

TOWN OF BLUFFTON



STAFF REPORT – PLANNING COMMISSION
DEPARTMENT OF GROWTH MANAGEMENT

MEETING DATE:	November 16, 2016
PROJECT:	Wendy’s Exterior Renovation – Certificate of Appropriateness – Highway Corridor Overlay
PROJECT MANAGER:	Erin Schumacher, AICP, Senior Planner

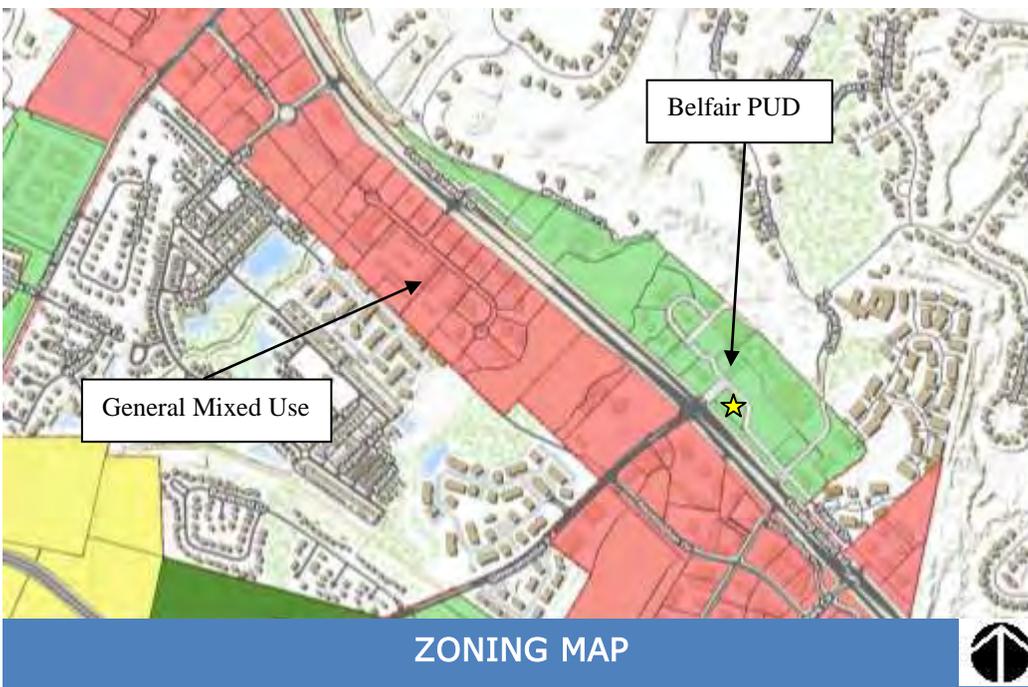
APPLICATION REQUEST: The Applicant, Manna Inc. of the Lowcountry, requests that the Planning Commission approve the following application:

1. **COFA-10-16-10220.** A Certificate of Appropriateness for the approval of the renovation to the exterior finishes of the existing Wendy’s building located at 4 Belfair Village Drive, and zoned Belfair PUD.

INTRODUCTION: On July 24, 1995, Beaufort County Council approved a request for rezoning to a PUD District for 1,028 acres, located north of US 278, establishing the Belfair Planned Unit Development Zoning District. The majority of the development was approved for low intensity single family residential, with 33 acres approved for multifamily, and fifty acres for commercial development.

As part of the Buck Island Simmonsville Annexation of 2005, the commercial portion of the Belfair PUD was annexed into the Town of Bluffton and the Belfair PUD, as approved by Beaufort County, was adopted by the Town of Bluffton as the official zoning for the property. The Wendy’s building, which is the subject of this application, was developed prior to the annexation under the zoning provided in the Belfair PUD and approved by Beaufort County.

The Applicant is requesting approval of a Certificate of Appropriateness – Highway Corridor Overlay (HCO) application for the alteration of the existing structure to modify the entry vestibule, revise the surrounds at the drive through windows, and upgrade the storefront design and signage. Being located along and visible from US 278, this property is located in the Highway Corridor Overlay and is subject to review by the Planning Commission. The Commission has review authority over the architectural, landscaping, and lighting design only. In this application, only the architectural design is being proposed for modification.



