schmidt, applicants for the Shelter Cove Town Center Signage, presented additional comments regarding their next submission before the DRB. The Board and the applicants discussed several issues including the quality of the sign materials.

11. Adjournment

The meeting was adjourned at 2:30p.m.

Submitted By:

Approved By:

October 8, 2013

Kathleen Carlin
Administrative Assistance

Scott Sodemann
Chairman