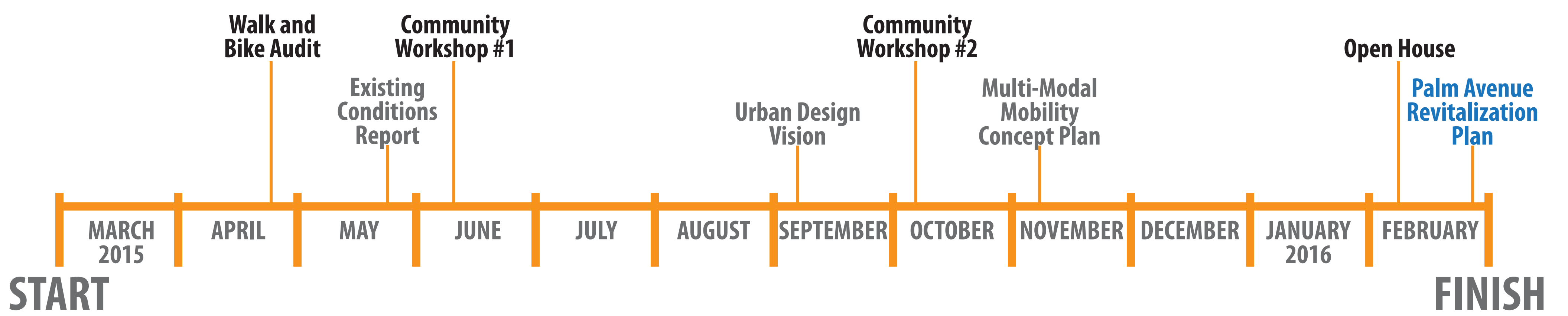


PROJECT INTRODUCTION

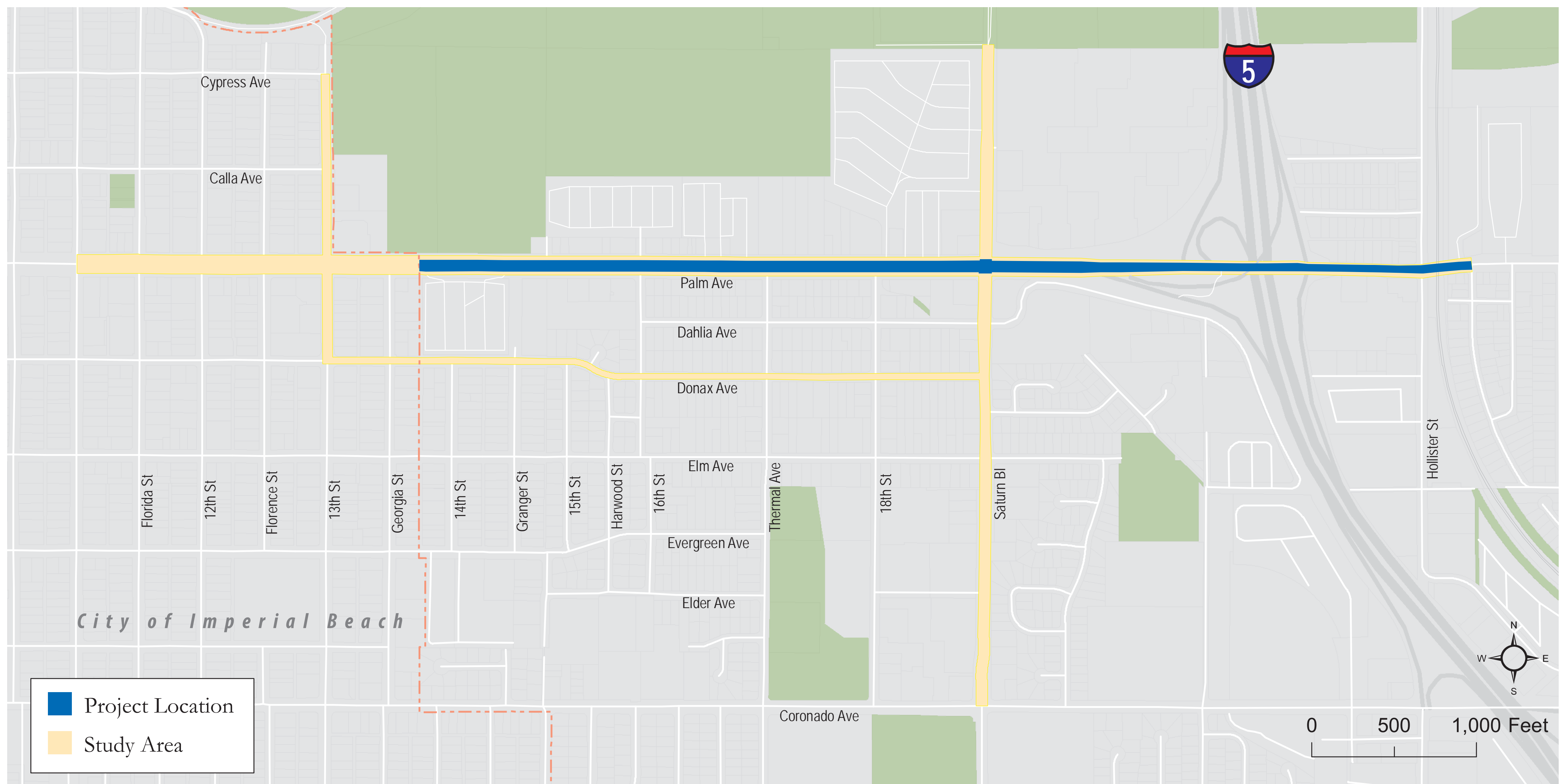
The Palm Avenue Revitalization Plan:

A blueprint for guiding future urban design, streetscape, and mobility improvements.

Project Schedule & Key Components:



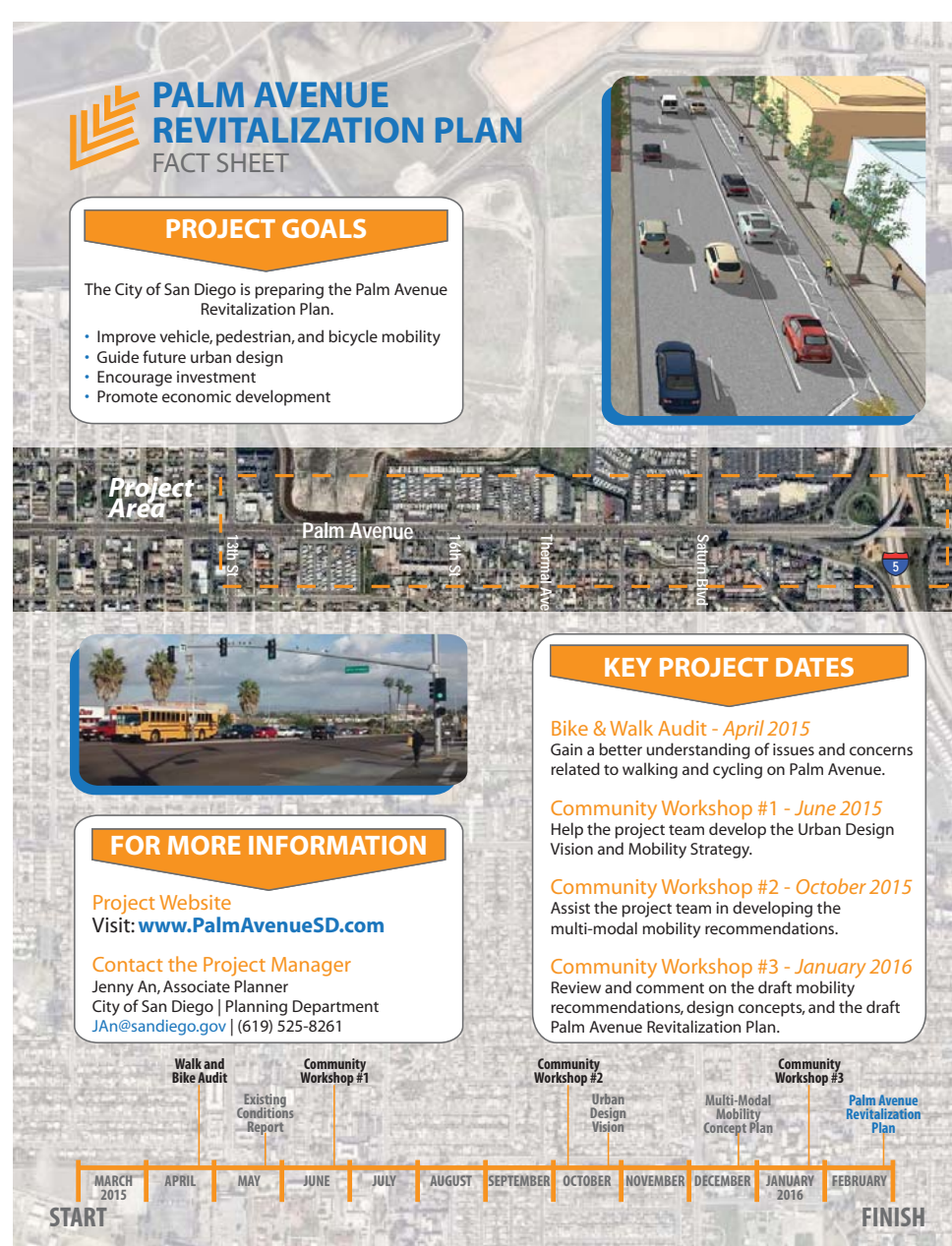
Project Location & Study Area:



