CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, JULY 10, 2019
CITY HALL CONFERENCE ROOM – 229 MAIN STREET – 4:00 P.M.

Present: Heather Whitley, Brenda Ivester, Troy Roehm, Matt Richardson
Absent: Jamie McLain, Craig Smith
Staff: Jessica Hucks, Zoning Administrator; Barbara Tessier, City Clerk;
Other: Debbie Jenkins, Justin Ferraro, Melissa Woriax, Pete Curlin, Rick Gore

I. CALL TO ORDER
Chairperson Whitley called the meeting to order at approximately 4:00 p.m.

II. APPROVAL OF MINUTES
Roehm made a motion to accept the minutes as written and it was seconded by Ivester to approve the June 12, 2019 minutes. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS


Hucks stated that the applicant proposes to install a window graphics for the restaurant at 1117 Third Ave. The graphics are being installed where previous window graphics were installed. She informed the board that the graphics are installed with an approved temporary sign permit that enabled the applicant to install them prior to CAB approval on the condition that if denied, the graphics would have to be removed. Window(s) measure 92” (7.67’)(w) x 92” (7.67’) (h), totaling (approx.) 59 sq. ft. Max coverage is 25%, allowing a coverage of 14.75 sq. ft. maximum. Graphics measure (approx.) 7.3’ (w) x 1.56’ (h), totaling 11.39 sq. ft. This size complies with the sign maximum per the UDO. The board referred to sign rendering presented for the colors.

The applicant was not present, however the board proceeded to review the request.

Ivester made a motion, seconded by Roehm, to approve the request as presented. The vote in favor was unanimous. The motion carried.

B. The applicant, A1 Signs and Graphics, requests approval to install a hanging bracket sign above the awning of the building located at 321 Laurel Street, a second location for Fourth and Main Southern Home Accents (TMS: 137-02-03-004 | PIN 36804020099).
Hucks stated that the applicant is installing a hanging bracket sign at 321 Laurel Street for a second location of Fourth and Main Southern Home Accents. The proposed sign is a double-sided dimensional sign, in the shape of a circle, with a 3-ft diameter, which would have a 1.5’ radius, totaling 7.07 sq. ft. (approx.). The applicant states in the application that the sign and the bracket would total approx. 9 sq. ft.; however, the hardware the sign will be installed on does not count towards the sign area permitted. Hanging and suspended signs are limited to 8 sq. ft. in sign area, per Section 11.4.5 of the UDO. Like the sign approved for the Fourth Ave location, it will have a white background with black lettering. Renderings were shown to the board.

The applicant from A1 Signs was present to answer any questions.

Ivester made a motion, seconded by Roehm, to approve the request as presented. The vote in favor was unanimous. The motion carried.

C. The applicant, Joe Sutherland, requests approval to reface existing signage for a name change of a restaurant to “Joey’s Riverwalk Grille”, located at 5 Laurel Street (TMS: 137-06-02-004 | PIN: 36701040003).

Hucks stated that the applicant requests to reface (only) existing signage at 5 Laurel Street. This location has undergone numerous name changes over the past several years. At some point, an additional freestanding sign was permitted to be installed on the Laurel Street side of the building. The WRD district generally permits a maximum of 2 signs per tenant space. Because the sign structures are existing, and the sign structures have not officially ceased to advertise a business for a period exceeding 60 days, the nonconforming signs would be permitted to continue. However, staff notes that the current restaurant, Joey Doggz, has a different sign panel size than the previous sign panels for the Tidewater Restaurant and were never reviewed and approved by this Board. Additionally, Article 12, Section 12.1.6 (D.1) states that “signs which are nonconforming with respect to location or number permitted shall not be altered in any way except to make such sign comply with the provisions of this Article”. As such, the sign panel cannot be altered on at least one of the freestanding sign structures OR the wall sign, as allowing so would be in contradiction with this section and with the sign requirements in Article 11 of the UDO for the WRD zoning district. Because the previous signs were not approved by this Board nor were the sign faces legally permitted, it could also be argued that all sign structures are considered to be abandoned / obsolete. Staff recommends that the applicant decide which two (2) signs they would like this Board to consider, and if they would like the additional (or third) sign, they will need to seek a variance from the sign regulations to permit the additional sign. The wall sign that is currently installed is significantly smaller than the last known approved wall sign for Tidewater Grill, which measured 10’ x 2.5’ in size (25 sq. ft.). The one currently installed is 4’ x 4’ (16 sq. ft.). The same size (16 sq. ft.) also applies to both freestanding signs located on Elm Street and the other on Laurel Street. Pictures of the current signage was included in the boards packet, along with a rendering of the graphics that were proposed.

