

MAYOR
Barbara Blain-Bellamy

MAYOR PRO TEM
Justin D. Jordan



COUNCIL MEMBERS
Amanda Butler
William M. Goldfinch IV
Beth Helms
Larry A. White

**PLANNING DEPARTMENT
CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
Wednesday, April 12, 2023 | 4:00 P.M.
Planning & Building Department – 196 Laurel Street**

I. CALL TO ORDER

II. APPROVAL OF MINUTES (March 22, 2023)

III. CERTIFICATES OF APPROPRIATENESS

- A. **1101 4th Ave (Stella's Ice Cream)**: The applicant, YESCO Signs and Lighting Service, requests approval of proposed signage and lighting package for, Stella's Ice Cream, to be installed at 1101 4th Ave (PIN 368-04-02-0096).
- B. **1019 4th Ave (Heritage Baby View)**: The applicant, Renee Powell, requests approval of proposed signage for the business, Heritage Baby View, located at 1019 4th Ave (PIN 368-04-02-0092).
- C. **212 Main St (Kid Care Pediatric Urgent Care)**: The applicant, A1 Signs & Graphics, requests approval to replace sign panels on an existing freestanding sign and wall sign on the building located at 212 Main St. (PIN 367-01-01-0042).

IV. BOARD INPUT

V. STAFF INPUT

VI. UPCOMING MEETINGS

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
Board of Zoning Appeals (BZA)	April 27, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	April 17, 2023	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Planning Commission (PC)	May 4, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Community Appearance Board (CAB)	April 26, 2023	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	May 1, 2023	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Community Appearance Board (CAB)	May 10, 2023	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

VII. ADJOURN

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, March 22, 2023
Planning & Building Dept. Conference Room – 196 Laurel Street

Present: Duc Watts, Mckenzie Jordan, Autry Benton, Jamie McLain, Troy Roehm, Jacqueline Kurlowski
Absent: Gerry Wallace
Staff: Jessica Hucks, Planning Director; Katie Dennis, Planning Concierge; Jeff Leveille, IT
Other: Kat Palmer

I. CALL TO ORDER

Chairperson Jacqueline Kurlowski called the meeting to order at approximately 4:00 p.m.

II. APPROVAL OF MINUTES

McLain made a motion to accept the minutes as written and it was seconded by Jordan to approve the March 8, 2023 minutes. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

- A. 1020 4th Ave (Byrd Palmer Property Management):** The applicant, Kat Palmer, requests approval of proposed signage for the business, Byrd Palmer Property Management, located at 1020 4th Ave (368-04-02-0008).

Hucks stated the applicant, Kat Palmer, requests approval of proposed signage for the business located at 1020 4th Ave for Byrd Palmer Property Management.

The proposed sign is to measure **18” (W) X 8” (H)**, totaling **1.005 Sq. Ft.**

The sign displays the Name of the Business and is considered a “**Name and Address Plates**” sign. The sign is less than **2 Sq. Ft.** in gross surface area and is exempt from permit procedures. The sign is also classified as a “**Subordinate Sign**” under the **Historic Design Review Districts: Community Appearance Guidelines: Section C, Ch. 6: 6.6.**

The proposed size of the sign is compliant with the standards of the UDO for Name and Address Plates.

Hucks stated that the applicant, Kat Palmer, was present and could answer any questions.

Jordan made a motion to approve the proposal as presented. Benton seconded the motion. The motion carried unanimously.

IV. SPECIAL TAX ASSESSMENT

- A. 317 Main St (Realty ONE Dockside):** The applicant, Teague Hopkins, requests final approval of a Special Tax Assessment for the property located at 317 Main St, originally approved on November 20, 2019, per the Preservation Tax Incentive Program Requirements. (PIN 367-01-01-0023).

Hucks stated the applicant, Teague Hopkins, was not present and had not provided the needed documentation for the board to review and requested the board defer the item to a future meeting. Rohem made a motion to defer the request until the applicant submits the proper documentation to

staff. Watts seconded the motion. The motion carried unanimously.

V. PUBLIC INPUT

None

VI. BOARD INPUT

Kurlowski inquired about providing pointers to the board members to assist with clarifying portions of pictures being discussed during the meetings. Leveille gave guidance and informed the board he would look into a possible solution.

Kurlowski also had signage questions about the 3rd Ave side of 300 Laurel Lofts. Staff discussed and gave input.

Watts had a question on the ability of the board to recall an approval due to Crooked Oak Tavern concerns. Staff and the board discussed in length. The board requested a checklist to streamline approvals on large project and to provide clarification. Staff agreed to cultivate a checklist.

Watts also inquired about the landscaping and parking plans for Cowboy's Steakhouse. Staff Advised. Benton ask for clarification on the Cowboy's Steakhouse motion that was made at the previous meeting. Staff advised and board requested a final visual rendering of the final product prior to COA issuance.

VII. STAFF INPUT

None

VIII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:33 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this _____ day of _____, 2023.

Jacqueline Kurlowski, Chairperson

DATE: April 12, 2023

ITEM:III.A

ISSUE:

1101 4th Ave (Stella's Ice Cream): The applicant, YESCO Signs and Lighting Service, requests approval of proposed signage and lighting package for, Stella's Ice Cream, at 1101 4th Ave (368-04-02-0096).

ZONING DISTRICTS / HDRD:

Central Business District (CBD); Commercial HDRD

SCOPE OF WORK:

The applicant, YESCO Signs and Lighting Service, requests approval to install 1-30"X96" 3D 1" PVC projected teal colored lettering on existing awning, and the installation of step neck gooseneck lights with 16W LED bulbs, on the building located at 1101 4th Ave.

This same sign and lighting package received approval at the February 8, 2023 CAB meeting. The applicant then received a variance on March 23, 2023 from the Board of Zoning Appeals to install 2 signs on the awning/ canopy as previously presented to the board.

