MAYOR PRO TEM Justin D. Jordan



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

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

#### I. CALL TO ORDER

#### II. APPROVAL OF MINUTES (June 28, 2023)

#### **III. CERTIFICATES OF APPROPRIATENESS**

- A. <u>1001 Third Ave (Scarborough Alley/Town Green)</u>: The applicant, City of Conway, is requesting preliminary review on the future plans of Scarborough Alley and the Town Green, located at 1001 Third Ave (PIN 367-01-01-0005).
- **B.** <u>1001 Third Ave (Finance Building)</u>: The applicant, City of Conway, is requesting preliminary review on the installation of new doors and brick work for the building located at 1001 Third Ave (PIN 367-01-01-0005).
- C. <u>325 Main Street (Our Next Chapter Bookstore)</u>: The applicant, A1 Signs and Graphics is requesting to install window/ door graphics for the business located at 325 Main St. (PIN 368-04-02-0083).
- **D.** <u>328 Main St (Power Comics)</u>: The applicant, Seaboard Signs is requesting to install a new wall sign as well as a hanging bracket sign, for the business located at 328 Main St. (PIN 367-01-01-0029).

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

- V. BOARD INPUT
- VI. STAFF INPUT

#### VII. UPCOMING MEETINGS

MEETING	DATE	<u>TIME</u>	LOCATION	ADDRESS
Planning Commission (PC)	July 13, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	July 17, 2023	4:00 p.m.	Council Chambers	229 Main St.
Community Appearance Board (CAB)	July 26, 2023	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Board of Zoning Appeals (BZA)	July 27, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

#### VIII. ADJOURN

#### CITY OF CONWAY COMMUNITY APPEARANCE BOARD MEETING WEDNESDAY, June 28, 2023 Planning & Building Dept. Conference Room – 196 Laurel Street

Present:	Jacqueline Kurlowski, Duc Watts, Jamie McLain, Autry Benton, Troy Roehm, Gerry Wallace
Absent:	McKenzie Jordan
Staff:	Jessica Hucks, Planning Director; Katie Dennis, Planning Concierge; Jeff Levelli, IT; Robert Cooper, Building Official; Mary Catherine Hyman, Deputy Administrator
Other:	Hillary Howard, Kathy Ropp, Orit Deverell, David Schwerd, Eddie Moore, Ava Starnes, Sydni Pitts; Ryan Hanes

#### I. CALL TO ORDER

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

#### II. APPROVAL OF MINUTES

McLain made a motion to accept the minutes as written and it was seconded by Watts to approve the May 24, 2023 minutes. The vote in favor was unanimous. The motion carried.

#### III. CONCEPTUAL REVIEW

A. <u>1001 3<sup>rd</sup> Ave (Scarborough Alley/Town Green)</u>: The applicant, City of Conway, requests conceptual review on future plans of Scarborough Alley and the Town Green, located at 1001 3<sup>rd</sup> Ave (PIN 367-01-01-0005).

Hucks stated the applicant, City of Conway, is requesting conceptual review on the future plans of Scarborough Alley and the Town Green, located at 1001 3<sup>rd</sup> Ave. Scarborough Alley is no longer used as an alley, it us used as a road which causes conflict between pedestrians, vehicles, and loading/unloading the rear of businesses.

This issue was discussed during a recent City Council meeting, and staff recommended a plan to close or one-way the alley. As a "science experiment", City Council directed staff to close the alley for a week to identify potential issues. Many of the business owners were in support of the closure. During this time, it was noted that the traffic cleared out within 15 minutes.

The design of the alley needs to complement the design of the Town Green. The recently completed 2022 Riverfront and Downtown Master Plan provided a conceptual re-design of the Town Green, as shown in the accompanying graphic. The Plan also included the design of a new ERF and outdoor restrooms to serve the community. The Plan recommended a detailed study to reconfigure the parking lot and make Scarborough more pedestrian friendly while servicing surrounding businesses.

The Plan also mentioned exploring closing the Main Street exit to create more greenspace and improved pedestrian and bike safety and connectivity, traffic flow, and parking efficiencies.

City Staff is proposing the following design measures for the area:

- reduce the width of Scarborough by making it one-way flow only from Laurel Street to Main Street, adding sidewalks, parallel parking, landscaping, and an ERF and restrooms to the north side of the Ike Long Building
- redesign the Town Green to include perimeter landscaping, seating, a splash pad, and a design feature along the south side of the Ike Long building, adding a delineated pathway along the east side of the Town Green with a speed table to connect the existing Garden Walk.

The applicant, City of Conway was represented by Mary Catherine Hyman and the project engineer Ryan Hanes with Hannah Engineering.

The applicant, engineer, staff and the board discussed at length.

The board made no motion as it was a conceptual review but did request the following of the applicant;

- provide brick samples
- provide information on the types of trees being used
- Show shading options over splash pad area
- Include a water bottle filling station into the design
- Some type of differentiation in the sidewalk for connection purposes
- Archways to have the metal wording to match others around town
- Show brick where the stone is currently on the Ike long building
- **B.** <u>16 Elm Street (Cypress Inn):</u> The applicant, Cypress Inn Property LLC, is requesting conceptual review on plans for a future building to be constructed at 16 Elm St. (PIN 367-01-04-0042).

