



Town of Hilton Head Island DESIGN REVIEW BOARD MEETING Tuesday, June 10, 2025, 2:30 PM Minutes

1. Call to Order

This meeting was called to order at 2:32pm.

2. Adoption of the Agenda

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

3. Approval of the Minutes

a. Regular Meeting Minutes of May 13, 2025

Mr. Parker made a motion to approve the meeting minutes of May 13, 2025. Vice Chair Lippert seconded the motion, which passed unanimously.

4. Unfinished Business

a. DRB-000457-2025 - 80 Matthews Drive - Aldi Grocery Store - Final

Melissa Paul-Leto, Principal Planner, presented the final for the Aldi Grocery Store. The Board asked the applicant numerous questions.

Mr. Parker made a motion to approve with the following conditions: the north side of the site plan be restudied to incorporate a wood bridge to minimize the damage to the root system of the large oak tree, minimum 8 to 10 feet wide; the "brushed aluminum" finish noted on the plans should be dark bronze, along with all the other light fixtures; the e-commerce door on the front elevation be eliminated or relocated so that it is not on the front facade; the TPO roof currently shown must be lowered to the top of the parapet elevation so that it is not seen; integrate a pilaster detail along the west facade, similar to the existing structures on the site to break up the wall; reduce the number of saw palms around the oak tree; change the proposed parking lot lights to be a wood post and box fixture to match the existing parking lights on site; change the Yaupon Holly on the eastern facade to something that can be better maintained, as to not clutter the sidewalk. Ms. Pastor seconded, which passed unanimously.

5. New Business

a. DRB-000523-2025 - 10 Northpointe Circle - Northpoint Workforce Housing - Conceptual

Ben Brown, Director of Strategic Initiatives, and Dave Williams, of DTJ Designs in Atlanta,

gave a presentation on the Northpoint Workforce Housing project. Mrs. Paul-Leto provided staff comments. The Board questioned the applicants regarding numerous aspects of the building and landscape design.

Vice Chair Lippert made a motion to approve with the following conditions: have the special paving at the entryway extend to the sidewalk area; consider potential paver crosswalks; make the mid-property fire access point a grass creek; study the light fixtures on the building, site, and pathways; clarify the lighting being used in the corridors; provide bike rack cut sheets, bench cut sheets, and consider E bikes; provide a rendering view from 278 facing the property; try to keep the walkway adjacent to 278 as far away from 278 as possible; provide pool materials; consider kid friendly pool aspects; consider storage areas near the pool; provide roof plans; study the service yards and condenser locations; clarify or update the floodplain zone marking at the parking spots; follow all staff comments; study the Snow White color as it is too light; consider lowering contrast of lightest and darkest colors as it is too high contrast; provide detailing of the brackets, the trellis, the dog park (including fencing), and the playground. Signage will be a separate application package. The motion was seconded by Mr. Parker and passed unanimously.

b. DRB-000481-2025 - 70 Pope Avenue Unit C - Circle Center Shopping Center - Conceptual

Mrs. Paul-Leto presented the Unit C Circle Center Shopping Center for conceptual review. The applicant addressed questions from the Board.

The Board felt the new building design lacked cohesion with the surrounding shopping center, mainly due to the green color and disjointed architectural elements. The green should be reconsidered or removed, and roof graphics must accurately reflect the intended color. The silver roof material should not be shiny, and the white stucco should be toned down. Louvers need a specified color, and materials for the cart return areas must be provided. The tenant and grocery store colors (Cherokee Rose and Mississippi Classic) should be unified.

The mechanical equipment must remain screened from view. A lighting cut sheet is needed for the canopy, and site lighting should match the photometric plan. The side facade, visible from the park, needs more attention and architectural detail. The bracketing elements on the grocery store appear flat and out of place—rooflines and proportions should be restudied to better fit the island character. The board also suggested that Ginkgo trees be replaced with other plant options and that additional canopy trees be considered for the end islands in the parking lot. After further review, the Board suggested tabling the item. The applicant tabled the application until a later meeting.

6. Public Comment - Non Agenda Items

7. Board Business

- a. Discussion of the Design Guide Update - Trey Lowe, Development Services Program Manager

Shawn Liniger, Assistant Town Manager, discussed the Design Guide project with the Board and how they can help the Town distinguish what is considered important to the island's character regarding architecture. Mass and scale information is important as well for the LMO overhaul. The August 12th meeting is the planned due date for this project. The Board suggested adding more information to the DRB applications.

8. Staff Reports

9. Adjournment

This meeting was adjourned at 5:52pm.

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