

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 26, 2024 | 4:00 P.M.
Planning & Building Department – 196 Laurel Street**

I. CALL TO ORDER

II. APPROVAL OF MINUTES (June 12, 2024)

III. CERTIFICATES OF APPROPRIATENESS

- A. 610 Laurel St. (Accessory Structure)** The applicants, Geore and Clairette Mathis, are requesting approval for the installation of a new 10 x 12 accessory structure for the property located at 610 Laurel St. (PIN 338-13-03-0041).
- B. 335 Main St. (Theater of the Republic):** The applicant, Seaboard Signs, is requesting approval of an LED/EMC sign for the business located at 335 Main St. (PIN 368-04-02-0085).

IV. PUBLIC INPUT

V. BOARD INPUT

VI. STAFF INPUT

VII. UPCOMING MEETINGS

<u>MEETING</u>	<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>	<u>ADDRESS</u>
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.
Community Appearance Board	July 10,2024	4:00	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.
City Council	July 15, 2024	4:00 p.m.	Council Chambers	229 Main St.

VIII. ADJOURN

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, June 26, 2024
Planning & Building Dept. Conference Room – 196 Laurel Street

Present: Jacqueline Kurlowski, Duc Watts, Coker Hall, Troy Roehm

Absent: Jamie McLain, Gerry Wallace, McKenzie Jordan

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

Other: Kathy Ropp, Russell Fowler, Hillary Howard, Joe Brennand, Tim McGhee

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 Hall to approve the May 22, 2024 minutes. The vote in favor was unanimous. The motion carried.

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).

Dennis stated the applicant, Seaboard Signs, is requesting conceptual review of an LED/EMC sign for the address 335 Main St. (Theater of the Republic) but the applicant had requested to withdraw the request of a new wall sign for the address 331 Main St. (Stage Right) at this time.

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 27th 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

The board, applicant, and staff discussed the item at length. The board asked the applicant to return after variance approval was granted and to provide more detail on the proposed sign and how the sign will be integrated with the existing marquee. The board wants a more clear depiction of what the sign will look like once installed.

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).

Dennis stated the applicant, Russell Fowler, requests approval for the installation of a new wall sign for the business located at 1019 Fourth Ave.

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 silver 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.

The applicant, staff and board discussed at length.

Roehm made a motion to approve the item with as described with the silver background and dark pink logo font in the manner of a 3-D ribbon. Hall seconded the motion. The vote in favor was unanimous. The motion carried.

V. PUBLIC INPUT

Howard- Voiced her concern of not allowing changes to be made to the Theatre of the Republic sign that could result in even further disrepair that may ultimately become a blight rather than the landmark spot the sign is intended to be.

Fowler- Voiced his opinion to allow the sign to be improved due to the Theatre of the Republic being the number one attraction of our downtown area that brings in the revenue for the entire City. Fowler stated his opinion that the better the theatre can promote shows the better it will be for downtown.

VI. BOARD INPUT

None

VII. STAFF INPUT

Hucks and Dennis gave input on the Grandfathering vs. Non-conforming statuses as requested by the board.

VIII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:56 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this _____ day of _____, 2024.

Jacqueline Kurlowski, Chairperson

DATE: July 10, 2024

ITEM: III. A.

ISSUE:

610 Laurel St. (Accessory Structure): The applicants, George and Clairette Mathis, are requesting approval for the installation of a new 10 X 12 accessory structure for the property located at 610 Laurel St. (PIN 338-13-03-0041).

ZONING DISTRICTS / HDRD:

Low Density Residential (R1); Upper Main Street Overlay (MSO)

SCOPE OF WORK:

The applicants, George and Clairette Mathis, are requesting approval of the installation of a new 10 x 12 accessory structure located at 610 Laurel St. (PIN 338-13-03-0041).

The proposed structure will measure **12' x 10' totaling 120 sq. ft.** The structure will be placed in the rear of the primary structure and will meet all setbacks required for the zoning district. The structure will be made of LP Silvertch wood technology siding and have a metal roof. The structure will have white siding with black trim. The roof will be white. The siding is a pressure treated wood that uses resin to resist mold, rot, warping and extends the life of the material.

The property does have frontage along Laurel St. and Main St. the applicant's received approval for an accessory structure last year after being granted a variance to allow an accessory structure on the property due to the double frontage.

The proposed building is compliant with the UDO.

Renderings are included in your packet

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

- Section 5.2.1 Accessory Structures
- Section 6.5.1 Upper Main Street Overlay District

Historic Design Review Districts: Community Appearance Guidelines:

- Section D, Main St. Corridor HDRD & (Voluntary) Residential Guidelines -Intro
-

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

Property Address:		PIN#:	
Review Request: <input checked="" type="checkbox"/> Conceptual <input type="checkbox"/> Preliminary <input type="checkbox"/> Final	Project Type: <input type="checkbox"/> Alterations / Additions <input type="checkbox"/> New Construction <input type="checkbox"/> Signs <input type="checkbox"/> Landscape <input type="checkbox"/> Color Change	HDRD:	Meeting Date:
Property Owner: <u>George M / Clairette B Mathis</u>		Daytime phone: <u>843-465-5885</u>	
Agent: <u>Clairette B Mathis</u>		Daytime phone: <u>843-465-5885</u>	
Agent's mailing address: <u>610 Laurel St</u>		Agents's e-mail address: <u>cmathis52@hotmail.com</u>	
City: <u>Conway</u>		State: <u>SC</u>	Zip Code: <u>29526</u>
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): \$			
In your own words, describe what you are requesting:			
<u>I would like to place a prebuilt shed next to my greenhouse.</u>			
<u>It is 10x12 and all specs are attached.</u>			

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

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

- ☐ Building designs and facade drawings of the front, sides, and rear of all proposed new structures
- ☐ and/or facades proposed to be renovated;
- ☐ Plans for existing signage and proposed new signage;
- ☐ 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: Clairette B Mathis date: 6-3-2024

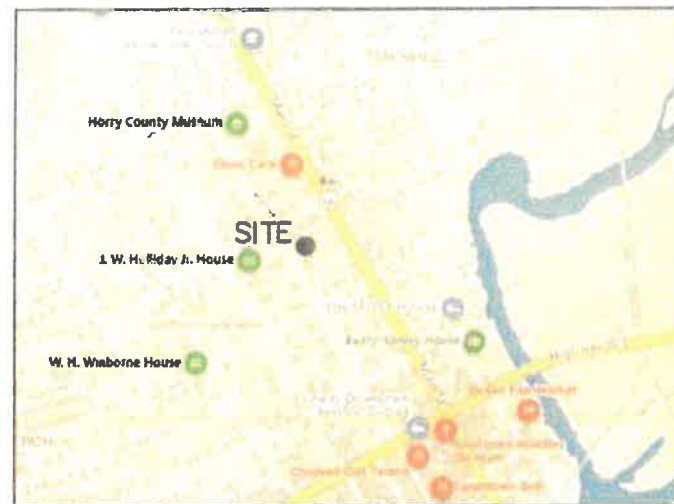
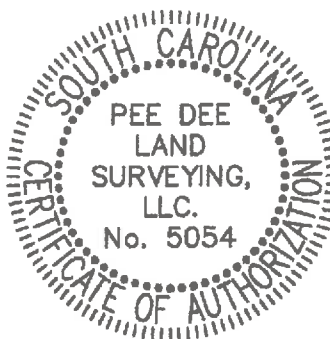
Print name legibly: Clairette B Mathis



ZONING: R1 (FROM COUNTY GIS SYSTEM, SUBJECT TO VERIFICATION BY CITY OF CONWAY PLANNING & ZONING DEPT.)

LEGEND—

B.S.L. — BUILDING SETBACK LINE
(#) — LOT NUMBER



LOCATION MAP

(285-C)
PIN# 338-13-03-0034
HORRY FURNITURE COMPANY, INC.
N/F
DB. 430/194

PIN# 338-13-03-0039
MARTIN, CRAIG T.
N/F
DB. 2831/1334

PIN# 338-13-03-0040
HUCKS, ROBERT P.
N/F
DB. 1991/785

LAUREL STREET
(PUBLIC R/W VARIES)

CONCRETE WALK

N 30°50'54" W 65.00'

STEPS

PORCH

TWO STORY
WOOD FRAME
RESIDENCE

STEPS

CONCRETE
DRIVE

OVERHANG
STEPS

PORCH

CONCRETE
WALL

CONCRETE

S 58°47'41" W 172.15'

PIN# 338-13-03-0041
MATHIS, GEORGE MICHAEL
& CLAIRETTE B.
N/F
DB. 1051/690
11,380 SF
0.26 AC

PIN# 338-13-03-0042
BATTLE, MICHAEL W. & ETAL
N/F
DB. 690/859

OVERHANG

CONCRETE

TOTAL COMBINED AREA
24,564 SF
0.56 AC

PROPOSED
GREENHOUSE

10-ft
x 12-ft

N 59°00'23" E 165.43'

PIN# 338-13-03-0041
MATHIS, GEORGE MICHAEL
& CLAIRETTE B.
N/F
DB. 1655/686
13,184 SF
0.30 AC

BRICK WALL

S 30°35'08" E 79.70'

STEPS

MAIN STREET
(60' PUBLIC R/W)

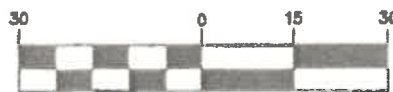
EXISTING ASPHALT
DRIVE/PARKING

S 58°57'05" W 165.09'

PIN# 338-13-03-0032
607 MAIN, LLC.
N/F
DB. 3721/2260

LINE TABLE		
LINE	BEARING	DISTANCE
L1	N 30°50'00" W	12.66'

GRAPHIC SCALE



(IN FEET)
1 inch = 30 ft.

NOTES—

- PARCEL IS SUBJECT TO ALL RIGHTS OR RESTRICTIONS OF RECORD.
- PARCEL IS LOCATED WITHIN FLOOD INSURANCE RATE ZONE 'X' PER FLOOD INSURANCE RATE MAP #45051C0533 K, COMMUNITY #450106, PANEL #0533, SUFFIX 'K', REVISED DECEMBER 16, 2021. FLOOD ZONE INFORMATION SUBJECT TO VERIFICATION BY COMMUNITY FLOOD ZONE MANAGER.

REFERENCES—

- SURVEY PLAT BY S.D. COX SURVEYORS, INC. TITLED, "MAP OF LOT IN THE CITY OF CONWAY..." DATED MARCH 29, 1960. RECORDED IN HORRY COUNTY R.M.C. OFFICE IN PLAT BOOK 29 AT PAGE 82.
- SURVEY PLAT BY S.D. COX SURVEYORS, INC. TITLED, "MAP OF LOT IN THE CITY OF CONWAY..." DATED AUGUST 23, 1973. RECORDED IN HORRY COUNTY R.M.C. OFFICE IN DEED BOOK 498 AT PAGE 189.
- DEED BOOK 430; PAGE 194.
- DEED BOOK 1051; PAGE 690.

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PEE DEE LAND SURVEYING, LLC.
Professional Land Surveying & Design

Office: (843) 365-6283
Email: njp@pdslc.net

1609 Four Mile Road
Conway, S.C. 29526

—PLOT PLAN—
0.56 ACRES OF LAND,
LAUREL STREET & MAIN STREET
CITY OF CONWAY,
HORRY COUNTY, SOUTH CAROLINA
PREPARED FOR: GEORGE MICHAEL MATHIS

FILE NO.	22-310
SCALE	As Noted
DATE	08/15/2022
DRAWN BY	MJR
DWG NO.	1
SHEET 1	OF 1



Cam Lovett <cam@bennettcoastal.com>

Here's Your Custom Shed Design and Estimate! (#1716911571298490 - Clairette Mathis (843) 465-5885)

1 message




Your 3D Design <yourdesign@idearoom.com>

Tue, May 28, 2024 at 11:52 AM

Reply-To: cam@bennettcoastal.com

To: cam@bennettcoastal.com

**Bennett Buildings Coastal**
Configurations@shedsnearme.co**Customer Order - May 28, 2024**

Ship To		Dealer
Customer Name <u>Clairette Mathis (843) 465-5885</u>		Conway, SC 29526
Order # <u>1716911571298490</u>		
Installation Address <u>610 Laurel St.</u>		
City <u>Conway</u>	State _____	ZIP Code _____
Email <u>cam@bennettcoastal.com</u>	Phone _____	Mobile _____
Building Info	Size	Color
Style: <u>Classic Craftsman Studio</u>	10x12 Standard Sidewall Height	Roof <u>White</u> <input type="checkbox"/>
Roof Material: <u>Metal</u>		Trim <u>Black</u> <input type="checkbox"/>
Siding <u>LP Silvertex 7/16" 8" Groove</u>		Siding <u>Origami White</u> <input type="checkbox"/>
Design Link & Notes		
Design Link https://idearoom-shedcor.bennettbuildingscoastal.com/?lng=en-US&dealer=Conway#4e9f098140325ee87637426e8cabb5b4		
Notes, Comments, Questions		
Images		
		
Perspective	Front	Left

Images

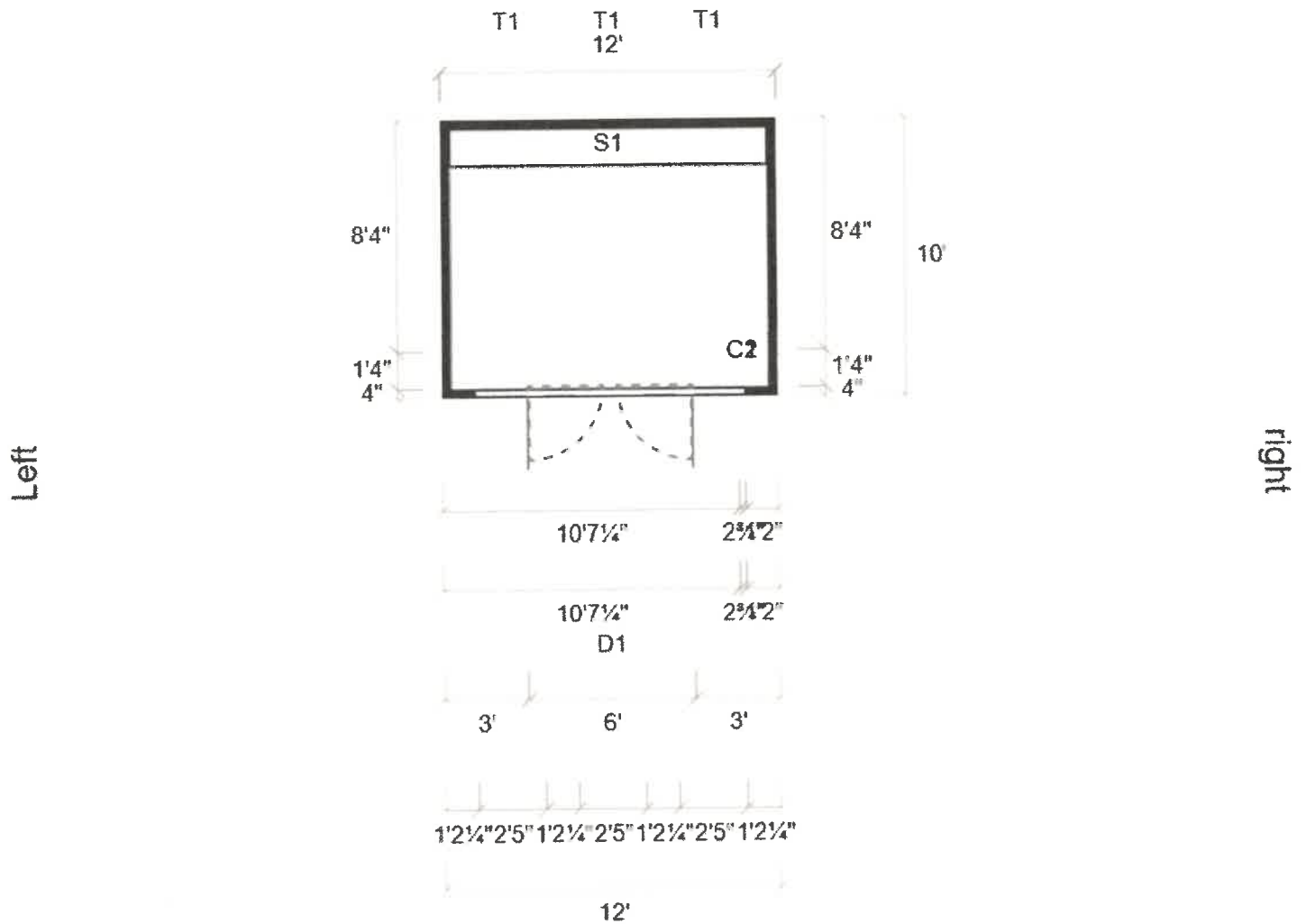


Right



Back

Front B



Back

SYMBOL LEGEND			
S1	16" Shelving	T1	Transom Horizontal
D1	Double Shed Door w/Transom	C1	Switch
C2	Outlet		Closed Wall

Description	Quantity	Amount
Structure Details		
Style: Classic Craftsman Studio	1	\$4,716.00
Sidewall Height: Standard	1	Included
Size: 10x12	1	Included
Base: 4x6 Notched Pressure Treated Runners	1	Included
Siding: LP Silverttech 7/16" 8" Groove	1	Included
Siding Color: Origami White		Included
Trim Color: Black		Included
Roof Color: White		Included
Roof Material: Metal	1	Included
Doors & Ramps		
Double Shed Door w/Transom	1	\$450.00
Color: Origami White		Included
On-Door Trim: Black		Included
Around-Door Trim: Black		Included
Diamond Tread Plate	1	Included
Double Shed Door (Credit)	1	-\$300.00
Windows & Accessories		
Transom Horizontal	3	\$225.00
Color: Black		Included
Around-Door Trim: Black		Included
Flooring & Interior		
Flooring: 3/4" Tongue & Groove	1	Included
Floor Joist: 2x6 - 16" OC	1	Included
Basic Electrical Package - Pigtail, Switch, Light, Outlet & Bulb	1	\$180.00
16" Shelving (12 linear feet)	1	\$180.00
Around-Door Trim: Black		Included
Interior Wall: Radiant Barrier Walls	1	Included
Vents		
Vent	2	Included
Subtotal:		\$5,451
Sales Tax:		-
Total Order Amount:		\$5,451
Final Balance Due Before Delivery		\$5,451

Signatures

Customer Signature:

Date

Desired Delivery Date:

Delivery Notes:

Dealer or Manufacturer Signature:

Date

Pricing Table (For Internal Use): ShedCor -

Buy This Building Now!

This estimate is provided by Bennett Buildings Coastal for use by customers of Bennett Buildings Coastal only.



BBC Conway

Conway, SC, 29526

8433313408

cam@bennettcoastal.com

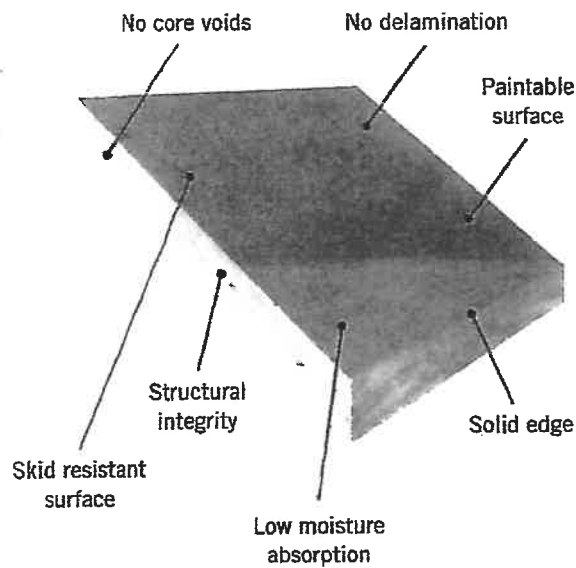
PerformMAX®

PerformMAX® Engineered Wood Products

FROM THE
MAKERS OF **AdvanTech**

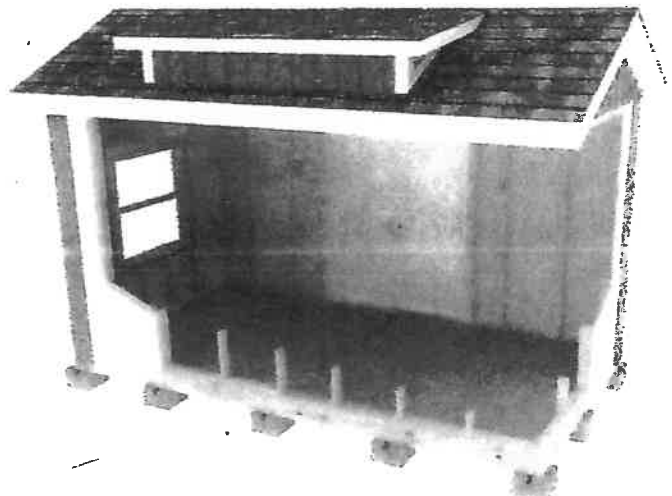
Flooring

PerformMAX® engineered wood products are manufactured to be stronger and more dimensionally stable than plywood. Utilizing advanced resin technology to create a water resistant panel, PerformMAX lies flatter with incredible stiffness. Perfect for meeting your shed floor expectations.



