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**PLANNING DEPARTMENT
CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
Wednesday, November 15, 2023 | 4:00 P.M.
Planning & Building Department – 196 Laurel Street**

- I. CALL TO ORDER**
- II. APPROVAL OF MINUTES (November 15, 2023)**
- III. CERTIFICATES OF APPROPRIATENESS**
 - A. 1125 Third Ave. (Crafty Rooster):** The applicant, Sean Kobos, is requesting final approval of exterior façade changes for the business located at 1125 Third Ave. (PIN 368-04-02-0055).
 - B. 1011 4th Ave. (Anna Bug Boutique):** The applicant, Heritage Sign Company, is requesting approval of proposed wall sign for the business located at 1011 4th Ave. (PIN 368-04-02-0088).
 - C. 210 Elm St. (Sandye Hicks Law Firm):** The applicant, A1 Signs and Graphics, requests approval of proposed signage for the business, located at 210 Elm Street (368-04-02-0050).
- 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>
Board of Zoning Appeals (BZA)	November 16, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	November 20, 2023	4:00 p.m.	Council Chambers	229 Main St.
Planning Commission (PC)	December 7, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Community Appearance Board	December 13, 2023	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

VIII. ADJOURN

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, October 25, 2023
Planning & Building Dept. Conference Room – 196 Laurel Street

Present: Duc Watts, George Ulrich, Jacqueline Kurlowski, Jamie McLain, McKenzie Jordan, Troy Roehm, Gerry Wallace

Absent:

Staff: Jessica Hucks, Planning Director; Mary Catherine Hyman, Anne Bessant, Planning Assistant; Marcus Cohen, IT

Other: Eddie Moore, Hillary Howard, Kathy Ropp

I. CALL TO ORDER

Chairperson Kurlowski called the meeting to order at approximately 4:00 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 October 11, 2023 minutes. The vote in favor was unanimous. The motion carried.

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).

Hucks stated that 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 were included in the packet.

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.

The applicant, Eddie Moore, was present to answer any questions.

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

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).

Hyman stated that the 2017 Riverfront and Downtown Master Plan 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.

The board and staff discussed the request at length.

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

Hyman noted that a groundbreaking is scheduled for November 3rd at 10:00 am.

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).

Hyman stated that as a part 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 were included in the packet.

The board and staff discussed the request at length.

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

IV. PUBLIC INPUT

Hillary Howard questioned for clarification if new brick is allowed to be painted. Staff addressed.

V. BOARD INPUT

None

VI. STAFF INPUT

None

VII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:13 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this _____ day of _____, 2023.

Jacqueline Kurlowski, Chairperson

DATE: January 11, 2023

ITEM: IV.A

ISSUE:

Previously Tabled: **1125 Third Ave (Crafty Rooster):** The applicant, Sean Kobos, requests *final* review of proposed exterior renovations to the building located at 1125 Third Ave (PIN 368-04-02-0054).

BACKGROUND:

The applicant is proposing to renovate the exterior of the building at 1125 Third Ave for Crafty Rooster

A rendering of the proposed renovations is included in the packet.

The building was constructed in 1950, according to county records. It is not listed on the National Register in the Downtown Historic District.

Paint: The applicant received conceptual review at the October 12, 2022 CAB mtg. During that meeting, the paint options that were presented were discussed, which included the bottom of the façade being painted teal in 3 different ways: ***Option A*** – no teal across the bottom; ***Option B*** – teal across the bottom of both entrances; and ***Option C*** – teal across the bottom of one entrance. The applicant’s preference was Option B.

Paint colors include:

- Sherwin Williams (SW 0018) – “Teal Stencil”
- Sherwin Williams (SW 7716) – “Croissant”
- Sherwin Williams (SW 7069) – “Iron Ore”

Awning(s): The applicant also discussed the rigid canopy awnings proposed for the building, across both entrances. He explained it would be like the one installed above the entrance of Rivertown Bistro, a few doors down from this establishment, which had been previously approved by CAB.

Rivertown Bistro image with rigid awning installed (for reference):



Signage: While signage is shown on the applicant’s rendering, staff will require this to be submitted as a separate request so that details regarding the proposed signage are consistent with the Unified Development Ordinance (UDO) as well as the Community Appearance Guidelines.

Historic Design Review Districts: Community Appearance Guidelines:

Section A, Chapter 2: 2.1. Planning and Principles – The Secretary of the Interior’s Standards

The US Secretary of the Interior’s ‘Standards for Rehabilitation’ were initially developed for us in evaluating the appropriateness of work proposed for properties listed in the NRHP. First developed in 1976 and revised in 1990, the Secretary’s Standards for the treatment of historic properties are considered the basis of sound preservation practice. The standards allow buildings to be changes to meet contemporary needs, while ensuring that those features that make buildings historically and architecturally distinctive are preserved. The standards have meaningful application to virtually every type of project involving historic resources. These standards are:

1. A Property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the buildings and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alterations of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement or missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Section B, Chapter 4: 4.1. Storefronts

General Standards

Appropriate:

- 4.1.1 Research your individual storefront. Compare configurations and materials to other openings in the

building.

- 4.1.2 Retain and repair rather than replace deteriorated original features.
- 4.1.3 If replacement parts are necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials.
- 4.1.4 If the original or intended design of the entire storefront cannot be determined using photographs or historic resources, use contemporary materials with features, proportions, profiles, massing and traditional arrangement typical of similar structures of the same architectural form and style. Traditional storefronts are MOSTLY displays & glass.
- 4.1.5 Assess significant storefront arrangements of later periods that use quality materials (such as irreplaceable decorative tile, glass, or marble), which may have completely replaced original features. If such retrofit is architecturally important, has significant retail history, or is noteworthy, preserve these features as noted above.

Inappropriate:

- 4.1.8 Do not immediately remove original or historic material if it does not seem to comply with modern building codes. There is a dollar value to saving irreplaceable historic elements if additional alternative code solutions can be made. Historic material is MOST valuable when retained in place. ...ensure that all state recognized measures (potential “code alternatives”) are taken to save historic material.

