

*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 8, 2024 | 4:00 P.M.  
Planning & Building Department – 196 Laurel Street**

**I. CALL TO ORDER**

**II. APPROVAL OF MINUTES (April 10, 2024)**

**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).
- B. 1122 4<sup>th</sup> 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 4<sup>th</sup> Ave (PIN 368-04-02-0010).
- 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).

**IV. PUBLIC INPUT**

**V. BOARD INPUT**

**VI. STAFF INPUT**

**Moon Tree Announcement**

**VII. UPCOMING MEETINGS**

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
City Council	May 20, 2024	4:00 p.m.	Council Chambers	229 Main St.
Community Appearance Board	May 22, 2024	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Board of Zoning Appeals (BZA)	May 23, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Planning Commission (PC)	June 6, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

**VIII. ADJOURN**

**CITY OF CONWAY**  
**COMMUNITY APPEARANCE BOARD MEETING**  
**WEDNESDAY, April 10, 2024**  
**Planning & Building Dept. Conference Room – 196 Laurel Street**

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

Absent: Duc Watts

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

Other: Kathy Ropp, Hillary Howard, Drew Shelly, Brandon Kimball

**I. CALL TO ORDER**

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

**II. APPROVAL OF MINUTES**

McLain made a motion to accept the minutes with one change to include Coker Hall as absent rather than present. It was seconded by Roehm to approve the March 27, 2024 minutes. The vote in favor was unanimous. The motion carried.

**III. CERTIFICATES OF APPROPRIATENESS**

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

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

The proposed color to be used on the body of the building is “Farm Fresh” and the trim color is proposed to be “Black Magic”.

The applicant would like to paint the building to update the look of the building but also for maintenance purposes. Renderings are included in your packet. The applicant is present and can answer any other questions you may have.

Wallace made a motion to approve the item as present with the color “Farm Fresh” for the walls and black trim. Jordan seconded the motion. The vote in favor was unanimous. The motion carried.

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

Dennis stated that the applicant requests approval of proposed sign face replacement on existing monument sign, and installation of new wall sign for the business located at 802 Main St. for Spartina



Land Surveying.

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

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

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

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

The proposed size of the sign is compliant with the standards of the UDO for wall signs. The applicant is present to answer any questions that you may have.

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

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

None

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

Jordan extended a thank you to staff for installing such large palm trees as the board requested at the Jerry Cox project site.

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

None

#### **VII. ADJOURN**

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:09 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 8, 2024**

**ITEM: III. A.**

**ISSUE:**

**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).

**ZONING DISTRICTS / HDRD:**

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

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**SCOPE OF WORK:**

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.

*Renderings are included in your packet*

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**Applicable Standards**

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

- Section 2.2.2, Sign-Related Definitions
  - Section 11.2.1 (D), Governmental Signs
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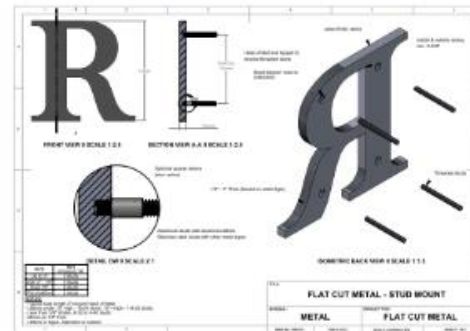
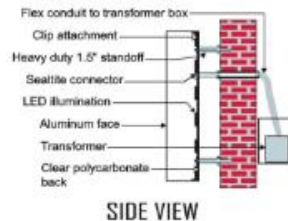
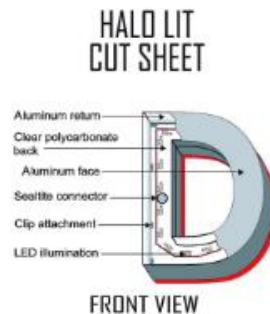
**STAFF RECOMMENDATION:**

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.