- Advanced, moisture-resistant resin technology minimizes linear expansion, thickness swell, and warping
- Exceptional strength and stiffness for a flatter, more stable flooring
- Durable, thermally-fused overlay engineered against delamination when subjected to moisture or mechanical pressure
- Textured, skid resistant surface
- Free from harmful formaldehyde or other emissions
- Unique T&G profile that virtually removes the gap normally associated with traditional T&G panels
- 25 Year Industrial Limited Warranty*

*Limitations and restrictions apply. Visit HuberWood.com for details.



10925 David Taylor Drive, Suite 300 | Charlotte, NC 28262 | 800.933.8220 | HuberWood.com

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another innovation from



ENGINEERED
WOODS

LP® SMARTSIDE® PANEL

NOT PARTICLE BOARD
NOT WAFFERBOARD
NOT CHIPBOARD

ENGINEERED TO IMPRESS



**Treated For
Durability**



**Resists Termite
Damage**



**Resists Warping
& Cracking**



**Industry Leading
Warranty**

Treated For Durability

LP® SmartSide® products are not made of wafer, chip, or particle board. Our products combine the aesthetics of real wood with engineered wood strand technology for superior durability.



Resists Termite Damage

Through our proprietary SmartGuard® process our engineered wood products are treated to resist fungal decay and protect against termites.



Resists Warping & Cracking

Thanks to industrial-grade binders, resins, and a durable primed overlay, our products have been shown to remain strong when well maintained, even after prolonged exposure to intense sunlight.



Industry Leading Warranty

All LP® SmartSide® products feature a 5/50 year limited warranty*, one of the best warranties in the industry.

LP® SmartSide®

5/50 YEAR
LIMITED
WARRANTY

5-year, 100% labor and replacement feature
50-year prorated, limited warranty on substrate

**LP Outdoor Building
Solutions®**

For non-residential use only. The images in this catalog are for illustrative purposes only.

	SmartSide® Panel	Untreated T-111 Plywood
Treated with SmartGuard Process*		
Free of Knots, Patches, and Face Voids	✓	
Comprehensive 5/50-Year Limited Warranty*		
Resists Fungal Decay	✓	
Resists Termites	✓	
Resists Face Splitting and Cracking	✓	
Rich Cedar Grain Exterior Texture	✓	
SmartFinish and SilverTech Interior Finish Options	✓	
Superior Dent Resistance	✓	✓

*See LPCorp.com/Shed for complete warranty details

For more information, please visit LPCorp.com/Shed

⚠ WARNING: Drilling, sawing, sanding or machining wood products can expose you to wood dust, a substance known to the State of California to cause cancer. Avoid inhaling wood dust or use a dust mask or other safeguards for personal protection. For more information go to www.P65Warnings.ca.gov/wood.

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LPZBSHEDTP 2/2022

SHEET	SHEET TITLE	SHEET	SHEET TITLE
01	GENERAL NOTES & COVER PAGE	05	TYP PORCH - WALL & ELEVATIONS
02	FOUNDATION-FLOOR-ROOF PLANS	06	DETAILS
03	UTILITY - WALL & ELEVATIONS		
04	BARN - WALL & ELEVATIONS		

1.0. REFERENCED STANDARDS

1.0. REFERENCED STANDARDS

2.1 DESIGN

- 1.1.1 THE SOUTH CAROLINA STATE BUILDING CODE (2021)
- 1.1.2 ACI 318-LATEST EDITION BUILDING CODE REQUIREMENTS FOR STRUCTURAL CONCRETE.
- 1.1.3 NATIONAL DESIGN SPECIFICATIONS FOR WOOD CONSTRUCTION DESIGN CODES AND GUIDELINES.
- 1.1.4 PLYWOOD DESIGN SPECIFICATIONS.
- 1.1.5 AMERICAN INSTITUTE OF STEEL CONSTRUCTION (AISC) (LRFD OR ASD METHOD).
- 1.1.6 PRODUCTS SUBMITTED ARE PRODUCT APPROVED AND CAN BE SUBSTITUTED WITH PRODUCT APPROVED EQUIVALENTS.

2.0 DESIGN LOADS

- | | | | |
|--------|-------------------------------------------------|----------|--------|
| 2.1 | DEAD LOAD: | | |
| 2.1.1 | FLOOR DEAD LOAD | = 42 PSF | |
| 2.1.2 | ROOF DEAD LOAD | = 18 PSF | |
| 2.2 | LIVE LOAD: | | |
| 2.2.1 | FLOOR LIVE LOAD | = 42 PSF | |
| 2.2.2 | ROOF LIVE LOAD | = 16 PSF | |
| 2.3 | SEISMIC LOAD: | | |
| 2.3.1 | OCCUPANCY CATEGORY | | = I |
| 2.3.2 | IMPORTANCE FACTOR, I | | = 1 |
| 2.3.3 | SITE CLASS | | = D |
| 2.3.4 | S_a SPECTRAL RESPONSE ACCELERATION PER ASCE 7 | | = 4.12 |
| 2.3.5 | S_b SPECTRAL RESPONSE ACCELERATION PER ASCE 7 | | = 1.1 |
| 2.3.6 | F_a SITE COEFFICIENT FROM TABLE 11-4.1 | | = 1.2 |
| 2.3.7 | F_v SITE COEFFICIENT FORM TABLE 11-4.2 | | = 1.7 |
| 2.3.8 | $SMI = F_a F_v$ | | = 4.12 |
| 2.3.9 | $SMI = F_v S_1$ | | = 1.87 |
| 2.3.10 | $S_0 = \sqrt{SMI}$ | | = 2.75 |
| 2.3.11 | $S_0 = \sqrt{SMI}$ | | = 1.25 |
| 2.3.12 | SEISMIC DESIGN CATEGORY | | = I |

- 2.4 WIND LOADS: PERFORMED IN ACCORDANCE WITH THE SOUTH CAROLINA STATE BUILDING CODE, LATEST EDITION
2.4.1 DESIGN WIND SPEED: $V_{50} = 133$ M.P.H.
 $V_{100} = 104$ M.P.H.
2.4.2 IMPORTANCE FACTOR = I.S. CATEGORY II
2.4.3 EXPOSURE CATEGORY = C
2.4.4 INTERNAL PRESSURE COEFFICIENT = $+/- 0.18$
2.4.5 BUILDING TYPE = ENCLOSED
2.4.6 MIN/MAJ (ASD) DESIGN WIND PRESSURES:
VERT: ZONE A = $+25.0$ PSF ZONE B = $+16.0$ PSF
 ZONE C = $+18.0$ PSF ZONE D = -15.0 PSF
HORIZ: ZONE E = $+21.5$ PSF ZONE F = -17.0 PSF
 ZONE G = $+20.0$ PSF ZONE H = -16.0 PSF

NOTES: PRESSURES ABOVE SHALL BE APPLIED IN ACCORDANCE WITH THE DESIGN WIND PRESSURE DIAGRAM

GENERAL

1.0 CONTRACTOR RESPONSIBILITIES

- 1.1 A LICENSED CONTRACTOR SHALL PERFORM ALL SITE WORK IN ACCORDANCE WITH APPLICABLE BUILDING CODES, LOCAL ORDINANCES, ETC.
CONTRACTOR TO VERIFY ALL DIMENSIONS PRIOR TO CONSTRUCTION. WRITTEN DIMENSIONS TO TAKE PRECEDENCE OVER ORAL DIMENSIONS. IF
CONTRACTOR DISAGREES WITH ENGINEER, CHECK THEIR PLANS FOR DIMENSIONS. ENGINEER ADOPTS DIMENSIONS PRIOR TO CONSTRUCTION IF ANY
BYPASS OR OMISSIONS NOT IN DRAWINGS AND SPECIFICATIONS. THE CONTRACTOR SHALL NOTIFY THE ENGINEER, IN WRITING, WITHIN 10 DAYS
OF RECEIPT OF PLANS AND PRIOR TO ANY CONSTRUCTION, OR CONTRACTOR ASSUMES THE RESPONSIBILITY FOR THE RESULTS AND ALL COSTS OF
RECTIFYING SAME.
- 1.2 FOR EXISTING STRUCTURES, CONTRACTOR IS RESPONSIBLE FOR VERIFYING ALL EXISTING FIELD CONDITIONS AND DIMENSIONS PRIOR TO
COMMENCEMENT OF DEMOLITION, CONSTRUCTION AND/OR FABRICATION. THE CONTRACTOR SHALL VERIFY THAT THE EXIST
STRUCTURE/FOUNDATION IS IN GOOD CONDITION WITH SUFFICIENT STRENGTH TO SUPPORT PROPOSED STRUCTURE. THE ENGINEER OF RECORD IS
TO BE CONTACTED IN WRITING FOR VERIFICATION OF THESE PRELIMINARY ASSES.
- 1.3 CONTRACTOR IS RESPONSIBLE FOR ALL PLANS, MEANS AND METHODS ASSOCIATED WITH WORK TO BE COMPLETED. THIS IS TO INCLUDE ALL BORING
AND/OR BRACING REQUIRED FOR COMPLETION OF PROJECT. CONTRACTOR IS RESPONSIBLE FOR PROPER USE AND INSTALLATION OF ALL
PLANES/BRACING PROTECTION PER THE MANUFACTURER'S SPECIFICATIONS.
- 1.4 CONTRACTOR IS RESPONSIBLE FOR THE PROTECTION OF EXISTING UTILITIES, OPENINGS, AND LANDSCAPING ON THE SITE WHICH ARE NOT
INCLUDED WITHIN THE SCOPE OF THIS PROJECT. IF DAMAGE OCCURS TO ITEMS NOT INCLUDED WITHIN THE SCOPE OF THIS PROJECT, THE
CONTRACTOR IS RESPONSIBLE FOR RETURNING THAT ITEM TO ITS PRE-DEMOLITION CONDITION.
- 1.5 THESE DRAWINGS AND DETAILS HAVE BEEN REVIEWED BY THE ENGINEER BASED ON INFORMATION PROVIDED BY THE CONTRACTOR, OWNER
AND/OR MANUFACTURER. CONTRACTOR NOTIFY THE ENGINEER OF RECORD PRIOR TO CONSTRUCTION IF SPECIAL SITE CONDITIONS ARISE.
- 2.0 SHOP DRAWINGS
- 2.1 THESE SHALL NOT BE ANY DEVIATIONS FROM THESE DESIGN PLANS BY OTHERS DURING THE PREPARATION OF SHOP DRAWINGS WITHOUT WRITTEN
APPROVAL FROM THE ENGINEER OF RECORD. ALL ITEMS IDENTIFIED OR INTENDED TO BE DESIGNED BY OTHERS REQUIRE SHOP DRAWING THAT
ARE TO BE SIGNED AND SEALED BY A QUALIFIED STATE OF OHIO BORN AND RASED LICENSED ENGINEER AND SHALL INCLUDE DRAWINGS AND CALCULATIONS,
REVISIONS AND BRACING REQUIREMENTS. ALL SHOP DRAWINGS SHALL BE CONSIDERED AS NOT BEING PART OF THE CONTRACT UNLESS THEY
ALL SHOP DRAWINGS ARE BE SUBMITTED TO THE ENGINEER OF RECORD PRIOR TO THE COMMENCEMENT OF CONSTRUCTION AND AS
DISCUSSED BELOW.
- 2.2 IF THE DELEGATED ENGINEER'S RESPONSIBILITY TO REVIEW THE BIDDING AND SEALED PLANS AND/OR SPECIFICATIONS OF THE ENGINEER
OF RECORD IN ORDER TO OBTAIN THE APPROPRIATE RECORD OF THE ENGINEERING REQUIRED OF THE DELEGATED ENGINEER,
THE DELEGATED ENGINEERING DOCUMENTS SHALL COMPLY AND/OR BE COORDINATED WITH THE BIDDING AND SEALED PLANS OF THE ENGINEER OF
RECORD. THE DELEGATED ENGINEERING DOCUMENTS SHALL INCLUDE THE PROJECT IDENTIFICATION AND THE CRITERIA USED AS A BASIS FOR
THEIR PREPARATION. IF A DELEGATED ENGINEER OF RECORD HAS ANY QUESTIONS OR DETAILS, FURNISH OR PROVIDE LIMITS WHICH CONTACT WITH
THE BIDDING AND SEALED PLANS OF THE ENGINEER OF RECORD. THE DELEGATED ENGINEER SHALL CONTACT THE ENGINEER OF RECORD
IMMEDIATELY.
- 2.3 THE DELEGATED ENGINEER SHALL FORWARD THE DELEGATED ENGINEERING DOCUMENT TO THE ENGINEER OF RECORD FOR REVIEW EITHER PRIOR
TO, OR AT THE TIME OF ORIGINAL BIDDING. ALL DELEGATED ENGINEERING DOCUMENTS REQUIRE THE IMPRESSED SEAL AND SIGNATURE OF
THE DELEGATED ENGINEER AND MUST INCLUDE:
- 2.3.1 DRAWINGS INTRODUCING ENGINEERING INPUT SUCH AS DEFINING THE CONFIGURATION OR STRUCTURAL CAPABILITY OF STRUCTURAL
COMPONENTS AND/OR THEIR ASSEMBLY INTO STRUCTURAL SYSTEMS.
- 2.3.2 CALCULATIONS.

- 2.0.3 COMPLETER PRINTOUTS WHICH ARE AN ACCEPTABLE SUBSTITUTE FOR MANUAL CALCULATIONS PROVIDED THEY ARE ACCOMPANIED BY SUFFICIENT DESIGN ASSUMPTIONS AND IDENTIFIED INPUT AND OUTPUT INFORMATION TO PERMIT THEIR PROPER EVALUATION. SUCH INFORMATION SHALL BEAR THE IMPRESSED SEAL AND SIGNATURE OF THE DELEGATED ENGINEER AS AN INDICATION THAT THE ENGINEER HAS ACCEPTED RESPONSIBILITY FOR THE RESULTS.
- 3.0 BUILDING DRAINAGE
- 3.1 CONDENSATE LINE AND ROOF DOWNSPOUTS SHALL OCCUR AT LEAST ONE (1) FOOT AWAY FROM THE STRUCTURE SIDEWALL, WHETHER BY HORIZONTAL OR VERTICAL, OR BY BOTH MEANS.
- 3.2 GLITTERS WITH DOWNSPOUTS ARE REQUIRED ON ALL BUILDINGS WITH EAVES OF LESS THAN SIX (6) INCHES HORIZONTAL PROJECTION EXCEPT FOR GABLE END EAVES OR ON A ROOF ABOVE ANOTHER ROOF.
- 3.3 IRRIGATION/SPRINKLER SYSTEMS AND RISERS FOR SPRAY HEADS SHALL NOT BE INSTALLED WITHIN ONE (1) FOOT OF THE BUILDING SIDEWALL.
- 4.0 GEOTECHNICAL PARAMETERS
- 4.1 ASSUMED SOIL DENSITY = 120 PCF
- 4.2 ASSUMED SOIL BEARING CAPACITY = 2000 PSF
- 4.3 ALL SUBSURFACE AND GEOTECHNICAL INFORMATION TO BE PROVIDED BY CLIENT AND/OR VERIFIED BY CONTRACTOR
- 4.4 DESIGN ASSUMPTIONS
- 4.4.1 FOUNDATIONS ARE DESIGNED BASED ON A PRESUMPTIVE BEARING CAPACITY OF 2000 PSF ON UNDISTURBED SOIL OR ROCK. IT IS RECOMMENDED THAT A REGISTERED GEOTECHNICAL ENGINEER VERIFY ACTUAL CONDITIONS PRIOR TO PLACEMENT OF THE FOOTING. IF THE FOUNDATION IS ON PREPARED FILL, THE REGISTERED GEOTECHNICAL ENGINEER SHALL VERIFY SUFFICIENCY OF FILL FOR LOADS AND ITS FOUNDATION BEARING CAPACITY.
- 4.4.2 FOUNDATIONS SHALL BE CONSTRUCTED TO PROTECT EXISTING UTILITIES AND WALLS AND SHALL BE AS SHOWN OTHERWISE ON THE DESIGN PLANS.

MATERIALS

- 1.0 STRUCTURAL LUMBER
- 1.1 INFR. FRAME PARTITION WALLS SHALL BE WYFNO. 0. OR BETTER (GALN.) BEAMS AND HEADERS SHALL BE WYFNO. 0. OR BETTER (GALN.).
- 1.2 PLYWOOD USED FOR EXTERIOR APPLICATIONS SHALL CONFORM TO MANUFACTURER'S PRODUCT STANDARDS PER SPS AND SHALL BE APPLIED SHEATHING EXP-3.
- 1.3 ALL PLYWOOD USED FOR INTERIOR APPLICATIONS SUCH AS SUB FLOORING AND SHEAR WALLS SHALL CONFORM TO VOLUNTARY PRODUCT STANDARDS PER SPS AND SHALL BE APPLIED SHEATHING EXP-3.
- 1.4 IF JOIST BOARD IS TO BE USED IN PLACE OF PLYWOOD, IT IS TO HAVE SIMILAR SECTIONAL PROPERTIES.
- 1.5 PRESURE TREATMENT OF STRUCTURAL LUMBER:
- 1.5.1 ONLY STRUCTURAL LUMBER TO BE USED FOR EXTERIOR APPLICATION AND IN CONTACT WITH CONCRETE, MASONRY, OR EARTH IS TO RECEIVE A STANDARD GRADE PRESURE TREATING.
- 1.5.2 PRESURE TREATED STRUCTURAL LUMBER IS NOT TO BE USED FOR INTERIOR FRAMING.
- 1.6 WHEN PRE-ENGINEERED TRUSSES AND JOISTS ARE CALLED FOR ON THE PLANS THE DESIGNATED TRUSS ENGINEER IS TO SUBMIT SHOP DRAWINGS TO THE ENGINEER OF RECORD IN ACCORDANCE WITH THE SHOP DRAWINGS SECTION OF THESE GENERAL NOTES.
- 2.0 FASTENERS AND THE DOWNS
- 2.1 SWEET METAL ACCESSORIES SHALL CONFORM TO: ASTM A440 OR ASTM A308 P + 33-SEI WITH GRI GALVANIZED COATING IN ACCORDANCE WITH ASTM A36.
- 2.2 ALL FASTENERS AND THE DOWNS EMBEDDED IN CONCRETE OR USED IN AN EXTERIOR APPLICATIONS ARE TO RECEIVE AN ANTI-CORROSION COATING PRIOR TO INSTALLATION.
- 2.3 ALL FASTENERS AND THE DOWNS ARE TO PROVIDE THE UPLIFT CAPACITY CALLED FOR IN THE PLANS AS A MINIMUM.
- 2.4 ALL FASTENERS THE DOWNS, BEAM HANGERS, JOIST HANGERS, AND FLOOR TRUSS STRAPPING ARE TO BE INSTALLED IN ACCORDANCE WITH THE PLANS AND MANUFACTURER'S SPECIFICATIONS.
- 2.5 ALL CONCRETE EMBEDDED IN WALLS USED FOR UPLIFT ARE TO BE SET BACK PRIOR TO INITIAL SET OF THE CONCRETE, BRACING AND ALIGNMENT ARE TO BE IN ACCORDANCE WITH THE DESIGN PLANS.
- 2.6 CONCRETE EMBEDDED THE DOWNS USED FOR TRUSS AND WALL UPLIFT ARE TO BE PLACED AROUND EMBEDDED REINFORCING PRIOR TO PLACING GROUT.
- 2.7 FASTENERS OF EQUAL OR GREATER STRENGTH MAY BE SUBSTITUTED FOR THOSE SPECIFIED.
- 2.8 ALL FASTENERS SHALL CONFORM WITH ASTM A163.
- 2.9 ALL CONCRETE DOWNSHALL BE TAPCON, SIMPSON, HILTI, REINFORCER OR APPROVED ALIKE.
- 2.10 ALL LAG BOLTS SHALL HAVE A MIN. EMBED OF 8" BOLT DIA INTO STRUCTURAL FRAMING.
- 2.11 USE STEARLESS STEEL TYPE 304 1604 FOR FASTENERS CONNECTING ALUMINUM COMPONENTS OR PRESURE TREATED LUMBER, UNLESS OTHER MATERIALS ARE SPECIFIED FOR USE.

