

*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, April 10, 2024 | 4:00 P.M.  
Planning & Building Department – 196 Laurel Street**

**I. CALL TO ORDER**

**II. APPROVAL OF MINUTES (March 27, 2024)**

**III. CERTIFICATES OF APPROPRIATENESS**

**A. Previously Deferred-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).

**B. 802 Main St (Bolton & Menk):** The applicant, Tyson Sign Company, requests approval of proposed sign face replacement on existing monument sign and installation of new wall sign for the business located at 802 Main St (PIN 338-13-02-0020).

**IV. PUBLIC INPUT**

**V. BOARD INPUT**

**VI. STAFF INPUT**

**VII. UPCOMING MEETINGS**

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
Planning Commission (PC)	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.
Community Appearance Board	April 24, 2024	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Board of Zoning Appeals (BZA)	April 25, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

**VIII. ADJOURN**

**CITY OF CONWAY**  
**COMMUNITY APPEARANCE BOARD MEETING**  
**WEDNESDAY, March 27, 2024**  
**Planning & Building Dept. Conference Room – 196 Laurel Street**

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

Absent: Jacqueline Kurlowski, and Coker Hall

Staff: Katie Dennis, Planning Concierge; Marcus Cohen, IT; Jessica Hucks, Planning Director

Other: none

**I. CALL TO ORDER**

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

**II. APPROVAL OF MINUTES**

McLain made a motion to accept the minutes as written and it was seconded by Watts to approve the February 28, 2024 minutes. The vote in favor was unanimous. The motion carried.

**III. CERTIFICATES OF APPROPRIATENESS**

- A. 1028 Third Ave (Spivey Building/ 300 Laurel Lofts):** 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.

Dennis stated that the applicant 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 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.
  - 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.

The applicant was present. The board and staff discussed the request.

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

- B. 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).

Dennis stated that the applicant was unable to be in attendance and requested to defer the item to the next meeting.

Wallace made a motion to defer the item to the next meeting. Watts seconded the motion. The vote in favor was unanimous. The motion carried.

- 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).

Dennis stated that the applicant is requesting approval of a new wall sign for the business located at 607 Main Street.

The proposed sign measures **8' 4" (W) X 3' 2" (H)**, totaling approximately **26 sq. ft.** The wall the sign is to be affixed to measures **12' (w) x 15' 4" (H)**, totaling approximately **183.69 Sq. Ft.** allowing for approximately **27 sq. ft max (15% max)**. The sign will be dimensional with 1/4" aluminum plate letters.

The proposed 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.

The applicant was present. The board and staff discussed the request.

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

#### IV. PUBLIC INPUT

None

#### V. BOARD INPUT

Jordan asked staff to explore time period specific muting requirements in the next Historic Design Review Guidelines rewrite.

#### VI. STAFF INPUT

Dennis gave an update on the Crooked Oak Tavern awnings, art deco and plant questions the board previously had.

#### VII. ADJOURN

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

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

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Jacqueline Kurlowski, Chairperson

**DATE: April 10, 2024**

**ITEM: III. A.**

**ISSUE:**

**Previously Deferred-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 preferred color the applicant would like to use on the body of the building is “Farm Fresh” and the trim color is proposed to be “Black Magic”.

The second color option the applicant has prepared is “Royal Hunter Green” on the body of the building and “Black Magic” is the proposed trim color.

The applicant would like to paint the building to update the look of the building but also for maintenance purposes. The applicant does prefer the first color option but decided on a second option to attempt to expedite the decision process in the hope to get started on the upgrades as soon as possible.

*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. H. **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



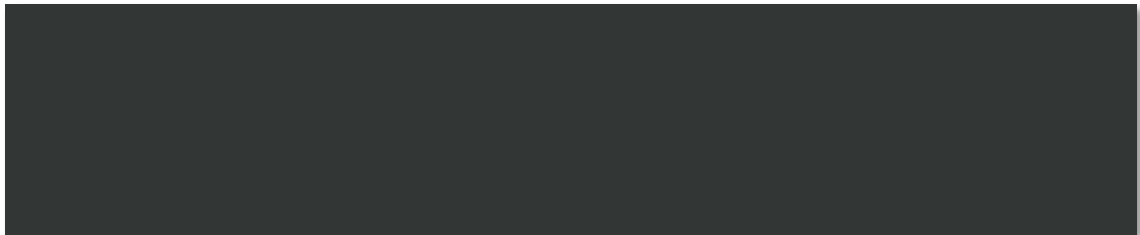


Body



PPG1133-7  
ROYAL HUNTER GREEN

Trim



PPG1001-7  
BLACK MAGIC





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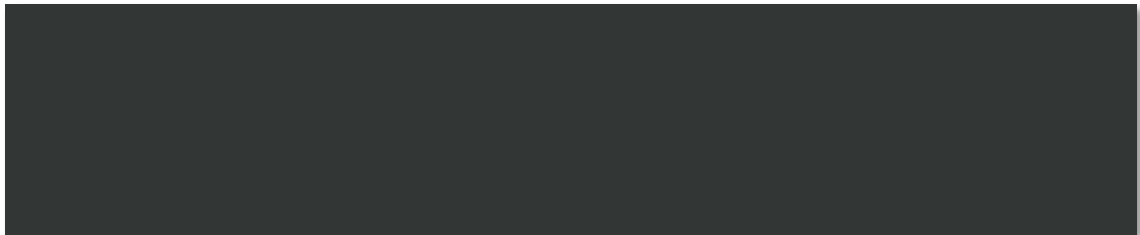