Displays

**Fig. 2.14: Features of Storefront Displays*

Appropriate:

- 4.1.22 Preserve (retain, restore, and maintain) any original display material. Specifically address integrity of glazing putty, exterior edges of framing reveal or interior stops that secure display glass. These items are exposed to most weathering and UV light and are intended to be maintained.
- 4.1.23 Retain (and repair) rather than replace deteriorated display parts.
- 4.1.24 If replacement parts are necessary due to severe deterioration, replace sections with features and frame construction to accurately duplicate profiles, reveal, massing, and scale in design and materials.
- 4.1.25 ...New displays should have glazing, frame width and placement of divisions proportionate to the original displays, coordinated with transom divisions and generally replicated across all storefronts in same building.
- 4.1.26 Use flexible, clear silicone sealer where the frame meets the glass, or interior “Plexiglas” set behind the display area to cut heat gain and drafts.

Inappropriate:

- 4.1.28 Do not remove, replace, reduce, cover, or alter original display windows.

Bulkheads

Appropriate:

- 4.1.46 Preserve (retain, restore and maintain) original bulkhead material, especially maintaining the integrity of mitered trim work, profiled framing, or wood craftsmanship that might experience wear below the display windows.

- 4.1.47 Retain (and repair) rather than replace deteriorated bulkhead parts.
- 4.1.48 If replacement parts are necessary due to severe deterioration, replace with features to match the storefront in design and materials.
- 4.1.50 If original bulkhead areas are brick, they will probably match that of the building piers and upper façade, often with angled brick supporting wood framed displays. Stucco, tiles or brick veneers are other types of masonry that might have been applied over original framed bulkheads in later styles of architecture.
- 4.1.51 All framing must be paint-grade and primed. Fiberglass reinforced plastic (FRP), exterior-grade bead-board panels, exterior-grade plywood, and contemporary polystyrene trim can be used only if replacing or rebuilding wood trim and/or bulkheads.
- 4.1.53 Retain later-period bulkheads that match significant modern styles or storefronts with important retail history or that use quality modern materials.

Inappropriate:

- 4.1.54 Do not remove, replace, reduce, cover or alter any original display bulkheads and avoid too many colors that will detract from displays.
- 4.1.55 Residential veneers and siding materials are not allowed as a bulkhead covering.

Section B, Chapter 4: 4.4. Additional Features and Amenities

Exterior Walls

Appropriate:

- 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.
- 4.4.3 Older masonry should be repointed every 40-75 years with “like” mortar to original.

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.
- 4.4.7 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.
- (note) While 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.

Quality Architectural Materials

Appropriate:

- 4.4.8 Have respect for and work with historic materials by learning about them before removing.
- 4.4.11 Identify stone surfaces such as granite, and differentiate them from marble or stucco veneers.
- 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.

Inappropriate:

- 4.4.13 Do not impose modern materials or ‘quick fixes’ that cover up maintenance. Exterior brick must be repointed, wood must be painted – stucco and synthetic coverings will not stop deterioration and usually accelerate it. ...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 façade, such as retrofitted storefronts or facades which have historically significant materials in their own right.

Awnings and Canopies

Awnings, properly installed and scaled (*Fig. 2.25*), can be an important stylistic and functional element of a building façade. 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 change in style.

Fig. 2.25: Traditional Placement of the Storefront Awning

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.
- 4.4.19 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.
- 4.4.23 Awning and canopy frames are traditionally the width of the storefront awning. In some cases, with modern architecture there are little or no building piers. Glass storefronts are designed to the edges of (banded around) the façade 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 redesign to the most significant storefront architecture. Assess water diversion from rigid canopies.

RECOMMENDATION:

Should the board choose to grant final review of the applicant’s request, staff recommends the following

conditions:

- All applicable permits / licenses, etc. must be obtained by the applicant and/or contractor;
- Any deviation from what is approved shall be re-reviewed and subsequently approved by this board.

CRAFTY ROOSTER FACADE CONCEPT

09/06/22





EXISTING





OPTION B





THANK YOU!



+



SW 0018 | Teal Stencil

SW 0018
Teal Stencil

SW 0018 | Teal Stencil

Light reflective value: 19 (dark)

Valor de reflectancia de luz: 19 (oscuro)

10/15

SW 0018
Teal Stencil

SW 0018
Teal Stencil

SW 0018
Teal Stencil

SW 0018
Teal Stencil

SW 7716 | Croissant

289-C2

289-C2

SW 7716
Croissant

SW 7716 | Croissant

Light reflective value: 58 (light)

Valor de reflectancia de luz: 58 (claro)

10/15

289-C2

**SW 7716
Croissant**

289-C2

**SW 7716
Croissant**

289-C2

**SW 7716
Croissant**

289-C2

**SW 7716
Croissant**

289-C2

SW 7069 | Iron Ore

251-C7

251-C7

SW 7069
Iron Ore



SW 7069 | Iron Ore

Light reflective value: 6 (dark)
Valor de reflectancia de luz: 6 (oscuro)



11/21

251-C7



251-C7

SW 7069
Iron Ore

251-C7

SW 7069
Iron Ore

251-C7

SW 7069
Iron Ore

251-C7

SW 7069
Iron Ore

A OVERVIEW

Chapter 2 HOW TO USE THESE GUIDELINES

2.1. Project Planning and Preservation Practices

Levels of Preservation Effort

"Preservation" is defined as taking the action needed to retain a building, district, object or site as it exists at the present time. Levels of preservation effort include different practical and philosophical aspects to achieve this outcome, from preventing further deterioration or loss of significant historic elements, all the way to highly-researched restoration techniques. Any work that is completed for every level of effort should always follow "best practice" preservation principles (see Secretary of the Interior's

Standards on the next page.)

How is the proper level of preservation effort chosen for a specific project?

The condition of the property, the degree of authenticity, the significance of the property, the desired outcome and the amount of funding available usually dictate "how" one preserves a historic property. Following is a list of four accepted preservation levels by the National Park Service:

1. Stabilization

This begins with making a building weather resistant and structurally safe, enabling it to be rehabilitated or restored in the future. Stabilization techniques include covering the roof and windows so that rainwater cannot penetrate, removing overgrown vegetation, pest control, carrying out basic structural repairs, securing the property from vandalism and other steps to prevent additional deterioration of the property. For a building that is not currently in use, a common stabilization approach would be to "mothball" the building until a suitable use is found (see Section F, Chapter 11.5 "Stabilizing ('Mothballing') Structures.")

