CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, DECEMBER 12, 2018
CITY HALL CONFERENCE ROOM – 229 MAIN STREET – 4:00 P.M.

Present: Sheila Walberg-O’Neil, Heather Whitley, Jason Pippin (via phone), Brenda Ivester
Absent: Craig Smith, Paul Doyle, Troy Roehm
Staff: Jessica Hucks, Zoning Administrator; Alicia Shelley, Secretary
Other: Hillary Howard, Tommy Simpson, Paige Bird, Horry Independent Reporter

I. CALL TO ORDER
Whitley called the meeting to order at approximately 4:15 p.m.

II. APPROVAL OF MINUTES
Walberg-O’Neil made a motion, seconded by Ivester to approve the November 14, 2018 minutes as written. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS
A. 1013 Third Ave (ReMax): The applicant, Paige Bird, requests approval of the rear exterior doors for the building located at 1013 Third Ave for Re/MAX Southern Shores (TMS: 137-02-20-005 | PIN: 36701010014).

Hucks stated that as part of an interior renovation to the building at 1013 Third Ave, the applicant installed two rear exterior doors for the rear entrance to the building. Section A, Ch. 2, 2.2: Certificate of Appropriateness CAB Approval Matrix of the HDRD Guidelines, requires that replacement of doors with new material, even with the same size, shape, configuration, profiles, are required to receive full CAB review. Pictures of what was installed is included with this packet.

Hucks stated that the applicant was present.

Walberg-O’Neil made a motion, seconded by Pippin, to approve the request as presented. The vote in favor was unanimous. The motion carried.

B. Kingston Park Mural: The applicant, City of Conway, requests approval of a wall mural proposed for the side of the building (shared with Rivertown Roasters) located at Kingston Park at 341 Main Street (TMS: 137-02-02-001 | PIN: 36804020087).

Hucks stated that as part of the Kingston Park improvement plan, the City of Conway proposes to add a wall mural to the side of the building (occupied by Rivertown Roasters). A picture of the mural rendering is included with this packet. The inspiration behind the mural is the Shoo Fly engine of Wilmington, Chadbourn and Conway Railroad’s that made its arrival in 1887.

Hucks said that the Community Appearance guidelines are as follows:

➢ Section C, Ch. 6: 6.1. – The Primary Sign (p. C.8):
• 6.1.3: A side wall mural may become the Primary Sign and will probably exceed the suggested size on that façade. A variance may be granted for a wall mural sign if the CAB determines it appropriate; however, any other signs on any façade will be “secondary” to this sign. Painting on unpainted historic, natural brick surface may not be allowed.

➢ Section C, Ch. 6: 6.4. “Grandfathered” & Historic Identification Signs
• 6.4.4 Use sign as a landmark or the historic name of the building/site. A visual structure, such as a sign (like the old Conway car dealership at Fourth Ave / Hwy 501, the impressive scale and high-style construction of the Nye’s Pharmacy or the striking neon glow of the Main Street Theatre, to name a few) create a great “sense of place” and can anchor place-making concepts. The smallest signs like the metal advertising signs rusting away on the Cotton Warehouse or larger commissions like the downtown steamboat mural give identity to a location.

➢ Section C, Ch. 6: 6.5. Advertising and Other Signs
• Special consideration for permanent endorsement signage, such as product wall murals, may be issued by the CAB, however its highly suggested the product have something to do with the business. Mounting or turning the side of a building into a “billboard” is unfavorable.

Hillary Howard with Conway Alive presented the mural. She stated that the Shoo Fly engine is the actual engine that went down Main Street despite that most think it is the Black Maria.

Tommy Simpson, artist said that it would be done in a tin type color.

Pippin made a motion, seconded by Walberg-O’Neil, to approve the request as presented. The vote in favor was unanimous. The motion carried.

IV. COMPREHENSIVE PLAN

Hucks presented the board with a draft of the Comprehensive Plan. She said that it was presented at the Planning Commission on December 6. She asked the board members to review, offer any input and send the comments within the next couple of weeks.

V. PUBLIC INPUT

None.

VI. BOARD INPUT

Ivester and Whitley expressed their concerns with the entrance into the Kingston Park as there is mud and black dirt since the grass died. Hucks stated that she would give their concerns to the Arborist.

VII. STAFF INPUT

Next meeting is January 9, 2019.

VIII. ADJOURN

There being no further business to come before the Board, Walberg-O’Neil made a motion, seconded by Ivester, to adjourn the meeting. The vote in favor was unanimous. The motion carried.

Approved and signed this 14th day of January, 2019.

Heather Whitley, Vice-Chairman