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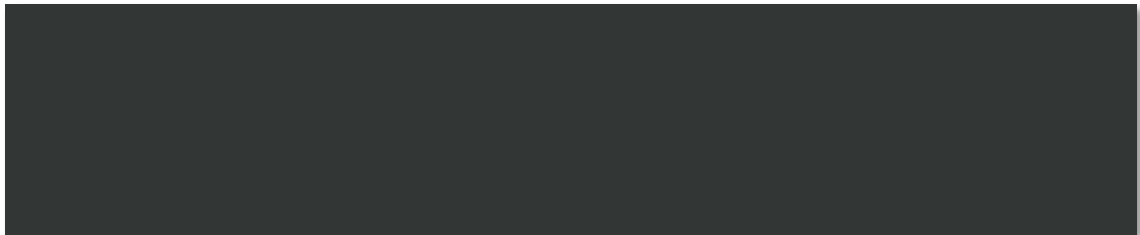


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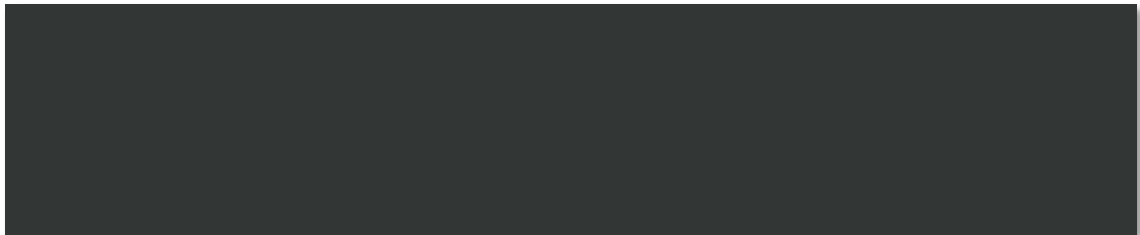


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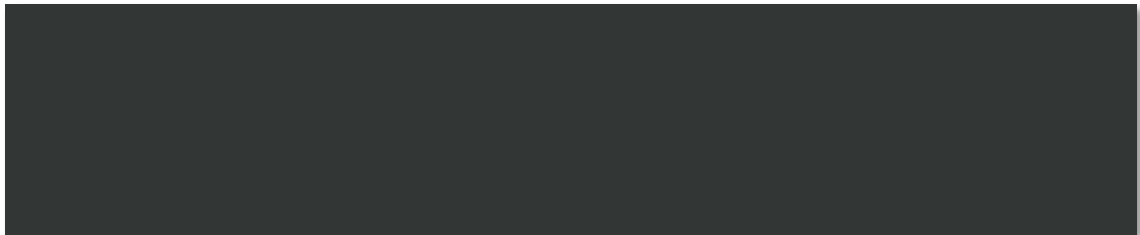


Body



PPG1129-5  
FARM FRESH

Trim



PPG1001-7  
BLACK MAGIC



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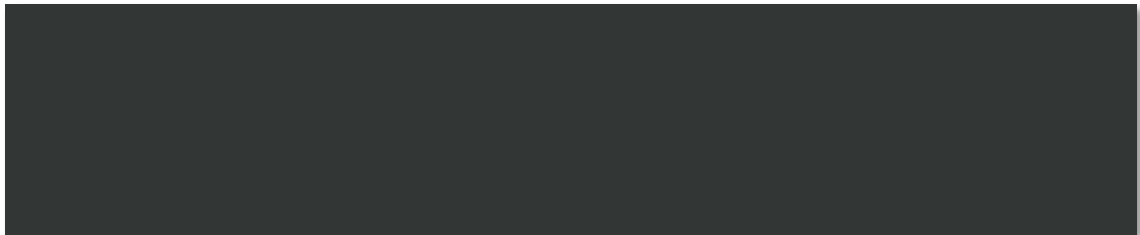


