



Scenic Pacifica

Incorporated Nov. 22, 1957

CITY OF PACIFICA

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**MAYOR PRO
TEM**
Christine Boles

COUNCIL
Mary Bier
Mayra Espinosa
Greg Wright

CITY OF PACIFICA BEAUTIFICATION ADVISORY COMMITTEE MEETING MINUTES

Wednesday, March 5, 2025

6:30 p.m.

**Civic Center Campus
1800 Francisco Blvd.
Pacifica, CA 94044**

CALL TO ORDER: 6:31 p.m. by Chairperson Gail Bennett

Members Present: Gail Bennett, Julie Gossage, Linda Jonas, Hernan Muirragui, Teresa Sulcer and Daniel Wells

City Council Liaison: Mayra Espinosa

PB&R Liaison: Gail Benton Shoemaker

Staff Members: Special Projects Manager John Mullins, Interim Director of Public Works/Deputy Director of Wastewater Louis Sun and Project Coordinator Michelle Trayer

APPROVAL OF AGENDA: Approved

APPROVAL OF JANUARY 8, 2025 Minutes: Approved with corrections.

PUBLIC COMMENT:

Before the public comment section Chairperson Bennett welcomed the BAC's new City Council Liaison Mayra Espinosa and Louis Sun, the new Interim Public Works Director and current Deputy Director of Wastewater. John Mullins explained he would be going back to his previous role as Special Projects Manager. Ed Ochi, resident and member of the Economic Development Committee joined the meeting to learn how other committees function and said he heard EDC signage would be discussed. Brendan Berman, also from the Economic Development Committee was also interested in hearing about the signage discussion because his committee was interested in testing out signage in the city.

DISCUSSION ITEMS:

A. BAC Workday Review and Updates:

Chairperson Bennett said they had an amazing cleanup day on February 22nd at the plaza on Palmetto Avenue across from the library. She said thirteen volunteers including three out of five of the Council members helped to weed, prune, mulch and plant in the area. Additionally, the Rotary Club finished mulching their location nearest the golf course. Chairperson Bennett said the March 8th Crespi Bioswale workday was canceled due to lack of Cabrillo PTO member availability as well as the bioswales not needing maintenance. Chairperson Bennett went over upcoming work dates.

B. Ribbon Cutting Ceremony for Four Seasons Murals:

Chairperson Bennett went over a possible date in April and shared of the Ribbon Cutting Ceremony for the completion of the City's Anza Pump Station project and the Public Art and Mural Subcommittee's Four Direction mural project. Chairperson Bennett said a weekend ceremony would be better for the artists due to their work schedules. She also stated the artists talked about having Native American elements at the ceremony such as a traditional dance and prayer. The group discussed how best to share this ceremony with the completion of the City's Capital Improvement project while keeping the agenda to about an hour. The agenda will first acknowledge the completion of the City project, followed by speeches by the Mayor and the Artists about what inspired them, and lastly, a Native American Indian prayer to close out the ceremony.

C. PA/M Presentation on Asphalt Art Project

Chairperson Bennett shared a PowerPoint presentation with the group and shared four different design options. She reminded them the location would be at a crosswalk at Terra Nova Boulevard and Oddstad Boulevard, nearest the senior housing. After a brief overview of the proposed project, the committee voted on one of the options. The next step would be the public hearing piece about the project.

D. Follow Up Regarding Sculptures:

Special Project Manager Mullins continued the conversation about trying to obtain the stainless steel sculpture donated fourteen years ago to Hillsborough. He went over the conceptual idea of where the fourteen foot sculpture should go and asked the committee if they wanted City staff to move forward with pursuing the sculpture. The group voted unanimously for City staff to continue their efforts.

