

**COMMUNITY APPEARANCE BOARD  
CITY HALL CONFERENCE ROOM  
WEDNESDAY, NOVEMBER 14, 2007- 4:00 P.M.  
MINUTES**

Present: Jesse Olds, Barbara Streeter, Duc Watts, Larry Timbes, Franklin Sanders

Absent: Jimmy Jordan, Debbie Jenkins

Staff: Joe Henderson, Zoning Administrator; Barbara Tessier, Secretary

Others: David Ludlum, Haynes Sign Co.; Shafter Johnston, 704 Laurel Street; Dale Morrison, Seaboard Signs; Brad Stein, Sign A Rama; Louie Welch, Welch Sign Co., Napa Sritan, Graphic & Art Studio; Alison Cook, Tyson Sign Co.; Ed Grove, Grove Construction

**I. CALL TO ORDER**

Chairman Streeter called the meeting to order at 4:03 p.m.

**II. APPROVAL OF MINUTES**

Sanders made a motion, seconded by Olds, to approve the October 24, 2007 minutes as written.

**III. DESIGN REVIEWS**

**A. Southside Frankie's – Tony Otero of Signarama is requesting approval of a parallel wall sign and an existing tenant panel for the Rivertown Commons freestanding pylon sign located at 117 Rivertown Boulevard.**

Brad Stein was sworn in for Signarama. Henderson said this was in the Rivertown Commons Special Sign District. Timbes asked about the pylon sign only using half of the panel. There was discussion about the pylon sign already being place without approval. Stein said another business would be put on the other side of the panel. Timbes asked if it was not one business per panel. Stein said no. Timbes asked how separation between the two signs was accomplished without just butting one against the other. He said there needed to be a definition between the signs on the panel. Stein said maybe a black strip or something could be done. Timbes asked about the design specs. Henderson said the ordinance did not Specify that one business needs to occupy one full space. Olds said it should be called out in the special sign district. Henderson said that it wasn't. Watts said it needed to be separate panels. Timbes said there needed to be a center break. Stein asked if this was a landlord/tenant situation. Timbes said he thought it would be. Timbes said a solution would have to be found.

Olds asked to be sure that the special sign district did not spell it out. Henderson said it gives a maximum, establishes that tenants or property owners shall be permitted a space on the

pylon sign equal to 1 square foot of each linear foot of building frontage with a maximum sign area per tenant/property owner of 32 square feet. They are giving a maximum allowed amount of signage allowed for the space. It's 20 linear feet of storefront and they would be permitted 20 square feet, but it doesn't specify that one tenant shall occupy one space within the pylon. He said there was not much clarity in that respect.

Timbes said the issue was there was no separation of tenant within the sign structure. Stein asked for suggestions other than replacing it with something other than the regular pan face box. He asked if a black strip going down the center be acceptable. Timbes said the strip would have to match the color of the frame with the separation equal to that in width. Timbes said the preferred way would be to replace the panels with separate panels. He did not think the strip would not achieve the desired effect. Henderson asked if it was a landlord retrofit of the actual sign to accommodate two separate tenants. Timbes said yes. Stein said he would relay this to the owner.

Timbes made a motion, seconded by Watts, to deny the pylon graphics with the suggestion that the landlord or tenant replace the continuous panel with two equal panels with the center division equal to and similar to the horizontal separation. The vote in favor was unanimous. The motion carried.

Watts made a motion, seconded by Sanders, to approve the wall sign as presented. The vote in favor was unanimous. The motion carried.

**B. O & S Carwash – Napa Sritan of The Graphic & Art Studio is requesting approval of a pylon sign height increase at 2918 Church Street.**

Napa Sritan was sworn in. Henderson said no design changes were being proposed. He said the pylon would be increased to the maximum allowed height of 25' feet for the Highway Commercial zone. Sritan said the sign was currently 19' and would be extended 6'. Jordan asked if it would be the same sign and they were just extending the poles. Sritan said that was correct. Henderson said it was a conforming sign in the Highway Commercial zone. Sritan said everything stays the same and they would be extending the smaller poles on the top. Watts asked if it would be painted. Sritan said it would be sanded and painted. He said they would insert another 6' of steel inside the pipe and weld it top and bottom and it would be ground smooth.

Olds made a motion, seconded by Watts, to approve the sign height increase as presented. The vote in favor was unanimous. The motion carried.