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, Sign Standards by Zoning District
- Section 11.1.8, Illumination

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: 1.26.23
BS&A #: P23-0032

City of Conway Planning Department
196 Laurel Street, 29526

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

www.cityofconway.com

Property Address: 1101 4th Ave Conway SC			PIN#: 36804020096
Review Request: <input type="checkbox"/> Conceptual <input checked="" type="checkbox"/> Preliminary <input type="checkbox"/> Final	Project Type: <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input checked="" type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	HDRD: <input type="checkbox"/> Miscellaneous (Fencing, roofs, etc) <input type="checkbox"/> Demolition / Moving of Structure <input type="checkbox"/> Repairs / Repainting with no Change <input type="checkbox"/> Appeal the Decision of Planning Staff	Meeting Date: 2/8/23
Property Owner: Kingston Junction LLC			Daytime phone:
Agent: YESCO Myrtle Beach			Daytime phone: 843-236-7446
Agent's mailing address: 6511-A Dick Pond Road		Agents's e-mail address: brcampbell@yesco.com	
City: Myrtle Beach		State: SC	Zip Code: 29588
Agent's relationship:	<input type="checkbox"/> Owner	<input checked="" type="checkbox"/> Design Professional	<input checked="" type="checkbox"/> Contractor
		<input type="checkbox"/> Real Estate Broker	<input type="checkbox"/> Other
Value of Project (As noted on Building Permit): \$2500			
<u>In your own words, describe what you are requesting:</u>			
Install two sets of 3D 1" projected PVC letters on awning - highlighted with down light wall washer			
Application Amended per email from applicant on 1-26-23			
Applicant proposes to install 2- 30"x96" 3D 1" PVC Projection Lettered Awnings with teal coloring to be externally lit by step neck goose neck lights with 16W LED bulbs---similar to Crooked Oak and Black Water Market			

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

I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property or the authorized representative of the owner. I authorize the subject property to be inspected, and that all required material will be submitted to the City of Conway Planning Department no later than ten(10) days prior to the meeting date. The Community Appearance Board meets the second and fourth Wednesday of each month at 4:00 P.M. in the Building & Planning Department, 196 Laurel Street. I understand that it is my responsibility to obtain all necessary approvals from other city departments, and that all zoning requirements must be satisfied prior to the project's being placed on a Community Appearance Board agenda. A REPRESENTATIVE MUST BE PRESENT AT THE MEETING TO HAVE YOUR REQUEST HEARD.

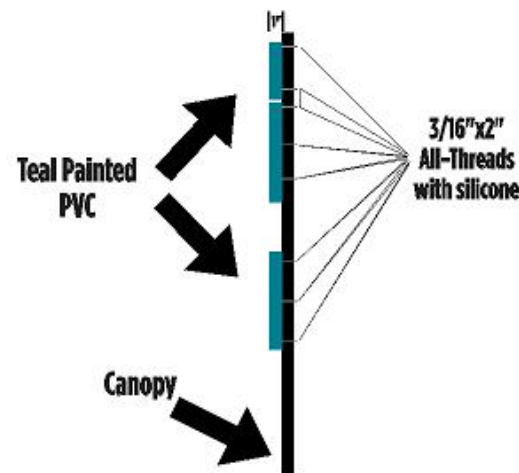
Applicant's signature: Brendan Campbell date: 01/24/2023

Print name legibly: Brendan Campbell


30" Stella's HOMEMADE ICE CREAM

96"

SIDE VIEW



SIGN TYPE	SPECIFICATIONS	COLORS	SIGN SURVEY	ARTWORK
<input type="checkbox"/> SINGLE FACE <input type="checkbox"/> DOUBLE FACE <input type="checkbox"/> ILLUMINATED <input type="checkbox"/> NON-ILLUM. <input type="checkbox"/> EXTERNAL ILLUM. <input type="checkbox"/> WALL <input type="checkbox"/> GROUND <input type="checkbox"/> PROJECTING <input type="checkbox"/> HANGING	1" PVC LETTERS DIRECT MOUNTED TO CANOPY. TWO IDENTICAL SETS EXTERNALLY LIT WITH GOOSENECKS GOOSENECKS WILL HAVE 3000K COLOR LED LIGHTS MOUNTED WITH 3/16"x2" ALL THREADS AND SILICONE		<input checked="" type="checkbox"/> FACE TRIMS <input checked="" type="checkbox"/> FASCIA COLOR <input checked="" type="checkbox"/> RADIUS DIM. <input checked="" type="checkbox"/> BUILDING DIM. <input checked="" type="checkbox"/> FACADE ANGLE <input checked="" type="checkbox"/> OTHER	<input checked="" type="checkbox"/> PROVIDED <input checked="" type="checkbox"/> REQUIRED If required, customer to provide YESCO Myrtle Beach with camera ready or appropriate digital file. Please contact your salesperson or Design Staff for appropriate file types.
FILENAME: Stella's Conway DATE: 2/2/23	REV# 1 DGMR: BPC	Approval Signatures Required: to insure that all spelling, colors, and specifications for sign(s) rendered meets customer & landlord approvals.		
CUSTOMER: _____ DATE: _____		LANDLORD: _____ DATE: _____		



6511 Dick Pond Road Unit A
Myrtle Beach, SC 29588
P: 843-236-2446
myrtlebeach@yesco.com

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Stella's
HOMEMADE
ICE CREAM

SIDE VIEW



SIGN TYPE	SPECIFICATIONS	COLORS	SIGN SURVEY	ARTWORK
<input type="checkbox"/> SINGLE FACE <input type="checkbox"/> DOUBLE FACE <input type="checkbox"/> ILLUMINATED <input type="checkbox"/> NON-ILLUM. <input type="checkbox"/> EXTERNAL ILLUM. <input checked="" type="checkbox"/> WALL <input type="checkbox"/> GROUND <input type="checkbox"/> PROJECTING <input type="checkbox"/> HANGING	Gooseneck placement for sign		<input checked="" type="checkbox"/> FACE TRIMS <input checked="" type="checkbox"/> FASCIA COLOR <input checked="" type="checkbox"/> RADIUS DIM. <input checked="" type="checkbox"/> BUILDING DIM. <input checked="" type="checkbox"/> FACADE ANGLE <input checked="" type="checkbox"/> OTHER	<input checked="" type="checkbox"/> PROVIDED <input checked="" type="checkbox"/> REQUIRED <small>If required, customer to provide YESCO Myrtle Beach with camera ready or appropriate digital file. Please contact your salesperson or Design Staff for appropriate file types.</small>
FILENAME: Stella's Conway DATE: 2/2/23		REV# 1 DGMR: BPC	Approval Signatures Required: to insure that all spelling, colors, and specifications for sign(s) rendered meets customer & landlord approvals. CUSTOMER: _____ DATE: _____	
		LANDLORD: _____ DATE: _____		YESCO. Sign & Lighting Service. <small>1011 Dick Pond Road Unit A Myrtle Beach, SC 29578 PH: 843-236-7406 myrtlebeach@yesco.com</small>

YESCO.
Sign & Lighting Service.

1011 Dick Pond Road Unit A
Myrtle Beach, SC 29578
PH: 843-236-7406
myrtlebeach@yesco.com

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SN610

Custom Build

FULL NAME:	COMPANY:
EMAIL:	PROJECT:



This is a computer-generated rendering.

SN610 - 10" STEP NECK ANGLE

Reflector: Spun from heavy gauge aluminum with an rolled in bead.

Dimensions: Diameter: 10" Height: 12"

Max Wattage: 150W Open fixture. Optional enclosures may reduce max wattage.

