



**Town of Hilton Head Island  
Public Planning Committee Meeting**

**Thursday, July 23, 2015**

**3:00p.m.**

**Benjamin M. Racusin Council Chambers**

**Agenda**

**1. Call to Order**

**2. Freedom of Information Act Compliance**

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Approval of the Minutes – May 7, 2015 Meeting and June 30, 2015 Meeting**

**4. New Business**

a) Design Guide Update - The Hilton Head Island Design Guide has been updated to better communicate the concept of “Island Character” and to educate users on how to apply Island Character to new development and redevelopment on the island. The updated guide includes more photos and graphic examples, updated LMO references, new subsections regarding sustainability and the use of native plants, and expanded subsections on stormwater management, context, signage, and lighting.

*Presented by: Jennifer Ray*

b) In recent years, United Way has lengthened the time of their campaign in order to increase the public’s awareness of the fundraising campaign. The United Way would like to change the dates that the fundraising signs are allowed to be up to reflect the increase in the fundraising campaign time. *Presented by: Teri Lewis*

**5. Committee Business**

**6. Adjournment**

Please note that a quorum of Town Council may result if a majority of their members attend this meeting.

**TOWN OF HILTON HEAD ISLAND**  
**Public Planning Committee Meeting**  
**Thursday, May 7, 2015**  
**3:00p.m. – Benjamin M. Racusin Council Chambers**

**DRAFT**

Committee Members Present: Chairman Tom Lennox, Kim Likins and John McCann

Committee Members Absent: None

Town Council Present: None

Town Staff Present: Teri Lewis, LMO Official  
Jill Foster, Deputy Director of Community Development  
Brian Hulbert, Staff Attorney  
Kathleen Carlin, Administrative Assistant

**1. Call to Order**

**2. Freedom of Information Act Compliance**

Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. Approval of the Minutes**

Chairman Lennox requested that a motion be made for approval of the committee's April 2, 2015 meeting minutes. Mrs. Likins made a **motion** to **approve** the April 2, 2015 meeting minutes as submitted. Mr. McCann **seconded** the motion and the motion **passed** with a vote of 3-0-0.

**4. New Business**

a. **Various amendments to the Municipal Code**

Request for recommendation to Town Council for approval of various amendments to the Municipal Code. As a result of the adoption of a new Land Management Ordinance (LMO) and new Official Zoning Map several references and zoning district designations need to be updated in the Municipal Code. Chairman Lennox introduced the business item and requested that the staff make their presentation.

Ms. Teri Lewis presented an in-depth review of the proposed amendments on behalf of staff. The staff recommended that the Public Planning Committee forward the proposed amendments to the Municipal Code to Town Council with a recommendation of approval.

The Municipal Code needs to be updated to reflect changes made as a result of the adoption of a new Land Management Ordinance (LMO) and a new Official Zoning Map. Ms. Lewis stated that amendments are proposed to the following Titles:

- Title 1 - The Code: changes ‘Administrator’ to ‘Official’
- Title 8 - Beaches, Waterways and Recreational Areas: adds language to allow Mobi-Mat across dune areas, updates sections numbers and changes ‘administrator’ to ‘Official’
- Title 15 – Building and Building Codes: changes ‘Director of Planning’ to ‘Community Development Director’ and deletes outdated references related to affordable housing
- Title 17 – General Regulations: updates zoning districts and LMO sections related to the noise ordinance, replaces outdated maps with new parcel based maps for the Harbour Town and Shelter Cove areas.

Ms. Lewis stated that the new LMO and Official Zoning Map were adopted by Town Council on October 7, 2014. A recent review of the Municipal Code indicated that there were several portions that listed outdated LMO sections or references. The proposed amendments will fix these outdated section numbers and references. Following the staff’s presentation the committee discussed the proposed amendments. Chairman Lennox requested public comments and none were received. Chairman Lennox then requested that a motion be made on the proposed amendments.

Mrs. Likins made a **motion** that the Public Planning Committee should **forward** the proposed amendments to Town Council with a recommendation of **approval** as presented by the staff. Mr. McCann **seconded** the motion and the motion **passed** with a vote of 3-0-0.

**5. Committee Business**

None

**6. Adjournment**

The meeting was adjourned at 3:10p.m.

Submitted By:

Approved By:

---

Kathleen Carlin  
Administrative Assistant

---

Tom Lennox  
Chairman

**TOWN OF HILTON HEAD ISLAND**  
**Special Public Planning Committee Meeting**  
**Tuesday, June 30, 2015**  
**3:30p.m. – Benjamin M. Racusin Council Chambers**

Committee Members Present: Chairman Tom Lennox, Kim Likins and John McCann

Committee Members Absent: None

Town Council Present: Mayor Pro Tem Bill Harkins and Lee Edwards

Town Staff Present: Nicole Dixon, Senior Planner  
Jill Foster, Deputy Director of Community Development  
Richard Spruce, Plans Examiner  
Kathleen Carlin, Administrative Assistant

**1. Call to Order**

**2. Freedom of Information Act Compliance**

Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

**3. New Business**

**a) Program for Public Information** – Request for recommendation to Town Council for approval of the Program for Public Information. As a recommended activity of the Community Rating System (CRS), and in an effort to maintain the reduced flood insurance costs to its residents and to provide flood-related information to property owners through a coordinated outreach program, the Town has developed the Program for Public Information (PPI). Because there are people who are not aware of flood insurance requirements or may not see a need to insure their property, a Flood Insurance Coverage Assessment and Coverage Improvement Plan will also be incorporated into the PPI. When having an outreach program and flood insurance coverage improvement plan, it is recommended by the CRS program to have all of the activities, educational opportunities and materials assembled in a coordinated document. The goal of the PPI is to better inform the public about their flood risks, how to improve their flood hazard preparedness, what they can do to decrease future damage and the benefits of having flood insurance coverage for both the structure and contents. Chairman Lennox introduced the business item and requested that the staff make their presentation.

Ms. Nicole Dixon made the presentation on behalf of staff. The staff recommended that the Public Planning Committee forward the proposed Community Rating System Program for Public Information to Town Council with a recommendation of approval. Ms. Dixon began her presentation with a brief history of the program. The Town takes a very proactive approach to flood awareness and mitigation and pursues a variety of activities, which the Town receives credit for under the CRS program. Some of the activities include: preventive measures such as open space preservation, storm water management, property

protection measures such as building elevation, flood proofing, promotion of flood insurance, and adoption and enforcement of all ICC building codes, natural resources protection, structural protection such as beach nourishment and drainage improvements and emergency management services. The CRS is a voluntary program for the National Flood Insurance Program. Over the years the Town has developed several educational outreach projects to promote flood awareness. The Town's commitment to the CRS program enhances public safety, protects property, preserves the natural functions of floodplains, and reduces flood insurance premiums.

The Town has been actively participating in the CRS program since October 1, 1991. The Town is currently a Class 5 Community. Because of the many activities done by the Town as part of the CRS program, the National Flood Insurance Program awards the Town by giving its residents in the Special Flood Hazard Area (SFHA) a 25% discount on their flood insurance premiums. A major component of the CRS program is making the public aware of flood hazards, how to protect themselves and their property, emergency preparedness and the importance of purchasing flood insurance, via various outreach methods.

In an effort to maintain the reduced flood insurance premium costs to its residents and to provide flood-related information to property owners through a more aggressive outreach program, the Town has developed the Program for Public Information (PPI). Through the public information program, people at risk can learn about the hazards they face, prepare for flooding and take steps to reduce their exposure to flood damage.

The Town decided to incorporate a Flood Insurance Coverage Assessment and Coverage Improvement Plan into the PPI because there are people who are not aware of flood insurance requirements or may not see a need to insure their property. By having an outreach program and flood insurance coverage improvement plan, with all of the activities and educational opportunities assembled in a coordinated document, the Town hopes people will have the information they need to protect themselves and their property.

The goal of the PPI is to better inform the public about their flood risks, how to improve their flood hazard preparedness, identify what they can do to decrease future damage and the benefits of having flood insurance coverage for both the structure and contents. All of the public information activities will have the same objective: to get people to protect themselves and their property, whether it is to take flood protection steps, such as buying flood insurance, developing a family emergency plan, retrofitting a building, or complying with a floodplain management regulations.

The Town's PPI Program will be based on specific information. The messages dispersed will educate the public, through outreach materials such as publications and brochures, will provide flood response preparation and disaster recovery information when needed, and will help other organizations on getting the word out about flood awareness. It will also educate contractors, builders, realtors, insurance agencies and mortgage brokers on the importance of flood awareness and promoting flood insurance and assist the stakeholders in their outreach efforts.

