

Town of Windsor

Memorandum

January 14, 2020

TO: The Honorable Mayor and Town Council

FROM: Michael Stallings, Town Manager

SUBJECT: Beautification Award

Attached you will find the recommendation from Councilman Bernacki on the beautification award that was handed out at the last meeting.

This is for Council's discussion.

Beautification Award Research Information

Name & Structure:

- Municipalities structured their group as either a committee or commission.
- This entity was made up by residences of the respective communities and consisted of anywhere from 3 to 10 members depending on the size of the municipality.
- Members were appointed by the Mayor or Council.
- Members served a term, usually one year but there were municipalities that had terms greater than that.
- Members meet monthly, quarterly or yearly, or as needed.
- Names for the groups were either “appearance” or “beautification”
ie. Appearance committee or Beautification commission.

Awards:

- There were generally two categories of awards, residential and commercial/retail.
- All of the awards were for yard/landscaping improvements, but did consider the condition of the structure as well.
- The actual initiation of the award was done either by nomination from a member of the committee/commission or resident, or by canvassing the community. A couple municipalities had a nomination form.
- The award itself ranged from a certificate from the town/municipality to a sign in the yard of the winner.
- A couple municipalities offer a matching grant to the winner who retained receipts for the improvements up to 50%.
- The criteria for selection of the award winner ranged from the opinion of the members of the committee/commission to actual basis for consideration (See attached)

Judging Criteria

Municipality 1:

- Are the grounds well maintained
- Is the plant material in a healthy condition
- Are hard surfaces in good repair
- Are the furnishing in good repair
- Is/Are the building(s) in good repair

Municipality 2: Had an awards scoring sheet, points ranged from 1 (low) -5 (High) in the following categories.

- Landscape Design Quality – Balance, Seasonal Interests, Tasteful, appropriate for commercial corridor and adjacent property.
- Residence and Building Quality – Craftsmanship, complementary to setting, materials.
- Signage, Lighting, Advertising and Display Compatibility – Appropriate scale, Compliant, sited well, integrated with building and landscape, seasonal
- Maintenance of landscape, hardscape and building
- Sense of place, unique, special, character
- Then there was a notes section

October 25, 2006

Location Name _____

Address _____

Category _____

**COMMUNITY APPEARANCE COMMITTEE
AWARDS SCORING**

Each category scale from 1-5 points, 1 = low, 5 = high, 25 points highest total

- A. Landscape Design Quality – Balance, Seasonal Interest, Tasteful, appropriate for commercial corridor and adjacent property

- B. Residence and Buildings Quality – Craftsmanship, complementary to setting, materials

- C. Signage, Lighting, Advertising and Display Compatibility – Appropriate scale, compliant, sited well, integrated with building and landscape, seasonal

- D. Maintenance of landscape, hardscape and building

- E. Sense of place, unique, special, character

NOTES:

Judge _____

Recommendation(s):

If the council decides to move forward to have a community improvement award I would suggest we consider the following:

- Establish a committee or commission (group) for the purpose of recognizing noticeable property improvements residents and business make to their homes/businesses in our community.
- Find and appoint either 3 or 5 members of the community (town of Windsor) preferably, to make up that group.
- The council or group would establish a judging criteria to assist in deciding the award recipient.
- Created a nomination form so members of the community can be a part of the process.
- Establish a frequency of the award.
- Decide on the type of award, ie. Sign for the yard or certificate awarded at a town council meeting.