

MAYOR
Barbara Jo Blain-Bellamy

MAYOR PRO TEM
Larry A. White



COUNCIL MEMBERS
Amanda Butler
William M. Goldfinch IV
Julie Hardwick
Beth Helms
Justin D. Jordan

**PLANNING DEPARTMENT
CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
Wednesday, February 14, 2024 | 4:00 P.M.
Planning & Building Department – 196 Laurel Street**

I. CALL TO ORDER

II. APPROVAL OF MINUTES (January 24, 2024)

III. CERTIFICATES OF APPROPRIATENESS

- A. 1119 3rd Ave (Pickers and Grinners):** The applicant, Duplicates Ink, is requesting approval of the installation of a new hanging bracket sign for the business located at 1119 3rd Ave (PIN 368-04-02-0056).
- B. 607 Main St (The Brigman Company):** The applicant, Tyson Sign Company, is requesting approval of the installation of a new wall sign for the business located at 607 Main St (PIN 338-13-03-0032).
- C. Kingston St. (Parking Lot/ERF):** The applicant, City of Conway, is requesting approval of proposed parking lot improvements, newly constructed ERF, and gateway sign on Kingston St. (PIN 367-01-01-0032).

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>
City Council	February 19, 2024	4:00 p.m.	Council Chambers	229 Main St.
Community Appearance Board	February 28, 2024	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Planning Commission (PC)	March 7, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Board of Zoning Appeals (BZA)	March 28, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

VIII. ADJOURN

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, JANUARY 24, 2024
Planning & Building Dept. Conference Room – 196 Laurel Street

Present: Duc Watts, Jacqueline Kurlowski, Gerry Wallace, McKenzie Jordan, Troy Roehm, Coker Hall (arrived late)

Absent: Jamie McLain

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

Other: Hillary Howard, Susan McMillan

I. CALL TO ORDER

Chairperson Kurlowski called the meeting to order at approximately 4:02 p.m.

II. APPROVAL OF MINUTES

Jordan made a motion to accept the minutes as written and it was seconded by Watts to approve the January 10, 2024 minutes. The vote in favor was unanimous. The motion carried.

III. ELECTION OF OFFICERS

Jordan made a motion to nominate Wallace to serve as Vice Chairman, seconded by Watts. The vote in favor was unanimous. The motion carried.

Wallace made a motion to nominate Kurlowski as Chairwomen, seconded by Watts. The vote in favor was unanimous. The motion carried.

IV. CERTIFICATES OF APPROPRIATENESS

- A. 1101 Fourth Ave. (Stella's Ice Cream):** The applicant, Keith Powell of Stella's Ice Cream, is requesting approval of a new walk in freezer for the business located at 1101 4th Ave. (PIN 367-01-01-0032).

Dennis stated that the applicant is requesting approval of a new walk in freezer for the business located at 1101 Fourth Ave. (PIN 367-01-01-0032).

The proposed freezer is to measure 7' (W) X 25' (L) X 8' (H). The total sq. ft. would be 175 sq. ft. The freezer will be silver but the applicant proposes to paint the freezer white to provide a more discreet look.

At the January 10th meeting the applicant board and staffed discussed the proposed location of the freezer. After discussions the applicant decided to attached the freezer to the existing building.

With the newly adjusted position of the structure. The proposed freezer will project past the side view of the building by about 1 foot.

The applicant provided a picture of a freezer that is similar to the one they have purchased. The picture provided shows a different color freezer, staff's understanding is that the freezer is silver not the off white as depicted in the picture provided.

Renderings are included in your packet

The applicant was present. The board, applicant and staff discussed the request at length.

Wallace made a motion to approve the request with the condition the freezer be painted to match the existing building and if the board so chooses after the installation the applicant will be required to install a vinyl fence panel to serve as a wing wall. Watts seconded the motion. The vote in favor was unanimous. The motion carried.

V. PUBLIC INPUT

Susan McMillan, owner of 909 4th Ave, spoke to the relocation of the ERF that is proposed to be located in the city owned parking lot on Kingston St. She wanted to urge the board to discourage the placement due to the location of the compactor to the outdoor dining proposed by a new business owner.

Keith Powell, owner of Stella's Ice Cream, spoke on the design of the compactor pad as well. He suggested to relocate the ERF directly behind the gateway signage that is proposed instead of providing the landscaping between the two.

VI. BOARD INPUT

Kurlowski had a question as to the process of the ERF proposal, and parking lot improvements and was curious as to why the process was done this way. Staff advised.

Jordan had a question on the progress of the new restaurant/ bar that is to be located beside Rivertown Bistro. Hearsay, being the name of the project in question. Hillary Howard, from downtown alive, gave brief update for the board and staff.

VII. STAFF INPUT

Hucks extended a welcome to Coker Hall, the new board member.

VIII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:18 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this _____ day of _____, 2024.

Jacqueline Kurlowski, Chairperson

DATE: February 14, 2024

ITEM: III. A.

ISSUE:

1119 3rd Ave (Pickers and Grinners): The applicant, Duplicates Ink, is requesting approval of the installation of a new hanging bracket sign for the business located at 1119 3rd Ave (PIN 368-04-02-0056).

ZONING DISTRICTS / HDRD:

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

SCOPE OF WORK:

The applicant, Duplicates Ink, is requesting approval of the installation of a new hanging bracket sign for the business located at 1119 3rd Ave (PIN 368-04-02-0056).

The proposed sign measures **36" (W) X 24" (H)**, totaling approximately **6 sq. ft.** The sign is to be affixed approximately **8' above the top of the sidewalk**. The sign will be dimensional with a black background, 1" router cut letters in Metallic Gold, with a digitally printed logo for the business.

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

Renderings are included in your packet

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

- Section 2.2.2, Sign-Related Definitions
- Section 11.3.2, Sign Standards by Zoning District
- Section 11.4.5 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
 - Section C, Ch. 6:6.2 Secondary Signs
-

STAFF RECOMMENDATION:

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

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



City of Conway
Community Appearance Board
APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

Received: _____
BS&A #: _____

City of Conway Planning Department
196 Laurel Street, 29526

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

www.cityofconway.com

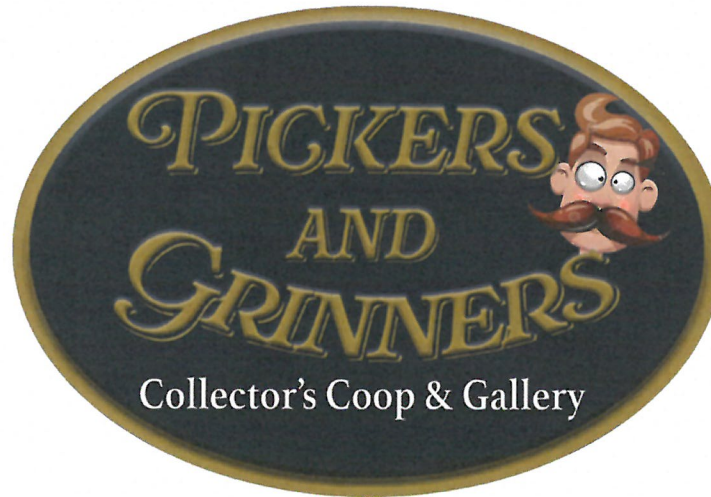
Property Address: 1119 3rd Ave. Conway, SC 29526			PIN#:
Review Request: <input checked="" type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input type="checkbox"/> Final	Project Type: <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input checked="" type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	HDRD: <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: Creech & Cassidy Investments		Daytime phone: 843-248-2574	
Agent: Duplicates Ink / Jim Bruno		Daytime phone: 843-248-2574	
Agent's mailing address: 2408 Main Street Conway		Agent's e-mail address: jbruno@duplicatesink.com	
City:		State:	Zip Code:
Agent's relationship: <input checked="" 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>			
New Blade Sign Oval in Shape - Digital Print with Router cut painted letters			

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

I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property or the authorized representative of the owner. I authorize the subject property to be inspected, and that all required material will be submitted to the City of Conway Planning Department no later than ten(10) days prior to the meeting date. The Community Appearance Board meets the second and fourth Wednesday of each month at 4:00 P.M. in 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: Jim Bruno date: 1/26/24

Print name legibly: JIM BRUNO



24"



1" Router Cut Letters

36"



Duplicates
ink.com
PRINT AND COMMUNICATIONS

Project:

Pickers & Grinners
1119 3rd Ave.
Conway, SC 29526

Notes: New Blade Sign with

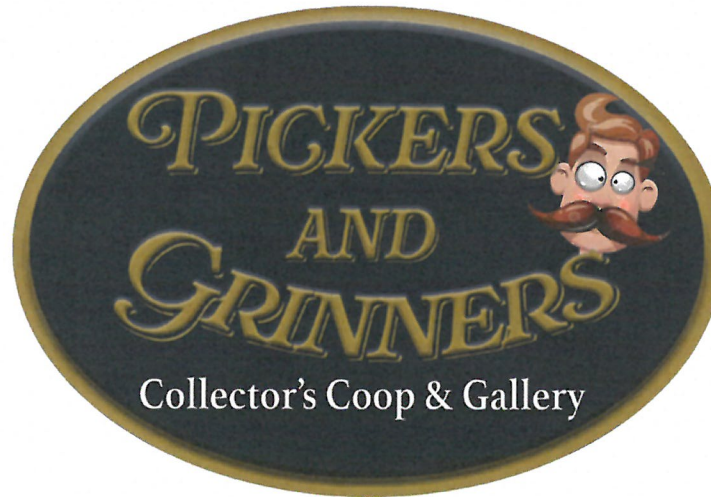
Digital Print with UV Laminate

1" Router cut Letters -Pickers and

Grinners painted Metallic Gold

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24"

1" Router Cut Letters

36"



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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.