The CRS program requires a PPI go through a seven step process, which Ms. Dixon discussed in detail.

### **Step 1. Establish a PPI Committee**

#### PPI Committee Members

The PPI Committee consists of ten members. Four of the members are Town staff and six are volunteers from the community that together have a wealth of knowledge regarding flood hazards and flood risk. The community members, or stakeholders, represent real estate, flood insurance, mortgage lender, property management and property owners association. Some of the members of the committee are Hilton Head Island floodplain residents.

The members role is to assist in developing the PPI by providing feedback from their perspective on what areas are best to target for outreach, what groups should be targeted, what messages should be delivered, and the best method, by whom and how often, to deliver these messages. Ms. Dixon, the Town's CRS Coordinator, served as the committee's leader. Ms. Dixon facilitated the meetings and drafted the document being reviewed today.

### **Step 2. Assess the Community's Public Information Needs**

#### A) Existing Flood Problems

The Town of Hilton Head Island is relatively flat with a maximum elevation of 24-ft. in limited places. Most areas of the island are subject to base flood elevations of about 14-ft., although the flood elevations along the shoreline range from 15-ft. to 22-ft. Much of the inland areas on the island are subject to flooding of about 1-3 ft.

#### B) Target Areas

After assessing the Town's existing flood hazards, the PPI Committee agreed on 10 target audiences that would benefit most from public information outreach. The overall goal of this program is to make information more readily available to the target audiences in a manner that will encourage each target audience to adopt behaviors to improve preparedness and decrease future flood damage or loss.

#### C) Flood Insurance Policy Coverage Assessment

The PPI Committee agreed that a Flood Insurance Coverage Assessment was needed and should be done in conjunction with the PPI process in order to evaluate the Town for areas that may be lacking flood insurance. In order to determine the level of flood insurance coverage, the most recent flood insurance policy data was obtained from FEMA. Because flood insurance policy data is protected by the Privacy Act and must be kept confidential, general data was generated with the help of Town GIS staff. The current flood insurance policies were plotted on a map so that an assessment could be made and areas lacking flood insurance coverage could be identified.

D) Existing Public Information Efforts

A key part of developing a PPI is identifying what public information activities currently exist within the Town and throughout the community. By seeing what was already done throughout the community, it was easier for the PPI Committee to develop a more comprehensive approach for public outreach.

**Step 3. Formulate Messages**

After reviewing the Town's needs assessment and the flood insurance policy assessment, the PPI Committee identified ten key topics to be disseminated via messages to the target audiences selected.

**Step 4. Identify Outreach Projects to Convey the Messages**

After reviewing the existing public information efforts that are done by the Town, the committee decided those efforts should be continued as part of our outreach projects but determined they should be publicized more through the PPI program. Additional outreach projects were also formulated.

**Step 5. Examine Other Public Information Initiatives**

Aside from outreach projects, the PPI will ensure various other related activities that inform people and motivate them to protect life and property, purchase flood insurance and protect natural flood plain functions are being done.

**Step 6. Prepare the PPI Document**

The overall strategy of the PPI program is to make information more readily available to the target audiences in a manner that will encourage each audience to adopt behaviors that will improve preparedness, help protect themselves and their property, and decrease future flood damage. Research has shown that well designed public information programs work and people's behavior can change.

**Step 7. Implement, Monitor and Evaluate the Program**

The PPI Committee will meet annually to monitor the implementation of the outreach projects and to reassess the flood insurance coverage. The committee will assess whether the outcomes desired were achieved and what, if anything, should be changed. An evaluation report will be prepared each year and will be presented to Town Council. It will also be included as part of the annual CRS recertification.

Ms. Dixon stated that the Program for Public Information is scheduled to be presented to Town Council on August 4, 2015.

The committee discussed the Program for Public Information with Ms. Dixon. The committee stated they are very impressed with the staff's work on this important program. As part of the discussion, Mr. Richard Spruce presented additional statements regarding FEMA requirements, flood standards and elevation requirements.

Chairman Lennox requested public comments on the Program for Public Information and none were received.

Following final comments by the committee, Chairman Lennox requested that a motion be made to recommend by Resolution to Town Council adoption of the Program for Public Information as presented.

Mrs. Likins made a **motion** that the committee should forward the Program for Public Information by Resolution to Town Council with a recommendation for its **adoption**. Mr. McCann **seconded** the motion and the motion **passed** with a vote of 3-0-0.

**4. Adjournment**

The meeting was adjourned at 4:00p.m.

Submitted By:

Approved By:

\_\_\_\_\_  
Kathleen Carlin  
Administrative Assistant

\_\_\_\_\_  
Tom Lennox  
Chairman



# TOWN OF HILTON HEAD ISLAND

## *Community Development Department*

**TO:** Public Planning Committee  
**VIA:** Teri Lewis, *AICP, LMO Official*  
**FROM:** Jennifer Ray, *ASLA, Urban Designer*  
**CC:** Charles Cousins, *AICP, Community Development Director*  
**DATE:** July 10, 2015  
**SUBJECT:** Proposed Ordinance 2015-19  
Design Guide Update

---

**Recommendation:** The Design Review Board met on June 9, 2015 to review the final draft of the Design Guide and voted 6-0-0 to recommend that Town Council adopt the document as the official Hilton Head Island Design Guide.

Staff recommends that the Public Planning Committee forward the proposed ordinance and Design Guide to Town Council with a recommendation of approval

**Summary:** In January 2015 Staff began the process of updating the Hilton Head Island Design Guide to better communicate the concept of “Island Character” and to educate users on how to apply Island Character to new development and redevelopment on the island. The updated guide includes more photos and graphic examples, updated LMO references, new subsections regarding sustainability and the use of native plants, and expanded subsections on stormwater management, context, signage, and lighting.

**Background:** The Hilton Head Island Design Guide, which defines Island Character and guides development on the island, was first adopted by Town Council in May 2003. The Design Review Board (DRB) uses the guide to review and approve projects within the Corridor Overlay District that are consistent with the Guide. Most local applicants understand the concept of Island Character without much explanation. However it has been observed in recent years that developers, architects, and design teams that do not live or work on the island would benefit from more photos and graphic examples of the various components of Island Character.

Staff started the process of updating the guide by soliciting public input. The public was invited to provide comments at a Design Review Board meeting as well as via a link for public comment on the Town’s website. Each applicant from the previous years’ DRB submittals was contacted with a request to provide input. The Design Guide was updated with a more contemporary layout as well as significantly more photos and graphic examples. Each of the four sections including Site Design, The Landscape, Architecture, and Accessory Construction, were posted to the Town’s website and presented individually at DRB meetings for review and comment from the Board and members of the public.

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND**

**ORDINANCE NO. 2015-#**

**PROPOSED ORDINANCE NO. 2015-19**

**AN ORDINANCE TO ADOPT AN UPDATED TOWN OF HILTON HEAD ISLAND DESIGN GUIDE, AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the Hilton Head Island Design Guide was first adopted by Town Council in May 2003; and

**WHEREAS**, the Hilton Head Island Design Guide is used by the Design Review Board to review and approve proposed development within the Corridor Overlay District that is consistent with the Guide; and

**WHEREAS**, the definition of Island Character has not changed but the application of the concept of Island Character could be better communicated to users, especially non-local users; and

**WHEREAS**, the Town staff proposed to update the Hilton Head Island Design Guide to provide more photos and graphic examples, update LMO references, add new subsections regarding sustainability and the use of native plants, and expand subsections on stormwater management, architectural context, signage, and lighting in a more contemporary layout; and

**WHEREAS**, the Design Review Board solicited public comment regarding the current Design Guide as well as each section of the updated Design Guide; and

**WHEREAS**, the Design Review Board held a public meeting on June 9, 2015 at which time a presentation was made by staff and an opportunity was given for the public to comment on the updated Hilton Head Island Design Guide; and

**WHEREAS**, the Design Review Board, after consideration of the staff presentation and public comments, voted to approve the updated Hilton Head Island Design Guide and recommended that Town Council adopt the updated Hilton Head Island Design Guide; and

**WHEREAS**, the Public Planning Committee held a public meeting on July 23, 2015 at which time a presentation was made by staff and an opportunity was given for the public to comment on the updated Hilton Head Island Design Guide; and

**WHEREAS**, the Public Planning Committee, after consideration of the staff presentation and public comments, voted to recommend that Town Council *<Motion>* the updated Hilton Head Island Design Guide; and

**WHEREAS**, after due consideration of said Design Guide and the recommendation of the Public Planning Committee, the Town Council, upon further review, finds it is in the public interest to *<Motion>* the updated Hilton Head Island Design Guide.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID COUNCIL:**

**Section 1. Amendment.** That the *Hilton Head Island Design Guide* is updated as indicated on the attached pages (Exhibit 1).

