CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, APRIL 26, 2017
CITY HALL CONFERENCE ROOM – 229 MAIN STREET – 4:00 P.M.

Present: Craig Smith, Sheila Walberg O'Neil, Jason Pippin, Heather Whitley
Absent: George Ulrich, Brenda Ivester
Staff: Jessica Hucks, Zoning Officer; Barbara Tessier, Secretary
Others: Elaine Sivret; Brantley Green

I. CALL TO ORDER

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

II. APPROVAL OF APRIL 12, 2017 MINUTES

O’Neil made a motion, seconded by Whitley, to approve the April 12, 2017 minutes as written. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

A. Fletcher's Collision Center: The applicant, A1 Signs & Graphics, requests approval to install a wall sign, window graphics, as well as replace a sign panel on a freestanding sign structure for “Fletcher's Collision Center”, located at 405 Main Street (TMS: 137-02-05-002 | PIN: 36804020003).

Hucks said the wall sign was a 1/2” aluminum composite panel that would be covered with sapphire blue vinyl. She said the letters on the sign would be ½” PVC routed letters and logo, which would be fastened to the backer to give the required dimension. She said it would be 40 sq. feet.

Hucks said there would be two windows with graphics of white vinyl lettering. She said each graphic would be 5.16 sq. feet.

Hucks then talked about the proposed sign panel for the existing freestanding sign. She said it would be a double-sided aluminum composite panel also with the sapphire blue vinyl and with the ½” routed letters and logo fastened to the sign backer. Hucks said the UDO required landscaping to be installed around the freestanding sign. This will be achieved by adding a plant box around the base of the sign.

Hucks said all the signage met the UDO requirements.

Pippin asked if the change in signage was the result of new ownership. Hucks said there were new owners.
Hucks said the Board would probably soon be seeing a request for fencing for this property. She said what was currently there was in bad shape and that chain link fencing was not permitted.

Whitley made a motion, seconded by O'Neil, to approve the signage request as presented. The vote in favor was unanimous. The motion carried.

IV. SPECIAL TAX ASSESSMENTS

A. 701 Laurel Street (J.W. Holliday Jr. House): The applicant, Jessica P. Lukowski, is requesting the eligibility of the property located at 701 Laurel Street for the Preservation Tax Incentive Program (TMS: 137-02-16-009 | PIN: 33813040055).

Hucks said the current property owner of 701 Main Street, Jessica P. Lukowski, had requested that the property be considered for a special tax assessment. The property is identified by TMS: 137-02-05-002 and PIN: 36804020003.

Hucks said 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. Section 1-5-50, requires as a first step, certification by City Council that the property is an eligible historic property. In order for City Council to certify an eligible property, 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.

This property, historically known as the J.W. Holliday, Jr. House, was constructed in 1910, according to the South Carolina Department of Archives and History. This home is located in the Conway Multiple Resource Area historical district of the National Register of Historic Places. It was nominated and listed on the National Register in August 1986. It was, at that time, described as Neo-classical with Queen Anne stylistic influences. The J. W. Holliday, Jr. House is significant as Conway's only extant example of Beaux Arts influenced architecture as well as for its association with J.W. Holliday, Jr., a prominent local farmer (SC Dept. of Archives and History)

Hucks said that Section 1-5-52 (c) established the criteria, at least one of which must be present, in addition to being at least 50 years old, to make a determination of historic status. The ten criteria are:

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 a 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 likely yield, information important in history or pre-history.

Hucks said of these ten criteria, the subject property met #1, #2, #4, and #9, and, therefore, may be
determined to be historic under these guidelines.

Hucks said according to Section 1-5-53(b), the value of the rehabilitation work
must have expenditures exceeding 25% of the market value for owner-occupied
building. The application shows a total estimated cost of the improvements to be
$740,000 +/- and the current fair market value according to the Horry County Tax
Assessor is $198,390. Therefore, the proposed improvements far exceed the
required 25%, as required by ordinance.

Hucks said Horry County had a similar ordinance that the applicant would need
to apply for, if they had not already done so, which required review and approval
by the Horry County Board of Architectural Review (BAR).

City Council reviewed the request at their March 20, 2017 meeting, and certified
that 701 Laurel Street was eligible for the special tax assessment.

Hucks said this assessment would freeze the property tax for 15 years.

Brantley Green, the contractor for the job, said that the electric and plumbing all
had to be replaced. He said there was some rot on the columns and some of the
porch boards were rotten. He said they would be repairing all windows to original
condition. He said the roof was leaking and would be replaced. He said he
hoped to bring the house up to Energy Star rating. Green said the master
bathroom needed repairs as well.

Green said there was no kitchens in old houses and he would be adding 350 sq.
ft. for the kitchen. He said what was there as the current kitchen would be turned
into a pantry.

Green said they would be converting the existing garage to a mother-in-law suite
that would have two bedrooms, one (1) full bath and kitchen and living space. He
said it would be attached by a breezeway to the proposed new garage.

Green said they also planned for a new garage to be attached by a breezeway to
the main house. He said the exterior of the structure would match that of the
house in regard to scale and appearance. He said they would also install a concrete driveway to the new garage.

Smith made a motion, seconded by O'Neil, to approve the request as presented. The vote in favor was unanimous. The motion carried.

V. BOARD INPUT

Pippin welcomed Hucks back from her medical leave. Pippin also welcomed the Board's newest member, Craig Smith.

VI. STAFF INPUT

Hucks handed out booklets that she had compiled to simplify the Design Guidelines. She said it had samples of what signs were appropriate. There was a brief discussion on the issue of dimension. Hucks said that the Board could be brought signs as a conceptual review first and they could discuss with the applicant what they thought was appropriate. Pippin said the Board might have to deny a few first. He said they were not there to vote on taste, but they could on dimension.

Hucks said has, in the past, suggested that people install window graphics before until they were able to spend a larger amount of money on wall signage.

VII. ADJOURN

There being no further business to come before the Board, the meeting adjourned at 4:30 p.m.

Approved and signed this 10th day of May, 2017.

[Signature]

Jason Pippin, Vice Chairman