2. Rehabilitation

Rehabilitation involves undertaking repairs, alterations, and changes to make a building suitable for contemporary use, while retaining its significant architectural and historical features. Rehabilitation often includes undertaking structural repairs, updating the mechanical systems (heating and air conditioning, electrical system, and plumbing), making additions for bathrooms, and repairing damaged materials such as woodwork, roofing, or paint. Rehabilitation can accommodate the adaptive use of a building from residential to office or commercial use. Physical changes, such as additions for offices, parking and signage, may result. Good rehabilitation projects make changes in a way that does not detract from the historic character and architectural significance of the building and its setting.

3. Restoration

Restoration is practically a science. This method involves returning a building to its appearance during a specific time in its history by removing later additions and changes, replacing original elements that have been removed, and carefully repairing parts of the building damaged over time. Restoration is a more accurate and often more costly means of preserving a building. It entails detailed research into the history, development and physical form of the property; skilled craftsmanship; and attention to detail.

4. Reconstruction

Potentially this can be the most philosophical and controversial of the preservation methods. Reconstruction entails reproducing, by new construction, the exact form and detail of a vanished building or part of a building as it appeared at a specific time in its history. Generally it would be considered creating "a false sense of history" to use aged materials, which can fool a viewer of the exact age of a building. The Secretary of the Interiors Standards also make it possible for "contemporary-compatible" construction, where expressly contemporary materials are used in a traditional form in context to what it is either replacing or with the immediate surroundings. When reconstructing elements that are missing from historic architecture, it should also be done with distinctly modern materials in scale, placement and form based on evidence as not to "falsify history" with subjective decoration.

4.1. Storefronts

General Standards



Conway, 2009

Extremely high transomed storefronts of the Victorian period should be opened, treated and restored as such. Older storefronts make use over 80% glass in a relatively small opening.

Appropriate

- 4.1.1 **Research YOUR individual storefront.** Find old photos. Compare configurations and materials to other openings in the building. Note the size of the public facade to scale framing and size of displays.
- 4.1.2 **Retain (and repair) rather than replace deteriorated original features.**
- 4.1.3 **If replacement of parts is necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials (Figure 2.11).**
- 4.1.4 **If the original or intended design of the entire storefront cannot be determined using photographs or historic resources, use contemporary materials with features, proportions, profiles, massing and traditional arrangement typical of similar structures of the same architectural form and style. Traditional storefronts are MOSTLY displays & glass.**
- 4.1.5 **Assess significant storefront arrangements of later periods that use quality materials (such as irreplaceable decorative tile, glass or marble), which may have completely replaced original features. If such retrofit is architecturally important, has significant retail history, or is noteworthy, preserve these features as noted above.**
- 4.1.6 **Always use the gentlest cleaning methods possible which include simple washing with mild detergent and natural bristle brushes, or specific restoration chemicals if stronger cleaning or paint removal is intended.**



The Georgia Trust: Dalton, 2005

If elements are missing, contemporary materials in the appropriate scale. Here, new wood elements accurately replace the dimensions of a cast iron or timber column, yet the reveal of the sill and inset window frame lack depth.

Fig. 2.11: Original Features and Storefront Changes



JB+K Photo Archive

Storefronts are the most converted area of the facade. Drastic changes, removal, insets, coverings, and imposed styles at this level can be out of context and confuse the viewer.

Inappropriate

- 4.1.7 **Never sandblast or use any abrasive cleaning methods on historic materials.** The materials are older and softer and will be permanently and irreversibly damaged. This includes high-pressure water washing unless monitored by a professional historic preservation sensitive contractor using appropriate restoration cleaning chemicals.
- 4.1.8 **Do not immediately remove original or historic material if it does not seem to comply with modern building codes.** There is a dollar value to saving irreplaceable historic elements if additional alternative code solutions can be made. Historic material is MOST valuable when retained in place. Check with local code official or Planning Staff and ensure that all state recognized measures (potential "code alternatives") are taken to save historic material. (See Appendix IV: "Resources" for assistance).
- 4.1.9 **Do not repair or re-point masonry with harder (Portland cement) based mortar or contemporary engineered bricks.** These materials will be 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.
- 4.1.10 **Do not install brick veneer or siding with "residential" (or smaller frame) windows over or in place of full display storefronts.**



Conway, 2009

Storefronts can become valuable with time, significant to when installed, originality and age/type of bldg. This (ca.1950) storefront on a one-part commrl. bldg. can have younger significance than the bldg. or the near-identical storefront neighbor in a different bldg..

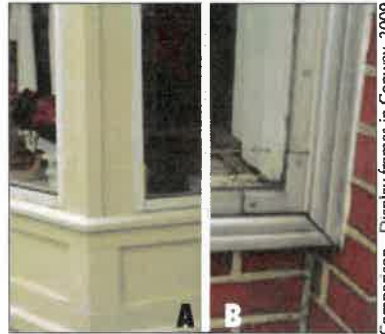
4.1. Storefronts (continued)

Displays



Conway, 2010

This building makes excellent use of three independent, large double-hung original wood windows (and appropriately curved awnings for the opening shade) as attractive display cases.



Comparison - Display frames in Conway, 2009

Different storefront eras require different maintenance techniques. (A) New glass that may inset into wood casings of one display would not accurately replicate rare 1930s aluminum framing (B). Where original display material is threatened use interior display glass set to rear of the cases.

Fig. 2.14: Features of Storefront Displays



JB-a Photo Archives

Non-cluttered displays and lighting help with visual organization. It is as important to run lights in the day as night.



Conway, 2009

The geometric layout of mid-20th century displays are significant to retain ca.1930 "Deco" metal frames, display materials, entry doors, stand-alone display case and zig-zag "seamless" glass are important.

