



## COMMUNITY APPEARANCE COMMISSION

**Monday August 22, 2016 – 4:00 p.m.  
Third Floor Conference Room  
Hickory City Hall**

Commission Members	
Meg Nealon (Ward 1)	Vacant (At-large)
Ernie Masche (Ward 2)	Charlie Hayes (At-large)
Vacant (Ward 3)	Vacant (At-large)
Vacant (Ward 4)	Junior Hedrick (Planning Commission)
Justin Query (Ward 5)	Vacant (Youth Council)
Lisa Morphis (Ward 6)	

**----- Agenda-----**

1. Welcome
2. Annual Election of Officers
3. Approval of the Minutes from the May 23, 2016 Meeting and Notes from the July 25, 2016 meeting.
4. Matters not on the Agenda
5. Beautification Award Updates
6. Update of Bond Commission Activities
7. Reports from Planning Commission and Youth Council Representatives.

PC: Mayor and Members of City Council  
City Manager  
Public Service Director  
Landscape Supervisor

News Media  
City Clerk  
Communications Director

**Community Appearance Commission  
Board & Committee Assignments  
September 2014**

**Tree Board**

- **Sam Hunt**
- **Charlie Hayes**
- **Janet Painter**

**Adopt-A-Spots and Beautification Awards Subcommittee**

- **Lisa Morphis**
- **Sam Hunt**
- **Debby Rush**
- **David Moser**

**Grant Operating Guidelines Subcommittee**

- **Charlie Hayes**
- **Andrew Straw**
- **Steve Bowman**
- **Janet Painter**
- **Candas Brown**
- **Ernie Masche**

**Mission Statement**

To enhance and improve the visual quality  
and aesthetic characteristics of the city.

CAC Powers and Duties

The City of Hickory holds all public meetings in accessible rooms as charged by the Hickory City Council. Special requests for accommodations should be submitted to the City Manager's Office (828-323-7412) at least 48 hours before the scheduled meeting.

**Community Appearance Commission**  
**Monday, May 23, 2016, 4:00 pm**

A regular meeting of the City of Hickory's Community Appearance Commission was held on Monday, May 23, 2016, 4:00 pm, in the third floor Conference Room of the Julian G. Whitener Municipal Bldg.

**Members Present:** Andrew Straw, Lisa Morphis, Sam Hunt, Janet Painter, Charlie Hayes and David Moser

**Members Excused:** Meg Nealon and Debby Rush

**Members Absent:** Candas Brown, Ernie Masche and Paul Wood

**Others Present:** Principal Planner Cal Overby and Minutes Clerk Anne Starnes

A quorum was present.

**Welcome & Introductions:** Andrew Straw, Chair, called the meeting to order at 4:00 pm and thanked everyone for attending.

**Approval of April 25, 2016 Meeting Minutes:** Minutes of the previous meeting were distributed to members in advance. Mr. Straw clarified that, under the "Other Business" portion of the minutes, any changes made to the meeting time need to occur after July 1, not prior to it. There could be a different group of members, and they need to vote on any changes made.

Charlie Hayes moved, seconded by Lisa Morphis, to approve the April 25, 2016 minutes, with one correction as discussed. The motion carried unanimously.

**Matters Not on the Agenda:** Mr. Straw asked if members had matters to discuss that were not on the agenda. He said Mr. Overby had discussed term limits at the previous meeting, and that members whose terms are set to expire on June 30, 2016 were stated in the minutes. He asked the six members eligible for re-appointment to advise Mr. Overby of their preference immediately, as time is limited for City Council to replace them.

Ms. Morphis asked if the budget submitted for next year includes funds for Adopt-a-Spot program signs. Mr. Overby was uncertain, but said budget funds could be moved to other areas, as needed.

Mr. Hayes asked if Tom Dixon had completed his landscaping grant project on 4<sup>th</sup> Street SW. Mr. Overby said the project was nearly complete, after a delay due to replacing a collapsed retaining wall. He will check back with him on the status of installing their plants.

Mr. Straw referenced the FY 2015/2016 grant budget included in the agenda packet and said \$3,530 remains. Mr. Overby noted someone had called regarding a grant request, and he advised them to submit it after July 1, since the time needed for grant approval and project completion was not adequate.

Mr. Hayes asked the status of Hickory Mechanical's project in the former North Hickory Furniture Co. building off Old Lenoir Road. Mr. Overby said the project is complete, following painting delays due to recent rains. He said the building's appearance is definitely improved.

**Discussion of the Grant Operating Guidelines:** Mr. Straw said most of the same members were present today as attended the previous meeting, when the grant operating guidelines were discussed at length. A few changes made, but any further discussion was tabled until Meg Nealon could be present to discuss her recommended changes. She was out of town today and unable to attend again, but e-mailed a draft of “Proposed Changes to the CAC Grant Criteria” to Mr. Overby. He distributed copies of the scoring matrix currently used by members, for comparison purposes, along with proposed changes from Ms. Nealon. He said her proposed changes appear to reference scoring only, not the operating guidelines, and specifically discuss the “Impact” and “Viability” scores.

