CAB
October 8, 2014

CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, OCTOBER 8, 2014
CITY COUNCIL CHAMBERS – 4:00 P.M.

Present: Jason Pippin, George Ulrich, Danny Clonts, Anne Bullock,
Mary Catherine Hyman

Absent: N/A

Staff: Michael Leinwand, Planning Director; Barbara Tessier, Secretary

Others: Louie Welch, Elaine Sivret, April Todd

I. CALL TO ORDER
Chairman Pippin called the meeting to order at 4:00 p.m.

II. APPROVAL OF MINUTES
Clonts made a motion, seconded by Ulrich, to approve the September 24, 2014
meeting minutes. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

A. Behold Our Future and After School Care: Louie Welch of Welch Signs
requests a freestanding signpost at the property located at 1205 Main
Street. (TMS #123-14-09-003 / PIN 33812040022)

Leinwand said the applicant requested to use the two existing posts to install
a new sign.

Leinwand said staff recommended approval with the conditions the sign be
revised to be or appear to be dimensional. He also said a building permit
would be required.

Leinwand said the day care operator would not actually be able to have the
permit until she received approval from DHEC, but she could have a
temporary sign in the meantime.
Hyman commented on the red lettering under the name of the day care. She thought it was too small to be seen. Welch said he could alter the font to see if it would show up better. Bullock agreed with Hyman. She thought it was too busy to be read. Bullock suggested taking off the tag line and just putting the phone number.

Clonts asked about the posts. He said the way the top of the posts appeared above the sign itself didn’t look right. Ulrich said it looked temporary. Welch said he could take care of that.

Ulrich made a motion, seconded by Hyman, to approve the sign request with a 3 dimensional graphic, using a different font for the text in red and to make the sign poles flush with the top of the sign. The vote in favor was unanimous. The motion carried.

B. G8 - Jerry Johnson of A-1 Signs and Graphics requests sign and color changes to the existing freestanding sign, gasoline canopy, and gasoline pumps at the property located at 1512 Man Street. (TMS# 123-14-13-001 / PIN 33811020047)

Leinwand said the request consisted of replacing two sign panes with “G8” and Food Mart ATM, repainting the freestanding sign poles and frame black, removing the Shell channel letters and pressure washing the canopy. He said they would be putting new pump covers on the top and bottom of the pumps. He said the building was to remain as it was.

Leinwand said staff recommended the drawings be revised, if the board felt it necessary, to meet all appropriate ordinances and guidelines. He said a building permit would also be required. He also noted before a building permit would be issued, staff would require the business to make sure their current window signage did not exceed more than 25% of each window pane and their door signage did not exceed more than 50% of each glass pane.

Elaine Sivret was present from A-1 Signs and Graphics.

Ulrich said it appeared the Shell signage had already been removed.

Leinwand said the sign was nonconforming, but the panels could be changed out and the poles painted as long as the changes did not increase the level of nonconformity.

Leinwand said the signage on the pumps could be no larger than a total of 4 square feet on each side of the pump.

Leinwand also stated they were only allowed three colors and they would now have more than three. He said there would be the tan building, plus red, white, black and yellow.
Pippin asked what the change to the canopy would be. Leinwand said they were just going to remove the Shell signage and paint over the area where the signage had been. Pippin said he had an issue with the canopy being yellow. Sivret said the owners had thought about repainting the awning and the building, but it was too cost prohibitive. Pippin suggested the canopy would look much better painted white. Hyman said the yellow would still represent Shell.

Pippin asked if they could recommend the canopy be painted within a certain amount of time. Leinwand said they could, but it would just be a recommendation. Pippin said the board did not want to impede any business from operating. He asked Leinwand if they could approve everything but the canopy. Leinwand said that could be done.

Hyman asked if the sign company was also doing the canopy. Sivret said they were. There was a discussion about signage on the canopy, but Leinwand said that was not permitted. Leinwand said years ago it had been permitted, but it was not permitted now.

Hyman made a motion, seconded by Clonts, to approve the signage on the pumps and the freestanding sign with 3 dimensional drop shadow effect, and to come back with options for the canopy. Hyman, Clonts, and Bullock voted in favor of the motion. Ulrich and Pippin voted nay. Ulrich said he did not like the idea of not approving everything at once. He said he could not support the awning being yellow. The motion carried by one vote.