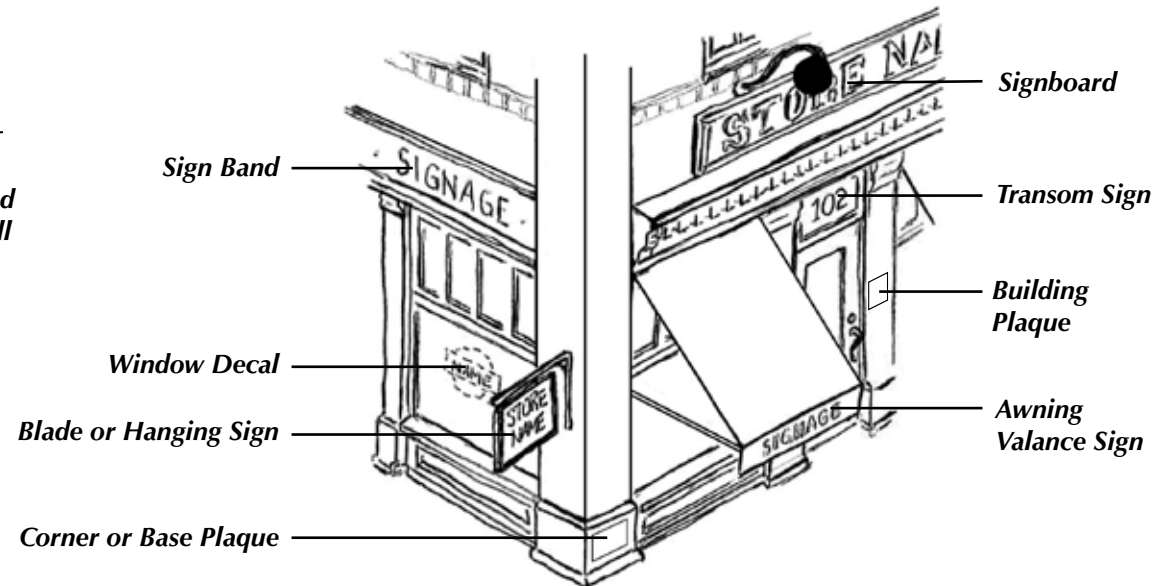
Fig. 3.1: INAPPROPRIATE Sign Placement



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

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

6.1. The Primary Sign

Description and Use:

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

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

Significant Historic "Grandfathered" Signs:

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

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

Suggested Amount:

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

General Size Suggestions:

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

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

SPECIAL NOTES:

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



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

6.1. Primary Signs (continued)

Fig. 3.6: Suggested Primary Sign Types



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

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

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



jb+a: Conway, SC 2009

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



jb+a: Conway, SC 2009

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



jb+a: Conway, SC 2009

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



jb+a: Conway, SC 2009

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

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

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

6.2. Secondary Signs

Description and Use:

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

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

Suggested Amount:

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

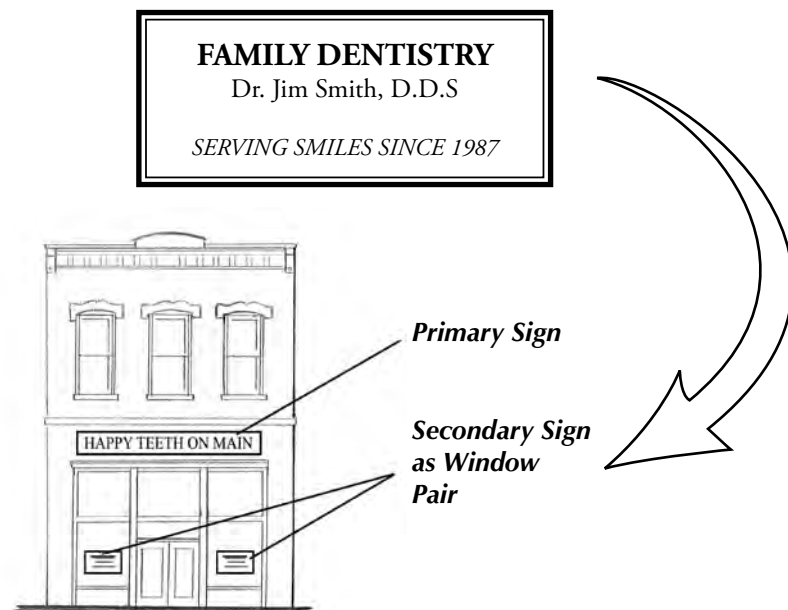
General Size Suggestion (each):

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

Additional Sign Suggestion (to reduce clutter):

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

Fig. 3.7: EXAMPLE of Suggested Secondary Signs



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

DATE: February 14, 2024

ITEM: III. B.

ISSUE:

607 Main St (The Brigman Company): The applicant, Tyson Sign Company, is requesting approval of the installation of a new wall sign for the business located at 607 Main St (PIN 338-13-03-0032).

ZONING DISTRICTS / HDRD:

Central Business District (CBD); Upper Main Street Overlay (MSO)

SCOPE OF WORK:

The applicant, Tyson Sign Company, is requesting approval of the installation of a new wall sign for the business located at 607 Main St (PIN 338-13-03-0032).

The proposed sign measures **8' 4" (W) X 3' 2" (H)**, totaling approximately **26 sq. ft.** The wall the sign is to be affixed to measures **12' (w) x 15' 4" (H)**, totaling approximately **183.69 Sq. Ft.** allowing for approximately **27 sq. ft max (15% max)**. The sign will be dimensional with ¼" aluminum plate letters.

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

Renderings are included in your packet

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

- Section 2.2.2, Sign-Related Definitions
- Section 11.3.2, Sign Standards by Zoning District
- Section 11.4.1 Wall Signs

Historic Design Review Districts: Community Appearance Guidelines:

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

STAFF RECOMMENDATION:

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

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



City of Conway

Community Appearance Board

APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

Received: _____
BS&A #: _____

City of Conway Planning Department
206 Laurel Street, 29526

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

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

Property Address:			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:**

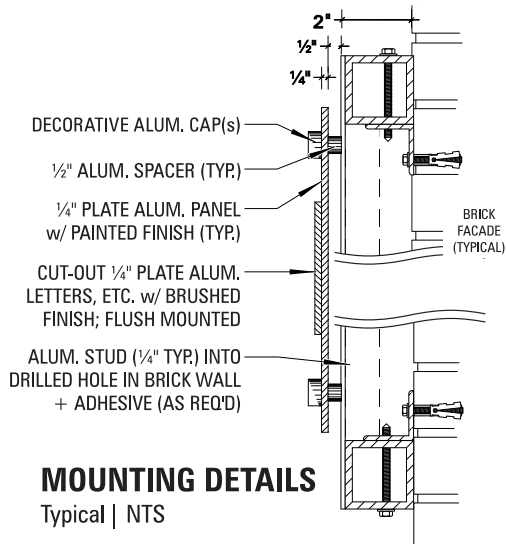
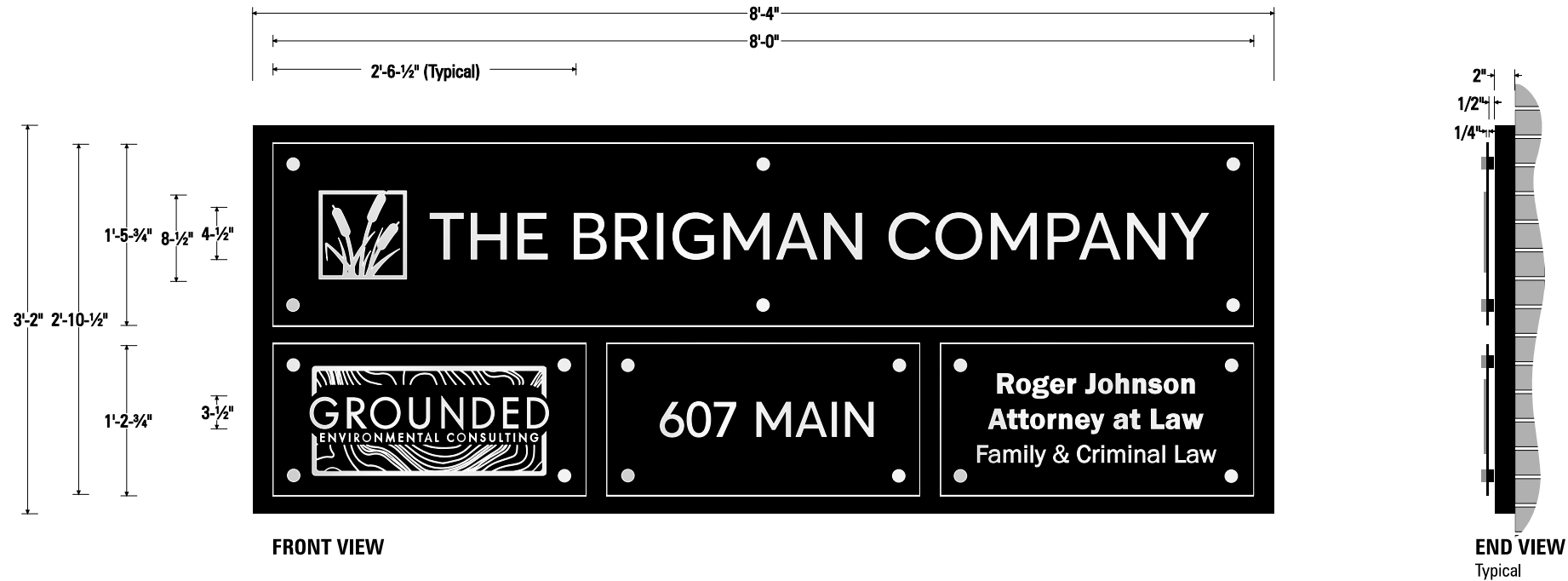
- ☐ Zoning approval obtained and/or initial TRC review completed
- ☐ Completed CAB application
- ☐ Two (2) copies of all relevant information (As deemed necessary by CAB and/or Planning Director)
- ☐ Site plans illustrating of existing structures and proposed new structures and/or additions
- ☐ Landscape 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 City Hall, 229 Main Street. **I understand that it is my responsibility to obtain all necessary approvals from other city departments, and that all zoning requirements must be satisfied prior to the project's being placed on a Community Appearance Board agenda. A REPRESENTATIVE MUST BE PRESENT AT THE MEETING TO HAVE YOUR REQUEST HEARD.**

