CITY OF CONWAY
COMMUNITY APPEARANCE BOARD MEETING
WEDNESDAY, JUNE 26, 2013
COUNCIL CHAMBERS – 4:00 P.M.

Present: George Ulrich, Ann Bullock, Jason Pippin, Danny Clonts
Absent: Mary Catherine Cecil, Robert Harper, Amber Wall
Staff: Michael Leinwand, Planning Director; Barbara Tessier, Secretary
Others: Hillary Howard, Downtown Conway Alive; Mark Stanley; Travis Truett, Jim Bruno

I. CALL TO ORDER

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

II. APPROVAL OF MINUTES

Clonts made a motion, seconded by Pippin, to approve the June 12, 2013 minutes as written. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

A. Statement, LLC – Shai S. Shalit, applicant, requests approval of hanging sign, window signage, and door signage at 1119 Third Avenue. (TMS#137-06-19-020)

There was no one present from Statement, LLC, however, the Board had Leinwand give the background so they could discuss and vote.

Leinwand said the space was currently vacant. He said they were requesting signage on the door, which could not exceed 50% of the glass area. He said it appeared they met that requirement. He said they were also requesting window signage, which could not exceed 25% of the glass. He said based on the picture, the window signage met the requirements. He said they were also requesting a hanging sign. He said it was 6 square feet. He said it could be up to 8 square feet in area. He said the lowest part of the sign had to be at least 8 feet above the sidewalk. He said staff recommended approving the request.

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

Howard was awaiting further information, and asked the Board to come back to this item. The Board agreed.

C. Ray Family Plaque – Hillary Howard of Conway Downtown Alive, applicant, requests plaque for donation of brick for the mini park located at the corner of Main Street and Fourth Avenue (TMS# 137-02-02-001)

Howard stated her name for the record.

Howard showed the Board what the plaque would look like. She said the plaque would set on a 4 foot by 4 foot post, and would be cut at an angle for easier reading. She showed the Board where the plaque would be located.

Leinwand said the city considered it exempt from the sign permitting procedure, but because it was in the historic district, staff thought it was appropriate to come to the Board for approval.

Leinwand said staff felt the plaque met all requirements.

Howard said the Ray family had donated 2,600 historic bricks to the park. She said the brick was originally from the St. John’s Hotel in Charleston.

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

D. Third Avenue Home – Stacey Zack, applicant, requests approval of awning and awning signage at 913 Third Avenue. (TMS# 137-02-05-002)

Mark Stanley stated his name for the record.

Leinwand said the applicant wanted to recover the awning from green to Sunbrella black. He said they also requested to put the business name on the skirt of the awning. He said the originally wanted to put their logo on the side, but the ordinance only permitted one awning sign per business. He said they also wanted to install an awning in the rear with the same Sunbrella black. He said there was no signage permitted on this awning.

Leinwand said staff recommended approval of the request.
Stanley said he was potentially installing the awnings. He said the idea of the logo on the side was to draw the Main Street traffic. He asked Leinwand if there was an option to have one or the other or was it front face only. Leinwand said the guidelines said it must be on the skirt of the awning. Stanley asked if a flat hanging sign could be installed at a later date. Leinwand said they would have to come back before the Board for that. Leinwand said there could also be a wall sign in the rear of the building, which would also have to come back before the board.

Pippin made a motion, seconded by Bullock, to approve the awning requests. The vote in favor was unanimous. The motion carried.

Leinwand mentioned to Stanley he needed to obtain a building permit prior to installing the awnings.

E. 17 Auto Collision – Travis Truett, applicant, requests approval of one wall sign and one freestanding sign at 405 Main Street. (TMS# 137-02-05-002)

Travis Truett stated his name for the record.

Leinwand said this location had previously been an auto body shop. Leinwand said the applicant wanted to use the base from the previous signage for their sign. Leinwand said it would be considered a monument sign. He said the size of the sign met the city’s requirement. He said they also requested signage on the wall. He said the wall signage was a little wider than it was recommended to be. Leinwand reminded the Board these were just guidelines, and it was the Board’s decision whether to permit the wall signage.

Truett said the sign was wider than tall, but it was proportional. He said it was really not that much bigger than the recommended size. He said he could make it narrower if he had to. Leinwand said the guidelines recommended the widest point of the sign should not exceed 3 feet.

The Board discussed the signage. They felt if the signage was made smaller, it would not be readable.

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


Howard said they had been working on a QR code tour of historic sites in Conway. She said there had been 10 sites identified downtown. She said the idea was to walk up to the site and scan the bar code. She said you could then see a text about
the site, a video, fun facts about the site, or you could select to move on to the next site. She said it was not that they were trying to get away from the paperwork of the tour, but an option for the younger generation.

Howard showed an example of the signage that would be at each site. She said every sign would look the same. The clock tower would be the icon. She said four of the locations were private property – the First Methodist Church, Kingston Presbyterian Church, the Beaty House, and the Theatre of the Republic. She said she had written permission from each of those locations. She said they would like to do something similar to the plaque they had presented for the display at the mini park. She said it would be a 4 foot by 4 foot post with the plaque placed at about knee height. She said they would be placed discreetly with some in flower beds. She said some of the locations already had historic walking trail signs and these plaques might be put in the same vicinity as those.

Bullock said she liked how the QR code was made part of the clock. Howard said the summer interns from Duke University had come up with that idea. Ulrich asked if the list would expand to other locations. Howard said it could, but this particular tour would take about an hour and 15 minutes. She said the walking tour had 40 sites which took 4-5 hours. She said this was something that would be good for a quicker tour and good for a school tour. She said the website could be visited by a school as far away as the west coast and they could take the tour that way.

Leinwand said City Council had endorsed the tour at their June 17, 2013 meeting.

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

IV. SPECIAL PROJECTS


There were only two categories to vote on at this meeting.

Landscaping Project – photographs of 303 Lakeland Drive were reviewed.

Pippin made a motion, seconded by Clonts, to approve the landscaping at 303 Lakeland Drive for the 2012 C.P. Quattlebaum Awards. The vote in favor was unanimous. The motion carried.

Construction of a New Home – photographs of the interior of 1644 Wood Stork Drive were reviewed.
Pippin made a motion, seconded by Clonts, to approve 1644 Wood Stork Drive for the Construction of a New Home award. The vote in favor was unanimous. The motion carried.

V. PUBLIC INPUT

There was none.

VI. ADJOURN

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

Approved this 14th day of August, 2013.

George Ulrich, Chairman