

PRELIMINARY DESIGN PLANS

West Broadway Streetscape and Infrastructure Project

Since April, ROMA Design Group and its team of traffic, engineering, and environmental consultants have been working with the City of Seaside on the preparation of Preliminary Design plans for the streetscape design of West Broadway Avenue, between Fremont and Del Monte. These plans represent the evolution of the conceptual design for the street and the next step towards implementation of West Broadway Urban Village Specific Plan, adopted in early 2010, which envisioned a vibrant pedestrian-oriented mixed-use district for the city.

The Preliminary Design plans are based on the proposed improvements in the Specific Plan with refinements to make the street a more cost effective and implementable project as well as a more successful and attractive environment that will encourage private investment and redevelopment over time. Highlights of the Preliminary Design Plans and refinements which have been made are as follows:

1. **No private property acquisition.** All proposed streetscape improvements are entirely located within the public right-of-way and do not rely upon the acquisition of private parcels for implementation.
2. **Bikes on the street.** Distinctive bicycle lanes are incorporated onto West Broadway, bringing another layer of activity into the heart of the downtown.
3. **Enhanced pedestrian spaces.** Pedestrian spaces are organized to create an engaging environment with retail and other uses along the street front. Sidewalks vary in width, creating diversity and a human scale.
4. **Concepts for landscaping, lighting and street furnishings.** Street trees are utilized to both accent the intersections and mid-block areas and to create continuity along the street. In addition, distinctive pedestrian-scale lighting, a combination of architectural concrete and precast unit pavers, benches, bike racks, trash receptacles and other furnishings will be used to enhance the street environment.
5. **Better distribution of parking.** On street parking located adjacent to the curb is provided throughout West Broadway to give convenient access to the businesses along the street. Additional centralized parking, as contemplated in the Specific Plan, would be provided as development intensifies.
6. **Branding and identity during early phases.** A distinctive gateway element is proposed for the intersection of Del Monte and West Broadway. In addition, mature Canary Island palm trees are added at mid-block and intersection bulb-outs to create a strong and immediate effect along the street.

7. **Utilizing the alleys for utilities.** Existing utilities located in the alleyways will be retained and further consolidated to better serve adjacent private property. In this way, utilities can be extended to future development without disrupting the improvements that have been made.
8. **Storm Drainage Improvements.** Underground retention basins are proposed to capture all storm water runoff for the streetscape project. The infiltration trenches allow for the temporary storage and gradual infiltration of water into the sandy soil. This system will reduce discharges into Monterey Bay through the City of San Diego storm drainage facilities.
9. **Creating opportunities for temporal activities.** The challenge is to bring additional activities to the street right away before development and intensification of uses occur. The streetscape project has space that can be used for kiosks, carts and street vendors which can help to activate the street on an interim basis. In addition, suggestions are made for the potential of markets, fairs, food festivals and other special events that celebrate the diversity and unique identity of the city and help establish the West Broadway District as a destination in the city.

In developing the plans for West Broadway, a number of meetings were held with stakeholders and community groups. In May 2011, presentations of the Design Concept were made to the Board of Architectural Review, the Planning Commission and City Council. Input from these meetings was incorporated into the Design Plans which were presented on November 2, 2011 to the Board of Architectural Review. On December 14, 2011 the Design Plans along with the Environmental Addendum to the West Broadway Specific Plan EIR were presented to the Planning Commission for review and approval. On February 16, 2012, the Design Plans and Environmental Addendum will be presented to the City Council for review and approval, prior to completing the design documents for the streetscape improvements.