Hucks stated the applicant, Cypress Inn Property LLC, is requesting conceptual review on the future plans of expansion of the Cypress Inn. The plans are currently under TRC review and the applicant has been made aware of some issues with the conceptual drawing by staff. This property is located within a Special Flood Hazard Area (SFHA) and is required to meet standards of elevation certain material types and flood openings. This is being brought before you today to show you what the proposal is and that more is to come. Renderings are included in your packet.

The applicant, Cypress Inn Property LLC, was present. The applicant, staff, and the board discussed at length.

The board made no motion as it was a conceptual review but did request the following of the applicant;

- Provide renderings showing the relation of the existing building to the new building
- Provide more detail and wrap around porches for a more historic character
- Thicker columns on the rear porches
- Window trim and caps to match the existing building
- Provide more proportion on the Gazebo entrance with the overall building
- Provide a gable end bump out on the laurel St. side for more dimension

• Show the ADA accessible ramp on the renderings and elevations

#### IV. CERTIFICATES OF APPROPRIATENESS

A. <u>318 Main Street (Black Dog Outfitters)</u>: The applicant, A1 Signs and Graphics is requesting to install a hanging bracket sign for the business located at 318 Main St (PIN 367-01-01-0065).

Hucks stated the applicant, A1 Signs and Graphics, is requesting to install a hanging bracket sign for the business located at 318 Main St.

This applicant proposes to install a 36" (w) x 30" (h) hanging bracket sign, totaling 7.5 Sq. Ft., to be placed 11' (h) from the bottom of the sign to the sidewalk. The sign will have black raised lettering and logo with a raised black boarder and a white routed down HDU.

The sign is compliant with all Hanging and Suspended Sign standards of the City of Conway's Unified Development Ordinance as well as the Historic Design Review District's Community Appearance Guidelines.

Renderings are included in your packet.

The applicant, Eddie Moore was present.

The applicant, staff, and board discussed at length.

McLain made a motion to approve as presented. Benton seconded the motion. The vote was unanimous and the motion carried.

**B.** <u>325 Main Street (Our Next Chapter Bookstore):</u> The applicant, A1 Signs and Graphics is requesting to install a wall sign for the business located at 325 Main St. (PIN 368-04-02-0083).

Hucks stated the applicant, A1 Signs and Graphics, is requesting to install a wall sign for the business located at 325 Main St.

This applicant proposes to install a 44" (h) x 228" (w) mounted wall sign, totaling 69.54 Sq. Ft. The wall faced the sign is to be affixed to measures 40'(h) X 25' (w), totaling 1,000 Sq. Ft. This permits a max coverage (15% max) of 150 Sq. Ft.

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

Renderings are included in your packet.

The applicant, Eddie Moore was present.

The board, applicant, and staff discussed at length.

Roehm made a motion to approve as presented with repainting the sign panel board and the bottom base of the windows the same color. Window and door graphics are to be approved separately. Watts seconded the motion. The vote was unanimous and the motion carried.

C. <u>317 Main Street (Platt's Alley Mural)</u>: The applicant, Hillary Howard of Conway Downtown Alive, requests approval of proposed mural, to be installed on the Platt's Alley side of the building located at 317 Main St. (PIN 367-01-01-0023).

Hucks stated the applicant, Hillary Howard of Conway Downtown Alive, requests approval to install a bird and flower themed mural, on the rear of the building (Platt's Alley) located at 317 Main Street.

The mural will be painted on the rear sides of the building. The mural will be the same height and width of all sections of the wall space. The mural is not considered signage.

The mural will include a vast array of colors to incorporate the surrounding natural color schemes and the beauty of the birds and flowers within the mural. The paint will be a weather resistant acrylic paint with exterior durability and sealed with acrylic polymer clear sealer.

Renderings and colors are included in your packet.

The applicant, Hillary Howard was present as well as the artist Ava Starnes.

The applicants, staff, and the board discussed at length.

Watts made a motion to approve the mural with the condition that wording would be included on the mural to name the flowers and birds and their significance. Wallace seconded the motion and the motion carried.

**D.** <u>1404 Main Street (Vaught Eye):</u> The applicant, ASL Signs is requesting to install 3 new sign panels in the existing freestanding sign, located at 1404 Main St. (PIN 338-12-01-0040).

Hucks stated the applicant, ASL Signs is requesting to install 3 new sign panels in the existing freestanding sign, located at 1404 Main St.

This applicant proposes to install two 66.5" (w) x 15" (h) sign panels within the freestanding sign frame, totaling 6.3 Sq. Ft., and one sign panel measuring 66.5" (w) x 8.5" (h), totaling 2.55 Sq. Ft. The sign will have 4 name panels, totaling 21.45 Sq. Ft.

During staffs review no evidence was found that the existing sign and sign panel that displays "The Retina Institute" was permitted and/ or approved by the board.

The Historic Design Review District's Community Appearance Guidelines states that signs should be dimensional or appear dimensional. These name signs are not dimensional, nor do they give the appearance of dimension.

