

**CITY OF CONWAY**  
**COMMUNITY APPEARANCE BOARD MEETING**  
**WEDNESDAY, SEPTEMBER 8, 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; Anne Bessant, Planning Assistant

Other: Stephen Fitzpatrick, Hillary Howard, Via Phone- Dustin Bledsoe

**I. CALL TO ORDER**

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

**II. APPROVAL OF MINUTES (AUGUST 25, 2021)**

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

**III. OLD BUSINESS**

- A. 1112 Main Street:** The applicant, KD Sign LLC, requests approval of signage for the property located at 1112 Main Street (Main St. Express) (PIN 338-12-04-0058).

Hucks stated that at the last CAB meeting, the applicant presented a sign package that included a pole sign (replacing the one that is currently on the property), gas canopy/pump signs and a wall sign. The applicant revised the request to address staff's comments that pole signs are not permitted by proposing a monument sign instead, reduce the sign area to comply with the size limitations, reduce the sign height, and to locate it out of the right-of-way. The sign package was also revised to reduce the number of gas canopy signs from 3 to 2, and the wall sign was revised to include dimension. The board approved the applicants revised sign package, with the exception of the monument sign, which needed more revisions to be compliant with the Community Appearance Guidelines.

Bledsoe (applicant) was present via phone to answer any questions.

Kurlowski stated she did not want an illuminating sign and that she worries the sign will be distracting to drivers. Hucks stated letters and numbers would only be lit up.

Wallace stated if the numbers were clear that could be distracting to driver but they are white. Hucks stated numbers would be white, so there should not be a glare. Bledsoe stated they could control the brightness of the sign.

Kurlowski asked whom she could speak to if the sign ended up being too bright. Hucks read aloud language from Section 11.1.8 – Illumination of the UDO, stating that lighting for signs shall not create a hazardous glare for pedestrians or vehicles either in a public street or on any private premises. Bledsoe added that if he were to keep the old sign put in ground lighting instead, that would be distracting. Hucks stated this new sign would come in to compliance and not be in the right of way as the existing non-conforming sign, which will be removed.

Wallace made a motion to approve the request as presented. Roehm seconded the motion. The motion carried with Kurlowski and Whitley voting no.

#### IV. SPECIAL TAX ASSESSMENTS

- A. **1028 Third Ave:** The applicant, Third & Laurel LLC, requests preliminary approval of a special tax assessment, as well as approval of relevant work, for the property located at 1028 Third Ave, in accordance with the City of Conway's Preservation Tax Incentive Program (PIN 368-04-02-0071).

Hucks presented that request, she stated that Robert B. Lewis, Third & Laurel LLC, has requested that the property at 1028 Third Ave {TMS: 137-02-02-029 IPIN 368-04-02-0071) be considered for a special tax assessment. The ordinance for the Preservation Tax Incentive Program can be viewed in the City of Conway Code of Ordinances, starting at *Section 1-5-50 Special tax assessment, created*.

The building is a three-story masonry building, built in 1936 by Doc Green Spivey, that replaced an earlier one-story structure on the same site that was "cheaply built" and deteriorating. According to the 1938 Sanborn Map, the Spivey building housed a store in the Third Ave facing portion while the rear of the building featured three additional bays including a restaurant and two smaller stores. Businesses that occupied the rear of the building included *Mrs. Grainger's Lunch Stand* and a barber shop while *Scurry's* occupied the main commercial space. The newspaper did not indicate what type of business *Scurry's* was, only that it featured shelving on the first floor. Prior to the building's construction, the first floor of the former building was used as a five and dime store, so it's possible that *Scurry's* was also a five and dime store. The building's history is not well- documented until 1960 when *Banner Brothers Department Store* was listed as occupying the building as well as the *Art Barber Shop* at the rear of the building. By 1967, *Banner Brothers* merged with *Leder Brothers Department Store* to become *Leder-Banner*. *Leder-Banner* remained in this location until at least 1980. *The Haberdashery*, a men's clothing store, occupied the building following *Leder-Banner* and various salons have used the rear portion of the building. While the windows have been in-filled, the building still retains much of its original appearance and layout with minimal changes occurring on the upper levels. It continues to serve as an example of downtown Conway's lasting commercial presence.