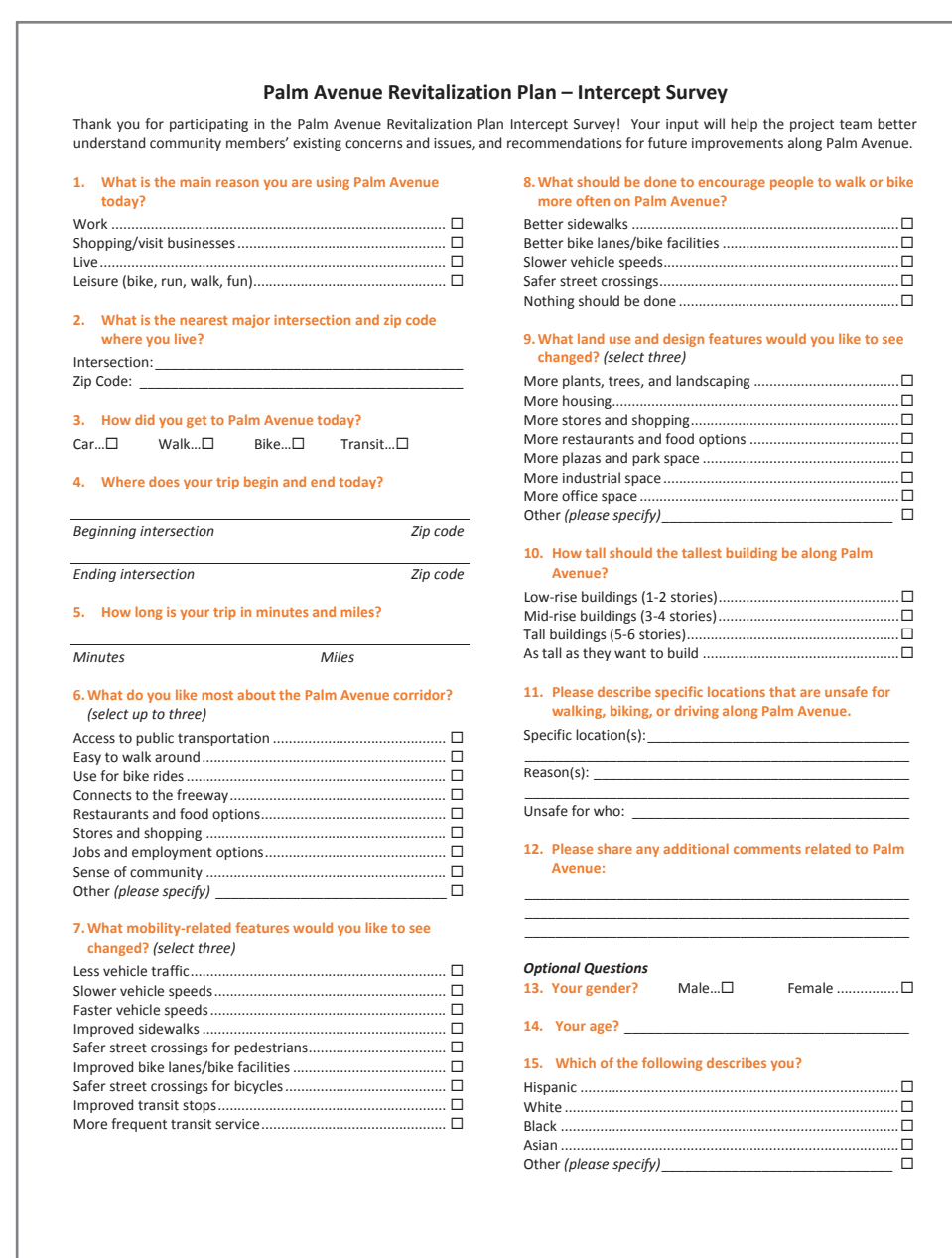
PUBLIC OUTREACH SUMMARY

Surveys and Project Advertising:

- Imperial Beach Farmer's Market
- South Bay Swap Meet
- Along Palm Avenue and Hollister Transit Station
- South Bay Recreation Council
- IB Collaborative
- Otay Mesa-Nestor Community Planning Group