Body



PPG1129-5  
FARM FRESH

Trim



PPG1001-7  
BLACK MAGIC



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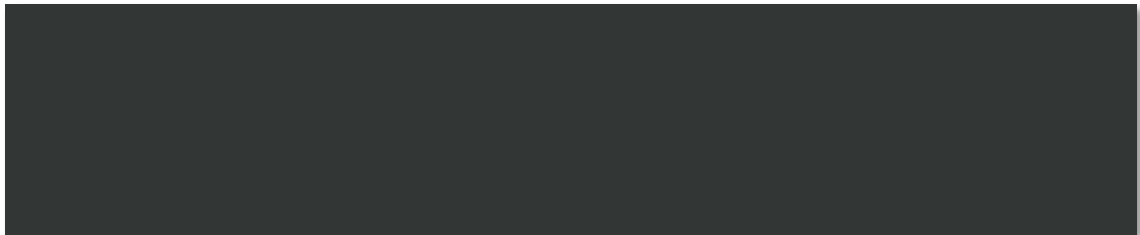


Body



PPG1129-5  
FARM FRESH

Trim



PPG1001-7  
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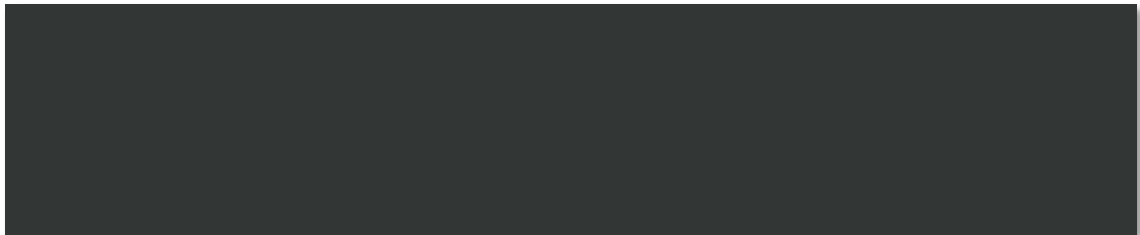


Body



PPG1129-5  
FARM FRESH

Trim



PPG1001-7  
BLACK MAGIC



## 8.4. Exterior Walls and Insulation

- 8.4.1 Preserve (maintain or restore, not alter or remove) original siding material and features of the siding up into the gable ends including location, outline, height, roof pitch and detailing.
- 8.4.2 Generally wood, brick, masonry or stone are considered the most appropriate materials on historic homes in the district. Beyond aesthetics, modern manufactured products applied to historic framing and surfaces may permanently off-balance the intended vapor transmission and moisture levels, and increase the deterioration rate of most historic natural materials.
- 8.4.3 If the original or historically-intended siding (material and pattern) is repairable and/or "healthy" then it is not recommended to remove, replace, reduce, cover or alter the siding material on historic homes.

### Siding, Clapboard & Gables

#### Appropriate

- 8.4.6 Maintain the longevity of the painted material. Use mild detergent, a soft bristle brush, and hose pressure rinse to clean. Regularly scrape, sand, prime and paint small patches of flaking paint. Raw wood siding can be treated with natural oils before re-prime and painting.
- 8.4.7 Retain (and repair) rather than replace deteriorated siding elements.
- 8.4.8 If full replacement of siding or features is necessary due to severe deterioration, disaster, use "like" material to fix or move all good historic material to public elevations. On new construction or new additions, contemporary-compatible materials (fiberglass-reinforced plastic (FRP) details or approved cement fiberboard only) that match the old in profile, design, texture, installation, and other visual qualities may be used.
- 8.4.9 When painting, a traditional color scheme is generally no more than three colors. Neutral or earth tone hues are recommended for the "field" of siding, with trim, eaves, and framing color to compliment and contrast.
- 8.4.10 If original siding cannot be determined using photographic or physical evidence, then provide custom replacements that are compatible with the architecture of the building. Generally, replacement trims, clapboards, shakes, stucco patterns, or bricks should be proportionate to the original and/or surrounding homes. Wood framing is preferred.
- 8.4.11 Stylized scallops and decorative siding may be appropriate if precedent for applique is a historic feature of the same style of neighboring properties.
- 8.4.12 Ensure earth and foliage have the least contact with wood siding and sills.

- 8.4.4 Ensure any changes to exterior walls are reversible to the historic surface.
- 8.4.5 Older walls MUST breathe. Insulation should not be at the expense of filling wall air space (that will trap moisture and can breed mold) or with irreversible adhesion (such as foams). Fiberglass batting below floors and above ceilings, as well as rigid reflective foam panels under roof, plus storm windows will cut air infiltration through floors and walls. (See Appendix IV.3)



Conway, SC NRHD, 2010



JB+J photo archives, 2007

Siding generally continues from the bottom sill (at the top of the foundation) up into all gables, shown here on a large Conway bungalow with alternating wide & narrow clapboard reveals (left). An example of high-style "Queen Anne" Victorians (right) can change pattern and/or material with each level. "Folk Victorian" cottages may also have patterned gable ends.

