

MAYOR
Barbara Jo Blain-Bellamy

MAYOR PRO TEM
Justin D. Jordan



COUNCIL MEMBERS
Amanda Butler
William M. Goldfinch IV
Beth Helms
Larry A. White
Autry Benton

**PLANNING DEPARTMENT
CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
Wednesday, October 25, 2023 | 4:00 P.M.
Planning & Building Department – 196 Laurel Street**

- I. CALL TO ORDER**
- II. APPROVAL OF MINUTES (October 11, 2023)**
- III. CERTIFICATES OF APPROPRIATENESS**
 - A. **314 Unit B Laurel St (Chambers Law):** The applicant, A1 Signs & Graphics, is requesting approval of door graphics for the business located at 314 Unit B St. (PIN 368-04-02-0101).
 - B. **Conway Riverwalk (Expansion):** The applicant, City of Conway, is requesting approval on the expansion plans for the Conway Riverwalk. (PIN 367-01-01-0051).
 - C. **206 Laurel St. (Mural):** The applicant City of Conway, is requesting approval of a proposed mural to be located on the newly constructed ERF in Scarborough Ally. (PIN 367-01-01-0008).
- IV. PUBLIC INPUT**
- V. BOARD INPUT**
- VI. STAFF INPUT**
- VII. UPCOMING MEETINGS**

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
Planning Commission (PC)	November 2, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	November 6, 2023	4:00 p.m.	Council Chambers	229 Main St.
Community Appearance Board	November 15, 2023	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Board of Zoning Appeals (BZA)	November 16, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

VIII. ADJOURN

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, October 11, 2023
Planning & Building Dept. Conference Room – 196 Laurel Street

Present: Duc Watts, Jamie McLain, McKenzie Jordan, Troy Roehm, Gerry Wallace

Absent: George Ulrich, Jacqueline Kurlowski

Staff: Jessica Hucks, Planning Director; Katie Dennis, Planning Concierge; Jeff Levellie, IT

Other: Hillary Howard, Kathy Ropp

I. CALL TO ORDER

Chairperson Kurlowski was absent so Vice Chairperson Roehm called the meeting to order at approximately 4:04 p.m.

II. APPROVAL OF MINUTES

McLain made a motion to accept the minutes as written and it was seconded by Jordan to approve the September 27, 2023 minutes. The vote in favor was unanimous. The motion carried.

In an attempt to allow the applicant more time to arrive at the meeting Wallace made a motion to change the order of the agenda to move Public Input, Board Input, and Staff Input ahead of the Certificates of Appropriateness. Jordan Seconded the motion. The vote in favor was unanimous. The motion carried.

III. PUBLIC INPUT

None

IV. BOARD INPUT

Board members gave compliments to the staff on the Halloween decorations

Asked about an update of the City's employee page. Staff and Levellie advised the board on website updates.

V. STAFF INPUT

Hucks stated that Dennis would now serve as the staff liaison for the Community Appearance Board.

VI. CERTIFICATES OF APPROPRIATENESS

16 Elm St (Cypress Inn): The applicant, Cypress Inn property LLC, is requesting final approval on plans for a future building to be constructed beside 16 Elm St (PIN 367-01-04-0042).

After an attempt to provide more time for the applicant's arrival McLain made a motion to defer the item and for the applicant to return with updated drawings showing the changes previously requested by the board. Jordan seconded the motion. The vote in favor was unanimous. The motion carried.

These updates include;

- Show the Picket fencing for the handicap ramp and railing on the plans and the rendering as they will be installed
- Provide rendering options and plans of eaves across the gables to provide a more aesthetic eyebrow feature
- Show the open stairwell update since they will no longer be enclosed
- If you choose to use breakaway walls with flood openings show them on the renderings and plans instead of the lattice (staff feels that the lattice is sufficient due to the cost and appearance of the breakaway walls)
- Update plans to show the proper building separation of 20' instead of 6'

VII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:15 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this _____ day of _____, 2023.

Jacqueline Kurlowski, Chairperson

DATE: October 25, 2023

ITEM: III. A.

ISSUE:

314 Unit B Laurel Street (Chambers Law): The applicant, A1 Signs & Graphics, is requesting approval of door graphics for the business located at 314 Unit B St. (PIN 368-04-02-0101).

ZONING DISTRICTS / HDRD:

Central Business District (CBD); Historic Design Review District (HDRD)

SCOPE OF WORK:

The applicant, A1 Signs & Graphics, is requesting approval of door graphics for the business located at 314 Unit B St. (PIN 368-04-02-0101).

The sign measures **18" (W) X 8" (H)** digital logo print laminated decal for the glass door, **totaling** approximately **1 sq. ft.** The door pane measures **21" (W) x 63" (H)**, **totaling 9.18 sq. ft.** with a max coverage area of **50 %, 4.59 sq. ft.**

The proposed size of the graphic is compliant with the UDO.

Renderings are included in your packet

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

- Section 2.2.2, Sign-Related Definitions
- Section 11.3.2, Sign Standards by Zoning District
- Section 11.4.2 Window Signs

Historic Design Review Districts: Community Appearance Guidelines:

- Section C, Ch 5: 5.1 Marketing and Sign Basics
 - Section C, Ch 6: 6.1 The Primary Sign
 - Section C, Ch. 6:6.2 Secondary Signs
-

STAFF RECOMMENDATION:

If the board chooses to grant the request, staff recommends the following conditions:

- The applicant must obtain all applicable permits
- Any deviation from what is approved shall require a re-review from this board and subsequent approval.



City of Conway

Community Appearance Board

APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

Received: _____
Staff: _____
Inspected: _____

City of Conway Planning Department
206 Laurel Street, 29526

Phone: (843) 488-9888
Conway, South Carolina

FAX: (843) 488-9890
www.cityofconway.com

Property Address: 314 B Laurel Street		TMS#: 1370202033	
Review Request: <input type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input checked="" type="checkbox"/> Final	Project Type: <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input checked="" type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	HDRD:	Meeting Date: 10-23-2023
Property Owner: Southfork Investments, LLC		Daytime phone: Trenton Chambers - 843-424-9554	
Applicant: A1 Signs and Graphics		Daytime phone: 843-438-8301	
Applicant's mailing address: 1610 4th Avenue		Applicant's e-mail address:	
City: Conway		State: SC	Zip Code: 29526
Applicant's relationship: <input type="checkbox"/> Owner <input type="checkbox"/> Design Professional <input checked="" type="checkbox"/> Contractor <input type="checkbox"/> Real Estate Broker <input type="checkbox"/> Other			
Value of Project (As noted on Building Permit): \$ \$130.00			
In your own words, describe what you are requesting:			
8" x 18" - digital logo print laminated for door - installed			

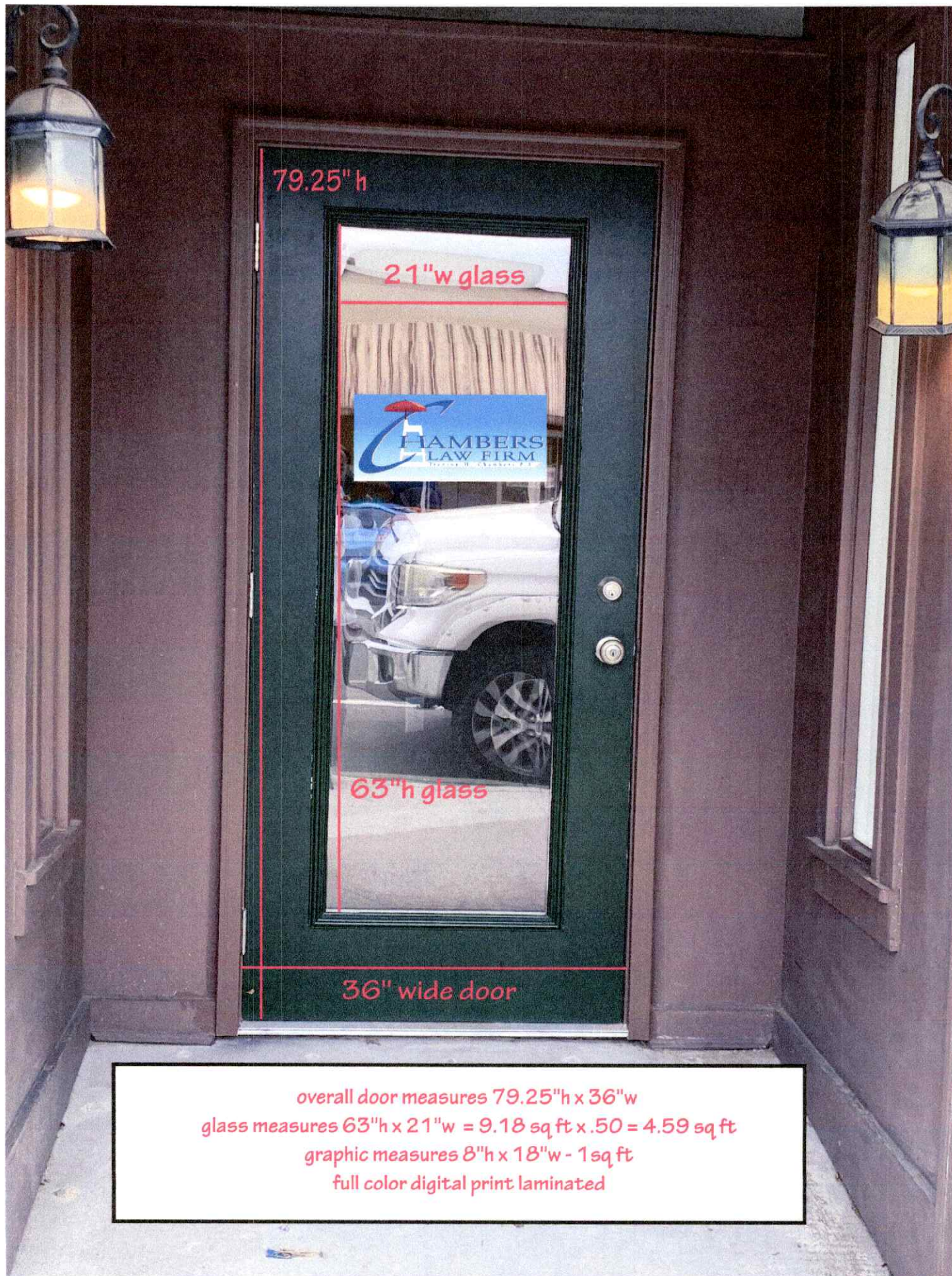
Submittal Requirements: (See attached CAB Requirements) ***Digital copies of all supporting materials must be submitted along with two hard copies:	
<input type="checkbox"/> Zoning approval obtained and/or initial TRC review completed <input type="checkbox"/> Completed CAB application <input type="checkbox"/> Two (2) copies of all relevant information (As deemed necessary by CAB and/or Planning Director) <input type="checkbox"/> Site plans illustrating of existing structures and proposed new structures and/or additions <input type="checkbox"/> Landscape plans illustrating the location of existing landscaping and proposed new landscaping;	<input type="checkbox"/> Building designs and facade drawings of the front, sides, and rear of all proposed new structures and/or facades proposed to be renovated; <input type="checkbox"/> Plans for existing signage and proposed new signage; <input type="checkbox"/> Color samples of paint, brick, shingles, siding; <input type="checkbox"/> Topographic surveys; <input type="checkbox"/> Tree surveys; <input type="checkbox"/> Lighting plans; <input type="checkbox"/> Specifications for miscellaneous architectural elements (lighting fixtures, hardware and finishes, etc.)