PLANNING COMMISSION ACTIONS: As granted by the powers and duties set forth in Section 2.2.6.C. of the Unified Development Ordinance, the Planning Commission has the authority to take the following actions with respect to this application:

1. Approve the application as submitted by the Applicant;
2. Approve the application with conditions; or
3. Deny the application as submitted by the Applicant.

REVIEW CRITERIA & ANALYSIS: Town Staff and the Planning Commission are required to consider the criteria set forth in Section 3.17.3 of the Unified

Development Ordinance in assessing an application for a Certificate of Appropriateness- HCO. These criteria are provided below followed by a Staff Finding based upon review of the application submittals to date.

1. Section 3.17.3.A. The proposed development must be in conformance with applicable landscaping, lighting, and architectural provisions provided in Article 5, Design Standards.

Finding. The project is located in the Belfair PUD. There are specific design standards established by the PUD and the Beaufort County 1990/3 Zoning and Development Standards Ordinance (ZDSO), which are attached to the PUD. As a result, Article 5 of the current Unified Development Ordinance does not apply to this proposal.

2. Section 3.17.3.B. The proposed development shall be in conformance with any approved Development Agreement, PUD Concept Plan, PUD Master Plan, Subdivision Plan, or any other agreements or plans that are applicable.

The property is located in the Belfair PUD and the Belfair PUD Master Plan. As a result and as previously noted, the property is subject to the Beaufort County 1990/3 Zoning and Development Standards Ordinance. This Zoning and Development Standards Ordinance contains architectural, landscaping, and lighting design standards for properties located in the Highway Corridor Overlay District. As previously noted, only the architectural design is being proposed for modification in this application; therefore, the landscaping standards are not applicable.

- a. *Finding - Architectural Design.* Section 4.23.3.A.1.a. of the Beaufort County 1990/3 Zoning and Development Standards Ordinance states that architectural styles should be reflective of, or at least compatible with architectural types which exemplify the unique character of the Lowcountry region and conform to the general standards of architectural quality.

While subject to Beaufort County jurisdiction, the current building was designed, approved, and constructed utilizing this standard. The Applicant is now proposed to alter the architectural style and character with this request by revising the entry vestibule, modifying the storefront materials, and modifying the drive through window surrounds to make the design more contemporary. The Applicant proposes utilizing the major the existing architectural forms, materials, and a revised color palette to create new entries and architectural detailing to update the current character of the building. With some minor modifications and the submission of additional project information, this application may meet the requirements noted above.

- b. *Finding - Appropriate Exterior Materials and Architectural Elements.* Section 4.23.3.A.2. of the Beaufort County 1990/3 Zoning and Development Standards Ordinance considers wood clapboard, wood

board and batten, wood shingle siding, brick, stucco, tabby, natural stone, faced concrete block, and artificial siding which closely resembles painted wood clapboard as compatible and appropriate siding materials.

Town Staff finds that the application does not fully meet this requirement. The proposed building materials are to match the existing building materials in pattern and color and include brick, EIFS with a smooth stucco finish, aluminum storefront glazing systems, and decorative flat metal awnings. While use of EIF is not expressly permitted, the material is matching existing conditions, and the intent is to closely resemble the appearance of tabby or stucco which are considered appropriate materials.

- c. *Finding – Inappropriate Exterior Materials and Architectural Elements.* Section 4.23.3.A.3. of the Beaufort County 1990/3 Zoning and Development Standards Ordinance notes plywood, cinderblock, unfinished poured concrete, unfaced concrete block and plastic or metal not closely resembling painted wood clapboards as inappropriate. It also notes that partial (less than 3 sides) mansard roofs, flat roofs without a pediment, and long unarticulated roofs as inappropriate architectural elements.

