

Township of Berkeley Heights

Downtown Beautification Committee

Agenda for Tuesday, September 13, 2016 @ 7:30 PM (Change in Date)

- Approve Minutes from June 9, 2016
- Update on Welcome signs/Banners (Julie/Nicole)
- Discussion of additional ways to use new logo downtown
 - Car magnets
- Flowers around BH (Midge)
- Discussion of future goals of DBC
 - NJ DOT Grant (Jeanne)
 - Kid's Recreation Grant (Julie)

Final Meeting Dates for 2016: Oct 12th, Nov 9th

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