PLANNING DEPARTMENT
CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
Wednesday, July 26, 2023 | 4:00 P.M.
Planning & Building Department – 196 Laurel Street

I. **CALL TO ORDER**

II. **APPROVAL OF MINUTES (July 12, 2023)**

III. **CERTIFICATES OF APPROPRIATENESS**

A. **328 Main St (Power Comics):** The applicant, Joe Brennand, requests approval of painting the building façade, for the business located at 328 Main St. (PIN 367-01-01-0029).

B. **1404 Main St (Vaught Eye):** 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).

C. **16 Elm St (Cypress Inn):** The applicant Cypress Inn Property LLC, is requesting preliminary review on plans for a future building to be constructed beside 16 Elm St. (PIN 367-01-04-0042).

D. **1000 2nd Ave (Finance Building):** The applicant, City of Conway, is requesting preliminary review on the installation of a new window and brick work for the building located at 1000 2nd Ave (PIN 367-01-01-0005).

E. **315 Kingston Street (Honey Hair Mural):** The applicant, Honey Hair Studio, requests approval of proposed mural, to be installed on the Norman's Alley side of the building located at 315 Kingston St. (PIN 367-01-01-0065).

IV. **PUBLIC INPUT**

V. **BOARD INPUT**

VI. **STAFF INPUT**

VII. **UPCOMING MEETINGS**

MEETING	DATE	TIME	LOCATION	ADDRESS
Planning Commission (PC)	August 3, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
City Council	August 7, 2023	4:00 p.m.	Council Chambers	229 Main St.
Community Appearance Board (CAB)	August 9, 2023	4:00 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.
Board of Zoning Appeals (BZA)	August 24, 2023	5:30 p.m.	Planning & Building Dept. Conference Room	196 Laurel St.

VIII. **ADJOURN**

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, July 12, 2023
Planning & Building Dept. Conference Room – 196 Laurel Street

Present: Duc Watts, Troy Roehm, Gerry Wallace, McKenzie Jordan

Absent: Jacqueline Kurlowski, Jamie McLain

Staff: Jessica Hucks, Planning Director; Katie Dennis, Planning Concierge; Charlie Crosby, IT; Robert Cooper, Building Official; Mary Catherine Hyman, Deputy Administrator

Other: Hillary Howard, Kathy Ropp, Joe Brennand

I. CALL TO ORDER

Chairperson Roehm 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 and it was seconded by Wallace to approve the June 28, 2023 minutes. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

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

Hucks stated the applicant, City of Conway, is requesting preliminary review on the future plans of Scarborough Alley and the Town Green, located at 1001 3rd 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.

Hucks stated the board requested the following at the June 28, 2023 meeting;

- 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

The applicant, City of Conway was represented by Mary Catherine Hyman.

The applicant, staff and the board discussed at length.

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

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).

Hucks stated 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 3rd 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.

The applicant, City of Conway, was represented by Mary Catherine Hyman and Robert Cooper, CBO.

The applicant, staff, and board discussed at length.

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

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).

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

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

The proposed size of 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 window and door graphics.

Renderings are included in your packet.

The applicant, Eddie Moore was not present.

The board, and staff discussed at length.

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

D. **328 Main Street (Power Comics):** The applicant, Seaboard Signs, is requesting to install a new wall sign as well as a hanging bracke sign, for the business located at 328 Main St. (PIN 367-01-01-0029).

Hucks stated 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.

The applicant, Joe Brennand was present.

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

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

IV. PUBLIC INPUT

None

V. BOARD INPUT

Watts gave input on the disrepair of Carolina Appliance's storage building on Laurel St. and asked for it to be addressed. Staff informed the board they would notify code enforcement.

VI. STAFF INPUT

None

VII. ADJOURN

There being no further business to come before the board, a motion was made and seconded to adjourn the meeting at 4:20 pm. The vote in favor was unanimous and the motion carried.

Approved and signed this _____ day of _____, 2023.

_____

Jacqueline Kurlowski, Chairperson

DATE: July 26, 2023
ITEM: III. A.

ISSUE:

328 Main Street (Power Comics): The applicant, Joe Brennand, requests approval of repainting the store front 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, Joe Brennand, requests approval to repaint the store front for the business located at 328 Main St for Power Comics.

The wall façade to be painted is the off-white portion of the building formerly know as Amanda Collection. The applicant is proposing to paint the building using **Valspar Semi-Gloss** paint in the color **Stone Mason Gray 4008-1c.**

Renderings are included in your packet

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

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

Historic Design Review Districts: Community Appearance Guidelines:

- Section B, Ch 4: 4.4 Exterior Walls
- Section D, Ch 8: 8.4 Exterior Walls (Continued)

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: 328 Main Street			**PIN#:** 36701010029
Review Request: ☐ Conceptual ☐ Preliminary ☑ Final	**Project Type:** ☐ Alterations / Additions ☐ New Construction ☐ Signs ☐ Landscape ☑ Color Change ☐ Miscellaneous (Fencing, roofs, etc) ☐ Demolition / Moving of Structure ☐ Repairs / Repainting with no Change ☐ Appeal the Decision of Planning Staff	**HDRD:**	**Meeting Date:** July 26th

Property Owner: Nesbitt Inc		Daytime phone: 843-222-2233	
Agent: Joseph Brennand		Daytime phone: 843-267-7371	
Agent's mailing address: 4320 Waccamaw Blvd		Agents's e-mail address: joe@seaboardsigns.com	
City: Myrtle Beach		State: SC	Zip Code: 28467

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

Value of Project (As noted on Building Permit): $ 500.00

In your own words, describe what you are requesting:

I'm requesting on on behalf of Mr. Nesbitt for approval for him to repaint the existing yellow facade of the store front

Valspar semi-gloss Stone Mason Gray 4008-1c

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

- ☑ Zoning approval obtained and/or initial TRC review completed
- ☑ Completed CAB application
- ☑ Two (2) copies of all relevant information (As deemed necessary by CAB and/or Planning Director)
- ☑ Site plans illustrating of existing structures and proposed new structures and/or additions
- ☐ Landscape plans illustrating the location of existing landscaping and proposed new landscaping;
- ☐ Building designs and facade drawings of the front, sides, and rear of all proposed new structures and/or facades proposed to be renovated;
- ☐ Plans for existing signage and proposed new signage;
- ☐ Color samples of paint, brick, shingles, siding;
- ☐ Topographic surveys;
- ☐ Tree surveys;
- ☐ Lighting plans;
- ☐ Specifications for miscellaneous architectural elements (lighting fixtures, hardware and finishes, etc.)

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

Applicant's signature: _____ **date:** July 13th 2023

Print name legibly: Joseph Brennand


Stone Mason Grey
328
Kingston Properties


328
Kingston
Properties

6.3.1 Non-Residential Architectural Design Standards

A. **Intent:** Non-residential architectural design standards protect and enhance the aesthetic and visual character of various developments within the City of Conway. In particular, the purpose is to encourage and better articulate positive visual experiences throughout the City of Conway and to provide for economic growth and stability through the preservation of property values. The design review process is not intended to stifle innovative architecture but to assure respect for surrounding uses and reduce incompatible and adverse impacts on the visual experience.

B. **Historic Design Review Districts (HDRDs):** Properties located within the HDRDs shall be reviewed and approved by the Community Appearance Board (CAB) and shall meet the "Historic Design Review Districts: Community Appearance Guidelines".

C. **P, NC, HC, CC, CBD, GCO, and VCO:** Properties zoned P, NC, HC, CC, CBD, GCO, and VCO (exempting parcels zoned CP, FA, LI, and HI) that are located outside the HDRDs shall be reviewed and approved by the Planning Director and shall meet the following architectural design standards:

1. The architectural design, color, and material of a proposed structure, or structures, shall conform to community standards of good taste and design.
2. Proposed structures will contribute to the image of the City of Conway as a unique place of visual character, integrity, and quality.
3. All elevations of a structure shall be in harmony one with another in terms of scale, proportion, detail, material, color, and high design quality.
4. The side and rear elevations of buildings shall be visually attractive, especially where those side or rear elevations are most often viewed by the public. Rooflines and architectural detailing shall present a consistency in quality design.
5. All structures within a proposed development, including gasoline station canopies, shall utilize a uniform architectural theme and shall be designed to create a harmonious whole. It is not to be inferred that buildings must look alike to achieve a harmony of style. Harmony of style can be created through proper consideration of scale, proportion, detail, materials, color, site planning, and landscaping.
6. The scale of buildings and accessory structures (including canopies) shall be appropriate to the scale of structures located in the surrounding area. Canopies designed as domineering or overpowering architectural features shall not be permitted.
7. Long, monotonous facade design, including, but not limited to, those characterized by unrelieved repetition of shape or form, or by unbroken extension of line, shall not be permitted.
8. The architectural design and material finish of buildings, signage, gasoline pump canopies, and other necessary structures shall be compatible with one another and surrounding structures.
9. Color combinations of paints and stains shall be complimentary. In general, no more than three different colors per building shall be permitted.
10. Materials shall express their function clearly and honestly and shall not appear as materials which are foreign to the character of the rest of the building.
11. Any building exterior elevation shall consist of architectural materials which are equal in quality, appearance, and detail to all other exterior elevations of the same structure. Nothing in this section shall preclude the use of different materials

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

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

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

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

D. Architectural Design Standards

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

6.3.7 Central Business District (CBD)

A. Active Commercial Street Frontage Preservation.

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

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

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

B. Requirements for Dwellings.

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

C. Architectural Design Standards

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

4.4. Additional Features and Amenities

Beyond the composition of the storefront, a building's complete exterior defines its architectural style. There are both intrinsic physics and finish details that contribute to a building's appearance and function. Changing features and amenities often or with each business, are subject to review by the Community Appearance Board to ensure commonly misunderstood items respect the historic resource.

Older buildings have softer historic brick and mortar. After nearly 100 years this can become weathered. DO NOT repair with harder, Portland cement mortar.

Soft mortar MUST be replaced with "like" soft, lime-based mortar to avoid permanently destroying the integrity of the historic brick.

JB+a Photo Archives

Exterior Walls

The exterior envelope is the greatest mechanical system of a historic building. Soft, early 20th century and hand packed brick earlier than 1900 react to moisture and temperatures with expansion and contraction. Buildings built before air conditioning need air space within the walls for insulation as well as vapor transmission for the building. Soft material such as lime and sand mortar is intentional and necessary for conditions. It will be damaged quickly by moisture "wicking" upwards in the wall system. Known as "rising damp," this phenomenon is worsened by later applications of stucco, multiple coats of latex paint on exterior walls and modern brick sealers (and can be intensified on walls that have had their interior plaster inappropriately removed.)

NOTE: If the interior walls are showing wear and damage, look for exterior causes first. Water infiltration caused by improper exterior work, "rising damp" from high water tables, damp foundations or structural stress from other areas on the wall are common and can be remedied (See image above & Appendix IV.2, NPS Preservation Brief #2 for additional guidance.).

Appropriate

4.4.1 Ensure no water infiltrates the walls through diversion and that (above and below ground) water is kept away from foundation.

4.4.2 If the exterior surface is painted, and the paint layer on the substrate is stable, repainting the exterior is appropriate. Chemically removing paint rather than adding new paint is preferred, as it benefits the health and original appearance of the brick. A simple color scheme is recommended, generally no more than four colors. Neutral, brick or earth tone hues are recommended for the building surface, with the cornices and framing incorporating colors that match or compliment the dominant neutral building material.

4.4.3 **Older masonry should be repointed every 40-75 yrs. (depending on facade elevation and weather conditions) with "like" mortar to original.**

Inappropriate

4.4.4 Do not paint unpainted masonry surfaces or add water sealers or apply clear coating of any kind to the masonry. These will change the vapor transmission of the wall system, irreversibly and permanently.

4.4.5 **Do not sandblast or use any form of abrasive cleaning method (including high-pressure water). This is highly detrimental to older walls.** Use chemical strippers and cleaners formulated for the soft historic material that will not break the outer "crust" of old brick or patina on stone.

4.4.6 **Do not repair or re-point masonry with harder (Portland cement)-based mortar or contemporary engineered bricks. These materials are too hard and rigid for the softer (lime-based mortar) composition of the historic masonry, and will cause permanent irreversible damage to the masonry wall.**

4.4.7 Do not uncover a past problem. **Some exterior surfaces may have had covering or application of veneers or stucco for viable maintenance reasons long ago such as poor masonry, a fire which compromised the brick or a natural disaster.** Research the building history if a facade covering or veneer exists.

(note) While the CAB does not have jurisdiction over interiors, please note that Improper interior treatment of walls can easily compromise the entire wall system through to the exterior. Do not remove interior plaster to expose brick walls. Historic brick is soft, especially if intended for plaster to adhere. Exposing and covering with water sealer will not solve conditions of crumbling or sandy mortar; these actions will add an additional moisture-causing problem. If original plaster is cracking and must be removed, install furring strips and attach sheetrock to gain the appropriate "finished" interior appearance of the historic environment or leave "patina" surface as is.

Quality Architectural Materials

The tradition of using the highest quality materials for the public faces of any commercial facade or storefront should be continued today. Wood in windows, framing, or storefronts from 80 to over 100 years ago can be re-conditioned (even when it seems the driest or "grayed") because it is of higher quality than today's lumber. Historic materials are highly flexible and resilient to change, which has allowed them to last.

(For more information on exact procedures for care and maintenance of historic materials see Appendix IV "Routine Maintenance" - specifically National Park Service *Preservation Briefs* list of materials and subjects.)

Appropriate

4.4.8 Have respect for and work with historic materials by learning about them before removing (See Appendix IV.2 for guidance).

4.4.9 Cast iron or metal components are very important features. Paint may be removed from any surface with the appropriate restoration chemical agents; use the most sensitive possible. Run test patches of solvents (sandblasting or abrasive cleaning is discouraged). Steel will rust, ensure proper primers are applied first or use oil-based products; latex is inherently water-based and may promote rust.

4.4.10 Ensure metal-to-metal contact is the correct combination. Metals will degrade or corrode if the wrong polarity of different metals is used to fasten or attach other elements.

4.4.11 Identify stone surfaces such as granite, and differentiate them from marble or stucco veneers. These materials will require entirely different chemical cleaners and methods used to attach items. Substrates could be affected by surface treatments such as rust stains from stone crimps or stucco lathe pulled through porous masonry surfaces.

4.4.12 **Assess all eras of remodeling. Approach rehabilitation to preserve the period and materials which are most in-tact and have the greatest significance** (Section A, Chapter 1.7 "Recognize Change"). For example, during the era of "streamlining" buildings from the 1920s to the 1940s, some materials such as pigmented structural glass, tiles, or laminates are now obsolete and have become very valuable. Some retrofitting was not sensitive to the original structure, but some was needed (see #4.4.7). Study the integrity of original materials beneath and assess the attachment systems to which covering was applied.

Fig. 2.24: Study of Architectural Masonry Found in Conway

With a focus on masonry alone Conway downtown is full of quality resources. Less expensive cover-up materials have come down over recent decades and there are many eras of materials to preserve. Continue new construction with materials that are lasting.

Hand packed or early soft brick w/ soft mortar (ca.1890)

Brick, granite & carved stone (ca.1900 - 1910)

Stucco & Terra-Cotta Details and Elements (ca.1910 - 1920s)

Glazed & high fired brick w/ cast details (1920s-50s)

Engineered brick, cast details & band windows (1940s-50s)

Polished stone veneers, steel & stacked stone (ca.1950-70s)

Inappropriate

4.4.13 **Do not impose modern materials or "quick fixes" that cover-up maintenance. Exterior brick must be repointed (see #4.4.3-4.4.7), wood must be painted (more or less depending on weather exposure.) Stucco and synthetic coverings will not stop deterioration and usually accelerate it. Attaching materials has the potential to create permanent building damage. New materials not originally intended for any older construction may create permanent damage to the building.**

4.4.14 Do not remove defining materials from later periods of history that may be part of the facade, such as retrofitted storefronts or facades which have historically significant materials in their own right.

Awnings and Canopies

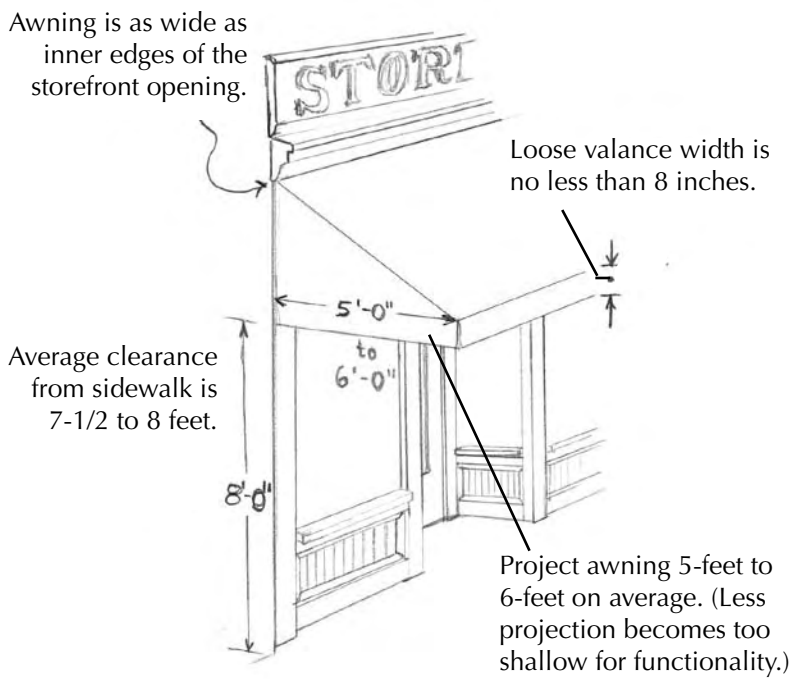
Awnings, properly installed and scaled (Figure 2.25), can be an important stylistic and functional element of a building facade. They provide protection from the weather and from UV sunlight that can harm display merchandise, and they greatly reduce the amount of maintenance to the storefront area. Most historic buildings have had, or were designed to accommodate, awnings or canopies of some sort. Keep display lights on in the daytime.

Awnings can be rigid canopies in the form of built-in "ledges" consistent with the architectural style of the building (Art Deco, Art Moderne or International styles). These are lightweight aluminum or sheet metal attachments, often used to replace fabric awnings as storefronts changed in style.

The traditional installation of an awning is determined by a combination of the following factors: the direction the storefront faces, the style and period of the intended facade or storefront, and the amount of open area above the display available to affix an awning. Transom windows might be located above or beneath the mounted height of any awning. Northern-facing storefronts had higher transoms to bring in light, or often designed without awnings and use of recessed entries to shield patrons from rain. East- and west-facing facades might have had retractable awnings used as needed at different times of day or year. Storefronts facing south may have the deepest projecting or largest awnings.

(Continued on next page.)

Fig. 2.25: Traditional Placement of the Storefront Awning



Original image included with permission from Georgia Dept. of Community Affairs, Office of Downtown Development.

Conway Bus Station Bldg. & JB+a Photo Archives

(Top) Contemporary retractable awnings with side-less construction have traditional scale & open to light transoms. (Bottom) A curved awning creates continuous design element over a corner Art Deco display.

Conway, SC, 2009

Deep projecting awnings are appropriate for the comfort of shoppers and product display. Awnings appropriately fit to the outer edge of storefront openings do not "cut" across building piers or other stores.

Brunswick, GA, 2008

Upper awnings are appropriate in coastal areas. Deep projection and set over apprx. half the height of an upper window will help cut heat gain and protect the windows from elements.

Conway, SC, 2009

Very few rigid canopies are appropriate in Conway. Yet, this simple, possibly original, aluminum awning remains in good condition, unique, and appropriate to the 1940s bldg. Repair and retain this detail .

Appropriate

4.4.15 Preserve (retain, restore and maintain) any original awning hardware if in good condition, original, and/or not a detriment to safety.

4.4.16 Retain (and repair) rather than replace deteriorated canopy parts if they are part of the original to the style and construction of building.

4.4.17 If replacement of parts are necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials.

4.4.18 If original awning placement cannot be determined using photographs or historic resources, use custom new hardware. The characteristics of new awning(s) should match that of the traditional (size, shape, width, projection, height) so that it complements the storefront style. The design of replacement awnings or canopies should be in keeping with similar structures in the adjacent downtown area.

4.4.19 Fabric is the most traditional material for use with replacement awnings, and the tightest fit will endure the best weathering. Square aluminum frames with crimped-channel fasteners along the entire length of the frame are appropriate.

4.4.20 Allow awnings to be an expression of the business. Stripe or solid fabrics will make different statements about the type of business. Some buildings with multiple businesses can choose a "fabric family" of similar stripes, while changing the colors for each storefront.

4.4.21 Install loose fabric valances – scallop, straight edge, wave, key or decorative trim give greater individuality to any storefront.

4.4.22 Conform the shape of the awning to the shape of the opening (see Fig. 2.26).

4.4.23 Awning and canopy frames are traditionally the width of the storefront opening. In some cases with modern architecture there are little or no building piers. Glass storefronts are designed to the edges of (banded around) the facade and canopies may run this length.