#### Inappropriate

- 8.4.13 Do not install synthetic siding products (vinyl, aluminum, Exterior Insulation Finishing Systems (EIFS)) on top of, as a "fix," or to "enhance" historic wood siding, stucco or brick.
- 8.4.14 Do not sandblast or use any abrasive method to clean or strip, including high-pressure water, on any type of historic exterior surface. Use only gentle, restoration-sensitive chemical cleaners and strippers or mild detergents and natural bristle brushes. (Also see Appendix IV.2.)
- 8.4.15 Do not use water sealants or penetrants on historic wood or brick. If material is damaged and requires sealant, only use those recommended for the treating older materials that come from a qualified restoration chemical distributor, on that area. (Also see Appendix IV.2.) Ensure moisture is not originating from "rising damp" in the foundation, mechanical problems or roof leaks.
- 8.4.16 Chemical "fixes" are not recommended to repair or replace siding, treat walls or wall cavities of historic homes. (i.e. expandable foam, penetrants, "vinyl paint," spray-on adhering insulation, not in existence to original construction and not reversible to the historic wall systems (See 8.4.5).
- 8.4.17 Do not paint un-painted natural historic brick or stone.
- 8.4.18 Do not use mechanical fasteners such as nails or screws that will corrode or cause corrosive reaction when in contact with materials.



**DATE: April 10, 2024**

**ITEM: IIL.B**

**ISSUE:**

**802 Main St (Bolton & Menk):** The applicant, Tyson Sign Company, requests approval of proposed sign face replacement on existing monument sign and installation of new wall sign for the business, Spartina Land Surveying, located at 802 Main St. (338-13-02-0020)

**ZONING DISTRICTS / HDRD:**

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

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**SCOPE OF WORK:**

The applicant, Tyson Sign Company, requests approval of proposed sign face replacement on existing monument sign, and installation of new wall sign for the business located at 802 Main St. for Spartina Land Surveying.

The monument sign area measures **3' (h) x 7.5' (w)**, totaling **22.5 sq. ft.**, to be installed on an existing monument sign. The monument sign will be **5' 1 ½" (h)** and **7' ½" (w)**.

The same size sign was previously approved on March 8<sup>th</sup> 2023 at this location, the business name and color of the sign is being updated requiring the sign be presented to the board once again.

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

Wall sign measures **5' (w) x 2.12' (h)**, totaling **10.63 sq. ft.** The building face where the sign is to be attached measures **59.5' (w) x 9.5' (h)**, totaling **565.25 sq. ft.** This permits a max coverage (**15% max**) of **84.8 sq. ft.**

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

*Renderings are included in your packet*

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**Applicable Standards**

***City of Conway Unified Development Ordinance (UDO):***

- Section 2.2.2, Sign-Related Definitions
- Section 11.3.2, Sign Standards by Zoning District
- Section 11.4.1, Wall Signs
- Section 11.4.6, Monument 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
  - Section C, Ch 6: 6.3. Subordinate 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>			

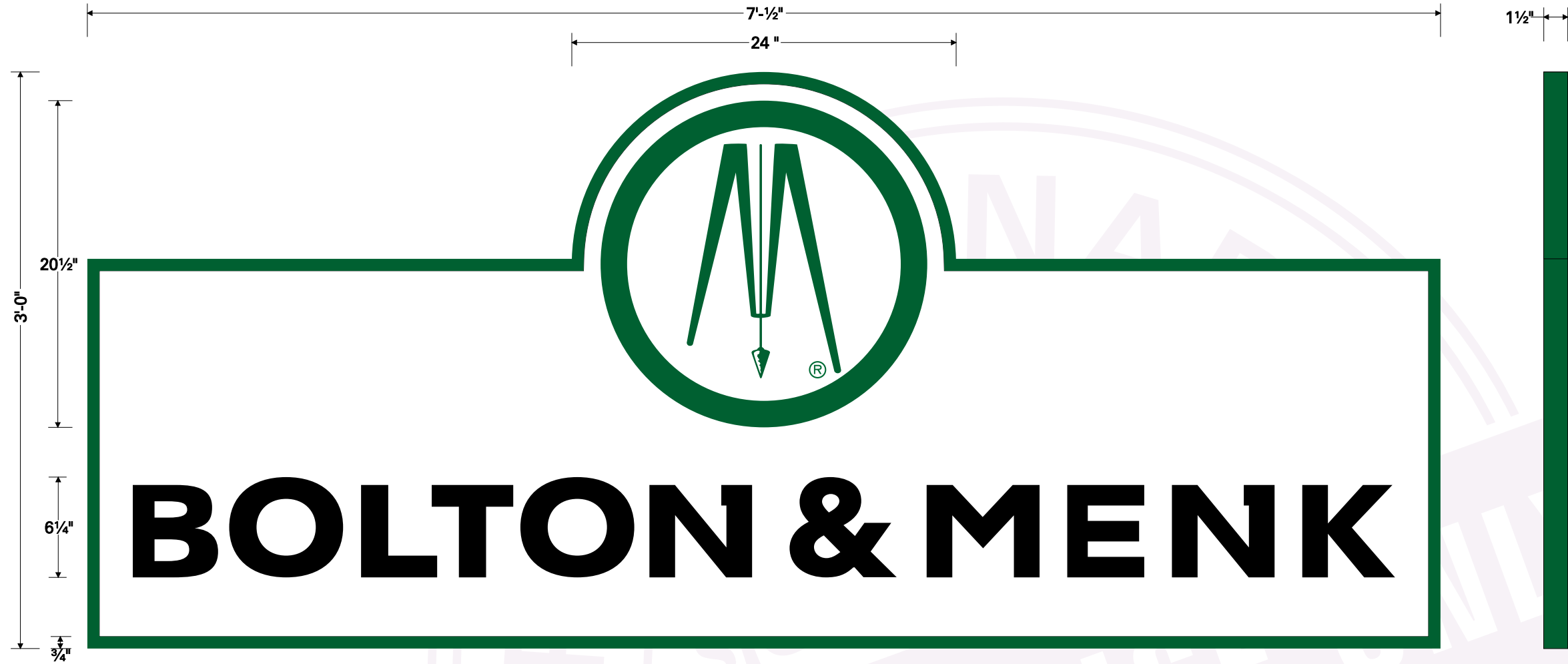
<b>Submittal Requirements: (See attached CAB Requirements)</b> <b><u>***Digital copies of all supporting materials must be submitted along with two hard copies:</u></b>  <input type="checkbox"/> Zoning approval obtained and/or initial TRC review completed <input type="checkbox"/> Completed CAB application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

