



CITY OF CONWAY, ARKANSAS HISTORIC DISTRICT COMMISSION

January 26, 2026 • 5:30pm • 1111 Main Street



City of Conway

HISTORIC DISTRICT COMMISSION

January 26, 2026

MEMBERS

Joshua Hamilton, Chairman
Corey Parks, Vice-Chairman
Marilyn Moix, Secretary
Nathaniel Johnson Jr.
Jason Covington
Ali Dyer
Junior Dixon

Call to Order.

Roll Call.

Approval of Minutes. December 22, 2025

I. Public Hearing Items - Old Conway Design Overlay District

- A. 713 1st St (HDR-1225-0139) New Outbuildings OLD BUSINESS
- B. 508 Oak S (HDR-1225-0140) New Signage

II. Additional Business

- A. Additional items as decided by the Commission

Adjourn.

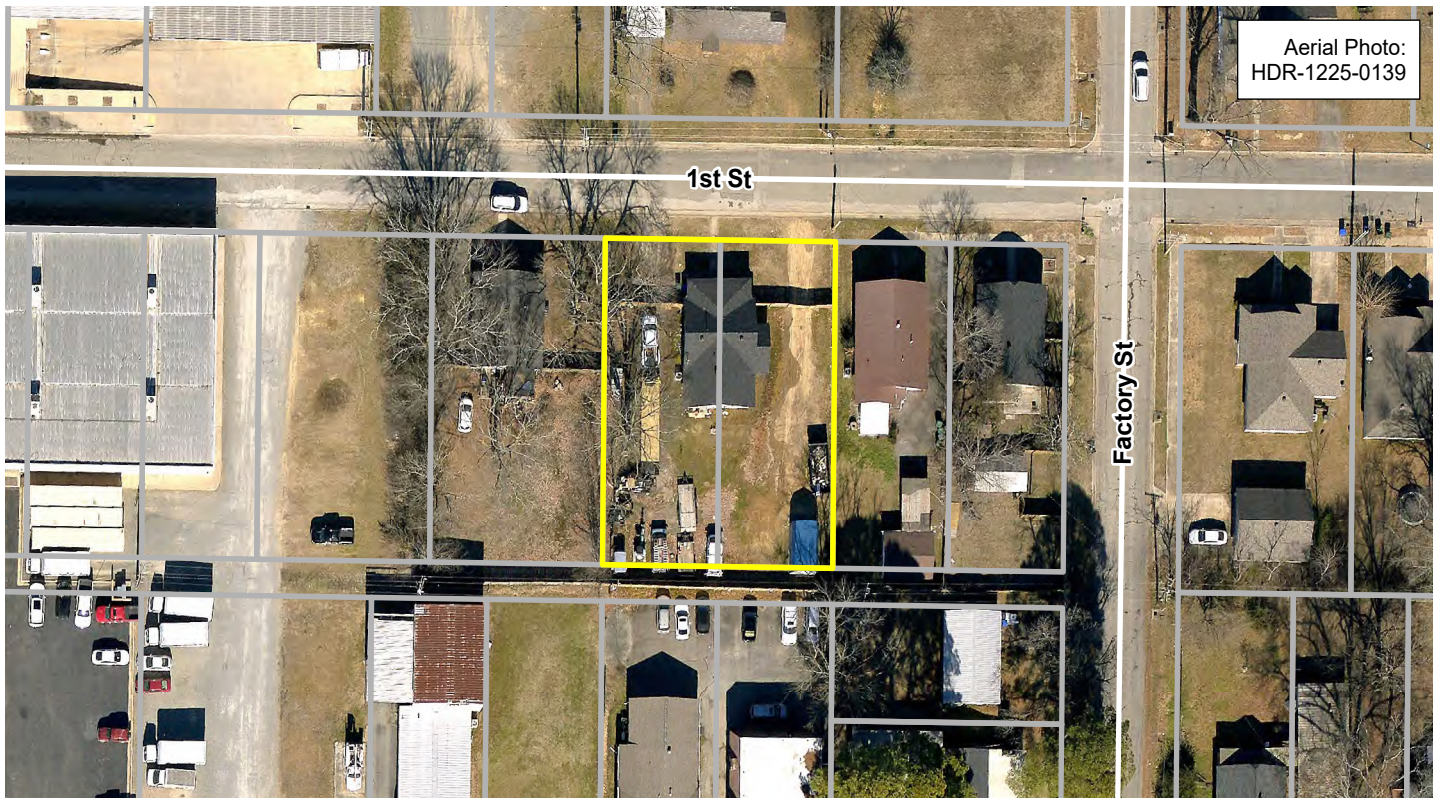
Old Conway Design Overlay District

APPLICANT/AUTHORIZED AGENT

JVG Heating, Cooling & Refrigeration LLC,
Juan Valenzuela-Gonzalez
1410 Champions Dr
Conway, AR 72034

OWNER

Juan & Maria Valenzuela Gonzalez
713 1st St
Conway, AR 72032

**SITE**

Address. 713 1st Street.

Present Zoning. R-2A (Two-Family Residential), Old Conway Design Overlay Transition District (OCDOD-TR).

Abutting Zoning. North/South/West: C-3 (Highway Service & Open Display), OCDOD-TR; East: R-2A, OCDOD-TR.

