

**COMMUNITY APPEARANCE BOARD
CITY HALL CONFERENCE ROOM
WEDNESDAY, JULY 11, 2007- 4:00 P.M.
MINUTES**

Present: Jesse Olds, Debbie Jenkins, Duc Watts, Barbara Streeter, Franklin Sanders, Jimmy Jordan

Absent: Larry Timbes

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

Others: Emily Estes, Tortoise N' Hare; Les Whitley, Crady's; Wandy Lilly, City of Conway; Ken Senn, City of Conway; Marsha Crosland, Tyson Sign Company; Elaine Siveret, Landmark Signs; Ron Walker, Myrtle Beach Sign Company

I. CALL TO ORDER

Chairman Olds call the meeting to order at 4:05 p.m.

II. APPROVAL OF THE MINUTES

After review, Jenkins made a motion, seconded by Sanders, to approve the June 27, 2007 minutes with the correction that had been made concerning Sanders recusal. The vote in favor was unanimous. The motion carried.

III. DESIGN REVIEWS

A. Tortoise N' Hare – Emily Estes of Tortoise N' Hare is requesting approval of a parallel wall sign at 910 B Fifth Avenue.

Henderson said the sign complies with signs allowed in the Neighborhood Commercial zoning district. The Board looked at photographs and color samples.

After review, Jenkins made a motion, seconded by Streeter, to approve the sign as presented. The vote in favor was unanimous. The motion carried.

B. Independent Builders- Marsha Crosland of Tyson Sign Company is requesting the replacement of two panels in an existing freestanding sign and one wall sign panel at 212 Main Street.

Henderson said the signage met the criteria required. Crosland was asked if the colors would remain the same. She said they would stay the same bronze color.

After review, Jordan made a motion, seconded by Sanders, to approve the replacement of the two panels in the freestanding sign and the one panel in the wall sign. The vote in favor was unanimous, with Jenkins recusing herself. The motion carried.

C. New York Deli – Marsh Crosland of Tyson Sign Company is requesting approval of two perpendicular wall signs at 2246 Hwy. 501 Suites A&B.

Henderson said University Shoppes owner had gone before the Zoning Board of Appeals on June 28, 2007 to request a variance to allow all perpendicular signage for this parcel and to allow additional signage (rear of the building). The Zoning Board of Appeals granted the variance for both requests. Henderson said that the issue was because the building's orientation was perpendicular to Hwy. 501. He said in most cases a special sign district would have been requested, but this parcel did not meet those requirements.

Jordan said he did not remember talking about signs on the rear of the building; however, Watts said he did remember. Jenkins said that the signs had been talked about at previous meetings with the University Shoppes representatives.

There was a lengthy discussion concerning the ZBA and its authority. Several members remarked that they didn't have to vote on the rear signage. Henderson said the ZBA had already approved the number of signs and their orientation. He said the CAB's role was to approve the size and aesthetics of the signs. Streeter said the back of the building would look too cluttered with signs on the back.

Sanders said if the ZBA had already made their decision, he didn't think it was a CAB issue. Streeter said they could overturn the ZBA's ruling. Olds said just because the ZBA made a ruling that didn't mean the CAB had to approve the signs.

Jordan then said that University Shops did not follow the design plans and talked about the seams and the awnings. He asked the secretary to check the minutes regarding those issues. Jordan said he had a fundamental issue with the awnings. He asked if there was any reason why the signs could not be placed where they had originally been approved. Crosland said the owner wanted the signs placed differently. Henderson said the location and color of the signs should be decided by the CAB.

Jordan said the signs weren't on the elevations, but Olds pointed out, after looking at it again, that the signs were on the elevations.

Olds said that the way he was hearing this was that if the CAB did not have an issue with the sign itself, then the CAB had to approve it. Streeter asked to see the ZBA minutes. Henderson gave a copy to the Board.

Watts made a motion, seconded by Sanders, to approve the front sign moved up to the efface, and to approve the rear sign over the second bay door. Jenkins recused herself. Olds, Streeter and Jordan voted nay. The motion was denied.

Crosland asked what would happen next. She was told that the Board wanted to check with the City how much leeway they in regard to the ZBA's ruling. Crosland said the customer needed a sign and couldn't they at least approve the wall sign for the front of the building. Jordan said that University Shoppes had overlooked the CAB and went to the ZBA. Jenkins said that University Shoppes had gone through the proper channels. Henderson said that Staff directed them to the ZBA. He said a request cannot go to the CAB if Staff denies it. If Staff denies a request, the option for the applicant is to go to the ZBA for a ruling.

Watts made a motion, seconded by Sanders with Jenkins recusing herself, to approve the front wall sign placed in the efface. The vote in favor was unanimous. The motion carried.

Olds asked for a meeting with Karen Godin, Planning Director, to discuss the ZBA's authority.