3.0 ROOF COMPONENT

- 3.1. SINGLELS
- 3.1.1 FASTENERS SHALL BE GALVANNEED ROOFING NAILS WITH A MIN. 12 GA. NAIL AND MINIMUM 20" DIA. HEAD.
- 3.1.2 FASTENERS SHALL BE LONG ENOUGH TO PENETRATE THE BRANGLERS AND PROTRUDE AT LEAST 3/4" INTO OR THROUGH THE ROOF SHEATHING.
- 3.1.3 USE 1" NAILS MINIMUM.
- 3.1.4 BRANGLERS SHALL COMPLY WITH M-200 PA 107-1-07-01-01.
- 3.1.5 BRANGLERS SHALL BE CHAINS COMMAND GARRODGE PIER SERIES BRANGLER OR APPROVED EQUIVALENT.
- 3.2. METAL
- 3.2.1 ALL METAL DECK SHALL CONFORM TO THE REQUIREMENTS OF THE STEEL DECK INSTITUTE.
- 3.2.2 METAL ROOF DECK SHALL BE 18" U-12 22 GA. GALV. OR HIGHER RITE TYPE (MS)
- 3.2.3 MINIMUM FASTENERS OF ROOF DECK:
- 3.2.3.1 PERIMETER 42 INCHES W/ 17" O.C. MAX.
- 3.2.3.2 RAIL LAPS, & INT. SUPPORTS 42 INCHES W/ 36 INCH OR 30" PATTERN W/ (2) STITCH SCREWS BETWEEN AN SUPPORT.
- 3.2.4 ALL DECK ATTACHMENTS ARE TO BE 1/2" HEX HEAD GALV. 1/2" FLAPPING TIE SCREWS.
- 3.2.5 USE WELD WASHERS FOR ALL DECKING 24 GA. & THINNER.
- 3.3. FASTENERS SHALL BE LONG ENOUGH TO PENETRATE THE ROOF SHEATHING AND PROTRUDE AT LEAST 3/4" INTO OR THROUGH THE ROOF SHEATHING. USE 1" NAILS/SCREWS MINIMUM.
- 3.4. ROOF CLADDING SHALL BE RATED FOR THE WIND SPEED SPECIFIED IN SECTION 2 OF THE GENERAL NOTES AND A MINIMUM OF 45 MP.S.F. (PSI) C. AND 150 M.P.S. (M.P.H.) WIND SPEEDS. THE FASTENERS SHALL BE AS SPECIFIED BY THE MANUFACTURER'S SPECIFICATIONS.

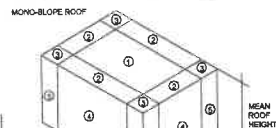
- 4.0 EXTERIOR WINDOW AND DOOR ASSEMBLIES SHALL BE DESIGNED SPECIFICALLY FOR THE WALL DESIGN WIND PRESSURE STATE ON THESE PLANS.
- 4.1 EXTERIOR WINDOW AND DOOR ASSEMBLIES SHALL BE MANUFACTURED IN ACCORDANCE WITH THE PUBLISHED MANUFACTURER'S RECOMMENDATIONS TO ACHIEVE THE DESIGN PERFORMANCE SPECIFIED.
- 4.2 GLAZED WINDOW OR BUILDING LOCATED IN WIND-NOISE CRITICAL REGIONS SHALL BE PROTECTED FROM VIBROACOUSTIC RISKS; WIND-NOISE DESIGN RESPONSES DEFINED AS:
- 4.2.1 A BUILDING LOCATED WITHIN 4 MILE OF THE COASTAL MEAN HIGH WATER LINE where the ULTIMATE DESIGN WIND SPEED WAS 138 MPH OR GREATER.
- 4.2.2 A BUILDING LOCATED IN AN AREA WHERE THE ULTIMATE DESIGN WIND SPEED WAS 140 MPH OR GREATER.
- 4.2.3 LOCALLY APPLICABLE CODES REQUIRE THAT CERTAIN TYPES OF BUILDINGS BE TESTED FOR VIBROACOUSTIC RISK AND BEAR AN ASMA OR OTHER EXPLICIT WINDOWS AND GLAZED DOORS SHALL BE TESTED BY AN APPROVED TESTING AGENCY TO OBTAIN PERFORMANCE CHARACTERISTICS AND APPROVED PRODUCT EVALUATION EVIDENCE TO SUBstantiate COMPLIANCE WITH THE REQUIREMENTS OF THE FOLLOWING SPECIFICATION: ANSI/HASMANA196.1-2019, §7.7.2.1.
- 4.2.4 QUALITY TRANSPARENT MATERIALS ARE REQUIRED TO BE USED TO CONSTRUCT THE WINDOW OR DOOR. THE PROPOSED WINDOW OR DOOR SHALL BE ACCEPTABLE FOR ESTABLISHED CALCULATED ALLOWABLE DESIGN PRESSURES HIGHER THAN INDICATED ON THE LABEL RECORDED BY 1707.21.1.
- FOR WINDOWS SIZES SMALLER THAN THAT REQUIRED BY THE ANSI/HASMANA196.1-2019 TEST REQUIREMENTS, THE SUPPLEMENTAL LABEL SHALL

FLOOR WIDTH (FT)	OPENING WIDTH		MAX BUILDING LENGTH		
	LONG SIDE WALL	SHORT END WALL	7/18" T1-11"	7/16" UP PANEL	7/16" UP PANEL
7'-4 1/2"	2'-0", 2'-0", 4'-0", 4'-0"	2'-0", 3'-0", 4'-0"	33'-0"	30'-0"	33'-0"
8'-1 1/2"	2'-0", 3'-0", 4'-0", 4'-0" 5'-0"	3'-0", 3'-0", 4'-0", 4'-0" 5'-0"	33'-0"	30'-0" 30'-0"	33'-0"
11'-0"	2'-0", 3'-0", 4'-0", 4'-0" 5'-0", 5'-0"	2'-0", 3'-0", 4'-0", 4'-0", 4'-0" 5'-0"	33'-0"	30'-0" 30'-0"	33'-0"

NOTES:

1. 7/16" T-11 AP-RATED SIDING 3/8"X24" O.C. WITH 8D COMMON OR DEFORMED (0.131"X2-1/2") NAILS AT 8" O.C. IN FIELD AND 3" O.C. IN EDGES.
2. 7/16" LP SMARTSIDE STRAND SUBSTRATE PANEL SIDING WITH STAGGERED 8D COMMON OR DEFORMED (0.131"X2-1/2") NAILS AT 8" O.C. IN FIELD AND 3" O.C. IN EDGES.
3. 7/16" LP SMARTSIDE STRAND SUBSTRATE PANEL SIDING WITH STAGGERED 8D COMMON OR DEFORMED (0.131"X2-1/2") NAILS AT 5" O.C. IN FIELD AND 2" O.C. IN EDGES.
4. EDGE NAILING SHALL BE PROVIDED AT TOP PLATE IN ALL END WALLS.
5. OUTSIDE CORNER NAIL 3"X11" UNSUPPORTED FLUXES OF WALL SHEATHING.

DESIGN WIND PRESSURE DIAGRAM

[illegible]

NOTE

- [illegible]

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Project #:	VE22-2071
Date:	03/06/2023
Drawn By:	JMB
Sheet Title:	COVER
Sheet Number:	01

Manufacturer:	ShedCor
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Revisions

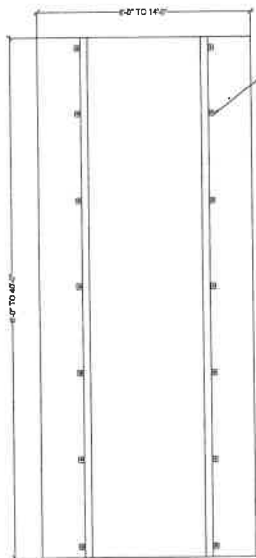
DATE	REVISION	BY

Kent M. Bice, PE

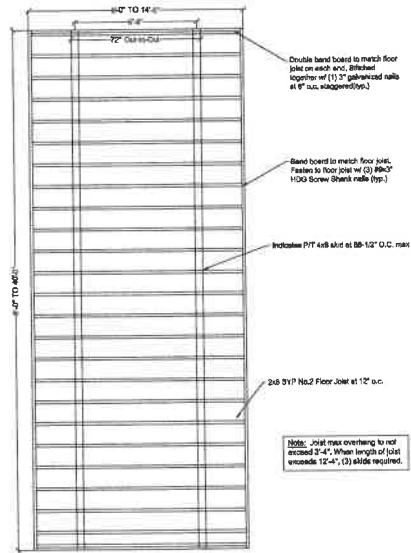


KENT M. RICE PE

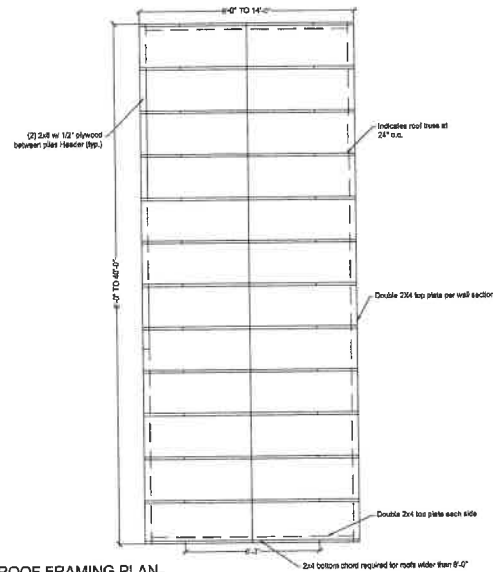
LC PE 15831



FOUNDATION PLAN
SCALE: 3/8" = 1'-0"



FLOOR FRAMING PLAN
SCALE: 3/8" = 1'-0"



ROOF FRAMING PLAN
SCALE: 3/8" = 1'-0"

Project #:	VE22-2071
Date:	03/06/2023
Drawn By:	JMB
Sheet Title:	FND-FLOOR-ROOF PLANS
Sheet Number:	02

Manufacturer: ShedCor

Revisions

DATE	REVISION	BY

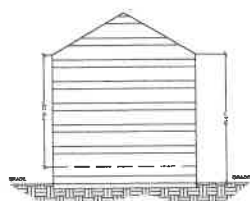
Kent M. Bice, PE



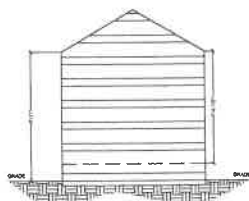
3217 Videmia Ave.
Walterboro, SC 22941
(803) 334-3496

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Kent M. Bice, PE
LIC. PE 15831



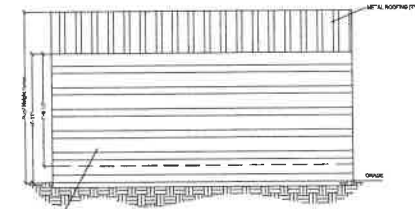
LEFT ELEVATION



RIGHT ELEVATION



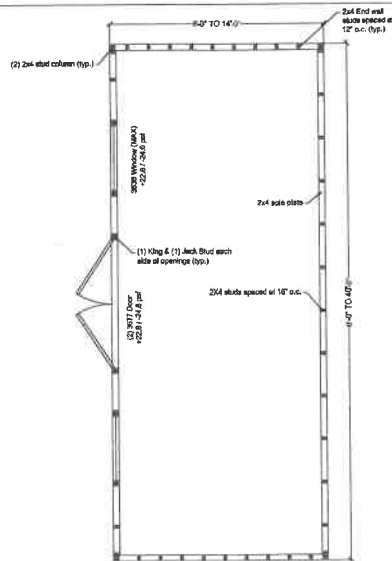
FRONT ELEVATION



REAR ELEVATION

ELEVATIONS

SCALE: 1/4" = 1'-0"



FLOOR PLAN

SCALE: 3/4" = 1'-0"

Project #:	VE22-2071
Date:	03/06/2023
Drawn By:	JMB
Sheet Title:	UTILITY
Sheet Number:	03

Manufacturer: ShedCor

Revisions

DATE	REVISION	BY

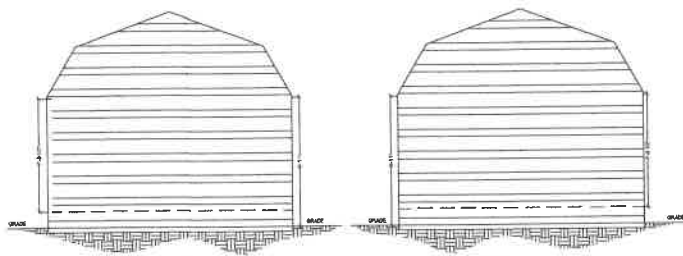
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3317 Vidiana Ave.
Morse Water, FL 33881
(813) 326-0268

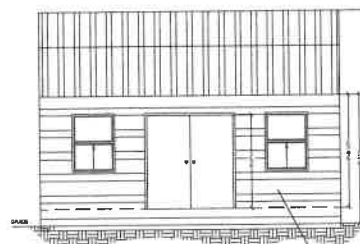
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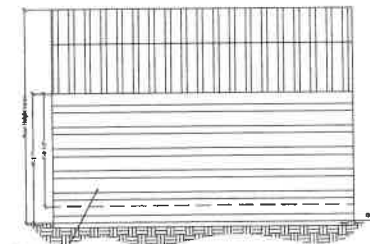


LEFT ELEVATION

RIGHT ELEVATION



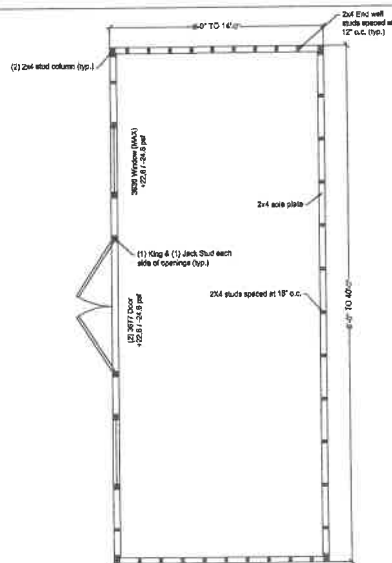
FRONT ELEVATION



REAR ELEVATION

ELEVATIONS

SCALE: 1/4" = 1'-0"



FLOOR PLAN

SCALE: 3/8" = 1'-0"

Project #:	VE22-2071
Date:	03/06/2023
Drawn By:	JMB
Sheet Title:	BARN
Sheet Number:	04

Manufacturer: ShedCor

Revisions

DATE	REVISION	BY

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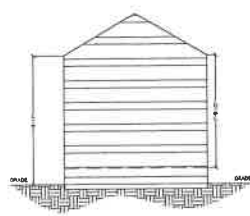


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Walterboro, SC 29981
(803) 336-3114

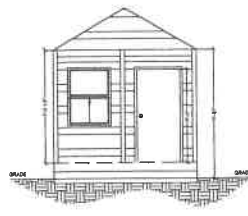
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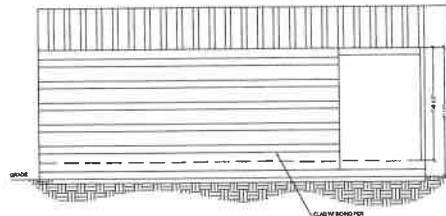
LIC. PE 15631



REAR ELEVATION



FRONT ELEVATION

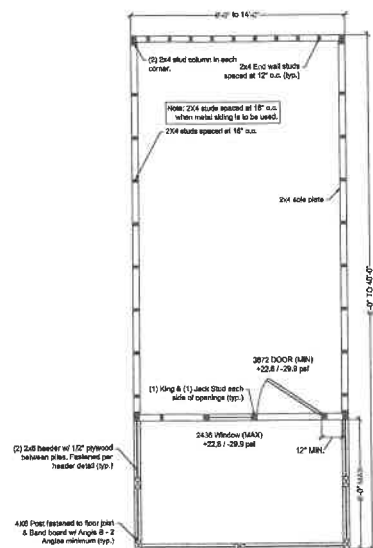


LEFT ELEVATION



RIGHT ELEVATION

ELEVATIONS
SCALE: 1/4" = 1'-0"



Note: Typical porch wall framing and elevations shown. Alternative formations of the porch include the "Front Porch" and the "Side Porch". Either roof structure is permitted to be atop these sheds.

FLOOR PLAN
SCALE: 3/8" = 1'-0"

Project #:	VE22-2071
Date:	03/06/2023
Drawn By:	JMB
Sheet Title:	TYPICAL PORCH
Sheet Number:	05

Manufacturer: ShedCor

Revisions

DATE	REVISION	BY

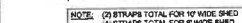
Kent M. Bice, PE



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KENT M. BICE, PE

LIC. PG 15631



- SCALE: 1/4" = 3'-0"



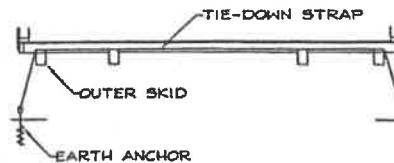
LNC, PE 15831

UPLIFT ANCHOR SCHEDULE

	8' WIDE BLDGS		10' WIDE BLDGS		12' WIDE BLDGS		14' WIDE BLDGS	
	NUMBER OF TIE-DOWNS	CAPACITY OF EACH ANCHOR	NUMBER OF TIE-DOWNS	CAPACITY OF EACH ANCHOR	NUMBER OF TIE-DOWNS	CAPACITY OF EACH ANCHOR	NUMBER OF TIE-DOWNS	CAPACITY OF EACH ANCHOR
12'-0"	2	400#	2	350#	-	-	-	-
14'-0"	2	450#	2	400#	-	-	-	-
16'-0"	3	450#	2	450#	2	250#	-	-
18'-0"	-	-	3	350#	2	300#	-	-
20'-0"	-	-	3	400#	2	300#	2	250#
22'-0"	-	-	-	-	2	350#	2	250#
24'-0"	-	-	-	-	2	350#	2	250#
26'-0"	-	-	-	-	2	400#	2	250#
28'-0"	-	-	-	-	2	400#	2	250#
30'-0"	-	-	-	-	3	300#	3	250#
32'-0"	-	-	-	-	3	350#	3	250#
34'-0"	-	-	-	-	3	350#	3	250#
36'-0"	-	-	-	-	3	350#	3	250#
38'-0"	-	-	-	-	3	400#	3	250#
40'-0"	-	-	-	-	3	400#	3	250#

NOTES:

1. EACH EARTH ANCHOR MUST BE RATED FOR AT LEAST THE CAPACITY SHOWN IN THE TABLE.
2. (2) TIE-DOWN SYSTEMS LOCATE STRAPS NEAR ENDS OF BLDG. (3) TIE-DOWN SYSTEMS ADD THIRD STRAP NEAR CENTER OF BLDG.. SEE FOUNDATION DETAIL.
3. DESIGN WIND SPEED - 90 MPH, IMPORTANCE FACTOR - 0.87, EXPOSURE - B



Scale: 1/4"=1'-0"	Date: 07/01/15	Drawn: DMM
Proj. No. 2015020	1 07/01/15 CONSTRUCTION	
Dwg. No. 1520-1		
Sheet 1 of 1		
S-2		

8' TO 14' WIDE BLDGS

TIE-DOWN SCHEDULE

MORTON ENGINEERING
STRUCTURAL/CIVIL
ENGINEERING CONSULTANTS

DAVID M. MORTON, P.E.
JAMES F. MORTON, P.E.