4.4.24 For rigid canopies assess the stability of the mounting system. Those retrofitted onto older structures in the mid-20th century may have a steel header across the storefront display (often removing display transoms) for cantilevered support where old storefronts were replaced for full-glass fronts. These may require substantial expense to remove and should be studied for load-bearing integrity. Retain the canopy or re-design to the most significant storefront architecture. Assess water diversion from rigid canopies.

Inappropriate

4.4.25 Generally, do not install an awning that crosses the entire width of the building from edge to edge.

4.4.26 Do not horizontally cover major structural piers or significant vertical storefront elements such as cast iron columns. Breaks in the awning frames lessen the potential for an awning to visually dominate the facade and ease the cost of repair if needed.

4.4.27 "Half-dome" shaped awnings are not appropriate for storefronts and upper windows unless the shape of the opening is a true Roman-arch.

4.4.28 Avoid use of duplicate patterns or colors that match neighboring storefronts.

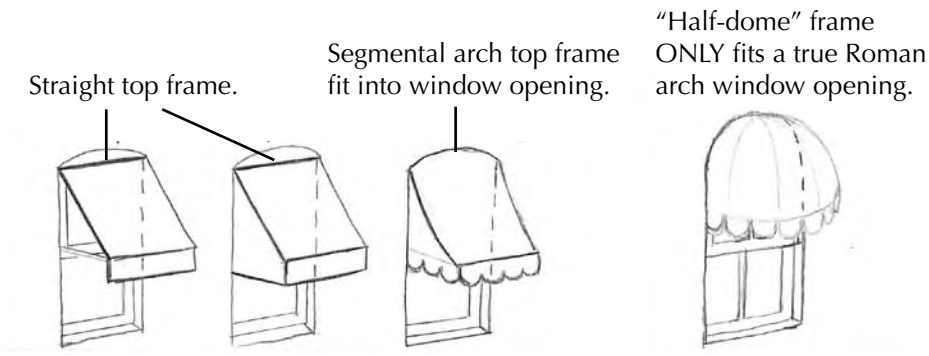
4.4.29 Do not use plastic or vinyl covering (or are intended for back-illumination) as these have a non-traditional glossy appearance and are often prone to UV damage and color fade.

4.4.30 Do not use "quarter-barrel" shaped awnings as they receive uneven sun exposure and often encounter water or stains on the top, flat surface.

4.4.31 Avoid plastic clips, nylon cord and thin round aluminum round frames which have proven over time not to be durable materials for the stresses awnings encounter.

Fig. 2.26: Fitting the Awning to the Window Opening

Note: Many older window openings contain an arch. There is more than one way to conform an awning to a segmental-arch window opening, however only one proper fit for a half-dome awning on a Roman-arch window. Scallop or straight valance, with or without side panels is an owner's choice. All are fit ONLY as wide as opening.



Original image included with permission from Georgia Dept. of Community Affairs, Office of Downtown Development.

Masonry Walls & Applied Coatings

Building walls are the most over-looked mechanical system of a historic building. Built before air conditioning and to react to moisture or heat, air space within historic walls serves as insulation as well as "breathing" space for the building. Soft, historic materials are intentional and necessary for expansion and contraction and will be damaged quickly by moisture "wicking" upwards in the wall system. Known as "rising damp," this phenomenon is worsened by later applications of exterior stucco, multiple coats of latex paint on exterior walls, and modern brick sealers on interior walls that have had their plaster inappropriately removed.

NOTE: If the interior plaster walls are showing weakening and paint damage, look for exterior causes first. Water infiltration in the form of "rising damp" from high water tables or dampness in foundation may require exterior foundation French drains to divert water. Leaks in the roof or structural stresses due to wall removal, or remodeling over time go unnoticed for years. Problems in load-bearing masonry walls should be addressed first.

Historic brick is softer in nature due to materials and firing technology of brick. Older brick expands and contracts greatly, therefore mortar often MUST be soft. Portland cement mixes may cure quickly but they are much too rigid for the movement of the brick. This corner was pointed with improper, hard mortar and will eventually entirely fail.

jB+a Image Archives

Portland Cement-based stucco was a historic material applied to many wall surfaces in the early 20th-century in both original design and as a cover-up for failing masonry. This material should be assessed if it is an added layer or if the stucco was original to the building style.


jB+a Image Archives

Appropriate

8.4.17 **Ensure no water infiltrates the walls and that ground water is diverted away (above and below ground) from masonry foundation and piers.**

8.4.18 If the exterior masonry is painted, and the paint layer on the substrate is stable, repainting the exterior is appropriate. Chemically removing paint rather than adding new paint is preferred, as it benefits the health and original appearance of the brick.

8.4.19 **If replacing or repairing brick, make sure that the characteristics of any new brick match that of the old (size, shape, porosity, surface finish), not only for the building style but also to relate with the shrinking and swelling of the entire historic masonry system.** (See Appendix IV.2. "Preservation Briefs" for information.)

8.4.20 Use Siloxane-based masonry sealants, if needed, as they have a chemical structure with a larger molecule that will still protect but not embed deep into the pores of masonry and stop vapor transmission.

8.4.21 Respect certain styles of homes in the area such as Craftsman, Art Moderne or Contemporary periods (1920s, 30s, 50s, respectively) that use smooth stucco, engineered brick and cast-in-place concrete.

Inappropriate

8.4.22 Do not paint, add water sealers or apply clear coating of any kind to the unpainted masonry surfaces. These will change the "breathable" nature of the wall system, perhaps permanently.

8.4.23 **Do not sandblast or use any form of abrasive, highly detrimental cleaning method (including high-pressure water) on walls. Use chemical strippers and cleaners formulated for the soft historic material that will not break the outer "crust" of old brick or patina on stone.**

8.4.24 **Do not repair or re-point masonry with harder (Portland cement) based mortar or contemporary engineered bricks, unless the home originally used this** (generally circa 1940 forward). These materials will be too hard and rigid for softer (lime and sand based) composition of historic mortar and masonry, and will cause permanent irreversible damage to the brick wall. Find a qualified mason who is knowledgeable in lime and lime putty mortars.

8.4.25 Do not uncover a past problem. Some exterior surfaces may have had covering or application of veneers or stucco for maintenance reasons long ago such as poor masonry, a fire which compromised the brick, or natural disaster. Research the history if covering or veneer exists.

DATE: July 26, 2023
ITEM: III.B

ISSUE:

1404 Main Street (Vaught Eye): 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).

ZONING DISTRICTS / HDRD:

Neighborhood Commercial (NC); Upper Main Street Overlay (MSO)

SCOPE OF WORK:

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.

New Information

At the June 28th meeting the board asked the applicant to present and alternative design that would provide dimension or the appearance of dimension.

The applicant is now proposing ¼" white acrylic dimensional name copy to be applied to the proposed signage.

Renderings are included in your packet.

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

- Section 2.2.2, Sign-related Definitions
- Section 11.4.7, Freestanding Post Signs

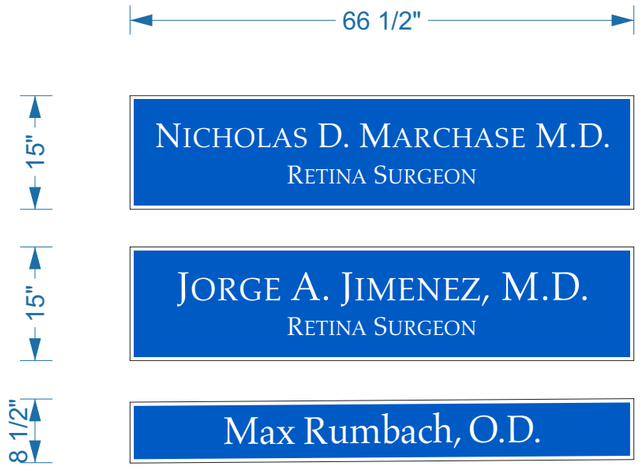
Historic Design Review Districts: Community Appearance Guidelines:

- Section C, Ch. 5: 5.2. Sign Materials
- Section C, Ch. 6: 6.1 The Primary Sign

STAFF RECOMMENDATION:

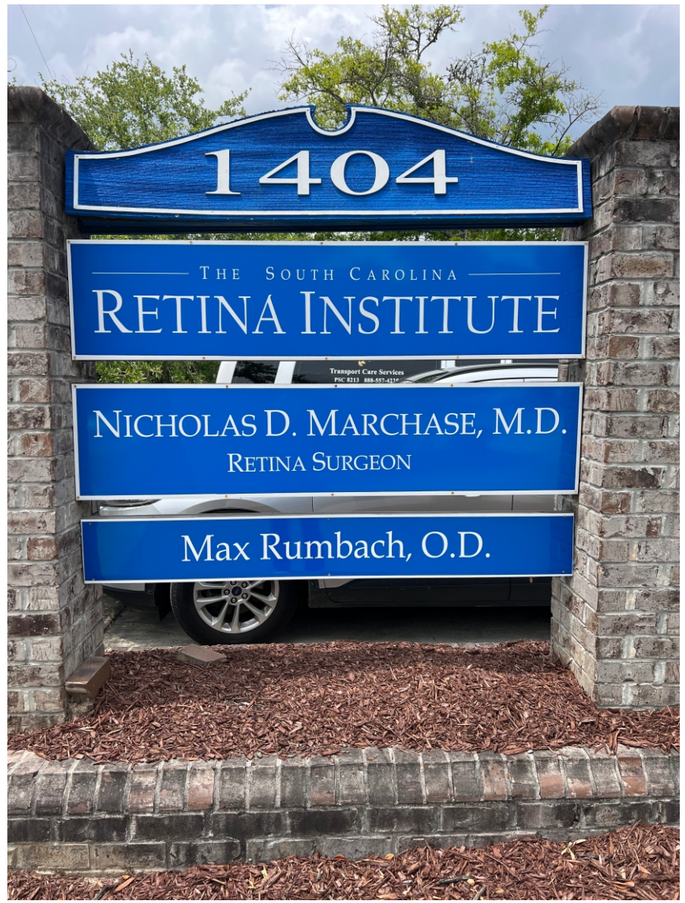
If the board chooses to grant the request, staff recommends the following conditions:

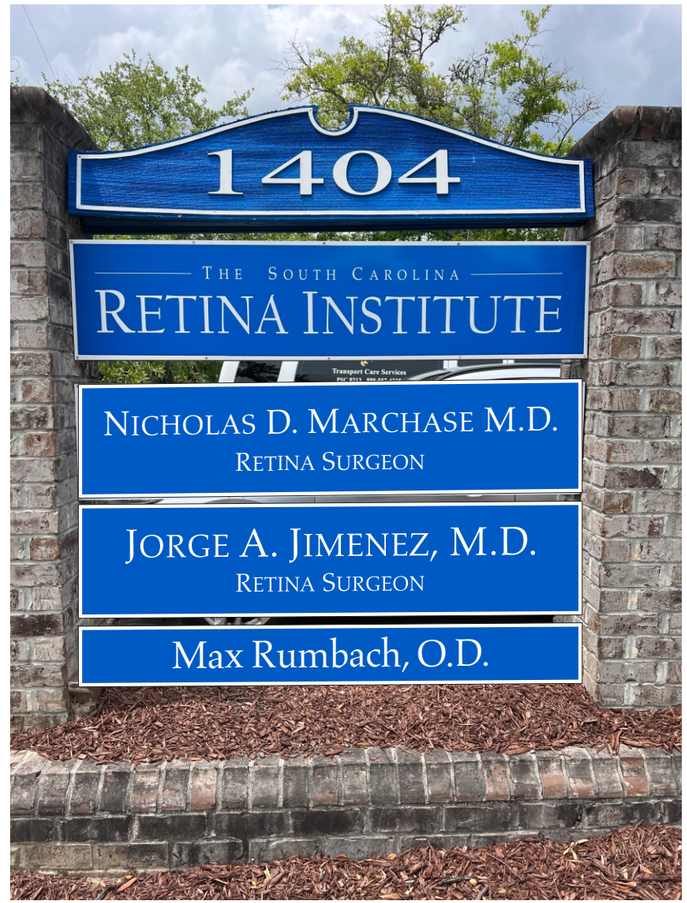
- The applicant must obtain all applicable permits
- Any deviation from what is approved shall require a re-review from this board and subsequent approval.



DS NON-ILLUMINATED ALUMINUM FRAME
- ALUMINUM FRAME PAINTED WHITE
- ACM PANEL APPLIED TO FACE
- CUT BLUE VINYL APPLIED AS SHOWN
- DIMENSIONAL NAME COPY - .25" WHITE ACRYLIC
- REMOVE AND DISPOSE OF EXISTING FRAMES
- INSTALL ON EXISTING MONUMENT

EXISTING





Customer Approval _____ Date _____ Property Owner Approval _____ Date _____

Colors shown in this rendering are representations only and used to show design intent and may vary from rendering upon completion. Any details not shown will be completed using industry standard practices & it is the responsibility of the customer to obtain approval(s) for all necessary methods used in installation. Upon approval of this rendering, all responsibilities of content of this rendering to will transferred to the consumer and authorization to proceed is considered to be given.

ASL SIGNS
1310 17th Ave South,
Unit B Myrtle Beach SC
843-748-0411

CUSTOMER
123 STREET ADDRESS
CITY, STATE ZIP

SHIPPING INFO

HEIGHT	
LENGTH	
WIDTH	
WEIGHT	

*DESIGNS AND CONCEPTS AS DESCRIBED IN THIS DOCUMENT WILL BE CONSTRUCTED TO ENSURE EITHER A STRUCTURE OR STRUCTURAL COMPONENT IS FIT FOR PURPOSE UNDER NORMAL OPERATIONAL CONDITIONS AND IS SAFE EVEN SHOULD CONDITIONS EXCEED THAT OF THE ORIGINAL DESIGN.

ISA MEMBER International Sign Association
SSSA Southern States Sign Association Share. Learn. Grow.

DESIGNER
Destiny Dean

DRAWING NAME
SCRetina-1-R1

REVISION DATE
6-6-2023
7-6-23

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 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.

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 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 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.

3. Monument signs having a base greater than 18-inches in height shall have a base that is constructed of the same materials and incorporates the same colors as the principle structure(s) on the property. Monument sign bases that are 18-inches or less in height may have a base constructed of the same material as the exterior of the sign cabinet.

4. Landscaping shall be installed around the base of the monument sign, in accordance with Section 9.3.8.

5. For any monument sign request in the HC, LI, or HI Zoning Districts, the TRC can consider reducing the street yard and sign landscaping requirements.

11.4.7 Freestanding Post Signs

Freestanding post signs are similar to monument signs, except they do not have a base other than the support posts. 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

Freestanding post signs may be located in required street yards for any given zone. Only one freestanding 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

1. P, NC, CC, CBD, and WRD Zoning Districts: The maximum height shall be eight (8) feet, and the maximum area shall be twenty-four (24) square feet for a single tenant. Where there are three (3) or more tenants, the maximum height shall be eight (8) feet, and the maximum area shall be forty (40) square feet.

2. IN, CP, and FA Zoning Districts: The maximum height shall be eight (8) feet, and the maximum area shall be forty (40) square feet.

3. HC, LI, and HI Zoning Districts: The maximum height shall be sixteen (16) feet, and the maximum area shall be sixty (60) square feet for a single tenant. Where there are three (3) or more tenants, the maximum height shall be twenty (20) feet, and the maximum area shall be eight (80) square feet.

4. Overlay Districts: If located within an Overlay District, the sign standards of that district apply.

C. Illumination

Freestanding post signs may be ~~externally~~ illuminated consistent with Section 11.1.8.

D. Zoning

Freestanding post signs are allowed in all zoning districts.

E. Landscaping

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

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).

Applied Dimension

Stenciled Aluminum


Image Set on Stems


Routed Sign-Foam


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

Transfer w/ Border & Applique on Glass

Paint or Flat Print Sign


Mixed Use/Synthetic

Conway, SC, jB+a Archives, and National Trust

5.2.1 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.

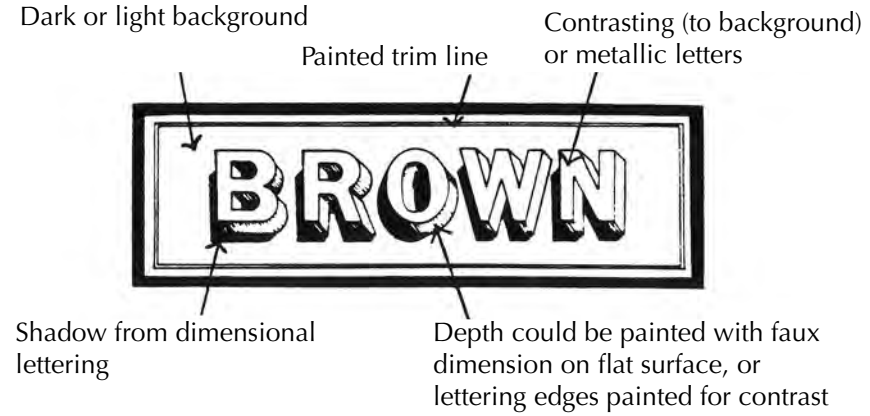
5.2.5 Any creative mix of sculptural layers of appropriate material.

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:



INAPPROPRIATE – Materials for Primary Sign in General

Vinyl 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).

5.2.8 Back-lit plastic light box or plastic neon-appearing signs should be avoided as Primary or Secondary Signs.

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).

jB+a: Photo Archives, 2008

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.

Fig. 3.6: Suggested Primary Sign Types

(A) Hanging "Blade" Sign ***(B) Flush Mounted Sign*** ***(C) Dimensional Sign***

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

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

DATE: July 26, 2023
ITEM: III.C

ISSUE:

16 Elm St (Cypress Inn): The applicant, Cypress Inn Property LLC, is requesting preliminary review on plans for a future building to be constructed beside 16 Elm St. (PIN 367-01-04-0042).

BACKGROUND:

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.

At the June 28th CAB meeting the board asked the applicant to

- Provide a rendering showing the new building in relation to the existing structures
- Update renderings to show the wrap around balconies with larger column posts
- Provide a larger scale gazebo entrance for more proportion
- Explore the option of shutters
- Provide a gable bump out on the Laurel St side to provided dimension
- Provide an ADA ramp on the renderings and elevations

The applicant has received City Council approval for the Hotel/Short term rental incentive and is excited to move forward with construction.

Updated renderings are included in your packet.

APPLICABLE STANDARDS:

City of Conway Unified Development Ordinance

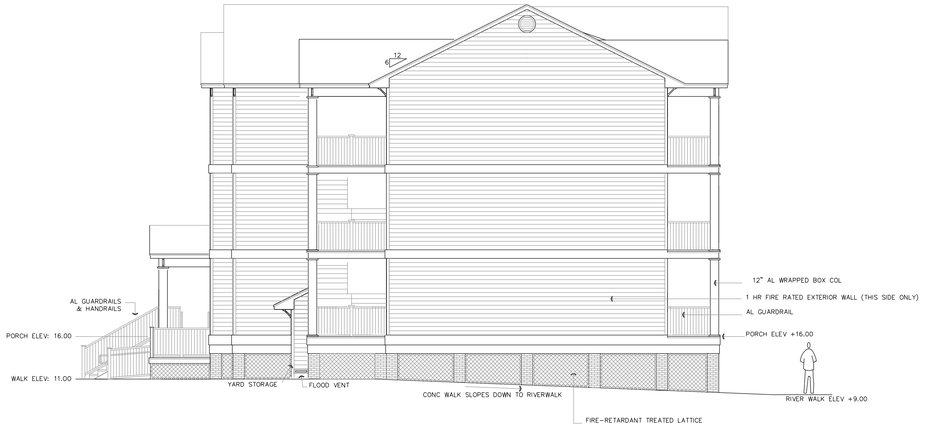
- Section 3.3.1-Special Use Districts
- Section 6.3.1-Non-Residential Architectural Design Standards
- Section 6.4.1- Special Use District Design Standards-WRD
- Section 6.6-General Design Standards
- Section 8.2-Parking Design Standards
- Section 9.3-Landscaping Design Standards

Historical Design Review District

- Section B, Ch 3: 3.4 The Downtown Environment
- Section B, Ch 4: 4.5 New Commercial Construction
- Section D, Ch 10: 10.5 WRD Roofs, Canopies and Roof Lines

STAFF RECCOMMENDATION:

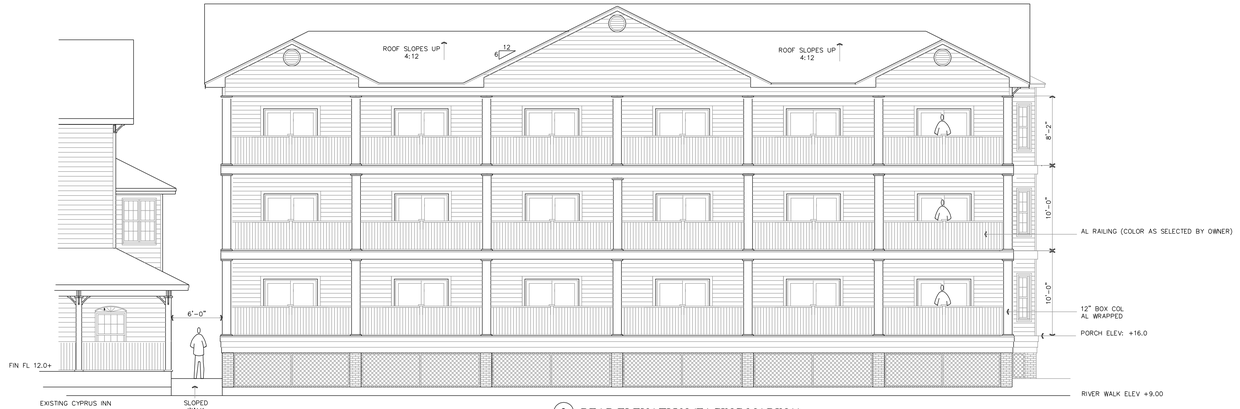
Staff recommends the board review the proposal carefully and give feedback.