I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property or the authorized representative of the owner. I authorize the subject property to be inspected, and that all required material will be submitted to the City of Conway Planning Department no later than ten(10) days prior to the meeting date. The Community Appearance Board meets the second and fourth Wednesday of each month at 4:00 P.M. in City Hall, 229 Main Street. I understand that it is my responsibility to obtain all necessary approvals from other city departments, and that all zoning requirements must be satisfied prior to the project's being placed on a Community Appearance Board agenda. A REPRESENTATIVE MUST BE PRESENT AT THE MEETING TO HAVE YOUR REQUEST HEARD.

Applicant's signature: Eddie Moore **date:** 10-11-2023

Print name legibly: Eddie Moore





overall door measures 79.25"h x 36"w

glass measures 63"h x 21"w = 9.18 sq ft x .50 = 4.59 sq ft

graphic measures 8"h x 18"w - 1 sq ft

full color digital print laminated



8" x 18" logo for glass door

2.2.2 Sign-related Definitions

Refer to Article 11 for Signage Regulations.

Animation: The movement, or the optical illusion of movement of any part of the sign structure, design or pictorial including the movement of any illumination or the flashing, scintillating or varying of light intensity. The automatic changing of all or any part of the facing of a sign or any part of a sign shall be considered to be animation. Also, included in this definition are signs having "chasing action" which is the action of a row of lights commonly used to create the appearance of motion. Time and temperature units and electronic message centers are not included in this definition.

Sign: Any device designed to attract the attention of the public for commercial or advertising purposes that is attached, painted or otherwise affixed to, or a part of a building, structure, material, surface, vehicle, or object. Integral decorative or architectural features of buildings except letters or trademarks, fences, walls and works of art, which are noncommercial in nature, are not to be construed as being a sign. Sign shall include any artificial light source, time or temperature units, clocks and any device that animates or projects a visual representation that attracts the attention of the public for commercial purpose.

Sign Area (also referred to as the gross surface area): The square foot area individual symbols, letters, figures, illustrations, messages, forms, or panels, sign area shall be considered to include all lettering, wording, and accompanying designs and symbols, together with the background on which they are displayed, any frame around the sign and any "cutouts" or extensions, but shall not include any supporting structure or bracing. The aggregate sign area is the summation of the area of all sign faces combined.

Sign Copy: The portion of a sign which contains the name, logo, advertising message, or business identification and consists of all such symbols, letters, figures, insignia, illustrations, messages or forms. Sign copy does not include the border, molding or decorative framing.

Sign Face: The part of the sign that is or can be used to identify, advertise, communicate information or for visual representation which attracts the attention of the public for any purpose. Sign face includes any background material, panel, trim, color, and direct or self-illumination used that differentiates that sign from the building, structure, backdrop surface or object upon which or against which it is placed. The sign structure shall not be included as a portion of the sign face provided that no identifying/advertising message, symbol or any of the aforementioned sign face criteria are displayed on or designed as part of the sign structure, whether structurally necessary or not. In the case of signs designed with integral sign face and sign structure, the blank (support) area equivalent to a maximum of 50% of the allowable sign area shall be exempt from computations of sign area.

Sign Height: The vertical distance measured from the lowest adjacent street crown grade to the top of the sign face or sign structure, whichever is greater.

Sign Panel: The primary surface of a sign that carries the identifying/advertising message.

Sign Structure: A supporting structure erected or intended for the purpose of identification or advertising with or without a sign thereon, situated upon or attached to the premises upon which any sign may be fastened, affixed, displayed or applied, provided however, said definition shall not include a building or fence. If the total width of the sign structure exceeds fifty (50) percent of the total width of the sign face, the sign structure area shall be included as part of the sign area.

Sign Types

Abandoned Sign: Any sign that advertises a business, owner, product, service, or activity that is no longer located on the premises where the sign is displayed.

Arm Post Sign: A sign supported by a structure on one post not exceeding 8 feet in height, that is placed in the ground and which is wholly independent of any building, fence, vehicle or object other than the off centered structure for support. (Section 11.4.8)

Awning Sign: Signage or text located on the front face of an awning projection. (Section 11.4.3)

Banner: A sign or outside advertising display having the character, letters, illustrations, ornamentations, symbol, color, or visual representation applied to cloth, paper, vinyl, fabric, plastic, or like kind of flexible material with or without frame. The term banner shall include flags, pennants, life rafts, floats, spinners, streamers, kites, balloons, (but not dirigibles) and/or similar types of lighter than air objects, or any other material or outside advertising display fastened in such a manner as to move upon being subjected to movement of the atmosphere or any mechanical device.

Billboard (Traditional): A traditional sign identifying/advertising and/or directing the public to a business or merchandise or service or institution or residential area or entertainment which is located, sold, rented, leased, produced, manufactured and/or furnished at a place other than the real property on which said sign is located. Traditional Billboards do not display messages by electronic means but instead utilizes materials such as paint, vinyl and/or paper substrates. The advertisement does not rotate, but is stationary. Such signs are also known as outdoor advertising display signs. (Section 11.4.14)

Billboard (Digital): A digital billboard sign identifying/advertising and/or directing the public to a business or merchandise or service or institution or residential area or entertainment which is located, sold, rented, leased, produced, manufactured and/or furnished at a place other than the real property on which said sign is located, by utilizing a mechanism to allow advertisements to rotate in succession. Such display changes the static message or copy of the sign by electronic (digital) means. (Section 11.4.14)

Building Identification Sign: A sign bearing only the name, number(s), letter(s), and/or symbol(s) which identifies a particular building or occupant.

Changeable Copy: An element of a sign in which a message is changed manually in the field, through the utilization of attachable letters, numbers, symbols, and other similar characters of changeable pictorial panels.

Directional Sign: A sign permanently erected or permitted in the public right-of-way or private property by the state of South Carolina, or other governmental agency to denote the name of any thoroughfare, the route to any city, town, village, educational institution, public building, historic place, shrine, or hospital, to direct and regulate traffic, to denote any railroad crossing, bridge, or other transportation or transmission company for the direction or safety of the public.

Directory Sign: A sign listing the names and/or use, or location of more than one (1) business, activity or professional office conducted within a building, group of buildings or commercial center. Such a sign contains no other identifying/advertising message than that listed above. (Section 11.4.8)

Drive-Thru Sign: Drive-Thru signs shall be allowed only with a restaurant having a drive-through window. The color of such signs shall be similar to the main building or other signage for the development. (Section 11.4.16)

Electronic Message Center (EMC): A type of sign that presents its message through internal illumination of flashing, intermittent, or moving lights forming the letters, numbers, or symbols of the message, whether or not the message appears to move across the sign face. (Section 11.4.9)
[ZA2019-03-18 9 (C)]

Fixed Projecting Sign: A plaque mounted on a wall, projecting 90 degrees from the building wall.

Freestanding Post Sign: A sign supported by a structure on two posts that are placed in the ground and which is wholly independent of any building, fence, vehicle or object other than the structure for support. (Section 11.4.7)

Grandfathered Signs: Signs, or sign hardware, of historic significance, such as those relating to an original business, that have a built-in nature to a significant form or style of historic architecture, or the nostalgic name of a business that has come to define a site for a long period of time.

Handbill (circular): A sign that is distributed to the public or placed on vehicles, buildings, structures, objects or surfaces as part of said distribution.

Hanging (suspended) Sign: Hanging signs and suspended signs, sometimes called "blade signs", are used to help define entries and identify business names to pedestrians. They are small and can hang over a building entry if the appropriate clearance is provided (Section 11.4.5).

Historic Identification Signs: Small date markers, "National Register" identification plaques, history signs or site identification markers that are part of a local or regional tourism initiative.

Iconic Sign: A sign whose form suggests its meaning. It may be sculptural in style and demonstrates extraordinary aesthetic quality, creativity or innovation. They typically have characteristics of art, going beyond simply advertising the why and where. It typically refers to an object in symbolic form.

L.E.D. Digital Sign: A sign or portion thereof that displays electronic images, graphics, numbers, prices, or other text information using different combinations of light emitting diodes (LEDs). (Section 11.4.9). These types of signs do not include signs which use LED lights for illumination only. [ZA2019-03-18 9 (C)]

Monument Sign: A sign in which the entire bottom of the sign face is in contact with a solid and continuous structure which is attached to the ground and made of brick, stone, or other material architecturally compatible with the principal building on the lot with which it pertains. (Section 11.4.6)

Nonconforming Signs: Any sign, which was granted a permit and was erected or displayed prior to the effective date of this Ordinance or subsequent amendments thereto which does not conform to the standards of this Ordinance.

Off-Premises Sign: A business sign which directs the attention of the public to a business, activity conducted, or a product sold or offered at a location not on the same premises where such business sign is located. (Section 11.4.14)

Official Business Directional Sign: A sign erected and maintained by the state or any entity authorized by the state to indicate to the traveling public the route and distance to public accommodations or commercial services for the traveling public.

Pole Sign: A large sign, typically facing an arterial or collector road, which is in excess of eight (8) feet in height and centered on a single support.

Political Sign: A sign erected by a political candidate, group or agent thereof, for the purpose of advertising a candidate or stating a position regarding an issue upon which the voters of the city shall vote. (Section 11.4.19).

Pole Sign: A sign supported by a structure on one pole that is placed in the ground and which is wholly independent of any building, fence, vehicle or object other than the structure for support.

Political Sign: A sign erected by a political candidate, group or agent thereof, for the purpose of advertising a candidate or stating a position regarding an issue upon which the voters of the city shall vote. (Section 11.5.6).

Portable Sign: Any sign designed or intended to be readily relocated whether or not it is permanently attached to a building, structure or on the ground. The term includes on wheels or on portable structures, tent signs, A-frame signs, sidewalk and sandwich signs and similar devices and any sign not secured or securely affixed to the ground or a permanent structure.

Private Traffic Directional Sign: A sign which is on-premise consisting of type and/or an arrow and is designed, sized and erected solely for the purpose of vehicular or pedestrian traffic direction or safety.

Projecting Sign: Projecting signs are attached to a building face and project out perpendicular to the building wall (Section 11.4.4)

Pylon Sign: A freestanding sign in excess of eight (8) feet in height that is detached from a building and is supported by one or more structural elements which are architecturally similar to the design of the sign.

Residential Subdivision Sign: The purpose of residential subdivision signs is to identify the name of a subdivision, provided the subdivision is not an in-fill project within an established neighborhood. They are usually monument signs or wall signs placed on a wall feature in a landscaped open space area at the entry of the development. (Section 11.14.11)

Roof Sign: A sign erected over or on, and wholly or partially dependent upon thereof of any building for support, or attached to the roof in any way.

