

*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, June 12, 2024 | 4:00 P.M.  
Planning & Building Department – 196 Laurel Street**

**I. CALL TO ORDER**

**II. APPROVAL OF MINUTES (May 22, 2024)**

**III. CONCEPTUAL REVIEW**

- A. 331 & 335 Main St. (Theater of the Republic/ Stage Right):** The applicant, Seaboard Signs, is requesting conceptual review of an LED/EMC sign and new wall sign proposed for the business located at 331 & 327 Main St. (PIN 368-04-02-0085).

**IV. CERTIFICATES OF APPROPRIATENESS**

- A. 1019 Fourth Ave (HerDashery)** The applicant, Russell Fowler, is requesting approval for the installation of a wall sign for the business located at 1019 Fourth Ave. (PIN 368-04-02-0092).

**V. PUBLIC INPUT**

**VI. BOARD INPUT**

**VII. STAFF INPUT**

**VIII. UPCOMING MEETINGS**

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
Community Appearance Board	June 12, 2024	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	June 17, 2024	4:00 p.m.	Council Chambers	229 Main St.
Community Appearance Board	June 26, 2024	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Board of Zoning Appeals (BZA)	June 27, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Planning Commission (PC)	July 11, 2024	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

**IX. ADJOURN**

**CITY OF CONWAY**  
**COMMUNITY APPEARANCE BOARD MEETING**  
**WEDNESDAY, May 22, 2024**  
**Planning & Building Dept. Conference Room – 196 Laurel Street**

Present: Jacqueline Kurlowski, Duc Watts, McKenzie Jordan, Coker Hall, Jamie McLain

Absent: Troy Roehm, Gerry Wallace

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

Other: Kathy Ropp, Brian Von, Hillary Howard, Jackie Powell, Keith Powell

**I. CALL TO ORDER**

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

**II. APPROVAL OF MINUTES**

Watts made a motion to accept the minutes as written. It was seconded by McLain to approve the May 8, 2024 minutes. The vote in favor was unanimous. The motion carried.

**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)

Dennis stated 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*

The applicant and board discussed at length.

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

- B. 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).

Dennis stated that 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 lesson 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*

The applicant, staff and the board discussed at length.

Jordan made a motion to deny the request and stated since it is a structural concern the display glass need to be replaced in totality. McLain seconded the motion. The vote in favor was unanimous. The motion carried.

- C. 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).

Dennis stated 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*

The board, applicant and staff discussed at length.

Jordan made a motion to approve the request as presented with the gold trim to match the Blackwater Market signage. Hall seconded the motion. The vote in favor was unanimous. The motion carried.

**IV. PUBLIC INPUT**

None

**V. BOARD INPUT**

Kurlowski- asked for staff to do research on the boards role in classifying and or grandfathering signs and what that process may be.

Hall- congratulated staff on the Moon Tree Ceremony success and the historic significance of the tree.

**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 4:11 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: June 12, 2024

ITEM: III.A

**ISSUE:**

**331 & 335 Main St (Theater of the Republic/Stage Right):** The applicant, Seaboard Signs, is requesting conceptual review for the installation of an LED/ EMC sign and new wall sign for the businesses located at 331 & 335 Main St (PIN 368-04-02-0085).

**ZONING DISTRICTS / HDRD:**

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

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**SCOPE OF WORK:**

The applicant, Seaboard Signs, is requesting conceptual review for the installation of an LED/EMC sing and new wall sign for the businesses located at 331 & 335 Main St (PIN 368-04-02-0085).

**331 Main St (Stage Right)**

The applicant is seeking approval to update the sign panel for Stage Right. The sign panel will be repainted to match the color and look of the Theater of the Republic. While trying to maintain the existing design to some extent. The applicant is asking to update the sign wording to “Theater of the Republic” as well as update the logo in the center of the existing sign.

The sign band will measure **22.08’ (W) X 3.16’ (H), totaling 69.77 Sq. ft.** The sign wording and geometric design will be within the **69.77 sq. ft.** area and will measure **21.83’ (W) X 1.91’ (H), totaling approximately 41.7 sq. ft.** The lettering on the sing is proposed to be dimensional and be 0.5” router cut PVC.

