CITY OF CONWAY
COMMUNITY APPEARANCE BOARD
WEDNESDAY, DECEMBER 18, 2013
COUNCIL CHAMBERS – 4:00 P.M.

Present: George Ulrich, Robert Harper, Danny Clonts, Jason Pippin
Absent: Amber Wall, Anne Bullock, Mary Catherine Cecil
Staff: Michael Leinwand, Planning Director; Barbara Tessier, Secretary
Others Hillary Howard, Conway Downtown Alive; Ashley Cannon, Spa on Main;
Louie Welch, Welch Sign Co.; Jerry Johnson, A-1 Signs and Graphics

I. CALL TO ORDER

Chairman Ulrich called the meeting to order at 4:15 p.m.

II. APPROVAL OF MINUTES

Pippin made a motion, seconded by Clonts, to approve the November 20, 2013
minutes as written. The vote in favor was unanimous. The motion carried.

III. CERTIFICATES OF APPROPRIATENESS

A. Back to Basics/Essential Massage & Wellness – Robert Heinz,
applicant, requests approval of window and door signage to the
building located at 412 Main Street. (TMS# 137-02-06-024)

Jerry Johnson was present for the applicant.

Leinwand said the request was for one pair of matching window signage,
subordinate window signage, and door signage. Leinwand said the subordinate signage
was a bit over what was recommended, but he was alright with that since no primary
signage was requested.

Leinwand said staff recommended approving the window and door signage with
the condition if the business requested a primary sign in the future, the subordinate
signage would need to be reduced to a total of 3 ft² or less.

Ulrich asked Johnson if there would be wall signage. Johnson said he did not
know their plans.
Harper told Johnson if wall signage was to be put up, the applicant would have to come back before the Board.

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

B. **Pharmcon – Louie Welch, applicant, requests approval of a freestanding sign panel replacement located at 1404 Main Street. (TMS# 123-14-14-003)**

Leinwand said the current sign already had the capacity of advertising two businesses. He said one sign panel was already being used. Leinwand said staff recommended the approval of this sign request.

Harper asked Welch what type of sign it was. Welch said it was a sandblasted sign.

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

C. **The Spa On Main – Ashley Cannon, applicant, requests approval of a new awning, window signage, door signage, and door paint to the building located at 315 Main Street. (TMS# 137-02-02-022)**

Ashley Cannon and Hillary Howard were present.

Leinwand said the new awning cover would be going from a stripe to black. He said there were three different variations. Leinwand said the ordinance said signage/logos should be on the valance/skirt. He said that was also the recommendation in the design guidelines.

Leinwand said staff recommended the approval of the new awning, window signage, and door paint with the condition that the signage on the awning be limited to the valance (skirt), if any advertisements were permitted in the non-valance or skirt portion of the awning, the subordinate signage would be reduced to a total of 3 ft² or less, the window signage would not take up any more than 25% of each glass, and the color of the front door match the black awning.

Harper asked Cannon if she preferred the logo over the verbiage. They looked at the options she had submitted. She said she preferred the logo on the top. Howard said it was her understanding of the ordinance any signage text was recommended to be on the valance. She asked if it were possible to approve some sort of décor item on the main body of the awning if there was no text involved. She said she was confused by the ordinance.
Ulrich asked Leinwand to verify the ordinance did not permit anything on the body of the awning. Leinwand said it was the recommendation in the guidelines. He said the UDO said “signage should be limited to the skirt of the awning and should not be on the awning face.” He said as he read it, the intent was not to permit it. He said it was up to the board to decide though.

Howard said the applicant did not have a primary sign because of the building signage directly above her location. Leinwand said the ordinance recommended the awning signage not be the primary signage, but in this case, it would be the primary signage due to the building signage.

Harper wanted to talk about the windows. He asked if they wanted the logo on the windows. Cannon said it would depend on what the board would approve for the awning. She said if they approved the big logo for the awning, she would do the logo on the two side windows and the accent circle on the door.

Pippin said he understood she wanted the logo on the awning, the lettering on the skirt, accent on the main doors and the lettering on the windows. He asked if he understood that correctly. Cannon said that was correct.

Ulrich asked why they couldn’t use the body of the awning as their sign as there was no other place to put one.

Clonts asked Cannon which of the renderings she liked. She said she was undecided. She said she wanted what would look best on the awning. She said she liked the logo on the awning the best. Pippin said the round accent needed to be on the front door. Harper agreed.

Pippin made a motion, seconded by Harper, to approve the logo on the body of the awning and on the windows with the accent circle on the front door, and the black paint for the door to match the awning. Cannon said she wanted to keep the subordinate signage at the bottom of the windows. Leinwand said that was fine as long as it was reduced to 3 ft². Pippin included in the motion for the subordinate signage to be kept as long as it the size permitted. The vote in favor was unanimous. The motion carried.

IV. PUBLIC INPUT

There was none, however, Ulrich took this time to thank Harper for his four years of service on the Board. Ulrich said Harper was not applying to be reseated on the board.

V. STAFF INPUT

Leinwand had no input, but said if there were agenda items, the first meeting of 2014 would be on January 8.
VI. ADJOURN

There being no further business to come before the Board, the meeting adjourned at 4:35 p.m.

Signed this 20th day of January, 2014.

George Ulrich, Chairman