Appropriate

- 4.1.22 **Preserve (retain, restore and maintain) any original display material.** Specifically address integrity of glazing putty, exterior edges of framing reveal or interior stops that secure display glass. These items are exposed to most weathering and UV light and are intended to be maintained.
- 4.1.23 **Retain (and repair) rather than replace deteriorated display parts.**
- 4.1.24 **If replacement of parts is necessary due to severe deterioration, replace sections with features and frame construction to accurately duplicate profiles, reveal, massing and scale in design and materials.**
- 4.1.25 **If original display parts cannot be determined using photographs or historic resources, install custom replacement display windows. New displays should have glazing, frame width and placement of divisions proportionate to the original displays, coordinated with transom divisions and generally replicated across all storefronts in same building.** If metal frames are found as appropriate replacement, there are sources for paintable-aluminum, bronze or anodized finishes that have wide, deeper profiles.
- 4.1.26 **Use flexible, clear silicone sealer where the frame meets the glass, or interior "Plexiglas" set behind the display area to cut heat gain and drafts.**
- 4.1.27 **Retain later-period displays or significant modern storefronts having a retail history to downtown, or those using quality modern materials, to preserve later storefront features as noted above (see also item #4.1.5).**

Inappropriate

- 4.1.28 **Do not remove, replace, reduce, cover, or alter original display windows.**
- 4.1.29 **Do not sandblast or use any abrasive method to clean or strip, including high-pressure water.** Use only gentle, restoration-sensitive chemical cleaners and strippers or mild detergents and natural bristle brushes (see also Section B, Chapter 4.4. "Exterior Walls").
- 4.1.30 **Do not install smoked, mirrored, or tinted window glass or films.** This severely limits valuable product display capability reflecting the street scene back to the pedestrian and has an inappropriate character for the traditional environment. Gain shade with deep enough awnings and/or canopies and keep display lights on during the day.
- 4.1.31 **Do not install thick insulated glass if original, historic frames, trim work and display configuration do not accommodate the new glass.** Contemporary glass can be ordered and often set into traditional wood framing with the same trim and stops re-installed to the new glass thickness. Historic metal frames are more difficult due to the precise fit of parts.
- 4.1.32 **The removal of historic glass or displays should not be carried out due to simple drafts that can be addressed with proper maintenance.** An enclosed storefront is not a trade off for a well placed, extended awning or traditional interior sun-screening device. If possible, use sun-screening and new glazing in tandem for the best efficiency.

4.1. Storefronts (continued)

Bulkheads



JB+a Photo archives, 2008

Wood, inset panel bead board bulkheads and sills are appropriate for Victorian era storefronts. Many have been lost as storefronts changed. Note cast iron column.



JB+a Photo archives, 2008

Wood bulkheads were later built to carry brass, copper and later aluminum displays. This method of construction is still appropriate for new construction.

Fig. 2.16: Features of Storefront Bulkheads



Both Images Conway, 2009

(Left) Brick bulkheads with header course sills, are common with wood or metal display frames. (Right) Other buildings in the civic district near courthouse have no display windows, brick or landscaped areas.



Conway, 2009

Low, mid 20th-century and contemporary storefronts use a variety of veneer materials such as marble, polished granite, cast stone, pigmented glass, or tile. Later these may be full plate glass with no bulkheads at all.

Appropriate

- 4.1.46 Preserve (retain, restore and maintain) original bulkhead material, especially maintaining the integrity of mitered trim work, profiled framing, or wood craftsmanship that might experience wear below the display windows. Bulkhead areas are prone to deteriorate more quickly than other areas of the storefront as they are exposed to weathering.
- 4.1.47 Retain (and repair) rather than replace deteriorated bulkhead parts.
- 4.1.48 If replacement parts are necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) the storefront in design and materials.
- 4.1.49 Wood is the most traditional material for the bulkhead area, with wide framing and thick display sills for more "pedestrian" use. Look for wide areas of raised or inset wood panels (smooth or bead-board).
- 4.1.50 If original bulkhead areas are brick they will probably match that of the building piers and upper facade, often with angled brick sills supporting wood framed displays. Stucco, tiles or brick veneers are other types of masonry that might have been applied over original framed bulkheads in later styles of architecture. Study bulkhead materials.
- 4.1.51 All framing must be paint-grade and primed. Fiberglass reinforced plastic (FRP), exterior-grade bead-board panels, exterior-grade plywood, and contemporary polystyrene trim can be used only if replacing or rebuilding wood trim and/or bulkheads.

- 4.1.52 If original bulkheads cannot be determined using photographic or physical evidence, then provide custom replacement framing compatible with the architecture of the building. Replacement bulkheads should be in keeping with similar structures in the adjacent downtown area. Old paint lines or "shadow lines" on original storefront framing may be found to determine original bulkhead profiles. Customize bulkhead panels and sill height proportionate to the size of the storefront opening. (Generally bulkheads are no more than 2 1/2 feet high; about knee-height or less.)
- 4.1.53 Retain later-period bulkheads that match significant modern styles of storefronts with important retail history or that use quality modern materials.

Inappropriate

- 4.1.54 Do not remove, replace, reduce, cover or alter any original display bulkheads and avoid too many colors that will detract from displays.
- 4.1.55 Residential veneers and siding materials are not allowed as a bulkhead covering.
- 4.1.56 Do not cover bulkhead framing or areas with spray on polystyrene, spray vinyl, "blown-on" coatings, built-up mesh trim, or exterior insulation and finish systems (EIFS) materials.

B COMMERCIAL HDRD HISTORIC DESIGN GUIDELINES

Chapter 4 COMMERCIAL REHAB & ARCHITECTURAL DESIGN GUIDELINES

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.)

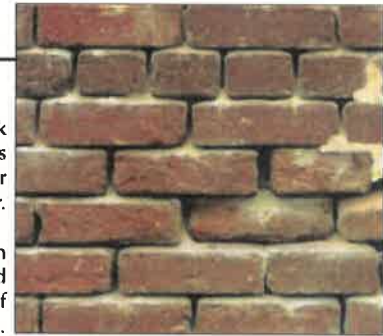
NOTE: If the interior walls are showing wear and damage, look for exterior causes first. Water infiltration caused by improper exterior work, "rising damp" from high water tables, damp foundations or structural stress from other areas on the wall are common and can be remedied (See image above & Appendix 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 Blog: & JB-a 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.