4 RIGHT SIDE ELEVATION (FACING ORIGINAL BUILDING)
1/8 = 1-0

DROP PORCHED 4"

3 LEFT SIDE ELEVATION
1/8 = 1-0



2 REAR ELEVATION (FACING MARINA)
1/8 = 1-0

DROP PORCHED 4"

1 FRONT ELEVATION (FACING PARKING)
1/8 = 1-0

DROP PORCHED 4"

STATE OF SOUTH CAROLINA
JON L BOURNE
CONWAY SC
NO 2096
REGISTERED ARCHITECT

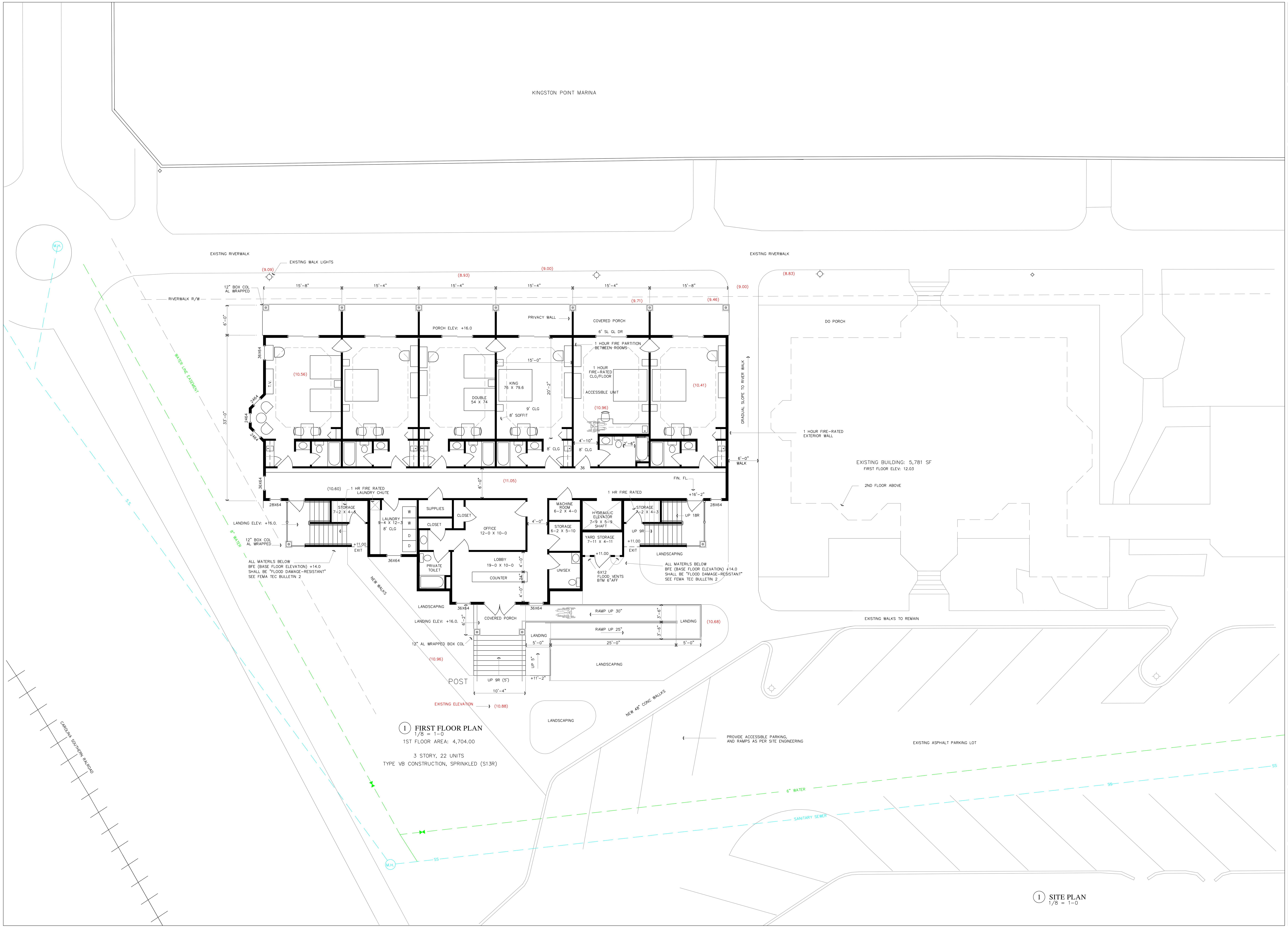
CYPRUS INN - BUILDING #2
RIVERFRONT DISTRICT
CONWAY SC

PRELIMINARY PLANS
NOT FOR CONSTRUCTION

JON L BOURNE - ARCHITECT
CONWAY SC - 843.347.2902
Email: Jbarch1@sccoast.net

JLB

PROJECT NO:	22-1041
DATE:	7-10-2023
REVISED:	
FILE:	
SHEET	3
OF 3	


KINGSTON POINT MARINA
EXISTING RIVERWALK
EXISTING WALK LIGHTS
RIVERWALK R/W
12" BOX COL AL WRAPPED
PORCH ELEV: +16.0
PRIVACY WALL
COVERED PORCH
6' SL GL DR
1 HOUR FIRE PARTITION BETWEEN ROOMS
1 HOUR FIRE-RATED CLG/FLOOR
ACCESSIBLE UNIT
KING 76 X 79.6
DOUBLE 54 X 74
9' CLG
8' SOFFIT
GRADUAL SLOPE TO RIVER WALK
1 HOUR FIRE-RATED EXTERIOR WALL
DO PORCH
EXISTING BUILDING: 5,781 SF
FIRST FLOOR ELEV: 12.03
2ND FLOOR ABOVE
1 HR FIRE RATED LAUNDRY CHUTE
STORAGE 7-2 X 4-3
LAUNDRY 9-4 X 12-3 8' CLG
SUPPLIES
CLOSET
OFFICE 12-0 X 10-0
LOBBY 19-0 X 10-0
COUNTER
PRIVATE TOILET
MACHINE ROOM 6-2 X 4-0
HYDRAULIC ELEVATOR 7-9 X 5-9 SHAFT
STORAGE 6-2 X 5-10
YARD STORAGE 7-11 X 4-11
UNISEX
1 HR FIRE RATED
LANDING ELEV: +16.0
EXIT
ALL MATERILS BELOW BFE (BASE FLOOR ELEVATION) +14.0 SHALL BE "FLOOD DAMAGE-RESISTANT" SEE FEMA TEC BULLETIN 2
6X12 FLOOD VENTS BTM 6"AFF
LANDSCAPING
NEW WALKS
COVERED PORCH
RAMP UP 30"
RAMP UP 25"
LANDING
12" AL WRAPPED BOX COL
POST
UP 9R (5')
EXISTING ELEVATION
EXISTING WALKS TO REMAIN
NEW 48" CONC WALKS
PROVIDE ACCESSIBLE PARKING, AND RAMPS AS PER SITE ENGINEERING
EXISTING ASPHALT PARKING LOT
CAROLINA SOUTHERN RAILROAD
6" WATER
SANITARY SEWER
WATER LINE EASEMENT

1 FIRST FLOOR PLAN
1/8 = 1-0
1ST FLOOR AREA: 4,704.00

3 STORY, 22 UNITS
TYPE VB CONSTRUCTION, SPRINKLED (S13R)

1 SITE PLAN
1/8 = 1-0

STATE OF SOUTH CAROLINA
JON L BOURNE
CONWAY SC
NO 2096
REGISTERED ARCHITECT

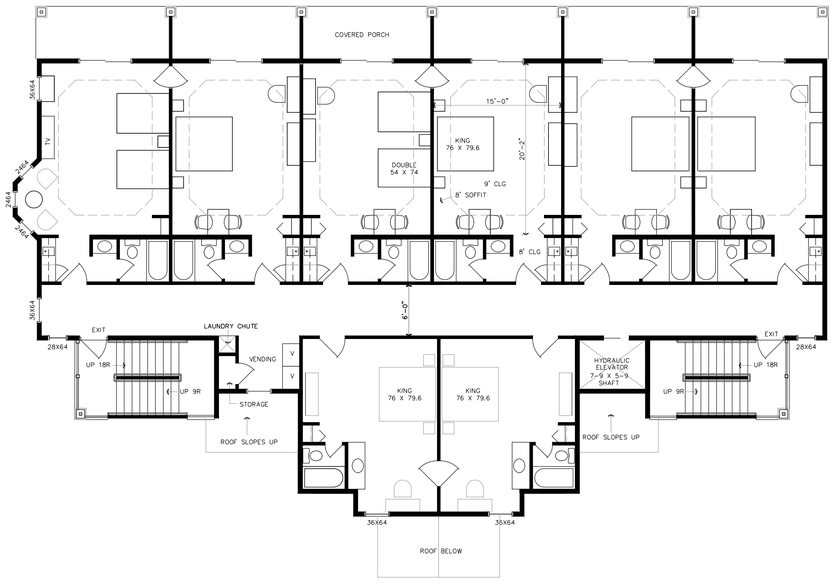
CYPRUS INN - BUILDING #2
RIVERFRONT DISTRICT
CONWAY SC

PRELIMINARY PLANS
NOT FOR CONSTRUCTION

JON L BOURNE - ARCHITECT
CONWAY SC - 843.347.2902
Email: jlbarch1@sccoast.net

JLB

PROJECT NO:	22-1041
DATE:	07-10-2023
REVISED:	
FILE:	
SHEET	1
OF 3	



1 SECOND FLOOR PLAN (THIRD FLOOR SIMILAR)
1/8 = 1-0
2ND FLOOR AREA: 4,515 SF
INCLUDES PORCHES

STATE OF SOUTH CAROLINA
JON L BOURNE
CONWAY SC
NO 2096
REGISTERED ARCHITECT

CYPRUS INN - BUILDING #2
RIVERFRONT DISTRICT
CONWAY SC

PRELIMINARY PLANS
NOT FOR CONSTRUCTION

JON L BOURNE - ARCHITECT
CONWAY SC - 843.347.2302
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JLB

PROJECT NO:	22-1041
DATE:	07-12-2023
REVISED:	
FILE:	
SHEET	2
OF 3	

Section 3.3 – Special Use Districts

3.3.1 Waccamaw Riverfront District (WRD)

The intent of the WRD District is to provide for the proper physical, social, and economic development of the City's riverfront area in order to protect, promote and improve the public health, safety, morals, convenience, order, appearance, prosperity, and general welfare, including but not limited to: safeguarding the cultural, scenic, economic, environmental, and social heritage of the Waccamaw Riverfront on behalf of the City, Horry County and South Carolina; providing for adequate light, air, and public open space; encouraging efficient and economic practices in the process of development and redevelopment; making adequate provision for pedestrian and vehicular traffic; supporting the wise and efficient expenditures of public funds promoting safe and proper drainage; protecting lives and properties from the hazards of flooding; safeguarding water quality; promoting attractive and economically beneficial community and architectural appearance; protecting valuable wetlands trees, and other vegetation; encouraging natural and environmentally sound shoreline stabilization, promoting economic prosperity for the district and the City, and providing for adequate public access to the river and its shores.

3.3.2 Planned Development District (PD)

The intent of the PD District is to provide for large-scale, quality development projects (three acres or larger) with mixed land uses which create a superior environment through unified development and provide for the application of design ingenuity while protecting surrounding developments. More specifically, the intent of the PD District is to permit:

A. Flexibility in design to take the greatest advantage of natural land, trees, historical and other features;
B. Accumulation of large areas of usable open space for recreation, preservation of natural amenities, and provision of community facilities;
C. Creation of a variety of residential and compatible neighborhood arrangements that give the home occupant greater choice in selecting types of environment and living units;
D. Clustering of one residential type for better use of land and open space;
E. Allowance of sufficient freedom for the developer to take a creative approach to the use of land and related physical development, as well as utilizing innovative techniques to enhance the visual character of the city;
F. Efficient use of land which may result in reduction in development and maintenances cost of street and utility systems;
G. Simplification of the procedure for obtaining approval of proposed developments through simultaneous review by the city of proposed land use, site consideration, lot and setback consideration, public needs and requirements, and health and safety factors.

3.3.3 Mixed Use Flexible Zone (MU)

The intent of the Mixed Use Flexible Zone is to encourage a mix of residential, professional and limited commercial development throughout the City of Conway that does not create excessive demands for vehicular parking. The requirements of the district are designed to promote mixed uses and provide a transition between residential and commercial properties and minimizing adverse effects to adjoining properties.

The Mixed Use District is a 'floating zone' which is defined as a zone that is described in the text of a zoning ordinance, but is unmapped (S.C. Code of Laws, Title 6, Chapter 29). Once a property is designated Mixed Use, it will then be mapped by amending the Official Zoning Map of the City of

6.3.1 Non-Residential Architectural Design Standards

A. **Intent:** Non-residential architectural design standards protect and enhance the aesthetic and visual character of various developments within the City of Conway. In particular, the purpose is to encourage and better articulate positive visual experiences throughout the City of Conway and to provide for economic growth and stability through the preservation of property values. The design review process is not intended to stifle innovative architecture but to assure respect for surrounding uses and reduce incompatible and adverse impacts on the visual experience.

B. **Historic Design Review Districts (HDRDs):** Properties located within the HDRDs shall be reviewed and approved by the Community Appearance Board (CAB) and shall meet the "Historic Design Review Districts: Community Appearance Guidelines".

C. **P, NC, HC, CC, CBD, GCO, and VCO:** Properties zoned P, NC, HC, CC, CBD, GCO, and VCO (exempting parcels zoned CP, FA, LI, and HI) that are located outside the HDRDs shall be reviewed and approved by the Planning Director and shall meet the following architectural design standards:

1. The architectural design, color, and material of a proposed structure, or structures, shall conform to community standards of good taste and design.
2. Proposed structures will contribute to the image of the City of Conway as a unique place of visual character, integrity, and quality.
3. All elevations of a structure shall be in harmony one with another in terms of scale, proportion, detail, material, color, and high design quality.
4. The side and rear elevations of buildings shall be visually attractive, especially where those side or rear elevations are most often viewed by the public. Rooflines and architectural detailing shall present a consistency in quality design.
5. All structures within a proposed development, including gasoline station canopies, shall utilize a uniform architectural theme and shall be designed to create a harmonious whole. It is not to be inferred that buildings must look alike to achieve a harmony of style. Harmony of style can be created through proper consideration of scale, proportion, detail, materials, color, site planning, and landscaping.
6. The scale of buildings and accessory structures (including canopies) shall be appropriate to the scale of structures located in the surrounding area. Canopies designed as domineering or overpowering architectural features shall not be permitted.
7. Long, monotonous facade design, including, but not limited to, those characterized by unrelieved repetition of shape or form, or by unbroken extension of line, shall not be permitted.
8. The architectural design and material finish of buildings, signage, gasoline pump canopies, and other necessary structures shall be compatible with one another and surrounding structures.
9. Color combinations of paints and stains shall be complimentary. In general, no more than three different colors per building shall be permitted.
10. Materials shall express their function clearly and honestly and shall not appear as materials which are foreign to the character of the rest of the building.
11. Any building exterior elevation shall consist of architectural materials which are equal in quality, appearance, and detail to all other exterior elevations of the same structure. Nothing in this section shall preclude the use of different materials

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

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

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

Section 6.4 – Special Use District Design Standards

6.4.1 Waccamaw Riverfront District (WRD)

The Waccamaw Riverfront District defines the area south of Second Avenue and east of Beaty Street. Historically a manufacturing and rail transportation corridor, it is important to honor the area's past while continuing to support new quality development. The purpose of this district is to help increase the economic vitality of the downtown, enhance the riverfront approach, provide opportunity for new mixed-use development, provide for the public's use and enjoyment, and to provide for the protection of the river bank.

New buildings and uses that locate in the Waccamaw Riverfront District should be of pedestrian scale and orientation; ensure the public's visual access and enjoyment of the river; evoke a feeling of the industrial and transportation history of the area; include design orientation both to the river and to the public way; and integrate public outdoor activity.

The area's configuration is linear and narrow and provides limited potential for on-site vehicular circulation or storage. It's an area primarily served and occupied by people, not vehicles, although some provision has been made for public and private parking. Uses in the Waccamaw Riverfront District are not to be automobile-oriented or dependent. *[Amended 2/18/19 #ZA2019-02-18 (C)]*

A. Sub-districts

The Waccamaw Riverfront District is divided into two sub-districts for zoning purposes: WRD-1 and WRD-2, as shown on the Official Zoning Map.

B. Dimensional Requirements

The following requirements shall apply to all new buildings, uses, or development in the Waccamaw Riverfront District.

1. Minimum lot area: Five-thousand (5,000) square feet.
2. Minimum front yard: Five (5) feet from edge of pavement or curb.
3. Minimum side yard. Zero (0) feet. Minimum of twenty feet between buildings.
4. Minimum rear yard:
    a. Ten (10) feet measured from top of bank.
    b. Fifteen (15) feet setback when the river easement does not apply.
    c. Twenty-five (25) feet setback is required when a river easement is required (see Section E.2).
5. Flexibility in setbacks for properties adjacent to the Riverwalk may be needed to allow for creativity in site design and building placement, if approved the Planning Department. Property owners and/or developers shall be able to reduce their setbacks and distances between adjacent buildings, as to be determined on a case-by-case basis by the Planning Department.
6. No development shall be allowed in the existing rail road right-of-way.
7. Specific uses in water to be approved by the Conway City Council.

C. Waccamaw Riverfront HDRD Design Guidelines

All new or infill developments within the Waccamaw Riverfront District are required to follow the City of Conway's Community Appearance Guidelines, and must be reviewed by the City of Conway's Community Appearance Board (CAB).

D. Mixed Use Requirements for WRD-1

1. In order to stimulate pedestrian activity and public access within the WRD-1 District, (front or facade-facing ground level) of any new or redeveloped building or buildings must be devoted to one or more of the permitted uses listed in Article 4 for WRD. This front ground level space must maintain an open interior space in the front of the unit which is equal in depth to the interior width of the building. The depth shall be measured from the plane of the front façade, not the entrance door. In the event that multiple storefronts are used in combination for a development, this calculation shall be the greatest width of the individual storefronts used, not the total width. The rear of the first floor, as well as the second floor may include any permitted use of the district, provided that all other building and development requirements are met.
   a. Multi-family residential shall be located on the second floor only.
   b. Office-related uses are permitted as a secondary use in conjunction with another permitted use but not as a standalone use in WRD-1. *[Amended 6.21.21 ZA# 2021-06-21 (B)]*

2. Manufacturers of fine crafts, where the products are manufactured and sold onsite, are permitted as accessory uses in the Waccamaw Riverfront District, as specified in Article 4 – Use Tables. *[Amended 5/20/19 #ZA2019-05-20 (E)]*

E. Riverfront District Regulations

1. Standards for Development Site Review.
   a. All new construction requiring a zoning permit shall have underground utility service from the nearest utility pole, including electric, cable television, and telephone service, unless this requirement is waived by the Technical Review Committee.
   b. Structures, uses, and landscaping shall be arranged so not to interfere with the continued, active use of railroad facilities by present and future rail operators.
   c. Sites shall be designed to accommodate persons with disabilities.
   d. Landscaping shall be in compliance with Article 9.
   e. With respect to vehicular, bicycle, and pedestrian circulation, special attention shall be given to the location and number of access points to the public street, sidewalk, or path, to the arrangement of parking areas, to service and loading areas, and to the location of accessible routes and ramps for the disabled. Common or shared driveways and walkways will be required.
   f. Special attention shall be accorded to stormwater runoff so that the neighboring properties and/or the public stormwater drainage system are not adversely affected. Attention shall also be accorded to design features which address the affects of rain with particular attention to affects on the areas between buildings.

2. Riverfront Development Standards
   a. Each approved application for development shall provide a Riverwalk area between the mean high-water mark of the river and all proposed structures and parking areas. The Riverwalk area shall be continuous, except as set forth in Section 6.4.1, and be no less than twenty-five feet (25') in depth across the river frontage of the property, such Riverwalk area being measured from, the mean high-water mark. Where lagoons and drainage swales occupy a substantial portion of the Riverwalk area because of natural land forms or drainage patterns additional width and/or vegetation may be required.

b. If existing pilings can be established and recognized as usable for the boardwalk by the appropriate state and federal agencies, then the twenty-five feet (25') Riverwalk area can extend beyond the mean high-water mark. The Technical Review Committee will review the feasibility and desirability of these extensions on a case-by-case basis. *[Amended 2/18/19 #ZA2019-02-18 (C)]*

3. Signage
   a. Signage shall be in compliance with the requirements of Article 11 and the Waccamaw Riverfront HDRD Design Guidelines.

