

**ZONING BOARD OF APPEALS MEETING  
CITY HALL CONFERENCE ROOM  
THURSDAY, SEPTEMBER 27, 2007  
5:30 P.M.**

Present: Scott Sayre, Kevin Wheeler, David Nye, Jose Guidera  
Absent: Phil Maney, John Cassidy, Jim Young  
Staff: Karen Godin Scott, Planning Director; Barbara Tessier, Secretary  
Others: Perry Stafford, Stafford Signs, Inc.; Dave Johnson, Goodwill

**I. CALL TO ORDER**

Vice Chairman Sayers called the meeting to order at 5:35 p.m.

**II. APPROVAL OF MINUTES**

Wheeler made a motion, seconded by Nye, to approve the August 23, 2007 minutes as written. The vote in favor was unanimous. The motion carried.

**III. VARIANCE REQUESTS**

- A. Perry Stafford of Stafford Signs, Inc, applicant, requests a variance from Article 12, Section 12.1060.B Signs Permitted in the Highway Commercial District of the Zoning Ordinance. The applicant is seeking relief to install two (2) additional wall signs at 2913 Church Street.**

Godin Scott related to the Board the general allowance of signage permitted in the Highway Commercial zone, which is one sign that sits perpendicular to the right-of-way and one that sits parallel to the right-of-way. She said it is up to the applicant whether they want those to be wall signs or freestanding signs.

She said in this case, the applicants want a freestanding sign to sit perpendicular to Highway 501. The allowed amount of signage for this property would be 150 square feet per sign area. They are putting up a 59.52 square foot sign out front. That sign is allowed. She said it was about 100 square feet smaller than it could be.

The second sign allowed would be a sign parallel to Highway 501. The sign that they have for that says "Goodwill" and is approximately 34 square feet. They would be able to have a parallel wall sign up to 80 square feet.

She said what they are asking for that they are not allowed to have is additional wall signage. They are asking for a sign above the main entrance that says "Retail Store" and a sign

that says “Donation/Drive Thru” at the donation drop area. She said the “Retail Store” sign is about 34 square feet and the “Donation/ Drive Thru” is about 24 square feet. The maximum square footage of signs that they would be permitted with all the signage allowed in the Zoning Ordinance would be a total of 230 square feet if they maxed out their one wall sign and one freestanding sign. Of those 230 square feet, the applicant is proposing just over 93 square feet in their permitted location. They want to install the two additional signs that total about 60 square feet for a total of 150 square feet of signage on the whole site. She said it was the placement of the signs not the amount of allowed square footage that required the variance.

Sayer asked Johnson if this was the general set up for all the Goodwill retail stores. Johnson said it was. Johnson said they had already gone before the Community Appearance Board for approval on the building. He said that Board had suggested that they remove the “Goodwill” from above the main entrance and place it parallel to 501 for better presentation from 501. He said they had another store going into the Queen’s Harbour area that was about double the size of the one in Conway, but would have the same colors, some décor, and the same signage. He said they would be hopefully starting another store in Little River shortly.

Johnson gave a short history on the Goodwill Retail Stores. He said they were the largest nonprofit organization in North America and had been in business for 105 years. He said they currently have over 2,100 stores. He said 95% of the goods that are sold in the stores are gotten through donations. He said they do occasionally buy discontinued goods from electronic companies, etc.

He said the drive thru signage is necessary so that people will know where to make their donations rather than dropping them at the main entrance. He said without donations, the retail stores would not exist. He said there was a loading dock in the back. He said 50% of the goods donated do not make it into the store. He said if they can’t be resold, they are boxed in bulk and sent to places like India or Iran. He said even in the stores, if product does not move after 6 weeks, it is shipped out as well.

Wheeler asked Godin Scott to confirm that the Board was only dealing with the number of signs and not the size and height of signs. She said all they needed to deal with was the number of signs.

Wheeler asked if they foresaw wanting any future signage. He asked if they were going to want signage on Electric Drive. Johnson said he did not think so. He said that was a separate piece of property. Wheeler said if they owned that parcel and Johnson said they did. Johnson said he did not see the need for anymore signage for Goodwill. He said he did not know if that parcel would be used for anything other than the easement or not. Johnson said maybe in the future they would want a small directional signage. Godin Scott told Johnson that directional signs were not permitted by the Ordinance. Johnson said they wanted to encourage most of the traffic from Highway 501.

Nye asked if they only sold what was collected at the store. Johnson said they had warehouses that were full of product that would also be sold in Conway.

Nye made a motion, seconded by Guidera, to approve the request for the variance as requested. The vote in favor was unanimous. The motion carried.

**IV. PUBLIC INPUT**

There was no public input.

**V. BOARD INPUT**

There was no Board input.

**VI. STAFF INPUT**

Godin Scott reminded those members who had not attended the August state mandatory training that there would be one final session on Monday, October 1 at 5:30 in the City Hall Conference room.

She also stated that there would be an October meeting and there were three requests to be heard.

**VII. ADJOURN**

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

Approved and signed this 25<sup>th</sup> day of October, 2007.

---

Chairman

Minutes prepared by Barbara Tessier, Secretary.