

*MAYOR*  
Barbara Jo Blain

*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, March 27, 2024 | 4:00 P.M.  
Planning & Building Department – 196 Laurel Street**

**I. CALL TO ORDER**

**II. APPROVAL OF MINUTES (February 28, 2024)**

**III. CERTIFICATES OF APPROPRIATENESS**

- A. 1028 Third Ave (Spivey Building/300 Laurel Lofts):** The applicant, Robert B. Lewis, Third and Laurel LLC, is requesting final approval of a special tax assessment, for the property located at 1028 Third Ave (PIN 368-04-02-0071) in accordance with the City's Preservation Tax Incentive Program.
- B. 1508 Main St (Hucks & Washington Furniture Co.):** The applicant, Brandon Kimball, of Hucks & Washington Furniture CO INC., is requesting approval to repaint the exterior of the building located at 1508 Main St (PIN 338-11-02-0043).
- C. 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).

**IV. PUBLIC INPUT**

**V. BOARD INPUT**

**VI. STAFF INPUT**

**A. Crooked Oak Update**

**VII. UPCOMING MEETINGS**

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
Community Appearance Board	April 10, 2024	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Planning Commission (PC)	April 11, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	April 15, 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 28, 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; Jessica Hucks, Planning Director

Other: none

**I. CALL TO ORDER**

Chairperson Kurlowski called the meeting to order at approximately 4:01 p.m.

**II. APPROVAL OF MINUTES**

McLain made a motion to accept the minutes as written and it was seconded by Watts to approve the February 14, 2024 minutes. The vote in favor was unanimous. The motion carried.

**III. CERTIFICATES OF APPROPRIATENESS**

- A. 210 Elm Street (Sandye T 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. PIN 368-04-02-0050.

Dennis stated that the applicant is requesting approval of a new wall sign for the business located at 210 Elm Street. (PIN 368-04-02-0050).

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.

The applicant was not present. The board and staff discussed the request.

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

**IV. PUBLIC INPUT**

**None**

**V. BOARD INPUT**

Kurlowski requested an update on Crooked Oak Taverns planters, awnings, and art deco piece that was to be installed.

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**VI. STAFF INPUT**

Dennis gave an update to the Horry County Library questions the board requested at the previous meeting as well as informed the board that staff is still working on an update on their Crooked Oak questions.

**VII. ADJOURN**

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:08 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: March 27, 2024**

**AGENDA ITEM: III.A**

**ISSUE:**

1028 Third Ave (final approval of a special tax assessment): The applicant, Robert B. Lewis, Third & Laurel LLC, requests final approval of a special tax assessment, for the property located at 1028 Third Ave (TMS: 137-02-02-029 | PIN 368-04-02-0071) in accordance with the City's Preservation Tax Incentive Program.

**BACKGROUND:**

Robert B. Lewis, Third & Laurel LLC, has requested that the property at 1028 Third Ave (PIN 368-04-02-0071) be considered for final approval of a special tax assessment. The ordinance for the Preservation Tax Incentive Program can be viewed in the City of Conway Code of Ordinances, starting at *Section 1-5-50 Special tax assessment, created.*

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

The applicant was granted preliminary approval in accordance with Article E of the City of Conway's General Code on September 8<sup>th</sup> of 2021 and was granted approval from Horry County Architectural Review Board (ARB) on September 21<sup>st</sup> of 2021. The renovations were completed in June of 2023.

Horry County has a similar ordinance, and Mr. Lewis has applied to the County's Architectural



Review Board (ARB) for final approval but must be granted approval by the City's CAB first.

**Renovations / work completed includes the following:**

- Exterior masonry
  - point patch and infill and remove window brick infill
  - the brick infill at the windows will be removed and windows that are missing their soldier course lintels and/or rowlock sills will be reconstructed.
- Exterior granite
  - granite will be retained and refurbished as needed. Some repointing is likely necessary and will use matching mortar and tooling.
- Front façade – wood and trim repair
- Roof – a new roof system to be installed on the existing roof structure and slope (60 mil TPO membrane). Coping tiles will be repaired and retained.
- Exterior doors / entrances:
  - the double doors at the main entrance will remain and be refurbished as needed.
  - the west elevation door will be replaced w/ aluminum clad wooden storefront-style door w/ a large glass panel in a painted frame. A new bent aluminum plate awning will be installed over the door.
  - The northwest storefront door will be replaced w/ a salvaged wooden door. It will be one or two panels.
- Main storefront (3<sup>rd</sup> Ave side)
  - will likely remain as it appears. No substantial changes to occur, only minor repairs and repainting such as at the display window paneling.
- Storefront repair (Laurel Street side):
  - A new, more period appropriate door will be installed. The paneled sidelights will remain as will the transom.
  - The existing storefront display windows will be refurbished and retained. 3 new display windows will be installed south of the storefront in the in-filled former openings. These will be similar to the existing storefront windows (rectangular direct set windows with a transom).
- Interior retail space (public space)
  - The current tenant (Mustard Seed Boutique) to remain in this space.
  - re-carpet floors
  - walls to remain sheetrock but the ceilings will be exposed to reveal the original pressed tin panels. Tin ceilings will be carefully removed and reinstalled at a

slightly lower level in order to accommodate a structural ledger and fire rating between the first and second floors.

- sprinkler line will run down the center of the ceiling and will be painted for minimal visibility.
- Windows
  - Building will feature aluminum clad six-over-six double hung windows as shown in the c.1940 photograph. The windows will feature double pane clear insulated glass.
  - Windows will have the historic rowlock sills reconstructed where they are missing.
  - the 3 storefront windows at the west elevation will mimic the appearance of the Laurel Street storefront windows: direct set rectangular display windows with a transom above each.
- Exterior painting
  - The entire building will be repainted a grey color.
- Canopy on Laurel Street entrance (install)
- Electrical and Fire alarm
- Fire alarm system
- Sprinkler system
- HVAC
- Exterior lighting and lighting for retail space
- General conditions
- Design and construction fees

Total construction cost: \$1,761,866.44 exceeding the required 25% of the value of the structure.

Photographs and additional information has been provided in the packet.

**RECOMMENDATION:**

Staff recommends that the property be granted final approval of the special tax assessment.



## Application

### for Final Certification of a Rehabilitated Historic Property Special Tax Assessment



Application must be complete and include all required support materials and \$250 fee to be considered for review.

All expenses MUST have occurred within a two year period from the date on the Preliminary Certification to be included towards the 25% minimum necessary for the tax assessment.

#### Property Information

Property Address 1028 Third Avenue City Conway S.C.  
Case Number (located on the Preliminary Certification at the top of the page) 01-B-21  
Owner(s) Third Laurel LLC  
Owners Address 1901 Main St. Suite 1200 City Columbia State S.C.  
Project Contact: Robert B. Lewis Contact Daytime Phone Number: 803 978-2939  
Contact email: RLewis@regenslewis.com

**STOP** - If you received an extension, you do not need to fill out the Rehabilitation Expense List.  
Qualifying expenses have been met with the extension review. Go to Photographs Section.

#### Rehabilitation Expense List

##### PLEASE PRINT IN INK OR TYPE THE INFORMATION THAT YOU PROVIDE.

You may be asked to submit receipts for the allowable expenses as described on the preliminary certification application. Rehabilitation expenses do not include the cost of acquiring or marketing the property, the value of the owner's personal labor, the cost of personal property, or other items shown as non-contributing on page 3 of the preliminary certification application.

##### 1. Preservation and rehabilitation work done to the exterior of a historic structure

Roof	\$
Exterior Walls	\$
Windows & Doors	\$
Porches	\$
Foundations	\$
Restoration of documented historical architectural features	\$
Total Section 1 \$	

##### 2. Repair and stabilization of historic structural systems

Structural repair and stabilization of all historic structural elements exclusive of interior finishes

See Attached Section 2 \$

##### 3. Restoration of historic plaster

Work done on historic plaster, including repair of historic plaster where it was a documented historic finish, use of wood or metal lath, documented decorative or flat plaster features

See Attached Section 3 \$

##### 4. Energy efficiency measures

Insulation, interior or exterior storm windows, storm doors, weather stripping

See Attached Section 4 \$

##### 5. Repairs or rehabilitation of heating, air-conditioning, or ventilation systems

Repairs to existing or installation of new HVAC systems, flue-liners in historic chimneys

See Attached Section 5 \$

Total page 1 \$

**Rehabilitation Expense List continued****PLEASE PRINT IN INK OR TYPE THE INFORMATION THAT YOU PROVIDE.**

You may be asked to submit receipts for the allowable expenses as described on the preliminary certification application

See Attached Total from page 1 \$ \_\_\_\_\_

6. Repairs or rehabilitation of electrical or plumbing systems, exclusive of new electrical appliances and electrical or plumbing fixtures

See Attached Section 6 \$ \_\_\_\_\_

7. Architectural and Engineering fees except fees attributable to new construction beyond the volume of the existing building

See Attached Section 7 \$ \_\_\_\_\_

8. Additional expenses used to meet the 25% expenditures

See Attached Section 8 \$ \_\_\_\_\_

9. Additional eligible items (explain)

Qualified Rehabilitation Expense of

\$2,403,988.<sup>00</sup>Total Section 9 \$ 2,403,988.<sup>00</sup>Total Expenditures \$ Same**Photographs**

Submit photographs of the completed work; both exterior and interior views. Photographs should be in color, no more than two (2) per 8.5" x 11" sheet. A minimum of one (1) for each block on the Detailed Summary of Rehabilitation Work Sheets A and B, detailed description sheets. . However, to fully encompass rehabilitation work, more than one (1) photo may be required per block. (Photos should clearly show not only the areas that were rehabilitated, but also overall views of the building. Views of adjacent sites not required with the final submittal.) Contact Planning and Zoning at 843-915-5340 if a copy of A or B sheets are needed.

**Property Owner(s) Signature**

I hereby apply for Final Certification of rehabilitation work I hereby attest that the information provided is, to the best of my knowledge, correct, and that in my opinion the work is consistent with information described in the Preliminary Certification Application and any Amendments and meets the Secretary of the Interior's Standards for Rehabilitation. I also attest that I own the property described on this form. I understand that falsification of factual representation in this application may disqualify the property for the tax credit and any monies not collected by the County must be returned to the County. Original signatures are required.

Third + Laurel LLC

Print Name (or LLC or Corporation)

Robert B. Lemo - Managing Member

Signature

11/30/2023

Date

Print Name (or LLC or Corporation)

Signature

Date

## **EXHIBIT LIST**

Exhibit A - National Park Service Part 3 Approval

Exhibit B - National Park Service Part 3 Application

Exhibit C - Montgomery Construction Company Preliminary Budget

Exhibit D - Pay Application Showing Schedule of Values

Exhibit E - Preliminary Acquisition and Development Cost Breakdown

Exhibit F - Third & Laurel LLC, CCNB Bank transactions, (12/21 to 8/23)

SpeakWrite  
www.speakwrite.com  
Job Number: 20231130\_034234\_nrs  
Custom Filename: Spivey Bldg. Exhibits  
Date: 11/30/2023  
Billed Words: 100



**Preliminary Certification**  
for a Rehabilitated Historic  
Property Special Tax Assessment  
Horry County, South Carolina



We, the Historic Preservation Commission, having been vested with the authority and responsibility to determine and approve applications under Horry County Code of Ordinances Number 106-07, hereby grant preliminary approval to:

Owner(s) Third & Laurel, LLC

Building Spivey Building

Property Address 1203 Third Ave. City Conway

Case Number 01-8-21 PIN Number 368-04-02-0071

Project Contact: Janie Campbell Contact Daytime Phone Number: 803-978-1963

Contact email: jcampbell@rogerslewis.com

Applicant is charged with following all duties and requirements of said Ordinance and conditions as set forth by the Historical Preservation Commission. Failure to comply may result in the decertification of this request.

Preliminary Certification granted this 21st day of September 2021.

**Approval Status**

☐ The application as received, has been approved by the Historic Preservation Commission.

☒ The application, has been approved by the Historic Preservation Commission with the following modification(s) per the Historic Preservation Commission;

1. Both the granite block and limestone will not be painted and any replacement of granite, limestone or mortar will match what is currently there.
2. If the decision is to have the paint removed from the exterior brick, then the mortar must match the color, texture, strength, joint width and joint profile of the existing historic masonry. Techniques used to remove existing mortar and paint must not damage the masonry units.
3. If any significant masonry need to be replaced, the applicant must submit plans for replacement to the Commission prior to installation of the new masonry.
4. This approval does not extend to work not submitted.

James B Thompson III  
Chair, Historic Preservation Commission

Lon Cochlin  
Attest: Staff Liaison

# EXHIBIT A



RECEIVED APR 04 2023

NPS Form 10-168c (Rev. 2019)

National Park Service  
Control No. 1024-0019

RECEIVED

APR 24 2023

HISTORIC PRESERVATION CERTIFICATION APPLICATION  
PART 3 - REQUEST FOR CERTIFICATION OF COMPLETED WORK

NATIONAL PARK SERVICE

Instructions: This page requires the applicant's original signature and must be dated.

NPS Project Number  
434641. Historic Property Name Spivey BuildingStreet 1028 Third AvenueCity ConwayCounty HorryState SCZip 29526Is property a certified historic structure? ☒ Yes ☐ No If yes, date of NPS certification 06/25/2021 OR date of National Register listing \_\_\_\_\_

## 2. Project Data

Project start date 01/04/2022Project completed and building placed in service date 12/31/2022Estimated rehabilitation costs (QRE) \$2,403,988Total estimated costs (QRE plus non-QRE) \$2,419,114Number of housing units before/after rehabilitation 0 / 8Number of low-moderate housing units before/after rehabilitation 0 / 0

## 3. Project Contact (if different from applicant)

Name Janie CampbellCompany Rogers Lewis Jackson Mann & Quinn, LLCStreet 1901 Main St. Suite 1200City ColumbiaState SCZip 29201Telephone (803) 978-1963Email Address jcampbell@rogerslewis.com

## 4. Applicant (List all additional owners on next page.)

I hereby attest that the information I have provided is, to the best of my knowledge, correct and that I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011). For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years. Additionally:

☐ If I am not the fee simple owner of the above described property, I have checked this box to attest that the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which statement (a) either is attached to this application form and incorporated herein, or has been previously submitted, and (b) meets the requirements of 36 CFR § 67.3(a)(1) (2011).

☐ Applicant, SSN, or TIN has changed since previously submitted application.

☐ There are no additional owners within the meaning of "owner" set forth in 36 CFR § 67.2 (2011).

Name Robert B. LewisSignature (Sign in Ink) [Signature]Date 03/21/2023Applicant Entity Third & Laurel, LLC

SSN \_\_\_\_\_

or TIN 26-3994026Street 1901 Main St. Suite 1200City ColumbiaState SCZip 29201Telephone (803) 978-2838Email Address rlewis@rogerslewis.com

## NPS Official Use Only

The National Park Service has reviewed the Historic Preservation Certification Application - Request for Certification of Completed Work (Part 3) for this property and has determined that:

☒ the completed rehabilitation meets the Secretary of the Interior's Standards for Rehabilitation and is consistent with the historic character of the property and, where applicable, the district in which it is located. Effective the date indicated below, the rehabilitation of the "certified historic structure" is hereby designated a "certified rehabilitation." This certification is to be used in conjunction with appropriate Internal Revenue Service regulations. Questions concerning specific tax consequences or interpretations of the Internal Revenue Code should be addressed to the Internal Revenue Service. Completed projects may be inspected by an authorized representative of the Secretary to determine if the work meets the Standards for Rehabilitation. The Secretary reserves the right to make inspections at any time up to five years after completion of the rehabilitation and to revoke certification, if it is determined that the rehabilitation project was not undertaken as presented by the owner in the application form and supporting documentation, or the owner, upon obtaining certification, undertook unapproved further alterations as part of the rehabilitation project inconsistent with the Secretary's Standards for Rehabilitation.

☐ the completed rehabilitation meets the Secretary of the Interior's Standards for Rehabilitation. However, because this property is not yet a "certified historic structure," the rehabilitation cannot be designated a "certified rehabilitation" eligible for Federal tax credits at this time. The property will become a "certified historic structure" on the date it or the historic district in which it is located is listed in the National Register of Historic Places. On that date, the completed rehabilitation will automatically become a "certified rehabilitation." It is the owner's responsibility to obtain such listing through the State Historic Preservation Office. Questions concerning specific tax consequences or interpretations of the Internal Revenue Code should be addressed to the Internal Revenue Service. Completed projects may be inspected by an authorized representative of the Secretary to determine if the work meets the Standards for Rehabilitation. The Secretary reserves the right to make inspections at any time up to five years after completion of the rehabilitation and to revoke certification, if it is determined that the rehabilitation project was not undertaken as presented by the owner in the application form and supporting documentation, or the owner, upon obtaining certification, undertook unapproved further alterations as part of the rehabilitation project inconsistent with the Secretary's Standards for Rehabilitation.

☐ the rehabilitation is not consistent with the historic character of the property or the district in which it is located and that the project does not meet the Secretary of the Interior's Standards for Rehabilitation.

A copy of this determination will be provided to the Internal Revenue Service in accordance with Federal law.

Date

5/23/2023

National Park Service Authorized Signature (Sign in Ink)

[Signature]☐ NPS Comments Attached



# EXHIBIT B



**HISTORIC PRESERVATION CERTIFICATION APPLICATION**  
**PART 3 – REQUEST FOR CERTIFICATION OF COMPLETED WORK**

Instructions: This page must bear the applicant's original signature and must be dated.	NPS Project Number 43464
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1. Historic Property Name Spivey Building

Street 1028 Third Avenue

City Conway County Horry State SC Zip 29526

Is property a certified historic structure? ☒ Yes ☐ No If yes, date of NPS certification 06/25/2021 OR date of National Register listing \_\_\_\_\_

2. Project Data

Project start date 01/04/2022 Project completed and building placed in service date 12/31/2022

Estimated rehabilitation costs (QRE) \$2,403,988 Total estimated costs (QRE plus non-QRE) \$2,419,114

Number of housing units before/after rehabilitation 0 / 8 Number of low-moderate housing units before/after rehabilitation 0 / 0

3. Project Contact (if different from applicant)

Name Janie Campbell Company Rogers Lewis Jackson Mann & Quinn, LLC

Street 1901 Main St. Suite 1200 City Columbia State SC

Zip 29201 Telephone (803) 978-1963 Email Address jcampbell@rogerslewis.com

4. Applicant (List all additional owners on next page.)

I hereby attest that the information I have provided is, to the best of my knowledge, correct and that I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011). For purposes of this attestation, the singular shall include the plural wherever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 8 years. Additionally:

☐ If I am not the fee simple owner of the above described property, I have checked this box to attest that the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which statement (a) either is attached to this application form and incorporated herein, or has been previously submitted, and (b) meets the requirements of 36 CFR § 67.3(a)(1) (2011).