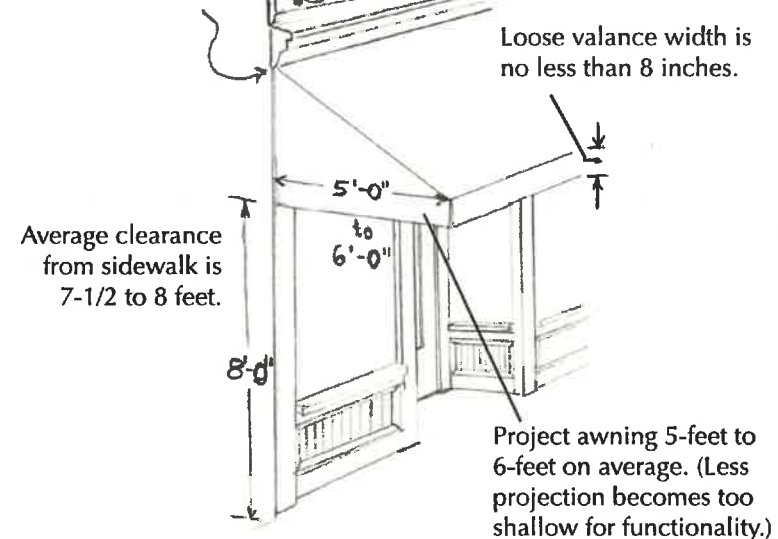


Conway, SC, 2009

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

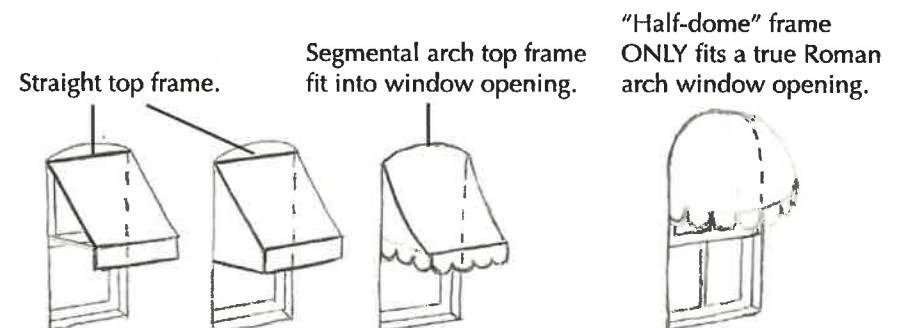
- 4.4.15 Preserve (retain, restore and maintain) any original awning hardware if in good condition, original, and/or not a detriment to safety.
- 4.4.16 Retain (and repair) rather than replace deteriorated canopy parts if they are part of the original to the style and construction of building.
- 4.4.17 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.



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

DATE: November 15, 2023

ITEM: III.B

ISSUE:

1011 4th Ave (Anna Bug Boutique): The applicant, Heritage Sign Company, is requesting to install a wall sign for the business located at 1011 4th Ave. (PIN 368-04-02-0088).

ZONING DISTRICTS / HDRD:

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

SCOPE OF WORK:

The applicant, Heritage Sign Company, is requesting to install a wall sign for the business located at 1011 4th Ave.

This applicant proposes to install a **2' (h) x 10' (w)** mounted wall sign, totaling **20 Sq. Ft.** The sign will include ½" raised lettering and outline to meet the requirement of dimension. The wall faced the sign is to be affixed to measures **17'(h) X 20' (w)**, totaling **340 Sq. Ft.** This permits a max coverage (**15% max**) of **51 Sq. Ft.**

The proposed size of the sign is compliant with the standards of the UDO for Wall signs.

Renderings are included in your packet.

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

- Section 2.2.2, Sign-related Definitions
- Section 11.4.1, Wall Signs

Historic Design Review Districts: Community Appearance Guidelines:

- Section C, Ch. 5: 5.2. Sign Materials
 - Section C, Ch. 6: 6.1 The Primary Sign
-

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: _____
BS&A #: _____

City of Conway Planning Department
196 Laurel Street, 29526

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

www.cityofconway.com

Property Address:		PIN#:	
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:
Property Owner: <u>LEAH REYNOLDS / JAMES L. BLANKS / LLC</u>		Daytime phone: <u>365-8282</u>	
Agent: <u>HERITAGE SIGN CO.</u>		Daytime phone:	
Agent's mailing address: <u>1011 9TH AVE</u>		Agents's e-mail address:	
City: <u>CONWAY SC. 29526</u>		State:	Zip Code:
Agent'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): \$			
In your own words, describe what you are requesting: <u>IDENTIFICATION WALL SIGN 2'X10'</u> <u>IN 1TH RAISED COPY - FLIGHT MT. TO WALL - SEE SK.</u>			

Submittal Requirements: (See attached CAB Requirements)
*****Digital copies of all supporting materials must be submitted along with two hard copies:**

- ☐ Zoning approval obtained and/or initial TRC review completed
- ☐ Completed CAB application
- ☐ Two (2) copies of all relevant information (As deemed necessary by CAB and/or Planning Director)
- ☐ Site plans illustrating of existing structures and proposed new structures and/or additions
- ☐ Landscape plans illustrating the location of existing landscaping and proposed new landscaping;

- ☐ Building designs and facade drawings of the front, sides, and rear of all proposed new structures and/or facades proposed to be renovated;
- ☐ Plans for existing signage and proposed new signage;
- ☐ Color samples of paint, brick, shingles, siding;
- ☐ Topographic surveys;
- ☐ Tree surveys;
- ☐ Lighting plans;
- ☐ 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 the Building & Planning Department, 196 Laurel 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:

date: 11-2-2023

Print name legibly:

HERITAGE SIGN - CLINT BLACKBURN - FHS

20' +/-

2' X 10' SIGN AS DRAWING SHOWS

ANNA B♥G
BOUTIQUE

1/2 RASIED COPY AND OUTLINE

6' 6" +/-

17' +/-



Sales Office

843-222-4747
sales@heritagesigns.com
www.heritagesigns.com
Loris, South Carolina



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, ornamentalions, 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 11.4 – 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.