Renderings are included in your packet.

The applicant, Sydni Pitts was present.

The board the applicant and staff discussed at length.

McLain made a motion to table the item until the applicant could provide the board with a new design that showed dimension. Watts seconded the motion, the motion carried.

#### V. PUBLIC INPUT

None

#### VI. BOARD INPUT

Kurlowski gave congratulations to Benton who won the City Council election. Benton announce this would be his last meeting serving on the board and gave thanks to staff and fellow board members.

#### VII. STAFF INPUT

Dennis gave input on a new CAB Checklist to be used for larger projects and briefly discussed the proposed use of that form.

#### VIII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 5:18 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this \_\_\_\_\_\_ day of \_\_\_\_\_, 2023.

Jacqueline Kurlowski, Chairperson

#### **ISSUE:**

<u>**1001** 3<sup>rd</sup> Ave (Scarborough Alley/ Town Green)</u>: The applicant, City of Conway, is requesting conceptual review on the future plans of Scarborough Alley and the Town Green, located at 1001 3<sup>rd</sup> Ave (PIN 367-01-01-0005).

#### **BACKGROUND:**

The applicant, City of Conway, is requesting preliminary review on the future plans of Scarborough Alley and the Town Green, located at 1001 3<sup>rd</sup> Ave.

Scarborough Alley is no longer used as an alley, it us used as a road which causes conflict between pedestrians, vehicles, and loading/unloading the rear of businesses. This issue was discussed during a recent City Council meeting, and staff recommended a plan to close or one-way the alley. As a "science experiment", City Council directed staff to close the alley for a week to identify potential issues. Many of the business owners were in support of the closure. During this time, it was noted that the traffic cleared out within 15 minutes.

The design of the alley needs to complement the design of the Town Green. The recently completed 2022 Riverfront and Downtown Master Plan provided a conceptual re-design of the Town Green, as shown in the accompanying graphic. The Plan also included the design of a new ERF and outdoor restrooms to serve the community.

The Plan recommended a detailed study to reconfigure the parking lot and make Scarborough more pedestrian friendly while servicing surrounding businesses. The Plan also mentioned exploring closing the Main Street exit to create more greenspace and improved pedestrian and bike safety and connectivity, traffic flow, and parking efficiencies.

City Staff is proposing the following design measures for the area:

- reduce the width of Scarborough by making it one-way flow only from Laurel Street to Main Street, adding sidewalks, parallel parking, landscaping, and an ERF and restrooms to the north side of the Ike Long Building
- redesign the Town Green to include perimeter landscaping, seating, a splash pad, and a design feature along the south side of the Ike Long building
- adding a delineated pathway along the east side of the Town Green with a speed table to connect the existing Garden Walk

#### New Information

At the June 28, 2023 CAB meeting the board asked staff to provide the following;

- provide brick samples
- provide information on the types of trees being used
- Show shading options over splash pad area
- Include a water bottle filling station into the design

- Some type of differentiation in the sidewalk for connection purposes
- Archways to have the metal wording to match others around town
- Show brick where the stone is currently on the Ike long building

Rendering showing this information will be provided to the board at the July 12, 2023 meeting.

#### **STAFF RECCOMMENDATION:**

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



#### **CAB Review Checklist**

PROJECT NAME: Scarborough Alley/Town Green PIN #: 367-01-01-0005

#### CONCEPTUAL REVIEW DATE: 6.28.23 PRELIMINARY REVIEW DATE: 7.12.23 FINAL APPROVAL DATE: (CR) (PR) (FA)

#### Please select all applicable items:

- Building Materials
- Building Design
- Landscaping
- Parking
- Signage
- o Lightina

#### Please list any conditions for the applicable item and the phase of review:

- **Building Materials:** •
  - CR- Bring brick samples, show brick where the stone is currently on the Ike Long Building PR-
  - FA-
- Building Design
  - CR- Show shading options for splash pad area, differentiation in the sidewalk connections PR-
  - FA-
- Landscaping
  - CR- provide information on the types of trees being used PR-
- FA-
- Parking CR-
- PR-FA-
- Signage CR-
  - PR-
- FA-
- Lighting CR-
- PR-
- FA-Other
- CR- Archways to have metal wording to match others downtown, water bottle filling station PR-FA-
- Conditions from the board:
  - CR-PR-

FA-

#### FOR OFFICE USE ONLY PZE number: P23-0187

Date of original Application: 6.23.23

Notes for the board: Lighting is not selected since the board did not seem to have any issues with the gooseneck lighting and festoon lighting shown on the original proposal.

#### **ISSUE:**

**1001 3<sup>rd</sup> Ave (Finance Building):** The applicant, City of Conway, is requesting preliminary review on the installation of new doors and brick work for the building located at 1001 3<sup>rd</sup> Ave (PIN 367-01-01-0005).

#### **BACKGROUND:**

The applicant, City of Conway, is requesting preliminary review on the installation of three 36" ADA compliant impact rated entry doors, and brick work for the building located at 1001 3<sup>rd</sup> Ave.