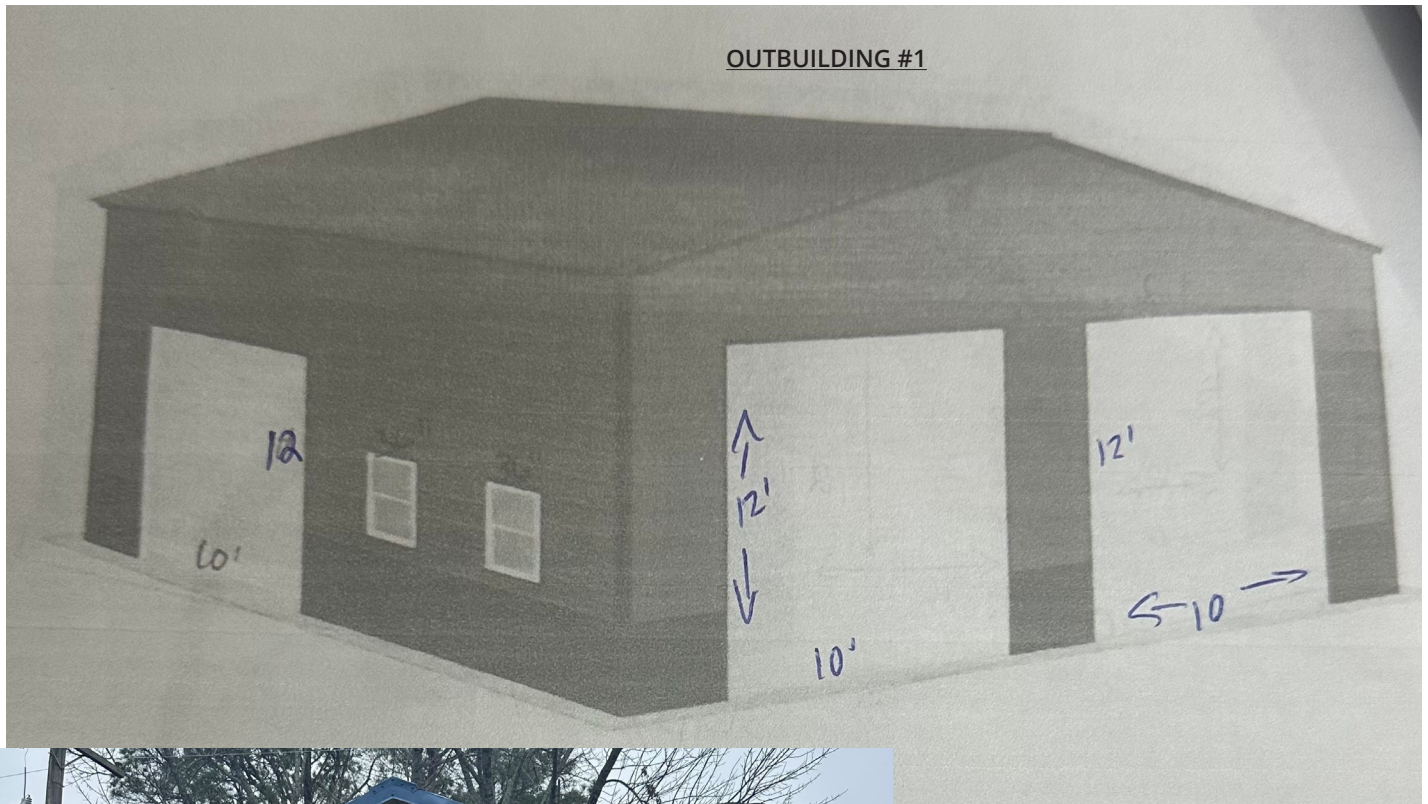
Lot Area. 0.30 acres \pm .

Surrounding Area Structures. The property is located in the OCDOD-TR, south of 1st St between Harkrider St and Factory St. Area structures consist of a mix of single-family homes in minimal traditional styles, and large commercial structures.

General Description of Property and Proposed Development. On October 22, 2023 the Historic District Commission approved an application to rebuild a residential outbuilding to its original dimensions (HDR-0923-0163). The original outbuilding had been demolished due to disrepair. The Certificate of Appropriateness for the approved project expired on October 22, 2025 because a building permit for the project had yet to be issued.