☐ Applicant, SSN, or TIN has changed since previously submitted application.

☐ There are no additional owners within the meaning of "owner" set forth in 36 CFR § 67.2 (2011).

Name Robert B. Lewis Signature (Sign in ink) [Signature] Date 03/21/2023

Applicant Entity Third & Laurel, LLC SSN \_\_\_\_\_ or TIN 26-3994026

Street 1901 Main St. Suite 1200 City Columbia State SC

Zip 29201 Telephone (803) 978-2838 Email Address rlewis@rogerslewis.com

**NPS Official Use Only**

The National Park Service has reviewed the Historic Preservation Certification Application – Request for Certification of Completed Work (Part 3) for this property and has determined that:

☐ the completed rehabilitation meets the Secretary of the Interior's Standards for Rehabilitation and is consistent with the historic character of the property and, where applicable, the district in which it is located. Effective the date indicated below, the rehabilitation of the "certified historic structure" is hereby designated a "certified rehabilitation." This certification is to be used in conjunction with appropriate Internal Revenue Service regulations. Questions concerning specific tax consequences or interpretations of the Internal Revenue Code should be addressed to the Internal Revenue Service. Completed projects may be inspected by an authorized representative of the Secretary to determine if the work meets the Standards for Rehabilitation. The Secretary reserves the right to make inspections at any time up to five years after completion of the rehabilitation and to revoke certification, if it is determined that the rehabilitation project was not undertaken as presented by the owner in the application form and supporting documentation, or the owner, upon obtaining certification, undertook unapproved further alterations as part of the rehabilitation project inconsistent with the Secretary's Standards for Rehabilitation.

☐ the completed rehabilitation meets the Secretary of the Interior's Standards for Rehabilitation. However, because this property is not yet a "certified historic structure," the rehabilitation cannot be designated a "certified rehabilitation" eligible for Federal tax credits at this time. The property will become a "certified historic structure" on the date it or the historic district in which it is located is listed in the National Register of Historic Places. On that date, the completed rehabilitation will automatically become a "certified rehabilitation." It is the owner's responsibility to obtain such listing through the State Historic Preservation Office. Questions concerning specific tax consequences or interpretations of the Internal Revenue Code should be addressed to the Internal Revenue Service. Completed projects may be inspected by an authorized representative of the Secretary to determine if the work meets the Standards for Rehabilitation. The Secretary reserves the right to make inspections at any time up to five years after completion of the rehabilitation and to revoke certification, if it is determined that the rehabilitation project was not undertaken as presented by the owner in the application form and supporting documentation, or the owner, upon obtaining certification, undertook unapproved further alterations as part of the rehabilitation project inconsistent with the Secretary's Standards for Rehabilitation.

☐ the rehabilitation is not consistent with the historic character of the property or the district in which it is located and that the project does not meet the Secretary of the Interior's Standards for Rehabilitation.

A copy of this determination will be provided to the Internal Revenue Service in accordance with Federal law.

Date \_\_\_\_\_ National Park Service Authorized Signature (Sign in ink) \_\_\_\_\_

☐ NPS Comments Attached

**Spivey Building**  
**1028 Third Ave. Conway, SC**  
**Part III Photographs – 1/30/2023, 3/16/2023**  
**Conway Downtown Historic District**



**Photo 1- South façade**



Photo 2 – Southwest oblique



Photo 3 – South façade storefront with granite border





Photo 4 – Storefront entrance with beadboard ceiling, looking east



Photo 5 – Storefront with "1936" engraved in granite storefront "cornice"



Photo 6 – Rusticated granite pillar at southwest corner of building



Photo 7 – West elevation



Photo 8 – Restored windows on west elevation





Photo 9 – Southernmost bay of west elevation reading as extension of storefront





Photo 10 – Rear Laurel Street storefront at northwest corner



Photo 11 – Restored storefront windows and door, west elevation



Photo 12 – Storefront at Laurel Street



Photo 13 – Restored in northernmost bay of west elevation

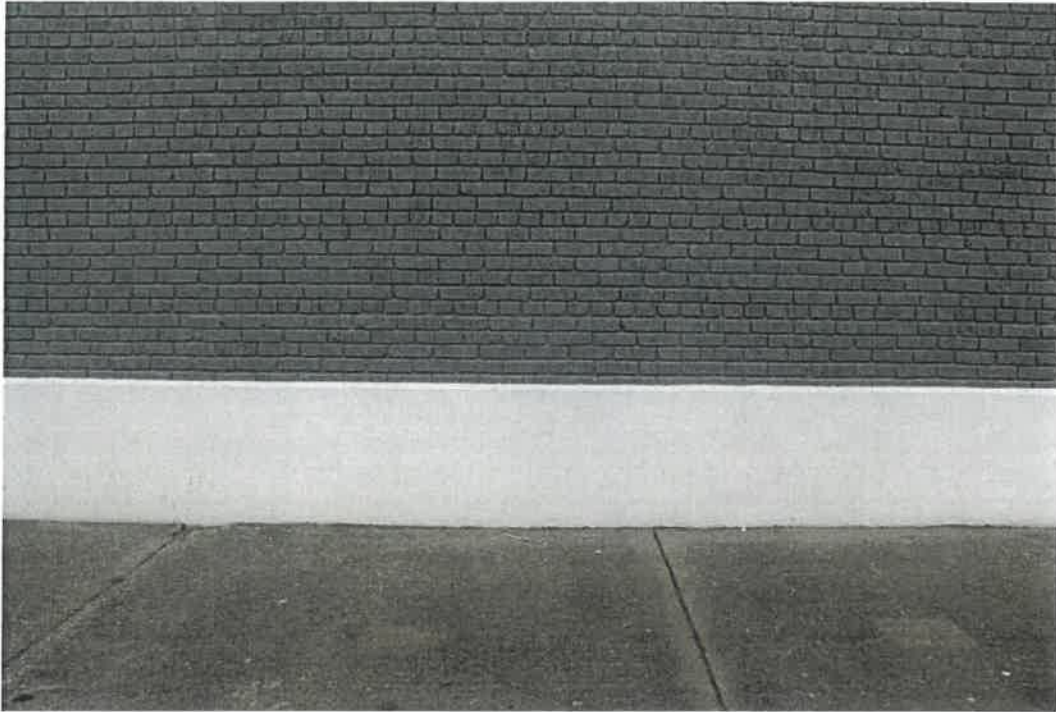


Photo 14 – Stucco water table on west elevation



Photo 15 – Northwest oblique





Photo 16 – Restored windows on north elevation



Photo 17 – East elevation with stepped parapet and



Photo 18 – Northeast oblique with rooftop HVAC units



Photo 19 – Rooftop HVAC units, looking west





Photo 20 – Parapet detail



Photo 21 – Commercial space at south façade entrance, looking north



Photo 22 – Southern commercial space, looking east with restored tin ceiling



Photo 23 – First floor commercial space, looking south





Photo 24 – First floor commercial work space, looking north



Photo 25 – Door to former corridor, first floor commercial space, looking north



Photo 26 – First floor commercial work space, looking south



Photo 27 – Change in flooring levels, looking east



Photo 28 – Corridor at center of building, looking north



Photo 29 – Re-worked stair from first to second levels





Photo 30 – Stairwell to second floor



Photo 31 – Rear first floor apartment, looking northeast





Photo 32 – First floor ADA unit, looking northwest

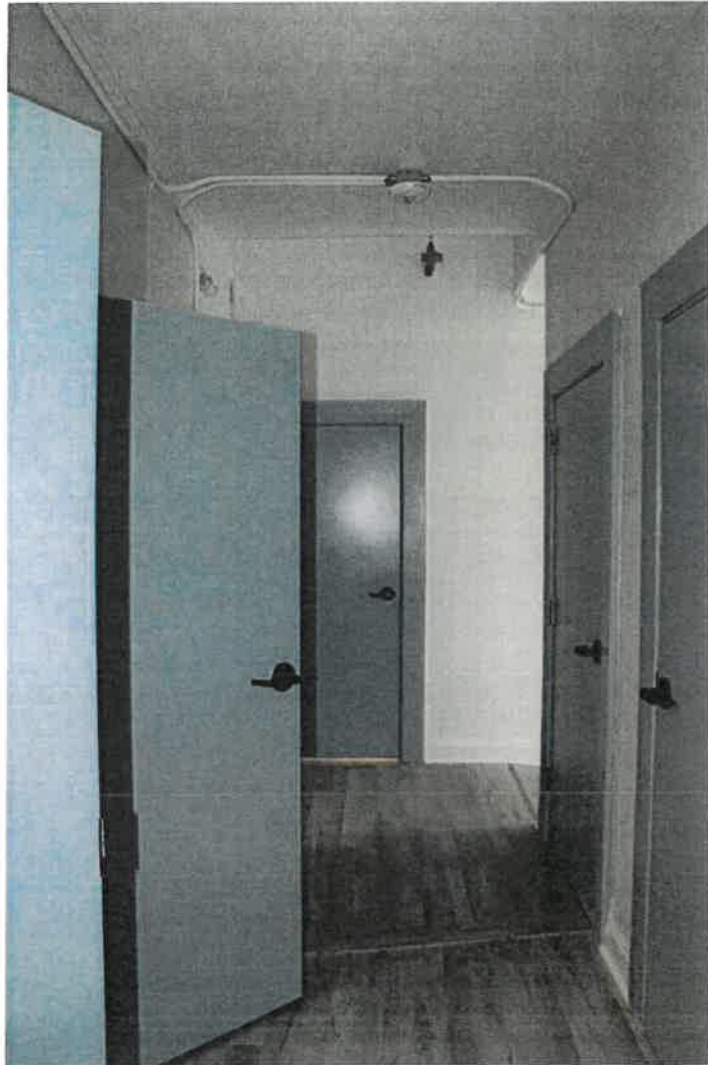


Photo 33 – Rear commercial block corridor, looking south



Photo 34 – Restored ceiling between first and second floors of rear commercial block