D. Pet Pizazz – Trisha Moody of the Myrtle Beach Sign Company is requesting approval of a freestanding monument sign at 1706 Mill Pond Road.

Henderson said this was part of a Planned District and the sign met the requirements. There was discussion about the columns on the sign and that they did not seem to match the columns on the building. Jenkins said they looked skinny compared to those on the building. Ron Walker, who was present for the sign company, said it was a standard 8" column. He was asked if it was a smooth column. He said that it was. Jordan noted that there were no dimensions on the plans. Jenkins said she thought the column design for the sign could mimic in proportion of those on the building. Henderson said he would send a copy of the elevations for the use of the sign maker.

Jordan made a motion, seconded by Jenkins, to approve the sign as long as the detail on the columns matches the columns on the building. The vote in favor was unanimous. The motion carried.

E. Crady's Restaurant - Les Whitley of Crady's is requesting approval of lattice screening for newly installed restaurant equipment at 332 Main Street.

Whitley said the cooler was 8' in height and the lattice would be a bit taller with the 4'x8' lattice and a 2x4 at the top and bottom and finial at the top. Whitley said it would probably take three panels of lattice with 4 posts. Jordan asked if he was going to use a heavy duty lattice. Whitley did not know. Jordan said it would not be much more expensive and would not be as flimsy. He said it was what the Chamber had used.

Streeter asked what color the lattice would be. Whitley thought the same color as the shop. Streeter suggested using a green that matched the planters out front. He said he could. He said the color had bleached out front. Sanders asked if there would be

greenery on the lattice. Whitley said there would not be any greenery. There was discussion about staining the lattice instead of painting it.

Jordan made a motion, seconded by Streeter, to approve the fencing with the heavy duty lattice and stained the darkest green as possible. The vote in favor was unanimous. The motion carried.

F. Moe's Southwest Grill – Bobby James of Masstar Signs Corporation is requesting approval of a channel letter wall sign, blade sign and pylon panel replacement at 201 Graduate Road.

No one was present.

G. USA SERVICES Incorporated – Elaine Siveret of Landmark Sign Incorporated is requesting approval of a panel replacement in an existing sign cabinet and window signage at 1512 Fourth Avenue.

Henderson said this was a request for an internally illuminated cabinet sign and neon window sign. He said both met the sign criteria for the district.

The Board looked at the photographs and renderings. Streeter asked about the real estate and other services on the door and about the concrete business on the bottom of the door. Henderson said when trying to interrupt the Ordinance for what was allowed in for the context of the signage, he could not determine whether these were commodities or principle services. He said he would leave that up to the Board. There was discussion about the English/Spanish translation and whether it was the principle service because there were so many other services. Siveret said the business caters to a lot of immigrants.

Olds asked if the new stuff on the doors and windows was the principle commodities. He said there was real estate, insurance, immigration services and accounting. Henderson said these were all services offered at this business. Watts asked if the storefront was being approved as well.

Jenkins said it would be very hard with the name of the business not very descriptive, and might not pull the right audience from the street. Henderson said the sign above the door was the primary sign, and the first thing to consider, he assumed was the name of the business, and the services were then separated with the Spanish services separated from all the other services. Henderson then suggested that the Spanish services be listed with all the other services. Jenkins said it wouldn't draw the people in if it was just on the door/window.

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

H. City of Conway – Ken Senn of the City of Conway Parks and Recreation Department is requesting approval of additional Riverwalk signage within the Waccamaw Riverfront District.

Senn said in March or April, City Council passed an Ordinance about the hours of operation of the City parks and in May they passed an Ordinance concerning no jumping from the pylons. In order for the Police to enforce these Ordinances, signs need to be posted.

Senn showed the Board the design and said the Council thought it looked good. He said Council asked him to get in touch with Wood Partners, the developer for Riverwalk Phase III. He did and they said the signs looked fine just to match the colors of the existing signs.

Senn said at each entrance to the boardwalk, there is a 10 x 10 post. He said he would like to attach a 14' X9" metal sign. He said the metal would stay flush to the post and not be as easy a target for vandalism. He said there would be one at the Sertoma Club, one by the Sidewheeler, two underneath the bridge and one at the condos and one as you walk into Riverfront Park. He said he would get with Chief Gosnell to see where the best place would be to put a sign on the railings where they were jumping from.

Jenkins made a motion, seconded by Watts, to approve the request with one change to use a double thin green circular border around the logo and matching all the colors as done on the Phase II signs. The vote in favor was unanimous. The motion carried.

I. Main Street Tree Replacement – Wanda Lilly of the Conway Beautification Department is requesting approval of proposed replacement street trees along Main Street, Third Avenue and Fourth Avenue.

