

LAST MINUTE AGENDA INFORMATION 2

02/27/13 Special Meeting

(Agenda Related Writings/Documents provided to a majority of the City Council after distribution of the Agenda Packet for the February 27, 2013 Special meeting.)

ITEM NO. **DESCRIPTION**

6.2	FOLLOW UP REPORT REGARDING SEACOAST DRIVE LIGHTING – SEACOAST DRIVE AESTHETICS STUDY. (0720-60 & 0720-90) a. E-mail message to City Council, dated February 22, 2013
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From: Gary Brown
Sent: Friday, February 22, 2013 8:56 AM
To: Ed Spriggs; Jim Janney; Lorie Bragg (E-mail); Patrick Bilbray; patton4ib@yahoo.com
Cc: Greg Wade; Hank Levien; Jacque Hald; Morton Park; Jennifer Lyon
Subject: Seacoast Drive lighting and
Importance: High

If you haven't recently taken a night walk along Seacoast Drive between IB Blvd and Palm please take a leisurely nighttime stroll before Wednesday's, 2/27, meeting. It will help you prepare for the discussion as you keep in mind the Consultant's three ideas of:

1. Create a hierarchy of lighting
2. Improve places for people to walk and gather
3. Create a brand or visual identity

A copy of the consultant's PowerPoint is attached.

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SEACOAST.PPSX

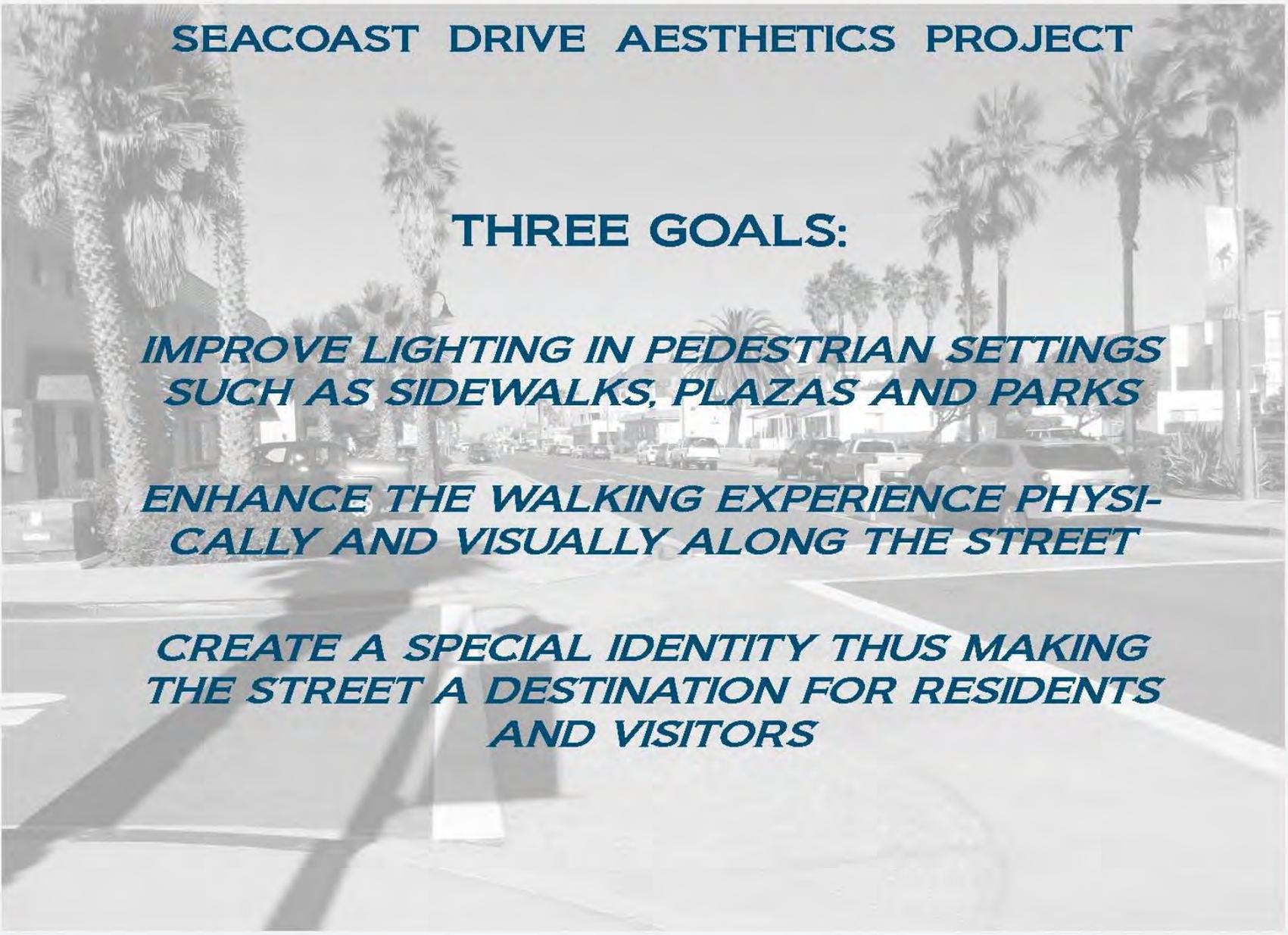
2013 FEB 27 AM 10: 21
CITY MANAGER &
CITY CLERK OFFICES

