

City of Pacifica Beautification Task Force

2012 Beautification Plan

Introduction:

While there have been multiple garden and beautification projects on individual parcels of land developed by community organizations in Pacifica none of the projects has been developed with a central theme nor is there a current list of city-owned parcels that are available for beautification. In August of 2011 the City Council approved a proposal presented by then Mayor Mary Ann Nihart to create a Beautification Task Force (BTF) with the following objectives:

1. Identify and map city owned parcels of land throughout the City with particular emphasis on main thoroughfares for planting and beautification.
2. Establish themes and plants appropriate for use by community groups in these parcels with emphasis on native plants and water saving plants.
3. Identify possible methods, outreach and funding sources for ongoing organization/volunteer participation and maintenance of these areas.

In addition Council appointed the following nine citizens, representing a broad spectrum of the community, to serve on the Beautification Task Force:

Ginny Jaquith, Chair
Jerry Crow, Pacifica Historical Society
John Edwards, Sunset Ridge School
Ann Long, Pacifica Garden Club
David Martinez, Dig It Landscape & Gardening Service
Michael Mooney, Citizen Gardener
Chris Porter, Recology of the Coast
Wendy Santiago, WES Landscape Architecture
Susan Vellone, Chamber of Commerce

Mayor Mary Ann Nihart and Councilmember Sue Digre agreed to serve as Council liaisons to the task force. Parks Supervisor Aren Clark served as staff liaison. Councilmember Digre transferred her liaison position with the appointment of Chair Jaquith to the City Council in April.

Task Force Work Plan:

To meet its objectives the BTF developed a work plan that identified and implemented a number of important tasks:

- Identified evaluation criteria for the selection of potential beautification sites
- Established overall beautification theme, development concept and color palate
- Surveyed and identified potential city and publicly owned sites throughout the community in need of beautification
- Identified potential non-city owned sites adjacent to city properties in need of beautification
- Evaluated the selected sites based on the established selection criteria
- Prioritized sites for development and beautification consideration
- Established levels for site development of each identified project
- Studied the current status of the Cal Trans Adopt-a-Highway program
- Studied gardening practices based on the Alameda County Bay Friendly Gardening Practices
- Reviewed work of the Economic Development Committee, Palmetto Historic District project, and the current city Adopt-a-Landscape program
- Participated in the 2012 Earth Day event
- Established a process for community organizations and groups to participate in beautifying selected areas
- Identified community resources available for gardening materials
- Developed working relationship with Cal Trans to improve maintenance of the Highway #1 corridor

Task Force Work Process:

The BTF began by establishing criteria for selecting potential beautification sites throughout the community. These criteria focused on the feasibility of site beautification, visibility and overall impact, safety and the ability to implement sustainable gardening practices. BTF members then worked in teams to survey the entire community to identify individual sites for potential beautification projects. Sites were photographed by BTF teams, reviewed with task force members, evaluated to insure each site met the beautification criteria and to determine the levels of potential development. BTF members prioritized the sites based on the criteria and developed general site plans including suggested plant materials and specific layouts.

The BTF reviewed the Cal Trans Adopt-a-Highway and the City's current Adopt-a Landscape programs to be included as part of the BTF plan. As a part of this effort the BTF contacted Cal Trans to explore opportunities for Cal Trans Highway 1 properties to be included in the BTF and to establish guidelines for working with Cal Trans on the beautification of these properties. The task force also developed resource lists for plant and garden materials and educational resources.

The following sections detail the specific outcomes of the BTF and establish a plan for the beautification of Pacifica.

***Keep Pacifica Beautiful* - Overall Community Beautification Theme:**

Keep Pacifica Beautiful is suggested by the BTF as the overall community beautification theme. This overall theme is designed to enhance the natural beauty of the coastside, capitalize on the use of non invasive, native, drought tolerant plant materials, consider existing environments and micro climates and create wildlife habitats. The theme creates an overall sense of place, unity and community pride and a desire for continued stewardship and beautification of the community. It is anticipated that completed BTF projects will also leave a positive and lasting impression for visitors and contribute to enhancing economic development in our community.

For Pacifica to have its own sense of place, the BTF created a color palette that borrowed colors from our natural environment on the coast and from previous color palettes created for use in the city. A person entering our city from the top of Fairmont to the bottom of Pedro Point, and all points in between, would see similar colors and textures and know consciously or unconsciously, that they are within the bounds of Pacifica. Plants appropriate to the location are proposed, but colors and textures are consistent. The proposed color palette is included in the appendices.

The *Keep Pacifica Beautiful* theme will help to promote the overall beautification of the community and provide a focus for coordination and work with the efforts other environmentally conscience and economic development organizations in the community to achieve the goals of the BTF plan.

Criteria for Site Selection:

The following selection criteria were developed and used to evaluate individual sites identified by the BTF:

- High visibility/traffic areas.
- Availability of water for irrigation
- Easy access for development and maintenance
- Safety access for development and maintenance
- Focus on main corridors and entrances to the City
- Pedestrian friendly
- City buildings including the Community Center, City Hall and the Linda Mar Pump Station
- Reasonable site development and maintenance cost

In addition the BTF adopted recommended criteria to ensure appropriate gardening practices as sites are designed and developed:

- Building healthy soil
- Reducing waste in the garden
- Conserving water
- Creating wildlife habitat
- Protecting local watersheds and the ocean
- Contributing to a healthy community
- Saving energy
- Uses non invasive, native drought tolerant plant materials

- Incorporate techniques for eco-friendly gardening
- Consistent with developed color and plant palates

Recommended Beautification Projects and Priorities:

The following table identifies the selected sites by northern, central and southern area of the community:

Beautification Task Force		Beautification Project List
Southern Pacifica Project Sites		
Name	Description	
Linda Mar Blvd/Highway 1 entrance	East side of Highway 1 including median strips and planting areas along SamTrans lot and shopping center. Highway 1 to De Solo.	
Linda Mar Fire Station	Area along Linda Mar Blvd at Fire Station	
Pacifica Center for the Arts	Linda Mar Blvd. frontage area between street and buildings/Rotary Plaza	
Sanchez Library	Frontage along Terra Nova Blvd. and parking lot area	
Rosita Road Median Strips	Median strips and landscape areas on Rosita Road at Linda Mar School between Peralta and Adobe	
Oddstad/Terra Nova Median Strips, Shopping Center	Median strips on Oddstad Blvd between Linda Mar Blvd and Park Pacifica Blvd, Terra Nova Blvd between Oddstad Blvd and end of shopping center. Landscape areas of shopping center.	
Community Center/Skate Park	Rear parking lot area at Community Center and along Skate Park	
Roberts Road Lookout	Upper area of Roberts Road between condo units and Fassler Ave.	
Crespi Drive/Highway 1 entrance	East side of Highway 1 along to stop sign including frontage along hotel site, front of Community Center, Park and Ride Lot landscape areas and planter boxes around Portola statue area.	
Cabrillo School/Crespi Center	Crespi Drive between Roberts Road to Serena Drive including frontage of Crespi Center	
Central Pacifica Project Sites		
Name	Description	
San Pedro Road/Pedro Point entrance	West side of Highway 1 from Pump Station to Ace Hardware including area along Highway 1 and shopping area	
Highway 1/Sea Bowl	East side of highway 1 between Sea Bowl Drive and top of south hill	
Highway1/Fassler to Pet Hospital	East side of Highway 1 from Fassler Ave to the pet hospital property	
Sharp Park Golf Course	Streetscape areas along Francisco Blvd, Clarendon, Lakeside to Fairway Drive including Cal Trans frontage at SP Road exit and along Lundy Drive on the east side of the Highway	
Highway 1/Fairway Park entrance	Highway 1 frontage and center strips at east and west entrances to Fairway Park at Westport Drive	
Rockaway Beach entrance	Along west side of Highway 1 from San Marlo to south of Rockaway Beach including San Marlo and parking area, existing garden area	
Grace McCarthy Vista Point/Sharp Park Road	Vista Point landscape areas and Sharp Park Road median strip	

