



Rowan's Original Gateway.

COMMUNITY APPEARANCE COMMISSION

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Spencer Community Appearance Commission

FY 2021-2022 Annual Goals

The Spencer Community Appearance Commission met virtually on Monday, March 22, 2021, for its annual goal-setting workshop. Commission members engaged in a broad discussion about their goals for FY 21-22. The Commission's stated goals are outlined below. (The powers and duties of the Commission are established in Town Ordinance 15-04 (Sec. 155.135 of the Town Code) and in N.C.G.S. 160D-960.)

▪ Landscape of the Month Awards

- The Commission will administer a recurring Landscape of the Month award program to recognize property owners who design and maintain exceptional landscapes that enhance and improve the visual quality and aesthetic characteristics of the Town.
- The Commission will facilitate community engagement and education around the awards program through social media, newsletters, the Town website, the newspaper, and other media.
- Special recognition of "most improved" yards.

▪ Façade Grant Program

- The Commission will study the Town's existing Rehabilitation Grant Program (e.g. façade grant) and recommend, as needed, revisions to the program budget and guidelines to more affirmatively promote the goals of the CAC. A revision to the program could include packaging the façade grant program into an overall economic development and tax incentives strategy (specifically for downtown businesses).
- The Commission will explore partnering with the Historic Preservation Commission (HPC) on jointly reviewing façade grant applications.

▪ Gateway Entrances & Corridors Study

- The Commission will study Spencer's gateway entrances and corridors and will recommend improvements to signage, wayfinding, and overall community appearance at these locations. The Commission will work toward improving the entrance experience coming into Spencer to improve the overall sense of place and identity, particularly for drivers coming into Spencer from the interstate.

▪ Walkability & Pedestrian Safety Study

- The Commission will conduct a needs assessment for new sidewalks, particularly near the local schools where pedestrian safety is a concern.



- The Commission will explore the possibility of incorporating public art into the Town’s overall walkability and pedestrian strategy, including interactive public art as part of an art trail program.
- **Parking Lot Landscaping**
  - The Commission will explore strategies to improve the aesthetic characteristics of the Town’s surface parking lots. Improvements could include, but are not limited to, murals on walls adjacent to parking areas, bike racks, enhanced landscaping, and improved wayfinding signage.
- **Community Garden Program**
  - The Commission will explore the feasibility of organizing or participating in a community garden program. The CAC could partner with the NC State Extension Program to solicit volunteer help from master gardeners.
- **BlockWork & Volunteer Events**
  - The Commission will explore the feasibility of facilitating a program like Salisbury’s BlockWork program. The program would identify a specific project or area of the city to improve during a special volunteer event.
  - The Commission will explore facilitating special or recurring litter cleanup events to reduce the overall presence of litter in the Town.
- **Code Enforcement Sweep**
  - The Commission will work with the Town’s Code Enforcement Officer to carry out a review of any un-permitted signs across Spencer.
- **Community Engagement**
  - The Commission will explore community partnerships and strategies for more direct engagement with the community. The Commission will participate in community events by setting up booths or tables for engagement. For example, the Commission could give-away flower seeds as part of its gardening initiative.
  - The Commission will explore partnerships with the Spencer Public Library, local churches, and other local organizations to work on community appearance projects.

### High Priority Goals

- Explore the feasibility of kick-starting a community garden program. This includes feasibility in terms of finding a suitable site, staff time, funding, long-term upkeep and maintenance, technical expertise, and finding the right partners. Preliminary partner ideas include Happy Roots and the Spencer Presbyterian Church, as well as the NC State Cooperative Extension.
- Participate in community engagement activities and events to promote community appearance improvements across Spencer (e.g. flower seed give-away).
- Study pedestrian walkability and safety, particularly around schools and in Downtown Spencer.
- Establish a new and more substantial façade grant program (Main Street Corridor Improvement Grant).