Sandwich Board Sign: Sandwich-board signs can be effective for certain types of uses, such as markets, restaurants, or bakeries that have changing specials and menus. These sign may have re-writable surfaces, such as chalkboards or dry-erase boards. (Section 11.4.16)

Shopping Center Identification Sign: Shopping center identification signs are used to identify the name of a shopping center as well as the tenants within the shopping center (Section 11.4.17).

Snipe Sign: A sign which is tacked, nailed, posted, pasted, glued or otherwise poles, stakes, or fences, or to other objects, and the advertising matter appearing thereon is not applicable to the present use of the premises upon which such sign is located.

Swinging Projecting Sign: A sign projecting from the outside wall or walls of any building which is supported by only one (1) rigid support, irrespective of the number of guy wires used in connection therewith.

Time and Temperature Sign: An electrical sign utilizing lights going on and off periodically to display the current time and temperature in the community. (Section 11.4.12)

Vehicle Sign: A permanent or temporary sign affixed, painted on, or placed in or upon any vehicle, trailer or other device capable of being towed, the primary purpose of which is to attract the attention of the public rather than to serve the business of the owner thereof in the manner which is customary for said vehicle, provided that this definition does not include any signs which are required by any unit of government and does not include a single sign placed on a single vehicle or trailer at a residence of an individual which sign identifies the vehicle or trailer as being for sale.

Wall Sign: Any sign that shall be affixed parallel to the top of the wall or printed on the wall of any building in such a manner as to read parallel to the wall on which it is mounted; provided however, said wall sign shall not project above the top of the wall or beyond the end of the building. Any sign that is affixed to the face of a building marquee, building awning, or a building canopy shall be considered a wall sign. (Section 11.4.1)

Window Sign: Any sign which is painted on, applied to, or projected upon or within the exterior or interior of a building glass area, including doors, or located within twelve (12) inches of the interior of a building glass area, including doors, whose identification, message, symbol, insignia, visual representation, logotype, or any form which communicates information, can be read from off premises contiguous property or public right-of-way. (Section 11.4.2)

[ZA2021-08-16(C)]

2.2.3 Industrial District Definitions

Agricultural Processing: Processing of foods and beverages from agricultural commodities, but excludes animal slaughtering. Typical uses include canning of fruits and vegetables, processing of dairy products, and the production of prepared meats (from purchased, previously slaughtered animals).

Agricultural Research: Agricultural research use type refers to establishments for experimental greenhouse and field growing of agricultural commodities, landscaping and seeds, including experimental use of herbicides, pesticides and other agricultural practices.

Alternative Energy Production: Energy production sites dedicated to the commercial production of electricity by means of wind, solar, or other non-petroleum energy sources.

Custom Manufacturing: Custom manufacturing refers to the on-site production of goods by hand manufacturing or artistic endeavor, which involves only the use of hand tools, individually powered tools or domestic mechanical equipment and the incidental sale of these goods directly to consumers. Typical uses include ceramic studios, custom cabinet making, crafts making, candle making, custom jewelry manufacturers, woodworkers, custom furniture craftsmen, metal craftsmen, blacksmiths, and glass blowers.

High Technology (Hi-Tech) Industry: Research, development and controlled production of high-technology electronic, industrial or scientific products. Typical uses include biotechnology firms and computer component manufacturers.

Light Industrial: Production processes which use already manufactured components to assemble, print or package a product such as cloth, paper, plastic, leather, wood, glass or stones, but not including such operations as paper, saw or mills, steel, iron or other metalwork's, rolling mills, or any manufacturing uses involving primary production of commodities from raw materials. By the nature of the activity performed and/or the scale of the operation, these uses can be located near residential or commercial uses with minimal impact to adjacent uses. Typical uses include apparel manufacturing, paper products finishing, furniture production and production of fabricated metal products.

Heavy Industrial: Heavy industry refers to production processes, which should not be located near residential or commercial uses due to the insensitive nature of the industrial activity and/or the scale of the operation. These uses may be located near other manufacturing uses exhibiting similar characteristics although special control measures may be required for some extremely intensive operations to ensure compatibility with similar industrial uses. Typical uses include equipment or vehicle manufacturing, sawmills, textile dying, leather tanning, hazardous chemical production, petroleum refining, primary metal processing and production of explosives or propellants.

Wholesaling, Storage, and Distribution. Wholesaling, storage and distribution use type refers to establishments or places of business primarily engaged in wholesaling, storage and bulk sale distribution including but not limited to, air handling of material and equipment other than live animals and plants. The following are wholesaling, storage, and distribution use types:

- **Light:** Wholesaling, storage and warehousing services within enclosed structures. Typical uses include wholesale distributors, storage warehouses, or moving and storage firms.
- **Heavy:** Distribution and handling of materials and equipment. Typical uses include monument sales, stone yards or open storage yards.

Section 11.3 – Sign Standards by Zoning Districts

11.3.1 Signs in Residential Zoning Districts

- A. **Signs Permitted in Residential Zoning Districts:** See Section 11.4 for specific requirements. Additionally, some Conditional Uses in Article 5 include specific requirements for signage.
- B. **Residential Subdivision and Multifamily Unit Signs:** See Section 11.4.11.
- C. **Religious Institutions, Educational Facilities, Cemeteries, Country Clubs, Parks, and Similar Recreational Uses:** Shall be permitted one (1) wall sign or one (1) freestanding sign per street frontage. This shall not exceed a cumulative sign surface area of fifty (50) square feet. The freestanding sign shall be a monument or freestanding post type and shall not exceed six (6) feet in height.

Religious institutions and educational facilities shall have the option of internally illumination or ground lighting; all other permitted signs shall not be internally illuminated. Such signs shall be located a minimum of ten (10) feet from any adjoining property boundary.

11.3.2 Signs in Non-Residential Zoning Districts

- A. **Signs Permitted in Non-Residential Zoning Districts:** See Section 11.4 for specific requirements. Some Conditional Uses in Article 5 also include specific requirements for signage. Additionally, some Conditional Uses in Article 5 include specific requirements for signage.
- B. **Religious Institutions, Educational Facilities, Cemeteries, Country Clubs, Parks, and Similar Recreational Uses:** See Section 11.4 for specific dimensions of signs permitted in non-residential districts.

Section 11.4 – Sign Standards by Sign Type

11.4.1 Wall Signs

Wall signs include most types of signage that are attached to the face of a building wall. These include channel letters made out of wood, metal or plastic. Wall signs may be painted on a wall, or on a board that is attached to a wall.

Wall signs should be oriented to achieve balanced composition and harmony with other architectural elements of a building façade. Wall signs should be placed on a flat building surface and should not be placed over or otherwise obscure architectural building features. Changeable copy signs are not permitted as a wall sign, except for cinemas, theaters, and auditoriums.



A. Location and Number Permitted

Only one wall sign per tenant will be allowed and shall be located at the Public Entrance. A second wall sign will be allowed if the building is located on a corner lot, installed on another facade or if there is a second public entrance. The maximum number of wall signs permitted is two (2) per tenant space.

B. Size

Wall signs may be a maximum of 15% of the building face where the sign is attached. The changeable copy if included in wall signs shall be limited to six (6) square feet.

C. Illumination

Wall signs may be illuminated by any means consistent with Section 11.1.8.

D. Zoning

Wall signs are allowed in all zoning districts.

11.4.2 Window Signs

Window signs should be scaled to the pedestrian and oriented to window shoppers on the sidewalk, as opposed to vehicles passing by. Window signs should be limited to small graphics and text that serve to frame a window or to provide information. A window sign should not obscure the view into a store or place of business.

A. Location and Number Permitted

There is no specific location requirement or limit to the number of window signs allowed. A window sign is a sign that is painted on or attached to a window. Window signs do not include business hours of operation or open/closed signs. Window displays, including merchandise displays, graphics and text, that are located twelve (12) inches or more from the face of a window are not considered signs. Window signs shall not count towards the cumulative number of signs permitted.



B. Size

Window signs are limited to a maximum of twenty-four (24) square feet. Window signs shall not exceed 25% of any individual window and 50% of glass panes of any door.

C. Illumination

Window signs may be illuminated by any means consistent with Section 11.1.8 of this article.

D. Zoning

Window signs are allowed in all non-residential zoning districts.

E. Exemptions:

Removable signs that promote specials, sales or other similar information may be placed in a window provided such sign does not exceed 25% of the window area and is limited to one (1) per tenant space. This sign will be exempt from sign permit procedures.

11.4.3 Awning Signs

Awning Signs should be limited to the skirt of the awning. Signs should only be considered for the awning face if there is no other alternative location for signage on a given storefront or property.

A. Location and Number

Signs may be located on awnings subject to size criteria. One awning sign is permitted per tenant space and must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.

**B. Size**

Signs on awnings shall not cover more than twenty-five (25) percent of the main area of the awning, or exceed 25 square feet in size, whichever is smaller.

C. Illumination

Awning signs may be externally illuminated consistent with Section 11.1.8. Back-lit, translucent awning signs are prohibited.

D. Zoning

Awning signs shall be allowed in all non-residential zoning districts.

11.4.4 Projecting Signs

Projecting signs are attached to a building face and project out perpendicular to the building wall. Projecting signs are very effective when oriented to pedestrians on the sidewalk level. Appropriate materials include wood and metal with carved or applied lettering, or any other material that is architecturally compatible with the building that the sign is attached to. Multiple projecting signs should not be installed within ten (10) feet of each other if on the same property and should be separated from projecting signs on adjacent properties by ten (10) feet to insure proper visibility.



5.1. Marketing and SIGN BASICS

The City of Conway has a sign ordinance, (*City of Conway Unified Development Ordinance*, Article 11) which takes precedent. These guidelines have been designed to work as a supplement of visual suggestions for traditional commercial building owners throughout all local Historic Design Review Districts (HDRDs). Significant focus is given to buildings in the historic commercial HDRD. It is the intent of this section to help building owners understand their building features and how the best scale, type, materials and placement of signage will benefit their businesses.

The quality and amount of signs on buildings has a great impact on the appearance of a downtown area, either positive or negative. Each and every storefront should be an individual statement for its intended market and audience, while also appearing in harmony with neighboring businesses.

Different types of signs serve different purposes in a downtown area. In most areas of any downtown, first impressions may be from an automobile, and certain signs are designed to be seen from that vantage point. Other signs are intended for the pedestrian to read while

strolling the sidewalk. The building or retail owner's choice of materials, size, scale and type of signage are reflective of the way that the business is intended to be portrayed. A general rule of identification is that any patron needs only to recognize where a business is once. These traditional commercial sign guidelines provide for the multiple types of commonly used signs that are required for the best business visibility. This chapter suggests how to "read" individual buildings in order to identify proper sign placement depending on each primary facade and divide the facade area for "business divisions" if there might be multiple sign users.

