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To: sancouncil <sancouncil@mysanibel.com>; Dana A. Souza <Dana.Souza@mysanibel.com>

Subject: Proposed 2027 Strategic Goal for the City

Dear City Council Members and City Manager,

Given that the Fiscal Year 2027 Strategic Goals were discussed at the May meeting, I may be late in suggesting this. But since the topic is on the agenda again for tomorrow's meeting, I'll pass this along for consideration.

I recommend that the Council consider adding City Beautification Planning as a strategic goal for Fiscal Year 2027, or at least making it a subgoal (perhaps under hurricane recovery). I'm sure funding opportunities will be limited, but perhaps the city could dedicate time over the next year to developing a more robust plan centered around city beautification efforts. Then funding could attach to those plans in future fiscal years. Here are some initial thoughts:

Re-Greening Initiatives

Consider developing a targeted incentive-based program for properties in our commercial corridor to replenish native vegetation; amplify re-greening initiatives begun in collaboration with Roots in Resilience by identifying other public/private partnership opportunities (e.g. engaging volunteer community to undertake re-greening related community service projects); develop a multi-year public landscape improvement plan, etc.

Public and Commercial Signage

The city has already undertaken some public signage improvement projects over the past year. But the "Sign-ibel" reputation persists, and more can probably be done to address public signage redundancies across the island. Also, a large percentage of our commercial corridor signage is showing its age. I'd love to see the development of an incentive-based program to spur business district property owners to update their signage and roadside landscaping beds. Are there any resiliency-related factors (e.g. signage height) that should be considered when reviewing commercial signage standards on the island? I'm not sure, but that may be worth examining. Lastly, the post-hurricane temporary signage allowances will need to be revisited sooner than later.

Blighted Areas on Non-Public Lands

I know there have been efforts to address some of this as well. Dead vegetative blight (as well as plenty of Hurricane Ian non-vegetative debris) remains in some highly visible areas on the island, particularly in/around canals and water bodies. Walking along the SUP on E Gulf Drive past the Kinzie Island neighborhood, I see this every day. Can the city, working with other governmental entities or nonprofits like SCCF, develop a program to incentivize some of this remaining clean-up?

Thanks for considering this proposal. Even if city beautification doesn't make the list of published strategic goals, I hope you will consider evaluating some of these items in the coming months.

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