CONWAY
HISTORIC DISTRICT COMMISSION
STAFF REPORT

5:30 pm • May 29, 2019 • City Hall
AGENDA

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
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.
I.A SIGN EXCEPTION - 609 LOCUST AVENUE

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.