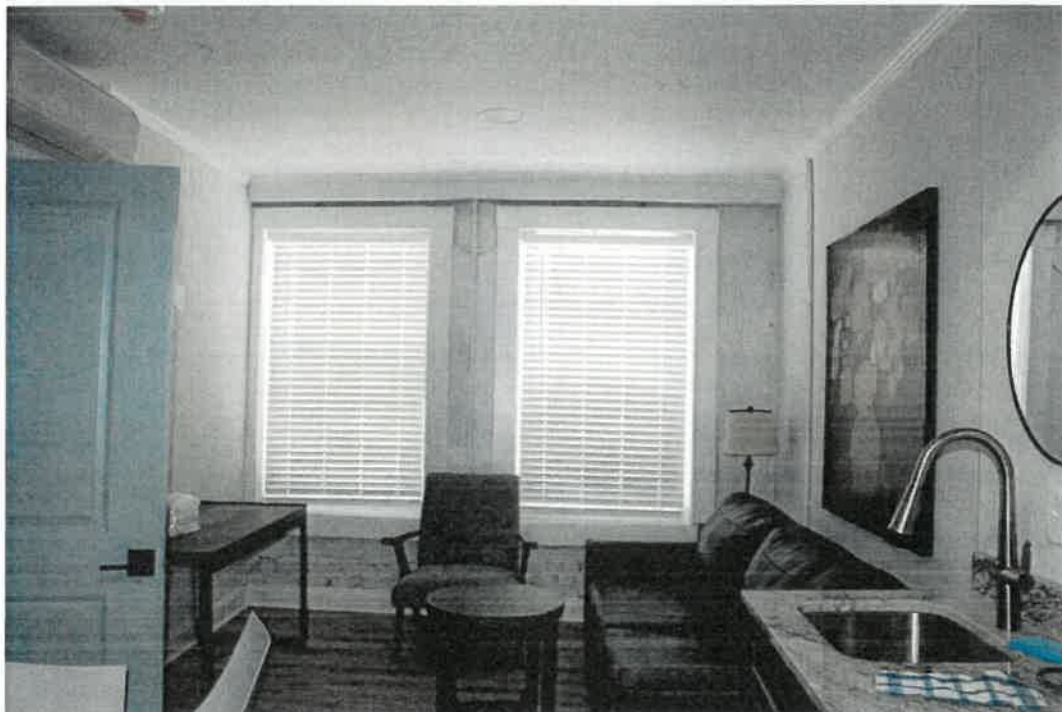


Photo 35 – Second floor of rear commercial block, looking west



Photo 36 – Second floor of rear commercial block, looking east



Photo 37 – Second floor corridor, looking south





Photo 38 – Second floor unit, looking northeast

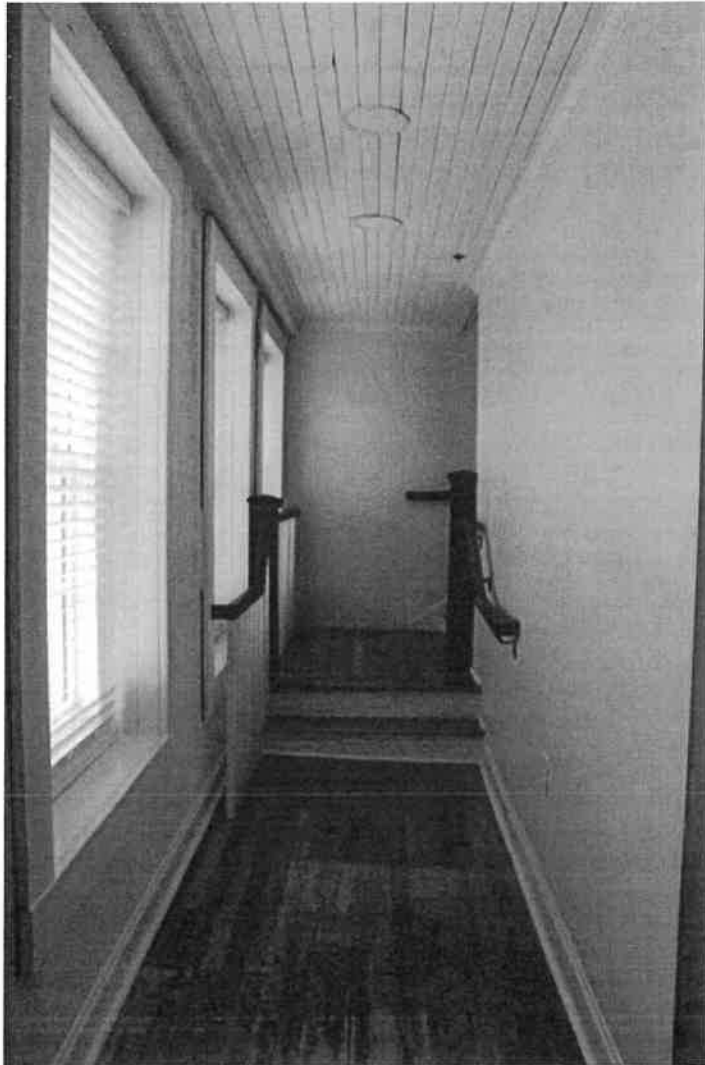


Photo 39 – Landing of staircase leading to third floor, looking north



Photo 40 – Second floor corridor, looking west

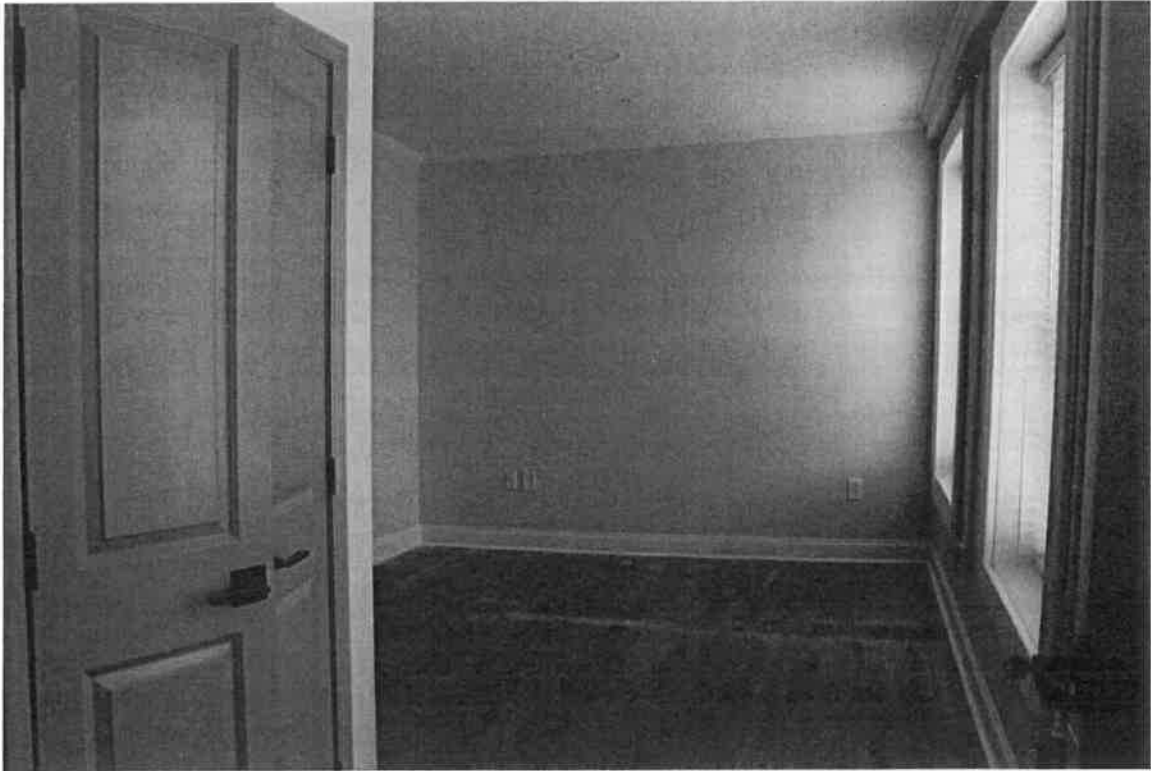


Photo 41 – Second floor studio unit, looking southeast



Photo 42 – Second floor corridor, looking north





Photo 43 – Second floor southernmost room's living room, looking south

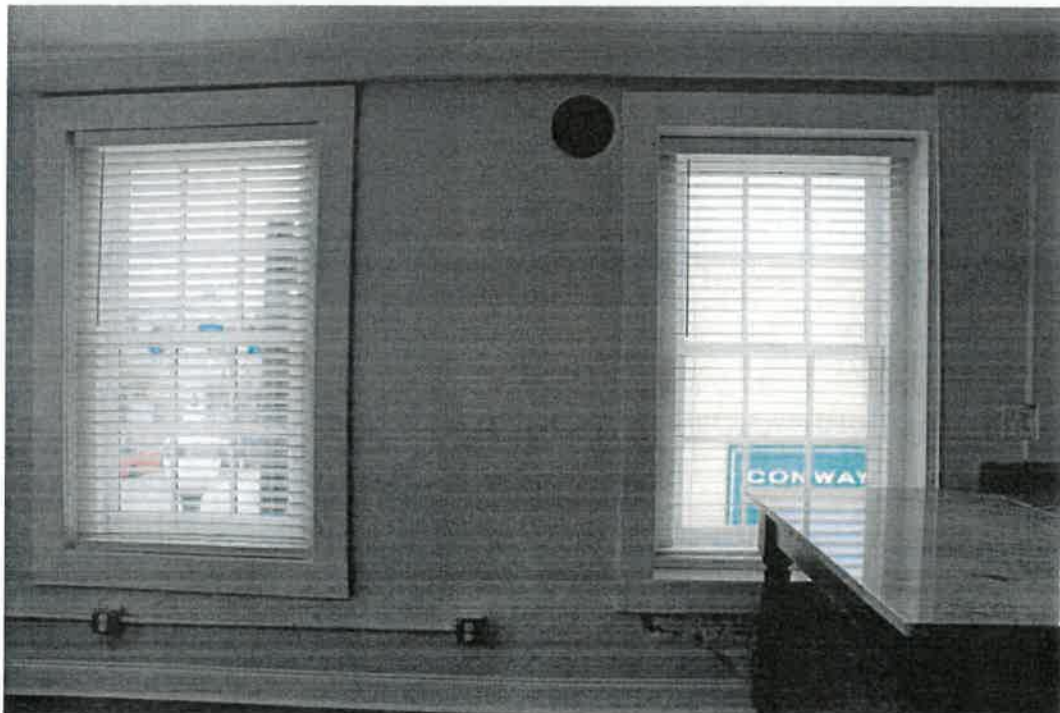


Photo 44 – Southernmost unit with second floor windows restored, looking west

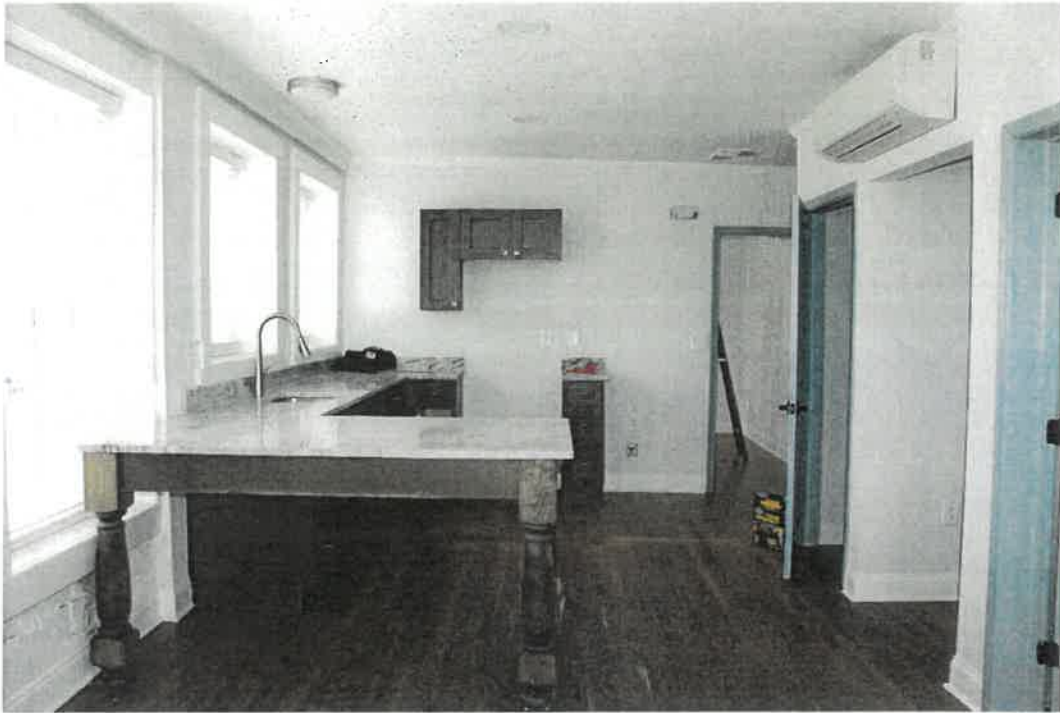


Photo 45 – Second floor southernmost unit, looking north

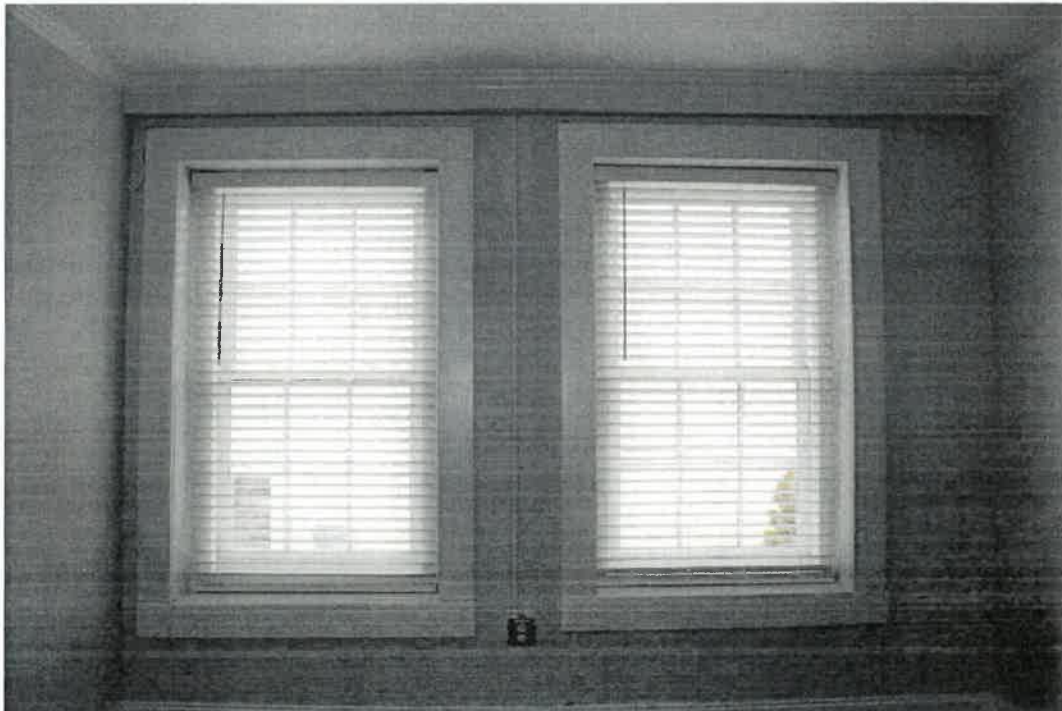


Photo 46 – Restored windows of second floor, looking west



Photo 47 – Second floor unit, looking east

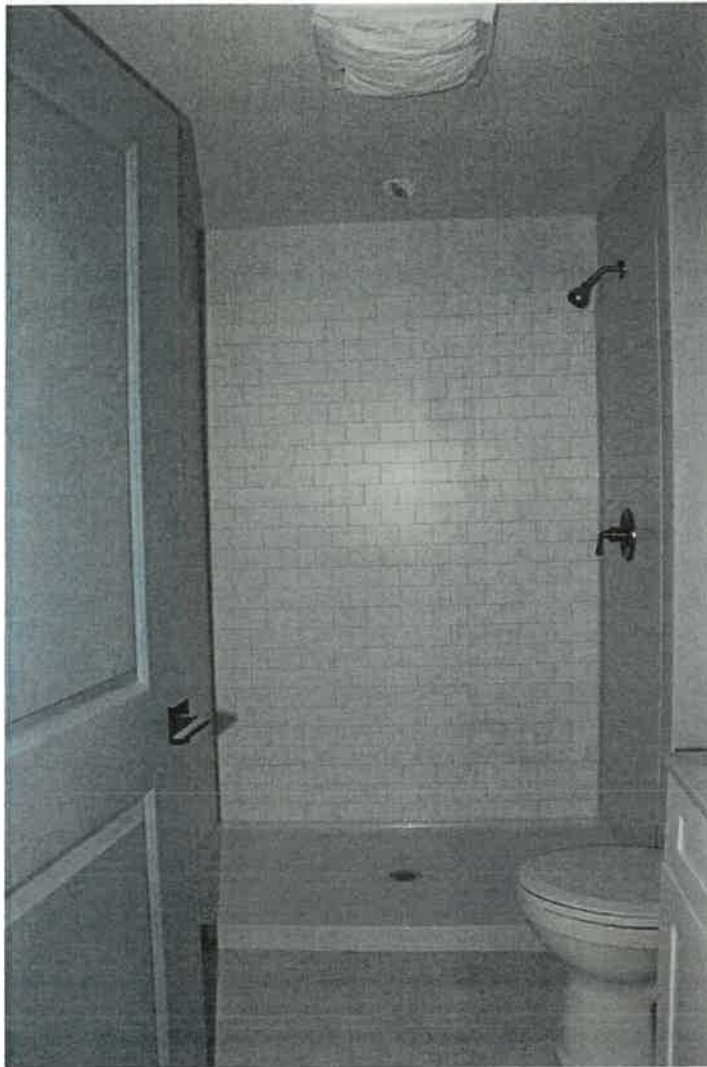


Photo 48 – Standard bathroom, second floor, looking north



Photo 49 – Second floor studio unit with restored windows, looking west



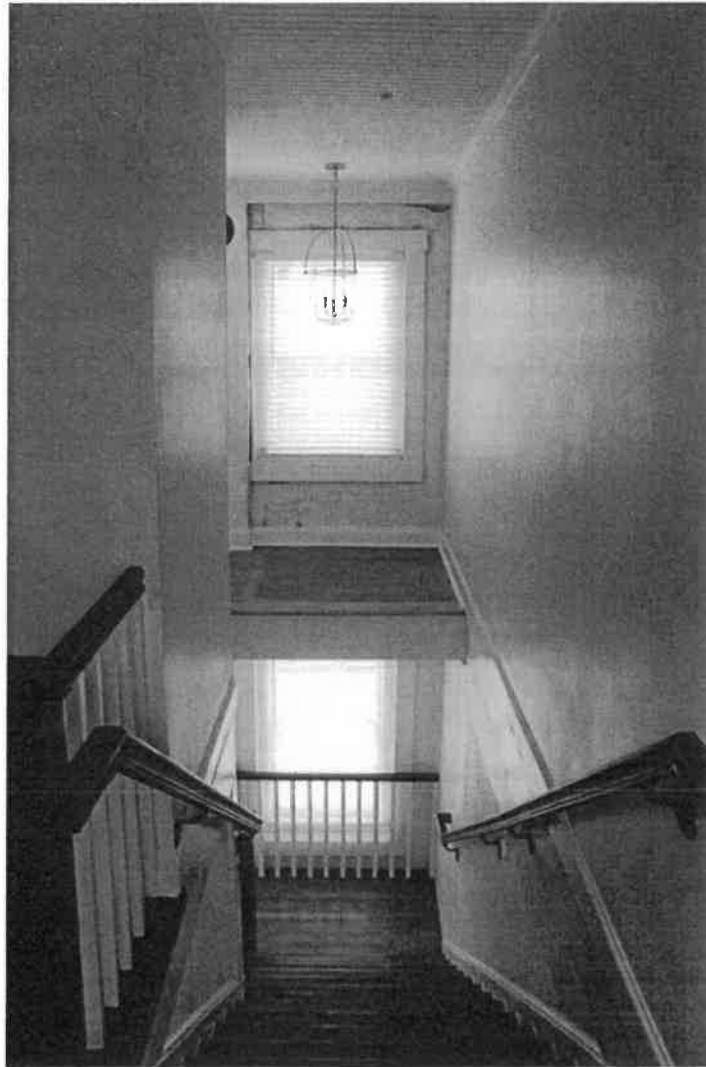


Photo 50 – Stair, looking from third floor to second



Photo 51 – Third floor northern block, looking north

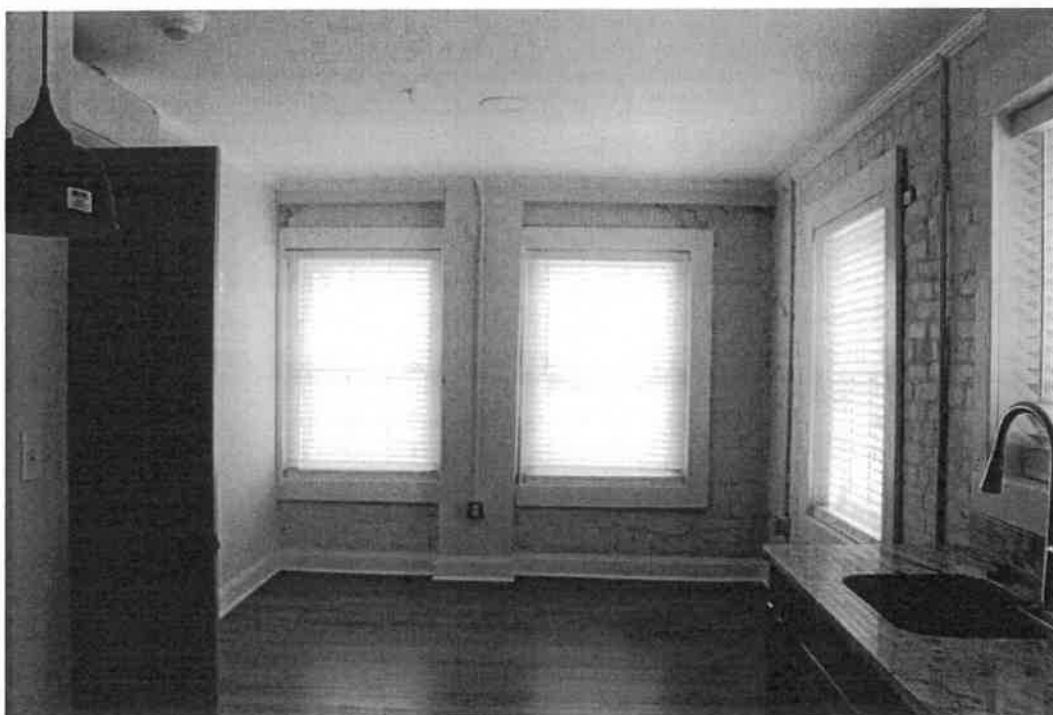


Photo 52 – Third floor northern block, looking west



Photo 53 – Third floor stair landing and corridor, looking south



Photo 54 – Third floor southernmost unit, looking north

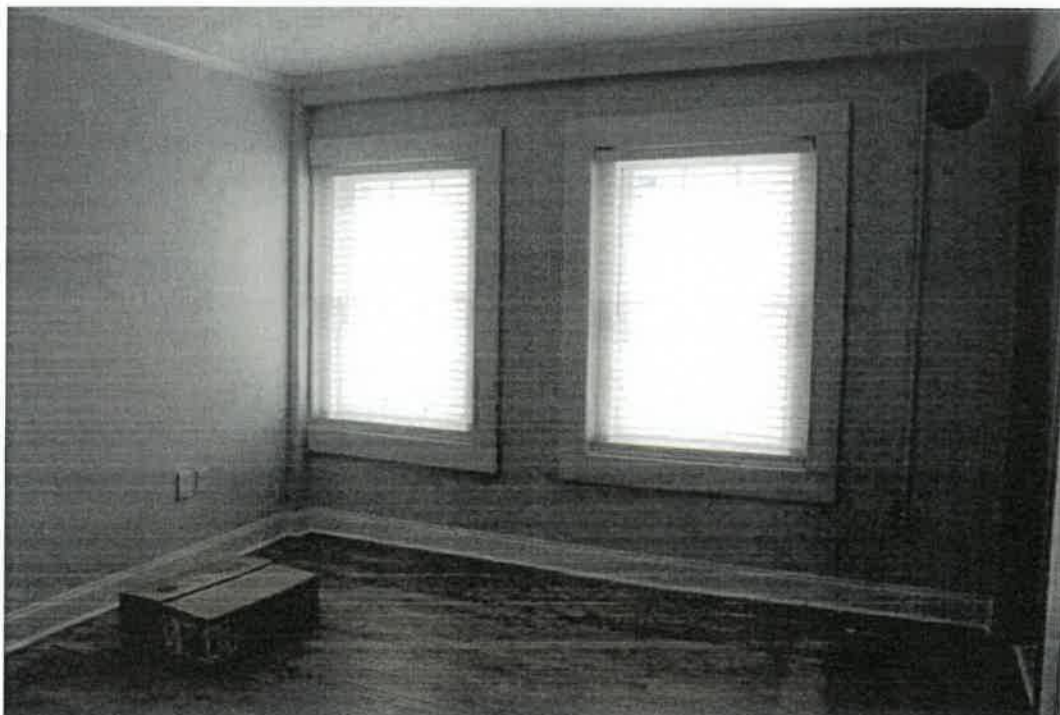




Photo 55 – Third floor corridor, looking north



**Photo 56 – Newly constructed walls of third floor unit, looking northeast**



**Photo 57 – Plaster and sheet rock walls, restored windows, third floor, looking southwest**



Photo 58 – Third floor studio unit, looking east



Photo 59 – Restored windows in third floor unit, looking west



Photo 60 – Restored pressed tin ceiling in first floor commercial block, looking east



