

*MAYOR*  
Barbara Jo Blain

*MAYOR PRO TEM*  
Larry A. White



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

**PLANNING DEPARTMENT  
CITY OF CONWAY  
COMMUNITY APPEARANCE BOARD MEETING  
Wednesday, May 22, 2024 | 4:00 P.M.  
Planning & Building Department – 196 Laurel Street**

**I. CALL TO ORDER**

**II. APPROVAL OF MINUTES (May 8, 2024)**

**III. CERTIFICATES OF APPROPRIATENESS**

- A. 1101 Fourth Ave (Stella's Ice Cream)** The applicant, Keith Powell, is requesting approval for a proposed addition for the business located at 1101 Fourth Ave. (PIN 368-04-02-0096).
- B. 909 4<sup>th</sup> Ave (Palmetto Taps):** The applicant, Brian Von, requests approval of new structural support for windows and relocation of signage for the business located at 909 4<sup>th</sup> Ave (PIN 367-01-01-0065).
- C. 328 Laurel Street (River City Cafe):** The applicant, Jackie Powell, is requesting approval to install new signage for the business located at 328 Laurel St. (PIN 368-04-02-0092).

**IV. PUBLIC INPUT**

**V. BOARD INPUT**

**VI. STAFF INPUT**

**VII. UPCOMING MEETINGS**

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
Board of Zoning Appeals (BZA)	May 23, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	June 3, 2024	4:00 p.m.	Council Chambers	229 Main St.
Planning Commission (PC)	June 6, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Community Appearance Board	June 12, 2024	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

**VIII. ADJOURN**

**CITY OF CONWAY**  
**COMMUNITY APPEARANCE BOARD MEETING**  
**WEDNESDAY, May 8, 2024**  
**Planning & Building Dept. Conference Room – 196 Laurel Street**

Present: Jacqueline Kurlowski, Duc Watts, McKenzie Jordan (arrived late), Troy Roehm, Jamie McLain

Absent: Coker Hall, Gerry Wallace

Staff: Katie Dennis, Planning Concierge; Marcus Cohen, IT; Mary Catherine Hyman, Deputy Administrator

Other: Kathy Ropp, Eddie Moore

**I. CALL TO ORDER**

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

**II. APPROVAL OF MINUTES**

Watts made a motion to accept the minutes as written. It was seconded by McLain to approve the April 10, 2024 minutes. The vote in favor was unanimous. The motion carried.

**III. CERTIFICATES OF APPROPRIATENESS**

- A. Kingston St & Hwy 905 (Gateway Signage):** The applicant, City of Conway, is requesting approval to install signage on previously approved gateway wall at the corner of Kingston St. and Hwy 905. (PIN 367-01-01-0032).

Hyman stated the applicant, City of Conway, is requesting approval to install signage on a previously approved gateway wall at the corner of Kingston St. and Hwy 905.

The proposed will measure 174” (w) X 54” (H), totaling 65.25 sq. ft. The sign reading “Conway” will be dimensional, and halo lit in accordance with the UDO and HDRD Guidelines and the sign portion reading “Welcome to South Carolina” will be ¼” flat cut aluminum all of which to be individually peg installed.

This sign is a gateway sign and “may be of any type, number, area, height, location, or illumination”. Staff did make every effort and is in compliance with the UDO.

The applicant and board discussed at length.

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

- B. 1122 4th Ave (Palmetto Chevrolet):** The applicant, A1 Signs and Graphics, requests approval of new sign face replacements on existing monument sign and a “Grandfathered sign” determination for the business located at 1122 4th Ave (PIN 368-04-02-0010).

Dennis stated that the applicant, A1 Signs and Graphics, requests approval of a new sign face replacement on existing monument sign for the business located at 1122 4<sup>th</sup> Ave.

The proposed sign face is to replace the existing sign face to match the other updated trademark logo signs for this company. This property is the only one of late that is located within the CBD and that requires CAB approval.

Per the UDO the sign is considered a Nonconformities and is determined by the standards set forth in Section 12.1.6.

This sign could be considered a Grandfathered Sign if approved by CAB and would therefore be permitted to reface the sign to prior standards so long as the size of the sign was not increasing.

The applicant, staff and the board discussed at length.

Jordan made a motion to approve the request as presented without grandfathering. Watts seconded the motion. The vote in favor was unanimous. The motion carried.

- C. 951 2<sup>nd</sup> Ave (Bonfire):** The applicant, Darren Smith, is requesting approval to install fencing around the outdoor dining area for the business located at 951 2<sup>nd</sup> Ave (PIN) 367-01-01-0053).  
The applicant, Darren Smith, is requesting approval to install fencing around the outdoor dining area for the business located at 951 2<sup>nd</sup> Ave.

The proposed fence is a wooden split rail fence that will provide a barrier within the existing flower beds from the public right-of-way access for the riverwalk.

The fence is being requested due to recent issues with pedestrians accessing the riverwalk and not being able to differentiate between public areas and private areas.

The fence is compliant with the UDO as far as location and type.

The applicant provided a picture of the fence installed to provide a more concrete understanding of the proposal. The fence is not permanent as of now but if approval is granted will be made as such following proper permit approvals.

Pictures of the fence are included in your packet.

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

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

None

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

None

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

Dennis invited the board to the upcoming Moon Tree Ceremony.

**VII. ADJOURN**

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:21 pm. The vote in favor was unanimous and the motion carried.

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

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Jacqueline Kurlowski, Chairperson

**DATE: May 22, 2024**

**ITEM: III. A.**

**ISSUE:**

**1101 Fourth Ave (Stella's Ice Cream):** The applicant, Keith Powell, is requesting approval for a proposed addition for the business located at 1101 Fourth Ave. (PIN 368-04-02-0096)

**ZONING DISTRICTS / HDRD:**

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

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**SCOPE OF WORK:**

The applicant, Keith Powell, requests approval of a addition for the business located at 1122 4<sup>th</sup> Ave.

The proposed addition will measure 9' x 6' totaling 54 sq. ft. The addition is to connect the existing door of the store with the newly installed walk in freezer that was approved at the January 24<sup>th</sup> meeting.

The addition will match the existing finish and be painted white. The roof will be a black metal roof to match the existing trim of the building and the door will be a 6 panel door painted black to match existing doors.

Staff's understanding is that the addition is needed to provide safety and security to the workers of Stella's Ice Cream when exiting the store and entering the outdoor walk-in cooler.

*Renderings are included in your packet*

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**Applicable Standards**

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

- *Section 3.2.12 Central Business District (CBD)*
- *Section 6.3.1 Non-Residential Design Standards*
- *Section 6.3.7 Central Business District*

***Historic Design Review Guidelines (HDRD):***

- *Section B Chapter 3:3.4-The Downtown Environment*
  - *Section B Chapter 4:4.5- New Commercial Construction*
- 

**STAFF RECOMMENDATION:**

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

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



City of Conway  
Community Appearance Board  
APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

Received: \_\_\_\_\_  
BS&A #: \_\_\_\_\_

City of Conway Planning Department  
196 Laurel Street, 29526

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

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

Property Address: <b>1101 4th ave</b>		PIN#:	
Review Request: <input type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input checked="" type="checkbox"/> Final	Project Type: <input checked="" 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: <b>Kingston Junction, LLC</b>		Daytime phone: <b>843 222 6464</b>	
Agent: <b>Keith Powell</b>		Daytime phone: <b>843 450 5411</b>	
Agent's mailing address: <b>1723 Mineral Springs Rd</b>		Agents's e-mail address: <b>Palmettobuilder1@aol.com</b>	
City: <b>Conway</b>		State: <b>SC</b>	Zip Code: <b>29527</b>
Agent's relationship: <input type="checkbox"/> Owner <input 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): <b>\$3,500.00</b>			
<b>In your own words, describe what you are requesting:</b>			
Construct a 7'X9' enclosed rear entry area. This will provide access to new walk-in freezer from the rear entry door. Exterior finish wil match existing finsh (parged/painted white walls, black metal roof to match existing trim, entry door will be 6 panel door painted black to match existing doors.			