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Section 5.2 – Accessory Uses & Structures

5.2.1 Accessory Structures

A. Single-family detached dwelling, single-family semi-detached dwelling, and two family dwelling uses shall be permitted to construct and utilize structures which are accessory to the principal use of the property (including but not limited to detached private garages, storage sheds, children's playhouses, private kennels, non-commercial greenhouses, bath houses, cabanas, garden structures (gazebos, arbors, pergolas), book exchange boxes and structures designed and used for purposes of shelter in the event of a man-made or natural catastrophe). They shall meet the following requirements: *[Amended 1-2-18 ZA2018-01-02 (C)]* *[Amended 10-15-18 ZA2018-10-15 (D)]*

1. Location: Shall be located in the rear yard only. Detached garages and garden structures may also be located in the side yard. Book exchange boxes may also be located in any yard provided they do not impede access or circulation, obstruct parking areas, and/or create unsafe conditions. Book exchange boxes may not be located in a right-of-way or sight triangle. *[Amended 1-2-18 ZA2018-01-02 (C)]* *[Amended 10-15-18 ZA2018-10-15 (D)]*
 - (a) Garden structures may be located in corner front yards. *[ZA2018-10-15 (D)]*
2. Setbacks: Shall be located a minimum of five (5) feet from all property lines. Exempting garden structures, accessory structures shall be a minimum of five (5) feet from other accessory structures, and the principal structure. Detached garages and garden structures located in the side yard shall meet the setback requirements of the zoning district in which they are located and shall not be located more forward than the front façade of the primary structure. Building codes and buffers, landscaping, and other requirements stated throughout the UDO may require a greater setback. *[Amended 10-15-18 ZA2018-10-15 (D)]*
3. Height: Shall not exceed fifteen (15) feet in height unless it is located entirely in the buildable area of the lot in which it is located. If the accessory structure is more than fifteen (15) feet in height, it will be subject to the maximum height requirements of the zoning district and shall not be higher than the principal structure.
4. Number: Shall be limited to three (3). Book exchange boxes, education facilities, public recreation facilities and children's playhouses shall not contribute to this number. *[ZA2018-01-02 (C) ZA2018-10-15 (D)]*
5. Size: The total square footage of all accessory structures on a lot shall not exceed fifty (50%) percent of the rear yard. The square footage of one (1) accessory structure shall not exceed 50% of the area of the primary structure on the same lot.
6. Design: The following design standards shall be required:
 - a. Less than two hundred (200) square feet: If the structure exceeds ten (10) feet in height, it shall not be constructed with any corrugated metal, sheet metal, and / or exposed metal and shall be required to use stucco, tabby, wood siding, brick, fiber cement siding, or other material with similar texture.
 - b. Between two hundred (200) and three hundred ninety-nine (399) square feet: Shall not be constructed with any corrugated metal, sheet metal, and / or exposed metal and shall be required to use stucco, tabby, wood siding, brick, fiber cement siding, or other material with similar texture.

- c. Four hundred (400) square feet and greater: Shall not be constructed with any corrugated metal, sheet metal, and / or exposed metal and shall architecturally complement the primary structure in exterior finish and roof pitch.

- a. Corner lots: In addition to the design standards stated above, the following conditions shall apply to accessory structures located on a corner lot:

- i. Detached garage: Shall architecturally complement the primary structure in exterior finish and roof pitch.

- 7. CAB: Any proposed accessory structure that is located in a Historic Design Review District shall be approved by the Community Appearance Board (CAB).

B. Non-residential, multi-family dwellings, single-family attached dwellings, religious institutions, and governmental uses shall be permitted to construct and utilize structures which are accessory to the principal use of the property, provided such accessory structures meet the following requirements: *[Amended 10-15-18 ZA2018-10-15 (D)]*

- 1. Location: Shall be located in the rear yard and side yard only. Book exchange boxes may be located in any yard provided they do not impede access or circulation, obstruct parking areas, and/or create unsafe conditions. Book exchange boxes may not be located in a right-of-way or sight triangle. *[Amended 1-2-18 ZA2018-01-02 (C)]*
- 2. Setbacks: Shall meet the required setbacks of the zoning district for the side yard and / or rear yard and shall be a minimum of five (5) feet from other accessory structure(s) and the principal structure. Building codes and buffers, landscaping, and other requirements stated throughout the UDO may require a greater setback.
- 3. Height: Shall not be higher than the principal structure on the same lot.
- 4. Number: Shall be limited to three (3). Book exchange boxes shall not contribute to this number. *[Amended 1-2-18 ZA2018-01-02 (C)]*
 - (a) Exempting parcels zoned CP, FA, IN, LI and HI that are a minimum of one (1) acre in size, or parcels that contain education, medical, or public recreation facilities. *[Amended 10-15-18 ZA2018-10-15 (D)]*
- 5. Size: The square footage of any one (1) accessory structure shall not exceed 50% of the area of the primary structure on the same lot.
- 6. Design: Shall not be constructed with any corrugated metal, sheet metal, and / or exposed metal and shall be required to use stucco, tabby, wood siding, brick, fiber cement siding, or other material with similar texture. Accessory structures visible from any public or private roads shall architecturally complement the primary structure in exterior finish.
 - a. Exempting parcels zoned CP, FA, LI and HI, or parcels that contain education, medical, or public recreation facilities not located in the GCO or VCO.
 - b. Parcels zoned IN that are not located within the GCO or VCO and do not contain multi-family residential uses or student housing developments are also exempt. *[Amended 10-15-18 ZA2018-10-15 (D)]*
- 7. CAB: Any proposed accessory structure that is visible from any public or private road and located in a Historic Design Review District shall be approved by the Community Appearance Board (CAB).

C. Exceptions to the following uses or structures are as follows:

- 1. Commercial gasoline pump canopies shall be permitted in appropriate district when setback a minimum of fifteen (15') feet from all property lines and the overhang of the canopy shall be setback a minimum of five (5') feet from all property lines.

2. Guardhouses located at entrances to residential subdivisions, multi-family developments, industrial sites, and educational facilities shall be permitted provided such accessory structures are located a minimum of ten (10) feet from any property line.
3. Permanent playground and / or recreational structures shall meet the required setbacks of the zoning district for any yard, exempting children's playhouses on lots which contain single-family dwellings. *[Amended 10-15-18 ZA2018-10-15 (D)]*
4. Raised flooring/decking and physical barriers for Parklets shall be permitted per requirements set forth in Section 5.1.23.C. *[Amended 2-19-18 ZA2018-02-19 (E)]*
5. Garden structures are exempt from separation requirements with the approval of the Building Official and / or per applicable building code(s).

[Amended 10-15-18 ZA2018-10-15 (D)]

5.2.2 Accessory Dwelling Units (ADUs)

See **Section 6.2.2 (G)**

5.2.3 Fences & Walls

A fence or wall, constructed of wood, vinyl, brick, stone, ornamental (iron / aluminum), chain link (where permitted) and other similar materials approved by the Zoning Administrator (or their designee), may project into or enclose required yards (but not over any boundary) in all zones providing that a maximum height, measured from the natural grade at which the fence or wall occurs, does not exceed the following: *[ZA2018-10-15 (E); ZA2020-09-21 (B); ZA2021-07-19(C)]*

A. Commercial and Residential:

1. Front yards—4 feet,
2. Corner front yards--6 feet (provided it meets a 10-foot setback from the property line)
3. Side yards--6 feet,
4. Rear yards--8 feet

B. Industrial Zoning Districts:

1. Front yards--6 feet (not permitted in any required front setback),
2. Side yards--10 feet,
3. Rear yards--10 feet

C. Corner Lots: A fence or wall located on a corner lot may be up to six (6) feet in height provided it meets a mandatory ten (10) foot setback from the property line. Furthermore, fences and walls installed on corner lots must remain clear of all sight triangles, in accordance with Section 7.1.8. *[Amended 10-15-18 ZA2018-10-15 (E)]*

D. Design: Wherever a fence or wall is installed, if one side of the fence or wall appears more "finished" than the other (i.e. one side has visible support framing and the other does not), then the more "finished" side of the fence shall face the perimeter or outside of the lot, rather than facing the interior of the lot. This design provision shall also be mandatory for fences and walls required for buffering and screening purposes. Decorative or ornamental wood, brick, stone or stucco piers, built as a structural component of a fence, wall, or gate may be located in all required yards.

E. Maintenance: The structural and aesthetic integrity shall be maintained for all new and existing fences and walls. Any fence or wall provided to meet buffering and screening requirements may be exempted from the height and location standards as necessary to meet the requirements of that section. All fences and walls must meet the requirements of Article 9 (Landscaping & Buffering).

Section 6.5 – Overlay District Design Standards

6.5.1 Upper Main Street Overlay District (MSO)

The Design Standards of the Upper Main are supplementary to the regulations provided in the underlying zoning districts. The standards herein are stricter or more lenient only where specifically stated and do not provide relief of other sections of the code.

- A. Applicability. These standards apply to all new or infill development of properties fronting Main Street, between Fifth Avenue and Sixteenth Avenue, as indicated in the City of Conway's Official Zoning Map.
- B. Design Guidelines. In addition to the standards provided in this overlay district, all properties within the MSO district are also required to follow the Residential/Main Street Corridor Guidelines in the City of Conway Historic Design Review Districts: Community Appearance Guidelines. [Amended 11-6-17 ZA#2017-11-06 (A)]
- C. Reserved [Amended 11-6-17 ZA#2017-11-06 (A)]
- D. Parking & Driveway Standards. [Amended 11-6-17 #ZA2017-11-06 (A)]
 - 1. **Garage Locations**. Garages, attached or detached shall be located to the rear of the primary structure.
 - 2. **Parking Requirements**. Parking requirements are determined by the underlying zoning, but shared parking is permitted between adjoining lots to provide the required parking allotment subject to the requirements stated in the Shared Parking section in Article 7. All shared parking agreements must be reordered at the Horry County Register of Deeds. There shall be no parking maximums. Expansion of existing parking is permitted so long as the primary use is a permitted use as determined by the underlying zoning and the design is approved by the Community Appearance Board. Parking expansions may not cross property lines without lot combinations and common ownership.
 - 3. **Driveways and Curb Cuts**. A maximum of one (1) curb cut per lot is allowed along Main Street. Existing curb cuts on Main Street may be allowed to continue, but no more than one (1) new curb cuts and driveways are permitted unless shared between two lots. Corner lots must also provide access to the secondary road.
- E. Landscaping and Buffer Requirements
 - 1. Front Yard Buffer Requirements
 - a. The front buffer for parking Lots located in the front yard shall be ten (10') feet along corridor rights-of-way, both public and private. This buffer is intended for aesthetic, rather than screening purposes. The buffer shall contain the following minimum ornamental plantings per one hundred (100) linear feet of frontage:
 - i. Two (2) canopy trees two and one-half (2 1/2) inches caliper minimum.
 - ii. Two (2) understory trees six (6) --eight (8) feet height minimum.
 - iii. Eighteen (18) shrubs, three (3) gallon minimum.
 - b. The front buffer for parking Lots located in the side or rear yard shall be a minimum of eight (feet) and shall meet the requirements in Section 9.2.3.

2. Side Yard Buffer Requirements
 - a. Shall meet the requirements set forth in Article 9.
 3. Rear Yard Buffer Requirements
 - a. Shall meet the requirements set forth in Article 9.
- F. Building Placement on Lot. All structures along Main Street shall be oriented towards Main Street, including corner lots. *[Amended 11-6-17 ZA#2017-11-06 (A)]*
- G. Sidewalks. Minimum width for sidewalks in the Main Street overlay shall be four (4) feet, or match the existing sidewalk. A minimum two (2) feet wide planting strip adjacent to Main Street between the street and the sidewalk shall be constructed, when applicable and shall be approved by the CAB. Damaged sidewalks shall be replaced.
- H. Signage. All signage within the MSO must meet signage standards provided in the City of Conway Historic Design Review Districts: Community Appearance Guidelines and Article 11, Signage of the *UDO*.
- I. Drive-Thru Facilities. Drive-thru facilities for financial institutions shall be permitted when approved by the CAB. *[Amended 11-6-17 #ZA2017-11-06 (A)]*

Professional/Commercial Infill Along Main St.

At Fifth Avenue, going north, Main Street transitions from the Commercial Historic Design Review District (HDRD) into what the Community Appearance Board has classified as the "Main Street Corridor Historic Design Review District." Essentially the character of Main Street, at this intersection, changes from the mostly dense commercial environment to that of a residential and neighborhood-commercial character. Sidewalks with lawn "aprons" between the walk and the street, lot sizes, set backs, and scale of the buildings are not the only thing that changes within this HDRD when compared to the Commercial HDRD. A more natural environment of yards, trees, and "green space" between buildings (mostly set to the center of lots) is prevalent from Fifth Avenue all the way to almost Sixteenth Avenue, where the Main Street Corridor HDRD ends. The Main Street Corridor HDRD boundary (and required CAB Historic Design Review) applies to those properties on each side of, and facing, Main Street for this length.

The properties on the west side of Main Street (just north of Fifth Avenue to just north of Tenth Avenue) are also collocated within the boundary of the Conway Residential National Register Historic District (see map Fig. 1.1, Pg. A.5). For these properties there are greater options for historic tax credits and a more significant tie into the correlation of the older in-town neighborhoods and house forms.

Use of buildings is primarily residential but overlay zoning districts also allow for professional office. Since the mid-20th century small offices (attorneys, dentists, architects, health offices, etc.) were constructed in vacant lots between the larger homes and (or in place of) established residences. The scale of these commercial entities, however, is unique to the Main Street Corridor, as opposed to the buildings found along the Fourth Avenue auto-commercial-corridor, which would have been developing at the same time. Where it appears Fourth Avenue was, between the 1930s - 60s, more under-developed to which service stations, car dealerships, cafeterias, and strip centers located there. N. Main Street was already primarily residential entirely to at least Fifteenth Avenue prior to 1950, so professional offices were built to be site-specific and in scale with the neighboring homes.

In the late-20th century, until today, some lots were consolidated to construct modern church buildings and professional complexes. New businesses are built in house form, but many homes themselves are large enough for retail or offices, with basic modifications for ADA access. The latter is preferred.



All images, Conway, 2009

Cottages, bungalows, Georgians, and a few Queen Anne house forms along Main St., just north of downtown, reflect the continued prosperity of the city. Many are now businesses (above-left). Most of the residential areas have sidewalks and mature trees and lot usage is controlled with zoning.



Small, mid-20th Century professional buildings (left) in the highest styles (generally International Style) are a historic character and growth-defining feature of the corridor. In the last block of the HDRD south of Sixteenth Street (below left) a definitely more auto-oriented, neighborhood scale took shape. Mid-century neighborhood churches (below right) are found within these blocks.



All images, Conway, 2010



All images, Conway, 2009

As homes are converted to commercial use (left) or new construction with residential form (right) is designed on lots, the challenge for the Main Street Corridor becomes the balance of maintaining a high level of in-town residential character (from varying decades of development) with the needs of the business.

D MAIN ST. CORRIDOR HDRD & (VOLUNTARY) RESIDENTIAL GUIDELINES

INTRO CONWAY'S MAIN ST. CORRIDOR & HISTORIC RESIDENTIAL ENVIRONMENT

Conway's Traditional Residential Overview

Conway's in-town neighborhoods have a diverse stock of residential forms and significant architectural styles. **This section is intended to suggest consistent design standards to maintain traditional residential building forms, primarily found in the Main Street Corridor HDRD and voluntary residential CAB review. These guidelines are not intended to limit the homeowner in design; rather, to help better understand what makes the home a contributing asset to the district. These guidelines address how to treat or add unique building features while keeping what defines the architectural character of dwellings.** By following this section, each and every home can work as an individual statement while contributing to the historic district as a whole and in coordination with neighboring houses. (See map in Section A, page A.5 for historic districts.)

In addition to being the traditional center of government and commerce, to Horry County, downtown Conway is home to the city's historic residences. The street plan, a fairly rigid grid, extends west and north from the commercial center (National Register Historic Downtown District) into largely in-tact original residential districts. Main Street remains the major north/south artery through the district, and is the location of the larger residences of Conway's prosperous citizens who built two- to three-story Victorian-styled Queen Anne and Georgian houses in the late 19th century, and Neoclassical-styled homes through the 1920s. The grid is interrupted by piecemeal subdivision of larger privately held tracts of land north of 7th Ave and west of Beaty St. (outside of the HDRD and NRHD boundaries).

Some of the oldest, modest one-story traditional gable-end cottages and two-story Queen Anne Houses, I-Houses, and Georgians are east of Main Street between the downtown and the river and some west of Lewis St. on the other side of the Courthouse from downtown. Regional plantation, Colonial and some Charlestonian features can be found. The area's homes are consistently spaced with front yards, low decorative fencing, sidewalks and live oaks planted along major and minor streets creating a street rhythm typically found in South Carolina cities from this time.

Fourth Avenue, the major east-west connector from downtown to the US-501 bypass, became a 20th-century auto corridor. Early 20th-century bungalow neighborhoods were prevailed up to Seventh Ave, north of Fourth, and west of Beaty St. Mid-20th-century ranches, cottages and Minimal Traditional-styled American Small Houses are commonly found in the areas off both sides of Fourth Avenue constructed on existing vacant lots.



"Historic" homes are often the most modest homes. (Left) Some of the oldest working class homes, shotguns and gable-wing cottages are found west of downtown, throughout the in-town neighborhoods of the City, within and outside of the Conway Residential NRHD. Even the Conway Commercial HDRD has a few hall-parlor and central-hall homes, possibly from the mid- to late-1800s.



(Above) Homes in the Conway National Historic Residential district retain high- and varying-styles of historic residential form and character. Large bungalows (above left) and modest mid-20th century gable-end cottage (above right) forms make up the majority of the residential surrounding downtown with varying size and uniform setting.



A home with an urban, Charlestonian porch and form (left) is at the curve of Kingston Street, one block off downtown and across from the Waccamaw River. Also, next door is a unique gable-winged house with a Dutch Gambrel roof form (right).

Commercial areas of Conway are zoned for multi-family, however there are no "historic" apartment forms within residential sections of the local HDRDs. An example of newer construction (ca.2000 - right) multi-family in the Waccamaw Riverfront HDRD could be used as a model (plan & scale) as either in-fill in the SW portion of the Commercial HDRD (around civic) or outside the HDRD boundaries along auto corridors.



DATE: June 26, 2024

ITEM: III.B

ISSUE:

335 Main St (Theater of the Republic): The applicant, Seaboard Signs, is requesting approval for the installation of an LED/ EMC sign for the businesses located at 335 Main St (PIN 368-04-02-0085).

ZONING DISTRICTS / HDRD:

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

SCOPE OF WORK:

The applicant, Seaboard Signs, is requesting approval for the installation of an LED/EMC sing for the businesses located at 335 Main St (PIN 368-04-02-0085).

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.

At the June 12th meeting the board asked the applicant to provide more detail on how the signs would be affixed to the marquee and a better depiction of what the installed sign would look like.

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 27th 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

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.



