

V Identity / Image

A number of items have been brought up to address the lack of marketing or branding of Liberty Township compared to surrounding areas, specifically West Chester and Mason. Many residents are concerned that when they mention Liberty Township people do not know where it is or have not heard of it. A number of general issues that need to be addressed include:

- a. Use Image to address public safety and a sense of security.
- b. Use Image / Identity to attract businesses to Liberty Township.
- c. Address issues to distinguish Liberty Township as a safe place to live.
- d. Address the location of Liberty Township for the general public.

In order to address items a through d above, the Steering Committee looked at what other communities have done to address Community Identity / Image and has made the following recommendations:

1. Provide landmarks to contribute to identity by providing a sense of place using features such as sculptures, bells, fountains, flags in either a space or a structure;
2. Create a formula / signature for development (existing and proposed) including building materials, front porches on residential structures, signs, banners, streetscape (street trees, sidewalks), fences, colors, wording, logos;
3. Provide uniform scenic enhancements (landscaping and signs) at key entrance nodes to the Township;
4. Enhance and expand pedestrian and bike ways throughout the Township, including connectivity to adjacent communities to create regional networks;
5. Review connectivity and access inside and outside of the community;
6. Review development requirements including fences, landscaping, street trees, street lights, park bench, shelters, gazebos, pavement for visual consistency;
7. Look into adopting Architectural Guidelines including colors, materials, and style;
8. Use the history of Liberty Township to promote location, image, and identity;
9. Determine if Liberty Township wants to maintain the rural character of our community, preserving our historic agricultural past;
10. Look at including water features in developments or public spaces; and
11. Review zoning code and continue to update as the community changes and grows.

These features shall be incorporated, to the extent possible, in new development, redevelopment, and as a guideline for the Township to provide. Exhibit 15 identifies proposals to help Liberty Township address image / identity and to create a sense of place.