

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, April 12, 2023
Planning & Building Dept. Conference Room – 196 Laurel Street

Present: Duc Watts, Mckenzie Jordan, Autry Benton, Gerry Wallace, Jacqueline Kurlowski
Absent: Troy Roehm, Jamie McLain
Staff: Jessica Hucks, Planning Director; Katie Dennis, Planning Concierge; Charlie Crosby, IT
Other: Hillary Howard, Renee Powell, Mike Harrelson, Eddie Moore, Summer Watts, & Rhonda Edge

I. CALL TO ORDER

Chairperson Jacqueline Kurlowski called the meeting to order at approximately 4:03 p.m.

II. APPROVAL OF MINUTES

Jordan made a motion to accept the minutes as written and it was seconded by Benton to approve the March 22, 2023 minutes. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

- A. 1101 4th Ave (Stella's Ice Cream):** The applicant, YESCO Signs and Lighting Service, requests approval of proposed signage and lighting package for, Stella's Ice Cream, at 1101 4th Ave (368-04-02-0096).

Hucks stated the applicant, YESCO Signs and Lighting Service, requests approval of proposed signage for the business located at 1020 4th Ave for Stella's Ice Cream.

The proposed sign is 1-30"X96" 3D 1" PVC projected teal colored lettering on existing awning, and the installation of step neck gooseneck lights with 16W LED bulbs, on the building located at 1101 4th Ave.

This same sign and lighting package received approval at the February 8, 2023 CAB meeting. The applicant then received a variance on March 23, 2023 from the Board of Zoning Appeals to install 2 signs on the awning/ canopy as previously presented to the board.

Hucks stated that the applicant was not present but Katie Dennis, Planning Concierge or Renee Powell, Business Owner were familiar with the project and could answer any questions.

The board discussed at length with the business owner and staff.

Jordan made a motion to approve the proposal as presented. Watts seconded the motion. The motion carried unanimously.

- B. 1019 4th Ave (Heritage Baby View):** The applicant, Renee Powell, requests approval of proposed signage for the business, Heritage Baby View, located at 1019 4th Ave. (368-04-02-0092).

Hucks stated the applicant, Renee Powell, requests approval of proposed wall, window and door

signage for the business located at 1019 4th Ave for Heritage Baby View.

The proposed wall sign is to measure **152" (W) X 10" (H)**, totaling **10.52 Sq. Ft.** The wall façade the sign is to be affixed to measures **14' (H) X 25.5' (W)**, totaling **357 Sq. Ft.** This permits a max coverage (**15% max**) of **53.55 Sq. Ft.**

The proposed size of the sign is compliant with the standards of the UDO for Wall signs.

The proposed upper window signs are to measure **41" (W) X 17" (H)**, totaling **1.98 Sq. Ft.** and **28" (W) X 7" (H)**, totaling **1.35 Sq. Ft.** Each window pane the signs will be affixed to measure **52.5" (W) X 25.5" (H)**, totaling **8.2 Sq. Ft.** This permits a max coverage (**25% max**) of **2.05 Sq. Ft.**

The proposed lower window signs are to measure **22" (W) X 5" (H)**, totaling **1.83 Sq. Ft.** each. The window pane the signs will be affixed to measure **52.5" (W) X 58" (H)**, totaling **21.14 Sq. Ft.** This permits a max coverage (**25% max**) of **5.3 Sq. Ft.**

The proposed size of the signs are compliant with the standards of the UDO for Window signs.

The proposed door signs are to measure **14" (W) X 7" (H)**, totaling **0.679 Sq. Ft.** each. The door pane the signs will be affixed to measure **22" (W) X 48" (H)**, totaling **7.32 Sq. Ft.** This permits a max coverage (**50% max**) of **3.66 Sq. Ft.**

The proposed size of the signs are compliant with the standards of the UDO for Window signs.

Hucks stated that the applicant was not present but Katie Dennis, Planning Concierge or Renee Powell, Business Owner were familiar with the project and could answer any questions.

The board discussed at length with the applicant, business owner and staff.

Jordan made a motion to approve the proposal as presented. Benton seconded the motion. The motion carried unanimously.

- C. **212 Main Street (Kid Care Pediatric Urgent Care):** The applicant, A1 Signs & Graphics, requests approval to replace sign panels on an existing freestanding sign and wall sign on the building located at 212 Main Street. (PIN 367-01-01-0042).

The applicant proposes to *replace* sign panels on two existing sign structures: a freestanding sign and a wall sign.

Wall sign (front façade): The proposed wall sign (replacement panel) measures 8' (w) x 2' (h), totaling **16 sq. ft.** The sign panel replacement would be considered a "replacement" of an existing wall sign panel and would meet the requirements for replacement in the UDO. However, while not currently proposed, the sign panel could not be internally illuminated. The applicant has specified the proposed sign would not be illuminated – neither internally or externally. Colors include white background with multicolored lettering. Dimension is not shown. Rendering included in packet.

Freestanding sign structure (panel replacement): The sign structure is considered "legal nonconforming" in that it already exceeds the height limitation for freestanding signs. We cannot classify this as a monument sign or freestanding "post" sign, as it does not meet the definition for

either. It would be considered, per the UDO, a pole sign because the sign panel is centered on a single support. In the CBD district, the maximum height of a freestanding post sign is 8-ft and the maximum height of a monument sign is also 8-ft. The maximum sign area for a freestanding post sign or a monument sign in the CBD district is 24 sq. ft. These factors are what makes the freestanding (pole) sign considered to be legal nonconforming.

The sign panels are 2' (h) x 8' (w), totaling **16 sq. ft.** in sign area. The sign panel is double-sided. No illumination is proposed in the application. Because the applicants are "replacing" a sign panel, it would be permitted in accordance with *Article 12, Section 12.1.6 – Nonconforming Signs, (D)* of the UDO. Rendering included in packet.

Hucks stated that the applicant, Mike Harrelson of A1 Signs and Graphics, was present and could answer any questions.

The board discussed at length with the applicant, business owner and staff.

Wallace made a motion to approve the proposal of the white background sign with the condition that "Urgent Care" be written in red. Watts seconded the motion. The motion carried unanimously.

IV. PUBLIC INPUT

None

V. BOARD INPUT

Watts had a question about the Vaught Eye Window graphics. Staff advised the board notification had been sent to the property owner and we were awaiting a response.

Watts also inquired about the CO status of Crooked Oak Tavern. Staff Advised.

Benton ask for clarification on the approved lighting package for the Terrace project by the City of Conway. Staff advised.

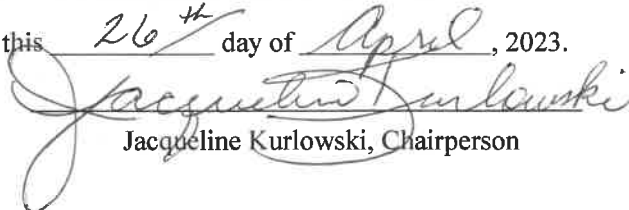
VI. STAFF INPUT

None

VII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:20 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this 26th day of April, 2023.



Jacqueline Kurlowski, Chairperson