Town Staff finds that the application does include materials and elements identified as inappropriate. The aluminum storefronts have what is noted as bronze corrugated metal panels proposed above the window assemblies on the front, left, and right elevations. This is a metal cladding that does not resemble painted wood clapboards and must be revised to an appropriate material or approved by the Planning Commission as an approvable substitute.

As well, the entry vestibule has a flat roof proposed without a pediment. Per the ZDSO, the flat roof must have a pediment. To meet this requirement, the roof form must be revised to a permitted form or a pediment included.

- d. *Finding – Exterior Colors.* Section 4.23.3.A.2.d. of the Beaufort County 1990/3 Zoning and Development Standards Ordinance considers colors that are compatible with the Lowcountry or coastal vernacular palette to include earth tones (greens, tans, light browns, terra cotta), grays, pale primary and secondary colors (with less than 50% color value), white and cream tones, and oxblood red.

Town Staff finds that the application does not fully meet this requirement. The proposed color palette consists of a combination of a very dark brown/black (noted as bronze in the rendering) trim and red at the areas finished in a stucco material. The color palette proposed, specifically the trim color, does match the colors used on the existing building and the red could be interpreted as oxblood red (see Attachment 1 for existing color scheme). While dark brown/black is not

a color mentioned above, it would be in keeping with the accent colors used on the existing structure and the red may be interpreted as oxblood red.

3. Section 3.17.3.C. The application must comply with applicable requirements in the Application Manual.
 - a. *Finding.* The application has been reviewed by Town Staff and has been determined to be incomplete. The architectural plans indicate new lighting fixtures on the building. Per the Applications Manual and the ZDSO, a lighting plan with the fixtures noted and a photometric grid must be submitted for review. As such a lighting plan must be submitted for review as not enough information was provided to ensure that the lighting meets the lighting requirements and the illumination levels prescribed in Section 4.23.3.C.2.a.1. of the Beaufort County 1990/3 Zoning and Development Standards Ordinance.

TOWN STAFF RECOMMENDATION: Town Staff finds that with the conditions noted below, the requirements of Section 3.17.3 of the Unified Development Ordinance will be met and recommends that the Planning Commission approve the application with the following conditions:

1. Architecture
 - a. Per Section 4.23.3.A.3. of the ZDSO, the metal cladding located above the storefront windows must be revised to resemble painted wood clapboards or to an appropriate material.
 - b. Per Section 4.23.3.A.3. of the ZDSO, the entry vestibule with the flat roof must be revised to include a pediment.
 - c. Per Section 4.23.3.A.2.d. of the ZDSO, the proposed color scheme must be approved by the Planning Commission as appropriate interpretation of the colors permitted via the ZDSO.
 - d. Per the Applications Manual and Section 4.23.3.C.2.a.1. of the ZDSO, a lighting plan meeting the fixture and illumination levels of the ZDSO must be submitted for review.
2. Other
 - a. Signage Permits must be submitted to the Town of Bluffton for review and approval for the signage proposed for at the site and on the structure.

ATTACHMENTS:

1. Existing/Proposed Materials
2. Approval Letter
3. Site Plan and Architectural Plans



Wendy's

2016 IMAGE ACTIVATION STANDARD EXTERIOR FINISHES

 DRYVIT	 BLADE PAINT	 ACM PANEL	 RIBBED METAL SIDING
 STO	 WOODGRAIN TILE	 OLD CASTLE METAL STORE FRONT	 TUBELITE KAWNEER



2016 IMAGE ACTIVATION STANDARD EXTERIOR FINISHES

DRYWIT	BLADE PAINT	ACI PANEL	RIBBED METAL SCRO
STD	WOODGRAIN TILE	OLD GABLE	METAL STONE FRONT

2016 IMAGE ACTIVATION STANDARD EXTERIOR FINISHES

DRYVIT

BLADE PAINT

ACM PANEL

RIBBED METAL SIDING

STO

WOODGRAIN TILE

OLD CASTLE

METAL STORE FRONT

TUBELITE

KAWNEER

BRIXMOR™

To whom it may concern,

As the Landlord of Belfair Towne Village, this letter hereby authorizes Wendy's, located at 4 Belfair Village Drive, Bluffton, South Carolina, to move forward with remodeling work as previously and verbally notated to the city.