6.4.2 Planned Development District

A. Minimum Development Standards
1. A Planned Development project area shall contain a minimum of three (3) contiguous acres of land.
2. The minimum lot size, maximum lot coverage, maximum height, maximum density, street width, and setbacks in a Planned Development shall meet general health, safety, and welfare requirements and be in harmony with good planning practices as determined by the Planning Commission.

B. Common Open Space Requirements
1. Developments which require the dedication of Open Space shall adhere to the standards in Section 10.3.9, Parks and Open Space Dedication.

C. Utilities, Services, and Easements
1. Structures within a Planned Development shall be connected to city water and sewer lines and all utility lines shall be placed underground. Adequate provisions to maintain on-site and off-site drainage shall be provided. Adequate provisions for utility and drainage easements shall be provided.

D. Access and Circulation
1. A circulation system shall be designed so as to provide for safe and convenient access to dwelling units, open space, community facilities, commercial uses, and industrial uses in the Planned Development.
2. Principal vehicular access points shall be designed to permit smooth traffic flow and minimum hazards to vehicular, bicycle, or pedestrian traffic.
3. Cul-de-sacs and dead-end streets shall be prohibited unless no other reasonable alternative is available (See Section 7.1.11). The use of cul-de-sacs solely for the purpose of increasing street frontage in order to provide additional lots shall be prohibited.
4. Adequate access and circulation for emergency and service vehicles shall be provided, in accordance with applicable fire code(s).
5. Sidewalks and bicycle lanes shall be designed to meet the requirements of Section 7.1.

E. Application and Approval of Planned Developments
1. Prior to a formal application being filed to rezone property to Planned Development, a sketch plan shall be submitted to the Planning Department. Such sketch plan shall illustrate the boundaries of the proposed area to be rezoned to Planned Development; the proposed land uses, a proposed lot layout and street configuration, estimated gross densities, and estimated useable open space.
2. The proposed sketch plan shall be submitted to the Planning Commission with a staff recommendation as to whether the proposed design concept is consistent with the

Section 6.6 – General Design Standards

6.6.1 Outdoor Lighting

A. Nonresidential and multifamily buildings and projects, including outparcels, shall be designed to provide safe, convenient, and efficient lighting for pedestrians and vehicles. Lighting shall be designed in a consistent and coordinated manner for the entire site. The lighting and lighting fixtures shall be integrated and designed so as to enhance the visual impact of the project on the community and/or should be designed to blend into the surrounding landscape. Lighting design and installation shall ensure that lighting accomplishes on-site lighting needs without intrusion on adjoining properties.

B. Applicability

The requirements of this section shall apply to all nonresidential or multifamily development, as well as all residential subdivision development.

C. Exempt

1. The following activities are exempt from the requirements of this Section.
    a. Outdoor lights used for a temporary event are permitted through a Temporary Use Permit.
    b. Outdoor lights used exclusively for recreational activities, concerts, plays or other outdoor events that are open to the public, provided that the event or function meets all other applicable requirements in this UDC. Such lighting shall be located at least 50 feet from any adjoining residential district or use.
2. Outdoor lighting exempt from the Section shall only be illuminated while the activity takes place and during high traffic periods immediately before and after the event.

D. Lighting Plan

A site lighting plan shall be required as part of the application review for all areas proposed for illumination that exceeds 40,000 square feet in area. Projects with multiple areas proposed to be illuminated (such as separate parking lots) shall submit a site lighting plan if the sum of the multiple areas exceeds 40,000 square feet.

E. Site Lighting Design Requirements

Lighting shall be used to provide safety while accenting key architectural elements and to emphasize landscape features. Light fixtures shall be designed as an integral design element that complements the design of the project. This can be accomplished through style, material or color. All lighting fixtures designed or placed so as to illuminate any portion of a site shall meet the following requirements:

1. Fixture (Luminaire)
    a. The light source shall be completely concealed behind an opaque surface and recessed within an opaque housing and shall not be visible from any street right-of-way or adjoining properties. Overhead lighting fixtures shall be designed to prevent light from emitting upwards towards the sky.

b. Under canopy lighting fixtures should be completely recessed within the canopy.

2. Fixture Height
   a. Lighting fixtures shall be a maximum of forty (40') feet in height within the parking lot and shall be a maximum of fifteen (15') feet in height within non-vehicular pedestrian areas. All light fixtures located within fifty (50') feet of any residential use or residential property boundary shall not exceed fifteen (15') feet in height.
   b. The Planning Director may allow fixtures above this height to provide internal lighting for stadiums, arenas, and similar facilities.

3. Light Source (Lamp)
   a. Incandescent, florescent, metal halide, or color corrected high-pressure sodium are preferred. The Planning Director shall have the authority to approve other lamp types (including light emitting diodes (LEDs) and fiber optics) provided the color emitted is similar to the preferred types. Non color corrected high pressure sodium lamps are prohibited.
   b. The same light source type must be used for the same or similar types of lighting on any one site throughout any development.

4. Mounting. Fixtures shall be mounted in such a manner that the cone of light is contained on-site and does not cross any property line of the site.

5. Limit Lighting to Periods of Activity. The use of sensor technologies, timers or other means to activate lighting during times when it will be needed may be required by the Planning Director to conserve energy, provide safety, and promote compatibility between different land uses.

F. Illumination Levels

1. All site lighting shall be designed so that the level of illumination as measured in foot-candles (fc) at any one point meets the standards in Table 6.4 with minimum and maximum levels measured on the pavement within the lighted area and average level (the overall generalized ambient light level), measured as a not-to-exceed value calculated using only the area of the site intended to receive illumination.
2. The maximum level of illumination at the outer perimeter of the site or project shall be 0.5 foot-candles when abutting a residential zoning district and 5.0 foot-candles when abutting all other districts and/ or streets.

Table 6.4: Light Levels for Different Types of Lighting

Light Levels (Foot Candles)			
Type of Lighting	**Minimum**	**Average**	**Maximum**
Architectural Lighting	0.0	1.0	5.0
Canopy Area Lighting	2.0	10.0	15.0
Multifamily Parking Lot	0.2	1.0	8.0
Nonresidential and Multifamily Entrances	1.0	5.0	15.0
Nonresidential Parking Lot	0.2	1.5	10.0
Storage Area (security lighting)	0.2	1.0	10.0
Vehicle Sales and Display	2.0	3.0	15.0
Walkways, Landscape or Decorative Lighting	0.2	0.8	5.0

G. Excessive Illumination

1. Lighting within any lot that unnecessarily illuminates and substantially interferes with the use or enjoyment of any other property is prohibited. Lighting unnecessarily illuminates another lot if it exceeds the requirements of this Section.
2. All outdoor lighting shall be designed and located such that the maximum illumination measured in footcandles at the property line does not exceed 0.2 on neighboring residential uses, and 0.5 on neighboring commercial sites and public rights-of-way.
3. Lighting shall not be oriented so as to direct glare or excessive illumination onto streets in a manner that may distract or interfere with the vision of drivers on such streets.
4. Fixtures used to accent architectural features, landscaping or art shall be located, aimed or shielded to minimize light spill into the night sky.

6.6.2 Mechanical Equipment, Dumpster, Recycling, and Trash Handling

A. Applicability

This section shall apply to all residential and non-residential development, light industrial, and heavy industrial use. This includes any outdoor type of trash container or recycling container that is larger than the 95-gallon roll-out carts used by the City of Conway for weekly domestic pickup except in the case where a site uses more than one 95-gallon trash container.

B. Location

All mechanical equipment (including heating or air conditioning units and other mechanical equipment) and trash handling facilities shall be located on the same lot as the use served unless shared facilities are approved. The location of all utilities and trash handling facilities shall be in the rear or side yards. No such facilities shall be located in the required street yard.

C. Screening

1. All ground level mechanical equipment (including heating or air conditioning units and other mechanical equipment) and trash-handling facilities shall be completely screened from the public right-of-way and adjacent properties pursuant to Section 9.3. Mechanical equipment on rooftops shall be screened from the view of the public street.
2. A wall, solid wood fence, evergreen hedge, earth berm, or any combination thereof may be provided to obscure such facilities pursuant to Section 9.4.1; however, when the service side of the particular facility faces any property line, a minimum six (6) foot wall or solid wood fence with gates or doors shall be provided.
3. Landscaping of the entire service area shall be installed in accordance with the landscape buffer requirements listed in Section 9.3.

D. Access

1. All required trash handling facilities shall be designed with appropriate means of access to a street or alley in a manner that will least interfere with traffic movement, and will most facilitate the service of the facilities.

E. Utilization

1. Space allocated to any trash handling facilities shall not be used to satisfy the space requirements for off-street parking or loading facilities, nor shall any parking or loading spaces be used to satisfy the space requirements for any trash handling facility.

F. Performance

1. All trash handling facilities shall be designed to prevent wind-blown debris from leaving the site.
2. All food-related businesses shall provide water quality treatment in conformance with applicable standards and design guidelines for runoff from trash handling facilities.

G. Additional Requirements

1. The Technical Review Committee may impose additional requirements as necessary to protect public health and safety.

Section 8.2 – Design Standards

8.2.1 General Design Standards

A. Unless no other practicable alternative is available, any off-street parking area shall be designed so that, without resorting to extraordinary movements, vehicles may exit such areas without backing onto a public street.

B. No parking is allowed in yards or landscaping between the hours of 11:00 p.m. and 8:00 a.m.

C. Every off-street parking space shall be arranged so that any vehicle may be moved into and out of such space without moving another vehicle.

D. Circulation areas shall be designed so that vehicles can proceed safely without posing a danger to pedestrians and without interfering with parking areas.

E. All open off-street parking areas, except for single family, two-family and townhouse dwellings, shall provide concrete curb and gutter per approval of the Technical Review Committee to ensure that no portion of a vehicle encroaches into the required setback. Plans for surfacing and drainage of driveways and stalls for five (5) or more vehicles shall be submitted to the Technical Review Committee for review. All plans shall be subject to the Technical Review Committee's written approval.

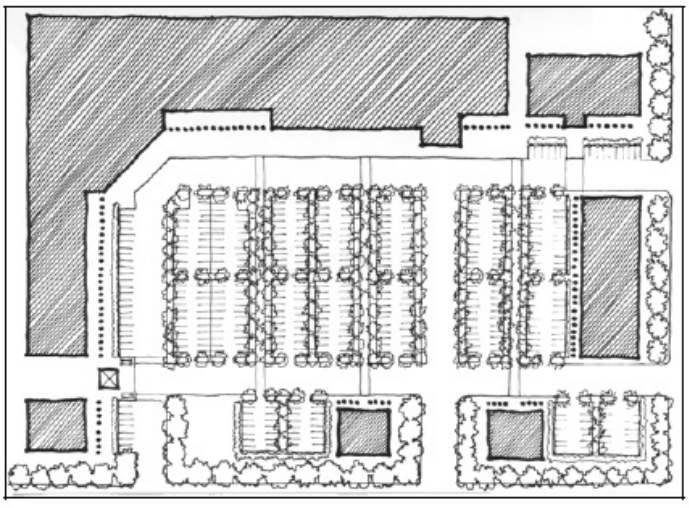
F. Any lighting used to illuminate an off-street parking area shall be hooded and so arranged as to reflect the light away from adjoining property, abutting residential uses and public rights-of-way.

G. All open, non-residential off-street parking areas of five (5) or more spaces shall be screened and landscaped from abutting or surrounding residential districts.

H. All commercial driveway and parking areas shall be paved with asphalt, concrete, brick pavers, or alternative paving surfaces except for areas used for overflow, special events, and peak parking.

8.2.2 Parking Lot Design

Parking lots (over 100 parking spaces) shall have designated landscaped pedestrian/ bike pathways to improve pedestrian and bicycle connections and safety.



8.2.3 Handicapped Accessible Parking Requirements

A. Regulations and dimensions for handicapped parking spaces shall be per requirements of the Americans with Disabilities Act (ADA) (Public Law 101-136) and Building Code adopted by the City of Conway or the State of South Carolina.

1. Required Number. The required number of handicapped accessible spaces, which must be provided on-site, shall be as provided in Table 8.1. In some instances, ANSI requirements may be used to calculate required spaces, and whichever is more restrictive shall be used to calculate required spaces.

   ADA spaces shall count toward the requirements for off-street parking as specified in Table 8.3. In addition, handicapped van spaces are required at a rate of one van space for each eight (8) handicapped spaces required, with a minimum of one.

2. Locations. Accessible parking spaces serving a particular building shall be located on the shortest accessible route of travel from adjacent parking to an accessible entrance. In parking facilities that do not serve a particular building, or buildings with multiple entrances, accessible parking shall be located on the shortest accessible route of travel to an accessible pedestrian entrance of the parking facility.

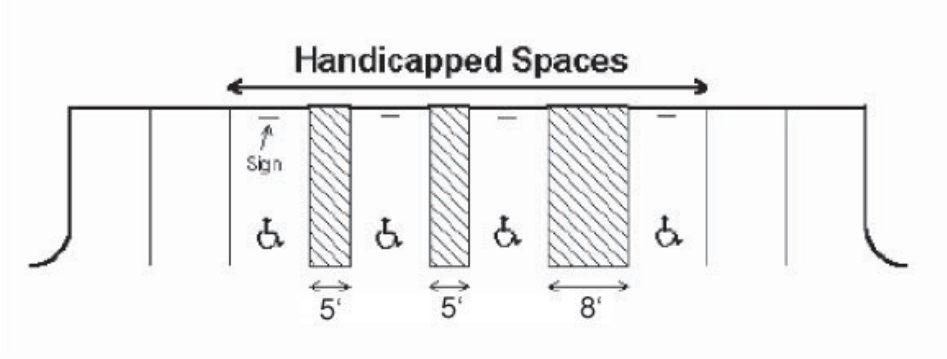
3. Dimensions. Accessible parking spaces shall be at least nine (9) feet wide by nineteen (19) feet in depth. Accessible parking spaces must have a minimum five (5) foot-wide access aisle. For van spaces, the width of the parking space shall be at least eleven (11) feet wide with a minimum five (5) foot wide access aisle. Parking access aisles shall be part of an accessible route to the building or facility entrance; two accessible parking spaces may share a common access aisle.

4. Signs. Accessible parking spaces shall be designated as reserved by a sign showing the symbol of accessibility, per applicable state law requirements. Such signs shall be located so that they cannot be obscured by a vehicle parked in that space.

Table 8.1: ADA Parking Requirements

Total Parking in Lot	Required Minimum Number of Accessible Spaces
1 to 25	1
26 to 50	2
51 to 75	3
76 to 100	4
100 to 150	5
151 to 200	6
201 to 300	7
301 to 400	8
401 to 500	9
501 to 1000	2% of total
1,001 and over	20, plus 1 for every 100 spaces over 1,000

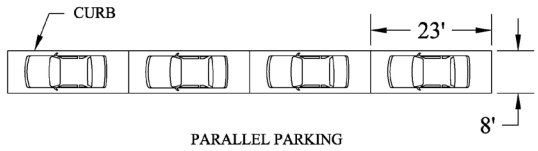
ADA Spaces Detail



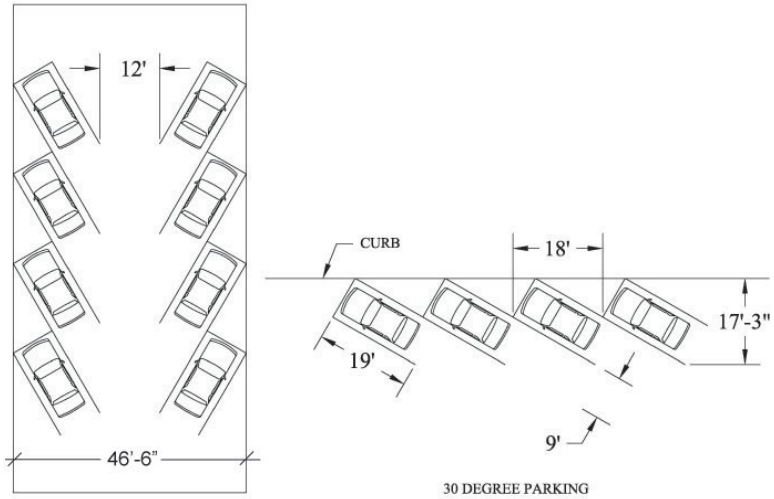
8.2.4 Minimum Parking Space and Aisle Dimensions

A. **One-way traffic flow:**

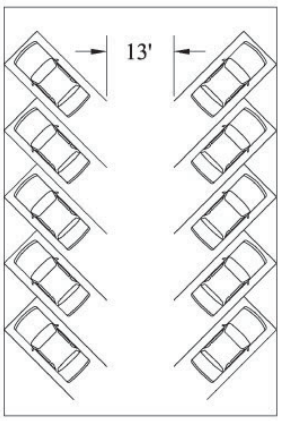
1. Parallel: Aisle Width: Twelve (12') feet
   Stall Dimensions: Eight (8') feet by twenty-three (23') feet

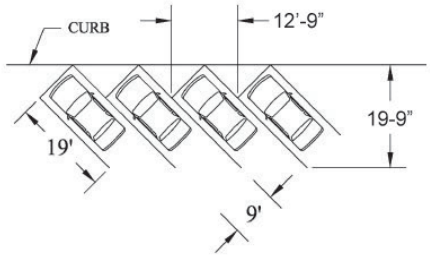


2. Thirty (30) Degree: Aisle Width: Twelve (12') feet
   Stall Dimensions: Nine (9') feet by nineteen (19') feet
   Angular Parking Dimension: Seventeen (17') feet, three (3") inches



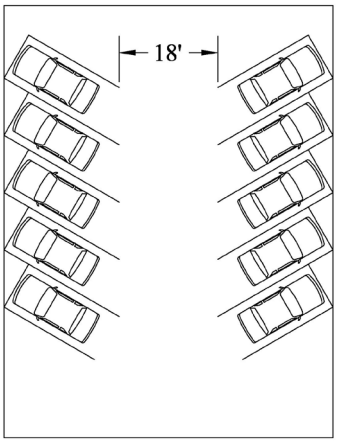
3. Forty-Five (45) Degree: Aisle Width: Thirteen (12'-9") feet
   Stall Dimensions: Nine (9') feet by nineteen (19') feet
   Angular Parking Dimensions: Nineteen (19') feet, eight (9")

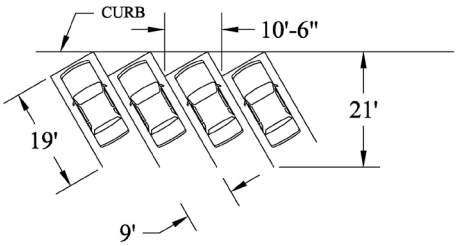




45 DEGREE PARKING

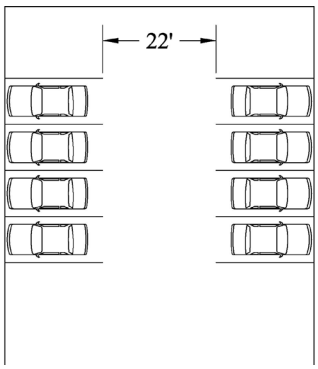
4. Sixty (60) Degree: Aisle Width: Eighteen (18') feet
   Stall dimension: Nine (9') feet by nineteen (19') feet
   Angular Parking Dimension: Twenty-one (21') feet

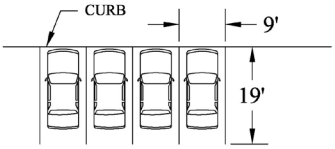




60 DEGREE PARKING

5. Ninety (90) Degree: Aisle Width: Twenty-two (22') feet
   Stall Dimensions: Nine (9') feet by nineteen (19') feet
   Angular Parking Dimension: Nineteen (19') feet

