TOWN OF SWANSBORO

APPEARANCE RECOGNITION PROGRAM

Program Overview & Proposal for Consideration

Presented by the Swansboro Appearance Commission

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Program Purpose

The Appearance Recognition Program is designed to promote community pride, encourage property beautification, and recognize residential and commercial property owners whose efforts contribute to the overall appearance, charm, and beauty of Swansboro.

Through positive recognition, the program seeks to encourage continued property maintenance, thoughtful landscaping, and aesthetic enhancements that benefit individual properties, surrounding neighborhoods, business districts, and the community as a whole.

1. Property Nominations & Program Promotion

Residential and commercial properties may be nominated for recognition through the Town's official website and/or a dedicated email address established for the program.

Each nomination shall include:

- A photograph of the nominated property.
- The physical address of the property.
- The name of the individual submitting the nomination.

The program and nomination process may be promoted through the Town's official website, social media platforms, and informational flyers displayed at participating local businesses.

2. Selection Process & Evaluation Criteria

The Appearance Commission shall review submitted nominations and select two properties for recognition by majority vote at its regularly scheduled meeting.

Nominated properties shall be evaluated based on the following criteria:

A. Overall Appearance & Curb Appeal

The property's overall visual attractiveness, presentation, and welcoming appearance.

B. Landscaping & Grounds Maintenance

The condition, care, and attractiveness of lawns, gardens, plantings, and other landscaped areas.

C. Building & Exterior Maintenance

The upkeep and condition of buildings, structures, exterior finishes, and visible property features.

D. Creativity & Enhancement

Thoughtful landscaping, decorative elements, and other aesthetic improvements that enhance the property's overall appearance.

3. Recognition Schedule

The program shall operate according to the following schedule:

Monthly Property Recognition

April through September

Two properties shall be selected for recognition each month based on their overall appearance and contributions to community beautification.

Seasonal & Holiday Recognition

- October — Fall/Halloween Recognition
- December — Winter/Christmas Recognition

Seasonal recognition provides an opportunity to acknowledge properties featuring exceptional seasonal decorations and enhancements that contribute to Swansboro's festive atmosphere and visual appeal.

4. Property Recognition & Awards

Within one week following the Appearance Commission's selection, the Town shall notify the recognized property owners.

Recognition may include the following:

A. Property Recognition Signage

A recognition sign featuring the Town's official logo and the designation **“Swansboro Appearance Standout”** may be displayed at each selected property for a period of one month.

B. Certificate of Recognition

Recognized property owners may receive an official Certificate of Recognition presented by the Appearance Commission and/or the Board of Commissioners.

C. Public Acknowledgment

Recognized property owners and their property addresses may be publicly acknowledged by the Appearance Commission Chair during a regularly scheduled Appearance Commission meeting and/or by the Mayor during a Board of Commissioners meeting.

Additionally, at the Town's discretion, photographs of recognized properties may be featured on the Town's official website and social media platforms.

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D. Additional Recognition Opportunities

The Appearance Commission welcomes recommendations from the Board of Commissioners regarding additional forms of recognition, including gift cards, commemorative items, promotional merchandise, or donated gifts contributed by participating local businesses.

5. Request for Board Consideration & Approval

The Swansboro Appearance Commission respectfully requests that the Board of Commissioners consider and approve the establishment of the **Appearance Recognition Program** as an ongoing community beautification and recognition initiative.

The program is intended to foster civic pride, encourage voluntary property enhancements, recognize the efforts of residential and commercial property owners, and further promote Swansboro as an attractive, welcoming, and well-maintained community.

Through positive recognition and community participation, the initiative seeks to celebrate the individual contributions that collectively enhance Swansboro's appearance.

Respectfully submitted for consideration by the Swansboro Appearance Commission.

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