

Meeting Minutes

Streetscape Master Plan Review Committee

3:00 pm, Thursday, January 10th, 2013 -- 2nd Floor Conference Room, City Hall

Members present: Melinda Herzog, Wilce Martin, Mary Bess Lawing, Jeremy Petty,
Betsy Mantak, Natalie Kincaid

Members absent: Anne Stedman, Max Sigler, Lori Wray

Staff present: Rob Powell Others present: John Stiver

- I. Call to order 3:05 PM. A quorum was established. Rob Powell introduced Natalie Kincaid, who is the new representative from the Catawba County Historical Association replacing Shuford Abernethy.

- II. Minutes from the November 7th and September 13th 2012 meetings were approved. (motion Mary Bess Lawing – second Betsy Mantak)

- III. Old Business – Statesville Visit
Melinda Herzog stated that late February would be a good time to visit Statesville. No specific date was set.

- IV. New Business - Consideration of the Preliminary Wayfinding Plan

John Stiver presented the preliminary wayfinding plan which was developed by a wayfinding team made up of members of the Business Advisory Committee, the DNDA, the Appearance Commission, and City staff and officials. Rob Powell provided photos of the preliminary ideas for signs and sign poles. The Streetscape Master Plan Review Committee found the sign style and colors to be acceptable as well as the square-based poles styles. Suggestions were made to be sure that Newton-Conover High School and Gurley Stadium were marked by wayfinding signs and that the wayfinding signs were used to draw people to the shopping areas and restaurants. Mary Bess Lawing would like to see the grassy area at Hwy 10 and Hwy 16 Business East improved for a gateway sign location, and Melinda Herzog would like for NCDOT to improve the curve on Hwy 10 where D Street and C Street join. Melinda also wants to be sure that the Hwy 10 East and the Hwy 10 West approaches to Newton are well signed since many visitors to

the Museum say that they use those routes to get to downtown Newton.

A motion to approve the preliminary wayfinding plan was made by Jeremy Petty, seconded by Wilce Martin, and approved by those present.

Other New Business - Rob Powell announced that the sidewalk beside First Citizen's Bank on East A Street was currently being replaced and that the Streetscape brick paver strip would also be installed along the length of the replaced sidewalk.

- V. Future SMPRC meeting dates were set for Wednesday June 12th and Wednesday September 11th at 4:00pm in the 2nd floor City Hall Conference Room. The meeting adjourned at 5:30 PM.

Submitted by Rob Powell, Secretary

A handwritten signature in cursive script that reads "Rob Powell".