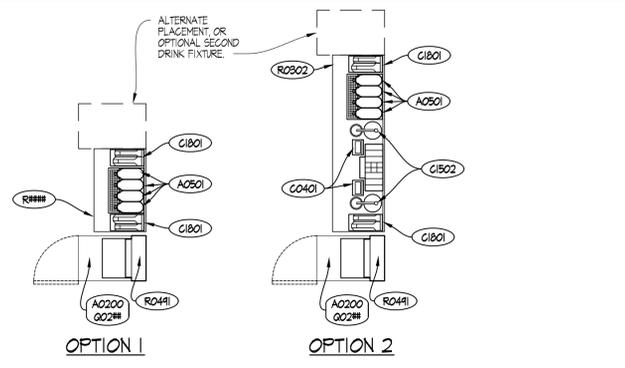
Regards,



David Carpio
Property Manager
BRE Mariner Belfair Town Village LLC

SITE NUMBER:	7525
BASE MODEL:	CG3480
ASSET TYPE:	FRANCHISE
CLASSIFICATION:	REFRESH
OWNER:	MANNA INC.
BASE VERSION:	2016 JAN.
UPGRADE CLASSIFICATION:	N/A
PROJECT YEAR:	2016
FURNITURE PACKAGE:	2016
DESIGN BULLETINS:	THRU DB 2015-02

DRINK STAND OPTIONS



NOTE: OPTIONAL CONFIGURATIONS ABOVE ARE SHOWN FOR REFERENCE ONLY. REFER TO CONSTRUCTION PLAN CONFIGURATION BELOW FOR SELF-SERVE DRINK TOWER LOCATION (MAY BE AT EITHER END OR BOTH). COORDINATE FINAL ORIENTATION AND PLACEMENT WITH OWNER'S REPRESENTATIVE.

SYMBOL LEGEND

SYMBOL	DESCRIPTION
XX-X	CEILING FINISHES, SEE FINISH SCHEDULE
XX-X	WALL FINISHES, SEE FINISH SCHEDULE
XX-X	BASE FINISHES, SEE FINISH SCHEDULE
XX-X	FLOOR FINISHES, SEE FINISH SCHEDULE
FLOORING TRANSITION WHERE DIMENSION PROVIDED IS WITHIN 2' OF EXISTING, TRANSITION SHALL BE LOCATED AT EXISTING.	
XXXX XXXX	EQUIPMENT TAGS