C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 5 INTRODUCTION TO SIGN BASICS

5.2. Sign Materials

All attached signs should be (or appear) dimensional. It is not expected that all signs be "hand hewn" or crafted as they were 100 years ago from period materials. True dimensional letters catch light and cast shadow adding depth and highlight to the characters or logos during the day or night (see Fig. 3.3). (See page C.3 "Create a Hierarchy of Signs.")

APPROPRIATE – Materials for Primary Signs in General

The images below are examples only, not all from Conway, they do not represent the only design for signs possible (as that is limitless and up to the creativity of the owner).



Applied Dimension



Stenciled Aluminum



Image Set on Stems



Routed Sign-Foam



Neon & Can-Electric (grandfathered historic and theatres ONLY)



Transfer w/ Border & Applique on Glass



Paint or Flat Print Sign

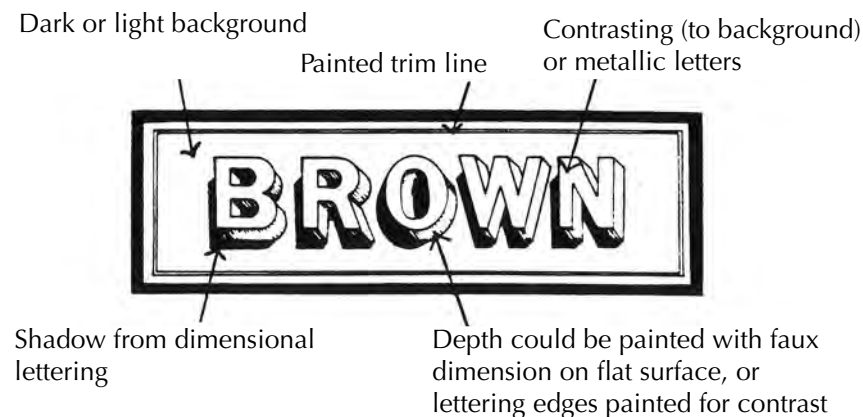


Mixed Use/Synthetic

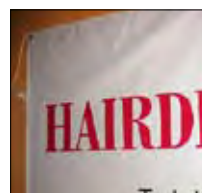
- 5.2.1 Wood is appropriate in cut, stenciled, routed, or dimensional letters.
- 5.2.2 Aluminum (stencil cut or mounted on "stems" from the sign board or anchors set into mortar joints on the wall).
- 5.2.3 Synthetic modern materials such as toolable sign foam, applied pre-fab and primed-paintable dimensional lettering, "Cintra" brand board, or fiberglass reinforced plastic (FRP).
- 5.2.4 Hand-painted signs with implied dimension.
- 5.2.5 Any creative mix of sculptural layers of appropriate material.
- 5.2.6 Stencils or metallic foiled lettering should be used as material for applied window signs of any type. Give these dimension with an additional applied border (contrast color to lettering or black) outline (See Pgs. C.5 & C.6 for appropriate definition and use of neon materials.)

Fig. 3.3: Typical Dimensional Lettering and Paint Example

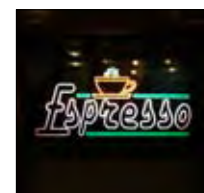
Colors suggested for Example Only:



INAPPROPRIATE – Materials for Primary Sign in General



Vinyl Banner or "transfer" applied letters on any surface should not be used as Primary Sign material.



Plastic Internally Lit box signs should not be used as primary or secondary signs. They may be used as a "subordinate sign" type, if not in the NRHD.

The very few "inappropriate" materials for signs proves that good, unique signs can be created from just about any medium. Context, placement and scale are more important.

- 5.2.7 "Quick" signs of vinyl lettering, heat transfers, or stick-on lettering used as Primary Signs have a cheapened and non-durable appearance for the business. This may be applied as a "secondary" or "subordinate" sign on awning valances and some window applique (see also Section C, Chapters 6.2 and 6.3, respectively).
- 5.2.8 Back-lit plastic light box or plastic neon-appearing signs should be avoided as Primary or Secondary Signs.

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.

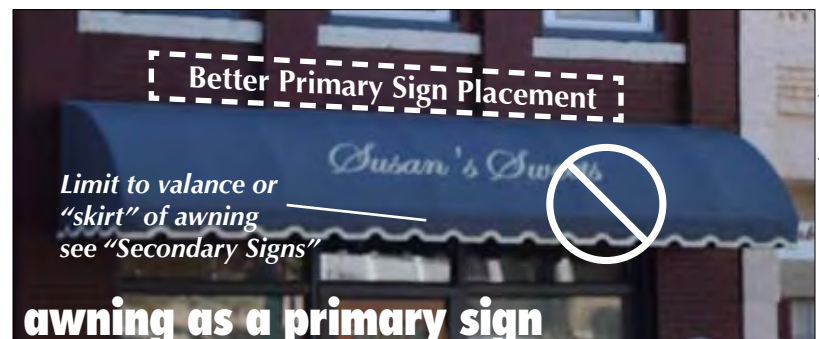
General Size Suggestions:

- 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.

DATE: November 15, 2023

ITEM: III. C.

ISSUE:

210 Elm Street (Sandye Hicks Law Firm): The applicant, A1 Signs and Graphics, requests approval of proposed signage for the business, located at 210 Elm Street (368-04-02-0050).

ZONING DISTRICTS / HDRD:

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

SCOPE OF WORK:

The applicant, A1 Signs and Graphics, requests approval of proposed hanging bracket sign for the business located at 210 Elm St for Sandye Hicks Law Firm.

The proposed hanging bracket sign is to measure **24" (W) X 12" (H)**, totaling **2 Sq. Ft.** The hanging bracket sign will be approximately **11'** from the bottom of the sign to the top of the sidewalk. The sign will be a double sided **2"** thick routed HDU w/ Blue Border, Blue Logo and black letters all raised to me dimensional.

The proposed size of the sign is compliant with the standards of the UDO for hanging bracket signs.