Applicant's signature: Nichole Blackmon Lee date: _____

Print name legibly: _____



EXISTING SIGNS
For Reference Only | NTS



INSTALLED | Photo Edit
For Reference Only | NTS

PRODUCTION NOTES

NON-ILLUM. WALL BACKER WITH PLAQUES:

- Fabricate aluminum backer cabinet (2" alum sq tube + .125 alum face) as shown
- Manufacture qty. (4) 1/4" plate aluminum wall plaques with painted black finish
- Cut-out 1/4" plate aluminum logos, copy and numerals with horizontal brushed finish on all plaque; flush mount
- Additional brushed aluminum vinyl small copy and contour lines of logo on "GROUNDED" plaque only
- Manufactured 1/2" thick (typ.) aluminum decorative caps (exposed fasteners) on all plaques as shown

INSTALLATION:

- Flush mount backer to exterior brick wall with mechanical fasteners (studs + masonry anchors) as shown with wall plaques and decorative caps attached to faces

LIGHTING:

- Utilize existing external lighting

COLORS

COLORS SHOWN ARE
REPRESENTATIVE ONLY

- Black (paint to match)
- Brushed Aluminum
- Brushed Aluminum Vinyl



Conway, SC

DATE

28-Nov-23

CUSTOMER

The Brigman Company

PROJECT

The Brigman Company

LOCATION

607 Main Street

DESCRIPTION

Aluminum Wall Signs

SALES

D. Jenkins

DESIGNER

C. Carroll

SCALE

3/4" = 1' - 0"

DRAWING

62378-a1-R1

REVISIONS

REV	DATE	BY	NOTE
R1	01-02-24	CC	edit lamps

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1-843-448-5168
Fax: 843-448-0535



ELECTRIC SIGN
MUST BE INSTALLED
IN ACCORDANCE WITH
ARTICLE 600 OF THE NEC
(NATIONAL ELECTRIC CODE)

WORK AUTHORIZATION

JOB

94189

The Brigman Company

DATE

10-JAN-2024

FILE

94189_62378-a1-R1

REV	DATE	BY	NOTE
R1	09-02-24	JD	added backer

Qty. (1) Non-illuminated S/F Aluminum Wall Sign

2.2.2 Sign-related Definitions

Refer to Article 11 for Signage Regulations.

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

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

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

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

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

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

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

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

Sign Types

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

[ZA2021-08-16(C)]

2.2.3 Industrial District Definitions

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

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

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

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

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

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

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

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

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

Section 11.3 – Sign Standards by Zoning Districts

11.3.1 Signs in Residential Zoning Districts

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

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

11.3.2 Signs in Non-Residential Zoning Districts

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

Section 11.4 – Sign Standards by Sign Type

11.4.1 Wall Signs

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

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



A. Location and Number Permitted

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

B. Size

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

C. Illumination

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

D. Zoning

Wall signs are allowed in all zoning districts.

11.4.2 Window Signs

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

A. Location and Number Permitted

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



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.

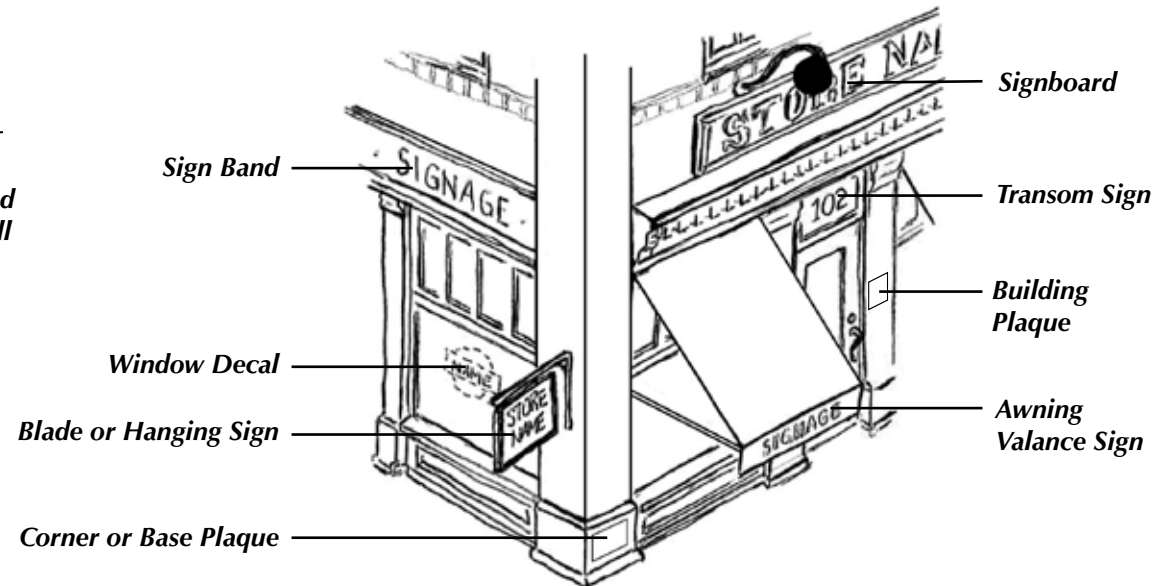
Fig. 3.1: INAPPROPRIATE Sign Placement



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.

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

6.2. Secondary Signs

Description and Use:

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

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

Suggested Amount:

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

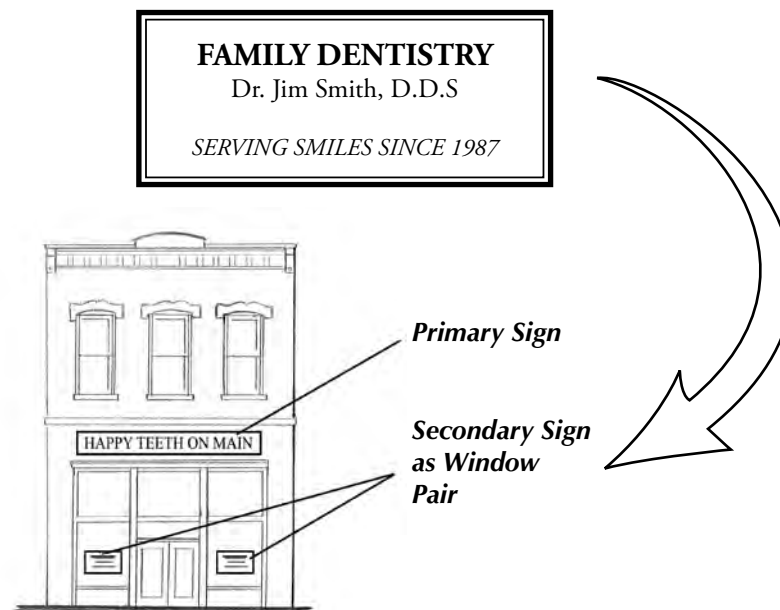
General Size Suggestion (each):

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

Additional Sign Suggestion (to reduce clutter):

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

Fig. 3.7: EXAMPLE of Suggested Secondary Signs



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

DATE: February 13, 2024
ITEM: IV.C

ISSUE:

Kingston St. (Parking Lot/ERF): The applicant, City of Conway, is requesting approval of proposed parking lot improvements, newly constructed ERF, and gateway sign on Kingston St. (PIN 367-01-01-0032).

BACKGROUND:

The applicant, City of Conway, is requesting approval of parking lot improvements, a newly constructed ERF, and gateway signage at the property located on Kingston St.

Council has had discussions in the past about the City-owned parking lot located behind Jerry Cox being in disrepair and therefore under-utilized. As this area grows, so does the need to improve this parking area.

In 2022 the Riverfront and Downtown Master Plan provided a conceptual design for gateway development at the corner of 4th Avenue and Kingston Street. As stated in the plan, “crossing the Kingston Lake on 4th Avenue and entering downtown, a bare city parking lot greets visitors and residents. This is a well-traveled road into the City of Conway and downtown and should reflect the City’s commitment to design.”