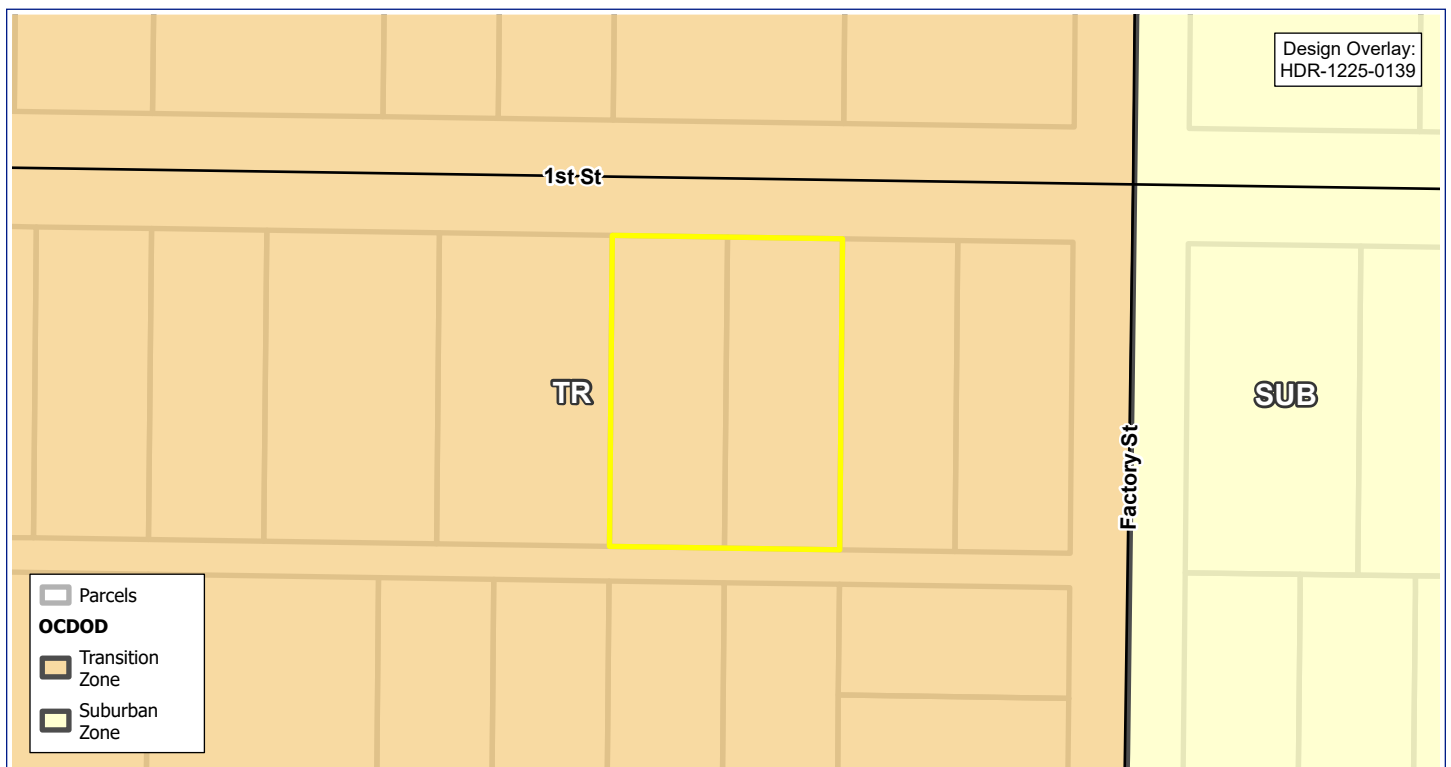
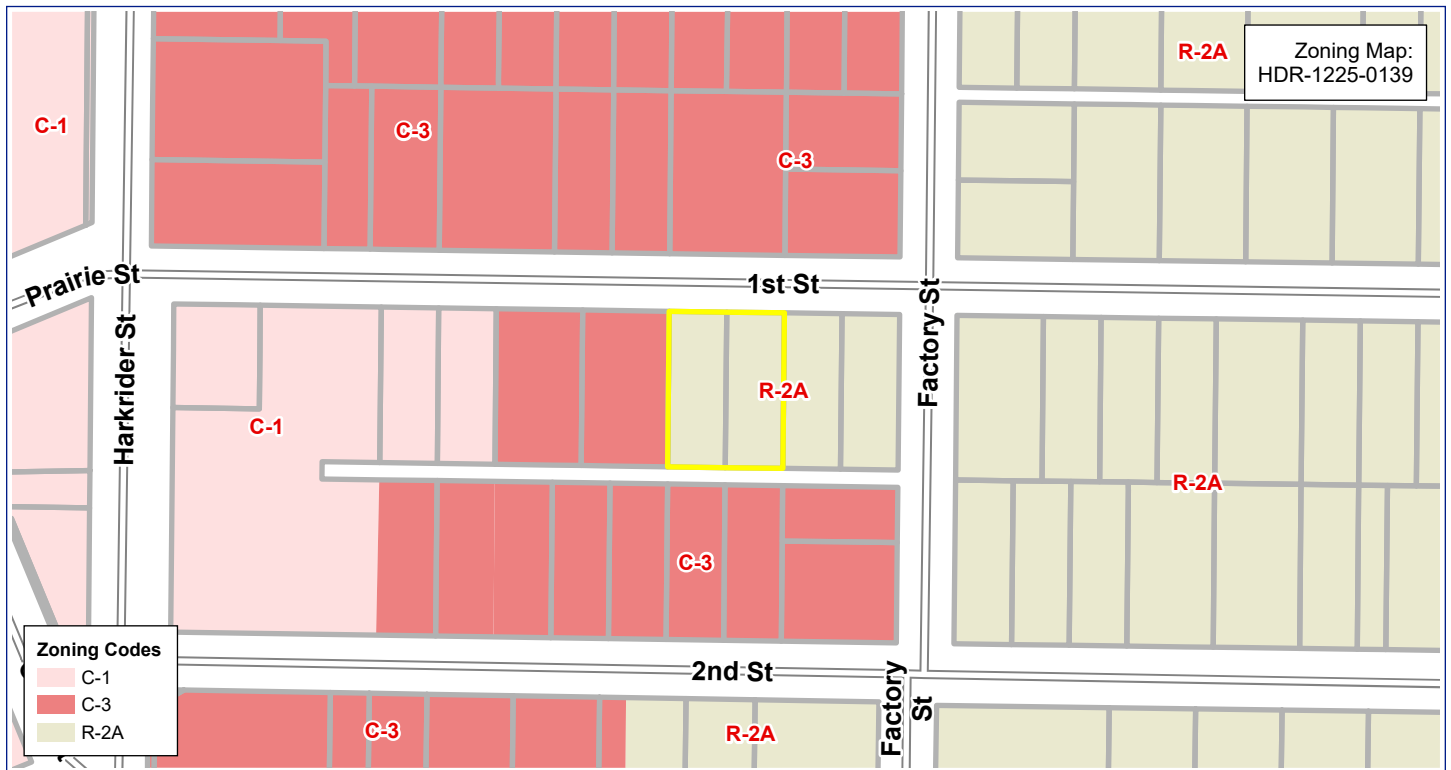
The applicant has installed an additional outbuilding on the property without benefit of permit and is seeking after-the-fact approval for this outbuilding.

For the purposes of this report, the proposed outbuilding (previously approved, not yet constructed) will be referred to as Outbuilding #1, and the existing outbuilding (installed without benefit of permit) as Outbuilding #2.



