

# Beautification Advisory Committee

## Mission Statement and Goals & Objectives

### 2011-2012

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#### MISSION STATEMENT

To advise the Marco Island City Council on beautifying the community's landscape in a way consistent with the tropical character and natural beauty of Marco Island.

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**I. GOAL:** To increase the beauty and appeal of planted street medians and streetscapes within the City of Marco Island.

**OBJECTIVE:** To increase the beauty and appeal of planted street medians and streetscapes within the City of Marco Island by defining a five-year replanting program.

#### ACTIONS/STRATEGIES:

- Maintain a comprehensive inventory of existing median and roadside plantings.
- Identify trees and shrubs suitable for median and roadside plantings.
- Update a five-year plan that identifies medians and streetscapes to be improved.
- Recommend priorities for implementing median, roadside border and street intersection planting projects.
- Identify budget for implementing recommended projects.
- Identify the cost for implementing the five-year plan.
- Review and amend landscape maintenance contracts as needed to ensure proper care is given to existing plant material.
- Replace damaged and/or dead plant materials on a timely basis and as funding allows.
- Due to possible budget restraints, seek alternative sources for funding.

**II. GOAL:** To maintain criteria necessary to continue Tree City U.S.A. membership.

**OBJECTIVE:** To maintain criteria necessary to continue Tree City U.S.A. membership.

#### ACTIONS/STRATEGIES:

- Continue to celebrate Arbor Day on an annual basis.
- Maintain a roadside tree planting program.
- Maintain a Tree Committee with an arborist as an active member.
- Maintain a budget for roadside tree planting program.

**III. GOAL: To maintain the effectiveness of the Land Development Code, Article IV Landscaping and Article XIV Vegetation Removal and Protection sections, by reviewing the existing code and recommending revisions.**

**OBJECTIVE:** To maintain the effectiveness of the Land Development Code, Article IV Landscaping and Article XIV Vegetation Removal and Protection sections, by reviewing the existing code and recommending revisions in 2011-2012.

**ACTIONS/STRATEGIES:**

- Review the existing language of LDC articles as listed in objective and advance particular attention to residential zoning district standards.
- Review Section 30-435, “Plant Material and Installation Standards”.
- Review plant list to include additional drought tolerant plants.
- Draft recommended language changes, if applicable.
- Submit draft for review by city staff and Planning Board.
- Re-draft as needed.
- Submit final draft for review by city staff and Planning Board.
- Submit for City Council review, discussion and adoption.

**IV. GOAL: To increase the beauty of publicly owned street cul-de-sacs.**

**OBJECTIVE:** To improve the beauty of publicly owned street cul-de-sacs by developing planting and maintenance standards and defining a five-year replanting program for non-compliant cul-de-sacs.

**ACTIONS/STRATEGIES:**

- Maintain a comprehensive inventory of cul-de-sac plantings and compliance to standards developed by the City.
- Identify suitable plant materials for cul-de-sacs relative to native drought tolerant and low maintenance plantings.
- Identify immediate and potential issues regarding power lines, underground utility intrusions, and line of sight obstructions.
- Develop a five-year plan to bring all cul-de-sacs into compliance.
- Identify the costs for implementing five-year plan.
- Develop annual budget for cul-de-sacs to be maintained by the City and or residents in accordance with developed standards.
- Submit standards and recommended budget to City Council,
- Co-ordinate with concerned parties, i.e. LCEC and utility agencies when bringing cul-de-sacs up to City standards.
- Due to possible budget restraints, seek alternative sources for funding

**OBJECTIVE:** To improve the beauty of cul-de-sacs by encouraging residents to adopt, plant and care for planted cul-de-sacs by providing helpful suggestions of appropriate plant varieties in 2011-2012.

**ACTIONS/STRATEGIES:**

- Develop the process and agreements for residents to adopt cul-de-sacs.
- Develop a list of drought tolerant plants recommended for use in cul-de-sac plantings.
- Promote the adoption of cul-de-sacs to residents.
- Recognize those who adopt cul-de-sacs for their efforts.
- Update cul-de-sac brochure.