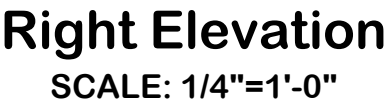
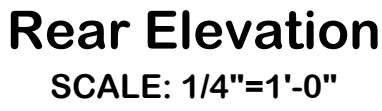
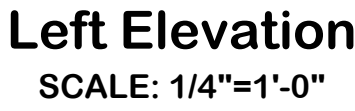
<b>Submittal Requirements: (See attached CAB Requirements)</b> <b>***Digital copies of all supporting materials must be submitted along with two hard copies:</b>	
<input type="checkbox"/> Zoning approval obtained and/or initial TRC review completed <input checked="" type="checkbox"/> Completed CAB application <input type="checkbox"/> Two (2) copies of all relevant information (As deemed necessary by CAB and/or Planning Director) <input checked="" 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 checked="" 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: \_\_\_\_\_

date: 5/10/24

Print name legibly: Keith Powell



PROJECT: Garcia
DATE:8/18/2020
SCALE: SEE_DRAWING
DESIGNED BY: GVH
DRAWN BY:GVH

**SHEET**

# A1.1

[illegible]



**3.2.7 Professional (P)**

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

**3.2.8 Institutional (IN)**

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

**3.2.9 Neighborhood Commercial (NC)**

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

**3.2.10 Highway Commercial (HC)**

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

**3.2.11 Core Commercial (CC)**

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

**3.2.12 Central Business District (CBD)**

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

**3.2.13 Light Industrial (LI)**

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

**3.2.14 Heavy Industrial (HI)**

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



**6.3.1 Non-Residential Architectural Design Standards**

- A. **Intent:** Non-residential architectural design standards protect and enhance the aesthetic and visual character of various developments within the City of Conway. In particular, the purpose is to encourage and better articulate positive visual experiences throughout the City of Conway and to provide for economic growth and stability through the preservation of property values. The design review process is not intended to stifle innovative architecture but to assure respect for surrounding uses and reduce incompatible and adverse impacts on the visual experience.
- B. **Historic Design Review Districts (HDRDs):** Properties located within the HDRDs shall be reviewed and approved by the Community Appearance Board (CAB) and shall meet the "Historic Design Review Districts: Community Appearance Guidelines".
- C. **P, NC, HC, CC, CBD, GCO, and VCO:** Properties zoned P, NC, HC, CC, CBD, GCO, and VCO (exempting parcels zoned CP, FA, LI, and HI) that are located outside the HDRDs shall be reviewed and approved by the Planning Director and shall meet the following architectural design standards:
1. The architectural design, color, and material of a proposed structure, or structures, shall conform to community standards of good taste and design.
  2. Proposed structures will contribute to the image of the City of Conway as a unique place of visual character, integrity, and quality.
  3. All elevations of a structure shall be in harmony one with another in terms of scale, proportion, detail, material, color, and high design quality.
  4. The side and rear elevations of buildings shall be visually attractive, especially where those side or rear elevations are most often viewed by the public. Rooflines and architectural detailing shall present a consistency in quality design.
  5. All structures within a proposed development, including gasoline station canopies, shall utilize a uniform architectural theme and shall be designed to create a harmonious whole. It is not to be inferred that buildings must look alike to achieve a harmony of style. Harmony of style can be created through proper consideration of scale, proportion, detail, materials, color, site planning, and landscaping.
  6. The scale of buildings and accessory structures (including canopies) shall be appropriate to the scale of structures located in the surrounding area. Canopies designed as domineering or overpowering architectural features shall not be permitted.
  7. Long, monotonous facade design, including, but not limited to, those characterized by unrelieved repetition of shape or form, or by unbroken extension of line, shall not be permitted.
  8. The architectural design and material finish of buildings, signage, gasoline pump canopies, and other necessary structures shall be compatible with one another and surrounding structures.
  9. Color combinations of paints and stains shall be complimentary. In general, no more than three different colors per building shall be permitted.
  10. Materials shall express their function clearly and honestly and shall not appear as materials which are foreign to the character of the rest of the building.
  11. Any building exterior elevation shall consist of architectural materials which are equal in quality, appearance, and detail to all other exterior elevations of the same structure. Nothing in this section shall preclude the use of different materials

on different exterior elevations of the same structure so long as those materials maintain the architectural unity and integrity of the entire structure.

12. Stucco, tabby, wood siding, brick, stone, traditional metal components, textured concrete masonry units, glass, fiber cement siding, and other materials with similar textures are permitted. In addition to these materials, aluminum composite materials are permitted for HC Zoning Districts located within the GCO. Fiber cement, AZEK, and PVC are permitted as a synthetic trim.
13. No portion of a building constructed of unadorned concrete masonry units or corrugated metal, sheet metal, exposed metal, and / or manufactured panelized metal wall systems shall be visible in any manner from adjoining developed properties, from existing public rights-of-way, or from adjoining properties which are eligible for future development.
14. When unreasonable or impractical situations would result from the strict application of Section 6.3.1.C of the *UDO*, the owner or developer of property, zoned HC and located in the GCO, has the right to provide an alternative architectural design plan. Such situations may result from unique site conditions, innovative design applications, and / or unified development design. The Planning Director shall use the following criteria when determining whether an alternative architectural design plan can be accepted in lieu of meeting the requirements stated in Section 6.3.1.C:
  - a) The proposal includes a clear and concise explanation of the specific standards that are unreasonable or impracticable in that particular situation and how the alternative methods proposed will achieve the intent of Section 6.3.1.C.
  - b) The proposal represents the use of alternative designs and / or materials, which will result in an acceptable alternative to what is required in Section 6.3.1.C.
  - c) The proposal is compatible with and will enhance the use or value of surrounding properties.
  - d) The proposal is consistent with the intent of the *UDO*, the City of Conway Comprehensive Plan, and other current and future City of Conway adopted plans.
  - e) The Planning Director can require larger building setbacks, increased landscape buffers, and / or other screening methods as part of the approval for an alternative design plan.