Per recommendations from the plan, City staff has been working with Hanna Engineering to create a design that:

- reconfigures the parking for safety
- provides a fun new gateway sign to anchor the parking lot
- adds lighting and landscaping to beautify and create a safer space
- adds another ERF to clean up the area
- creates a connection between downtown and the river
- upgrades sidewalks

The City was recently awarded the MASC Hometown Economic Development Grant to construct the ERF, which will also act as a gateway sign. The parking lot construction will be covered by Hospitality funds.

New Information:

Following the January 10th CAB Meeting staff meet with the engineers on the project and discussed the requests of the board, listed below;

- Show alternative landscaping in the sidewalk area closest to the building
- Provide a better connection from the interior sidewalk to the existing sidewalks on Fourth Ave
- Lower the height of the Conway sign portion of the design

- Move the curb cut entrance closer to the center of the parking lot for traffic congestion relief

As a point of clarification:

The brick wall of the ERF would be 16' from the edge of the outdoor dining area of Palmetto Taps. The compactor its self will be 29' 7" from the edge of the outdoor dining area.

For reference:

16' from the brick wall of the Scarborough Alley ERF places you at the sidewalk of Hop n' Wich. 29' 7" from the brick wall of the Scarborough Alley ERF will place you 2-3' into the Hop n' Wich kitchen.

Staff and the engineering team made the requested adjustments and the new updated plans are included in your packet.

APPLICABLE STANDARDS:

City of Conway Unified Development Ordinance (UDO):

- Section 3.2.12 Central Business District
- Section 6.3.7 Central Business District (CBD)
- Section 6.5.2 Gateway Corridor Overlay (GCO)
- Section 6.6.1 Outdoor Lighting
- Section 6.6.2 Mechanical Equipment, Dumpster, Recycling, and Trash Handling
- Section 9.3.4 Landscape Requirements for the interior of Parking Areas
- Section 9.3.7 Landscaping at Street and Driveway Intersections
- Section 11.4.1 Wall Signs

Historic Design Review Districts: Community Appearance Guidelines:

- Section B, Ch 3: 3.4 The Downtown Environment
- Section B, Ch 4: 4.5 New Commercial Construction
- Section C, Ch 5: 5.3 Sign and Architectural Lighting

STAFF RECOMMENDATION:

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

**SC HWY 905
(75' PUBLIC R/W)**

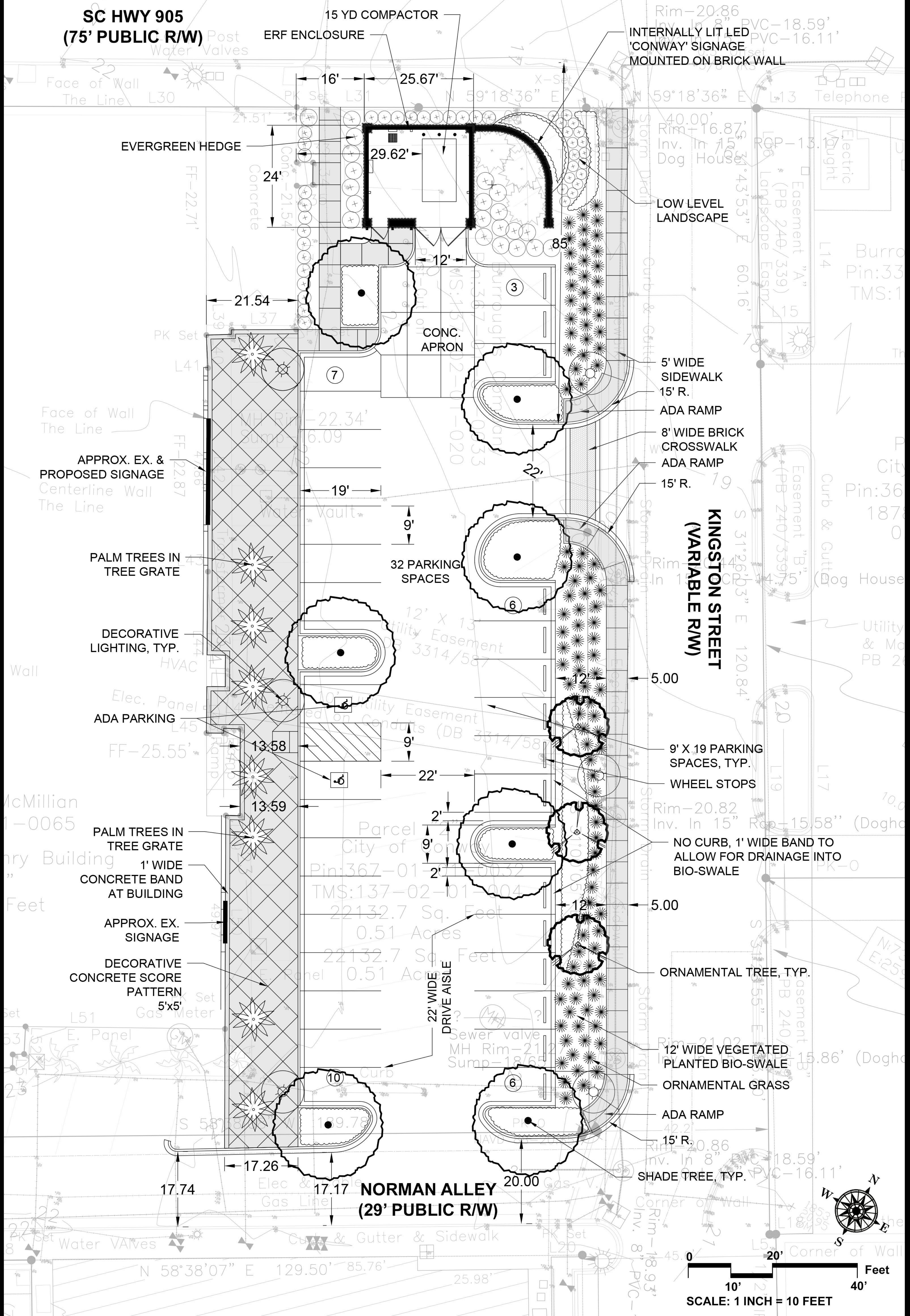






PHOTO 1 - BEFORE VIEW



PHOTO 1 - AFTER VIEW



PHOTO 2 - BEFORE VIEW



PHOTO 2 - AFTER VIEW

3.2.7 Professional (P)

The intent of the P District is to accommodate office, institutional, and residential uses in areas whose character is neither exclusively business nor residential in nature. This district is intended to establish areas that provide professional services to the public, which do not materially detract from nearby residential areas. More specifically this district should serve as a transitional zone between more intensive commercial areas and residential areas. This district is not intended for businesses that engage in retail sales.

3.2.8 Institutional (IN)

The intent of the IN District is to provide areas for the development of medical, educational, and higher educational, facilities in a campus-like setting. More specifically, the district is intended to accommodate the development styles, uses, and accessory uses associated with these facilities. This district is not intended for businesses engaged in retail sales, except for those businesses that are clearly accessory to and specifically provide services to the permitted principal use.

3.2.9 Neighborhood Commercial (NC)

The NC District is intended to provide small-scale retail and service uses for nearby residential areas. Dimensional requirements and design standards of the NC district are intended to promote compatibility to surrounding residential areas and accommodate pedestrian use and access. Strip commercial development, designed primarily to accommodate vehicular access and parking, and development that is insensitive or incompatible with the scale and character of the surrounding residential areas, is discouraged in this district.

3.2.10 Highway Commercial (HC)

The intent of the HC District is to provide compatible locations to serve the automobile oriented commercial activities in harmony with major highway developments, reduce traffic congestions and to enhance the aesthetic atmosphere of the City.

3.2.11 Core Commercial (CC)

The intent of the CC District is to establish a thriving commercial and mixed-use district adjacent to the Central Business District that provides form and use of development compatible to that of the CBD, but not as strict with regards to design standards.

3.2.12 Central Business District (CBD)

The intent of the CBD District is to establish and preserve the Central Business District for commercial and professional uses focused on pedestrian traffic, which concentrate comparative shopping and service opportunities in centrally located areas.

3.2.13 Light Industrial (LI)

The intent of the LI District is to provide areas for light industrial uses, such as manufacturing, processing, repairing of goods, wholesaling, storage, packaging, distribution and retailing while ensuring adjacent and nearby properties are not adversely impacted.

3.2.14 Heavy Industrial (HI)

The intent of the HI District is to accommodate areas for heavy manufacturing, distribution and processing.

1. Floor Division: An expression line clearly delineating divisions between floors of a building shall be incorporated into the front façade. For flat roofs, a cornice line shall be incorporated to delineate the top of the façade.
2. Utility Equipment: Electrical boxes, communication equipment and all other mechanical or utility equipment shall locate on the side or rear of the building and not visible on the front façade. All refuse storage areas shall be located to the rear or side yard of the property and screened with a finished exterior surface.
3. Transparency: Each floor of a building façade facing a street, park, or plaza shall contain transparent windows.

D. Architectural Design Standards

Depending on the location of the proposed development, the Planning Department or CAB will ensure compliance with the architectural design standards that are identified in Section 6.3.1.