**335 Main St. (Theater of the Republic)**

The proposed LED/EMC sign is to replace the existing changeable copy sign that is within the historic marquee not the entire marquee. The area that would be altered measures **13.75’ (W) X 4.16’ (H), totaling approximately 57.2 sq. ft** on each side of the marquee (**114.4 sq ft for both signs**). The digital display portion of the sign will be **13.08’ (W) X 3.25’ (H), totaling approximately 42.51 sq. ft.** of digital display on both sides of the marquee. The wall the marquee is affixed to measures **34’ (w) x 28’ (H), totaling approximately 952 Sq. Ft.** allowing for approximately **142.8 sq. ft max (15% max)**. The sign will be required to meet all illumination standards as set forth in **Section 11.1.8** and **Section 11.4.9** of the **Unified Development Ordinance**. We have asked the owner and contractor to complete a form stating they understand and will adhere to the standards as set forth in the UDO for LED/EMC sign illumination. This form was included in your packet.

The applicant is requesting a variance from **Section 11.4.9** for the number of signs to be installed and the Board of Zoning appeals will hear that request at their June 27<sup>th</sup> Meeting.

If the sign is granted a variance the proposed size of the sign would be compliant 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 11.3.2, Sign Standards by Zoning District
- Section 11.4.9 Electronic Message Centers (EMC’s)/Light Emitting Diodes (L.E.D) Signs with Digital/Animated Display

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

**Submittal Requirements: (See attached CAB Requirements)**

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

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

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

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

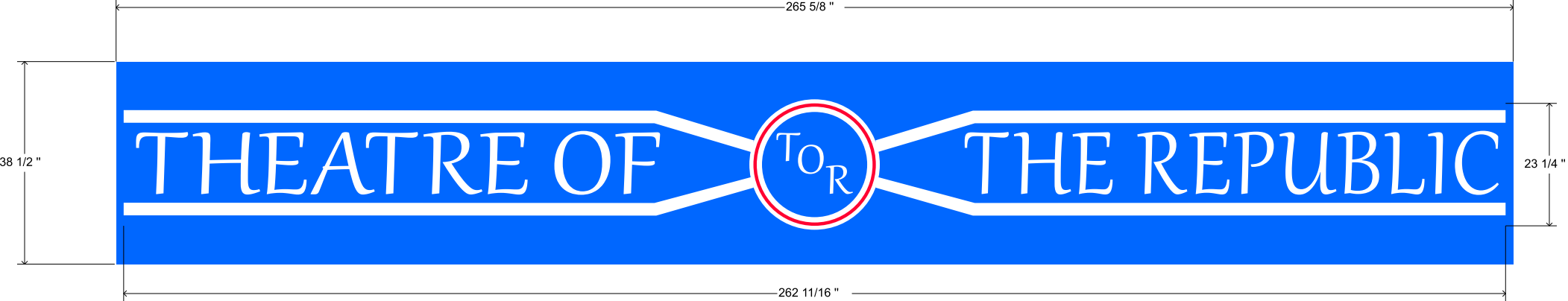
Applicant's signature: \_\_\_\_\_ date: \_\_\_\_\_

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

THEATRE OF  THE REPUBLIC

ALL AMERICANS U  
LET'S DEFEAT COV  
WEAR A MAS





STAGE  RIGHT



ALL AMERICANS U  
LE S DEFEAT COV  
WEAR A MAS



25'0"

30'

STAGE



RIGHT





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

<b>Submittal Requirements: (See attached CAB Requirements)</b> <b><u>***Digital copies of all supporting materials must be submitted along with two hard copies:</u></b>  <input type="checkbox"/> Zoning approval obtained and/or initial TRC review completed <input type="checkbox"/> Completed CAB application <input type="checkbox"/> Two (2) copies of all relevant information (As deemed necessary by CAB and/or Planning Director) <input type="checkbox"/> Site plans illustrating of existing structures and proposed new structures and/or additions <input type="checkbox"/> Landscape plans illustrating the location of existing landscaping and proposed new landscaping;	<input type="checkbox"/> Building designs and facade drawings of the front, sides, and rear of all proposed new structures and/or facades proposed to be renovated; <input type="checkbox"/> Plans for existing signage and proposed new signage; <input type="checkbox"/> Color samples of paint, brick, shingles, siding; <input type="checkbox"/> Topographic surveys; <input type="checkbox"/> Tree surveys; <input type="checkbox"/> Lighting plans; <input type="checkbox"/> Specifications for miscellaneous architectural elements (lighting fixtures, hardware and finishes, etc.)
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I hereby acknowledge by my signature below that the foregoing application is complete and accurate and that I am the owner of the subject property or the authorized representative of the owner. I authorize the subject property to be inspected, and that all required material will be submitted to the City of Conway Planning Department no later than ten(10) days prior to the meeting date. The Community Appearance Board meets the second and fourth Wednesday of each month at 4:00 P.M. in 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: Reep Bandy date: \_\_\_\_\_

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



34'

16'

18'

15'

15'

