



Town of Hilton Head Island

Design Review Board Meeting

Tuesday, January 23, 2024, 4:00 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 December 12, 2023
- 4. Appearance by Citizens**
- 5. Unfinished Business**
- 6. New Business**
 - a. DRB-002038-2023 - 10 Lemoyne Avenue - Repainting - Alteration/Addition
- 7. Board Business**
- 8. Staff Reports**
- 9. Adjournment**

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“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, December 12, 2023, 2:30 PM Minutes

1. Call to Order

Chair Foss called the meeting to order at 2:30 PM. Board Members present were: Cathy Foss, Chairman; Judd Carsens, Vice-Chair; Annette Lippert; Todd Theodore; Tom Parker; and Ryan Bassett.

2. Adoption of the Agenda

There being no changes, Lippert moved to adopt the agenda as presented. Parker seconded and the Motion was passed unanimously.

3. Approval of the Minutes

a. Regular Meeting Minutes of November 14, 2023

There being no changes, Parker moved to approve the minutes as presented. Bassett seconded and the Motion to approve the minutes of the November 14, 2023 meeting was passed unanimously.

4. Appearance by Citizens

Public comments concerning agenda items were to be submitted electronically via the Open Town Hall HHI portal, and none were received. No one spoke at the meeting.

5. Unfinished Business

a. DRB-002013-2023 - Olive Shell Multi-Family Subdivision - Final Review

Board Member Carstens recused himself from the discussion. Alexis Cook, Principal Planner, reported that the conceptual review was seen at the October meeting, and briefly outlined the changes made by applicant as suggested by the Board. Staff is recommending approval as submitted.

Dan Keefer and Tim Watson, on behalf of applicant, noted specific changes made to address the concerns voiced by the Board and answered additional questions. Applicant requested approval of the final review.

A motion for approval was made by Lippert with the following conditions and/or clarifications, as amended upon further clarification from applicant: siding exposure is 6", header trim at doors will be bigger than jamb trim, the faux shutters will be moved inboard to match the bigger spacing to the quarter trim, the trim band between the tabby stucco to

the siding will be a slope 2x4 over a 5-1/4 x 11", the batten siding will be 5-1/4x 2 at 12" on center. The motion was seconded and passed by a vote of 5-0-0, with Carstens recused from voting.

6. New Business

a. DRB-002006-2023 - 11 Lemoyne Avenue - Best Western Rebranding - Alteration/Addition

Alexis Cook, Principal Planner, presented the application for alterations and additions, noting by aerial map the location of the project on the southend of the Island on Lemoyne Avenue, off Cordillo Parkway and South Forest Beach. A narrative from applicant discussed repainting and a brand change to Spark by Hilton, with the unique purple color pattern and mural under the entryway being uniform with the Spark brand of Hilton. Staff after reviewing the application is recommending that purple shades be replaced with something more natural and in-line with Island character and coordination on the mural sign permit, which is not a part of the review by the Board.

Several speakers on behalf of applicant expanded upon the color selections with no alternatives offered than those uniform with the Spark brand of Hilton, the mural, and noted no modifications are included for exterior lighting or landscape changes.

Although excitement was expressed about improvements for this building, concerns were expressed by Board Members about the monolithic colors planned for the building and existing railings, the bold colors in the mural, clarification needed on colors for window frames and doors, and no plans being included for exterior lighting and landscaping changes. Chair Foss suggested to the applicant that the application be tabled, as it appears there is dissent among the members, which might result in denial and the inability to reapply for another year with a completely different design. She explained that tabling would result in the applicant choosing another date available for a Board meeting with changes to the application, or in the alternative, the applicant could withdraw the application with the flexibility to re-apply with a new application at a future date.

The applicant decided to withdrawal their application at this time.

b. DRB-0002110-2023 - Hilton Head High School Expansion - Conceptual

Alexis Cook, Principal Planner, presented the application for a conceptual phased approach to a new 3-story addition to the existing high school. She noted that Staff has no comments for the conceptual presentation and recommends approval.