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

Applicant's signature: Nichole Blackmon Lee date: \_\_\_\_\_

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





END VIEW



INSTALLED - Photo Edit - Side 1 of 2  
For Reference Only NTS



EXISTING - Side 1 of 2  
For Reference Only NTS

### NOTES

- Qty. (2) S/F sandblasted signfoam panels with raised border and graphics
- Background to have sandblasted texture (pebble finish)

### INSTALLATION:

- Remove existing signs and install new in same locations
- Fasteners and exact mounting method TBD (as req'd)

### COLORS

NOTE: COLORS SHOWN  
ARE REPRESENTATIVE ONLY

- White (paint)
- Black (paint)
- Green PMS #349c (paint to match)



Conway, SC

22-Feb-24

Bolton & Menk

Spartina Surveying

802 Main St.

Sandblasted Panels

D. Jenkins

B. Paul

1-1/2" = 1' - 0"

62555-a1

REVISIONS			
REV	DATE	BY	NOTE
R1	22-12-22	DP	chg logo size

### CUSTOMER APPROVAL

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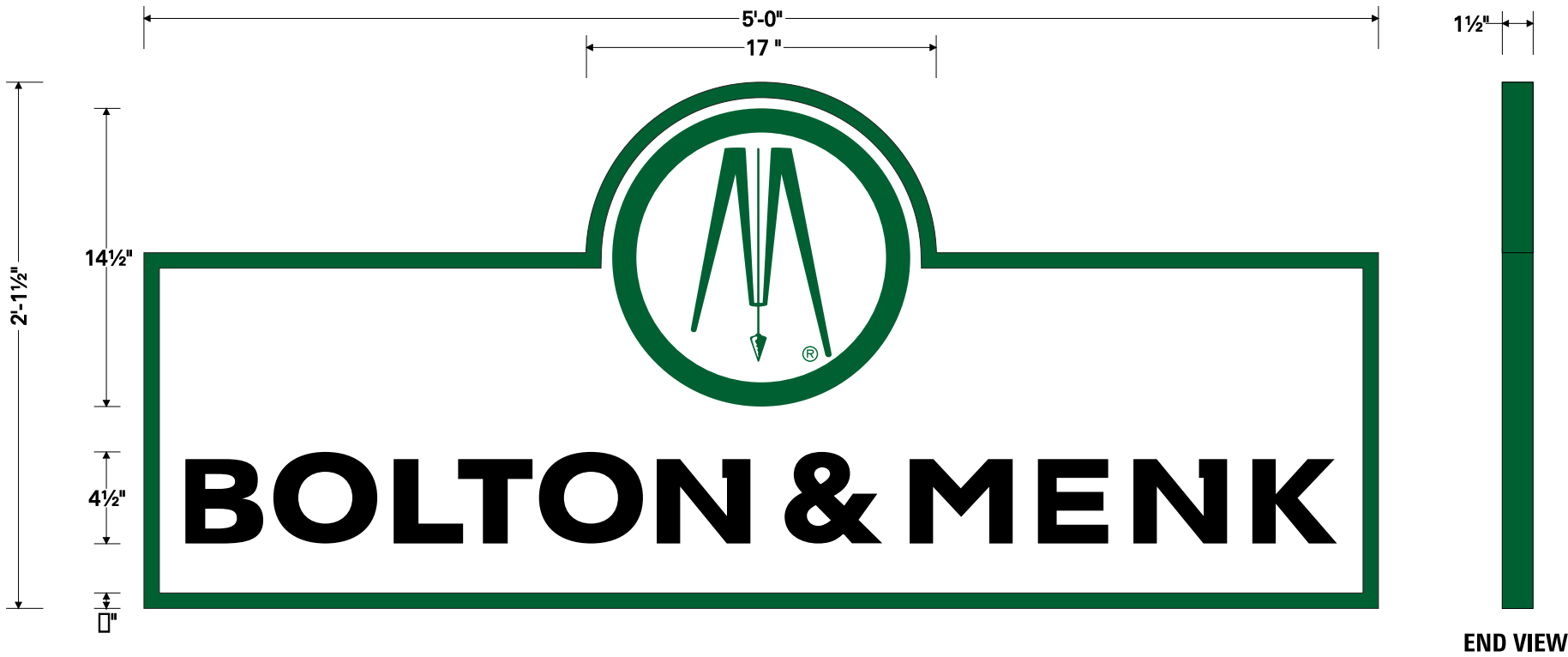
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1-843-448-5168  
Fax: 843-448-0535  
Mail: P.O. Box 50580  
Myrtle Beach, SC 29579  
www.tysonsign.com