28'

57"

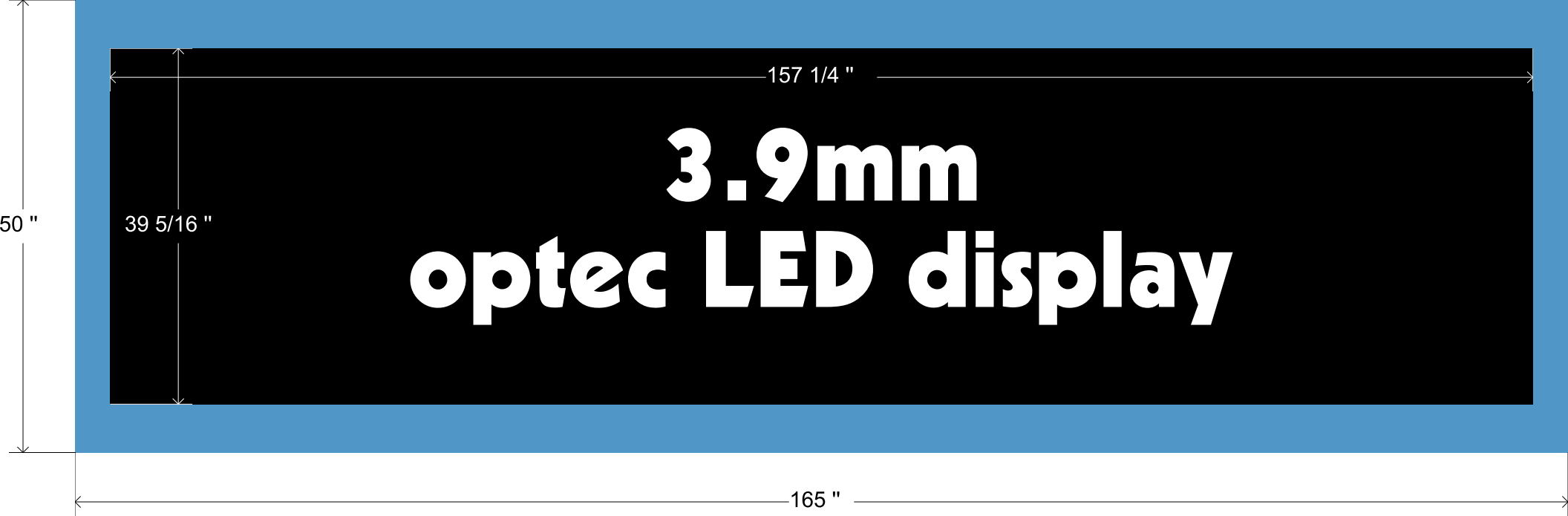
WAITRESS  
APRIL 18TH - 28TH  
WOODWARD INSURANCE GROUP

Main Street

WAITRESS  
APRIL 18TH - 28TH  
WOODWARD INSURANCE GROUP

335

FOC



157 1/4 "

**3.9mm**

**optec LED display**

39 5/16 "

50 "

165 "

THEATRE



Mayan

235

## INFINITY HB-smd

## OUTDOOR LED DISPLAY TECHNOLOGY

## Available Modular Configurations

Modular cabinets are combined like "Lego" blocks to form a complete sign. The cabinets ship ready to install and feature continuous angle iron built to specification.

LED Tile

No Bezel

1. Modular

## Display

## Enclosure

Pixels (mm)	Brightness (Nits)	Tile Matrix (HxW)	Module Resolution Pixels (HxW)		Cabinet Size (Inch) (HxW)		Cabinet Depth (Inch) (D)	Cabinet Weight (lbs)	Cabinet Power Max. (Watt)
3.9 <sup>1</sup>	5,000*	64x64	128	128	19.68	19.68	3.28	25*	198*
4.8 <sup>1</sup>	5,000*	52x52	104	104	19.68	19.68	3.28	25*	230*
			108	144	28.35	37.80		79*	480*
			108	192	28.35	50.40			
			144	144	37.80	37.80		105*	630*
			144	192	37.80	50.40		140*	830*
6.667 <sup>(HB)</sup>	8,000*	36x48	180	144	47.24	37.80		130*	779*
			180	192	47.24	50.40	6.7	174*	1058*
			90	120	28.35	37.80		79*	480*
			90	160	28.35	50.40			
			120	120	37.80	37.80		105*	630*
			120	160	37.80	50.40		140*	830*
8 <sup>(HB)</sup>	8,000*	30x40	150	120	47.24	37.80		130*	779*
			150	160	47.24	50.40	6.7	174*	1058*
			72	96	28.35	37.80		79*	462*
			72	128	28.35	50.40			
			96	96	37.80	37.80		105*	606*
			96	128	37.80	50.40		140*	798*
10 <sup>(HB)</sup>	8,000*	24x32	120	96	47.24	37.80		130*	750*
			120	128	47.24	50.40	6.7	174*	1020*