**V. GOAL: To increase the public's awareness of City efforts to beautify the community.**

**OBJECTIVE:** To increase the public's awareness of City efforts to beautify the community by applying for recognition awards in 2011-2012.

**ACTIONS/STRATEGIES:**

- Identify awards related to municipal beautification efforts.
- Identify City eligibility for selected awards.
- Identify roles of BAC members and City staff in applying for awards.
- Submit application in 2011-2012 to all appropriate recognition awards.
- Publicize awards received.

**OBJECTIVE:** To increase the public's awareness of City efforts to beautify the community by publicizing BAC activities and meeting through all available sources in 2011-2012.

**ACTIONS/STRATEGIES:**

- Identify media sources that will be helpful in distributing information about beautification efforts.
- Identify City sources that will be helpful in distributing information about beautification efforts.
- Encourage residents to attend meetings of the BAC to gain a better understanding of Committee functions.
- Continue production of an annual report of BAC activities.

**OBJECTIVE:** To increase the public's awareness of City efforts to beautify the community by providing hands-on workshops that would be of interest to the average Marco Island home owner during 2011-2012.

**ACTIONS/STRATEGIES:**

- Identify future projects, workshops, lectures that will be on interest to the public.
- Determine which type of workshop would be most beneficial to residents.
- Identify organizations that may partner with the BAC in delivering workshops.
- Develop partnerships with identified sources to ensure promotional efforts are timely to future events.
- Plan workshop speakers and schedule.
- Deliver workshop.

- Develop tapes/CDs/DVDs on workshop or lecture topics and make them available for public use.

**VI. GOAL: To increase the usability of public green space on Marco Island.**

**OBJECTIVE:** To increase the usability of public green space on Marco Island by inventorying existing City owned property in 2011-2012.

**ACTIONS/STRATEGIES:**

- Review inventory of existing City owned undeveloped property.
- Consider development opportunities to create public access to these areas.
- Share information with the PRAC and jointly establish a priority list for improving or selling undeveloped City property.
- Submit priority list to City Council for review.

**OBJECTIVE:** To increase the usability of public green space on Marco Island by recommending specific property acquisition in 2011-2012.

**ACTIONS/STRATEGIES:**

- Identify undeveloped desirable parcels that could serve as small parks throughout the City.
- Share information with the PRAC and jointly establish a priority list for acquisition of property should funds become available.
- Submit priority list to City Council for review.
- Identify non-City funding sources that may be available to assist in the acquisition of desired property.
- Apply for appropriate grants for acquiring desired property.

**VII. GOAL: To increase funding for Beautification and Landscaping projects from sources other than City capital improvement budget funds.**

**OBJECTIVE:** To increase funding for Beautification and Landscaping projects from sources other than City capital improvement budget funds by identifying and applying for at least one new grant or funding source for Beautification and Landscaping capital expenditures, which does not impact the “cap” in 2011-2012.

**ACTIONS/STRATEGIES:**

- Research all grant sources which have a Beautification and Landscaping component.
- Review potential grant sources with staff liaison.
- Rank grant sources according to their cost/benefit relationship.
- Assist staff in locating and preparing grant applications.

**VIII. GOAL: To increase the beauty of signage at City properties.**

**OBJECTIVE**: To increase the beauty of signage at City properties by developing flower beds for specific City properties in 2011-2012.

**ACTIONS/STRATEGIES**:

- Identify signs that would be enhanced by floral design.
- Identify potential conflicts/relationships with on-going projects.
- Work with landscape architect to develop a standard floral design, maintenance requirements and planting budget.
- Discuss plans with appropriate City departments.
- Identify funding source.
- Implement plantings for each approved City sign.

**IX. GOAL: To encourage compliance and conversion of rock right-of-way swales to landscaped swales.**

**OBJECTIVE**: To improve the water quality of storm water run-off from our existing road right-of-way swales into our existing canals, bays, and rivers, while maintaining consistent landscaping and landscaped swales throughout the City.

**ACTIONS/STRATEGIES**:

- Discuss existing landscape regulations.
- Discuss existing right-of-way regulations.
- Identify properties with rock swales.
- Discuss plans with appropriate City departments.
- Identify strategic plan of action.
- Provide presentation to Council.
- Pursue conversion of rock swales to landscaped swales.