North Pacifica Project Sites	
Name	Description
Pedestrian Highway Overpass	Entrance to overpass across from RV Park
Oceana Blvd/Highway 1	West side of Oceana Blvd from Manor Drive to Highway 1 entrance
Highway 1 Center Strip	Highway 1 from Pacific Manor to Westport Drive
Palmetto Ave/Manor Drive entrance	South bound entrance to Palmetto Ave. from Highway 1 to Manor Drive including shopping center street side landscape area
Skyline Blvd./Hickey Blvd. entrance	West side of Skyline along Hickey Blvd/shopping center to Gateway Drive

The BTF identified seven high priority projects for development focusing on their overall community impact. These included high visibility/traffic sites located at main entrances /corridors in the community. The sites designated as high priority for development include:

Beautification Task Force	Beautification Priority Projects
Name	Description
Linda Mar Blvd/Highway 1 entrance	East side of Highway 1 including median strips and planting areas along SamTrans lot and shopping center. Highway 1 to De Solo.
Crespi Drive/Highway 1 entrance	East side of Highway 1 along to stop sign including frontage along hotel site, front of Community Center, Park and Ride Lot landscape areas and planter boxes around Portola statue area.
Rockaway Beach entrance	Along west side of Highway 1 from San Marlo to south of Rockaway Beach including San Marlo and parking area, existing garden area
Grace McCarthy Vista Point/Sharp Park Road	Vista Point landscape areas and Sharp Park Road median strip
Palmetto Ave/Manor Drive entrance	South bound entrance to Palmetto Ave. from Highway 1 to Manor Drive including shopping center street side landscape area
Oceana Blvd/Highway 1 Northbound on ramp	West side of Oceana Blvd from Manor Drive to Highway 1 entrance

Detailed site development plans for each priority site are included in the Site Plan appendix of this report. As these priority sites are developed new sites will be added to the high priority list for future development.

BTF Plan Components:

The following four major components of the BTF plan have been identified by the BTF Task Force as key to the successful implementation of the overall beautification effort in Pacifica.

Keep Pacifica Beautiful Theme:

As previously noted establishing ***Keep Pacifica Beautiful*** as the overall theme for the BTF plan effort creates an overall sense of place, unity and community pride along with continued stewardship and beautification of the community. Establishing this “brand” will also leave a positive and lasting impression for visitors and contribute to enhancing economic development in our community.

Beautification Task Force Advisory Committee:

In an effort to implement the BTF plan the City Council shall appoint a BTF Advisory Committee (BTFAC). The BTFAC will be responsible for:

- promoting the Keep Pacifica Beautiful program in the community
- soliciting and coordinating community groups and individuals to sponsor adopt a landscape or adopt a highway projects
- assisting in the design of BTF plan projects as needed
- reviewing and making recommendations to the Director of Public Works on proposed BTF plan projects
- assisting sponsoring community groups in the implementation of their projects
- evaluating the overall effectiveness of the BTF plan
- coordinating efforts with the Public Works and PB&R Departments and Cal Trans to ensure compliance with existing ordinances, policies and current practices.

The BTFAC, consisting of three to five members, will serve in an advisory capacity to the Director of Public Works, in the implementation of the BTF plan. It is further recommended that the BTFAC membership include a landscape architect, a horticulturist and/or master gardener along with citizens who have an active and continuing interest in the beautification and historical values of the community.

Keep Pacifica Beautiful Adopt a Landscape Program:

The BTF reviewed the city’s existing Adopt-a-Landscape Program procedures and modified them to provide individuals, community groups and organizations, schools, churches, youth groups and businesses an opportunity to adopt a City median, roadway island, parking lot area, or portions of public right-of-way for the purposes improving and/or maintaining the site.

The specific Adopt-a-Landscape sites have been identified and the BTF has created an action plan for each site. These sites are available for groups to adopt. The focus of the program is to beautify and unify Pacifica, especially those main thoroughfares, entrances to the city and high profile areas that will improve the overall community environment. The BTF has identified plans for sites, determined appropriate plant materials with an emphasis on drought tolerant plants and water saving landscaping, developed a design for each site and determined the estimated cost of the development. The project designs are consistent with the overall community beautification theme and have been developed to incorporate best practices and techniques for eco-friendly gardening.

Areas identified by the BTF and available for groups to adopt are in most cases owned by one of two different agencies. These two main property owners are the State of California under the jurisdiction of

the California Department of Transportation and the City of Pacifica. All of the planting plans for the areas identified for improvement by the BTF have been approved by the responsible agencies, however the approved method of adoption and rules for signage acknowledging the adopting group may vary slightly depending on the specific site.

The following is a list of ways that your group can sponsor an Adopt a Landscape project depending on the ownership of the property at the chosen site.

- The sponsoring group may prepare the site, install irrigation if appropriate, plant the site in accordance with the BTF plan and maintain the site for a minimum of two years. (Improvement sites identified by the BTF that are both owned by the City of Pacifica and currently maintained by City of Pacifica personnel can be improved by volunteers in conjunction with the Public Works Department however, the maintenance of these specific sites will continue to be performed by City personnel. Signage acknowledging the efforts of volunteers in these areas must be approved by the City of Pacifica Public Works Department on a case by case basis. All other areas owned by either the City of Pacifica or the State of California will use the pre-approved adopt a landscape signage.)
- On property owned by the State of California the sponsoring group may contract with a pre-approved landscape contractor to prepare, irrigate and plant the site in accordance with the BTF plan. The sponsoring group may choose to volunteer to perform continued maintenance of the area or continue to contract the approved landscape contractor for this purpose.

The BTF will work with groups to determine the most appropriate option for the sponsoring organization, provide resources for plant, landscape materials, and assist groups with training to do an effective job of developing and maintaining the site. The sponsoring group will be responsible for funding the cost of the project and maintenance over the two year period. A sign acknowledging the sponsoring organization will be placed at the site and a ribbon cutting ceremony conducted to acknowledge the efforts of the group. Examples of the Keep Pacifica Beautiful/Adopt a Landscape program signs is included in the appendix.

Maintenance of the sites include keeping the landscape healthy, clean, safe and attractive by picking up litter, removing weeds, pruning and fertilizing after the installation of the landscape has been completed. Activities will be completed at least every two months during the maintenance period. The Department of Public Works and the BTF Advisory Committee will consult with the group to ensure that safety measures are incorporated during the installation and subsequent maintenance period.

The sponsoring group must complete an Adopt-a-Landscape application and agree to the general guidelines established by the BTF and City of Pacifica, Department of Public Works. Applications will be reviewed and approved by the BTF Advisory Committee and the City of Pacifica Department of Public Works.

