A. CALL TO ORDER

Vice Chairman, Ulrich, called the meeting to order at 4:00 p.m.

B. APPROVAL OF MINUTES

Miller made a motion, seconded by Pippin, to approve the April 25, 2012 minutes as written. The vote in favor was unanimous. The motion carried.

C. DESIGN GUIDELINES

1. Fostering Hope – A1 Signs and Graphics request approval of one awning sign, one painted wall sign and window signs at 909 Fourth Avenue (TMS #137-02-01-004)

Elaine Sivret stated her name for the record.

Henderson said this request was of one awning sign, one painted wall sign facing Kingston Street, and window signs on the storefront at 909 Fourth Avenue. He said all the signs met the minimum standards for size. He said staff recommended approval for meeting the sign design standards of the ordinance.

Henderson asked Sivret about window signs for the Kingston Street side. Sivret said they were going to do a heavy window tint because there would be children having visitations.

Miller made a motion, seconded by Pippin, to approve the requested signage as presented. The vote in favor was unanimous. The motion carried.
2. **Little Treasures** – Louie Welch, applicant, requests approval of two secondary window signs at 410 Main Street. (TMS# 137-02-06-024)  
Withdrawn.

3. **Salvation Army Family Store** – Louie Welch, applicant, requests approval of two primary wall signs at 1029 Third Avenue. (TMS#137-02-02-001)  

Louie Welch stated his name for the record.

Henderson said this was a corner storefront and two primary signs were permitted. He said one would be facing Laurel Street and one facing Third Avenue. He said they met the sign standards, and staff recommended approval.

Miller asked why the sign facing Third Avenue was so small. Welch said both signs were the same size. Miller said proportionately it did not seem big enough. Welch said he pointed that out, but this was what they wanted to do. Henderson said the sign was sand blasted. He said they were probably going for quality over size.

Henderson said in addition they had some repair work to the existing columns. He said the plywood on the columns had rotted. He said the plywood was replacing with hardi board along the storefront. He said the design was not changed.

Ulrich asked if the lamps would be going back up. Henderson said they had not decided about the lamps. Henderson said he had told them if they changed the fixtures in any way, they would have to be reviewed by the CAB.

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

4. **Ya Ya’s Consignment** – Clint Blackburn, applicant, requests approval of one primary wall sign at 910 Third Avenue. (TMS# 137-02-01-008)  

Bucky Greene stated his name for the record.

Henderson said there was already a temporary sign in place that looked identical to the permanent sign. Henderson said the proposed sign met the size requirements, and staff recommended approval. Henderson said the sign would fit under the brick reveal.

Greene said the sign would be sandblasted.

Miller made a motion, seconded by Pippin, to approve the sign request as presented. The vote in favor was unanimous. The motion carried.
5. Rivertown Java Coffee Bar and Café – Bucky Greene, applicant, requests approval of one secondary window sign at 1028 Third Avenue. (TMS# 137-02-02-029)

Greene was also the applicant for this item.

Henderson said this request was for vinyl lettering. He said it met the size requirements.

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

6. 210 Elm Street – James Hardwick, applicant, requests approval to replace existing “masonite” siding with fiber-cement board material for a property located at 210 Elm Street. (TMS# 137-06-19-004)

Lester Spain stated his name for the record.

Henderson said this was for the rear and right side elevations. He said the left side was not visible from Main Street or Third Avenue, and the front was brick. He said staff recommended the approval of the siding with hardi board or wood, which was also allowed in the Historic District. Henderson said the siding would be white in color.

Pippin made a motion, seconded to Miller, to approve the use of hardi board or fiber cement. The vote in favor was unanimous. The motion carried.

Because Mr. Anderson was not present yet, the Board decided to move on with the rest of the agenda and return to the Carolina Theater once he arrived.

D. PUBLIC INPUT

There was none.

E. BOARD INPUT

Miller said that receiving the CAB packet electronically was great. Everyone agreed.

Harper asked about the Christmas tree lights that were still on some trees on Main and Third. Henderson said he would ask about that.

Anderson arrived and the Board returned to his agenda item.
7. **The Carolina Theater – Tom Anderson, applicant, requests preliminary approval of the Conway Historic Preservation Tax Incentive for the restoration of the Carolina Theater, located at 406 and 408 Main Street. (TMS# 137-02-060023)**

   Tom Anderson stated his name for the record.

   Henderson said City Council had already given their approval several months ago. He said the Board’s duty was to ensure that the scope of work met the 10 Secretary of Interior’s Standards. He said those standards were included in their CAB packets that were handed out for review during the meeting.

