

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 7th, March 13th, April 10th, May 8th, June 12th, July 10th, August (none), September 11th, October 9th, November 13th, 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