INSTALLED - Photo Edit  
For Reference Only NTS



EXISTING  
For Reference Only NTS

### NOTES

- Qty. (1) S/F sandblasted signfoam panel with raised border and graphics
- Background to have sandblasted texture (pebble finish)

### INSTALLATION:

- Remove existing sign and install new in same location
- Fasteners and exact mounting method TBD (as req'd)

### COLORS

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- White (paint)
- Black (paint)
- Green PMS #349c (paint to match)



Conway, SC

DATE

22-Feb-24

CUSTOMER

Bolton & Menk

PROJECT

Spartina Surveying

LOCATION

802 Main St.

DESCRIPTION

Sandblasted Panel

SALES

D. Jenkins

DESIGNER

B. Paul

SCALE

1-1/2" = 1' - 0"

DRAWING

62555-b1

REVISIONS

REV	DATE	BY	NOTE
R1	22-12-22	DP	chg logo size

### CUSTOMER APPROVAL

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### 2.2.2 Sign-related Definitions

Refer to Article 11 for Signage Regulations.

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

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

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

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

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

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



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

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

### **Sign Types**

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

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

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

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

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

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

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



## 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

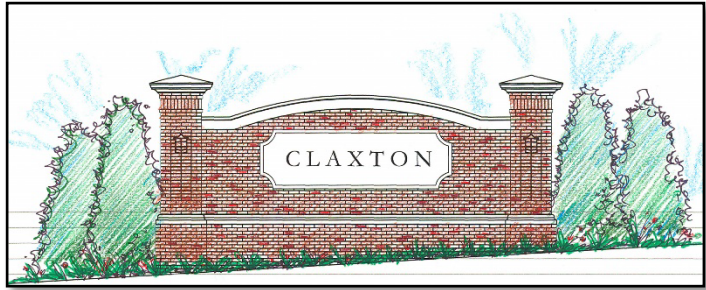
There is no specific location requirement or limit to the number of window signs allowed. A window sign is a sign that is painted on or attached to a window. Window signs do not include business hours of operation or open/closed signs. Window displays, including merchandise displays, graphics and text, 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.





**11.4.6 Monument Signs**

Monument signs have a solid base that the sign face is installed upon. These signs should be designed so that the style of the sign and its base are consistent with the architecture of the buildings on the site. They are typically oriented perpendicular to the adjacent street and sidewalk and have a maximum of two parallel sign faces. Monument signs provide opportunities for landscaping to enhance their appearance.

**A. Location and Number Permitted**

Monument signs may be located in required street yards for any given zoning district. Only one monument sign is permitted per lot unless the lot has more than one street frontage. One additional sign may be approved if there are multiple street frontages.

**B. Size**

1. P, NC, CC, CBD, MU and WRD Zoning Districts: The maximum height shall be eight (8) feet, and the maximum area shall be twenty-four (24) square feet for a single tenant. Where there are three (3) or more tenants, the maximum height shall be eight (8) feet, and the maximum area shall be forty (40) square feet.
2. IN, CP, and FA Zoning Districts: The maximum height shall be eight (8) feet, and the maximum area shall be forty (40) square feet.
3. HC, LI, and HI Zoning Districts: The maximum height shall be ten (10) feet, and the maximum area shall be sixty (60) square feet for a single tenant. Where there are three (3) or more tenants, the maximum height shall be ten (10) feet, and the maximum area shall be eight (80) square feet.
4. Overlay Districts: If located within an Overlay District, the sign standards of that district apply.

