



## MISSION BEACH TOWN COUNCIL

June 26, 2013

Re: **Community Improvement Grant – Application from Mission Beach Town Council**

To Whom this May Concern,

The Mission Beach Town Council ("MBTC") supports the proposal for a neighborhood improvement grant of \$5,000 sponsored by the Voice of San Diego's "Politifest".

The improvement project being proposed is to upgrade and enhance the aesthetics of the very popular and world famous Ocean Front Walk (commonly referred to as the "Boardwalk").

The Mission Beach Boardwalk is a City icon. Every year, hundreds of thousands of locals and tourists, runners, walkers, skaters and bikers cruise the exciting pathway to soak in the sights and enjoy the ambience of the ocean and beach environment. Unfortunately, some components of the Boardwalk are not as aesthetically pleasing as they should be and this is our concern. We can and should do better; This proposal is a step in that direction.

Currently, in North Mission Beach along the Boardwalk, there are square perforated metal posts located at the intersections of the courts and the Boardwalk. Most of the perforated posts are rusted, some are bent, all are unsightly and second-rate considering the important locations. These utilitarian industrial looking posts are OK for standard road sign locations but not appropriate in this prominent location.

The MBTC proposes to use any grant funds it receives to remove as many of the inferior existing sign posts as the funds allow and replace them with the more appropriate, decorative, designer-grade, round-fluted sign posts. The improvement project is consistent with the MBTC's desire to improve the look of the community for the benefit of our residents and its large number of visitors.

The cost of each pole with accessories is approximately \$500.00, which includes shipping and the MBTC estimates that we can replace 10 poles with \$5,000. Removal of the existing and installation of the new poles is planned to be coordinated with the City of San Diego. The target is to complete the change within one year of the funds being awarded. Of course, the MBTC hopes that this initial improvement project will encourage replication in replacing the remaining unattractive bare metal poles along other sections of the Boardwalk as well as other communities in the City of San Diego in the future.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Scott Morrison". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Scott Morrison, President