The Finance building is adjacent to the town green and provides drive through access for customers to pay their water and sewer bills. The building is currently under renovation and the applicant is requesting approval to install three 36", ADA compliant impact resistant commercial grade metal frame doors to match the doors installed on the Planning and Development Building located at 196 Laurel St.

The applicant is also seeking approval to brick in an existing door on the drive through isle side of the building. This door is not necessary and is not used to access the building. Bricking this door in will also provide more security for city staff working in this building.

Renderings showing the doors and the proposed brick work will be included in the power point at the July 12, 2023 meeting.

#### **APPLICABLE STANDARDS:**

Historic Design Review Guidelines

- Chapter 4 Section 4.3-Rear Facades
- Chapter 4 Section 4.4-Additional Features and Amenities

#### **STAFF RECCOMMENDATION:**

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

#### DATE: July 17, 2023 ITEM: III.C.

#### ISSUE:

<u>325 Main Street (Our Next Chapter Bookstore)</u>: The applicant, A1 Signs and Graphics is requesting to install window/ door graphics for the business located at 325 Main St. (PIN 368-04-02-0083).

#### ZONING DISTRICTS / HDRD:

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

#### **SCOPE OF WORK:**

The applicant, A1 Signs and Graphics, is requesting to install window/door graphics for the business located at 325 Main St.

The door the graphic will be applied to is approximately 74" (h) X 30.5" (w), totaling approximately 13 sq. ft.

The door graphic measures 18" in circumference and is a total of 1.8 sq. ft.

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

Renderings are included in your packet.

#### **Applicable Standards**

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

- Section 2.2.2, Sign-related Definitions
- ➢ Section 11.4.2, Window Signs

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

- Section C, Ch. 5: 5.2. Sign Materials
- Section C, Ch. 6: 6.3 Subordinate Signs

#### **STAFF RECOMMENDATION:**

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

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



#### City of Conway Community Appearance Board

APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff Use Only

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

City of Conway Planning Department 206 Laurel Street, 29526

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

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

Property Address:			TMS#:	
Review Request:	Project Type:	HDRD:	Meeting	Date:
<ul><li>Conceptual</li><li>Preliminary</li><li>Final</li></ul>	<ul> <li>Alterations / Addition</li> <li>New Construction</li> <li>Signs</li> <li>Landscape</li> </ul>	s	Miscellaneous (Fencin Demolition / Moving o Repairs / Repainting w Appeal the Decision o	f Structure /ith no Change
	Color Change		Appear the Decision of	
Property Owner:	-		Daytime phone:	
Applicant:			Daytime phone:	
Applicant's mailing address:		Applicant's e-m	ail address:	
City:			State:	Zip Code:
Applicant's relationship:	Owner Design Professional	Contract	ctor D Real Est Broker	ate 🛛 Other
Value of Project (As noted on Bu	uilding Permit): <b>\$</b>			
In your own words, describe	what you are requesting:			

#### Submittal Requirements: (See attached CAB Requirements) <u>\*\*\*Digital copies of all supporting materials must be submitted</u> <u>along with two hard copies;</u>

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

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

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

Applicant's signature: Caldie Moore

\_\_\_\_\_date:\_\_\_

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





843-438-8301 al sinnsanduranhies com

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

www.A1SignsAndGraphics.com

Job Number: Client:Our Next Chapte	
Address: 3	
<u>Conway</u> ,	
Salesperson:	
Designer:	Ashley G.
Date Originated:	06/06/23
Manufacture By:	
Install By:	
Conceptual:	
Finalized: O	
Drawing Scale:	As Noted
Vector Artwork:	
Revision 1:	
Revision 2:	
Revision 3:	
Revision 4:	
Revision 5:	
Revision 6:	
Revision 7:	
Customer Approved:	

Date:

PROPOSED

Landlord Approved:

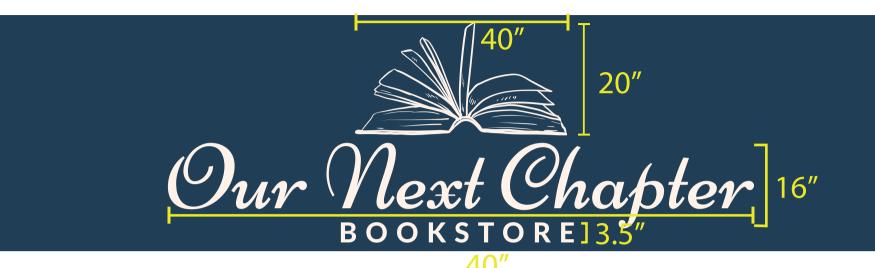










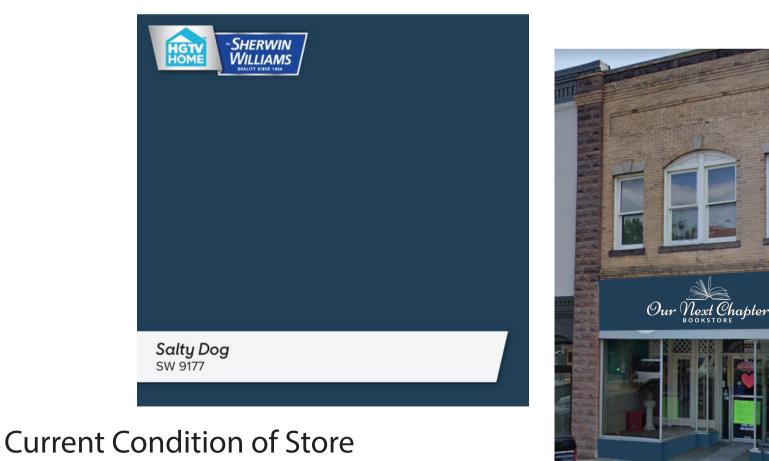


228"w

44″h



### Paint exterior sea foam green to navy SW 9177 Salty Dog Blue!







843-438-8301

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

Job Number: Est# 2824 Client: Our Next Chapter Bookstore Address: 325 Main St Conway, SC 29526 Salesperson: Ashley G. Designer: Ashley G. Date Originated: 06/06/23 Manufacture By: Install By: Conceptual: • Finalized: O Drawing Scale: As Noted Vector Artwork: Revision 1 Revision 2: **Revision 3:** Revision 4: **Revision 5:** Revision 6: Revision 7:

Customer Approved:

PROPOSED

Landlord Approved:











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#### 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 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.

#### <u>Sign Types</u>

**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.



**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 tip 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 hightechnology electronic, industrial or scientific products. Typical uses include biotechnology firms and computer component manufacturers.

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



#### Section 11.4 – Sign Standards by Sign Type

#### 11.4.1 Wall Signs

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

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



#### A. Location and Number Permitted

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

#### B. Size

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

#### C. Illumination

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

#### D. Zoning

Wall signs are allowed in all zoning districts.

#### 11.4.2 Window Signs

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

#### A. Location and Number Permitted

There is no specific location requirement or limit to the number of window signs allowed. A window sign is a sign that is painted on or attached to a window. Window signs



do not include business hours of operation or open/closed signs. Window displays, including merchandise displays, graphics and text, that are located twelve (12) inches or more from the face of a window are not considered signs. <u>Window signs shall not count towards the cumulative number of signs permitted</u>.



#### B. Size

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

#### C. Illumination

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

#### D. Zoning

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

#### E. Exemptions:

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

#### 11.4.3 Awning Signs

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

#### A. Location and Number

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



#### B. Size

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

#### C. Illumination

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

#### D. Zoning

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

#### 11.4.4 Projecting Signs

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





Adopted December 12, 2011 Last Amended October 3, 2022

#### TRADITIONAL COMMERCIAL SIGN GUIDELINES С

#### **Chapter 5** INTRODUCTION TO SIGN BASICS

#### 5.2. Sign Materials

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

#### APPROPRIATE – Materials for Primary Signs in General

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









Mixed Use/Synthetic

Applied Dimension







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

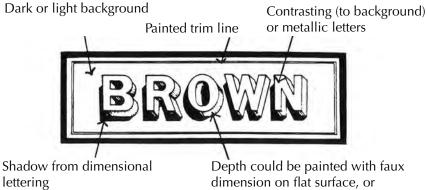
Transfer w/ Border &

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

(See Pgs. C.5 & C.6 for appropriate definition and use of neon materials.)

#### Fig. 3.3: Typical Dimensional Lettering and Paint Example

Colors suggested for Example Only:



lettering

lettering edges painted for contrast

#### INAPPROPRIATE – Materials for Primary Sign in General



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



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

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

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

Chapter 6

DOWNTOWN COMMERCIAL SIGN SUGGESTIONS

#### 6.3. Subordinate Signs

#### Description and Use:

"SUBORDINATE" SIGNS are NOT expressly defined as such in the *City* of *Conway Unified Development Ordinance*. This sign "category" is exemplary within these guidelines only. Subordinate signs generally are not the name and/or identity of the business, yet this sign type is necessary for operating a business and intended for pedestrian information (Fig. 3.8).

- <sup>6.3.1</sup> Subordinate Signs are generally small type, decals, window hangings or icons intended to be viewed by the pedestrian and patron.
- 63.2 Subordinate Signs may consist of, but are not limited to: "OPEN" signs; store hours; credit cards accepted; menu postings; a repeat of the business name and/or logo; a store slogan; proprietor's name, etc.
- <sup>6.3.3</sup> Neon and internally-lit box signs are not suggested within the Downtown National Register District, and in remaining local Historic Design Review Districts subject to additional CAB review of brightness, to verify no flashing or changing color, and to help with placement if they are Product Endorsement signs (See Section C, Chapter 6.4).

#### Suggested Amount:

- <sup>6.3.4</sup> Usually MULTIPLE groupings (see Size Suggestion, Combined Total below) to make up a "comfortable" amount of Subordinate Signs per "business division" of the primary facade (see Section C, Chapter 5.4 "Dividing the Facade for Clearer Signage" for suggestions on visually dividing the facade per usage).
- <sup>6.3.5</sup> A business which occupies multiple storefronts and/or has side or corner display windows can use additional Subordinate Sign(s).