ARTPACK & WAYFINDING LEGEND

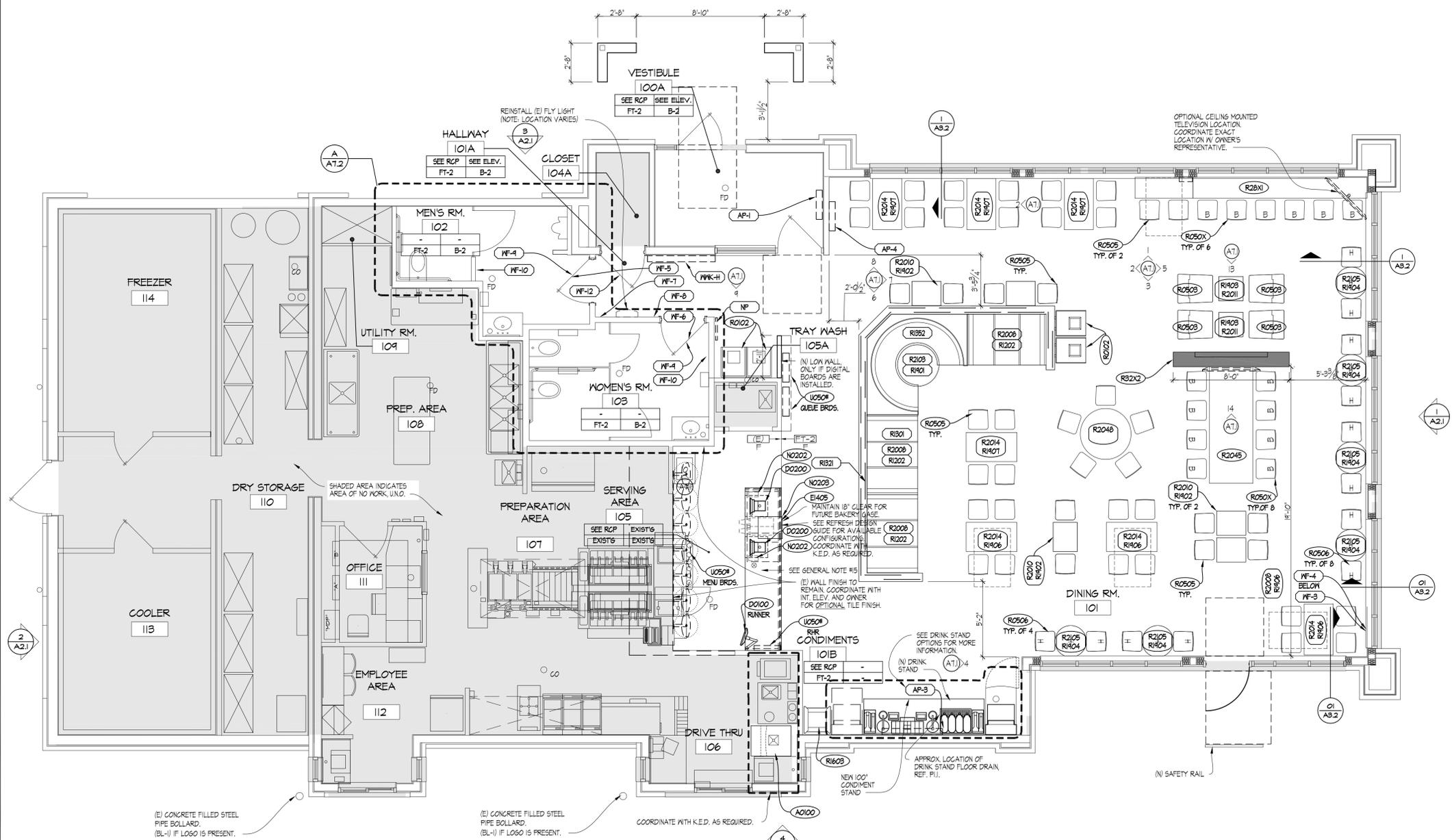
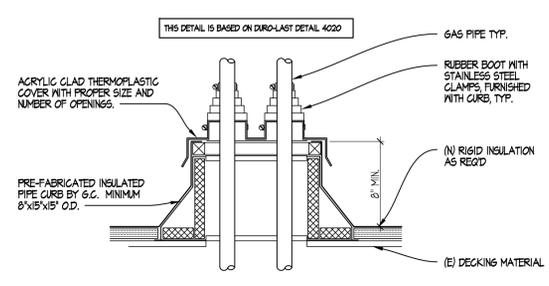
AP-1	ENTRY BRAND MOMENT	NF-5	MENS ROOM DOOR SIGN
AP-2	QUALITY IS OUR RECIPE (NOT USED)	NF-6	WOMEN'S ROOM DOOR SIGN
AP-3	DAVE THOMAS QUOTE	NF-7	MENS ROOM SIGN ADA
AP-4	MEDALLION MENDY'S SEAL	NF-8	WOMEN'S ROOM SIGN ADA
AP-5	QUALITY FOOD MADE FRESH (NOT USED) IS OUR RECIPE	NF-9	CREW MUST WASH HANDS
AP-10	DAVE THOMAS STORY (NOT USED)	NF-10	RESTROOM CLEANLINESS
NF-3	M-FI SIGN	NF-12	EMPLOYEES ONLY
NF-4	NO SMOKING SIGN	NWK-H	HEISMAN - DITFA
		NP	NUTRITION POSTER