**C. Lazy River Café – Applicant is requesting approval to construct an accessory structure at the property's rear door entrance located at 1022 Third Avenue.**

Joe Anderson was sworn in. Henderson said this structure was to house restaurant equipment and supplies. Anderson said he wanted to make that back area look neater, too. Henderson said that Section 9.4010 of the CAB ordinance starts that the Board may waive the design review requirement if a portion of the structure will not be visible from the road or adjacent property. He said if you looked at the site plan or the aerial photograph, it was not

visible from the roadway, but there was a public parking area. Anderson was asked what the structure would be made of. He said it would be a 5 x 5 vinyl structure. He also said it would have a foundation and be anchored down. There was discussion about the alley being more a service alley and not public parking. Henderson said the parking was owned by the City. Timbes asked if it was generally used by Staff or employees. Streeter said business owners parked there as well. Henderson said it was public parking, but it not generally used as such. Anderson was asked what color the structure would be. He said a grey or beige.

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

**D. El Cerro Grande – Shelley Haynes of Haynes Sign Company is requesting approval of a parallel wall sign and freestanding monument sign at 101 Rivertown Boulevard.**

David Ludlum was sworn in. Henderson said both signs met the requirements of the Rivertown Commons Special Sign District. Watts asked if the planter in the photograph would also be there. Ludlum said it would. He said the developer required it. Watts also asked if the monument sign was channel letters. Ludlum said they were.

Timbes made a motion, seconded by Watts, to approve the wall sign and monument sign as presented. The vote in favor was unanimous. The motion carried.

**E. Horry County State Bank – Tyson Sign Company is requesting approval for the installation of six directional signs at 1308 Second Avenue.**

Alison Cook was sworn in. Henderson said Horry County State Bank had been granted a variance from Article 12.1060 on October 25, 2007 based on the topography of the lot. Cook was asked if the signs would be the same color as already existing signage. She said they were.

Timbes made a motion, seconded by Watts, to approve the request for six directional signs at 1308 Second Avenue. The vote in favor was unanimous. The motion carried.

**F. Plantation Federal – Dale Morrison of Seaboard Signs is requesting approval of a parallel wall sign and a tenant panel replacement for a freestanding sign located at 311-C Beaty Street.**

Dale Morrison was sworn in. Henderson showed superimposed photographs of both signs. He said the colors were the standard colors for all the Plantation Federal signs. Timbes asked if the signs met all the required criteria. Henderson said they did.

Timbes made a motion, seconded by Watts, to approve the signs as presented. The vote in favor was unanimous. The motion carried.

**G. Residential Home Demolition – Applicant is requesting approval to demolish three historic structures within the Main Street Corridor Design Review Overlay District located at 706 and 704 Laurel Street.**

Shafter Johnston was sworn in. Henderson said both the properties, according to the New South historic resources survey, are historic structures and contributing structures for an eligible historic district. Henderson said according to the CAB ordinance, the procedure for proposed building demolition or alteration in the Main Street Corridor required CAB review and approval. When reviewing any application for demolition, new construction or renovation to any property the CAB should ensure that the applicant is in compliance with the following standards regarding height, scale, massing, directional expression, setbacks, topography, sense of entry of a structure.

Watts asked if he should recuse himself since he lived on Laurel Street. Henderson said he could do that if he felt he should. There was some discussion and Watts decided that he would not recuse himself.

Henderson said two nights prior, City Council made the recommendation to the CAB to consider tabling this issue until the SC Department of Archives and History could come down and do an assessment of whether the demolition of these properties would affect an establishment of a historic register district. He said currently there is not one in place. Council does not want to affect the rest of the properties in the general vicinity.

Watts asked what would happen if the report came back that demolishing these structures would affect the eligibility of the area. Henderson said the CAB would have to consider that information when making their approval or denial of the issue.

Streeter asked if it was just conceptual, could the CAB deny it now. Henderson said the CAB's duties and powers allowed for them to approve or deny any requested demolition.

Timbes asked what was proposed for the land. Johnston said he was considering removing the two houses to put one back in their place. He said it would be a new home on the two lots. He said he was working with an architect, but was nowhere near ready to show a conceptual drawing of the structure. Johnston said he was under contract and closing the following week on the 704 property. He said the contact had been submitted on the 706 property. Timbes said the Mayor's letter was simply asking for a delay on the vote. Timbes asked if there was a timetable. Henderson said there was not. Henderson said the Department of Archives and History had just been contacted about the demolition. Timbes said he was trying to get a feel for how long. He asked if it was 2 week, 2 months or 2 years. Henderson said he had no idea. Henderson said there were three options – table, approve or deny.

