
TOWN OF CAROLINA BEACH BEAUTIFICATION COMMITTEE

January 25, 2022





AGENDA

- Mission
- Vision
- 2022 Goals
- Summary

MISSION

The Mission of the Beautification Committee is to enhance the quality of life in our community through the planning and management of the town's municipal valuable landscape and public open space assets.

- Organize annual town wide activities to promote community pride and involvement through beautification projects.
 - Review proposals and recommend utilization of financial grants applicable for our community.
 - Form cooperative partnerships with individual volunteers, schools, civic organizations, and town appointed committees, businesses and Town Administration.
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VISION STATEMENT

- Review and recommend revisions to the town's tree ordinance and to pursue Tree City USA designation
- Recommend landscaping standards for commercial and industrial development
- Review proposals for the installation of street furnishings, art, accessories, lights, or other forms of furnishings of an aesthetic nature as to design and cost
- Recommend a master plan for beautification with detailed standards
- Analyze and research federal, state and/or county programs with financial grants or services that may be available to support the beautification efforts of the town
- Organize, publicize and participate in annual town-wide events such as Earth Day, Arbor Day, and various town-clean up or landscaping projects
- Present beautification awards for enhancing the aesthetics of the commercial areas
- Work with various town departments, committees, and non-town committees in the planning and development of beautification projects

A long wooden pier extends from the left side of the frame into the ocean. The pier is supported by numerous vertical posts and has a railing along its length. The sky is a mix of light blue and orange, suggesting a sunset or sunrise. The ocean has small waves breaking near the shore. The foreground is a sandy beach. The text "2022 GOALS" is written in a white, sans-serif font in the upper right quadrant of the image.

2022 GOALS

GOAL 1: COMMUNITY APPEARANCE

Tree City USA

- Pursue the Tree City USA Designation for the protection and management of trees on publicly owned land and located within public right-of-ways

Public Beach Access

- Continue the public beach access beautification project. Market to business owners and public to designate remaining access points.

•Town Clean Up

- Organize and participate in town-wide cleanup efforts

•CB Mural

- Enhance the visibility of the “Welcome to Carolina Beach” mural sign located in front of Town Hall

•Codes

- Review town codes and drive more enforcement of the codes.

GOAL 2: MASTER BEAUTIFICATION PLAN

Develop a Master Beautification Plan for Carolina Beach

- Communication plan to reach and inform all potential stakeholders including town staff, residents, businesses NCDOT and Duke Progress
- Plan will lay out the intended future initiatives over a 3 year range
- Research federal, state, county and local sources to include private sector and fundraising opportunities to secure funds for project work

GOAL 3 – AWARDS PROGRAM

Create an annual business beautification awards program to encourage and reward local businesses taking accountability and ownership of the curb appeal of their business property.





THANK YOU