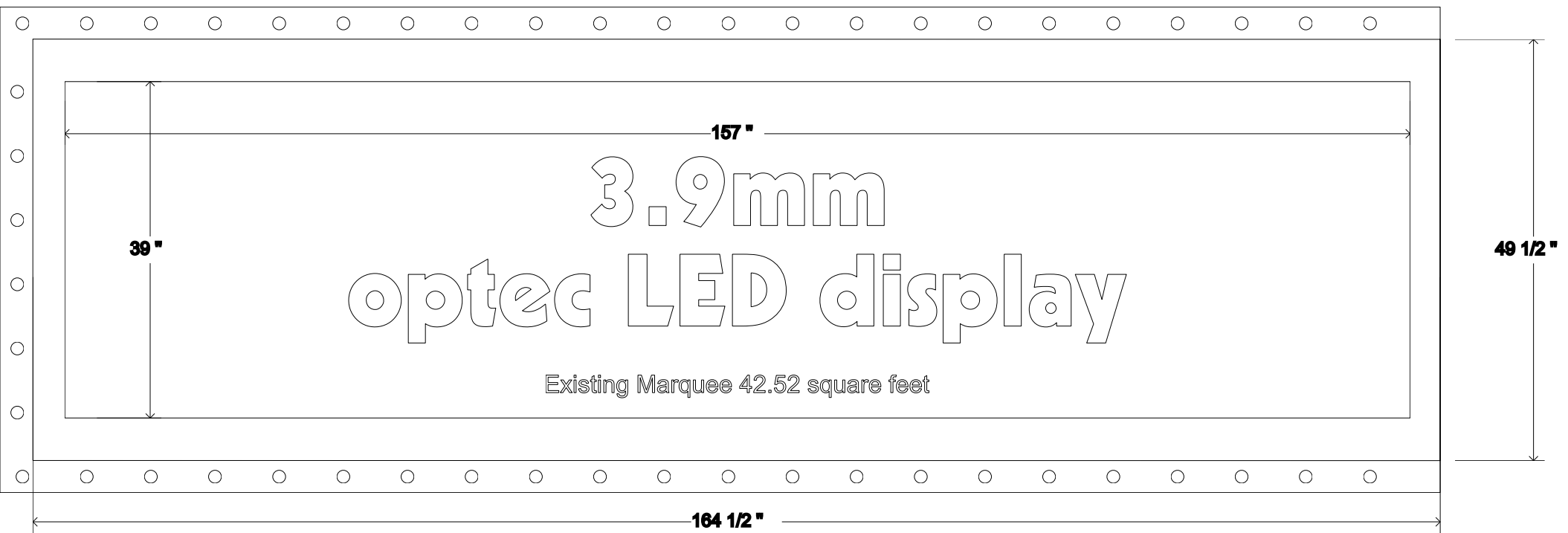
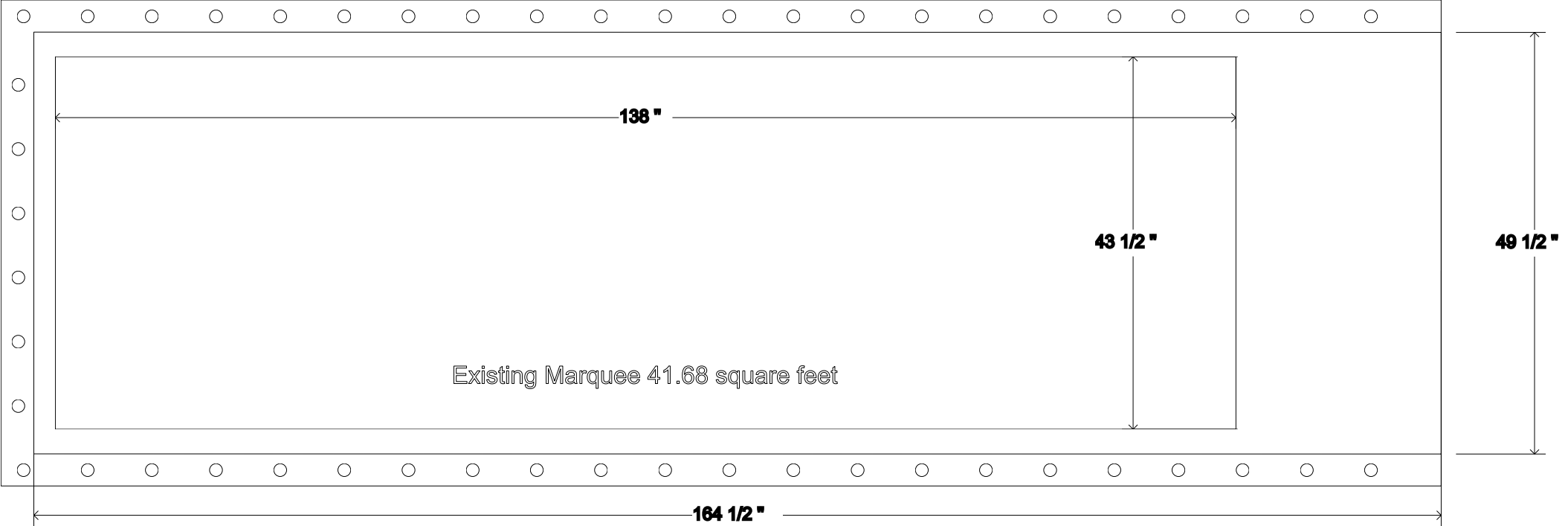
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THEATRE

FDC

JERSEY BOYS
WAITRESS
TOMMY
MAIN STREET THEATRE
2024 Musicals



From: flint.flintcenter.net
To: [Planning](#)
Cc: tim@thetor.biz; [Ray Dobell](#); cokie.mcmillan@icloud.com
Subject: Theatre of the Republic Signage
Date: Thursday, June 20, 2024 10:30:57 AM

CAUTION-External Email: This email originated from outside of the City of Conway. Do not click on links or open attachments unless you recognize the sender and know the content is safe.

In your deliberations please consider that the present sign is outdated and unserviceable and therefore potentially a public hazard to pedestrian traffic in front of the theatre on our beloved "Main Street". Please review our proposal keeping in mind that the overall visual result will not be appreciably dissimilar to what we now enjoy. Please allow us to confer with you about any ordinance requirements (specifically article 11, etc) so that true Conway aesthetics can be preserved.

It is patently obvious that the present sign is in critical need of replacement. Your commentary is welcome . We look forward to your response.

" Flint"

Treasurer - TOR Board

Dr. Laura Flint, DPT
Clinical Director
Specialty Physical Therapy
325 Wellness Drive
Myrtle Beach, SC 29679
843/651-7513
fax: 843/ 903-6109

Main Street – 1910-1920-ish:



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- Conway Chamber;
- Horry County Library;
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- Conway National Bank;
- Susan McMillian; and
- The Horry Independent

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Main Street, 1920's-ish



Main Street, 1950's (looking (east) towards bridge from approx. 5th Ave):



Main Street, 1950's:



Main Street Theater, circa 1955 (then known as the “Holliday Theatre”)



Photo Credit: Stacey Todd Coffee, via the Historic Horry County, SC Facebook page

The Holliday Theatre, at 335 Main Street, Conway. The first movie shown at the Holliday Theatre when it opened its doors on October 1, 1947, was “The Foxes of Harrow” with Rex Harrison and Maureen O’Hara.

It is believed to have been built by Joseph W. Holliday and John Monroe J. Holliday of Galivants Ferry as a memorial to their father, George J. Holliday. It had 650 seats, a “cry” room for mothers with small children, and certain seats were said to be larger than others to accommodate more robust patrons.

The Holliday Theatre abruptly closed in 1948. It was reopened January 1, 1952, closed December 31, 1953, reopened in September, 1954, and closed for a ten-year period in August, 1955. It then reopened for eleven months as a second-run theatre. In 1965, the theatre was completely renovated. It closed its doors in August 1986. The final offering was “Top Gun” with Tom Cruise. After it closed, it was used as a church until January 1990, when it was destroyed by fire.

Grandfathered vs. Nonconforming

Grandfathered and Nonconforming are terms which are used interchangeably.

SC State Law:

§ 6-29-730 – Nonconformities

The regulations may provide that land, buildings, and structures and the uses of them which are lawful at the time of the enactment or amendment of zoning regulations may be continued although not in conformity with the regulations or amendments, which is called a nonconformity.

The governing authority of a municipality or county may provide in the zoning ordinance or resolution for the continuance, restoration, reconstruction, extension, or substitution of nonconformities.

The governing authority also may provide for the termination of a nonconformity by specifying the period or periods in which the nonconformity is required to cease or be brought into conformance, or by providing a formula where the compulsory termination of nonconformities may be so fixed as to allow for the recovery or amortization of the investment in the nonconformity.

Nonconformities

When a zoning code is adopted or changed, existing development may or may not meet the new zoning requirements. Uses, lots, structures, and site improvements (e.g. parking, landscaping, signs) that do not meet the new requirements are considered legal nonconforming (or “grandfathered”) IF they were established or built in accordance with the laws applicable at the time of their establishment or construction.

Zoning codes typically allow nonconforming uses to continue and nonconforming structures to be occupied, but limit or prohibit changes to the use or structure. Compliance with new regulations is often triggered when changes or improvements go beyond a certain threshold.

Nonconforming Uses (MASC – Comprehensive Planning Guide, 2018)

As the permitted uses in each zoning district are listed and the zoning district boundaries are drawn on the zoning district map, it is almost certain that some zoning districts will contain uses that would not be permitted if they did not already exist. Those uses are called nonconforming uses.

Continuation or Termination. Uses which are lawful at the time of adoption or amendment of zoning regulations may continue although they are nonconforming. S.C. Code § 6-29-730. The zoning ordinance may contain regulations for continuing, restoring, reconstructing, extending or substituting nonconformities.

Existence. The burden of proving a prior nonconforming use is on the party claiming a prior nonconforming use. *Whaley v. Dorchester County Zoning Board of Appeals*, 337 S.C. 568, 524 S.E.2d 404 (1999); *Lake Frances Properties v. City of Charleston*, 349 S.C. 118, 561 S.E.2d 627 (Ct. App. 2002). A use cannot be a “nonconforming use” if it was unlawful at the time of the amendment of the ordinance prohibiting the use. *Whaley v. Dorchester County Zoning Board of Appeal*, 337 S.C. 568, 524 S.E.2d 404 (1999).

Discouraged. As a rule, nonconforming uses and structures should be discouraged and eliminated whenever possible. “The intention of all zoning laws, as regarding a nonconforming use of property, is to restrict and gradually eliminate the nonconforming use.” *Christy v. Harleston*, 266 S.C. 439, 443, 223 S.E.2d 861, 863 (1976). Most zoning ordinances provide strict standards for continuing or reconstructing nonconformities.

Damage or destruction. It is common for zoning ordinances to provide that a nonconforming structure may be repaired or rebuilt if it is not more than 50 percent (some go as high as 75 percent) destroyed. Provisions terminating the nonconforming use upon destruction of a specified portion of the premises are proper if the maximum amount of destruction permitted is reasonable. *Gurganious v. City of Beaufort*, 317 S.C. 481, 454 S.E.2d 912 (Ct. App. 1995); *Clear Channel Outdoor v. City of Myrtle Beach*, 360 S.C. 459, 602 S.E.2d 76 (Ct. App. 2004).

It is important that the ordinance set the standard upon which the percentage of destruction is determined (e.g., replacement cost, market value, cost to repair, physical destruction). A decision of the zoning administrator or board of zoning appeals which is not based upon evidence related to the standard in the ordinance will not be upheld. *National Advertising Co., Inc. v. Mount Pleasant*, 312 S.C. 397, 440 S.E.2d 875 (1994).

Substitution. Some zoning ordinances allow the substitution of one nonconforming use for another, if the new use is more in character with the neighborhood, lower in density or has less objectionable features.

Amortization. Terminating a nonconformity may be required within a specified time. Usually, the time is based upon a formula for recovery or amortization of the investment in the nonconformity.

An amortization provision is valid if reasonable. Reasonableness is determined by “balancing the public gain against the private loss.” The burden is upon the party challenging the amortization period. The period is presumed valid unless the party challenging the amortization demonstrates its loss outweighs the public gain. *Centaur v. Richland County*, 301 S.C. 374, 392 S.E.2d 165 (1990); *Bugsy’s Inc. v. City of Myrtle Beach*, 340 S.C. 87, 530 S.E.2d 890 (2000).

Courts have upheld amortization schedules where the period for removal was not so unreasonable as to constitute a taking of property. *Major Media of the Southeast v. City of Raleigh*, 792 F.2d 1269 (4th Cir. 1986); *Bugsy’s Inc. v. City of Myrtle Beach*, 340 S.C. 87, 530 S.E.2d 890 (2000) (two years). However, when the time period is so short that it denies the owner of economically viable use of an appropriate unit of property, the time period may be declared unreasonable and may give rise to a taking claim for which the owner must be paid just compensation. *Naegele Outdoor Advertising, Inc. v. City of Durham*, 844 F.2d 172 (4th Cir. 1988); *Naegele Outdoor Advertising, Inc. v. City of Durham*, 803 F. Supp. 1068 (M.D.N.C. 1992). The zoning ordinance may provide for termination of nonconforming uses within a specified time without regard to lack of intentional abandonment of the use by the landowner. *Gurganious v. City of Beaufort*, 317 S.C. 481, 454 S.E.2d 912 (Ct. App. 1995).

Abandonment. Abandonment of a nonconforming use for a time specified in the zoning ordinance can terminate the right to continue the use. *Maguire v. City of Charleston*, 271 S.C. 451, 247 S.E.2d 817 (1978). In the absence of an objective time frame for abandonment, the common law definition of abandonment applies and requires an intent to relinquish the right to use the property. *City of Myrtle Beach v. Juel P. Corporation*, 344 S.C. 43, 543 S.E.2d 538 (2001), citing *Conway v. City of Greenville*, 254 S.C. 96, 173 S.E.2d 648 (1970).

Understanding the Basics of Land Use and Planning – Guide to Local Planning (Institute for Local Government – ILG)

Nonconforming Uses

There are two types of nonconforming uses: illegal and legal. ***Legal nonconforming uses — sometimes called grandfathered uses — are lawful uses that were in place prior to the adoption of the current zoning ordinance.***⁷⁴ Such uses are generally permitted for as long as they operate lawfully.⁷⁵ However, the use typically is not allowed to expand or be replaced if voluntarily abandoned or accidentally destroyed.⁷⁶ The idea is to strike a balance between the notion of fairness (the use was lawful at the time of development) and the changed circumstances of the community (the use is no longer compatible with the character of the area).

A local agency may require that a legal nonconforming use terminate after a reasonable period of time (for example, after the investment has been amortized).⁷⁷ This allows the owner enough time to recoup the value of the investment in developing the property while also addressing the needs of the community.

On the other hand, *illegal* nonconforming uses are those that were built or started in violation of an existing zoning ordinance. Such uses are not allowed. Local agencies have the right to require that such uses be terminated immediately, regardless of the property owner's investment. Illegal nonconforming uses are usually addressed through code enforcement.

Example of when "grandfathering" is used

Horry County Zoning Ordinance:

DEVELOPMENT IN PROGRESS.

1. TIME PERIOD.

Within the first year from the date that a parcel is first zoned by County Council, any development project which has plans under review by a public regulatory agency, or which can substantiate that significant development planning is in progress based on information provided in (c) Submittal Requirements (below), may apply for "grandfathering," except for any project which constitutes a public nuisance.

2. PROCEDURE.

Applications for "grandfathering" shall be submitted to the Planning Commission for review and recommendation to County Council without charge. In making a recommendation to "grandfather," the Planning Commission shall consider information provided by the applicant under (c) Submittal Requirements (below), compatibility with existing land use, the Comprehensive Plan and the public health, safety and welfare. Notification procedures—posting of property and newspaper advertising—are the same as those followed in accordance with Article XIII Amendments, except that, once the Planning Commission makes a recommendation to County Council, County Council may approve applications for "grandfathering" by resolution with one (1) reading and a public hearing.

3. SUBMITTAL REQUIREMENTS.

The following information shall be provided with each application for "grandfathering:"

- Reference and comment to the specific sections of the zoning ordinance which allegedly interfere with the development the property.
- A statement providing the total investment made in the project, including all costs incurred before zoning the property. The costs may include:
 - i. Land acquisition;
 - ii. Work performed by professional land planners, architects, engineers, surveyors and attorneys as evidenced by recorded plats and sealed engineering drawings;
 - iii. The cost of on-site and off-site infrastructure improvements to service the project.
- Documentation of any dedication of property made to public entities in accordance with the approved overall development plan for the project.
- Whether infrastructure improvements which have been installed have been sized to accommodate use as approved in the overall development plan.
- The acreage of the approved, final overall development plan with phases.
- Whether the completion of the project has been timely and diligently pursued.
- The effect of the applicant's existing development loans on the application of zoning to the project.

4. REVOCATION OF "GRANDFATHERED" STATUS.

The completion of a project shall be deemed not-diligently-pursued if within one (1) year after "grandfathering," no additional activity of a development planning nature can be shown, or a building permit has not been obtained. The Planning Commission may then recommend to County Council that the "grandfathered" status be revoked.

City of Conway "Zoning Ordinance" (2009)

**not current UDO*

ARTICLE 2: DEFINITIONS

Nonconforming structure: a structure or building, the size, dimensions, or location or which was lawful prior to the adoption, revision, or amendment to the zoning ordinance but that fails by reason of such adoption, revision, or other amendment to conform to the present requirements of the zoning district.

Nonconforming sign: any sign lawfully existing on the effective date of any ordinance, amendment thereto, that renders such sign nonconforming because it does not conform to all the standards and regulations of the adopted or amended ordinance.

ARTICLE 7: NONCONFORMING USES

7.1000 Nonconforming Uses

Within the districts established by the City of Conway Zoning Ordinance, or by amendments adopted, there may exist lots, structures, uses of land and structures, and characteristics of use which were lawful before this Ordinance was passed or amended, but which would be prohibited, regulated, or restricted under the terms of this Ordinance or future amendments. It is the intent of this Ordinance to permit these non-conformities to continue until they are removed, but not to encourage their survival. Nonconforming uses are declared by this Ordinance to be incompatible with permitted uses in the districts involved. It is the further intent of this Ordinance that non- conformities shall not be enlarged, expanded or extended, reconstructed, or used as grounds for adding other structures or uses prohibited elsewhere in the same district.

7.1005 Continuance of Nonconforming Uses, Structures, or Characteristics of Use

- Change to another nonconforming use: A nonconforming use, structure, or characteristic of use shall not be changed to any other nonconforming use, structure, or characteristic of use.
- Conversion of use on nonconforming lots: The minimum yard requirements of this Ordinance shall not be construed as prohibiting the conversion of an existing building which does not meet the minimum yard requirements to another permitted use, so long as no further encroachment is made into the existing yards.
- Reconstruction: A nonconforming structure or portion thereof shall not be demolished and rebuilt as a nonconforming structure.
- Extension or enlargement: A nonconforming use, structure or characteristic of use shall not be extended, enlarged, or intensified except in conformity with this Ordinance, provided however, that any nonconforming use may be extended throughout any part of a building which were manifestly arranged or designed for such use at the time of adoption or amendment of this Ordinance, but no such use shall be extended to occupy any land outside that building.
- Re-establishment: A nonconforming use, or characteristic of use, shall not be re-established after vacancy, abandonment, or discontinuance of use for a period exceeding one hundred eighty (180)

days except as provided in Section 7.1005. F. When a nonconforming use has been replaced by a conforming use, the nonconforming use shall not be re-established at any time.

- Reconstruction after damage: A nonconforming structure shall not be rebuilt, altered, or repaired except in conformity with this Ordinance after sustaining damage exceeding fifty (50%) percent of the appraised value as shown in the Horry County Tax Records and/or a Certified South Carolina Appraiser and approved by the City of Conway Building Department.[Amended 08-22-05 Ord. #ZA2005-08-22(A)]
- Reconstruction after damage not exceeding 50%: A nonconforming structure shall be permitted to be rebuilt or be repaired after sustaining damage less than fifty (50%) of the appraised value as shown in the Horry County Tax records and/or a Certified South Carolina Appraiser and approved by the City of Conway Building Department. [Amended 08-22-05; A2005-08-22(B)]

ARTICLE 12: SIGN REGULATIONS

12.1085

Nonconforming Signs

- In cases where signs exist as nonconforming uses on property and/or exceed the total allowable sign area, no additional signs shall be permitted for an establishment. If the size or configuration of a parcel or building is changed, signs on the resulting properties shall be required to conform to the sign regulations applicable to the newly created parcel or parcels at the time such change becomes effective.
- All nonconforming signs shall be maintained and repainted and shall not be maintained in such a manner as to increase the degree of nonconformity. A nonconforming sign may be repaired provided it is not damaged in excess of fifty (50) percent of its replacement value. Such damaged sign shall not be expanded or relocated. Such sign shall not be reconstructed or moved without complying in all respects with the provisions of this Ordinance. In cases where a "cabinet" nonconforming sign exists with Plexiglas faces, these faces may be changed if damaged or if sign message is desired to be changed. Wooden pole signs with single wooden surfaces may only be changed by painting the surface and the face.