Keep Pacifica Beautiful Adopt-a-Highway Program:

Highway 1 is a major thoroughfare bisecting Pacifica from the northern to southern borders of the community. In many ways it serves as the community's main street and, as a result, its appearance is critical to the overall goals of the BTF and the Keep Pacifica Beautiful programs.

The Adopt-A-Highway (AAH) program was established by Cal Trans to encourage citizens "to help maintain and beautify sections of roadside within California's State Highway System." AAH encourages businesses and organizations to adopt a portion of the roadside to provide for litter removal, vegetation control, tree and shrub planting, wildflower planting and graffiti removal. Cutbacks in state programs and other issues have impacted the Adopt-A-Highway program throughout the state.

Cal Trans does have an alternative permit process available to the Keep Pacifica Beautiful program that provides an opportunity for groups to sponsor landscape improvements or perform litter and graffiti removal activities on Cal Trans properties in Pacifica. In addition, Cal Trans has expressed interest in working with the City and the BTF plan to make improvements to its properties.

As a result, the BTF plan proposes a highway litter and graffiti removal component and with the adoption of the BTF plan the BTF Advisory Committee will work with Cal Trans to establish the Keep Pacifica Beautiful Adopt A Highway program focusing on projects along Highway 1 in Pacifica. These projects may include proposed BTF plan projects on Cal Trans property and other activities such as mulching, weed removal, tree trimming, stump removal, ice plant removal on existing planted areas along the highway. Specific details of the program will be developed by the BTF Advisory Committee in conjunction with the Department of Public Works and Cal Trans representatives.

Strategies for Implementing and Sustaining the BTF Plan:

The following strategies for implementing and sustaining the BTF Plan are suggested:

- Encourage community organizations to participate in the program
- Use volunteers to prepare sites for adoption
- Utilize the Pacifica Tribune as a way to create interest
- Allow families to adopt sites as memorials
- Coordinate beautification activities with the Pacifica Beach Coalition
- Use signage to acknowledge volunteers
- Require a two year maintenance program prior to adopting an area
- Ensure that groups explain how they intend to maintain the site on the application form.
- Ensure application forms cover safety, compensation, insurance and other city requirements
- Provide training for volunteer groups on proper techniques for planting, gardening and maintenance
- Require a trained volunteer to be on site during development
- Utilize QFM radio, Chamber of Commerce, Patch and other online news sites to create interest in the community and among potential sponsoring groups

Recommendations to City Council for Implementation and Sustainability of the BTF Plan:

The following recommendations are presented to the City Council for implementation of the Beautification Task Force Plan:

1. The City Council adopt the BTF plan, procedures and strategies for implementing the “Keep Pacifica Beautiful” theme and its program components and encourage individuals, businesses and community organizations to take an active role in the beautification of the community.
2. The City Council appoint a BTF Advisory Committee (BTFAC) charged with the promotion, coordination, implementation and evaluation of the BTF plan. The BTFAC, consisting of three to five members, would serve in an advisory capacity to the Director of Public Works regarding BTF Plan projects and coordinate its efforts with the Public Works, PB&R Departments and Cal Trans to ensure continued compliance with existing ordinances, policies and current practices.
3. The City Council consider implementation of a strengthened litter control ordinance and a plastic bag ban as a way of ensuring greater enhancement of beautification projects and the environment.

Beautification Task Force Plan

APPENDICES

BTF Priority Project Site Plans

The following appendix contains specific plans recommended for the sites identified as high priority BTF projects. These projects were recommended because they will have the most immediate and significant impact on the overall beautification of the community.

Beautification Task Force	Beautification Priority Projects
Name	Description
Linda Mar Blvd/Highway 1 entrance	East side of Highway 1 including median strips and planting areas along SamTrans lot and shopping center. Highway 1 to De Solo.
Crespi Drive/Highway 1 entrance	East side of Highway 1 along to stop sign including frontage along hotel site, front of Community Center, Park and Ride Lot landscape areas and planter boxes around Portola statue area.
Rockaway Beach entrance	Along west side of Highway 1 from San Marlo to south of Rockaway Beach including San Marlo and parking area, existing garden area
Grace McCarthy Vista Point/Sharp Park Road	Vista Point landscape areas and Sharp Park Road median strip
Palmetto Ave/Manor Drive entrance	South bound entrance to Palmetto Ave. from Highway 1 to Manor Drive including shopping center street side landscape area
Oceana Blvd/Highway 1	West side of Oceana Blvd from Manor Drive to Highway 1 entrance

**City of Pacifica
Beautification Task Force**

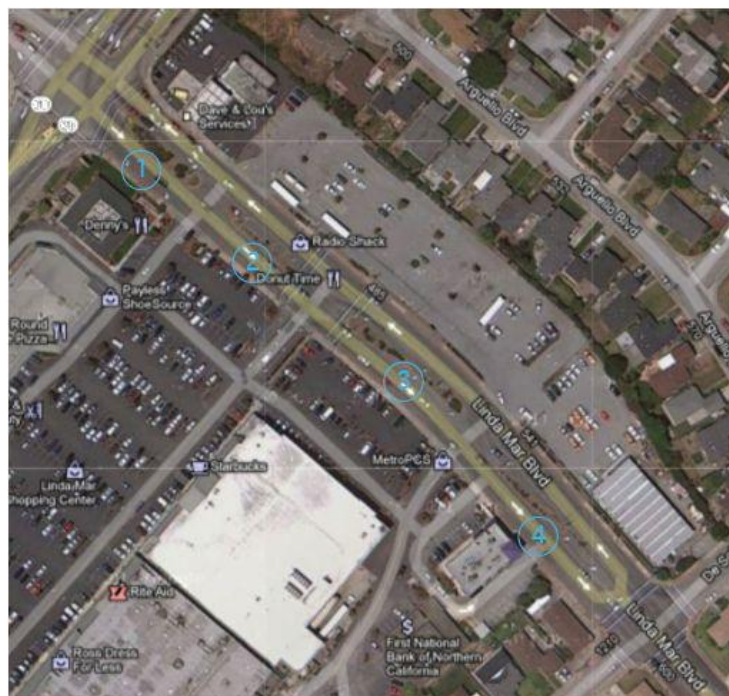
Beautification Project Site Plan:

Linda Mar Blvd Medians at Highway 1

Project Description:

Name:	Linda Mar Blvd. Medians from Highway 1 entrance to De Solo
Description:	The area consists of 4 separate boulevard islands. All have existing water and electrical access. Total square footage of all 4 islands is approximately 13,650 square feet. Currently the islands are planted with a variety of non-cohesive plantings. A few of the plants are natives to the coastal area. All are perennials or evergreens. There seems to be no real plan or structure to the existing plantings in regards to height or placement. The area is a high traffic area with vehicles traveling both thru and across at regular intervals. Pedestrians also cross around and thru the islands to get back and forth to the shopping and commute centers which lie on opposite sides of the street. Vehicular visibility is important.
Project Priority:	High
Location:	Linda Mar Blvd. between Highway 1 and De Solo Drive
Owner/s:	City of Pacifica

Site Layout:



Development Plan:

Level 1	Remove non native plant materials. Amend soil and top with mulch.
Level 2	Repair or replace irrigation system with drip system as needed
Level 3	Plant with recommended plant materials in accordance with suggestions attached taking safety notes into consideration
Level 4	Continued maintenance as required

Photos:



Notes:

- Development of this area will require adherence to safety measures during development
- Plant materials at maturity should not obstruct traffic visibility
- Plants materials at maturity should not spill into roadway
- Plants (at maturity) should not obstruct views for traffic
- Plants (at maturity) should not spill onto roadway
- Planting should be dense enough to discourage pedestrians from “cutting through” islands
- Design areas to compliment or blend with shopping center parking lot plantings (choose similar plants)
- City of Pacifica maintenance crews will be responsible for maintenance of these sites

Suggested Designs:

Four Median Strips:

Traffic Island #1 on Linda Mar Blvd.

