

both Highland Gardens and United Neighbors civic associations have been present at the meetings, and there has been much consensus and positive interaction between all residents that have attended.

Some of the current beautification ideas are:

1. **Beautify existing utility boxes** (namely aluminum street signal boxes in the public right-of-way) by applying ornamental graphic wraps – Ft. Lauderdale is doing this with great success using historic photos and maps, and this would help to offset the utilitarian blight inadvertently caused by utility infrastructure in high-visibility/high-traveled areas.
2. **Implement a public space wall mural** – Since the source being used is public funding, the wall would need to be in public space and the existing masonry wall along Pembroke Rd. between 27th Ave. and 25th Ave was a suggestion as the canvas. Hollywood has tried to build a reputation as an art-appreciative and –supportive community, and this would be a good chance to strengthen that image while masking the urban blight of stark building facades, utilitarian walls and other unadorned opportunities for beautification.
3. **Plant additional trees** in the swale areas along 28th Ave. between Pembroke Rd. and Hollywood Blvd. – A tree planting was implemented in this area several years ago but many trees did not survive. This idea intends to infill that which has been lost from the original planting.
4. **Paint/beautify concrete FPL transmission line poles** along 24th Ave. between Washington and Hollywood Blvd. – this concept would carry on the beautification of 24th Ave., which is the area that was selected to receive new tree plantings as part of the previous Beautification task force effort.
5. **Apply iconic graphics/street murals at key intersections** throughout the neighborhood – this would only be permitted where there is an all-way stop or automatic signal within the neighborhood such as at Monroe at 26th Ave. intersection, Washington St. at 24th/26th/28th Ave. intersections, Van Buren at 26th/24th Ave. intersections, etc.
6. **Beautify the two existing Highland Gardens monument signs** at the southern neighborhood entrance (Pembroke Rd.) and 26th Ave. – The Great Neighborhoods Challenge Neighborhood Action Committee had a public space sector of the challenge, and the southern gateways into our neighborhood were prioritized as a target for improvement. Of the two existing signs, one is distantly surrounding by landscaping, the other is in a stark, non-irrigated and seasonally-brown grassed setting; not an inviting image by any standard.
7. **Repair, paint, and add ‘Highland Gardens’ lettering to the concrete wall along Pembroke Rd.** between 27th Ave. and 25th Ave. – The wall is a high-visibility feature along part of the southern perimeter of our neighborhood and many people have voiced it is representative of our neighborhood character to passers-by. This initiative suggests to perform spot repairs, new paint colors (wall and trim), and add brushed stainless steel lettering ‘Highland Gardens’ to either side of the 26th Ave. entryway and one side of 27th and 25th Aves. if funding permits.

Clay Milan, City of Hollywood Special Projects Manager, is serving as the liaison for the City and facilitates the meetings. Since the available funding is approximately \$28,000+ and may not be able to support all of the current suggestions, and since this can be considered a beginning for other beautification suggestions needed in our neighborhood, the current list may be considered a “Phase I” for many future improvements to come so as not to exclude any ideas being put forth. Highland Gardens Association members were given an opportunity to prioritize each of the above improvements at a recent meeting and the results have been submitted to Mr. Milan. United Neighbors Association plans to do the same at their September meeting. The next beautification meeting is scheduled for Monday, September 24, 6:00 p.m. at McNicol Community Center. This is a great initiative and is very important to the aesthetic well-being of our neighborhood and its perception by others, including current and future homeowners. If you have any questions regarding this initiative you can contact Clay Milan at 954.921.3271, or feel free to contact me at 954.638.9825.

I hope to see you at the next meeting!

Dale Bryant



Every 4th Wednesday of the month
7 pm • McNicol Community Center
1411 S. 28th Ave. in Hollywood

Crime Watch Coordinator's office has moved to the SE Public Safety Center, 1511 S Federal Hwy. (NE corner of Fletcher St. & Federal Hwy.)

Jim Carver, Hollywood Police Dept.
Crime watch Coordinator • 954-967-4314