ARTICLE 9: COMMUNITY APPEARANCE BOARD

9.4045 Signage

B. Appropriate Signage: (Allowable Sign Types)

1. The following signs are permitted in the Downtown Historic District but must meet criteria established within these guidelines (size, placement, etc.). Anything not listed as allowable signage is not permitted.

f. Neon Signs: Neon signs will be allowed as interior signage only.

(Historically recognized theatre marquis in the DTHD are exempt)

Historic Design Review Districts: Community Appearance Guidelines

Section C. Traditional Commercial Sign Guidelines

Ch. 5. Introduction to Sign Basics

5.1. Marketing and Sign Basics

The City of Conway has a sign ordinance 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. ...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.

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. 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.

Follow Good Sign Placement

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

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

Chapter 6. Downtown Commercial Sign Suggestions

6.4. “Grandfathered” & Historic Identification Signs

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

Description and Use:

6.4.1 A “grandfathered” sign may still be connected to a long-time business, a “last example” of a type or style of a sign no longer produced or may be “built in” to the significant type (or style) of architecture in such a manner, that removing the sign (hardware, structure or verbiage) will change the building’s appearance or historic context to the area. Good examples can be found inside and outside of all Historic Design Review Districts in Conway (Fig. 3.9).

6.4.2 Not every sign can become “grandfathered.” These signs must “earn” their significance over time, notoriety, familiarity, creativity or history to the community, and be identified as such by the CAB.

Suggested Amount:

6.4.3 Generally, retain whatever the CAB determines is contributing to the hardware, structure or verbiage of the significant sign in order to best preserve its history with the building.

Suggested Retrofit or Updating of a “Grandfathered” Sign:

Always retain a “Grandfathered Sign” deemed important by the CAB.

If a new business has a different name than the sign deemed as “Grandfathered” by the CAB:

6.4.4 Use sign as a landmark or the historic name of the building/site. A visual structure, such as a sign (like the old Conway car dealership at Fourth Ave & SC501, the impressive scale and high-style construction of the *Nye’s Pharmacy* or the striking neon glow of the *Main Street Theatre*, to name a few) create a great “sense of place” and can anchor placemaking concepts. The smallest signs like the metal advertising signs rusting away on the Cotton Warehouse or larger commissions like the downtown steamboat mural give identity to a location. Smaller, new business signs can be hung with the new business name or business type in secondary locations on the building facade.

6.4.5 Painted wall advertisements, murals or signs can become “ghost signs.” These can be decidedly repainted if studied and photo-documented and given approval by the CAB. Some, for nostalgia-sake and patina can be left to the elements and simply allowed to “fade away.”

6.4.6 Retain the sign form, casing and structure while “re-skinning” the face of a grandfathered sign with sheet metal or a covering that will not damage or hold water against the old sign face. Often reworking neon tubes to show a new business can re-use the sign casing (Fig. 3.9).

Cont'd from previous page:

Current HDRD Guidelines defines “**grandfathered signs**” (per the UDO) as:

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) shall be granted an exception to requirements found in Article 11. The CAB shall determine if a sign is of a historic nature and should be considered as “grandfathered” using Technical Preservation Brief #25 “The Preservation of Historic Signs” (established by the National Park Service, U.S. Department of the Interior) and/or the “Conway Historic Design Review Districts: Community Appearance Design Guidelines.”

However, the current UDO describes “grandfathered signs” as:

Grandfathered signs shall be granted an exception to requirements found in Article 11 (signage). The CAB shall determine if a sign is of historic nature and should be considered as “grandfathered” using Technical Preservation Brief #25 “The Preservation of Historic Signs” (established by the National Park Service, U.S. Department of the Interior) and / or the “Conway Historic Design Review Districts: Community Appearance Guidelines.”

Fig. 3.9: Examples of “Grandfathered” Sign Types & Solutions (pg. C.13)

Built-in, Architectural Marquee



What would the night-scape of downtown Conway be without the flash and electricity of the historic *Main Street Theatre* marquee? Even daytime, the art-deco styling of the building and composition of the facade are designed to have this sign structure as part of the architecture. Neighboring storefront uses the design motif.

25 PRESERVATION BRIEFS

The Preservation of Historic Signs

Michael J. Auer



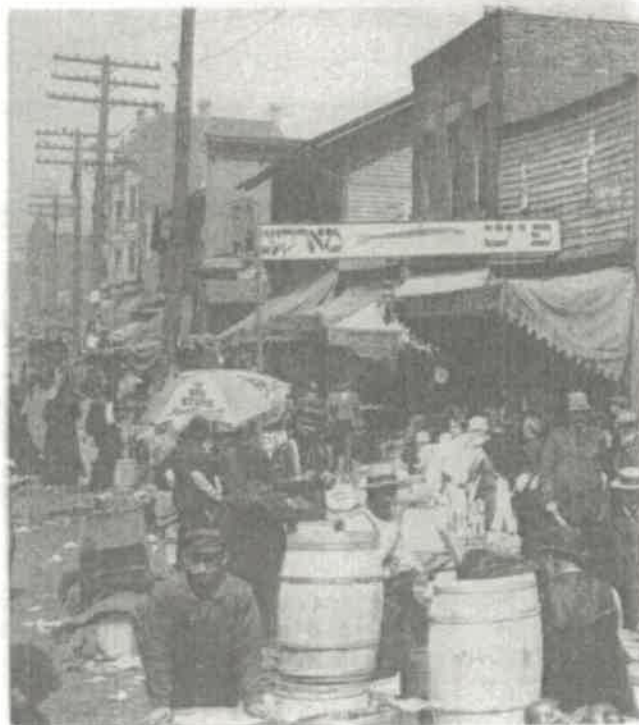
U.S. Department of the Interior
National Park Service
Cultural Resources
Preservation Assistance

"Signs" refers to a great number of verbal, symbolic or figural markers. Posters, billboards, graffiti and traffic signals, corporate logos, flags, decals and bumper stickers, insignia on baseball caps and tee shirts: all of these are "signs." Buildings themselves can be signs, as structures shaped like hot dogs, coffee pots or Chippendale highboys attest. The signs encountered each day are seemingly countless, for language itself is largely symbolic. This Brief, however, will limit its discussion of "signs" to lettered or symbolic messages affixed to historic buildings or associated with them.

Signs are everywhere. And everywhere they play an important role in human activity. They identify. They direct and decorate. They promote, inform, and advertise. Signs are essentially social. They name a human activity, and often identify who is doing it. Signs allow the owner to communicate with the reader, and the people inside a building to communicate with those outside of it.

Signs speak of the people who run the businesses, shops, and firms. Signs are signatures. They reflect the owner's tastes and personality. They often reflect the ethnic makeup of a neighborhood and its character, as well as the social and business activities carried out there. By giving concrete details about daily life in a former era, historic signs allow the past to speak to the present in ways that buildings by themselves do not (Figs. 1 and 2). And multiple surviving historic signs on the same building can indicate several periods in its history or use. In this respect, signs are like archeological layers that reveal different periods of human occupancy and use.

Historic signs give continuity to public spaces, becoming part of the community memory. They sometimes become landmarks in themselves, almost without regard for the building to which they are attached, or the property on which they stand. Furthermore, in an age of uniform franchise signs and generic plastic "box" signs, historic signs often attract by their individuality: by a clever detail, a daring use of color and motion, or a reference to particular people, shops, or events.



1. Detail from a busy Chicago street market, about 1905. The sign over the sidewalk depicts a fish. It also gives the Hebrew letters for the English words "Fish Market." The sign offers information about the people who patronized the store that is not available from looking at the buildings. They were European Jews who were beginning to learn English. Chicago Historical Society, negative number ICHi-19155.

Yet historic signs pose problems for those who would save them. Buildings change uses. Businesses undergo change in ownership. New ownership or use normally brings change in signs. Signs are typically part of a business owner's sales strategy, and may be changed to reflect evolving business practices or to project a new image.



2. N. Main Street, Rockford, Illinois, 1929. Signs give a wealth of information about a particular time and place. Photo: Lake County (IL) Museum, Carl Teich Postcard Archives

Signs also change to reflect trends in architecture and technology: witness the Art Deco and Depression Modern lettering popular in the 1920s and 1930s, and the use of neon in the 1940s and 1950s.

The cultural significance of signs combined with their often transitory nature makes the preservation of historic signs fraught with questions, problems, and paradoxes. If the common practice in every period has been to change signs with regularity, when and how should historic signs be kept? If the business is changing hands, how can historic signs be reused? The subject is an important one, and offers opportunities to save elements that convey the texture of daily life from the past.

This Brief will attempt to answer some of the preservation questions raised by historic signs. It will discuss historic sign practices, and show examples of how historic signs have been preserved even when the business has changed hands or the building itself has been converted to a new use.

Historic Sign Types and Practices

Pre-Nineteenth Century

American sign practices originated largely in Europe. The earliest commercial signs included symbols of the merchant's goods or tradesman's craft. Emblems were mounted on poles, suspended from buildings, or painted on hanging wooden boards. Such symbolic signs were necessary in a society where few could read, although verbal signs were not entirely unknown. A sheep signified a tailor, a tankard a tavern; the red and white striped pole signifying the barber shop; and the three gold balls outside the pawnshop are four such emblems that can occasionally be seen

today (Fig. 3). (The barber's sign survives from an era when barbers were also surgeons; the emblem suggests bloody bandages associated with the craft. The pawnbroker's sign is a sign of a sign; it derives from the coat of arms of the Medici banking family.)





b

3. (a) Once commonplace, the three balls symbolizing the pawnbroker are now rare. These date from the 1920s (the supports are much more recent, as is the storefront to which they are attached). (b) Objects associated with a business continue to be used as signs. Photos: Thomas C. Jester.

Flat signs with lettering mounted flush against the building gradually replaced hanging, symbolic signs. The suspended signs posed safety hazards, and creaked when they swayed in the wind: "The creaking signs not only kept the citizens awake at night, but they knocked them off their horses, and occasionally fell on them too." The result, in England, was a law in 1762 banning large projecting signs. In 1797 all projecting signs were forbidden, although some establishments, notably "public houses," retained the hanging sign tradition.¹

By the end of the eighteenth century, the hanging sign had declined in popularity. Flat or flush-mounted signs, on the other hand, had become standard. Like symbolic signs, however, the tradition of projecting signs has survived into the present.

Nineteenth Century Signs and Sign Practices

Surviving nineteenth-century photographs depict a great variety of signs. The list of signs discussed here is by no means exhaustive.

Fascia signs, placed on the fascia or horizontal band between the storefront and the second floor, were among the most common. The fascia is often called the "signboard," and as the word implies, provided a perfect place for a sign—then as now. The narrowness of the fascia imposed strict limits on the sign maker, however, and such signs usually gave little more than the name of the business and perhaps a street number.

Similar to fascia signs were signs between the levels of windows across the upper facade. Such signs were mounted on horizontal boards or painted on the build-

ing. Signs of this type tended to use several "lines" of text, the name of business and short description, for example. The message, reading from top to bottom, sometimes covered several stories of the building. Other painted signs presented figures, products, or scenes. Such signs were typically more vertical than horizontal in emphasis. Whether such painted signs featured text or images, they became major features of the building, as their makers intended them to be. The building itself often became a backdrop for the sign.

Signs in the form of plaques, shields, and ovals were used on many nineteenth-century buildings (Fig 4). Such signs had the advantage of being easily replaced as tenants came and went. They also easily incorporated images as well as lettering.



4. This circa 1866 view of a San Francisco building shows the range of signs used in the nineteenth century: Symbolic signs (the spectacles over the entrance); fascia signs; plaques, often in the shape of shields and normally used by insurance companies, in part to symbolize the protective function of insurance; posters, wall signs, window signs, hanging signs, and rooftop signs. Photo: Library of Congress.

Hanging or projecting signs, both lettered and symbolic, were also common in the nineteenth century, although less so than previously. Projecting signs were often paired with another at a 45° angle for increased visibility. Occasionally a sign would stretch out from the building across the sidewalk, supported by a post at the street.

Goldleaf signs, and signs painted or etched on glass in windows, doors and transoms were quite common.

Pneumatic channel signs were also very popular in the latter half of the nineteenth century and into the mid twentieth century. Signs carved from stone or wood also appeared frequently, especially on institutional buildings. Painted shutters and even window shades provided additional advertising space.

Posters found their way into display windows when they weren't pasted onto the building. *Sidewalk signs* or "*sandwich boards*" offered another chance to catch the eye of any passerby not watching the graphics overhead.

Nineteenth century tenants looking for additional advertising space found it in unexpected places. They used the *entrance steps* to mount signs in a variety of ways. Handrails, risers, skirts, and balusters sported signs that gave businesses on upper levels a chance to attract notice.

Awnings offered other opportunities for keeping a name before the public. The fringe or skirt of the awning, as well as the panel at the side were the usual places for a name or street number. *Flags*, particularly hung from the upper floors, and *banners*, sometimes stretching across the sidewalk, also appeared on buildings.

Rooftop signs appeared with greater frequency in the second half of the nineteenth century than previously. Earlier rooftop signs tended to be relatively simple—often merely larger versions of the horizontal signs typically found on lower levels. Late in the century the signs became more ornate as well as more numerous. These later rooftop signs were typically found on hotels, theaters, banks and other large buildings.

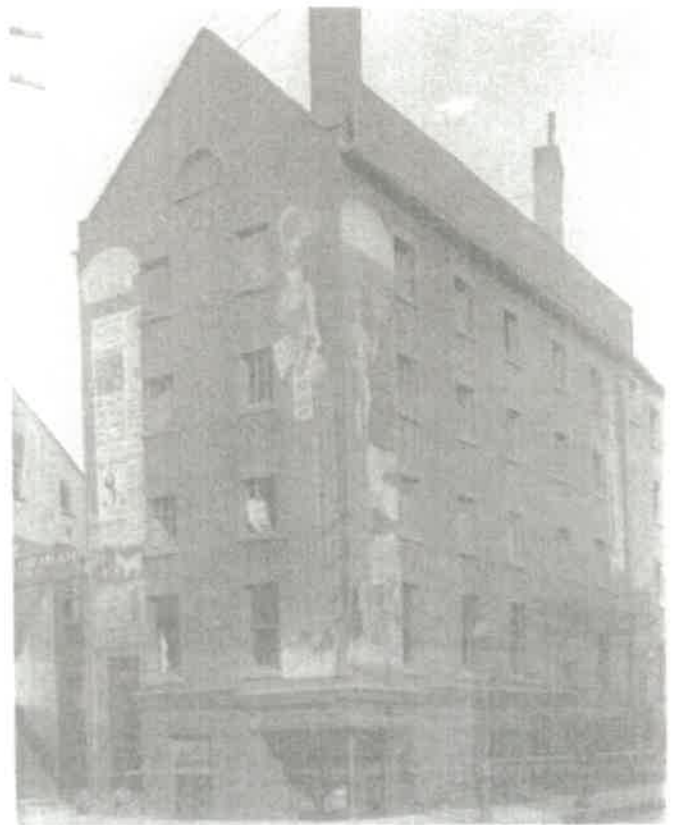
The sign types described here were not used in isolation. Window and awning signs attracted sidewalk pedestrians and people in the street. Upper level signs reached viewers at greater distances. If signs were numerous, however, they were nonetheless usually small in scale.

As the century wore on, signs increased in size and scale. Wall signs several stories high were not uncommon in the second half of the century (Fig 5). This development reflects changes in urban life as the century headed to its close. Cities were experiencing rapid population growth. Buildings became bigger and taller. Elevated trains and electric trolleys increased the pace of city life. And when it comes to signs, speed alters scale. The faster people travel, the bigger a sign has to be before they can see it.

Twentieth Century Signs and Sign Practices

The advent of the twentieth century approximately coincided with the coming of electricity, which gave signs light and, later, movement. Illuminated signs were not unknown before electricity. An advertisement printed about 1700 mentioned a nighttime sign lit by candles, and in 1840 the legendary showman P.T. Barnum built a huge sign illuminated by gas. But electricity was safer and cheaper than candles, kerosene, and gas. Its widespread use gave signs a prominence they retain today: illuminated signs dominate the streets at night.

Electricity permitted signs to be illuminated by light shining onto them, but the real revolution occurred when lightbulbs were used to *form* the images and words on signs (Fig 6). Lightbulbs flashing on and off



Handwritten signs and lines of text cover this building in New York City, about 1890. The woman is climbing handrails. The painter is putting up a poster. Altogether, the signs are striking examples of the signmaker's art in the late nineteenth century. Photo: Courtesy of the New York Historical Society, New York City.

made new demands on the attention of passersby. Lightbulbs blinking in sequence could also simulate movement. Add this property to the mix, and a dramatic transformation of American streets resulted.

Moving signs were not unknown prior to the advent of electricity, for wind-driven signs had made their appearance in the nineteenth century. But electricity gave signs an unparalleled range of motion. This movement added yet another element to the life of the street.

Neon is another great twentieth-century contribution to the signmaker's art. "Neon," coined from the Greek word for "new," is a "new gas." It has the useful property of glowing when an electric charge passes through it. (Argon, krypton, xenon and helium share this property. Only neon and argon, however, are typically used in commercial signs.) Encased in glass tubes shaped into letters or symbols, neon offered signmakers an opportunity to mold light into an infinite variety of shapes, colors, and images. Combined with an electric timer, the neon tubing could present images moving in succession.

Neon first appeared in signs in the 1920s, and reached its height of popularity in the 1940s. The first documented neon commercial sign in the United States was at a Packard Motor Car dealership in Los Angeles in 1923. After a period of decline, it underwent a renaissance, beginning in the 1970s. Artists experimented

with neon as a conscious art-form, and several notable architects further helped in its revival.⁴ Renewed interest in this colorful medium also sparked interest in preserving historic neon signs.

Along with such developments as the coming of electricity and then neon, stylistic movements influenced twentieth-century signs. In particular, Art Deco and Streamlined Moderne affected not just buildings, but their signs as well.

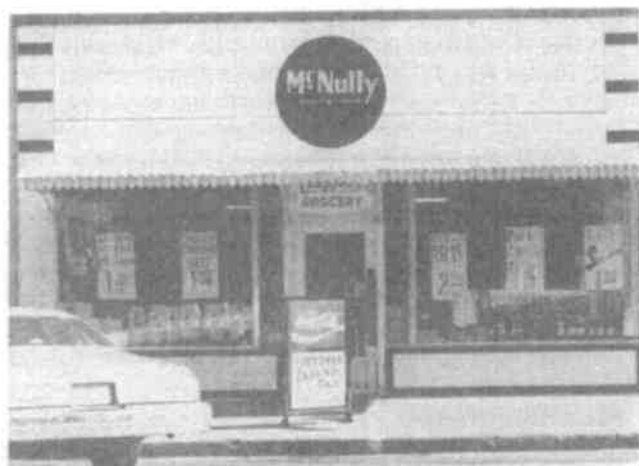


6. This view of Cleveland taken about 1910 shows how electricity transformed American cities. These dramatic and highly visible signs no doubt provided excellent advertising for "A & W Electric Signs." Its signs—at the bottom of the photograph—also proclaim the company to be the "exclusive agents" for a maker of "electric on enamel signs." Photo: Library of Congress.

