

*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 28, 2024 | 4:00 P.M.  
Planning & Building Department – 196 Laurel Street**

**I. CALL TO ORDER**

**II. APPROVAL OF MINUTES (February 14, 2024)**

**III. CERTIFICATES OF APPROPRIATENESS**

- A. 210 Elm Street (Sandye T Hicks LLC):** The applicant, A1 Signs and Graphics, is requesting approval of the installation of a new wall sign for the business, located at 210 Elm St (PIN 368-04-02-0050).

**IV. PUBLIC INPUT**

**V. BOARD INPUT**

**VI. STAFF INPUT**

- A. Update on Horry County Library project**  
**B. Crooked Oak Update**

**VII. UPCOMING MEETINGS**

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
Planning Commission (PC)	March 7, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Community Appearance Board	March 13, 2024	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	March 18, 2024	4:00 p.m.	Council Chambers	229 Main 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, FEBRUARY 14, 2024**  
**Planning & Building Dept. Conference Room – 196 Laurel Street**

Present: Duc Watts, Jacqueline Kurlowski, Gerry Wallace, McKenzie Jordan, Troy Roehm, Coker Hall, Jamie McLain

Staff: Katie Dennis, Planning Concierge; Marcus Cohen, IT; Mary Catherine Hyman, Deputy Administrator; Brandon Harrelson, Public Works Director

Other: Hillary Howard, Susan & Marshall McMillan, Brian Von, Jade Iglesias, Bridget Stalvey, Kelly Kise, Kathy Ropp, Jim Bruno, David Nye, Jack Helms, Ryan Hayes

**I. CALL TO ORDER**

Chairperson Kurlowski called the meeting to order at approximately 4:06 p.m.

**II. APPROVAL OF MINUTES**

Roehm made a motion to accept the minutes as written and it was seconded by Hall to approve the January 24, 2024 minutes. The vote in favor was unanimous. The motion carried.

**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 3<sup>rd</sup> Ave. PIN 368-04-02-0056.

Dennis stated that the applicant is requesting approval of a new hanging bracket sign for the business located at 1119 3<sup>rd</sup> Ave. (PIN 367-01-01-0032).

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

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

Wallace made a motion to approve the request as presented. Watts seconded the motion. The vote in favor was unanimous. The motion carried.

- 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.

Dennis Stated that the applicant is requesting approval of the installation of a new wall sign for the business located at 607 Main St.

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 1/4" aluminum plate letters.

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

Renderings are included in your packet and the applicant is present to answer any questions you may have.

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

Jordan made a motion to approve the request as presented. McLain seconded the motion. The vote in favor was unanimous. The motion carried.

- 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.

Hyman stated 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, which included;

- 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.

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

Kurlowski made a motion to approve the request with the condition that the tallest palm trees possible for this region be used to ensure the signage of existing businesses will not be blocked as well as all shade trees shown would-be high-rise oak trees. The motion was seconded by McLain. The vote in favor was unanimous. The motion Carried.

#### **IV. PUBLIC INPUT**

**None**

#### **V. BOARD INPUT**

Watts had a question in regards to the Horry County Library Project with the size of the muntings and the type of window being installed. Staff advised but also stated they would investigate deeper into the approved plans and what is being installed to verify accuracy.

Watts also had a question in regards to the time line of the awnings being installed at Crooked Oak Tavern. Staff advised and stated they would attempt to determine a time frame.

#### **VI. STAFF INPUT**

**None**

#### **VII. ADJOURN**

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 5:06 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

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Jacqueline Kurlowski, Chairperson

**DATE: February 28, 2024**

**ITEM: III. A.**

**ISSUE:**

**210 Elm Street (Sandye Hicks Law Firm):** The applicant, A1 Signs and Graphics, is requesting approval of the installation of a new wall sign for the business, located at 210 Elm Street (368-04-02-0050).

**ZONING DISTRICTS / HDRD:**

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

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**SCOPE OF WORK:**

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

The proposed wall sign is to measure **60" (W) X 16" (H)**, totaling **6.66 Sq. Ft.** The sign will be a High-Density Urethane sign with routed design to be dimensional and is **1.5"** thick. The wall the sign is to be affixed to measures **25' (W) X 10' (H)**, totaling **250 Sq. Ft.** Allowing for **37.5 Sq. Ft.** maximum coverage, **(15% max)**.