OUTBUILDING #2





Old Conway Design Overlay District

Transition Zone Standards. It is the charge of the Conway Historic District Commission to determine where and how criteria from the Urban and/or Suburban zones shall apply within the Urban Transition Zone, basing their determination upon individual project dynamics, location, and desired neighborhood character.

The proposal is centered in the Transition Zone, surrounded on three sides by commercial zoning, and is at the edge of a residential neighborhood. The following items are of importance given the specialized nature of the Transition Zone:

- *Building Materials*
- *Lot Coverage*
- *Total outbuilding square footage in relation to the primary structure*
- *Scale*

Setbacks and Spacing. As measured from the right-of-way line, front setbacks shall be no greater than eighteen feet and no less than six. There is no requirement for side setbacks in the Urban Transition Zone, however all fire code requirements must be met. Rear setbacks shall be no less than five feet from the rear property line. In cases where alleys are present, rear setbacks must remain a minimum of fifteen feet from the centerline of the alley.

Outbuilding #1 is shown as behind the primary structure, 15' from the centerline of the rear alley, and 11' from the closest property line.

Outbuilding #2 is shown as behind the primary structure, 15' from the centerline of the rear alley, and 12' from the closest property line.

However, aerial imagery indicates that Outbuilding #2 has been installed along the rear property line and approximately 8' from the side property line. If it is approved by the HDC, the outbuilding will need to move to be in conformance with the site plan and district regulations.

Building Height. The height of additions and outbuildings shall relate to the primary structure with a maximum of 2 stories.

Outbuildings should not dominate the façade of the primary structure.

The height of Outbuilding #1 is 12ft. The height of Outbuilding #2 is 10ft. The height of the primary structure is approximately 16ft tall.

Lot Coverage. Lot coverage for all impervious surfaces shall be 80%.

The maximum allowed square footage of all impervious surface on the lot is 10,454. The total lot coverage with two outbuilding, two driveways, and the primary structure is approximately 5,766sf or 44%. The applicant will need to confirm these numbers prior to issuance of a Certificate of Appropriateness and building permit issuance.

Orientation. Orientation refers to the direction in which the front of a building faces. New construction shall orient its façade in the same direction as adjacent historic buildings.

The double garage doors on Outbuilding #1 will face 1st St, and be located behind a 6ft tall fence. The door on Outbuilding #2 faces 1st St.

Driveway / Parking. Driveways should be concrete, pavers, or permeable paving and sharing of driveways is encouraged. Parking is not permitted in the front yard of houses. Parking is allowed in driveways.

The applicant is currently using two gravel/dirt driveways. They will need to be brought into conformance.

Sidewalks. Suburban Standard: A sidewalk shall be constructed or repaired as part of new construction in the OCDOD unless the construction is that of an outbuilding with a footprint area less than 30% of the primary structure's footprint.

Transition Standard: Sidewalks shall be constructed and/or repaired for all street frontages and shall be a minimum of 5ft wide, unless the width differs historically.

Urban Standards: Sidewalks shall be provided along all street frontages and located within the public right-of-way.

Applicant will need to construct a 5' wide sidewalk along 1st Street.

Trees. Canopy trees shall be planted within the public street frontage at ratio of one tree per thirty feet.

Two canopy trees will need to be planted.

MASSING

Scale. The scale of the building should maintain the relationship of the structure's scale to the lot size of surrounding buildings. *The approximate average size for outbuildings based on 3 residential structures on the same block is 650sf. The total square footage of Outbuilding #1 and #2 is 1,140sf.*

DESIGN ELEMENTS

Style. New design should respect the context of the area while expressing the contemporary nature of the structure. *The surrounding area does not have a cohesive theme of styles, mixing minimal traditional, modern, and contemporary elements, many of which are large commercial structures. The design appears to be generally compatible with the surrounding area. Like the original building this structure is replacing, Outbuilding #1 will be partially visible from the street. Outbuilding #2 is a standard barn-like shed and is visible from the street.*

Lighting. Any new lighting should be inward, downward, and shrouded so as to stay within the bounds of the property. *No lighting is shown on the elevations.*

Footprint. Suburban Zone: The footprint of an outbuilding may be a maximum of 30% of the footprint of the primary structure. Transition/Urban: There are no guidelines for accessory structure footprints in the Transition and Urban zones. *The total footprint of Outbuildings #1 and #2 is 1,140sf which is 86% of the footprint of the primary structure.*

MATERIALS AND DETAILING

Architectural Details, Siding, and Bricks. Detailing and siding should complement the surrounding area. Siding should include brick, stone, wood, or Hardieboard/LP Smartside type siding. *The applicant is proposing fiber cement siding and a shingled roof on Outbuilding #1. Outbuilding #2 is composed of engineered wood with a metal roof.*

CONDITIONS

1. Applicant must obtain all applicable building permits* if/when a Certificate of Appropriateness is granted. This includes a building permit for the already installed shed.