\*Custom. Modular design only. For details, contact your Optec dealer or sales consultant. (HB) XL SMD Louver & Black Mask. \*± 5%

\*±10%

## Available Traditional &amp; Front Vent\* Configurations

Traditional and Front Vent (FV)\* cabinets are built to specification. For cabinet size, weight, and total resolution, please contact your Optec dealer or sales consultant.

2. Traditional

3. Front Vent

Exhaust

Bezel

Intake

## Display

## Enclosure

Pixels (mm)	Brightness (Nits)	Tile Matrix (HxW)	Cabinet Size/Weight (Inch) (lbs)	Cabinet Depth (Inch) (D)	Power Max. (Watt)
6.667 <sup>(HB)</sup>	8,000*	36x48	Custom*	7.87	0.031
8 <sup>(HB)</sup>	8,000*	30x40	Custom*	7.87	0.044
10 <sup>(HB)</sup>	8,000*	24x32	Custom*	7.87	0.067

(HB) XL SMD Louver & Black Mask. \*± 5%

\*Min. Cabinet Size 2'h x 4'w. Front Vent: Maximum 7'h cabinet.



Worldwide Headquarters

1700 S. De Soto Place, Ontario, CA 91761 USA  
Phone: +1.800.876.1668 Fax: +1.626.369.7858

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



## PLANNING DEPARTMENT

I, \_\_\_\_\_ (business owner) hereby acknowledge that I have read and understand that I am pursuant to the requirements as set forth in Section 11.1.8 Illumination and/or Section 11.4.9 Electronic Message Centers (EMC's)/ Light Emitting Diodes (L.E.D.) Signs with Digital/ Animated Display, of the City of Conway's Unified Development Ordinance as stated below and/ or the stipulations set forth in the Historic Design Review District: Community Appearance Guidelines.

### 11.1.8 Illumination

#### A. Where illumination of signs is permitted, the following standards shall apply:

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

### 11.4.9 Electronic Message Centers (EMC's) / Light Emitting Diodes (L.E.D.) Signs with Digital / Animated Display

Electronic message centers (EMCs) and L.E.D. digital signs come in different shapes and sizes and typically have informational messages. Messages shall not be intended to nor shall they distract oncoming traffic. Should the Planning Department, determine that the signage is distracting, the signage must be altered to remove the offending message or shall be in violation of this section. This section does not apply to Time and Temperature Signs (Section 11.4.12) or Gasoline Pricing Signs (Section 11.4.13). [ZA2019-03-18 (C)]

#### A. Location and Number

One (1) EMC / LED is permitted per parcel.

#### B. Size

The size of the EMC / LED shall be no greater than the sign area allotted by the sign type, as provided for in Section 11.4.

#### C. Illumination

1. The EMC / LED shall not exceed 5,000 nits from sunrise to sunset, and it shall not exceed 500 nits from sunset to sunrise.
2. All EMCs / LEDs shall be equipped with a sensor or other auto-dimming technology that automatically determines the ambient illumination and programmed to automatically dim according to the requirements in this section.
3. Before issuing a Zoning Compliance/Permit, the sign company and/or applicant shall certify the illumination specifications for the proposed EMC / LED.

#### D. Zoning

Electronic Message Centers (EMC's) or L.E.D. (Light Emitting Diode) signs with digital or animated displays are permitted as follows:

1. **IN, IC and HC Zoning Districts.** EMC's / L.E.D. signs with digital/animated displays are permitted in the IN, IC zoning districts, and on properties zoned HC that are located on US HWY 501 Bypass, to include "Church Street."

2. **Theaters.** Theaters, including buildings or structures (i.e. auditorium) that is designed for, permitted, and is intended for such use, and which contains audience seating, one or more screens and/or stage, and a lobby, for the purpose of showing motion pictures, performing live music, live plays, or other performance art(s), that is located outside of an HDRD, shall be permitted one (1) EMC / L.E.D. sign with digital/animated display.

a. Theaters must be located on parcels that are zoned for such use.

b. Theaters shall not include any adult entertainment uses as outlined in Section 5.1.1.

c. **Historic Design Review Districts (HDRD's).** Theaters located on properties within a HDRD shall be reviewed by the Community Appearance Board (CAB) for consideration of the installation of an EMC / L.E.D. digital/animated display.

