

SOUTHERN BEAUFORT COUNTY  
CORRIDOR REVIEW BOARD (CRB) MINUTES  
October 23, 2013 Bluffton Library  
120 Palmetto Way, Bluffton, SC 29910

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**Members Present:** Joe Hall, James Atkins, Sam Britt, Daniel Ogden, Ed Pinckney, and Pearce Scott

**Staff Present:** Robert Merchant, Beaufort County Long Range Planner

**Guests:** Michael Brock, M. Brock Designs; Greg Baisch, Ward Edwards; David Sklar, Sklar Ecotecture; Jill King, BFG Communications; Nathan Morgan, Adams and Associates Architects; Willy Powell, Ward Edwards

1. CALL TO ORDER – 3:00 P.M. Mr. Hall introduced the new member, Sam Britt, who represents the Town of Bluffton as a member at-large.
2. PUBLIC COMMENT: None
3. MINUTES: Mr. Ogden motioned to approve the minutes of the September 18, 2013 Southern Corridor Review Board Meeting. Mr. Atkins seconded. Motion carried.
4. NEW BUSINESS:
  - A. **Conceptual Review of Tanger Outlet #1, Outparcel A – Chipotle (restaurant):** Mr. Merchant gave the project background. He said that the applicant proposed to construct a 4,900 square foot building on Outlot A of the Tanger Outlets #1 to house a Chipotle restaurant and one other retail tenant. He said that before Tanger #1 was redeveloped, the site was a parking lot for the outlet mall, and the site is now cleared and graded for future development. He said that staff had the following comments on the project:
    - The architectural elevations are mislabeled on the plan. The elevation labeled as “north” is actually west facing with the other three elevations erroneously labeled accordingly. This needs to be corrected before final submission.
    - The Corridor Overlay District does not permit long unarticulated facades. The façade fronting the entrance road does not meet this requirement and has high visibility from U.S. 278.
    - The lighting plan needs to include cutsheets of all proposed exterior lighting fixtures. The plan also needs to clearly indicate which fixtures are existing and which are proposed for the new development.
    - There is a hot spot that exceeds 10 footcandles at the northeast corner of the proposed building. The fixtures shall be reconfigured to lower the lighting levels at this location

Mr. Merchant said that after the project was submitted and reviewed, he learned that the Tanger Development agreement stipulated that the review of future projects in the Tanger PUD would be at the County staff level and not the CRB. He said that since the project

was already submitted to the CRB, the applicant was interested in having the Board review the project. Mr. Merchant said that he would take the Board's comments and would incorporate them into the official staff position on the project.

Mr. Pinckney felt that the building size was too small to have two towers. Mr. Ogden agreed. Nathan Morgan of Adams and Associates Architects presented a revised architectural plan that provided two windows to the eastern façade. He said that the applicant chose to have two towers because the building had two tenants and they wanted to use the towers to serve as entrance features. He said that the building was similar to the AT&T building which was approved previously by the CRB. Mr. Ogden asked if the entrance features had to be towers. Mr. Morgan said that they could remove the top portions of the towers and make them parapets. Mr. Pearce said that it's unfortunate that the building is showing its back to US 278 because it's so close to the highway. He suggested that the applicant dress up the corner of the building that faces the entrance road to Tanger. Mr. Morgan said that the project already had a tight budget and adding a third tower would be expensive. Mr. Pearce recommended having one tower feature at the northeast corner and eliminating the towers at the two tenant entrances. Mr. Britt asked why the proposed building was different than the other outlot buildings such as Panera and Olive Garden. Michael Brock said that the Panera building is very similar to the proposed building.

Mr. Hall asked Mr. Brock to discuss the highway buffer. He felt that it did not adequately screen the site. Mr. Brock said that the buffer had good overstory trees in it and that all of the vegetation shown on the landscape plan in the highway buffer were in place.

Mr. Ogden motioned to forward to staff the following comment to take into consideration when administratively reviewing the project:

- Since the building is sited in a prominent location at the entrance to Tanger Outlet 1, incorporate a tower or other strong architectural element at the northeast corner of the proposed building to give it more visual interest from US 278 and the entrance road. The two towers that were proposed in the original design of the building at the entrances to the two tenants should be reduced in height and prominence.

Mr. Pearce seconded. Motion carried.