Don Baus, principal architect, indicated that this is a multi-phase project with conceptual Phase 1 only being presented today, being construction of a classroom wing, with some renovation to what is currently the arts wing; with Phase 2 coming in approximately 2 years, consisting of a renovation of the existing gym and construction of a new cafeteria. He discussed details of the design and answered questions from the Board.

Bob Maerlender, landscape architect, described the colors, textures and finishes commonly found in the lowcountry of SC, such as natural tabby and oyster shell. Although the landscape is not fully developed at this point, he indicated it will consist of 100% native plant materials so that the impact on the environment can be reduced. He provided details of the plantings used as devices for capturing roof run-off, as well as offering educational opportunities for students. It was noted that student and community input drove many of the design elements.

Further questions from the Board were answered by the principal architect, landscape architect, and civil engineer, and numerous comments and suggestions from the Board were made. The issue of reduced parking resulting after Phase 1 was discussed and the various options being explored to compensate, with an increased parking being available after Phase 2 completion, and possible incorporation of tie-ins to pathways that are in planning by the Town in the Main Street area.

A Motion was made by Lippert to approve the conceptual expansion of the school, with the following conditions: chain-link fence cannot be galvanized; add or plan for a pathway system or bicycle paths; study a stronger base at the back elevation; provide all elevations for Phase 1 only; add tree at the right hand side of the road heading towards the back; provide a brick sample board with mortar selection; adjust the location of the bicycle racks to be closer to the front door; study the seating wall details to make it user-friendly; re-center the landscape island at the roundabout; study the bio-swales for low maintenance design to alleviate concerns about wash-outs from the downspouts; use of more evergreens; provide the light fixture cut sheets and layouts for the entire site; consider replacing the paving by the vestibule area; study the service yard as to whether it can be attached or pushed back; on the landscaping, study the use of 2 different languages of planting types; consider not using grasses as foundation plantings, but instead use of dwarf evergreens; add more detail at the entry to create warmth attention detail; and provide details on the brick undulation and add that same language onto the third returning wall by the entry; and study the area between the brick and metal panel where the metal peels off. The Motion was seconded by Theodore and was passed by unanimous vote.

7. Board Business

There was no further business of the Board.

8. Staff Reports

Cook reported only one application had been received this month for minor changes to a Crumbl Cookies coming into Shelter Cove, but they are currently awaiting Shelter Cove ARB approval. Two new long-range planners have been hired and two LMO rewrite consultants have been interviewed. She indicated a tentative schedule for 2024, including the design workshops, would be presented at the second meeting in January.

9. Adjournment

The meeting was declared adjourned at 4:11 PM.

Approved:

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

DESIGN TEAM/DRB COMMENT SHEET

*The comments below are staff recommendations to the Design Review Board (DRB)
and do NOT constitute DRB approval or denial.*

PROJECT NAME: 10 Lemoyne Avenue - Repainting

DRB#: DRB-002038-2023

DATE: 1/23/2024

CATEGORY: Alteration/Addition

RECOMMENDATION: Approval ☒ Approval with Conditions ☐ Denial ☐

APPLICATION MATERIAL

DRB REQUIREMENTS	Complies Yes	No	Not Applicable	Comments or Conditions
Demolition Plan if needed	☐	☐	☒	
Existing Conditions match As-Built	☐	☐	☒	
Dimensioned Details and of Sections	☐	☐	☒	
Detail Illustrating Connection to Existing Structure	☐	☐	☒	
New Building Details Match Existing Building Details	☐	☐	☒	

ARCHITECTURAL DESIGN

DESIGN GUIDE/LMO CRITERIA	Complies Yes	No	Not Applicable	Comments or Conditions
Structure is designed to be appropriate to the neighborhood	☐	☐	☒	
Promotes pedestrian scale and circulation	☐	☐	☒	
Design is unobtrusive and set into the natural environment	☒	☐	☐	
Utilizes natural materials and colors	☒	☐	☐	
Avoids distinctive vernacular styles	☐	☐	☒	
Design is appropriate for its use	☒	☐	☐	
All facades shall have equal design characteristics	☒	☐	☐	