3. **Educational Facilities/Religious Institutions,** as defined in Article 2 – Definitions, shall be permitted one (1) EMC / L.E.D. sign with digital/animated display, in compliance with the standards contained herein.

a. In addition to these standards, signage for educational facilities and religious institutions located in residential zoning districts shall adhere to the conditions in Section 11.3.1.

4. **Public Recreational Facilities,** as specified in Article 4 – Use Tables, shall be permitted one (1) EMC / L.E.D. sign with digital/animated display, in compliance with the standards contained herein.

#### **E. Additional Conditions**

1. EMCs / LEDs shall only be incorporated into monument signs only. EMCs / LEDs are not permitted on buildings as wall signs.

a. Theaters, as defined herein, shall be permitted to have EMCs/LEDs with digital / animated displays incorporated into wall signs.

2. The EMC / LED shall have a mechanism to turn it off if a malfunction occurs.

3. The displaying of videos shall be prohibited.

4. No audio speakers or any form of pyrotechnics shall be permitted.

5. EMCs / LEDs shall not change or alternate displays (words, symbols, figures or images) more frequently than once every fifteen (15) seconds, except that digital changeable copy signs may change or alternate displays as frequently as once every eight (8) seconds if:

a. The sign displays public service announcements on a permanent basis once every sixty (60) second period; and,

b. The sign operator displays as part of the normal advertising rotation, public emergency messages, hereinafter defined until such time as such message is no longer reasonably necessary. “Public emergency messages” shall mean: Amber Alert emergency information and information about terrorist attacks, natural disasters, public infrastructure failures and public safety emergencies. Public emergency messages shall be displayed in accordance with protocols developed by the City in conjunction with the issuing agencies and the qualified sign owners. For the purposes of this section, a public service announcement shall be any announcement for which no charge is made and which promotes programs, activities, or services of federal, state or local governments or the programs, activities or services of non-profit organizations and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements.

6. 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.

7. The display shall not be configured to resemble a warning, danger signal, official signage used to control traffic, or to cause a viewer to mistake the sign for a warning or danger signal.

I \_\_\_\_\_ (business owner) acknowledge and understand that if I am found to be in violation of the provisions of the City of Conway Unified Development Ordinance, I may be subject to citation and fines as permitted by the City of Conway Code of Ordinance.

\_\_\_\_\_  
Business Owner (print)

\_\_\_\_\_  
Contractor (print)

\_\_\_\_\_  
Business Owner (signature)

\_\_\_\_\_  
Contractor (signature)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

### 2.2.2 Sign-related Definitions

Refer to Article 11 for Signage Regulations.

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

**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.

### 11.4.8 Arm Post Signs

Arm post signs are similar to monument signs, except they do not have a base other than the support post. The colors and materials used for the sign must be compatible with the associated building design. Lettering should be carved, routed or applied as opposed to painted on a flat board.

#### A. Location and Number

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

#### B. Size

The maximum height shall be eight (8) feet, and the maximum area shall be twenty-four (24) square feet.

#### C. Illumination

Arm post signs may be externally-illuminated consistent with Section 11.1.8.

#### D. Zoning

Arm post signs are allowed in all zoning districts.

#### E. Landscaping

Shall be installed around the base of the Arm Post Sign, in accordance with Section 9.3.8.



### 11.4.9 Electronic Message Centers / L.E.D. Digital Signs

Electronic message centers (EMCs) and L.E.D. digital signs come in different shapes and sizes and typically have informational messages. Messages shall not be intended to nor shall they distract oncoming traffic. Should the Planning Department, determine that the signage is distracting, the signage must be altered to remove the offending message or shall be in violation of this section. This section does not apply to Time and Temperature Signs (Section 11.4.12) or Gasoline Pricing Signs (Section 11.4.13). [ZA2019-03-18 (C)]

#### A. Location and Number

One (1) EMC / LED is permitted per parcel.

#### B. Size

The size of the EMC / LED shall be no greater than the sign area allotted by the zoning district.

#### C. Illumination

1. The EMC / LED shall not exceed 5,000 nits from sunrise to sunset, and it shall not exceed 500 nits from sunset to sunrise.
2. All EMCs / LEDs shall be equipped with a sensor or other device that automatically determines the ambient illumination and programmed to automatically dim according to the requirements in this section.
3. Before issuing a Zoning Permit, a sign company shall certify the illumination specifications for the proposed EMC / LED.