*Amended 12-3-12, #ZA2012-12-03 (C)*

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

D. Architectural Design Standards

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

### 6.3.7 Central Business District (CBD)

A. Active Commercial Street Frontage Preservation.

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

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

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

B. Requirements for Dwellings.

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

C. Architectural Design Standards

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

## B COMMERCIAL HDRD HISTORIC DESIGN GUIDELINES

### Chapter 3 BASICS OF TRADITIONAL COMMERCIAL BUILDINGS

#### 3.4. The Downtown Environment

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

##### Density

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

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

##### Setback

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

##### APPROPRIATE:



Conway, 2009

##### INAPPROPRIATE:

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



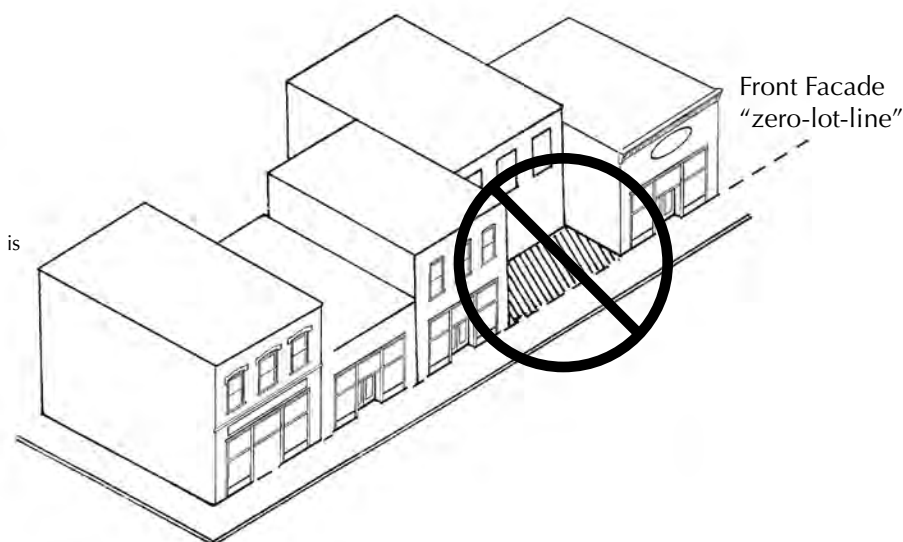
JB-a Photo Archives



Conway, 2008

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

**Fig. 2.6: Example of Improper Setback in Downtown**



## 3.4. Downtown Environment (continued)

## Building Height

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

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

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

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

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

Fig. 2.8: Examples of Traditional Building Height in Conway



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



## B COMMERCIAL HDRD HISTORIC DESIGN GUIDELINES

### Chapter 4 COMMERCIAL REHAB & ARCHITECTURAL DESIGN GUIDELINES

#### 4.5. New Commercial Construction

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

##### Placement and Orientation

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

##### Scale

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

##### Style

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

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

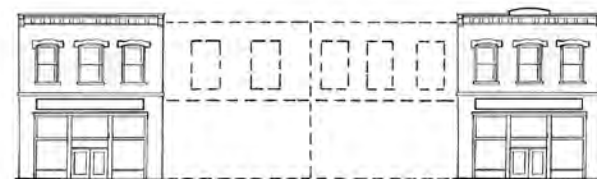


Dalton, Georgia; 2008

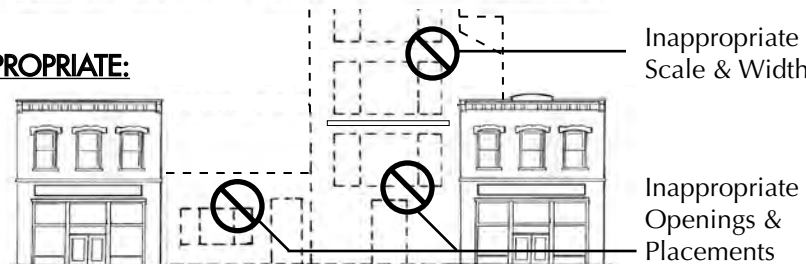
- 4.5.3 Window size, placement, as well as storefront opening and height should be consistent with the rhythm of those in existing building forms in the adjacent downtown area (see Figure 2.28 below).

Fig. 2.27: Examples of New Construction and Rhythm

##### APPROPRIATE:



##### INAPPROPRIATE:



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

**DATE: May 22, 2024**

**ITEM: III. B.**

**ISSUE:**

**909 Fourth Ave (Palmetto Taps):** The applicant, Brian Von, is requesting approval of new structural support for windows and relocation of signage for the business located at 909 Fourth Ave. (PIN 367-01-01-0065).

**ZONING DISTRICTS / HDRD:**

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

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**SCOPE OF WORK:**

The applicant, Brian Von, is requesting approval to install structural support on bowing windows and requesting a relocation of signage due to the addition of the support for the business located at 909 Fourth Ave.

The applicant proposes to install a 6” black steel bar across the length of the windows due to some structural concerns on the windows framing.

The addition of the black bar would congest the windows more with the previously approved window signage to be located and the base of the windows. The applicant has requested to place that lettering on/ at the height of the structural bar to attempt to lessen the amount of display area being used.

The applicant has stated that the signage is not a necessity simply a request but does want to stress the importance and the necessity of the support that is required by the bar.

*Renderings are included in your packet*

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**Applicable Standards**

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

- *Section 2.2.2, Sign-Related Definitions*
- *Section 6.3.1, NON-Residential Architectural Design Standards*
- *Section 6.3.7, Central Business District (CBD)*

***Historic Design Review District Guidelines (HDRD):***

- *Section B Chapter 4:4.1 Storefronts*
- 

**STAFF RECOMMENDATION:**

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

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





# City of Conway

## Community Appearance Board

APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

Received: \_\_\_\_\_  
BS&A #: \_\_\_\_\_

City of Conway Planning Department  
196 Laurel Street, 29526

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

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

Property Address: <b>909 4<sup>TH</sup> AVE</b>		PIN#:	
Review Request: <input type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input checked="" type="checkbox"/> Final	Project Type: <input checked="" 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:
Property Owner: <b>SUSAN McMILLAN</b>		Daytime phone:	
Agent: <b>S. CAROLINA COAST CONSTRUCTION</b>		Daytime phone: <b>449-295-2825</b>	
Agent's mailing address: <b>PO BOX 50726</b>		Agents's e-mail address: <b>DVON@GMY.COM</b>	
City: <b>MYRTLE BEACH</b>		State: <b>SC</b>	Zip Code: <b>29579</b>
Agent's relationship: <input type="checkbox"/> Owner <input 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): \$ <b>204</b>			
<b>In your own words, describe what you are requesting:</b>			
<b>- 6" BLACK STEEL BAR ADDED TO WINDOWS FOR SUPPORT</b>			
<b>- ADDING WHITE LETTERING TO BAR INSTEAD OF HAVING STICKERS BELOW</b>			
<b>(SAME SIGNAGE ALREADY APPROVED)</b>			
<b>BRICK ON RIGHT SIDE - 5" BRICK ON LEFT - 16" BAR AT 42"-48"</b>			

**Submittal Requirements: (See attached CAB Requirements)**  
**\*\*\*Digital copies of all supporting materials must be submitted along with two hard copies:**

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

- ☐ Building designs and facade drawings of the front, sides, and rear of all proposed new structures
- ☐ and/or facades proposed to be renovated;
- ☐ Plans for existing signage and proposed new signage;
- ☐ Color samples of paint, brick, shingles, siding;
- ☐ Topographic surveys;
- ☐ Tree surveys;
- ☐ Lighting plans;
- ☐ Specifications for miscellaneous architectural elements (lighting fixtures, hardware and finishes, etc.)

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

Applicant's  
signature: \_\_\_\_\_

date: **5/10/24**

Print name legibly: **Brian Van**



### 2.2.2 Sign-related Definitions

Refer to Article 11 for Signage Regulations.

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

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

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

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

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

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

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

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

### **Sign Types**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

[ZA2021-08-16(C)]