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 11.4.5 Hanging and Suspended 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
-

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: _____
BS&A #: _____

City of Conway Planning Department
196 Laurel Street, 29526

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

www.cityofconway.com

Property Address:			PIN#:
Review Request: <input type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input type="checkbox"/> Final	Project Type: <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	HDRD: <input type="checkbox"/> Miscellaneous (Fencing, roofs, etc) <input type="checkbox"/> Demolition / Moving of Structure <input type="checkbox"/> Repairs / Repainting with no Change <input type="checkbox"/> Appeal the Decision of Planning Staff	Meeting Date:
Property Owner:		Daytime phone:	
Agent:		Daytime phone:	
Agent's mailing address:		Agent's e-mail address:	
City:		State:	Zip Code:
Agent's relationship: <input type="checkbox"/> Owner <input type="checkbox"/> Design Professional <input type="checkbox"/> Contractor <input type="checkbox"/> Real Estate Broker <input type="checkbox"/> Other			
Value of Project (As noted on Building Permit): \$			
<u>In your own words, describe what you are requesting:</u>			

Submittal Requirements: (See attached CAB Requirements)

*****Digital copies of all supporting materials must be submitted along with two hard copies:**

- ☐ Zoning approval obtained and/or initial TRC review completed
- ☐ Completed CAB application
- ☐ Two (2) copies of all relevant information (As deemed necessary by CAB and/or Planning Director)
- ☐ Site plans illustrating of existing structures and proposed new structures and/or additions
- ☐ Landscape plans illustrating the location of existing landscaping and proposed new landscaping;

- ☐ Building designs and facade drawings of the front, sides, and rear of all proposed new structures and/or facades proposed to be renovated;
- ☐ Plans for existing signage and proposed new signage;
- ☐ Color samples of paint, brick, shingles, siding;
- ☐ Topographic surveys;
- ☐ Tree surveys;
- ☐ Lighting plans;
- ☐ 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 the Building & Planning Department, 196 Laurel 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: _____

Print name legibly: _____

SIGNA: 2sf
Sq. Ft: 2sf

PROPOSED SIGN REQUEST



11' high from Bottom of Sign to Sidewalk.



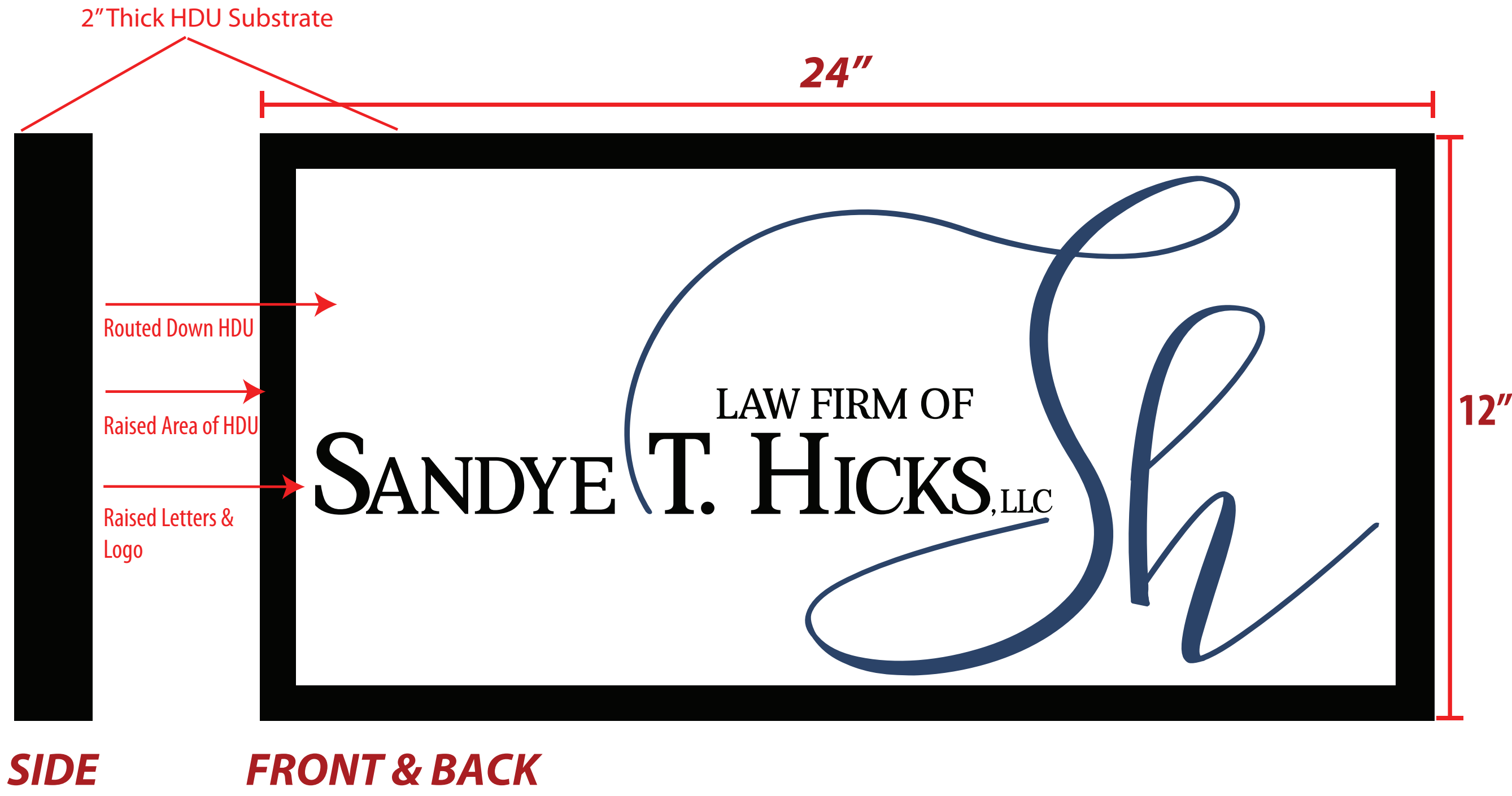
A1 Signs • Banners • Magnets • Wraps
843-438-8301
a1signsandgraphics.com
1610 4th Avenue - Conway, SC 29526
Phone: (843) 438-8301
Fax: (843) 438-8346
www.A1SignsAndGraphics.com

Job Number: Est# 3324
Client: Sandye Hicks
Address: 210 Elm St
Conway, SC 29526
Salesperson: Ashley G.
Designer: Ashley G.
Date Originated: 10/13/23
Manufacture By:
Install By:
Conceptual: ☒
Finalized: ☐
Drawing Scale: As Noted
Vector Artwork:
Revision 1:
Revision 2:
Revision 3:
Revision 4:
Revision 5:
Revision 6:
Revision 7:
Customer Approved:

Date: PROPOSED
Landlord Approved:
Date:

Routed 2" Thick HDU w/ Blue Border, Blue Logo (SH) to be raised, and black letters to be raised, Double Sided 12"h x 24"w. Hung by decorative scroll bracket. Door Graphics to be etched glass vinyl 9"h x 19"w = 1.25sf.