Mounting: Top Mounting with 3/4 NPT. For outdoor use, Teflon tape should be used around threads.

Finish: Powder Coat Finish for Outdoor use.

Certification: Built to UL 1598 and UL Certified for Damp and Wet Locations.



FIXTURE EXTERIOR

G8 (Dark Bronze)



FIXTURE INTERIOR

G1 (White)



LVEV1-2000-XXK - LVEV - 2000LM, 16W

LED: Bridgelux Vero SE 18 Series

Lumen: 2000(16W)

Kelvin: 27, 30, 35, 40, 50K Standard

CRI: 90CRI

Driver: ERP PSB Series, 120/277V, 0-10V Dimming down to 1%

Dimming: 0-10V, 1%

Voltage: 120 - 277VAC

Certification: cULus - Fixture manufactured to UL Standards 1598 & 8750

0-10v dimming must be specified in part number and on PO

KELVIN

30K (30K)

DIMMING

0-10V (0-10V Dimming)



41S - 41S - SHORT CLEAR

For use with Integral LEDs or short lamps.



GN17A - GOOSENECK STYLE A - 17IN



MOUNTING 1 FINISH

G1 (White)



HMTG - HMTG



MOUNTING 2 FINISH

G1 (White)



PART NUMBER: SN610-EG8-IG1 / LVEV1-2000-30K-0-10V / 41S / GN17A-G1 / HMTG-G1



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.

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.

11.1.7 Setbacks

Except as provided in Article 11 Signage, sign location shall conform with setbacks established in the Zoning Regulations of five (5) feet from all property lines.

- A. With the Planning Department's approval, traffic directional signs may be placed in the required setback, providing they do not interfere with visibility required for safe vehicular and pedestrian circulation, especially at street corners.
- B. With the Planning Department's approval, monument signs may be located in the required setback area, provided they are outside of the visibility triangle, provide adequate site distance for driveways and meet applicable height and area limits established for the zoning district.
- C. The Planning Department may approve reduced setbacks for signs, provided the sign does not interfere with visibility required for safe vehicular and pedestrian circulation and provided that the sign is architecturally compatible with the proposed location.

11.1.8 Illumination

- A. Where illumination of signs is permitted, the following standards shall apply:
 - 1. Lighting for signs shall not create a hazardous glare for pedestrians or vehicles either in a public street or on any private premises.
 - 2. The light source, whether internal to the sign or external, shall be shielded from view. This requirement is not intended to preclude the use of diffused exposed neon.
 - 3. Sign illumination for externally illuminated signs shall utilize focused light fixtures that do not allow light or glare to shine above the horizontal plane of the top of the sign or onto any public right-of-way or adjoining property.
 - 4. Each sign shall be designed so that illumination does not exceed 100 luxes (10 foot-candles) measured at a distance of 10 feet from the sign.
 - 5. In the Professional Zoning District, illumination of the sign face shall not exceed 10 luxes (1 foot-candle) measured at a distance of 10 feet from the sign.
 - 6. Signs located in residential zones may not be illuminated, except directory signs, which shall not exceed 10 luxes (1 foot-candle) measured at a distance of 10 feet from the sign.
 - 7. These maximum illumination levels are not guaranteed and may need to be reduced to insure compliance with standards 1, 2 and 3 of this section.
 - 8. Internally illuminated cabinet signs are prohibited in the Central Business District (CBD).
 - 9. All internally illuminated cabinet signs, including monument signs, walls signs, gas canopy signs and projecting signs shall have dark backgrounds with light lettering, subject to compliance with standards 5, 6, and 7 of this section.

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.

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

6.1. The Primary Sign

Description and Use:

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

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

Significant Historic "Grandfathered" Signs:

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

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

Suggested Amount:

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

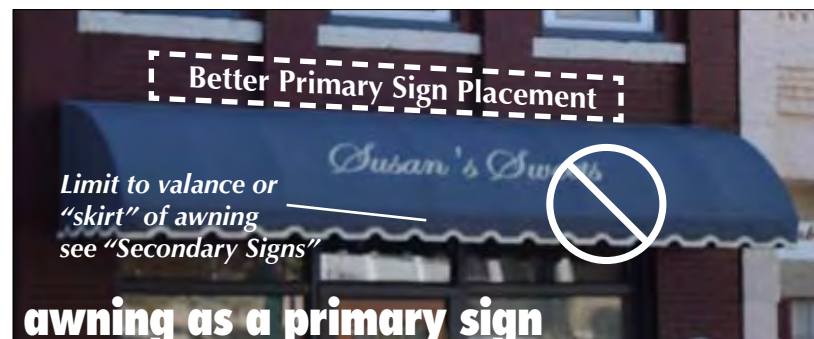
General Size Suggestions:

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

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

SPECIAL NOTES:

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



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

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

6.2. Secondary Signs

Description and Use:

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

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

Suggested Amount:

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

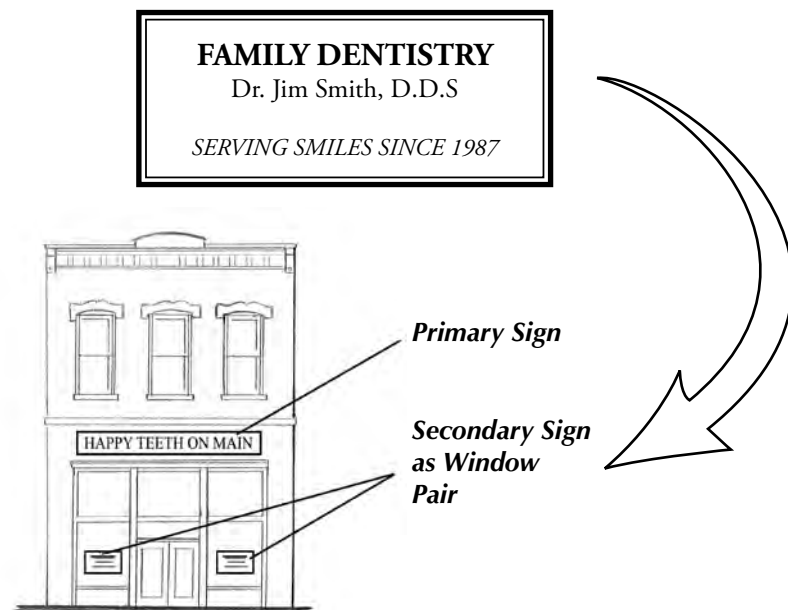
General Size Suggestion (each):

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

Additional Sign Suggestion (to reduce clutter):

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

Fig. 3.7: EXAMPLE of Suggested Secondary Signs



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

DATE: April 12, 2023

ITEM: III, B.

