



November 8, 2022

To: Council Person at District 15 Office

Re: Pacific Avenue Beautification Plan

The Planning and Land Use Committee of the Central San Pedro Neighborhood Council recognizing that Pacific Avenue is an important link in the flow of traffic North to South for locals as well as visitors, made a motion (and was approved unanimously) to request a Beautification Plan for Pacific Avenue, and to include the following:

1. Better signage along Pacific Avenue and connection to other parts of town, such as Downtown, the Harbor, the Marina and Cabrillo Beach.
2. To provide a consistent level of street lighting and the use of historic fixtures in the downtown area.
3. Consistent street enhancements such as covered bus stops, trash cans, and streetlights.
4. Providing more trees and landscape wherever possible to create a more shade environment and to soften the street scene.
5. Provide sidewalk and street repair as well as maintenance.
6. Promote historic preservation and adaptive re-use of existing structures.
7. To include a Façade Restoration Program for commercial and residential uses along the avenue.
8. Introduce an enforce a consistent Signage Program for businesses.