#### Size Suggestion: (COMBINED TOTAL)

<sup>63.6</sup> ALL Subordinate Signs square footage on the primary facade are suggested to fit into a COMBINED TOTAL of about 3 (three) square feet.

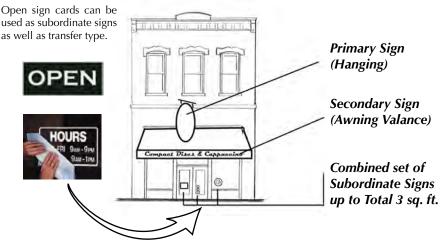
#### Additional Sign Suggestion (to reduce clutter):

- <sup>63.7</sup> ONLY if the business occupies multiple storefronts and/or has side or corner display window area then additional Subordinate Sign(s) should be used per extra facade.
- <sup>6.3.8</sup> Groupings of Subordinate Sign(s) per additional facade are suggested to fit into two (2) additional square feet, per that additional facade.

Suggested Placement (close to the public entrance):

- 6.3.9 ONLY place on windows or display areas (this may include main entry door window panels).
- 6.3.10 In display windows, the outside perimeter of Subordinate Signs should be placed within 2 1/2 feet inward from the entry side frame of the window glass and the top perimeter of the sign within 2 1/2 feet up from the bottom display sill. (It may also be centered within adjacent display windows with top perimeter of the sign within 2 1/2 feet up from the bottom display sill.)
- 6.3.11 On entry doors, Subordinate Signs should be either centered or set to the bottom portion of the door panel glass.

#### Fig. 3.8: EXAMPLE of Suggested Combined Subordinate Signs



In the figure above, a business Primary Sign may read "MUSIC AND MORE," on a perpendicular hanging sign above the entry. The Secondary Sign is less prominent, on the awning valance in vinyl type lettering reads "Compact Disks & Cappuccino." The Subordinate Sign consists of a 1 x 1 foot square vinyl transfer "hours" in the door glass that also reads "Sorry, No Checks" in small writing across the bottom. This leaves the owner a remaining 2 square feet of the total suggested Subordinate Sign limit. The owner places a one-and-a-half square foot "OPEN" sign card within the main display window to the right of the entry. To keep within the suggested 3 square feet total of Subodinate signage, the remaining half square foot is an assortment of credit card stickers in the door glass.

NOTE: If the business is also a corner location or occupies multiple facades, a two-foot of this same subordinate information may also be placed in a side display window.

#### DATE: July 12, 2023 ITEM: III. D.

#### ISSUE:

<u>**328 Main Street (Power Comics):**</u> The applicant, Seaboard Signs, requests approval of proposed signage for the business, Power Comics, located at 328 Main Street (367-01-01-0029).

#### ZONING DISTRICTS / HDRD:

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

#### **SCOPE OF WORK:**

The applicant, Seaboard Signs, requests approval of proposed wall, and hanging bracket signage for the business located at 328 Main St for Power Comics

The proposed wall sign is to measure 167" (W) X 11" (H), totaling 12.75 Sq. Ft. The wall façade the sign is to be affixed to measures 36' (H) X 42' (W), totaling 1512 Sq. Ft. This permits a max coverage (15% max) of 226.8 Sq. Ft.

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

The proposed hanging bracket sign is to measure **36**" (W) X **24**" (H), totaling **6** Sq. Ft. The hanging bracket sign will be approximately **9**' from the bottom of the sign to the top of the sidewalk

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

Renderings are included in your packet

#### **Applicable Standards**

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

- Section 2.2.2, Sign-Related Definitions
- Section 11.3.2, Sign Standards by Zoning District
- ➢ Section 11.4.1 Wall Signs
- Section 11.4.5 Hanging and Suspended Signs