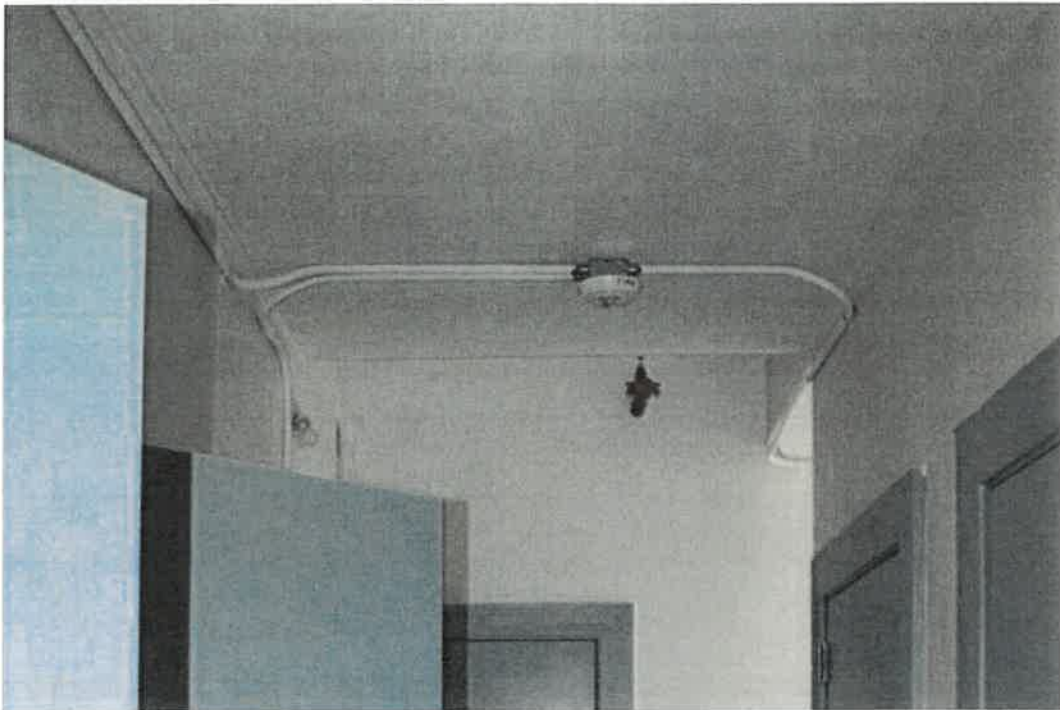


Photo 61 – Sheet rock ceiling in rear first floor hallway



Photo 62 – Restored pressed tin ceiling at first floor commercial space



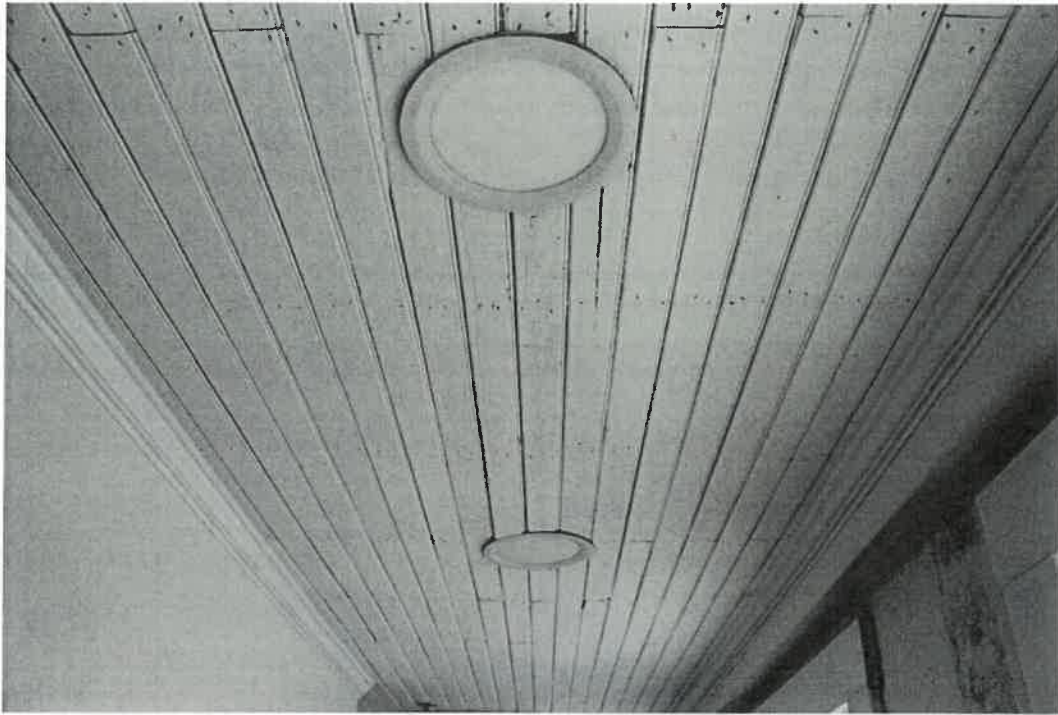


Photo 63 – Beadboard ceiling in second floor stair corridor

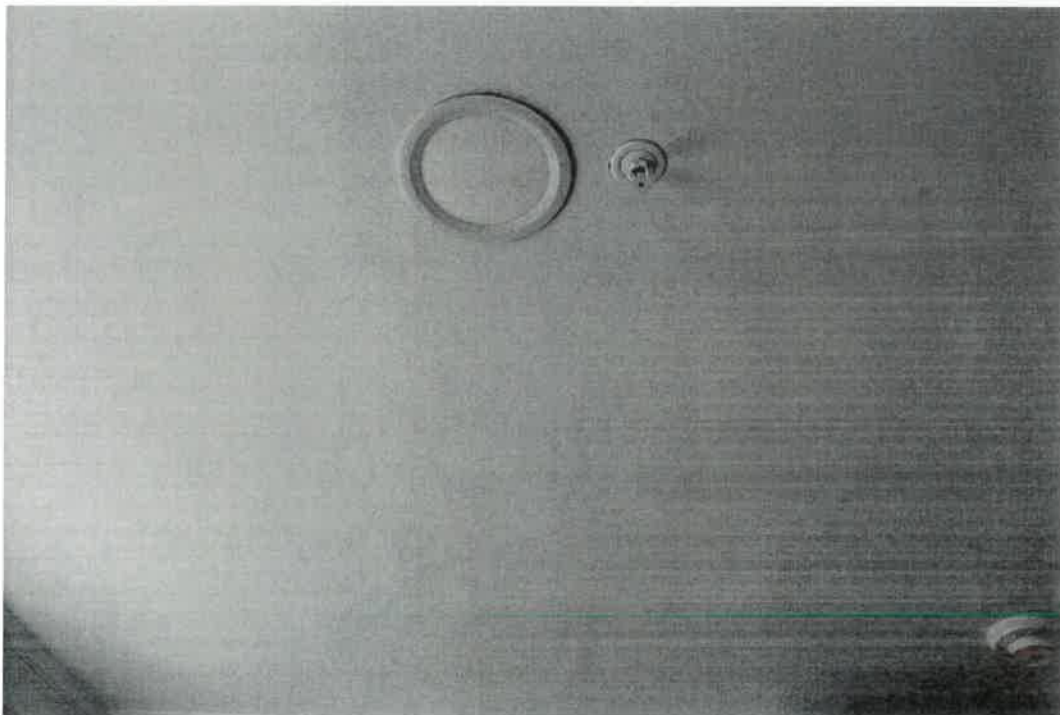


Photo 64 – Sheet rock ceiling in second floor northernmost unit

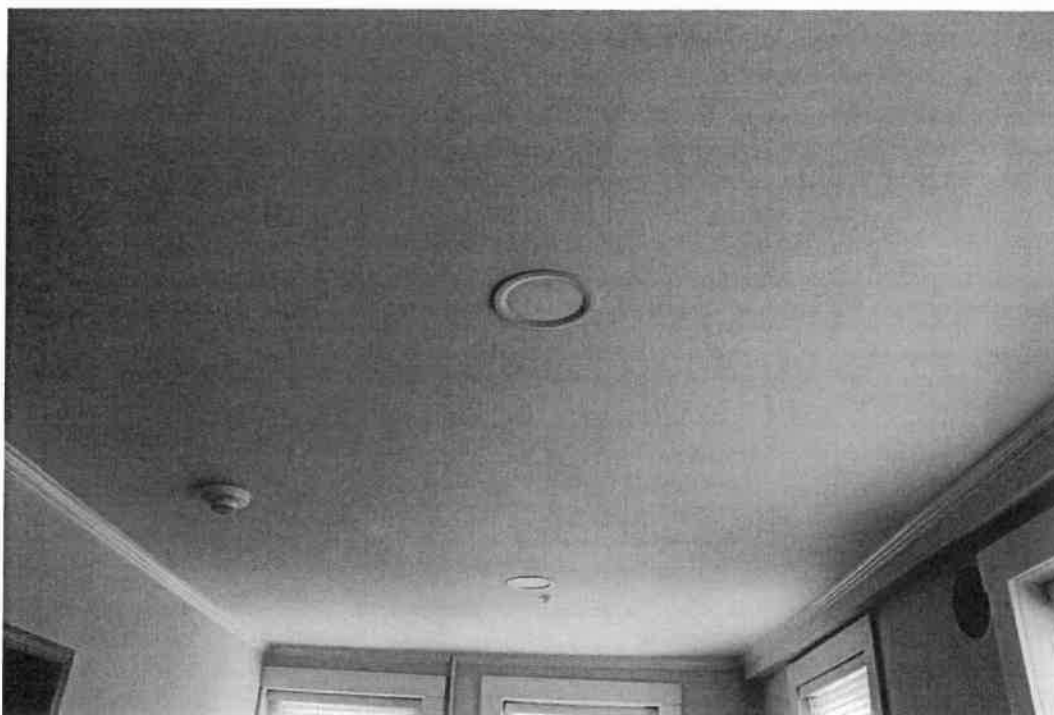


Photo 65 – Sheet rock ceiling in second floor southernmost unit

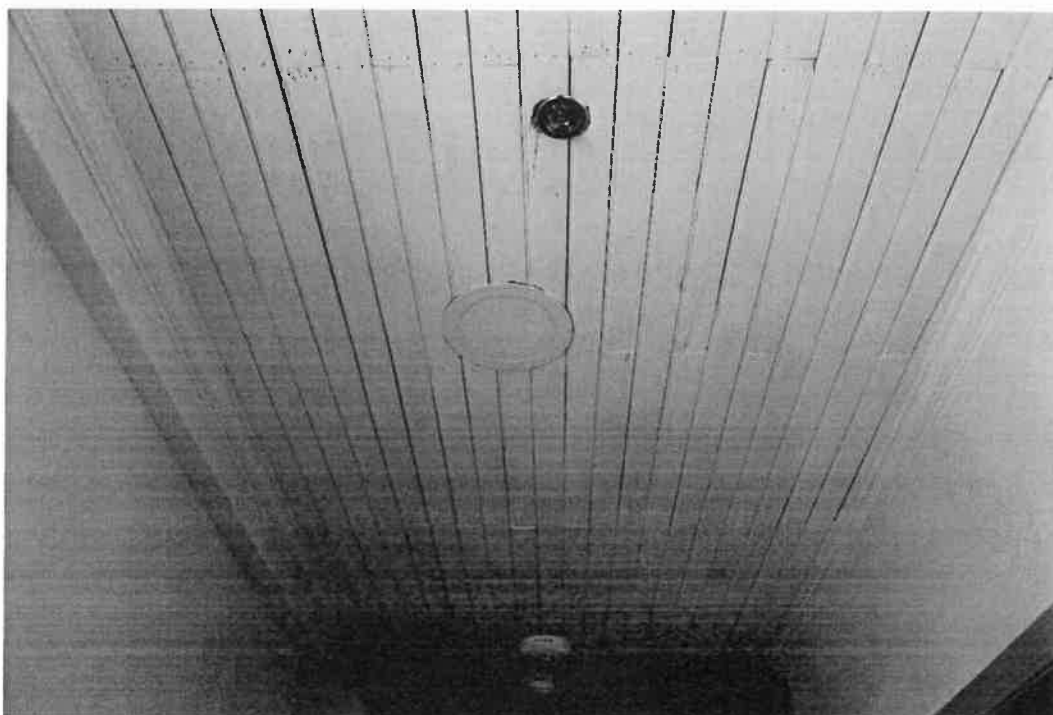
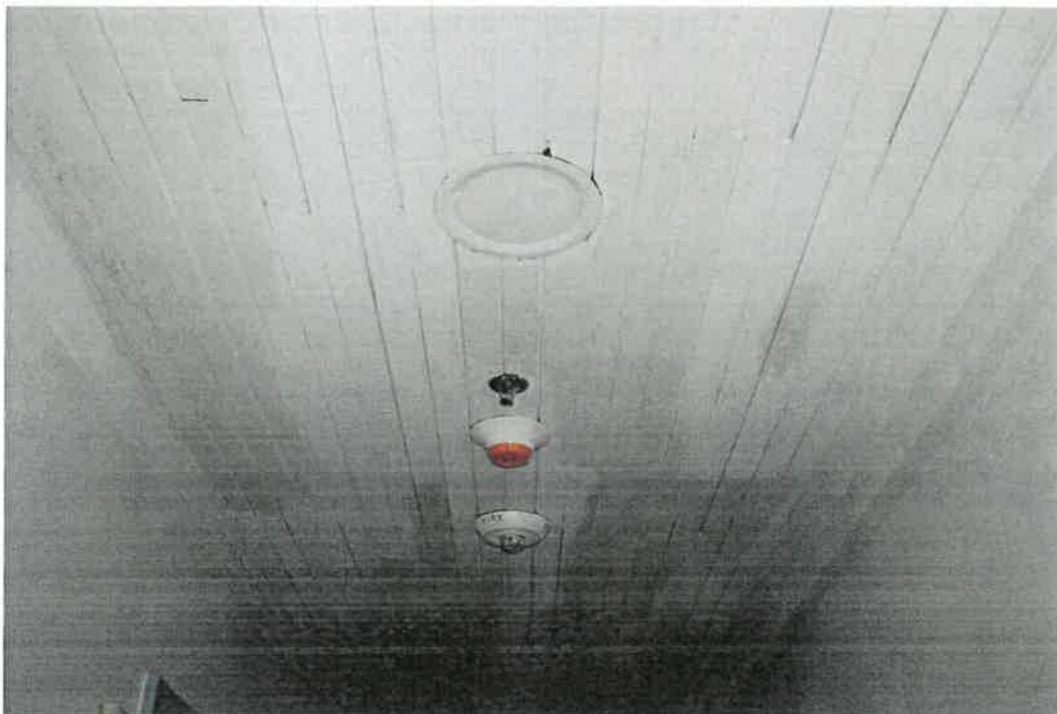