### 2.2.3 Industrial District Definitions

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

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

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

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

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

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

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

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

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

**6.3.1 Non-Residential Architectural Design Standards**

- A. **Intent:** Non-residential architectural design standards protect and enhance the aesthetic and visual character of various developments within the City of Conway. In particular, the purpose is to encourage and better articulate positive visual experiences throughout the City of Conway and to provide for economic growth and stability through the preservation of property values. The design review process is not intended to stifle innovative architecture but to assure respect for surrounding uses and reduce incompatible and adverse impacts on the visual experience.
- B. **Historic Design Review Districts (HDRDs):** Properties located within the HDRDs shall be reviewed and approved by the Community Appearance Board (CAB) and shall meet the "Historic Design Review Districts: Community Appearance Guidelines".
- C. **P, NC, HC, CC, CBD, GCO, and VCO:** Properties zoned P, NC, HC, CC, CBD, GCO, and VCO (exempting parcels zoned CP, FA, LI, and HI) that are located outside the HDRDs shall be reviewed and approved by the Planning Director and shall meet the following architectural design standards:
1. The architectural design, color, and material of a proposed structure, or structures, shall conform to community standards of good taste and design.
  2. Proposed structures will contribute to the image of the City of Conway as a unique place of visual character, integrity, and quality.
  3. All elevations of a structure shall be in harmony one with another in terms of scale, proportion, detail, material, color, and high design quality.
  4. The side and rear elevations of buildings shall be visually attractive, especially where those side or rear elevations are most often viewed by the public. Rooflines and architectural detailing shall present a consistency in quality design.
  5. All structures within a proposed development, including gasoline station canopies, shall utilize a uniform architectural theme and shall be designed to create a harmonious whole. It is not to be inferred that buildings must look alike to achieve a harmony of style. Harmony of style can be created through proper consideration of scale, proportion, detail, materials, color, site planning, and landscaping.
  6. The scale of buildings and accessory structures (including canopies) shall be appropriate to the scale of structures located in the surrounding area. Canopies designed as domineering or overpowering architectural features shall not be permitted.
  7. Long, monotonous facade design, including, but not limited to, those characterized by unrelieved repetition of shape or form, or by unbroken extension of line, shall not be permitted.
  8. The architectural design and material finish of buildings, signage, gasoline pump canopies, and other necessary structures shall be compatible with one another and surrounding structures.
  9. Color combinations of paints and stains shall be complimentary. In general, no more than three different colors per building shall be permitted.
  10. Materials shall express their function clearly and honestly and shall not appear as materials which are foreign to the character of the rest of the building.
  11. Any building exterior elevation shall consist of architectural materials which are equal in quality, appearance, and detail to all other exterior elevations of the same structure. Nothing in this section shall preclude the use of different materials

on different exterior elevations of the same structure so long as those materials maintain the architectural unity and integrity of the entire structure.

12. Stucco, tabby, wood siding, brick, stone, traditional metal components, textured concrete masonry units, glass, fiber cement siding, and other materials with similar textures are permitted. In addition to these materials, aluminum composite materials are permitted for HC Zoning Districts located within the GCO. Fiber cement, AZEK, and PVC are permitted as a synthetic trim.
13. No portion of a building constructed of unadorned concrete masonry units or corrugated metal, sheet metal, exposed metal, and / or manufactured panelized metal wall systems shall be visible in any manner from adjoining developed properties, from existing public rights-of-way, or from adjoining properties which are eligible for future development.
14. When unreasonable or impractical situations would result from the strict application of Section 6.3.1.C of the *UDO*, the owner or developer of property, zoned HC and located in the GCO, has the right to provide an alternative architectural design plan. Such situations may result from unique site conditions, innovative design applications, and / or unified development design. The Planning Director shall use the following criteria when determining whether an alternative architectural design plan can be accepted in lieu of meeting the requirements stated in Section 6.3.1.C:
  - a) The proposal includes a clear and concise explanation of the specific standards that are unreasonable or impracticable in that particular situation and how the alternative methods proposed will achieve the intent of Section 6.3.1.C.
  - b) The proposal represents the use of alternative designs and / or materials, which will result in an acceptable alternative to what is required in Section 6.3.1.C.
  - c) The proposal is compatible with and will enhance the use or value of surrounding properties.
  - d) The proposal is consistent with the intent of the *UDO*, the City of Conway Comprehensive Plan, and other current and future City of Conway adopted plans.
  - e) The Planning Director can require larger building setbacks, increased landscape buffers, and / or other screening methods as part of the approval for an alternative design plan.

*Amended 12-3-12, #ZA2012-12-03 (C)*

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

D. Architectural Design Standards

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

### 6.3.7 Central Business District (CBD)

A. Active Commercial Street Frontage Preservation.

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

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

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

B. Requirements for Dwellings.

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

C. Architectural Design Standards

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

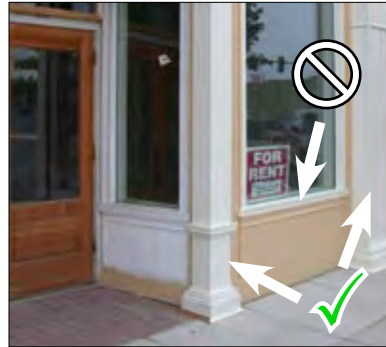
## 4.1. Storefronts

### General Standards



Conway, 2009

Extremely high transomed storefronts of the Victorian period should be opened, treated and restored as such. Older storefronts make use over 80% glass in a relatively small opening.



The Georgia Trust: Dalton, 2005

If elements are missing, contemporary materials in the appropriate scale. Here, new wood elements accurately replace the dimensions of a cast iron or timber column, yet the reveal of the sill and inset window frame lack depth.



JB+a Photo Archive

Storefronts are the most converted area of the facade. Drastic changes, removal, insets, coverings, and imposed styles at this level can be out of context and confuse the viewer.



Conway, 2009

Storefronts can become valuable with time, significant to when installed, originality and age/type of bldg. This (ca.1950) storefront on a one-part commrc'l. bldg. can have younger significance than the bldg. or the near-identical storefront neighbor in a different bldg..

### Appropriate

- 4.1.1 Research YOUR individual storefront. Find old photos. Compare configurations and materials to other openings in the building. Note the size of the public facade to scale framing and size of displays.
- 4.1.2 Retain (and repair) rather than replace deteriorated original features.
- 4.1.3 If replacement of parts is necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials (Figure 2.11).
- 4.1.4 If the original or intended design of the entire storefront cannot be determined using photographs or historic resources, use contemporary materials with features, proportions, profiles, massing and traditional arrangement typical of similar structures of the same architectural form and style. Traditional storefronts are MOSTLY displays & glass.
- 4.1.5 Assess significant storefront arrangements of later periods that use quality materials (such as irreplaceable decorative tile, glass or marble), which may have completely replaced original features. If such retrofit is architecturally important, has significant retail history, or is noteworthy, preserve these features as noted above.
- 4.1.6 Always use the gentlest cleaning methods possible which include simple washing with mild detergent and natural bristle brushes, or specific restoration chemicals if stronger cleaning or paint removal is intended.

### Inappropriate

- 4.1.7 Never sandblast or use any abrasive cleaning methods on historic materials. The materials are older and softer and will be permanently and irreversibly damaged. This includes high-pressure water washing unless monitored by a professional historic preservation sensitive contractor using appropriate restoration cleaning chemicals.
- 4.1.8 Do not immediately remove original or historic material if it does not seem to comply with modern building codes. There is a dollar value to saving irreplaceable historic elements if additional alternative code solutions can be made. Historic material is MOST valuable when retained in place. Check with local code official or Planning Staff and ensure that all state recognized measures (potential "code alternatives") are taken to save historic material. (See Appendix IV: "Resources" for assistance).
- 4.1.9 Do not repair or re-point masonry with harder (Portland cement) based mortar or contemporary engineered bricks. These materials will be too hard and rigid for the softer (lime-based mortar) composition of the historic masonry, and will cause permanent irreversible damage to the masonry wall.
- 4.1.10 Do not install brick veneer or siding with "residential" (or smaller frame) windows over or in place of full display storefronts.