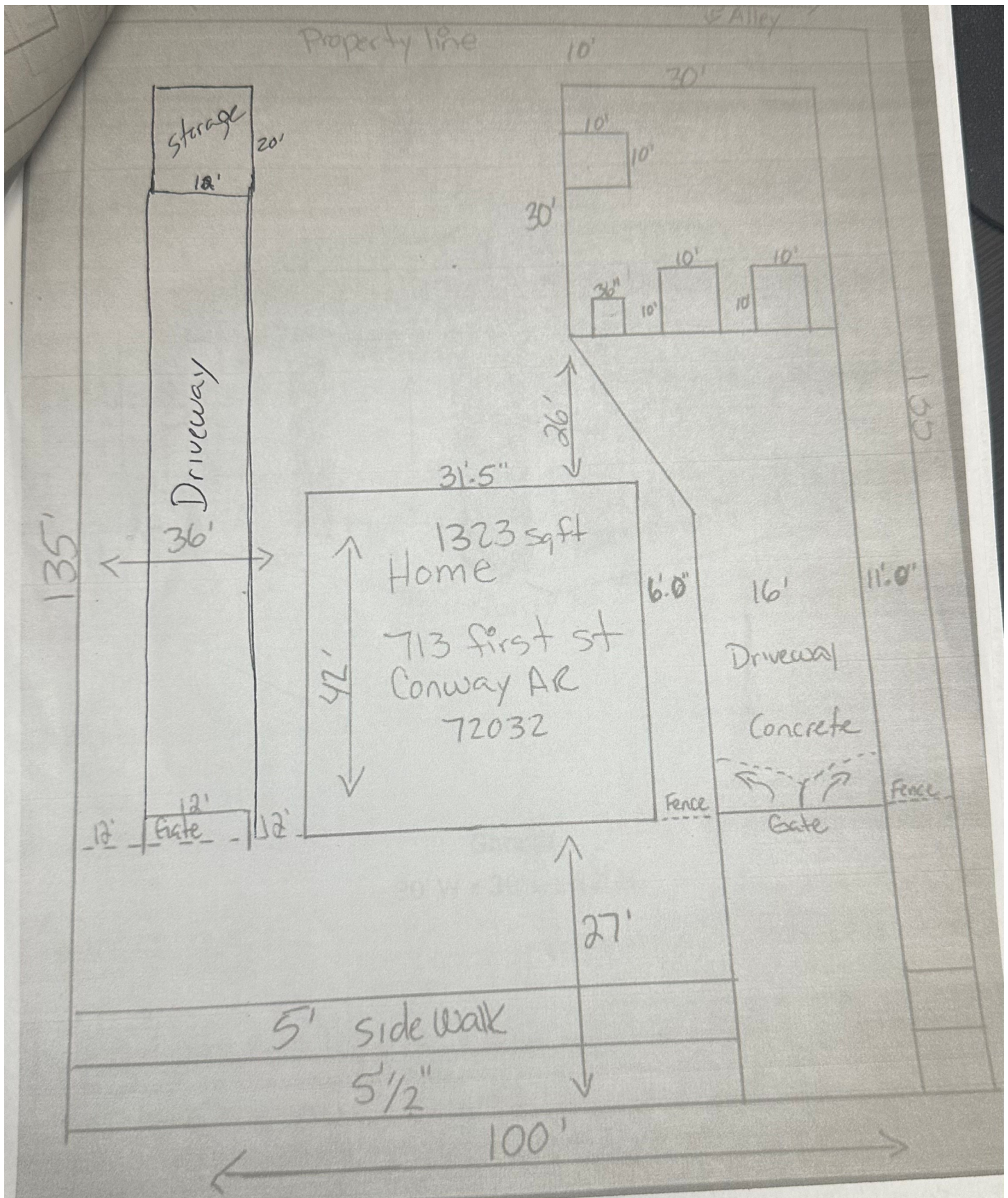
**Applicant shall provide proof of appropriate licensure of professionals performing work to the Building Permits Department.*

2. Two canopy trees shall be planted along 1st Street.

3. Prior to issuance of a Certificate of Appropriateness, the applicant shall provide Planning Staff with an updated site plan showing the total lot coverage for impervious surfaces on site.

4. Prior to building permit final, a 5' wide sidewalk shall be constructed along 1st Street.

5. The metal roof on Outbuilding #2 shall be modified to match the primary structure's roofing materials.





View of subject property



Outbuilding #1 location (proposed)



Outbuilding #2 location (existing)



Property adjacent to the NW



Property adjacent to the W



Looking E down 1st St

APPLICANT/AUTHORIZED AGENT

Kimberley Neilson
YESCO LLC
1605 S Gramercy Rd
Salt Lake City, UT 84104

OWNER

Conway A1 LLC
5605 Glenridge Dr
Atlanta, GA 30342

**SITE**

Address. 508 Oak St.

Present Zoning. C-3 (Highway Service & Open Display District), Old Conway Design Overlay Urban and Transition District (OCDOD-TR).

Abutting Zoning.

North: T4 (NEOCA), Transition (OCDOD)