54" x 174" overall size - 29 sq ft  
 CONWAY with swoosh to be reverse halo lit channel letters with color changing LED'S  
 Welcome to & South Carolina to be 1/4" flat cut aluminum  
 all to be individually stud mounted to brick wall  
 all painted silver metallic



DATE:

5-2-2024

BUSINESS NAME:

City of Conway

ADDRESS:

PYLON:

☐

CHANNEL LETTERS:

LED INTERNALLY LIT

☐

LED BACKLIT

☒

FRONT-LIT MARQUEE

☐

STUD MOUNT FLAT CUT

☒

METAL LETTERS

STOREFRONT:

TOTAL SIGNAGE SF: 29.50 SQ FT

CUSTOMER DEADLINE:

COMPLETION DATE:



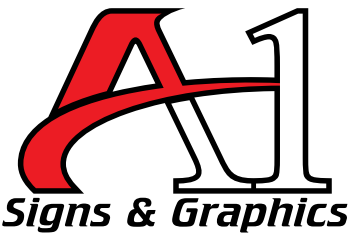
signs appearance  
when it is not lit



halo lit green



halo lit teal



1610 4th Avenue • Conway, SC 29526  
O) 843-438-8301 F) 843-438-8346  
info@a1signsandgraphics.com

**DATE:**

5-2-2024

**BUSINESS NAME:**

City of Conway

**ADDRESS:**

**PYLON:**

☐

**CHANNEL LETTERS:**

LED INTERNALLY LIT

☐

LED BACKLIT

☒

FRONT-LIT MARQUEE

☐

STUD MOUNT FLAT CUT

☒

METAL LETTERS

**STOREFRONT:**

**TOTAL SIGNAGE SF:** 29.50 SQ FT

**CUSTOMER DEADLINE:**

**COMPLETION DATE:**

\*\*\*\*All proofs are the property of A1 Signs & Graphics. No proof or design may be reproduced without written permission and/or payment for reproduction rights. All violators will be prosecuted. Please review artwork and design for spelling errors. A1 Signs & Graphics will not be held responsible for any errors after approval. Please note that coloring on Monitors represent RGB color spectrum and All printed materials represent CMYK color spectrum. There may be some color variations. A1 Signs is not to be held liable if coloring is not as you expect. To provide accurate color settings, please send in CMYK Format or PMS Color Codes.

### 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 11.2 – Exempt and Prohibited Signs

### 11.2.1 Signs Exempt from Permit Procedures

The following signs and sign alterations are hereby exempt from the standard permit procedures provided such signs comply with all other applicable sections of this Article. Signs exempt from permit procedure shall not be included in determining the allowable number or size of signs per premises.

- A. Accessory Signs on Vehicles and Trailers: Signs affixed to vehicles and trailers where the sign is incidental and accessory to the primary use of the vehicle or trailer.
- B. Public Services and Information Signs: Public service signs may be displayed that identify public services or conveniences, such as restrooms, telephones, state vehicle inspection, credit cards accepted, hours of operation, vacancies, trading stamps given, trade association affiliations, octane ratings, self-service, and type of fuel provided that the total area of all such signs displayed shall not exceed four (4) square feet per occupancy, and further provided that such signs shall be designed and erected inside the perimeter of a permitted sign or mounted flush against a building or structure.
- C. Flags: Flags and/or Flag Poles, emblems, and insignia of political, professional, religious, educational, or corporate organizations providing that such flags, emblems, and insignia shall not be displayed for commercial purposes nor in such a manner as to act as attention-seizing devices.
- D. Governmental Signs: Signs required by governmental bodies or specifically authorized for a public purpose by any law, statute, or ordinance. Such public signs may be of any type, number, area, height, location, or illumination as required by law, statute, or ordinance.

Governmental signs for control of traffic and other regulatory purposes, street signs, warning signs, railroad crossing signs, and signs of public service companies indicating danger and aids to service or safety which are erected by, or at the order of a public officer or employee in the performance of the officer's or employee's duties. Governmental signs are the only type of signage permitted to be placed within a public right of way.

- E. Grandfathered Signs: Shall be granted an exception to requirements found in Article 11. The CAB shall determine if a sign is of a historic nature and should be considered as "grandfathered" using Technical Preservation Brief #25 "The Preservation of Historic Signs" (established by the National Park Service, U.S. Department of the Interior) and / or the "Conway Historic Design Review Districts: Community Appearance Design Guidelines."
- F. Historic Identification Signs: Shall be granted an exception to requirements found in Article 11. These should be approved for size, placement and method of attachment by the CAB.
- G. Holiday Decorations: Signs or other materials temporarily displayed on traditionally accepted civic, patriotic, or religious holidays.
- H. Memorial Signs: Memorial plaques or tablets, grave markers, names of buildings, statutory, or other remembrances of persons or events that are non-commercial in nature.