Date: 2/27/13 Item No. 6.2
Last Minute Agenda Information



SEACOAST DRIVE AESTHETICS PROJECT

CITY OF IMPERIAL BEACH, CALIFORNIA
NASLAND ENGINEERING PARTERRE, LANDSCAPE ARCHITECTS



SEACOAST DRIVE AESTHETICS PROJECT

THREE GOALS:

***IMPROVE LIGHTING IN PEDESTRIAN SETTINGS
SUCH AS SIDEWALKS, PLAZAS AND PARKS***

***ENHANCE THE WALKING EXPERIENCE PHYSI-
CALLY AND VISUALLY ALONG THE STREET***

***CREATE A SPECIAL IDENTITY THUS MAKING
THE STREET A DESTINATION FOR RESIDENTS
AND VISITORS***

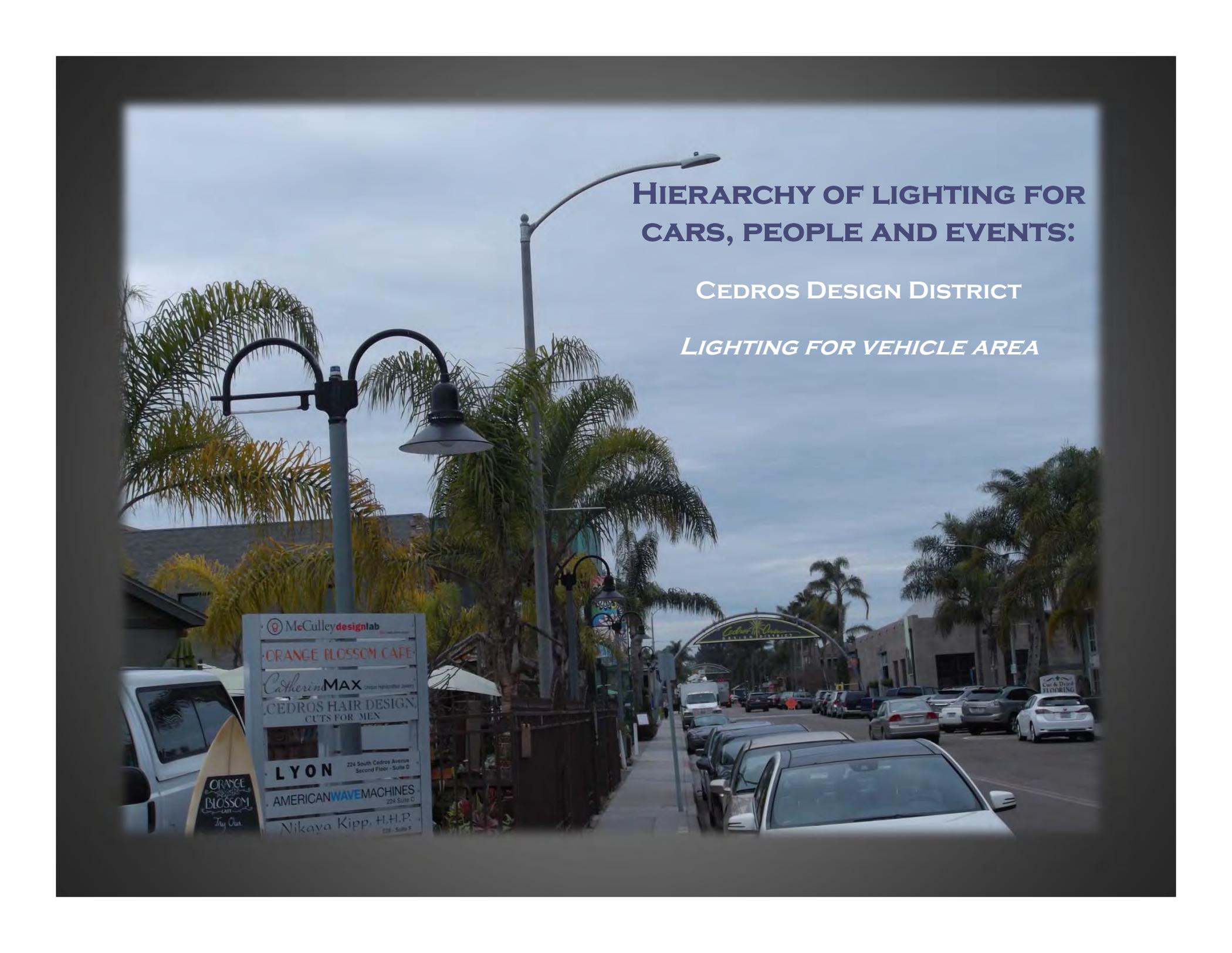


SEACOAST DRIVE AESTHETICS PROJECT

CASE STUDY DISTRICTS

CEDROS DESIGN DISTRICT

LITTLE ITALY



**HIERARCHY OF LIGHTING FOR
CARS, PEOPLE AND EVENTS:**

CEDROS DESIGN DISTRICT

LIGHTING FOR VEHICLE AREA



**HIERARCHY OF LIGHTING FOR
CARS, PEOPLE AND EVENTS:**

CEDROS DESIGN DISTRICT

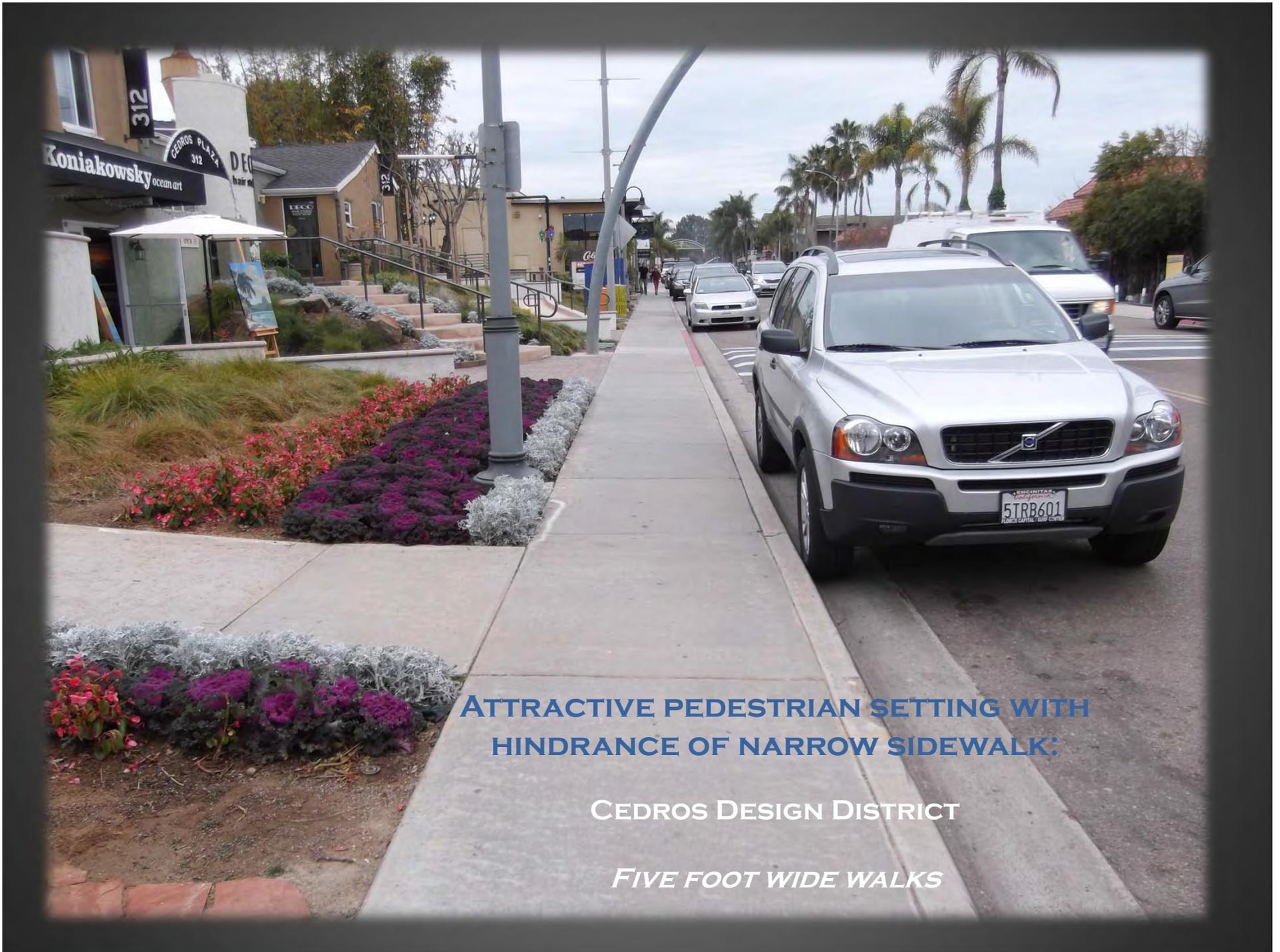
LIGHTING FOR PEDESTRIAN AREAS

**HIERARCHY OF LIGHTING FOR
CARS, PEOPLE AND EVENTS:**

CEDROS DESIGN DISTRICT

LIGHTING FOR SPECIAL EFFECT





