I. CALL TO ORDER

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

II. APPROVAL OF MINUTES

McLain made a motion to accept the minutes as written and it was seconded by Watts to approve the October 23, 2019 minutes. The vote in favor was unanimous. The motion carried.

III. CERTIFICATE OF APPROPRIATENESS

A. **316, 318 & 324 Main Street**: The applicant, Susan McMillian, requests approval to repaint the building(s) located at 316, 318 and 324 Main Street (PIN #’s: 367-01-01-0065, -0030).

Hucks stated that the applicant proposes to repaint the buildings at 316, 318 and 324 Main Street. The proposed building color includes “Charleston Green.” Portions to be painted include: 2nd-story shutters on Main Street, and all aluminum trim on storefronts in order to coordinate trim on first and second stories of building on Main Street.

Susan McMillan, the applicant stated that the second story shutters and all aluminum trim around windows would be painted.

Richardson made a motion to approve the request to paint as presented. Watts seconded the motion and the motion carried unanimously.

B. **900-B Main Street (Century 21)**: The applicant, Tyson Sign Co., requests approval to repaint and reface two monument signs for Century 21, located at 900-B Main Street (TMS: 123-14-18-005 | PIN: 338-13-01-0030).

Hucks stated that she believes this work has been done and the applicant proposed to reface / repaint
monument sign panels on two existing monument signs for Century 21, located at 900-B Main Street. The Monument sign on Main Street side: clean and repaint entire sign (sign structure) as shown in rendering (White), ½” PVC “Century 21” and “McAlpine Associates” (relentless gold), first surface cut out vinyl, remove existing logo and install new logo in same location, and the proposed area to be refaced is 12.31 sq. ft. The other (secondary) monument sign (located near the entrance to the building): clean and repaint entire sign (as shown in rendering), first surface digitally printed vinyl logo and phone number, remove existing logo, phone number and “Myrtle Beach Office” vinyl; install new logo and phone number in locations shown in rendering, colors include: Relentless Gold (PMS #2324) and Obsessed Gray (PMS #Black 7) and the proposed area to be refaced is 8.5 sq. ft.

Matt Rider, applicant further explained the request and stated that the border was 1/2” and that the lettering on the signs was vinyl. He stated that once a tenant is in the other unit, the tenants name will be placed on the bottom of the smaller secondary sign. Hucks asked that he bring that back to the board for review.

Richardson made a motion to approve the request. Watts seconded the motion and the motion carried unanimously.

C. **321 Laurel Street (Fourth & Main on Laurel):** The applicant, A1 Signs & Graphics, requests approval to install window graphics on the building located at 321 Laurel Street (TMS: 137-02-03-003 / PIN: 368-04-02-0098).

Hucks stated that the applicant proposes to install window graphics for Fourth and Main on Laurel. They will be installed on 6 different windows and they are white vinyl graphics with black lettering. Exact dimensions have not been provided, however the applicant states that each graphic is less than the 25% coverage limitation. A rendering was shown. The graphics can be considered subordinate signage. Hucks went on to say that staff notes that the HDRD guidelines suggest that subordinate signage, when placed on display windows, is typically 2.5-feet up from the bottom display sill of the window.

The board discussed staying within the suggested guidelines regarding subordinate signage.

Roehm made a motion to approve the request with the condition that the window graphics be placed in the 2.5 feet up from the bottom display sill of the window area only. McLain seconded the motion and the motion carried unanimously.

D. **Kosta Bowls – 412 Main Street:** The applicant, A1 Signs & Graphics, requests approval for a wall signage for the building located at 412 Main Street (TMS: 137-02-06-024 | PIN: 338-13-03-0022).

Hucks announced that this request had been withdrawn.
IV. SPECIAL TAX ASSESSMENTS

A. 317 Main Street – The applicant, Teague Hopkins, requests preliminary approval for the special tax assessment of the property located at 317 Main Street (TMS: 137-02-02-023 | PIN 367-01-01-0023).

Hucks stated that Teague Hopkins has requested that the property located at 317 Main Street be considered for a special tax assessment, as specified in Section 1-5-50, Special Tax Assessment, under the City of Conway Code of Ordinances.

The property is known as the “Platt Building”, built around the year 1909. It is a two-story commercial building with post-1945 alterations to the storefront and second-story façade.

According to Section 1-5-52 of the Ordinance, the first step in establishing a special tax assessment is certification by City Council. In order for City Council to grant certification, the property must meet one of the following options:

1. Be listed in the National Register of Historic Places, either individually or as a contributing property in a district; or
2. Be 50 or more years old and have been designated as historic by the city council, either individually or as a contributing property in a local historic district.

City Council may designate a property as historic if it is more than 50 years old and meets one (1) or more of the following criteria:

1. Has significant inherent character, interest, or value as a part of the development or heritage of the community, state or nation;
2. Is the site of an event significant in history;
3. Is associated with a person or persons who contributed significantly to the culture and development of the community, state or nation;
4. Exemplifies the cultural, political, economic, social, ethnic, or historic heritage of the community, state or nation;
5. Individually, or as a collection of resources, embodies distinguishing characteristics of type, style, period, or specimen in architecture or engineering;
6. Is the work of a designer whose work has influenced significantly the development of the community, state, or nation;
7. Contains elements of design, detail, materials, or craftsmanship which represents a significant innovation;
8. Is part of or related to a square or other distinctive element of community planning;
9. Represents an established and familiar visual feature of the neighborhood or community;
10. Has yielded or may be likely to yield, information important to history or pre-history.
City Council voted to certify the property at their November 4, 2019 meeting, as the building is 50 years or older.