**Section 2. Severability.** If any section, phrase, sentence or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 3. Effective Date.** This Ordinance shall be effective upon its adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2015.**

THE TOWN OF HILTON HEAD  
ISLAND, SOUTH CAROLINA

\_\_\_\_\_  
David Bennett, Mayor

ATTEST:

\_\_\_\_\_  
Victoria L. Pfannenschmidt, Town Clerk

First Reading:  
Second Reading:

APPROVED AS TO FORM:

\_\_\_\_\_  
Gregory M. Alford, Town Attorney

Introduced by Council Member: \_\_\_\_\_

**DRAFT**

# Town of HILTON HEAD ISLAND DESIGN GUIDE



## **ISLAND CHARACTER VISION STATEMENT**

Development shall exhibit a harmonious relationship with the natural environment by blending the principles of sensitive site planning, skillful architectural design, and an emphasis on landscaping that preserves and enhances the native vegetation.

# THE GOAL OF THIS DESIGN GUIDE IS TO PRESERVE THE ISLAND CHARACTER BY DIRECTING DEVELOPMENT TO

PRESERVE SIGNIFICANT EXISTING SITE FEATURES, TREES, & VEGETATION.

DESIGN STRUCTURES APPROPRIATE FOR THEIR USE AND NEIGHBORHOOD.



PROVIDE LIGHTING THAT IS ADEQUATE FOR SAFETY AND ENHANCES THE SITE.



TREAT THE LANDSCAPE AS A MAJOR ELEMENT OF THE PROJECT.



DESIGN STRUCTURES WITH SUBTLE VISUAL IMPACT. UTILIZE NATURAL MATERIALS, TEXTURE, AND COLORS.



COORDINATE AND HARMONIZE THE DESIGN OF STRUCTURES, PARKING, AND SITE AMENITIES.



DEMONSTRATE THE FUNDAMENTAL PRINCIPLES OF GOOD ARCHITECTURAL DESIGN.



PROVIDE CONTINUITY OF DESIGN ON ALL FACADES OF THE BUILDING.



PROVIDE LANDSCAPING OF A SCOPE AND SIZE THAT IS IN PROPORTION TO THE SCALE OF THE DEVELOPMENT.



DESIGN AND MAINTAIN LANDSCAPING IN ITS NATURAL SHAPE AND SIZE.

PROMOTE PEDESTRIAN SCALE AND CIRCULATION.

CONCEAL VISUALLY UNDESIRABLE UTILITIES AND EQUIPMENT.



# INTRODUCTION

Hilton Head Island has long been recognized as an attractive place to live and visit. But what gives it its aesthetic appeal? Modern day development on the Island established a certain “look” based on our cultural and environmental heritage. The early developers, architects, landscape architects, and planners recognized the importance of good design that was sensitive to the island's history and natural environment. This theme evolved into what we call **Island Character**.

Island Character is not a style of architecture. It can not be defined in simple terms or achieved by following a certain set of strict design requirements. Island Character is as much a process as it is an end product. It is also a philosophy about design; a philosophy that puts an emphasis on thorough consideration of all elements of a project.

This guide is meant to provide owners, developers, and design professionals with an awareness of the major factors that must be involved in order for projects to achieve Island Character. Rather than an attempt to stifle good design it is meant to inspire the highest quality design. Its usefulness will depend on the extent that owners, developers and designers understand this concept and put forth the effort required to achieve Island Character.





# SITE DESIGN

A critical first step in achieving Island Character is a complete analysis of the existing site conditions. This information will be the basis for determining how to design a project so that the result will complement, not detract from, its surroundings.

“Build your house so that you may still look upon all that charmed you and lose nothing of what you saw before the house was built, but see more.”

-Frank Lloyd Wright

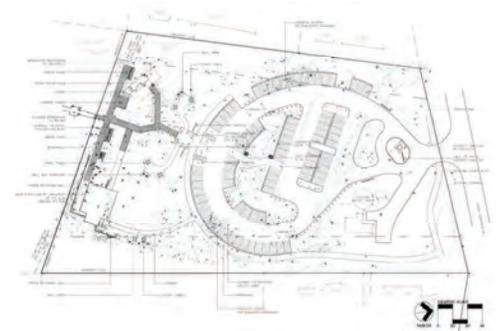
For a project to achieve Island Character a site analysis must be used to identify features and constraints to be considered in order to **lose nothing but see more**. At a minimum a site analysis must identify significant topography, existing vegetation and specimen trees, setbacks and buffers, access points, orientation, view opportunities, wetlands, and any other site features that may influence design.

Once identified these items shall form the basis for the site design. Collectively they will determine the optimum orientation and location of structures as well as the location of parking, stormwater retention areas and other elements to be placed on the site.

A good site design cannot ignore the findings of the site analysis simply to satisfy the requirements of the development. This fact is the basis for achieving Island Character.



SITE ANALYSIS



CONCEPT PLAN



BUILT PRODUCT



## TOPOGRAPHY

While the island generally has little variation in topography it is important to identify the existing conditions in terms of drainage and flood elevation requirements. In consideration of the latter, alternative methods such as dry flood proofing and terracing should be utilized in lieu of or in conjunction with fill to reduce the impact of elevation changes. Continuity of pedestrian circulation within and between sites should be maintained where appropriate. Where unique topographic variation does exist it should be identified in order to preserve it.



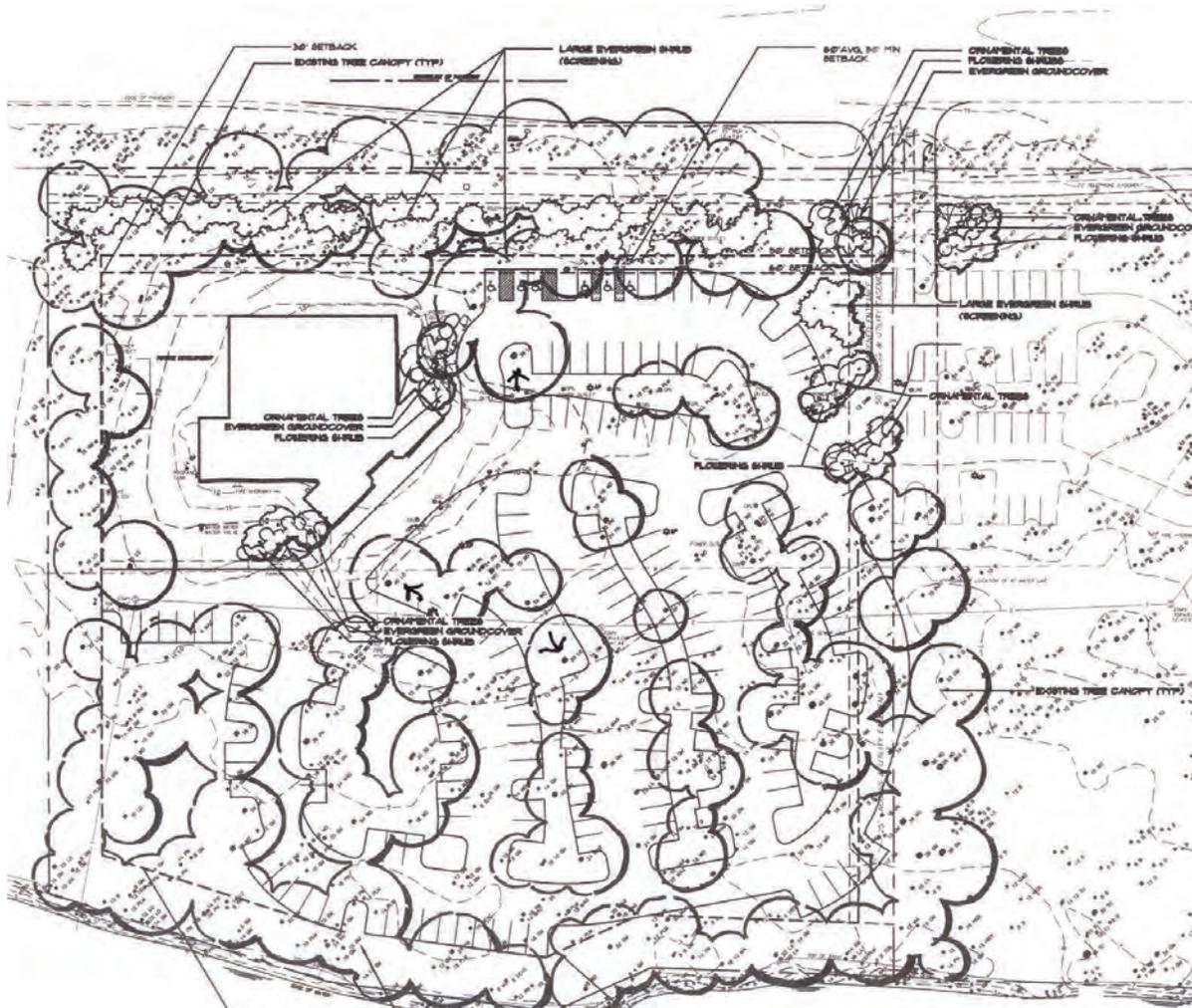
## EXISTING VEGETATION & SIGNIFICANT TREES

