

# Township of Berkeley Heights

## Downtown Beautification Committee

### Agenda for Wednesday, January 23, 2019 @ 7:00 PM

- Approve Minutes
- Reorganization
- Silver Liming Donation
- Recap on Meet the Owners and Bright Night
- Facebook/Instagram strategy
- Update our “Accomplishments of the Committee” below
- Discuss 2019 Priorities including:
  - Beauty and Wellness Weeks vs Project One
  - Discuss dates for Restaurant Week
  - Discuss Website
  - Discuss BH Walks-Dates
  - Add Tangible items

**Meeting Dates for 2019:** Feb 7<sup>th</sup>, March 13<sup>th</sup>, April 10<sup>th</sup>, May 8<sup>th</sup>, June 12<sup>th</sup>, July 10<sup>th</sup>, August (none), September 11<sup>th</sup>, October 9<sup>th</sup>, November 13<sup>th</sup>, December (none)

### Accomplishments of the Committee:

#### *Branding and communications*

- Developed brand strategy and tagline, “where tradition meets tomorrow”
- Created town logo based on iconic train station
- Collect citizen comments and recommendations

#### *Design standards*

- Developed streetscape standards that pave the way for a more cohesive, pedestrian-friendly downtown
- Provided best practices research used to update the ordinance governing downtown building aesthetics and finishes
- Make recommendations to the Board of Adjustment and Planning Board to ensure consistency of aesthetics and building materials in the downtown district

#### *Landmarks and signage*

- Fundraised for the downtown clock and plaza
- Created welcome signs to greet visitors at 11 entrance points to town
- Raised the money to purchase American flags and seasonal banners that greet downtown visitors