Photo 66 – Beadboard ceiling in second floor corridor



**Photo 67 – Sheet rock ceiling in third floor southernmost unit**



**Photo 68 – Restored beadboard on third floor ceiling**

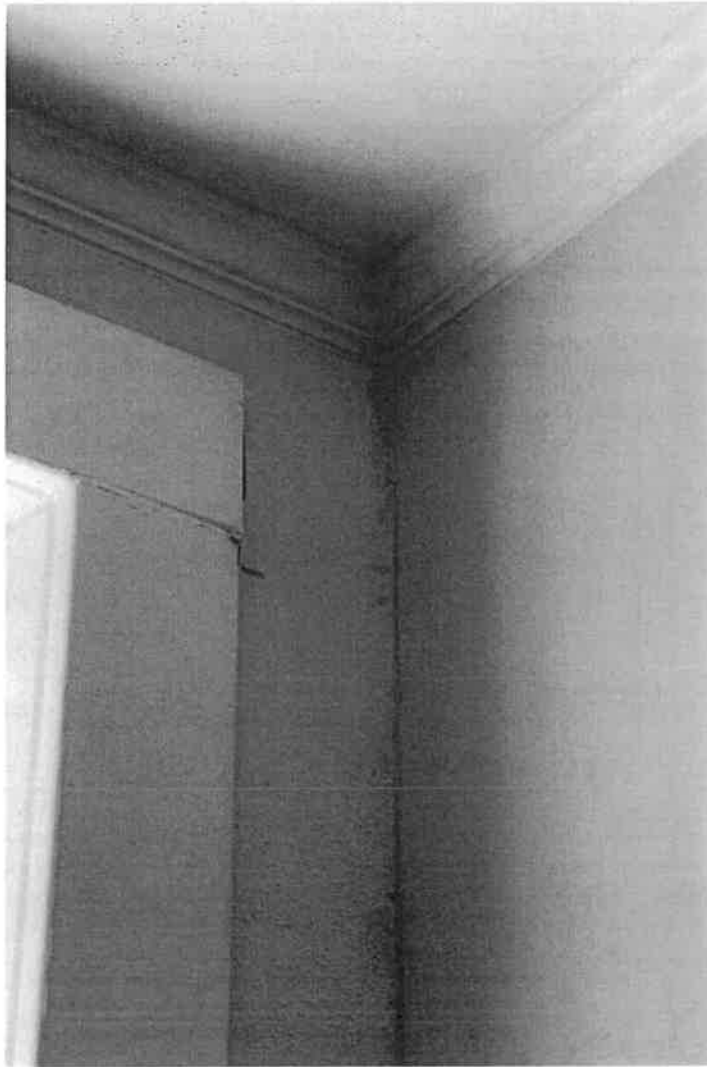


Photo 69 – Repaired gap at south elevation

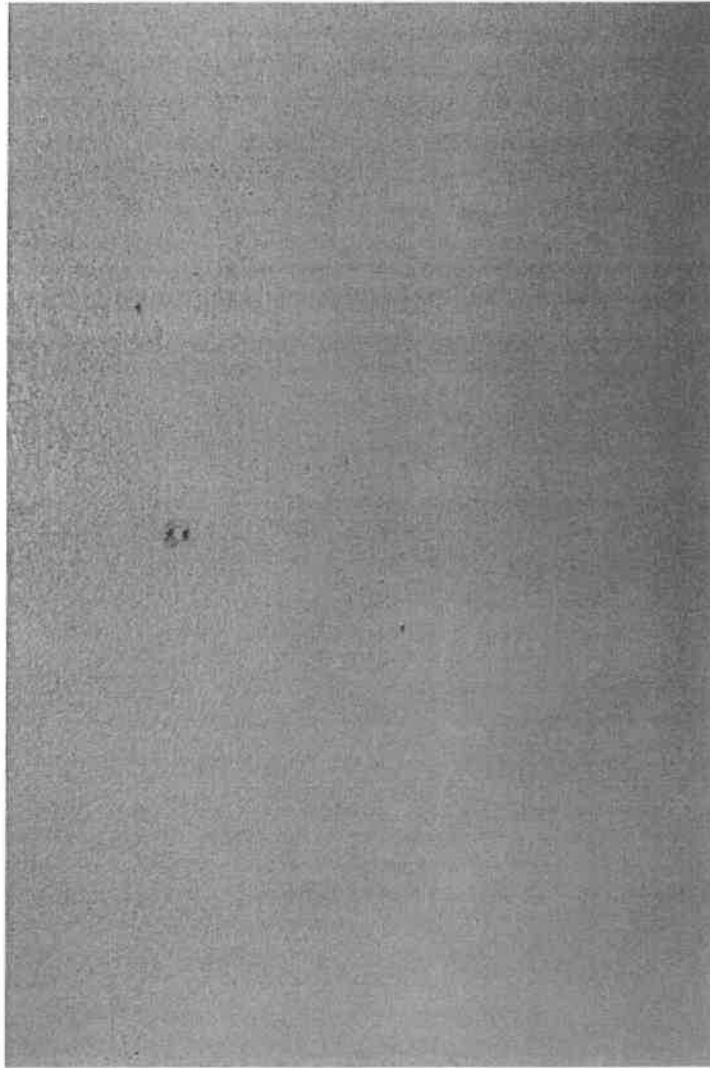


Photo 70 – Rough plaster on second floor





Photo 71 – Plaster and sheet rock walls, second floor, looking northeast



Photo 72 – Plaster and sheet rock walls at third floor, looking west

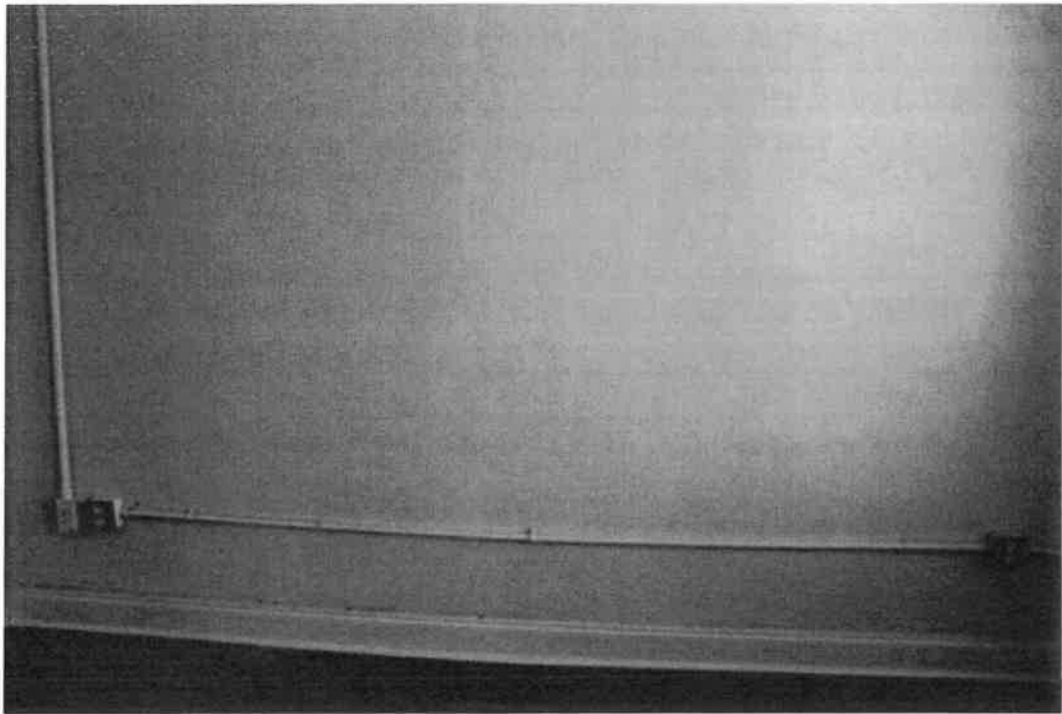


Photo 73 – Smooth plaster wall on third floor, looking east



Photo 74 – Restored smooth plaster on south wall

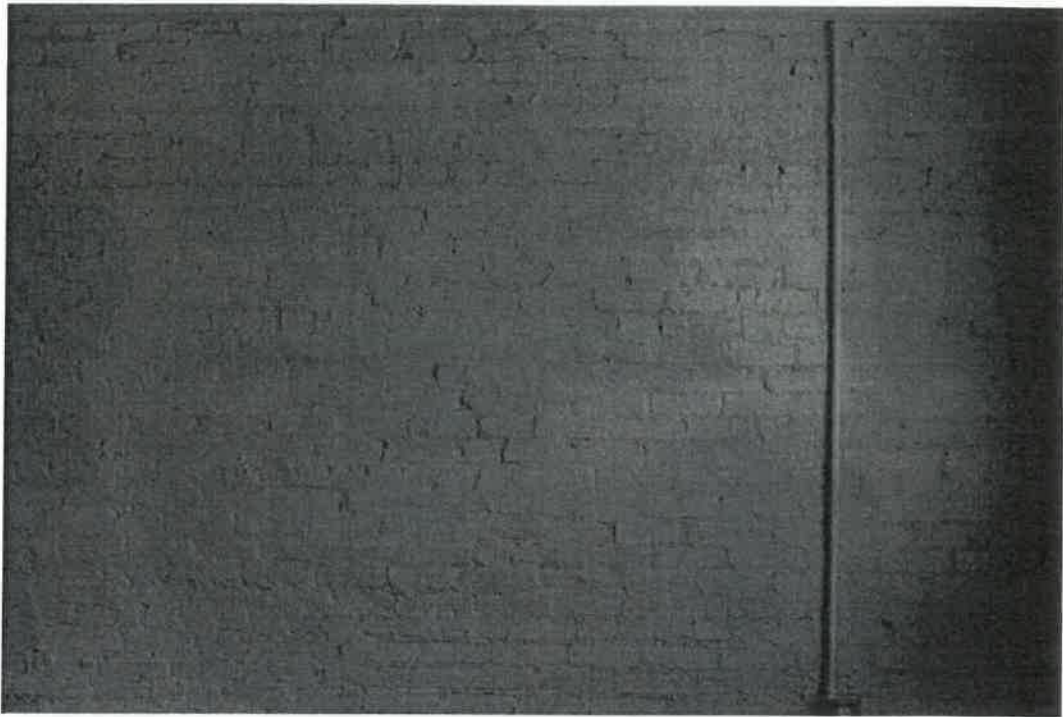


Photo 75 – Painted brick on third floor eastern wall



Photo 76 – Baseboard on second floor





Photo 77 – Third floor trim, southernmost unit



Photo 78 – Trim in second floor hallway

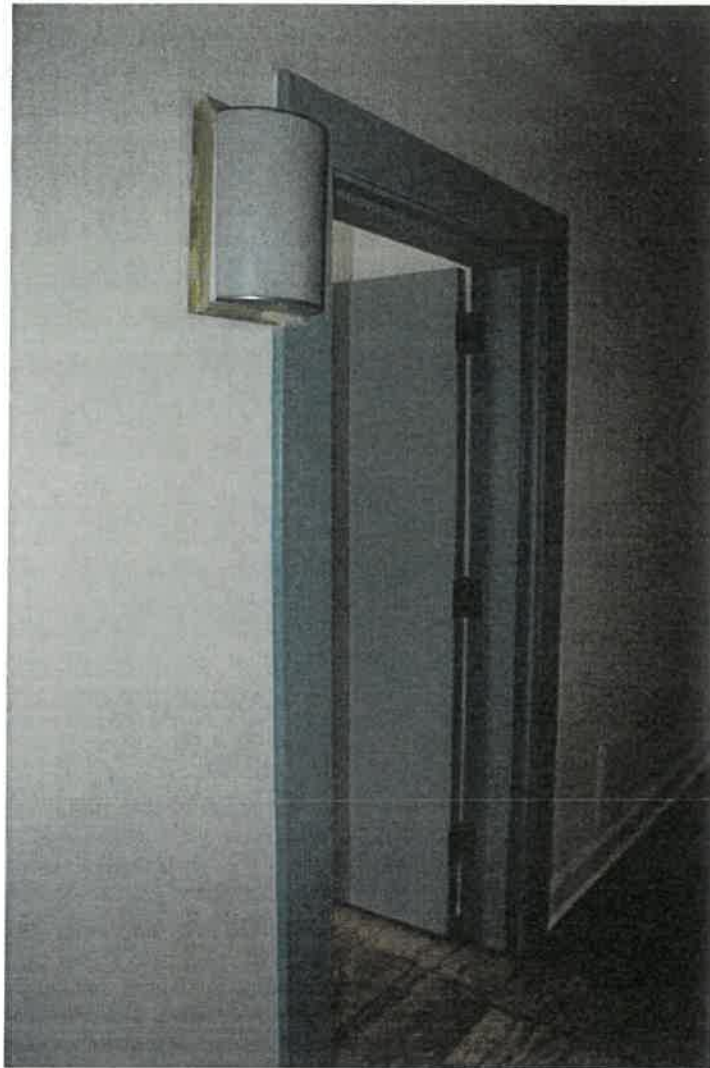


Photo 79 – Plain door casing, third floor

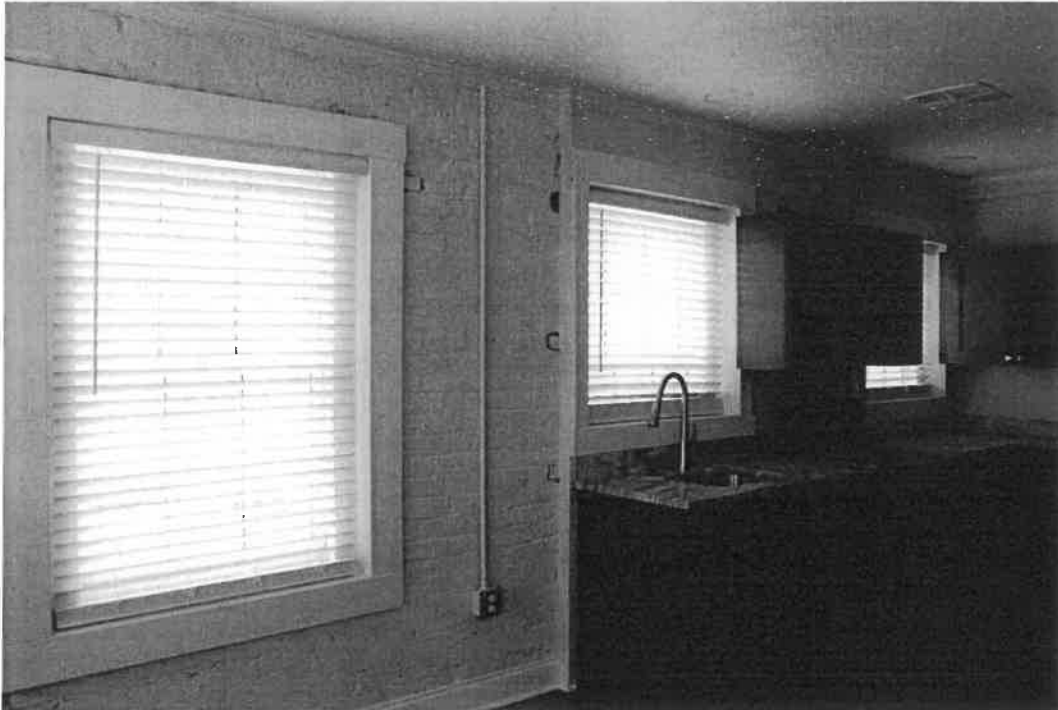


Photo 80 – Missing plaster and new sheet rock, repaired trim, third floor southern unit, looking northwest

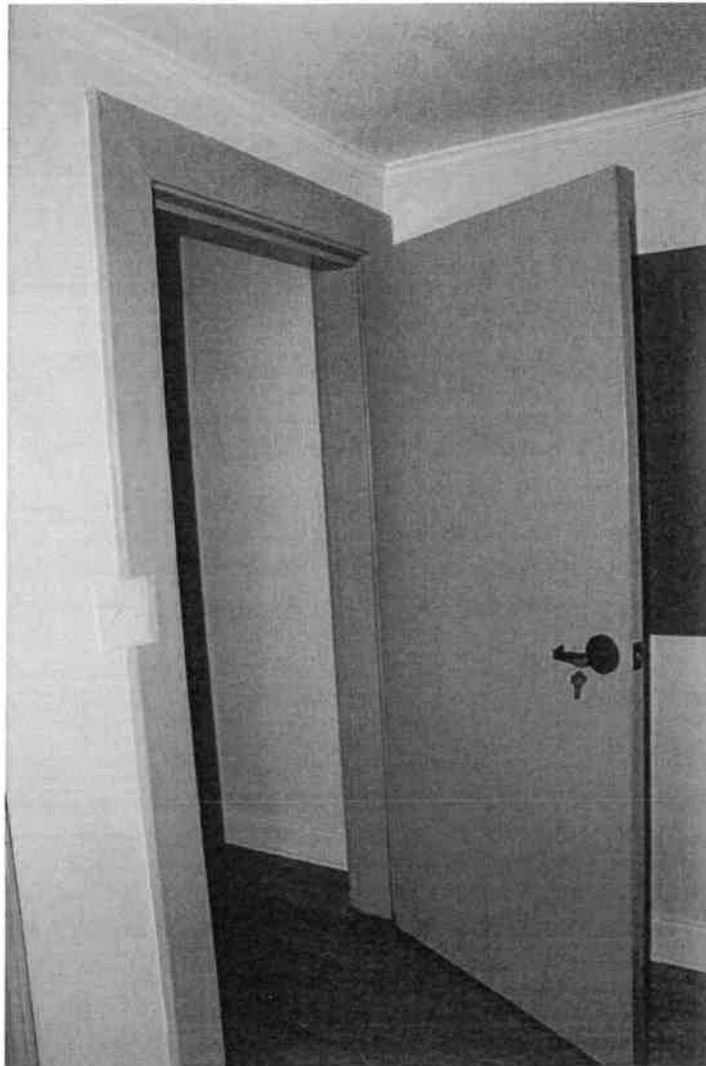


Photo 81 – Standard door casing to each unit with new flush fire-rated doors to units



Photo 82 – Trim detail at third floor stair



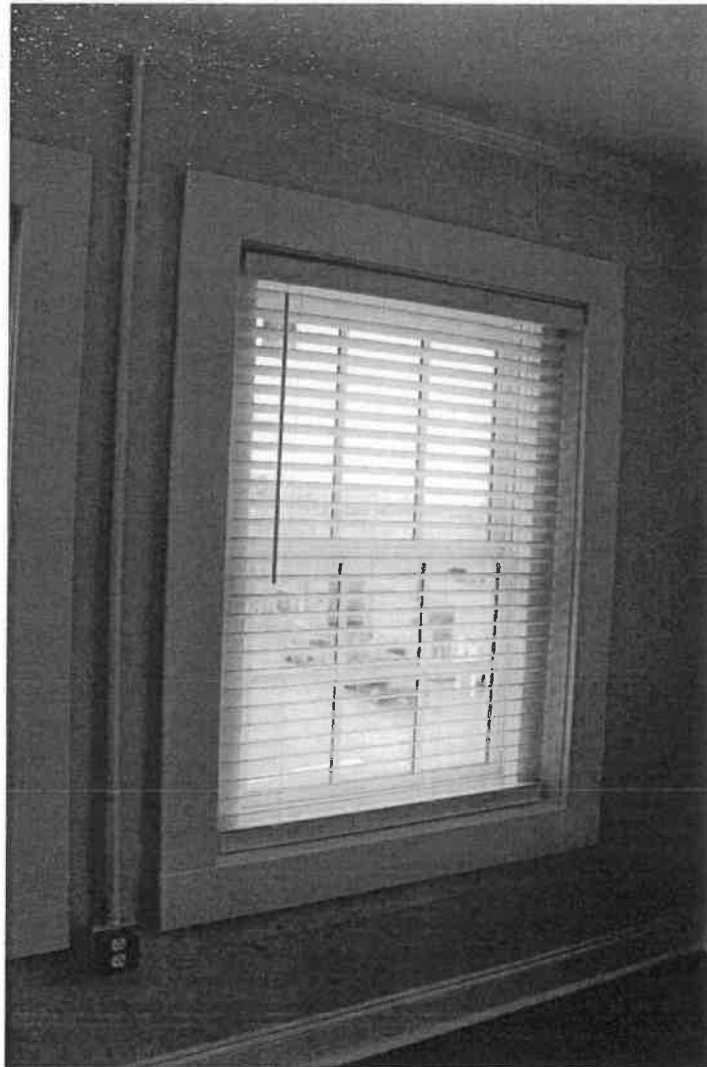


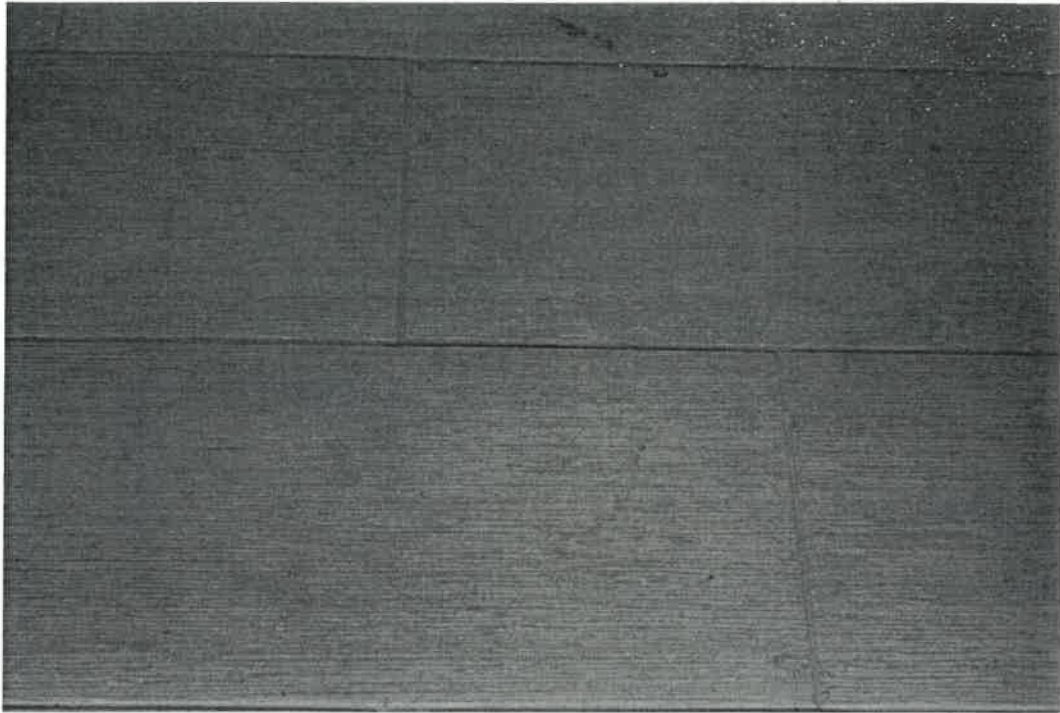
Photo 83 – Restored window casing, third floor, looking west