Two of the most important site features that need to be identified are existing vegetation including understory and significant trees. These are extremely important elements to be addressed in the placement of structures and other site features as trees and forest areas contribute to the overall quality of life and identity of Hilton Head Island. In some cases the location of the tree canopy or a specimen tree will be the dominant determining factor in the site design as well as the architectural design of the structures. Existing vegetation that can be preserved, especially in buffers, adds significantly to the project's Island Character as well as reduces the cost of new landscaping.



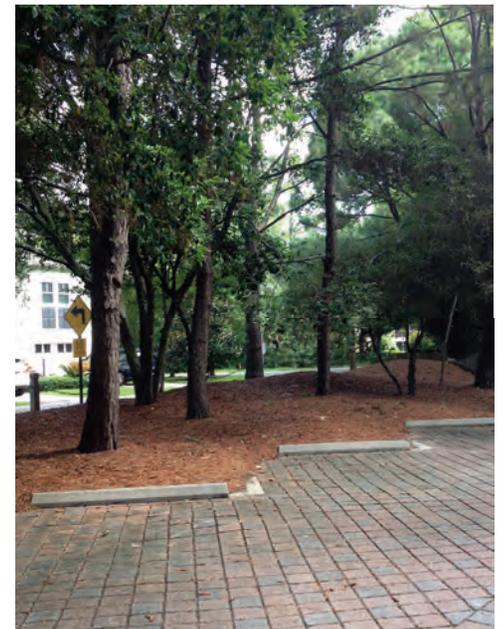
## SETBACKS & BUFFERS

Adjacent use and street setback lines and buffers must be identified as required in LMO Sections 16-5-102 and 16-5-103 respectively in order to establish the extent of site features such as parking spaces and stormwater retention areas. These are not "build to" lines but simply define the area in which structures and other development are allowed and separate development from adjacent streets and adjacent development. Separation serves to ensure protection from street traffic as well as provide adequate air circulation and light between structures. Projects that fill the buildable area with structures and paving will have a difficult time achieving Island Character. See pages 21-22 for additional information regarding categories of buffers.



## PARKING

Parking lot layout requirements are located in LMO Section 16-5-107. Projects which require a large number of parking spaces should break the lot into several smaller areas separated by landscaped open space, other site features, or structures. Where appropriate, large areas with rigid layouts should be avoided and staggered or meandering designs used. This will help save trees, slow down vehicles and create site interest. When parking under buildings, provide adequate architectural and landscape screening to prevent views into the garage.





## SUSTAINABILITY

Sustainability, using a resource so that it is not depleted or permanently damaged, is a major initiative for the Town of Hilton Head Island and a key component of Island Character.

Sustainable practices can be incorporated into overall site design in the protection of existing resources and the siting of structures to make the best use of seasonal shade and solar gain. Building materials can be selected that are efficiently produced or harvested, reduce waste, and are responsibly maintained. Existing plant material should be retained and supplemented with native plants. Gutters, rain barrels, and rain gardens can capture rain water and help break down pollutants. Wildlife should be considered when planting such as using plants that produce berries, seeds, or other wildlife food or provide nesting/resting sites and pruning including planning pruning to avoid bird nesting season. Timeless architecture, designed with a high level of quality, is more sustainable in that it won't need to be redevelopment as it ages.

Additional information regarding sustainability on Hilton Head Island can be found on the Town of Hilton Head Island's website at [www.hiltonheadislandsc.gov/sustainability/home.cfm](http://www.hiltonheadislandsc.gov/sustainability/home.cfm).

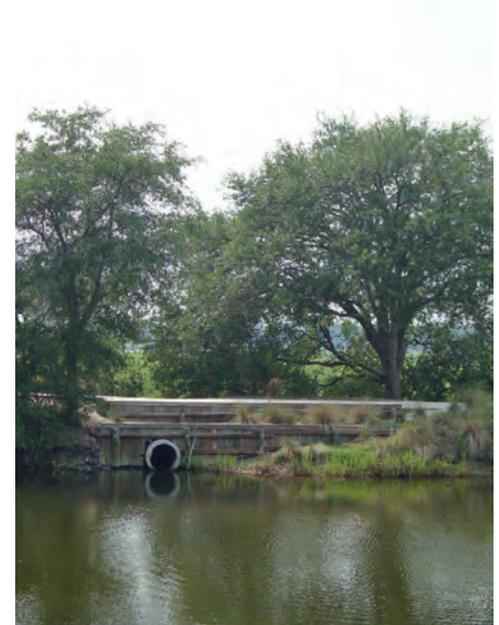
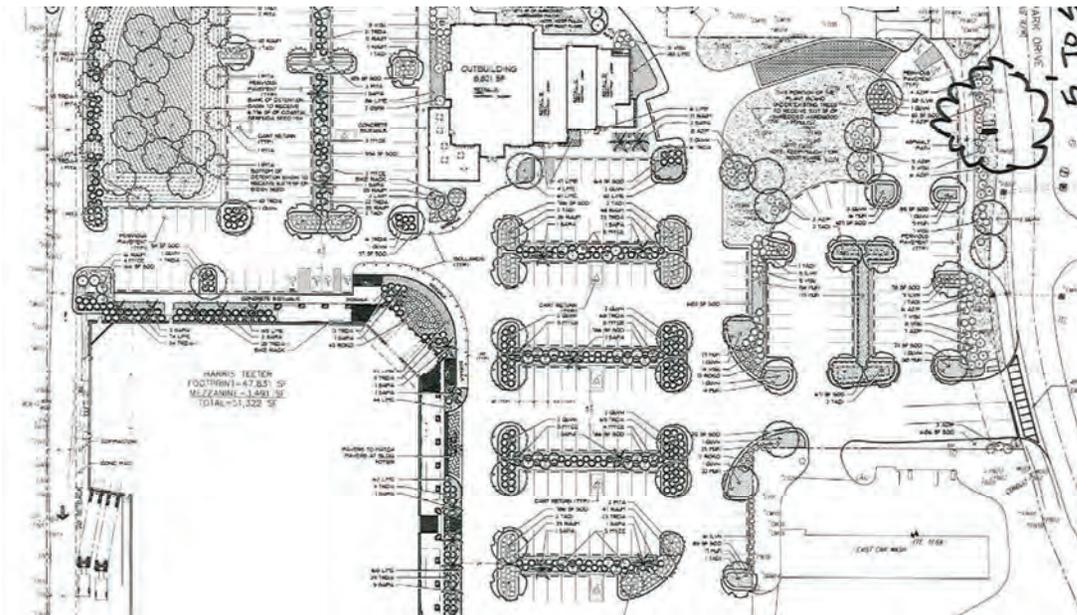


## STORMWATER MANAGEMENT

While function is important in the design and location of stormwater retention areas, aesthetic considerations must also be addressed. Whether dry or wet the shape and appearance should look natural and not detract from the overall site design. Stormwater Management standards are located in LMO Section 16-5-109.

The first flush runoff (0.5" to 1.0") from paved streets and parking areas is very detrimental to maintenance of good water quality. Therefore, filtering of runoff from streets and parking areas through vegetation, gravel, sand, or other filter mediums to remove oil, grease, gasoline, particulates and organic matter is required before the runoff leaves the site or enters any natural or manmade water body. Ideas for these and other Low Impact Development (LID) designs to reduce volume and improve quality of stormwater runoff, such as neighborhood LID design, local case studies, and much more, can be found in "Low Impact Development in Coastal South Carolina: A Planning and Design Guide". This guide is the culmination of five plus years of work on the part of multiple state, federal, and local government partners. This guide can be accessed at [www.northinlet.sc.edu/LID](http://www.northinlet.sc.edu/LID).