Members discussed Ms. Nealon’s proposed changes to the “Viability” category score, noting that her suggestion appears to flip the “Low” and “High” scores, to give more points to vacant buildings than occupied ones, which members agreed has both pros and cons. Mr. Overby said the City currently has a Vacant Building Grant Program, with much larger funding amounts than the CAC handles.

Mr. Straw said Ms. Nealon’s proposed changes match with the comments made by City Council member Brad Lail made during Jim Mitchell’s appeal to Council, when Mr. Lail had said the CAC scoring matrix was not consistent with the City’s policy of trying to help vacant buildings to become occupied. Mr. Straw asked members if they agree with this change, which would give limited points to a business that currently has a viable business. It was noted this is the Community Appearance Commission, and that members should be concerned with whether project funds requested would enhance the building’s appearance. On the other hand, members did not feel that it was their role to comment on, or critique, changes being made to a property by the owner, and discussed removing the “Viability” category and score from the matrix, or splitting it – one score for the ownership track record and one for the building track record.

There was agreement among members that appearance is very subjective, and an owner’s track record is not necessarily a reliable indicator. The applicant Phillip McCluney was discussed, which members agreed was one of the best projects they have funded. Mr. McCluney received high scores on his application last summer, but he would receive fewer points under the changed criteria. The discussion continued, with members agreeing that no changes are needed for the “Viability” scoring matrix.

Lisa Morphis moved, seconded by Sam Hunt, to make no changes to the “Viability” portion of the scoring matrix, and leave it as is. There was no further discussion, and the motion carried unanimously.

Members discussed Ms. Nealon’s proposed changes to the “Impact” category score, which would add text to the “High” score for only Community Appearance Grant applications. She suggests adding, *“Incorporates materials or other detail(s) that are appropriate for the context.”* Mr. Straw said this brings up the discussion among members earlier in the meeting – of whether it is their role to comment on, or critique, changes being made to a property by the owner.

It was noted Ms. Nealon did not include the entire criteria for the “High” score. The words, “... with dramatic impact.” were not included. Members discussed whether these words are necessary, as they are subjective. They also discussed the use of Ms. Nealon’s suggested words *“appropriate for the context”* in her suggested change, which are also subjective, since what is appropriate to one person may not be to another person. Members questioned the difference in saying “appropriate” vs. “dramatic impact” and considered various wording options. They also discussed if there is wording that would indicate a professional had designed the plan, or had a role in designing the plan.

Janet Painter moved, seconded by David Moser, that for the “High” score of the “Impact” category for Community Appearance Grants, the first sentence would remain as is, the second sentence becomes, *Changes the entire look of the property.*” and the third sentence would be, *Incorporates materials or*

*other details that are contextually appropriate and well designed.* There was no further discussion, and the motion carried unanimously.

**Discussion of the 2016 Beautification Awards:** Mr. Straw said members had set up dates for the upcoming Beautification Awards program at their previous meeting, and there was no discussion.

**Update on Bond Commission Activities:** There was no update, as Mr. Hayes said the Bond Commission had not met again since the previous CAC meeting.

**Reports from Planning Commission and Youth Council Representatives:** Sam Hunt said the Hickory Regional Planning Commission met in late May and heard a presentation from John Marshall, Director of Planning and Transportation for Western Piedmont Council of Governments. Mr. Marshall updated HRPC members on transportation and road plans for Hickory and the surrounding region, many years into the future. There was no report on Youth Council activities. Their year ended with their final meeting earlier this month.

**Next Meeting:** The next meeting will be on Monday, June 27, 2016, at 4:00 pm.

**Adjourn:** Sam Hunt moved, seconded by Charlie Hayes, to adjourn. There being no further business, the meeting adjourned at 5:00 pm.

\_\_\_\_\_  
\_\_\_\_\_, Chair  
Community Appearance Commission

\_\_\_\_\_  
Anne Starnes, Minutes Clerk  
City of Hickory

**NOTES**  
**Community Appearance Commission**  
**Monday, July 25, 2016, 4:00 pm**

A regular meeting of the City of Hickory's Community Appearance Commission was held on Monday, July 25, 2016, 4:00 pm, in the third floor Conference Room of the Julian G. Whitener Municipal Bldg.

**Members Present:** Lisa Morphis, Charlie Hayes, Meg Nealon, Junior Hedrick and Justin Query

**Members Excused:** none

**Members Absent:** Ernie Masche

**Others Present:** Principal Planner Cal Overby and Minutes Clerk Anne Starnes

A quorum was **not** present.

