



Scenic Pacifica
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CITY OF PACIFICA

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CITY OF PACIFICA BEAUTIFICATION ADVISORY COMMITTEE MEETING MINUTES

Wednesday, April 2, 2025
6:30 p.m.
Civic Center Campus
1800 Francisco Blvd.
Pacifica, CA 94044

MAYOR
Sue Beckmeyer

**MAYOR PRO
TEM**
Christine Boles

COUNCIL
Mary Bier
Mayra Espinosa
Greg Wright

CALL TO ORDER: 6:34 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

APPROVAL OF AGENDA: Approved

APPROVAL OF March 5, 2025 Minutes: Approved

PUBLIC COMMENT:

Residents Ed Ochi and Taylor Seabaugh attended the meeting. Mr. Ochi stated he was interested in one of the agenda items.

DISCUSSION ITEMS:

A. BAC Workday Review and Updates:

Chairperson Bennett said there were a lot of volunteers for the last March event, including children, parents from Cabrillo, and a few BAC and Rotary Club members. She said luckily, they did not have to weed much and spreading mulch was easy. Chairperson Bennett then went over some proposed workdays for April and May and work to be done at the locations.

B. Other BAC Announcements:

Chairperson Bennett shared with the group the April 19th Ribbon Cutting Ceremony for the “Four Directions” Mural was canceled by the artists. She stated all details discussed previously were agreed upon by the artists, the subcommittee, and the City, but the artist group decided not to go forward with the event. She said the Rockaway Beach store owners have become a Business Association, similar to the merchants on Palmetto Avenue. She said the group wants to move forward in a planting project in the area. Lastly, Chairperson Bennett said Special Project Manager John Mullins received about twenty yards of river rocks.

Committee member Jonas thought the rocks would be useful across from Ocean Shore School where weeds are growing. Chairperson Bennett suggested an area of the Cabrillo bioswales. Committee member Muirragui suggested the planters at the Community Center, but the parking lot is under the jurisdiction of Caltrans. Committee member Sulcer suggested using the rocks at Rockaway Beach for the Association's new project.

C. Asphalt Art Project:

Chairperson Bennett went over a handout with the group that outlined the next steps for this project including setting up the Public Hearing and tentative timelines for their action items. Public Art/Mural Subcommittee member Cindy Abbott stated the design has to now go to the public for review and there is a 10 day appeal period in case anyone objects to the project. She said John Mullins would be painting color swatches one day to test how long the paint takes to dry. Committee member Sulcer said when addressing the public, the group should promote the value and benefit to the community. Committee member Jonas asked about the cost of the project. Subcommittee member Abbott stated the Sanchez Art Center is sponsoring this pilot program. Special Projects Manager Mullins went over refreshing the curb painting as part of the project to enhance safety. He said parking spaces would be affected, but yellow paint for a loading zone was discussed. He went over traffic control and said the art project and curbs would be painted simultaneously. Committee member Gossage asked what drove the line of sight analysis to extend the line to 60 feet, more than just the 20 foot daylighting rule. Special Projects Manager Mullins wanted the group to know what he shared is just a conceptual drawing, and a Traffic Engineering will be looking at the proposal. Still, he gave a few reasons for the extension. First, he said mid-point crosswalks are discouraged. Additionally, as people drive up, there is a slight curvature in the roadway, which can cause them to lose their line of sight, and also given the area is by Senior housing, they may need a little extra time to cross the street. Commissioner Benton-Shoemaker inquired about who is doing the actual painting. Subcommittee member Abbott stated BAC members, community volunteers, and Sanchez Art center artist volunteers would be painting. Chairperson Bennett asked the group to vote if they wanted to follow the tentative timelines proposed on the handout, which would mean the hearing would be at their next meeting on Wednesday, May 7th. All group members voted to have the hearing on that date.

COUNCIL MEMBER UPDATES:

Councilmember Espinosa said she always attended Earth Day and this year since she is a Councilmember, she will be able to take a VIP tour. She said the City is making progress for getting the Housing Element, and approved the submittal of the Housing Element draft revision. She said the next step will be to complete the re-zoning to comply with the State law and become certified. Council also approved the rental of ten spaces at the San Francisco RV Park for the continuation of the Safe Parking Program with the Pacifica Resource Center. She was also excited to share there would be repaving in Pedro Point, Linda Mar, and Park Pacifica and shared other locations on the next 5-Year Street Maintenance Plan. Lastly, the Local Coastal Land Use Plan was submitted to the California Coastal Commission on March 21 for review and certification.

STAFF COMMUNICATIONS

Special Projects Manager Mullins said there was a recent Eagle Scout planting project in the Vallemar area in which Interim Public Works Director Sun helped deliver the mulch needed for the project. Commissioner Benton-Shoemaker said people in the neighborhood helped with the project, as did Landscape Architect Sandy Ayers. She said on the north side of Calera Creek Park, one will see the mulch, planting, and sign.

She also said there was an article about the project in Coastside News. Special Projects Manager Mullins said they were contacted by the Scouts about the possibility of the younger group of Scouts continuing the project. The next topic of discussion was the placement of the Hillsborough sculpture should it be acquired from their City. The group said they would like to see it at the Community Center on the pedestal where the Portola statue was removed by Caltrans. Committee member Dan suggested placing it in front of the Community Center if it is not allowed on the pedestal since that portion belongs to Caltrans. They agreed the third option could be at the Civic Center Campus.

Commissioner Benton-Shoemaker inquired about future plans for the front of the Community Center. Special Projects Manager Mullins said the development next door would be installing a driveway there. Committee member Muirragui asked why the Portola statue was removed in the first place, and a few of the member told him it was removed for political reasons. Committee member Sulcer recommended placing the statue somewhere when coming off of Highway 1 or up on Sharp Park Road as something to welcome people to Pacifica. Special Projects Manager Mullins went into the idea of an "Adopt-A-Tree" pilot program in the lower Sharp Park area, and thanked Commissioner Benton-Shoemaker and resident Taylor Seabaugh for championing. He passed out some documents to the group such as a watering agreement and a new volunteer waiver form. This program consists of eight City blocks and the purpose is to improve the curbs and streets. He went over water costs, and the time it takes to water them. He said Commissioner Benton-Shoemaker shared research that states trees do better when someone adopts them since they are in front of one's home. He said by people adopting trees, it could increase the tree canopy. The residents would be given a tree, stakes and waterbags. He also said Mr. Seabaugh would be contacting the residents in the area to see if they would be interested in participating in the program. So far, he has been posting on social media to see if there is interest. Commissioner Benton-Shoemaker said South San Francisco's program had a 98% success rate and was kind enough to share some of their original program documents. She said at some point the BAC needs to talk about putting an "Adopt-A-Tree" Subcommittee on its agenda. Special Projects Manager Mullins said right now this project is all under the Public Works Department. The group also discussed tree species and letting people know ahead of time what trees they might be getting. Special Projects Manager Mullins went over the colors, coatings, size, text and reflectiveness of traffic signs. Interim Public Works Director Sun said Public Works has an in-house sign machine. This topic is related to the commercial properties discussed in the previous month's meeting.

NEW BUSINESS:

- **Workdays**
- **Pilot Asphalt Art Project**

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 8:25 p.m.

The next meeting of the Beautification Advisory Committee is scheduled for May 7, 2025 at 7:00 p.m. due to the 6:30 p.m. Public Comment Meeting scheduled for the pilot Asphalt Art Project.