



CONWAY

HISTORIC DISTRICT COMMISSION  
STAFF REPORT

5:30 pm • May 29, 2019 • City Hall



May 29, 2019 • 5:30 pm • 1201 Oak Street

# AGENDA

Meeting is Wednesday  
due to the Memorial Day  
holiday & City Council  
meeting

## **Call to Order**

**Approval of Minutes** - March 25, 2019

## **I. Old Business**

A. 609 Locust Avenue - Sign Exception (HDC2019APR02)

## **II. Public Hearings - Asa P. Robinson Historic District**

None

## **III. Public Hearings - Old Conway Design Overlay District**

A. 1312 Donaghey Avenue - Wood Privacy Fence (HDC2019MAY01)

## **Adjourn**

## **HISTORIC DISTRICT COMMISSION MEMBERS**

Steve Hurd  
David Carolina  
George Covington, Sr.  
Shelby Fiegel  
Taylor Martin  
Gerald Tosh  
Emily Walter

# I.A SIGN EXCEPTION - 609 LOCUST AVENUE

## OLD CONWAY DESIGN OVERLAY DISTRICT SIGN EXCEPTION REVIEW 609 LOCUST AVENUE

### APPLICANT

Rick Green  
Coldwell Banker  
609 Locust Street  
Conway, AR 72034

### OWNER

Baptist Ministerial Alliance  
611 Locust Street  
Conway, AR 72034

### CONTRACTOR

Action Sign & Neon, Inc.  
2700 John Harden Drive  
Jacksonville, AR 72076

### SITE

Address. 609 Locust Ave.

**Present Zoning.** C-1 (Central Business District), Old Conway Design Overlay Transition District.

**Surrounding Area Structures.** The property is located in the Old Conway Design Overlay Transition District on the west side of Locust Ave. Area structures consist of a mix of converted single-family residences, mid-century commercial structures, and recently constructed office buildings.

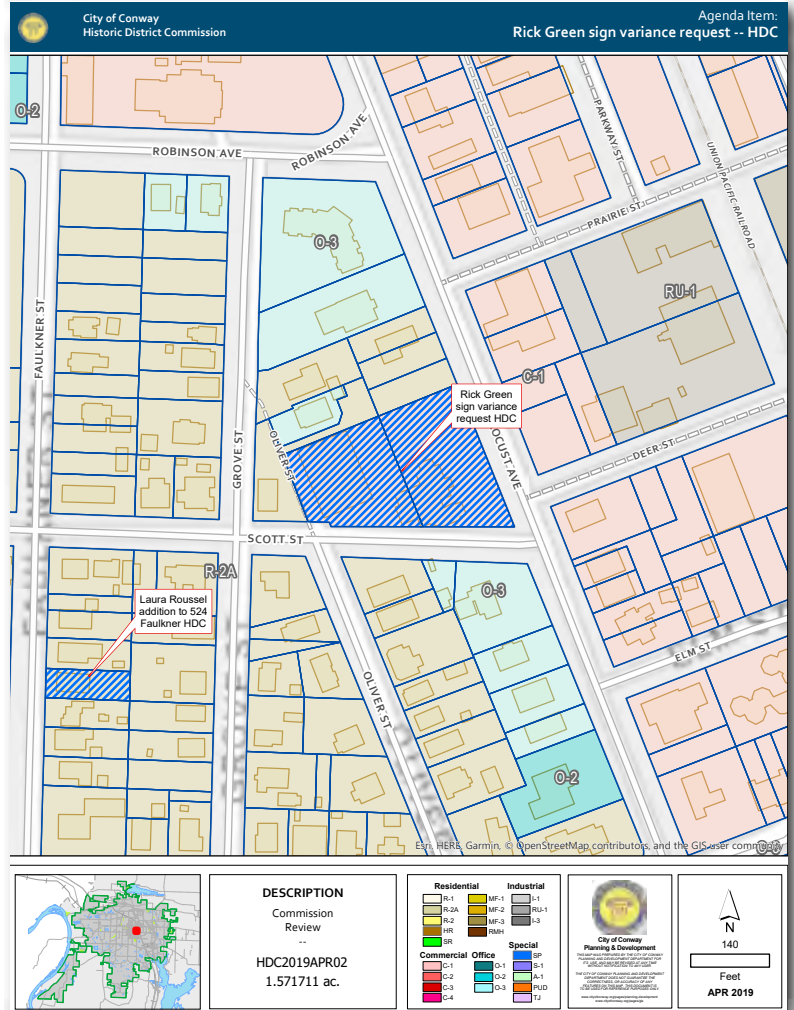
**General Description of Property and Proposed Development.** The applicant is proposing to construct a new two-pole freestanding sign in front of a converted historic home and parking lot that is now used as an office building. The proposed sign is 49.2 square feet in size with 24.5 square feet devoted to sign surface area and will be externally illuminated. The proposed sign is 49.2 square feet in size with 24.5 square feet devoted to sign surface area and will be externally illuminated.

### STREETSCAPE

**Signage.** Freestanding signs are not otherwise permitted in C-1 zones. All freestanding signs in the Old Conway Design Overlay District should not exceed 16 square feet in size and 4 feet in height.

*Freestanding signs are a common feature along Locust Street with numerous properties being zoned C-1. A clear precedent for freestanding signs exists.*

*There are numerous signs in the area which are larger than 16 square feet. However, this sign would likely be one of the larger signs along the corridor.*







Aerial view of 609 Locust Ave.



View along Locust Ave. looking S



# I.A SIGN EXCEPTION - 609 LOCUST AVENUE



28 sf - 56" Tall



18.3 sf - 44" Tall

## RECOMMENDATIONS

Staff recommends approval of the new sign with the following conditions:

1. Reduce the height of the sign to 56". (This will effectively reduce its size to 37 square feet).
2. The applicant will provide revised plans to the Planning Director for review and approval prior to issuance of sign permits.



44.3 sf - 70" Tall



20 sf - 58" Tall