ISSUE:

1019 4th Ave (Heritage Baby View): The applicant, Renee Powell, requests approval of proposed signage for the business, Heritage Baby View, located at 1019 4th Ave. (368-04-02-0092)

ZONING DISTRICTS / HDRD:

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

SCOPE OF WORK:

The applicant, Renee Powell, requests approval of proposed wall, window and door signage for the business located at 1019 4th Ave for Heritage Baby View.

The proposed wall sign is to measure **152" (W) X 10" (H)**, totaling **10.52 Sq. Ft.** The wall façade the sign is to be affixed to measures **14' (H) X 25.5' (W)**, totaling **357 Sq. Ft.** This permits a max coverage (**15% max**) of **53.55 Sq. Ft.**

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

The proposed upper window signs are to measure **41" (W) X 17" (H)**, totaling **1.98 Sq. Ft.** and **28" (W) X 7" (H)**, totaling **1.35 Sq. Ft.** Each window pane the signs will be affixed to measure **52.5" (W) X 25.5" (H)**, totaling **8.2 Sq. Ft.** This permits a max coverage (**25% max**) of **2.05 Sq. Ft.**

The proposed lower window signs are to measure **22" (W) X 5" (H)**, totaling **1.83 Sq. Ft.** each. The window pane the signs will be affixed to measure **52.5" (W) X 58" (H)**, totaling **21.14 Sq. Ft.** This permits a max coverage (**25% max**) of **5.3 Sq. Ft.**

The proposed size of the signs are compliant with the standards of the UDO for Window signs.

The proposed door signs are to measure **14" (W) X 7" (H)**, totaling **0.679 Sq. Ft.** each. The door pane the signs will be affixed to measure **22" (W) X 48" (H)**, totaling **7.32 Sq. Ft.** This permits a max coverage (**50% max**) of **3.66 Sq. Ft.**

The proposed size of the signs are compliant with the standards of the UDO for Window signs.

Renderings are included in your packet

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

- Section 2.2.2, Sign-Related Definitions
- Section 11.3.2, Sign Standards by Zoning District
- Section 11.4.1 Wall Signs
- Section 11.4.2 Window 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: _____
Staff: _____
Inspected: _____

City of Conway Planning Department
206 Laurel Street, 29526

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

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

Property Address: <u>1019 - Unit 107</u>		TMS#:	
Review Request: <input type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input checked="" type="checkbox"/> Final	Project Type: <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input checked="" type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	HDRD:	Meeting Date: <u>4/12/23</u>
<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: Black Mariah Daytime phone: 843-248-9999
Applicant: Renee Powell / Heritage Baby View Daytime phone: 843-997-1933
Applicant's mailing address: 1723 Mineral Springs Applicant's e-mail address: renee@heritagebabyview.com
City: Conway, SC State: SC Zip Code: 29527
Applicant's relationship: ☐ Owner ☐ Design Professional ☐ Contractor ☐ Real Estate Broker ☒ Other
Value of Project (As noted on Building Permit): \$ 2150.00

In your own words, describe what you are requesting:

New signage to 1019 - Unit 107
Raised dimensional White Letters on existing Metal Boarder
Vinyl Lettering as in photo on upper (R) & (L) Window & doors

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: Renee K Powell date: 3/24/23
Print name legibly: Renee K. Powell

14 feet to top

25 feet 6 inches wide



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.

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.

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.



B. Size

Window signs are limited to a maximum of twenty-four (24) square feet. Window signs shall not exceed 25% of any individual window and 50% of glass panes of any door.

C. Illumination

Window signs may be illuminated by any means consistent with Section 11.1.8 of this article.

D. Zoning

Window signs are allowed in all non-residential zoning districts.

E. Exemptions:

Removable signs that promote specials, sales or other similar information may be placed in a window provided such sign does not exceed 25% of the window area and is limited to one (1) per tenant space. This sign will be exempt from sign permit procedures.

11.4.3 Awning Signs

Awning Signs should be limited to the skirt of the awning. Signs should only be considered for the awning face if there is no other alternative location for signage on a given storefront or property.

A. Location and Number

Signs may be located on awnings subject to size criteria. One awning sign is permitted per tenant space and must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area.

**B. Size**

Signs on awnings shall not cover more than twenty-five (25) percent of the main area of the awning, or exceed 25 square feet in size, whichever is smaller.

C. Illumination

Awning signs may be externally illuminated consistent with Section 11.1.8. Back-lit, translucent awning signs are prohibited.

D. Zoning

Awning signs shall be allowed in all non-residential zoning districts.

11.4.4 Projecting Signs

Projecting signs are attached to a building face and project out perpendicular to the building wall. Projecting signs are very effective when oriented to pedestrians on the sidewalk level. Appropriate materials include wood and metal with carved or applied lettering, or any other material that is architecturally compatible with the building that the sign is attached to. Multiple projecting signs should not be installed within ten (10) feet of each other if on the same property and should be separated from projecting signs on adjacent properties by ten (10) feet to insure proper visibility.



DATE: April 12, 2023

ITEM: III.C

ISSUE:

212 Main Street (Kid Care Pediatric Urgent Care): The applicant, A1 Signs & Graphics, requests approval to replace sign panels on an existing freestanding sign and wall sign on the building located at 212 Main Street (PIN 367-01-01-0042).

ZONING DISTRICTS / HDRD:

Central Business District (CBD); Commercial HDRD

SCOPE OF WORK:

The applicant proposes to **replace** sign panels on two existing sign structures: a freestanding sign and a wall sign.

Wall sign (front façade): The proposed wall sign (replacement panel) measures 8' (w) x 2' (h), totaling **16 sq. ft.** The sign panel replacement would be considered a "replacement" of an existing wall sign panel and would meet the requirements for replacement in the UDO. However, while not currently proposed, the sign panel could not be internally illuminated. The applicant has specified the proposed sign would not be illuminated – neither internally or externally. Colors include white background with multicolored lettering. Dimension is not shown. Rendering included in packet.

Freestanding sign structure (panel replacement): The sign structure is considered "legal nonconforming" in that it already exceeds the height limitation for freestanding signs. We cannot classify this as a monument sign or freestanding "post" sign, as it does not meet the definition for either. It would be considered, per the UDO, a pole sign because the sign panel is centered on a single support. In the CBD district, the maximum height of a freestanding post sign is 8-ft and the maximum height of a monument sign is also 8-ft. The maximum sign area for a freestanding post sign or a monument sign in the CBD district is 24 sq. ft. These factors are what makes the freestanding (pole) sign considered to be legal nonconforming.

The sign panels are 2' (h) x 8' (w), totaling **16 sq. ft.** in sign area. The sign panel is double-sided. No illumination is proposed in the application. Because the applicants are "replacing" a sign panel, it would be permitted in accordance with *Article 12, Section 12.1.6 – Nonconforming Signs, (D)* of the UDO. Rendering included in packet.