Watts said he had no problem approving it now. Streeter said she did. She said they didn't know what was going there and whether it would fit in with the rest of the neighborhood. Streeter said she felt they needed a clearer idea of the scope of the project. Watts said they had no control over residential. Streeter said that they did because it was in the Main Street Corridor. Timbes said he had a bit of an issue with approving it now. Timbes said the design would have to come before the CAB at some point.

Johnston said he brought the request to the Board at this time to see if it was feasible. He said he didn't want to invest a lot of money if he can't do it.

Olds asked if Staff could find out how long it would be before the situation could be reviewed by the Department of Archives and History. Henderson said he would contact them. Timbes said the length of time would influence his decision. He said if it was going to be a long time, he thought it would be unfair to just tie this up. Timbes said he would rather table and make a decision based on all the information.

Henderson asked what else the Board needed in addition for them to make a decision. Streeter said they would not need a blueprint, but we need to see what it will be and if it fits with the neighborhood.

Watts said they didn't have anything to do with the house across the street that was totally remodeled. Streeter said that house was not in the Main Street Corridor. Henderson agreed.

Timbes said the demolition of the structures and the building of the new structure were two different issues. He said they needed a decision from the Department of Archives and History as to whether or not demolishing the structures would affect the district. He said that is independent of what Johnston was doing with his architect.

Timbes made a motion, seconded by Olds, to table the request until the Board got the timetable from the Department of Archives and History. The vote in favor was unanimous. The motion carried.

**H. Dr. Joey Sanders Office – Ed Grove of Grove Construction Company is requesting preliminary plan approval of elevations, materials, building design and landscaping for an addition at 805 Sixteenth Avenue.**

Ed Grove was sworn in. Henderson said this was also in the Main Street Corridor. He said this project would also have to comply with the design standards discussed in the previous agenda item. He said this project was still in Tech Review and needed a few tweaks in the parking and landscaping. He showed samples of the brick and shingles.

Ed Grove said the whole roof was going to be resingled. He said the trim would be the same color as the existing building. Henderson said the soldier course would also continue onto the new addition. Timbes said there was a soldier course and a double rolock.

Watts asked if they were doing away with the gable. Timbes said there was a gable on each end. Grove said they were not doing anything to the front of the building. Grove said they were going to eliminate the gable vent and go back with a straight roof. Timbes asked if he was changing the roof pitch. Grove said they were going with the same pitch which was 7:12. There was more discussion about the roof.

Timbes asked Grove a question about the offset because of the brick. Grove said the brick on the building was not available anymore and he had found a brick that was very similar. He said if they don't match well, they will extend the landscaping down the Oak Street side. Timbes asked if the particular pattern was to separate the two bricks. Grove said it was. Timbes asked if he was doing it to both sides of the building. Grove said he wasn't because you couldn't see the one side of the building. Henderson said the one side was facing a wooded area. Grove said he could do it to both sides if the Board thought he should. Timbes said he thought it should be on both sides. Timbes said when you have a coloration change you usually try to break the plane so that you are not reading those two planes on the same. He said you shift it and your eye will have fewer tendencies to pick up the differences. Timbes said the pattern would help. Grove said they would use whatever landscaping was necessary to cover up the addition. He said they were willing to do some fairly tall shrubbery. Grove said there was a wall that they might be able to salvage more of the original brick.

There was discussion about this being the preliminary request. Henderson said in some cases, the Board could give final approval the first time an item appeared. He said there were two modifications to be made – the parking and the landscaping, but other than that, it was pretty much through the Tech Review process. Timbes said he said they could issue a foundation permit to allow the process to move forward, but he still wanted to stick to the preliminary and final process.

Timbes made a motion, seconded by Watts, to approve the preliminary request and approve issuance of a foundation permit with final approval at the next scheduled meeting. The vote in favor was unanimous. The motion carried.