Traffic Island #2 on Linda Mar Blvd.

Traffic Island #3 on Linda Mar Blvd.

Traffic Island #4 on Linda Mar Blvd.

PLANT LIST

type	abbrev.	qty	size	botanical name	common name	notes
shrubs	CG	1 gal.		Ceanothus gloriosus 'Anchor Bay'	California Lilac	11' x 7'w
	CLB	5 gal.		Cistus ladanifer 'Blanche'	Crimson-Spot Rockrose	8'1 x 6'w
	RC	5 gal.		Rhamnus cal. 'Mound San Bruno'	Coffeeberry	5'1 x 5'w
perennials	AB	5 gal.		Agave 'Blue Flame'	Agave (no spines)	2.5'1 x 2'w
	EG	4" pot		Erigeron glaucus	Seaside Daisy	11' x 1.5'w
grasses	LC	1 gal.		Leymus condensatus 'Canyon Prince'	Lyme Grass	3'1 x 2.5'w

PROJECT INFORMATION:
 W. E. S. LANDSCAPE ARCHITECTURE
 11111 W. 111th St., Suite 100, Los Angeles, CA 90044
 PACIFICA BEAUTIFICATION TASK FORCE
 Traffic Islands on Linda Mar Blvd. at Highway 1
 PACIFICA, CA 90244
 PLAN SHEET: L-1

Medians 1 and 2:

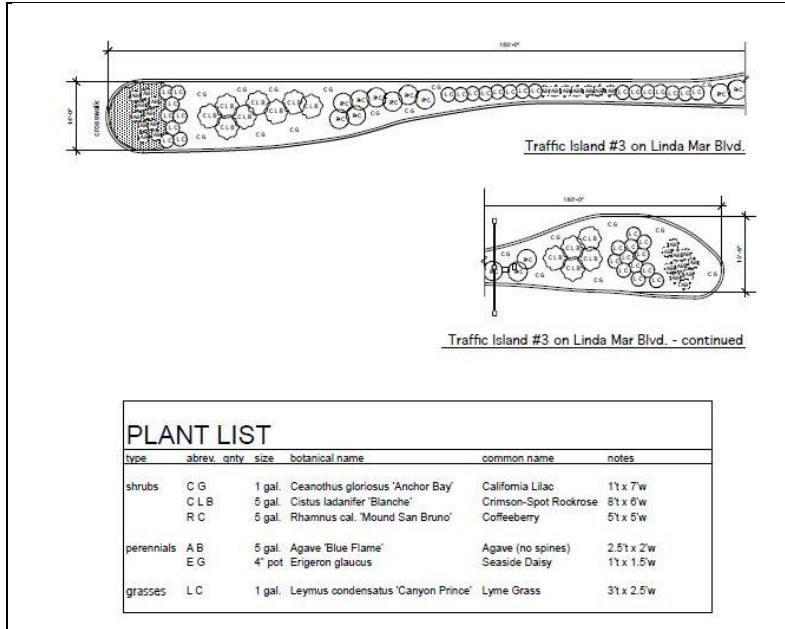
Traffic Island #1 on Linda Mar Blvd.

Traffic Island #2 on Linda Mar Blvd.

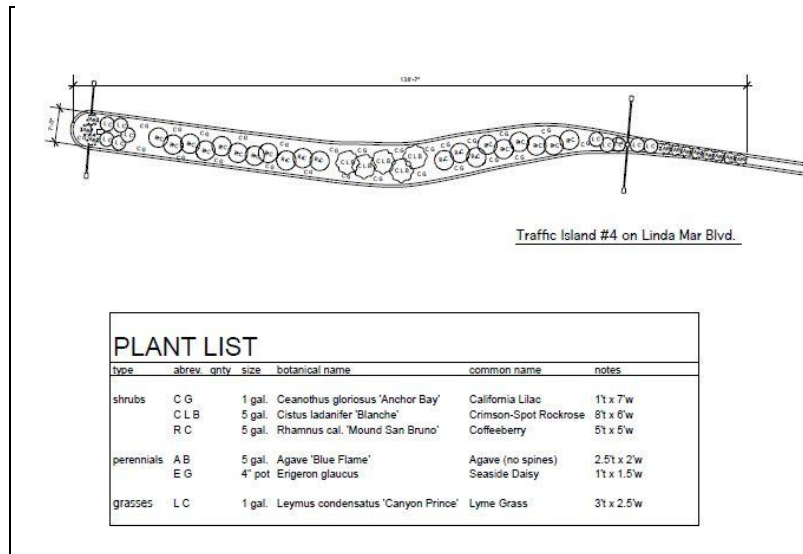
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type	abbrev.	qty	size	botanical name	common name	notes
shrubs	CG	1 gal.		Ceanothus gloriosus 'Anchor Bay'	California Lilac	11' x 7'w
	CLB	5 gal.		Cistus ladanifer 'Blanche'	Crimson-Spot Rockrose	8'1 x 6'w
	RC	5 gal.		Rhamnus cal. 'Mound San Bruno'	Coffeeberry	5'1 x 5'w
perennials	AB	5 gal.		Agave 'Blue Flame'	Agave (no spines)	2.5'1 x 2'w
	EG	4" pot		Erigeron glaucus	Seaside Daisy	11' x 1.5'w
grasses	LC	1 gal.		Leymus condensatus 'Canyon Prince'	Lyme Grass	3'1 x 2.5'w

Median 3:



Median 4:



**City of Pacifica
Beautification Task Force**

Beautification Project Site Plan:

Crespi Drive/Highway 1 Entrance including Community Center

Project Description:

Name:	Crespi Drive/Highway 1 Entrance
Description:	East side of Highway 1 along to stop sign including frontage along hotel site, front of Community Center and Park and Ride Lot landscape areas. This area consists of several large elevated/raised planting boxes. There are 5 very large planting boxes of various shapes, and comprising of approximately 2800 square feet. Within the planters are some permanent signs constructed of cement, as well as several large, ground level, upward facing, spot-light structures to illuminate the stature of Gaspar de Portola. The area is partially planted with perennials and trees. Some are in good shape and seem to be thriving in this very “plant hostile” environment (salt air, car exhaust, strong winds, human traffic) The boxes have both water and electricity available.
Project Priority:	High
Location:	Crespi Drive at Highway 1
Owner/s:	City of Pacifica, Cal Trans, Beach Hotel

Site Layout:



Development Plan:

Level 1	Maintain, trim and shape most of the mature plants. Remove weeds, amend soil and top with mulch.
Level 2	Remove palm tree in box adjacent to Crespi Drive. Plant native, drought resistant plants in area.
Level 3	Plant evergreen natives along the perimeter walls of the center to soften the image.
Level 4	Work with Beach Hotel to build a retaining wall and create a planting area adjacent to Crespi Drive and below the hotel parking lot.
Level 5	Work with CalTrans to develop plans for planting areas along Highway 1

Photos:



Notes:

Overall area can be developed as several individual projects depending on interests of sponsoring groups.