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

*Renderings are included in your packet*

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**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
- 

**STAFF RECOMMENDATION:**

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

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



# City of Conway

## Community Appearance Board

APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

Received: \_\_\_\_\_  
Staff: \_\_\_\_\_  
Inspected: \_\_\_\_\_

City of Conway Planning Department  
206 Laurel Street, 29526

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

FAX: (843) 488-9890  
[www.cityofconway.com](http://www.cityofconway.com)

Property Address:			TMS#:
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:	
Applicant:		Daytime phone:	
Applicant's mailing address:		Applicant's e-mail address:	
City:		State:	Zip Code:
Applicant'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): \$			
<b><u>In your own words, describe what you are requesting:</u></b>			

**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: Eddie Moore date: \_\_\_\_\_

Print name legibly: \_\_\_\_\_



# City of Conway

## Community Appearance Board

APPLICATION / CERTIFICATE OF APPROPRIATENESS

### **REQUIREMENTS AND PROCEDURES**

#### **Sign Permit Procedures**

Application to erect, alter, or relocate a sign shall be made to the City Planner upon a form provided by the City Planner and **shall include the following information. Applicants shall submit two (2) copies of all relevant information as follows:**

1. Name, address, telephone number, and signature of the owner of premises (and occupant if different) granting permission for the construction, maintenance, or display of the proposed signage.
2. Name, address, telephone number, and signature of sign contractor.
3. The approximate value of the project/sign to be installed, including the installation cost.
4. Two copies of a sketch or blue print of the proposed signage drawn to scale, showing elevations of the sign as proposed on the building facade, awning, or canopy. In the case of a freestanding sign, a sketch plan of the property drawn to scale illustrating the proposed location of the sign.
5. Specifications and scaled drawings showing the materials, design, dimensions, structural supports, and electrical components of the proposed sign.
6. Any other information, specifications, photographs, or the like deemed necessary by the Planning Department staff in order to assure compliance with requirements set forth herein.

#### **New Construction/Additions/Alterations**

Prior to the issuance of a zoning permit, **applicants shall submit two (2) copies of all relevant information** deemed necessary by the Community Appearance Board and/or the Planning Director in order for the Board to approve or deny the application. **Relevant information may include but shall not be limited to:**

1. site plans illustrating the location of existing structures and proposed new structures and/or additions;
2. landscape plans illustrating the location of existing landscaping and proposed new landscaping;
3. building designs and facade drawings of the front, sides, and rear of all proposed new structures and/or facades proposed to be renovated;
4. plans for existing signage and proposed new signage;
5. color samples of paint, brick, shingles, siding, etc.;
6. topographic surveys;
7. tree surveys;
8. lighting plans.
9. Specifications for miscellaneous architectural elements (lighting fixtures, hardware and finishes, etc.)

#### **Definitions**

- A. **Conceptual Review:** Applicants are encouraged to meet with Planning Department staff prior to the preparation of working drawings and specifications. The purpose of the meeting shall be to familiarize applicants with the City of Conway Community Appearance Board and the design review standards. Applicants may meet with the Community Appearance Board for a tentative reaction to the general design concept of a proposed project.
- B. **Preliminary Review:** The Community Appearance Board shall review each application to determine if it adheres to the design review criteria. If the design and materials are consistent with the design guidelines, the Board may grant final approval. If revisions are required, the applicant shall make the necessary revisions and submit them for a final review.
- C. **Final Review:** Once the Community Appearance Board has determined that an application satisfies all design guidelines, the Board may approve the issuance of a COA (Certificate of Appropriateness).



SIGN A:  
Sq. Ft: 6.66sf

## PROPOSED SIGN REQUEST

**A1** Signs & Graphics  
843-438-8301  
a1signsandgraphics.com

1610 4th Avenue - Conway, SC 29526  
Phone: (843) 438-8301  
Fax: (843) 438-8346  
www.A1SignsAndGraphics.com

Job Number: Est# 3324  
Client: Sandye Hicks  
Address: 210 Elm St  
Conway, SC 29526  
Salesperson: Ashley G.  
Designer: Ashley G.  
Date Originated: 10/13/23

Manufacture By:

Install By:

Conceptual: ☒

Finalized: ☐

Drawing Scale: As Noted

Vector Artwork:

Revision 1:

Revision 2:

Revision 3:

Revision 4:

Revision 5:

Revision 6:

Revision 7:

Customer Approved:

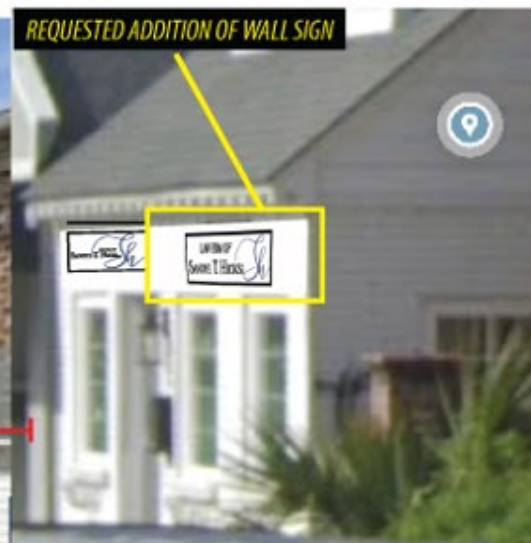
PROPOSED  
Date: ADDITION 2-12-24

Landlord Approved:

