

Liz Wallace  
Communications Manager

lwallace@ci.norfolk.ne.us

For Release: April 23, 2018

## CITIZENS PLAY AN IMPORTANT ROLE IN COMMUNITY BEAUTIFICATION

On June 4, 2007, the Norfolk City Council voted 8-0 to begin a Norfolk Corridor Study Landscape Improvements project. The Landscape Master Plan was initiated to analyze existing landscaping and prepare recommendations for approximately 15 miles of highly traveled roadways in the community. In May 2009, Olsson Associates presented the final documents for the City of Norfolk Landscape Master Plan.

The City of Norfolk Landscape Master Plan recommends landscape improvements and design guidelines to enhance the appearance of major roadway corridors in the city. The roadways are the “front door” to the city, so creating an inviting and attractive front door improves the city’s image to visitors and residents. The improved “gateways” recommended in the master plan invite visitors to come in the front door to Norfolk, creating a lasting first impression and memorable identity for the city.

“The established master landscape plan is well-detailed and comprehensive,” said Norfolk Mayor, Josh Moening. “This is about taking pride in our community, creating a sense of place, and promoting a welcoming and attractive city for our youth and for newcomers.”

Not only do the recommended improvements enhance corridor beauty, but also assist in calming or slowing traffic in portions of the city. This component of the plan yields safety benefits for both vehicular and pedestrian traffic.

With the recent revitalization of the City of Norfolk Landscape Master Plan, citizens are reminded that they, too, play an important role in keeping our community beautiful. Our City Code reminds each of us of our responsibility as property owners to maintain the terrace – from curb to back of sidewalk – keeping property neatly manicured and free of weeds.

Aside from maintaining a well-kept lawn, it is also important to keep trees on your property and terrace trimmed, pruned, and maintained in a healthy manner. Trees need to be trimmed to provide a required 14’ clearance over the streets and alleys and 8’ clearance over the public sidewalk. Not only does this keep the city aesthetically pleasing, but safe as well.

Over the next year, the City will be reaching out to property owners with property maintenance issues. Landowners who are not in compliance with the City Code will be notified of the violation with instructions to remedy the situation.