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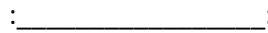
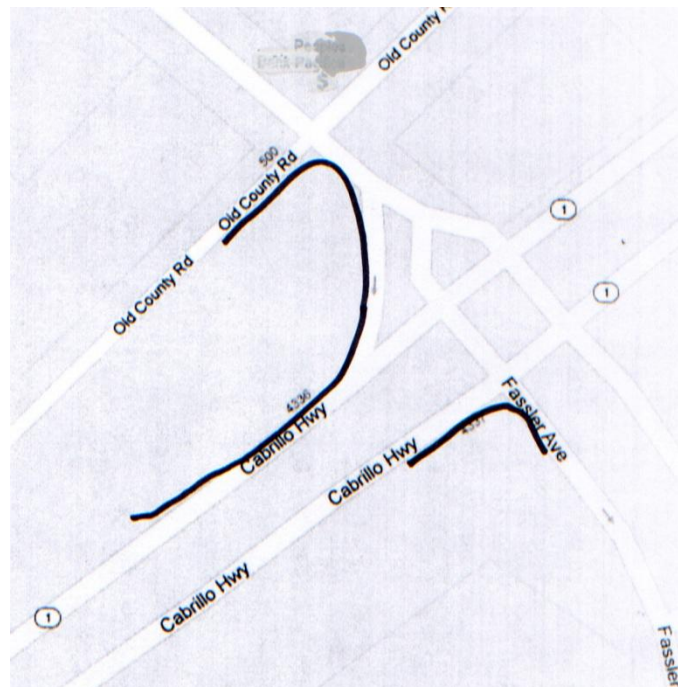
Beautification Project Site Plan:

Rockaway Beach/Fassler Avenue Entrances from Highway 1

Project Description:

Name:	Rockaway intersection
Description:	Roadside areas, intersection of Highway 1 & Rockaway Beach Avenue/Fassler Avenue. The northwest corner of the intersection has been developed by the Chamber and community groups as the Mildred Owen garden and includes the Rockaway Beach sign.
Project Priority:	High
Location:	Intersection of Highway 1 and Rockaway Beach Boulevard (west side) and Fassler Avenue (east side).
Owner/s:	City of Pacifica; CalTrans

Site Layout:

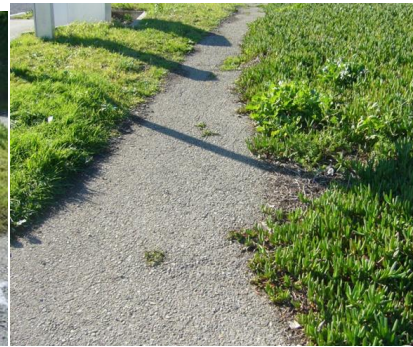


100'

Development Plan:

Level 1	Trim back ice plant and grass area along pathway from SW corner to bus stop. Trim bushes and branches on SE corner of intersection.
Level 2	Plant triangular area at SW corner (1 st photo) to complement the Mildred Owen Garden on the NW corner.
Level 3	Plant triangular area at SE corner (4 th photo) to complement the Mildred Owen Garden on the NW corner.
Level 4	Continue maintenance of SW and SE corners of the intersection.
Level 5	

Photos:



SW corner of Highway 1 & Rockaway Beach Blvd. SW corner path to bus stop – 1



SW corner path to bus stop – 2 SE corner of Highway 1 & Fassler Avenue.

Notes:

Resources required: Volunteers. Brooms, trimming tools, weeding tools, gloves and litter bags.
Water source for plants during first season.

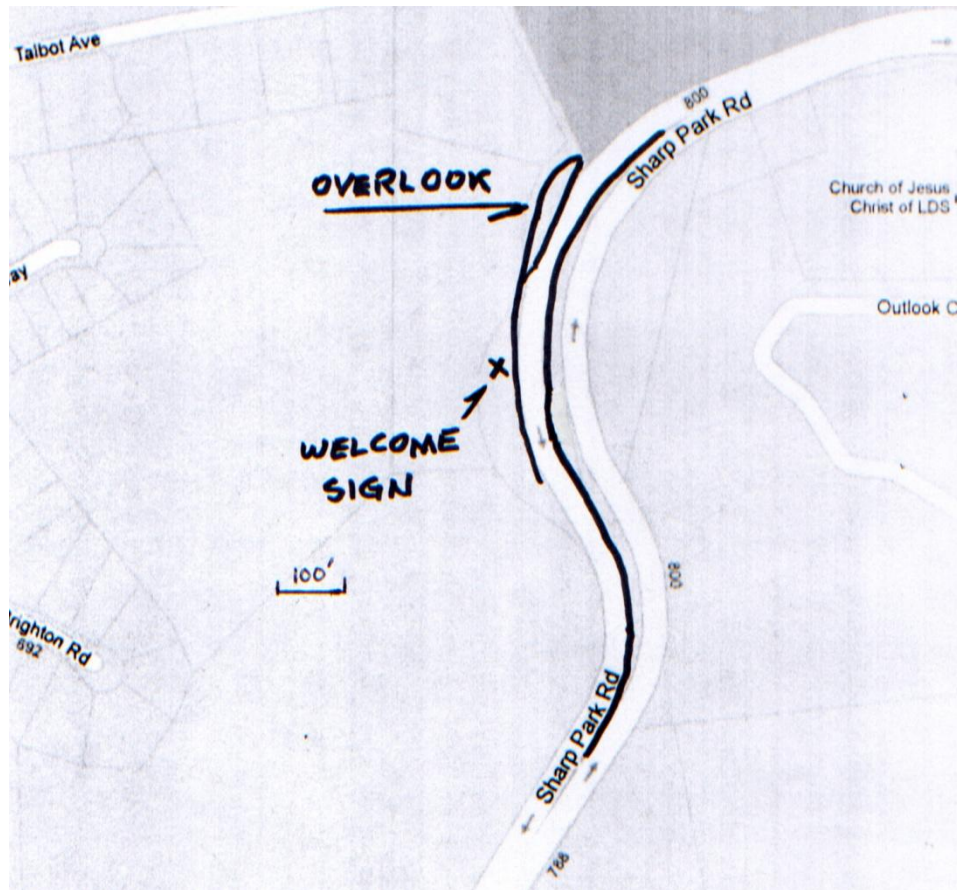
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Grace McCarthy Overlook/Sharp Park Road

Project Description:

Name:	Grace McCarthy Overlook/Sharp Park road
Description:	Structure, grounds and road frontages in and near the overlook on Sharp Park Road and the median strip from stop light to the west on Sharp Park Road
Project Priority:	High
Location:	Sharp Park Road
Owner/s:	City of Pacifica

Site Layout:



Development Plan:

Level 1	Trim shrubs & grass, remove litter at entry and exit from the overlook facility. Trim strip in center of road (ongoing by Pacifica Dept. of Public Works).
Level 2	Mulch areas near entry and exit from overlook.
Level 3	Plant drought-resistant evergreen plants or ground cover in the two tree planters and in the parking strip. Plant drought resistant ground cover along the median strip.
Level 4	
Level 5	Repair chips in concrete benches.