With the City of Conway's rich architectural history, exemplified by distinct building styles over many periods of its history, simple "marketing" rules related to signage remain basic:

- "KEEP IT SIMPLE"
- STAY IN CONTEXT
- USE APPROPRIATE SCALE
- FOLLOW GOOD SIGN PLACEMENT
- CREATE A "HIERARCHY" OF SIGN TYPES

"Keep It Simple"

While these guidelines are intended to prevent sign and visual "clutter" in the downtown district, they are primarily meant to guide the business owner as to traditional placement and good design. Keeping information and expression within established guidelines not only helps each business but the entire district as a whole.

Simple Signs - Residential Re-use:



Primary Signs Home, Yard Placement & Lighting: pg.D.17

APPROPRIATE:



Conway, SC 2009

Keeping sign clutter down, information simple, and aligned in traditional "sign-band" locations is important in the CBD where businesses are close together. Bold lettering or sign boards within prescribed architectural space is key.

INAPPROPRIATE:



jB-ra Photo Archives 2008

This is an example of a downtown commercial district that lacks signs where signs are meant to be. This does nothing to help these businesses promote themselves.

The Context of Signs

Beyond City sign ordinances, these guidelines should help identify and the use of sign construction appropriate to the building style and how the sign will be seen within the surrounding environment. Signs should work in context with the architecture of the individual building. Use fundamental features of the facade such as building piers, storefront cornices, and storefront framing for traditional and best placement of signs (Figure 3.2 next pg). Many upper facade features and stylized materials will provide built-in framing. Any new or reproduction sign should be consistent with the placement and type of signage that would historically have been used (or intended to be used) with that building. A building should not be adorned with signs that change the construction of the facade or the storefront. For example, overly "built" theme fronts and amenities that change the character of the architecture. The sign should be considered an expression of the type of business and therefore an extension of that individual business's identity, but also take in consideration the historic architecture.

If the storefront or business model is designed to utilize contemporary sign materials, a traditional approach with respect to placement, size and scale relative to the building features should still be followed. (Especially see "Scale" below.) In addition, the sign and its method of attachment should be reversible to the building itself to the greatest extent possible in order to maintain the integrity of significant building materials.

Use Appropriate Scale

Scale can be fairly subjective. Size limits set within *City of Conway Unified Development Ordinance, Article 11* and additional suggestions, based on "sign types" in these guidelines, should help guide maximum scale on historic buildings. To judge "scale" each business must weigh the overall coverage of all signs being used on its facade, the perception the business is going to create, and how the signage aligns with neighboring signs. The average size of other signs in the immediate downtown environment might determine whether sign scale in a particular part of a district is smaller or larger than allowable. A marketing rule for scale is generally the smaller the sign and less information provided, the more sophisticated the business will be perceived. Businesses that cram type on out-of-scale signs are often perceived as lower-end or discount.

APPROPRIATE:



JB+a Photo archives, 2007

A single-bay contemporary framed storefront with traditional construction is shown here with an appropriate amount of signs. The design of a primary blade sign and secondary sign band over the door is in-context with the character of the space, the architecture and business.

INAPPROPRIATE:



JB+a Photo archives, 2007

Flat vinyl letters applied to an out-of-scale signboard construction are shown above. The entire sign is set across facade elements such as building piers, banding and slightly over the storefront opening edge. This becomes out of context to the traditional architecture.

APPROPRIATE:



Conway, SC, 2009

Scale of signs work in a pedestrian oriented district and must not dominate the architecture. Note how upper facade architecture pre-defines size.

INAPPROPRIATE:



JB+a Photo archives, 2007

A sign that is too small for the large area of the upper facade is out of scale. This may interrupt the rhythm viewing signs and horizontal continuity of the block. The entire business may be overlooked.

5.1. Sign Basics (continued)

Follow Good Sign Placement

- 5.1.1 In no case shall a sign applied to a building be allowed to obscure any significant architectural details of a building face, nor shall a wall sign be designed to cover existing windows.

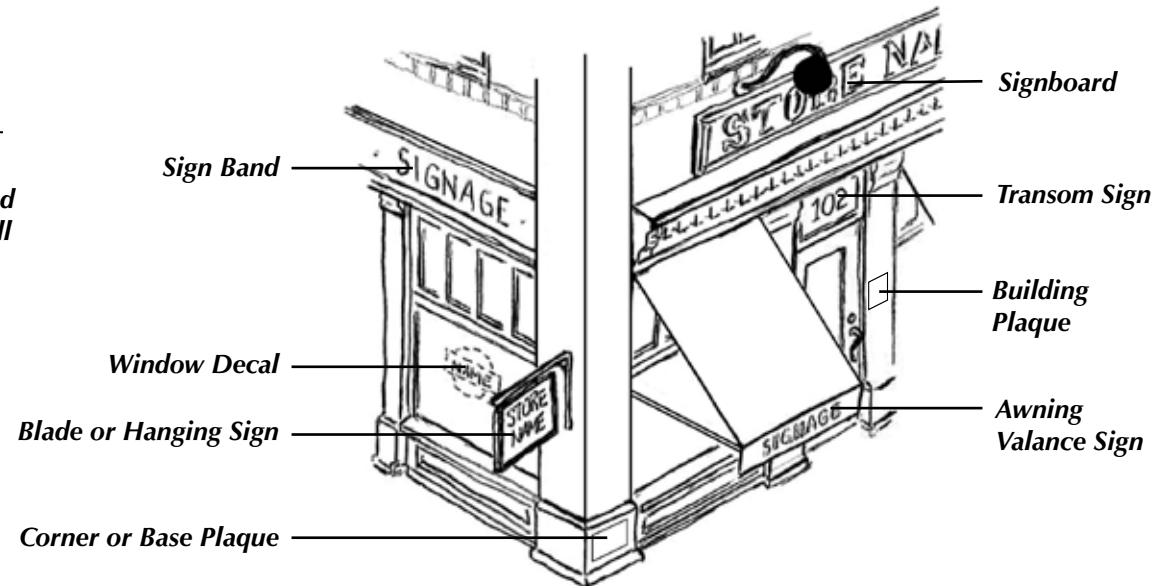
Fig. 3.1: INAPPROPRIATE Sign Placement



Signs placed over building elements and window openings will not be allowed.

Fig. 3.2: Contextual Types and Placement of Signs

For example only, all signs shown would not be allowed on one building:



Create a Hierarchy of Sign Types

These guidelines use three different sign category terms to suggest a traditional system of sign "hierarchy" per business division, rather than per facade (see also Section C, Chapter 5.4 "Dividing the Facade for Clearer Signage"):

- PRIMARY SIGN
- SECONDARY SIGN(S)
- SUBORDINATE SIGNS

Quick Reference Guide to These Sign Guidelines:



Primary Signs: pg. C.8-C.9



Secondary Signs: pg. C.10



Subordinate Signs: pg. C.11

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

6.1. The Primary Sign

Description and Use:

The PRIMARY SIGN is NOT expressly defined as such in the *City of Conway Unified Development Ordinance*. This sign "category" is exemplary within these guidelines ONLY for the most traditional use and placement of the most dominant sign (i.e. largest in size and prominently placed on the upper facade, hung from public exterior, brightest lit, etc.). (Fig. 3.6)

- 6.1.1 The Primary Sign should ONLY be the business name, logo or business type (i.e. "Bicycles," "PIZZA," "Food," "EAT," "Loans," etc.).
- 6.1.2 The Primary Sign may be a dimensional icon, graphically depicting the type of business.
- 6.1.3 A side wall mural may become the Primary Sign and will probably exceed the suggested size on that facade. A variance may be granted for a wall mural sign if the CAB determines it appropriate; however, any other signs on any facade will be "secondary" to this sign. Painting on unpainted historic, natural brick surface may not be allowed.
- 6.1.4 Awnings should NOT be used for Primary Signs, as they are a building amenity; however, awning valances may be used for Secondary or Subordinate Signs.

Significant Historic "Grandfathered" Signs:

(As identified by the CAB) these signs MUST be retained as they are part of the history of the facade, storefront or building in some way.

- 6.1.5 Grandfathered historic signs may be covered with new board or neon re-worked to accommodate a new business as long as modifications are "reversible" to the historic sign.

Suggested Amount:

- 6.1.6 ONE Primary Sign per "business division" of the primary facade (see Section C, Chapter 5.4 "Dividing the Facade for Clearer Sign-age" to see suggestions on visually dividing the facade per usage). A SECOND Primary Sign may be used on a corner building with 2 facades.

General Size Suggestions:

- 6.1.7 Primary signs, with the exception of projecting hanging signs, may be a maximum of 100 square feet or 15% of the building face where the sign is attached, whichever is less.

- 6.1.8 The widest point of ONE dimension (vertical or horizontal) of the Primary Sign should not exceed three (3) feet, or fit into a circular diameter of five (5) feet. No Primary Sign should exceed 100 square feet.
- 6.1.9 Window signs (as Primary Signs) on or above the second floor may obtain a variance to cover no more than 30% of any one window.
- 6.1.10 A hanging or projecting sign, known as a "blade" sign, will usually be much smaller than the allowed general size based on construction limitations. The size of a blade sign depends on the room for, and style of, the bracket hardware, adequate space for stabilization (if wires are needed), and weight/stress on the building. These factors, plus the projecting space over the storefront coupled with potential right-of-way liabilities, will usually lead to this reduction in size from a mounted Primary Sign. **Generally, blade sign size is within eight to ten square feet.**

SPECIAL NOTES:

- 6.1.11 The Community Appearance Board may determine, in specific cases or in general that the full size suggestion is too large "in-scale-to" or obstructing significant architecture. The CAB will suggest an appropriate size. Primary "blade" signs will usually be much smaller than the maximum allowed size. Awnings should generally not be used as primary signs, however if granted the lettering placement and size will require additional review (see below).



In very few circumstances should Primary Signs be mounted on an awning. If the business should happen to change the entire awning becomes irrelevant. In the example there is room for a horizontal sign board above and the awning can be mounted slightly lower for more sign room. If the only option is an awning sign, scale and placement of the lettering must not be obtrusive. Awning lettering should follow primary sign suggestions.

6.1. Primary Signs (continued)

Fig. 3.6: Suggested Primary Sign Types



In the example above, a dental practice may have a Primary Sign that will read "HAPPY TEETH ON MAIN" – which is the actual name of the business – or simply "DENTIST." It will be the most predominant sign on the facade in one of three configurations shown:

- (A) a perpendicular hanging sign, or "blade" sign, over the sidewalk and storefront, side or corner mount,
- (B) mounted or painted to a flush surface on the building designated for sign use, or
- (C) the sign may just be a large fiberglass tooth hung from the side, front or corner of the building.

NOTE: a second Primary Sign may be used on additional facade of a corner building.



jB+a: Conway, SC 2009

Combination mid-century primary (& secondary) sign appropriate to significant (ca.1940s) auto-oriented commercial on Elm Street. With new business only a change in the panels should occur.



jB+a: Conway, SC 2009

A commercial building downtown with one primary sign and multiple businesses has a well defined area above the storefront for a flush primary sign board defined by brick banding.



jB+a: Conway, SC 2009

Flush primary signs centered to the front of the main storefront and a second, primary sign centered over a display on a side facade. Signband area is defined by the architecture. These primary signs are scaled well with the largest over front.



jB+a: Conway, SC 2009

Businesses in Conway are starting a trend of elaborate, artistic blade sign brackets and hardware for primary signs. This is a unique feature to Conway as a district and the dimensions of the hardware add another level to the signage.

