

# MOORESTOWN APPEARANCE COMMITTEE

## *Protecting and enriching the character of Moorestown*

The purpose of the Appearance Committee is to advise on all architectural and aesthetic aspects within the entire township.

The Appearance Committee has the responsibility to study and review applications, hold hearings, and make recommendations for the following:

- Architectural style
- Construction materials, including color, texture and type.
- Exterior lighting types, intensities and locations.
- Landscaping and buffering.
- Context to its neighboring properties and the township.
- Signage
- Review properties scheduled for demolition.

The committee:

- Makes recommendations on streetscape landscaping.
- Reviews township ordinances to keep current for today's needs, technology, and circumstances to remain business friendly.
- Provide consultation and design recommendations to applicants.
- Make suggestions to enhance all visual aspects of our town.
- Present awards to businesses that merit recognition for their efforts in improving their appearance.

Organization:

The committee is governed according to the township of Moorestown Ordinance,

- Chapter 6. Administrative Government, Article VII. Committees, Commissions, and Other Agencies, 6-45.1. Appearance Committee.
- Recommendations from the committee are forwarded to the Planning Board or Zoning Board.

Question and Answers:

Who do we advise?

- The Applicant on our recommendations.
- Township Council, Township Manager, Planning Board, Zoning Board, Department of Community Development, and Township construction official, as applicable.

What are the member qualifications?

- Members shall be recognized as knowledgeable in matters of aesthetic judgement by virtue of training, education, or experience.
- The Committee shall have two members licensed in Architecture, Landscape Architecture, or Electrical engineering. At least 2 members of the business community within the town center, and at least one of these members shall be the owner, operator or manager of business within the town center.

## **Some Appearance Committee Recommendations and Results**

- Participated in the planning and implementation of Main Street plantings and decorations.
- Reviewed and made design recommendations for the signage, shop window displays, and sandwich boards of dozens of businesses, to improve legibility, impact, and overall esthetics.
- Reviewed and made recommendations on the architectural design and detailing, colors and textures of materials, landscaping, and lighting for many projects throughout the township.
- Made recommendations and provided designs for holiday decorations and banners.
- Worked with the business community to accommodate their needs without compromising the appearance and character of our community.
- Reviewed sign ordinances and made recommendations to Town Council for consideration.
- On buildings scheduled for demolition, the committee worked with the Historical Society on suggestions for adaptive reuse or relocation, for example the Vantresca barn on the Alfred Burr house, relocated a centuries old farm house and a barn on a site that Care One needed for a new facility.
- Reported violations on signage, trash and litter, un-kept properties.
- Periodically walk the town, Main Street and Lenola, to determine opportunities for improvement and enhancement.
- Awards for Improved properties and Arbor Day.