Planting native vegetation is encouraged to filter runoff and provide visual interest. See page 23 for additional information on common native plants and where they should be planted.





# ARCHITECTURE

To achieve Island Character the architectural design of structures shall be visually harmonious with the overall natural appearance, history and cultural heritage of Hilton Head Island. Structures must be designed to be unobtrusive and set into the natural environment. They should demonstrate a strong relationship to the outside and avoid appearing foreign to the site. In addition, all sides of a structure should be given the same design consideration as the entrance or street façade. The use or function of a structure will also be a determining factor in its design but need not sacrifice the intent of Island Character. A light industrial building can exhibit good Island Character as well as an office or multifamily project.

Structures shall demonstrate the general principles of good design including but not limited to those dealing with form, mass, scale, detail, materials, and colors.

“The architectural design and construction philosophy... is that buildings should be unobtrusive in form and color in order to complement their natural setting. The main concern is that the total community be homogeneous in feeling in a park-like setting and free from the discordant architectural shapes and colors which vie for attention and attempt to create greater visual impact than a neighbor’s.”

-Charles Fraser

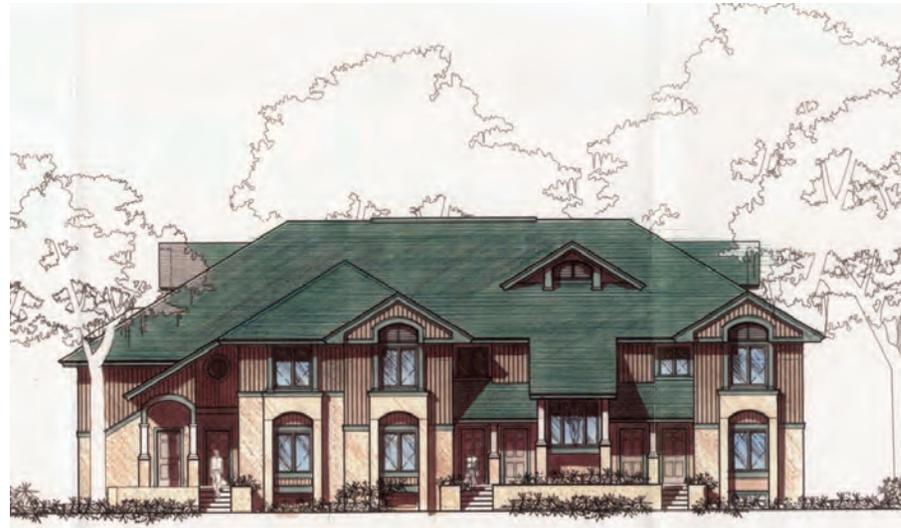




## FORM

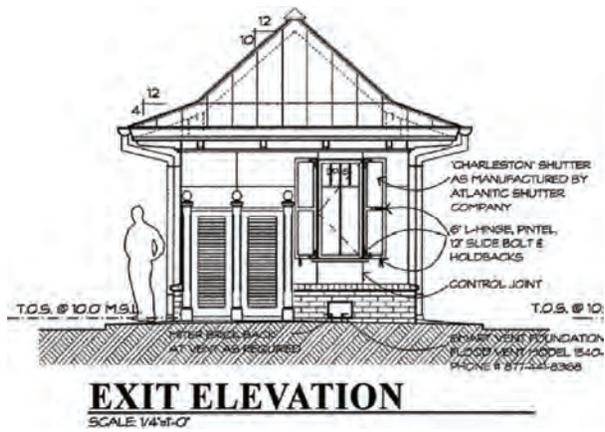
The form or shape of structures should avoid monotonous unbroken planes or unrelieved repetition of shape. Visual interest and shadow play can be created by several techniques including the use of offsetting planes with a variety of depths.

Roof form is also a key element to achieve Island Character. Typically gable, hip or shed roof forms are desirable with a minimum pitch of 6/12. In larger structures a variety of forms can provide greater visual interest and break up large roof planes. Flat roof designs should generally not be used unless concealed within another roof or other architectural element. Overhangs of sufficient depth and in proportion to the façade height can also be important to roof form and for shadow play.



## MASS

The structure shall not be of such mass that it dominates its surroundings or adjacent development. Architectural form and detailing must be used to reduce the appearance of the mass of the structure. While height limits and setback angles are established in Chapter 3 of the LMO, upper areas of taller structures should be designed to minimize their visual appearance. Larger structures will require a greater degree of sensitivity to site location and inclusion of larger forms of landscaping.



The structures along Main Street have a similar vernacular, in color, material, and architectural elements. It is important to consider context when introducing new buildings to an existing area.

## SCALE

The proportions of a structure shall be such that a sense of human scale is established. That is, the size of architectural elements should not be overpowering and should relate to pedestrian circulation. They should not create a sense of confinement or confusion. A horizontal emphasis and limited vertical treatment can be used to control scale. Architectural elements such as trellises, canopies, terraces or porches at grade level are also important to consider in achieving human scale.



## CONTEXT

The context of the structure must also be taken into account and consideration shall be given to compatibility with other development in the area. Distinctive vernacular styles like Georgian or Mediterranean are to be avoided except where already established in defined neighborhoods such as Shelter Cove or Main Street. “Franchise” or “theme” architecture is not appropriate for the Island. If used as a starting point, “franchise” architecture should be modified based on the structure’s local context to meet Island Character.





Details and materials on the buildings located in Park Plaza create visual continuity within the shopping center.



## DETAIL

Architectural details must be given significant consideration. Clean, simple, appropriate details are desirable while excessive ornamentation is to be avoided. Details should be consistent with the design concept for the entire structure. Their purpose should be to provide visual interest, human scale, and architectural expression. Elements such as shutters or dormers should be functional so as not to appear as false features. Window openings must be in proportion to the façade or façade element and have a unified relationship in overall design. Details such as exposed rafter tails, brackets, and louvers all add to Island Character.

## MATERIALS

Generally materials common to the area or historically present should be selected. Suitable materials may include tabby stucco, smooth finish stucco, brick, wood, shake siding, metal, and glass. Other materials may be considered but in lesser quantities. All materials should be high quality, durable materials, suitable for the Hilton Head Island environment. A variety of compatible contrasting textures should be used to provide visual interest. Single material façades are generally not appropriate. Materials should be arranged in logical fashion, lighter above heavier, and in relationship to other materials in terms of percentage, not equal or dominating. Reflective materials other than glass must be avoided. The use of wood or wood simulating materials is strongly encouraged.



A variety of materials, including brick, tabby stucco, wood, glass, metal, and shake siding, are used at Coligny Beach Park.



## COLOR

### CONTEXT

The overall exterior color scheme must be selected to be harmonious with the neighborhood and blend with the natural surroundings of the site. Earth tones must be chosen as the predominant colors. Colors shall not be used to cause the structure to stand out from others or its background. Consideration must be given to the compatibility of colors with those existing in the vicinity. The size of the structure and the amount of shading it will receive are also factors in the selection of colors. Colors that may be approved on sites with good tree coverage providing adequate shading may not be approved on a site with inadequate shading.

### HUE

Any accent colors shall be of analogous tints, shades, or tones that are low in intensity or brightness. Primary, secondary, and highly saturated, bright tertiary colors should be avoided. Accent colors may only be approved for very limited use where appropriate to highlight a feature of the design or provide visual interest. A small area of brighter color may be appropriate to emphasize an architectural detail but would not be approved for a larger area. The number of such colors shall be limited and must be compatible within the overall color scheme.

### CONTRAST

Exterior color schemes must avoid placing together colors with values that are highly contrasting. Subtle levels of contrast are desirable to emphasize architectural elements or to provide visual interest. A slightly darker wall color on the bottom story of a two-story structure may help reduce the visual height of the building. The use of black, white or off-white is typically avoided and may be approved only for very limited use where a high level of contrast is warranted.



EARTH TONES



ACCENT COLORS



SUBTLE CONTRAST







## TREES

Tree removal and replacement requirements are established in LMO Section 16-6-104. While these minimum requirements must be adhered to, there are additional aesthetic considerations that must also be implemented when a tree removal or landscape plan is submitted. These include:

- Preserving the tree canopy;
- Protecting significant or specimen trees and clusters of trees;
- Preserving smaller understory trees and shrubs;
- Requiring larger size replacement trees or additional trees depending on the size or number of existing trees removed or relationship to building mass and height; and
- Selection of particular species of replacement trees within a required category for screening or visual effect.

The top priority for the location of existing trees and new trees are street buffers, parking lots, and the area between parking lots and structures. This is a major component of Island Character.



