

Township of Berkeley Heights

Downtown Beautification Committee

Agenda for Wednesday, April 10, 2019 @ 7:30 PM

- Approve Minutes from March
- Update on Fill-A-Basket
- Discuss Restaurant Week
- Update on the 1809 Signs/Magnets
- Update on BH Walks
- Discuss Winter Banners

Meeting Dates for 2019: May 8th, June 12th, July 10th, Aug (none), Sept 11th, Oct 9th, Nov 13th, Dec (none)

Accomplishments of the Committee:

Create events to activate our Downtown

- Restaurant Week
- Beauty and Wellness Weeks
- “BH Walks,” a monthly community litter pick-up program
- “Bright Lights Berkeley Heights,” a seasonal decorating program
- Partnerships with Suburban Chamber and Berkeley Heights Business & Civic Group

Create, fund and execute programs to improve Downtown aesthetics

- Peppertown Clock and Plaza
- American flags
- Seasonal banners
- Historical banners
- Electric box wraps
- Hanging flower baskets
- Litter and recycling containers

Establish and communicate the Berkeley Heights brand

- Brand strategy based on community survey, Berkeley Heights logo, and tagline “Where tradition meets tomorrow”
- Welcome signage at 11 entrances to Town
- “Experience Berkeley Heights” Facebook and Instagram account
- “Meet the Owners” series of profiles introducing local businesses to our community

Create and advise on Downtown Design Standards

- Streetscape standards for a more cohesive and pedestrian-friendly Downtown
- Downtown building materials and aesthetics research for updating Article 19 of the Town’s building ordinance
- Ongoing recommendations to the Board of Adjustment and Planning Board to ensure consistency in new Downtown building projects