

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, SEPTEMBER 22, 2021 | 4:00 P.M.
Public Safety Building – 1600 Ninth Ave

Present: Jacqueline Kurlowski, Gerry Wallace, Troy Roehm, Duc Watts, Heather Whitley

Absent: Jamie McLain

Staff: Jessica Hucks, Planner; Allison Hardin, Planning Director; Kym Wilkerson, Zoning Administrator; Anne Bessant, Planning Assistant

Other: John Barnhill, Barry Spivey, Teresa Morse, Tracey Elvis-Weitzel, Hillary Howard, Brandon Lynn, Jim Bruno, Paul Doyle

I. CALL TO ORDER

Chairperson Whitley called the meeting to order at approx. 4:00 pm.

II. APPROVAL OF MINUTES (September 8, 2021)

Kurowski made a motion to approve with a line removed from the minutes. Seconded by Watts. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

- A. Carolina Cheese & Provisions (902 Third Ave):** The applicant is requesting approval of signage for the building located at 902 Third Ave (PIN: 367-01-01-0050).

Hucks stated the applicant is requesting approval to install a wall sign on the front building façade at 902 Third Ave for Carolina Cheese & Provisions.

Wall sign: The proposed wall sign measures 14.17' (w) x 2' (h), totaling approx. 28.34 sq. ft. The wall façade totals approx. 500 sq. ft., which allows a max sign area of 75 sq. ft. The sign specifications provided state that the sign is a fabricated aluminum panel with ½" thick (raised) PVC letters to be painted black. The sign is not illuminated internally. There are 2 lights above the sign on the upper façade (existing) for external illumination. The wall sign is consistent with the requirements of the UDO. Refer to sign rendering for design and colors.

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.

Brandon Lynn, applicant further explained the request.

Whitley stated this sign looks like it should be one for a hanging bracket sign that lists many businesses and ask if they could use channel letters to mimic other buildings around. Lynn stated the font is consistent with all of the branding that will be on their stationary logos that have already have been designed. Whitley said her concern was not with the font only to see letters without the brass behind it. Lynn stated no that was their brand, brass is part of their design for the look of the store and the sign was supposed to be an English style appearance. Whitley stated adding at wood background instead of the brass would be more appropriate or more fitting to her.

Kurowski asked if he had done a trial run when sign is illuminated. Lynn stated it is actually no brass but will look like brass during the day and a soft glow at night.

Roehm asked if the sign was flat or if there were any indentations in the brass. Lynn stated no the sign is flat and the letters are raised.

Howard added that Conway downtown alive has been working with this applicate and they are offering Conway a high-end cheese and provisions business. When they first started discussing this sign, they thought this was very reflected of an old timey cheese shop and would see that type of banding on a wheel of cheese at a provision shop.

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

B. Ken Richardson Headquarters (1119 Third Ave): The applicant is requesting approval of signage for the building located at 1119 Third Ave (PIN: 368-04-02-0056).

Hucks stated the applicant is requesting approval of window/door graphics and a hanging bracket sign (re-facing only) on the building at 1119 Third Ave for the Ken Richardson Headquarters.

Hanging Bracket (blade) sign (re-facing panel only – *bracket existing*): The existing bracket sign was originally installed in 2014 for the Conway Innovation Center (CIC). The applicant has re-wrapped the existing sign panel (see photos). The sign panel measures 2' (h) x 4' (w), totaling 8 sq. ft. The bottom of the sign meets the 8-ft clearance requirement (above the sidewalk / public ROW). The sign is consistent with the requirements of the UDO, per *Section 11.4.5 – Hanging and Suspended Signs*.

Window graphics: Each window measures 2.58' (h) x 1.81' (w), totaling approx. 4.68 sq. ft., which allows a maximum coverage of 1.17 sq. ft. (approx.). There are 4 windows proposed to have vinyl graphics installed.