Project Fact Sheet



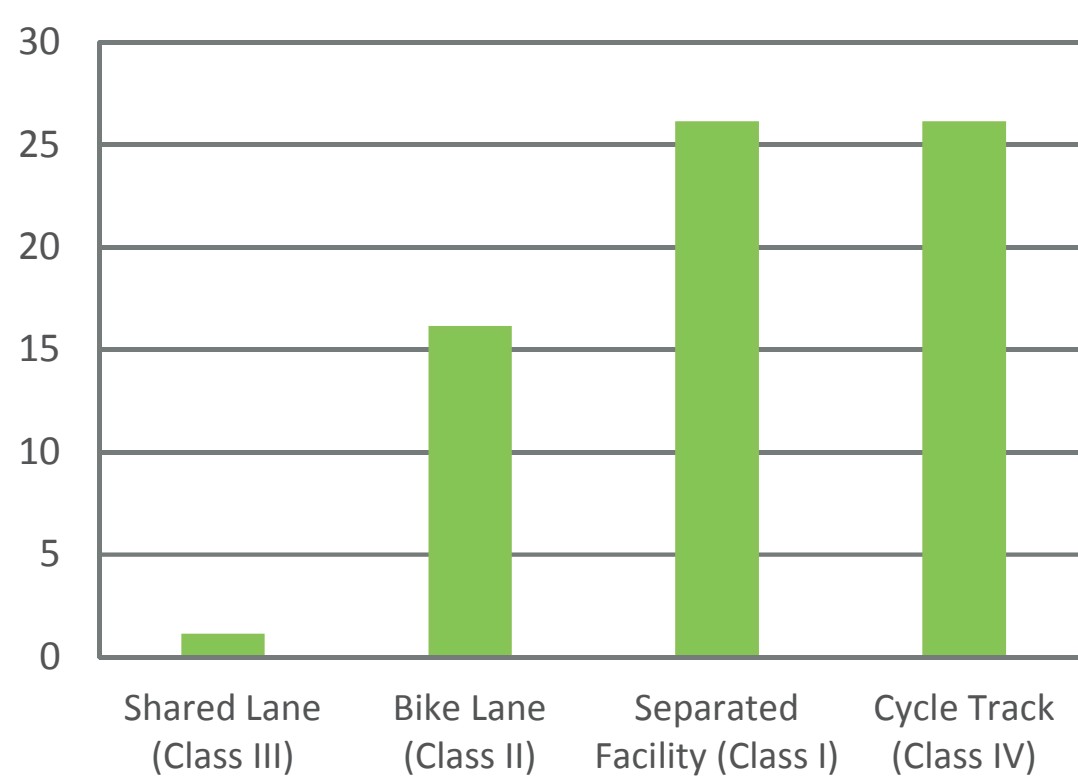
Intercept Survey



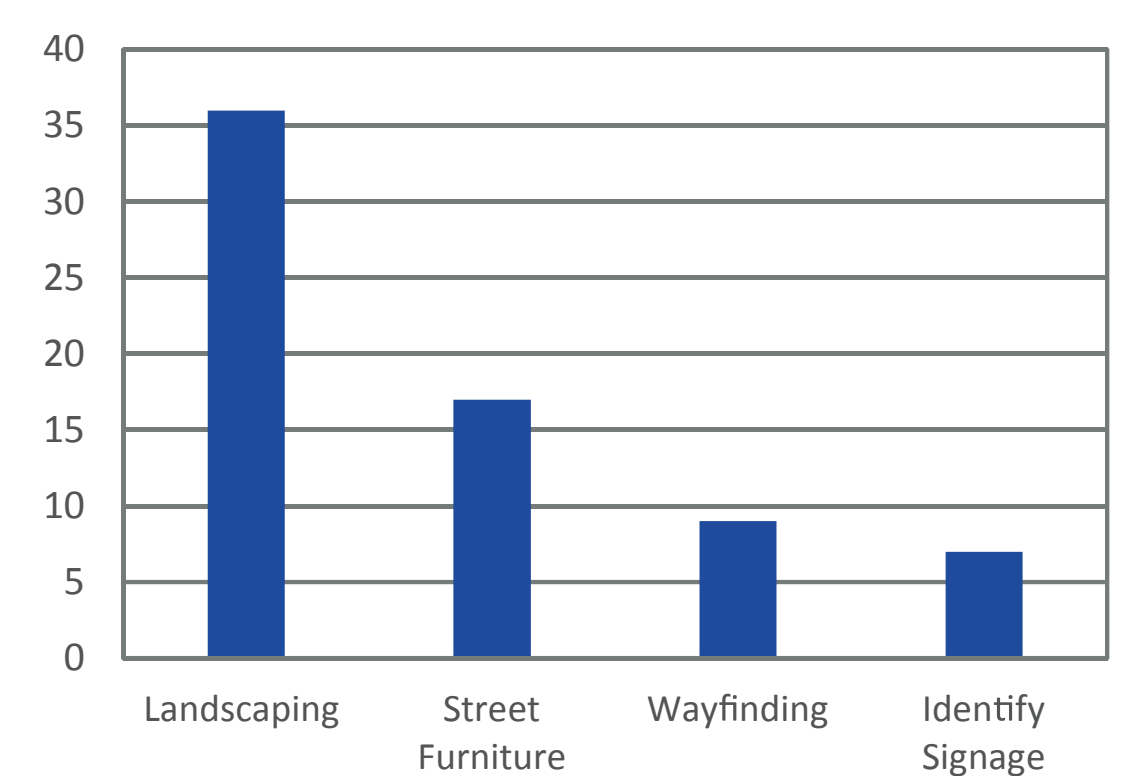
Event Survey

Sample of Survey Results:

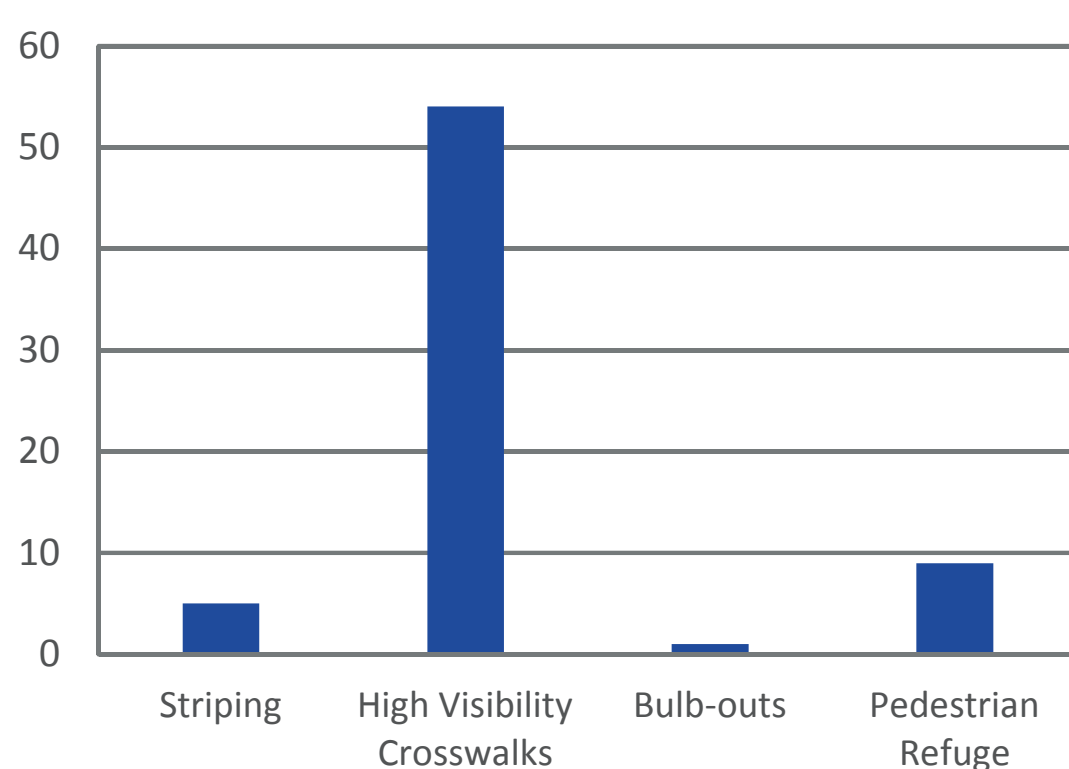
Which type of bikeway do you think is most suitable for Palm Avenue?



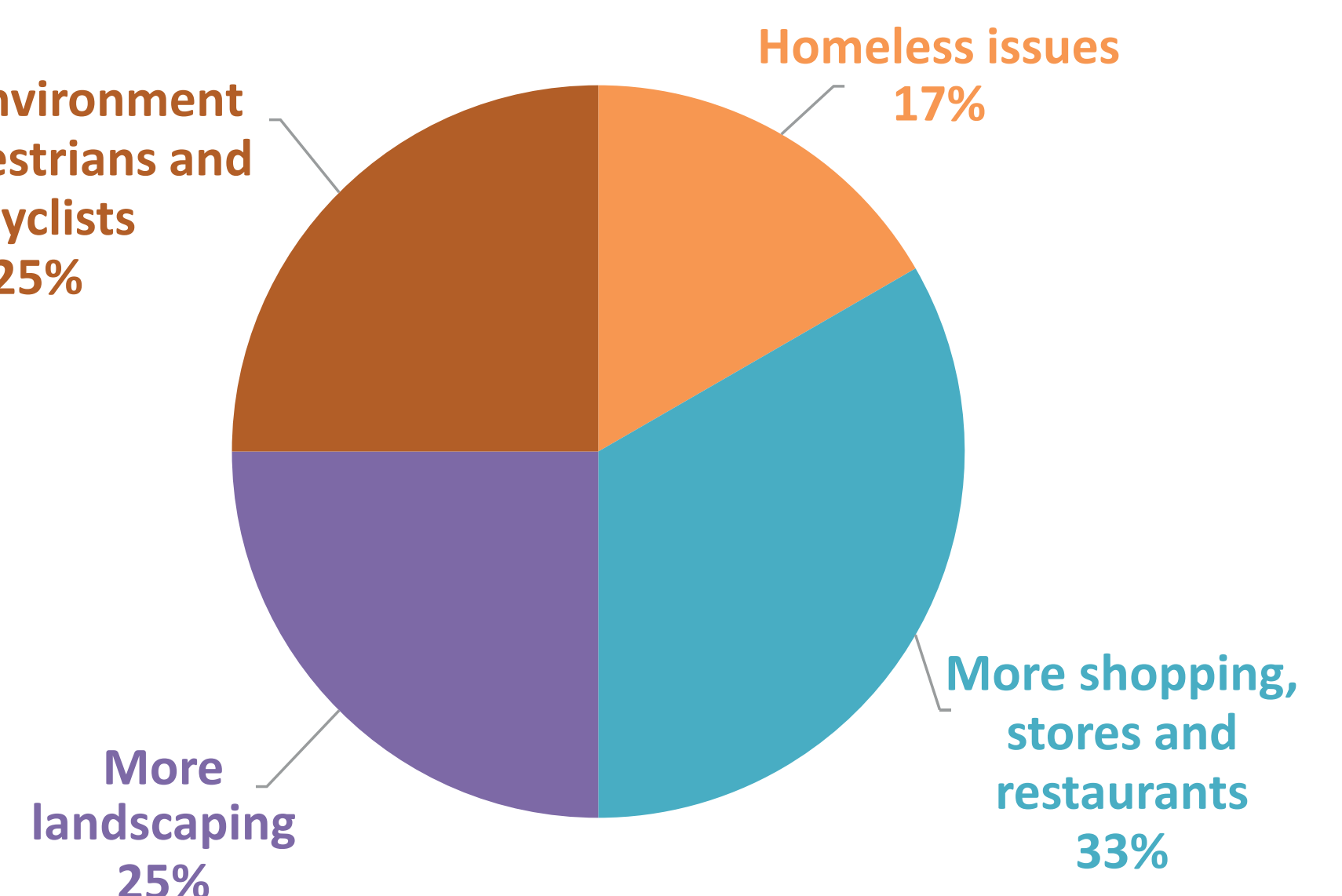
Which kind of streetscape design features would you like to see along Palm Avenue?



Which types of pedestrian crossings do you think are needed along Palm Avenue?