FLOOR & FINISH PLAN GENERAL NOTES

- G.C. SHALL BE RESPONSIBLE FOR VERIFYING 'AS-BUILT' CONDITIONS AND LAYING OUT WORK BEFORE PROCEEDING WITH WORK.
- EXTERIOR FINISHES ARE NOTED ON EXTERIOR ELEVATIONS.
- SEE INTERIOR ELEVATIONS FOR EXTENT OF NEW INTERIOR WALL FINISHES.
- KITCHEN EQUIPMENT DISTRIBUTOR WILL SUPPLY CRITICAL DIMENSIONS, PLUMBING AND ELECTRICAL SPECIFICATIONS FOR EQUIPMENT SUPPLIED BY THE KITCHEN EQUIPMENT DISTRIBUTOR.
- ELECTRICAL AND PLUMBING CONTRACTOR TO MAKE FINAL CONNECTION TO EQUIPMENT.
- DESIGN INTENT IS FOR EXISTING FINISHES TO BE REPLACED WITH EQUIVALENT NEW FINISHES, UNO. COORDINATE WITH OWNER FOR OPTIONAL FINISH UPGRADES.
- G.C. TO PROVIDE AND INSTALL CRACK ISOLATION/WATERPROOF MEMBRANE AT ALL AREAS OF PORCELAIN, CERAMIC AND MARBLE TILES, HYDRO BAN BY LATICRETE. PROVIDE LATASIL SEALANT @ ALL AREAS OF EXPANSION JOINTS IN SUBSTRATE PRIOR TO INSTALLATION OF HYDRO BAN. CONTACT LATICRETE AT (203) 376-8113.
- PAINTER SHALL BE RESPONSIBLE FOR THE REMOVAL OF HARDWARE, SWITCH AND OUTLET COVERS, ETC. AND REINSTALLATION OF SAME AFTER PAINTING.
- RETOUCH OR REFINISH SURFACES DAMAGED BY SUBSEQUENT WORK AS DIRECTED BY GENERAL CONTRACTOR. THE COST OF SUCH RESTORATION WORK SHALL BE BORNE BY THE CONTRACTOR.
- THE CONTRACTOR IS RESPONSIBLE FOR PROVIDING PROPER PROTECTION AGAINST DAMAGE TO EXISTING FURNITURE, ADJACENT FINISHED WORK, FLOORING, ETC. IF APPLICABLE.
- REFER TO REFLECTED CEILING PLAN FOR CEILING TYPES, HEIGHTS, & FINISHES.
- COORDINATE MUSIC & M-FI SYSTEM REQUIREMENTS WITH MENDY'S REPRESENTATIVE.
- FOR NEW DRINK STATIONS BEING ADDED, NEW CONDENSERS ON ROOF ARE REQUIRED. CONDENSERS TO BE INSTALLED ON EQUIPMENT RAILS SUPPLIED WITH UNITS. G.C. TO INSTALL EQUIPMENT RAILS AND CONDENSERS NO CLOSER THAN 10'-0" FROM ANY ROOF EDGE AND OUTSIDE AIR INTAKE. INSTALL RAILS PARALLEL WITH ROOF SLOPE TO ENSURE POSITIVE DRAINAGE. G.C. TO INSTALL NEW PIPE CURB FOR CONDENSER LINES PER DETAIL 02/A.1. COORDINATE FINAL LOCATION OF CONDENSERS AND PIPE CURB WITH MENDY'S CONSTRUCTION MANAGER AND A.H.J. PATCH AND REPAIR EXISTING ROOF MEMBRANE AS REQUIRED USING MEMBRANE MANUFACTURER'S STANDARD DETAILS TO ENSURE EXISTING WARRANTY IS MAINTAINED.
- VERIFY LOCATION(S) OF EXISTING FLOOR DRAIN TO SERVE DRINK STAND. PROVIDE NEW DRAIN TO SERVE DRINK STAND WHERE EXISTING IS NOT AVAILABLE. SAMP CUT FLOOR SLAB AS REQUIRED FOR INSTALLATION OF NEW DRAIN AND PATCH TO MATCH ADJACENT AFTER INSTALLATION. COORDINATE EXACT LOCATION.
- (N) RIGID SURFACE COUNTERTOP & RETROFIT FRONT COUNTER BASE CABINET AS REQUIRED FOR ORDER/PAY AND PICK-UP SEPARATION INCLUDING (N) UNDER-COUNTER ICE BIN, MAINTAIN (E) ICE BIN DRAIN FOR REUSE. RETROFIT KIT AVAILABLE THROUGH K.E.D. COORDINATE REQUIREMENTS WITH K.E.D. & G.C. AS REQUIRED. G.C. SHALL COORDINATE FINAL CASH DROP SAFE PLACEMENT WITH MENDY'S REPRESENTATIVE, INCLUDING ACCESS TO SAFE KEYS FROM RESTAURANT MANAGER.

