

**CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, DECEMBER 15, 2021 | 4:00 P.M.
Public Safety Building – 1600 Ninth Ave**

Present: Gerry Wallace, Duc Watts, Heather Whitley (arrived late), Jamie McLain, McKenzie Jordan, Troy Roehm

Absent: Jacqueline Kurlowski

Staff: Jessica Hucks, Planner; Allison Hardin, Planning Director; Anne Bessant, Planning Assistant

Other: Chris Snyder, Steve Robertson, Hillary Howard, Christina Watts, Ashley Garcia

I. CALL TO ORDER

Vice chairman Roehm called the meeting to order at approx. 4:02 pm.

II. APPROVAL OF MINUTES (November 17, 2021)

McLain made a motion to approve minutes as written. Seconded by Wallace. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

- A. Myrtle Beach Games of Conway (318 Main Street):** The applicant, A1 Signs & Graphics, requests approval of a hanging bracket sign for the building located at 318 Main Street (PIN: 367-01-01-0065). The applicant is requesting approval of a hanging bracket sign on the building at 318 Main Street for Myrtle Beach Games of Conway.

Hucks stated hanging Bracket sign: The sign panel currently proposed measures 3' x 3', which totals 9 sq. ft. However, Section 11.4.5 – Hanging and Suspended Signs, of the UDO, permits a maximum sign area of 8 sq. ft. The applicant will need to reduce the sign area if this Board approves the proposed design. The sign panel is a 2.5" thick HDU (high-density urethane) material, with ½" thick routed letters. Refer to included rendering for sign design and colors.

The required clearance above a sidewalk or right of way is 8-ft, and the proposed clearance is 10-ft.

If the board chooses to grant the request, staff recommends the following conditions:

- The applicant must obtain all applicable permits
- Any deviation from what is approved shall require a re-review from this board and subsequent approval.

Ashley Garcia, applicant was present to answer any questions.

Roehm asked if the City of Conway's logo was allowed to be used in their signage. Hardin stated that the city's logo has not been trademarked yet and they could use it in their signage as long as it is not detouring from City hall.

Wallace made a motion to approve as presented, seconded by Watts. Motion to approve was unanimous. The motion carried.

IV. SPECIAL TAX ASSESSMENTS

- A. 316-318 Laurel Street:** The applicant, Blue Shadow Holding, LLC, requests preliminary approval of a special tax assessment, for property located at 316-318 Laurel Street (PIN's 368-04-02-0081 and -0082).

Hucks stated that Chris Snyder, Blue Shadow Holding, LLC, is requesting that the property located at 316-318 Laurel Street be considered for a special tax assessment. The ordinance for the Preservation Tax Incentive Program can be viewed in the City of Conway Code of Ordinances, starting at Section 1-5-50 Special tax assessment, created.

The properties are zoned Central Business District (CBD) and are located in the Commercial Historic Design Review District (HDRD). The properties are also within Conway's National Downtown Historic District, and both buildings are a "contributing" property within the historic district.

Per the US Dept. of the Interior, National Register of Historic Places, the Conway Downtown Historic District, located at the center of Conway, county seat of Horry County, was listed in the National Register of Historic Places (NRHP) in 1994. Originally, the district was a collection of 31 commercial buildings, one public building, and one structure in the downtown area of the City of Conway, SC, centered on Main Street, and also including properties on Laurel Street, Third Ave, and Fourth Ave. 27 buildings were contributing properties and six were non-contributing. The district boundaries were increased in 2010 to include eight new contributing properties and two new noncontributing properties. The contributing properties represent the development of the downtown as the center of commerce for Conway and were constructed from 1824 to 1940, with a majority constructed between 1900 and 1940. Conway's Downtown Historic District is significant as the focal public, commercial and social center of the City of Conway; as a collection of buildings associated with the commercial and governmental growth and development of Conway from 1824 to 1940; and as a typical example of an architectural coastal town in the first half of the 20th century (US. Dept. of the Interior).

316 Laurel Street (ca. 1935) was described as a one-story brick commercial building featuring a simple corbelled cornice and a decorative brick panel set off by corner tiles.

318 Laurel Street (Abrams Dept. Store) (ca. 1940) was described as a one-story brick commercial building featuring a stucco upper façade with a stepped parapet and an Art Deco storefront featuring decorative elements of opaque Carrara glass.

According to Section 1-5-52 of the Ordinance, the first step in establishing a special tax assessment is certification by City Council. In order for City Council to grant certification, the property must meet one of the following options:

1. Be listed in the National Register of Historic Places, either individually or as a contributing property in a district; or
2. Be 50 or more years old and have been designated as historic by the city council, either individually or as a contributing property in a local historic district.

Because the properties are listed in the National Register of Historic Places as a contributing property in the Conway Downtown Historic District, it may be certified under the first option identified above. City Council voted to approve the certification of this property as being historic at their December 6 meeting.

The CAB must review the renovations to determine if the work meets the standards for rehabilitation listed in the special tax assessment ordinance. If the CAB finds the rehabilitation meets the given standards, a special tax assessment will be created, freezing the assessment of the property at its current assessed value for 15 years. If the CAB does not find that the given standards were satisfied, it may deny the request for the creation of the special tax assessment.

Sec. 1-5-53 – Eligible Rehabilitation

a) Standards for rehabilitation. To be eligible for the special tax assessment, historic rehabilitations must be conducted according to the following standards:

- 1) A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
- 2) The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- 3) Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- 4) Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
- 5) Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
- 6) Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration required replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- 7) Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- 8) Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

- 9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- 10) New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be impaired.

Chris Snyder, applicant further explained his request.