- I. Name and Address Plates: Signs, not exceeding two (2) square feet in gross surface area for each exposed face nor exceeding an aggregate gross surface area of four (4) square feet, indicating the name of the occupant, the address of the premises, and identification of any legal business or operation which may exist at the premises.
- J. No Trespassing, No Dumping, No Parking, Towing, Directional and Other Similar Signs: No trespassing, no dumping, no parking, towing, directional and other similar signs not exceeding two (2) square feet in gross surface area for each exposed face not exceeding an aggregate gross surface area of four (4) square feet and not exceeding two (2) in number per zoning lot in residential areas, not exceeding four (4) square feet in gross surface area for each exposed face nor exceeding an aggregate gross surface area of eight (8) square feet and not exceeding four (4) in number per zoning lot in non-residential areas. However, under proven special circumstances, the Planning Department, may authorize additional such signs if determined to be warranted.
- K. Symbols or Insignia: Religious symbols, commemorative plaques of recognized historical agencies, or identification emblems of religious orders or historical agencies not exceeding two (2) square feet in gross surface area for each exposed face not exceeding four (4) square feet in aggregate gross surface area.
- L. Vending Machines and ATM Signs: Permanent, non-flashing signs on vending machines, gasoline pumps, ice containers, ATMs or other similar machines indicating only the contents of such devices, the pricing of the contents contained within, directional or instructional information as to use, and other similar information not exceeding four (4) square feet in gross surface area for each exposed face not exceeding an aggregate gross surface area of eight (8) square feet.
- M. Changeable copy signs and marquees: The changing of letters or numbers on signs designed for changeable lettering or numbering provided the signs were legally erected and maintained for such purposes.
- N. Political Signs: Political signs, which announce political candidates seeking public office, political parties, and/or political and public issues on a ballot, provided such signs comply with the provisions of Section 11.4.19 of this ordinance.

### 11.2.2 Prohibited Signs

- A. The following signs are hereby expressly prohibited from erection, construction, repair, alteration, or use within the City of Conway, except as otherwise permitted in this Article or approved by the Community Appearance Board (CAB):
  - 1. Roof signs or signs where any portion of the sign extends above the roofline of the building where the sign is located.
  - 2. Pole Signs and Pylon Signs.
  - 3. Any vehicle signs where the sign projects beyond the manufacturer's profile of the vehicle and is displayed in public view under such circumstances as to indicate that the primary purpose of such display 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 such vehicle.

4. Any sign which emit a sound, odor, or visible matter such as smoke or vapor.
5. Any sign towed behind a vehicle, watercraft, or aircraft (airplane, helicopter, etc.).
6. Any sign which is portable or not securely attached to a building or to the ground.
7. Any sign which obstructs free ingress to or egress from a required door, window, for escape or other required exit way, nor shall any sign or advertising display be attached to a fire escape.
8. Any sign or sign structure other than free-standing, any portion of which extends above the parapet, building roofline, or canopy against which the sign is located.
9. Any sign erected in a street or highway right-of-way except for signs of a governmental body used to convey legal notices, identify public property, convey public information, and direct or regulate pedestrian and vehicular traffic.
10. Abandoned or dilapidated signs.
11. Any sign which exhibits statements, words or pictures of obscene, pornographic or immoral subjects.
12. Signs of any material including, but not limited to paper, paint, cardboard, plastic, wood, and metal which are painted on or attached to trees, lamp posts, parking meter posts, hydrants, traffic signs, stairways, benches, refuse containers, rocks or other natural features, telephone or utility poles.
13. No sign shall obstruct the view of motor vehicle operators entering a public roadway from any driveway, street or alley. There shall be no sign or obstruction to vision between the height of two feet and ten feet within the sight triangles established in Section 7.1.8.
14. Circulars, handbills, banners, inflatable signs, dirigibles, balloons, feather flags, banner flags, streamers, spinners, placards, pennants or similar attention seizing, wind activated devices except as provided for in Section 11.2.1 "Signs Exempt from Permit Procedures".
15. No sign, sign structure or attention seizing device shall be shaped in the form of a statue of a human or animal figure nor in the form of a three-dimensional model (e.g., dinner bucket, paint cans, Christmas trees).
16. Any sign which involves motion or rotation of any part of the sign structure or sign face using intermittent flashing lights, animation, or automatically changed copy or design, except EMCs in permitted zoning districts as provided for in Section 11.4.9 Electronic Message Centers / L.E.D. Digital Signs [ZA2019-03-18 (C)]
17. No sign illumination system shall contain or utilize any beacon, spot, search or stroboscopic light, glaring light or reflector, which is visible from any public right-of-way or adjacent property, nor shall such lights be operated outside, under any circumstances, except by authorized public agencies.
18. Signs using the words "stop", "danger" or any other word, phrase, symbol, or character in a manner that is misleading, confusing, or distracts a vehicle driver.
19. No sign shall display lights resembling by color and design or other characteristics customarily associated with danger or those used by police, fire, ambulance and other

emergency vehicles or for navigation. Automotive warning or flashing signs shall not be utilized as commercial attention-seizing devices.

