



Town of Hilton Head Island
Design Review Board Meeting
June 8, 2021 at 1:15 p.m. Virtual Meeting
MEETING MINUTES

Present from the Board: Chairman Michael Gentemann, Vice Chair Cathy Foss, David McAllister, Judd Carstens, Annette Lippert, Debbie Remke, John Moleski

Absent from the Board: None

Present from Town Council: David Ames, Tamara Becker

Present from Town Staff: Chris Darnell, Urban Designer; Nicole Dixon, Senior Planner, Shea Farrar, Landscape/Urban Design Associate; Teresa Haley, Senior Administrative Assistant; Karen D. Knox, Senior Administrative Assistant

1. Call to Order

Chairman Gentemann called the meeting to order at 1:15 p.m.

2. FOIA Compliance – Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

3. Roll Call – See as noted above.

4. Approval of Agenda

Chairman Gentemann asked if staff had any changes to the agenda. There being none, Mr. McAllister moved to approve the agenda. Vice Chair Foss seconded. By way of roll call, the motion passed by a vote of 7-0-0.

5. Approval of Minutes

a. Meeting of May 25, 2021

Chairman Gentemann asked for a motion to approve the minutes of the May 25, 2021 regular meeting. Vice Chair Foss moved to approve. Mr. McAllister seconded. By way of roll call, the motion was approved by a vote of 7-0-0.

6. Appearance by Citizens

Public comments concerning agenda items were to be submitted electronically via the Open Town Hall HHI portal. There were no comments of record for this meeting. Citizens were provided the option to sign up for public comment participation during the meeting by phone. There were no requests to participate by phone.

7. New Business

a. New Development – Conceptual

i. Tidal Wave Auto Spa DRB-001157-2021

Mr. Darnell presented the application as described in the Board's agenda package. Mr. Darnell stated the application is to demo the existing old Pizza Hut building along the existing open bay car wash and develop a Tidal Wave Auto Spa. The existing conditions

have an impervious coverage of 63%. The redevelopment will have an impervious coverage of 57%. The site plan preserves all existing specimen and significant trees except for a significant 30" loblolly pine.

The applicant seeks to provide customers with an upscale experience with multiple landscape features. There will be a planted landscape buffer along Plaza Drive to frame the building and screen the vacuum service area where people vacuum and clean the insides of their car after it has been through the wash. All the vacuum equipment onsite will be housed in screening structures that will match the building architecture and materials of the primary building. These structures are fully enclosed preventing any obtrusive sounds from the vacuum equipment. Landscaping will be added to screen site components like the dumpster.

Staff suggests the site plan should be mirrored so that the main building does not crowd Plaza Drive. For this reason, staff recommends denial.

Chairman Gentemann asked if the applicant would like to add to staff's narrative. The applicant presented statements regarding the project and answered questions by the Board. The Board and the applicant discussed the application at length and the following concerns and recommendations were made regarding the project: increase the roof overhang; having proportions of the façade and façade elements that create unified overall design; the possibility of Bahama shutters coming down a little and at shallower angle on the east elevation; concern that the glazing in gables not in the Lowcountry vernacular; the facades could be helped by stucco trim; concern that the split face brick is not lowcountry vernacular; limiting the number of elements on the facades with pushing the envelope more strongly into the lowcountry vernacular; clarification on colors of dumpster enclosure, the gates, vacuum vending enclosure; have the doors match the stucco color if they stay stucco; gutters and downspouts should appear on final drawing; the façade needs work to get it into lowcountry proportions and vernacular; clarification needed on the lighting and purpose of the lights as a car moves through the wash tunnel; concern about arches shown on north and south elevations with everything else being linear or gabled – perhaps square them off to be consistent; clarification on the purpose of the prep area; What the trash cans will look like; concern about the dumpster location and suggestion it be moved; larger evergreen shrubs should be used in the buffer and along the foundation to the building; eliminate sod at least in the Plaza Drive buffer; specimen trees need to be protected; consider using the Beaufort model to address concerns about the exit; consider having a counter-clockwise circulation through the site; review the site circulation and how it can help eliminate some of the hardscape associated on the project; flatten out the arches like done in the Beaufort location; simplify the west elevation and draw less attention to it in the roof, do a consistent colonnade, consistent window sizes, change up materials, increase the overhang; consider flipping the plan top to bottom/north to south which would pull the exit arch further away from the entrance and the street and take away some of the traffic flow complications; concern about the lane coming right off of US278 at the beginning of Plaza Drive.

Following discussion, the application was withdrawn at the applicant's request. No action was taken by the Board on the application.

b. New Development – Final

- i. Starbucks on Pope Avenue, DRB-001318-2021

This item was withdrawn from the agenda prior to the meeting.

