



Town of Hilton Head Island

Design Review Board Meeting

Tuesday, March 11, 2025, 2:30 PM

**1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers**

The Design Review Board meeting will be held in person at Town Hall in the Benjamin M. Racusin Council Chambers.

- 1. Call to Order**
- 2. Adoption of the Agenda**
- 3. Approval of the Minutes**
 - a. Regular Meeting Minutes of February 25th, 2025
- 4. Unfinished Business**
- 5. New Business**
- 6. Public Comment - Non Agenda Items**
- 7. Staff Reports**
 - a. Introduction and Discussion of updates to the Design Guide - Missy Luick, Director of Planning
- 8. Adjournment**

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Municipal Association of South Carolina (MASC) Civility Pledge:
“I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town.”



Town of Hilton Head Island DESIGN REVIEW BOARD MEETING Tuesday, February 25, 2025, 2:30 PM Minutes

1. Call to Order

This meeting was called to order at 2:30pm.

2. Adoption of the Agenda

Melissa Paul-Leto, Principal Planner, notified the Board of additions to the DRB-001675–2025 application after its publication. Vice Chair Lippert made a motion to approve the changes to the agenda. Mr. Parker seconded, and the motion passed unanimously.

3. Approval of the Minutes

a. Regular Meeting Minutes of February 11, 2025

Mr. Parker made a motion to approve the meeting minutes of February 11th. Ms. Pastor seconded the motion. The motion passed by five with Mr. Theodore abstaining.

4. Unfinished Business

a. DRB-000036-2025 - 25 Hospital Center Boulevard - Novant Health - Sign System

Melissa Paul-Leto presented the changes to the Novant Health Sign System for final review. Ms. Pastor made a motion to approve with the following conditions: review the lighting for the monument sign, and revise the color palette name on the facade from "bright white" to the new color. Mr. Parker seconded, with the motion passing unanimously.

b. DRB-001675-2025 - 1016 William Hilton Parkway - Beaufort Memorial Hospital Emergency & Urgent Care - Conceptual

Chair Carstens recused himself, handed the gavel to Vice Chair Lippert, and left the dias. Ms. Paul-Leto presented the changes to the application.

The Board raised several concerns regarding the proposed hospital design. They requested information about the type of tint on the main windows, and to bring in details about the metal accents on the brick columns. The roof could use an overhang to better resolve the facade with the fascia. The rendering could be refined to show how the wood extends through the glass into the building. Specifications of the glass, including tint and mullions, are suggested. The brick water table line should be more clearly represented in the mock-ups. The current design includes too much pavement, and a softscape between the sidewalk and the building is needed. The generator wall facing the street could benefit

from fig vine or a similar treatment. Additional accent lighting could be incorporated in a way that relates to the architecture. A study of scale, including the adjacent buildings and an elevation plan, is required. The front and side elevations appear visually disconnected, making the building seem like two separate structures. The overall color palette could be toned down or simplified, and renderings must accurately reflect material colors without patinas or aging effects. Physical samples of all main materials are needed. Additionally, site photos of adjacent lots should be taken to assess how the building relates to its surroundings.

After discussion, the Board suggested the applicant table their application until certain design elements are addressed. The applicant formally withdrew the application and will return at a later meeting.

5. New Business

6. Public Comment - Non Agenda Items

7. Staff Reports

8. Adjournment

Chair Carstens returned to the dias. The meeting was adjourned at 3:48pm.

The recording of this Meeting can be found on the Town's website at www.hiltonheadislandsc.gov



TOWN OF HILTON HEAD ISLAND

Design Review Board

TO: Design Review Board
FROM: Missy Luick, Director of Planning
VIA: Trey Lowe, Development Services Program Manager
CC: Shawn Leininger, Assistant Town Manager
DATE: March 11, 2025
SUBJECT: Introduction and discussion of updates to the Design Guide

PURPOSE:

Introduction and discussion of the Design Guide update.

BACKGROUND:

Revitalize and Modernize the Economy is a focus area in the adopted Town Council 2023-2025 Strategic Action Plan. In fulfillment of this focus area, Strategy #1 Establish a Growth Management Strategy states the Town will:

“Successfully manage increasing and evolving future growth patterns in a manner that will ensure sustainability of Hilton Head Island’s unique character. Additionally, the Town must monitor economic and demographic trends, undertaking a comprehensive list of future planning activities, and proactively protecting the Island’s rich natural resources through appropriate design, regulation, and capital investment practices.”

In this regard, Town Council directed Town Staff to advance the District Planning Project and amendments to the Land Management Ordinance (LMO) in the 2024 Strategic Action Work Plan, and the Design Guide is included within these projects.

On November 26, 2024, Town staff met with the Chair and Vice-Chair of the Design Review Board to discuss a Design Guide update. During the meeting the need to align the Design Guide with changes to the LMO, new district plans, and the Future Land Use Map were discussed.

SUMMARY:

As we move forward with the Design Guide update, Board members are encouraged to begin evaluating what aspects of the current Design Guide are effective and where improvements are needed. To support this effort, each member is asked to identify and document areas that may be unclear or inconsistent, helping to analyze gaps and grey

areas in the existing Design Guide. All feedback and observations will be consolidated to guide future discussions and refine the updates effectively.