CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, SEPTEMBER 11, 2019
CITY HALL CONFERENCE ROOM – 229 MAIN STREET – 4:00 P.M.

Present: Troy Roehm, Matt Richardson, Jamie McLain, Duc Watts, Brenda Ivester
Absent: Craig Smith, Heather Whitley
Staff: Jessica Hucks, Zoning Administrator; Alicia Shelley, Planning Assistant
Other: Land Hurley, Justin Ferraro

I. CALL TO ORDER

Vice Chairman Roehm called the meeting to order at approximately 4:04 p.m.

II. APPROVAL OF MINUTES

Watts made a motion to accept the minutes as written and it was seconded by McLain to approve the August 28, 2019 minutes. The vote in favor was unanimous. The motion carried.

III. OLD BUSINESS

A. The applicant, Justin Ferraro, requests a re-review of 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 had installed the awnings this board previously approved on the front and rear of the building. Once installed, 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, were installed. At that time, staff required that the applicant present the changes to this Board for approval. The applicant provided a letter from an engineer explaining the reason for using the wood corbels (previously provided), in which the engineer states the wood corbels were necessary to support the wind, seismic and gravity loads required by code for the awning design. This Board did not approve the awnings as they were currently installed, and requested that the applicant bring back another alternative for them to consider.

The applicant now proposes to install the corbels in the same design as originally approved, in a curved design. The materials for the corbels are in transit to the mill to be built and once completed, the applicant plans to have them installed. Per the applicant, nothing is being altered from the original approved drawings that was already presented to CAB. The renderings were in the packet and shown to the board.
Justin Ferraro, applicant further explained the request and stated that they were able to make the corbels look like what the board originally approved.

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

IV. CERTIFICATE OF APPROPRIATENESS

A. The applicant, Haynes Sign Co, requests approval to install wall signs on the front and rear of the building located at 1013 Third Ave (TMS: 137-02-20-005 | PIN: 367-01-01-0014).

Hucks stated that the applicant proposes to install a wall sign on the front and rear façade of the building located at 1013 Third Ave for “Re/Max Southern Shores”. The front façade is approx. 360 sq. ft., which allows a max sign area of 54 sq. ft. The proposed wall sign measures 2.67’ (h) x 7.92’ (w), totaling 21.15 sq. ft. The sign panel is a routed HDU (high-density urethane) panel, with raised (blue and red) text and graphics and a recessed white background. The rear façade (tenant area only) is approx. 300 sq. ft., which allows a max sign area of 45 sq. ft. The proposed wall sign measures 2’ (h) x 5.96’ (w), totaling approx. 12 sq. ft. The sign panel is an aluminum composite panel with applied vinyl graphics. No dimension is proposed on the rear wall sign. Renderings were included in the board’s packet.

Land Hurley, applicant further explained the request. He stated that at a distance the rear sign had no visible difference than the sign on the front façade of the building.

The board had some concerns with setting a precedent in this area with the new City Hall being built. They discussed if any others were along Scarborough Alley from the rear and that the door was being used as a primary use for a public entrance.

Hucks recommended that they possibly put a placard on the wall. The board also suggested that they center the sign between the awning and the door. Hucks reiterated that a second wall sign is only permitted when there is a second public entrance.

Richardson made a motion to approve the sign on the front façade and to deny the rear wall sign as proposed, but to bring a different proposal for rear signage (with dimension) in a different location. Watts seconded the motion. The motion carried unanimously.

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

Hucks stated that the applicant requests to reface (only) two (2) existing freestanding sign structures, on property located at 5 Laurel Street for “Joey’s River Walk Grille”. While there are currently 2 freestanding sign structures and one wall sign on this property for “Joey Doggz”, only 2 signs will be able to be installed to be in compliance with the UDO, in that the WRD district only permits 2 signs per tenant space in the district. The applicant has decided to proceed with review of the re-facing of the two freestanding sign structures. Each panel measures 4’ (w) x 2.5’ (h), totaling 10 sq. ft. The sign will be a metal panel with raised letters. “Joey’s” and “Grille” will be ¾” deep
wood letters and River Walk will be ½” deep wood letters, applied to the sign board. The panels will be installed between (existing) pressure treated wood posts; one on the Laurel Street side and the other on the Elm Street side. Renderings of the sign panels proposed were included in the board’s packet.

The applicant was not present.

After much discussion amongst the board, Richardson made a motion to remove the food choices from the sign, add the dimension as indicated, center the logo on the sign once revisions are made and put the new signage up as soon as possible. McLain seconded the motion and the motion carried unanimously.

V. KINGSTON PARK BENCHES UPDATE

Hucks presented the board with pictures of the benches made from railroad ties and materials that will be put at Kingston Park, which would also fill in the gaps at the entrance way, on either side of the archway.

VI. PUBLIC INPUT

None

VII. BOARD INPUT

Roehm asked about changing the code to require dimension to any sign in the CAB review district. Hucks stated that any changes to the Community Appearance Guidelines would need to go through the text amendment process and be approved by City Council. She stated that staff is currently working on completing the Comprehensive Plan by the end of the year and then would work on text amendments.

Richardson asked about tax incentives. Hucks stated the process for receiving a tax incentive can be time consuming, and must be done prior to any permits being issued for any work proposed. Some property owners are eager to get started on rehabilitation and choose not to go through the process. She stated that the Shine Café, the house at 701 Laurel Street and a house on Kingston Street were the last ones she remembers going through the process.

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 Ivester to adjourn the meeting at 4:48 p.m. The vote in favor was unanimous and the motion carried.

Approved and signed this 25rd day of September, 2019.

[Signature]
Heather Whitley, Chairperson