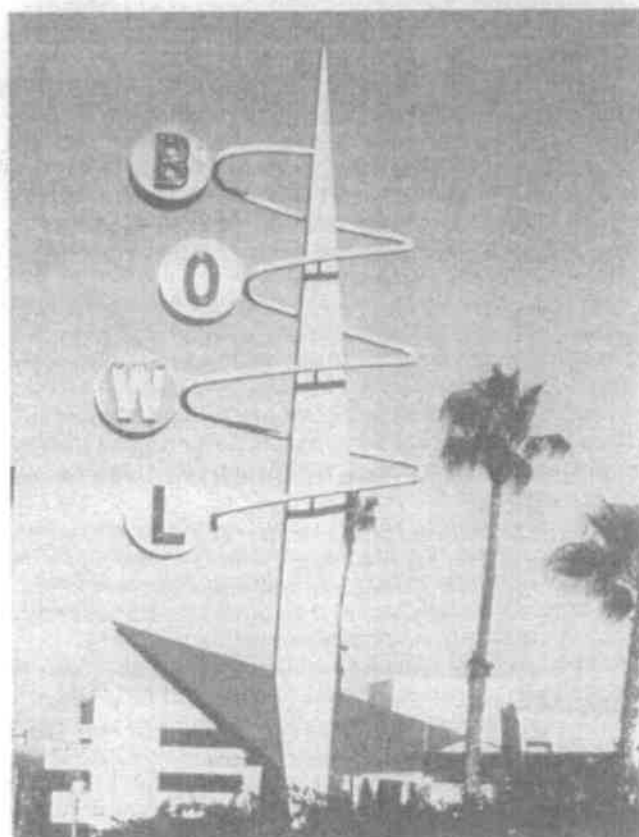
Architects working in these styles often integrated signs and buildings into a unified design. This was particularly true of storefronts built using pigmented structural glass, commonly known as "Carrara glass," and porcelain enamel on steel panels. These materials allowed words and images to be etched into the glass or enamel, or to be constructed in different colors and patterns as part of an overall design for the building. Such storefronts were popular from the 1920s into the 1940s (Fig. 7).

As the century advanced, new styles took hold. The late 1950s brought signs with fins, star bursts, and other images reflecting a new fascination with outer space (Fig. 8).

In the decades after World War II signs were also transformed by a group of materials now known generically as "plastic." Plastic had several advantages over wood, metal and other traditional sign materials. As the name indicates, "plastic" can take almost any shape. It can also take almost any color. Plastic is translucent. Lit from behind, it appears to glow. It is relatively durable. Above all, it is inexpensive, and can be mass produced. Plastic quickly became the dominant sign material.



7. In the 1930s and 1940s, signs built into storefronts became popular. This example is from Guthrie, Oklahoma. Photo: H. Went Jundt.



8. In the late 1950s and early 1960s, the country turned its attention to outer space. Wings, fins, and satellite shapes appeared, as in this example in Long Beach, California. Photo: Peter Phillips.

Another profound influence on signs in this period stemmed from business trends rather than from technological breakthroughs or design movements: the rise of chain stores and franchises. National firms replaced many local businesses. Standard corporate signs went up; local trademarks came down. The rise of mass culture, of which the national chain is but one expression, has meant the rise of standardization, and the elimination of regional differences and local character.

The decline of gold leafing and other traditional sign techniques contributed to these trends. Mass-produced signs have replaced local signs that differed from owner to owner and from signmaker to signmaker. The result is not just sameness, but impersonality as well. It is becoming rarer, for example, to find owners' names on signs. Whether the trend toward sameness can successfully be resisted is yet to be seen. (Some crafts, such as gold-leafing and porcelain enameling, for example, have experienced a revival of sorts.) But the preservation of historic signs is one way to ensure that at least some of these expressions of local history continue to enliven our streets.

Sign Regulation

Historic commercial areas have customarily been a riot of signs. Yet if clutter has ample precedent, so do efforts to control it. Early attempts to regulate signs in this country include those of professional associations of advertisers, such as the International Bill Posters Organization of North America, founded in St. Louis in 1872.⁹

However, early efforts by municipalities to enact sign regulations met with disfavor in the courts, which traditionally opposed any regulatory effort based on aesthetic concerns. Early successes in the legal arena, such as the 1911 case, *St. Louis Gunning Advertising Company v. City of St. Louis*, were realized when proponents of sign controls argued that signs and billboards endangered public health and safety.

Yet gradually courts found merit in the regulation of private property for aesthetic reasons. In 1954 the U.S. Supreme Court handed down the landmark decision, *Berman v. Parker*, in which the court declared: "It is within the power of the legislature to determine that the community should be beautiful as well as healthy, spacious as well as clean, well balanced as well as carefully patrolled."¹⁰

With the blessing of the courts, communities across the nation have enacted sign controls to reduce "urban blight." And where historic buildings are concerned, the growth of local review commissions has added to the momentum for controls in historic districts.

Typically, sign controls regulate the number, size and type of signs. In some cases, moving or projecting signs are prohibited. Often such ordinances also regulate sign placement—owners are told to line up their signs with others on the block, for example. Materials, likewise, are prescribed: wood is encouraged, plastic discouraged or forbidden altogether. Sign controls often specify lighting sources: indirect illumination (light shining onto the sign) is often required instead of neon tubing, bare lightbulbs, or "backlighting," used in most plastic signs. Some ordinances forbid lighting completely. (Neon, especially, is still held in disfavor in some areas.) Finally, ordinances sometimes require signs to be "compatible" in color and other design qualities with the facade of the building and the overall appearance of the street.

Existing signs frequently do not meet requirements set forth in sign controls. They are too big, for example, or project too far from the building. Typically, sign ordinances permit such "nonconforming" existing

signs to remain, but only for a specified period, after which they must be removed. If they need repair before then, or if the business changes owners, they must likewise be removed.

Sign controls offer communities the chance to reduce visual blight. They can also assist in producing both a new visibility and a new viability for historic commercial districts. Yet sign ordinances are not without problems. Sign controls satisfy contemporary ideas of "good taste." But "bad taste" has ample historic precedent. And in any case, tastes change. What is tasteful today may be dated tomorrow. Sign controls can impose a uniformity that falsifies history. Most historic districts contain buildings constructed over a long period of time, by different owners for different purposes; the buildings reflect different architectural styles and personal tastes. By requiring a standard sign "image" in such matters as size, material, typeface and other qualities, sign controls can mute the diversity of historic districts. Such controls can also sacrifice signs of some age and distinction that have not yet come back into fashion.¹¹ Neon serves as an instructive example in this regard: once "in," then "out," then "in" again. Unfortunately, a great number of notable signs were lost because sign controls were drafted in many communities when neon was "out." Increasingly, however, communities are enacting ordinances that recognize older and historic signs and permit them to be kept. The National Park Service encourages this trend.

Sign as Icon

Signs often become so important to a community that they are valued long after their role as commercial markers has ceased. They become landmarks, loved because they have been visible at certain street corners—or from many vantage points across the city—for a long time (Fig. 9). Such signs are valued for their familiarity, their beauty, their humor, their size, or even their grotesqueness. In these cases, signs transcend their conventional role as vehicles of information, as identifiers of something else. When signs reach this stage, they accumulate rich layers of meaning. They no longer merely advertise, but are valued in and of themselves. They become icons.



⁹ Signs are often popular neighborhood landmarks. (This is one in Billington.) Photo: Jet Louis/DAER

Preserving Historic Signs

Historic signs can contribute to the character of buildings and districts. They can also be valued in themselves, quite apart from the buildings to which they may be attached. However, any program to preserve historic signs must recognize the challenges they present. These challenges are not for the most part technical. Sign preservation is more likely to involve aesthetic concerns and to generate community debate. Added to these concerns are several community goals that often appear to conflict: retaining diverse elements from the past, encouraging artistic expression in new signs, zoning for aesthetic concerns, and reconciling business requirements with preservation.

Preserving historic signs is not always easy. But the intrinsic merit of many signs, as well as their contribution to the overall character of a place, make the effort worthwhile. Observing the guidelines given below can help preserve both business and history.

Retaining Historic Signs

Retain historic signs whenever possible, particularly when they are:

- associated with historic figures, events or places (Fig. 10).
- significant as evidence of the history of the product, business or service advertised (Fig. 11).
- significant as reflecting the history of the building or

the development of the historic district. A sign may be the only indicator of a building's historic use (Fig. 12).

- characteristic of a specific historic period, such as gold leaf on glass, neon, or stainless steel lettering.
- integral to the building's design or physical fabric, as when a sign is part of a storefront made of Carrara glass or enamel panels, or when the name of the historic firm or the date are rendered in stone, metal



a



10. This fading sign was painted in Baltimore in 1931 or 1932. It survives from the campaign to enact the 21st Amendment to the United States Constitution, which repealed Prohibition. Such fading brick wall signs are known as "ghost signs." Photo: Thomas C. Jester.

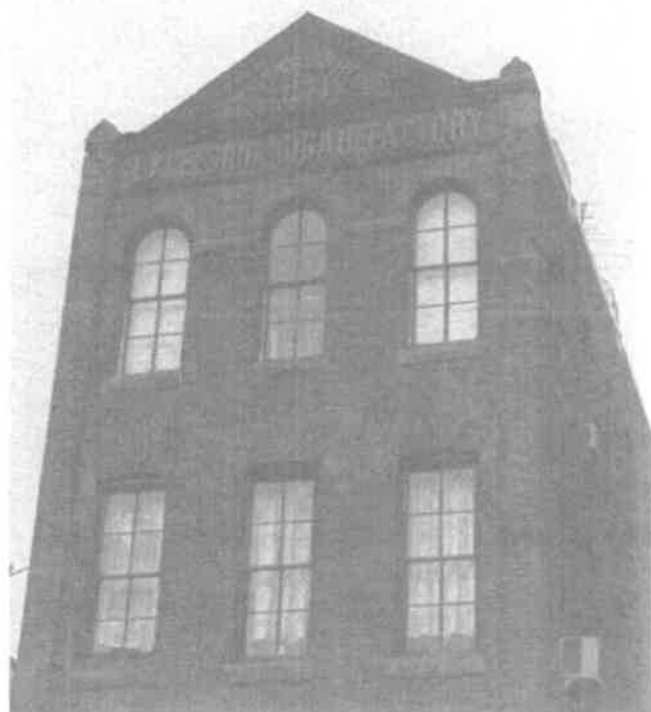


b

11. (a) Signs for Bull Durham Tobacco once covered walls all over the country. (b) Similarly, Simple Simon and the Pie Man appeared on Howard Johnson signs nationwide. This one has been moved to a shop for repair. Photos: (a) Jack Boucher, HABS; (b) Len Davidson.

or tile (Fig. 13). In such cases, removal can harm the integrity of a historic property's design, or cause significant damage to its materials.

- outstanding examples of the signmaker's art, whether because of their excellent craftsmanship, use of materials, or design (Fig. 14)
- local landmarks—that is, signs recognized as popular focal points in a community (Fig. 15)



13. The sign on this historic building gives important information about it just. Photo: Thomas Lester

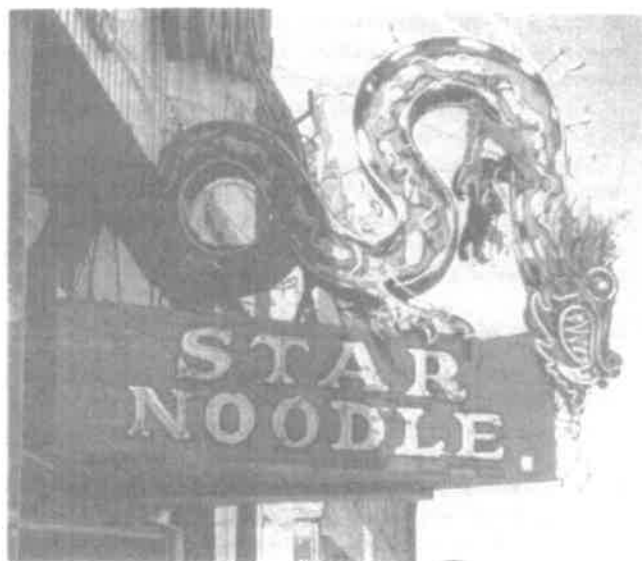


13. Historic signs were often built into a property—and often were lost. Photo: Richard Wagner, National Trust for Historic Preservation

- elements important in defining the character of a district, such as marquees in a theater district.

Maintaining and Repairing Historic Signs

Maintenance of historic signs is essential for their long-term preservation. Sign maintenance involves periodic inspections for evidence of damage and deterioration



14. This Ogden, Utah, sign is a superb example of neon. Photo: de la Brel, Patterson Tiller



15. The sign for the Baby Bee Cafe is well kept in throughout Utah. Photo: National Park Service, Rocky Mountain Regional Office

Lightbulbs may need replacement. Screws and bolts may be weakened, or missing altogether. Dirt and other debris may be accumulating, introduced by birds or insects, and should be cleaned out. Water may be collecting in or on sign cabinets, threatening electrical connections. The source of water penetration should be identified and sealed. Most of these minor repairs are routine maintenance measures, and do not call for special expertise. All repairs, however, require caution. For example, electricity should be turned off when working around electric signs.

More extensive repairs should be undertaken by professionals. The sign industry is a large and active one. Sign designers, fabricators and skilled craftsmen are located throughout the country. Once in danger of being lost altogether, gold leaf on glass and porcelain enamel are undergoing revivals, and the art of bending neon tubes is now widely practiced. Finding help from qualified sources should not be difficult. Before contracting for work on historic signs, however, owners should check references, and view other projects completed by the same company.

Major repairs may require removal of the sign to a workshop. Since signs are sometimes damaged while the building is undergoing repair, work on the building should be scheduled while the sign is in the shop. (If the sign remains in place while work on the building is in progress, the sign should be protected.)

Repair techniques for specific sign materials are discussed below (see "Repairing Historic Sign Materials" on page 10). The overall goal in repairs such as supplying missing letters, replacing broken neon tubing, or splicing in new members for deteriorated sections is to restore a sign that is otherwise whole. Recognize, however, that the apparent age of historic signs is one of their major features; do not "over restore" signs so that all evidence of their age is lost, even though the appearance and form may be recaptured.

Reusing Historic Signs

If a building or business has changed hands, historic signs associated with former enterprises in the building should be reused if possible by:

- **keeping the historic sign—unaltered.** This is often possible even when the new business is of a different nature from the old. Preferably, the old sign can be left in its historic location; sometimes, however, it may be necessary to move the sign elsewhere on the building to accommodate a new one. Conversely, it may be necessary to relocate new signs to avoid hiding or overwhelming historic ones, or to redesign proposed new signs so that the old ones may remain. (The legitimate advertising needs of current tenants, however, must be recognized.)

Keeping the old sign is often a good marketing strategy. It can exploit the recognition value of the old name and play upon the public's fondness for the old sign. The advertising value of an old sign can be immense. This is especially true when the sign is a community landmark.

- **relocating the sign to the interior, such as in the lobby or above the bar in a restaurant.** This option is less preferable than keeping the sign outside the

building, but it does preserve the sign, and leaves open the possibility of putting it back in its historic location.

- **modifying the sign for use with the new business.** This may not be possible without destroying essential features, but in some cases it can be done by changing details only (Fig. 16). In other respects, the sign may be perfectly serviceable as is.

If none of these options is possible, the sign could be donated to a local museum, preservation organization or other group.



16. (a) The Jayhawk Hotel in Topeka, Kansas, was built in 1926; (b) Its prominent and popular rooftop signs were deteriorating when the hotel closed; (c) The new owners converted the building to offices, but were able to keep the historic signs by changing "HOTEL" to "TOWER." The new, repaired, signs reuse three of the historic letters: T, O, and E. Photos: (a and b) Kiene and Bradley; Courtesy, Kansas State Historical Society; (c) Kansas State Historical Society.

Repairing Historic Sign Materials

Porcelain Enamel Porcelain enamel is among the most durable of materials used in signs. Made of glass bonded onto metal (usually steel) at high temperatures, it keeps both its high gloss and its colors for decades. Since the surface of the sign is essentially glass, porcelain enamel is virtually maintenance free; dirt can be washed off with soap and water and other glass cleaners.

Porcelain enamel signs can be damaged by direct blows from stones and other sharp objects. If both the enamel surface and the undercoat are scratched, the metal surface can rust at the impact site. Because the bond between glass and metal is so strong, however, the rust does not "travel" behind the glass, and the rust is normally confined to localized areas. The sign edges can also rust if they were never enamelled. To treat the problem, clean the rust off carefully, and touch-up the area with cold enamel (a type of epoxy used mostly in jewelry), or with enamel paints.

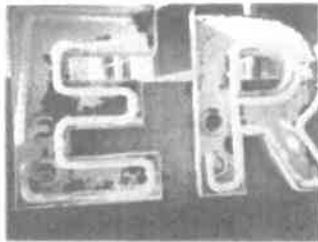
Dents in porcelain enamel signs should be left alone. Attempting to hammer them out risks further damage.

Goldleaf or gilding. Goldleaf or gilding is both elegant and durable. These properties made it among the most popular sign materials in the nineteenth and early twentieth centuries. Surface-gilded signs (for example, gilded raised letters or symbols found

on the exterior) typically last about 40 years. Damage to these signs occurs from weather and abrasion. Damage to gilded signs on glass normally occurs when the protective coating applied over the gilding is removed by harsh cleaning chemicals or scratched by scrub brushes. The sign can then flake upon subsequent cleanings.

Historic gilded signs can be repaired, typically by regilding damaged areas. An oil size is painted on the surface. The gold leaf is applied when the surface has become sufficiently "tacky." Similarly, historic "reverse on glass" goldleaf signs can be repaired—by experts. A sample of the flaking sign is first taken to determine its composition. Reverse on glass signs use goldleaf ranging from 12 to 23 karats. The gold is alloyed with copper and silver in varying amounts for differences in color. (Surface gilding—on raised letters, picture frames and statehouse domes—uses 23 karat gold. Pure gold, 24 karat, is too soft to use in such applications.) The damaged portions of the sign are then regilded in the same manner as they were done historically: the inside surface of the glass is coated with a gelatin; gold leaves about three inches square are then spread over the area. The new letter or design is then drawn in reverse on the new leaf, and coated with a backing paint (normally a chrome yellow). With the new design thus sealed, the rest of the leaf is removed. The

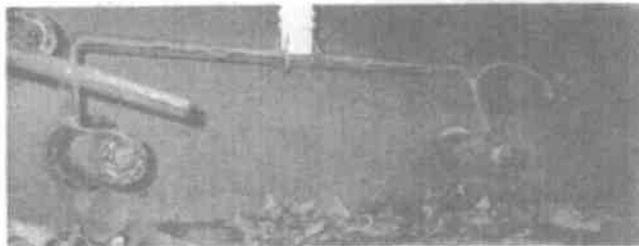
(continued next page)



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17. Glen Echo Park near Washington, D.C., is an early 20th-century amusement park. (It is the home of the first bumper car ride in the world.) Its neon signs needed repair: (a) tubes were broken and the surrounding "metal cans" needed work also; (b) and (c) removal of the back of "Candy Corner" sign revealed debris from insects and birds; (d) preserving the "metal cans" from the "Popcorn" sign by removing the back; (e) and (f) neon fabricators installing the new tubing in the repaired and remounted cans; (g) repairs finished, the neon signs glow in the park once again. Photos: (a, c) Stan Fowler; (d, f) Larry Kauter; (g) Rebecca Hammer.

sign is then sealed with a clear, water-resistant varnish.

Gilded signs, both surface and reverse on glass, can be cleaned gently with soap and water, using a soft cloth. Additionally, for glass signs, the varnish backing should be replaced every seven years at the latest.

Neon. Neon signs can last 50 years, although 20–25 years is more typical. When a neon sign fails, it is not because the gas has “failed,” but because the system surrounding it has broken down. The glass tubes have been broken, for example, thus letting the gas escape, or the electrodes or transformers have failed. If the tube is broken, a new one must be made by a highly skilled “glass bender.” After the hot glass tube has been shaped, it must undergo “purification” before being refilled with gas. The glass and the metal electrode at the end of the tube are heated in turns. As these elements become hot, surface impurities burn off into the tube. The resulting vapor is then removed through “evacuation”—the process of creating a vacuum. Only then is the

“neon” gas (neon or mercury-argon) added. Neon gives red light, mercury-argon produces blue. Other colors are produced by using colored glass and any of dozens of phosphor coatings inside the tube. Green, for example, can be produced by using mercury-argon in yellow glass. Since color is so important in neon signs, it is vital to determine the original color or colors. A neon studio can accomplish this using a number of specialized techniques.