20. Any sign erected, altered, displayed, or changed without approval from the Planning Department, and a sign permit from the Building Department.
21. Any other type or kind of sign which does not comply with the terms, conditions, and provisions contained in this Article.

**DATE: May 8, 2024**

**ITEM: III. B.**

**ISSUE:**

**1122 4<sup>th</sup> 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 4<sup>th</sup> Ave (PIN 368-04-02-0010).

**ZONING DISTRICTS / HDRD:**

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

---

**SCOPE OF WORK:**

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 is 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.

*Renderings are included in your packet*

---

**Applicable Standards**

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

- Section 2.2.2, Sign-Related Definitions
- Section 12.1.6, Non-Conforming Signs

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

- Section C. Chapter 6 6.4, Grandfathered Signs
- 

**STAFF RECOMMENDATION:**

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

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





City of Conway  
Community Appearance Board  
APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

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

City of Conway Planning Department  
206 Laurel Street, 29526

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

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

<b>Property Address:</b> 1122 4th Ave, Conway, SC		<b>TMS#:</b> 1370202022	
<b>Review Request:</b> <input type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input checked="" type="checkbox"/> Final	<b>Project Type:</b> <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input checked="" type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	<b>HDRD:</b> <input type="checkbox"/> Miscellaneous (Fencing, roofs, etc) <input type="checkbox"/> Demolition / Moving of Structure <input type="checkbox"/> Repairs / Repainting with no Change <input type="checkbox"/> Appeal the Decision of Planning Staff	<b>Meeting Date:</b> 4-13-2022
Property Owner: Palmetto Real Estate of Conway, LLC		Daytime phone: 843-333-2660 / Bill Marsh	
Applicant: A1 Signs and Graphics		Daytime phone: 843-438-8301	
Applicant's mailing address: 1610 4th Avenue		Applicant's e-mail address:	
City: Conway		State: SC	Zip Code: 29526
Applicant'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): \$ 1,200.00			
<b><u>In your own words, describe what you are requesting:</u></b>			
install 4 sign faces as provided by AGI - National Accounts sign fabricator for GM, for the pylon sign at the Used Vehicle lot			

<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 City Hall, 229 Main Street. **I understand that it is my responsibility to obtain all necessary approvals from other city departments, and that all zoning requirements must be satisfied prior to the project's being placed on a Community Appearance Board agenda. A REPRESENTATIVE MUST BE PRESENT AT THE MEETING TO HAVE YOUR REQUEST HEARD.**

Applicant's signature: Eddie Moore date: 3-12-2023

Print name legibly: Eddie Moore



Drawn By: SMN  
 P.M: \_\_\_\_\_  
 Sign Type: P92 @ 28'  
 Date: 3.7.24  
 Location: \_\_\_\_\_  
 Scale: 1/4" = 1' - 0"

This document is the sole property of AGI, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.

2655 International Parkway  
 Virginia Beach, VA 23452

Phone: 757.301.7008

Fax: 866.418.9462





Date 08.23.14

AGI EoR M. ALAMELDIN

**Lead Drafter NJC**

Drawn By NJC

Project Mgr. K. TAUSCHER

### General Sign Specifications

☐ Interior      ☒ Exterior

☐ Single Faced    ☒ Double Faced

☐ \_\_\_\_\_

☐ Non-Illuminated

Illuminated

Location \_\_\_\_\_

Windload \_\_\_\_\_

[illegible]

This document is the sole property of AGL, and all design, manufacturing, reproduction, use and sale rights regarding the same are expressly forbidden. It is submitted under a confidential relationship, for a special purpose, and the recipient, by accepting this document assumes custody and agrees that this document will not be copied or reproduced in whole or in part, nor its contents revealed in any manner or to any purpose for which it was tendered, nor any special features peculiar to this design be incorporated in other projects.