**C. Illumination**

If illumination of monument signs is desired, then external illumination or halo lighting is preferred. Internally-illuminated cabinet signs must have a dark background with light lettering, per requirements set forth in Section 11.1.8.

**D. Zoning**

Monument signs are permitted in all zoning districts throughout the City of Conway.

**E. Design**

Monument signs shall conform to the following standards:

1. All support structures, poles, and wiring related to a monument sign shall be enclosed within the base or sign face of said monument sign so that they are not visible.
2. The color of the base and the materials enclosing the base of a monument sign shall be consistent with the exterior color and materials of the building(s) on the property.



## 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.

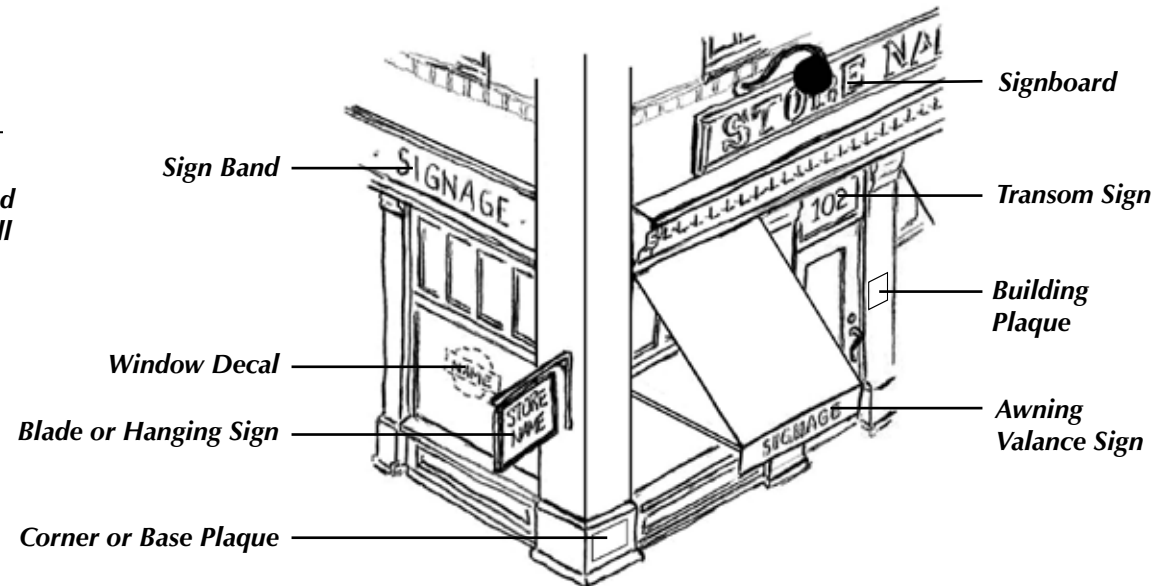
Fig. 3.1: INAPPROPRIATE Sign Placement



*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



(A) Hanging "Blade" Sign

(B) Flush Mounted Sign

(C) Dimensional Sign

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)

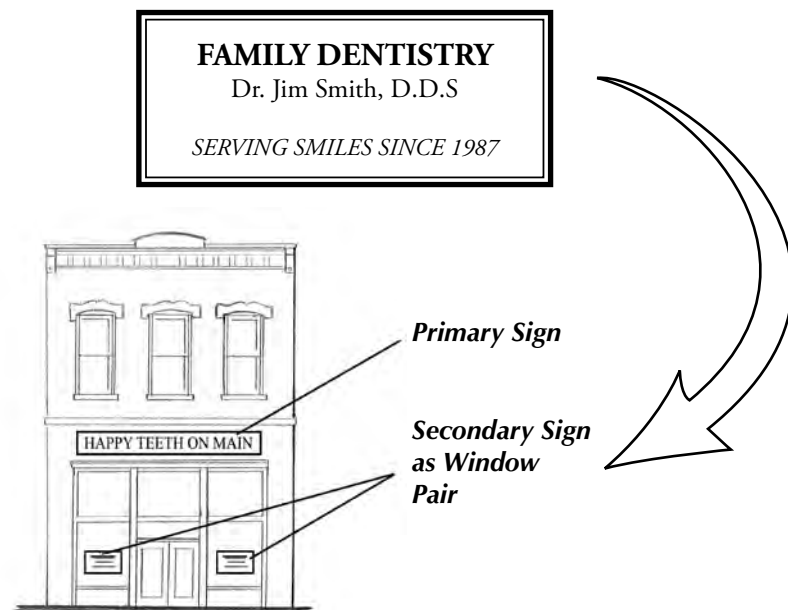
##### General Size Suggestion (each):

- 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.