   He said he would go through the full scope of work and then review the ten standards. He said instead of going through each numbered work description from the application, he said he would take them through a PowerPoint that was created with the help of Mr. Anderson, which followed the details of each project element. He asked the Board to keep the 10 standards in mind when reviewing each of the project elements.

   Henderson said the property was purchased in 2005 and began several improvements shortly thereafter. Anderson said he would give the Board some background information. He said there were two buildings. He said he had wanted to purchase the theater since he was 17. He said he had offered to purchase the theater several times before the owner sold it to him. He said in 1999 the owner offered to sell it to him. He said he then tried to purchase the front building, and that owner did not want to sell either at first.

   Anderson said when he got the front building in 1995, he gutted the downstairs and updated them and then redid the apartments upstairs. He said they could see from the PowerPoint presentation that he had torn out all the downstairs again.

   Anderson said he had three tenants upstairs, but none downstairs at this time.

   He said there was the possibility of funding, but that this project had been baby steps. He said he was in the process of tying up a loan today that would give him the money to finish the front façade. He said if not, there was another loan that he hoped would come through in the next 12 days that would give him enough to finish the glass work downstairs.

   Anderson said Henderson had been great in helping him put together the application. He went on to say that the theater could not be done until the front building had been done. He said State Archives people wanted to have it all done. He said he could not do it all at one time.

   Henderson said that once the Board approved the application, it would then go to the Horry County BAR and then Anderson could apply for state incentives from Archives.
and History. Harper asked Anderson if he could get a grant from the state archives. Anderson said it was a slim to none chance, but if nothing else perhaps he could lock in the taxes. He said someone in the legislature did a incentive program that if you had a building that was over 5,000 square feet and been empty for five years, which the theater would meet that criteria, he could get 25 cents on the dollar for tax credits. He said he had one person that might put the money up for part of the tax credits. He said it was a process of just plodding along.

Anderson said he hoped within a month he would have the glass in, and the OSB down. He said it would look like a finished building on the outside.

Henderson said from 2009-2011 the Board reviewed a project that included the replacement of the storefront. He said Mr. Anderson chose to hold-off on the previously approved work in order to be included in the presentation incentive.

Henderson showed pictures of the interior view of the theater walls. Anderson said there had been a lot of water damage. He said the theater sat empty from the late 1960’s until the early 1970’s. Anderson said in the 1970’s the theater was used for a tire distribution center. He said when the former owner purchased the theater, the seats were still in place, but then they were taken out and discarded. He said all that was left was the sloped floor.

Anderson said when he bought the theater, there was yellow pine on the walls, but a lot of it was damaged. He said he took all that down. He said most of the stage, orchestra pit and the end of sloped floor was rotten because of the water leaks. He said he took the stuff on the walls and used it in a house in Debordieu. He said he reused stair treads as well. He said the flooring was used other places. Henderson said that the brick along the walls was in excellent condition. Anderson said the plan was to leave the brick exposed.

Henderson then showed a slide of the concept from a North Carolina ballroom that Anderson wanted to emulate. Anderson said this was about 99% of what the theater would eventually look like.

Anderson said the theater in North Carolina had a music venue. He said they had concerts. Anderson was asked if his theater was going to be a movie theater, and he said it was not. He said there would be a desire to do a movie theater, but it was not financially profitable because movies were so expensive. He said he took the sloped floor out because otherwise all you could do was a movie or a live performance. He said his goal was to have an 8,500 square foot room to have cocktail parties, wedding receptions, gun shows, etc. Henderson said it would be more of a multi-purpose room.

Anderson said the Theatre of the Republic had approached him years ago because they were at maximum capacity. He said they could not have two shows going on at one time. He said they talked about the possibility of doing a dinner theater in his space when the show closed at the Theatre of the Republic. He said he had no
intentions of hurting the Theatre of the Republic. He said anything he did at this space would be in conjunction with the Theatre of the Republic. He said his dream was more of a banquet hall than a performing arts center.

Anderson said they recently came upon old photographs that showed the theater and the marquee and the projecting signs. Henderson said this really gave staff an idea about how to give a recommendation.

Henderson said the front façade has been changed slightly from the last rendering that were give approval by the board. He said fiber cement or hardi board would be used to recreate the storefront. Anderson said it would be a thick hardi board trim that would not swell and last a lot longer. He said he had talked about doing the bottom third as a panel, but he said now he would like to do glass. He said there were several other stores that had panels and he did not want to copy them. He said there was also the maintenance issue of a flat panel. He said the storefront was in the sun every day from noon on. He said with glass, it would not have to be painted and would allow a lot more light. He said the building was 101 feet long. He said with the new transoms windows at the top and over the doors, light would throw way back into the hallway.