6.3.7 Central Business District (CBD)

A. Active Commercial Street Frontage Preservation.

In order to preserve vibrancy and activity along the CBD's street frontages and limit uses that do not operate on a daily basis and add to the street life of the area, the following use types are permitted to occupy storefronts within the district, which is defined as the front (or façade-facing) ground level floor space of a building fronting a street in the CBD. This front ground level space must maintain an open interior space in the front of the unit which is equal in depth to the interior width of the building. The depth shall be measured from the plane of the front façade, not the entrance door. In the event that multiple storefronts are used in combination for a development, this calculation shall be the greatest width of the individual storefronts used, not the total width. This interior space shall be open to the public and used as lobby space, gathering space or other approvable commercial spaces as follows: [Amended ZA2021-06-21 (B)]

- All Professional Services uses, as listed under Section 4.2(G) that are shown as permitted use in the CBD District.
- All Neighborhood Commercial uses, as listed under Section 4.2(H) that are shown as permitted use in the CBD District.
- All Highway Commercial uses, as listed under Section 4.2(I) that are shown as permitted use in the CBD District.
- Police or Fire Stations.
- Public Libraries or Museums.
- Theaters.
- Grocery Stores, subject to the conditions provided in Article 5.

All other uses permitted or conditional in the Central Business District may occupy the rear space of the building or upper levels.

B. Requirements for Dwellings.

Dwelling units in the CBD District shall provide complete, independent living facilities for one or more persons, which include provisions for living, sleeping, eating, cooking and sanitation. [Amended ZA2021-06-21 (B)]

C. Architectural Design Standards

All new or infill developments within the Central Business District are required to follow City of Conway's "Historic Design Review Districts: Community Appearance Guidelines".

6.5.2 Gateway Corridor Overlay (GCO)**A. Purpose**

The GCO is established to provide standards relative to accessibility, appearance, and safety in the development of commercial, industrial, multi-family residential, and office projects that utilize highway corridors as their primary means of access. The purpose is to provide unified development that promotes a sense of place and provides opportunities to develop projects engineered to be compatible with the carrying capacity of highway corridors.

B. Applicability

The boundaries of the GCO shall be as shown on a map titled Gateway Corridor Overlay Zone which is hereby adopted and made a part of the UDO, and which may be amended from time to time in accordance with the procedures established in the UDO.

The boundaries of the GCO include all those major roadways entering the city along Highways 90, 378, 501, 501 Business, 544, 701, and 905. The GCO district shall include all properties fronting on a thoroughfare or highway designated on the overlay zone map. Properties annexed into the City of Conway shall be required to conform to the GCO regulations.

The GCO district shall extend 500 feet from the right-of way line on properties along these highways. Any property or building that has any portion within the 500-foot overlay boundary shall comply with these regulations. Construction or renovation of any buildings located beyond the 500-foot overlay boundary shall be required if visible from the corridor. Parcels zoned CC and single-family developments (less than 5 homes) are exempt from the overlay district standards.

Renovated or newly constructed commercial, industrial, multi-family residential, or office developments that are located partially or completely within the boundaries indicated above shall comply with the regulations established below. Renovation is defined as: Work that modifies or expands a structure or business where the improvements are equal to or greater than fifty percent (50%) of the properties assessed value or the value of the property as determined by an independent appraisal. *[Amended 9-20-21, ZA#2021-09-20 (E)]*

C. Permitted Uses

All uses permitted by right or as Conditional Uses by the underlying zoning district shall be similarly permitted under the GCO.

D. Accessory Structures Size

Accessory structures for all nonresidential uses shall not exceed twenty-five (25) percent of the area of the principal structure. Residential use of accessory structures shall be prohibited except for owner/business operators.

E. Buildings

1. Building Massing and Modulation. The massing of building facades oriented to public streets shall incorporate modulation with horizontal breaks at least every fifty (50) feet. Massing and modulation changes could include changes in height,

Section 6.6 – General Design Standards

6.6.1 Outdoor Lighting

- A. Nonresidential and multifamily buildings and projects, including outparcels, shall be designed to provide safe, convenient, and efficient lighting for pedestrians and vehicles. Lighting shall be designed in a consistent and coordinated manner for the entire site. The lighting and lighting fixtures shall be integrated and designed so as to enhance the visual impact of the project on the community and/or should be designed to blend into the surrounding landscape. Lighting design and installation shall ensure that lighting accomplishes on-site lighting needs without intrusion on adjoining properties.

B. Applicability

The requirements of this section shall apply to all nonresidential or multifamily development, as well as all residential subdivision development.

C. Exempt

1. The following activities are exempt from the requirements of this Section.
 - a. Outdoor lights used for a temporary event are permitted through a Temporary Use Permit.
 - b. Outdoor lights used exclusively for recreational activities, concerts, plays or other outdoor events that are open to the public, provided that the event or function meets all other applicable requirements in this UDC. Such lighting shall be located at least 50 feet from any adjoining residential district or use.
2. Outdoor lighting exempt from the Section shall only be illuminated while the activity takes place and during high traffic periods immediately before and after the event.

D. Lighting Plan

A site lighting plan shall be required as part of the application review for all areas proposed for illumination that exceeds 40,000 square feet in area. Projects with multiple areas proposed to be illuminated (such as separate parking lots) shall submit a site lighting plan if the sum of the multiple areas exceeds 40,000 square feet.

E. Site Lighting Design Requirements

Lighting shall be used to provide safety while accenting key architectural elements and to emphasize landscape features. Light fixtures shall be designed as an integral design element that complements the design of the project. This can be accomplished through style, material or color. All lighting fixtures designed or placed so as to illuminate any portion of a site shall meet the following requirements:

1. Fixture (Luminaire)
 - a. The light source shall be completely concealed behind an opaque surface and recessed within an opaque housing and shall not be visible from any street right-of-way or adjoining properties. Overhead lighting fixtures shall be designed to prevent light from emitting upwards towards the sky.
 - b. Under canopy lighting fixtures should be completely recessed within the canopy.

2. Fixture Height
 - a. Lighting fixtures shall be a maximum of forty (40) feet in height within the parking lot and shall be a maximum of fifteen (15) feet in height within non-vehicular pedestrian areas. All light fixtures located within fifty (50') feet of any residential use or residential property boundary shall not exceed fifteen (15) feet in height.
 - b. The Planning Department may allow fixtures above this height to provide internal lighting for stadiums, arenas, and similar facilities.
3. Light Source (Lamp)
 - a. Incandescent, florescent, metal halide, or color corrected high-pressure sodium are preferred. The Planning Department shall have the authority to approve other lamp types (including light emitting diodes (LEDs) and fiber optics) provided the color emitted is similar to the preferred types. Non-color corrected high pressure sodium lamps are prohibited.
 - b. The same light source type must be used for the same or similar types of lighting on any one site throughout any development.
4. Mounting. Fixtures shall be mounted in such a manner that the cone of light is contained on-site and does not cross any property line of the site.
5. Limit Lighting to Periods of Activity. The use of sensor technologies, timers or other means to activate lighting during times when it will be needed may be required by the Planning Department to conserve energy, provide safety, and promote compatibility between different land uses.

F. Illumination Levels

1. All site lighting shall be designed so that the level of illumination as measured in foot-candles (fc) at any one point meets the standards in Table 6.4 with minimum and maximum levels measured on the pavement within the lighted area and average level (the overall generalized ambient light level), measured as a not-to-exceed value calculated using only the area of the site intended to receive illumination.
2. The maximum level of illumination at the outer perimeter of the site or project shall be 0.5 foot-candles when abutting a residential zoning district and 5.0 foot-candles when abutting all other districts and/ or streets.

Table 6.4: Light Levels for Different Types of Lighting

Light Levels (Foot Candles)			
Type of Lighting	Minimum	Average	Maximum
Architectural Lighting	0.0	1.0	5.0
Canopy Area Lighting	2.0	10.0	15.0
Multifamily Parking Lot	0.2	1.0	8.0
Nonresidential and Multifamily Entrances	1.0	5.0	15.0
Nonresidential Parking Lot	0.2	1.5	10.0
Storage Area (security lighting)	0.2	1.0	10.0
Vehicle Sales and Display	2.0	3.0	15.0
Walkways, Landscape or Decorative Lighting	0.2	0.8	5.0

G. Excessive Illumination

1. Lighting within any lot that unnecessarily illuminates and substantially interferes with the use or enjoyment of any other property is prohibited. Lighting unnecessarily illuminates another lot if it exceeds the requirements of this Section.
2. All outdoor lighting shall be designed and located such that the maximum illumination measured in footcandles at the property line does not exceed 0.2 on neighboring residential uses, and 0.5 on neighboring commercial sites and public rights-of-way.
3. Lighting shall not be oriented so as to direct glare or excessive illumination onto streets in a manner that may distract or interfere with the vision of drivers on such streets.
4. Fixtures used to accent architectural features, landscaping or art shall be located, aimed or shielded to minimize light spill into the night sky.

6.6.2 Mechanical Equipment, Dumpster, Recycling, and Trash Handling**A. Applicability**

This section shall apply to all residential and non-residential development, light industrial, and heavy industrial use. This includes any outdoor type of trash container or recycling container that is larger than the 95-gallon roll-out carts used by the City of Conway for weekly domestic pickup except in the case where a site uses more than one 95-gallon trash container.

B. Location

All mechanical equipment (including HVAC units, generators and other mechanical equipment) and trash handling facilities shall be located on the same lot as the use served unless shared facilities are approved. The location of all utilities and trash handling facilities shall be in the rear or side yards. No such facilities shall be located in any yard adjacent to a public street.

