



Meeting Name: Town Council Meeting
Meeting Date: February 26, 2025
Prepared By: Steven J. Hallock, Director of Public Works
Item Title: 2024 Town Council Goal - Enhancing the Beautification of the Town (US Highway 1 Median).

COUNCIL GOAL #1 (2024-2025)

DISCUSSION:

Town Council had established goals for FY 2024-2025 in which Staff has been working on and providing monthly updates. At this time, Staff would like to further discuss and obtain Council direction for Goal #1: *Develop a plan to increase code compliance and maintenance to enhance the beautification of the Town by December 1, 2024, with the upkeep ongoing.*

Main focus areas are as follows:

- 1) **US1 median enhancements:** Based upon the most recent update on the Goal Update Report (see **attachment #1**), there is a recommendation by staff to inquire about a landscaping architect. The Town recently conducted a Request for Qualifications for Professional Engineering and Related Services which resulted in Council approval of three (3) engineering firms to utilize (WGI, Simmons & White, and Engenuity). These firms offer landscaping architects which can be utilized to recommend or conduct improved enhancements to the US1 medians. Therefore, does the council wish to proceed with budgeting for landscaping improvements by a professional for all US1 median areas within the Town for FY 2025-2026?
- 2) **Determine responsibilities for upkeep along US1 (private vs public) and enforce.** Staff would specifically like to address the area on the east side of US1 between Olympus Drive and Mars Way regarding the landscaping (see **attachments #2 & #3**).

Staff is providing the following options and seeking direction from the Town Council:

- 1) Keep the area status quo; or
- 2) Enforce the Town's landscape code, section 34-1088, which requires that all landscaping in a right-of-way be maintained by the adjacent property owner; or
- 3) Set a budget for Fiscal Year 2025-2026 to put towards utilizing professional services implement a landscaping maintenance plan for the area as well as ongoing maintenance.

RECOMMENDATION:

Direct staff on how to proceed.