## 5.1. Marketing and SIGN BASICS

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

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

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

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

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

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

### "Keep It Simple"

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

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



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

#### APPROPRIATE:



Conway, SC 2009

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

#### INAPPROPRIATE:



jB-ra Photo Archives 2008

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

#### The Context of Signs

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

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

#### Use Appropriate Scale

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

#### APPROPRIATE:



JB+a Photo archives, 2007

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

#### INAPPROPRIATE:



JB+a Photo archives, 2001

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

#### APPROPRIATE:



Conway, SC, 2009

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

#### INAPPROPRIATE:



JB+a Photo archives, 2007

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

## 5.1. Sign Basics (continued)

## Follow Good Sign Placement

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

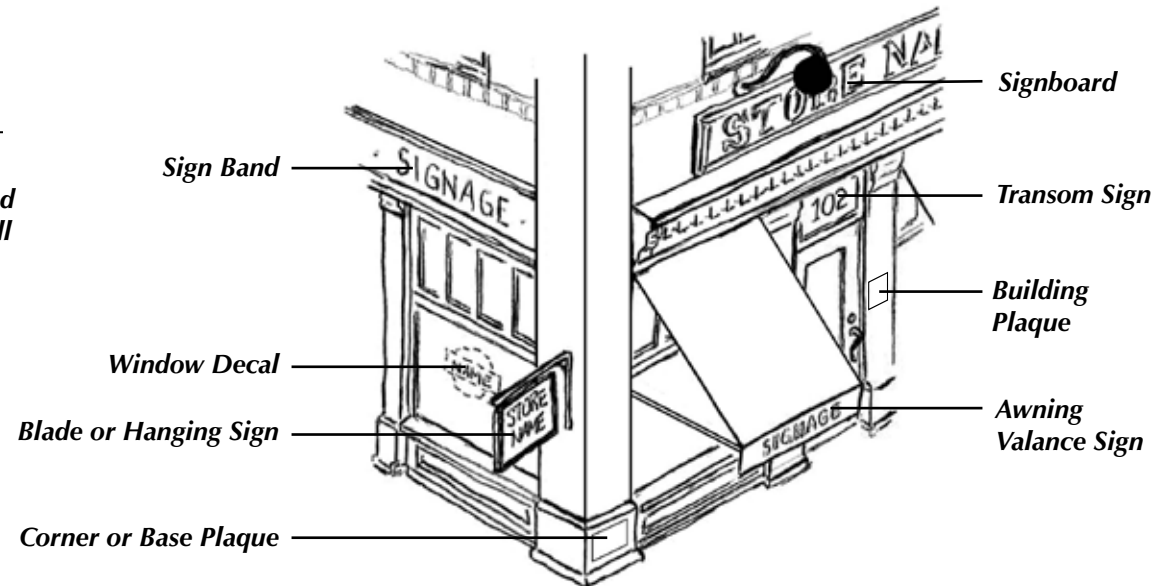
Fig. 3.1: INAPPROPRIATE Sign Placement



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

Fig. 3.2: Contextual Types and Placement of Signs

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



## Create a Hierarchy of Sign Types

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

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

## Quick Reference Guide to These Sign Guidelines:



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



Secondary Signs: pg. C.10



Subordinate Signs: pg. C.11

## C TRADITIONAL COMMERCIAL SIGN GUIDELINES

### Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

#### 6.1. The Primary Sign

##### Description and Use:

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

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

##### Significant Historic "Grandfathered" Signs:

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

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

##### Suggested Amount:

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

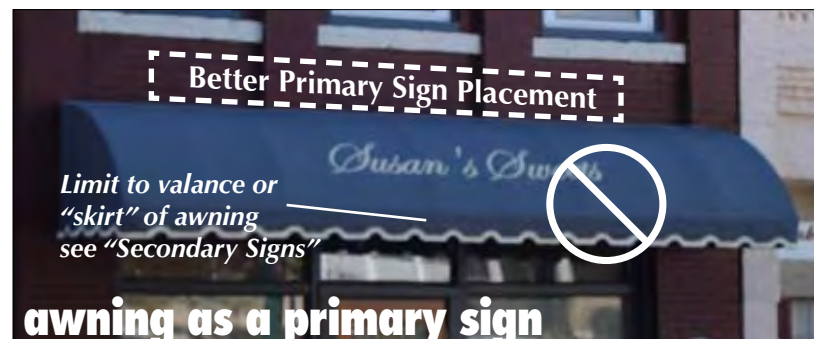
##### General Size Suggestions:

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

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

##### SPECIAL NOTES:

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



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

6.1. Primary Signs (continued)

Fig. 3.6: Suggested Primary Sign Types



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)