The above images are for example only. This does not represent the only application and design of signs possible, as every building and allowable sign area is individually unique.

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

6.2. Secondary Signs

Description and Use:

SECONDARY SIGNS are NOT expressly defined as such in the *City of Conway Unified Development Ordinance*. This sign "category" is exemplary within these guidelines ONLY for the most traditional suggested use and placement of additional signs, generally secondary, to the Primary Sign or "supporting signage" to the business name or identity (Fig. 3.7).

- 6.2.1 Secondary Signs can be located in many places on the facade, and they must be approved by the CAB to be "secondary" in nature to the Primary Sign. This includes repeated, matching signs in display windows.
- 6.2.2 The Secondary Sign may be the business name or the type of business applied to the valance or "skirt" of the primary awning.
- 6.2.3 The Secondary Sign may include tag lines below the name, graphics, or proprietor / professional's name and title, or slogan.
- 6.2.4 The Secondary Sign could be a dimensional icon graphically depicting the type of business; however it SHOULD be smaller than the Primary Sign as described below.
- 6.2.5 Neon, channel letter or any internally-lit signs are NOT permitted as Secondary Signs.

Suggested Amount:

- 6.2.6 Generally ONE per "business division" of the primary facade, with the exception of matching window signs (see Section C, Chapter 5.4 "Dividing the Facade for Clearer Signage" for suggestions on visually dividing the facade per usage).
- 6.2.7 An identical PAIR (set) of window signs (on multiple display windows) can be counted as one Secondary Sign. (Fig. 3.7)

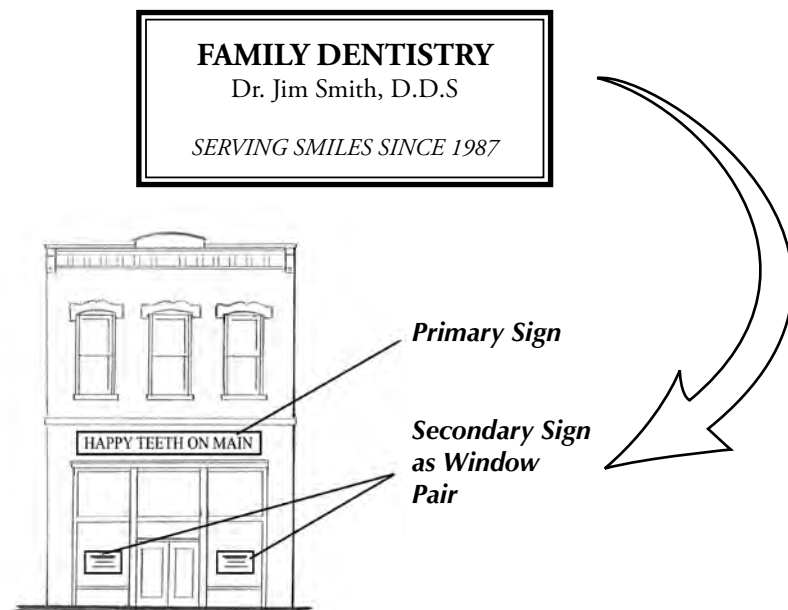
General Size Suggestion (each):

- 6.2.8 Suggested at 20% or less of the square footage of the Primary Sign.
- 6.2.9 **At any time, no single window should be covered more than 25% and no single door glass more than 50%** (*City of Conway Unified Development Ordinance*, Article 11). Window signs on or above the second floor (if upper levels are used as part of the primary business at street level) should be limited to one or two words (i.e. "PUB," "Dentist," "TAT-TOO," or "Law Firm"), or simply not used at all to avoid clutter.

Additional Sign Suggestion (to reduce clutter):

- 6.2.10 If the business is located on a corner, occupies multiple storefronts, or in a stand-alone structure, then EACH facade (storefront) might have one (1) additional Secondary Sign upon that facade. NOTE: The entire business should still have only one (1) Primary Sign, however.
- 6.2.11 If there is an identical window sign (to create a pair) within a separate display window pane, and each conforming to the size limitations listed above, then the pair (set) might be used.
- 6.2.12 When using multiple lines of type or full logos in mass, at their widest point, should not exceed three (3) feet. Single lines of type or line graphics might be exempt from this limitation.

Fig. 3.7: EXAMPLE of Suggested Secondary Signs



Using the Flush Primary Sign, from the previous Figure 3.6, the Primary Sign reads "HAPPY TEETH ON MAIN." The Secondary Signs are applied as a pair of signs to the two storefront windows. NOTE: This is a matching pair of signs as suggested to count together as one Secondary Sign – the dentist may still place "Subordinate Signs" described next.

DATE: October 25, 2023
ITEM: III.B

ISSUE:

Conway Riverwalk Expansion: The applicant, City of Conway, is requesting approval on the expansion plans for the Conway Riverwalk. (PIN 367-01-01-0051).

BACKGROUND:

The applicant, City of Conway, is requesting approval on the expansion plans for the Conway Riverwalk.

The 2017 Riverfront and Downtown MasterPlan identified the need to extend the Riverwalk to Kingston Lake. In 2018, the City received approval from the Army Corps of Engineers for a portion of this extension in front of a proposed multi-family project. This permit expires on June 30, 2023.

Although not yet constructed, this project has remained a top priority. The recently drafted 2022 Riverfront and Downtown Master Plan lists a 2030 Goal that states “The Riverwalk connects from Highway 905 to the former Grainger Plant site”. At the 2022 Budget Retreat, City Council directed staff to move forward with plans to construct the extension from Bonfire to Kingston Lake, which required an update to the current permit. City staff worked with Brigman Company to update the permit application for Army Corps. Additionally, City staff met several times with members of Kingston Presbyterian Church to design a plan that works for everyone. City staff has also been in communications with RJ Corman on approval of the proposed railroad crossing.

ACOE and SDHEC permits were received in May 2023, and the City of Conway advertised publicly to select a firm to design/build the Riverwalk Expansion. Sellers Construction was selected, and City staff is currently working with the company on the final design. The purpose of the overall project is to construct a fixed pierhead and floating docks to provide access to the Conway riverfront (Waccamaw River and Kingston Lake). This expansion connects the existing structure to the Highway 905 Bridge. This includes a walkway south of the railroad trestle and a walkway north of the railroad trestle that are connected with a section over the existing railroad trestle, with coordination and approval from RJ Corman. The walkway south of the trestle will include an irregular shaped fixed deck and a fixed walkway leading to a gangway providing access to a floating dock. The walkway north of the trestle includes a walkway, three irregular shaped fixed decks, and a floating dock. The design will match the existing Riverwalk in size, look, and materials, including, but not limited to, structure, pilings, railing, decking, and lighting. Gated access to the Riverwalk to be included adjacent to Kingston Presbyterian Church.

A groundbreaking is scheduled for November 3rd at 10:00 am.

APPLICABLE STANDARDS:

City of Conway Unified Development Ordinance (UDO):

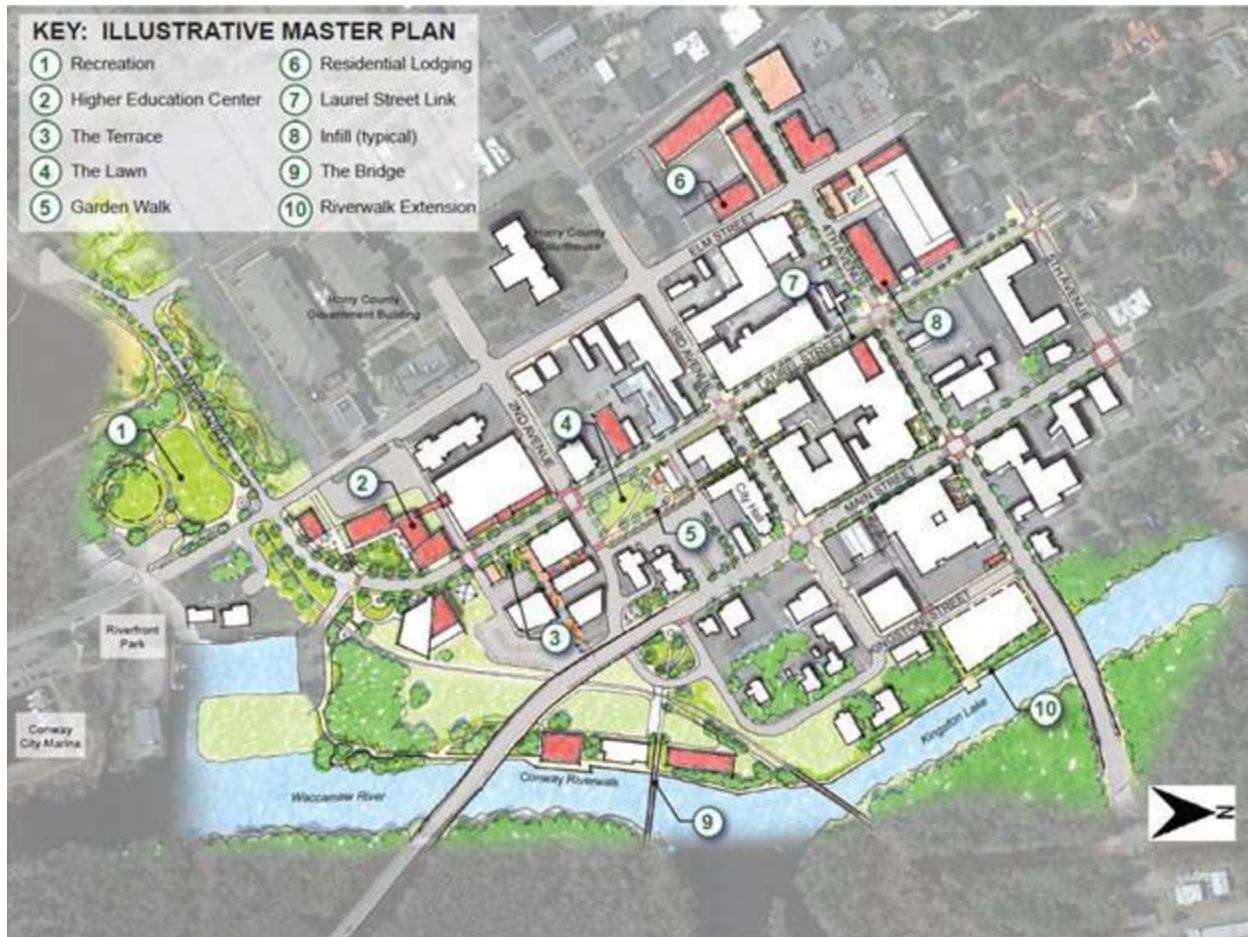
- Section 3.3.1, Waccamaw Riverfront District

Historic Design Review Districts: Community Appearance Guidelines:

- Section E, Ch 10: 10.6 WRD Public Amenities and Features

STAFF RECOMMENDATION:

Staff recommends the board review the proposal carefully and give feedback.