- **Top windows:** there will be 2 round vinyl graphics installed on each top window (as shown in pictures). The diameter of each round graphic is 12-inches (1 ft.). The radius is 6-inches. Using the formula for determining the square footage ($\text{Area} = \pi \times R^2$) ($3.14 \times .5 \times .5$), the approx. square footage of each round graphic is .79 sq. ft., which is under the maximum coverage permitted (for each window). (backgrounds that are currently installed to be removed for compliance)
- **Bottom windows:** each of the bottom windows have lines of texts added. One of the bottom windows also have a QR code label graphic installed. Staff has made the applicant aware that the graphics cannot exceed 1.17 sq. ft. per window to be in compliance with the UDO. The applicant states that the vinyl

graphics will not exceed 1 sq. ft. per window. If the graphics (as shown in their revised rendering) are approved, staff will inspect for compliance.

Door graphics: The door glass measures 5.83' (h) x 2.63' (w), totaling 15.33 sq. ft., which allows a maximum coverage of 7.67 sq. ft. The total area of the proposed door graphics (2' (w) x 3' (h)) totals approx. 6 sq. ft., which is under the maximum coverage permitted for graphics installed on door glass, per *Section 11.4.2 (B)* of the UDO.

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.

Jim Bruno, applicant further explained the request.

Whitley asked why all of the signage was already installed before approval from the board and looked like the window signage was exceeding 25% of the window. Hucks stated she could not give an explanation of why signage was installed before the meeting but based on what was provided to staff on the application, it would be in compliance and would be inspected.

Wallace asked if they have been made aware that the big poster signs in the window have to be removed. Hucks stated that is correct and has been removed already from her understanding.

Roehm stated he had noticed there were no dimensions listed for the hanging bracket sign. Hucks stated the previous sign that was there was not dimensional, only vinyl graphic like this one.

Watts made a motion to approve with the condition the sign is inspected and in compliance, seconded by Wallace. Motion to approve was unanimous. The motion carried.

- C. 1008 Fifth Ave (Horry County Library Administration Building):** The applicant is requesting approval to perform several improvements to the building and property located at 1008 Fifth Ave (PIN #'s: 338-13-03-0048 & -0049).

Hucks stated the applicant is seeking approval to perform several improvements to the property where the Horry County Library's administration building is located. The building was the County Library's original location, which opened in 1949. The new library, located at 801 Main Street, opened in 2006. The building located on Fifth Ave was then converted into a facility for supporting library administration, expanded bookmobile operations, and courier functions due to the expansion and growth of the library system. Both the library on Main Street and the library administration building are included in the current inventory of public buildings in the City of Conway's 2035 Comprehensive Plan – Community Facilities Element. The applicant has considered expansion of the Fifth Ave location on several occasions, beginning in the 1970's. In 1978, a City Building Inspector notified the County that off-street parking was required for the existing facility and the then proposed expansion of the library. In 1980, the County acquired the adjacent property to meet the City's requirements at that time. The property will continue to function as Library Administration and will also house a Heritage Library focused on assisting Horry County families in preserving their

treasured photos, videos, and written documents, as well as researching their roots. The County employs 10 fulltime employees at this location who work normal business hours Monday through Friday. The County is required to provide accessible access to this facility for patrons and workers in compliance with the Americans with Disabilities Act (ADA). The primary purpose in improving the existing parking facility is to provide safe off-street ADA parking and access.

Improvements / work proposed includes the following:

- Interior renovations
- Replacement of all windows
- Replacement of doors
- Parking area improvements
- Add a new accessible entrance and deck (facing parking area) (composite decking)
- Adding a concrete sidewalk (from curb entrance on Laurel Street to proposed ADA ramp (entrance))
- Landscape islands and buffers, and associated plant materials
- Asphalt parking aisles and Turf Block parking spaces

Please review the applicant's submittal for additional information (included in packet).