**Welcome & Introductions:** Principal Planner Cal Overby convened the meeting at 4:05 pm and thanked everyone for attending. He introduced new members Justin Query and Junior Hedrick. Mr. Query represents Ward 5. Mr. Hedrick replaces Sam Hunt as the Hickory Regional Planning Commission representative to the CAC. Self-introductions were made.

**Annual Election of Officers:** Mr. Overby said this was the first meeting of the new fiscal year. Due to the lack of a quorum, election of officers was postponed to the August meeting.

**Approval of May 23, 2016 Minutes:** The May meeting minutes could not be approved without a quorum present.

**Matters Not on the Agenda:**

**FY 2016-17 Budget** – Mr. Overby said that City Council approved a \$51,300 budget again this year.

**Grant Requests** – Mr. Overby said all grants for FY 2015-16 were completed and closed out. He has not received any grant requests for the new fiscal year, but spoke with an interested applicant who is thinking of buying a group of homes in the Highland area, then updating them as rentals during events. No paperwork has been submitted, so no other details were available.

**Beautification Award Updates:** Target dates for the 2016 Beautification Awards were set at the April CAC meeting, including a nomination deadline of September 12 and selection of the recipients by members at their September 26 meeting. An informal Awards Reception in the City Hall lobby to announce award recipients will again be held this year, on Tuesday, October 18, prior to the City Council meeting.

Mr. Overby said he has released the awards materials. All information is posted on the City's website and a press release was sent, but not yet printed in the newspaper. He will ask the City's Communications Department staff to promote the awards on the radio. To-date, he has not received any nomination submissions. He discussed the history of the Beautification Awards, saying the program began around 2000. It was initially Commission-driven, and then moved to community nominations. In recent years, there has been very little participation by the community. The Commission recently discussed whether to discontinue the awards; instead, they made some changes.

Mr. Overby asked members to make note of any outstanding landscaping projects that could be nominated. Charlie Hayes said he would contact the Boy Scouts Council to see if any recent Eagle Scout Projects could be nominated in the Special Award category. He suggested someone also contact the Girl Scouts Council, along the same lines. Meg Nealon suggested the award recipients from last year – or for the past couple of years, and possibly all nominees – be asked to submit nominations, and encourage their friends and neighbors to participate. Commission members will also nominate persons and businesses.

Mr. Overby will e-mail members the 2016 nomination form, and contact information for last year’s nominees and recipients. Mr. Hayes suggested splitting up the list among the CAC members for follow-up. He said the “inaugural” reception held last year was well attended by the nominees, who were all pleased to be nominated.

Commission Vacancies – Members discussed the five vacancies on the Commission, one of which is the Youth Council member. The other vacancies are for a Ward 3 and 4 member, and two At-Large members.

**Update on Bond Commission Activities:** Bond Representative Charlie Hayes said they met last week, their first full meeting since February. They discussed contracting with a company to handle the architectural design for the gateways. He discussed a firm with extensive experience that made a presentation to them, which their members had strongly supported. He said the selection decision is up to City Council. Mr. Hayes asked about the future Hwy. 321 bridge project, and Mr. Overby explained how the bridges would be replaced. Mr. Hayes said the Bond Commission discussed holding off on the 321 Gateway, and waiting until after the final bridge plans are set or the bridge is actually built, in order to determine the best location for the gateway.

**Reports from Planning Commission and Youth Council Representatives:**

Hickory Regional Planning Commission – Junior Hedrick serves on the HRPC, and Mr. Overby said he would be asked to make a short report to the CAC each month on the HRPC’s previous meeting. There was no HRPC meeting in June; in May, they held a public hearing to consider a Special Use Permit request for a home daycare expansion.

Hickory Youth Council – Mr. Overby said the Youth Council holds their first meeting in early August, and a new representative will be appointed to serve on the CAC this year.

**Other:** Mr. Overby asked members to let him know of any persons who might be interested in serving on the Commission.

**Next Meeting:** The next meeting will be on Monday, August 22, 2016, at 4:00 pm.

**Adjourn:** There being no further business, the meeting adjourned at 4:40 pm.

\_\_\_\_\_, Chair  
Community Appearance Commission

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Anne Starnes, Minutes Clerk  
City of Hickory

## COMMUNITY APPEARANCE COMMISSION

4<sup>th</sup> Monday, 4:00 pm, Municipal Building, Human Resources Conference Room