The applicant was not present.

Richardson made a motion, seconded by Roehm, to table the request. The vote to table was unanimous and the motion carried.
D. The applicant requests final review and approval of revisions to the entrance to the building (Succotash Gourmet), located at 1025 Third Ave (TMS: 137-02-20-003 | PIN: 36701010010).

Hucks stated that on May 22, this Board granted “preliminary” approval of a revision to the entrance to the building for Succotash Gourmet, at 1025 Third Ave; specifically, the ground level elevation, in that the applicant requested to level the entrance and provide acceptable ADA accessibility in accordance with ADA requirements. An excerpt from the approved minutes from that meeting reads, “Hucks stated the applicant proposes to revise the front entrance of Succotash Gourmet; specifically, the ground level elevation. She would like to add a step at the front and have a flat surface instead of the entire front being sloped, as it is currently. After speaking with the Building Official, staff informed the applicant that ADA Accessibility would be required to be provided in the front and any changes would trigger the requirement for the entrance to come into compliance with the accessibility requirements. The applicant revised her request at that time to have the entire width of the entrance doors to be sloped at an appropriate angle for wheelchair accessibility, and for the sides to be flat, level. The Building Official must approve the changes before a COA is issued to ensure compliance with the Americans with Disabilities Act, also required per the Building Code. The applicant was not present. Staff chose to bring this request before the Board. After much discussion amongst the Board, Smith made a motion to give preapproval of the request with the condition(s) that it stays the same in front of the door, allowing a raised step on both sides of the door with rounded corners on the edge where it meets the sidewalk and the finishes/materials to be presented to the Board for approval. McLain seconded the motion. Motion was carried unanimously.”

Hucks informed the board that the Building Official has since OK’d the revisions made to the ground elevation/storefront. Per the applicant, the edges will be rounded within the next week. The stain color that will be used is “Coffee Bean.” Pictures were included in the boards packet.

The applicant, Melissa Worixax was present to answer any questions.

Roehm asked if there would be a rail or flower box? Ms. Worixax said no, it would be open with small tables and chairs on each side. Hucks said if so, there will be conditions.

Ms. Worixax said it would be dark gray on the sides and lighter on ramp. They could not paint the concrete the coffee bean color because doing so would cause the concrete to lose the grip and would be unsafe.

Roehm stated that it may be difficult to curb. Ms. Worixax said they would round the corners a bit more.

Roehm asked about railing. Ms. Worixax said that the city has requirements of height, etc.

Roehm made a motion, seconded by Richardson, to approve the request as presented. The vote in favor was unanimous. The motion carried.

E. The applicant, Justin Ferraro, requests approval of revisions to previously approved awnings that were installed on the front and rear of the building for Re/Max Southern Shores, located at 1013 Third Ave (TMS: 137-02-20-005 | PIN: 36701010014).

Hucks stated that the applicant has installed the awnings this board previously approved on the front and rear of the building. However, staff observed that the corbels under the awnings were not the curved PVC material that was
approved by this board as part of their application. Instead, straight wood corbels, painted white, are installed. Additionally, staff noticed the roof pitch on the awning(s) did not appear to meet the 4:12 pitch that was proposed and approved by CAB in March of this year. As such, staff notified the applicant that a re-review of the awnings would be required. The applicant has also provided a letter from an engineer explaining the reason for using the wood corbels, in which the engineer states the wood corbels were necessary to support the wind, seismic and cavity loads required by code for the awning design. Pictures of the awnings, as they are currently installed, was included in the boards packet.