Henderson said staff did not have historic photos that showed the bottom façade of the storefront, except for the ticket booth in the center, and the door that went to the second story.

Anderson explained that originally inside where he had the double doors was from the center to the left side was one hallway that went back to the theater. He said it was open like an alleyway underneath the building. He said on the inside on the left there were windows in the stores that you could look through to see the merchandise in the stores. He said in order to fund the project, he could not afford to take 3,000 square feet out. He said instead he took the hallway to 6’ wide. He said the double doors opened up to a 6’ hallway. He said the hallway would lead to the two commercial spaces and would also be a direct shot back to the theater building.

Henderson said that the following slides showed the material that is currently under the walls and façade. Henderson said they found black tile on the three front columns. Anderson said they were redoing the concrete work for the double doors and they found the black tile underneath. He said the property owner in the vicinity feels the column on the left belongs to her, but he said the deed said he owned 32’ that included the left column. He said she did not want the column stripped down and tile put back on it. He said he felt things could be worked out. He said the plan was to put a black glossy tile on the three columns.

Wall asked if the two upstairs doors would be operable. Anderson when they put the marquee back, the goal was to have a balcony incorporated with the marquee. He said it would be a great place to watch the Christmas parade. He said the door on the left came out of bedroom from the two-bedroom apartment. He said the door on the
right came out of a hallway. Henderson asked if he would use a wire railing around the balcony to meet Building Code compliance. Anderson said the design of the marquee would be within inches of not having to have anything at the top.

Anderson said the doors were put in five or six years ago because that was the time to do it while he was redoing the apartments. He said he added the little balconettes that look like New Orleans-style rails.

Pippen asked Henderson what the Board was supposed to do. Henderson said items 1-5 in the application pertained to the previous renovations, items 6-8 described proposed work for the marquee installation and, signage was the next section.

Henderson said in regard to the signage, staff had some recommended changes from what was being proposed. He said the historic photographs showed the signage had the letters illuminated with a darkened background for the sign. He said within the Historic Design Guidelines Section 5-13 described that if you were going to use internally illuminated signs, they should be done in a “minimal manner with the least amount of light spill”. He pointed out an historic example that showed all signage with a darkened background and illuminated letters. He said staff would recommend this approach instead of the illuminated cabinet and dark letters. He said had already spoken to Anderson about this staff recommendation. He said when it was time to install the signage, the Board would need a more detail with regard to scale of the letters, colors, etc. The Board would be required to review sign specifications at the time that sign permits are submitted to the Planning Department.

Harper asked Anderson what the preliminary budget was on the marquee. Anderson said around $40,000 to $50,000. Anderson said another exciting thing was that the LED prices were decreasing. He said there were a few products out there that he liked, but he was hoping for something better by the time he was ready to purchase. He said the power bill for the Theatre of the Republic was $1,100 a month, and a lot of that was the white lights on the marquee. He said he could not afford that large a light bill.

Wall asked if the original sign was garnet. Anderson said he did not know. He said no one remembered what color it had been. Henderson said all they had were black and white pictures.

Pippin brought up the tax credits that could be sold. Anderson said what they were talking about now was a freeze on the city and county taxes at this point.

Anderson said he recommended black, garnet gray and white for the colors on the marquee because being the Carolina Theater he would play off the Carolina colors. He said the Theatre of the Republic played off the Conway colors of gold and green.

Henderson said they were looking at a dark green on the lower façade, which was part of the original presentation. Henderson there was a tan color on the upper
façade so there would be a balancing several competing base and trim colors. Anderson said they did not choose the colors. He said they matched colors to the adjacent building. He said to set if off, they did a green roof and green doors. He said now he wanted to use the gray/tan color on the trim around the windows, and instead of using the green, he would like to leave the doors white to match the windows and doors upstairs. He said the steel beam would be black. He said the colors on the upper façade would remain as they were. Henderson clarified by stating that the only thing that would be green would be the roof. Henderson asked what part of the marquee would be garnet. Anderson said he did not have a clue about the colors for the marquee just yet. He said he knew the basic colors he wanted to use, but when he came back for approval for the marquee he would have that decided.

Harper said after the Board approved this today, and Anderson was able to go to the next level. He said in the past Anderson had said that once it had been approved, he would have the front façade finished in two weeks and now he was saying it would be a month. Anderson said that was correct.

Pippin said the Board was just approving the tax assessment. Henderson said they were approving the entire scope of work. He said Phase 1 was the storefront; Phase 2 would be the marquee.

