

## **Moorestown Appearance Committee Goals and Action Statement 2022**

### **PURPOSE**

**The Moorestown Appearance Committee (MAC) works in an advisory capacity on development applications, sign applications, demolition applications and general aesthetics in the township by making recommendations that are suited for both the short-and-long term interests of Moorestown. Any improvements suggested by MAC to applicants regarding their proposed projects is communicated to our Township Council liaison and/or township professionals (legal etc.)**

### **GOALS AND ACTION**

- 1) MAC will continue to review any demolition permits that are brought before the committee. Structures will be physically evaluated and analyzed for historic relevance. Preserving any viable structures from demolition will be recommended to the applicant as an alternative option other than demolition.**
- 2) MAC works with the township on pending sign applications in order to meet the required 10 day zoning review period. A sub-committee has been established to address any applications that cannot be heard in a timely fashion by the entire committee.**
- 3) MAC has formed a sub-committee focused on aspects of historic preservation within a defined district. This effort is to preserve the most valuable assets of the township which are our long-standing heritage and historic architecture. This is not unlike what exists currently in many other historic towns in our state. The downtown in turn should experience continued economic growth and prosperity.**
- 4) MAC will collaborate with all other township committees, when called upon, and support efforts to improve the economic climate and viability of Moorestown Township.**
- 5) MAC will continue to play an active role in securing seasonal/event banners, holiday decorating, flower baskets or other items that enhance the business districts.**
- 6) MAC will continue to review and suggest development of street side landscaping and a maintenance plan in business districts. Providing this information to council for annual preliminary budget planning.**
- 7) MAC will continue to communicate with the township in order to provide information regarding all aspects of the work of MAC.**
- 8) MAC's aesthetic nature and role within the township committees focuses on preservation of history and architecture, two of Moorestown's most valuable assets. (Administration of Government, Chapter 6-45.1, Article 7)**