The applicant, Justin Ferraro was present to answer any questions.

The board had concerns with the awning looking modern and not historic, pitch, corbels, and the overall aesthetic appearance and do not want to set a precedent.

Ivester made a motion that the applicant come back before the board once they come up with a new proposal, but could not approve the awning revisions as presented. Roehm seconded the motion and the motion carried unanimously.

F. The applicants, Rick & Eva Gore, request approval of revisions to a previously approved freestanding sign panel, on property located at 1205 Main Street for Ann & Andy Daycare II (TMS: 123-14-09-003 | PIN: 33812040022).

Hucks stated that this Board reviewed and approved the replacement of a sign panel on an existing freestanding sign structure at the May 22 CAB meeting. During that meeting, there was discussion amongst the Board and the applicant regarding the position of the sign panel in relation to the sign posts as well as the sign posts material and color. See below for an excerpt of the minutes from this portion of that meeting: “Rick Gore presented the sample (of the sign panel material) to the board and stated that the colors are close to the Conway colors. He would like to replace the sign posts to be the same type of material as the sign panel and that the sign panel would be one panel, double-sided, and sit between the posts, rather than on the face of the posts, like the current sign panel does. He added that the posts would likely be 2’ x 4’ rather than 4’ x 4’. After discussion with the applicant, Smith made a motion to grant the request on the conditions that the sign posts match the sign color(s), that the sign posts not obscure the green border or the view of working on the sign panel and that the wording on the sign panel read ‘Ann & Andy Daycare II’. The motion was seconded by McLain. The vote in favor was unanimous. The motion carried”.

Hucks said that the applicant recently requested an inspection of the sign after it was installed. Upon inspection, staff noted that the sign that was installed did not comply with the Board’s motion. As such, staff was unable to approve the inspection and required that the sign be re-reviewed by this board. A picture of the sign, as currently installed, was included in the boards packet.

Rick Gore, applicant said that he left the posts white because the trim on the building was white.

Richardson made a motion, seconded by Roehm, to approve the sign as currently installed. The vote in favor was unanimous. The motion carried.
G. The applicant, Tyson Sign Co., requests approval of a monument sign and a subordinate wall sign for the building located at 1405 Main Street for the Surgery Center of Conway (TMS: 123-14-11-001 | PIN: 33811020040).

Hucks stated that the applicant proposes to install a monument sign as well as one (1) subordinate sign for The Surgery Center of Conway, located at 1405 Main Street. The proposed monument sign is a fabricated aluminum sign cabinet, trim and décor as shown. The sign cabinet portion measures 6' (w) x 2.96' (h), totaling approx. 17.8 sq. ft. The lettering will be routed aluminum with ½” push-thru clear acrylic and vinyl as shown. The sign panel will have white LED internal illumination. Only the letters/logo graphics will illuminate. Background to remain translucent. Rendering with sign details were included in the boards packet.

Hucks said that the proposed subordinate wall sign is considered one that is exempt from permitting procedures but still subject to review and approval by CAB. The sign, when measuring the letters only, is .40' (h) x 8' (w), totaling 3.2 sq. ft. It is a flat, aluminum panel with surface vinyl graphics that will be mounted flush to exterior studs. Staff would not consider this a wall sign that would count towards the max number of signs permitted per tenant space.

Debbie Jenkins, applicant was present to answer any questions.

Roehm made a motion, seconded by Ivester, to approve the request as presented. The vote in favor was unanimous. The motion carried.

IV. PUBLIC INPUT

None

V. BOARD INPUT

The board has concerns with the Design Guidelines regarding the implied dimension on wall signage and would like to find out the process to update them.

VI. STAFF INPUT

None

VII. ADJOURN
There being no further business to come before the Board, a motion was made that was seconded to adjourn the meeting at 5:10 p.m. The vote in favor was unanimous and the motion carried.

Approved and signed this 24th day of July, 2019.

Heather Whitley, Chairperson