Avoids monotonous planes or unrelieved repetition	☐	☐	☒	
Has a strong roof form with enough variety to provide visual interest	☐	☐	☒	
Minimum roof pitch of 6/12	☐	☐	☒	
Overhangs are sufficient for the façade height.	☐	☐	☒	
Forms and details are sufficient to reduce the mass of the structure	☐	☐	☒	
Human scale is achieved by the use of proper proportions and architectural elements	☐	☐	☒	
Utilizes a variety of materials, textures and colors	☒	☐	☐	
Incorporates wood or wood simulating materials	☐	☐	☒	
Windows are in proportion to the facade	☐	☐	☒	
Details are clean, simple and appropriate while avoiding excessive ornamentation	☐	☐	☒	
Utilities and equipment are concealed from view	☐	☐	☒	
Decorative lighting is limited and low wattage and adds to the visual character	☐	☐	☒	
Accessory elements are designed to coordinate with the primary structure	☐	☐	☒	

LANDSCAPE DESIGN				
DESIGN GUIDE/LMO CRITERIA	Complies Yes	No	Not Applicable	Comments or Conditions
Treats the Landscape as a major element of the project	☐	☐	☒	
Provides Landscaping of a scope and size that is in proportion to the scale of the development	☐	☐	☒	
Landscape is designed so that it may be maintained in its natural shape and size	☐	☐	☒	
Preserves a variety of existing native trees and shrubs	☐	☐	☒	
Provides for a harmonious setting for the site's structures, parking areas or other construction	☐	☐	☒	
Location of existing trees and new trees provides street buffers, mitigation for parking lots, and an architectural complement that visually mitigates between parking lots and building(s)	☐	☐	☒	
Shrubs are selected to complement the natural setting, provide visual interest and screen less-desirable elements of the project	☐	☐	☒	
A variety of species is selected for texture and color	☐	☐	☒	

Provides overall order and continuity of the Landscape plan	☐	☐	☒	
Native plants or plants that have historically been prevalent on the Island are utilized	☐	☐	☒	
A variety of sizes is selected to create a “layered” appearance for visual interest and a sense of depth	☐	☐	☒	
The location of existing mature trees is taken into account in placement of shrubs so as not to damage tree roots	☐	☐	☒	
Proper spacing and location for plants to reach their mature size and natural shape while avoiding excessive or unnatural pruning	☐	☐	☒	
Proposed groundcovers are evergreen species with low maintenance needs	☐	☐	☒	
Large, grassed lawn areas encompassing a major portion of the site are avoided	☐	☐	☒	
The adjacent development is taken into account in determining the most appropriate buffer so as not to depart too dramatically from the neighborhood	☐	☐	☒	
Ornamentals and Annuals are limited to entrances and other focal points	☐	☐	☒	

NATURAL RESOURCE PROTECTION

DESIGN GUIDE/LMO CRITERIA	Complies Yes	No	Not Applicable	Comments or Conditions
An effort has been made to preserve existing trees and under story plants	☐	☐	☒	
Supplemental and replacement trees meet LMO requirements for size, species and number	☐	☐	☒	
Wetlands if present are avoided and the required buffers are maintained	☐	☐	☒	
Sand dunes if present are not disturbed	☐	☐	☒	

COMMENTS & CONDITIONS

Staff recommends approval as submitted for Option 1. This painting scheme is appropriate in comparison to adjacent properties in the area.