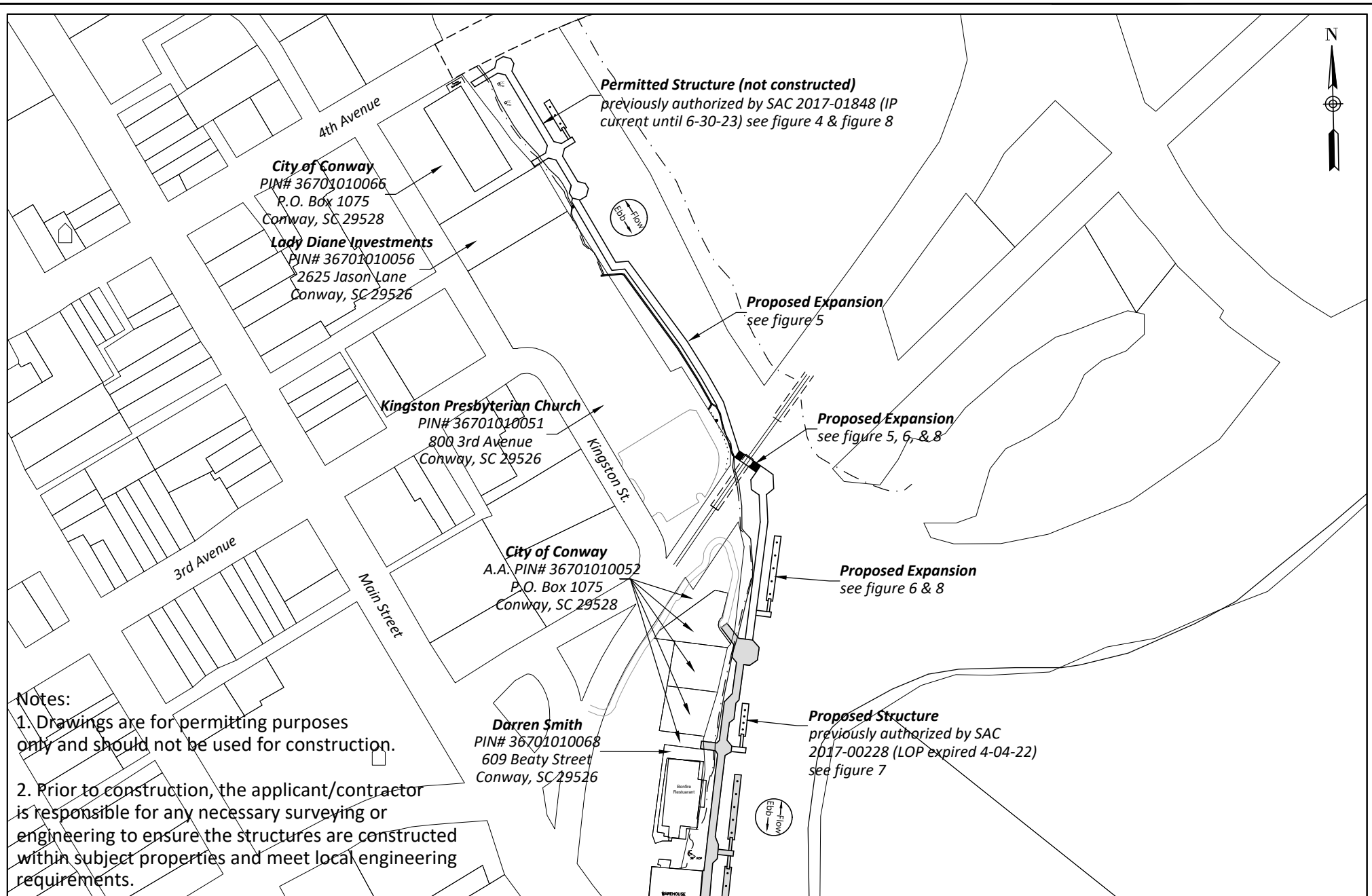


RIVERWALK EXTENSION

Continue to plan for and design the extension of the Riverwalk between the intersection of Kingston Street/4th Avenue, along the Kingston Presbyterian Church property, to connect with the existing Riverwalk, south of the railroad spur.

- Work with the developers of the Kingston Square residential development and new restaurant to coordinate site planning and interface with their properties and associated private outdoor areas to ensure that the new development activates and engages—rather than blocks off—the Riverwalk Extension.
- Coordinate with the design of the Garden Walk extensions, described below, to provide a pedestrian connection to the Riverwalk at Norman Alley.
- Provide a connection along Kingston Street to connect with the existing trailhead along 2nd Avenue.
- Work with the church to coordinate how the Riverwalk extends behind church property without allowing direct, public access to the church property. Consider lighting and clear sightlines to discourage negative activity.





TBC
THE BRIGMAN CO.

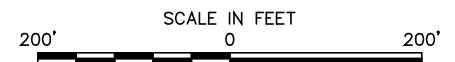
Overall Plan View

City of Conway - Riverwalk Expansion
Horry County
Date: 9-13-22
Application No.

Figure 3

Proposed Activity: community docking facility

Applicant: City of Conway



Section 3.3 – Special Use Districts

3.3.1 Waccamaw Riverfront District (WRD)

The intent of the WRD District is to provide for the proper physical, social, and economic development of the City's riverfront area in order to protect, promote and improve the public health, safety, morals, convenience, order, appearance, prosperity, and general welfare, including but not limited to: safeguarding the cultural, scenic, economic, environmental, and social heritage of the Waccamaw Riverfront on behalf of the City, Horry County and South Carolina; providing for adequate light, air, and public open space; encouraging efficient and economic practices in the process of development and redevelopment; making adequate provision for pedestrian and vehicular traffic; supporting the wise and efficient expenditures of public funds promoting safe and proper drainage; protecting lives and properties from the hazards of flooding; safeguarding water quality; promoting attractive and economically beneficial community and architectural appearance; protecting valuable wetlands trees, and other vegetation; encouraging natural and environmentally sound shoreline stabilization, promoting economic prosperity for the district and the City, and providing for adequate public access to the river and its shores.

3.3.2 Planned Development District (PD)

The intent of the PD District is to provide for large-scale, quality development projects (three acres or larger) with mixed land uses which create a superior environment through unified development and provide for the application of design ingenuity while protecting surrounding developments. More specifically, the intent of the PD District is to permit:

- A. Flexibility in design to take the greatest advantage of natural land, trees, historical and other features;
- B. Accumulation of large areas of usable open space for recreation, preservation of natural amenities, and provision of community facilities;
- C. Creation of a variety of residential and compatible neighborhood arrangements that give the home occupant greater choice in selecting types of environment and living units;
- D. Clustering of one residential type for better use of land and open space;
- E. Allowance of sufficient freedom for the developer to take a creative approach to the use of land and related physical development, as well as utilizing innovative techniques to enhance the visual character of the city;
- F. Efficient use of land which may result in reduction in development and maintenances cost of street and utility systems;
- G. Simplification of the procedure for obtaining approval of proposed developments through simultaneous review by the city of proposed land use, site consideration, lot and setback consideration, public needs and requirements, and health and safety factors.

3.3.3 Mixed Use Flexible Zone (MU)

The intent of the Mixed Use Flexible Zone is to encourage a mix of residential, professional and limited commercial development throughout the City of Conway that does not create excessive demands for vehicular parking. The requirements of the district are designed to promote mixed uses and provide a transition between residential and commercial properties and minimizing adverse effects to adjoining properties.

The Mixed Use District is a 'floating zone' which is defined as a zone that is described in the text of a zoning ordinance, but is unmapped (S.C. Code of Laws, Title 6, Chapter 29). Once a property is designated Mixed Use, it will then be mapped by amending the Official Zoning Map of the City of

10.6. WRD Public Amenities and Features

Landings, Patios & Connections (to Boardwalk)

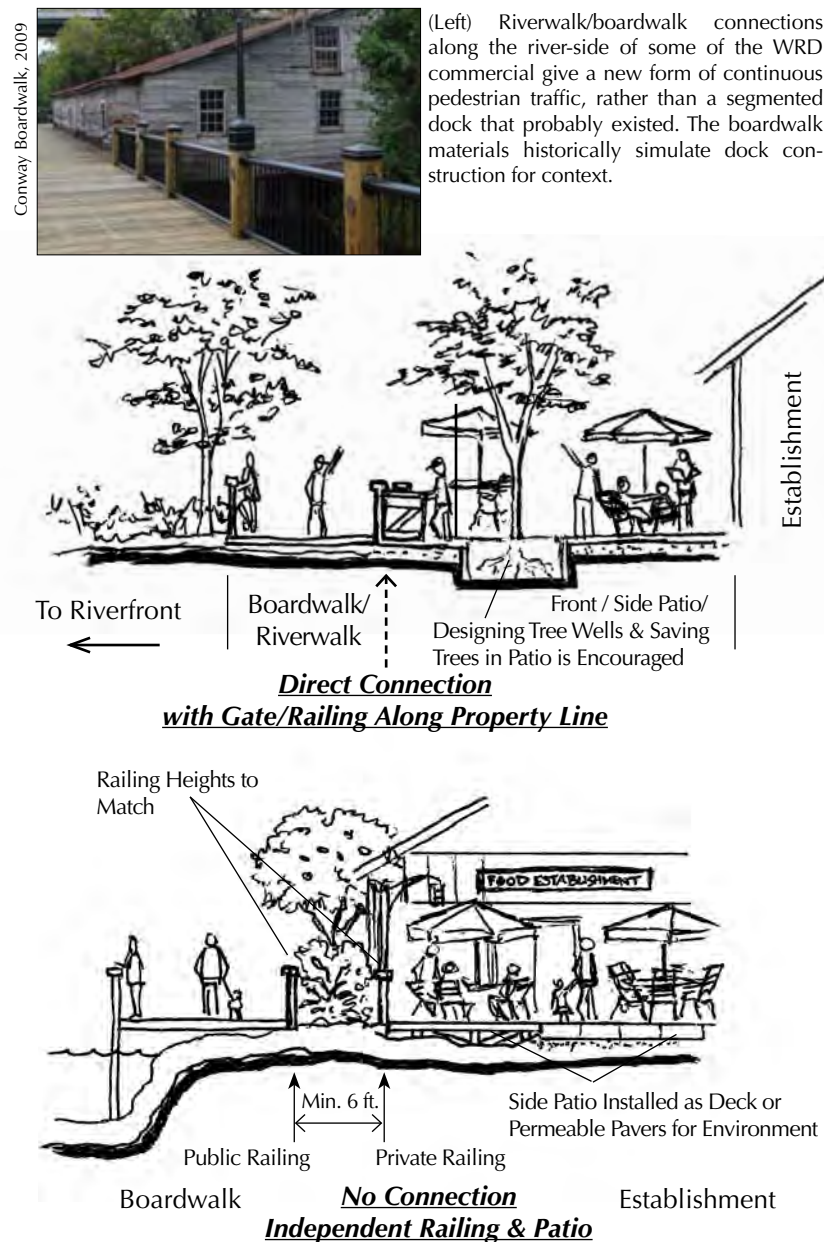
The unique creation for the Waccamaw Riverfront District, through the *Riverfront Area Plan*, was the creation of the boardwalk system. Many of the riverfront warehouses and structures have been creatively tied into this system so that visitors can enjoy using and viewing the structures from all sides. The Riverwalk (paths and gardens), which ties into the boardwalks, provides a continuous visitor's experience.

