

City of Lewisburg
Planning Commission Working Session
Meeting Minutes — September 12, 2024, 5:30 p.m.
942 Washington Street West, Lewisburg, WV
Paul L. Cooley Council Chambers

PRESENT: Chairperson John Little; Vice Chairperson Valerie Pritt; Commissioners Misty Hill, Davis Lewis, Helen Harless, Dan Stevenson and Jerry Janiga; Planning and Zoning Assistant Marsha Cunningham; Zoning Officer Brandon DePriest; consultant Michael Mills (via Zoom); Recording Officer Tina Alvey.

ABSENT: Commissioners Cheryl Gilman-Dobbs and Margaret Gossard.

VISITORS: Mayor Beverly White, Fire Chief Joseph Thomas, Paula Janiga, Adrienne French, Cliff Baker, Kara Dense, Ryan Hess (via telephone).

Discussion: Wayfinding signage

Consultant Michael Mills described the keystone sign, a cardboard mock-up of which was on display in the meeting room. Once approved and fabricated, the 4'x8' lighted sign will be erected in the Green Space Park adjacent to City Hall. The sign includes a color-coded map of Downtown Lewisburg, with names of various businesses associated with numbers on the map listed below. Each color on the map represents a certain type of business — retail, dining, shopping, lodging, parking, etc.

Commissioner and City Manager Misty Hill said the Wayfinding project largely began in response to visitors' concerns that downtown parking is difficult to locate. A committee has been working on the project for some time. Names of individual stores/other businesses on the sign are designed to "pop out," Hill said, thus allowing the sign to be updated line-by-line on a quarterly or annual basis.

Commission Chairperson John Little suggested that individual business owners be allowed to change out their designations on the sign more frequently by paying for the privilege. He also asked that the parking lot designations on the map be changed from yellow to blue. As shown on the mock-up sign and an online display, blue was designated for dining establishments. After much discussion, a consensus was reached to relabel parking lots blue and restaurants yellow on the map.

Mills suggested adding a QR code to the lower right corner of the keystone sign. Kara Dense, executive director of Experience Greenbrier Valley (formerly the Greenbrier County Convention and Visitors Bureau), requested that her agency's logo be placed on the signage, noting that some sort of sponsorship could be arranged in exchange for the placement. She added that the Greenbrier Valley Visitors Center in downtown Lewisburg is undergoing a "refresh," and suggested that a replica of the keystone sign could be placed in the center's lobby for additional exposure.

ADJOURNMENT: By unanimous consent, the working session adjourned at 6:33 p.m., upon motion by Pritt.

Respectfully submitted,
Tina Alvey