



Town of Hilton Head Island DESIGN REVIEW BOARD MEETING Tuesday, May 14, 2024, 3:00 PM Minutes

1. Call to Order

Chairman Foss called the meeting to order at 3:03 PM. Present were: Cathy Foss, Chairman; Todd Theodore; Annette Lippert; John Moleski; Ryan Bassett; Tom Parker; and Judd Carstens, Vice-Chairman, who arrived at 3:00 PM. No member was absent.

2. Adoption of the Agenda

There being no changes to the agenda, a motion by Mr. Theodore was made to adopt the agenda as presented, and the motion was seconded by Mr. Parker. The motion passed 6-0-1, with Mr. Carstens not yet having arrived at the meeting.

3. Approval of the Minutes

a. Regular Meeting Minutes of April 9, 2024

There being no changes to the Minutes, a motion was made by Mr. Theodore to approve the Minutes of the meeting of April 9, 2024, and seconded by Mr. Bassett. The motion was passed by a vote of 5-0-3, with Mr. Carstens not having arrived at the meeting, and Ms. Lippert and Mr. Moleski absent from the April 9 meeting.

4. Appearance by Citizens

Public comments concerning unrelated agenda items were to be submitted electronically via the Open Town Hall Portal. None were received, and no one spoke at the meeting.

5. Unfinished Business

a. DRB-000715-2024 - 11 Lemoyne Avenue - Alteration

Alexis McIlwee, Principal Planner, presented the application, which had been seen previously, from Katie Burzon for the proposed hotel conversion into a Spark by Hilton. The alteration involves changes to the color scheme on the building, doors, and railings. The sign will be presented for sign review separately. Ms. McIlwee noted that applicant does not have a representative present at the meeting, but Staff has no issues and recommends approval as submitted with the colors noted but no color chips provided. Since the colors submitted have not been approved before, the Committee members requested a review of the Town's color chart provided by Sherwin-Williams. The agenda item was moved to the end of the agenda to allow time for Staff to bring the Sherwin-Williams color chart to the meeting.

A continuation of this item occurred at 4:49 PM, at which time the Sherwin-Williams color chart was reviewed for overall building color, railings, doors, and trim, and Mr. Parker returned to the meeting. Ms. Lippert moved to approve the application as presented with the provided conditions: with the A/C to match the building color. The motion was seconded by Mr. Moleski, and the motion was passed unanimously.

6. New Business

a. DRB-000699-2024 - Michael Anthonys - Conceptual Review

Alexis McIlwee, Principal Planner, presented the application for conceptual review on behalf of Michael Anthonys, an existing restaurant located on 2 halves of an existing 2-story building, which proposes to change the interior envelope that is not necessarily visible from New Orleans Road. Michael Anthonys is a rental tenant, so no changes are requested to the facade of the overall building, which also has multiple units and businesses. Additionally, the landlord does not want to make major changes. Staff recommends conceptual approval with proposed plantings, color board and lighting and landscape plans, connections and details as needed to be provided at final review. Mr. Carstens arrived at the meeting during Staff presentation.

Brent Robinson, Architect, outlined the project with existing photos and completed as-built drawings to fully explain the modifications, enclosures, stairway relocation, and proposed addition for storage room. Questions and comments from the Board members were addressed by Mr. Robinson.

Mr. Parker made a motion to approve the conceptual as submitted, with Staff recommendations for additional plantings between the 2 stairs, and the following conditions: that colors and materials to match the existing building; the roof color to be submitted; miscellaneous details provided for back stairs, handrails, walkways, and patio area; and color and style on storage room doors to be provided. The motion was seconded by Mr. Theodore, and the motion passed unanimously.

b. DRB-000696-2024 - Wells Fargo on Mathews Drive - Sign System

Mr. Parker recused himself for DRB-000696-2024 and DRB-000703-2024.

Alexis McIlwee, Principal Planner, presented the application for a refresh of the signage system for Wells Fargo located at 75 Mathews Drive, including directional signs, front building signs, and main frontage signs. The overall recommendation from Staff is approval with conditions: Staff approves signage E12 and E13; with signage labeled E01, E02, E03, E04, E05, and E06 the Staff recommends the red be changed to previously approved Sundried Tomato, and white be changed to previously approved Interactive Cream, with smaller directional signs approved as-is. She pointed out the yellow and red are trademark colors for Wells Fargo.