## B COMMERCIAL HDRD HISTORIC DESIGN GUIDELINES

### Chapter 4 COMMERCIAL REHAB & ARCHITECTURAL DESIGN GUIDELINES

#### 4.1. Storefronts (continued)

##### Entrances and Plans

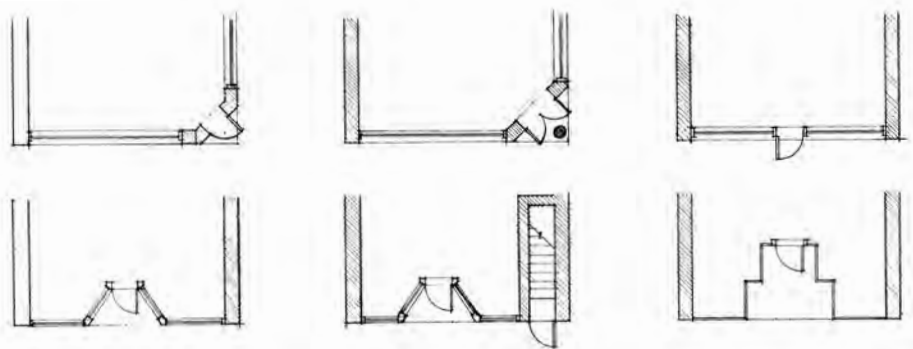
- 4.1.11 Preserve (retain and restore rather than replace), or replicate if necessary, any storefront plan (angles, depth, recessed, flush or other).
- 4.1.12 Determine and retain or replicate if necessary the original entry ceiling height, door transoms, materials or placement of doors (right, left or center facing, single, double, etc.) original to the storefront, and/or those changes to entrances that have gained historic significance over time.
- 4.1.13 Determine and retain or replicate if necessary the original entry exterior floor (original hex tile, wood, cast iron sill plate, etc.) original to the storefront, and/or those changes to entry floors (terrazzo, store name plates, artistic tile, mosaic, etc.) that have gained historic significance over time.

##### Doors

###### Appropriate

- 4.1.14 Preserve (retain, restore and maintain) any original entry doors.
- 4.1.15 Retain (and repair) rather than replace deteriorated door parts.
- 4.1.16 If replacement of parts is necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials.
- 4.1.17 If original doors cannot be determined using photographs or historic resources, order custom replacement commercial doors. Generally, at least 80% of a commercial style door is glass. Replacement doors should have glazing proportionate to the display window glass, and kickplate panel height is generally not higher than that of the display bulkhead panels. Wood is preferred, however there are good sources for metal doors with colors or bronze anodized finishes that have wide rails and stiles with deeper profiles.
- 4.1.18 Door hardware, if missing on originals or on replacement doors, should be of the same architectural form and style of the storefront.
- 4.1.19 Retain later-period doors that match significant modern styles of storefronts with important retail history or those using quality modern materials.

Fig. 2.12: Basic Storefront Plans (25 feet wide storefront)



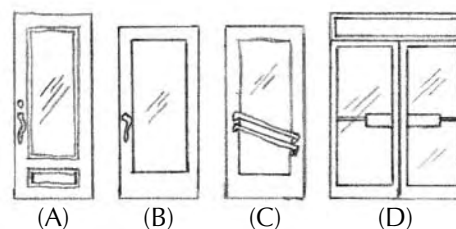
Not to scale. These are only *sample*, basic storefront configurations.

###### Inappropriate

- 4.1.20 Residential doors (form and style) are not permitted on storefront entries, as well as "French doors" (those containing multiple divided glass panes).
- 4.1.21 Do not immediately remove valuable original historic doors if they do not comply with modern building codes. Check with local code official or Planning Staff and ensure that all state recognized measures (potential "code alternatives") are taken to save historic material. (See Appendix IV.2: "Preservation Briefs" for resource for retro-fitting storefront doors).

Fig. 2.13: Illustrated Examples of Traditional Commercial Doors

###### APPROPRIATE:



###### INAPPROPRIATE:



Typical (yet not limited to) commercial door examples for: (A) high-style Victorian (may have oval glass or beveled glass), (B) most common door that is simple and versatile for any style storefront, is still used today with full glass, wood construction and high kick-plate, (C) Art Deco or Art Moderne styled handrails, (D) aluminum - not recommended unless displays match (1930s - today).



## B COMMERCIAL HDRD HISTORIC DESIGN GUIDELINES

### Chapter 4 COMMERCIAL REHAB & ARCHITECTURAL DESIGN GUIDELINES

#### 4.1. Storefronts (continued)

##### Entrances and Plans

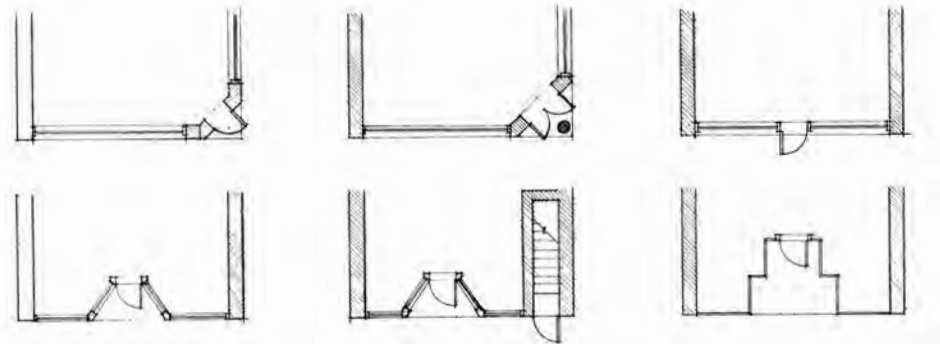
- 4.1.11 Preserve (retain and restore rather than replace), or replicate if necessary, any storefront plan (angles, depth, recessed, flush or other).
- 4.1.12 Determine and retain or replicate if necessary the original entry ceiling height, door transoms, materials or placement of doors (right, left or center facing, single, double, etc.) original to the storefront, and/or those changes to entrances that have gained historic significance over time.
- 4.1.13 Determine and retain or replicate if necessary the original entry exterior floor (original hex tile, wood, cast iron sill plate, etc.) original to the storefront, and/or those changes to entry floors (terrazzo, store name plates, artistic tile, mosaic, etc.) that have gained historic significance over time.

##### Doors

###### Appropriate

- 4.1.14 Preserve (retain, restore and maintain) any original entry doors.
- 4.1.15 Retain (and repair) rather than replace deteriorated door parts.
- 4.1.16 If replacement of parts is necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials.
- 4.1.17 If original doors cannot be determined using photographs or historic resources, order custom replacement commercial doors. Generally, at least 80% of a commercial style door is glass. Replacement doors should have glazing proportionate to the display window glass, and kickplate panel height is generally not higher than that of the display bulkhead panels. Wood is preferred, however there are good sources for metal doors with colors or bronze anodized finishes that have wide rails and stiles with deeper profiles.
- 4.1.18 Door hardware, if missing on originals or on replacement doors, should be of the same architectural form and style of the storefront.
- 4.1.19 Retain later-period doors that match significant modern styles of storefronts with important retail history or those using quality modern materials.

Fig. 2.12: Basic Storefront Plans (25 feet wide storefront)



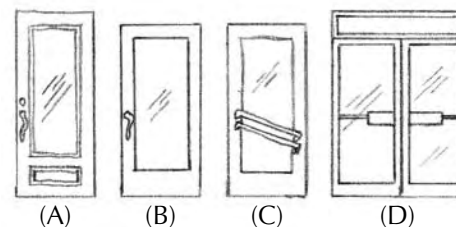
Not to scale. These are only *sample*, basic storefront configurations.

###### Inappropriate

- 4.1.20 Residential doors (form and style) are not permitted on storefront entries, as well as "French doors" (those containing multiple divided glass panes).
- 4.1.21 Do not immediately remove valuable original historic doors if they do not comply with modern building codes. Check with local code official or Planning Staff and ensure that all state recognized measures (potential "code alternatives") are taken to save historic material. (See Appendix IV.2: "Preservation Briefs" for resource for retro-fitting storefront doors).

Fig. 2.13: Illustrated Examples of Traditional Commercial Doors

###### APPROPRIATE:



###### INAPPROPRIATE:



Typical (yet not limited to) commercial door examples for: (A) high-style Victorian (may have oval glass or beveled glass), (B) most common door that is simple and versatile for any style storefront, is still used today with full glass, wood construction and high kick-plate, (C) Art Deco or Art Moderne styled handrails, (D) aluminum - not recommended unless displays match (1930s - today).

