

SOUTHERN BEAUFORT COUNTY

CORRIDOR REVIEW BOARD

September 8, 2010, Hilton Head Library

Members Present: Martha Crapse, Laura Barrett, Ed Pinckney, Jake Lee, Joe Hall

Members Absent: Jim Tiller

Guests: Paul Sommerville, County Council Vice Chairman; Mr. Walter Nester, Tanger Outlet Centers, Inc.; Mr. Bob Hey, Olive Garden; Mr. Todd Taylor, Olive Garden

Staff Present: Judy Nash Timmer, Development Review Planner; Linda Maietta, Planning Assistant

I. **Call to Order:** The meeting was called to order at approximately 3:05 p.m. by Acting Chairman Jake Lee.

II. **General Public Comment:** None

III. **Review of Minutes:** Minutes were not available to review from the September 1, 2010, meeting.

IV. **Old Business:** Olive Garden @ Tanger (Architecture Discussion continued)

Chairman Lee opened the meeting by stating that the idea of this meeting was that the Board and applicants have a less formal discussion on the aspects of the compatibility of Olive Garden in the Tanger One Outlet Center. Referring to the drawings on easels, Chairman Lee asked Mr. Taylor to preface the discussion with what is presented, what falls in what order, so everyone is on the same page.

Mr. Hall stated the Board, as most architectural review boards are, is not a designing board. This Board only responds to what has been submitted. For the Board to do our job correctly, our job is not to give design hints nor to make design decisions, but only to comment on what has been submitted in light of the two other projects that have already gained approval. With that being said, Mr. Hall would like the Olive Garden representatives to leave this meeting with greater direction.

The Board Members got up from the table and went to the easels to review and discuss the drawings/plans displayed. [Note: staff was unable to tape or take notes on the multiple conversations taking place during this review].

Ms. Timmer asked the Board members bring the discussion back to the table and reminded everyone that we are on live TV.

After returning to their seats, Chairman Lee's first recommendation to Olive Garden would be to bring the color palette closer to the other two buildings and reduce the yellow of the proposed stucco as it was too bright. These changes would increase the compatibility with the adjacent buildings.

Mr. Taylor stated there are certain things that do fit into Olive Garden's architectural vocabulary but there are certain things that do not as follows:

- Clapboard siding is not indicative of Italian architecture.
- The way to break up Olive Garden's façade and introduce continuity between buildings as well as to soften the yellow would be to introduce a lower element such as wainscot [watertable].
- Brick only lives as an accent for Olive Garden.
- It would be more in line with Olive Garden's vocabulary, if the Board could deviate from the standard and allow Olive Garden to introduce stone on a limited basis, a stone that you would see typically everywhere in the building, as opposed to the brick material.
- Mr. Taylor suggested simplifying some of the roof space to better meet the ordinance requirements. To do this, he suggested replacing the awning portion of the roof with trellis that would tie into the other buildings.
- Olive Garden can work with the trim work color palette so color-wise the building can be very much in sync. If there is a way to remove some of the yellow and soften it up then that will help accomplish the task at hand.
- Olive Garden would be willing to add trellis and take away the shed roofs.

Chairman Lee remarked using a heavy texture stucco in the same color range as the proposed stone would be better than the proposed yellow stucco.

Mr. Pinckney agreed with Mr. Lee's comments and made the following comments:

- Stone is not appropriate as Beaufort County does not have stone.
- An acceptable treatment in place of the stone would be a heavy textured stucco watertable topped with brick trim.
- A lighter colored and textured stucco used above the watertable would relieve all the yellow.
- He stated the public and the Board don't like to use foreign materials in Beaufort County so we do object to stone. The County does have brick and the Board does not object to brick.

Chairman Lee asked was the stucco EIFS or stucco. Mr. Taylor stated it was stucco and that EIFS would not be used.

Chairman Lee stated the ordinance talks about tile but doesn't say barrel tile, it says tile. In the past, the Board has allowed flat tile and it's been successful. It's the proposed barrel tile that is foreign to Beaufort County. He suggested using a flat tile with the same color and thick butt.

Mr. Taylor questioned that barrel tile is foreign in relationship to Beaufort County and named two examples of its use: The Moss Creek gas station and the City of Beaufort Carnegie Library.

Chairman Lee stated the Moss Creek tile is formed plastic, not barrel and he is not sure how that project was approved. Mr. Hall stated the Carnegie Library is an iconic building and not what the City of Beaufort was made of. We can all find those individual pieces. The Board's job is to create as neutral background as possible.

Again, Chairman Lee stated if a flat tile roof were given the same color range with a one inch or thicker butt and use brick instead of stone, an opportunity for the same color range in brick choice would be created. The change would reflect what I would hope would happen with the design. He stated that is something he could support. Mr. Lee stated it's not to say this is not a good design but his feeling is that the barrel tile is not appropriate for this area

Mr. Pinckney stated that a flat tile roof cannot be compared to having the same profile as a standing seam metal roof. A flat tile has more than half the profile of the barrel tile. Chairman Lee said it isn't uncommon in Europe to find flat tile. He suggested that a brick could be oversized as well even though it wasn't the Italian image presented.

Mr. Taylor stated what makes the barrel tile work is that it is so readily found throughout Italy and defines Olive Garden, plus it gives a dimensional look. Using a flat tile, it simply just becomes another roof that's out there. He stated that Olive Garden is working to tie the buildings and Tanger together with some of the items presented. If we make them all the same and make them homogeneous then it's just another building, that doesn't necessarily provide that streetscape feeling that the Board is looking for.

