

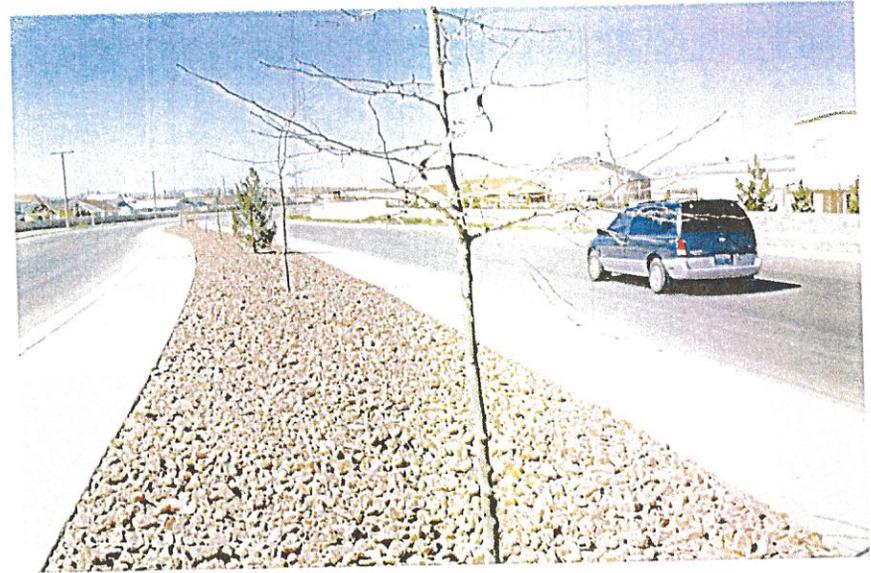
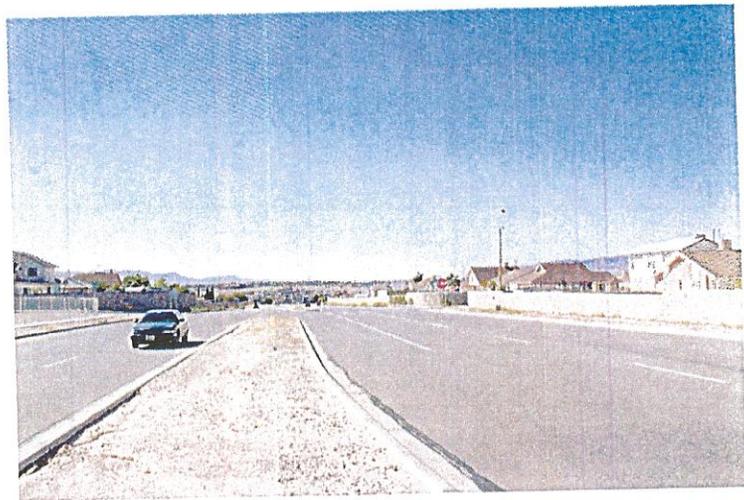
El Paso Neighborhood Coalition
Aesthetics Campaign

City Council Meeting
January 3, 2012

MISSION STATEMENT

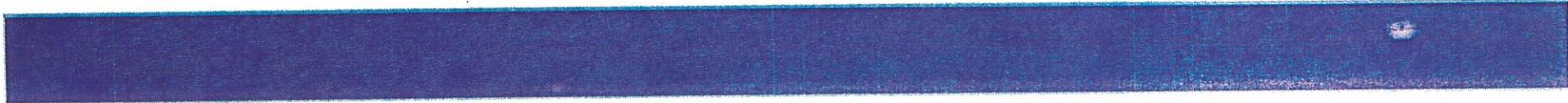
Mission Statement:

The El Paso Neighborhood Coalition shall embrace the Aesthetics Campaign to realize the impact it can have on the community in highlighting the importance of maintenance and demonstration of pride of residential and commercial properties.



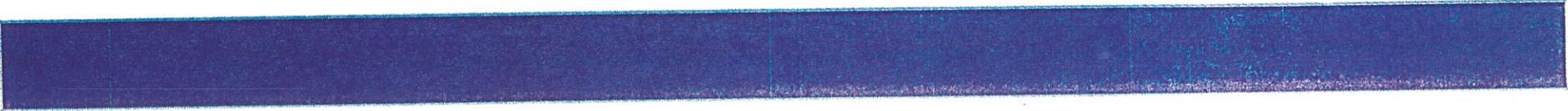
GOALS

Goals:

- Develop a plan to accentuate as many areas as possible that will help beautify the community and to work with all entities to ensure as the City is developed and updated that amenities are built in to highlight the character and charm of the area.
 - Recognize private and commercial property owners who have made significant efforts to maintain and beautify their properties.
 - Educate the public about the city codes that illustrate the beauty of our community and engage them in ongoing beautification efforts.
 - Identify needed policy changes for the City and review and act upon that promote and encourage landscaping Ordinances that enhance aesthetics.
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OBJECTIVES

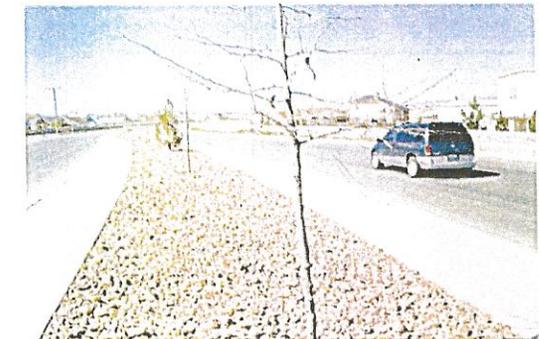
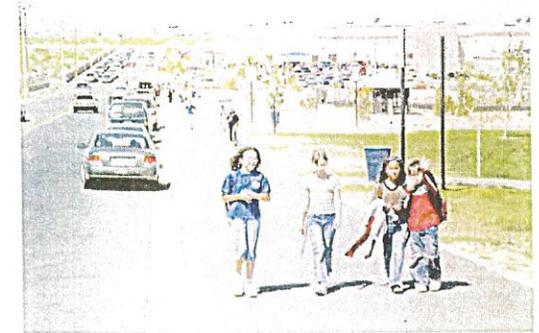
Objectives:

- Partner with civic and community groups, businesses, educational, and governmental leaders to promote a unified aesthetics program.
 - Identify 15 potential sites for 2012, and in forthcoming years, for cleanup and create and develop projects and programs that will result in beautification benefits.
 - Plant 1,000 Mesquite and Chinese Pistache trees throughout the community with the help of private and public entities.
 - Attain a measurable reduction of trash, litter, and refuse within our community and encourage beautification projects.
 - Inform and involve the community with publicity through media outlets.
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RECOMMENDED SITES

EASTSIDE

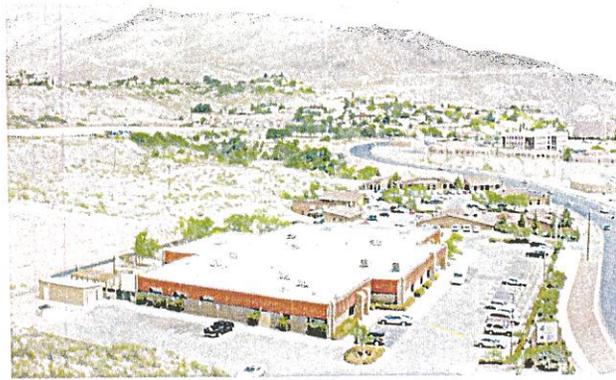
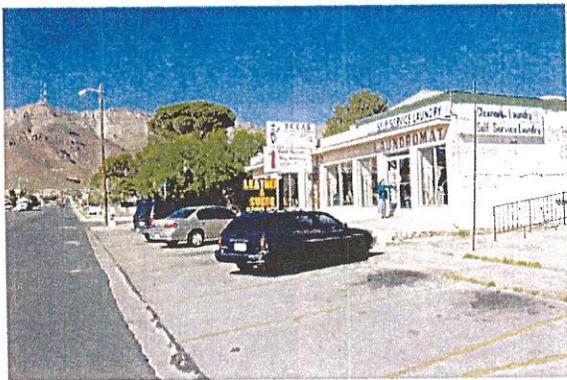
- Edgemere Blvd between Geronimo Drive and Airway Blvd
- Montana Avenue from Yarbrough Drive to Loop 375
- Loop 375 from Montana to Rojas Drive Exit



RECOMMENDED SITES

CENTRAL

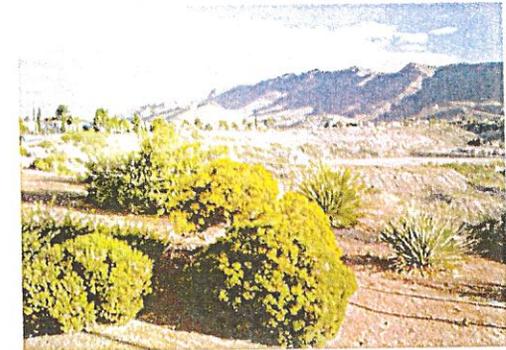
- Fort Blvd between Justus and Copia – street trees and beautification
- Paisano and Copia corridors up to Estrella – street trees
- Tom Lea Park – trees and seed



RECOMMENDED SITES

WESTSIDE

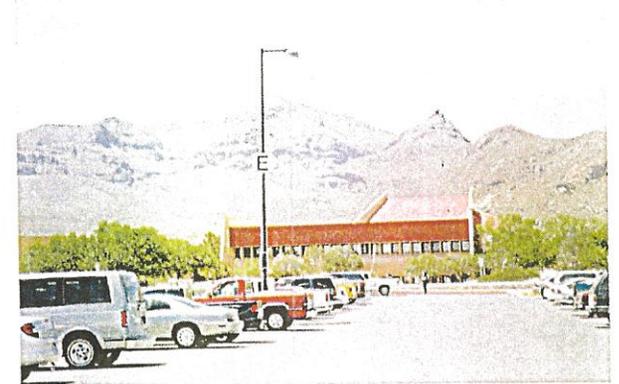
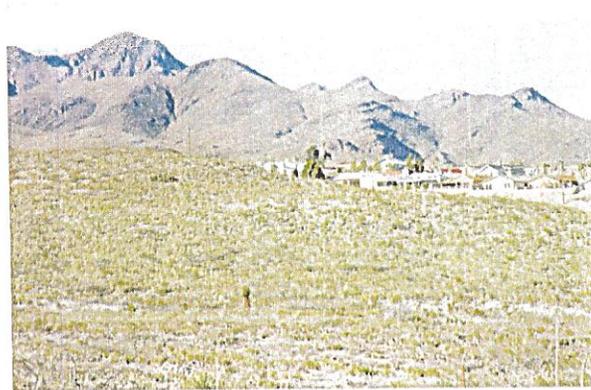
- Scenic Drive
- Upper Tom Lea Park
- Trans Mountain Road Corridor



RECOMMENDED SITES

NORTHEAST

- Trans Mountain Road from the Gateway South to Dyer
- Mountain View Park
- Dyer / US 54 Area



RECOMMENDED SITES

MISSION VALLEY

- Alameda Corridor
- North Loop from Loop 375 to Trowbridge
- Zaragosa Road from I-10 to Alameda



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