	Name and Address	Phone and E-mail	Appointed	Term Expires
Ward 1 (Lail)	Meg Nealon 548 North Center Street Hickory, NC 28601	(h) 704-904-0219 (w) 704-333-0325 <a href="mailto:megnealon@nealonplanning.com">megnealon@nealonplanning.com</a>	July 2015	June 2018
Ward 2 (Tarlton)	Ernie Masche 3420 North Center Street Hickory, NC 28601	828-324-7956 828-310-8823 <a href="mailto:erniemasche@gmail.com">erniemasche@gmail.com</a>	July 2014	June 2017
Ward 3 (Seaver)	Vacant			
Ward 4 (Guess)	Vacant			
Ward 5 (Zagaroli)	Justin Query 1616 10 <sup>th</sup> Street Drive NW Hickory, NC 28601	828-315-9797 <a href="mailto:justin@queryvaluation.com">justin@queryvaluation.com</a>	July 2016	June 2016
Ward 6 (Patton)	Lisa Morphis 1433 6 <sup>th</sup> Street Circle NW Hickory, NC 28601	828-328-1156 <a href="mailto:lmorphis@kowapharma.com">lmorphis@kowapharma.com</a>	July 2016	June 2019
At-Large (outside City, w/in HRPAs) (Wright)	Vacant			
At-Large (Wright)	Charlie Hayes 108 28 <sup>th</sup> Avenue NW Hickory, NC 28601	828-291-2008 <a href="mailto:chayesnc@gmail.com">chayesnc@gmail.com</a>	July 2016	June 2019
At-Large (Wright)	Vacant			
Planning Commission	Junior Hedrick 1450 25 <sup>th</sup> Street NE Hickory, NC 28601	(h) 256-8404 (w) 381-6700 <a href="mailto:Jhedrick12@charter.net">Jhedrick12@charter.net</a>	July 2016	June 2019
Youth Council Rep.	Vacant			
City Staff - Planner	Cal Overby	828-323-7487 <a href="mailto:coverby@hickorync.gov">coverby@hickorync.gov</a>		





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**COMMUNITY APPEARANCE COMMISSION  
FY 2016-2017 BUDGET**

<b>Budget Item</b>	<b>Requested Amount</b>
Community Appearance Grant	\$30,000
Landscape Incentive Grant	\$10,000
Litter Contracts	\$10,000
Arbor Day Celebration	\$500
Litter Education	\$300
Beautification Awards	\$500
<b>Total Requested</b>	<b>\$51,300</b>

-1- Board/Commission Objectives	-2- Financial Impact	-3- Community Impact	-4- Alternatives
<p>Community Revitalization:</p> <ol style="list-style-type: none"> <li>1. Continue the Community Appearance Grant program.</li> <li>2. Continue the Landscape Incentive Grant program.</li> </ol> <p>Continue efforts to encourage community improvements and renovations.</p> <p>Continue with incentives for a public/private partnership for landscape and façade improvements in the city.</p>	<ol style="list-style-type: none"> <li>1. Continue the Community Appearance Grant program \$30,000.00.</li> <li>2. Continue with the Landscape Incentive Grant program \$10,000.00</li> </ol> <p>Use of existing staff, equipment, and capital budget.</p>	<p>Both grants help implement City Council goals. The Community Appearance Grant provides incentive to upgrade private properties in the commercial revitalization area. The Landscape Grant works to improve areas across the city. Improvements made through both grant programs have encouraged others to make improvements.</p>	<p>If not funded, there is a lost opportunity for public/private partnership that would benefit all. Business owners may not invest in the appearance of their business.</p>
<p>Continue the Saturday litter pick-up program which takes positive action towards improving the appearance of the City of Hickory.</p>	<p>Cost: \$10,000.00 Use of existing staff, equipment and capital budget</p>	<p>This cost effective program augments existing efforts by the city to clean up litter. The community impact has been positive as areas around the city are cleaned of litter. Litter pick up is conducted by a number of community service workers and the funds are set-aside for the guards overseeing these crews.</p>	<p>The City's litter pick-up efforts would not be augmented by this program.</p>
<p>Promote the benefits of trees to the Community and meet a Tree City, USA requirement by holding an Arbor Day celebration.</p>	<p>Cost: \$500.00</p>	<p>The planting of trees provides be environmental and aesthetic benefits to the community. Tree City USA status helps the city obtain grants from the forestry council.</p>	<p>Have no celebration for Arbor Day; ineligible for the Tree City USA program.</p>

Community Appearance Commission Work Plan 2016-2017

-1- Board/Commission Objectives	-2- Financial Impact	-3- Community Impact	-4- Alternatives
Provide public education regarding litter reduction.	Cost: \$300.00	This money will be used to increase awareness among children and young adults and/or donated to Keep Catawba County Beautiful.	Education is necessary to remind people of the need for litter control and its impact on the City's image.
Beautification Awards help recognize citizens that contribute to the city through landscaping and building improvements.	Cost: \$500.00	The beautification awards provide positive reinforcement to the citizens by recognizing their efforts.	Provide no recognition to the beautification efforts of the citizens.
<b>Budget Total</b>	<b>\$51,300.00</b>		