Pippin said to clarify, A-1 would come back with options for the canopy.

Hyman asked if Ulrich’s issue was just doing the canopy and the other signage together as a package. Ulrich said he had a problem going forward with the pumps and all the signage and leaving the canopy yellow. He said whether it was pressure washed or not, it would still be yellow. He said it would also be adding a fifth color to the scheme. Hyman said the board didn’t approve the canopy. She said they would have to bring something back.

Sivret said in order to make it clear to the customer, they were going to have to come up with another idea for the canopy. Leinwand said it could stay like it was, but they would have to come back before the board before they could paint it. He said it sounded as though the board wanted a color that was already being used in the new signage. Pippin said that was correct. Ulrich suggested they paint it red with the white stripe. Pippin said white with the red stripe would also be acceptable.

Sivret asked if they could paint the bollards. Pippin said they approved everything but the canopy.
Ulrich stated staff needed to look at percentage of window signage being used. Leinwand said that could be handled at the staff level.

As there was no representative from State Farm, the board agreed to hear Pink Ivy next.

D. Pink Ivy – April Todd requests new wall signage and window signage at the building located at 327 Main Street. (TMS# 137-02-02-025 / PIN 36804020084)

Leinwand said the sign currently located at this location was for Southern Charm Boutique. He said the applicant was requesting new wall and window signage because the name of the business was also changing.

Todd said she brought some new renderings of a sand blasted sign. She showed the board the correct colors. Pippin asked what type of sign was currently there. Leinwand said it was an aluminum sign board.

Todd said the new wall signage would not be as big as the proposed signage. Ulrich asked if there would be a discoloration on the building from the larger sign. Todd said she did not think so because it had not been up there that long. She said if there was, she would repaint the building.

Clonts asked her which sign material she preferred to have, the sandblasted or the foam board. Todd replied the foam board because of the cost. Leinwand said he would need another rendering with the letters having the appearance of being 3 dimensional. Todd said she thought the sandblasted sign would look best with the 3 dimensional lettering.

Clonts asked if the background would be white and not pink. Todd said the background would be white. Ulrich asked what color the leaves would be. Todd said they would be teal.

Ulrich made a motion, seconded by Hyman, to approve the wall sign on foam board with the addition of the 3 dimensional effect to conform with neighboring signs, but could go with the sandblasted sign if preferred with pink letters and teal leaves on a white background, to paint the building if there was any discoloration or fading, and to approve the window sign as presented. The vote in favor was unanimous. The motion carried.
C. State Farm – Mary Kendal Bittle requests replacement of the current freestanding sign panel and new wall signage at the building located at 1305 Main Street. (TMS# 123-14-10-001 / PIN 33812040026

Leinwand said the representative could not be present, but the board could review the sign.

Leinwand said there was a request to install a wall sign on the rear of the building, but he did not have the dimensions of the wall. He said it would be a 2’x6’ non-illuminated aluminum sign.

Leinwand showed the board a rendering of the change in the pole mount sign. Clonts asked if the sign was required by the franchise. Leinwand said he did not know. Leinwand said he did not know if the signage met the intent of the guidelines.

Pippin said they could not vote without samples and dimensions of the wall. Leinwand said the board could table the agenda item.

Clonts made a motion, seconded by Ulrich, to table the motion until they had samples of the sign materials, the dimensions and knew if the signage met the guidelines. The vote in favor was unanimous. The motion carried.

IV. BOARD INPUT

The board had voted via email on the change in the sign panel at St. Paul’s Episcopal Church located at 710 Main Street (TMS# 137-02-14-009 / PIN 33813020023) and wanted to place the vote into the records. The request was to add the word “Anglican” to the existing sign.

Hyman made a motion, seconded by Clonts, to approve the requested change to the St. Paul’s Episcopal Church. The vote in favor was unanimous. The motion carried.

V. STAFF INPUT

There was none.
VI. ADJOURN

Ulrich made a motion, seconded by Clonts, to adjourn the meeting. The vote in favor was unanimous. The motion carried. The meeting adjourned at 4:50 p.m.

Approved and signed this 22 day of October, 2014.

Jason Pippin, Chairman