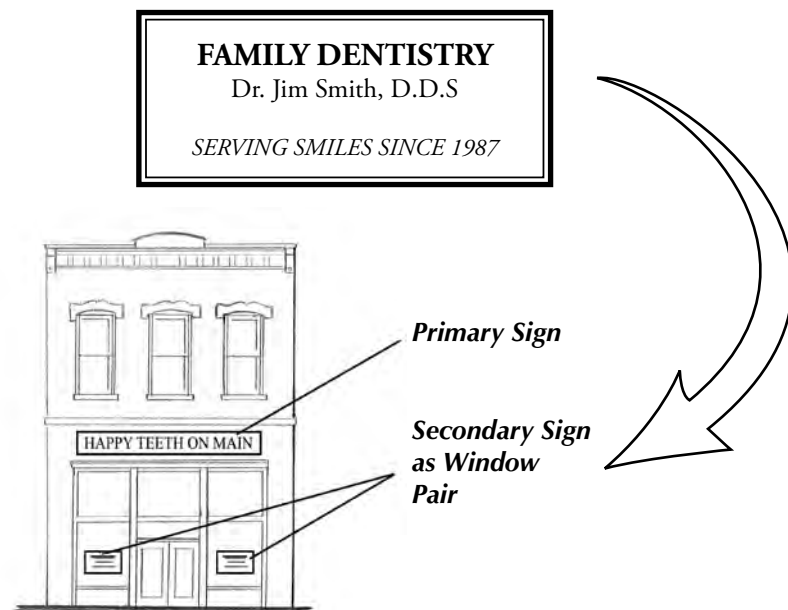
##### General Size Suggestion (each):

- 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.

**DATE: June 12, 2024**

**ITEM: IV. A.**

**ISSUE:**

**1019 Fourth Ave (HerDashery):** The applicant, Russell Fowler, is requesting approval for the installation of a new wall sign for the business located at 1019 Fourth Ave (PIN 368-04-02-0092).

**ZONING DISTRICTS / HDRD:**

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

---

**SCOPE OF WORK:**

The applicant, Russell Fowler, is requesting approval of the installation of a new wall sign for the business located at 1019 Fourth Ave (PIN 368-04-02-0092).

The proposed sign measures **6' (W) X 14" (H)**, totaling approximately **6.96 sq. ft.** The wall the sign is to be affixed to measures **25' 10" (w) x 25' 3" (H)**, totaling approximately **641.35 Sq. Ft.** allowing for approximately **96.2 sq. ft max (15% max)**. The sign will be a dimensional sign constructed of aluminum ribbon with structural support with a pink background color and deeper pink font color for the business name "herdashery".

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: <b>1019 FOURTH AVENUE</b>		PIN#: <b>36804020092</b>	
Review Request: <input type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input type="checkbox"/> Final	Project Type: <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input 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: <b>BLACK MARIAH LLC</b>		Daytime phone: <b>843.488.9999</b>	
Agent: <b>RUSSELL FOWLER</b>		Daytime phone: <b>843.248-9999</b>	
Agent's mailing address: <b>1019 FOURTH AVE</b>		Agents's e-mail address: <b>thehab@scloast.net</b>	
City: <b>CONWAY</b>		State: <b>SC</b>	Zip Code: <b>29524</b>
Agent's relationship:	<input checked="" type="checkbox"/> Owner	<input type="checkbox"/> Design Professional	<input type="checkbox"/> Contractor
	<input type="checkbox"/> Real Estate Broker	<input type="checkbox"/> Other	
Value of Project (As noted on Building Permit): \$			
<b>In your own words, describe what you are requesting:</b>			
<b>We are requesting to place a new sign above the entrance of HerDashery.</b>			

<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:

date: **23 MAY 2024**

Print name legibly:

**RUSSELL FOWLER**

Sign is constructed from  
Aluminum ribbon with  
structure support.

Silver background color  
will have a blend.

Approx size 14" h x 6' l.

Cost \$1,400

*herdashery*

GO CHANTS!

herdashery

herdashery

### 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

good placement

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:



iB-ra Photo Archives 2008

no signs

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.