- B. Conceptual Review of BFG Communications, 7 Buckingham Plantation Drive:** Mr. Merchant gave the project background. He said that BFG Communications had their headquarters in two buildings in the Buckingham Plantation Road area. He said that the applicant proposed to construct an 18,000 square foot two-story headquarters building around the existing 6,000 sf structure utilizing as much of the structure as practical for the new building. He said that the applicant also proposes to provide a 58 space gravel parking lot to be located east of the building across from Anolyn Court, a County road. He said that several modifications needed to be made to the standard Corridor Overlay

District buffers because the width of the parking area could not accommodate 10 foot wide perimeter buffers and the required 5 foot landscaped median between parking rows. Mr. Merchant also said that the building would be a signature design that is supposed to reflect the image and culture of the company. Because of the unconventional, he said he directed the applicant to submit a conceptual sketch to the Board early on in the design phase to receive input. He said that the only staff comment he had was that due to the distance and lack of visibility of the parking lot from US 278, staff supported narrowing the widths of the perimeter buffers in the parking area to 5 feet and eliminating the parking lot median in order to accommodate the parking needs of the proposed building.

Greg Baisch of Ward Edwards presented for the applicant. He said that there are parking issues at the site that led them to look at developing a parking lot. He said that the applicant's long term goal is to develop a campus like setting for the entire business park. He said that the proposed development would eliminate the connection between Buckingham Plantation Road and Anolyn Court to add more green space and to make it more walkable.

David Sklar said that the client has a desire to stay in the area. He said that BFG Communications is a creative firm and they want their headquarters to make a statement to their clients. He said he was directed to come up with a design that would enhance the industrial character of the area in which they were located. He said that the shape of the building would optimize having solar panels on the back.

Mr. Ogden asked for clarification of the existing and proposed site conditions. Mr. Baisch clarified that the road that currently connects Buckingham Plantation Road to Anolyn Court would go away and be replaced with a green space. Mr. Pearce asked about the proposed exterior building materials. Mr. Sklar said he was proposing corrugated steel, a neutral stone element such as polished concrete, and exposed trusses. He said that the current height of the building is 20 feet and the new building would be 5 feet taller with a functional second story. Mr. Pinckney said that the site plan as proposed did not seem walkable and campus-like. He requested seeing an overall master plan that would show how this site connects to other parcels in the business park. Mr. Sklar said that they have a conceptual master plan, but they are still in the process of working with the other property owners.

Mr. Hall asked the Board to comment on the architecture. Mr. Pearce said it was an improvement on the existing building and complimented the use of exposed trusses. He said he was concerned about the corrugated steel. He also suggested having a tabby finish to the concrete to reflect traditional Lowcountry materials. He requested a three dimensional model of the proposed building to help better visualize the design. Mr. Atkins agreed on the use a tabby finish and also complimented the use of exposed trusses. He cited the Technical College of the Lowcountry building near Sun City as a good example of an unconventional use of shapes that still reflects local architecture. Mr. Pinckney asked how busy the south elevation would be. Mr. Sklar said that it would be simpler than the west elevation with repeating windows with overhangs. Mr. Ogden said

that the illustration was a good conceptual start. He felt that the exposed trusses and overhangs had a Lowcountry precedent. He asked if the design could be modified to tie in more elements of Lowcountry design.

Mr. Pinckney suggested putting a solid screen of bamboo along the south elevation to soften the view from the proposed building from the rest of the buildings in the business park. Mr. Britt expressed concern in the amount of glass in the proposed building and said he was interested in determining how reflective the material would be. Mr. Atkins said that with this design, simplicity would be better. He liked having contemporary architecture but suggested simplifying the angles and shapes in the structure. Mr. Hall summed up the CRB's comments to say that the Board welcomed the imaginative work of the proposed building, but it needed to be simplified and incorporate more Lowcountry design elements and materials.

Mr. Pearce motioned to modulate the widths of the perimeter buffers on the north and south sides of the proposed parking lot east of Anolyn Court from 10 feet to 5 feet; and eliminate the parking lot median in order to accommodate the parking needs of the proposed project. Mr. Ogden seconded. Motion carried.

5. OLD BUSINESS: There was no old business
6. OTHER BUSINESS: Mr. Hall announced that the next meeting would be on November 6.
7. ADJOURNMENT: The meeting was adjourned at 4:19 pm.