A failing transformer can cause the neon sign to flicker intensely, and may have to be replaced. Flickering neon can also indicate a problem with the gas pressure inside the tube. The gas may be at too high or too low a pressure. If so, the gas must be repumped.

Repairs to neon signs also include repairs to the surrounding components of the sign. The “metal cans” that often serve as backdrops to the tubing may need cleaning or, in case of rust, scraping and repainting.

As with gilded signs, repair of neon signs is not a matter for amateurs (Fig. 17).

New Signs and Historic Buildings

Preserving old signs is one thing. Making new ones is another. Closely related to the preservation of historic signs on historic buildings is the subject of new signs for historic buildings. Determining what new signs are appropriate for historic buildings, however, involves a major paradox: Historic sign practices were not always “sympathetic” to buildings. They were often unsympathetic to the building, or frankly contemptuous of it. Repeating some historic practices, therefore, would definitely not be recommended.

Yet many efforts to control signage lead to bland sameness. For this reason the National Park Service discourages the adoption of local guidelines that are too restrictive, and that effectively dictate uniform signs within commercial districts. Instead, it encourages communities to promote diversity in signs—their sizes, types, colors, lighting, lettering and other qualities. It also encourages business owners to choose signs that reflect their own tastes, values, and personalities. At the same time, tenant sign practices can be stricter than sign ordinances. The National Park Service therefore encourages businesses to fit their sign programs to the building.

The following points should be considered when designing and constructing new signs for historic buildings:

- signs should be viewed as part of an overall graphics system for the building. They do not have to do all the “work” by themselves. The building’s form, name and outstanding features, both decorative and functional, also support the advertising function of a sign. Signs should work with the building, rather than against it.
- new signs should respect the size, scale and design of the historic building. Often features or details of the building will suggest a motif for new signs.
- sign placement is important; new signs should not obscure significant features of the historic building (Signs above a storefront should fit within the his-

toric signboard, for example.)

- new signs should also respect neighboring buildings. They should not shadow or overpower adjacent structures.
- sign materials should be compatible with those of the historic building. Materials characteristic of the building’s period and style, used in contemporary designs, can form effective new signs.
- new signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians. Fittings should penetrate mortar joints rather than brick, for example, and signloads should be properly calculated and distributed.

Conclusion

Historic signs once allowed buyers and sellers to communicate quickly, using images that were the medium of daily life. Surviving historic signs have not lost their ability to speak. But their message has changed. By communicating names, addresses, prices, products, images and other fragments of daily life, they also bring the past to life (Fig. 18).



18 Sign painters pausing from their work, 1932. Photo: Courtesy, Cumquat Publishing Co. and Tettahon Sign Co., St. Louis, Missouri.

With halting steps I paced the streets, and passed the sign of "The Crossed Harpoons"—but it looked too expensive and jolly there. . . . Moving on, I at last came to a dim sort of light not far from the docks, and heard a forlorn creaking in the air; and looking up, saw a swinging sign over the door with a white painting upon it, faintly representing a tall straight jet of misty spray, and these words underneath—"The Spouter-Inn:—Peter Coffin."

The creaking wooden sign in *Moby Dick* identifies public lodging. But it also does a great deal more than that. It projects an image. It sets a mood and defines a place. The ability to convey commercial and symbolic messages is a property of all signs, not just those in novels.

Every sign hanging outside a door, standing on a roof, extending over a storefront, or marching across a wall transmits messages from the sign maker to the sign reader. Mixed in with names, addresses, business hours and products are images, personalities, values and beliefs.

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Cover photograph: Terra cotta wheel with Studebaker banner, 1926, Lakeview, Ohio. Photo: Frank Wrenick.

NOTES

1. Bill Evans and Andrew Lawson. *Shopfronts*. New York: Van Nostrand Reinhold Co., 1981, p. 109, 114.

2. Charles L.H. Wagner, *The Story of Signs: An Outline History of the Sign Arts from Earliest Recorded Times to the Present "Atomic" Age*. Boston: Arthur M. Coe, 1954, p. 37.

3. Rudi Stern. *Let There Be Neon*. New York: Harry N. Abrams, Inc., 1979, p. 39.

4. See Robert Venturi, Denise Scott Brown, and Steven Izenour. *Learning from Las Vegas*. Rev. ed. Cambridge, MA: MIT Press, 1977.

5. George H. Kramer, "Preserving Historic Signs in the Commercial Landscape: The Impact of Regulation." (Unpublished Masters Thesis, University of Oregon, 1989), p. 15. This section on sign regulation is heavily indebted to this work. See especially Chapter 2, History of Sign Regulation and Chapter 3, Mechanics of Sign Regulation, pp. 7-60.

6. *Berman v. Parker* involved the condemnation of an older building for an urban renewal project. The decision "ironically would prove to be a major spur to a new wave of local preservation laws." Christopher J. Doerksen, ed. *A Handbook on Historic Preservation Law*. Washington, D.C.: The Conservation Foundation and The National Center for Preservation Law, 1983, p. 7.

7. A balanced approach to sign controls is offered by Peter H. Phillips, "Sign Controls for Historic Signs," PAS Memo, November 1988. (Published by American Planning Association, Washington, D.C.)

8. See John Tymoski, "Porcelain Enamel: The Sign Industry's Most Durable Material," *Signs of the Times*, December 1990, pp. 66-71. For goldleaf, see October 1984 and November 1990 special issues of *Signs of the Times*. An excellent "short course" in neon evaluation is offered in "Neon: The Good, the Bad, and the Ugly," by Paul R. Davis, *Identity*, Spring 1991, pp. 56-59.

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This publication has been prepared pursuant to the National Historic Preservation Act of 1966, as amended, which directs the Secretary of the Interior to develop and make available information concerning historic properties. Preservation Brief 25 was developed under the editorship of H. Ward Jandl, Chief, Technical Preservation Services. Comments on the usefulness of this publication may be directed to Chief, Technical Preservation Services Branch, Preservation Assistance Division, National Park Service, P.O. Box 37127, Washington, D.C. 20013-7127.

October 1991

Preservation Briefs (NPS)

#25: The Preservation of Historic Signs, October 1991

Courts found merit in the regulation of private property for aesthetic purposes. In 1954, the US Supreme Court declared that it was within the power of the legislature to determine that the community should be beautiful as well as healthy, spacious as well as clean, well-balanced as well as carefully patrolled, in the landmark *Berman v. Parker* case.

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Preserving signs is one thing.... making new ones is another. **Closely related to the preservation of historic signs on historic buildings is the subject of new signs for historic buildings.** Historic sign practices were not always sympathetic to buildings. Yet, **many efforts to control signage led to bland sameness.** The **NPS discourages the adoption of local guidelines that are too restrictive,** and that effectively dictate uniform signs within commercial districts. Instead, **the NPS encourages communities to promote diversity in signs – their sizes, colors, lighting, lettering, and other qualities.** It also encourages business owners to choose signs that reflect their own tastes, values, and personalities. The following points should be considered when designing and constructing new signs for historic buildings:

- Signs should be viewed as part of an overall graphics system for the building. The building's form, name and outstanding features, both decorative and functional, support the advertising function of a sign. Signs should work with the building, rather than against it.
- New signs should respect the size, scale, and design of the historic building.
- Sign placement is important: new signs should not obscure significant features of the historic building.
- New signs should be compatible with those of the historic building. Materials characteristic of the building's period and style, used in contemporary designs, can form effective new signs.
- New signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians.

Historic signs once allowed buyers and sellers to communicate quickly, using images that were the medium of daily life. Surviving historic signs have not lost their ability to speak but their message has changed.

City of Conway UDO (Current)

ARTICLE 2: DEFINITIONS

Nonconforming Sign: Any sign lawfully existing on the effective date of any ordinance, or amendment thereto, that renders such sign nonconforming because it does not conform to all the standards and regulations of the adopted or amended ordinance.

Nonconforming Structure: A structure or building, the size, dimensions, or location or which was lawful prior to the adoption, revision, or amendment to the *UDO* but that fails by reason of such adoption, revision, or amendment to conform to the present requirements of the zoning district.

Nonconforming Use: A use or activity that was lawful prior to the adoption, revision or amendment of the *UDO* but that fails by reason of such adoption, revision, or amendment to conform to the present requirements of the zoning district.

ARTICLE 11: SIGNAGE

Section 11.2 – Exempt and Prohibited Signs

11.2.1 Signs Exempt from Permit Procedures

- Grandfathered Signs: Shall be granted an exception to requirements found in Article 11. The CAB shall determine if a sign is of a historic nature and should be considered as "grandfathered" using Technical Preservation Brief #25 "The Preservation of Historic Signs" (established by the National Park Service, U.S. Department of the Interior) and / or the "Conway Historic Design Review Districts: Community Appearance Design Guidelines."
- Historic Identification Signs: Shall be granted an exception to requirements found in Article 11. These should be approved for size, placement and method of attachment by the CAB.

Section 11.4 – Sign Standards by Sign Type

11.4.9 Electronic Message Centers (EMC's) / Light Emitting Diodes (LED) 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)]

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

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.

Illumination:

- The EMC / LED shall not exceed 5,000 nits from sunrise to sunset, and it shall not exceed 500 nits from sunset to sunrise.
- 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.
- Before issuing a Zoning Compliance/Permit, the sign company and/or applicant shall certify the illumination specifications for the proposed EMC / LED.

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

- **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."
- **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.
 - i. Theaters must be located on parcels that are zoned for such use.
 - ii. Theaters shall not include any adult entertainment uses as outlined in Section 5.1.1.
 - iii. **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.
- **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.
 - i. 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.
- **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.

Additional Conditions

- EMCs / LEDs shall only be incorporated into monument signs only. EMCs / LEDs are not permitted on buildings as wall signs.
 - i. Theaters, as defined herein, shall be permitted to have EMCs/LEDs with digital / animated displays incorporated into wall signs.

- The EMC / LED shall have a mechanism to turn it off if a malfunction occurs.
- The displaying of videos shall be prohibited.
- No audio speakers or any form of pyrotechnics shall be permitted.
- 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:
 - i. The sign displays public service announcements on a permanent basis once every sixty (60) second period; and,
 - ii. 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.
- 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.
- 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.

[ZA2012-11-05 (A); ZA2016-08-01 (E); ZA2019-03-18 (C); ZA2023-06-05 (C); ZA2023-11-06(B)]

ARTICLE 12: NONCONFORMITIES

12.1.1 Intent

After the effective date of this Unified Development Ordinance, existing structures, or uses of land or structures, which would be prohibited under the regulations for the district in which they are located (if they existed on the adoption or re-adoption date of this Article) shall be considered as nonconforming. Nonconforming structures or uses may be continued provided they conform to the provisions of this section.

When land comes under the jurisdiction of this article, existing structures or uses of land or structures which would be prohibited under the regulations of the district in which they are located (if they existed on the date jurisdiction was acquired) shall be considered as nonconforming. Nonconforming structures or uses may be continued provided they conform to the provisions of this section.

12.1.2 General Provisions

- Change to another nonconforming use. A nonconforming use, structure, or characteristic of use shall not be changed to any other nonconforming use, structure, or characteristic of use.
- Reconstruction. A nonconforming structure or portion thereof shall not be demolished and rebuilt as a nonconforming structure.
- Extension or enlargement. A nonconforming use, structure or site shall not be extended, enlarged, or intensified except in conformity with provisions as set forth in this section, provided however, that any nonconforming use may be extended throughout any part of a building which were manifestly arranged or designed for such use at the time of adoption or amendment of this Article, but no such use shall be extended to occupy any land outside that building.
- Re-establishment. A nonconforming use shall not be re-established after vacancy, abandonment, or discontinuance of use for a period exceeding one hundred eighty (180) days except under specific conditions provided in this Article.
 - i. When a nonconforming use has been replaced by a conforming use, the nonconforming use shall not be re-established at any time.
 - ii. Vacancy and non-use of the building, regardless of the intent of the owner or tenant, shall constitute discontinuance or abandonment under this article.
 - iii. If a business registration is required for a nonconforming use and the business registration pertaining to said use has lapsed in excess of one hundred eighty (180) days, said lapse of business registration shall constitute discontinuance.
 - iv. The Planning Director may use utility information and other means necessary to determine if use has been discontinued for over one hundred eighty (180) days.
- Reconstruction after damage. A nonconforming structure shall not be rebuilt, altered, or repaired except in conformity with the Unified Development Ordinance after sustaining damage exceeding fifty (50%) percent of the appraised value as shown in the Horry County Tax Records and/or a Certified South Carolina Appraiser and approved by the City of Conway Building Department.
- Reconstruction after damage not exceeding 50%. A nonconforming structure shall be permitted to be rebuilt or be repaired after sustaining damage less than fifty (50%) percent of the appraised value as shown in the Horry County Tax records and/or a Certified South Carolina Appraiser and approved by the City of Conway Building Department.

12.1.6 Nonconforming Signs

- In cases where signs exist as nonconforming uses on property and/or exceed the total allowable sign area, no additional signs shall be permitted for an establishment. If the size, configuration, or use of a parcel (or building) is changed, signs on the resulting properties shall be required to conform to the sign regulations applicable to the newly created parcel or parcels at the time such change becomes effective.

- All nonconforming signs shall be maintained and repainted and shall not be maintained in such a manner as to increase the degree of nonconformity. In cases where a “cabinet” nonconforming sign exists with Plexiglas faces, these faces may be changed if damaged or if sign message is desired to be changed. Wooden pole signs with single wooden surfaces may only be changed by painting the surface and the face.
- Nonconforming advertising signs shall be allowed to continue as provided as follows:
 - i. No structural changes to the support structure or changes to the sign face itself except message changes, which do not renew or extend the life of said sign shall be allowed.
 - ii. Maintenance of nonconforming advertising signs shall be limited to painting and repair of the existing sign.
 - iii. Once a nonconforming advertising sign is removed, taken down, or destroyed (i.e., receiving damage to an extent of more than fifty percent (50%) of the replacement cost at the time of destruction), such sign shall not be replaced with another sign unless such sign is in conformance with this Unified Development Ordinance. Such damaged sign shall not be expanded or relocated. Such sign shall not be reconstructed or moved without complying in all respects with the provisions of this Article.
- Nonconforming business or identification signs shall be allowed to continue provided as follows:
 - i. Signs which are nonconforming with respect to size or illumination requirements may be repaired and/or repainted or re-lettered provided the nonconformance (e.g. area) is not increased.
 - ii. Signs which are nonconforming with respect to location or number permitted shall not be altered in any way except to make such sign comply with the provisions of this Article.
- Signs for Nonconforming Uses. Signs associated with a legal nonconforming use of a structure or land shall be allowed to continue provided as follows:
 - i. Nonconforming signs associated with a nonconforming use of a structure or land shall not be changed except to make such signs comply with the applicable sign regulations for the district in which said use or land is located. Nonconforming signs shall be brought into compliance if a use change occurs or if a building is vacant for over 180 days.
 - ii. Replacement signs for a legal nonconforming use of a structure or land shall be permitted in accordance with the applicable sign regulations for the district in which said use or land is located. The signage shall be brought into conformance in respect to sign type, size area, location, and height.

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 (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.

[ZA2012-11-05 (A); ZA2016-08-01 (E); ZA2019-03-18 (C); ZA2023-06-05 (C); ZA2023-11-06(B)]

11.4.10 Changeable Copy

A sign element 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.

A. Location and Number

Only one (1) sign per premise can include changeable copy.

B. Size

A maximum of twenty-five percent (25%) of the total sign area may be utilized for changeable copy.

Cinemas, theaters, and auditoriums shall be permitted an additional sixty (60) square feet of signage per sign face incorporated into the permitted freestanding sign or the permitted wall sign specifically for changeable copy signage. The gross surface area of the entire sign shall not exceed the requirements of the zoning district.

C. Illumination

Signs that include changeable copy may be illuminated using amber lighting and shall be consistent with Section 11.1.8.

D. Zoning

Signs with changeable copy are allowed in all non-residential zoning districts. Sign types permitted include hanging signs, freestanding post signs, monument signs, and gasoline price signs.

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.

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.

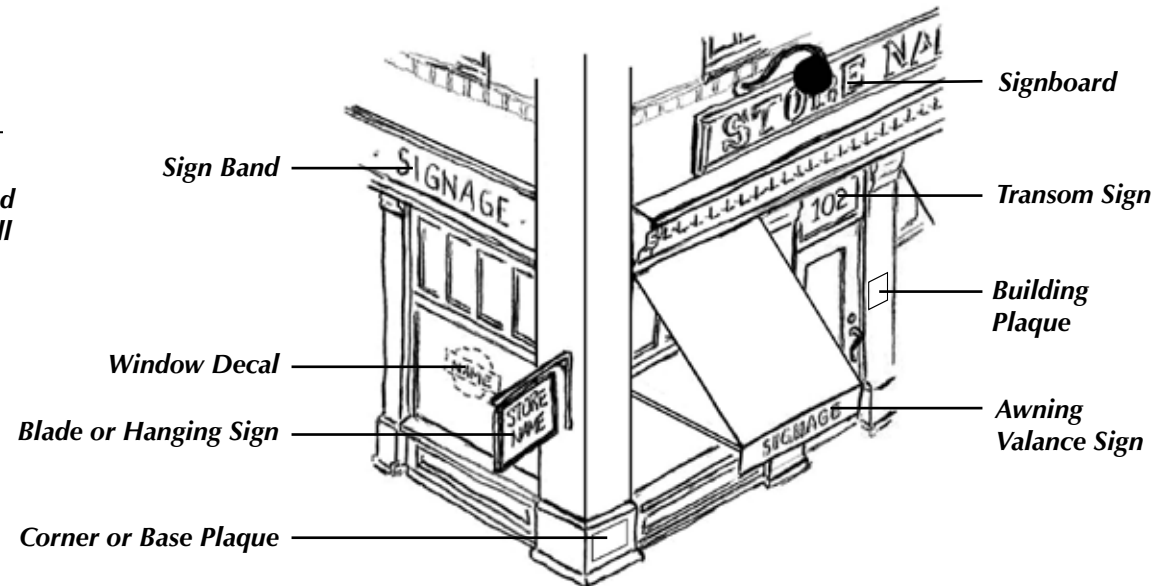
Fig. 3.1: INAPPROPRIATE Sign Placement



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



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)

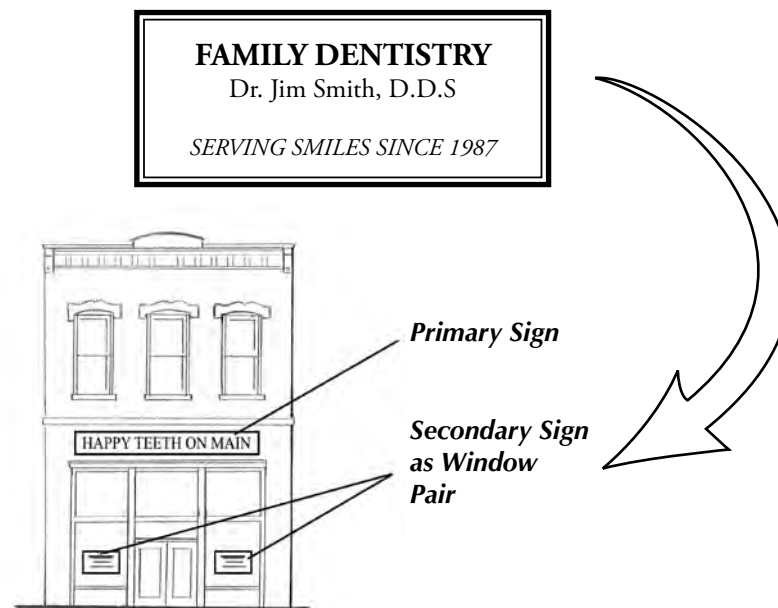
General Size Suggestion (each):

- 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.