Native live oaks surround park facilities at Islanders Beach Park.

## SHRUBS

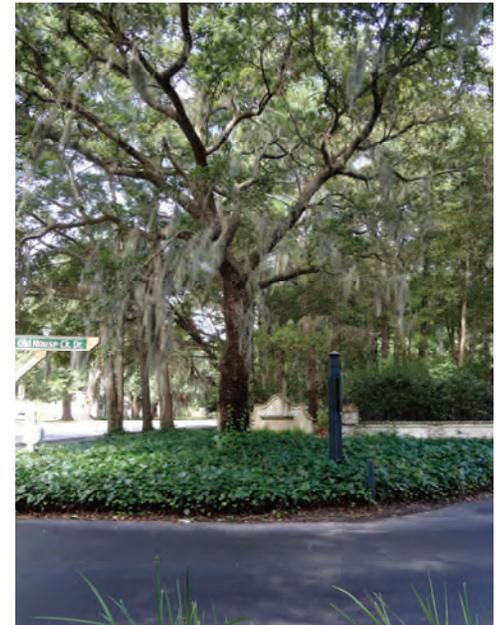
Shrubs must be selected to complement the natural setting, provide visual interest, and screen less desirable elements of the project. The species used must take into consideration the site's growing conditions, existing vegetation types, and in some instances deer and salt tolerance. While a variety of species is desirable for texture and color, emphasis must be given to overall order and continuity of the landscape plan. Seasonal availability and planting time period also need to be considered.

The number of plants will be determined by the scope of the project and the function of the landscaping. A variety of sizes is desirable to create a "layered" appearance for visual interest and a sense of depth. Placement of shrubs must also take into account the location of existing mature trees so as not to damage tree roots. Proper spacing and location are required to allow for plants to reach their mature size and natural shape while avoiding excessive or unnatural pruning.



## GROUNDCOVERS

Groundcover plants should generally be a limited part of the landscape plan. When used, evergreen species with low maintenance needs are to be selected. Large grassed lawn areas encompassing a major portion of the site are to be avoided. Grass is appropriate as borders or around entrances and other focal points; grass should always be planted at least a mower's width away from the base of existing trees. Pine straw or other mulch should be used to stabilize areas and control weed growth.

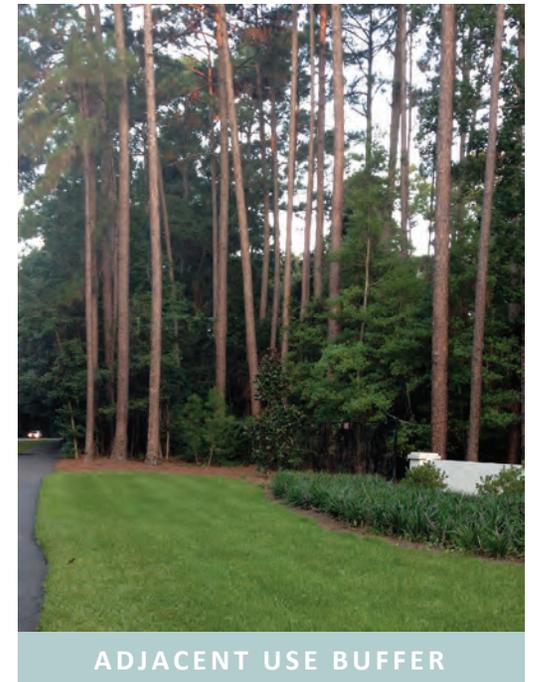




## BUFFERS

Specific buffer standards can be found in LMO Section 16-5-103. The most important component of buffers is the vegetation they contain. Buffers can be classified into three basic categories:

- **UNDISTURBED BUFFERS:** A buffer where all of the existing vegetation is neither removed nor pruned.
- **NATURAL BUFFERS:** A buffer where some existing vegetation is removed or pruned. Some additional plant materials may be added to natural buffers to enhance their appearance. Any additional plantings should be native species or species common to the Island and complimentary to the existing vegetation. Their placement should be designed so that they appear as if they were a part of the existing vegetation.
- **LANDSCAPED BUFFERS:** A buffer where most of the vegetation has been planted. Planting may be more formal and may be shaped by more extensive pruning.



The category of buffer most appropriate for Island Character is the natural buffer. However any of the three categories may be appropriate for Island Character depending on the situation. Undisturbed buffers are appropriate next to undeveloped land, along wetland boundaries, or for wildlife habitat. Landscaped buffers are more suited to limited areas such as around freestanding signs or driveway entrances and along street frontages.

In determining the most appropriate buffer for a project the designer should take into account the adjacent development so as not to depart too dramatically from the neighborhood. It may be necessary to transition the buffer design in order to blend with an adjacent buffer or to vary the category of buffer for site design reasons.



NATURAL BUFFER



WETLAND BUFFER

In some cases the LMO allows “structural elements” as part of a buffer. Typically this is a fence or screen of some type. Fences or walls shall comply with LMO Section 16-5-113. When structural elements are used, they must be designed to complement the architectural design of the building(s) and other elements of development on the site by the use of similar materials and detailing. They must be carefully located to avoid existing tree roots. Long straight expanses are not appropriate and the layout of the structural element should be varied for visual interest.



STRUCTURAL BUFFER

A wood fence painted or stained in a nature blending color used in conjunction with native plants in the foreground is a good example of a structural buffer.





## NATIVE PLANTS

In general, native plants or plants that have historically been prevalent on the Island should be utilized. The following lists are just some of the plants that are native to this area and commonly used for landscaping. A list of additional recommended natives can be found in the LMO Appendix C.

### OVERSTORY TREES

Live Oak, Sweet Gum, Laurel Oak, Red Maple, Water Oak, Florida Maple, Southern Red Oak, Loblolly Pine, Southern Magnolia, Long Leaf Pine, Bald Cypress, Slash Pine, Black Gum, Hickories (various species)

### SHRUBS

Saw Palm, Wax Myrtle, Salt Myrtle, Sparkleberry, Fetterbush, Inkberry, Witch Hazel

### GRASSES, VINES, AND GROUNDCOVERS

Soft Rush, Maidencane, Wild Rice, Spike Rushes, Sand Cordgrass, Rushes, Muhly Grass, Woolgrass, Bulrush, Yellow Jessamine, Passion Flower, Cross Vine, Trumpet Vine, Cinnamon Fern, Watershield, Fragrant Water Lily, Floating Hearts, Duck Potato, Golden Club, Arrow Arum, Blue Flag Iris, Hooded Pitcher Plant, Yellow Canna, Yellow Fringed Orchid, Buttonbush, Pickerelweed, Lizard's Tail, Jack-in-the-Pulpit, Bur-Marigolds, Swamp Rose Mallow, Large Marsh Pink

### UNDERSTORY TREES

Southern Red Cedar, Sassafras, Redbay, Sugarberry, Common Persimmon, American Holly, Dahoon Holly, Yaupon Holly, Cabbage Palmetto, Loblolly Bay

### SALT MARSH BUFFERS

Black Needle Rush, Sea Ox-Eye, Salt Hay

### NATIVE PLANTS FOR DUNES

FOR PRIMARY & SECONDARY DUNE:

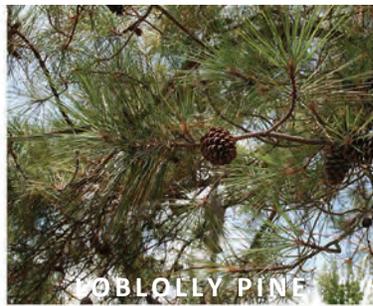
Sea Oats, Beach Morning Glory, Seaside Panicum

FOR DUNES BEHIND SECONDARY DUNE:

Muhly Grass, Seaside Panicum, Yaupon Holly, Wax Myrtle, Salt Myrtle, Saw Palm, Passion Flower, Beach Evening Primrose, Bear-Grass (Yucca), Camphor Weed, Climbing Butterfly Pea, Prickly Pear Cactus



