

**CITY OF CONWAY  
COMMUNITY APPEARANCE BOARD MEETING  
WEDNESDAY, AUGUST 25, 2021 | 4:00 P.M.  
ZOOM VIDEO CONFERENCE**

Present: Jacqueline Kurlowski, Gerry Wallace, Jamie McLain, Troy Roehm, Duc Watts  
Absent: Heather Whitley  
Staff: Jessica Hucks, Planner; Allison Hardin, Planning Director;  
Other: Brantley Green (Green Design & Consultants, Inc.); Dustin Bledsoe (KD Sign LLC)

**I. CALL TO ORDER**

Vice-Chairperson Roehm called the meeting to order at approx. 4:00 p.m.

**II. APPROVAL OF MINUTES (JULY 28, 2021 & AUGUST 11, 2021)**

Watts made a motion to approve the minutes as presented, seconded by McLain. The vote in favor was unanimous. The motion carried.

**III. CERTIFICATES OF APPROPRIATENESS**

- A. 1112 Main Street (Main Street Express):** The applicant requested approval to replace existing signage and install new signage for the property located at 1112 Main Street (PIN 338-12-04-0058). *Refer to the August 25, 2021 CAB file for sign renderings and revisions.*

Hucks presented the request to the Board. The request included the following items:

**Replace existing freestanding “pole” sign.** The proposal originally included removing the existing “pole” sign and replacing with another pole sign, which is a prohibited sign. Additionally, the proposed sign included a cabinet sign that was internally illuminated and the overall sign height and sign area exceeded what was allowed in the NC district (8’ height and 24 sq. ft. max). The applicant revised the request prior to the meeting date to be a monument-style sign. The proposed sign height and sign area, as revised, was now compliant with the requirements for monument signs, but not the design standards, per *Section 11.4.6* of the UDO. The base of the proposed monument sign was over 18-inches in height (4’ per revised plan), which requires that the sign structure (base) to be constructed of the same materials and colors as the principle structure on the property. What was proposed (as revised) did not. Additionally, the proposal included LED gas pricing signs and a Marathon logo, which was also not compliant with the sign lighting standards of the Community Appearance Guidelines.

**Replace existing wall sign (replace graphics).** The original proposal for the wall sign included replacing

the existing sign panel on the front façade of the building, above the windows and front entrance. The total square footage of the wall sign is approx. 6 sq. ft. The proposed wall sign was compliant with the UDO, but was not compliant with the guidelines, as it did not provide the required dimension for attached signs. The applicant revised the submittal prior to the meeting, and the wall sign was revised to include white ¼-inch dimensional letters to be attached to the blue sign panel. The revised wall sign was compliant with the UDO as well as the Community Appearance Guidelines.

**Replace gas canopy and gas pump signage.** The original gas canopy signage proposed included channel letters that were internally illuminated to be mounted to the canopy that said “MARATHON”. Each one was approx. 11.7 sq. ft. in size and a total of 3 were proposed. Because the letters were “internally-illuminated”, they were not compliant with the Community Appearance Guidelines. Staff also advised the applicant that there were too many secondary signs proposed. The applicant reduced the amount of “MARATHON” signs to be installed on the canopy to 2 total (one on each end). The request was also revised to be vinyl graphics installed on the canopy instead of channel letters.

With regard to the proposed graphics on the individual gas pumps, staff considered this to be subordinate signage, and per the UDO, these types of signs are exempt from permitting requirements.

The applicant, Dustin Bledsoe, explained the request. He stated that they could change the lighting on the monument sign, but that safety was one of the biggest reasons to have the LED gas pricing sign, due to how close the sign structure is to the road. He added that if it was not allowed, they could go back to the standard fonts. With regard to the height of the monument sign, he stated it may be best to reduce the base height to 18-inches and could do the base out of brick to match the building.

Hucks reiterated that if the monument sign base was 18 inches or less in height, there was more flexibility in design, and it would not be required to match the building. She added that the sign panel could not be a “cabinet” style sign that was internally illuminated. The applicant is proposing to install the new sign structure out of the right-of-way and meet a 5-ft setback from property lines.

Wallace asked if the applicant could request a variance for the digital letters. Hucks explained that a variance from the UDO is not required because digital gas pricing is permitted in the zoning district, just not in the Historic Design Review Districts, per the Community Appearance Guidelines.

McLain asked if the issue was the sign base height or the overall height of the sign, and if they could use the existing sign and replace the sign panel. Hucks stated that the issue with the base of the proposed monument sign, as far as height, was that it was over 18 inches in height. The overall height limit for signs in the NC district is 8 ft. The UDO requires additional design standards for monument signs versus other types of freestanding signs. The proposed height of the monument sign is 4-ft, 4-in. Hucks added that in regards to the existing legal nonconforming sign on the property, staff can allow minor changes to the sign panel; however, any changes proposed cannot increase the level of nonconformity. If the applicant wanted to replace the sign panel on the existing sign structure, they could, but they would have to meet the current illumination requirements, it would also have to comply with the Community Appearance Guidelines, and the sign area could not be increased. Staff supports replacement of the sign



structure, as what will be installed will be out of the right-of-way.

Bledsoe (applicant) stated he could revise the height of the sign base, only that their concern was visibility on that corner.