Photo 84 – Varying trim detail at third floor stair



Photo 85 – Flooring at first floor ADA unit and rear first floor corridor



**Photo 86 – Tile flooring in all bathrooms**



**Photo 87 – Second level flooring**





Photo 88 – Second level flooring at landing



Photo 89 – Second level flooring detail



Photo 90 – Third level flooring



Photo 91 – Banister and newel detail at third floor





Photo 92 – Banister detail



Photo 93 – Former location of spiral staircase, looking southeast



Photo 94 – Flush, fire-rated apartment door

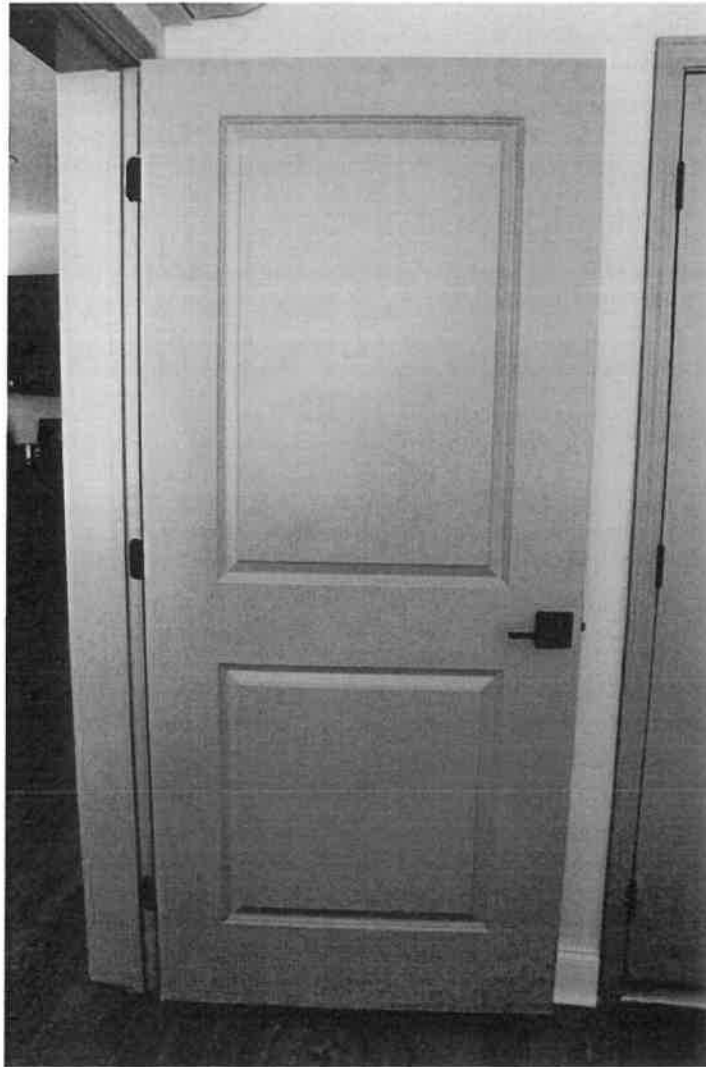
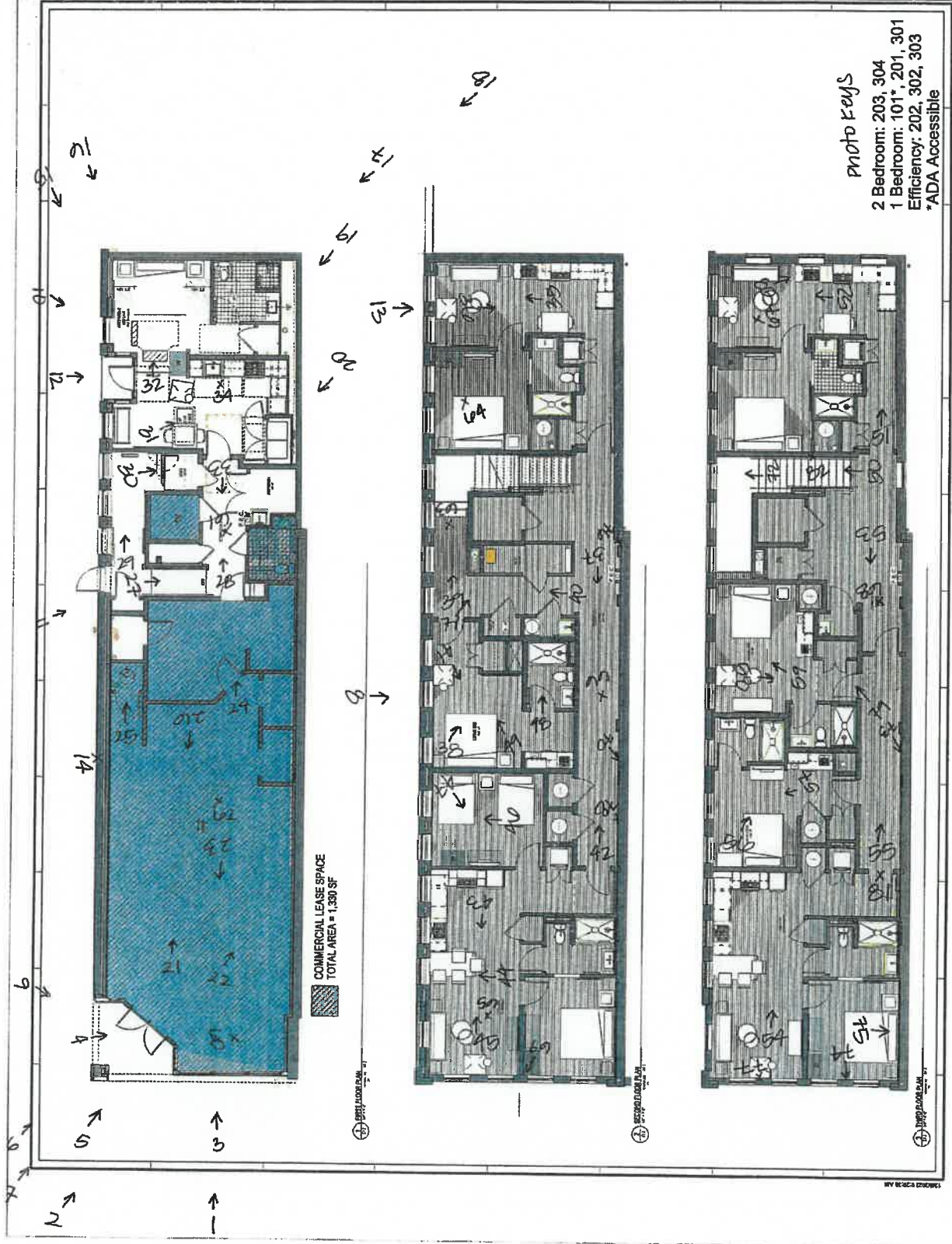


Photo 95 – Two-panel door inside unit



# EXHIBIT C





## **Budget Cost Breakdown**

Third & Laurel - Conway, SC

*Budget Estimate*

August 4, 2021

<b><u>Description</u></b>	<b><u>Building Cost</u></b>
<b><u>Sitework</u></b>	
- Hardscape - Sidewalk repairs for fire protection underground	\$9,865
- Site Utilities - Fire line UG only (use existing sewer, domestic, electric)	\$35,140
- Demolition - Minimal abatement per report	\$38,850
<b><u>Concrete</u></b>	
- Concrete - Trench and pourback of SOG for utilities	\$11,425
<b><u>Masonry</u></b>	
- Masonry - Misc. Point/Patch & Infill, and remove window brick infill	\$39,500
<b><u>Metals</u></b>	
- Miscellaneous Steel	\$2,500
<b><u>Wood and Plastics</u></b>	
- Rough Carpentry - Framing - No elevator shaft, no parapet framing, framing reinforcing only as needed upon visual inspection	\$93,380
- Casework - Kitchen cabinets, vanities	\$79,820
- Granite Tops	\$25,600
- Closet Shelving	\$5,000
- Millwork - Finish Carpentry and trim	\$55,640
<b><u>Moisture Protection</u></b>	
- Waterproofing	\$5,000
- Roofing (includes \$3,000 allowance for substrate repairs)	\$49,632
- Insulation	\$9,400
- Plaster - Rough repairs only	\$5,700
- Caulking	\$2,660
<b><u>Doors &amp; Windows</u></b>	
- Doors, frames, and Hardware	\$48,650
- Storefront and stair detail glass	\$6,210
- Windows	\$63,465
- Mirrors	\$2,345
<b><u>Finishes</u></b>	
- Drywall - No elevator shaft	\$68,005
- Hard Tile	\$23,305
- Wood floor repairs	\$24,688



Third & Laurel - Conway, SC  
Budget Estimate  
August 4, 2021

### Budget Cost Breakdown

<u>Description</u>	<u>Building Cost</u>
- Carpet	\$5,910
- Misc. Finishes	\$5,000
- Expose tin ceilings in front tenant space	\$2,000
- Painting	
Exterior pressure wash and paint	\$19,100
Interior	\$25,430
<u>Specialties</u>	
- Toilet Accessories	\$3,814
- Fire Extinguishers and code required signage	\$1,928
- Canopy - Owner's selection	\$5,200
<u>Equipment</u>	
- Residential Appliances	\$29,200
<u>Furnishings</u>	
- None included	\$0
<u>Conveying Systems</u>	
- Elevators - NIC	\$0
<u>Mechanical</u>	
- Sprinkler	\$38,974
- Plumbing - Includes trim and shower units	\$79,171
- HVAC	\$101,080
<u>Electrical</u>	
- Electrical & Fire Alarm - Excludes lighting package (Owner to furnish light	\$139,896
- Electrical - Lighting Package - Excluded, lights to be OFCI	\$0
- BDA System - Not included	\$0
- Fire Alarm	\$22,300
<u>General Conditions</u>	
- Field Personnel, Temporaries, Equipment, Safety, Expendables	\$128,600
- Project Clean-Up	\$18,950
<u>Permits, Licenses, Insurance &amp; Bonds</u>	
- Business License, Builder's Risk, CGL	\$33,308
- Building Permit, Plan Review, Business License	\$11,674



## **Budget Cost Breakdown**

Third & Laurel - Conway, SC  
*Budget Estimate*  
August 4, 2021

<b><u>Description</u></b>	<b><u>Building Cost</u></b>
<b><u>Construction Fees</u></b>	
- Design Fees - Design & Engineering for Permit Drawings - NIC	\$0
- Abatement Report	\$4,300
- Construction Fee	\$103,299
<b><u>Contingency</u></b>	
- Contractor's Contingency	\$15,086
<b><u>Project Total</u></b>	<b><u>\$1,500,000</u></b>

***BUILDING A BETTER EXPERIENCE***

1919 Augusta Hwy - Lexington, SC - 803.490.2243 - [www.montgomery-co.com](http://www.montgomery-co.com)

# EXHIBIT D

# APPLICATION FOR PAYMENT

Page 1 of 2 Pages

TO OWNER:  
Third & Laurel LLC  
1028 3rd Avenue  
Conway, SC 29526

PROJECT:  
The Spivey Building Apartments  
1028 3rd Avenue  
Conway, SC 29526

APPLICATION #: 11  
APPLICATION DATE: 12/28/2022  
PERIOD TO: 12/28/2022

Distribution to:  
☒ OWNER  
☒ CONTRACTOR

FROM CONTRACTOR:  
Montgomery Construction Group, LLC  
1919 Augusta Hwy  
Lexington, SC 29072

## CONTRACTOR'S APPLICATION FOR PAYMENT

Application is made for payment, as shown below, in connection with the Contract.  
Continuation Sheet, Page 2 of 2, is attached.

1. ORIGINAL CONTRACT SUM	\$ 1,500,000.00
2. Net change by Change Orders/Adjustments	\$ 261,866.44
3. CONTRACT SUM TO DATE (Line 1 ± 2)	\$ 1,761,866.44
4. TOTAL COMPLETED & STORED TO DATE	\$ 1,761,866.44

(Column G on Page 2)

### 5. Retainage:

a. 0% of Completed Work	\$ -
(Columns D + E on Page 2)	
b. 0% of Stored Material	\$ -
(Column F on Page 2)	

Total Retainage (Line 5a + 5b or

Total in Column I of Page 2)

6. Total Earned Less Retainage \$ 1,761,866.44

(Line 4 less Line 5 Total)

7. Less Previous Certificates for Payment \$ 1,472,293.60

(Line 6 from prior Pay App)

8. Current Payment Due \$ 289,572.84

9. Balance to finish, including Retainage  
(Line 3 less Line 6) \$ (0.00)

CHANGE ORDER SUMMARY	ADDITIONS	DEDUCTIONS
Total changes approved in previous months by Owner	\$ 64,603.00	\$ -
Total Approved this Month	\$ 197,263.44	\$ -
TOTALS	\$ 261,866.44	\$ -
Net Changes by Change Order	\$ 261,866.44	

The undersigned Contractor certifies that to the best of the Contractor's knowledge, information and belief the work covered by this Application for Payment has been completed in accordance with the Contract Documents, that all amounts have been paid by the Contractor for work for which previous Certificates for Payment were issued and payments received from the Owner, and that current payment shown herein is now due.

CONTRACTOR:

By:

Date:

State of:

County Of:

Subscribed and sworn to before  
me this

day of

Notary Public:

My Commission Expires:





# CONTINUATION SHEET

Page 2 of 2 Pages

APPLICATION FOR PAYMENT, containing  
Contractor's signature, is attached.

APPLICATION NO.: 11  
APPLICATION DATE: 12/28/2022  
PERIOD TO: 12/28/2022

A	B	C	D	E	F	G		H	I
ITEM  NO	DESCRIPTION OF WORK	SCHEDULED  VALUE	WORK COMPLETED		MATERIALS  PRESENTLY  STORED	TOTAL  COMPLETED & STORED TO  DATE (D+E+F)	%	BALANCE  TO  FINISH  (C-G)	RETAINAGE  (0%)
			FROM PREVIOUS  APPLICATION	THIS PERIOD					
1	Sitework/demolition	\$ 83,855.00	\$ 71,418.00	\$ 12,437.00		\$ 83,855.00	100%	\$ -	\$ -
2	Concrete	\$ 11,425.00	\$ 11,377.00	\$ 48.00		\$ 11,425.00	100%	\$ -	\$ -
3	Masonry	\$ 39,500.00	\$ 39,500.00	\$ -		\$ 39,500.00	100%	\$ -	\$ -
4	Metals	\$ 2,500.00	\$ 2,500.00	\$ -		\$ 2,500.00	100%	\$ -	\$ -
5	Wood & Plastics	\$ 259,440.00	\$ 251,988.00	\$ 7,452.00		\$ 259,440.00	100%	\$ -	\$ -
6	Thermal & Moisture Protection	\$ 72,392.00	\$ 72,392.00	\$ -		\$ 72,392.00	100%	\$ -	\$ -
7	Doors & Windows	\$ 120,670.00	\$ 117,452.00	\$ 3,218.00		\$ 120,670.00	100%	\$ -	\$ -
8	Drywall & Paint	\$ 112,535.00	\$ 103,721.00	\$ 8,814.00		\$ 112,535.00	100%	\$ -	\$ -
9	Flooring & Misc. Finishes	\$ 60,903.00	\$ 54,511.00	\$ 6,392.00		\$ 60,903.00	100%	\$ -	\$ -
10	Specialties	\$ 10,942.00	\$ 9,154.00	\$ 1,788.00		\$ 10,942.00	100%	\$ -	\$ -
11	Equipment - Residential Appliances	\$ 29,200.00	\$ 26,960.00	\$ 2,240.00		\$ 29,200.00	100%	\$ -	\$ -
12	Sprinkler	\$ 38,974.00	\$ 36,721.00	\$ 2,253.00		\$ 38,974.00	100%	\$ -	\$ -
13	Plumbing	\$ 79,171.00	\$ 77,066.00	\$ 2,105.00		\$ 79,171.00	100%	\$ -	\$ -
14	HVAC	\$ 101,080.00	\$ 98,025.00	\$ 3,055.00		\$ 101,080.00	100%	\$ -	\$ -
15	Electrical & Fire Alarm	\$ 162,196.00	\$ 157,942.00	\$ 4,254.00		\$ 162,196.00	100%	\$ -	\$ -
16	General Conditions	\$ 147,550.00	\$ 144,821.00	\$ 2,729.00		\$ 147,550.00	100%	\$ -	\$ -
17	Permits, Licenses, Insurance	\$ 44,982.00	\$ 44,982.00	\$ -		\$ 44,982.00	100%	\$ -	\$ -
18	Construction Fees	\$ 122,685.00	\$ 117,279.00	\$ 5,406.00		\$ 122,685.00	100%	\$ -	\$ -
	Approved Adds:								
19	CO#1 Electrical Material Increase-Dec 21'	\$ 4,243.48	\$ 4,243.48	\$ -	\$ -	\$ 4,243.48	100%	\$ -	\$ -
20	CO#2 Roof Deck Repairs	\$ 5,097.12	\$ 5,097.12	\$ -	\$ -	\$ 5,097.12	100%	\$ -	\$ -
21	CO#3 Sprial Ductwork in Retail Space	\$ 3,450.00	\$ 3,450.00	\$ -	\$ -	\$ 3,450.00	100%	\$ -	\$ -
22	COR#4r1 Parapet Bracing Addition	\$ 22,786.20	\$ 19,856.00	\$ 2,930.20	\$ -	\$ 22,786.20	100%	\$ -	\$ -
23	COR#5r1 Added HVAC Unit	\$ 14,950.00	\$ 12,100.00	\$ 2,850.00	\$ -	\$ 14,950.00	100%	\$ -	\$ -
24	COR#6 Scaffolding Rental-Sidewalk Tunnel	\$ 14,076.20	\$ 14,076.20	\$ -	\$ -	\$ 14,076.20	100%	\$ -	\$ -
25	Pay Apo #10 Short Pay (\$100K of \$124,338.20)	\$ -	\$ (24,338.20)	\$ 24,338.20	\$ -	\$ -	100%	\$ -	\$ -
26	COR #07 - Budget Line Item Increases (excludes mark-	\$ 272,756.39	\$ -	\$ 272,756.39	\$ -	\$ 272,756.39	100%	\$ -	\$ -
27	COR #08 - Electrical Inverter	\$ 9,507.05	\$ -	\$ 9,507.05	\$ -	\$ 9,507.05	100%	\$ -	\$ -
28	COR #09 - Deductive CO for Owner Direct Paid Items	\$ (85,000.00)	\$ -	\$ (85,000.00)	\$ -	\$ (85,000.00)	100%	\$ -	\$ -
		\$ 1,761,866.44	\$ 1,472,293.60	\$ 289,572.84	\$ -	\$ 1,761,866.44	100%	\$ -	\$ -