- ii. Benny Hudson Seafood, DRB-001319-2021

Mr. Darnell presented the application as described in the Board's agenda package. The applicant is proposing the redevelopment of Benny Hudson Seafood. The new building will be constructed across the parking lot from the current market in the location of an existing pre-manufactured home, which will be demolished as part of the project. Once the new market is built, the old market will be demolished to make room for the required parking lot improvements. The Seafood Processing and Sales building will include conditioned mercantile area plus associated entry and covered porches. A delivery area behind the building will be screened from view by a wooden privacy fence. The parking lot will be improved as necessary to bring the required parking for the market to the LMO standards to include handicap parking.

Staff does not think the applicant addressed the following DRB Conditions for Conceptual Approval:

1. Select a less reflective color for the roof.
2. Consider making the body of the building a shade darker.
3. The proposed lighting plan does not meet the LMO requirements.
4. The tree protection and silt fence does not protect the wetland buffer.

For these reasons, staff recommends denial.

Staff mentioned with exception of the body color, most of these comments can be addressed at the staff level if the DRB so chooses. Staff understood the DRB's comment at Conceptual to make the building a darker color. The proposed color did change, but it was not what staff considered a darker color.

Chairman Gentemann asked if the applicant would like to add to staff's narrative. The applicant presented statements regarding the project and answered questions by the Board. The Board and applicant discussed the application and the following concerns and recommendations were made regarding the project: concern about the string lights within the porch; the LMO limits string lights to dining areas and the porch has no dining; the tree protection and buffer will need to be compliant; the amount of grading within the 41 inch live oak dripline will be to be eliminated or reduced; concern about the reflective color of the roof; the faux window on the right elevation is open and framed to give the appearance of a window; concern there is no driveway delineation between the residential property and the commercial property.

Following the discussion, Chairman Gentemann moved to approve DRB-001319-2021 with the following conditions:

1. The site and building lighting should be adjusted to meet LMO requirements and should be submitted for staff level review.
2. Verify all tree protections are in place and should be submitted for staff level review.
3. Remove the string lights and if there is a substitution, submit it for staff level review.
4. Make a note that the corner trim is the natural cypress to match the general siding.
5. Grading within the drip line of the 41 inch live oak should be reduced or eliminated and should be reviewed and approved at staff level.

Vice Chair Foss seconded. By way of roll call, the motion passed by a vote of 7-0-0.

c. Sign

- i. Chow Daddy's, DRB-001325-2021

Ms. Farrar presented the application as described in the Board's agenda package. This application is for a new monument sign that will replace the existing monument for Chow Daddy's located at 14 Executive Park Road. This location was previously approved for the

sign as part of a property regime. Enlarging the sign will allow for additional tenant spaces and is compliant with the size requirements of the LMO. The new sign panel will be located between two new stucco columns. The sign face will be made of reclaimed wood and mounted between the two columns using stringers and brackets. Similar to the existing sign, there will be a wood lattice feature across the top of the sign. The sign letters will be a combination of PVC letters reused from the existing sign and new letters to match for the Chow Daddy's portion. The new tenant panels will be routed HDU panels with a woodgrain texture. The applicant would like to use the existing plants around the sign. Staff can work with the applicant to develop a plan to relocate existing materials and add additional plantings that will help to balance the increase in the width and height of the sign.

Staff is recommending approval with the condition that a landscape plan be developed and included in the sign permit approval.

Chairman Gentemann asked if the applicant would like to add to staff's narrative. The applicant presented statements regarding the project and answered questions by the Board. The Board and the applicant discussed the applicant and the following comments were made regarding the project: a concern regarding the Navajo white text being too light and should be more off white. Staff added that the rendering doesn't accurately reflect Navajo white and it is the standard replacement for white. The Board made additional comments regarding: extra care needs to be taken with regard to the landscape plan especially since it is getting closer to the pathway; concern about the tenant signs being screwed into the sign face and requested they be concealed cleat mount; concern about the new sign being much larger than the one that is being replaced.

Following the discussion, Chairman Gentemann moved to approve DRB-001325-2021 with the following conditions:

1. A landscape plan should be developed and included in the sign permit approval. Landscape plan to be approved by staff with extra care and additional landscape should be included due to the increased size of the signage.
2. The tenant sign panels should be concealed cleat mounted instead of exposed fasteners or strips.

Vice Chair Foss seconded. By way of roll call, the motion passed by a vote of 7-0-0.

8. Board Business - none

9. Staff Report

a. Minor Corridor Report

Mr. Darnell reported the following minor DRB approvals since our last meeting: 1 Coggins Point Road (fence approval); 807 William Hilton Parkway (Sea Grass Restaurant (awning approved); 5 Augusta Lane was a cell tower upgrade.

Mr. Darnell reminded the Board to do their training and turn in the training forms to Ms. Haley as soon as possible. The deadline is June 30th.

10. Adjournment

The meeting adjourned at 4:04 p.m.

Submitted by: Karen D. Knox, Secretary

Approved: June 22, 2021