Photos:



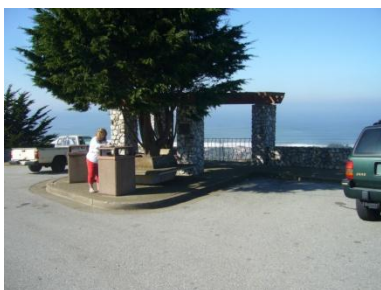
Satellite view



East approach



East entry



Overlook structure



East planter



West planter



Chipped bench corner



Supports for benches



Parking strip



South area of overlook



South from end of overlook area



Unknown utility connection



Roadside south of overlook



Terrain just south of overlook



Terrain next to S end of overlook



Photos of median strip across the west-bound lanes of Sharp Park Road.



Notes:

Resources required: Volunteers. Brooms, trimming tools, weeding tools, gloves and litter bags. Water source for plants during first growing season.

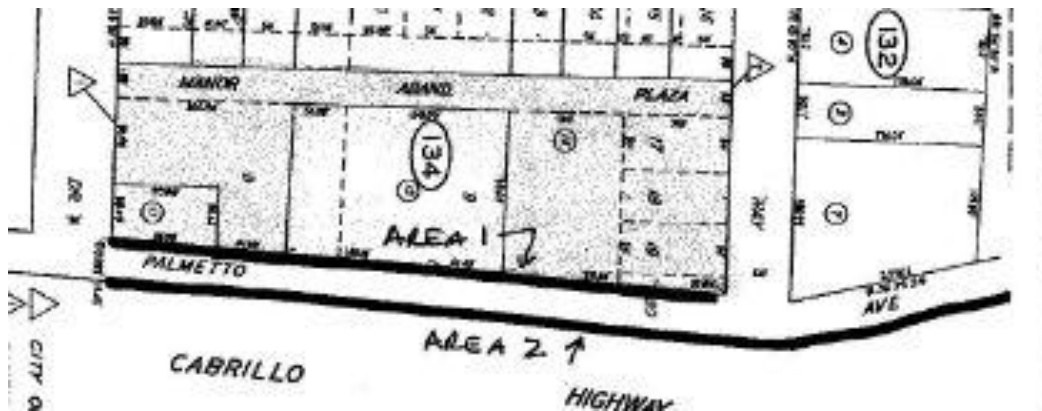
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 Beautification Task Force**

Palmetto Avenue/Manor Drive Highway 1 Entrance

Project Description:

Name:	Palmetto Avenue/Manor Drive Entrance
Description:	Southbound entrance to Palmetto Avenue from Highway 1 to Manor Drive including shopping center street side landscape area
Project Priority:	High
Location:	Area 1: Pacific Manor Shopping Center parking lot frontage strip along Palmetto Avenue from Bill Drake Way south to gas station property at corner of Palmetto Avenue and Manor Drive. Approximately 3 ½ feet wide and 600 feet long. Area 2: East side of Palmetto Avenue along freeway from Manor exit south toward Manor Drive. Approximately 700 feet long, width varies from 3 feet to 15 feet at northern most section.
Owner/s:	Cal Trans, City of Pacifica, Pacific Manor Shopping Center (various owners)

Site Layout:



Development Plan:

Level 1	Remove weeds and litter, trim shrubs in Area 1
Level 2	Mulch area
Level 3	Plant native ground cover needing little water or maintenance in Area 1. Any added shrubs should not obstruct views of the shopping center from the street. Plant native, perennial or evergreen shrubs and native ground cover needing little water or maintenance along Area 2.
Level 4	Plant trees, high growing shrubs in wider northern most section of Area 2.
Level 5	Place welcome/direction signs at intersection island

Photos:

Area 1:



View of shopping center planter area



Looking south along Palmetto

Area 2:



Looking north bound



Looking north bound



Looking south bound

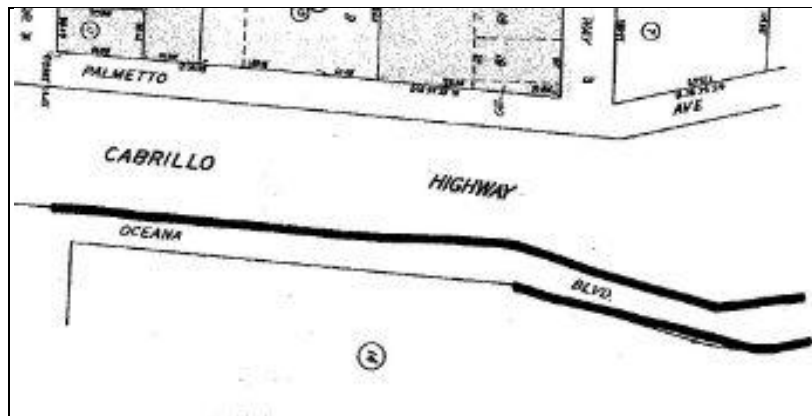
**City of Pacifica
Beautification Task Force**

Oceana Blvd./Highway 1 On Ramp Between Manor Drive and Monterey Road

Project Description:

Name:	Oceana Blvd./Highway 1 on ramp between Manor Drive and Monterey Road
Description:	Frontage along the Highway 1 on Oceana Blvd. between Manor Drive and Monterey Road. Area is approximately
Project Priority:	High
Location:	W side of Oceana Blvd. between Manor Drive and Monterey Road
Owner/s:	Cal Trans, City of Pacifica

Site Layout:



Development Plan:

Level 1	Remove weeds and litter from area.
Level 2	Mulch and amend soil.
Level 3	Plant native ground cover needing little water or maintenance along W side of Oceana Blvd. Plant native, perennial or evergreen shrubs and native ground cover needing little water or maintenance along Area 2, E side of Oceana Blvd.
Level 4	Plant shrubs and low trees at north end of W side and along E side fence to Monterey Road.
Level 5	Add painted tiles/plaques along the concrete wall as part of school project

Photos:



Notes:

Recommended Color Palette

The following color palate was developed by the BTF to create a common feeling and sense of environment in Pacifica. The color palate borrows colors from our natural environment on the coast and from previous color palettes created for use in the city. A person entering our city from the top of Fairmont to the bottom of Pedro Point, and all points in between, would see similar colors and textures and know consciously or unconsciously, that they are within the bounds of Pacifica. Sponsoring groups are encouraged to include these colors as the develop beautification projects.

BTF Recommended Color Palette



BTF Recommended Plant List

The following plant list includes recommended plants for inclusion in BTF beautification projects and encourages the use of non invasive, native, drought tolerant plant materials that consider existing environments and micro climates and create wildlife habitats.