## 4.1. Storefronts (continued)

## Displays



This building makes excellent use of three independent, large double-hung original wood windows (and appropriately curved awnings for the opening shade) as attractive display cases.



Different storefront eras require different maintenance techniques. (A) New glass that may inset into wood casings of one display would not accurately replicate rare 1930s aluminum framing (B). Where original display material is threatened use interior display glass set to rear of the cases.

Fig. 2.14: Features of Storefront Displays



Non-cluttered displays and lighting help with visual organization. It is as important to run lights in the day as night.



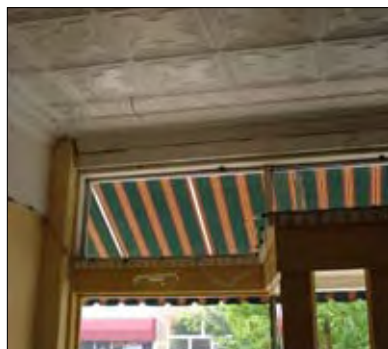
The geometric layout of mid-20th century displays are significant to retain ca.1930 "Deco" metal frames, display materials, entry doors, stand-alone display case and zig-zag "seamless" glass are important.

**Appropriate**

- 4.1.22 Preserve (retain, restore and maintain) any original display material. Specifically address integrity of glazing putty, exterior edges of framing reveal or interior stops that secure display glass. These items are exposed to most weathering and UV light and are intended to be maintained.
- 4.1.23 Retain (and repair) rather than replace deteriorated display parts.
- 4.1.24 If replacement of parts is necessary due to severe deterioration, replace sections with features and frame construction to accurately duplicate profiles, reveal, massing and scale in design and materials.
- 4.1.25 If original display parts cannot be determined using photographs or historic resources, install custom replacement display windows. New displays should have glazing, frame width and placement of divisions proportionate to the original displays, coordinated with transom divisions and generally replicated across all storefronts in same building. If metal frames are found as appropriate replacement, there are sources for paintable-aluminum, bronze or anodized finishes that have wide, deeper profiles.
- 4.1.26 Use flexible, clear silicone sealer where the frame meets the glass, or interior "Plexiglas" set behind the display area to cut heat gain and drafts.
- 4.1.27 Retain later-period displays or significant modern storefronts having a retail history to downtown, or those using quality modern materials, to preserve later storefront features as noted above (see also item #4.1.5).

**Inappropriate**

- 4.1.28 Do not remove, replace, reduce, cover, or alter original display windows.
- 4.1.29 Do not sandblast or use any abrasive method to clean or strip, including high-pressure water. Use only gentle, restoration-sensitive chemical cleaners and strippers or mild detergents and natural bristle brushes (see also Section B, Chapter 4.4. "Exterior Walls").
- 4.1.30 Do not install smoked, mirrored, or tinted window glass or films. This severely limits valuable product display capability reflecting the street scene back to the pedestrian and has an inappropriate character for the traditional environment. Gain shade with deep enough awnings and/or canopies and keep display lights on during the day.
- 4.1.31 Do not install thick insulated glass if original, historic frames, trim work and display configuration do not accommodate the new glass. Contemporary glass can be ordered and often set into traditional wood framing with the same trim and stops re-installed to the new glass thickness. Historic metal frames are more difficult due to the precise fit of parts.
- 4.1.32 The removal of historic glass or displays should not be carried out due to simple drafts that can be addressed with proper maintenance. An enclosed storefront is not a trade off for a well placed, extended awning or traditional interior sun-screening device. If possible, use sun-screening and new glazing in tandem for the best efficiency.

**Transom Windows**

jB+a Photo Archives; Inside looking outward.

Transom windows below the awning are common if storefront opening is low. Light-weight fabric allows translucent light to reflect off stamped or light-color ceilings.



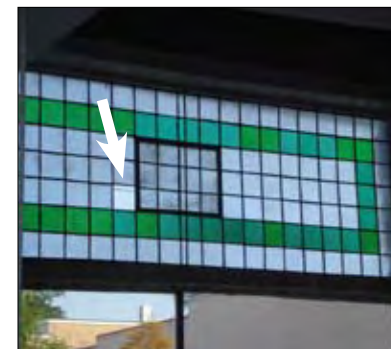
jB+a Photo Archives

Keep in mind what the transom windows look like from inside looking out and at night as well as day. Unique or historic display lighting can be a marketing tool.

**Fig. 2.15: Features of Storefront Transom Windows**

jB+a Photo Archives

Wood framed transoms (with equally spaced vertical mullion divisions) are a traditional transom element used just above displays that follow the original recessed storefront arrangement.



Conway, 2009

Decorative mullions or leaded prism glass transoms are a common and distinctive early 20th-century solution to diffuse light. These transoms can warp over time and a stained glass professional is needed. Missing pieces can be filled with close colors.

**Appropriate:**

- 4.1.33 Preserve (retain, restore and maintain) original transom windows.
- 4.1.34 Retain (and repair) rather than replace deteriorated window parts.
- 4.1.35 If replacement parts are necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials. Hardware should be of the same architectural form and style as that of the transom window.
- 4.1.36 Use interior storm windows and caulk open casement joints as weather sealing, while preserving original windows and profiles from the exterior.
- 4.1.37 Use operable, wide-slat interior blinds or shades in transom areas to keep sunlight from damaging merchandise and reduce glare on patrons.
- 4.1.38 Transom windows were often removed for modern steel beams to carry the structure above "modernized" glass storefronts or to install rigid canopies. Assess if transom windows can be rebuilt or the past major alterations can be covered. Paint covered transom areas dark gray with attached framing painted to match displays to visually replicate.
- 4.1.39 Exterior awnings can shade transoms or be used to cover unfinished transom area from public view (see Section B, Chapter 4.4, "Awnings").
- 4.1.40 Retain later-period transom windows that match significant modern styles of storefronts with important retail history or those using quality modern materials.

- 4.1.41 If original transoms cannot be determined using photographic or physical evidence, then provide custom replacement framing compatible with the architecture (and windows) of the building. Generally, custom replacement windows should have glazing that is proportionate to the transom window opening, and mullions of the transom should be true-divided glass panes. Wood is preferred.

**Inappropriate:**

- 4.1.42 Do not replace historic transom windows with off-the-shelf replacements. Standard-sized stock replacement windows often do not fit historic openings. Further, this size difference would require in-fill casing, which is an inappropriate treatment in the historic district.
- 4.1.43 Do not replace historic transom windows as a solution to a perceived moisture problem. Moisture and condensation that appear on single-pane glass is normal from time to time in changing weather. One potential source of moisture is the wall system or interior atmosphere, which replacement windows will not mitigate.
- 4.1.44 Avoid vinyl, plastic, or fiberglass parts as these are not of a historic nature and degrade quickly in UV light.
- 4.1.45 Grid-between-glass, flat snap-in vinyl mullions are not allowed.



## 4.1. Storefronts (continued)

## Bulkheads



JB+a Photo archives, 2008

Wood, inset panel bead board bulkheads and sills are appropriate for Victorian era storefronts. Many have been lost as storefronts changed. Note cast iron column.



JB+a Photo archives, 2008

Wood bulkheads were later built to carry brass, copper and later aluminum displays. This method of construction is still appropriate for new construction.

Fig. 2.16: Features of Storefront Bulkheads



Both Images Conway, 2009

(Left) Brick bulkheads with header course sills, are common with wood or metal display frames. (Right) Other buildings in the civic district near courthouse have no display windows, brick or landscaped areas.



Conway, 2009

Low, mid 20th-century and contemporary storefronts use a variety of veneer materials such as marble, polished granite, cast stone, pigmented glass, or tile. Later these may be full plate glass with no bulkheads at all.