The CAB must review the renovations to determine if the work meets the standards for rehabilitation listed in the ordinance. If the CAB finds the rehabilitation meets the given standards, a special tax assessment will be created, freezing the assessment of the property at its current assessed value for 15 years. If the CAB does not find that the given standards were satisfied, it may deny the request for the creation of the special tax assessment.

According to Section 1-5-53 (b), the value of the rehabilitation work must have expenditures exceeding 25% of the fair market value of the building for income-producing property. The applicant states that the total cost of rehabilitation is $85,000 +/- and the current fair market value of the building is $105,900.

Mr. Hopkins was granted approval from the Horry County Architectural Review Board as well with the condition that the windows be wood and not vinyl.

Teague Hopkins explained the proposed work that included the following items:

- Storefront - paint
- Windows – same look with modern windows
- Front brick façade / stucco color
- Bottom level interior flooring
- AC units - replace
- Bottom level electrical
- Bottom level bathrooms
- Upstairs level flooring
- Upstairs level ceiling

There was some discussion regarding the brick and Hucks stated that the brick had never been painted. McLain reminded the applicant that it cannot be pressure washed.

The board then discussed the windows with the applicant. It was decided that the applicant could use wood with aluminum clad windows.

Roehm made a motion to grant the preliminary approval of the special tax assessment and move forward with the storefront but any exterior improvements regarding paint and windows be resubmitted to CAB. Watts seconded the motion. The motion carried unanimously.

B. 1403 Ninth Avenue: Christina and Patrick Watts, applicants, request approval of a special tax assessment at 1403 Ninth Avenue (TMS# 137-01-30-010 / PIN 338-14-03-0034) under the Preservation Tax Incentive Program.
Hucks stated that Christina and Patrick Watts requested that their property at 1403 Ninth Ave (TMS# 137-01-30-010 / PIN 33814030034) be considered for a special tax assessment. The Ordinance for the Preservation Tax Incentive Program can be viewed in the City of Conway Code of Ordinances, starting at Section 1-5-50 Special Tax Assessment.

The home is located in the Residential “Conwayborough” National Register Historic District as a contributing property, where it is listed as “Minimal Traditional” house. The home was built in 1895 as a four room, side-gables, central passage house. The home was used as a physician’s office for two generations. It was moved from 1401 Ninth Avenue to 1403 Ninth Avenue in 1935 by the Sasser family and remodeled. It was also remodeled in the 1980s. The structure was more recently used as a single-family home.

According to Section 1-5-52 of the Ordinance, the first step in establishing a special tax assessment is certification by City Council. In order for City Council to grant certification, the property must meet one of the following options:

1. Be listed in the National Register of Historic Places, either individually or as a contributing property in a district; or
2. Be 50 or more years old and have been designated as historic by the city council, either individually or as a contributing property in a local historic district.

City Council may designate a property as historic if it is more than 50 years old and meets one (1) or more of the following criteria:

1. Has significant inherent character, interest, or value as a part of the development or heritage of the community, state or nation;
2. Is the site of an event significant in history;
3. Is associated with a person or persons who contributed significantly to the culture and development of the community, state or nation;
4. Exemplifies the cultural, political, economic, social, ethnic, or historic heritage of the community, state or nation;
5. Individually, or as a collection of resources, embodies distinguishing characteristics of type, style, period, or specimen in architecture or engineering;
6. Is the work of a designer whose work has influenced significantly the development of the community, state, or nation;
7. Contains elements of design, detail, materials, or craftsmanship which represents a significant innovation;
8. Is part of or related to a square or other distinctive element of community planning;
9. Represents an established and familiar visual feature of the neighborhood or community;
10. Has yielded or may be likely to yield, information important to history or pre-history.

Since the property is listed in the National Register of Historic Places as a contributing property in the Conway Residential Historic District (Conwayborough), it can be certified under the first option identified above. City Council voted to certify the property at their October 21, 2019 meeting.

The CAB must review the renovations to determine if the work meets the standards for rehabilitation listed in the ordinance. If the CAB finds the rehabilitation meets the given standards, a special tax assessment will be created, freezing the assessment of the property at its current assessed value for 15 years. If the CAB does not find that the given standards were satisfied, it may deny the request for the creation of the special tax assessment.

According to Section 1-5-53 (b), the value of the rehabilitation work must have expenditures exceeding 25% of the fair market value of the building for income-producing property. The applicant states that the total cost of rehabilitation is $90,000 +/- and the current fair market value of the property is $158,000.

Horry County has a similar ordinance, and the Watts did seek approval from the Horry County Architectural Review Board as well.

Patrick Watts further explained the renovations proposed that included the following items:

- Exterior wall
- Windows
- Doors
- Porches
- Foundations
- Exterior restoration
- Repair and stabilization of historical structural systems
- Restoration of historic plaster
- Energy efficient measures
- Repairs or rehabilitation of heating, air condition, or ventilating systems
- Architectural and engineering fees
- Interior alterations
- Changes in the kitchen
- Changes in the bathrooms
- Interior painting, wallpaper, other decorative finishes

McLain made a motion to grant the preliminary approval of the special tax assessment with the condition that the applicant will come back before the CAB if any changes are made to the exterior. Watts seconded the motion and the motion carried unanimously.
V. 2020 MEETING SCHEDULE

Roehm made a motion to approve the 2020 Community Appearance Board meeting schedule as presented. McLain seconded the motion and the motion carried unanimously.

VI. PUBLIC INPUT

None

VII. BOARD INPUT

None

VIII. STAFF INPUT

None

IX. ADJOURN

There being no further business to come before the Board, a motion was made by Roehm and seconded by McLain to adjourn the meeting at 5:14 p.m. The vote in favor was unanimous and the motion carried.

Approved and signed this __8__ day of __December__, 2019.

Heather Whitley, Chairperson