Henderson said any subsequent presentations about the marquee would just be greater detail and specifications on what was presented today. He said it would not be a deviation from the overall concept of what they were now seeing.

Pippin asked if this tied in with a discussion the Board talked about a while go about getting people into the historic listing. Henderson said it was not concerned with Conway Local Historic Register. He said the building was already located within a recognized historic district and overlay. He said the intent of the local historic register was to go outside the historic district and find historic properties, structures, or sites of interest; as an example, cemeteries that Conway would like to preserve and recognize.

Henderson went on to say that LED lights would also appear slightly different from the original incandescent lights. Anderson said they were coming out with all types of products now and he hoped they would come up with one that looked like the old lights. He said the other idea was to have lights that would reflect back, but he thought it was better to have the little bulbs. Anderson when the marquee did come back, it would be just fine tuning.

Henderson showed a slide of the black tiles that were discovered on the storefront. Anderson said too many of the tiles were chopped up so he was not sure he could salvage them. He was not sure if they could find tiles that same size. He said it might be better to take them off and get a black tile. He said they did not look any different than tiles he could get a Lowe’s. Harper asked if the tile work would be in the second phase. Anderson said he wanted to do the tiles with the windows. Harper
asked if the tiles would go all the way up the columns. Anderson said the tile would only go up as far as the beam. Anderson said the beam and the tiles would be black.

Harper asked Anderson if he was taking the window all the way down or doing a façade at the bottom. Anderson said it would be glass all the way down. Henderson said there will still be a mullion. Anderson said after Amanda’s Collection went with the façade under the windows, he decided not to copy it. He said she had the best looking building in Conway.

Anderson said where there used to be windows in the hallway, he was going to put in shadow boxes eventually. He said he had old ticket stubs and chair arms and things like that from the theater. He said he’d also do playbills for upcoming events. Henderson said this would be on the left-hand side as you walked in the double doors.

Anderson said on the right side there was a painted wall sign, which he thought was for Piedmont Cigarettes. He said above it said Conway Publishers, and down the side it said The Herald. He said that would be left and cleaned and finished off with an acrylic coating to preserve it.

Henderson moved to a slide of the window openings and said there was little or no information on them. He asked Anderson if he would be putting in regular industrial-looking windows. Anderson said one of the windows was like chicken wire and there was a fan right inside. He said it was used to push air out of the building. He said there was another window that had something like wool over it and screen so the air would blow through. He said that would be taken out. He said he was not sure what it would be replaced with. He said there was another window that was an old traditional steel welded window. Henderson said that is was an industrial style window design. Anderson said the round window opened up above the ceiling. He said he would probably put some type of vent on it. He said he put bricks into the round window.

Henderson showed a slide of the original cooling fans that were inside the building.

Pippin asked Henderson if there was anything that stood out to staff that would keep the Board from approving a tax incentive based on the list of things that had to be done. Henderson said the only concern staff had was the recreation of the marquee. He said instead of thinking of it as a sign, it was more of an architectural recreation. He said that was how staff rationalized approving the marquee as part of this tax incentive project. He said in this case it was a recreation of what historically was part of this building. Henderson said the doors and windows on the façade used a vinyl material. Henderson said Planning Staff recommend approval of the Anderson’s proposed application.

Wall asked if the signage would come back again. Anderson said it would, whether it be window signage or part of the marquee. Henderson said to keep in mind that this would lock in all project elements including the marquee and all its
components. He said it was all a part of the incentive presentation and had to be completed by the required timeframe. Pippin asked Anderson if he wanted to do this. Anderson said he very much did. Pippin said if he got this approval, there were things Anderson was going to have to do and be limited to at the same time. Anderson said it was more restrictive. Henderson said all of the work required completion within 2 years. He said if it was not done, Anderson could come back and ask for an extension of three years that would give him a total of 5 years.

Anderson said there were plans for a balcony and there was a basement with enough space for a meeting room for 70 people. He said that would be enough space for the Rotary Club. He said there would also be a kitchen.

Henderson asked Anderson about the property line out the back door. Anderson said he owned 4 feet to the left. Henderson said there would be no room to put steps at the back door to the far right. Anderson said he might fill in the opening with brick. Henderson said he could not fill it in with brick. Anderson said nothing would be happening to it within the next five years.

Wall made a motion, seconded by Pippin, to approve the preliminary request for the request of the Conway Historic Preservation Tax Incentive for the restoration of the Carolina Theater.

F. STAFF INPUT

There was none.

G. ADJOURN

There being no further business to come before the Board, the meeting adjourned at 5:10 p.m.

Approved and signed this 14th day of July, 2012.

George Ulrich, Vice Chairman