Date:

**UL** Underwriters  
Laboratories, Inc.  
LISTED

**ssa** **W&A** **USA**  
Signs & Graphics World Sign Association  
Share. Learn. Grow. ASSOCIATES International Sign Association



11' high from Bottom of Sign to Sidewalk.

**2nd CAB to submit a wall sign of 6.66sf made of Routed 1.5" HDU 16" x 60"  
Installed over windows, making signage dimensional.**





***HDU stands for high-density urethane, which is a rigid high density polyurethane foam. HDU is specifically created for 3D routed signs, dimensional letters and prototypes in general. This sign will be routed to specs above and painted to match customer logo specs. The material is single sided , so the thickness is 1.5".***

Job Number: Est# 3324

Client: **Sandye Hicks**

Address: 210 Elm St.

Conway, SC 29526

Salesperson: Ashley G.

Designer: Ashlow G.

Date Originated: 10/13/22

1000

Manuscript by: \_\_\_\_\_

Install By: \_\_\_\_\_

Conceptual: ●

Finalized: ☐

Drawing Scale: As Noted

London Atlantic

\_\_\_\_\_  
 Student Name

Revision 1:

Revision 2: \_\_\_\_\_

Revision 3: \_\_\_\_\_

Revision 4: \_\_\_\_\_

Revision 5:

#### Division 6:

\_\_\_\_\_

PROVISION 7

Customer Approved.

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PROPOSED  
SECTION 10.0

Date: ADDITION 2-12-24

Landlord approved:

CONTACT: J. PROCTOR

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Date: \_\_\_\_\_

1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 26

**Underwriters**

**Q-L** Laboratories, Inc.  
LIMITED



 Lund, Jönköping, Örebro  
 Jyväskylä  
 Turku

### 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

**good placement**

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:



iB-ra Photo Archives 2008

**no signs**

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.

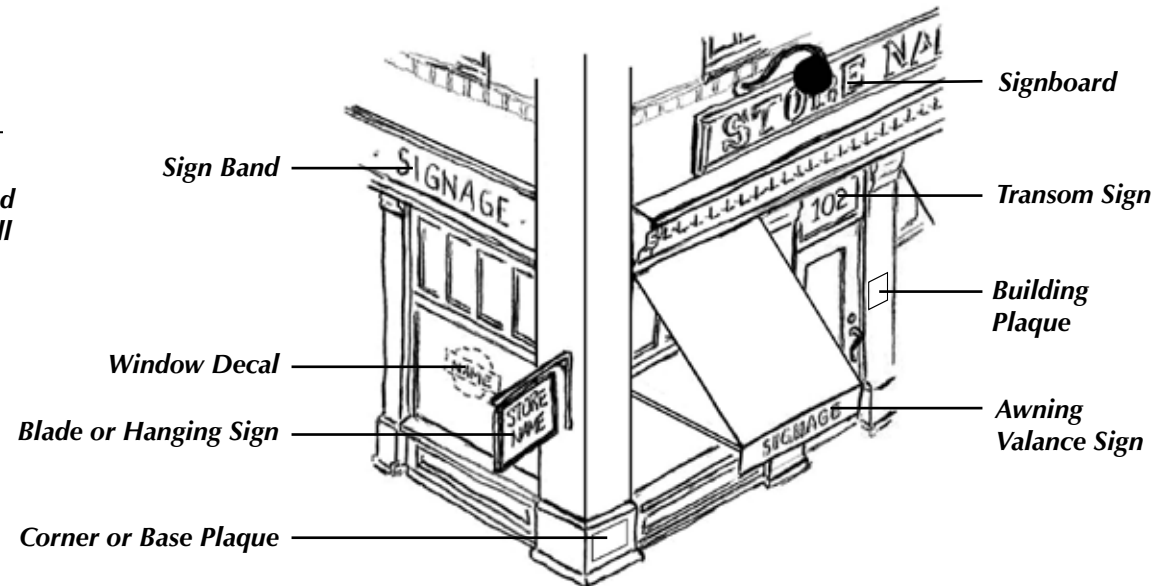
Fig. 3.1: INAPPROPRIATE Sign Placement



*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.