CRITICAL NOTE:
THE GENERAL CONTRACTOR SHALL PROVIDE A CONTINGENCY BID FOR WORK IN THE BACK OF HOUSE/KITCHEN AREA BEYOND THE SCOPE OF THIS REFRESH SHOWN ON THESE DOCUMENTS. COORDINATE ANY/ALL WORK BID, PROPOSED, OR REQUIRED WITH THE MENDY'S CONSTRUCTION REPRESENTATIVE PRIOR TO PURCHASING OR BEGINNING ANY WORK BEYOND THE LIMITED SCOPE SHOWN ON THESE CONSTRUCTION DOCUMENTS.

02 CONDENSER PIPE CURB DETAIL
SCALE: 1 1/2" = 1'-0"



EQUIPMENT SCHEDULE

MARK	DESCRIPTION OF EQUIPMENT	REMARKS	FINISHED BY	INSTALLED BY
A000	BEVERAGE SYSTEM DRIVE-THRU	BEVARIETY OR FREESTYLE	0	0
A200	BEVERAGE SYSTEM SELF-SERVE DINING ROOM	FREESTYLE IS SITES: 'SILVER', CANADA SITES: 'RED'	0	0
A201	ICED TEA DISPENSER-NARROW OVAL		ES	ES
C040	NAFKN DISPENSER		ES	ES
C102	KETCHUP PUMP		ES	ES
C180	LID/STRAW DISPENSER		ES	ES
D000	POS MONITOR	RUNNER SCREEN ON ARM	0	0
D020	POS TERMINAL	EXISTING TO BE RELOCATED, OR NEW OPTIONAL	0	0
E140	FRONT COUNTER (COUNTER TOP ONLY)		ES	ES
N022	CASH DROP BOX	EXISTING TO BE RELOCATED, OR NEW OPTIONAL	ES	ES
N023	DESSERT CASE	VERIFY WITH MENDY'S REPRESENTATIVE	ES	ES
001#	REMOTE CONDENSING UNIT - DINING ROOM (ROOF)	# KITCHEN EQUIPMENT SUPPLIER TO VERIFY ACTUAL EQUIPMENT MODEL / FINISH TO BE USED	ES	ES
001#	REMOTE CONDENSING UNIT - DRIVE THRU (ROOF)	# KITCHEN EQUIPMENT SUPPLIER TO VERIFY THAT EXISTING CAN BE REUSED OR IS TO BE REPLACED. QUANTITY WILL VARY DEPENDING ON EXACT BEVERAGE SYSTEM CONFIGURATION	ES	ES
002#	ICE MACHINE - DINING ROOM	*QUANTITY WILL VARY DEPENDING ON EXACT BEVERAGE SYSTEM CONFIGURATION	ES	ES
R2002	TRASH RECEPTACLE		ES	ES
R2002	CONDIMENT STAND (NDRAIN)		ES	ES
R888	SMALL DRINK CONDIMENT STAND (NDRAIN)		ES	ES
R041	SELF-SERVE CHASE ASSEMBLY		ES	ES
R050	CHAIR - STANDARD HEIGHT		ES	ES
R056	CHAIR - CAFE HEIGHT		ES	ES
R05X	CHAIR - BAR HEIGHT		ES	ES
R120	CANTILEVER BRACKET FOR TABLE		ES	ES
R18#	REFRESH BANQUETTE BOOTH		ES	ES
R181	SINGLE BOOTH W/ FINISH BACK		ES	ES
R160	HIGH CHAIRS		ES	ES
R170	BOOSTER CHAIR		ES	ES
R192	TABLE BASE (22"x22") - STANDARD HEIGHT		ES	ES
R193	TABLE BASE (20"x20") - LOUNGE TABLE		ES	ES
R194	TABLE BASE (22"x22") - BAR HEIGHT		ES	ES
R196	TABLE BASE (HANDICAP) - STANDARD HEIGHT	2 BASES PER TABLE	ES	ES
R197	TABLE BASE (42") - STANDARD HEIGHT		ES	ES
R2008	TABLE TOP 22"x42" (W/ 4 EASED CORNERS)		ES	ES
R2010	TABLE TOP 20"x24"		ES	ES
R2011	TABLE TOP 20 1/2"x20 1/2"		ES	ES
R2014	TABLE TOP 24"x42"		ES	ES
R2043	6-TOP FAMILY TABLE AND BASE		ES	ES
R2045	FREESTANDING COMMUNITY M-TABLE (6 SEAT)		ES	ES
R2046	CANTILEVERED COMMUNITY M-TABLE (6 SEAT)		ES	ES
R2105	TABLE TOP 24" ROUND CLIPPED		ES	ES
R2106	TABLE TOP 42" ROUND		ES	ES
R281	14'-0" BANQUETTE		ES	ES
R281	ACCESSIBLE BAR SEATING (6 SEAT)		ES	ES
R281	CONDIMENT STAND - 54"		ES	ES
R281	WELCOME WALL		ES	ES
R282	8'-0" INTERIOR RED BLADE		ES	ES
R2001	REFRESH PINNACEL BOOTH	# OWNER TO VERIFY ACTUAL EQUIPMENT MODEL TO BE USED	0	0
U2504	BACKLIT STATIC MERCHANDISER (REDHEAD ROASTERS)	# OWNER TO VERIFY ACTUAL EQUIPMENT MODEL TO BE USED	0	0
U2504	BACKLIT STATIC QUEING BOARDS	# OWNER TO VERIFY ACTUAL EQUIPMENT MODEL TO BE USED	0	0