APPLICABLE ORDINANCE AND GUIDELINES:

City of Conway Unified Development Ordinance (UDO)

- **Section 2.2.2, Sign-related Definitions**
- **Section 11.4.1 Wall Signs**
- **Section 12.1.6 Nonconforming Signs**

"Historic Design Review Districts: Community Appearance Guidelines"

- **Section C, Ch. 5: 5.1 Marketing and Sign Basics (Pg. C.1)**
 - **Section C, Ch. 5: 5.2 Sign Materials (pg. C.4)**
 - **Section C, Ch. 5: 5.4. Tips for Arranging Façade Signage (p. C.7)**
 - **Section C, Ch. 6: 6.1. The Primary Sign (pg. C.8)**
-

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: 3.24.23
Staff: KD
Inspected: _____

City of Conway Planning Department
206 Laurel Street, 29526

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

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

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

Submittal Requirements: (See attached CAB Requirements)

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

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

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

Applicant's signature: Eddie Moore date: _____

Print name legibly: _____



Job Number: _____
Client: **Kid Care Pediatric Urgent**
Address: **212 Main St**
Conway, SC 29526
Salesperson: **Ashley G.**
Designer: **Ashley G.**
Date Originated: **03/21/23**
Manufacture By: _____
Install By: _____
Conceptual: ☒
Finalized: ☐
Drawing Scale: **As Noted**
Vector Artwork: _____
Revision 1: _____
Revision 2: _____
Revision 3: _____
Revision 4: _____
Revision 5: _____
Revision 6: _____
Revision 7: _____
Customer Approved: _____
Date: **PROPOSED**
Landlord Approved: _____
Date: _____



SIGN A:
Sq. Ft:

PROPOSED SIGN REQUEST IF DENIED WHITE BACKGROUND



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



Job Number: _____
Client: **Kid Care Pediatric Urgent**
Address: **212 Main St**
Conway, SC 29526
Salesperson: **Ashley G.**
Designer: **Ashley G.**
Date Originated: **03/21/23**
Manufacture By: _____
Install By: _____
Conceptual: ☒
Finalized: ☐
Drawing Scale: **As Noted**
Vector Artwork: _____
Revision 1: _____
Revision 2: _____
Revision 3: _____
Revision 4: _____
Revision 5: _____
Revision 6: _____
Revision 7: _____
Customer Approved: _____

Date: **PROPOSED**

Landlord Approved: _____

Date: _____



2.2.2 Sign-related Definitions

Refer to Article 11 for Signage Regulations.

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

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

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

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

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

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

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

Sign Types

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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.

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.



license or utility account has been discontinued or expired for more than 180 days. For uses that are vacant or discontinued upon the effective date of this *UDO*, the 180-day period begins on the effective date of this *UDO*.

- F.** A non-conforming vehicular use area, including any off-street parking and driveway for a single family use, shall not be modified in any manner which increases the surface area unless the surface pavement is brought fully into compliance with all the provisions of this Article.
- G.** Vehicular use areas, non-conforming due to curbing, shall be brought in accordance with the provisions of this *UDO* upon the following:
 - 1. Whenever a non-conforming vehicular use area is expanded, the edge of the expanded pavement area shall be separated from adjoining, non-paved surfaces with curbing in accordance with the provisions of this ordinance.
 - 2. Compliance with all applicable ADA standards shall be met if required by TRC.

12.1.5 Nonconforming Lots of Record

Any lot created prior to the adoption of this Unified Development Ordinance that does not comply with the minimum lot area and lot width requirements as set forth in Section 6.2 shall nonetheless be approved for use provided all other applicable requirements of the City of Conway Unified Development Ordinance are met. If the owner of such nonconforming lot owns one or more adjacent lots, the combination of the nonconforming lot and the adjacent lot(s) shall be required in order to create lot(s) that comply with the minimum requirements set forth in Section 6.2.

12.1.6 Nonconforming Signs

- A.** In cases where signs exist as nonconforming uses on property and/or exceed the total allowable sign area, no additional signs shall be permitted for an establishment. If the size, configuration, or use of a parcel (or building) is changed, signs on the resulting properties shall be required to conform to the sign regulations applicable to the newly created parcel or parcels at the time such change becomes effective.
- B.** All nonconforming signs shall be maintained and repainted and shall not be maintained in such a manner as to increase the degree of nonconformity. In cases where a "cabinet" nonconforming sign exists with Plexiglas faces, these faces may be changed if damaged or if sign message is desired to be changed. Wooden pole signs with single wooden surfaces may only be changed by painting the surface and the face.
- C.** Nonconforming advertising signs shall be allowed to continue as provided as follows:
 - 1. No structural changes to the support structure or changes to the sign face itself except message changes, which do not renew or extend the life of said sign shall be allowed.
 - 2. Maintenance of nonconforming advertising signs shall be limited to painting and repair of the existing sign.
 - 3. Once a nonconforming advertising sign is removed, taken down, or destroyed (i.e., receiving damage to an extent of more than fifty percent (50%) of the replacement cost at the time of destruction), such sign shall not be replaced with

another sign unless such sign is in conformance with this Unified Development Ordinance. Such damaged sign shall not be expanded or relocated. Such sign shall not be reconstructed or moved without complying in all respects with the provisions of this Article.

D. Nonconforming business or identification signs shall be allowed to continue provided as follows:

1. Signs which are nonconforming with respect to size or illumination requirements may be repaired and/or repainted or re-lettered provided the nonconformance (e.g. area) is not increased.
2. Signs which are nonconforming with respect to location or number permitted shall not be altered in any way except to make such sign comply with the provisions of this Article.

E. Signs for Nonconforming Uses. Signs associated with a legal nonconforming use of a structure or land shall be allowed to continue provided as follows:

1. Nonconforming signs associated with a nonconforming use of a structure or land shall not be changed except to make such signs comply with the applicable sign regulations for the district in which said use or land is located. Nonconforming signs shall be brought into compliance if a use change occurs or if a building is vacant for over 180 days.
2. Replacement signs for a legal nonconforming use of a structure or land shall be permitted in accordance with the applicable sign regulations for the district in which said use or land is located. The signage shall be brought into conformance in respect to sign type, size area, location, and height.

F. Billboard Sign Replacement Program

No billboard and/or off-premise sign shall be permitted within the city limits, except as provided for in this section. Existing, legal nonconforming "traditional" billboards may be replaced with a "digital" billboard, provided the following requirements are met:

1. Location and Number

- a. Only properties which currently have an existing traditional billboard are eligible for this replacement program. For each digital billboard proposed for Hwy 501 Bypass / Church Street, a minimum of three (3) legal nonconforming billboards must be removed from within the City limits. For all other areas where a digital billboard is proposed, a minimum of two (2) traditional billboards must be removed from within the city limits. The proposed location for the replacement must be one of the locations a



Coastal Outdoor Advertising, Digital Billboard



Coastal Outdoor Advertising, Traditional Billboard

billboard is proposed to be removed.