- 10.6.1 Public boardwalk / riverwalk should always be river-side of any public development or private patios. Private use of boardwalk for tables, displays or goods should be discussed with City Planning for permits.
- 10.6.2 If porch, entry walk, primary entry door, outdoor patio area or loading dock can be connected to the Riverwalk system check with City Planning Department for appropriate materials, connections and railing along the public walkway edge MUST conform to all public design standards..
- 10.6.3 If property adjoins directly along the Riverwalk/boardwalk and a railing is desired where none exists or an opening/gate is desired through an existing public railing, apply with City Planning Department.
- 10.6.4 A dining or public patio with a direct connection to the Riverwalk/boardwalk system is encouraged to have the primary entrance through the building and/or an operable (closed after hours) gate through a railing or physical separation (vegetation) along the public walkway.

Railings & Private Fences Along Riverwalk

- 10.6.5 No property owner may construct another railing or fence of any kind closer than six (6) feet back from an existing public railing or edge of walkway, measured at 90-degree angle back from the public resource.
- 10.6.6 If a physical connection with public railing is desired, at any angle, owner must use the public railing design for six (6) feet back before transitioning to another railing, measured at a 90-degree angle from public railing.
- 10.6.7 No property owner may construct another railing, fence or line of vegetation that is higher than the public Riverwalk/boardwalk railing system or that will block the view of the River from a public street or right-of-way.
(See also Chapter 9.3 "Riverfront Buffer Areas" to ensure designs meet the protection of green and planted areas).

Fig. 5.16: Cross Section Plans of Patios and Connections to Riverwalk



DATE: October 25, 2023
ITEM: III.C

ISSUE:

206 Laurel St. (Mural): The applicant, City of Conway, is requesting approval of a proposed mural to be located on the newly constructed ERF in Scarborough Ally. (PIN 367-01-01-0008).

BACKGROUND:

The applicant, City of Conway, is requesting approval on the installation of a mural to be located on the newly constructed ERF in Scarborough Ally.

As apart of the Scarborough Ally/ Town Green improvements city staff has discovered an opportunity to beautify a space between our two new downtown features.

The mural is proposed to be painted by City staff and to read “Conway is right up your Alley” the mural will be white and will measure 8’ in diameter, totaling approximately 50.27 Sq. Ft.

Renderings are included in your packet

APPLICABLE STANDARDS:

City of Conway Unified Development Ordinance (UDO):

- Section 6.3.1 Non-Residential Architectural Design Standards (B)

Historic Design Review Districts: Community Appearance Guidelines:

- Section B, Ch 4: 4.4 Exterior Walls

STAFF RECOMMENDATION:

Staff recommends the board review the proposal carefully and give feedback.



6.3.1 Non-Residential Architectural Design Standards

- A. **Intent:** Non-residential architectural design standards protect and enhance the aesthetic and visual character of various developments within the City of Conway. In particular, the purpose is to encourage and better articulate positive visual experiences throughout the City of Conway and to provide for economic growth and stability through the preservation of property values. The design review process is not intended to stifle innovative architecture but to assure respect for surrounding uses and reduce incompatible and adverse impacts on the visual experience.
- B. **Historic Design Review Districts (HDRDs):** Properties located within the HDRDs shall be reviewed and approved by the Community Appearance Board (CAB) and shall meet the "Historic Design Review Districts: Community Appearance Guidelines".
- C. **P, NC, HC, CC, CBD, GCO, and VCO:** Properties zoned P, NC, HC, CC, CBD, GCO, and VCO (exempting parcels zoned CP, FA, LI, and HI) that are located outside the HDRDs shall be reviewed and approved by the Planning Director and shall meet the following architectural design standards:
1. The architectural design, color, and material of a proposed structure, or structures, shall conform to community standards of good taste and design.
 2. Proposed structures will contribute to the image of the City of Conway as a unique place of visual character, integrity, and quality.
 3. All elevations of a structure shall be in harmony one with another in terms of scale, proportion, detail, material, color, and high design quality.
 4. The side and rear elevations of buildings shall be visually attractive, especially where those side or rear elevations are most often viewed by the public. Rooflines and architectural detailing shall present a consistency in quality design.
 5. All structures within a proposed development, including gasoline station canopies, shall utilize a uniform architectural theme and shall be designed to create a harmonious whole. It is not to be inferred that buildings must look alike to achieve a harmony of style. Harmony of style can be created through proper consideration of scale, proportion, detail, materials, color, site planning, and landscaping.
 6. The scale of buildings and accessory structures (including canopies) shall be appropriate to the scale of structures located in the surrounding area. Canopies designed as domineering or overpowering architectural features shall not be permitted.
 7. Long, monotonous facade design, including, but not limited to, those characterized by unrelieved repetition of shape or form, or by unbroken extension of line, shall not be permitted.
 8. The architectural design and material finish of buildings, signage, gasoline pump canopies, and other necessary structures shall be compatible with one another and surrounding structures.
 9. Color combinations of paints and stains shall be complimentary. In general, no more than three different colors per building shall be permitted.
 10. Materials shall express their function clearly and honestly and shall not appear as materials which are foreign to the character of the rest of the building.
 11. Any building exterior elevation shall consist of architectural materials which are equal in quality, appearance, and detail to all other exterior elevations of the same structure. Nothing in this section shall preclude the use of different materials

on different exterior elevations of the same structure so long as those materials maintain the architectural unity and integrity of the entire structure.

12. Stucco, tabby, wood siding, brick, stone, traditional metal components, textured concrete masonry units, glass, fiber cement siding, and other materials with similar textures are permitted. In addition to these materials, aluminum composite materials are permitted for HC Zoning Districts located within the GCO. Fiber cement, AZEK, and PVC are permitted as a synthetic trim.
13. No portion of a building constructed of unadorned concrete masonry units or corrugated metal, sheet metal, exposed metal, and / or manufactured panelized metal wall systems shall be visible in any manner from adjoining developed properties, from existing public rights-of-way, or from adjoining properties which are eligible for future development.
14. When unreasonable or impractical situations would result from the strict application of Section 6.3.1.C of the *UDO*, the owner or developer of property, zoned HC and located in the GCO, has the right to provide an alternative architectural design plan. Such situations may result from unique site conditions, innovative design applications, and / or unified development design. The Planning Director shall use the following criteria when determining whether an alternative architectural design plan can be accepted in lieu of meeting the requirements stated in Section 6.3.1.C:
 - a) The proposal includes a clear and concise explanation of the specific standards that are unreasonable or impracticable in that particular situation and how the alternative methods proposed will achieve the intent of Section 6.3.1.C.
 - b) The proposal represents the use of alternative designs and / or materials, which will result in an acceptable alternative to what is required in Section 6.3.1.C.
 - c) The proposal is compatible with and will enhance the use or value of surrounding properties.
 - d) The proposal is consistent with the intent of the *UDO*, the City of Conway Comprehensive Plan, and other current and future City of Conway adopted plans.
 - e) The Planning Director can require larger building setbacks, increased landscape buffers, and / or other screening methods as part of the approval for an alternative design plan.

Amended 12-3-12, #ZA2012-12-03 (C)

4.4. Additional Features and Amenities

Beyond the composition of the storefront, a building's complete exterior defines its architectural style. There are both intrinsic physics and finish details that contribute to a building's appearance and function. Changing features and amenities often or with each business, are subject to review by the Community Appearance Board to ensure commonly misunderstood items respect the historic resource.

Exterior Walls

The exterior envelope is the greatest mechanical system of a historic building. Soft, early 20th century and hand packed brick earlier than 1900 react to moisture and temperatures with expansion and contraction. Buildings built before air conditioning need air space within the walls for insulation as well as vapor transmission for the building. Soft material such as lime and sand mortar is intentional and necessary for conditions. It will be damaged quickly by moisture "wicking" upwards in the wall system. Known as "rising damp," this phenomenon is worsened by later applications of stucco, multiple coats of latex paint on exterior walls and modern brick sealers (and can be intensified on walls that have had their interior plaster inappropriately removed.)

NOTE: If the interior walls are showing wear and damage, look for exterior causes first. Water infiltration caused by improper exterior work, "rising damp" from high water tables, damp foundations or structural stress from other areas on the wall are common and can be remedied (See image above & Appendix IV.2, NPS Preservation Brief #2 for additional guidance.).

Appropriate

- 4.4.1 Ensure no water infiltrates the walls through diversion and that (above and below ground) water is kept away from foundation.
- 4.4.2 If the exterior surface is painted, and the paint layer on the substrate is stable, repainting the exterior is appropriate. Chemically removing paint rather than adding new paint is preferred, as it benefits the health and original appearance of the brick. A simple color scheme is recommended, generally no more than four colors. Neutral, brick or earth tone hues are recommended for the building surface, with the cornices and framing incorporating colors that match or compliment the dominant neutral building material.
- 4.4.3 **Older masonry should be repointed every 40-75 yrs. (depending on facade elevation and weather conditions) with "like" mortar to original.**

Older buildings have softer historic brick and mortar. After nearly 100 years this can become weathered. DO NOT repair with harder, Portland cement mortar.

Soft mortar **MUST** be replaced with "like" soft, lime-based mortar to avoid permanently destroying the integrity of the historic brick.



JB+a Photo Archives

Inappropriate

- 4.4.4 Do not paint unpainted masonry surfaces or add water sealers or apply clear coating of any kind to the masonry. These will change the vapor transmission of the wall system, irreversibly and permanently.
- 4.4.5 **Do not sandblast or use any form of abrasive cleaning method (including high-pressure water). This is highly detrimental to older walls.** Use chemical strippers and cleaners formulated for the soft historic material that will not break the outer "crust" of old brick or patina on stone.
- 4.4.6 **Do not repair or re-point masonry with harder (Portland cement)-based mortar or contemporary engineered bricks.** These materials are too hard and rigid for the softer (lime-based mortar) composition of the historic masonry, and will cause permanent irreversible damage to the masonry wall.
- 4.4.7 Do not uncover a past problem. Some exterior surfaces may have had covering or application of veneers or stucco for viable maintenance reasons long ago such as poor masonry, a fire which compromised the brick or a natural disaster. Research the building history if a facade covering or veneer exists.
- (note) While the CAB does not have jurisdiction over interiors, please note that Improper interior treatment of walls can easily compromise the entire wall system through to the exterior. Do not remove interior plaster to expose brick walls. Historic brick is soft, especially if intended for plaster to adhere. Exposing and covering with water sealer will not solve conditions of crumbling or sandy mortar; these actions will add an additional moisture-causing problem. If original plaster is cracking and must be removed, install furring strips and attach sheetrock to gain the appropriate "finished" interior appearance of the historic environment or leave "patina" surface as is.