SOUTHERN MAGNOLIA



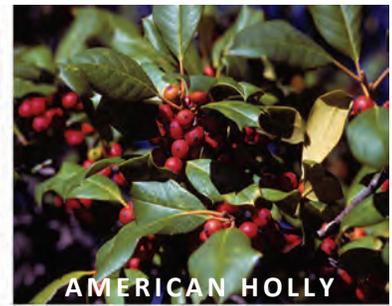
LOBLOLLY PINE



BLUE FLAG IRIS



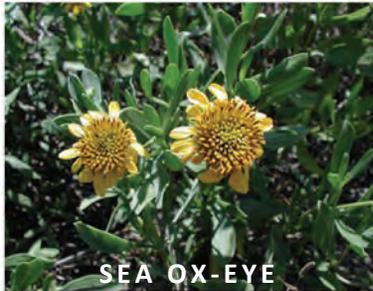
SOUTHERN RED OAK



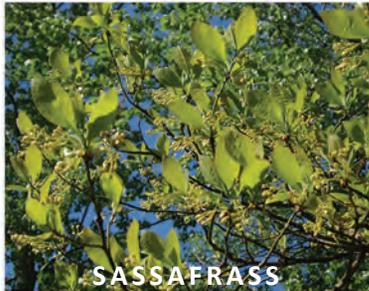
AMERICAN HOLLY



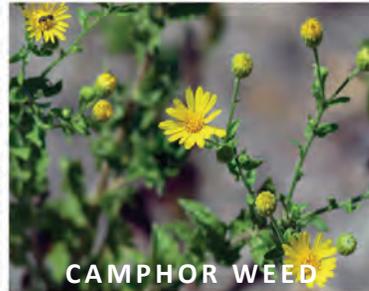
CABBAGE PALMETTO



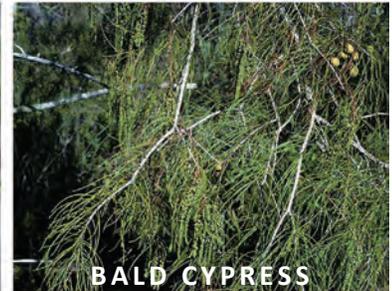
SEA OX-EYE



SASSAFRASS



CAMPHOR WEED



BALD CYPRESS



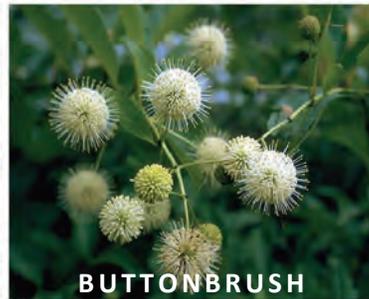
TRUMPET VINE



FLOATING HEARTS



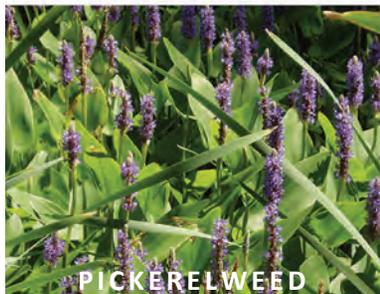
MUHLY GRASS



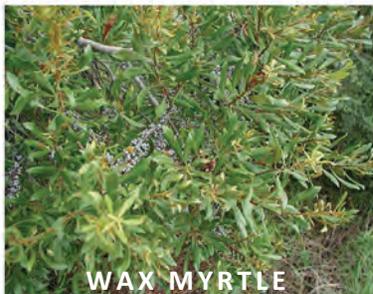
BUTTONBRUSH



SEA OATS



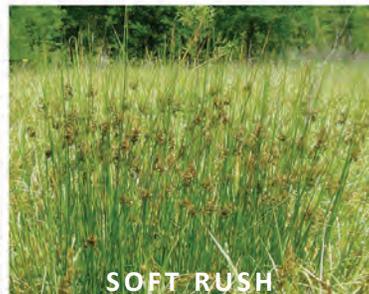
PICKERELWEED



WAX MYRTLE



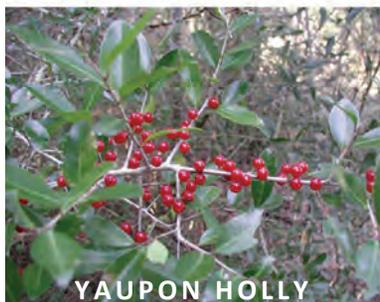
LIVE OAK



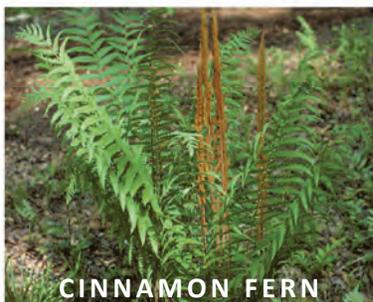
SOFT RUSH



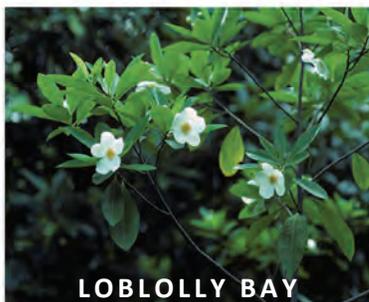
YELLOW JESSAMINE



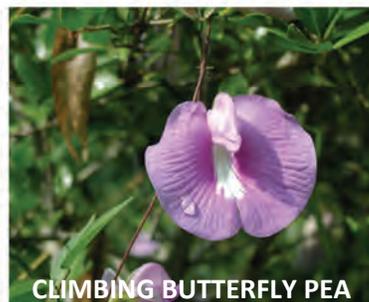
YAUPON HOLLY



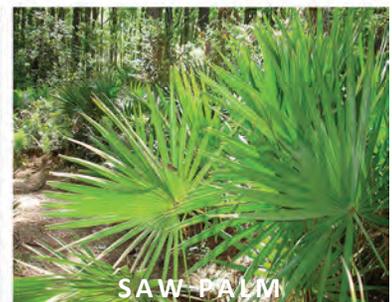
CINNAMON FERN



LOBLOLLY BAY



CLIMBING BUTTERFLY PEA



SAW PALM



# ACCESSORY CONSTRUCTION

Thought must be given to the design and placement of elements beyond parking, structures, and landscaping that may be part of a project with the aim being to achieve overall coordination. These other elements may include sculpture & fountains, signs, awnings, utilities and equipment, and lighting.



## SCULPTURE AND FOUNTAINS

Projects are encouraged to create interesting outdoor spaces that include appropriate items of visual interest such as sculpture or fountains. While it is not intended to limit artistic expression certain parameters are necessary. The design of such items must be in keeping with the size and scale of the project and not dominate the site. They should generally be subtle in material and color. Fountains should have natural forms that reflect their island location. In the design of sculpture, themes based on the culture and history of the Island are most appropriate.





The sign at the Hilton Head Island Public Library directly relates to the building's design and materials while the bronze sculpture relates to the building's function.



## SIGNS

Signs are an important element to most buildings and developments. Too often no allowance is made in the design of projects for the placement of signs. Many of the principles for good design of structures also apply to the design of signs. Sign design does not begin with a blank sheet of paper. The materials, details, and colors of the building are all starting points for good sign design. In other words, signs should reflect the design of the project they are intended to identify.

The size and number of signs will be determined by LMO Section 16-5-114. Signs should serve to identify the business or development and not act as advertisements. The amount of information on signs shall be no more than is necessary to provide reasonable identification of the business or message to be conveyed.

Signs should provide strong visual interest and include three dimensional design. Only high quality, durable materials such as wood, sign foam, and masonry shall be used. Bright colors and reflective surfaces should be avoided or very limited in size and used as accents rather than predominant design elements.

For façade signs, adequate wall space must be provided in a location that will allow the sign to function properly while also appear as if it "belongs" with the building. The sign should be placed within a single architectural element and the colors, materials, and details should compliment the structure's design. In good sign design the façade signs appear as an integral component of the building design rather than as an afterthought. Tenant signs at shopping centers and office complexes should be uniform in design and placed on the façade of the tenant space.

Freestanding or monument signs should be placed in logical locations near the project's entrance and their design must complement the architectural design of the building(s) and other elements of development on the site . Monument signs with one sign face shall be finished on "back" side. Adequate landscaping of a type and scale complementary to the overall landscape plan must be provided to integrate the sign into the site and provide a unified design.

Good sign design should apply to all signs on a site including monument signs, directional signs, and facade signs. Per LMO Section 16-5-114 a sign system is required for planned unit developments, commercial developments, office complexes, and shopping centers. A successful sign system will integrate all sign types on site in a unified system of materials, colors, shapes, and sizes that are compatible with the architecture and other site elements. Tenants may be required to select colors and fonts for their signs that are different than their typical logo colors and fonts in order to comply with the approved sign system.



MONUMENT SIGN



SECONDAY MONUMENT SIGN

Lighting, if used to illuminate the sign, must be completely shielded from streets and pathways. Light-reflecting backgrounds shall not be used but light-reflecting lettering or halo lighting may be used. When lighting a facade sign the type of light fixture selected should complement the architectural style of the structure and the facade light fixtures and not be added solely to illuminate the sign.