According to *Section 1-5-52* of the Ordinance, the first step in establishing a special tax assessment is certification by City Council. In order for City Council to grant certification, the property must meet one of the following options:



- Be listed in the National Register of Historic Places, either individually or as a contributing property in a district; or
- Be 50 or more years old and have been designated as historic by the city council, either individually or as a contributing property in a local historic district.

Because this property is listed in the National Register of Historic Places as a contributing property in the National Downtown Historic District, it may be certified under the first option identified above. City Council approved the certification of this property as being historic at their September 7<sup>th</sup> meeting. The CAB must review the renovations to determine if the work meets the standards for rehabilitation listed in the ordinance. If the CAB finds the rehabilitation meets the given standards, a special tax assessment will be created, freezing the assessment of the property at its current assessed value for 15 years. If the CAB does not find that the given standards were satisfied, it may deny the request for the creation of the special tax assessment.

Lewis (applicant) further explained his request and to answer any questions.

Whitley asked if he would remove the paint. Lewis stated he wanted to but it would be too expensive.

Kurlowski asked if he would be changing the cornerstone on the building. Lewis stated no.

Whitley asked if the board was approving the special tax and the changes on the plan as of now. Hucks stated yes this would be preliminary approval and he would come back within the two-year limit for final approval from the board.

Wallace asked since there is a time limit if they would be starting construction soon. Lewis stated they are ready to start as soon as possible.

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

## V. CERTIFICATES OF APPROPRIATENESS

- A. **BK's Collision Center (405 Main Street)**: The applicant requests approval to install an outdoor ATM directly outside the entrance to the building, located at 405 Main Street (PIN 368-04-02-0003).

*This item was withdrawn by staff.*

- B. **Fostering Hope (308 Elm Street)**: The applicant requests approval to repaint the exterior of the building located at 308 Elm Street (368-04-02-0110).

Hucks stated the applicant proposes to repaint the building, in a different color than the current building color. The same color can be found at MBD Consultants, located at 913 Norman Alley. Should the board choose to approve the applicant's request, staff recommended that the applicant or their designee(s) obtain all applicable permits and licenses. Also if any changes proposed requires a re-review and subsequent approval from this board.

Applicant was not present.

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

## VI. PRELIMINARY REVIEWS

- A. **Kingston Landing (320 Kingston Street):** The applicant, Genford Development LLC, requests preliminary review of a proposed mixed-use building, proposed to be constructed at 320 Kingston Street (PINs: 367-01-01-0066 and 339-16-04-0019).

The applicant proposes to develop a multi-use building at 320 Kingston Street, and is requesting preliminary review of the proposed project to see if the project is consistent with the design review criteria of the Community Appearance Guidelines. This property is located within the Commercial Historic Design Review District and zoned Central Business District (CBD). The board gave conceptual review of the project in September 2020, where suggestions were made to the applicant. Preliminary review of the proposed building was originally scheduled in February of this year, but the board elected to defer the request until an in-person meeting could be held to discuss the request (Feb. 2021 meetings were held via Zoom). Included in the packet are minutes from the September 2020 meeting (Conceptual review) and the February 2021 meeting where the preliminary review was deferred. A final review and approval will be required following preliminary review of this project. The Technical Review Committee (TRC) will also have to review the project. If preliminary review is granted, staff can request the necessary plans (civil site plans / architectural plans) from the applicant to start the TRC review process. Any proposed signage (if shown in renderings) will require a separate review by this Board. Staff recommends the board review the criteria listed from the Unified Development Ordinance and the HDRD Design Guidelines when considering the applicants request.

Fitzpatrick (applicant) further explained his request and to answer any questions.

Wallace stated the building seemed like a dark building. Fitzpatrick stated the brick is not as dark as the picture that was presented.

Kurlowski stated she was opposed to the industrial/modern look for the building with the black metal. She thought it was not the look of Conway. She had put together her own look of Conway but was not allowed to share or give samples of what she thought he should do. She suggested he change architects.

Watts stated that this building does not replicate any of the Conway buildings and would like for it to. He would like to see the old Conway look.