## **ADD ON**

### **I. Louie Welch is presenting improvements to a property in the Professional zoning district at 1103 Main Street.**

Louie Welch was sworn in. Henderson said this was a conversation of a residential property to a business. He said they were looking at the incorporation of required parking for his business. He said it meets the parking requirements and the landscaping requirements. He said it meets all the Public Works and Public Utilities requirements. He said the project has received sign off from Tech Review. The Board asked where the house was. Welch said it was directly across the street from Main Street Shell. Timbes asked if they hadn't already done some things to the building. Welch said they had done some things to the front several years ago. Welch said they were tired of the tenants trashing it so they wanted to use it as their business location. Timbes asked if the structure was staying the same and all the Board was looking at were site issues. Welch said that was correct. Timbes asked about signage. Welch said he would present that at another time.

Henderson said this was a final since there were no structures being built. He said Welch would do any lighting and signage at another time. Timbes asked if Welch needed to apply for a curb cut. Welch said there was already a driveway there.

Timbes made a motion, seconded by Watts, to approve the request as final. The vote in favor was unanimous. The motion carried.

#### **IV. TEXT AMENDMENT REQUESTS**

**A. City of Conway – City Staff is requesting approval to amend Appendix 2 Article 2, Section 3 of the Conway Zoning Ordinance, Quorum of the Community Appearance Board Rules of Procedure.**

Henderson said after the Municipal Association training, Staff realized that when talking about quorums at commission/board meetings, when a member recuses himself or herself we need to establish in the actual text that recusal doesn't affect the quorum of the decision being made.

Timbes made a motion, seconded by Watts to amend Appendix 2, Article 2, Section 3 of the Conway Zoning Ordinance, Quorum of the Community Appearance Board Rules of Procedure to read, "A recusal by any member does not affect the quorum, which is determined by the membership present at the start of the meeting." The vote in favor was unanimous. The motion carried.

#### **V. VARIANCE REQUEST**

**A. Best Western – Alison Cook of Tyson Sign Company is requesting a variance of Article 12, Section 12.1060B Perpendicular Signs Allowed in the Highway Commercial Zone.**

Henderson said this variance request was for the December ZBA meeting. He said it was a unique site. He said instead of orienting the signage toward Waccamaw Drive, they want to orient them toward the 501 Corridor. He said they currently have 2 wall signs and one pylon. He said the wall signs were nonconforming. He was not sure when these signs were approved or by whom. He said they are requesting to maintain the two current wall signs, relocate one of them and add an additional sign. Timbes asked if there was signage out on the road. Henderson said off-site signage was not allowed. Henderson reminded the Board that the actual signage would come back before the CAB if approved by the ZBA.

Henderson asked if there were any recommendations to the Zoning Board. Timbes said there would be signage clutter. He said put the big Best Western sign up and remove the smaller sign. Streeter asked if they could request that the other signs be conforming. Henderson said no. He said in this case they would be nonconforming no matter what. He said Tyson was asking for a variance to relocate the one sign, to install the new sign and one to keep the extra signage. Henderson said the Board could recommend minimizing the number of nonconforming signs. Timbes said if the site presents you will see some really unique things, like this site did, usually the applicant would win a variance. He said he had no problem with any of the signs except for one.

Olds made a motion, seconded by Watts, to make the suggestion to the Zoning Board of Appearance to approve the perpendicular sign and remove the small sign that is closest to the water as it would be redundant. The vote in favor was unanimous. The motion carried.

**VI. PUBLIC INPUT**

There was no public input.

**VII. BOARD INPUT**

Timbes said the lattice work that had been approved around the cooler behind Crady's had not been done. He asked what the timeframe was before something could be said about it. Henderson said a permit is good for 6 months before it expires and the work is supposed to be done within one year of pulling the permit. Timbes asked if there was nothing they could do before a year was out. Henderson said he would ask Godin Scott.

Watts asked Henderson if he had checked on the trash can issue at the old library. Henderson said he did not, but he would make sure to do it.

Watts brought up the demolition of the structures on Laurel Street. He said he didn't think it was a good thing to limit what people could do. Discussion followed concerning design guidelines, protecting economic value of the neighborhood and design guidelines for new structures. Timbes said that tabling the issue was the correct thing to do. Henderson said the Mayor was just asking the Board to be cautious before making their decision.

**VIII. STAFF INPUT**

There was no staff input.

**IX. ADJOURN**

There being no further business to come before the Board, the meeting adjourned at 6:00 p.m.

Approved and signed this 28<sup>th</sup> day of November, 2007.

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Chairman

Minutes prepared by Barbara Tessier, Secretary.