

The Town of Carolina Beach Beautification Committee-2022 Explanation of GOALS

1. Community Appearance (*Top Priorities*)

- a) Pursue the Tree City USA designation for the protection and management of trees on publicly owned land and located within public right-of-ways
 - i. Power Point Presentation to Town Council to encourage the application for designation (*scheduled for Council's February workshop meeting*)
 - ii. Work with town staff, departments, committees, non-town affiliated committees, residents & businesses, NCDOT, Duke Progress Energy, and any other identified stakeholder
 - iii. Organize, publicize and participate in annual town-wide events such as Arbor Day, Earth Day
 - >Market events through newspaper, social media and town's website
 - >Encourage participation by businesses, school children, scouts and civic groups
- b) Public Beach Access Beautification Project (*established and on-going*)
 - i. Public Notice of Project via newspaper, social media and on town's website
 - ii. Application process through town's website
- c) Organize and participate in town-wide cleanup efforts
 - i. Public notice through newspaper, social media and town's website
- d) Relocate the Crape Myrtle tree from in front of the Welcome to Carolina Beach Mural/Sign at town hall
- e) Code Enforcement

2. Develop a Master Beautification Plan for Carolina Beach to include detailed standards (*Long Range Planning*)

- a) Market, communicate and plan meetings with all stakeholders including town staff, residents, businesses, and any others that may be affected by the plan such as NCDOT and Duke-Progress
- b) Future Initiatives related to the Master Plan development
 - i. Recommend landscape standards for commercial & industrial development
 - ii. Review with town staff proposals for street plantings, furnishings, art and accessories
 - iii. Beautification of the right-of-way area along Access Rd near the existing storage facility and some of the storage yard areas scattered about town, i.e. on Raleigh & Ave
 - iv. Add trees and flowers along the main North Lake Park corridor and other areas throughout town
 - v. Add benches, lighting and other accessories along the main N Lake Park Corridor, Harper, Cape Fear, and in the Downtown District and Boardwalk area
 - vi. Work with NCDOT on Beautification efforts for the north side of Snow's Cut Bridge entering Carolina Beach
 - >New NCDOT Carolina Beach signage on the north side of the bridge, new signage identifying Snow's Cut Bridge and the Atlantic Intracoastal Waterway, >Locate plants/wildflowers within the center grass median
 - vii. Beautification of right-of-way area along the west side of Dow Rd from Bridge Barrier Rd to Elton or Glenn Avenues, add flowers & continue with the crape myrtles like the current landscaped area at the Dow Rd/N. Lake Park intersection.
 - viii. In Phase C of the town's public utility project for Harper Ave, beautify the area entering from Dow Rd. to Eighth St. to include flowers, trees and art
 - ix. Add trees and additional plantings along with a landscaped bench or swing space to the wildflower project area along Bridge Barrier and Old Dow Rd.
- c) Work with town staff to research federal, state, county and local sources to include the private sector and possible private fundraising efforts and collectively secure funding for the various project phases.

3. Create an annual business beautification awards program

Respectfully submitted to Council on behalf of the committee by,
Cindy Dunn, Chairman
January 25, 2022