Fitzpatrick stated he was not trying to change Conway and will not be changing architects but only trying to have a more modern looking building. ~~He stated the board was trying to put a negative look on what he was going for.~~

Hucks quoted from the historic design review guidelines and stated that exact replication of historic building styles with new construction to “fool” the viewer (“theme”ing or creation of a “false sense of history”) is discouraged. New buildings that respect the predominant forms, scale setting and materials in



context to their immediate surrounding can be designed using contemporary elements to allow the Conway local historic district to retain character and support new architecture.

Fitzpatrick stated that he is trying to do that exact thing for his building, for it to be different and is a loss to know what the board is asking of him.

Lewis, who was present for another item stated to the board that it would be great for this building to bring more people and businesses to this area of town.

Wallace stated he thought it was attractive and is in a good location for the look of the building but would like to see better brick samples.

Whitley stated she would like to see the building blend better with Conway, she would like to see a more organic feel to the building. She states this type of building looks more like a Seattle building than Conway and is too industrial.

Roehm stated the looks of the building were too busy.

Watts stated the first design Fitzpatrick presented to the board is very different from what they are being presented with currently.

Hucks reminded the board that this was just a preliminary review; the applicant will still need to receive final review and approval from this board at a future meeting.

Hardin stepped in to help direct the board and applicant to come up with points of likes and dislikes of each façade being able to move forward with the preliminary approval.

Kurlowski made a motion to approve preliminary review with conditions of updating the brick color, larger panels on river side, brick trim on riverfront and lighter brick trim on 4<sup>th</sup> and 905 side of the building. The motion was seconded by Wallace. Motion to approve was unanimous. The motion carried.

- B. Riverwalk Mixed-Use building:** The applicant, Genford Development LLC, requests preliminary review of a mixed-use building, proposed to be constructed adjacent to the Bonfire restaurant along the riverfront (PINs 367-01-01-0059, -0060, and -0061).

Hucks stated the applicant is requesting preliminary review of a proposed mixed-use building, proposed to be constructed on the riverfront, beside the Bonfire restaurant. The applicant is seeking preliminary review approval of the project to see if the proposed building is consistent with the design review criteria of the Community Appearance Guidelines. This property is located in the Waccamaw Riverfront HDRD and the property is zoned Waccamaw Riverfront District 1. This board gave conceptual review at their September 2020 meeting, where suggestions were made to the applicant. Preliminary review was originally scheduled at the February 2021 CAB meeting, but the board elected to defer preliminary review until an in-person meeting could be held to discuss the request (Feb. 2021 meetings were held via Zoom). The minutes from both the September 2020 and February 2021 CAB meetings are also included in the packet for your review.

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Fitzpatrick (applicant) further explained his request and to answer any questions.

Whitley stated she opposed to the windows, those were more like a strip mall and a strip mall is not a look she would like to see on the riverfront property and it should not be able to go there, the look of Walmart was not needed at this location.

Rohem stated he understood the building was designed the shape of the property and being an awkward site, with the being said he would like to see more articulation where the buildings meet.

Kurlowski stated he could give an alcove look to the front of the building.

Kurlowski made a motion to approve preliminary review with conditions of updating retail space, adding in accent pieces with an alcove look and adding gray element to front with height. The motion was seconded by Watts. Motion to approve was unanimous. The motion carried.

## **VII. PUBLIC INPUT**

None

## **VIII. BOARD INPUT**

None

## **IX. STAFF INPUT**

None

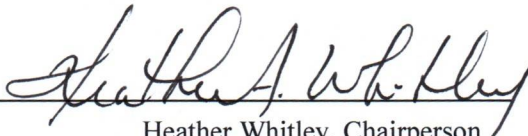
## **X. UPCOMING MEETINGS**

- City Council – September 20, 2021 – City Hall at 4:00 p.m.
- CAB – September 22, 2021 – City Hall at 4:00 p.m.
- BZA – September 23, 2021 – Virtual
- City Council – October 4, 2021 – City Hall at 4:00 p.m.
- PC – October 7, 2021 – City Hall at 5:30 p.m.
- CAB – October 13, 2021 – City Hall at 4:00 p.m.

**XI. ADJOURN**

There being no further business to come before the Board, a motion was made to adjourn the meeting at approx. 6:13 p.m. The vote in favor of adjournment was unanimous and the motion carried.

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

  
Heather Whitley, Chairperson