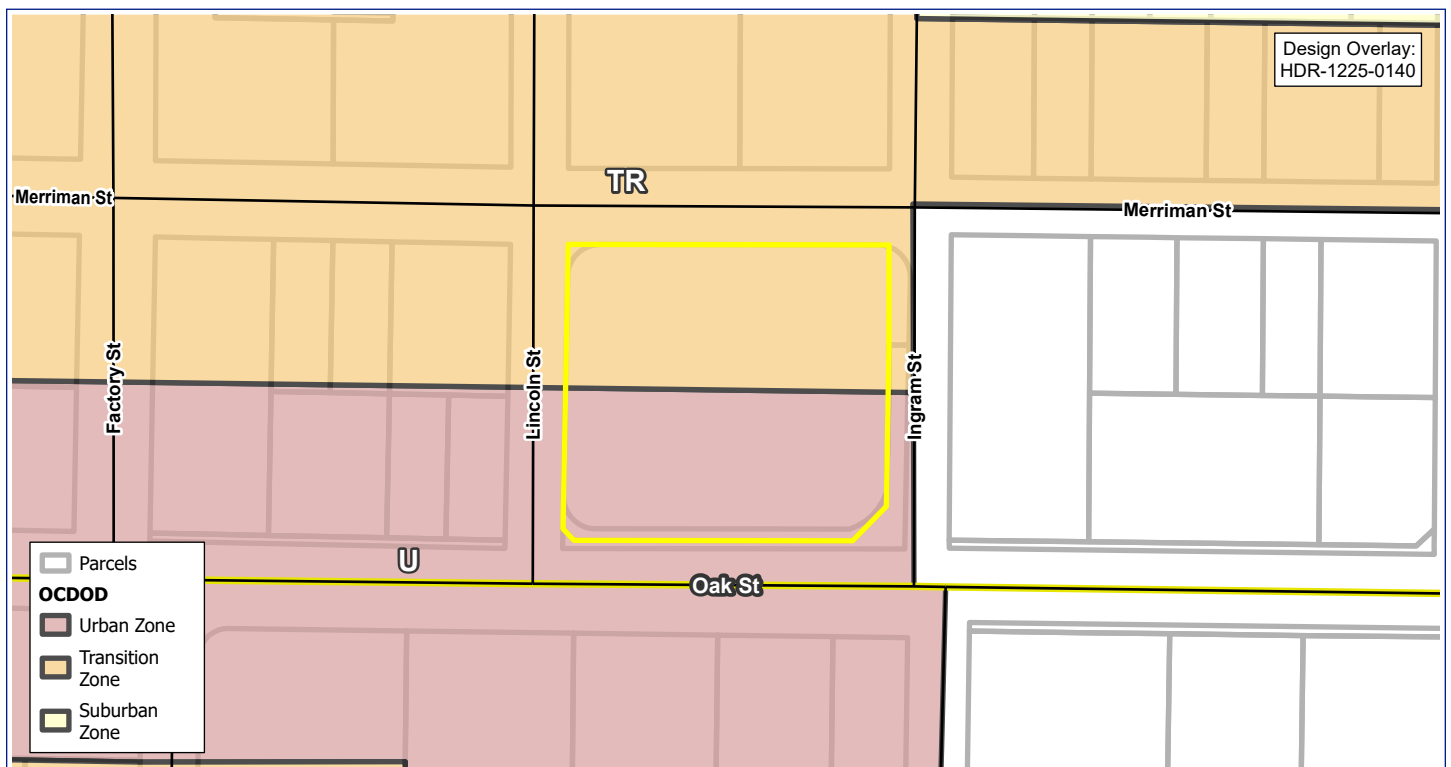
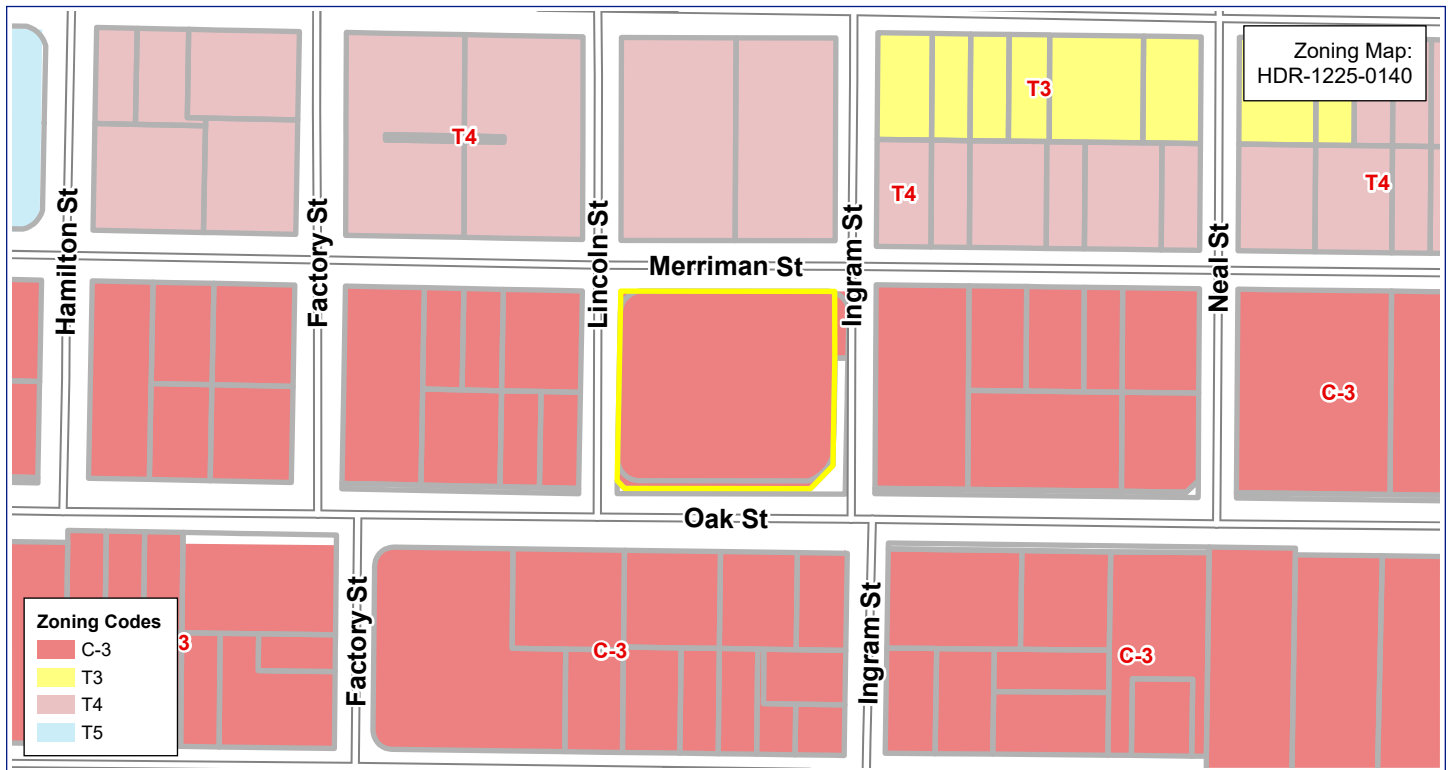
East: C-3

South: C-3, Urban (OCDOD).