Kevin Liller appeared on behalf of applicant, and noted his company is participating in a 4-5 year Wells Fargo roll-out for signs at 80 locations around the country, with 20 in SC.

He noted this is a like-for-like change, non-illuminated letters, no font changes, no changes to electrical upgrades keeping existing lumen count, keeping the size, location, and mounting the same for primary building signs, including ground signs. The paint colors are trademark colors with most of the signs not clearly visible from any major road, so he has been asked to push these colors. He provided a metal color chip showing the trademark color Red being requested by Wells Fargo. While the yellow is a trademark color, he noted some flexibility on their part to switch to a preferred yellow for accents on directional and/or drive-thru entrance/exit signs. However, the Sundried Tomato color would appear to be too different to be acceptable, but he will relay all comments to them for a final decision. He indicated they would like to get closer to the trademark red than the Sundried Tomato color.

Since the applicant has a seconded application, it was decided that the presentation for the second application would be heard and a decision on both would be made simultaneously.

c. DRB-000703-2024 - Wells Fargo on Greenwood Drive - Sign System

Mr. Parker recused himself for DRB-000696-2024 and DRB-000703-2024.

Alexis McIlwee presented the application for a refresh of the signage system for Wells Fargo located at 1 Greenwood Drive, including directional signs, front building signs, and main frontage signs, similar to DRB-000696-2024. The overall recommendation from Staff is similar, as well, approved with conditions: Staff approves signage E19 and NE20; with signage labeled E01, E02, E03, E04, and E05 the Staff recommends the red be changed to previously approved Sundried Tomato, and signage E12, E-13 and E-18 with white be changed to previously approved Interactive Cream. She noted that one more review for this area would be needed, that being the Sea Pines Circle ARB.

Mr. Liller appeared on behalf of applicant, and noted that again, this is a like-for-like change, non-illuminated letters, no changes to electrical upgrades keeping existing lumen count, keeping the size, fonts, location, and mounting the same for primary building signs, including ground signs. The paint colors red, white, and yellow are trademark colors with most of the signs not clearly visible from any major road, so he has been asked to push these colors. He provided a metal color chip showing the trademark color Red being requested by Wells Fargo. While the yellow is a trademark color, he noted some flexibility on their part to switch to a preferred yellow for accents on directional and/or drive-thru entrance/exit signs. However, the Sundried Tomato color would appear to be too different to be acceptable, but he will relay all comments to them for a final decision. The main difference between the Mathew Drive and Greenwood Drive sign systems is the monument sign at Greenwood Drive, with plans to powerwash the monument and directional signs, with some new directional signs. He indicated they would like to get closer to the trademark red than the Sundried Tomato color.

Questions, concerns, and comments were addressed with the Board members, with the suggestion that the entire building be powerwashed and not just the monument sign. Ms.

McIlwee reminded the applicant that the directional and smaller signs will still require a sign permit review.

A motion was made by Ms Lippert to approve the conceptual review of both DRB-000696-2024 and DRB-000703-2024 sign systems, with conditions as follows: for the directional signage, the background color should be more akin to the building color; the red needs to be toned down to a somewhat darker, more nature blending red; the yellow should be toned down, with Staff to provide samples for review; for areas where signage is a monument sign, it needs to be investigated whether the street number needs to be mounted per Fire Department request and a new layout provided; any white element on signage, whether letters or turns shall be building base color; the yellow proceeding strips shall be removed; it shall be verified if there is a totality limit per building/site on total square footage of signage; building signs and/or monument mounted signs, all wall elements need to be treated equally via cleaning; and the whole project should come back before the Board for final approval, including providing a copy of the Sea Pines Circle ARB approval. Mr. Theodore seconded the motion, and the motion was passed 6-0-1 with Mr. Parker recusing himself.

7. Board Business

A question was posed about whether continuing education is required for a board member whose term is expiring in June, and Ms. McIlwee is to determine an answer.

8. Staff Reports

Ms. McIlwee reported 16 minors with 7 of the 16 being public storage upgrades, which will require Board review. Palmetto Breeze has requested a demo lighting on D'Allyon, and Ms. McIlwee will provide the address for any member who would like to check it out. She reported that Dunes House had completed a temporary awning replacement over the bar area, which she will suggest be painted the same as the building, and she will also be dealing with the umbrella colors at Zunzibar.

9. Adjournment

The meeting was declared adjourned at 4:54 PM.

Approved: May 28, 2024

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