

**CITY OF CONWAY**  
**COMMUNITY APPEARANCE BOARD MEETING**  
**WEDNESDAY, June 26, 2024**  
**Planning & Building Dept. Conference Room – 196 Laurel Street**

Present: Jacqueline Kurlowski, Duc Watts, Coker Hall, Troy Roehm

Absent: Jamie McLain, Gerry Wallace, McKenzie Jordan

Staff: Katie Dennis, Planning Concierge; Marcus Cohen, IT; Hayley Carter, IT Intern; Jessica Hucks, Planning Director

Other: Kathy Ropp, Russell Fowler, Hillary Howard, Joe Brennand, Tim McGhee

**I. CALL TO ORDER**

Chairperson Kurlowski called the meeting to order at approximately 4:00 p.m.

**II. APPROVAL OF MINUTES**

Watts made a motion to accept the minutes as written. It was seconded by Hall to approve the May 22, 2024 minutes. The vote in favor was unanimous. The motion carried.

**III. CONCEPTUAL REVIEW**

A. **331 & 335 Main St. (Theater of the Republic/ Stage Right)**: The applicant, Seaboard Signs, is requesting conceptual review of an LED/EMC sign and new wall sign proposed for the business located at 331 & 327 Main St. (PIN 368-04-02-0085).

Dennis stated the applicant, Seaboard Signs, is requesting conceptual review of an LED/EMC sign for the address 335 Main St. (Theater of the Republic) but the applicant had requested to withdraw the request of a new wall sign for the address 331 Main St. (Stage Right) at this time.

The proposed LED/EMC sign is to replace the existing changeable copy sign that is within the historic marquee not the entire marquee. The area that would be altered measures **13.75' (W) X 4.16' (H)**, totaling approximately **57.2 sq. ft** on each side of the marquee (**114.4 sq ft for both signs**). The digital display portion of the sign will be **13.08' (W) X 3.25' (H)**, totaling approximately **42.51 sq. ft.** of digital display on both sides of the marquee. The wall the marquee is affixed to measures **34' (w) x 28' (H)**, totaling approximately **952 Sq. Ft.** allowing for approximately **142.8 sq. ft max (15% max)**. The sign will be required to meet all illumination standards as set forth in **Section 11.1.8** and **Section 11.4.9** of the **Unified Development Ordinance**. We have asked the owner and contractor to complete a form stating they understand and will adhere to the standards as set forth in the UDO for LED/EMC sign illumination. This form was included in your packet.

The applicant is requesting a variance from **Section 11.4.9** for the number of signs to be installed and the Board of Zoning appeals will hear that request at their June 27<sup>th</sup> Meeting.

If the sign is granted a variance the proposed size of the sign would be compliant with the UDO. Renderings are included in your packet

The board, applicant, and staff discussed the item at length. The board asked the applicant to return after variance approval was granted and to provide more detail on the proposed sign and how the sign will be integrated with the existing marquee. The board wants a more clear depiction of what the sign will look like once installed.

#### IV. CERTIFICATES OF APPROPRIATENESS

**A. 1019 Fourth Ave (HerDashery)** The applicant, Russell Fowler, is requesting approval for the installation of a wall sign for the business located at 1019 Fourth Ave. (PIN 368-04-02-0092).

Dennis stated the applicant, Russell Fowler, requests approval for the installation of a new wall sign for the business located at 1019 Fourth Ave.

The proposed sign measures **6' (W) X 14" (H)**, totaling approximately **6.96 sq. ft.** The wall the sign is to be affixed to measures **25' 10" (w) x 25' 3" (H)**, totaling approximately **641.35 Sq. Ft.** allowing for approximately **96.2 sq. ft max (15% max)**. The sign will be a dimensional sign constructed of aluminum ribbon with structural support with a silver background color and deeper pink font color for the business name "herdashery".

The proposed size of the sign is compliant with the UDO. Renderings are included in your packet.

The applicant, staff and board discussed at length.

Roehm made a motion to approve the item with as described with the silver background and dark pink logo font in the manner of a 3-D ribbon. Hall seconded the motion. The vote in favor was unanimous. The motion carried.

#### V. PUBLIC INPUT

**Howard-** Voiced her concern of not allowing changes to be made to the Theatre of the Republic sign that could result in even further disrepair that may ultimately become a blight rather than the landmark spot the sign is intended to be.

**Fowler-** Voiced his opinion to allow the sign to be improved due to the Theatre of the Republic being the number one attraction of our downtown area that brings in the revenue for the entire City. Fowler stated his opinion that the better the theatre can promote shows the better it will be for downtown.

#### VI. BOARD INPUT

None

#### VII. STAFF INPUT

Hucks and Dennis gave input on the Grandfathering vs. Non-conforming statuses as requested by the board.

**VIII. ADJOURN**

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:56 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this 26<sup>th</sup> day of June, 2024.

  
Jacqueline Kurlowski, Chairperson