Recommended Plant List

All plants are low or no water use once established, non-invasive, low maintenance, deer and gopher resistant per available information, and grow well in the non-coastal areas of Pacifica. See coast column below for plants to use in the immediate coastal areas.

type	native	coast	abbrev	botannical name	common name	size	sun*
trees			A F	Agonis flexuosa 'Jarvis Bay Afterdark'	Burgundy Peppermint Tree	25'x15'	s/ps
		ok	A M	Arbutus 'Marina'	Marina Madrone	30'tx30'w	s/ps
	yes		C O	Cercis occidentalis	Western Redbud	15'x15'	s/ps
		good	C A	Cordyline australis	Cordyline	20'x10'	s/ps
		ok	C P	Crataegus phaenopyrum	Washington Thorn	25'x25'	s
		good	L P	Lagunaria patersonii	Primrose Tree	30'x20'	s
		ok	L L	Leptospermum laevigatum	Australian Tea Tree	20'x20'	s
	yes		L F	Lynothamus floribunds	Catalina Ironwood	40'x20'	s/ps
		ok	M Q	Melaleuca quinquenervia	Cajeput Tree	30'x20'	s
		good	M E	Metrosideros excelsus	New Zealand Christmas Tree	30'x25'	s
		ok	M C	Myrica californica	Pacific Wax Myrtle	20'x20'	s/ps
			P C	Pistacia chinensis	Chinese Pistache	40'x40'	s
		good	P C R	Pittosporum crassifolium	Seaside Pittosporum	25'x20'	s/ps
	yes		P I	Prunus ilicifolia	Hollyleaf Cherry	20'x20'	s/ps
palms			B C	Butia capitata	Pindo Palm	15'x10'	s/ps
		good	C H	Chamaerops humilis	Mediterranean Fan Palm	10'x10'	s
		good	C A	Chamaerops humilis argentea	Blue Mediterranean Fan Palm	10'x10'	s
		ok	S M	Sabal mexicana or palmetto	Palmetto Palm	20'x10'	s
		ok	T F	Trachycarpus fortunei (try Tra. takil or wagner)	Windmill Palm	25'x10'	s/ps
	yes		W F	Washingtonia filifera	California Fan Palm	60'x20'	s
large shrubs > 4'		good	A A	Aloe arborescens (with yellow flowers)	Tree Aloe	7'x6'	s/ps
		ok	A H	Alyogyne huegelii	Blue Hibiscus	7'x7'	s
	yes	good	C C	Ceanothus concha -plus other species	Wild Lilac	6'x6'	s/ps
		good	C R	Coprosma repens	Mirror Plant	8'x6'	s/ps
		good	D V	Dodonea viscosa 'Purpurea'	Hop Bush	12'x12'	s/ps
	yes	good	E C	Echium candicans	Pride of Madeira	5'x8'	s

	good	E B	Escallonia bifida	White Escallonia	10'x10'	s/ps	
yes		F C	Fremontodendron californicum	Flannel Bush	15'x10'	s	
	good	J C	Juniperus chinensis 'Torulosa'	Hollywood Juniper	15'x10'	s/ps	
yes	yes	L A S	Lavatera assurgentiflora	Tree Mallow	10'x10'	s	
	ok	L P	Leptospermum scoparium 'Pink Pearl'	New Zealand Tea Tree	7'x6'	s	
	good	L S	Leucadendron 'Safari Sunset' plus other hyb.	Leucadendron	9'x7'	sun	
	good	L J	Ligustrum japonicum	Japanese Privet	11'x8'	s/ps	
yes	ok	R C	Rhamnus californica 'Mound San Bruno'	Coffeeberry	5'x5'	s/ps	
yes	ok	R S	Ribes sanguineum 'Claremont'	Red Flowering Current	10'x10'	ps/sh	
yes	good	R V	Ribes viburnifolium	Evergreen Current	5'x10'	ps/sh	
	good	S R	Sarcococca ruscifolia	Sweet Box	5'x6'	ps/sh	
	good	W F	Westringia fruticosa	Coast Rosemary	5'x8'	s	
medium shrubs > 2'	yes	good	A C	Artemisia californica	California Sagebrush	4'x4.5'	s
		good	C B	Calocephalus brownii	Cushion Bush	2.5'x3'	s
		good	C L B	Cistus ladanifer -plus other species	Crimson Spot Rockrose	4'x3.5'	s
		good	C S	Cistus x skanbergii	Pink Rockrose	3'x3.5'	s/ps
		good	E N	Escallonia 'Newport Dwarf'	Escallonia	2.5'x3.5'	s/ps
		good	L T	Lavandula ang. 'Twickel Purple'	English Lavander	2.5'x3'	s
		good	L G	Lavandula 'Goodwin Creek Grey'	Grey Lavander	3'x3'	s
		good	L I	Lavandula x intermedia 'Provence'	Hedge Lavender	2.5'x3'	s
		good	P C C	Pittosporum crassifolium'Compactum'	Dwarf Seaside Pittosporum	3.5'x3'	s/ps
	yes		R C E	Rosa californica 'Elsie'	Pink California Rose	4'x4'	s/ps
yes	good	S L	Salvia leucophylla 'Pt. Sal'	Purple Sage	3.5'x5'	s	
low shrubs	yes	good	A U	Arctostaphylos uva-ursi -plus other species	Manzanita	2'x12'	s/ps
	yes	good	C G	Ceanothus glor. 'Anchor Bay'	Anchor Bay Ceanothus	1'x7'	s/ps
		good	C R	Coprosma kirkii	Coprosma	2'x5'	s/ps
		good	E J	Euonymus japonicus 'Microphyllus'	Boxleaf Euonymus	2'x2'	s/ps
		good	H N	Helianthemum nummularium 'Wisley Pink'	Sunrose	.5'x3'	s/ps
		good	L M	Lantana montevidensis	Purple Lantana	2'x5'	s
		good	L A	Lavandula ang. 'Hidcote'	English Lavander	16"x18"	s
	yes	ok	M J	Mimulus 'Jelly Bean White'	White Monkey Flower	2'x2'	s
		good	M P	Myoporum parvifolium	Myoporum	8" x7'	s/ps
		good	P L	Phlomis lanata	Phlomis	2'x3'	s
	yes	good	R C S	Rhamnus californica 'Seaview'	Coffeeberry	1.5'x7'	s/ps
		good	R O	Rosmarinus off. 'Huntington Carpet'	Rosemary	1.5'x6'	s/ps