Additional Comments:

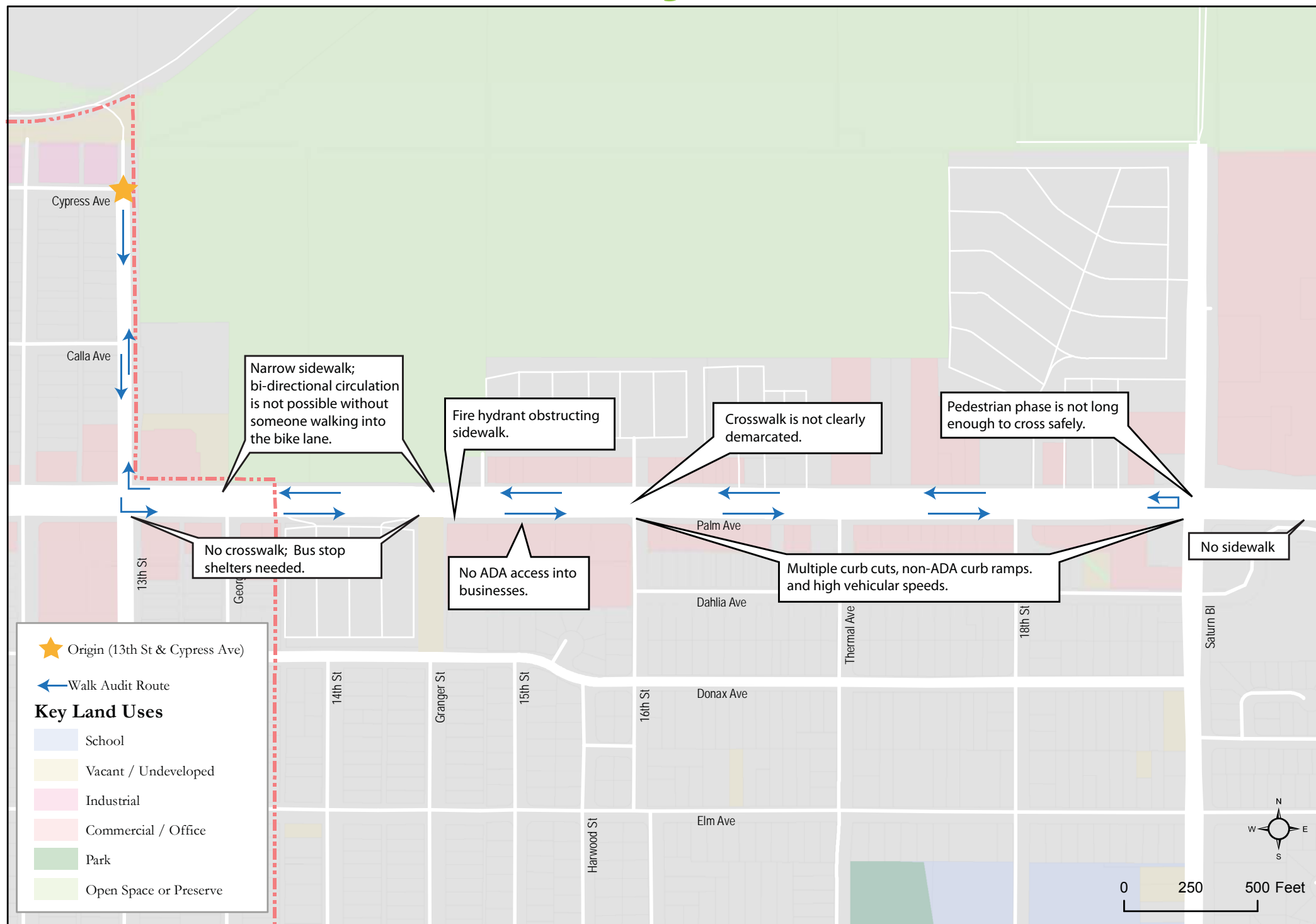


PUBLIC OUTREACH SUMMARY

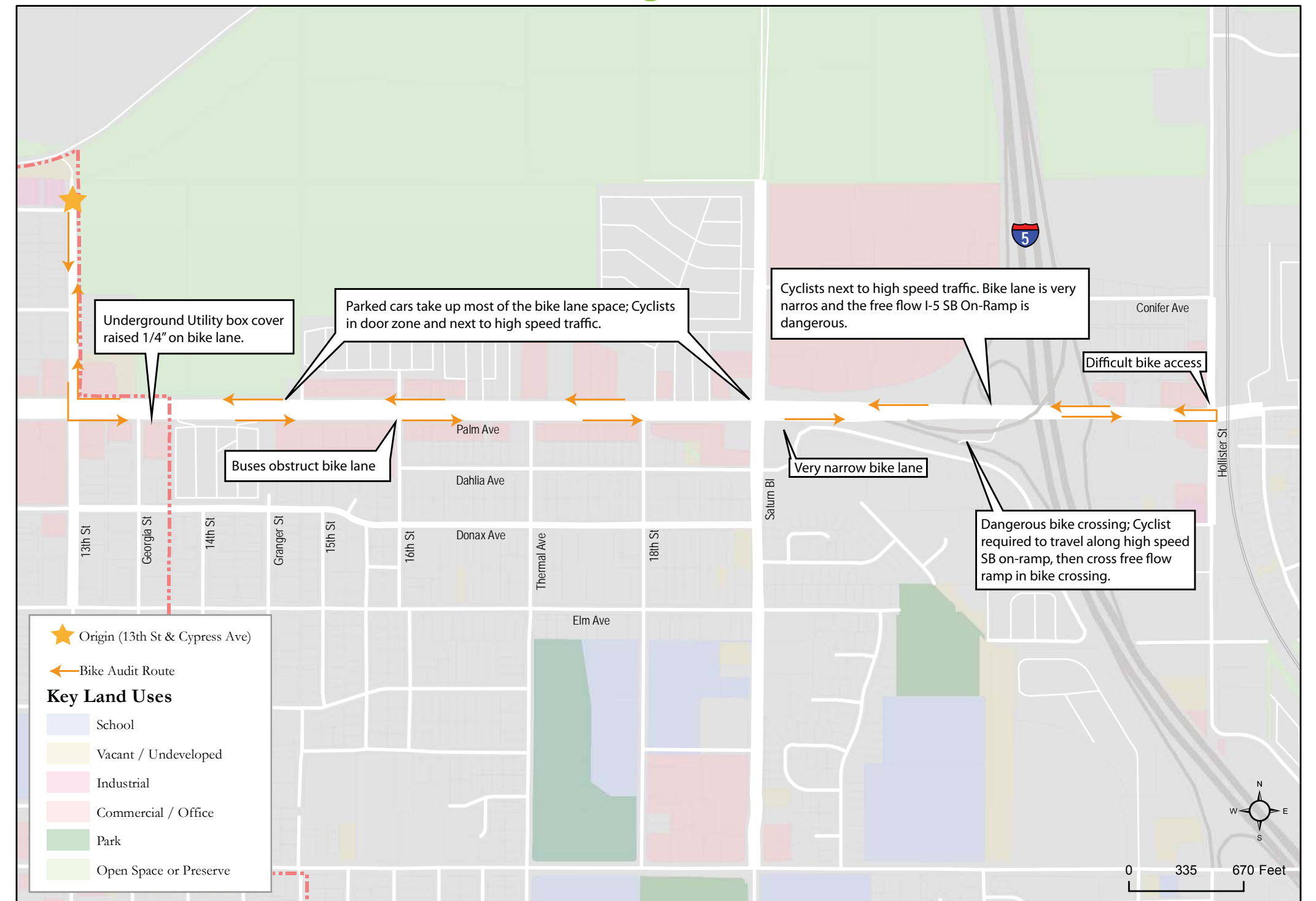
Bike & Walk Audit:

Audits were held with the project team and community members to gain a better understanding of existing mobility issues along the corridor from the perspective of bicyclists and pedestrians.