Code  
**14267**Type  
C

2655 International Pkwy.  
Virginia Beach, VA 23452

Sign Type  
GM-P92-PPANEL-V7-PF-CP

PG #: 1





**Project Mgr. K. TAUSCHER**

Location \_\_\_\_\_  
Windload \_\_\_\_\_



**1** **SCALED GRAPHIC LAYOUT**  
1  $1'' = 1' - 0''$

Drawing Revisions	Date	Change
1		
2		
3		
4		
5		
6		
7		
8		
9		

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**PALMETTO CHEVROLET**

Code	114037	Type	C
Sign Type	P-92-DNP	PG #:	1

Conway, South Carolina

Google Street View

Dec 2021 See more dates



Image capture: Dec 2021 © 2024 Google



### 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.

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

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

### **12.1.5 Nonconforming Lots of Record**

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

### **12.1.6 Nonconforming Signs**

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

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

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

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

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

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

**F.** Billboard Sign Replacement Program

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

**1. Location and Number**

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



Coastal Outdoor Advertising, Digital Billboard



Coastal Outdoor Advertising, Traditional Billboard

billboard is proposed to be removed.

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

2. **Size**

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

3. **Setbacks**

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

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

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

4. **Illumination**

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

illumination specifications.

5. **Zoning**

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

6. **Permitting Requirements**

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

7. **Additional Requirements**

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

8. **Other**

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



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

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

### 6.4. "Grandfathered" & Historic Identification Signs

As businesses change, signs are generally placed in the same location and sensed in the same intended manner, even as the signs change. Some signs themselves, however have withstood the test of time or have become a part of the fabric of the commercial environment and can be "grandfathered."

#### Description and Use:

- 6.4.1 A "grandfathered" sign may still be connected to a long-time business, a "last example" of a type or style of a sign no longer produced or may be "built in" to the significant type (or style) of architecture in such a manner, that removing the sign (hardware, structure or verbage) will change the building's appearance or historic context to the area. Good examples can be found inside and outside of all Historic Design Review Districts in Conway (Fig. 3.9).
- 6.4.2 Not every sign can become "grandfathered." These signs must "earn" their significance over time, notariety, familiarity, creativity or history to the community, and be identified as such by the CAB.

#### Suggested Amount:

- 6.4.3 Generally, retain whatever the CAB determines is contributing to the hardware, structure or verbage of the significant sign in order to best preserve it's history with the building.

#### Suggested Retrofit or Updating of a "Grandfathered" Sign:

**Always retain a "Grandfathered Sign" deemed important by the CAB. If a new business has a different name then the sign deemed as "Grandfathered" by the CAB:**

- 6.4.4 Use sign as a landmark or the historic name of the building/site. A visual structure, such as a sign (like the old Conway car dealership at Fourth Ave & SC501, the impressive scale and high-style construction of the Nye's Pharmacy or the striking neon glow of the Main Street Theatre, to name a few) create a great "sense of place" and can anchor placemaking concepts. The smallest signs like the metal advertising signs rusting away on the Cotton Warehouse or larger commissions like the downtown steamboat mural give identity to a location. Smaller, new business signs can be hung with the new business name or business type in secondary locations on the building facade.
- 6.4.5 Painted wall advertisements, murals or signs can become "ghost signs." These can be decidedly re-painted if studied and photo-documented, and given approval by the CAB. Some, for nostalgia-sake and patina can be left to the elements and simply allowed to "fade away."
- 6.4.6 Retain the sign form, casing and structure while "re-skinning" the face of a grandfathered sign with sheet metal or a covering that will not damage or hold water against the old sign face. Often reworking neon tubes to show a new business can re-use the sign casing (Fig. 3.9).

(From City of Conway Unified Development Ordinance, Article 11 "Signage")

**"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 signfiicant form or style of historic archtiecture, or the nostalgic name of a business that has come to define a site for a long period of time) shall be granted an exception to requirements found in Article 11. The CAB shall determine if a sign is of a historic nature and should be considered as "grandfathered" using Technical Preservation Brief #25 "The Preservation of Historic Signs" (established by the National Park Service, U.S. Department of the Interior) and/or the "Conway Historic Design Review Districts: Community Appearance Design Guidelines."

VS.

**Historic Identification Signs:** Small date markers, "National Register" identification plaques, history signs or site identification markersthat are part of a local or regional tourism initiative shall be granted an exception to requirements found in Article 11. These should be approved for size, placement and method of attachment by the CAB.

**DATE: May 8, 2024**  
**ITEM: ILLC**

**ISSUE:**

**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).

**BACKGROUND:**

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.

**STAFF RECOMMENDATION:**

Staff recommends the board review the proposal carefully and give feedback.