- b. In cases where a traditional billboard is proposed to be replaced with a digital billboard, such billboard shall be oriented away from existing residential homes and/or lots which are eligible for future residential development.
- c. Should the applicant choose to convert, rather than remove and replace, an existing, legal nonconforming, traditional billboard "face" into a digital billboard face, it may qualify as one of the required billboard removals, provided such billboard complies with the requirements of this section.
- d. Each billboard face proposed to be replaced and/or converted to a digital billboard face shall not exceed the number of faces on the existing billboard proposed to be converted. Ex: If the applicant removes three (3) billboards, in which the Hwy 501 location is one of the billboards proposed to be converted to digital, the number of faces on the proposed billboard face cannot exceed the number of faces on the existing billboard proposed to be converted.

2. **Size**

- a. Proposed "digital" billboards shall not exceed 400 square feet in sign area. Double-sided copy areas are considered as one (1).
- b. Billboard sign structures permitted in accordance with the Billboard Sign Replacement Program, shall not exceed 50-feet in height, measured at road grade where the billboard is proposed to be located.

3. **Setbacks**

- a. The minimum setback from property lines and/or rights-of-way is five (5) feet. The Planning Director or Zoning Administrator may approve reduced setbacks for the proposed billboard(s), provided the billboard does not interfere with visibility required for safe vehicular and pedestrian circulation. At no time shall any proposed digital billboard(s) be permitted within rights-of-ways.

In cases where an existing legal nonconforming "traditional" billboard structure is proposed to be replaced with a "digital" billboard, the new digital billboard structure shall comply with current setback / location requirements that are in effect at the time of application, unless otherwise specified.

- b. Such billboard shall not be located within sight triangles, in accordance with Section 7.1.8.

4. **Illumination**

- a. Digital billboard(s) shall not exceed 6,000 nits from sunrise to sunset and 500 nits from sunset to sunrise, provided that such intensity or brilliance of illumination does not cause glare or impair the vision of the driver of any motor vehicle, or which otherwise interferes with the driver's operations of a motor vehicle.
- b. Digital billboard(s) shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to the requirements of this section.
- c. Before issuance of a sign/building permit, a sign company shall certify the

illumination specifications.

5. **Zoning**

- a. Shall be permitted within the IN, IC, HC, CC, P, NC, MU, LI and HI zoning districts, provided the property is not located within a Historic Design Review District (HDRD).
- b. Removal of existing, legal nonconforming billboards is permitted within any zoning district, provided it is within the city limits.

6. **Permitting Requirements**

- a. Billboard(s) proposed for installation and/or removal shall be owned by the sign companies proposing such installation and/or removal.
- b. Traditional billboards proposed for removal must be submitted to our office for review to ensure such removal may count towards the total number of traditional billboards required for removal before a permit for a digital billboard may be submitted. A building permit is *not* required for removal only; however, a zoning permit shall be issued for removals for tracking purposes.
- c. The Planning Director or Zoning Administrator shall review and approve all *proposed* digital billboards and a zoning permit and building permit must be issued prior to commencement of work.
 - (1) The applicant will have 60 days from the time a building permit is issued for the digital billboard to have all applicable traditional billboards removed. Failure to do so will constitute a violation of this section.

7. **Additional Requirements**

- a. The billboard shall have a mechanism to turn it off if a malfunction occurs.
- b. At no time shall the billboard contain obscene or indecent words, photographs or depictions, in accordance with state law (SC Law, Section 57-25-20).
- c. At no time shall the billboard contain or make use of any word, phrase, symbol, shape, form or character in such a manner as to interfere with, mislead or confuse traffic.
- d. The images and messages displayed shall be complete in themselves, without continuation in content to the next message or image, or to any other sign.
- e. No audio speakers or any form of pyrotechnics shall be permitted.
- f. Digital billboard(s) shall not change or alternate displays more frequently than once every six (6) seconds, or as specified by state law.

8. **Other**

- a. Owner of digital billboard may revert the billboard to a traditional, or static, billboard if owner finds that the digital billboard is not profitable for the permitted location.
- b. Digital billboards permitted in accordance with the Billboard Sign Replacement Program, that are determined to be in violation of the requirements of this section are subject to penalties for violation as specified in Article 15, Section 15.1.4 and

shall remedy such violation(s) within a reasonable timeframe specified by the Planning Director or Zoning Administrator.

- c. The requirements of this section shall not supersede state law requirements or conditions. [ZA2021-08-16(C)]

5.1. Marketing and SIGN BASICS

The City of Conway has a sign ordinance, (*City of Conway Unified Development Ordinance*, Article 11) which takes precedent. These guidelines have been designed to work as a supplement of visual suggestions for traditional commercial building owners throughout all local Historic Design Review Districts (HDRDs). Significant focus is given to buildings in the historic commercial HDRD. It is the intent of this section to help building owners understand their building features and how the best scale, type, materials and placement of signage will benefit their businesses.

The quality and amount of signs on buildings has a great impact on the appearance of a downtown area, either positive or negative. Each and every storefront should be an individual statement for its intended market and audience, while also appearing in harmony with neighboring businesses.

Different types of signs serve different purposes in a downtown area. In most areas of any downtown, first impressions may be from an automobile, and certain signs are designed to be seen from that vantage point. Other signs are intended for the pedestrian to read while

strolling the sidewalk. The building or retail owner's choice of materials, size, scale and type of signage are reflective of the way that the business is intended to be portrayed. A general rule of identification is that any patron needs only to recognize where a business is once. These traditional commercial sign guidelines provide for the multiple types of commonly used signs that are required for the best business visibility. This chapter suggests how to "read" individual buildings in order to identify proper sign placement depending on each primary facade and divide the facade area for "business divisions" if there might be multiple sign users.

With the City of Conway's rich architectural history, exemplified by distinct building styles over many periods of its history, simple "marketing" rules related to signage remain basic:

- "KEEP IT SIMPLE"
- STAY IN CONTEXT
- USE APPROPRIATE SCALE
- FOLLOW GOOD SIGN PLACEMENT
- CREATE A "HIERARCHY" OF SIGN TYPES

"Keep It Simple"

While these guidelines are intended to prevent sign and visual "clutter" in the downtown district, they are primarily meant to guide the business owner as to traditional placement and good design. Keeping information and expression within established guidelines not only helps each business but the entire district as a whole.

Simple Signs - Residential Re-use:



Primary Signs Home, Yard Placement & Lighting: pg.D.17

APPROPRIATE:



Conway, SC 2009

Keeping sign clutter down, information simple, and aligned in traditional "sign-band" locations is important in the CBD where businesses are close together. Bold lettering or sign boards within prescribed architectural space is key.