DESIGN REVIEW BOARD

ALTERATION/ADDITION APPLICATION FOR 10 LEMOYNE AVENUE

FACILITY-WIDE REPAINTING SCHEME

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1. Existing Conditions
2. Option 1 - Most Preferable
3. Option 2 - Second Most Preferable
4. Option 3 - Least Preferable

DESIGN REVIEW BOARD

10 LEMOYNE AVENUE

-

EXISTING CONDITIONS



DESIGN REVIEW BOARD

ALTERATION/ADDITION APPLICATION
FOR
10 LEMOYNE AVENUE

FACILITY-WIDE REPAINTING SCHEME

OPTION 1 - MOST PREFERABLE



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COMPLETE PROJECT

23-03-4445 Ocean Walk scheme1



SW 7631
City Loft

SW 7048
Urbane Bronze

Lower Body
Upper Body
Ceiling
Entrance Accent Trim

Bands
Fascia
Fence

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COMPLETE PROJECT

23-03-4445 Ocean Walk scheme1



- | | |
|-----------------------------|--------------------------|
| SW 7631
City Loft | SW 7048
Urbane Bronze |
| Lower Body | Bands |
| Upper Body | Fascia |
| Ceiling | Fence |
| Entrance Accent Trim | |

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SW 7631
City Loft

SW 7048
Urbane Bronze

Lower Body
Upper Body
Ceiling
Entrance Accent

Bands
Fascia
Fence
Trim



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Color Visualizer

Color Visualizer



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SW 7631 City Loft	SW 7048 Urbane Bronze
Lower Body	Bands
Upper Body	Fascia
Ceiling	Trim



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DESIGN REVIEW BOARD

ALTERATION/ADDITION APPLICATION
FOR
10 LEMOYNE AVENUE

FACILITY-WIDE REPAINTING SCHEME

OPTION 2 - SECOND MOST
PREFERABLE



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SW 7567
Natural Tan

Lower Body
Upper Body
Entrance Accent

SW 7005
Pure White

Ceiling

SW 6187
Rosemary

Fence

SW 7048
Urbane Bronze

Bands
Fascia
Trim



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- SW 7567
Natural Tan

SW 7005
Pure White

SW 6187
Rosemary
- Lower Body
Upper Body
Entrance Accent

Ceiling

Fence
- SW 7048
Urbane Bronze

Bands
Fascia
Trim



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SW 7567
Natural Tan

SW 7005
Pure White

SW 6187
Rosemary

Lower Body
Upper Body
Entrance Accent

Ceiling

Fence

SW 7048
Urbane Bronze

Bands
Fascia
Trim



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23-03-4445 Ocean Walk scheme1



SW 7567 Natural Tan	SW 7005 Pure White	SW 7048 Urbane Bronze
Lower Body Upper Body	Ceiling	Bands Fascia Trim

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DESIGN REVIEW BOARD

ALTERATION/ADDITION APPLICATION
FOR
10 LEMOYNE AVENUE

FACILITY-WIDE REPAINTING SCHEME

OPTION 3 - LEAST PREFERABLE



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SW 7066
Gray Matters

Lower Body
Entrance Accent

SW 7048
Urbane Bronze

Bands
Fascia
Trim

SW 7005
Pure White

Ceiling

SW 9166
Drift of Mist

Upper Body

SW 7615
Sea Serpent

Fence



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SW 7066 Gray Matters	SW 7005 Pure White	SW 7615 Sea Serpent
Lower Body Entrance Accent	Ceiling	Fence
SW 7048 Urbane Bronze	SW 9166 Drift of Mist	
Bands Fascia Trim	Upper Body	



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SW 7066
Gray Matters

Lower Body
Entrance Accent

SW 7048
Urbane Bronze

Bands
Fascia
Trim

SW 7005
Pure White

Ceiling

SW 9166
Drift of Mist

Upper Body

SW 7615
Sea Serpent

Fence



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COMPLETE PROJECT



- SW 7066
Gray Matters

Lower Body
- SW 7005
Pure White

Ceiling
- SW 7048
Urbane Bronze

**Bands
Fascia
Trim**
- SW 9166
Drift of Mist

Upper Body



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