



► CITY OF NEWBERRY
TOURISM INVESTMENT-
VISITNEWBERRYSC.COM
.....1



► DRONE VIDEO & GIS MAP
RESOURCES.....1

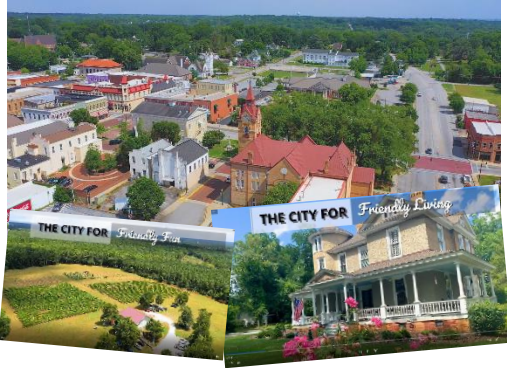


► WHAT AND WHY? THE
ARB.....2

Downtown *in the city*

DOWNTOWN UPDATES
FROM THE CITY OF NEWBERRY
QUARTERLY NEWSLETTER

City of Newberry Tourism Investment: *Updates for a Grand Re-Opening of VisitNewberrySC.com*



With the world turning more and more digital by the day, the City of Newberry made plans to update and upgrade many of our digital platforms. Projects including a new [tourism "infomercial"](#) for Newberry, [GIS resource maps](#), and [digital itineraries and guides](#) were in process for VisitNewberrySC.com. Then on March 13, 2020 our lives changed dramatically as we reacted to pandemic response and COVID-19 prevention measures. It became more apparent than ever that the City of Newberry needed to up its digital game.

Many short-term/quick return digital engagement projects were begun, like our regular Walkin' Wednesday promotions, Trivia Tuesdays, and other social media "events."

Although important, these fast return opportunities to engage the community and visitors are not suitable for long-term sustainability of our tourism efforts. In January of 2021 the final draft of our newest tourism video for Newberry was delivered. Thankfully much of the video was filmed in the late summer and fall of 2019 to showcase a pre-pandemic Newberry, including summer activities, the Oktoberfest, packed Opera House, Newberry College football game, friendly visit to the Hospital, and more! Filming was paused over winter, returning in the spring. The pandemic had other plans for us.

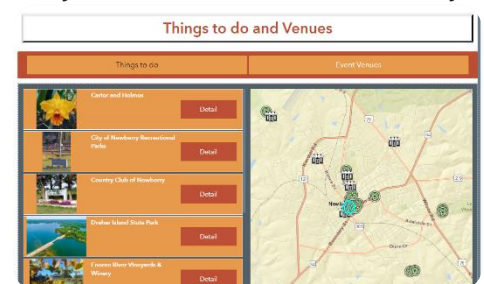
Thankfully Back Forty Drones was able to capture the scenery of Newberry that didn't require crowds, to give us the result.

Watch to see if you recognize anyone (special shout out to downtown neighbors the Banks' for giving access to their apartment in The Standard, and the Devettes for coming to play at the rec complex and walk the nature trail for us).

We've also been working with Abraham Land Surveying to create several GIS Resource Maps. [A Council District Map](#), [City Park Map](#), [Downtown Parking Map](#), and [Self-Guided History Tour](#) of Newberry were created. But the update that we are most proud to share is the [Newberry Explorer App](#)!

The Newberry Explorer features Shopping, Dining, Lodging, Venue, and Things to Do categories that give the visitor the option to view in map or list format. Listings can be updated in real time, making it much easier to share changes to downtown businesses.

These new additions, plus continuing to expand our themed itineraries, are all a part of our [Grand Re-Opening of our visitor portal \[VisitNewberrySC.com\]\(http://VisitNewberrySC.com\)](#)! See for yourself and visit the site today!



What is the Architectural Review Board

why do they exist?

The Architectural Review Board (ARB) is a volunteer-based board under the City of Newberry's Planning & Development department. They were created to aid the City in protecting Newberry's Historic Resources by reviewing exterior changes to structures and places in the Historic Buildings and Preservation Overlay District (HBPO) that encompasses downtown.

What does this mean for downtown?

Property owners or renters within the HBPO District are required to obtain a Certificate of Appropriateness (COA) before making any changes to the exterior of their property. This includes new construction, demolition, ornamental and practical additions, etc. such as painting, installing new windows or doors, adding a new sign or window decal, adding awnings, mailboxes, or street signs.
If it's outside the building, call to see if a COA is needed!

What are the steps to working with the ARB to receive a COA and starting modification work?

- 1** Determine if a COA is required. Any alteration to the exterior of a property should be considered for a COA, excluding maintenance and repair that does not involve change. Not sure? Just ask!
- 2** Complete the COA application. Be sure to provide scaled & detailed drawings, renderings, or examples of your alterations as well as a color photograph of the area where changes will be made. Don't forget color samples too! Be sure to give a very detailed description of your changes. *Think like this- you know exactly what you wish to do, but only you can see in your mind's eye. Your application should help the ARB see what you see!*
- 3** Submit your COA application and Meet the ARB. When you submit your application ask to meet with a City Planning & Development Staff person to double check your work. They can be sure that you've got all you need for a successful meeting with the ARB. Be sure to mark your calendar for your ARB appearance and be ready to answer questions and share your vision with the volunteers. If your initial COA application is denied, ask the ARB for advice on how to meet guidelines. They are permitted to give you verbal tips on what you can do. If approved, you'll be issued a COA listing the modifications you're approved for.
- 4** Obtain any building permit needed (if required) and begin work! Be sure to stick to what's on your approved COA. If you need to make a change, just ask! Planning and development will work with you to make adjustments with the ARB.

You are a part of a very special place, the heart of Newberry! Let's continue to keep the community's heart healthy by protecting Newberry's Historic Resources!

LEARN MORE: Contact the Planning & Development Office at 803-321-1019 for guidelines, tips, and application.

HOW TO NAVIGATE THE ARB TO BENEFIT YOUR BUSINESS

You may recognize this graphic send to our downtown email list in 2020. * Look to learn about the purpose and mission of the Architectural Review Board's purview over downtown. As a downtown business or building owner, it's important that you know why this group exists, and how you can best work with them to meet your goals.

Below are a few tips when working on your COA:

1st be prepared! Think like a scout. Do you have all the materials you need for an effective presentation? Have you mapped out and thought through you're your project could change the landscape of downtown? Be sure to have samples or composite images where applicable, and always bring a picture of the current state of your building (and possibly your neighbors) to help you best convey your wishes for change! If you go in prepared, there's no reason to worry you may get a question you can't answer.

2nd know that the ARB is a volunteer organization of members of our community. They have all had education and training to serve on the board, but ultimately, they are a group of locals excited to help us further historic preservation in downtown. Remembering that this is a volunteer group can help you communicate with them as you present your wishes for exterior changes.

3rd consult with your downtown neighbors that have had successful meetings with the ARB. Ask them what worked well for them, and what didn't. It always helps to have insider info. You can also call me anytime you need advice! I'm happy to point you in the right direction.

Lastly, be prepared to drop back and punt. Give yourself plenty of time before you plan to execute your project in case you need to change your application, or it needs to go before City Council (colors). Maybe you're going in thinking one thing, but leave having been presented with a preservation challenge you hadn't thought of. This is ok! The ARB often offers advice in situations where applications need adjustment or tweaking.

Overall, don't be nervous! The ARB is excited that you're in downtown and ready to bring positive change to the community.

**Not getting our emails? Message me at mkopp@cityofnewberry.com and I'll be sure to add you to our list for downtown alerts, surveys, and community/neighbor info!*