		good	S C	Santolina chamaecyparissus 'Lemon Queen'	Lavender Cotton	2'x2.5'	s
		good	S R	Santolina rosmarinifolia 'Morning Mist'	Green Santolina	1.5'x2'	s
large peren. > 2'		good	A	Aeonium arboreum	Aeonium	3'x3'	s/ps
		good	A Z	Aeonium a. 'Zwartkop'	Black Aeonium	3'x3'	s/ps
		good	A B	Agave 'Blue Flame'	Agave -no spines	2.5'x2'	s/ps
		good	D I	Dieties iridioides (and other species)	Fortnight lily	2.5'x2.5'	s/ps
		good	P P	Phormium 'Platt's Black'	New Zealand Flax	2.5'x2.5'	s/ps
	yes	ok	R C	Romneya coulteri	Matilija Poppy	6'x4'	s
			T F	Teuchrium fruticans	Bush Germander	5'x5'	s
small peren.	yes	ok	A M C	Achillea millefolium 'Channel Island Pink'	Pink Yarrow	1.5'x2'	s
	yes	good	A M	Armeria maritima	Common Thrift	6"x8"	s
	yes	good	A P	Artemisia pycnocephala 'David's Choice'	Sandhill Sage	1'x3'	s
	yes	good	D B	Dudleya brittonii	Chalk Live Forever	1.5'x2'	s
	yes	good	D P	Dudleya pulverulenta	Chalk Live Forever	1'x1'	s
		good	E	Echeveria - many	Echeveria	varies	ps
	yes	good	E G	Erigeron glaucus	Seaside Daisy	1.5'x2.5'	s
	yes	good	E P	Erigonum latifolium	Coast Buckwheat	1'x1.5'	s
	yes	good	E C	Eschscholzia cal. -yellow,cream, wht.,& pink	California Poppy	8"x12"	s
			E A	Euphorbia amyg. 'Purpurea'	Euphorbia	1'x1'	s/ps
	yes	good	F C	Fragaria chiloensis	Beach Strawberry	1'x1.5'	s/ps
		good	L P	Limonium perezii	Statice	1.5'x2.5'	s/ps
	yes	ok	P H	Penstemon heterophyllus 'Margarita'	Blue Beard Tongue	2'x2.5'	s/ps
	yes	good	S S	Sedum spathulifolium 'Cape Blanco'	Stonecrop	1"x12"	s/ps
	yes	good	S P	Sedum spathulifolium 'Purpureum'	Stonecrop	1"x12"	s/ps
		ok	S B	Stachys byzantina	Lamb's Ears	1.5'x2'	s/ps
	good	T	Thymus praecox arcticus 'Elfin'	Creeping Thyme	2"x12"	s/ps	
grasses	yes	good	D C	Deschampsia cepitosa holiformis	Pacific Hair Grass	1.5'x2'	ps
	yes	good	E P	Elymus glaucus	Blue Wild Rye	1.5'x2'	s/ps
	yes	good	F S B	Festuca 'Siskiyou Blue'	Fescue	1.5'x1.5'	s/ps
	yes	good	L C	Leymus condensatus 'Canyon Prince'	Lyme Grass	3'x2'	s/ps
vines		ok	B	Bougainvillea - white or pale pink variety	Bougainvillea	varies	s
		ok	T C	Techomaria capensis 'Aurea'	Yellow Cape Honeysuckle	to 25'	s/ps
			W S	Wisteria sinensis 'Caroline'	Chinese Wisteria	large	s/ps
bulbs	yes	ok	D	Iris douglasiana	Douglas Iris	1'x1'	s/ps

* sun exposure: s = full sun, s/ps = sun to part shade, ps/sh = equals part shade to full shade

Environmental Landscape Practices

Environmental Landscape Practices

Environmental Landscape practices can produce a safe and healthy environment for people, pets, and wildlife habitat. By preparing the planting site with natural products, choosing the proper plants for the location, and mulching properly, the landscape can grow in a sustainable way.

A good foundation for a healthy garden is by adding good compost to the soil, and natural fertilizers. Prepare the soil by hand, rather than tilling, incorporating compost into the soil. Tilling the soil destroys the structure of the soil. Till only in extreme cases when the soil is depleted of organic matter. Sheet composting is another method of preparing the soil. Covering the soil with cardboard, compost then wood mulch, builds a healthy soil, and smothers existing weeds to help new plantings get established. Growing a cover crop before planting is another way to put nutrients in the soil to help it become healthier for new plantings.

Mulching is the key to a sustainable garden. Add 3 inches of mulch for maintenance, or 6 inches of mulch or more to pathways to help protect the soil from compaction. It can and should be applied yearly if needed. It helps build a healthy soil, reduce waste, conserve water by preventing runoff, make weeding a lot easier and eliminate the use of chemicals, avoiding the use of synthetic fertilizers, and weed killers.

Choose the proper plant for the appropriate location, by using Mediterranean climate, or California natives. Group plants in hydro zones to help save water, by planting drought hardy plants on the top of a hill and the more water loving plants on the bottom. Choose plants that can cover nearly all the soil, or that drop leaves to compost. Diversify the group of plants and create a habitat to provide food for wildlife, beneficial insects or a butterfly garden. Leave some of the garden areas untidy by letting flowers go to seed, to provide food for birds, and leave dead leaves to compost and provide habitat for overwintering beneficial insects. Select plants that are disease resistant, tolerate to pest, and deer proof, where needed. Avoid the use of lawns, invasive plants, and sheared hedges.

When planting a drought hardy or native landscape it's best to plant in the Fall, or early Winter, so as to let the rains water, and help establish the new plants. Never plant during the rain or when the soil is saturated. Where irrigation is possible install a water efficient irrigation system by installing a drip system or by using water efficient sprinkler nozzles like a Hunter MP rotator. In windy area's it's best to use drip systems.

Other Environmental Landscape practices are to eliminate the use of power tools when possible, and trips to the dumps. Prune plants and pull weeds by hand. Buy material locally, or propagate plant material. Diversify the garden by installing year round protection or habitat for birds, and insects by leaving logs or rocks in the landscape.

Gardening can become so much easier to do by incorporating just one of these techniques into your garden, and you and the environment will reap a multitude of benefits.

Prepared by:

David Martinez, member BTF Task Force, certified Master Gardener and owner of Dig It Landscape Services

Resources for Plant and Garden Materials

Resources for Plant and Garden Materials

Plants:

- ACE
- Go Native, David Sands
- Bongard's Treescape Nursery - 12460 San Mateo Road (HWY 92), Half Moon Bay, CA 94019 (650) 726-4568, <http://www.bongardstreescapenursery.com/>
- Sloat Garden Center – Sloat Blvd., San Francisco, CA 415-566-4415
<http://www.sloatgardens.com/>
- Pacific Nursery (wholesale only) - 2499 Hillside Blvd., Colma, CA 94014; (650) 755-2330
<http://pacificnurseries.com/>

Garden Materials:

- Bayview Greenwaste - 1300 Carroll Ave., San Francisco, CA 94124, (415) 822-7686; free: wood chips, mulch, and compost
- Soil Farm - 2119 Cabrillo Highway South, Half Moon Bay, CA 94019 (650) 726-0100; soilfarm.com; products: wood chips, mulch, compost, and stone
- Broadmore Landscape Supply – 1350 El Camino Real, South San Francisco, CA 94080, (650) 761-1515; <http://www.broadmoorlandscape.com>; products: wood chips, mulch, compost, and stone
- Urban Farmer - 2833 Vicente Street, San Francisco, CA 94116; Phone: (415) 661-2204; <http://www.urbanfarmerstore.com>; products: irrigation equipment

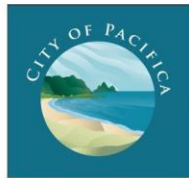
Examples of Keep Pacifica Beautiful Signage

Each site adopted by sponsoring groups will include a sign acknowledging the work and contribution of the group and their efforts to Keep Pacifica Beautiful. Sign will include all groups involved in the development and maintenance of the site and will be approved by the Director of Public Works. The following are examples of potential signs. Final sign design will be developed by the BTFAC and the Department of Public Works.

Examples of Keep Pacifica Beautiful Signage

This site adopted and maintained by

XYZ COMPANY



*Keep Pacifica
Beautiful*

**Keep Pacifica Beautiful
Project**

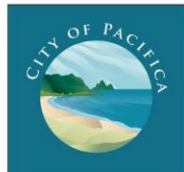
www.cityofpacifica.com

This site adopted by

XYZ COMPANY

This site maintained by

Pacifica Public Works Department



*Keep Pacifica
Beautiful*

Keep Pacifica Beautiful Project

www.cityofpacifica.com

Educational Resources

Educational Resources

University of California

[Master Gardeners of San Mateo & San Francisco Counties](#)

<http://smsf-mastergardeners.ucanr.org/>