Walk Audit Summary



Bike Audit Summary



Project Website:

www.PalmAvenueSD.com

Available information includes:

- Background project information
- Project fact sheet
- Online surveys
- View draft deliverables
- Opportunities to participate
- Contact information



PUBLIC OUTREACH SUMMARY

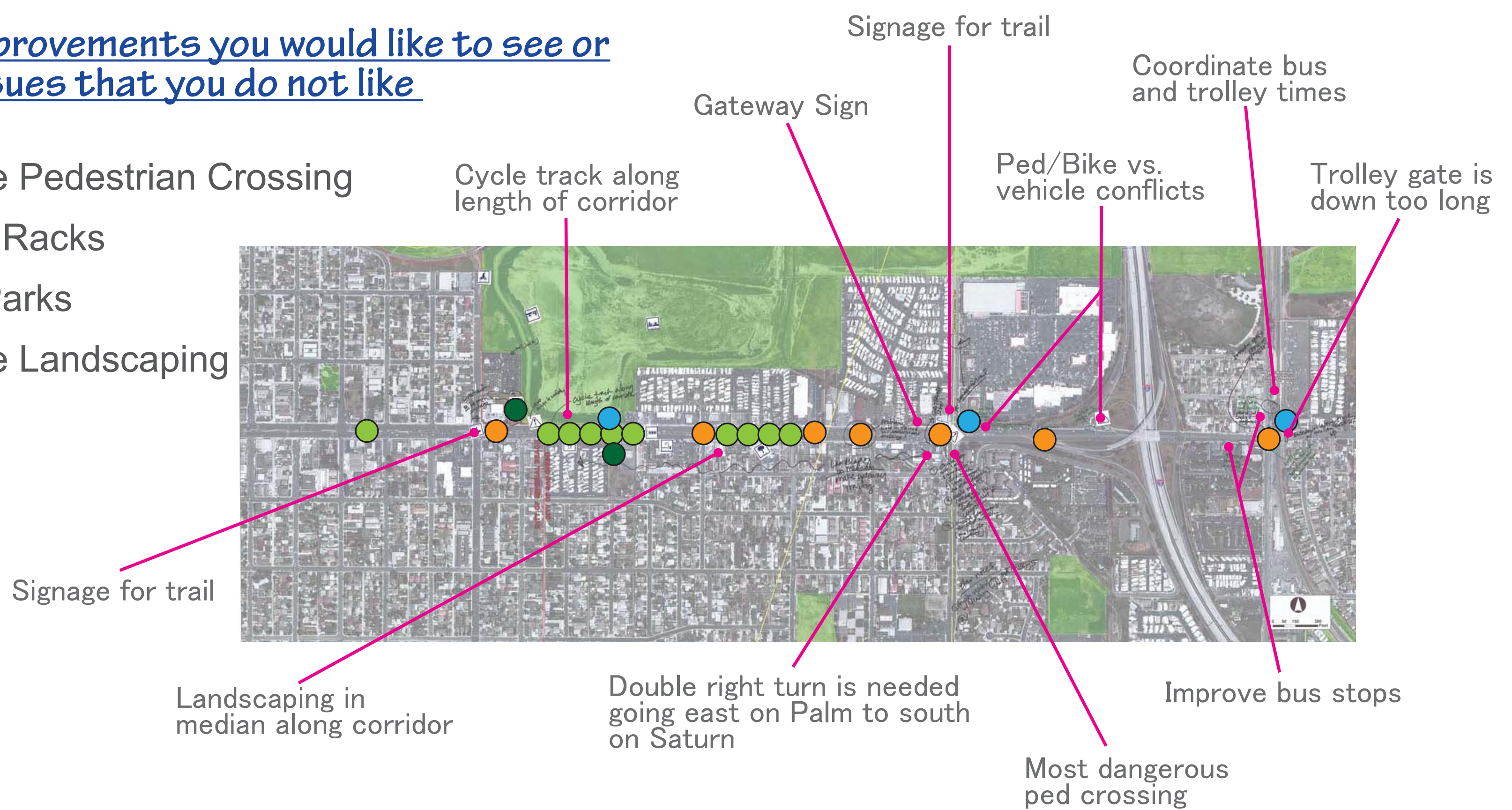
Community Workshops:

Workshop #1 - June 4, 2015

Develop a vision for Palm Avenue and collect ideas for making walking and biking safer, improving traffic, encouraging investment, and making Palm Avenue more attractive.

Identify improvements you would like to see or existing issues that you do not like

- Add/Improve Pedestrian Crossing
- Add Bicycle Racks
- Add Plaza/Parks
- Add/Improve Landscaping



Workshop #2 - October 28, 2015

Proposed operational improvements, urban design framework and three conceptual street design alternatives were presented to community members to solicit feedback.

COMMUNITY WORKSHOP #2
 Wednesday, October 7, 2015

Welcome!

The City of San Diego's Palm Avenue Revitalization Plan is looking at opportunities for improving vehicle, pedestrian, and bicycle mobility. This Plan will also guide future urban design, encourage investment along the corridor, and promote economic development.

Community Workshop #2 is being held to provide you with an update on progress that has been made on the project, share work that has been completed, and get your feedback on concepts that have been developed.

Please provide your input and comments on this comment card by answering the 5 questions on the following pages.

Thank you for participating in Community Workshop #2!

www.PalmAvenueSD.com

Illustration by Calere and For City of San Diego.

1 Provide feedback on suggested operational improvements identified for Palm Avenue.

We have identified many ways to improve Palm Avenue based on feedback we received in Community Workshop #1 and our analysis of existing conditions. Operational improvements include a wide range of projects that can be implemented to make it easier and safer to drive on Palm Avenue and that will improve the mobility for people that bike, walk, take transit, and/or use a wheelchair. Operational improvements can be implemented regardless of what concept is proposed for Palm Avenue.

Proposed operational improvements include:

- High visibility crosswalks at all crossings
- Examine pedestrian crossing time
- Consider widening crosswalks at Saturn Blvd to help with pedestrian volume
- Install ADA curb ramps at all crossings
- Create a continuous, level sidewalk by reconstructing driveways concurrent with other street improvements and/or subsequent development.
- Reconfigure intersection at southbound Interstate 5 on-ramp and westbound Palm Ave to eliminate conflicts between pedestrians/bicyclists and vehicles.
- Consider either a pedestrian/bicycle activated or full new signalized intersection at Thermal/Palm (subject to further study)
- Traffic signal synchronization and optimization to improve traffic flow

Are there any other operational improvements that we should consider?

Illustration by Calere and For City of San Diego.

2 Rank each of the conceptual design alternatives.

Please rate the conceptual street design alternatives presented during Community Workshop #2 based on the categories identified below.

Concept A - Frontage Road

	Best	2	3	4	Worst
Walkability	1	2	3	4	5
Bikeability	1	2	3	4	5
Transit Access	1	2	3	4	5
Vehicle capacity	1	2	3	4	5
Placemaking opportunities	1	2	3	4	5
On-street parking	1	2	3	4	5
Private investment opportunity	1	2	3	4	5

Comments:

Concept B - Lane Re-Purpose

	Best	2	3	4	Worst
Walkability	1	2	3	4	5
Bikeability	1	2	3	4	5
Transit Access	1	2	3	4	5
Vehicle capacity	1	2	3	4	5
Placemaking opportunities	1	2	3	4	5
On-street parking	1	2	3	4	5
Private investment opportunity	1	2	3	4	5

Comments:

Concept C - Raised Cycle Track

	Best	2	3	4	Worst
Walkability	1	2	3	4	5
Bikeability	1	2	3	4	5
Transit Access	1	2	3	4	5
Vehicle capacity	1	2	3	4	5
Placemaking opportunities	1	2	3	4	5
On-street parking	1	2	3	4	5
Private investment opportunity	1	2	3	4	5

Comments:

3 Overall, which conceptual design alternative do you think is best for Palm Avenue and why?

4 Do you have any other thoughts, suggestions, or ideas about the conceptual design alternatives?

Please share any other comments below.