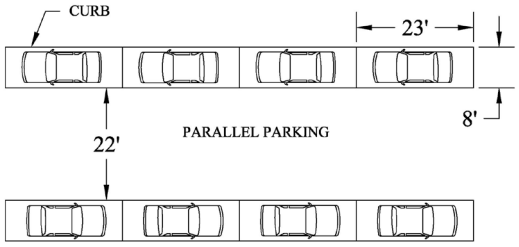




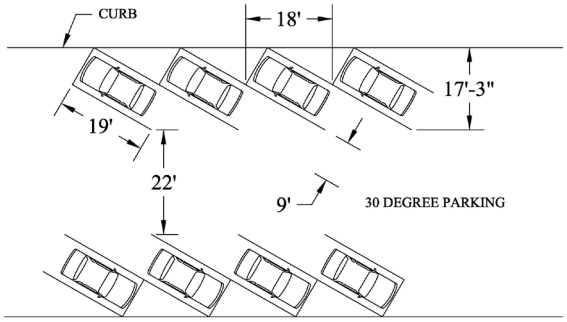
90 DEGREE PARKING

B. **Two-way traffic flow:**

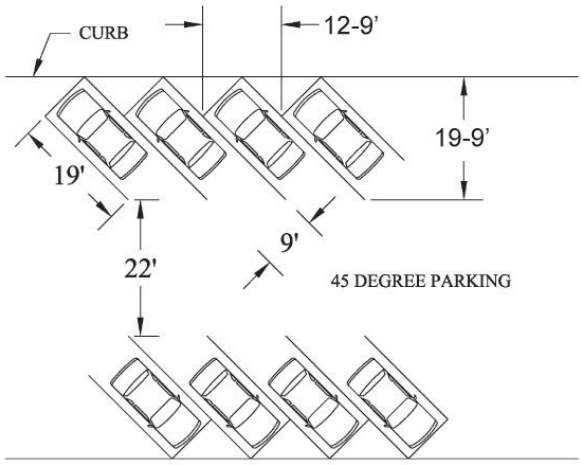
1. Parallel: Aisle Width: Twenty-two (22') feet
   Stall dimensions: Eight (8') feet by twenty-three (23') feet
   Parallel Parking Dimension: Eight (8') feet



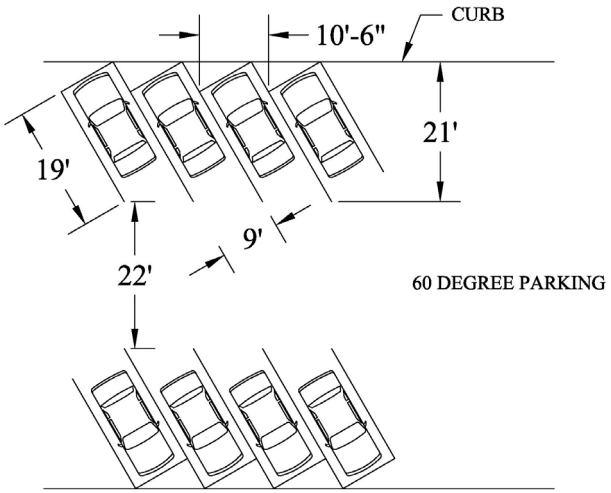
2. Thirty (30) Degree: Aisle Width: Twenty-two (22') feet
   Stall Dimensions: Nine (9') feet by nineteen (19') feet
   Angular Parking Dimension [two (2) spaces]: Thirty-four (34') feet, six (6") inches



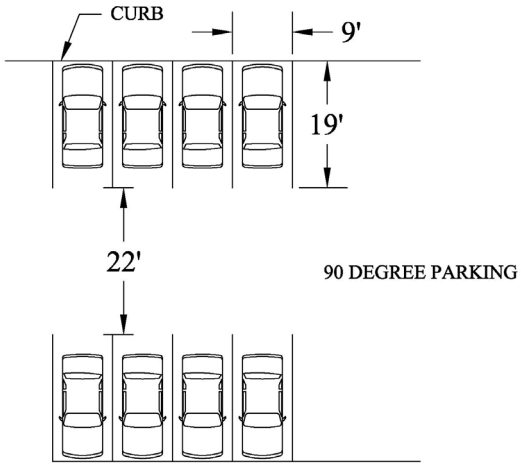
3. Forty-five (45) Degree: Aisle Width: Twenty-two (22') feet
   Stall Dimensions: Nine (9') feet by nineteen (19') feet
   Angular Parking Dimension [two (2) spaces]: Thirty-nine (39') feet, four (4") inches



4. Sixty (60) Degree: Aisle Width: Twenty-two (22') feet
   Stall Dimensions: Nine (9') feet by nineteen (19') feet
   Angular Parking Dimension [two (2) spaces]: Forty-two (42') feet



5. Ninety (90) Degree:
   Aisle Width: Twenty-two (22) feet
   Stall Dimensions: Nine (9') feet by nineteen (19') feet
   Angular Parking Dimension [two (2) spaces]: Thirty-eight (38') feet



8.2.5 Paving Surfaces

A. **Typical Paving Surfaces**. The paving surface of all on-site and off-site parking areas shall be a dust free, all weather material (i.e. asphalt, concrete, brick pavers). The paving surface shall have the parking stalls, loading and unloading zones, fire lanes and any other applicable designations delineated in white or yellow paint.

B. **Alternative Paving Surfaces**. Alternative paving surfaces include pervious paving, concrete pavers, and similar materials shall be acceptable with the approval of the Technical Review Committee.

1. Any non-paved surface used for overflow, special events, and peak parking that cannot be maintained with healthy, living turf grass or similar ground cover shall be paved with pervious pavement or brick pavers.

2. Pervious pavers or concrete, stabilized grass lawn, or other pervious parking surfaces may be permitted for specific uses as set forth below.

3. All driveways, access aisles and parking spaces (excluding handicapped) may be surfaced with grass lawn or other pervious parking surface for the following:
    a. Uses within or near environmentally sensitive areas.
    b. Uses which require parking on an average of less than five days per week during a month;
    c. Parks, playgrounds, ballfields, football and baseball stadiums, fairgrounds, and other similar outdoor recreation areas; and
    d. Surplus parking areas above the required number of parking spaces (see Section 8.2.10, Parking Requirements for Specific Uses).

8.2.6 Wheelstop Requirements

A. Wheelstops shall be required in all handicapped parking spaces.

B. Wheelstops shall be required in all parking spaces that abut sidewalks and parking spaces that abut landscape areas where the parking area does not contain curbing.

C. Wheelstops shall be located thirty (30) inches on center from the front of the parking space. The stop shall be a minimum of four (4") inches in height and shall have the capacity to stop both wheels of a vehicle. Parking Spaces abutting sidewalk can eliminate wheelstops only by providing a two (2) foot green space between the curb and required landscape areas. Green space may be counted in required buffer; however, required plants cannot be placed within the two (2) foot green space; in the case where the two (2) foot buffer is used parking spaces can be 9x17 in size. (See Figure 1 below).

D. Wheelstop requirements can be waived if the sidewalk in front of the parking space is at least six (6) feet in width and is raised at least four (4) inches.

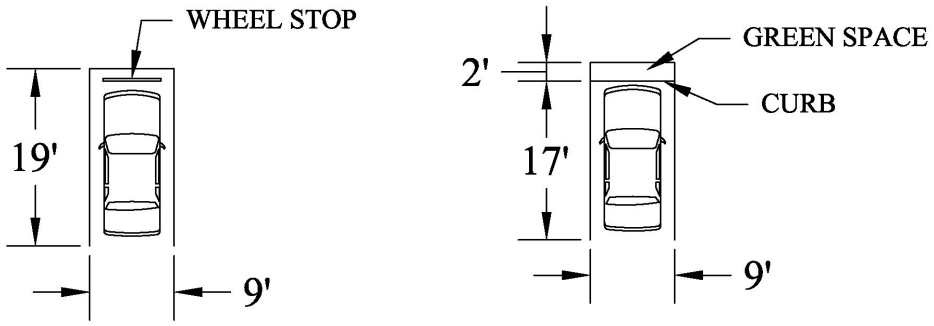


Figure 1

8.2.7 Entrance and Exit Curb Cuts

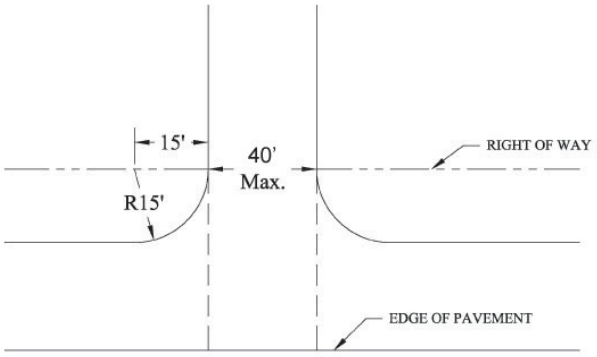
All curb cuts on public streets shall meet the following requirements:

A. **Maximum**. A maximum of one (1) driveway per lot shall be permitted. Additional driveways may be permitted with the approval of the TRC and/or SCDOT. Curb cuts shall not exceed forty (40) feet in width.

B. **Application**. Parcels zoned HC, LI, or HI, which share frontage with residential neighborhoods on a residential local street, residential cul-de-sac, or residential alley shall be permitted a curb cut onto such street classification upon review and approval of the Technical Review Committee, and approval by Planning Commission and City Council if it involves a major subdivision or extension of a roadway. If a parcel fronts on a major arterial, minor arterial, collector, sub-collector, non-residential local, non-residential cul-de-sac, and non-residential alley, curb cuts which meet all other applicable requirements set forth herein shall be permitted. Street classifications are defined in Section 7.1.3.

C. Curb cuts shall not intersect a sight triangle and shall not be located within twenty-five (25') feet of another curb cut.

D. The required minimum radius shall be fifteen (15') feet as illustrated in the figure below.



8.2.8 Off-Premises Parking

Required off-street parking spaces may be located off-premises provide the following requirements are met:

A. A minimum of seventy-five (75%) percent of all required parking spaces shall be located on the premises for which the use is located, and a maximum of twenty-five (25%) percent of such required parking spaces may be located on one (1) off-premise parking area. Off-premise parking areas and the premises on which the use is located shall be separated by a maximum of two hundred (200) feet. Such distance shall be measured between the closest point of such off-premise parking area and the most direct public access walking route.

B. The property owner of off-premises parking areas shall restrict the use of land for such off-premise parking by means of a properly recorded deed restriction, which shall require the written consent of the City of Conway to release such property from the restriction. Such restriction shall be in effect for as long as the use which requires such off-premises parking exists, or other parking arrangements are made.

C. Off-premises parking areas shall be permitted in any zoning district where the use served by such off-premise parking is permitted.

D. Paved sidewalks from the off-premises parking area to the use such off-premise parking serves shall be required at the owner's expense. Such sidewalks shall be constructed to SCDOT Standards.

E. Off-premise parking areas shall be clearly designated by appropriate signage indicating the use served by such off-premise parking. Such signage shall adhere to requirements set forth in Article 11.

F. Off-premise parking areas shall meet all requirements for on-premise parking including but not limited to parking design standards, landscaping requirements, signage, and design review requirements.

8.2.9 Joint-Use Parking

A. Certain adjacent developments/businesses may be permitted to make joint utilization of a maximum of fifty (50%) percent of the required parking spaces, as required in Section 8.2.10, provided the peak hours of attendance of one use is during the time the adjacent use is not in operation. Such situations shall include, but are not limited to, religious institutions, theaters, or assembly halls where the peak hours of attendance are at night or on weekends, and the adjacent use is closed at night or on weekends. The shared parking areas shall be interconnected by vehicular access ways and/or sidewalks. If adjacent uses utilizing shared parking change to where the hours of peak operation are the same, the total required number of parking spaces for each use shall be installed to meet the standards set forth herein. Joint -parking agreements between the entities utilizing joint-use parking shall be submitted to the City of Conway for review and approval.

B. A joint-use parking plan shall be enforced through written agreement among the owners of record. An attested copy of the agreement shall be submitted to the Horry County Register of Deeds for recordation. Proof of recordation of the agreement shall be presented to the Conway Planning Department prior to issuance of a Building Permit. A parking agreement may be revoked by the parties to the agreement only if off-street parking is provided pursuant to this Section or if an alternative parking plan is approved by the Planning Commission and Planning Department Staff.

8.2.10 Master Parking Plan for Institutional Uses

The Conway Planning Commission may authorize a reduction in the number of required off-street parking spaces for campuses that have different peak parking demands or different operating hours. Parking plans shall be subject to the following standards:

A. **Location**. Off-street parking spaces shall be located no farther than 200 feet from the closest point of such parking area and the most direct public access walking route. The Planning Commission may waive this distance limitation, if written assurances are made that van, shuttle or other acceptable methods or means shall be operated between the lot and the principal use.

B. **Zoning Classification**. Parking areas shall be considered accessory uses of principal uses that the parking spaces are intended to serve. Parking areas must be the same or a more intensive zoning classification than the zoning classification of the building or grounds area that is to be served.

C. **Required Study and Analysis**. The applicant shall submit a shared parking analysis to the Planning Commission that clearly demonstrates the feasibility of the proposed parking arrangement. The study shall address, at a minimum, the size and type of the proposed development, the composition of tenants, the anticipated rate of parking turnover, and the anticipated peak parking and traffic loads for all uses that shall be sharing off-street parking spaces. The Planning Commission shall have the authority to require a revised study and analysis should conditions change that may result in a change in site parking conditions.

D. **Revocation**. Failure to comply with the parking provisions of this Section shall constitute a violation of the Conway UDO and shall specifically be cause for revocation of a Certificate of Occupancy.

E. **Periodic Review**. The Planning Department may require review of parking plans and amendments as needed.

8.2.11 Queuing Lanes

In addition to the number of spaces required in Section 8.2.12, uses which provide drive-thru services shall provide queuing lanes to accommodate the stacking of vehicles. A nine (9') feet by nineteen (19') feet area shall be provided for each car length required in Table 8.2.

Table 8.2: Queuing Lane Requirements

TYPE OF USE	NUMBER OF CAR LENGTHS
Restaurants	8 car lengths per window
Financial Institutions	4 car lengths per window or automated teller machine
Dry Cleaners	4 car lengths per window
Car Washes	5 car lengths per automatic wash bay; 3 car lengths per manual wash bay
Retail Establishments	4 car lengths per window

8.2.12 Parking Requirements for Specific Uses

Off-street vehicle parking areas shall be provided for every use here after established. The following table sets forth the use classifications and the minimum number of spaces required for each classification.

Table 8.3: Parking Requirements

Type of Use	Minimum Parking Required	Maximum Parking Allowed
Residential Uses		
Single-family attached	2 spaces per unit.	N/A
Two family dwelling (duplex)	2 spaces per unit.	Three spaces per unit.
Residence within building containing a non-residential use	One space per unit.	1.5 spaces per unit.
Apartment, One Bedroom	1.5 spaces per unit plus 0.1 per unit for guest space.	2 spaces per unit plus 0.2 per unit for guest space.
Apartment, Two Bedroom	1.5 spaces per unit plus 0.1 per unit for guest space.	2 spaces per unit plus 0.2 per unit for guest space.
Apartment, Three Bedroom	2 spaces per unit plus 0.2 per unit for guest space.	3 spaces per unit plus 0.2 per unit for guest space.
Apartment, Four Bedroom	3 spaces per unit plus 0.2 per unit for guest space.	4 spaces per unit plus 0.2 per unit for guest space.
Rooming House	1 space per 2 sleeping rooms.	1 space per sleeping room.
Public-Institutional Uses		
Institutions of higher education	1 space per two (2) students; 1 space per faculty and staff at capacity class attend.	1 space per student; 1.5 spaces per faculty and staff at capacity class attend.
High schools	10 per classroom, or 1 per 3 seats in auditorium or principal place of assembly, whichever is greater.	15 per classroom, or 1 per 3 seats in auditorium or principal place of assembly, whichever is greater.
All other educational facilities	1.5 spaces per classroom/ administrative office	2.0 spaces per classroom/ administrative office
Hospital	2 spaces per patient bed	3 spaces per bed.
Nursing homes; Rest homes; Homes for the aged	1 space per 4 patient beds	1 space per 3 patient beds.
Government Institutions	1 space per 300 sq. ft of gross floor area	1 space per 200 sq. ft. of gross floor area
Theaters; Auditoriums; Public Assembly	1 space per 4 seats	1 space per 3 seats
Religious Institutions	1 space per 6 seats in main assembly area	1 space per 3 seats in main assembly area.

[Amended #ZA2017-01-03 (C) and (D)]

Type of Use	Minimum Parking Required	Maximum Parking Allowed
Recreational Facilities		
Athletic Field	20 spaces per field	N/A
Billiard hall/amusement arcade	1 per 200 square feet	1 per 112.5 square feet
Bowling alley	1 per each bowling lane (add parking for billiard hall/ amusement arcade, if provided)	3 per each bowling lane (add parking for billiard hall/ amusement arcade, if provided)
Community center	1 per 300 sq. ft.	1 per 250 sq. ft.
Ice or roller skating rink	1 per 200 sq. ft.	1 per 150 sq. ft.
Miniature golf	2 per hole	3 per hole
Golf driving range, principal use	0.75 space per tee	1 space per tee.
Golf Course	2.5 spaces per hole	3 spaces per hole
Swimming pool – subdivision community	1 per 150 sq. ft. of surface water area.	1 per 100 sq. ft. of surface water area.
Health or fitness club	1 per 200 sq. ft.	1 per 150 sq. ft.
Swimming pool – public	1 per 125 sq. ft. of surface water area.	1 per 75 sq. ft. of surface water area.
Tennis or racquet ball court	2 per court	4 per court
Theater, cinema	1 per 4 fixed seats	1 per 3 fixed seats
Commercial Uses		
Retail establishments such as clothing, notions, music, arts, gifts, sporting goods, hobbies, etc.	1 space per 200 sq. ft. of gross floor area.	1 space per 150 sq. ft. of gross floor area.
Retail Establishments such as furniture, hardware, appliances, etc.	1 space per 400 sq. ft. of gross floor area.	1 space per 225 sq. ft. of gross floor area.
Grocery Stores & Specialty Food Stores	1 space per 400 sq. ft. of gross floor area.	1 space per 225 sq. ft. of gross floor area.
Commercial strip center	1 space per 275 sq. ft.	1 space per 168.5 sq. ft.
Restaurants; Nightclubs; Bars; Taverns	One space per 125 sq. ft.	1 space per 56.25 sq. ft.
Service Establishments (not set forth elsewhere herein)	1 space per 300 sq. ft. of gross floor area.	1 space per 187.5 sq. ft. of gross floor area.
Day Care Center	1 space per 500 sq. ft. of gross floor area	1 space per 281.5 sq. ft. of gross floor area
Professional & Business Offices	1 space per 300 sq. ft. of gross floor area	1 space per 187.5 sq. ft. of gross floor area
Doctor & Dentist Offices	1 space per 250 sq. ft. of gross floor area	1 space per 150 sq. ft. of gross floor area
Financial Institutions	1 space per 300 sq. ft. of gross floor area	1 space per 187.5 sq. ft. of gross floor area
Hotel, Motel, and Bed & Breakfast Inns	1 space per room or suite available for rent	1.5 per room or suite available for rent
Funeral Homes; Mortuaries	1 space per 4 seats in chapel or parlor	1 space per 5 seats in chapel or parlor
Car sales; Manufactured housing sales; Outdoor Equipment sales	1 space per 2000 sq. ft. of gross sales lot area.	1 space per 2500 sq. ft. of gross sales lot area.
Service Stations	2 spaces per service bay	3 spaces per service bay
Marinas	0.25 space per boat slip	3 spaces per boat slip
Doggie Daycare/Spa	1 space per 500 sq. ft. of gross sales lot area.	1 space per 300 sq. ft. of gross sales lot area

Type of Use	Minimum Parking Required	Maximum Parking Allowed
Industrial Uses		
Manufacturing; Assembly	1 space per 1,000 sq. ft. of gross floor area.	1 space per 600 sq. ft. of gross floor area.
Warehouse	1 space per 1,500 sq. ft. of gross floor area.	1 space per 1,000 sq. ft. of gross floor area.
Wholesale	1 space per 1,000 sq. ft. of gross floor area.	1 space per 600 sq. ft. of gross floor area.

8.2.13 Compact Car Spaces

A. Design requirements for compact car spaces:
   1. Compact car spaces shall have a required stall dimension of 8 feet by 17 feet.
   2. Compact car parking spaces shall be allowed only as 90-degree angle parking.
   3. Compact car parking spaces shall be clearly identified by signing or other marking as approved by the Planning Director.
   4. No more than four (4) compact car parking stalls shall be placed side-by-side, or eight (8) head-to-head.

B. Compact car spaces shall be permitted in districts as followed:
   1. Professional (P), Neighborhood Commercial (NC), Core Commercial (CC), and Institutional Campus (IC) shall have a maximum of 20% of required parking as compact car spaces.
   2. Highway Commercial (HC), Institutional (IN), Light Industrial (LI), and Heavy Industrial (HI) shall have a maximum of 10% of required parking as compact car spaces.

Section 9.3 – Landscaping Design Standards

9.3.1 Landscaping Design Standards

A. Calculation of Street Landscaping: Street landscaping rate and width calculations shall exclude access drives.

B. All plant materials used to satisfy requirements set forth herein shall be suitable for the climatic characteristics of Conway (USDA Climate Zone 8). The recommended plant list in Section 9.5.1 lists species of plants that are suitable for the climate of Conway.

C. Equal spacing of plant material installed to satisfy requirements set forth herein shall not be required. Plant materials shall be grouped and clustered in order to present a more natural appearance. However, not more than 50% of each required plant material shall be grouped or clustered. The remainder of the materials shall be distributed throughout the landscaping.

D. Existing trees may be counted as canopy or understory as set forth herein provided such trees are a minimum of five (5) inches in caliper, in good health and located in the approximate area as required herein. Invasive species shall not be counted toward existing trees.