C. Screening

1. All ground level mechanical equipment (including HVAC units, generators, and other mechanical equipment) and trash-handling facilities shall be completely screened from the public right-of-way and adjacent properties. Mechanical equipment on rooftops shall be screened from the view of the public street. This requirement is not applicable to vents located on roof's used in conjunction with required ventilation systems, subject to approval by TRC.
2. Appropriate screening includes: A wall OR opaque fence (excluding chain-link), a minimum of six (6) feet in height and constructed of materials approved by TRC. Shrubs, earth berm, and/or understory trees may be required in conjunction with a fence/wall to further obscure such facilities.
3. Landscaping of the entire service area shall be installed in accordance with the landscape buffer requirements listed in Section 9.3.
4. Single-family residential developments are exempt from these screening requirements.
5. If the property is located in an overlay, the overlay requirements shall apply.



Source: Conway Animal Hospital

D. Access

1. All required trash handling facilities shall be designed with appropriate means of access to a street or alley in a manner that will least interfere with traffic movement, and will most facilitate the service of the facilities, subject to review by the Sanitation Department.

E. Utilization

1. Space allocated to any trash handling facilities shall not be used to satisfy the space requirements for off-street parking or loading facilities, nor shall any parking or loading spaces be used to satisfy the space requirements for any trash handling facility.

F. Performance

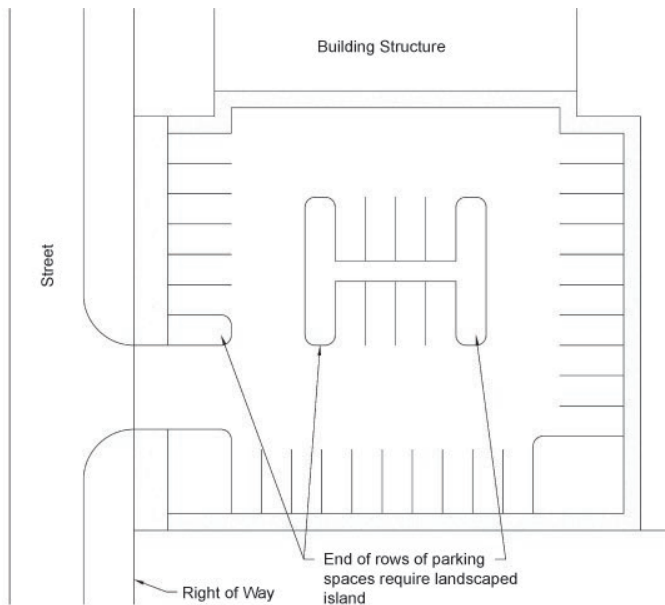
1. All trash handling facilities shall be designed to prevent wind-blown debris from leaving the site.
2. All food-related businesses shall provide water quality treatment in conformance with applicable standards and design guidelines for runoff from trash handling facilities.

G. Additional Requirements

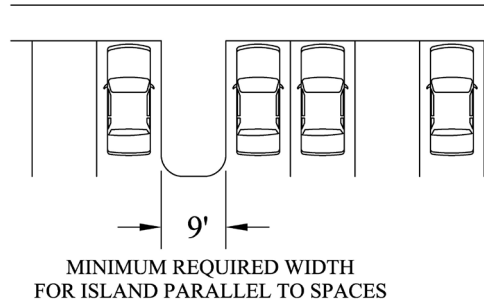
1. The Technical Review Committee may impose additional requirements as necessary to protect public health and safety.

9.3.4 Landscape Requirements for the Interior of Parking Areas

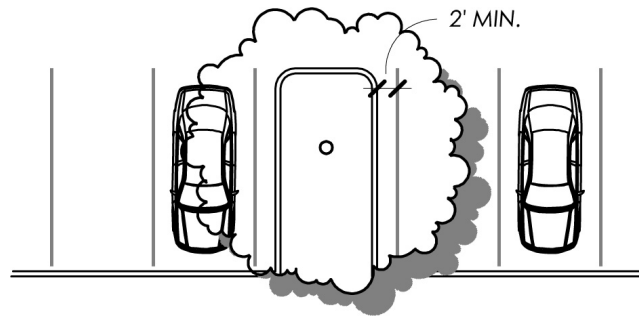
- A. The interior of parking areas shall contain landscape islands and peninsulas located in such a manner as to:
1. Divide and break up large expanses of paving.
 2. Guide traffic flow and direction.
 3. Promote pedestrian and vehicular safety.
 4. Preserve existing trees and vegetation.
 5. Coordinate with required lighting.
- B. A minimum of one (1) canopy tree and ten (10) shrubs for every 3,000 square feet of vehicular use area or one (1) canopy tree and ten (10) shrubs shall be planted for every ten (10) parking spaces, whichever is greater. The canopy trees should be spaced evenly within the parking area to provide the maximum amount of shaded area to the parking spaces, and reduce heat and glare. No more than two (2) canopy trees fulfilling this recommendation should be located within a common traffic safety island. Species selected shall be tolerant of urban conditions, and shall conform to the City of Conway Tree Preservation Ordinance.
- C. A maximum of twelve consecutive parking spaces in a row shall be permitted without a landscape island or peninsula.
- D. Each end of each row of parking spaces shall require a landscape island unless the end of such row of parking spaces is adjacent to a perimeter landscape screen or border as required in Section 9.2.3.



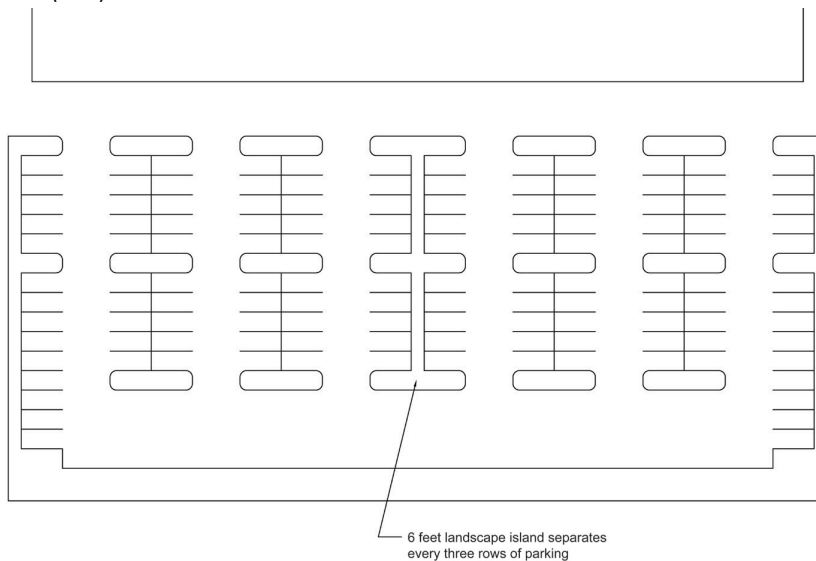
- E. The minimum width for a landscape island or peninsula that is parallel to a parking space shall be nine (9') feet, and the minimum length for the same shall be nineteen (19') feet. Each landscape island or peninsula shall contain a minimum of one (1) canopy tree and five (5) shrubs. The TRC may consider reducing the width of a landscape island, and reduce the amount of plant materials if there are extraordinary conditions.



- F. For parking spaces adjacent to a landscape island, a two (2) feet distance is required between the parking space and curb/gutter.



- G. Every third group of rows of parking spaces shall be separated from one another by a six (6) feet landscape island that extends the entire length of the row of parking spaces. Such landscape island shall contain one (1) canopy tree and ten (10) shrubs per one hundred (100) linear feet.



9.3.5 Retention Pond Landscape Requirements

Developments that provide on-site retention ponds shall be required to plant wetland plant materials in and around such ponds. The plant species selected shall be those which are commonly known to flourish in wetland areas and improve the quality of surface water run-off. A minimum of one (1) tree (a minimum of one and one half (1.5) inches in caliper) shall be required per four thousand (4,000) square feet of retention area. In addition, grasses, shrubs, aquatics, and other herbaceous materials shall be provided in and around the retention areas in an appropriate quantity and placement as to ensure the propagation of such materials to approximately one-half of the retention area within a three (3) year period. Species of plant materials appropriate for wetland areas are listed in Section 9.5.

The TRC may consider reducing the required planting areas and plant materials if the retention pond landscaping is located in this area and if there are extraordinary conditions relating to the property.

9.3.6 Street Tree Requirements

All properties which require the installation of sidewalks as set forth in Article 7 shall be required to install street trees in the public right-of-way at fifty (50') feet intervals. Such street trees shall meet the minimum requirements for canopy trees as set forth in Section 9.3.1, provided however in instances where such trees would interfere with underground utilities or overhead utility services, tree types of a more appropriate species may be permitted. The following factors shall be considered in determining the type of trees installed and the placement of trees:

- A. Proximity of overhead and underground utility services;
- B. Driveway and street intersection site triangles;
- C. Estimated mature height, root development, and canopy shape and size of trees;
- D. Street Trees shall be installed in the required planting strip located between the sidewalk and the roadway, unless an alternative location has been approved by the Technical Review Committee (TRC). Refer to Section 7.1.4, Table 7.1 for Minimum Planting Strip requirements. [ZA2020-09-21 (A)]
- E. As an alternative to the above requirements, a developer may submit a master streetscape plan for the development. The total number of trees in the master streetscape plan must be at least equivalent to placing trees in the public right of way at fifty feet (50') intervals on both sides of the street. The master streetscape plan shall be reviewed and approved by the TRC, and must meet the minimum requirements stated in Section 9.4.
- F. Street trees shall be maintained by the Owner and/or Homeowners Association in perpetuity. Trees that die due to natural causes, neglect, or utility/road maintenance repair shall be replanted by the Owner and/or Homeowners Association unless otherwise directed by the City of Conway. Maintenance responsibilities shall be clearly defined in all encroachment permits, covenants and restrictions. [Amended 9-21-20 #ZA2020-09-21 (B)]

9.3.7 Landscaping at Street and Driveway Intersections

In order to ensure landscape materials do not impede vision and constitute a driving hazard, a sight triangle shall be required at all street and driveway intersections. Within the required sight triangle, grass and shrubs shall not exceed two (2) feet in height. Trees shall be permitted in the sight triangle provided no limbs or branches project below seven (7) feet above grade. The Zoning Administrator shall determine if new and/or existing landscaping can be permitted in the sight

Section 11.4 – Sign Standards by Sign Type

11.4.1 Wall Signs

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

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



A. Location and Number Permitted

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

B. Size

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

C. Illumination

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

D. Zoning

Wall signs are allowed in all zoning districts.

