Appearance Project Program Overview for Consideration

The purpose of the Appearance Project Program is to identify properties or areas that would benefit from exterior cleanup and beautification and coordinate appropriate improvements through community partnerships and volunteer efforts. The program is intended to complement—not replace—the responsibility and work of the Town's public works and maintenance. The focus will be on positive, visible improvements that enhance both the selected property and the surrounding community.

The primary goals of the program are to:

- **Improve the overall appearance and visual appeal of Swansboro.**
- **Assist with targeted cleanup and beautification projects that provide a noticeable community benefit.**
- **Encourage residents and property owners to maintain and improve their properties.**
- **Promote civic pride and community involvement.**
- **Create opportunities for local businesses, organizations, committees, and volunteers to participate in beautification efforts.**
- **Strengthen partnerships between the Town, residents, businesses, and community organizations.**
- **Preserve and enhance the welcoming, historic, and coastal character of Swansboro.**
- **Use completed projects as positive examples that may encourage additional private-property improvements throughout the community.**

Potential project properties may be identified through recommendations from the Appearance Commission, Town representatives, property owners, residents, or community organizations. Properties should be evaluated based on factors such as visibility, overall need, potential community impact, feasibility of the proposed improvements, available resources, and approval by the Board of Commissioners.

Depending upon the needs of the selected property and available resources, projects may include exterior cleanup; removal of litter, debris, weeds, or overgrowth; trimming and general landscape maintenance; planting flowers, shrubs, or other appropriate landscaping; mulching and enhancement of planting areas, installation or improvement of decorative features, and other reasonable beautification activities approved as part of the project. The program is intended for cleanup, beautification, and minor cosmetic improvements to landscape and is not intended to provide major construction, structural repairs, code remediation, or property rehabilitation. All work will comply with applicable Town ordinances, policies, permitting requirements, and other legal requirements. Projects requiring specialized, licensed, hazardous, structural, electrical, plumbing, or similar professional work will not be performed by The Commission or volunteers.

A central component of the Appearance Project Program will be community involvement. The Appearance Commission may seek participation from Town committees, civic

organizations, churches, schools, youth groups, local businesses, nonprofit organizations, residents, and other volunteers. Local businesses may also be invited to support projects through sponsorships or donations of plants, landscaping materials, paint, supplies, equipment, professional services, or other appropriate resources. This collaborative approach can expand the impact of the program while helping create a stronger sense of community ownership and pride.

Keeping with the "Small Project, Big Impact" theme, projects will be kept intentionally simple, affordable, visible, and volunteer-friendly and, upon approval, could include: seasonal plantingS and cleanup at signage, plantings at flower boxes/planters and flower beds, cemetery clean-up, town tree prune and mulching, seasonal displays at the pavilion, and other ideas for improvement/enhancement as presented to the Board of Commissioners for approval. Examples of some specific locations that may be of interest for consideration include: Ward Cemetary, Ward Shore Park, Parks & Trails, and the Front Street /Hwy 24 area along the bridge.

Appearance Project Program Proposed Annual Schedule is as follows:

2026

OCTOBER 17, SATURDAY @ TBD

NOVEMBER 14, SATURDAY @ TBD

2027

MARCH 13, SATURDAY @ TBD

APRIL 10, SATURDAY @ TDB

OCTOBER 16, SATURDAY @ TBD

NOVEMBER 13, SATURDAY @ TBD

The Program is designed to have minimal fiscal impact on the budget with minor clean up supplies, products, and debris removal being a potential cost per approved project. The Commission is also open to make efforts to solicit donations that will support the Program's needs. Volunteers will be encouraged to bring their own gloves, tools, etc.

The Swansboro Appearance Commission respectfully requests that the Board of Commissioners approve the establishment of the Appearance Project Program and authorize the Appearance Commission, in coordination with Town staff, to develop and

implement the program consistent with Town policies, available resources, budgetary requirements, and applicable legal and liability considerations.

Approval of this program will provide the Town with an organized mechanism for bringing residents, businesses, organizations, volunteers, and Town representatives together to make meaningful and visible improvements throughout Swansboro.

The Appearance Project Program represents an opportunity not only to improve properties, but also to strengthen community pride, encourage continued private investment in property appearance, and preserve the beauty and character that make Swansboro a special place to live, work, visit, and do business.

Approved by the Board of Commissioner in regular session on November 10, 2026