Wallace asked if he is considering trying to match the original building behind the Abrams façade in any way. Snyder stated he is trying to find some type of way to put those façades back into the building but there is not much he can put in a display case for a restaurant. He discussed using display case for wine but worries theft will become an issue.

The board and applicant discussed many design options for the building to meet the standards for rehabilitation to be eligible for the special tax assessment.

After much discussion, Snyder rescinded his request for preliminary approval of a special tax assessment and move forward with approval for the façade as presented.

Hucks stated since he would not be seeking state or federal grants, he could proceed with requesting approval of the work being proposed; however final approval would have to be considered at a future meeting date, so that staff could review the work proposed with the CAB Design Guidelines. Because this is a contributing property, there is a possibility that the district could be altered at some point and these properties could be removed from the district or the buildings could be removed as a contributing property and could possibly become a non-contributing property. This is not a decision that city staff makes and would likely be made at the state or federal level.

Wallace made a motion to approve preliminary review approval, seconded by Jordan. Motion to approve was unanimous. The motion carried.

- B. 1403 Ninth Ave:** The applicants, Patrick and Christina Watts, request an extension of the preliminary approval of a special tax assessment for the property located at 1403 Ninth Ave, originally granted in November 2019, per the Preservation Tax Incentive Program requirements.

Hucks stated that the applicants received preliminary approval of a special tax assessment in November 2019. They are requesting an extension on the work proposed prior to seeking final approval of the special tax assessment. Per Section 1-5-53 (d), Time limits, if the project is not complete after two (2) years, but the minimum expenditures for rehabilitation have been incurred, the property continues to receive the special tax assessment until the project is completed, but not for more than five years if the project is not complete by that time.

The home is located in the Residential "Conwayborough" National Register Historic District as a contributing property, where it is listed as a "Minimal Traditional" house. The home was built in 1895 as a four room, side-gables, central passage house. The home was used as a physician's office for two generations. It was moved from 1401 Ninth Avenue to 1403 Ninth Avenue in 1935 by the Sasser family and remodeled. It was also remodeled in the 1980s. The structure was more recently used as a single-family home.

According to Section 1-5-53 (b), the value of the rehabilitation work must have expenditures exceeding 25% of the fair market value of the building for income-producing property. The applicant states that the total cost of rehabilitation is \$90,000 +/- and the current fair market value of the property is \$158,000.

Renovations / work proposed in 2019 included the following items (with percentage complete):

- Windows (restore windows) (0% complete);
- Porches (would like to add a front porch) – proposed after receiving prelim. approval in 2019;
- Foundations (repair foundation, install piers according to engineer report) (100% complete);
- Attic framing, build stairwell to new second floor (100% complete);
- Exterior restoration (remove existing shingle siding, to expose original Dutch lap siding, and restore original Dutch lap siding) (0% complete);
- Restore original trim (0% complete);
- Energy efficient measures (replace old electrical with new, including panel) (95% of rough completed);
- Install installation (0% complete);
- Install drywall & plaster (0% complete);
- Repairs or rehabilitation of heating, air condition, or ventilating systems (replace duct work with new) (only demo complete);
- Replace plumbing (80% of rough completed)

The fair market value in 2019 was listed as \$158,000. 25% of the fair market value is \$39,500, and is the required amount of expenditures to have been incurred in order for an extension to be granted.

The applicant will need to submit drawings for the proposed porch to be added, if preliminary approval is extended.

Staff recommends consideration of the extension if the minimum expenditures have been incurred.

Christina Watts, applicant was present and further explain the request.

Hucks stated this building was moved from a different location and is in a historic district; although, it is not a contributing property. She also stated she researched original pictures and could not find any more than what has already been provided but Watts does show at one time there was possibly a porch on the front of the house.

Hucks read from *Sec. 1-5-53 – Eligible Rehabilitation-* Standards for rehabilitation. 9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size,

scale, and architectural features to protect the historic integrity of the property and its environment.

Wallace stated it has been 2 years and he has only seen some slow work done. Watts stated that she and her husband both lost their jobs during COVID last year and have had some financial issues. She stated this project has been on the back burner and they have been rebuilding pieces.

Jordan made a motion to approve extension request of the preliminary review approval of a special tax assessment, seconded by Whitley. Motion to approve was unanimous. The motion carried.

V. PUBLIC INPUT

None

VI. BOARD INPUT

Whitley mentioned concern again about boxes blocking an entrance to Papa's General Store.

VII. STAFF INPUT

Hucks stated she wanted to make the board aware of additional properties to come before them next month to either request an extension, final approval or have their preliminary approval reversed because these properties no longer comply with the secretary of the interior standards.

Hucks stated that Heather Whitley has been on the board for two terms, which is 7 years now and the ordinance requires her to take a year off before she is able to reapply again. She presented Whitley with a Certificate of Appreciation.

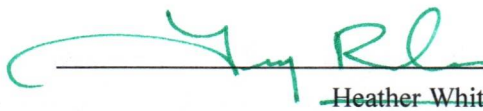
VIII. UPCOMING MEETINGS

- City Council – *additional December 2021 date pending*
- City Council – January 3, 2022 – City Hall at 4:00 p.m.
- PC – January 6, 2022 – Public Safety Bldg. at 5:30 p.m.
- CAB – January 12, 2022 – Public Safety Bldg. at 4:00 p.m.

IX. ADJOURN

There being no further business to come before the Board, a motion was made to adjourn the meeting at approx. 5:10 p.m. The vote in favor of adjournment was unanimous and the motion carried.

Approved and signed this 12TH day of JANUARY, 2022.



Heather Whitley, Chairperson

Troy Roehm, VICE CHAIRPERSON.