INAPPROPRIATE:



jB-ra Photo Archives 2008

This is an example of a downtown commercial district that lacks signs where signs are meant to be. This does nothing to help these businesses promote themselves.

The Context of Signs

Beyond City sign ordinances, these guidelines should help identify and the use of sign construction appropriate to the building style and how the sign will be seen within the surrounding environment. Signs should work in context with the architecture of the individual building. Use fundamental features of the facade such as building piers, storefront cornices, and storefront framing for traditional and best placement of signs (Figure 3.2 next pg). Many upper facade features and stylized materials will provide built-in framing. Any new or reproduction sign should be consistent with the placement and type of signage that would historically have been used (or intended to be used) with that building. A building should not be adorned with signs that change the construction of the facade or the storefront. For example, overly "built" theme fronts and amenities that change the character of the architecture. The sign should be considered an expression of the type of business and therefore an extension of that individual business's identity, but also take in consideration the historic architecture.

If the storefront or business model is designed to utilize contemporary sign materials, a traditional approach with respect to placement, size and scale relative to the building features should still be followed. (Especially see "Scale" below.) In addition, the sign and its method of attachment should be reversible to the building itself to the greatest extent possible in order to maintain the integrity of significant building materials.

Use Appropriate Scale

Scale can be fairly subjective. Size limits set within *City of Conway Unified Development Ordinance, Article 11* and additional suggestions, based on "sign types" in these guidelines, should help guide maximum scale on historic buildings. To judge "scale" each business must weigh the overall coverage of all signs being used on its facade, the perception the business is going to create, and how the signage aligns with neighboring signs. The average size of other signs in the immediate downtown environment might determine whether sign scale in a particular part of a district is smaller or larger than allowable. A marketing rule for scale is generally the smaller the sign and less information provided, the more sophisticated the business will be perceived. Businesses that cram type on out-of-scale signs are often perceived as lower-end or discount.

APPROPRIATE:



JB+a Photo archives, 2007

A single-bay contemporary framed storefront with traditional construction is shown here with an appropriate amount of signs. The design of a primary blade sign and secondary sign band over the door is in-context with the character of the space, the architecture and business.

INAPPROPRIATE:



JB+a Photo archives, 2001

Flat vinyl letters applied to an out-of-scale signboard construction are shown above. The entire sign is set across facade elements such as building piers, banding and slightly over the storefront opening edge. This becomes out of context to the traditional architecture.

APPROPRIATE:



Conway, SC, 2009

Scale of signs work in a pedestrian oriented district and must not dominate the architecture. Note how upper facade architecture pre-defines size.

INAPPROPRIATE:



JB+a Photo archives, 2007

A sign that is too small for the large area of the upper facade is out of scale. This may interrupt the rhythm viewing signs and horizontal continuity of the block. The entire business may be overlooked.

5.1. Sign Basics (continued)

Follow Good Sign Placement

- 5.1.1 In no case shall a sign applied to a building be allowed to obscure any significant architectural details of a building face, nor shall a wall sign be designed to cover existing windows.

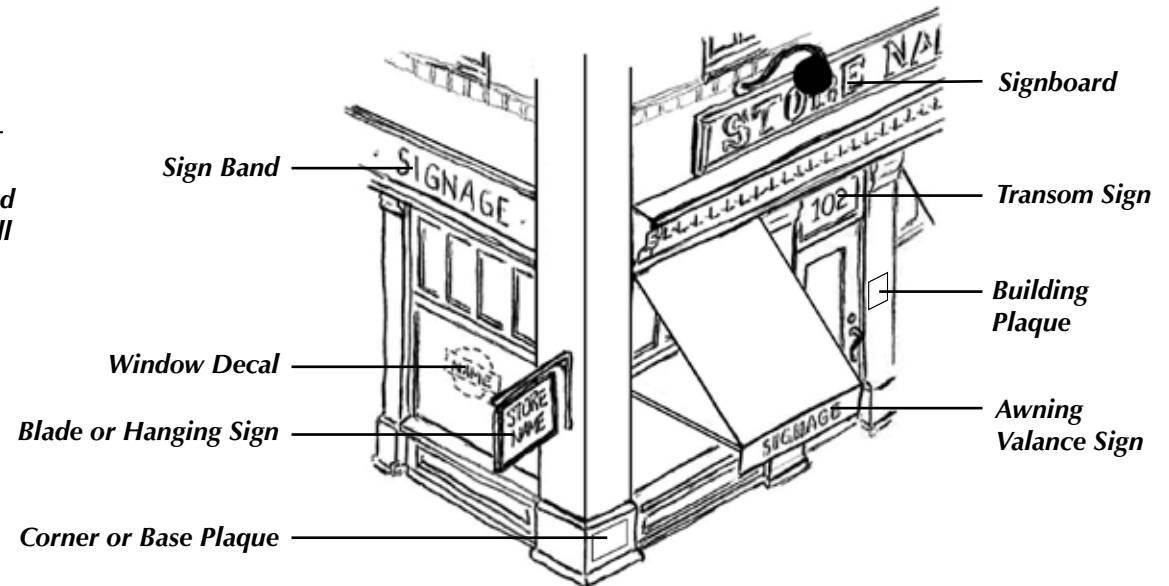
Fig. 3.1: INAPPROPRIATE Sign Placement



Signs placed over building elements and window openings will not be allowed.

Fig. 3.2: Contextual Types and Placement of Signs

For example only, all signs shown would not be allowed on one building:



Create a Hierarchy of Sign Types

These guidelines use three different sign category terms to suggest a traditional system of sign "hierarchy" per business division, rather than per facade (see also Section C, Chapter 5.4 "Dividing the Facade for Clearer Signage"):

- PRIMARY SIGN
- SECONDARY SIGN(S)
- SUBORDINATE SIGNS

Quick Reference Guide to These Sign Guidelines:



Primary Signs: pg. C.8-C.9



Secondary Signs: pg. C.10



Subordinate Signs: pg. C.11

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 5 INTRODUCTION TO SIGN BASICS