A twenty-five (25') foot strip of undisturbed woodlands preserved between the parking area and right-of-way shall be permitted in lieu of the requirements set forth in Section 9.2.3

E. **Canopy trees**. Any tree that reaches a mature height in excess of forty (40) feet. Canopy trees shall be a minimum of three (3) inches in caliper and twelve (12) to fourteen (14) feet in height at the time of installation.

F. **Understory trees**. Understory trees shall be a minimum of six (6) feet high and one inch in caliper, measured six inches above grade, when planted. When mature, an understory tree should be between fifteen (15) and forty (40) feet high.

G. **Palm trees**. Palm species trees shall be used as an ornamental or decorative tree only. Palm trees shall not be permitted to meet the minimum landscaping requirements (i.e. buffers, perimeter parking requirements, mitigation requirements, etc.).

H. **Shrubs.** Shrubs shall be a minimum of three (3) gallons in size and one and one-half (1.5) feet in height at the time of installation. Where this ordinance specifically requires "tall shrubs", such shrubs shall be a minimum of three (3) gallons in size and three (3) feet in height at the time of installation and shall reach a minimum mature height of five (5) feet.

I. **Groundcover**. Groundcover shall be grass, turf, sod, ivy, bulbs, potted flowers, and bedding plants. Pebbles, wood chips, bark, mulch, straw, and similar materials may be used in conjunction with groundcover to delineate planting beds, but in no instance shall such materials be used for the purpose of sidewalks, parking areas, or driveways. Areas dedicated for lawns shall be cleared of debris, graded level, and covered with sod, turf, or grass seed.

J. **Berms.** Berms constructed to satisfy buffer requirements stated herein shall be physical barriers which screen incompatible land uses. If included in the landscape design, berms shall be:

1. Constructed with a maximum slope of one foot of rise to three feet of run (3:1).
2. Have a minimum crown of six (6) feet in width.
3. The width of any required buffer for residential uses abutting industrial property, or for industrial uses abutting residential properties shall be a minimum height of 4 feet with a maximum slope of 3:1.
4. Have a maximum slope of 4:1 when greater than six feet in height, as measured from the exterior property line.
5. Designed and constructed with an undulating appearance which mimics as much as is practicable a natural topographical feature of the site.
6. Substantially planted and covered with live vegetation. No berm shall consist entirely of turf grass, ground cover, mulch or similar material. If a berm is greater than 2 feet in height all trees shall be arranged so that they are planted within 2 vertical feet of the natural grade.
7. Fully installed, planted and stabilized prior to issuance of certificate of occupancy.
8. Designed to prevent standing water or to impede the flow of storm water from adjacent properties.
9. Free of structures, including fences, unless approved by the City of Conway as part of the landscaping requirements for a development site.

K. **Walls and Fences**. Walls and fences constructed to satisfy buffer requirements stated herein shall be placed in a linear, serpentine, or stepped alignment and shall be a minimum of five (5) feet in height, but shall not exceed ten (10) feet in height. Such wall and fences shall be solid, continuous structures that screen incompatible lands uses. Walls shall be constructed of brick, stone, stucco, or concrete. Fences shall be constructed of wood or synthetic wood material. Other materials and colors may be approved either by the TRC or CAB.

As an alternative screening requirement for parking lot edge(s) which abut public street rights-of-way in the Central Business District or Core Commercial District, a three (3) feet masonry wall to provide casual seating may be installed in place of the continuous row of shrubs.

In landscape buffers that require wooden fences or masonry walls, the required plant materials shall be installed on the opposite side of the fence from the subject parcel. The finished side of the fence to be required on the outside of the property. In order to provide the finished side of the fence on the inside of the property, written documentation that is notarized and witnessed shall be provided by the adjacent property owner(s) to the Planning Director.

L. Subject parcel boundaries adjacent to delineated wetlands (as determined by U.S. Army Corp of Engineers) which would normally require landscape buffers as determined in this Article shall be exempt from such required buffer provided the width of the delineated wetlands is a minimum of thirty (30) feet. If the adjacent wetlands should be mitigated and approved for development at any time in the future, the required buffer shall be installed on the subject parcel.

M. For the purposes of determining landscape buffer requirements, rights-of-way shall not impede the contiguity of parcels. However, to prevent land uses from being completely buffered from a public right-of-way and the view of passing traffic, the buffer requirement set forth in Table 9.1 may be reduced by one letter for parcel boundaries adjacent to arterial, collector, and sub-collector streets. The requirement for tall shrubs in such landscape buffers may also be reduced to small shrubs.

N. No structures or portions of structures (except structures required in conjunction with public utility services) shall be permitted in a required landscape buffer. Ingress and egress shall be permitted through required landscape buffers in accordance with Section 9.2.

O. Adjacent commercial parcels shall provide pedestrian and bicycle connectivity when a buffer separates parcels. A minimum six (6) feet walkway shall be provided to allow pedestrian and bicycle access between parcels. The material used for walkways located within natural areas shall allow for the percolation of water into the ground. Suitable materials include wooden decking, crushed gravel, and pervious pavement as approved by the Technical Review Committee.

9.3.2 Minimum Landscaped Area Required

Each property shall devote a minimum of fifteen (15%) percent of its total area to landscaping which may include existing or transplanted trees, shrubs, hedges, and lawns. Paved areas, gravel areas, and retention/detention ponds shall not be calculated as part of the minimum fifteen (15%) percent.

9.3.3 Preservation of Existing Trees and Vegetation

Existing trees and vegetation shall be incorporated into the landscape plans for all proposed developments and may be used to satisfy requirements stated herein. The Conway Tree Preservation Ordinance shall be consulted and used for specific guidance on tree preservation. Site plans shall be designed to preserve existing vegetation, wherever practical.

1. Existing trees may be counted in meeting the requirement for trees along rights-of-ways. To be counted, a tree must have a tree diameter at breast height (DBH) of two inches. The type and condition of such trees are subject to approval by the Planning Director for that purpose and must be depicted on the landscape plan. If existing trees do not satisfy the requirement, a sufficient number must be planted to comply with the requirements of this Article.

2. Random placement of landscape islands and irregular shaped parking lots are not encouraged and shall be only required in locations where such random placement and irregularities will preserve natural vegetation, landmark, or protected trees.

3. The Planning Director shall have the authority to require additional landscape islands of any shape or size that are necessary for the preservation of natural vegetation. Such additional landscaped islands may be exempt from the minimum requirements set forth in Section 9.3.4D.

3.4. The Downtown Environment

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

Density

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

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

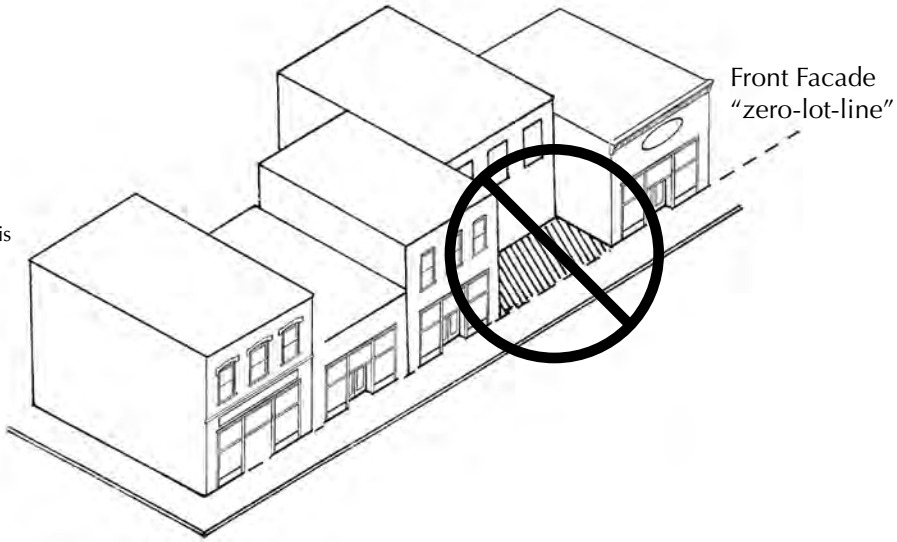
Conway, 2008

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

Setback

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

Fig. 2.6: Example of Improper Setback in Downtown



APPROPRIATE:

Conway, 2009

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

JB+a Photo Archives

3.4. Downtown Environment (continued)

Building Height

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

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

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

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

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

Fig. 2.8: Examples of Traditional Building Height in Conway

Conway, 2009

Conway, 2009

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

4.5. New Commercial Construction

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

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

Dalton, Georgia: ,2008

Placement and Orientation

4.5.1 Align new construction with the setback and spacing of existing structures in the adjacent downtown area, which generally have "zero-lot-line" front or side setbacks.

4.5.2 Locate parking to the rear of the building or utilize available on-street spaces.

Scale

4.5.4 Design the new construction to be of similar height, width and proportions of existing structures in the adjacent downtown area (see Figure 2.27 right). The CBD has a "party-wall" precedent.

4.5.5 Limit the number of stories of new construction scaled to adjacent structures (see also Section B, Chapter 3.4, Fig. 2.7). Generally, no greater than one story higher than the tallest adjacent building. **The CAB has the right to allow variances or deny additional stories if the building appears out of scale with building forms in the surrounding block.**

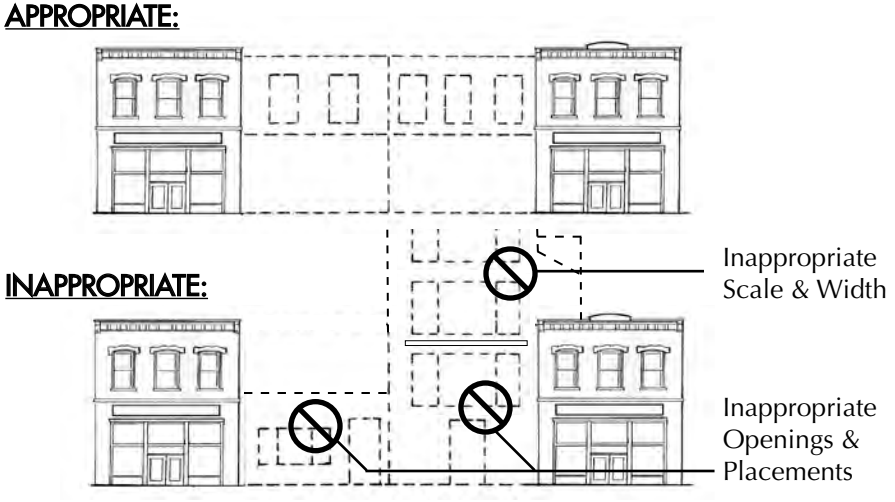
Style

4.5.6 New buildings should be contemporary. It is appropriate to display the style and construction methods of the period in which it is constructed and not become a "faux" reproduction or create "false history."

4.5.7 Customize the elements of new construction (material choices, banding, cornices, door types, reveal of materials) in context with those features of existing structures in the adjacent downtown area.

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

Fig. 2.27: Examples of New Construction and Rhythm



4.5.8 Design the roof form to be consistent with those of existing structures in the adjacent downtown area.

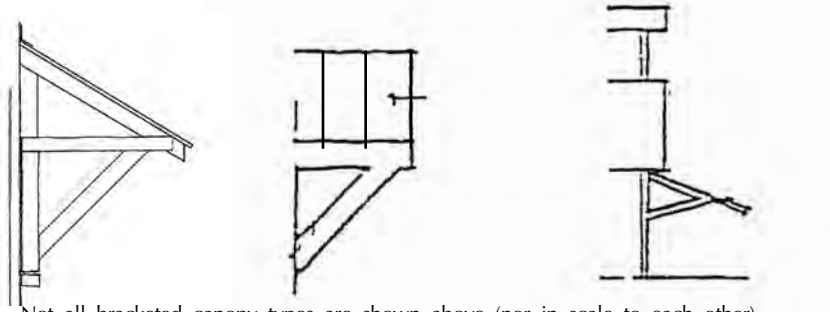
4.5.9 Design composition and fenestration should be compatible (shapes, sizes, placement of windows and doors, vertical or horizontal emphasis).

(For more information see Section A,1.7. "Sense of Place & Context" and Section B, Chapter 3 "Basics of Traditional Commercial Buildings."

10.5. WRD Roofs, Canopies and Roof Lines

Columns, Brackets, & Eaves (incl. Sheds)

Fig. 5.13: Illustrated Traditional Industrial Canopy & Bracket Types



Not all bracketed canopy types are shown above (nor in scale to each other). (Left to right) Side profiles of open-end wood bracket shed canopy & vertical attached wood posts, simple gabled wood bracket porch cover with standing seam roof and large projecting metal braced truck/cart loading dock cover (10 - 16 foot projection).

Appropriate

10.5.1 Preserve (retain, restore and maintain) any original industrial railing, eave, bracket or column material.

10.5.2 Preserve (maintain or restore, do not remove, cover, or alter) the eaves and simple nature of exposed brackets, rafter tails, flashing and trim.

10.5.3 Retain (and repair) rather than replace deteriorated rigid canopy parts.

10.5.4 If replacement of parts is necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design, construction, projection and materials.

10.5.5 If original canopies cannot be determined using photographic or physical evidence, then provide a design that is compatible with the architecture of the building and/or in keeping with similar structures in the adjacent WRD area ("river-side" or "town-side" for character, See Pg. E.2 "Character Areas of Conway's Riverfront"). Generally, replacement trim, decking, brackets (columns if existing) and railings should be proportionate to the original construction. **Non-decorative wood framing is preferred for structures on the "river-side" of the railroad" with use of an industrial palette of materials (such as steel, tin, sheet metal, etc.)**

10.5.6 Retain later-period porches that match modern changes, additions or upgrades with significant architectural history.

10.5.7 If no porch railings exist and are needed for safety, install lightweight wood or wrought iron units painted neutral hue to visually recede.

Fig. 5.14: Features of Porches and Canopies in the Riverfront Area

All images, Conway, 2009-10

(Left) Use of different types of rolled, corrugated, "v" or "w" lapped or standing seam metal panels are appropriate for the WRD industrial character of canopies and porch coverings. Utilitarian, contemporary buildings such as the marina public restrooms also use this material. Avoid use on residential structures. Note simple eave detail.

(Above, left "town-side") Square columned porches and deep eaves are a Cypress Inn feature.
(Above, right "river-side") Simple, bracketed canopies on contemporary construction of the Marina clubhouse.
(Right) Long porches with lightweight steel bracing allowed goods to be moved from warehouses to rail and trucks under shaded and dry conditions, free of columns.

Inappropriate

10.5.8 Do not remove, replace, reduce, cover, or alter original porch material.

10.5.9 Do not sandblast or use any abrasive method to clean or strip, including high-pressure water. Use only gentle, restoration-sensitive chemical cleaners and strippers or mild detergents and natural bristle brushes on wood or brick.

10.5.10 Do not enclose industrial porches or loading docks or install permanent glass enclosures in replacement of or in front of existing porch elements. This would not have been part of the industrial riverfront environment. Accurate historic character creates a tourism destination district. Full screens, retractable blinds or plastic curtains may be used for porch dining options if mounted to inside of columns or set back from porch edge under canopy overhang.

10.5.11 **See Section B, Chapt. 4.2, "Commercial Roofs," and Section D, Chapt. 8.5, "Roofs and Rooflines," Item #s 8.5.1-6 for review criteria and information on treatment and general maintenance also applied to WRD roofing.**

10.5.12 **See Section D, Chapter 8.5, "Chimneys, Eaves & Parapets," Item #s 8.5.10-14 for review criteria and information on material treatment and general maintenance also applied to WRD features.**

Fig. 5.15: Features of Warehouse & Industrial Roofs in the Riverfront Area

Conway, SC 2010

Roofs and rooftop monitors are defining features of historic warehouses. Large expanses of pitched surface is appropriate for metal roofs.

Conway, 2009

Old and new seam metal roofing. Originally overlapped "V" or "W" joints were used, modern versions are rolled & crimped.

Conway, SC 2009

Roofing and eave details of the contemporary-compatible construction on the marina clubhouse (implied roof monitor optional).

Conway, SC 2009

The "fireproof" masonry and barrel vaulted roofs of the warehouses along 2nd Ave, lower, denser "town-side of railroad" forms.

Industrial Roofing & Covering

Appropriate

10.5.13 Maintain the longevity of the original material if it is of a quality such as slate or metal where individual sections can be repaired. Generally this will be standing seam for the warehouse buildings and applied or rolled roofing on the flat or barrel roof structures. Finish residential forms and building types as residential roofs stated in Item # 10.5.11 above.

10.5.14 **If replacement is necessary and roof covering is proven to not be made any longer, substitute an approved "architectural" compatible roofing material upon the age and style of the building.** Composite shingles may only be required on a few of the residential and public buildings in the sub-areas of the WRD closer to the Central Business District.

Inappropriate

10.5.15 **Do not use roofing material of different color or composition from what has a visual appearance of what would have originally covered the building type.**

10.5.16 Generally avoid composite "tabbed" residential shingle roofing, inappropriate for the WRD industrial area unless the building is of a residential nature.

Roof Pitch & Curved Roofs

10.5.17 **Retain intended roof pitch. The most character-defining element of large buildings.**

10.5.18 **See Section B, Chapter 4.2, "Commercial Roofs," Item #s 4.2.21-30 for review criteria and information on understanding roof forms.**

Roof Monitors, Vents, Skylights & Chimneys

10.5.19 **Preserve (maintain or restore, do not remove) original form of roof monitors, vents & skylights. The shape of these historic features define the building forms of the WRD HDRD warehouses.** They bring in natural light to reduce electricity and can be retrofitted to vent large interior spaces.

10.5.20 Repair or replace missing clerestory windows based on accurate duplication of openings and close visual approximations of the original. Historic photographs are a primary reference source. Temperatures in monitors get extremely high, avoid PVC, vinyl or plastic that can warp.

10.5.21 Chimneys may denote office location in the warehouse and are a valuable historic feature. Preserve, retain and repair existing chimneys.

DATE: July 26, 2023
ITEM: III.D

ISSUE:

1000 2nd Ave (Finance Building): The applicant, City of Conway, is requesting preliminary review on the installation of a new window brick work for the building located at 1000 2nd Ave (PIN 367-01-01-0005).

BACKGROUND:

The applicant, City of Conway, is requesting preliminary review on the installation of a new window, and brick work for the building located at 1000 2nd 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 received approval at the July 12th CAB meeting 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. As well as brick in an existing door that is not used by staff.

Since the approval staff has ran into a brick matching issue and has decided to revisit the original design. They are now requesting approval to install a window to match the existing windows on the building with some brick work at the bottom of the window.

Renderings showing the window and the proposed brick work will be included in the power point at the July 26, 2023 meeting.

APPLICABLE STANDARDS:

Historic Design Review Guidelines

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

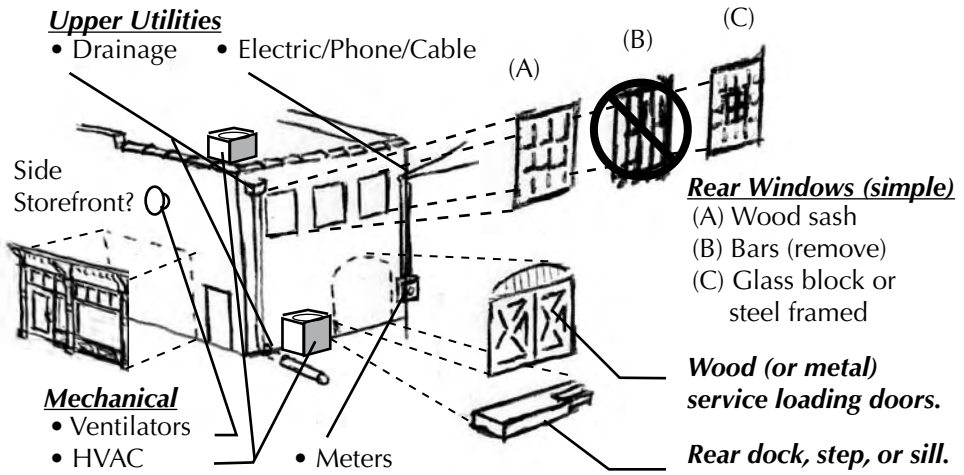
STAFF RECCOMMENDATION:

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

4.3. Rear "Facades"

Although the rear elevation of buildings is traditionally service-oriented in design, having less adornment than the front facade of the building, they contribute to a building's history and the overall downtown character. The rear of the building may be more visible to the public than a building owner realizes, making it just as important to address maintenance of the elements and the surrounding outdoor area.

Fig. 2.22: Components of the Rear Elevation



Retain Context of the Rear Elevation

Often, with marketing and maintenance, the rear of the building can be a "second face" for the businesses within. Rear areas and alleys have the potential to be very interesting extensions of the business space if the utilitarian character of the rear facade is retained.

Appropriate

4.3.1 Preserve the historic integrity of the rear building environment by maintaining and re-pointing existing softer mortar or masonry with like (usually higher lime content) mortar.

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Rear areas in Conway are clean and have good delineation of parking and services.