Wendy's
4 BELFAIR VILLAGE DRIVE
BLUFFTON, SC. 29910

REV.	DATE	DESCRIPTION
-	-	-
-	-	-
-	-	-
-	-	-



SHEET NAME
FLOOR, FINISH & EQUIPMENT PLAN

SHEET NUMBER
A1.1

01 FLOOR, FINISH AND EQUIPMENT PLAN
SCALE: 1/4" = 1'-0"

03/2016, 10/18 AM, C:\DWGFILES\1606\CG3480\REFRESH\01.FLOOR.FINISH.EQUIPMENT.PLAN.DWG, PLOT: 10/18/16 10:18 AM, PLOT: 10/18/16 10:18 AM



Remodel Proposal
#7525 Bluffton, South Carolina
2016



Existing Front Entrance



Add bronze corrugated metal and new white Wendy's sign and cameo. Add sign box with "QUALITY IS OUR RECIPE".

Add red metal front entrance and new cameo.

Proposed Front Entrance



Existing Front Entrance



Add bronze corrugated metal and new white Wendy's sign and cameo. Add sign box with "QUALITY IS OUR RECIPE".

Add red metal front entrance and new cameo.

Proposed Front Entrance



Existing Side View



Add bronze corrugated metal and new white Wendy's sign and cameo.

Add red metal front entrance and new cameo.

Proposed Side View



Existing Pick-up Window view



Remove existing logo and K-4 Light Fixtures. Add bronze corrugated metal above windows.

Proposed Pick-up Window View



Existing Pick-up Window View



Remove existing green awnings. Add red stucco finish to existing brick Pick-up windows. Add flat bronze metal awnings. Add new Wendy's signage.

Proposed Pick-up Window View