



Town of Hilton Head Island DESIGN REVIEW BOARD MEETING Tuesday, January 28, 2025, 2:30 PM Minutes

1. Call to Order

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

2. Adoption of the Agenda

Mr. Parker made a motion to adopt the agenda. Vice Chair Lippert seconded, and the motion passed unanimously.

3. Approval of the Minutes

a. Regular Meeting Minutes of January 14, 2025

Ms. Fitzpatrick made a motion to approve the meeting minutes of January 14th. Ms. Pastor seconded, and the motion passed unanimously.

4. Unfinished Business

a. DRB-000079-2025 - 37 New Orleans Road - Michael Anthony's - Final Review

Melissa Paul-Leto introduced the partial demolition and remodel of Michael Anthony's for final review.

The Board had several comments about the final review of Michael Anthony's. The Board emphasized the need for design and material consistency with any demolished areas in the courtyards and walkways. A more deliberate approach was suggested to resolve the flooring design in the raised platform courtyard, with the Board recommending the removal of pea gravel. The Board stated that all LED fixtures should not exceed 3500K and requested confirmation of whether an exterior lighting plan had been designed by an electrical engineer. If a plan was not available, the applicant needed to inform staff. The Board also requested details and cut sheets for any proposed lights in the courtyard not previously provided. Sidewalk modifications need to be clarified, with any changes reported to staff. Additionally, the Board expressed concerns about the long-term health of the Italian cypress, and emphasized the need for landscaping to relate to the architectural design. They also recommended confirming the plant locations in relation to the planned restaurant signage.

After deliberation, the Board recommended tabling final approval until a later date. The applicant requested to table the final review for the February 11th meeting date.

5. New Business

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

Ms. Paul-Leto introduced the Novant Health sign system for review. The applicant discussed the importance of the improvements to the signs which help with the overall experience and safety of the patients.

The Board provided feedback on the Novant Health sign system. They noted that not all directional signs currently have lighting, and require combined LED lights to be adjusted to 3500K from 7500K. Bright white paint is not allowed, and colors should be carefully considered, with the purple used more subtly rather than dominating entire signs. Directional signs were found to have too many blank spaces, making them aesthetically problematic, and a narrower version of some signs may be needed for better fit and function. The placement of new signs superimposed onto the proposed area/location images was requested for a better visual representation. The monument sign's branding was seen as overshadowing wayfinding, and the hospital name font should be larger than the brand name. The Board also mentioned that the "Entrance A Pick-Up" signage felt tacked on and should be re-evaluated for better integration. Doctor entrance signs (I01 & I02) should be revised to be clearer and more user-friendly for patients. Building façade signage must comply with the 40 sq. ft. limit per LMO regulations, and the application of purple needs further review, especially on the "Medical Facilities" sign. The main entrance sign should avoid a boxed-in look and ensure a clean attachment, with articulation and depth added through variation or stepping in/out. Pedestrian safety should be considered with the placement of stop signs and other necessary signage. More clarity is needed on materiality, font sizes, dimensions, and sign locations, and a cut sheet for bullet lights should be provided.

The Board suggested tabling this application until more details can be provided by the applicant. The applicant tabled the application until the February 11th meeting date.

6. Public Comment - Non Agenda Items

7. Board Business

8. Staff Reports

a. Updates to the 2025 Meeting Dates

Ms. Paul-Leto updated the Board on changes to the 2025 meeting dates.

9. Adjournment

This meeting adjourned at 4:13 pm.

Approved: February 11, 2025

The recording of this Meeting can be found on the Town's website

at www.hiltonheadislandsc.gov