

**CITY OF CONWAY  
COMMUNITY APPEARANCE BOARD MEETING  
WEDNESDAY, AUGUST 11, 2021 | 4:00 P.M.  
COUNCIL CHAMBERS AT CITY HALL – 229 MAIN STREET**

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

Absent: None

Staff: Jessica Hucks, Planner; Allison Hardin, Planning Director; Anne Bessant, Planning Assistant

Other: Elaine Sivret, A1 Signs; Kamal Frazer, Caribbean Jerk Cuisine; Hillary Howard, Conway Alive

**I. CALL TO ORDER**

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

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

Whitley made a motion and was seconded by Watts to defer the July 28, 2021 minutes as written. The vote in favor was unanimous. The motion carried.

**III. CERTIFICATES OF APPROPRIATENESS**

- A. 1022 Third Ave (Caribbean Jerk Cuisine):** The applicant is requesting approval of signage for the building located at 1022 Third Ave (PIN: 368-04-02-0074).

Hucks stated the applicant is requesting approval of window graphic for the building at 1022 Third Ave for Caribbean Jerk Cuisine.

**Hanging Bracket (blade) sign (panel only – bracket existing):** The proposed hanging bracket sign panel measures 1.33' (h) x 2.5' (w), totaling 3.33 sq. ft. The bottom of the sign panel has been revised to meet the 8' minimum clearance to the sidewalk. Please see rendering for proposed sign panel colors and design.

**Window graphics:** Each window measures 6.67' (h) x 6.5' (w), totaling 43.35 sq. ft. Max window coverage allowed (each window): 10.83 sq. ft. The lines of text at the bottom of each window measures .5' (h) x 6.5' (w), totaling approx. 3.25 sq. ft. Total square footage of coverage

on each window: 10.4 sq. ft. Refer to rendering in packet for sign colors and design.

The applicant, Kamal Fraser, explained the request. After a brief discussion with Hucks before the meeting, he stated that he would like approval of his window signs today and wants to withdraw the hanging bracket sign. He will continue working with the sign company on a design for the wall sign and bring it back for review.

Kurlowski stated they did want him to have some signs for his grand opening.

Kurlowski made a motion to grant the request as presented. Watts seconded the motion and the motion carried unanimously.

#### **IV. OVERVIEW OF SIGN ORDINANCE CHANGES**

**The proposed amendment includes, but is not limited to, the following revisions pertaining to signs:**

- Several housekeeping amendments
- Addition of definitions pertaining to certain types of signs
- Revisions to
  - Types of prohibited signs
  - Signs that do not require a permit
  - Wall sign requirements
  - Window sign requirements
  - Which zoning districts certain types of signs are permitted
- Addition of “Arm Posts” signs
- Clarification of where “drive-thru” or “menu” signs are permitted
- Addition of a section specific to “Directory” signs
- Revisions to section regarding “Political” signage
- Deletion of entire section regarding “Temporary” signs
- Addition of a Billboard Sign Replacement Program section (*in the Nonconformities article of the UDO*)

Hucks stated that staff has been working on revisions to the City’s sign ordinance for the past year, in an attempt to simplify the sign process as well as the sign types. The revisions will give additional options to businesses and in turn clarify what is already in the ordinance. The revised ordinance will allow staff the ability to permit and enforce with a clearer and more concise understanding, as well as reduce the amount of variances that have been requested over the years regarding signage. These revisions will also provide a better understanding of the City’s sign ordinance and requirements to applicants when applying for sign permits. Furthermore, the revised ordinance will aid in reducing sign clutter and removing non-

conforming billboards through a replacement program. The amendment was on the August 2nd City Council agenda for first reading. Public hearing on the amendment will be at Second reading August 16<sup>th</sup>.

Wallace had a concern about the 24 sq. ft. allowed sign area for an arm post sign.

Roehm had a concern if it was 24 sq. ft. for total or for each side. Hucks stated each side could be 24 sq. ft., as sign area is what is calculated, and that staff referenced other sign ordinances is where staff got the 24 sq. ft. and 24 sq. ft. in sign area is allowed for monument or freestanding signs in certain zoning districts.

Wallace stated 8 by 3 ft. sign is rather big.

Kurlowski asked if there are signs like it around town. Hucks stated yes, Goldfinch's sign on Fourth Ave and Shine Café on Main Street.

Whitley asked if the issue with temporary signs was a right of way issue or just with the temporary sign. Hucks stated temporary sign issue.

Whitley had a concern about a poster sign in Chris' Corner window.

Kurlowski had a concern about not being able to regulate any sign content.

Whitley asked if they could regulate what was on a billboard sign. Hucks stated no.

Wallace asked about the distance between new electronic billboards. Hucks stated that the amendment currently proposes the requirement of 1,000 ft. (apart) on the same side of the road. *(ultimately, this part of the amendment was struck through prior to adoption of the revised ordinance).*

Wallace was concerned about what would be displayed on electronic billboard and may distract drivers. Hucks stated it would be within the state law and guidelines, which were included in the amendment.

Hucks then stated that Planning Commission recommended deferring the section regarding the billboard replacement program and bringing it back as a separate amendment at their August 5<sup>th</sup> meeting due to concerns from one of the billboard companies.

## **V. PUBLIC INPUT**

None

## **VI. BOARD INPUT**

## **VII. STAFF INPUT**



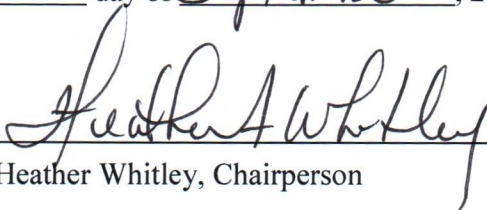
## VIII. UPCOMING MEETINGS

- City Council – August 16, 2021 – City Hall at 4:00 p.m.
- CAB – August 25, 2021 – Public Safety Facility at 4:00 p.m.
- PC – September 2, 2021 – Public Safety Facility at 5:30 p.m.
- City Council – September 7, 2021 – City Hall at 4:00 p.m.
- City Council – September 20, 2021 – City Hall at 4:00 p.m.

## IX. ADJOURN

There being no further business to come before the Board, a motion was made and seconded to adjourn the meeting at 4:55 p.m. The vote in favor was unanimous and the motion carried.

Approved and signed this 22<sup>nd</sup> day of September, 2021.

  
Heather Whitley, Chairperson