**Appropriate**

- 4.1.46 Preserve (retain, restore and maintain) original bulkhead material, especially maintaining the integrity of mitered trim work, profiled framing, or wood craftsmanship that might experience wear below the display windows. Bulkhead areas are prone to deteriorate more quickly than other areas of the storefront as they are exposed to weathering.
- 4.1.47 Retain (and repair) rather than replace deteriorated bulkhead parts.
- 4.1.48 If replacement parts are necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) the storefront in design and materials.
- 4.1.49 Wood is the most traditional material for the bulkhead area, with wide framing and thick display sills for more "pedestrian" use. Look for wide areas of raised or inset wood panels (smooth or bead-board).
- 4.1.50 If original bulkhead areas are brick they will probably match that of the building piers and upper facade, often with angled brick sills supporting wood framed displays. Stucco, tiles or brick veneers are other types of masonry that might have been applied over original framed bulkheads in later styles of architecture. Study bulkhead materials.
- 4.1.51 All framing must be paint-grade and primed. Fiberglass reinforced plastic (FRP), exterior-grade bead-board panels, exterior-grade plywood, and contemporary polystyrene trim can be used only if replacing or rebuilding wood trim and/or bulkheads.

- 4.1.52 If original bulkheads cannot be determined using photographic or physical evidence, then provide custom replacement framing compatible with the architecture of the building. Replacement bulkheads should be in keeping with similar structures in the adjacent downtown area. Old paint lines or "shadow lines" on original storefront framing may be found to determine original bulkhead profiles. Customize bulkhead panels and sill height proportionate to the size of the storefront opening. (Generally bulkheads are no more than 2 1/2 feet high; about knee-height or less.)
- 4.1.53 Retain later-period bulkheads that match significant modern styles of storefronts with important retail history or that use quality modern materials.

**Inappropriate**

- 4.1.54 Do not remove, replace, reduce, cover or alter any original display bulkheads and avoid too many colors that will detract from displays.
- 4.1.55 Residential veneers and siding materials are not allowed as a bulkhead covering.
- 4.1.56 Do not cover bulkhead framing or areas with spray on polystyrene, spray vinyl, "blown-on" coatings, built-up mesh trim, or exterior insulation and finish systems (EIFS) materials.

**Store Cornices/Beltcourses/Sign Band**

"Banding" of traditional building materials (masonry or applied) aligns with cornices or window openings, as well as across facades.



Cornices and materials should delineate frames of storefronts. Exposed beams on may be part of some storefronts (top) or brick "sign" bands on others (bottom).

**Fig. 2.17: Features of Storefront Cornices and Banding**

Simple storefront cornices (or mid-to late-20th-century drip caps) give a horizontal and stylized element. This may also conceal an extendable awning.



Mid-20th century historic architecture expresses horizontality in subtle details, patterns and engineered materials. Often cornices are reduced or eliminated.

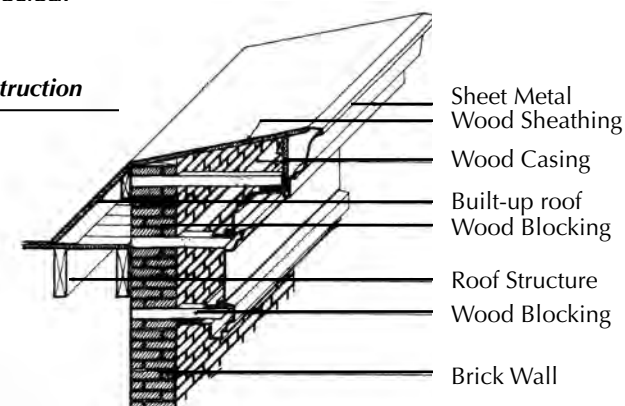
**Appropriate**

- 4.1.57 Preserve (retain, restore and maintain) any original horizontal dividing or decorative elements to the facade. In general these may be, but are not limited to, corbelled masonry courses, stone sills, and appliqué trim that define the horizontal division of the facade.
- 4.1.58 If the store cornice or sign band area is earmarked by an attached feature that caps or frames the storefront area, often with like-material of the upper cornice on a smaller scale, or if evidence shows this existed, restore or rebuild this feature.
- 4.1.59 If replacing a missing beltcourse, closely match or imitate the original type in general design, location, materials, detailing, and scale.

(See also Section B, Chapter 4.2 "Upper Facades - Building Cornices" for more guidelines.)

**Inappropriate**

- 4.1.60 Spray-on polystyrene, "blown-on" coatings, built-up mesh, or exterior insulation and finish systems (EIFS) materials are not be used to replace, rebuild, or simulate a historic cornice. These materials do not have the sharpness of the stamped details of metal or fiberglass reinforced plastic (FRP) cornices.
- 4.1.61 Do not remove or add your own course-work (banding, trim, cornices, etc.) that was not intended for the period of architecture, by the original building design. Use historic photographs to prove details before they are falsely subjected.

**Fig. 2.18: Cornice Construction**

**DATE: May 22, 2024**

**ITEM: III. C.**

**ISSUE:**

**328 Laurel St (River City Cafe):** The applicant, Jackie Powell, is requesting approval of the installation of a new wall sign for the business located at 328 Laurel St (PIN 368-04-02-0092).

**ZONING DISTRICTS / HDRD:**

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

---

**SCOPE OF WORK:**

The applicant, Jackie Powell, is requesting approval of the installation of a new wall sign for the business located at 328 Laurel St (PIN 368-04-02-0092).

The proposed sign measures **3' (W) X 5' 6" (H)**, totaling approximately **16.5 sq. ft.** The wall the sign is to be affixed to measures **12' 10" (w) x 20' (H)**, totaling approximately **256.60 Sq. Ft.** allowing for approximately **38.49 sq. ft max (15% max)**. The sign will be a routed HDU sign with the trademark logo and gold border. The sign will be dimensional.

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

*Renderings are included in your packet*

---

**Applicable Standards**

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

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

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

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

**STAFF RECOMMENDATION:**

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

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



City of Conway  
Community Appearance Board  
APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

Received: \_\_\_\_\_  
BS&A #: \_\_\_\_\_

City of Conway Planning Department  
196 Laurel Street, 29526

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

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

Property Address: <u>328 Laurel Street (Blackwater Market)</u>		PIN#: <u>36804020092</u>	
Review Request: <input checked="" type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input type="checkbox"/> Final	Project Type: <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input checked="" type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	HDRD: <input type="checkbox"/> Miscellaneous (Fencing, roofs, etc) <input type="checkbox"/> Demolition / Moving of Structure <input type="checkbox"/> Repairs / Repainting with no Change <input type="checkbox"/> Appeal the Decision of Planning Staff	Meeting Date:

Property Owner: TexasHolding LLC s DBA River City Cafe Daytime phone: (43) 9996571

Agent: Jackie Powell Daytime phone: Jackie P @ divine dining group

Agent's mailing address: 2504 South Kings Hwy Agents's e-mail address: Jpowelldesigns@gmail.com

City: Myrtle Beach, SC 29577 State: SC Zip Code: 29577

Agent's relationship: ☐ Owner ☒ Design Professional ☐ Contractor ☐ Real Estate Broker ☐ Other

Value of Project (As noted on Building Permit): \$

**In your own words, describe what you are requesting:**

1- 36" x 36" Routed HDU Signface  
Mounted on Giant Brick-facing  
Gold leaf Board trim-out to compliment the  
Blackwater Market Signage

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

I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property or the authorized representative of the owner. I authorize the subject property to be inspected, and that all required material will be submitted to the City of Conway Planning Department no later than ten(10) days prior to the meeting date. The Community Appearance Board meets the second and fourth Wednesday of each month at 4:00 P.M. in 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: Jackie Powell date: 5/9/2024

Print name legibly: Jackelyn Powell (Jackie)

Jpowelldesigns@gmail.com  
Jackie P @ divine dining group.com  
843.999.6571





- 1 - 36" x 66" Routed HDU Sign Face  
 Mounted on Building  
 \$2,580.00 with Painted Metallic Gold Border  
 \$3,095.00 with 23k Gold Leaf Border

### 2.2.2 Sign-related Definitions

Refer to Article 11 for Signage Regulations.