Job Number: Est# 3324

Client: Sandye Hicks

Address: 210 Elm St
Conway, SC 29526

Salesperson: Ashley G.

Designer: Ashley G.

Date Originated: 10/13/23

Manufacture By:

Install By:

Conceptual: ☒

Finalized: ☐

Drawing Scale: As Noted

Vector Artwork:

Revision 1:

Revision 2:

Revision 3:

Revision 4:

Revision 5:

Revision 6:

Revision 7:

Customer Approved:

Date: PROPOSED

Landlord Approved:

Date:



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, ornamentalions, 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.

A. Location and Number

Projecting signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above the public right-of-way or private sidewalk area. One projecting sign is allowed per tenant space. The sign copy of each sign face of a fixed projecting sign shall include the identification of the business(es) and the principal service or commodity offered or sold on the premises.

B. Size

Projecting signs may have a maximum area of twelve (12) square feet in the NC (Neighborhood Commercial), CC (Core Commercial), P (Professional), IN (Institutional), IC (Institutional Campus) and WRD (Waccamaw Riverfront). The maximum sign area shall be twenty-four (24) square feet in the HC (Highway Commercial) and CBD (Central Business District) zoning districts.

C. Illumination

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

D. Zoning

Projecting signs are allowed in the P, NC, CBD, CC, WRD, IC, IN and HC zoning districts only.

**11.4.5 Hanging and Suspended Signs**

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. Hanging signs can be particularly useful for storefronts that have multiple tenants.

A. Location and Number

Hanging or suspended signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area. One hanging or suspended sign is allowed per tenant space.

B. Size

Hanging signs may have a maximum area of eight (8) square feet. The Community Appearance Guidelines should be referenced for specific design criteria in the CC, CBD, and WRD districts.

C. Illumination

Hanging signs and suspended signs may be externally illuminated, although ambient light is usually sufficient to light these small signs.

D. Zoning

Hanging and suspended signs are allowed in all zoning districts.



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, 2001

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.

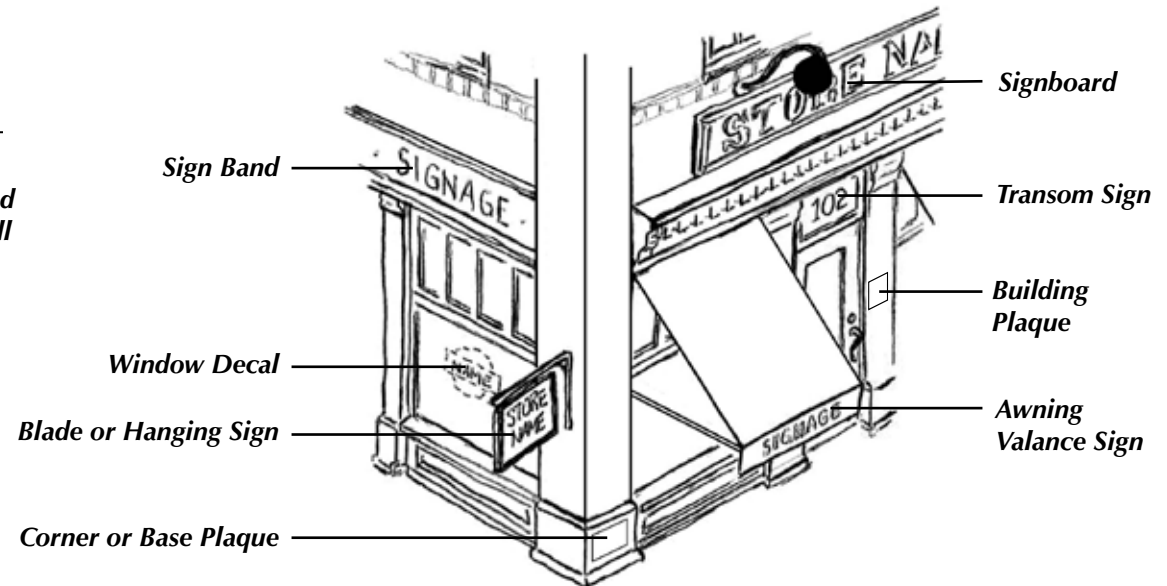
Fig. 3.1: INAPPROPRIATE Sign Placement



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

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.

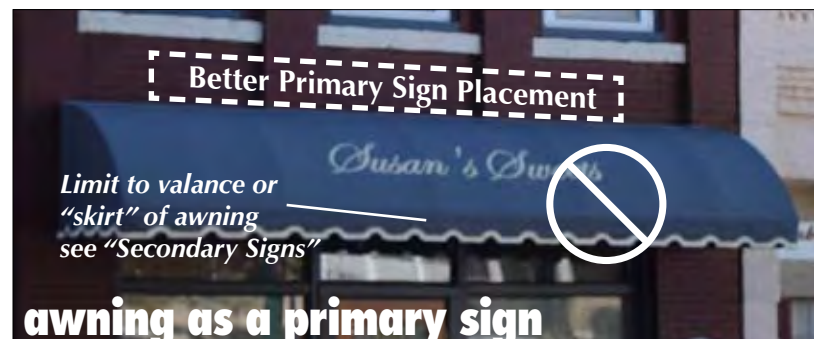
General Size Suggestions:

- 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.

JB-a: Photo Archives, 2008

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.