5.2. Sign Materials

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

APPROPRIATE – Materials for Primary Signs in General

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



Applied Dimension



Stenciled Aluminum



Image Set on Stems



Routed Sign-Foam



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



Transfer w/ Border & Applique on Glass



Paint or Flat Print Sign

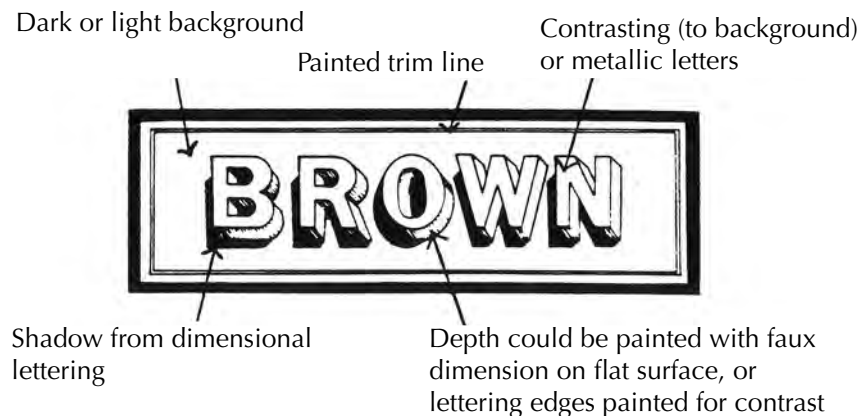


Mixed Use/Synthetic

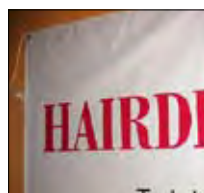
- 5.2.1 Wood is appropriate in cut, stenciled, routed, or dimensional letters.
- 5.2.2 Aluminum (stencil cut or mounted on "stems" from the sign board or anchors set into mortar joints on the wall).
- 5.2.3 Synthetic modern materials such as toolable sign foam, applied pre-fab and primed-paintable dimensional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

Fig. 3.3: Typical Dimensional Lettering and Paint Example

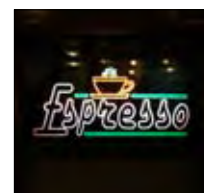
Colors suggested for Example Only:



INAPPROPRIATE – Materials for Primary Sign in General



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



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

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

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

5.4. Tips for Arranging Facade Signage

The following steps are not required by Conway Sign Code. This is a suggested method to assist the proprietor and building owner organize a division of signs in the case of multiple businesses per one facade.

The suggested size, area and hierarchy of different sign categories (see Section C, all of Chapter 6 “Downtown Commercial Sign Suggestions”) can be based on three simple steps of dividing facades with multiple businesses.

Step 1: Identify Primary Facade and Estimate Division by Physical Usage

Every building has one Primary Facade and buildings with multiple businesses may need to share the facade area for signs. Most businesses will occupy a single storefront or primary facade facing the street; however tenants may also locate in a corner multi-level space, or locate only on upper floors with no display windows. Who gets the “most” signage? This hypothetical “business division” can make it easier to determine sign sizes and amount for each business. Some business blocks have equally divisible storefronts (i.e. single story side-by-side; row of identical storefronts; upstairs / downstairs) and some may be less equally divided in the primary facade (50/25/25%; etc.). In instances where corner or stand-alone businesses have multiple facades, only one facade is designated as the “Primary Facade” which in turn provides the location for the one allowable Primary Sign described later.

Step 2: Estimate Square Footage to Assign to Each Business

Generally, each “business division” can be given a length and height of each individual business on the primary facade. The resulting square footage that each individual business is assigned determines the amount of facade exposure to begin to figure sign sizes and amount per business.

Step 3: Use these Guidelines for Suggestions on Sign Types and Amount

Different amounts of additional signage can be measured back to the Business Division of the Primary Facade (see all of Chapter 6 “Downtown Commercial Sign Suggestions” in the following Section C, Chapter 6). The example in Figure 3.5 shows that Signs do not have to be placed only within the “business division” assigned to that specific business.

Fig. 3.5: Defining a Hypothetical “Business Division”

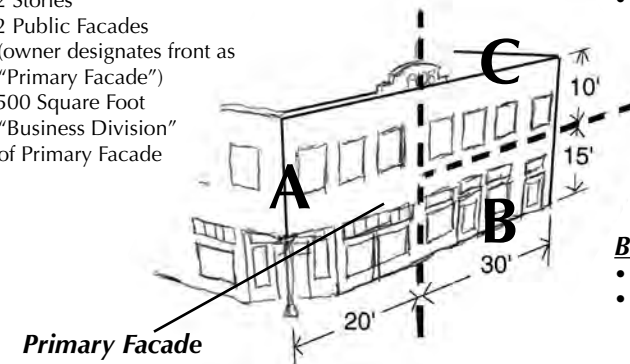
For suggested use only to assist with sign placement, amount and hierarchy. This is not code enforced.

Business A

- Corner Retail
- 2 Stories
- 2 Public Facades (owner designates front as “Primary Facade”)
- 500 Square Foot “Business Division” of Primary Facade

Business C

- Upper Floor Office
- 300 Square Foot “Business Division” of Primary Facade



Business B

- Street Level Retail
- 450 Square Foot “Business Division” of Primary Facade

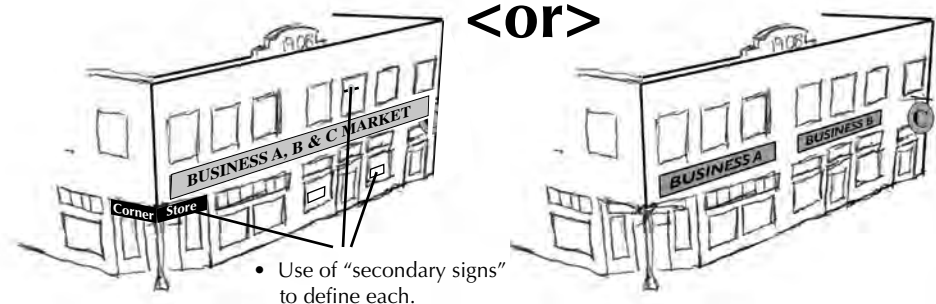
(Above) The building owner has elected to divide the primary facade into three parts: “Business Divisions” A, B & C. Each have different square footage of the area of the primary facade. Each have their own entry to the street.

(Below, left) Businesses A, B, and C could join together to place a single sign, such as Conway’s “Back Water Market,” across the sign band area, even though each business sells different goods. Secondary signs would give individuality.

<OR>

With individual signs scaled to the amount of each assigned business division:

(Below, right) Business C (upper floor) affixes a Primary “blade” Sign (see Fig. 3.6 Suggested Primary Sign Types) over its street entry door, even though the door is part of the lower facade business division. Businesses A and B choose mounted Primary Sign boards over their storefronts in scale with the amount of their business divisions. This gives business A the largest Primary Sign, followed by B and then C.



- Use of “secondary signs” to define each.

C TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

6.1. The Primary Sign

Description and Use:

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

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

Significant Historic "Grandfathered" Signs:

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

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

Suggested Amount:

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

General Size Suggestions:

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

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

SPECIAL NOTES:

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



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

6.1. Primary Signs (continued)

Fig. 3.6: Suggested Primary Sign Types



(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.