CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, MARCH 8, 2017
CITY HALL CONFERENCE ROOM – 229 MAIN STREET – 4:00 P.M.

Present: Jason Pippin, Danny Clonts, Heather Whitley, Brenda Ivester
Absent: George Ulrich, Paul Doyle
Staff: Jessica Hucks, Zoning Officer; Barbara Tessier, Secretary
Others: Elaine Sivret, Larry Franklin, Hillary Howard, Adam Emrick

I. CALL TO ORDER

Vice Chairman Pippin called the meeting to order at 4:20 p.m. when a quorum was present.

II. APPROVAL OF FEBRUARY 8, 2017 MINUTES

Clonts made a motion, seconded by Whitley, to approve the February 8, 2017 minutes as written. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS


Hucks said this request was for two businesses that were located at 201 Elm Street, Units A&B. She said one of the units had an entrance from Elm Street, and the other unit was entered from the rear of the building. She said both signs had shading to imply dimension and were made of 1/4” alucore.

Hucks said both signs complied with the UDO requirements with regard to wall signage.
In addition, the Hicks Law Firm was requesting a small directional sign to be installed at the far right of the building where there was an existing wall plaque to notify customers of their rear entrance.

Whitley said she did not see the shading on the one sign. Sivret said both signs had the shading.

Clonts made a motion, seconded by Ivester, to approve the signage as requested. The vote in favor was unanimous. The motion carried.

B. Compassionate Care Senior Services – Larry Franklin, applicant, requests approval for installation of a new sign panel on an existing hanging bracket sign structure for “Compassionate Care Senior Services,” located at 315 Main Street (TMS: 137-02-02-022 / PIN: 36701010022).

Hucks said the business entrance, where the sign would be, was off Platt’s Alley, and would not be seen from Main Street.

Hucks said the sign must have a clearance of 8 ft. above the public-right-of-way or private sidewalk. She said the maximum area the sign could be was 8 square feet, and the proposed sign was only 4.5 square feet. She said the sign had a white background with green lettering, and was made of ¼ “aluminum sign and would be double-sided. Hucks said the door sign would be removed when the hanging sign was installed.

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

IV. BOARD INPUT

There was none.

V. STAFF INPUT

Hillary Howard, Executive Director of Conway Downtown Alive, was present to speak to the Board about the Retail Workshop she hosted for downtown merchants. She said that Robert Gibbs of Gibbs Planning Groups had been the presenter. One of the things Gibbs said was that vegetation in the downtown area would soften the edges where the streets met the buildings.
He said he would encourage all shop owners to use planters, etc. She said this was something she would be speaking to merchants about. She said the City already had planters in various locations downtown, but that Gibbs thought more would add more interest visually. Clonts asked if the city would maintain the planters, and Howard said it would be up to the merchants to handle the maintenance of their own planters.

Howard also mentioned that Gibbs had talked about using more creative and interesting sandwich board signs. She showed examples of some creative sandwich board signs.

Howard briefly mentioned that signs that were trying to imply dimension using shadowing were not really dimensional or visually interesting.

Adam Emrick, the Planning Director for the city, spoke about dimensional lettering. The Design Guidelines, Section 5.2 Sign Materials, states that all attached signs should be (or appear) dimensional. Emrick said that appropriate materials for primary signs in general were wood, paintable dimensional lettering, Cintra brand board or fiberglass reinforced plastic (FRP), hand-painted signs with dimension, and any creative mix of sculptural layers of appropriate material. The Design Guidelines state that inappropriate material for primary signs are “Quick” signs of vinyl lettering, heat transfers, or stick-on lettering. The Guidelines state that these types of signs have a cheapened and non-durable appearance.

The Board felt that if the Guidelines permitted something, they did not have the latitude to refuse a sign. Emrick said they should use the permitted sign material as a guide. He said they did have the ability to refuse signs that did not really give the appearance of being dimensional. He said the shadowing of letters did not really give the impression of implied dimension. Emrick said the Board could ask for better quality of materials and dimension.

Emrick then gave a brief overview of the master plan for the Riverfront and downtown areas. He said there were going to be projects coming to the CAB for review in the near future.

VI. ADJOURN

There being no further business to come before the Board, the meeting adjourned at 4:55 p.m.

Approved and signed this 12 day of Apr., 2017.

Jason Pippin, Vice Chairman