CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, JANUARY 28, 2015
COUNCIL CHAMBERS – 4:00 P.M.

Present: Paul Doyle, Anne Bullock, George Ulrich, Jason Pippin, Brenda Ivester, Heather Whitley
Absent: Danny Clonts
Staff: Michael Leinwand, Planning Director; Barbara Tessier, Secretary
Others: Matt Varnadore; Barbara and Les Whitley; Elaine Sivret, Holt Pope

I. CALL TO ORDER

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

II. ELECTION OF CHAIRMAN AND VICE CHAIRMAN

Pippin nominated Ulrich as chairman, seconded by Whitley. Ulrich accepted. The vote in favor was unanimous. The motion carried.

Ulrich nominated Pippin as vice chairman, seconded by Doyle. Pippin accepted. The vote in favor was unanimous. The motion carried.

III. APPROVAL OF MINUTES

Pippin made a motion, seconded by Bullock, to approve the December 17, 2014 minutes as written. The vote in favor was unanimous. The motion carried.

A. State Farm – Matt Rider of Tyson Sign Company requests replacement of the current freestanding post sign and additional wall sign to the building rear located at 1305 Main Street. (TMS# 123-14-10-001 / PIN 33812040026)

No representative from Tyson Sign was present.

Leinwand said a similar request was made to the Board on October 8, 2014 and again on December 17, 2014. The board tabled both requests for lack of information needed concerning the materials for the freestanding sign.
Leinwand said the new proposal was for a freestanding sign made of high density sign foam and would be sandblasted to give it the look of a wooden sign without the possible risk of warping or fading.

The wall sign would be the same sign as presented previously.

Leinwand said both signs met the size requirements of the ordinance.

Pippin made a motion, seconded by Doyle, to approve both signs as presented. The vote in favor was unanimous. The motion carried.

B. Waccamaw River Rentals – Matthew Varnadore requests window signage to the current building located at 1027 Third Avenue. (TMS# 137-02-20-002/ PIN 36701010009)

Leinwand said this business would be located in the same building as the Trophy Place. The applicant was requesting a pair of matching signs for the unused angled window spaces.

Leinwand said the signage was less than the 25% of the window glass.

Whitley did not think the signage would be seen from the street.

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

C. Embrace Hospice – Louis S. Welch of Welch Sign Company requests a freestanding sign panel replacement to the property located at 1301 Main Street. (TMS # 137-02-02-001 / PIN 33812040025)

No one was present to this agenda item.

Leinwand said the applicant proposed to replace the sign panel on an existing freestanding sign post. The proposed sign would be approximately 13 square feet and approximately eight feet tall. He said the proposed materials included an aluminum panel with vinyl lettering. He said the business preferred not to go with a more expensive sandblasted sign since they only planned to be at this location for about a year and a half.

Leinwand said it was staff’s recommendation if the sign was not going to be sandblasted or any type of recommended material, the sign should be revised to be dimensional or appear dimensional.

Pippin made a motion, seconded by Whitley, to table the item until the applicant could provide a new rendering. The vote in favor was unanimous. The motion carried.
D. Crady’s – Barbara Whitley, applicant, requests approval to install an awning to the Fourth Avenue side of the building located at 332 Main Street. (TMS# 137-02-01-001 / PIN 36701010028)

Heather Whitley recused herself because she is part owner of Crady’s.

Leinwand said on August 13, 2014, Barbara Whitley received approval from the board to install a wall sign and paint a mural on the Fourth Avenue side of the building. He said Whitley had not installed either the sign or the mural, and was back before the board today with another request. He said the new proposal included awnings and a mural which was intended to give the appearance of a storefront.

Leinwand said staff could not recommend approval of the awnings because the Design Guidelines only addressed awnings associated with actual storefronts. He said if the board did grant approval, the proposed awning sign would not be permitted because an awning sign already existed along Main Street.

Doyle asked if the awnings were being painted on or were actual awnings. Whitley said they would be actual awnings. Leinwand said they could have a wall sign or projecting sign which could be presented at a future meeting instead of the awning signage.

Bullock said she did not find the single diner at the one table very aesthetically pleasing. Whitley said it was just what the designer had provided at this time.

Doyle said if they wanted the mural to look like a window, he did not think the current cream paint would give that impression. Whitley asked what color he thought would work. Doyle said something with more of a green tint would make it look more like glass. Ulrich said he thought that would make the silhouettes pop.

There was some discussion concerning the material used to be the window frames, which had been said might be wooden slats painted silver. Doyle asked what was on the front of the building. Mr. Whitley said it was aluminum. Mr. Whitley said they wanted to add some depth to the mural. Ulrich had a concern about the wood slats being broken or destruction by pedestrians.

Pippin made a motion, seconded by Doyle, to approve the awnings with the stripe along the lower edge to be like the awnings on the front of the building, but without signage, for the applicants to come back before the board to provide a sample of the material to be used for the window frames, and a sample of the color to be used as the background of the mural. The vote in favor was unanimous with Whitley having recused herself. The motion carried.
E. Rivertown Roaster – A1 Signs and Graphics requests approval to install window and door signage to the building located at 337 Main Street. (TMS # 137-02-02-027 / PIN 36804020086)

Ivester recused herself because she is the owner of Rivertown Roasters.

Leinwand said the signage met the Design Guidelines and the size requirements.

Pippin made a motion, seconded by Whitley, to approve the signage as presented. The vote in favor was unanimous with Ivester having recused herself. The motion carried.

F. Southern Moon Photography – Holt Pope requests approval to install window signage and door signage to the building located at 1011 Fourth Avenue. (TMS# 137-02-02-003 / PIN 36804020088)

Leinwand said the signage had been installed without board approval. He said staff recommendation would be to make sure the right side window contained no more than the 25% of the glass being used.

There was discussion about a primary wall sign, but Pope said she did not have the funds for that at this time. Pope asked how far back from the window could she hang her photographs. Leinwand said he would get back to her on that.

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

V. BOARD INPUT

Bullock asked if a restaurant was going into the former Chloe’s restaurant. Leinwand said the use was appropriate for a restaurant, but no signage request had come in yet.

Bullock said she had guests at the inn who could not see to get to the Shriner’s Club due to lack of lighting in the front of the building. It was general consensus the city could not do anything about the lighting.

Pippin said the pergola on the property was not finished. He asked if staff could write a letter to them about it.

Bullock said she thought the wreaths should be taken down from the bridge. Staff said they would look into it.

Ulrich asked Leinwand to introduce the new board members. Leinwand introduced Heather Whitley, Brenda Ivester, and Paul Doyle.
VI. STAFF INPUT

Leinwand mentioned to the new members the required 6 hours of training they would have to take after being on the board for 6 months. He said staff would make arrangements for them to take it.

Leinwand told the board his last day with the city would be Friday, February 6, 2015. The board expressed their sadness that he was leaving.

VII. ADJOURN

Pippin made a motion, seconded by Bullock, to adjourn the meeting as there was no further business to come before the board. The vote in favor was unanimous. The motion carried. The meeting adjourned at 4:45 p.m.

Approved and signed this 11th day of February, 2015.

George Ulrich, Chairman