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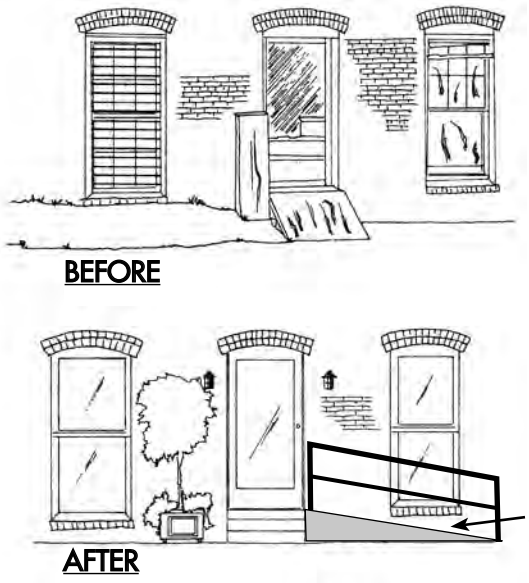
Fig. 2.23: Rear Features Before and After Retain Context



NOTE: Rear facade (shown) is most likely off of a paved alley. Planters may be used where there is no public streetscape. The context of the service component is retained with a ramp, new basic sash windows and glass door. (Image used from GA Dept. of Community Affairs.)

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If the rear of a building is used as a second entrance, it is important to preserve the integrity and aesthetic of the traditional service character.

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JB+a Photo Archives

Exterior Walls

The exterior envelope is the greatest mechanical system of a historic building. Soft, early 20th century and hand packed brick earlier than 1900 react to moisture and temperatures with expansion and contraction. Buildings built before air conditioning need air space within the walls for insulation as well as vapor transmission for the building. Soft material such as lime and sand mortar is intentional and necessary for conditions. It will be damaged quickly by moisture "wicking" upwards in the wall system. Known as "rising damp," this phenomenon is worsened by later applications of stucco, multiple coats of latex paint on exterior walls and modern brick sealers (and can be intensified on walls that have had their interior plaster inappropriately removed.)

NOTE: If the interior walls are showing wear and damage, look for exterior causes first. Water infiltration caused by improper exterior work, "rising damp" from high water tables, damp foundations or structural stress from other areas on the wall are common and can be remedied (See image above & Appendix IV.2, NPS Preservation Brief #2 for additional guidance.).

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4.4.1 Ensure no water infiltrates the walls through diversion and that (above and below ground) water is kept away from foundation.

4.4.2 If the exterior surface is painted, and the paint layer on the substrate is stable, repainting the exterior is appropriate. Chemically removing paint rather than adding new paint is preferred, as it benefits the health and original appearance of the brick. A simple color scheme is recommended, generally no more than four colors. Neutral, brick or earth tone hues are recommended for the building surface, with the cornices and framing incorporating colors that match or compliment the dominant neutral building material.

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4.4.4 Do not paint unpainted masonry surfaces or add water sealers or apply clear coating of any kind to the masonry. These will change the vapor transmission of the wall system, irreversibly and permanently.

4.4.5 **Do not sandblast or use any form of abrasive cleaning method (including high-pressure water). This is highly detrimental to older walls.** Use chemical strippers and cleaners formulated for the soft historic material that will not break the outer "crust" of old brick or patina on stone.

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4.4.7 Do not uncover a past problem. **Some exterior surfaces may have had covering or application of veneers or stucco for viable maintenance reasons long ago such as poor masonry, a fire which compromised the brick or a natural disaster.** Research the building history if a facade covering or veneer exists.

(note) While the CAB does not have jurisdiction over interiors, please note that Improper interior treatment of walls can easily compromise the entire wall system through to the exterior. Do not remove interior plaster to expose brick walls. Historic brick is soft, especially if intended for plaster to adhere. Exposing and covering with water sealer will not solve conditions of crumbling or sandy mortar; these actions will add an additional moisture-causing problem. If original plaster is cracking and must be removed, install furring strips and attach sheetrock to gain the appropriate "finished" interior appearance of the historic environment or leave "patina" surface as is.

Quality Architectural Materials

The tradition of using the highest quality materials for the public faces of any commercial facade or storefront should be continued today. Wood in windows, framing, or storefronts from 80 to over 100 years ago can be re-conditioned (even when it seems the driest or "grayed") because it is of higher quality than today's lumber. Historic materials are highly flexible and resilient to change, which has allowed them to last.

(For more information on exact procedures for care and maintenance of historic materials see Appendix IV "Routine Maintenance" - specifically National Park Service *Preservation Briefs* list of materials and subjects.)

Appropriate

4.4.8 Have respect for and work with historic materials by learning about them before removing (See Appendix IV.2 for guidance).

4.4.9 Cast iron or metal components are very important features. Paint may be removed from any surface with the appropriate restoration chemical agents; use the most sensitive possible. Run test patches of solvents (sandblasting or abrasive cleaning is discouraged). Steel will rust, ensure proper primers are applied first or use oil-based products; latex is inherently water-based and may promote rust.

4.4.10 Ensure metal-to-metal contact is the correct combination. Metals will degrade or corrode if the wrong polarity of different metals is used to fasten or attach other elements.

4.4.11 Identify stone surfaces such as granite, and differentiate them from marble or stucco veneers. These materials will require entirely different chemical cleaners and methods used to attach items. Substrates could be affected by surface treatments such as rust stains from stone crimps or stucco lathe pulled through porous masonry surfaces.

4.4.12 **Assess all eras of remodeling. Approach rehabilitation to preserve the period and materials which are most in-tact and have the greatest significance** (Section A, Chapter 1.7 "Recognize Change"). For example, during the era of "streamlining" buildings from the 1920s to the 1940s, some materials such as pigmented structural glass, tiles, or laminates are now obsolete and have become very valuable. Some retrofitting was not sensitive to the original structure, but some was needed (see #4.4.7). Study the integrity of original materials beneath and assess the attachment systems to which covering was applied.

Fig. 2.24: Study of Architectural Masonry Found in Conway

With a focus on masonry alone Conway downtown is full of quality resources. Less expensive cover-up materials have come down over recent decades and there are many eras of materials to preserve. Continue new construction with materials that are lasting.

Hand packed or early soft brick w/ soft mortar (ca.1890)

Brick, granite & carved stone (ca.1900 - 1910)

Stucco & Terra-Cotta Details and Elements (ca.1910 - 1920s)

Glazed & high fired brick w/ cast details (1920s-50s)

Engineered brick, cast details & band windows (1940s-50s)

Polished stone veneers, steel & stacked stone (ca.1950-70s)

Inappropriate

4.4.13 **Do not impose modern materials or "quick fixes" that cover-up maintenance. Exterior brick must be repointed (see #4.4.3-4.4.7), wood must be painted (more or less depending on weather exposure.) Stucco and synthetic coverings will not stop deterioration and usually accelerate it. Attaching materials has the potential to create permanent building damage. New materials not originally intended for any older construction may create permanent damage to the building.**

4.4.14 Do not remove defining materials from later periods of history that may be part of the facade, such as retrofitted storefronts or facades which have historically significant materials in their own right.

Awnings and Canopies

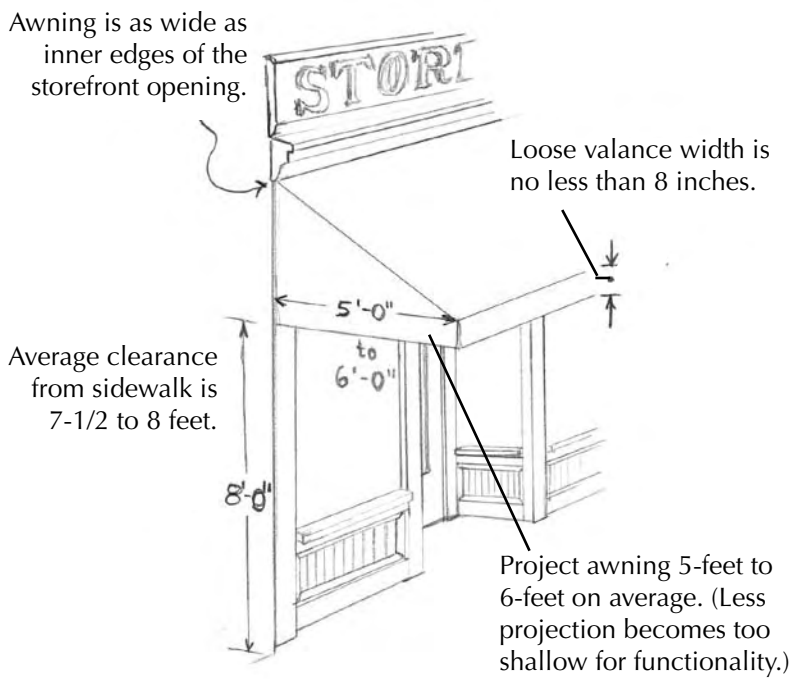
Awnings, properly installed and scaled (Figure 2.25), can be an important stylistic and functional element of a building facade. They provide protection from the weather and from UV sunlight that can harm display merchandise, and they greatly reduce the amount of maintenance to the storefront area. Most historic buildings have had, or were designed to accommodate, awnings or canopies of some sort. Keep display lights on in the daytime.

Awnings can be rigid canopies in the form of built-in "ledges" consistent with the architectural style of the building (Art Deco, Art Moderne or International styles). These are lightweight aluminum or sheet metal attachments, often used to replace fabric awnings as storefronts changed in style.

The traditional installation of an awning is determined by a combination of the following factors: the direction the storefront faces, the style and period of the intended facade or storefront, and the amount of open area above the display available to affix an awning. Transom windows might be located above or beneath the mounted height of any awning. Northern-facing storefronts had higher transoms to bring in light, or often designed without awnings and use of recessed entries to shield patrons from rain. East- and west-facing facades might have had retractable awnings used as needed at different times of day or year. Storefronts facing south may have the deepest projecting or largest awnings.

(Continued on next page.)

Fig. 2.25: Traditional Placement of the Storefront Awning



Original image included with permission from Georgia Dept. of Community Affairs, Office of Downtown Development.

Conway Bus Station Bldg. & JB+a Photo Archives

(Top) Contemporary retractable awnings with side-less construction have traditional scale & open to light transoms. (Bottom) A curved awning creates continuous design element over a corner Art Deco display.

Conway, SC, 2009

Deep projecting awnings are appropriate for the comfort of shoppers and product display. Awnings appropriately fit to the outer edge of storefront openings do not "cut" across building piers or other stores.

Brunswick, GA, 2008

Upper awnings are appropriate in coastal areas. Deep projection and set over apprx. half the height of an upper window will help cut heat gain and protect the windows from elements.

Conway, SC, 2009

Very few rigid canopies are appropriate in Conway. Yet, this simple, possibly original, aluminum awning remains in good condition, unique, and appropriate to the 1940s bldg. Repair and retain this detail .

Appropriate

4.4.15 Preserve (retain, restore and maintain) any original awning hardware if in good condition, original, and/or not a detriment to safety.

4.4.16 Retain (and repair) rather than replace deteriorated canopy parts if they are part of the original to the style and construction of building.

4.4.17 If replacement of parts are necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials.

4.4.18 If original awning placement cannot be determined using photographs or historic resources, use custom new hardware. The characteristics of new awning(s) should match that of the traditional (size, shape, width, projection, height) so that it complements the storefront style. The design of replacement awnings or canopies should be in keeping with similar structures in the adjacent downtown area.

4.4.19 Fabric is the most traditional material for use with replacement awnings, and the tightest fit will endure the best weathering. Square aluminum frames with crimped-channel fasteners along the entire length of the frame are appropriate.

4.4.20 Allow awnings to be an expression of the business. Stripe or solid fabrics will make different statements about the type of business. Some buildings with multiple businesses can choose a "fabric family" of similar stripes, while changing the colors for each storefront.

4.4.21 Install loose fabric valances – scallop, straight edge, wave, key or decorative trim give greater individuality to any storefront.

4.4.22 Conform the shape of the awning to the shape of the opening (see Fig. 2.26).

4.4.23 Awning and canopy frames are traditionally the width of the storefront opening. In some cases with modern architecture there are little or no building piers. Glass storefronts are designed to the edges of (banded around) the facade and canopies may run this length.

4.4.24 For rigid canopies assess the stability of the mounting system. Those retrofitted onto older structures in the mid-20th century may have a steel header across the storefront display (often removing display transoms) for cantilevered support where old storefronts were replaced for full-glass fronts. These may require substantial expense to remove and should be studied for load-bearing integrity. Retain the canopy or re-design to the most significant storefront architecture. Assess water diversion from rigid canopies.

Inappropriate

4.4.25 Generally, do not install an awning that crosses the entire width of the building from edge to edge.

4.4.26 Do not horizontally cover major structural piers or significant vertical storefront elements such as cast iron columns. Breaks in the awning frames lessen the potential for an awning to visually dominate the facade and ease the cost of repair if needed.

4.4.27 "Half-dome" shaped awnings are not appropriate for storefronts and upper windows unless the shape of the opening is a true Roman-arch.

4.4.28 Avoid use of duplicate patterns or colors that match neighboring storefronts.

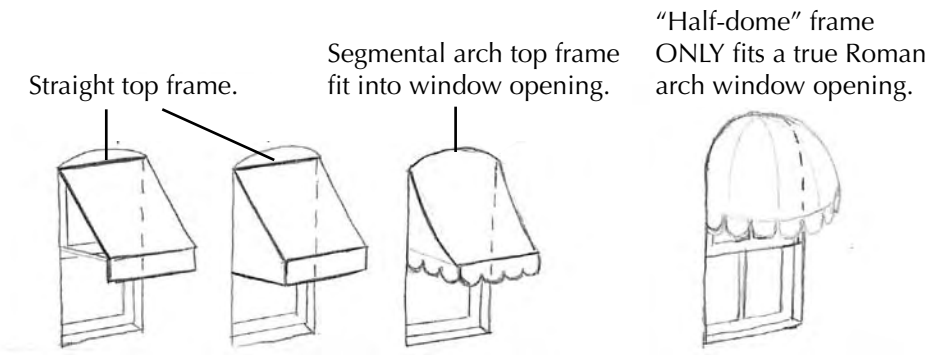
4.4.29 Do not use plastic or vinyl covering (or are intended for back-illumination) as these have a non-traditional glossy appearance and are often prone to UV damage and color fade.

4.4.30 Do not use "quarter-barrel" shaped awnings as they receive uneven sun exposure and often encounter water or stains on the top, flat surface.

4.4.31 Avoid plastic clips, nylon cord and thin round aluminum round frames which have proven over time not to be durable materials for the stresses awnings encounter.

Fig. 2.26: Fitting the Awning to the Window Opening

Note: Many older window openings contain an arch. There is more than one way to conform an awning to a segmental-arch window opening, however only one proper fit for a half-dome awning on a Roman-arch window. Scallop or straight valance, with or without side panels is an owner's choice. All are fit ONLY as wide as opening.



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DATE: July 26, 2023
ITEM: III.D

ISSUE:

1001 3rd Ave (Finance Building): The applicant, City of Conway, is requesting preliminary review on the installation of a new window brick work for the building located at 1001 3rd Ave (PIN 367-01-01-0005).

BACKGROUND:

The applicant, City of Conway, is requesting preliminary review on the installation of a new window, and brick work for the building located at 1001 3rd 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 received approval at the July 12th CAB meeting 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. As well as brick in an existing door that is not used by staff.

Since the approval staff has ran into a brick matching issue and has decided to revisit the original design. They are now requesting approval to install a window to match the existing windows on the building with some brick work at the bottom of the window.

Renderings showing the window and the proposed brick work will be included in the power point at the July 26, 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.

4.3. Rear "Facades"

Although the rear elevation of buildings is traditionally service-oriented in design, having less adornment than the front facade of the building, they contribute to a building's history and the overall downtown character. The rear of the building may be more visible to the public than a building owner realizes, making it just as important to address maintenance of the elements and the surrounding outdoor area.

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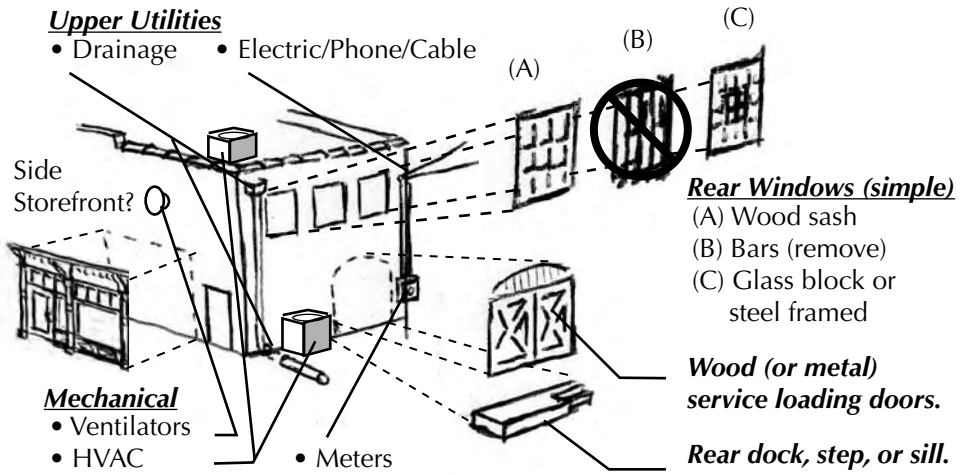

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Often, with marketing and maintenance, the rear of the building can be a "second face" for the businesses within. Rear areas and alleys have the potential to be very interesting extensions of the business space if the utilitarian character of the rear facade is retained.

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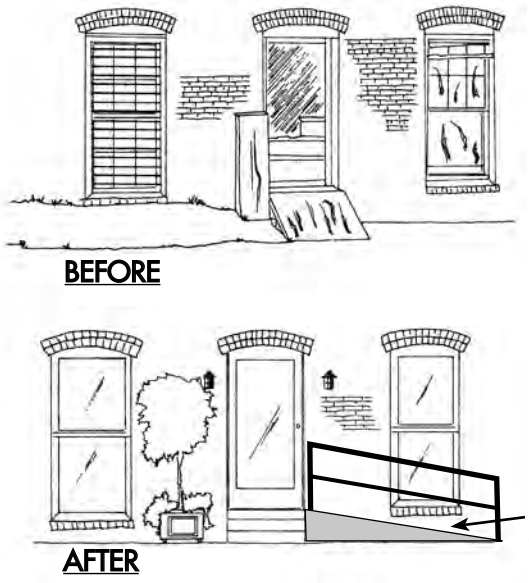

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(For more information on exact procedures for care and maintenance of historic materials see Appendix IV "Routine Maintenance" - specifically National Park Service *Preservation Briefs* list of materials and subjects.)

Appropriate

4.4.8 Have respect for and work with historic materials by learning about them before removing (See Appendix IV.2 for guidance).

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4.4.12 **Assess all eras of remodeling. Approach rehabilitation to preserve the period and materials which are most in-tact and have the greatest significance** (Section A, Chapter 1.7 "Recognize Change"). For example, during the era of "streamlining" buildings from the 1920s to the 1940s, some materials such as pigmented structural glass, tiles, or laminates are now obsolete and have become very valuable. Some retrofitting was not sensitive to the original structure, but some was needed (see #4.4.7). Study the integrity of original materials beneath and assess the attachment systems to which covering was applied.

Fig. 2.24: Study of Architectural Masonry Found in Conway

With a focus on masonry alone Conway downtown is full of quality resources. Less expensive cover-up materials have come down over recent decades and there are many eras of materials to preserve. Continue new construction with materials that are lasting.

Hand packed or early soft brick w/ soft mortar (ca.1890)

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Polished stone veneers, steel & stacked stone (ca.1950-70s)

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4.4.14 Do not remove defining materials from later periods of history that may be part of the facade, such as retrofitted storefronts or facades which have historically significant materials in their own right.

Awnings and Canopies

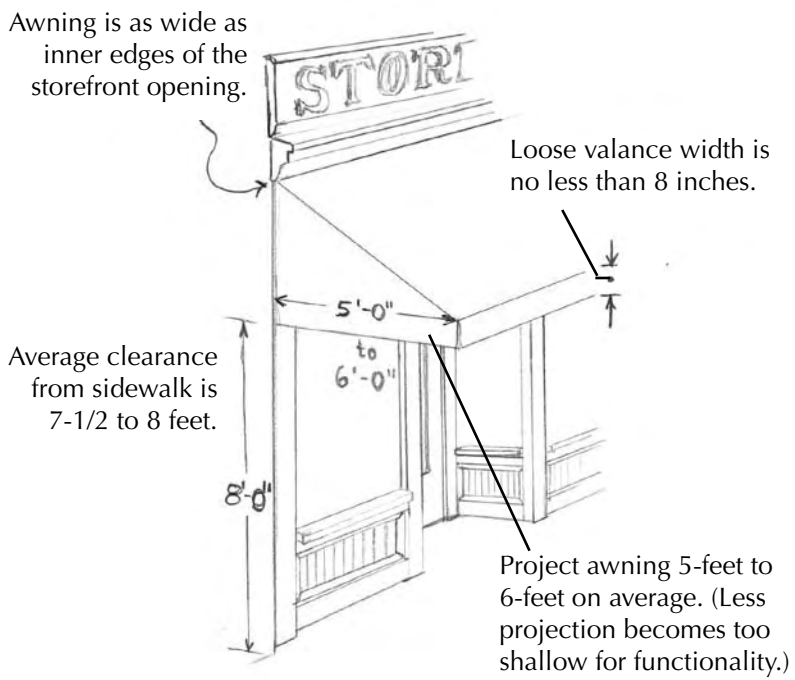
Awnings, properly installed and scaled (Figure 2.25), can be an important stylistic and functional element of a building facade. They provide protection from the weather and from UV sunlight that can harm display merchandise, and they greatly reduce the amount of maintenance to the storefront area. Most historic buildings have had, or were designed to accommodate, awnings or canopies of some sort. Keep display lights on in the daytime.