4.4. Features and Amenities (continued)

Quality Architectural Materials

The tradition of using the highest quality materials for the public faces of any commercial facade or storefront should be continued today. Wood in windows, framing, or storefronts from 80 to over 100 years ago can be re-conditioned (even when it seems the driest or “grayed”) because it is of higher quality than today’s lumber. Historic materials are highly flexible and resilient to change, which has allowed them to last.

(For more information on exact procedures for care and maintenance of historic materials see Appendix IV “Routine Maintenance” - specifically National Park Service *Preservation Briefs* list of materials and subjects.)

Appropriate

- 4.4.8 Have respect for and work with historic materials by learning about them before removing (See Appendix IV.2 for guidance).
- 4.4.9 Cast iron or metal components are very important features. Paint may be removed from any surface with the appropriate restoration chemical agents; use the most sensitive possible. Run test patches of solvents (sandblasting or abrasive cleaning is discouraged). Steel will rust, ensure proper primers are applied first or use oil-based products; latex is inherently water-based and may promote rust.
- 4.4.10 Ensure metal-to-metal contact is the correct combination. Metals will degrade or corrode if the wrong polarity of different metals is used to fasten or attach other elements.
- 4.4.11 Identify stone surfaces such as granite, and differentiate them from marble or stucco veneers. These materials will require entirely different chemical cleaners and methods used to attach items. Substrates could be affected by surface treatments such as rust stains from stone crimps or stucco lathe pulled through porous masonry surfaces.
- 4.4.12 Assess all eras of remodeling. Approach rehabilitation to preserve the period and materials which are most in-tact and have the greatest significance (Section A, Chapter 1.7 “Recognize Change”). For example, during the era of “streamlining” buildings from the 1920s to the 1940s, some materials such as pigmented structural glass, tiles, or laminates are now obsolete and have become very valuable. Some retrofitting was not sensitive to the original structure, but some was needed (see #4.4.7). Study the integrity of original materials beneath and assess the attachment systems to which covering was applied.

Fig. 2.24: Study of Architectural Masonry Found in Conway

With a focus on masonry alone Conway downtown is full of quality resources. Less expensive cover-up materials have come down over recent decades and there are many eras of materials to preserve. Continue new construction with materials that are lasting.



Hand packed or early soft brick w/ soft mortar (ca.1890)



Brick, granite & carved stone (ca.1900 - 1910)



Stucco & Terra-Cotta Details and Elements (ca.1910 - 1920s)



Glazed & high fired brick w/ cast details (1920s-50s)



Engineered brick, cast details & band windows (1940s-50s)



Polished stone veneers, steel & stacked stone (ca.1950-70s)

Inappropriate

- 4.4.13 Do not impose modern materials or “quick fixes” that cover-up maintenance. Exterior brick must be repointed (see #4.4.3-4.4.7), wood must be painted (more or less depending on weather exposure.) Stucco and synthetic coverings will not stop deterioration and usually accelerate it. Attaching materials has the potential to create permanent building damage. New materials not originally intended for any older construction may create permanent damage to the building.
- 4.4.14 Do not remove defining materials from later periods of history that may be part of the facade, such as retrofitted storefronts or facades which have historically significant materials in their own right.

Awnings and Canopies

Awnings, properly installed and scaled (Figure 2.25), can be an important stylistic and functional element of a building facade. They provide protection from the weather and from UV sunlight that can harm display merchandise, and they greatly reduce the amount of maintenance to the storefront area. Most historic buildings have had, or were designed to accommodate, awnings or canopies of some sort. Keep display lights on in the daytime.

Awnings can be rigid canopies in the form of built-in “ledges” consistent with the architectural style of the building (Art Deco, Art Moderne or International styles). These are lightweight aluminum or sheet metal attachments, often used to replace fabric awnings as storefronts changed in style.

The traditional installation of an awning is determined by a combination of the following factors: the direction the storefront faces, the style and period of the intended facade or storefront, and the amount of open area above the display available to affix an awning. Transom windows might be located above or beneath the mounted height of any awning. Northern-facing storefronts had higher transoms to bring in light, or often designed without awnings and use of recessed entries to shield patrons from rain. East- and west-facing facades might have had retractable awnings used as needed at different times of day or year. Storefronts facing south may have the deepest projecting or largest awnings.

(Continued on next page.)



Conway Bus Station Bldg. & JB+J Photo Archives

(Top) Contemporary retractable awnings with side-less construction have traditional scale & open to light transoms. (Bottom) A curved awning creates continuous design element over a corner Art Deco display.

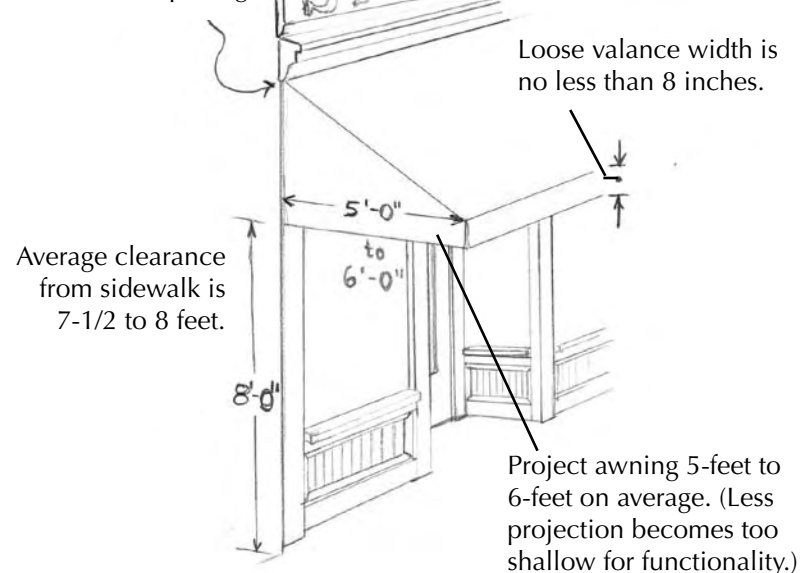


Conway, SC, 2009

Deep projecting awnings are appropriate for the comfort of shoppers and product display. Awnings appropriately fit to the outer edge of storefront openings do not “cut” across building piers or other stores.

Fig. 2.25: Traditional Placement of the Storefront Awning

Awning is as wide as inner edges of the storefront opening.



Original image included with permission from Georgia Dept. of Community Affairs, Office of Downtown Development.



Brunswick, GA, 2008

Upper awnings are appropriate in coastal areas. Deep projection and set over approx. half the height of an upper window will help cut heat gain and protect the windows from elements.



Conway, SC, 2009

Very few rigid canopies are appropriate in Conway. Yet, this simple, possibly original, aluminum awning remains in good condition, unique, and appropriate to the 1940s bldg. Repair and retain this detail.

4.4. Features and Amenities - Awnings (continued)

Appropriate

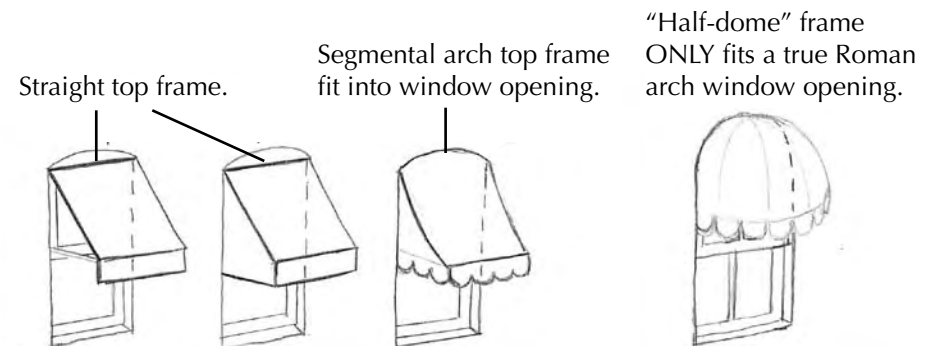
- 4.4.15 Preserve (retain, restore and maintain) any original awning hardware if in good condition, original, and/or not a detriment to safety.
- 4.4.16 Retain (and repair) rather than replace deteriorated canopy parts if they are part of the original to the style and construction of building.
- 4.4.17 If replacement of parts are necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials.
- 4.4.18 If original awning placement cannot be determined using photographs or historic resources, use custom new hardware. The characteristics of new awning(s) should match that of the traditional (size, shape, width, projection, height) so that it complements the storefront style. The design of replacement awnings or canopies should be in keeping with similar structures in the adjacent downtown area.
- 4.4.19 Fabric is the most traditional material for use with replacement awnings, and the tightest fit will endure the best weathering. Square aluminum frames with crimped-channel fasteners along the entire length of the frame are appropriate.
- 4.4.20 Allow awnings to be an expression of the business. Stripe or solid fabrics will make different statements about the type of business. Some buildings with multiple businesses can choose a "fabric family" of similar stripes, while changing the colors for each storefront.
- 4.4.21 Install loose fabric valances – scallop, straight edge, wave, key or decorative trim give greater individuality to any storefront.
- 4.4.22 Conform the shape of the awning to the shape of the opening (see Fig. 2.26).
- 4.4.23 Awning and canopy frames are traditionally the width of the storefront opening. In some cases with modern architecture there are little or no building piers. Glass storefronts are designed to the edges of (banded around) the facade and canopies may run this length.
- 4.4.24 For rigid canopies assess the stability of the mounting system. Those retrofitted onto older structures in the mid-20th century may have a steel header across the storefront display (often removing display transoms) for cantilevered support where old storefronts were replaced for full-glass fronts. These may require substantial expense to remove and should be studied for load-bearing integrity. Retain the canopy or re-design to the most significant storefront architecture. Assess water diversion from rigid canopies.

Inappropriate

- 4.4.25 Generally, do not install an awning that crosses the entire width of the building from edge to edge.
- 4.4.26 Do not horizontally cover major structural piers or significant vertical storefront elements such as cast iron columns. Breaks in the awning frames lessen the potential for an awning to visually dominate the facade and ease the cost of repair if needed.
- 4.4.27 "Half-dome" shaped awnings are not appropriate for storefronts and upper windows unless the shape of the opening is a true Roman-arch.
- 4.4.28 Avoid use of duplicate patterns or colors that match neighboring storefronts.
- 4.4.29 Do not use plastic or vinyl covering (or are intended for back-illumination) as these have a non-traditional glossy appearance and are often prone to UV damage and color fade.
- 4.4.30 Do not use "quarter-barrel" shaped awnings as they receive uneven sun exposure and often encounter water or stains on the top, flat surface.
- 4.4.31 Avoid plastic clips, nylon cord and thin round aluminum round frames which have proven over time not to be durable materials for the stresses awnings encounter.

Fig. 2.26: Fitting the Awning to the Window Opening

Note: Many older window openings contain an arch. There is more than one way to conform an awning to a segmental-arch window opening, however only one proper fit for a half-dome awning on a Roman-arch window. Scallop or straight valance, with or without side panels is an owner's choice. All are fit ONLY as wide as opening.



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