

# Township of Berkeley Heights

## Downtown Beautification Committee

### Agenda for Wednesday, March 13, 2019 @ 7:30 PM

- Approve Minutes from January
- Silver Lining Donation
- Update on Meet the Owners
  - Facebook/Instagram strategy
  - New format
- Update on the 1809 Signs
- Update on Holiday Banners
- Discuss 2019 Priorities including:
  - Beauty and Wellness Weeks vs Project One
  - Discuss dates for Restaurant Week
  - Discuss Website
  - Discuss BH Walks-Dates
  - Discuss partnering with EC
  - Add new initiative

**Meeting Dates for 2019:** April 10<sup>th</sup>, May 8<sup>th</sup>, June 12<sup>th</sup>, July 10<sup>th</sup>, Aug (none), Sept 11<sup>th</sup>, Oct 9<sup>th</sup>, Nov 13<sup>th</sup>, 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