Ms. Barrett stated that additional shed roofs had been added to the north elevation even though Mr. Taylor had spoken of using trellis in place of the shed roofs. She requested that be clarified when the project moves into the next submission and that the elevations should clarify finish locations with labels. In addition, Ms. Barrett stated she liked the trellis versus the use of the shed roof.

Mr. Taylor submitted new elevation drawings to the board at the meeting. Comments were made regarding the building elevations. Mr. Pinckney stated one building was far better looking than the other [which elevation was not clarified for the record]. Mr. Taylor agreed with Mr. Pinckney and thanked the board for the opportunity to help Olive Garden develop a vocabulary and guidelines for the project.

During additional discussion of the barrel tile, Mr. Taylor stated he did not believe that flat tile is where the Olive Garden brand needs to go. Mr. Hall suggested using a Dutch tile which would have flat areas in it. The other aspect of roof tile that would make a lot of difference is the color range. Mr. Hall stated a 5 – 7 color range on the tile would diffuse the color better than the proposed 4 color range.

Based on the drawings, Mr. Hall stated he was unsure what the stone coursing would be or how large the grout joints would be. If the stone had a realistic coursing and a more realistic lay as though it were really a stone wall and not a veneer, that for him the stone would not be as objectionable as to what the elevations show. As shown, it looks a little bit like wall paper. Mr. Hey stated that the stone grout joints are less than 1". Mr. Hall mentioned the Hampton Lakes building located in the Town of Bluffton jurisdiction

used stone and it wasn't noticed due to the buffer. Chairman Lee stated that stone was the hill country image not the Lowcountry image.

Mr. Hall then moved on to the landscaping. Mr. Hall proceeded to say that if, in fact, Olive Garden wants to use Italian Cypress or Lombardi Poplars, that somewhere along the line that needs to appear in that whole buffer so it isn't just around the Olive Garden building. It would be nice if somewhere along the line that landscaping has some contiguous look to it. Mr. Hall stated that as Olive Garden makes its case to the community that they show what that existing buffer is like and what portion of your building is likely to appear through the buffer. That buffer is important.

Mr. Taylor did say the buffer is rather dense and is made up of a lot of different types of plants. Olive Garden would certainly comply with those guidelines as set forth introducing the cypress. That is a great opportunity, certainly from an accent component but also integrating it elsewhere.

Mr. Hall requested that roofing materials samples to include the full color range be provided to the Board at the next meeting. In addition, any photographs of the stone work being proposed, what the coursing is, what the pattern is, what the grout joint color is, and size. Chairman Lee also requested a sample of the actual tile trim.

Mr. Hall noted the sample submitted did not appear to be barrel tile as there was not much radius on it. Mr. Taylor stated they were broken samples which had been easy to pack for the trip. He stated he would bring full samples that could be assembled at the next meeting. Mr. Hall requested that photographs of the stone work being proposed showing its coursing, grout color and size be submitted. Mr. Hey stated that the stone work is just a random pattern.

Chairman Lee does not think the use of tile and stone is guaranteed approval whatever configuration it comes in. It's going to get down to a vote. He does not want the applicants to leave with the impression that based on Mr. Hall's comments; approval will follow because that might be a mistake. He stated his inclination is to stick with the recommendations given but he is one vote. The proposal submitted does not get it for him. While he is only one vote, he wanted everyone to know where he stands and that others might not feel that strongly.

Ms. Barrett asked the Board to discuss options other than the stone. To Mr. Taylor, Ms. Barrett stated the Board likes the fact there is push/pull with what appears to be additions added to the building. She asked if the board should explore other material options. Chairman Lee stated that based on where the discussion was the applicant would have to make a judgment about the needed changes.

Ms. Barrett asked if a brick sample was available. Mr. Taylor showed her the brick that is Olive Garden's accent brick and stated the brick is located in the building headers, clinkers, and inset components.

Chairman Lee stated previously, he sat on another board with a similar jurisdiction. While on that board, Red Roof Inn was told they could not have a red roof. He said that is about as hard as it gets. And if the Board allows stone and the barrel roof tile, in his opinion, this Board has to go back and rethink the whole set of guidelines. The County

might as well throw them out because there would be that much inconsistency with what we have placed value on up to this point.

Mr. Taylor explained how far the project had come in meeting the board's previous recommendations and stated that Mr. Hall's comments about multiple color tiles on the roof is an idea his team can work with as well as staking the stone in a more natural application brings the project closer to where it needs to be. However, he stated at some point "you've got to stop" as it is too much.

Mr. Nestor stated the project is a redevelopment which was an existing shopping center and the set back from the highway 278 right of way was 11'. You now have a 50' buffer. So I would just ask as you start to think about stretching the limits about what might be an appropriate vocabulary of materials that as a reminder you have a 50' buffer.

Paul Sommerville made an observation about the Carnegie Library being the original library for Beaufort County and the Carnegie family had considerable influence and that is why the building looks like it does.

Chairman Lee stated that isolated situations could be found to make points to counter points but the board is dealing with the overall continuity and not the occasional variation from it. He asked did the Olive Garden project justify being treated differently than the projects surrounding it. At this time, he stated to the applicant that he didn't know where the discussion could go from there. He said good ground has been covered but there were no conclusions other than material options and treatments. For him, the stumbling block is the choice of materials chosen as previously stated but he may be the only one.

Resubmission of the project for the September 22, 2010 meeting was discussed. The applicant stated he would get back with staff with a decision.

V. **New Business:** None.

VI. **Other Business:** None.

Chairman Lee adjourned at approximately 4:00 p.m.

Minutes approved as written 10/6/10.