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

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

#### **STAFF RECOMMENDATION:**

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

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



### City of Conway Community Appearance Board APPLICATION / CERTIFICATE OF APPROPRIATENESS

Staff	Use Only
Rece	ived:
BS&A	and the second

City of Conway Planning Departmer	1t
196 Laurel Street, 29526	

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

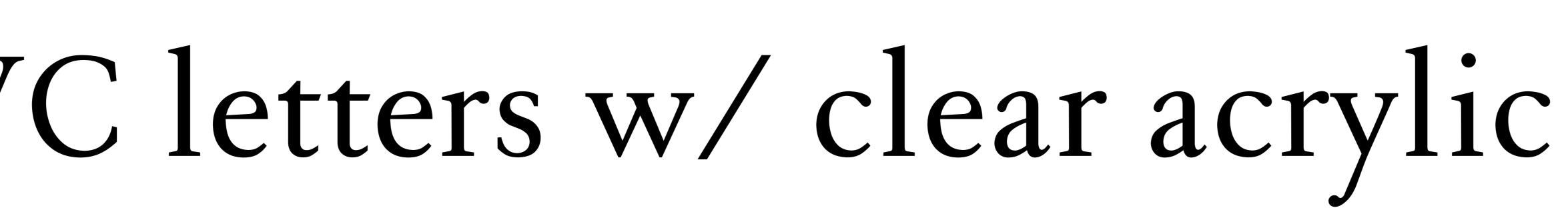
www.cityofconway.com

Property Address:		328 Main St	pin#: 36701010029
Review Request:	Project Type:	HDRD:	Meeting Date: July 12, 2023
Conceptual Conceptual Preliminary Final Property Owner: NESBITT INC	Alterations / Additions   Alterations / Additions   New Construction   Signs   Landscape   Color Change	Demolition Repairs / F Appeal th	eous (Fencing, roofs, etc) n / Moving of Structure Repainting with no Change ne Decision of Planning Staff none: (843) 347-3477
Agent: Joseph Brennand, Sea			none: 843-236-8010
City: Myrtle Beach Agent's relationship: Value of Project (As noted on Bui In your own words, describe v Índividual dimensional let	Owner Iding Permit): \$5,300.00	State: SC Contractor	
<ul> <li>completed</li> <li>Completed CAB applic</li> <li>Two (2) copies of all released</li> <li>necessary by CAB and/</li> <li>Site plans illustrating of exproposed new structure</li> </ul>	and/or initial TRC review ation evant information (As deemed for Planning Director) existing structures and es and/or additions ating the location of existing	sides, and rear of and/or facades p Plans for existing s signage; Color samples of Color samples of Topographic surv Tree surveys; Lighting plans; Specifications for	and facade drawings of the front, all proposed new structures proposed to be renovated; signage and proposed new paint, brick, shingles, siding; reys; miscellaneous architectural g fixtures, hardware and finishes,

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 06/27/2023 date:\_\_ signature: Print name legibly: Joseph Brennand 1 | Page





# .5" PVC letters w/ clear acrylic with second surface decoration

# 843-236-8010 FAX 843-236-5609 WWW.SEABOARDSIGNS.COM



Clearance from Bottom of Sign to Sidewalk

**CONTACT - Joe Brennand (843) 267-7371** 

## Sketch Approved By:.....

This design was created by Seaboard Signs & Engraving, Inc. and cannot be used for any other outdoor advertising structures, signs, cabinets, poles, bases or structural designs without writter permission.





#### 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 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.

#### <u>Sign Types</u>

**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 hangover 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.



**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 tip 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 hightechnology electronic, industrial or scientific products. Typical uses include biotechnology firms and computer component manufacturers.

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



#### Section 11.3 – Sign Standards by Zoning Districts

#### 11.3.1 Signs in Residential Zoning Districts

- A. <u>Signs Permitted in Residential Zoning Districts:</u> See Section 11.4 for specific requirements. Additionally, some Conditional Uses in Article 5 include specific requirements for signage.
- B. <u>Residential Subdivision and Multifamily Unit Signs:</u> See Section 11.4.11.
- C. <u>Religious Institutions, Educational Facilities, Cemeteries, Country Clubs, Parks, and Similar</u> <u>Recreational Uses:</u> 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. <u>Signs Permitted in Non-Residential Zoning Districts:</u> 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. <u>Religious Institutions, Educational Facilities, Cemeteries, Country Clubs, Parks, and Similar</u> <u>Recreational Uses:</u> See Section 11.4 for specific dimensions of signs permitted in non-residential districts.



#### Section 11.4 – Sign Standards by Sign Type

#### 11.4.1 Wall Signs

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

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



#### A. Location and Number Permitted

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

#### B. Size

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

#### C. Illumination

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

#### D. Zoning

Wall signs are allowed in all zoning districts.

#### 11.4.2 Window Signs

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

#### A. Location and Number Permitted

There is no specific location requirement or limit to the number of window signs allowed. A window sign is a sign that is painted on or attached to a window. Window signs



do not include business hours of operation or open/closed signs. Window displays, including merchandise displays, graphics and text, that are located twelve (12) inches or more from the face of a window are not considered signs. <u>Window signs shall not count towards the cumulative number of signs permitted</u>.



#### A. Location and Number

Projecting signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above the public right-of-way or private sidewalk area. One projecting sign is allowed per tenant space. The sign copy of each sign face of a fixed projecting sign shall include the identification of the business(es) and the principal service or commodity offered or sold on the premises.

#### B. Size

Projecting signs may have a maximum area of twelve (12) square feet in the NC (Neighborhood Commercial), CC (Core Commercial), P (Professional), IN (Institutional), IC (Institutional Campus) and WRD (Waccamaw Riverfront). The maximum sign area shall be twenty-four (24) square feet in the HC (Highway Commercial) and CBD (Central Business District) zoning districts.

#### C. Illumination

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

#### D. Zoning

Projecting signs are allowed in the P, NC, CBD, CC, WRD, IC, IN and HC zoning districts only.

#### 11.4.5 Hanging and Suspended Signs

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 hangover a building entry if the appropriate clearance is provided. Hanging signs can be particularly useful for storefronts that have multiple tenants.



#### A. Location and Number

Hanging or suspended signs must be attached to building façades that have a public entrance and must maintain a minimum clearance of 8 feet above any public right-of-way or private sidewalk area. One hanging or suspended sign is allowed per tenant space.

#### B. Size

Hanging signs may have a maximum area of eight (8) square feet. The Community Appearance Guidelines should be referenced for specific design criteria in the CC, CBD, and WRD districts.

