CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, JUNE 28, 2017
CITY HALL CONFERENCE ROOM – 229 MAIN STREET – 4:00 P.M.

Present: George Ulrich, Jason Pippin, Paul Doyle, Craig Smith, Heather Whitley, Sheila Walberg-O’Neil (late)

Absent: Brenda Ivester

Staff: Jessica Hucks, Zoning Officer; Barbara Tessier, Secretary

Other: Tom Anderson, Bucky Greene

I. CALL TO ORDER

II. APPROVAL OF MAY 10, 2017 MINUTES

III. SPECIAL TAX ASSESSMENTS


Hucks said Thomas J. Anderson II had requested that the property at 209 (A&B) Laurel Street (Horry County TMS # 137-06-19-030 / PIN 36804020118) be considered for a special tax assessment. The ordinance for Preservation Tax Incentive Program can be viewed in the City of Conway Code of Ordinances, starting at Section 1-5-50 Special Tax Assessment.

Hucks said Sections 1-5-52 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 City Council, either individually or as a contributing property in a local historic district.

Hucks said the structure at 209 A&B Laurel Street was built before 1920 and was once used as a horse and mule stables and offices for a large-scale tobacco farmer. As the building is more than fifty (50) years old, the property is eligible to be determined as historic by Conway City Council. City Council approved this request at its October 3, 2016 regular meeting.
Hucks said Section 1-5-52 (c) establishes the criteria that 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 part of the development or heritage of the community, state, or nation;
2. Is the site 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, details, 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 be likely to yield, information important in history or pre-history.

Hucks said of these ten criteria, the subject property meets criteria #1, #3, #4 and #9. As such, the property may be determined to be historic under these guidelines.

Hucks said according the Section 1-5-53 (b), the value of the rehabilitation work must have expenditures exceeding 25% of the market value. The applicant estimates spending $179,850 on improvements to the building, the current fair market value according to the Horry County Tax Assessor is $312,790.00, which exceeds 25% of the current fair market value.

Hucks said if the CAB finds the rehabilitation meets the given standards, a special tax assessment will be created, freezing the current City portion of the assessment for 15 years. If the CAB does not find that the given standards were satisfied, they may deny the request.

Hucks said in addition, Horry County has a similar ordinance that the applicant will be applying for as well and which will require review and approval by the Horry County Board of Architectural Review (BAR).

Pippin asked if Staff had any issues with the request. Hucks said they did not.

Pippin made a motion, seconded by Smith, to approve the preservation tax incentive. The vote in favor was unanimous. The motion carried.
IVA. CERTIFICATES OF APPROPRIATENESS

A. **Oumu African Hair Braiding:** The applicant (and property owner), Thomas J. Anderson II, requests approval to install window graphics for “Oumu African Hair Braiding”, relocating to 1120 Third Ave (TMS: 137-02-03-010 / PIN: 36804020107).

Hucks said Oumu African Hair Braiding is moving from 209 Laurel Street to 1120 Third Ave. The property owner is requesting permission to install window graphics at the new location, formerly where “Fingertips” was formerly located.

She said the window where the graphics will be applied measures 4.58 (h) x 5.54 (w), totaling 25.37 sq. ft. The ordinance allows for 25% coverage, which amounts to 6.34 sq. ft. in this instance. The proposed graphics measure 1.79’ x 3.5’, totaling 6.26 sq. ft. See attached graphics for colors and location.

Hucks said staff had no issues with the request.

Doyle made a motion, seconded by Pippin, to approve the relocation of the signage as requested. The vote in favor was unanimous.

B. **Thistle & Clover Women’s Western Wear:** The applicant, East Coast Signs, requests approval to install a wall sign on the building façade where Thistle & Clover is located, at 325 Main Street (TMS: 137-02-02-024 / PIN: 36804020083).

Hucks said East Coast Signs is requesting to install a wall sign for “Thistle & Clover Women’s Western Wear”, located at 325 Main Street. The building façade measures 20’ (w) x 15’ (h), totaling 300 sq. ft. Max sign area permitted is 45 sq. ft. The sign area proposed measures 2.5’ (h) x 7’ (w), totaling 17.5 sq. ft. The sign backing will be ¼” alumacore and the sign lettering/graphics will be ¼” thick plex to give the required dimension. The fascia (sign band on building) will be painted teal. The applicant had revised his original request to decrease the size of the sign proposed from 35 sq. ft. to 17.5 sq. ft. Sign colors include teal, pink, and black, and has a white background. The sign is not illuminated. The sign is compliant with the *Unified Development Ordinance* (UDO).

Whitley said it was already up, but Hucks said it was a banner and not the actual signage.

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

V. BOARD INPUT

Doyle said he loved the concept of the new apartments on the river, but he shared his design concerns with Adam Emrick and wanted to share them with the Board. Hucks
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said that staff had talked to the developer and some changes had been made that would come back before the Board at the next meeting.

Pippin said he and some of the other members had concerns, but he felt they should express them at the preliminary review and not at the conceptual review.

Doyle said he was excited about the project, but he thought the design didn’t work and that it would be so much bigger than anything around it.

There was a concern expressed about parking in the area. Ulrich and Doyle said it would be no different than Atlanta or Charleston, where you found a place to park and walked. Pippin said many businesses closed at 5 p.m. and there would ample parking for the residents of the apartment building.

Councilman Anderson was at the meeting and said parking was already being discussed by Council members.

VI. STAFF INPUT

There was none.

VII. ADJOURN

There being no further business to come before the Board, the meeting adjourned at 4:20 p.m.

Approved and signed this 12th day of July, 2017.

George Ulrich, Chairman