Watts asked if the lighting of the current sign was allowed. Hucks stated that the existing (pole) sign structure was nonconforming because 1 – it exceeds the height limit allowed in the NC district; 2 – the sign panel is an internally illuminated cabinet sign (not allowed as existing in an HDRD); and 3 – the sign structure is within the right-of-way.

Watts asked about the illumination of the proposed monument sign. Hucks stated that the issue with the illumination proposed in the monument sign is that 1 – it does not have the required dimension, and 2 – they have digital LED gas pricing signs, which is not allowed per the Community Appearance Guidelines.

Roehm asked if the new sign will be installed in the same place as the existing sign structure in the right-of-way. Hucks stated no. She pointed out on the PowerPoint (on the site plan provided by the applicant) where the monument sign was proposed to be installed. The current pole sign structure would be removed entirely.

Roehm asked if they could have an internally illuminated cabinet sign at all. Hucks stated that internally illuminated signs were allowed, but not cabinet-style sign panels. She added that Anderson Brothers Bank has an illuminated monument sign panel, but the panel is aluminum and the bank letters are stenciled (hollowed) out with the lighting shining through the portions that are stenciled out.

Roehm asked if they used hardcopy letters on the sign panel would it then comply. Hucks stated yes, as long as it is not “internally” illuminated like it is now.

The applicant asked if they could do letters / pricing that only illuminated vs. the entire panel, and that the Marathon logo could be a pan-style that would have about an inch in depth.

Kurlowski asked if the base of the sign, if over 18-inches in height, would still have to coordinate with the principle structure on the property. Hucks stated yes, and when she stated that the sign would be compliant (as far as internal illumination) with the UDO, she was speaking only of the actual sign panel, not the entire sign structure. The base of the monument sign would still be required to comply with the design standards specified in the UDO.

Hucks asked that the applicant submit a revised sign rendering of the monument sign only so that staff could review what is proposed as far as illumination to ensure that it will comply with the UDO as well as the Community Appearance Guidelines.

Hucks added that the board could consider approving the other signs proposed and the monument sign could be brought back to a future meeting once staff has reviewed further for compliance.

Wallace made a motion to approve the signs, as revised, with the exception of the monument sign, seconded by McLain. Motion to approve, as stated, was unanimous. The motion carried.

**B. 329/331 Laurel Street.** The applicant, Brantley Green, requested final review and approval of the proposed reconstruction of a building located at 329 and 331 Laurel Street (PIN 368-04-02-0097).

Wallace recused himself at this time.

Hucks presented the request. She stated that the property received preliminary approval of a special tax assessment in 2019 and since that time, a lot of the building has been demolished. The proposed improvements have also been presented as a conceptual review by CAB. Items included in the reconstruction include:

- Add stucco over existing side walls,
- Custom wood entry door (to be centered),
- Custom windows,
- Composite panels with applied moldings,
- Composite cornice,
- Novabrik veneer;
- Novabrik bull nose cap
- Aluminum coping,
- Paint color proposed of building: Benjamin Moore, Affinity – Exhale AF-515

Hucks asked the applicant about the paint color in the rendering vs. the paint sample. Green (applicant) stated that they only showed a different color in the rendering so it didn't blend in too much but the paint sample is the correct color.

McLain asked if the applicant was also seeking final approval. Hucks stated that the Board has given conceptual review of the work proposed, but as far as the special tax assessment, the applicant could not seek final approval of that until all work is completed. What is proposed to be approved is the work presented so that the applicant can move forward with building plan review and permitting.

Kurlowski asked about the elevation / view of the part of the building in the lower left part of the PowerPoint presentation. Wallace added that was the property beside this one (old gas station property). Brantley added that it was the his and hers bathroom on the Palmetto Chevrolet car lot. Hucks clarified that part would be to the right of his building (if facing building from Laurel St).

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

There was discussion at this time about the side wall of the building, which is proposed to remain a solid wall.

#### **IV. PUBLIC INPUT**

None

## **V. BOARD INPUT**

None

## **VI. STAFF INPUT**

Hucks stated that as a point of clarification, she realized after listening to the recording of the July 28<sup>th</sup> CAB meeting that she had inadvertently stated that decisions of the CAB could be appealed to / overturned by City Council, and had meant to say instead that they could be appealed to and overturned by Circuit Court.

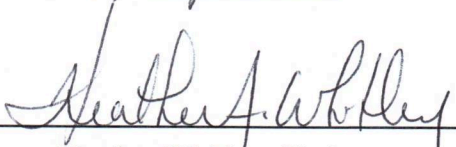
## **VII. UPCOMING MEETINGS**

- PC – September 2, 2021 – Public Safety Facility at 5:30 p.m.
- City Council – September 7, 2021 – City Hall at 4:00 p.m.
- CAB – September 8, 2021 – City Hall at 4:00 p.m.
- City Council – September 20, 2021 – City Hall at 4:00 p.m.
- City Council – October 4, 2021 – City Hall at 4:00 p.m.

## **VIII. ADJOURN**

There being no further business to come before the Board, McLain made a motion, seconded by Kurlowski, to adjourn the meeting at approx. 4:30 p.m. The vote in favor of adjournment was unanimous and the motion carried.

Approved and signed this 8<sup>th</sup> day of September, 2021.

  
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Heather Whitley, Chairperson