



CITY OF HUNTINGTON BEACH
CITY COUNCIL MEETING – COUNCIL MEMBER ITEMS REPORT

TO: THE HONORABLE MAYOR AND CITY COUNCIL

FROM: NATALIE MOSER, CITY COUNCIL MEMBER

DATE: SEPTEMBER 21, 2021

SUBJECT: DEVELOPMENT OF AN ARTERIAL BEAUTIFICATION PILOT PROJECT

Huntington Beach is well known for its abundant natural amenities, which have helped shape a positive community reputation and experience. However, local residents also know parts of the community as a “land of asphalt and block walls,” given that our network of arterial streets were developed in the 1960s with a primary focus on utility, as opposed to neighborhood aesthetics.

In an effort to enhance the beauty of Huntington Beach, and in coordination with the various mobility projects that are being considered throughout the City, I would advocate that the City Council direct staff to develop a pilot arterial beautification project that would focus on implementing enhanced community design aesthetics along an identified arterial corridor section.

RECOMMENDED ACTION

I recommend that the City Council vote to direct staff to develop an arterial beautification pilot program project in Huntington Beach.