West: C-3, Transition and Urban (OCDOD).

Lot Area. 1.55 acres ±.

Surrounding Area Structures. Area structures consist of a mix of commercial and office uses, including retail stores, offices, a vehicle maintenance shop, and a drive-through restaurant.



General Description of Property and Proposed Development. The applicant is proposing to replace the existing monument sign with a new one; the new sign is proposed to be approximately 64 square feet in area and just under 7' tall. The location of the sign will not change. The proposed monument sign is stylistically identical to the updated monument signage that is proposed at the Maverik (previously known as Kum & Go) locations at Dave Ward Dr and Prince St; the Old Morrilton Hwy location will have its monument sign updated with new panels and new cabinet on top.

The existing monument sign, which is approximately 70 square feet in area and 6' tall, was approved as part of the review for the construction of the new Kum & Go gas station on March 28, 2022 (HDR-0122-0176). This Certificate of Appropriateness also included approval to allow an "additional art object sign along the Lincoln and Oak intersection," which has never been installed.

Signage. Freestanding signs in the District cannot exceed 16 square feet in area and 4 feet in height without Historic District Commission approval.

The proposal will not result in a sign larger than what was approved by the Commission in 2022. The basis of their request for new signage is a Maverik program that offers users reduced fuel prices; this offering, called Nitro, is an alternative option to the standard price offered for those paying with Credit/Debit. The existing sign cannot be modified in a manner that allows the display of both pricing options due to its style and digital sign regulations in the Conway Sign Ordinance.

Per the Conway Sign Ordinance: in the C-3 district, a lot of this size would be allowed a monument sign up to 64 square feet in area and 8' in height. Furthermore, automobile service stations may display digital fuel prices using numeric characters only; such displays are limited to 40% of the sign area or 36 square feet and may only change the display once per hour. The proposed sign appears to conform with these requirements.

While this business model, along with the nature of a convenience store/ fueling station, supports an argument for the need for a sign larger than 16sf, the style of the sign is changing significantly with this proposal. Per the OCDOD Pattern Book, all aspects of a property's signage "shall strongly relate to the design of the structures which they serve." This regulation may be considered particularly applicable to this site, as it is the beginning point of the Old Conway Design Overlay District via Oak St and may be viewed as a "gateway" into Downtown Conway.

The existing sign is fairly unique, as it uses articulation and contrasting colors to create depth and shape. The proposed sign is identical in design to the proposed monument signs for the Dave Ward Dr and Prince St locations, which are not in a Historic District; these monument signs are utilitarian in design, lacking variation in material, color, or shape. Alternatively, the proposed update to the Old Morrilton Hwy monument sign retains its brick elements and variation of shape while still conforming to Conway Sign Code requirements.

CONDITIONS

If the Commission approves the request, staff proposes the following conditions:

1. Signage shall be permitted and installed in accordance with the Conway Sign Code, including but not limited to, the installation of landscaping.
2. The applicant shall submit for review by Planning Staff an alternative design with characteristics that include a variation in material, color, and/or shape with the understanding that the overall size of the sign may increase to accommodate details that complement the primary structure on site.
3. The entire monument sign may not exceed 70 square feet.

TO FIT - MEASUREMENTS TAKEN USING A SCALE RULER MAY NOT BE ACCURATE.



3 SIGN 01 - EXISTING CONDITION

SCOPE OF WORK

REMOVE & DISPOSE OF EXISTING
MANUFACTURE & INSTALL **ONE**
MONUMENT. CONCRETE BASE TO REMAIN

PERMITTING INFO

AREA: 50 FT² (Rounded to the nearest square foot)
METHOD: BOUNDING BOX (BASE IN)