### 6.3. Subordinate Signs

#### Description and Use:

"SUBORDINATE" SIGNS are NOT expressly defined as such in the *City of Conway Unified Development Ordinance*. This sign "category" is exemplary within these guidelines only. Subordinate signs generally are not the name and/or identity of the business, yet this sign type is necessary for operating a business and intended for pedestrian information (Fig. 3.8).

- 6.3.1 Subordinate Signs are generally small type, decals, window hangings or icons intended to be viewed by the pedestrian and patron.
- 6.3.2 Subordinate Signs may consist of, but are not limited to: "OPEN" signs; store hours; credit cards accepted; menu postings; a repeat of the business name and/or logo; a store slogan; proprietor's name, etc.
- 6.3.3 Neon and internally-lit box signs are not suggested within the Downtown National Register District, and in remaining local Historic Design Review Districts subject to additional CAB review of brightness, to verify no flashing or changing color, and to help with placement if they are Product Endorsement signs (See Section C, Chapter 6.4).

#### Suggested Amount:

- 6.3.4 Usually MULTIPLE groupings (see Size Suggestion, Combined Total below) to make up a "comfortable" amount of Subordinate Signs per "business division" of the primary facade (see Section C, Chapter 5.4 "Dividing the Facade for Clearer Signage" for suggestions on visually dividing the facade per usage).
- 6.3.5 A business which occupies multiple storefronts and/or has side or corner display windows can use additional Subordinate Sign(s).

#### Size Suggestion: (COMBINED TOTAL)

- 6.3.6 ALL Subordinate Signs square footage on the primary facade are suggested to fit into a COMBINED TOTAL of about 3 (three) square feet.

#### Additional Sign Suggestion (to reduce clutter):

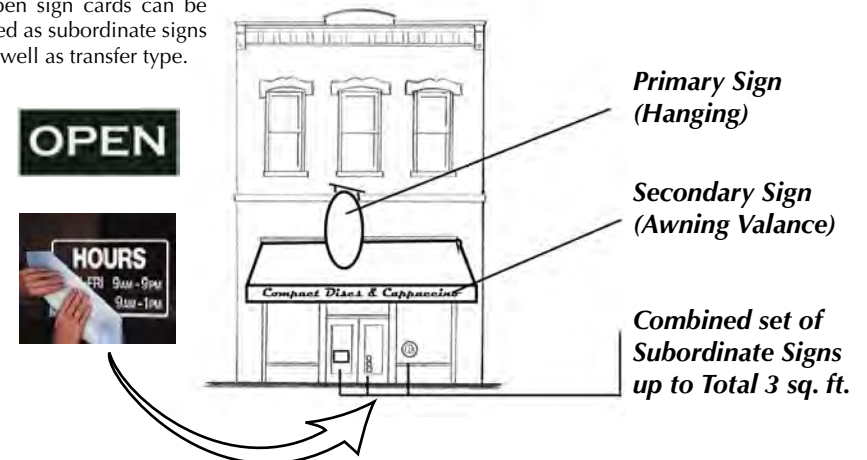
- 6.3.7 ONLY if the business occupies multiple storefronts and/or has side or corner display window area then additional Subordinate Sign(s) should be used per extra facade.
- 6.3.8 Groupings of Subordinate Sign(s) per additional facade are suggested to fit into two (2) additional square feet, per that additional facade.

#### Suggested Placement (close to the public entrance):

- 6.3.9 ONLY place on windows or display areas (this may include main entry door window panels).
- 6.3.10 In display windows, the outside perimeter of Subordinate Signs should be placed within 2 1/2 feet inward from the entry side frame of the window glass and the top perimeter of the sign within 2 1/2 feet up from the bottom display sill. (It may also be centered within adjacent display windows with top perimeter of the sign within 2 1/2 feet up from the bottom display sill.)
- 6.3.11 On entry doors, Subordinate Signs should be either centered or set to the bottom portion of the door panel glass.

Fig. 3.8: EXAMPLE of Suggested Combined Subordinate Signs

Open sign cards can be used as subordinate signs as well as transfer type.



In the figure above, a business Primary Sign may read "MUSIC AND MORE," on a perpendicular hanging sign above the entry. The Secondary Sign is less prominent, on the awning valance in vinyl type lettering reads "Compact Disks & Cappuccino." The Subordinate Sign consists of a 1 x 1 foot square vinyl transfer "hours" in the door glass that also reads "Sorry, No Checks" in small writing across the bottom. This leaves the owner a remaining 2 square feet of the total suggested Subordinate Sign limit. The owner places a one-and-a-half square foot "OPEN" sign card within the main display window to the right of the entry. To keep within the suggested 3 square feet total of Subordinate signage, the remaining half square foot is an assortment of credit card stickers in the door glass.

NOTE: If the business is also a corner location or occupies multiple facades, a two-foot of this same subordinate information may also be placed in a side display window.