Main Street – Wanda said the plan was to remove the honey locusts and replace them with High Rise Oaks. She showed photographs of the tree. She said they had the same structure and shape as the honey locusts. She said they were cloned from Live Oaks, but the branches were trained to grow up not like the Live Oaks. She said one Willow Oak across from City Hall would also be replaced because it was in decline and she did not think they could rescue it. She said the trees would be 3" in diameter and 10' in height when planted. She said they are trying to keep the same diagonal as exists now to provide a canopy in years to come. She said the trees on Main Street would be done first starting the second week of September and be completed by the first week of October.

She was asked about the palms on Fourth Avenue, but she did not know.

Fourth Avenue – She said Fourth would be River Birch. The Bradford pears in front of Palmetto Chevrolet would be removed and replaced with River Burch. She said

perhaps to the left in front of the tire center they might put in some additional cut outs there. She said they would be using a birch with a more appealing bark that would be more attractive in the winter time. She showed a photograph of the river birch.

Third Avenue - they are going to replace the honey locusts with lace bark elms. She said they were a proven urban species. She said they would put out some containers for color where tree cutouts were not feasible. She was asked about irrigation. She said there was none and they would be using gator bags to supply water until the trees develop a root system.

Jenkins made a motion, seconded by Streeter, to approve the tree replacement request as presented. The vote in favor was unanimous. The motion carried.

There was then a discussion about programs sponsored by local business owners in other cities to take care of flowers, trees and planters outside their shops. There was talk about the planter box competition last year put on by Main Street USA.

IV. PUBLIC INPUT

There was no public input.

V. BOARD INPUT

There was a question as to why Moe's Southwest Grill was not on the agenda. Olds said it was delayed due to the special sign district ordinance being prepared. Henderson said Staff thought it would be best to have the special sign district ordinance have its first reading in front of City Council, then it would come to the CAB and then back to Council for its second reading. Henderson said, by ordinance, the fabrication of the signs could not happen until the ordinance was passed. Jordan asked for verification that the ordinance being written was being written to allow the signs that were already out there. Henderson said that was correct. Olds asked Henderson to verify that all the signs in University Commons were all nonconforming. Jenkins said she would disagree with that. She said Firehouse Subs has a very small sign and if it were 1 for 1 it would be under what's allowed in the Conway general commercial. Olds said his understanding from the meeting before was that all of the signs were nonconforming. Henderson said he believed that they were in excess of what was allowed in Highway Commercial. Jenkins said she didn't want to see a business suffer if their sign already met the City's requirements. Henderson said fine, if the signs did meet the criteria of the 1 for 1, the way the CAB approves all wall signs, would the Board allow an applicant to come before them even though the special sign district was not approved. The Board said they would.

Henderson was asked why not let Moe's get his sign approval in the County. Henderson said the property was already annexed into the City. Jenkins said holding up the signs like this made bad press for the Board. She said this sign company ought to be able to come under general commercial guidelines and get their channel letters and have a sign and be successful and be welcomed into the City while the whole other process is

going on. Henderson said this is where Staff would also violate it's own procedure, when they take it upon themselves to fall out of texture with what they have already determined, regarding establishing a special sign district.

Jordan said people were going to continue to build outside the City and then bring it in. Henderson said he was not really sure of the whole issue, but apparently University Commons needed the water and sewer from the City, but went through the plan review process through the County. He said when it came time to tap out, they had to connect to City services and that's when they had to annex. Henderson said if there was no objection from the Board, then Staff would research the possibility of allowing wall signs, if they conform to the City's Ordinance.

Streeter asked if the signs went up prior to being annexed. Jordan said it wasn't planned properly. He said it was no reflection on the City. He said it was another case where the developer put their tenants in jeopardy because they didn't plan right. He said they knew beforehand that they had to annex. Jordan agreed with Jenkins that it wasn't fair to punish the tenants. Jenkins said nobody would look bad except the CAB. Henderson said the way Staff looked at it was they did not want to approve any signs on this parcel before the special sign district was approved.

Henderson said he would call Laura Wagner from B&C and explain that the remaining University Commons tenants could request signage if allowed by ordinance.

Watts made a motion, seconded by Jenkins, to review signs for special sign districts as long as they conform to Conway's sign criteria. The vote in favor was unanimous. The motion carried.

Streeter asked about the billboard issue on Hwy. 701. Henderson said Staff has requested a legal opinion.

The discussion then reverted back to the Zoning Board of Appeal's decision regarding the University Shoppes. Olds said he did not like that the CAB had no information prior to the ruling and that they had no voice in the process. Jordan again said he only remembered saying they had to fix up the back of the building. Henderson again explained why things go to the ZBA and it was not his position to explain ZBA decisions.

Watts then brought up the color of the awning at the Bistro. Henderson said he would research the installed awning.

VI. STAFF INPUT

There was no Staff input.

VII. ADJOURN

There being no further business to come before the Board, the meeting adjourned at 6:10 p.m.

Approved and signed this 25th day of July, 2007

Chairman

Minutes prepared by Barbara Tessier, Secretary.