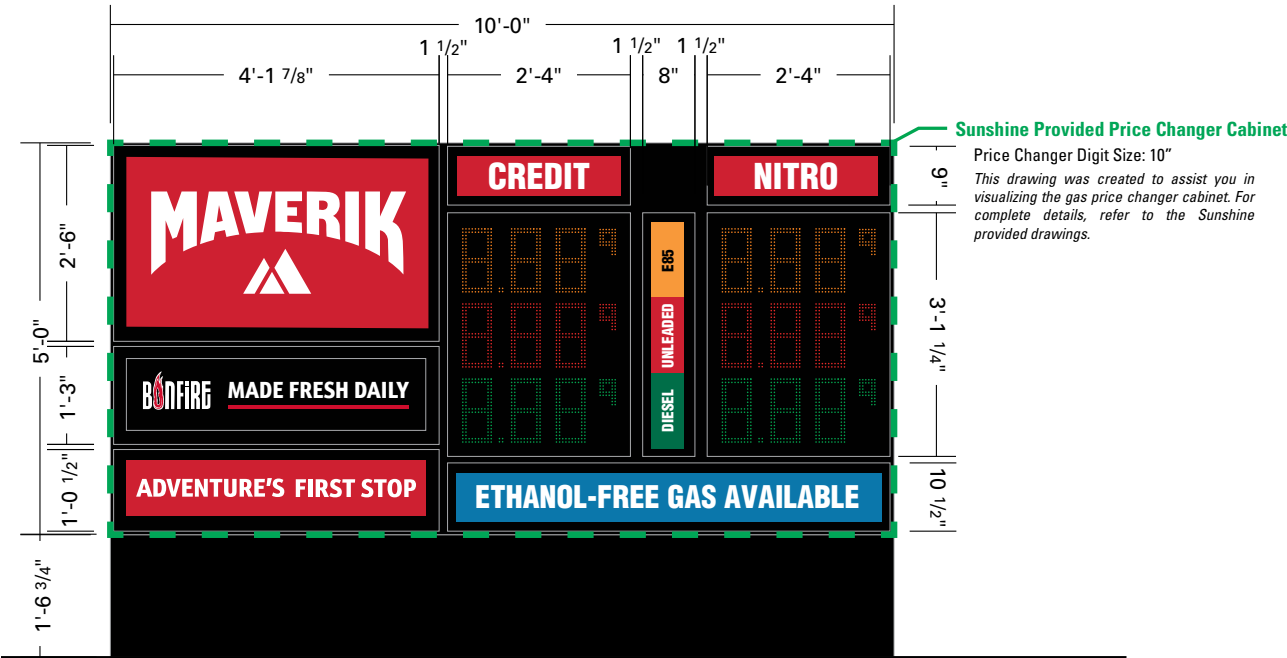
COLOR KEY

P1	Standard Black
V1	3M 3630-33 "Red"
V2	3M 3630-26 "Green"
V3	3M 3630-147 "Light European Blue"
V4	3M 3630-22 "Black"
V5	3M 3630-167 "Bright Blue"
V6	3M 3630-25 "Sunflower"

Note: Unless otherwise noted, the color of the sign rendering may not match actual color of the display. Please refer to color calibration chart for appropriate vendor specified sample color specifications.

ELECTRICAL

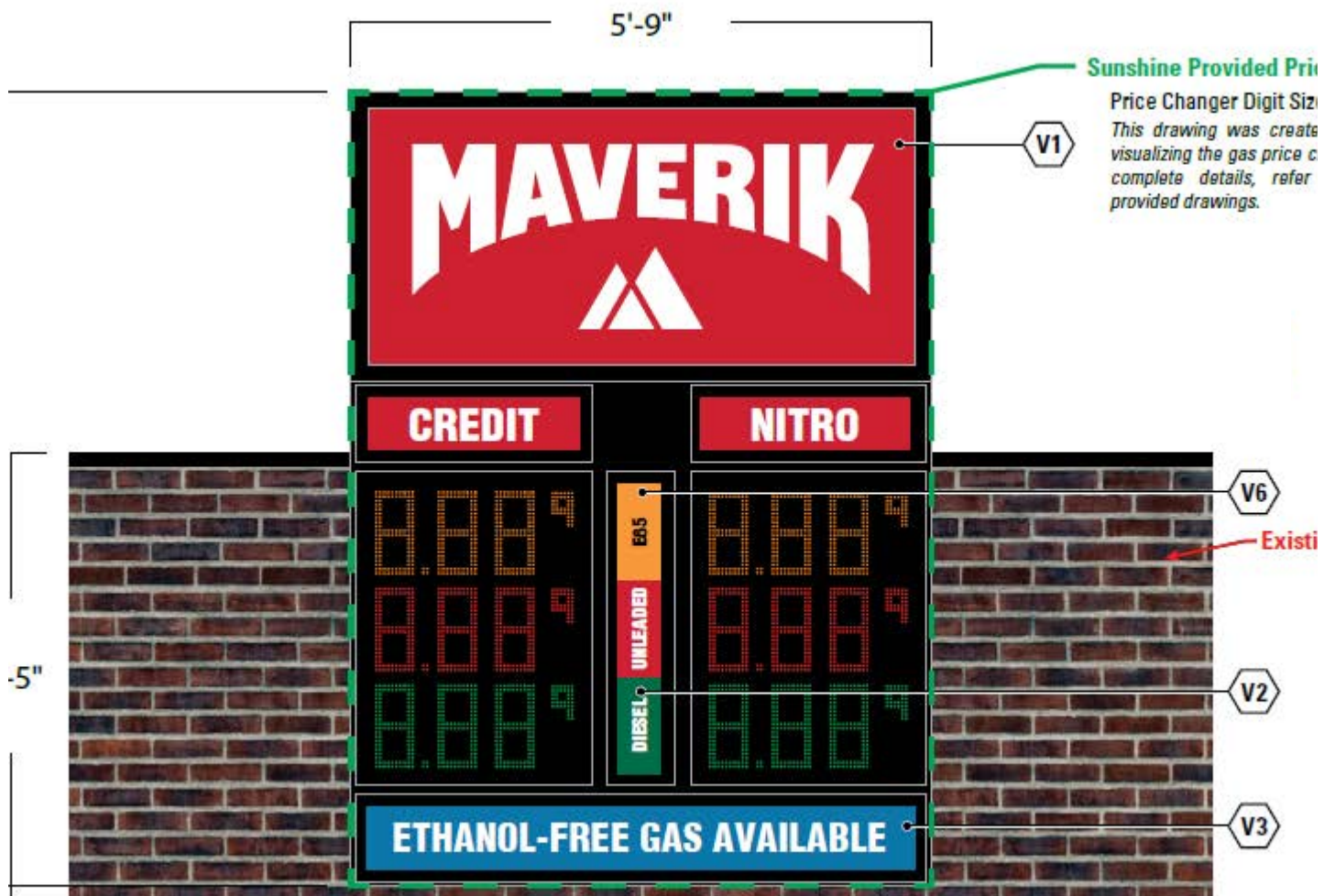
POWER AT DISPLAY LOCATION
PROVIDED BY CLIENT.



1 SIGN 01 - MONUMENT
SCALE: 1/2" = 1'-0" [1:24]

FRONT VIEW

Proposed



For reference: This is the design proposed for the Old Morrilton Hwy location. May be considered for 508 Oak St location.



Existing sign on site



View of subject property facing W



View of subject property facing E



Adjacent property to the S



Adjacent property to the W



Adjacent property to the SE

The following items, which do not require public hearings or Historic District Commission action, have been reviewed and approved by the Director of Planning & Development and are being reported to the Historic District Commission as required.

Item

- Installation of a 120sf outbuilding behind the primary structure at 1911 Harkrider St (HDR-0126-0002).