

**CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, AUGUST 10, 2022**

Planning & Building Dept. Conference Room – 196 Laurel Street

Present: Duc Watts, Troy Roehm, Jamie McLain, McKenzie Jordan, Autry Benton, Jacqueline Kurlowski (arriving late)

Absent: Gerry Wallace

Staff: Jessica Hucks, Planner; Allison Hardin, Planning Director; Wanda Lilly, Arborist

Other: Hillary Howard, Stan Parker, Randall Johnson, Halee Bowers, Lisa Abshire, James Vaught, Kathy Ropp

I. CALL TO ORDER

Vice-Chairman Roehm called the meeting to order at approximately 4:01 p.m.

II. APPROVAL OF MINUTES

McLain made a motion to accept the minutes as written and it was seconded by Watts to approve the July 27, 2022 minutes. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

- A. Southern Roots Boutique – 304 Main Street:** The applicant, Lisa Abshire, requests approval to repaint portions of the building façade as well as to repaint the awning on the building located at 304 Main Street, for Southern Roots Boutique (PIN 367-01-01-0037).

Hucks stated that the applicant proposes to repaint portions of the building façade, in a different color than the current building color. The proposed colors are Upper Façade: White (Sherwin Williams - Greek Villa HGSW7551), Window Trim: Gold (Valspar - Gingerbread 8002-22E) and Awning: Black (Sherwin Williams - Tricom Black HGSW6258).

The applicant has been made aware that the brick portions on the bottom portion of the façade, if never been painted, cannot be approved to be painted.

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

- The applicant or their designee(s) obtain all applicable permits and licenses.
- Any changes proposed requires a re-review and subsequent approval from this board.

Lisa Abshire, applicant was present and further explained the request.

The board and applicant discussed the request.

McLain made a motion to approve the request as presented without painted the bottom brick. Jordan

seconded the motion and the motion carried unanimously.

B. State Farm (Mark Nash) – 1305 Main Street: The applicant, Joe Brennand, Seaboard Signs, requests approval to replace a sign panel of an existing freestanding post sign for the property located at 1305 Main Street (PIN 338-12-04-0026).

Hucks stated that the applicant is proposing to replace the sign panel on an existing freestanding post sign and to update the wood posts. The sign material is cedar and it will be sandblasted, giving the sign panel dimension.

Freestanding Post sign:

- The sign measures 6.21' in height
- The sign panel measures 7'(w) x 2.98'(h), totaling 20.86 sq. ft.
- The posts will be painted black and have gold caps.
- The sign panel will have a black background with gold trim and red and gold graphics / lettering.
- The street address (1305) will be white.

The proposed sign is consistent with the requirements of the UDO.

Joe Brennand, applicant was present and further explained the request.

Jordan made a motion to approve the request as presented. Benton seconded the motion and the motion carried unanimously.

IV. DISCUSSION ITEMS

A. Discussion of a proposed amendment to the Unified Development Ordinance and the Community Appearance Guidelines regarding a landmark sign program.

Hardin stated that the Theatre of the Republic (TOR) has approached the City with a request to help with issues related to their marquee sign on Main St. The TOR sign is a historic movie theater sign that has been in place for decades. It first served the Holliday Theater when it opened in October 1947, and remained a signature sign for the property through multiple closings and re-openings. The interior of the building was damaged by a fire in 1990 but the sign remained and has contributed to the character of the 300-block of Main St throughout.

TOR staff approached City staff with a request for help. The changeable copy section of the sign is becoming difficult to maintain for several reasons:

- The supplies to replace broken or faded letters are harder and harder to find, as they are being phased out of use.
- Changing the text for each show is a 2-hour job that requires climbing a tall ladder and hand moving the letters. TOR staff commented that their volunteer base isn't getting younger, and the fear of falling and injury keeps many from offering to help.
- Replacing the changeable copy area with a digital alternative would allow the staff to safely change the show information from inside the building, and reduce the cost of special-ordering new letters and

logos for sponsors.

Staff looked at many options to address this issue, and discarded the ones that would have allowed changeable copy throughout the district as not in line with the character of the area as a whole. Research into other communities' sign regulations led to a specialized set of codes for signs that are "iconic" or "landmark" in nature. Communities with signs that are distinctive to their area have used these codes to allow historic signage to remain and be refurbished rather than completely removed. Some examples of this are when older signs are internally illuminated using incandescent bulbs; iconic or landmark sign codes allow those signs to convert to cooler, more energy efficient LEDs without losing the area's character.

The draft presented by staff for your input seeks to do three things: 1) To provide for the preservation of the City of Conway's unique character, history, and identity, as reflected in its historic and iconic signs, and 2) to confirm a sense of place that exists within the central business district and in future sign districts, and 3) to protect the community from inappropriate reuse of nonconforming and/or illegal signs.

Staff recommends the CAB review the proposed code and make recommendations for amendments.

The board and staff discussed in length.

V. PUBLIC INPUT

None

VI. BOARD INPUT

None

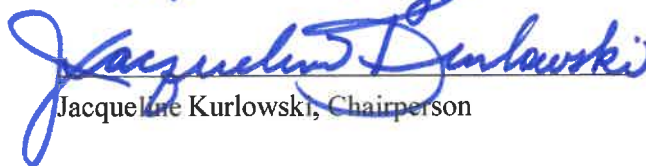
VII. STAFF INPUT

None

VIII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:26pm. The vote in favor was unanimous and the motion carried.

Approved and signed this 24th day of Aug., 2022.


Jacqueline Kurlowski, Chairperson