11.4.2 Window Signs

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

A. Location and Number Permitted

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



B COMMERCIAL HDRD HISTORIC DESIGN GUIDELINES

Chapter 3 BASICS OF TRADITIONAL COMMERCIAL BUILDINGS

3.4. The Downtown Environment

Downtown is a highly structured architectural environment where it is important to understand the concepts and traditional application of density, set back, building heights, horizontal continuity of building elements and reserving the sidewalk as the "pedestrian hallway."

Density

The downtown environment is dense, regardless of overall community size or how large the central business district is in proportion. Density lends close proximity for the uses, structures, and lifestyle choices of residents and business persons who frequent their downtown. Density helps businesses succeed because it provides continuous and contiguous points of interest.

As a downtown grows and becomes more dense the blocks of buildings can have a layered effect on the perception of the patron or visitor with more interesting buildings continuing around a corner, and larger buildings being in the blocks further from the perceived center of the area. This progression in density is reflected in scale and/or height.

Setback

Traditionally, downtown buildings are built right to the edge of the sidewalk ("zero-lot-line construction") and to the edges of their property boundaries to which commercial structures share adjoining, or "party," walls. New buildings set back varying distances from the front or side property lot lines can offset the rhythm of the "wall" of businesses along the street. If there are existing gaps caused by a variation on building setback these can be filled with landscaping, outdoor seating, or other visually interesting and functional amenities to continue perceived building edge (see below).

APPROPRIATE:



Conway, 2009

INAPPROPRIATE:

(Note: distance to building edge is filled with landscaping feature.)



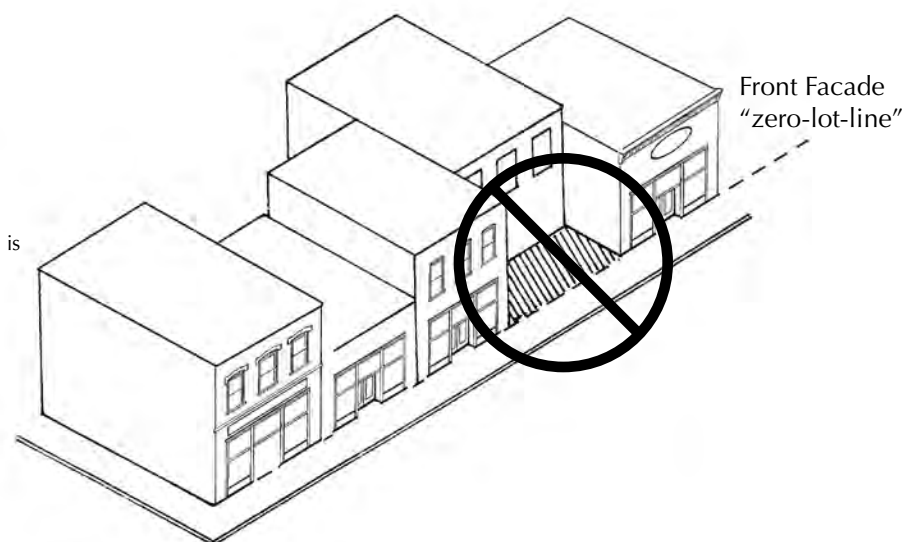
JB-a Photo Archives



Conway, 2008

The traditional commercial architectural environment in the heart of Conway's central business district (Downtown National Register Historic District - shown above) along with the blocks of 3rd and 4th Aves. from Kingston to Elm Streets, allow for high density. Buildings physically share "party" side walls and are built to the edge of the sidewalk. This creates a context that defines the downtown environment.

Fig. 2.6: Example of Improper Setback in Downtown



3.4. Downtown Environment (continued)

Building Height

Building height is most important when dealing with infill construction (if for an unfortunate reason a building is lost or there is a vacant lot) and potential building additions (see Section B, 4.6 “Rooftop Additions”). Generally, building height in a traditional downtown, or in individual districts within an area, reflects structures built about the same time in block groupings. Corner buildings are often considered anchors and may have a bit more mass and therefore height. Therefore, the downtown environment has block faces that are generally harmonious in building height and floor alignment. Heights out of scale with the average height originally intended can become inappropriate.

Controlling building height is not meant to prevent new development of greater density or limit building height in downtown. The concept of “height progression” contributes to the downtown’s sense of place and wayfinding for the user. It is important to be able to stand in a central place within a downtown (perhaps from a landmark such as the front of City Hall), look out and see a general progression of building heights from this vantage point. The progression of larger buildings behind the earlier, smaller buildings, or built further down auto corridors will give a sense of order. Keeping in mind progression in scale will allow Conway’s built environment to be experienced from the heart of the district outward.

Significant smaller, historic buildings should not be visually blocked or overwhelmed by buildings or additions. National Register buildings should especially weigh the importance of height and scale to historic significance.

Infill opportunities on vacant lots are available in many areas throughout downtown Conway. Current zoning allows new / infill construction in the CBD up to 60-feet (average height, measured from finished grade), however existing historic construction (see Fig 2.8) establishes a precedent to which new building height may be considered. Higher, dense new construction might be appropriate as infill in the “civic” blocks around the courthouse (or along the outlying Fourth Ave auto corridor, Core Commercial zoning district) with views to the river and into downtown as well as expanding the commercial district. The Community Appearance Board will review infill development in the CBD and consider whether the proposed development is consistent with the height limitation for the zoning district, as well as the surrounding area and buildings. Amended 9-20-2021 [ZA2021-09-20(E)]

With historic precedent (surrounding context) and engineering, one-story buildings may be structurally feasible to add second floors (see Section B, Chapter 4.6 “Additions”).

Fig. 2.8: Examples of Traditional Building Height in Conway



Existing buildings establish a precedent for building heights in downtown Conway (3rd Ave. above left). A precedent for three-story infill on one downtown block (perhaps four-stories would work visually) can be in scale if constructed near to, or neighboring taller structures (illustrated example between the two buildings at the left), while most blocks of Conway’s Commercial HDRD buildings remain one- or two-story (above right, also see Fig 2.6). High parapets on upper facades can bring the height of a one-story building to almost two stories. CAB will review building height of new infill development for consistency with the height limitation of the zoning district, as well as the surrounding area and buildings.

B COMMERCIAL HDRD HISTORIC DESIGN GUIDELINES

Chapter 4 COMMERCIAL REHAB & ARCHITECTURAL DESIGN GUIDELINES

4.5. New Commercial Construction

New, in-fill development or new construction to replace a structure that has been lost should continue the dense, pedestrian oriented, urban environment described in Section B, Chapter 3.4 "The Downtown Environment." **To ensure compatible building design in the commercial areas of the Conway Historic Design Review Districts, all new construction must follow all of Section B, Chapter 4 "Commercial Architectural Guidelines" as well.**

Placement and Orientation

- 4.5.1 Align new construction with the setback and spacing of existing structures in the adjacent downtown area, which generally have "zero-lot-line" front or side setbacks.
- 4.5.2 Locate parking to the rear of the building or utilize available on-street spaces.

Scale

- 4.5.4 Design the new construction to be of similar height, width and proportions of existing structures in the adjacent downtown area (see Figure 2.27 right). The CBD has a "party-wall" precedent.
- 4.5.5 Limit the number of stories of new construction scaled to adjacent structures (see also Section B, Chapter 3.4, Fig. 2.7). Generally, no greater than one story higher than the tallest adjacent building. **The CAB has the right to allow variances or deny additional stories if the building appears out of scale with building forms in the surrounding block.**

Style

- 4.5.6 New buildings should be contemporary. It is appropriate to display the style and construction methods of the period in which it is constructed and not become a "faux" reproduction or create "false history."
- 4.5.7 Customize the elements of new construction (material choices, banding, cornices, door types, reveal of materials) in context with those features of existing structures in the adjacent downtown area.

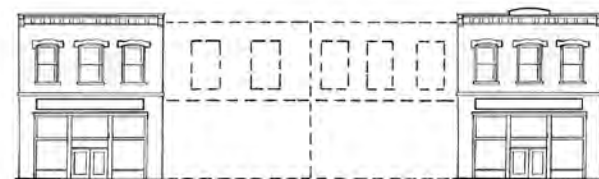
In this commercial historic district a new structure (left side of courtyard) was appropriately designed with facade, storefront, form, orientation, scale and contextual style to the surrounding buildings. Historic one-part commercial in the area establish a building form. The new structure was built with all contemporary materials.