E. Parks, Beaches, and Recreation Updates:

Commissioner Shoemaker went over the Priority Parks project, which includes the Brighton Mini Park, Imperial Park, Marvilla Park, and Skyridge Park. Plans were developed but the bids came up above the Engineer's estimate, so the plans are being reworked. She said the PB&R Commissioners are doing a parks reviews for two purposes. The first purpose is to present to the public an accurate list of what and where the locations are, and the other is to identify what needs work and to see trends of review. Commissioner Berman asked if the City was replacing

playground equipment and shared a local company that makes sensory playground equipment for people with Autism.

Commissioner Shoemaker said replacing equipment is part of the scope, as well as replacing pathways and signage. Committee member Gossage asked if a community build, partnering with another department, or asking for community donations was considered.

COUNCIL MEMBER UPDATES:

Councilmember Espinosa ran down a list of Council highlights. She said Council member Mary Bier stepped down and Christine Boles is the new Mayor Pro Tem. She said the Council worked on the Strategic Plan and said the City has a tight budget this year. Next, she said they discussed the Climate Change Action Plan draft, which is ready for public view and input. Councilmember Espinosa discussed a little about residents complaining about unsafe housing conditions and shared the email of the Code Enforcement department. She stated Cal Fire updated their fire hazard zone map and said while they did not identify any high hazardous zones except for Sweeney Rudge, it would be difficult in the future to secure funding for fire prevention. City Council will be holding on April 28th proclamation “Know your Zone” Councilmember Espinosa said she talked with the City Attorney about wanting to see more jobs in Pacifica. She shared QR codes for Peninsula Clean Energy information. She said Council also discussed short-term rentals and the need for updates to improve the ordinance and site accountability for rental use and violations. Lastly, a food truck ordinance allowing trucks by hiking trails was discussed.

STAFF COMMUNICATIONS

Special Projects Manager Mullins shared a proposed by the Economic Development Committee (EDC) about directional signage for businesses in the public right of way within the city with the focus on the Manor and Sharp Park districts. He went over components such as safety, funding, concept, and design review with the group. The signs would have arrows pointing to businesses like shops and restaurants. Commissioner Shoemaker asked what department the signs fell under, asking if it was Public Works. Manager Mullins answered yes, if they are in the public right of way. She asked if the City was trying to make signage consistent within the whole city and gave examples of parks and the broken bridge in Rockaway Beach. Committee member Ochi referred to these signs as “When you’re lost” signs. He said Pacifica is out of sync with the signage and the actual businesses. He states with Manor, there are not as visible businesses, such as those on both the sides of the main center, as well over the freeway where Mazzetti’s Bakery is located. In the Sharp Park District getting off of the freeway at Clarendon Road, the businesses are invisible, and the signs do not line up with them at all. Commissioner Shoemaker asked if this a beautification topic and is coming to the BAC for design, and if it is, will the sign issues go to the other commissions and committees for their own designs as well. Manager Mullins said this discussion is just about these directional signs and the City does want consistency and some kind of branding. Committee member Berman shared an ECD study from a few years ago that interviewed people who passed through Pacifica of where they were going to dine and the participants either said they were going to drive to Half Moon Bay or north out of the city, but no participant said they would stay to eat. He said his Committee wants to place a sign at one of the entrances and exits at one of the trail systems as their pilot and start to get feedback. The hope is to get those who come to visit Pacifica’s trails and beaches to stay and enjoy the shops and restaurants. Manager Mullins asked if he could continue this discussion next month. The committee said they would like to learn more about the project and how they can help.

NEW BUSINESS:

A. Workdays

B. Asphalt Art

C. Signage Discussion

D. Anza Pump Station Project & Four Directions Mural Ribbon Cutting

E. Adopt-A-Tree Program

GOOD OF THE ORDER:

Reminder to email, text, or call if not attending the meeting as it is important for quorum. Please review the minutes and agenda prior to the meeting.

ADJOURNMENT:

There being no further business, Chairperson Bennett closed the meeting at 8:03 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for April 2, 2025 at 6:30 p.m. and is subject to change.