5 Provide your contact information to receive updates.

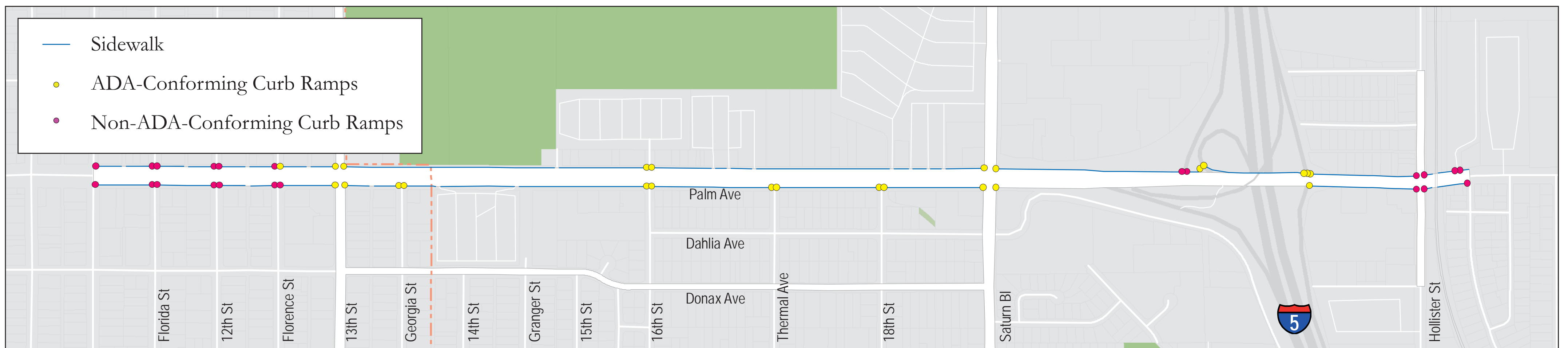
Name (optional): _____ Zip Code: _____

E-Mail (optional): _____



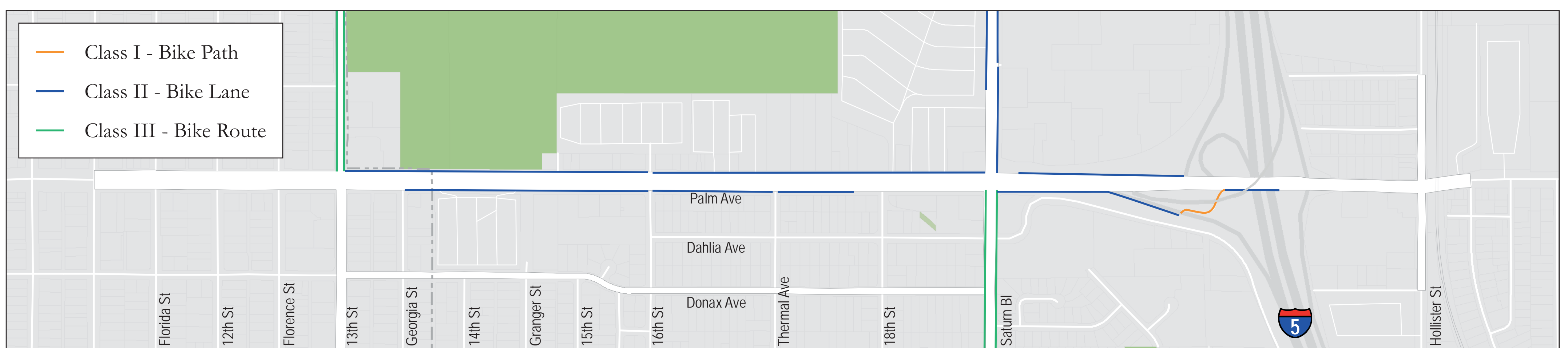
EXISTING FACILITIES

Existing Pedestrian Facilities:



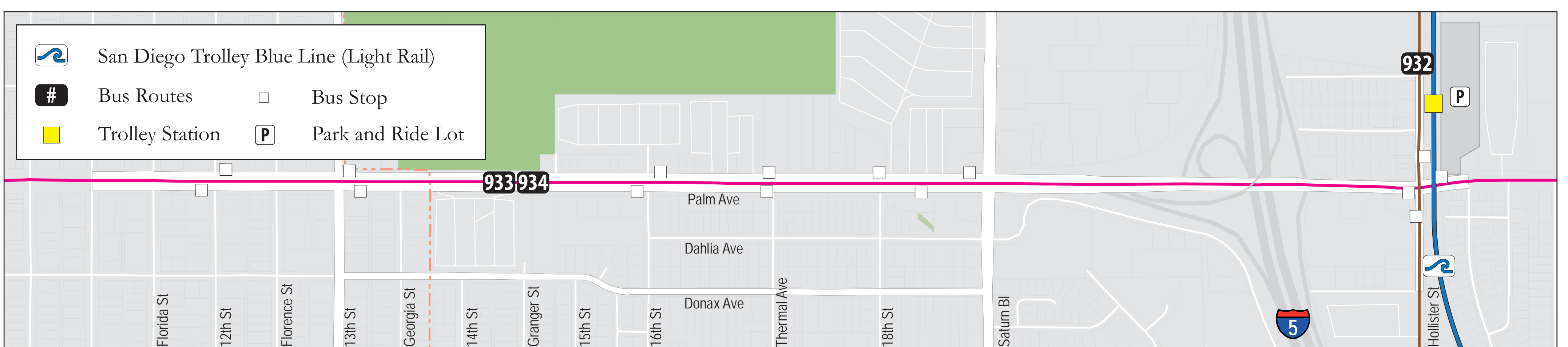
- Sidewalks are continuous, except on the south side of Palm Avenue, from Saturn Boulevard to the I-5 northbound off-ramp.
- Wide sidewalks (>15') are present along the south side of Palm Avenue, from Thermal Avenue to Saturn Boulevard.
- 22 of 49 curb ramps were identified as non-ADA-conforming.

Existing Bicycle Facilities:



- Bike lanes are present from City limits to I-5, with a gap on the south side of Palm Avenue from 18th Street to Saturn Boulevard.
- From Saturn Boulevard to 15th Street, the facility is a shared parking/bike lane.
- Eastbound cyclists must cross a free flow I-5 SB on-ramp.

Existing Transit Facilities:



- Public transit within the project area consists of light-rail (Blue Line Trolley) and local bus (routes 932, 933, and 934).

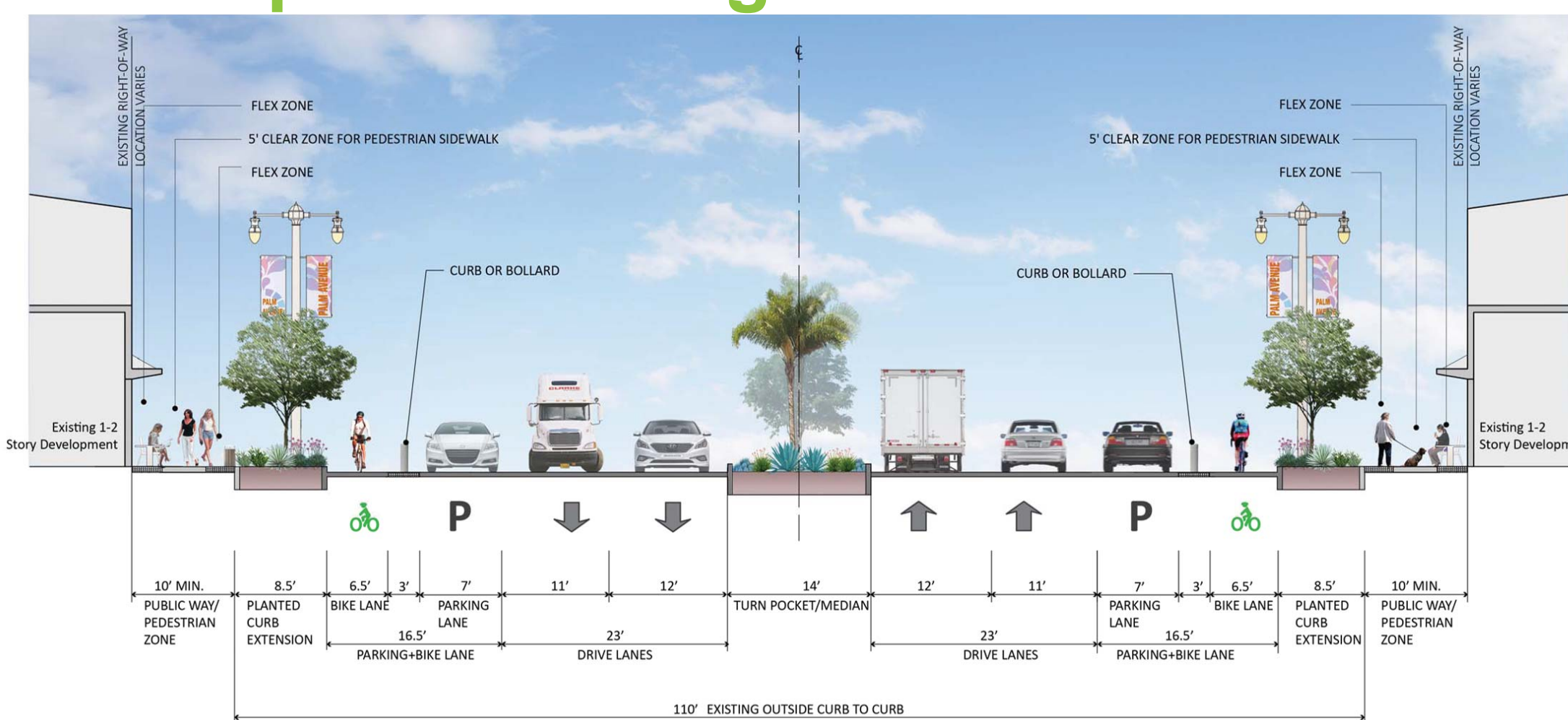
COMMUNITY PREFERRED ALTERNATIVE

Identification Process:

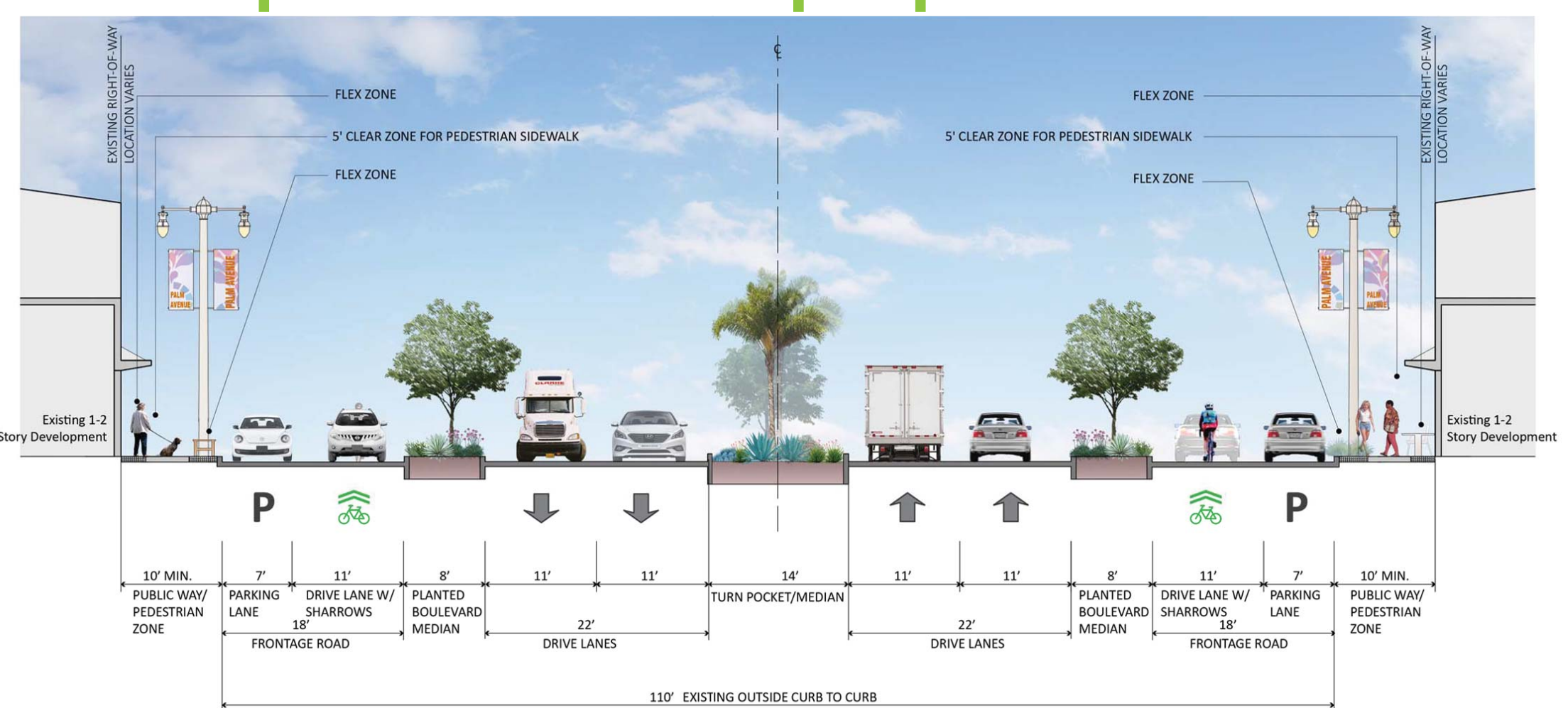
Workshop #2 - October 28, 2015

The following three conceptual street design alternatives were presented to community members during Workshop #2 to identify the preferred design. *Concept C: Raised Cycle Track* was identified as the community preferred alternative.

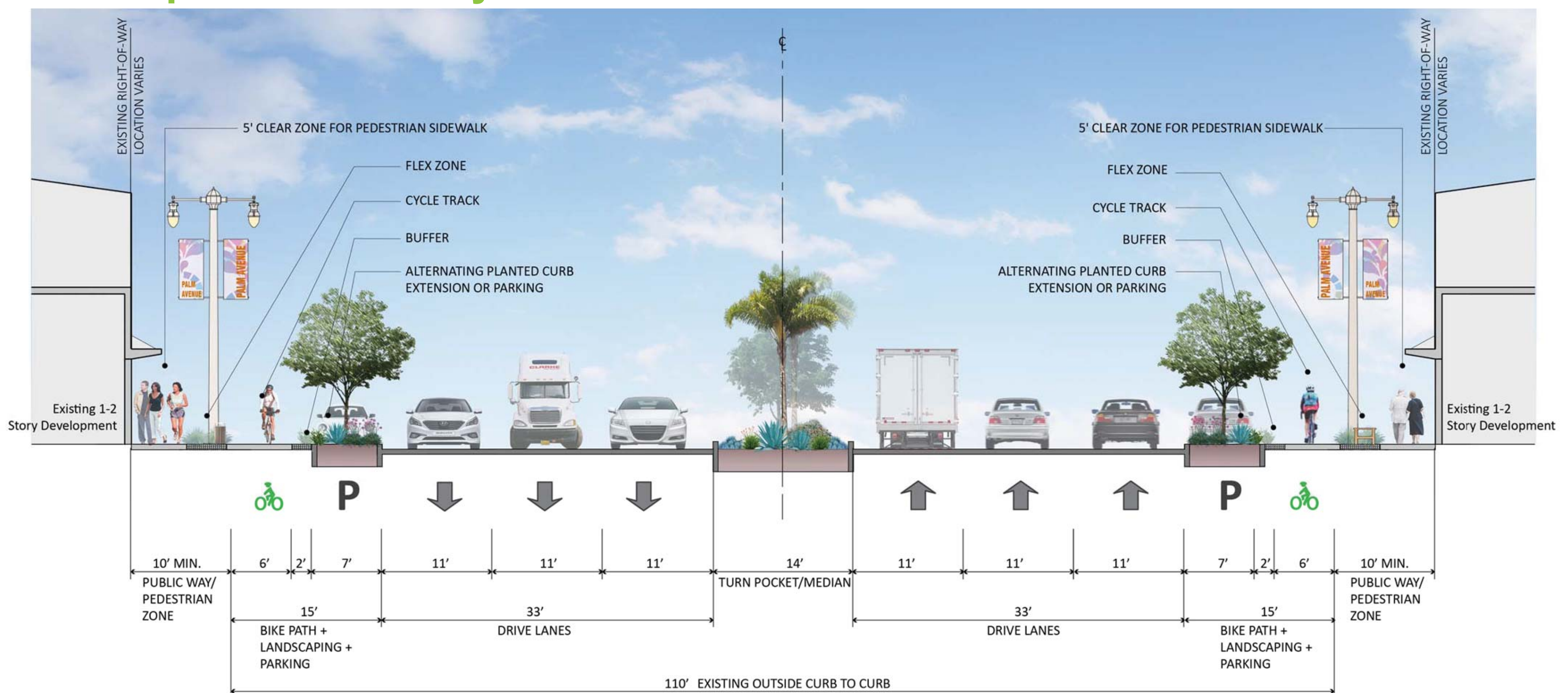
Concept A - Frontage Road



Concept B - Lane Re-purpose



Concept C - Raised Cycle Track



Key Components of Concept C - Raised Cycle Track:

- Maintains existing number of travel lanes
- Provides on-street parking that does not conflict with cyclists
- Raised cycle track provides for a more comfortable environment
- Expanded pedestrian-realm separates pedestrians from vehicles
- Provides more area for landscaping and pedestrian amenities
- Reduces the crossing distance for pedestrians



URBAN DESIGN FRAMEWORK & OPERATIONAL IMPROVEMENTS

Urban Design Framework Purpose:

The Urban Design Framework Plan is intended to provide a long-term vision for the evolution of Palm Avenue into a walkable, pedestrian-friendly, mixed-use corridor, and a complete street.



Near-Term Operational Improvements:

- Install high visibility crosswalks and ADA curb ramps at all crossings
- Consider widened crosswalks at Saturn Boulevard
- Create a continuous / level sidewalk by reconstructing driveways concurrent with other improvements
- Reconfigure southbound I-5 ramps and westbound Palm Avenue intersection
- Signal synchronization and optimization to improve traffic flow

CATALYST PROJECTS

The following Catalyst Projects demonstrate how small actions by individual property owners, with support from programs such as the City of San Diego Storefront Improvement Program, can transform the character and promote reinvestment along the corridor.