#### 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, 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.

#### INAPPROPRIATE:



JB+a Photo archives, 2007

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

## 5.1. Sign Basics (continued)

## Follow Good Sign Placement

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

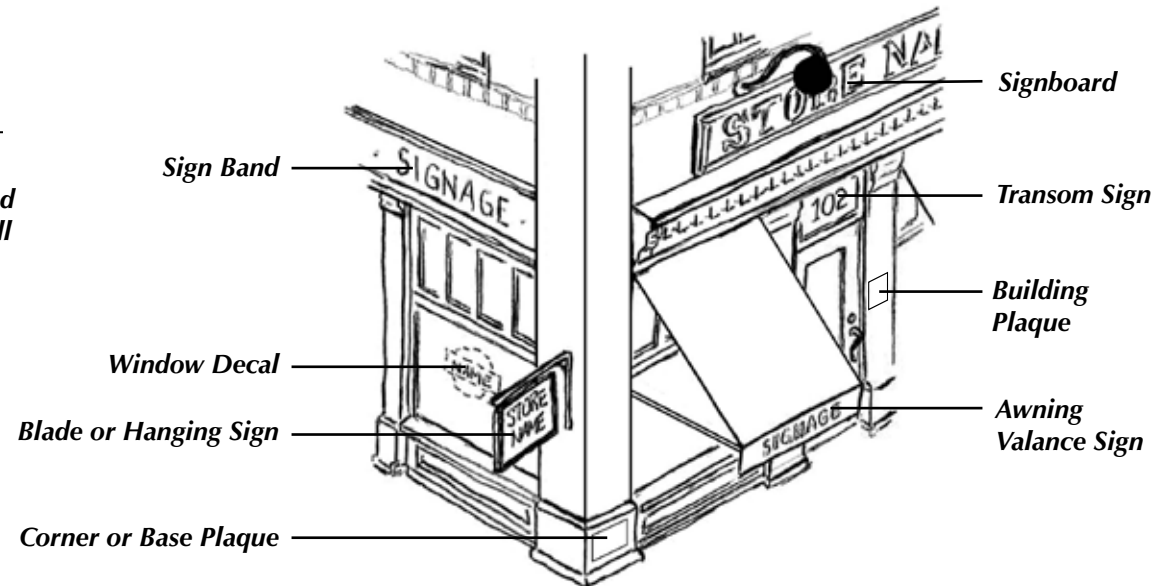
Fig. 3.1: INAPPROPRIATE Sign Placement



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

Fig. 3.2: Contextual Types and Placement of Signs

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



## Create a Hierarchy of Sign Types

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

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

## Quick Reference Guide to These Sign Guidelines:



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



Secondary Signs: pg. C.10



Subordinate Signs: pg. C.11

## C TRADITIONAL COMMERCIAL SIGN GUIDELINES

### Chapter 6 DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

#### 6.1. The Primary Sign

##### Description and Use:

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

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

##### Significant Historic "Grandfathered" Signs:

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

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

##### Suggested Amount:

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

##### General Size Suggestions:

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

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

##### SPECIAL NOTES:

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



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

6.1. Primary Signs (continued)

Fig. 3.6: Suggested Primary Sign Types



(A) Hanging "Blade" Sign

(B) Flush Mounted Sign

(C) Dimensional Sign

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

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

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



jB+a: Conway, SC 2009

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



jB+a: Conway, SC 2009

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



jB+a: Conway, SC 2009

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



jB+a: Conway, SC 2009

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

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

## 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)

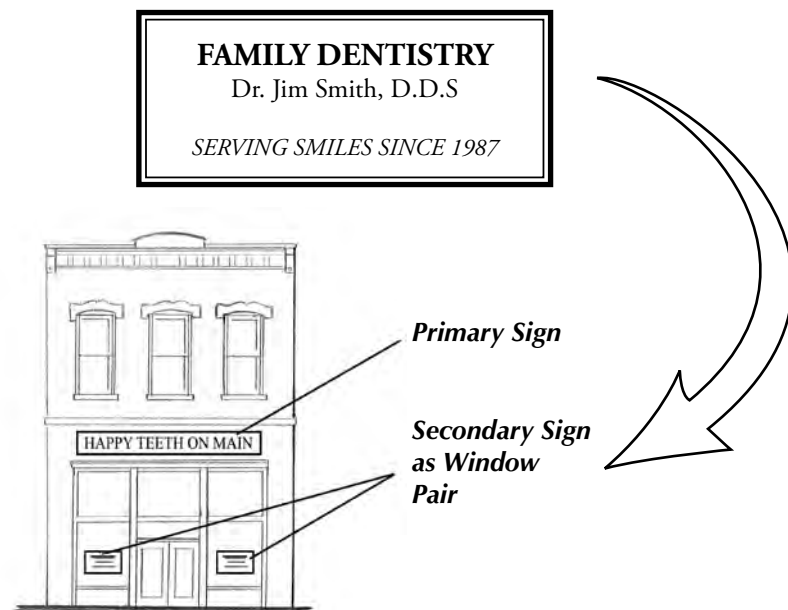
##### General Size Suggestion (each):

- 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.