

# Township of Berkeley Heights

## Downtown Beautification Committee

### Agenda for Wednesday, October 12, 2016 @ 7:30 PM

- Approve Minutes from June and September
- Update on Welcome signs/Banners (Julie/Nicole)
- Discussion of additional ways to use new logo downtown
  - Car magnets
  - Ornament options and cost
- Discuss Ornamental Grasses under the Welcome Signs (Costs)
- Discussion of future goals of DBC
  - NJ DOT Grant (Jeanne)
  - Kid's Recreation Grant (Julie)

Final Meeting Dates for 2016: Nov 9<sup>th</sup>

### 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