Catalyst Project #1 - SDG&E Site Wall:

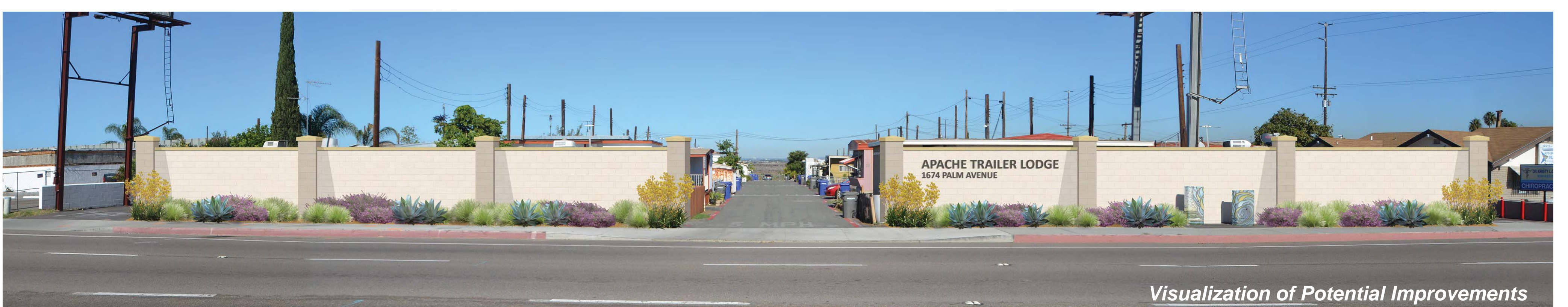
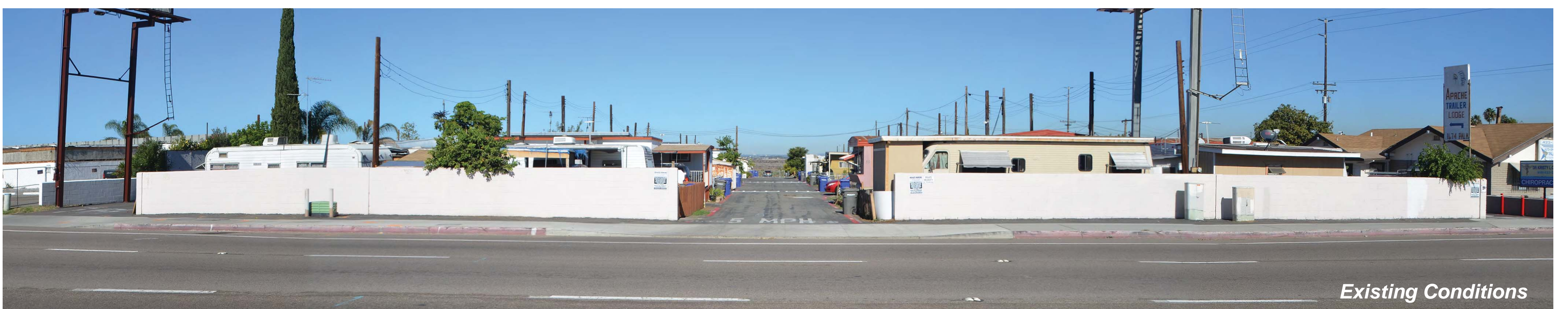
The City should work with SDG&E to support implementation of the following improvements by SDG&E:

- Construction of an 8 foot masonry wall around the facility
- Paint the wall and screen with landscaping
- Add sidewalks adjacent to the facility along Thermal Avenue



Catalyst Project #2 - Site Wall Improvements:

Where they exist, site walls should be painted and screened with landscaping to soften their appearance, and add interest to the public realm.



CATALYST PROJECTS

Catalyst Project #3 - Facade Improvements:

New awnings, paint, planters, etc. can dramatically improve the character of the right-of-way. The example is for visualization purposes only, and is not intended to represent a project. Interested property owners, where eligible, should work with the City to apply for funding opportunities, such as with the City of San Diego Storefront Improvement Program.



Existing Conditions



Visualization of Potential Improvements

Catalyst Project #4 - Vacant Sites and Redevelopment:

As sites become available for redevelopment, there is the opportunity to plan for active uses and site designs in support of the vision. The following uses were identified by community members:

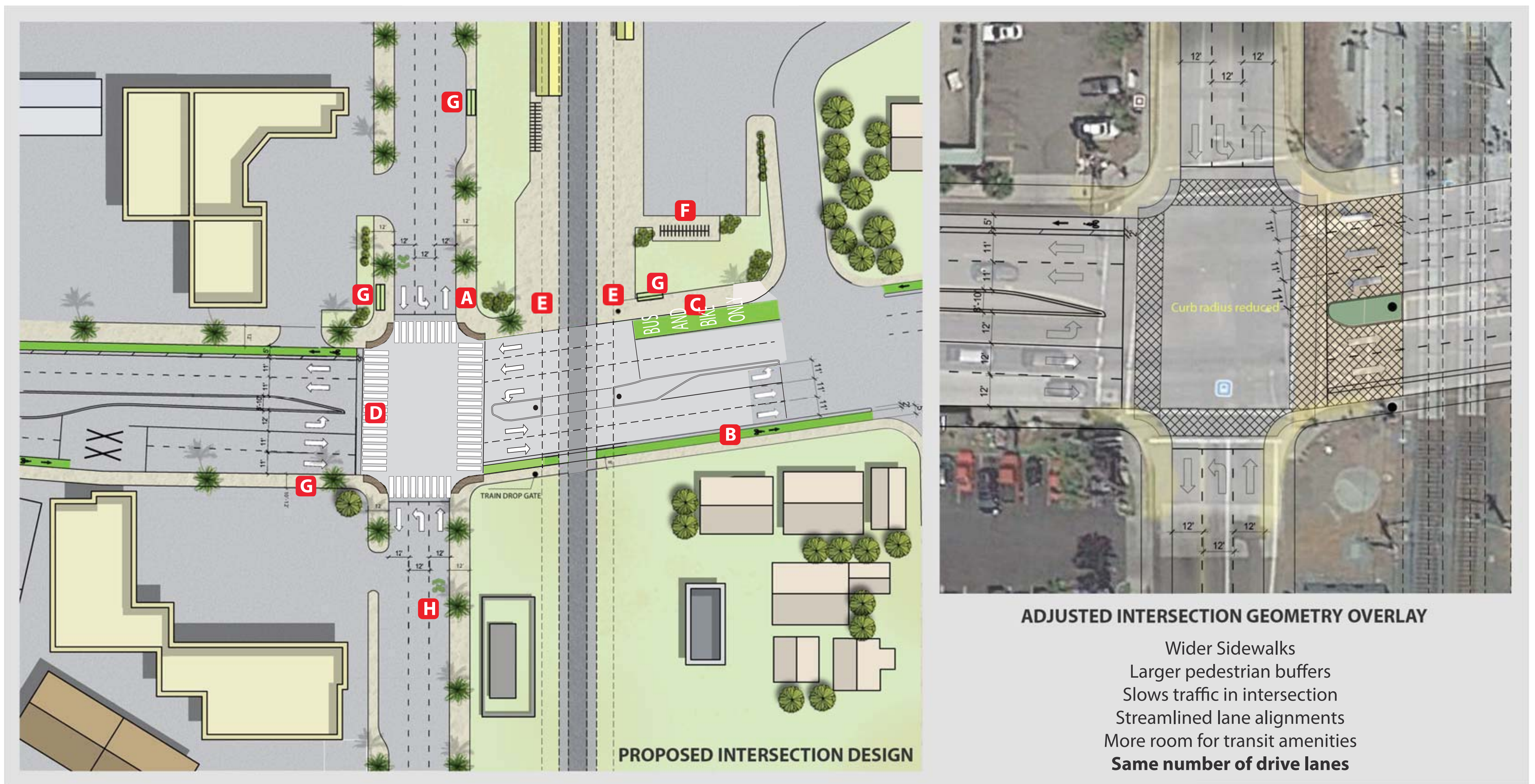
- Cafes and restaurants, including outdoor seating
- Neighborhood mixed-use
- Small-medium grocery store
- Housing or offices in a mixed-use setting



FOCUS AREA PROJECTS

Focus Area Project #1 - Palm Avenue / Hollister Street: Proposed improvements include the following:

- Street trees and landscaping
- Extra-wide, high visibility crosswalks
- Street furniture (benches, bike racks, trash receptacles, etc.)
- Pedestrian lighting
- Public art
- Study feasibility of diagonal on-street parking on Hollister Street
- Consider a shared bus/bike lane to continue westbound bicycle facility



INTERSECTION LOCATION



High visibility crosswalk clearly indicates pedestrian activity



Train crossing is clearly demarcated as a separate area from pedestrian crosswalk

- A** Wider Sidewalks
- B** Buffered Bike Lane
- C** Demarcated Bus Stop
- D** High Visibility Crosswalk
- E** Signage for Ped/RR Interaction
- F** Bike Racks
- G** Improved Bus Stops
- H** Bike Sharrows



FOCUS AREA PROJECTS

Focus Area Project #2 - Palm Avenue / Saturn Blvd: Proposed improvements include the following:

- Gateway sign
- Street trees and landscaping
- Street furniture
- High visibility crosswalks
- Pedestrian lighting
- Public art