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

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

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

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

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

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

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

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

### **Sign Types**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

[ZA2021-08-16(C)]

### 2.2.3 Industrial District Definitions

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

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

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

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

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

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



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

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

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

## Section 11.3 – Sign Standards by Zoning Districts

### 11.3.1 Signs in Residential Zoning Districts

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

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

### 11.3.2 Signs in Non-Residential Zoning Districts

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

## Section 11.4 – Sign Standards by Sign Type

### 11.4.1 Wall Signs

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

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



#### A. Location and Number Permitted

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

#### B. Size

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

#### C. Illumination

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

#### D. Zoning

Wall signs are allowed in all zoning districts.

### 11.4.2 Window Signs

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

#### A. Location and Number Permitted

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



## 5.1. Marketing and SIGN BASICS

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

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

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

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

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

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

### "Keep It Simple"

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

#### Simple Signs - Residential Re-use:



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

#### APPROPRIATE:



Conway, SC 2009

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

#### INAPPROPRIATE:



jB-ra Photo Archives 2008

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

#### The Context of Signs

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

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

#### Use Appropriate Scale

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

#### APPROPRIATE:



JB+a Photo archives, 2007

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

#### INAPPROPRIATE:



JB+a Photo archives, 2001

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

#### APPROPRIATE:



Conway, SC, 2009

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

#### INAPPROPRIATE:



JB+a Photo archives, 2007

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



## 5.1. Sign Basics (continued)

## Follow Good Sign Placement

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

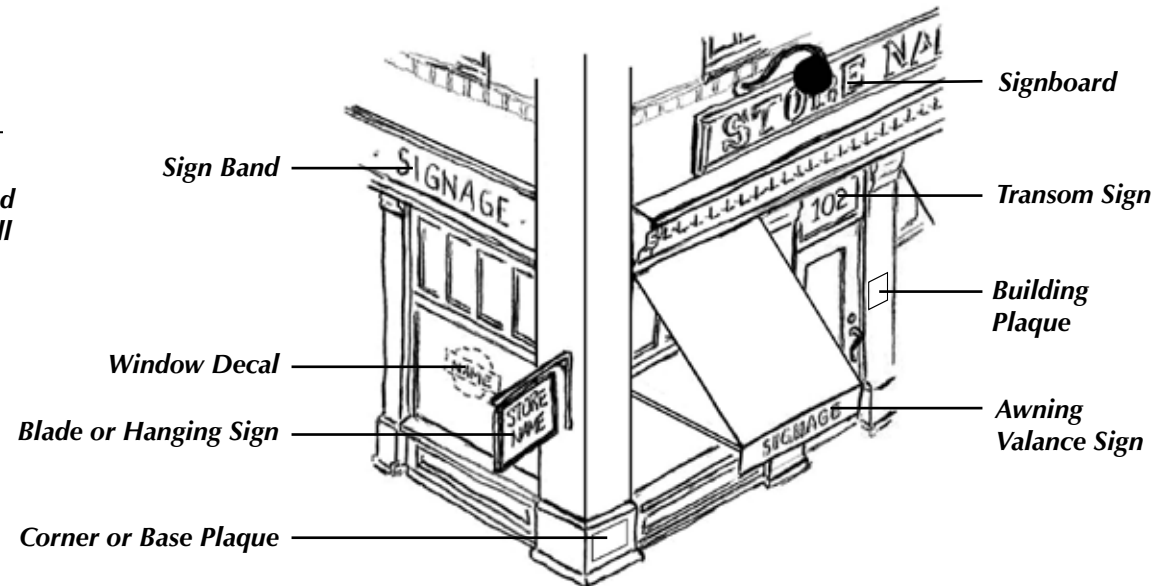
Fig. 3.1: INAPPROPRIATE Sign Placement



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

Fig. 3.2: Contextual Types and Placement of Signs

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



## Create a Hierarchy of Sign Types

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

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

## Quick Reference Guide to These Sign Guidelines:



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



Secondary Signs: pg. C.10



Subordinate Signs: pg. C.11

### 6.1. The Primary Sign

#### Description and Use:

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

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

#### Significant Historic "Grandfathered" Signs:

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

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

#### Suggested Amount:

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

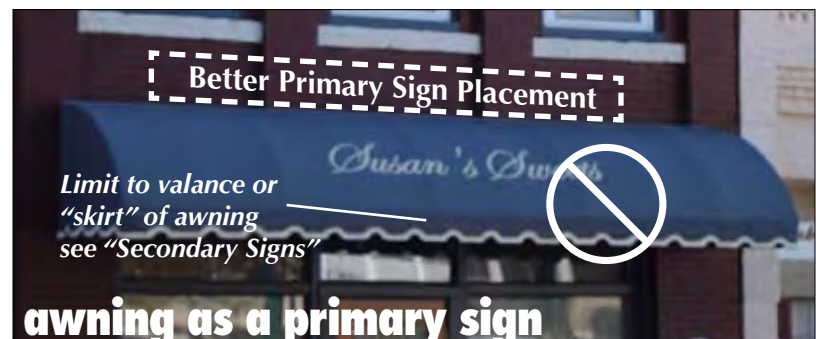
#### General Size Suggestions:

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

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

#### SPECIAL NOTES:

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



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

JB-a: Photo Archives, 2008



6.1. Primary Signs (continued)

Fig. 3.6: Suggested Primary Sign Types



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

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

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



jb+a: Conway, SC 2009

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



jb+a: Conway, SC 2009

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



jb+a: Conway, SC 2009

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



jb+a: Conway, SC 2009

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

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

## C TRADITIONAL COMMERCIAL SIGN GUIDELINES

### Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

#### 6.2. Secondary Signs

##### Description and Use:

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

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

##### Suggested Amount:

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

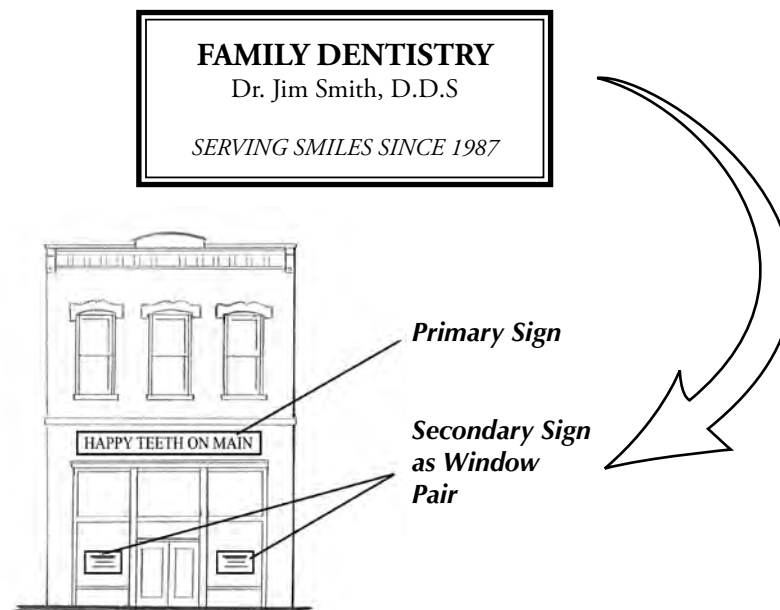
##### General Size Suggestion (each):

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

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

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

Fig. 3.7: EXAMPLE of Suggested Secondary Signs



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