FAÇADE SIGN

The Town of Hilton Head Island Town Hall is an example of a sign system which integrates the design of all signs including monument signs, directional signs, and facade signs based on color, materials, and details.



DIRECTIONAL SIGN



PATHWAY LIGHT



LANDSCAPE UP LIGHT



BOLLARD LIGHT

## LIGHTING

Hilton Head Island is noted for its lack of glaring excessive lights. Strict requirements for general site lighting are specified in LMO Section 16-5-108. However, other decorative type lighting is allowed if limited in scope and properly designed. The goal is to add to the visual quality of the development without detracting from the beauty of the night sky. Such lighting may include concealed low wattage landscape up lights for significant trees or shrubbery at an entryway. Low bollard type lighting can be used to illuminate walkways and drive aisles. Important architectural elements can be softly illuminated to add emphasis at night. When lighting trees up lighting is preferred. Any light fixtures mounted in a tree must follow best management practices to avoid damage to the tree.

Incandescent lamps are preferred over metal halide. The same type of light source must be used for the same or similar types of lighting on site. The style and finish of exterior lighting, including fixtures and poles, should be selected to complement the details and materials of the structure and other site elements. A consistent finish should be selected for fixtures of similar types throughout the site. A coordinated lighting plan is a component of Island Character.

Six fixtures and poles have been pre-approved by the Design Review Board for use in overall lighting plans and can be used for site lighting without additional DRB review however the project's context and overall design character should be considered when selecting one of these fixtures. The approved fixtures/poles include:

- Baltimore
- Small Shoebox
- Hagerstown
- Salem
- Large Shoebox
- Pima



BALTIMORE



SMALL SHOEBOX



PIMA



SALEM



LARGE SHOEBOX



HAGERSTOWN



## AWNINGS

Awnings may be appropriate design elements if integral to the architectural design of the structure and not a dominant feature. If used they should have substantial structural support such as brackets and not just metal pipes. Only high quality fade-resistant fabric may be used and periodic replacement must be ensured. Color and pattern choices are critical in designing a successful awning. Bright colors or elaborate patterns are generally not desirable. Awnings should not be incorporated solely to provide space for sign copy.



## KIOSKS

Kiosks may be used as a temporary accessory element and should be integral to the site. Kiosk structures should take their architectural cues from the other structures on the site and should include similar or compatible details. Only high quality materials may be used. Colors should be nature blending and in keeping with other site structures.

## UTILITIES & EQUIPMENT

All utility or service lines must be underground or concealed within the structure. Exposed wires, pipes, or conduits are not acceptable. Any transformers, meters, compressors, or utility cabinets must be painted a nature blending color, i.e. brown or green, be located in a non-prominent location, and be screened from view with landscaping and/or walls or fences.

Solid waste receptacles must be located in a non-prominent location and screened from view. In most cases a fence as described elsewhere in this guide (see page 22) will be required. Enclosures should be designed to allow adequate air flow as needed but not allow visibility into the enclosure.

Vending machines or other such equipment if placed on the exterior of a structure should be concealed from view of the street or parking area and must not include internal illumination.



Enclosures for utilities and equipment may be attached to the building or located elsewhere on site. The attached service yard conceals utility cabinets and trash receptacles in a design that is integrated into the overall design of the structure and other site elements through the use of common colors and materials.





## CREDITS

Tower Beach Site Analysis; JK Tiller Associates (page 6)

Tower Beach Conceptual Master Plan; JK Tiller Associates (page 6)

Conceptual Parking Lot Layout; Wood+Partners (page 8)

Harris Teeter Storm Water Retention Pond; JK Tiller Associates (page 10)

Building Elevation; McCleskey & Associates (page 13)

Palmetto Dunes Gate House Conceptual Architecture; Lee & Parker Architects (page 14)

Shelter Cove Towne Centre Conceptual Elevations; MSTSD (page 16)

Palmetto Dunes POA Office Landscape Plan; Witmer Jones Keefer (page 18)

Pre-Approved light fixtures/poles; Palmetto Electric (page 30)

## ACKNOWLEDGEMENTS

### DESIGN REVIEW BOARD—July 2014-June 2015

Scott Sodemann, Chairman

Jake Gartner, Vice Chairman

Ronald Hoffman

Galen B. Smith

Dale Strecker

Kyle Theodore

Brian Witmer

Adopted by Town of Hilton Head Island Town Council  
Month, Year



# TOWN OF HILTON HEAD ISLAND

---

## *Community Development Department*

**TO:** Public Planning Committee  
**VIA:** Jill Foster, AICP, *Deputy Director of Community Development*  
**CC:** Charles Cousins, AICP, *Director of Community Development*  
**FROM:** Teri Lewis, AICP, *LMO Official*  
**DATE:** July 14, 2015  
**SUBJECT:** Approve an extended display time for the four United Way of the Lowcountry fundraising signs

---

**Recommendation:** Staff recommends that the Public Planning Committee forward the proposed Resolution to Town Council with a recommendation of approval.

**Summary:** In recent years, United Way of the Lowcountry has lengthened the time of their campaign in order to increase the public's awareness of the fundraising campaign. The United Way would like to change the dates that the fundraising signs are allowed to be up to reflect the increase in the fundraising campaign time. It is suggested that the signs be allowed to be displayed no earlier than September 1<sup>st</sup> of each year and removed no later than the following April 7<sup>th</sup>.

**Background:** In 1996, the Town of Hilton Head Island Town Council approved Resolution 96-40 designating the United Way of the Lowcountry thermometer signs as official signs and allowing two such signs to be displayed. In 2013, Town Council approved Resolution 2013-12 allowing an additional two signs to be displayed based on population growth and the consequent increase in need for funds. The official United Way signs as approved by Town Council are allowed to be displayed no earlier than September 1<sup>st</sup> of each year and are to be removed no later than the following December 15<sup>th</sup>.

**A RESOLUTION BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND APPROVING THE INCREASE IN DISPLAY TIME OF THE FOUR OFFICIAL UNITED WAY OF THE LOWCOUNTRY THERMOMETER SIGNS DURING ITS ANNUAL FUNDRAISING CAMPAIGN.**

**WHEREAS**, on September 17, 1996, the Town Council of the Town of Hilton Head Island, South Carolina approved Resolution 96-40, designating the United Way thermometer signs as official signs subject to conditions limiting the size of the signs, the number of the signs and the length of time that they can be displayed; and

**WHEREAS**, on May 7, 2013, the Town Council of the Town of Hilton Head Island, South Carolina approved Resolution 2013-12 increasing the number of the official United Way of the Lowcountry thermometer signs to four; and

**WHEREAS**, the four signs can currently be displayed from September 1<sup>st</sup> of each year through the following December 15<sup>th</sup>; and

**WHEREAS**, since September 1996, the United Way of the Lowcountry's fundraising goal has increased from \$1.3 million to \$2.4 million; and

**WHEREAS**, the United Way of the Lowcountry has lengthened the time of its fundraising campaign to increase public awareness of the campaign; and

**WHEREAS**, the United Way of the Lowcountry would like to increase the length of time that its official thermometer signs are displayed to coincide with the increase in the fundraising campaign time; and

**WHEREAS**, the Public Planning Committee held a public meeting on July 23, 2015 at which time a presentation was made by staff and an opportunity was given for the public to comment on the increase in display time of the four official United Way of the Lowcountry thermometer signs; and

**WHEREAS**, the Public Planning Committee, after consideration of the staff presentation and public comments, voted to recommend that Town Council <Motion> the increase in display time of the four official United Way of the Lowcountry thermometer signs; and

**WHEREAS**, after due consideration of said increase in display time and the recommendation of the Public Planning Committee, the Town Council, upon further review, finds it is in the public interest to <Motion> the increase in display time of the four official United Way of the Lowcountry thermometer signs.

**NOW, THEREFORE BE IT, AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT THE TOWN COUNCIL HEREBY <MOTION> THE DISPLAY OF THE FOUR OFFICAL UNITED WAY OF THE LOWCOUNTRY THERMOMETER SIGNS DURING THE TIME PERIOD FROM SEPTEMBER 1<sup>ST</sup> OF EACH YEAR TO THE FOLLOWING APRIL 7<sup>TH</sup>.**

**MOVED, APPROVED, AND ADOPTED ON THIS \_\_\_ DAY OF \_\_\_\_\_, 2015.**

\_\_\_\_\_  
David Bennett, Mayor

ATTEST:

\_\_\_\_\_  
Victoria L. Pfannenschmidt, Town Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Gregory M. Alford, Town Attorney

Introduced by Council Member: \_\_\_\_\_