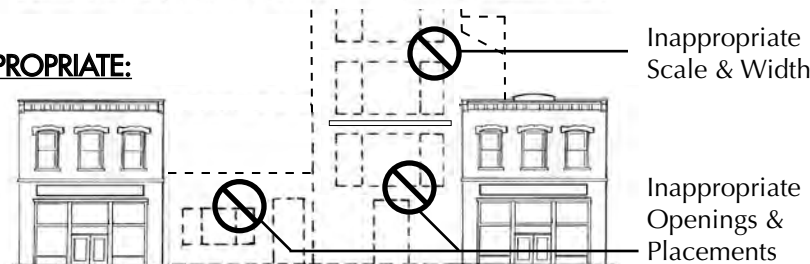
- 4.5.3 Window size, placement, as well as storefront opening and height should be consistent with the rhythm of those in existing building forms in the adjacent downtown area (see Figure 2.28 below).

Fig. 2.27: Examples of New Construction and Rhythm

APPROPRIATE:



INAPPROPRIATE:



- 4.5.8 Design the roof form to be consistent with those of existing structures in the adjacent downtown area.
 - 4.5.9 Design composition and fenestration should be compatible (shapes, sizes, placement of windows and doors, vertical or horizontal emphasis).
- (For more information see Section A,1.7. "Sense of Place & Context" and Section B, Chapter 3 "Basics of Traditional Commercial Buildings.")

5.3. Sign and Architectural Lighting

Lighting of signs (and buildings) should be taken highly into consideration by every building or business owner. Evening hours are the time when many businesses are viewed from passing cars or pedestrians. More focused "direct marketing" can be achieved with an appropriately lit sign at night than during daylight hours when the entire downtown environment may visually distract. Traditional, possibly reproduction fixtures, and stylistically appropriate forms of lighting (Figure 3.4) within the Conway Commercial HDRD will be required.

SPECIAL NOTES:

- 5.3.1 The Community Appearance Board may determine in specific cases or in general that brightness or the amount of lighting is unnecessary to the environment or architecture.
- 5.3.2 Holiday lights or interactive seasonal displays are welcome, however are only temporary. Ensure holiday displays encroaching on sidewalk space and/or displays do not shine in pedestrian's eyes.
- 5.3.3 Allow artful use of new lighting technology. Light Emitting Diode (LED) light sources are effective in creative and innovative sign packages and architectural lighting. The Community Appearance Board will require additional review of timed fades, brightness, and amount or type of housing the LED is set into.



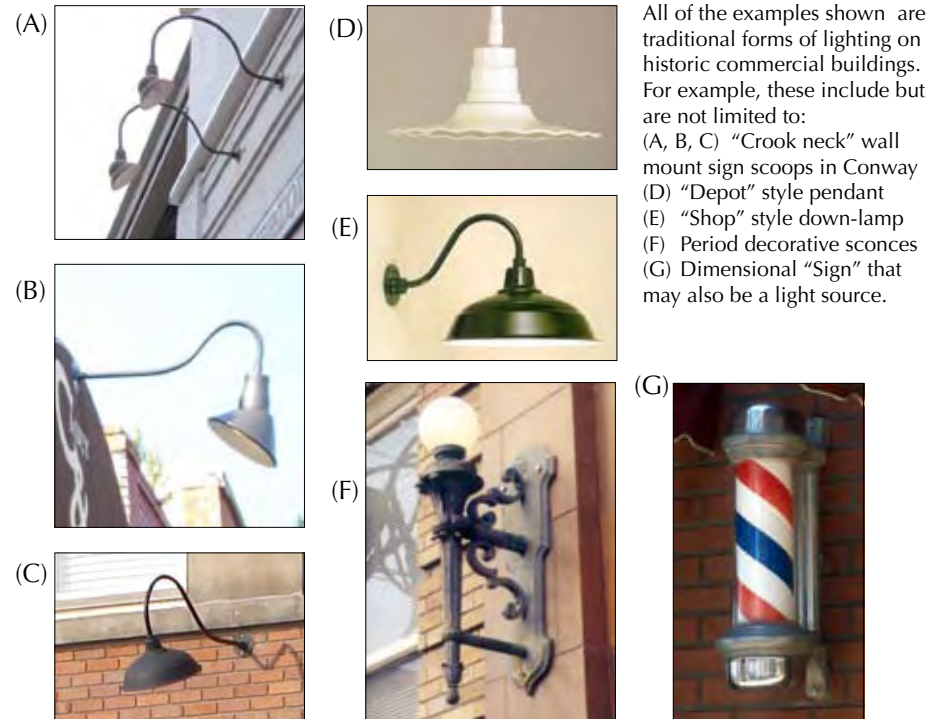
(Left) New light sources. Light Emitting Diode (LED) "strings" are being used as sources for internal and creative sign lighting (These can be fixed or set with slow fades and changeable colors with special approval.) Close-up shown from inside.

True NEON vs. "Neon-Appearing" Signs

- 5.3.4 Exposed gas-filled neon tubes should be used **ONLY** to illuminate the name of the business or corporate identity as a Primary Sign.
- 5.3.5 **Within the Conway Downtown National Historic Register District:** gas-filled neon may **ONLY** be used if designed for a building facade style that would have used neon, as "grand-fathered" historic neon.
- 5.3.6 **Within any of the local HDRDs:** "Neon-appearing" signs should be avoided. Gas filled neon, LED or stenciled backlit may be used to "silhouette" stand-off lettering only in the name of the business or corporate identity as the Primary Sign. (See Pg. C.6 for all other sign lighting.)

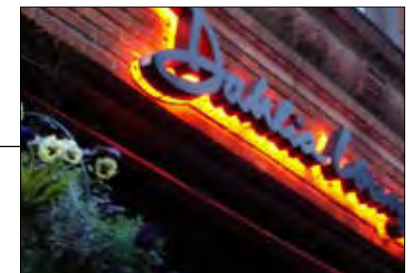
Historic Design Review Districts: Community Appearance Guidelines - Conway, South Carolina

Fig. 3.4: Reproduction and Contemporary Lighting Sources



All of the examples shown are traditional forms of lighting on historic commercial buildings. For example, these include but are not limited to:

(A, B, C) "Crook neck" wall mount sign scoops in Conway
(D) "Depot" style pendant
(E) "Shop" style down-lamp
(F) Period decorative sconces
(G) Dimensional "Sign" that may also be a light source.



Only exposed gas filled neon tubes are grandfathered on the theatre marquee in the Conway Downtown NRHD (left), other neon uses can be used throughout remaining HDRD (example right).

NEON NOTE:

- 5.3.7 Gas-filled neon tubes are often used for product endorsement, however must follow the guidelines for "Product Endorsement Signs" as described in "Advertising and Other Signs" (Section C, Chapter 6.4).

(left) Conway Main Street Theatre,
(right) silhouetted neon Seattle, WA

APPROPRIATE SIGN LIGHTING METHODS:



conway, SC 2009

Small sign-mounted "arm" light



Conway, SC 2010

Front-lit traditional down-light top-scoop



jB+a Photo Archives

Internally-lit sign "boxes" with Stenciled letters - (Day-left / Night-right)



Both images: jB+a Photo archives

Silhouetted dimensional lettering: stenciled & covered-internally lit (left), LED "can" (right)

APPROPRIATE SIGN LIGHTING METHODS:

- 5.3.8 FRONT-LIT OR DIRECT lighting with, scoop, arm, or reproduction "crook-neck" commercial sign lights traditionally mounted above the sign board from the wall. Modern halogen pin spots mounted below on wall, frame, thin metal arms, or canopies can be used.
- 5.3.9 Gas filled neon is allowed ONLY in special circumstances (see Section C, items #5.3.4 - 5.3.6 "True NEON vs. 'Neon Appearing'").
- 5.3.10 Sculptural layers of material (creatively lit from behind or within) to create "silhouetted" lettering at night, or stand-off lettering that use shadow from the front lit sources for creative effect.
- 5.3.11 Covered lighting sources can be LED "strings" or neon tube.
- 5.3.12 Architectural lighting accenting building details with pin spots, light columns, low-watt washes, planters, etc. must be removable. Additional approval is needed for timing slow changing fades or washes.
- 5.3.13 INTERNALLY-LIT signs should be done in a minimal manner with the least amount of light "spill." (See day / night example above.)

INAPPROPRIATE SIGN LIGHTING METHODS:



jB+a Photo archives

Full internally-lit plastic sign or awning.



jB+a Photo archives

Light emitting diode (LED) signs set to scroll, blink, strobe, flash, etc.



Internally-lit plastic-front channel letters.



Internally-lit plastic & LED OPEN signs

INAPPROPRIATE SIGN LIGHTING METHODS:

- 5.3.14 FULL, INTERNALLY BACK-LIT plastic, vinyl or illuminated box signs or back-lit awning signs are not allowed.
- 5.3.15 Animated or electronic signs. Primarily programmable Light Emitting Diode (LED) read-out or digital screen video . Electronic signs may be Product Endorsement signs and should follow all placement suggestions (see "Advertising and Other Signs" Section C, Chapter 6.4).
- 5.3.16 "Channel lettering" (individual, internally-lit dimensional lettering) cannot be used as the entire sign or logo. Some internally-lit sign elements may be appropriate if designed as a part of a creative dimensional sign package.
- 5.3.17 Bright flashing, strobing or quickly changing colors are not allowed.
- 5.3.18 Do not use any electric signs with boxed "raceway" for electric or mounting exposed.
- 5.3.19 Avoid backlit, molded or neon-appearing "OPEN" signs if possible, especially in the National Register historic districts to preserve character.