#### C. Illumination

Hanging signs and suspended signs may be externally illuminated, although ambient light is usually sufficient to light these small signs.

#### D. Zoning

Hanging and suspended signs are allowed in all zoning districts.



INTRODUCTION TO SIGN BASICS Chapter 5

#### **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 suppliment 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

#### "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.



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

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

#### APPROPRIATE:



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

**INAPPROPRIATE:** 



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

#### **C** TRADITIONAL COMMERCIAL SIGN GUIDELINES

Chapter 5

INTRODUCTION TO SIGN BASICS

#### 5.1. Sign Basics (continued)

#### 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.

Pg. C.2 Historic Design Review Districts: Community Appearance Guidelines - Conway, South Carolina

**APPROPRIATE:** 



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:



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

#### **INAPPROPRIATE:**



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:**



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.

#### TRADITIONAL COMMERCIAL SIGN GUIDELINES

С

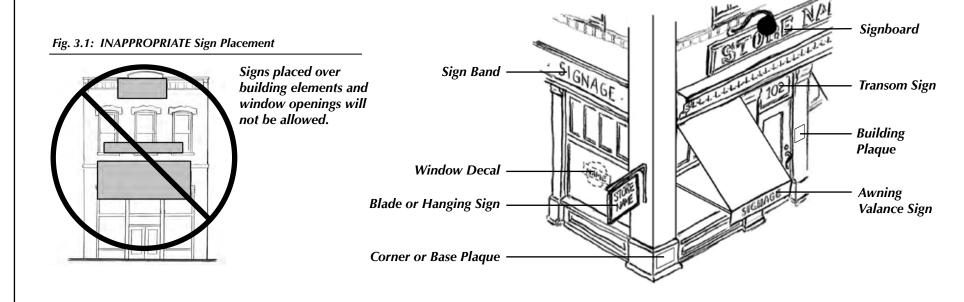
5.1. Sign Basics (continued)

#### 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. 3.2: 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 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)

- 61.1 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:

ONE Primary Sign per "business division" of the primary 6.1.6 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:

<sup>6.1.7</sup> 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.
- <sup>61.9</sup> Window signs (as Primary Signs) on or above the second floor may obtain a variance to cover no more than 30% of any <u>one</u> 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:

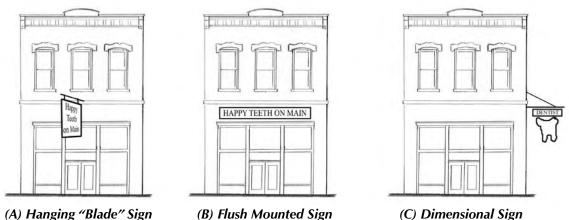
6.1.11 The Community Appearance Board may determine, in specific cases or in general that the full size suggestion is too large "in-scale-to" or obstructing significant architecture. The CAB will suggest an appropriate size. Primary "blade" signs will usually be much smaller than the maximum allowed 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. <u>Awning lettering</u> should follow primary sign suggestions.

#### DOWNTOWN COMMERCIAL SIGN SUGGESTIONS **Chapter 6**

#### Fig. 3.6: Suggested Primary Sign Types



(A) Hanging "Blade" Sign

(B) Flush Mounted Sign

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

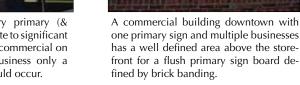
- (A) a perpendicular hanging sign, or "blade" sign, over the sidewalk and storefront, side or corner mount,
- (B) mounted or painted to a flush surface on the building designated for sign use, or

living

(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 aditional facade of a corner building.



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.



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.



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.



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.

#### TRADITIONAL COMMERCIAL SIGN GUIDELINES С

#### 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).

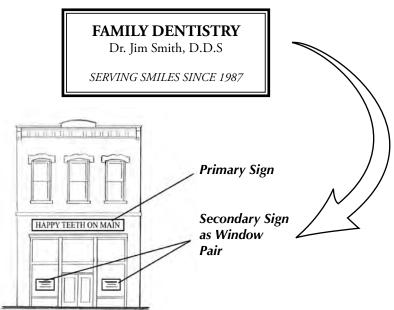
- 6.2.1 Secondary Signs can be located in many places on the facade, and they must be approved by the CAB to be "secondary" in nature to the Primary Sign. This includes repeated, matching signs in display windows
- 6.2.2 The Secondary Sign may be the business name or the type of business applied to the 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.
- At any time, no single window should be covered more than 25% and 6.2.9 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):

above, then the pair (set) might be used.

Fig. 3.7: EXAMPLE of Suggested Secondary Signs

graphics might be exempt from this limitation.

6.2.10 If the business is located on a corner, occupies multiple storefronts, or

business should still have only one (1) Primary Sign, however.

62.11 If there is an identical window sign (to create a pair) within a separate

6.2.12 When using multiple lines of type or full logos in mass, at their wid-

in a stand-alone structure, then EACH facade (storefront) might have

one (1) additional Secondary Sign upon that facade. NOTE: The entire

display window pane, and each conforming to the size limitations listed

est point, should not exceed three (3) feet. Single lines of type or line

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.