The applicant proposes to combine the parcels so that the parking area and the existing building are located on the same parcel, and the City's Technical Review Committee (TRC) will review the proposed work and plans to ensure compliance with the UDO. The applicant will be required to comply with the provisions of *Article 12, Section 12.1 (Nonconforming Uses)* of the UDO in order to obtain approval for any permits for the proposed work, which requires nonconforming sites to be brought into compliance with the provisions of the UDO, as determined by the Zoning Administrator. Because no change in use is proposed and there has been no lapse in the current use of the building / site, staff does not consider this an expansion or increase of nonconformity. Instead, the proposal brings the site more into compliance with the UDO, as well as the requirements of the Americans with Disabilities Act.

Should the board choose to approve the applicant's request, staff recommends the following conditions:

- The applicant obtains all applicable permits,
- The properties be combined by a platting action as part of the Technical Review of the proposed work
- Any deviation from what is approved shall require a re-review from this board and subsequent approval.

Barry Spivey, applicant further explained the request.

Whitley asked about the green turf in the parking lot. Barnhill stated it is a turf paver system, it will be a concrete infield with grass.

Kurlowski asked about the handicap parking on Fifth Ave. Spivey stated their proposal is to move the parking to the rear of the building. Kurlowski stated that it seemed like a lot of parking for this building with the 10 employees that would be working there, and it appears the lot was been maximized for parking. Spivey stated

they have transport vans they use that stay parked there and will have some boarding meeting at this building as well.

Watts stated he is opposed to allowing a parking lot in an R1 district. Hardin stated that nothing in this proposal will allow parking in an R1 district in the future.

Kurlowski asked if the applicant could come back with an architectural rendering of what the property will look like. Doyle asked to clarify that the board was looking for a colored site plan. Kurlowski stated she was satisfied with the proposed renovation of the building; her only concern was with the parking lot.

Kurlowski had a concern about the library hosting events in the future that are not library functions. Her main concern is that the library's mission would be supplanted if the library is now in the events business and wanted them to go on record stating the library's not going to look to changing its mission or functional needs to service events for the community. Spivey stated when the original ideas were coming out, they started looking at how beautiful this space and the idea came up it could make a great space for a wedding reception. There was some discussion at the board level with desire to consider that and when the community gave its feedback, the board does not desire that and will say on record that is not their goal.

Wallace made a motion to approve the building improvements and defer approval of the parking lot until a colored landscaping plan is seen, seconded by Rohem. The motion carried with Watts voting no.

IV. PUBLIC INPUT

None

V. BOARD INPUT

There was much discussion about curtains being allowed in the windows of businesses.

Watts made a motion to encourage the adoption of the crime prevention through environmental design in the UDO in future rewrites and ask staff to evaluate. Seconded by Kurlowski. The vote in favor was unanimous. The motion carried.

Kurlowski asked if immediate take down of political poster in the windows of businesses was enforceable and asked why that could be done for the curtains at Papa's General store. Hucks stated it was not the same type of sign ordinance.

There was much discussion regarding the appearance and allowable businesses of the previous Barkers located on Main Street.

VI. STAFF INPUT

Hardin mentioned to the board to come out for Arbor Day located at 206 Laurel on Friday September 24, 2021.

VII. *UPCOMING MEETINGS

- BZA – September 23, 2021 – Public Safety Bldg. at 5:30 p.m.
- City Council – October 4, 2021 – City Hall at 4:00 p.m.
- PC – October 7, 2021 – Public Safety Bldg. at 5:30 p.m.
- CAB – October 13, 2021 – Public Safety Bldg. at 4:00 p.m.
- City Council – October 18, 2021 – City Hall at 4:00 p.m.
- CAB – October 27, 2021 – Public Safety Bldg. at 4:00 p.m.

VIII. ADJOURN

There being no further business to come before the Board, a motion was made to adjourn the meeting at approx. 5:22 p.m. The vote in favor of adjournment was unanimous and the motion carried.

Approved and signed this 27th day of October, 2021.


Heather Whitley, Chairperson