# EXHIBIT E

**Third & Laurel  
Conway, SC  
SCENARIO #: 1 - BASE CASE**

**ACQUISITION & DEVELOPMENT COSTS**

	Item	Unit of Measure	Unit Cost	Total Cost	PSF Cost
<b>Acquisition</b>					
1	Purchase Price	N/A	N/A	\$ 373,000	\$ 62.27
2	Transfer Tax	% of purchase price	0.00%	\$ -	\$ -
3	Recordation Tax	\$/1000 of purchase price	\$ 3.70	\$ -	\$ -
4	Legal Fees	N/A	N/A	\$ 5,500	\$ 0.92
5	Due Diligence	N/A	N/A	\$ -	\$ -
6	Title Insurance	N/A	N/A	\$ 2,500	\$ 0.42
7	Brokers Commission	% of purchase price	0.0%	\$ -	\$ -
8	<b>Total Acquisition Costs</b>			\$ 381,000	\$ 63.61
<b>Hard Costs (Construction)</b>					
9	Building Costs	\$/sf	\$ -	\$ 1,443,570	\$ 241.00
	Lighting			\$ 25,000	
	Tap Fees			\$ 10,000	
	Apartment Furniture and Essentials			\$ 80,000	
10	Contingency	% of Hard Costs	5.0%	\$ 108,049	\$ 18.04
11	<b>Total Hard Costs</b>			\$ 1,666,619	\$ 278.23
<b>Soft Costs (Construction)</b>					
12	Tenant Allowance	from Rent Schedule	N/A	\$ -	\$ -
13	Architectural/MEP Fees	N/A	N/A	\$ 90,000	\$ 15.03
14	Environmental Site Assessment	N/A	N/A	\$ 2,100	\$ 0.35
15	Legal-Historic Rehab/Syndication	N/A	N/A	\$ 37,500	\$ 6.26
16	Historic Application Fees	N/A	N/A	\$ 25,880	\$ 4.32
17	Legal - Leasing	N/A	N/A	\$ -	\$ -
18	Legal - Tax Credit Investor	N/A	N/A	\$ 10,000	\$ 1.67
19	Accounting	N/A	N/A	\$ 12,000	\$ 2.00
20	Insurance (during construction)	N/A	N/A	\$ 3,000	\$ 0.50
21	Property Taxes During Construction	N/A	N/A	\$ 1,600	\$ 0.27
22	Contingency	% of Soft Costs	10.0%	\$ 18,208	\$ 3.04
23	<b>Total Soft Costs</b>			\$ 200,288	\$ 33.44
<b>Site Costs (Hard/Soft)</b>					
24	Hardscape	N/A	N/A	\$ 9,865	\$ 1.65
25	Site Utilities	N/A	N/A	\$ 35,140	\$ 5.87
26	Concrete	N/A	N/A	\$ 11,425	\$ 1.91
27		N/A	N/A	\$ -	\$ -
28		N/A	N/A	\$ -	\$ -
29	Contingency	% of Site Costs		\$ 5,000	\$ 0.83
30	<b>Total Site Costs</b>			\$ 61,430	\$ 10.26
<b>Financing Costs</b>					
31	Appraisal	N/A	N/A	\$ 5,000	\$ 0.83
32	Legal - Loan	N/A	N/A	\$ 10,000	\$ 1.67
33	Interest on Construction Loan	from Financing Schedule	N/A	\$ 25,726	\$ 4.29
34	Points (construction loan)	from Financing Schedule	N/A	\$ 12,500	\$ 2.09
35	Interest on Seller Financing	from Financing Schedule	N/A	\$ 21,953	\$ 3.66
36	Contingency	% of Financing Costs		\$ 10,000	\$ 1.67
37	<b>Total Financing Costs</b>			\$ 85,179	\$ 14.22
38	Development Fee	% of Development Costs (excl Acquisition Costs)	15.0%	\$ 302,027	\$ 50.42
39	<b>**Total Acquisition &amp; Development Costs**</b>			\$ 2,696,543	\$ 450.17
40	Development Costs Qualified for Historic Tax Credits			\$ 2,148,738	
41	Effective Historic Tax Credit Rate			48.2%	
42	Historic Tax Credits			\$ 1,036,410	

**NOTES**

41 20% fed credit \* 98.99% \* \$0.72 credit price; plus, 50% state credits (ab and hist) \* 100% \* \$0.67 credit price  
42 net effect of both federal and state tax programs.

**TAX CREDITS SUMMARY:**

	Credits	Pricing
Fed Historic Tax Credits	\$ 425,407	\$ 0.72
State HTC	\$ 537,185	\$ 0.67
State ABTC	\$ 552,542	\$ 0.67
Total TC	\$ 1,515,134	
Syndicated Percentage		

# EXHIBIT F

# THIRD AND LAUREL LLC CONSTRUCTION & OPER – \*\*\*\*\*0907 ▼

## Account information

### Balance

Previous day transactions (-\$0.00 / +\$0.00)	\$0.00
Current balance	\$366.96
Total float	\$0.00
Holds	\$0.00
Pending transactions (-\$0.00 / +\$0.00)	\$0.00
Other transfers	\$0.00
Today's float	\$0.00
Available balance	\$366.96
Line of credit	\$0.00
Total funds available	\$366.96

### Activity

Last deposit (Nov 24, 2023)	\$299.55
Last check (Nov 21, 2023)	\$8,992.81
Last overdrawn	Oct 18, 2023

### Interest

Last interest payment	\$0.00
-----------------------	--------

## Search transactions

Activity: Date range; Start date: Nov 15, 2021; End date: Aug 31, 2023; Type: All

## Transactions

🕒 Pending    ● Posted

Total debits: -1,742,542.63 (141)    Total credits: +2,012,618.35 (43)

Date ▼	Description ◇	Debit ◇	Credit ◇	Balance
● Aug 30, 2023	<u>Check #1082</u>	27,500.00		
● Aug 29, 2023	HORRY TELEPHONE DESC K2774827210	674.66		
● Aug 25, 2023	Incoming Wire 68572769		297,048.63	
● Aug 25, 2023	Incoming Wire Fee 68572769	15.00		
● Aug 25, 2023	STR HOST, LLC SENDER 668524638		287.95	
● Aug 21, 2023	JJPF Payments 817ECHECK 13706744	1,307.45		
● Aug 21, 2023	JJPF Payments 817ECHECK 13706743	4,246.24		
● Aug 21, 2023	<u>Check #1074</u>	497.20		
● Aug 18, 2023	STR HOST, LLC SENDER 667405522		3,486.90	
● Aug 15, 2023	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	8,992.81		



● Aug 15, 2023	<u>Deposit</u>		1,400.00
● Aug 15, 2023	Member Loan to Third and Laurel LLC		3,700.00
● Aug 15, 2023	<u>Deposit</u>		3,700.00
● Aug 14, 2023	<u>Check #1075</u>	548.87	
● Aug 11, 2023	STR HOST, LLC SENDER 666229798		1,502.19
● Aug 04, 2023	<u>Check #1073</u>	4,218.80	
● Aug 04, 2023	STR HOST, LLC SENDER 665013104		2,293.29
● Aug 01, 2023	ACH STERLING BANK STERLING BANK LOAN #144483	938.14	
● Jul 28, 2023	RAY REALTY, INC. 283359-123 843-248-6363	240.00	
● Jul 28, 2023	STR HOST, LLC SENDER 663391788		3,603.39
● Jul 26, 2023	HORRY TELEPHONE DESC M1333629412	674.66	
● Jul 24, 2023	<u>Check #1070</u>	396.88	
● Jul 24, 2023	<u>Check #1071</u>	592.77	
● Jul 21, 2023	STR HOST, LLC SENDER 662172824		3,971.27
● Jul 17, 2023	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	8,992.81	
● Jul 14, 2023	STR HOST, LLC SENDER 661026822		2,529.99
● Jul 12, 2023	<u>Deposit</u>		1,400.00
● Jul 10, 2023	STR HOST, LLC SENDER 660065834		4,112.87
● Jul 03, 2023	SANTEE COOPER UTILITY 2834293	268.80	
● Jul 03, 2023	ACH STERLING BANK STERLING BANK LOAN #144483	1,652.74	
● Jul 03, 2023	IPAYSMART INC UTILITY 2825699	12.95	
● Jun 27, 2023	HORRY TELEPHONE DESC Q2413428182	674.66	
● Jun 16, 2023	Member Loan to Third and Laurel LLC		5,250.00
● Jun 15, 2023	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	8,992.81	
● Jun 15, 2023	<u>Deposit</u>		6,650.00
● Jun 12, 2023	<u>Check #1069</u>	165.55	
● Jun 06, 2023	<u>Check #1068</u>	1,174.50	
● Jun 06, 2023	<u>Check #1066</u>	399.00	
● Jun 01, 2023	<u>Check #1067</u>	1,050.00	
● Jun 01, 2023	ACH STERLING BANK STERLING BANK LOAN #144483	1,707.83	
● May 26, 2023	HORRY TELEPHONE DESC K2754368563	936.19	
● May 23, 2023	<u>Deposit</u>		8,000.00
● May 22, 2023	Member Loan		8,000.00
● May 22, 2023	RAY REALTY, INC. 283359-123 843-248-6363	145.00	
● May 22, 2023	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	8,992.81	
● May 12, 2023	<u>Deposit</u>		1,400.00
● May 09, 2023	<u>Check #1063</u>	1,198.92	
● May 08, 2023	<u>Check #1065</u>	144.49	
● May 01, 2023	ACH STERLING BANK STERLING BANK LOAN #144483	1,652.73	
● May 01, 2023	NPS APPLICATION NPS PAYMEN 0000	2,389.83	
● Apr 28, 2023	<u>Check #1064</u>	8,375.51	

● Apr 26, 2023	<u>Deposit</u>		1,400.00
● Apr 24, 2023	CAROLINA LINEN L SALE	2,400.00	
● Apr 17, 2023	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	8,992.81	
● Apr 14, 2023	<u>Check #1061</u>	1,625.00	
● Apr 12, 2023	<u>Check #1059</u>	285.00	
● Apr 11, 2023	<u>Check #1058</u>	1,351.14	
● Apr 11, 2023	<u>Check #1060</u>	676.72	
● Apr 03, 2023	ACH STERLING BANK STERLING BANK LOAN #144483	1,707.83	
● Mar 27, 2023	<u>Check #1057</u>	379.03	
● Mar 24, 2023	<u>Check #1056</u>	950.00	
● Mar 16, 2023	Outgoing Wire Fee 31501	25.00	
● Mar 16, 2023	Outgoing Wire 31501	12,600.00	
● Mar 15, 2023	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	8,992.81	
● Mar 13, 2023	<u>Check #1055</u>	200.00	
● Mar 03, 2023	<u>Check #1053</u>	7,491.59	
● Mar 02, 2023	<u>Deposit</u>		1,400.00
● Mar 02, 2023	<u>Miscellaneous Debit</u>	500.00	
● Mar 01, 2023	SENECA INS 2143443000	1,174.00	
● Mar 01, 2023	ACH STERLING BANK STERLING BANK LOAN #144483	1,266.98	
● Feb 21, 2023	<u>Check #1052</u>	3,436.22	
● Feb 15, 2023	<u>Check #1051</u>	6,500.00	
● Feb 15, 2023	<u>Check #1050</u>	11,523.68	
● Feb 15, 2023	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	8,992.81	
● Feb 13, 2023	<u>Deposit</u>		1,400.00
● Feb 09, 2023	RAY REALTY, INC. 283359-123 843-248-6363	120.00	
● Feb 09, 2023	RAY REALTY, INC. 283359-123 843-248-6363	120.00	
● Feb 07, 2023	<u>Check #1049</u>	10,845.00	
● Feb 06, 2023	M5 VENTURES LIMI SALE	572.20	
● Feb 01, 2023	ACH STERLING BANK STERLING BANK LOAN #144483	3,640.37	
● Jan 31, 2023	HORRY COUNTY, SC 8439158678 340323442544	2,433.69	
● Jan 30, 2023	<u>Check #1041</u>	5,700.00	
● Jan 30, 2023	<u>Check #1038</u>	4,177.44	
● Jan 27, 2023	<u>Loan Advance</u>		118,595.48
● Jan 18, 2023	BUSINESS INTERNET TRANSFER FROM 2010003693 ON 1/18/23 AT 14:33		3,500.00
● Jan 18, 2023	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	8,992.81	
● Jan 12, 2023	<u>Deposit</u>		1,400.00
● Jan 10, 2023	<u>Check #1048</u>	3,500.00	
● Jan 04, 2023	<u>Check #1047</u>	4,000.00	
● Jan 04, 2023	<u>Check #1045</u>	7,000.00	
● Jan 03, 2023	ACH STERLING BANK STERLING BANK LOAN #144483	3,640.38	

● Dec 30, 2022	<u>Check #1042</u>	4,000.00	
● Dec 23, 2022	<u>Check #1046</u>	1,200.00	
● Dec 22, 2022	<u>Check #1043</u>	3,000.00	
● Dec 22, 2022	<u>Check #1044</u>	1,140.00	
● Dec 16, 2022	<u>Check #1039</u>	1,400.00	
● Dec 15, 2022	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	3,957.59	
● Dec 13, 2022	Outgoing Wire 30265	24,000.00	
● Dec 13, 2022	Outgoing Wire Fee 30265	25.00	
● Dec 13, 2022	<u>Check #1040</u>	600.00	
● Dec 12, 2022	<u>Miscellaneous Debit</u>	100,000.00	
● Dec 12, 2022	Outgoing Wire 30246	11,085.66	
● Dec 12, 2022	Outgoing Wire Fee 30246	25.00	
● Dec 09, 2022	<u>Loan Advance</u>		169,428.83
● Dec 09, 2022	<u>Check #1037</u>	664.00	
● Dec 06, 2022	SENECA INS 2143443000	1,175.00	
● Dec 05, 2022	<u>Check #1035</u>	1,200.00	
● Dec 02, 2022	<u>Check #1036</u>	600.00	
● Dec 01, 2022	ACH STERLING BANK STERLING BANK LOAN #144483	3,522.95	
● Nov 15, 2022	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	4,089.51	
● Nov 08, 2022	<u>Check #1034</u>	5,000.00	
● Nov 01, 2022	ACH STERLING BANK STERLING BANK LOAN #144483	3,640.37	
● Oct 17, 2022	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	3,954.25	
● Oct 12, 2022	SENECA INS 2143443000	1,174.50	
● Oct 05, 2022	<u>Miscellaneous Debit</u>	1,000.00	
● Oct 03, 2022	ACH STERLING BANK STERLING BANK LOAN #144483	3,522.95	
● Sep 28, 2022	<u>Check #1033</u>	1,000.00	
● Sep 16, 2022	<u>Loan Advance</u>		30,000.04
● Sep 15, 2022	Pay App 9	45,502.60	
● Sep 15, 2022	<u>Loan Advance</u>		45,002.60
● Sep 15, 2022	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	3,829.45	
● Sep 14, 2022	<u>Check #1032</u>	235.00	
● Sep 06, 2022	<u>Check #1030</u>	2,000.00	
● Sep 02, 2022	<u>Check #1031</u>	5,606.52	
● Sep 01, 2022	ACH STERLING BANK STERLING BANK LOAN #144483	3,790.35	
● Aug 29, 2022	<u>Check #1029</u>	784.66	
● Aug 26, 2022	<u>Miscellaneous Debit</u>	875.00	
● Aug 18, 2022	<u>Check #1028</u>	851.80	
● Aug 15, 2022	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	3,904.69	
● Aug 01, 2022	RETRY PYMT STERLING BANK LOAN #144483 THIRD AND LAUREL LLC	3,930.06	
● Jul 27, 2022	<u>Check #1026</u>	2,659.16	

● Jul 21, 2022	<u>Check #1027</u>	5,821.20	
● Jul 18, 2022	<u>Loan Advance</u>		13,606.90
● Jul 15, 2022	<u>Check #1025</u>	6,460.00	
● Jul 15, 2022	Check #1023 Correction 7/8/22	7,200.00	
● Jul 15, 2022	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	2,852.60	
● Jul 11, 2022	<u>Check #1021</u>	18,549.28	
● Jul 11, 2022	Third & Laurel Draw - Pay App #8	179,535.00	
● Jul 11, 2022	<u>Check #1024</u>	2,947.74	
● Jul 11, 2022	<u>Loan Advance</u>		179,535.00
● Jul 08, 2022	<u>Check #1023</u>	800.00	
● Jul 05, 2022	<u>Check #1020</u>	800.00	
● Jun 29, 2022	<u>Check #1019</u>	22,000.00	
● Jun 28, 2022	<u>Check #1017</u>	1,105.00	
● Jun 27, 2022	<u>Loan Advance</u>		157,131.28
● Jun 27, 2022	Draw - Third and Laurel, LLC	107,477.00	
● Jun 22, 2022	<u>Check #1018</u>	5,000.00	
● Jun 15, 2022	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	2,872.31	
● Jun 01, 2022	<u>Check #1015</u>	1,092.00	
● May 31, 2022	<u>Check #1012</u>	4,447.76	
● May 23, 2022	<u>Check #1016</u>	1,200.00	
● May 20, 2022	<u>Deposit</u>		33,811.00
● May 16, 2022	<u>Check #1014</u>	5,250.00	
● May 16, 2022	PAYMENT TO TERM LOAN R/E FIX LOAN 101004056	1,573.17	
● May 11, 2022	<u>Loan Advance</u>		2,424.49
● May 06, 2022	<u>Loan Advance</u>		11,533.84
● May 05, 2022	Pay App 6	213,075.00	
● May 05, 2022	<u>Loan Advance</u>		213,075.00
● Apr 28, 2022	Pay App 5	177,955.62	
● Apr 28, 2022	<u>Loan Payment</u>	1,163.93	
● Apr 27, 2022	<u>Check #1011</u>	7,000.00	
● Apr 25, 2022	<u>Loan Advance</u>		187,538.39
● Mar 29, 2022	<u>Check #1010</u>	7,500.00	
● Mar 25, 2022	<u>Loan Payment</u>	10.00	
● Mar 25, 2022	Outgoing Wire 26246	226,056.20	
● Mar 24, 2022	LOAN ADVANCE Draw #3- Third & Laurel LLC from loan #101004056 -Spivey apts		241,648.20
● Mar 16, 2022	SENECA INS 2143443000	1,092.00	
● Mar 11, 2022	<u>Check #1009</u>	2,000.00	
● Mar 11, 2022	<u>Check #1008</u>	4,485.25	
● Mar 09, 2022	<u>Deposit</u>		1,200.00
● Mar 08, 2022	<u>Check #1007</u>	325.00	

● Mar 03, 2022	REVERSAL STERLING BANK REVERSAL OF LOAN #144483	3,004.60
	PAYMENT AT STERLING BAN	
● Mar 01, 2022	ACH STERLING BANK STERLING BANK LOAN #144483	3,004.60
● Feb 25, 2022	Incoming Wire Fee 54990044	15.00
● Feb 25, 2022	Incoming Wire 54990044	130,000.00
● Feb 25, 2022	CHECKING ACCOUNT TRANSFER	226,056.20
● Feb 24, 2022	101004056 Third & Laurel LLC--Paid to BMI Southeast, LLC- 1/31/22 inv. date	104,001.45
● Feb 07, 2022	<u>Check #1006</u>	2,721.81
● Feb 02, 2022	<u>Deposit</u>	1,092.00
● Feb 02, 2022	<u>Deposit</u>	1,452.77
● Feb 01, 2022	<u>Deposit</u>	1,100.00
● Jan 19, 2022	Outgoing Wire Fee 25269	25.00
● Jan 19, 2022	Outgoing Wire 25269	1,452.77
● Dec 17, 2021	SENECA INS 2143443000	1,092.00



**DATE: March 27, 2024**

**ITEM: III. B.**

**ISSUE:**

**1506 Main Street (Hucks and Washington Furniture Company):** The applicant, Brandon Kimball of Hucks and Washington, is requesting approval to repaint the exterior walls for the building, located at 1506 Main Street (338-11-02-0042).