Awnings can be rigid canopies in the form of built-in "ledges" consistent with the architectural style of the building (Art Deco, Art Moderne or International styles). These are lightweight aluminum or sheet metal attachments, often used to replace fabric awnings as storefronts changed in style.

The traditional installation of an awning is determined by a combination of the following factors: the direction the storefront faces, the style and period of the intended facade or storefront, and the amount of open area above the display available to affix an awning. Transom windows might be located above or beneath the mounted height of any awning. Northern-facing storefronts had higher transoms to bring in light, or often designed without awnings and use of recessed entries to shield patrons from rain. East- and west-facing facades might have had retractable awnings used as needed at different times of day or year. Storefronts facing south may have the deepest projecting or largest awnings.

(Continued on next page.)

Fig. 2.25: Traditional Placement of the Storefront Awning



Original image included with permission from Georgia Dept. of Community Affairs, Office of Downtown Development.

Conway Bus Station Bldg. & JB+a Photo Archives

(Top) Contemporary retractable awnings with side-less construction have traditional scale & open to light transoms. (Bottom) A curved awning creates continuous design element over a corner Art Deco display.

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Very few rigid canopies are appropriate in Conway. Yet, this simple, possibly original, aluminum awning remains in good condition, unique, and appropriate to the 1940s bldg. Repair and retain this detail .

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4.4.16 Retain (and repair) rather than replace deteriorated canopy parts if they are part of the original to the style and construction of building.

4.4.17 If replacement of parts are necessary due to severe deterioration, replace with features to match (accurately duplicate profiles, massing, scale) in design and materials.

4.4.18 If original awning placement cannot be determined using photographs or historic resources, use custom new hardware. The characteristics of new awning(s) should match that of the traditional (size, shape, width, projection, height) so that it complements the storefront style. The design of replacement awnings or canopies should be in keeping with similar structures in the adjacent downtown area.

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4.4.22 Conform the shape of the awning to the shape of the opening (see Fig. 2.26).

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Inappropriate

4.4.25 Generally, do not install an awning that crosses the entire width of the building from edge to edge.

4.4.26 Do not horizontally cover major structural piers or significant vertical storefront elements such as cast iron columns. Breaks in the awning frames lessen the potential for an awning to visually dominate the facade and ease the cost of repair if needed.

4.4.27 "Half-dome" shaped awnings are not appropriate for storefronts and upper windows unless the shape of the opening is a true Roman-arch.

4.4.28 Avoid use of duplicate patterns or colors that match neighboring storefronts.

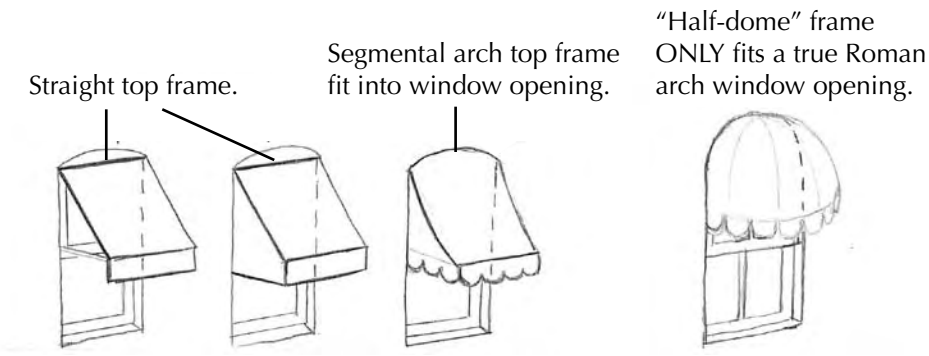
4.4.29 Do not use plastic or vinyl covering (or are intended for back-illumination) as these have a non-traditional glossy appearance and are often prone to UV damage and color fade.

4.4.30 Do not use "quarter-barrel" shaped awnings as they receive uneven sun exposure and often encounter water or stains on the top, flat surface.

4.4.31 Avoid plastic clips, nylon cord and thin round aluminum round frames which have proven over time not to be durable materials for the stresses awnings encounter.

Fig. 2.26: Fitting the Awning to the Window Opening

Note: Many older window openings contain an arch. There is more than one way to conform an awning to a segmental-arch window opening, however only one proper fit for a half-dome awning on a Roman-arch window. Scallop or straight valance, with or without side panels is an owner's choice. All are fit ONLY as wide as opening.



Original image included with permission from Georgia Dept. of Community Affairs, Office of Downtown Development.

DATE: June 28, 2023
ITEM: III.E

ISSUE:

315 Kingston Street (Honey Hair Mural): The applicant, Honey Hair Studio, requests approval of proposed mural, to be installed on the Norman's Alley side of the building located at 315 Kingston St. (PIN 367-01-01-0065).

ZONING DISTRICTS / HDRD:

Central Business District (CBD); Commercial HDRD

SCOPE OF WORK:

The applicant, Honey Hair Studio, requests approval to install a simple quote with flower themed mural, on the side of the building (Norman's Alley) located at 315 Kingston Street.

The mural will be painted on the side of the building. The mural will be about 11' (h) x 9'(w), to include bees measuring 6"-12" in size, flowers to measure 3'-4' in height and a quote "Spread kindness like a honey bee and watch the world bloom" to measure 4' (h) x 4' (W). The mural is not considered signage.

The mural will be black paint over the existing green painted wall and is intended to be simple to keep with the theme and aesthetic of the building. The paint will be a weather resistant acrylic paint with exterior durability and sealed with acrylic polymer clear sealer.

Renderings are included in your packet.

Applicable Standards

City of Conway Unified Development Ordinance (UDO):

- Section 6.3.1- Non-Residential Architectural Design Standards (B)

Historic Design Review Districts: Community Appearance Guidelines:

- Section B, Ch. 4: 4.4 Exterior Walls

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: 7-23
BS&A #:

City of Conway Planning Department
196 Laurel Street, 29526

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

www.cityofconway.com

Property Address: 315 Kingston St			**PIN#:**
Review Request:	**Project Type:**	**HDRD:**	**Meeting Date:** 7/26/23

Review Request:
- [X] Conceptual
- [ ] Preliminary
- [ ] Final

Project Type:
- [X] Alterations / Additions
- [ ] New Construction
- [ ] Signs
- [ ] Landscape
- [ ] Color Change
- [ ] Miscellaneous (Fencing, roofs, etc)
- [ ] Demolition / Moving of Structure
- [ ] Repairs / Repainting with no Change
- [ ] Appeal the Decision of Planning Staff

Property Owner:		Daytime phone:
Agent: Kingston Properties / David Nye		Daytime phone: (843) 902-6995
Agent's mailing address: 604 main St	Agents's e-mail address:	
City: conway	State: SC	Zip Code: 29526

Agent's relationship: [ ] Owner [ ] Design Professional [ ] Contractor [ ] Real Estate Broker [ ] Other

Value of Project (As noted on Building Permit): $10.00 (black paint + brushes)

In your own words, describe what you are requesting:

A simple mural on our side wall, all black design tobe used for photo opportunities

Painted by: Brandy Downs 843 504 9608 Kelly honeyhairdontcare@gmail.com

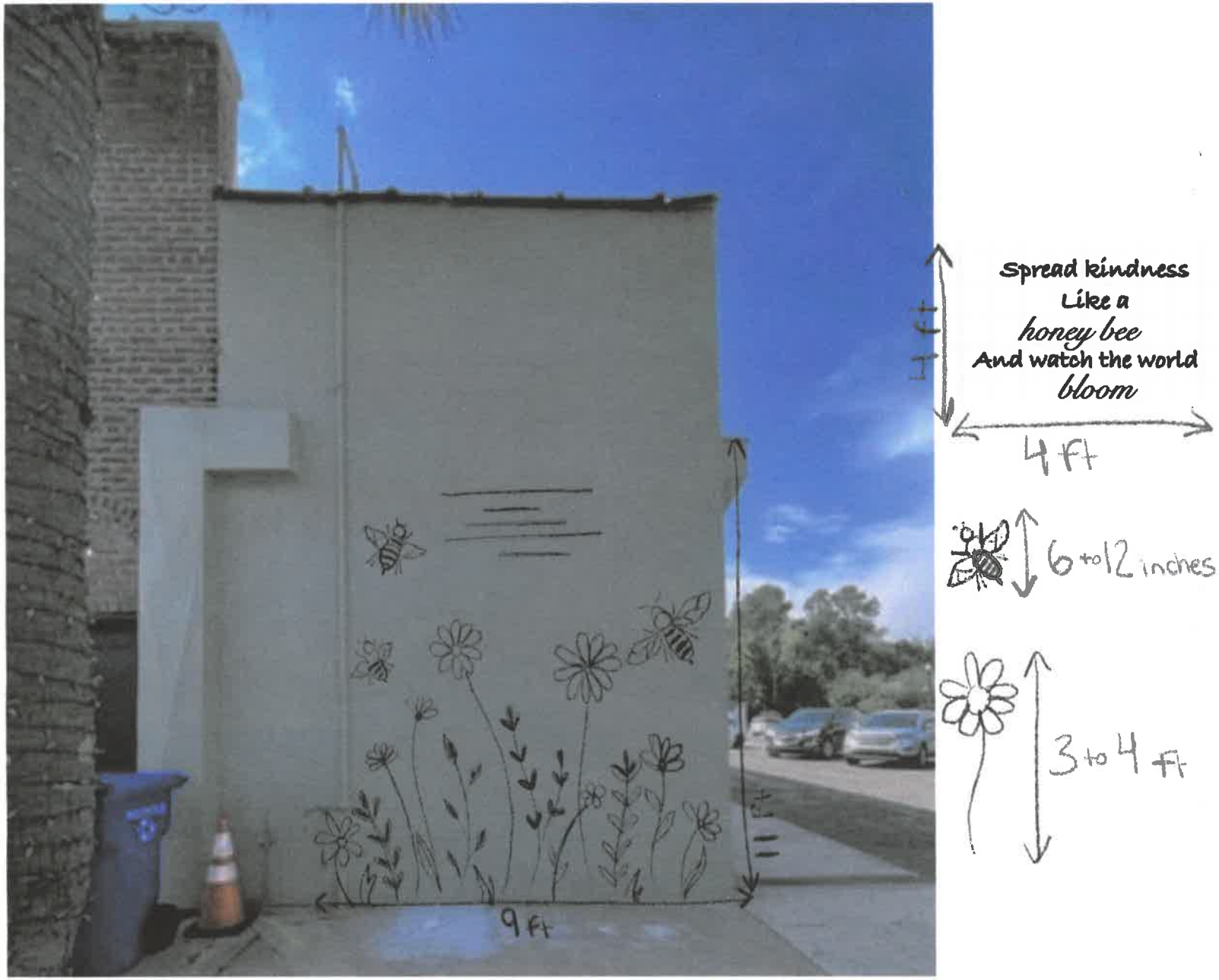
Submittal Requirements: (See attached CAB Requirements)
*****Digital copies of all supporting materials must be submitted along with two hard copies:**

- [ ] 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: Bridget Stalvey **date:** 7/21/23

Print name legibly: Bridget Stalvey


Spread kindness
Like a
honey bee
And watch the world
bloom
4 ft
4 ft
6 to 12 inches
3 to 4 ft
9 ft
4 ft

6.3.1 Non-Residential Architectural Design Standards

A. **Intent:** Non-residential architectural design standards protect and enhance the aesthetic and visual character of various developments within the City of Conway. In particular, the purpose is to encourage and better articulate positive visual experiences throughout the City of Conway and to provide for economic growth and stability through the preservation of property values. The design review process is not intended to stifle innovative architecture but to assure respect for surrounding uses and reduce incompatible and adverse impacts on the visual experience.

B. **Historic Design Review Districts (HDRDs):** Properties located within the HDRDs shall be reviewed and approved by the Community Appearance Board (CAB) and shall meet the "Historic Design Review Districts: Community Appearance Guidelines".

C. **P, NC, HC, CC, CBD, GCO, and VCO**: Properties zoned P, NC, HC, CC, CBD, GCO, and VCO (exempting parcels zoned CP, FA, LI, and HI) that are located outside the HDRDs shall be reviewed and approved by the Planning Director and shall meet the following architectural design standards:

1. The architectural design, color, and material of a proposed structure, or structures, shall conform to community standards of good taste and design.
2. Proposed structures will contribute to the image of the City of Conway as a unique place of visual character, integrity, and quality.
3. All elevations of a structure shall be in harmony one with another in terms of scale, proportion, detail, material, color, and high design quality.
4. The side and rear elevations of buildings shall be visually attractive, especially where those side or rear elevations are most often viewed by the public. Rooflines and architectural detailing shall present a consistency in quality design.
5. All structures within a proposed development, including gasoline station canopies, shall utilize a uniform architectural theme and shall be designed to create a harmonious whole. It is not to be inferred that buildings must look alike to achieve a harmony of style. Harmony of style can be created through proper consideration of scale, proportion, detail, materials, color, site planning, and landscaping.
6. The scale of buildings and accessory structures (including canopies) shall be appropriate to the scale of structures located in the surrounding area. Canopies designed as domineering or overpowering architectural features shall not be permitted.
7. Long, monotonous facade design, including, but not limited to, those characterized by unrelieved repetition of shape or form, or by unbroken extension of line, shall not be permitted.
8. The architectural design and material finish of buildings, signage, gasoline pump canopies, and other necessary structures shall be compatible with one another and surrounding structures.
9. Color combinations of paints and stains shall be complimentary. In general, no more than three different colors per building shall be permitted.
10. Materials shall express their function clearly and honestly and shall not appear as materials which are foreign to the character of the rest of the building.
11. Any building exterior elevation shall consist of architectural materials which are equal in quality, appearance, and detail to all other exterior elevations of the same structure. Nothing in this section shall preclude the use of different materials

4.4. Additional Features and Amenities

Beyond the composition of the storefront, a building's complete exterior defines its architectural style. There are both intrinsic physics and finish details that contribute to a building's appearance and function. Changing features and amenities often or with each business, are subject to review by the Community Appearance Board to ensure commonly misunderstood items respect the historic resource.

Older buildings have softer historic brick and mortar. After nearly 100 years this can become weathered. DO NOT repair with harder, Portland cement mortar.

Soft mortar MUST be replaced with "like" soft, lime-based mortar to avoid permanently destroying the integrity of the historic brick.

JB+a Photo Archives

Exterior Walls

The exterior envelope is the greatest mechanical system of a historic building. Soft, early 20th century and hand packed brick earlier than 1900 react to moisture and temperatures with expansion and contraction. Buildings built before air conditioning need air space within the walls for insulation as well as vapor transmission for the building. Soft material such as lime and sand mortar is intentional and necessary for conditions. It will be damaged quickly by moisture "wicking" upwards in the wall system. Known as "rising damp," this phenomenon is worsened by later applications of stucco, multiple coats of latex paint on exterior walls and modern brick sealers (and can be intensified on walls that have had their interior plaster inappropriately removed.)

NOTE: If the interior walls are showing wear and damage, look for exterior causes first. Water infiltration caused by improper exterior work, "rising damp" from high water tables, damp foundations or structural stress from other areas on the wall are common and can be remedied (See image above & Appendix IV.2, NPS Preservation Brief #2 for additional guidance.).

Appropriate

4.4.1 Ensure no water infiltrates the walls through diversion and that (above and below ground) water is kept away from foundation.

4.4.2 If the exterior surface is painted, and the paint layer on the substrate is stable, repainting the exterior is appropriate. Chemically removing paint rather than adding new paint is preferred, as it benefits the health and original appearance of the brick. A simple color scheme is recommended, generally no more than four colors. Neutral, brick or earth tone hues are recommended for the building surface, with the cornices and framing incorporating colors that match or compliment the dominant neutral building material.

4.4.3 **Older masonry should be repointed every 40-75 yrs. (depending on facade elevation and weather conditions) with "like" mortar to original.**

Inappropriate

4.4.4 Do not paint unpainted masonry surfaces or add water sealers or apply clear coating of any kind to the masonry. These will change the vapor transmission of the wall system, irreversibly and permanently.

4.4.5 **Do not sandblast or use any form of abrasive cleaning method (including high-pressure water). This is highly detrimental to older walls.** Use chemical strippers and cleaners formulated for the soft historic material that will not break the outer "crust" of old brick or patina on stone.

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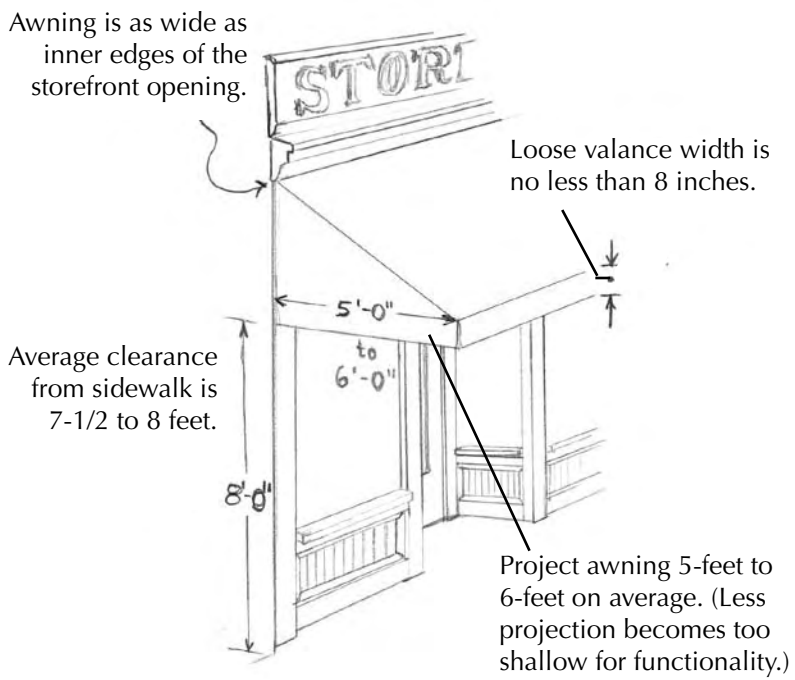

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4.4.25 Generally, do not install an awning that crosses the entire width of the building from edge to edge.

4.4.26 Do not horizontally cover major structural piers or significant vertical storefront elements such as cast iron columns. Breaks in the awning frames lessen the potential for an awning to visually dominate the facade and ease the cost of repair if needed.

4.4.27 "Half-dome" shaped awnings are not appropriate for storefronts and upper windows unless the shape of the opening is a true Roman-arch.

4.4.28 Avoid use of duplicate patterns or colors that match neighboring storefronts.

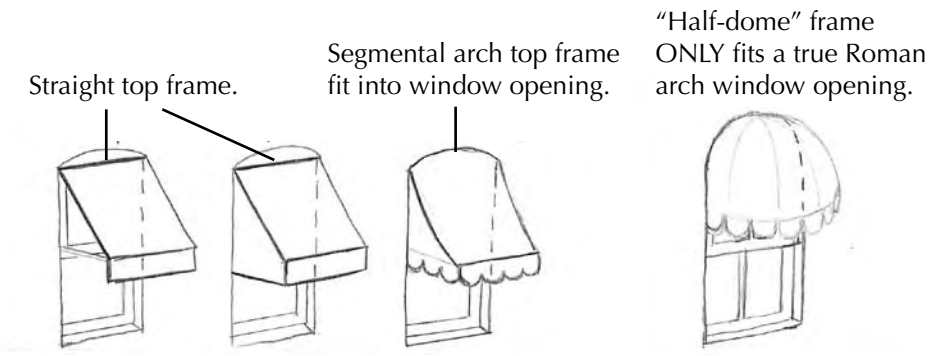
4.4.29 Do not use plastic or vinyl covering (or are intended for back-illumination) as these have a non-traditional glossy appearance and are often prone to UV damage and color fade.

4.4.30 Do not use "quarter-barrel" shaped awnings as they receive uneven sun exposure and often encounter water or stains on the top, flat surface.

4.4.31 Avoid plastic clips, nylon cord and thin round aluminum round frames which have proven over time not to be durable materials for the stresses awnings encounter.

Fig. 2.26: Fitting the Awning to the Window Opening

Note: Many older window openings contain an arch. There is more than one way to conform an awning to a segmental-arch window opening, however only one proper fit for a half-dome awning on a Roman-arch window. Scallop or straight valance, with or without side panels is an owner's choice. All are fit ONLY as wide as opening.



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