**ZONING DISTRICTS / HDRD:**

Neighborhood Commercial (NC); Main Street Overlay (MSO)

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**SCOPE OF WORK:**

The applicant, Brandon Kimball of Hucks and Washington Furniture Company, requests approval to repaint exterior walls of the building located at 1506 Main St.

The proposed color to be used on the body of the building is “Royal Hunter Green” and the trim color is proposed to be “Black Magic”.

The applicant would like to paint the building to update the look of the building but also for maintenance purposes.

*Renderings are included in your packet*

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**Applicable Standards**

***Historic Design Review Districts: Community Appearance Guidelines:***

- Section D, Ch 8: 4.9 Exterior Walls and Insulation
- 

**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](http://www.cityofconway.com)

<b>Property Address:</b>			<b>PIN#:</b>
<b>Review Request:</b>  <input type="checkbox"/> Conceptual  <input type="checkbox"/> Preliminary  <input type="checkbox"/> Final	<b>Project Type:</b>  <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	<b>HDRD:</b>	<b>Meeting Date:</b>
		<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	
Property Owner:		Daytime phone:	
Agent:		Daytime phone:	
Agent's mailing address:		Agents'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): \$			
<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 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:** B.T. 12 **date:** \_\_\_\_\_

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



# Huck Furniture

Original Colors



## Lynsey Hankins

National Commercial Color + Design Manager

Dealer Services, AC Segments

T (405) 434-1136 | E [Lynsey.Hankins@ppg.com](mailto:Lynsey.Hankins@ppg.com)

PPG Architectural Coatings



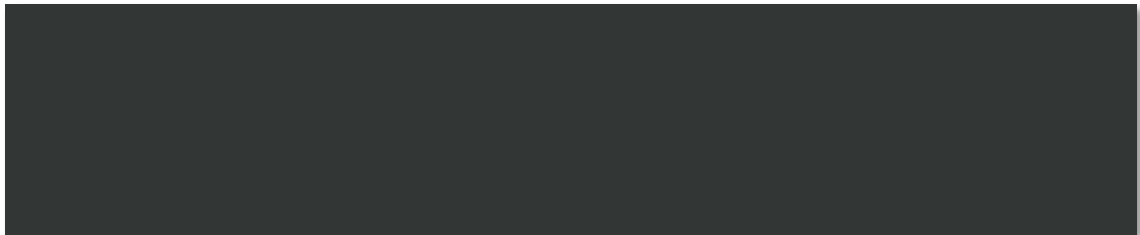


Body



PPG1133-7  
ROYAL HUNTER GREEN

Trim



PPG1001-7  
BLACK MAGIC





**Lynsey Hankins**

National Commercial Color + Design Manager

Dealer Services, AC Segments

T (405) 434-1136 | E [Lynsey.Hankins@ppg.com](mailto:Lynsey.Hankins@ppg.com)

PPG Architectural Coatings



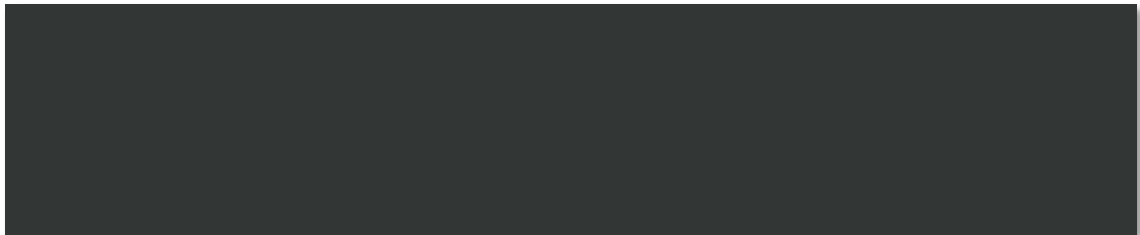


Body



PPG1133-7  
ROYAL HUNTER GREEN

Trim



PPG1001-7  
BLACK MAGIC



# Huck Furniture

Original Colors



**Lynsey Hankins**

National Commercial Color + Design Manager

Dealer Services, AC Segments

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PPG Architectural Coatings



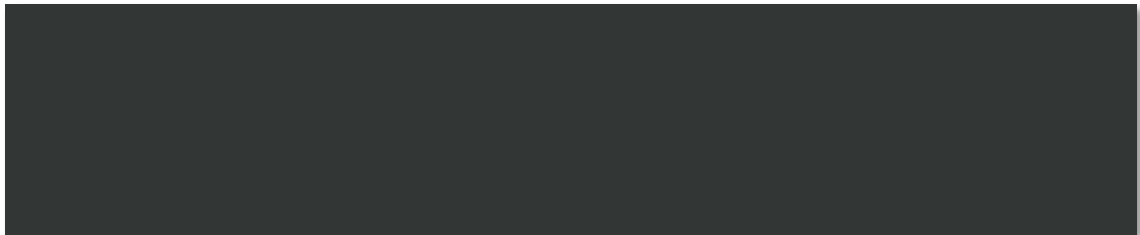


Body



PPG1133-7  
ROYAL HUNTER GREEN

Trim



PPG1001-7  
BLACK MAGIC



# Huck Furniture

Original Colors



## Lynsey Hankins

National Commercial Color + Design Manager

Dealer Services, AC Segments

T (405) 434-1136 | E [Lynsey.Hankins@ppg.com](mailto:Lynsey.Hankins@ppg.com)

PPG Architectural Coatings



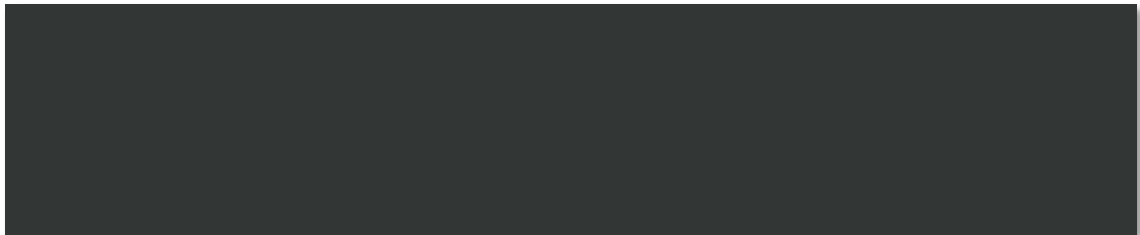


Body



PPG1133-7  
ROYAL HUNTER GREEN

Trim



PPG1001-7  
BLACK MAGIC



**DATE: March 27, 2024**

**ITEM: III. C.**

**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 sign was previously approved at the February 14<sup>th</sup> CAB meeting. However, the business owner is requesting a change of background color to give more of a dimensional appearance. The size of the sign and the type of materials are the same. The sign plate background color is the only change for this proposal.

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](http://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): \$			
<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:**

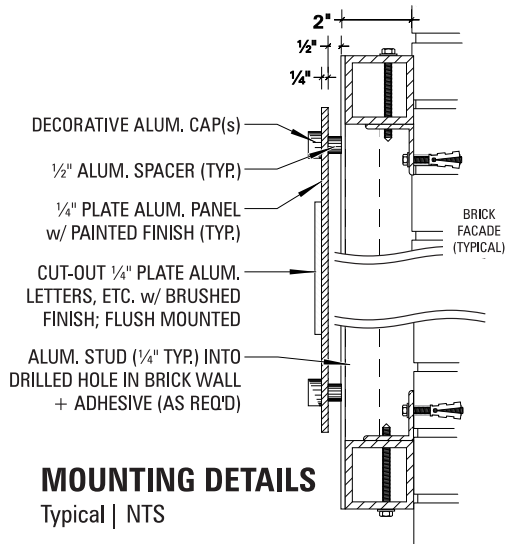
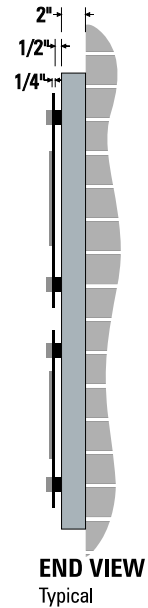
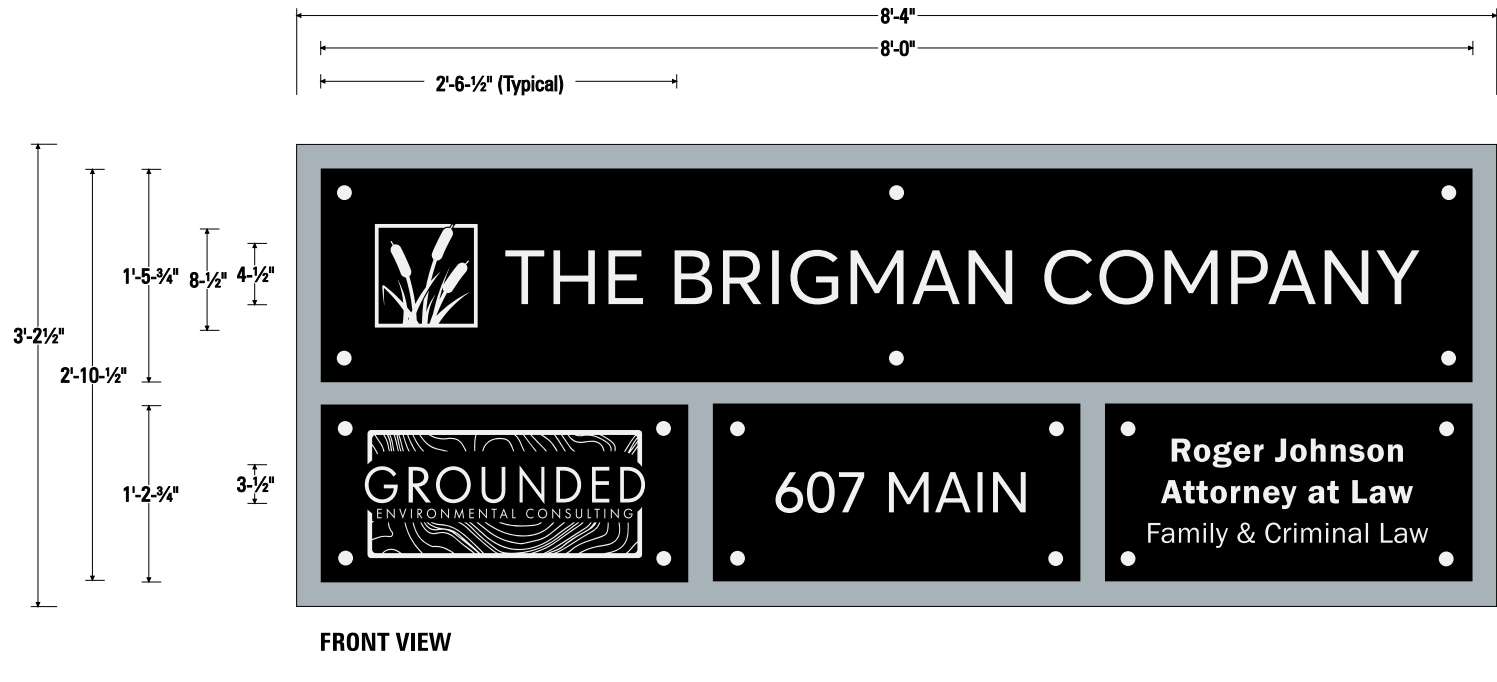
- ☐ Zoning approval obtained and/or initial TRC review completed
- ☐ Completed CAB application
- ☐ Two (2) copies of all relevant information (As deemed necessary by CAB and/or Planning Director)
- ☐ Site plans illustrating of existing structures and proposed new structures and/or additions
- ☐ Landscape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

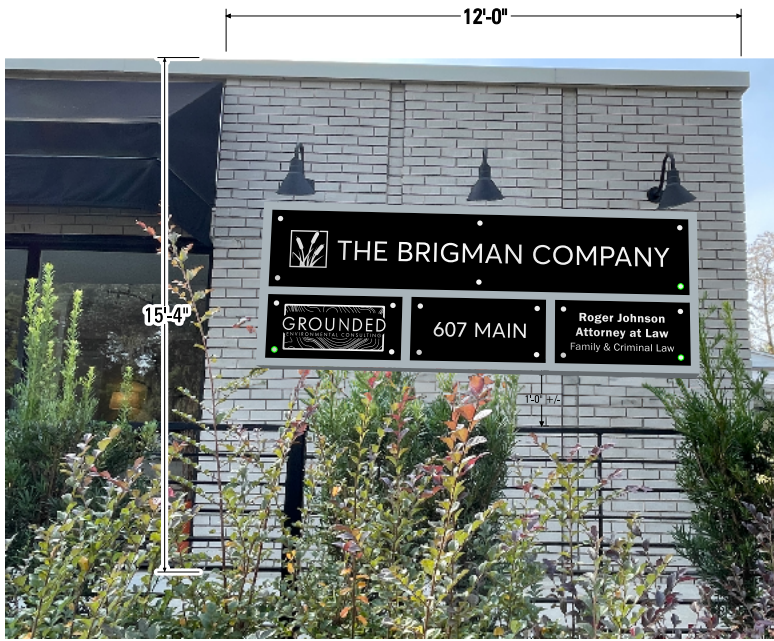
I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property or the authorized representative of the owner. I authorize the subject property to be inspected, and that all required material will be submitted to the City 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: 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)
- Brushed Aluminum
- Brushed Aluminum Vinyl
- Gray \*TBD\* (paint to match building exterior)



Conway, SC

28-Nov-23

The Brigman Company

The Brigman Company

607 Main Street

Aluminum Wall Signs

D. Jenkins

C. Carroll

3/4" = 1' - 0"

62378-a1-R2

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

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



WORK AUTHORIZATION

94189

The Brigman Company

10-JAN-2024

94189\_62378-a1-R2

REV	DATE	BY	NOTE
R1	09-Mar-24	JD	added backer
R2	21-Mar-24	MD	backer gray, etc.

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.

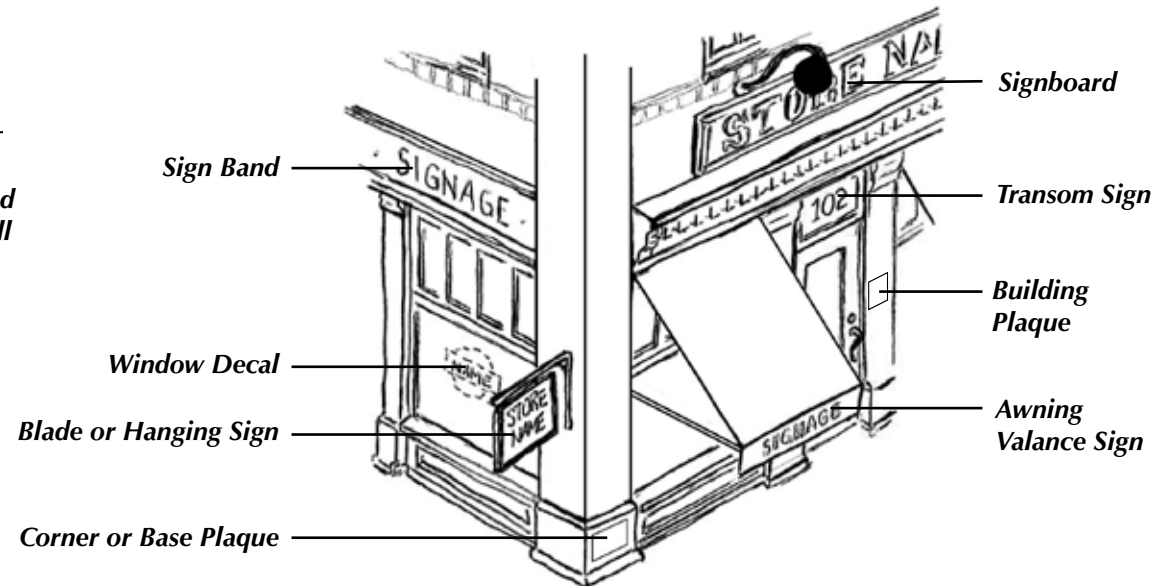
Fig. 3.1: INAPPROPRIATE Sign Placement



*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.

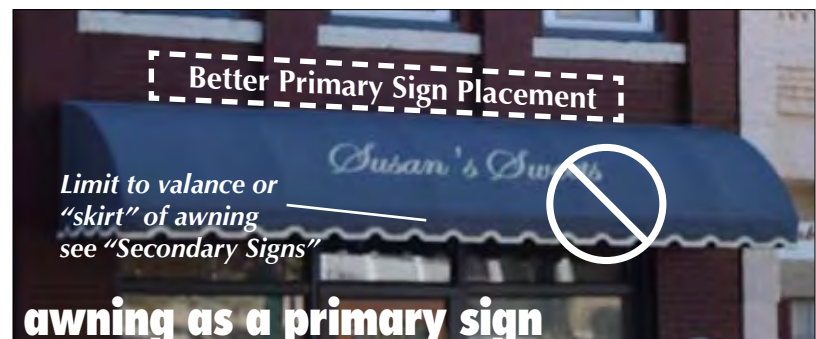
#### General Size Suggestions:

- 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+at: 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)

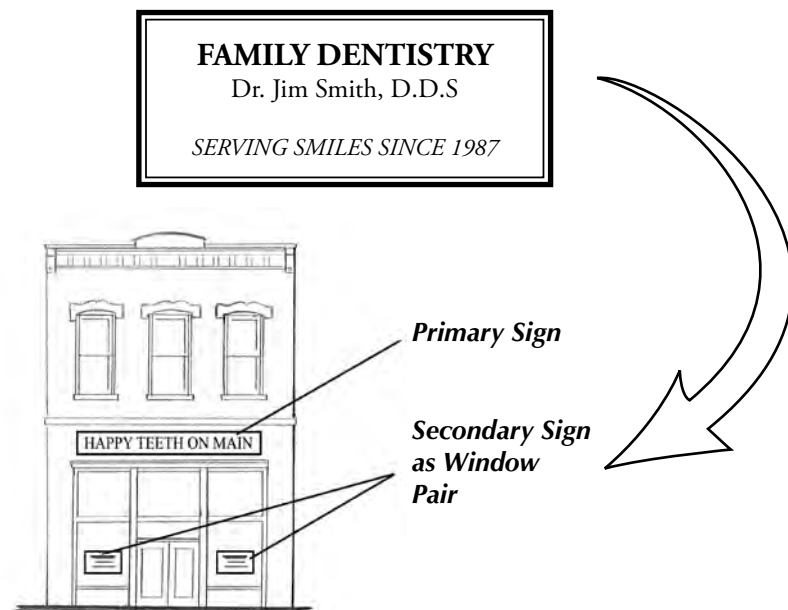
##### General Size Suggestion (each):

- 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.