**ATTRACTIVE PEDESTRIAN SETTING WITH
HINDRANCE OF NARROW SIDEWALK:**

CEDROS DESIGN DISTRICT

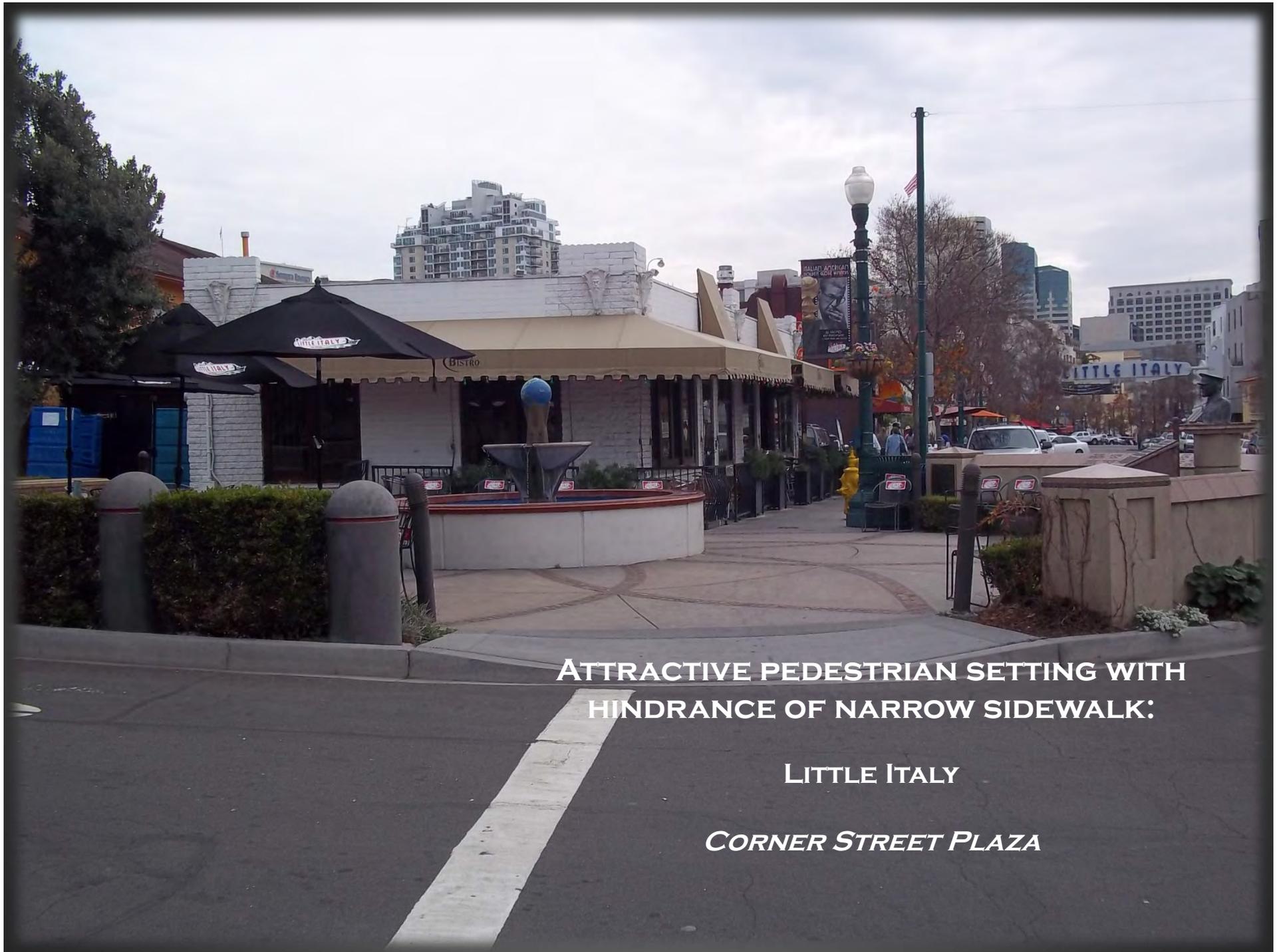
FIVE FOOT WIDE WALKS

**ATTRACTIVE PEDESTRIAN SETTING WITH
HINDRANCE OF NARROW SIDEWALK:**

CEDROS DESIGN DISTRICT

SMALL, INFORMAL SEATING AREAS





**ATTRACTIVE PEDESTRIAN SETTING WITH
HINDRANCE OF NARROW SIDEWALK:**

LITTLE ITALY

CORNER STREET PLAZA

**ESTABLISHED IMAGE VIA GRAPHICS, ART,
SIGNAGE AND DEFINED BOUNDARIES:**

CEDROS DESIGN DISTRICT

*GATEWAY SIGNS AT TWO
ENTRIES TO THE
DISTRICT*





ESTABLISHED IMAGE VIA GRAPHICS,
ART, SIGNAGE AND DEFINED
BOUNDARIES:

LITTLE ITALY

GATEWAY SIGN – NIGHT AND DAY





**ESTABLISHED IMAGE VIA GRAPHICS, ART,
SIGNAGE AND DEFINED BOUNDARIES:**

**CEDROS DESIGN DISTRICT
LITTLE ITALY**

*ART/GRAPHIC DESIGN
AT GATHERING PLACES*





SEACOAST DRIVE AESTHETICS PROJECT

**METHODS TO IMPROVE
SEACOAST DRIVE AESTHETICS**

***MAKE THE STREET APPEAR
“BRIGHTER”***

CREATE A HIERARCHY OF LIGHTING

SEACOAST DRIVE

EXISTING LIGHT POLES



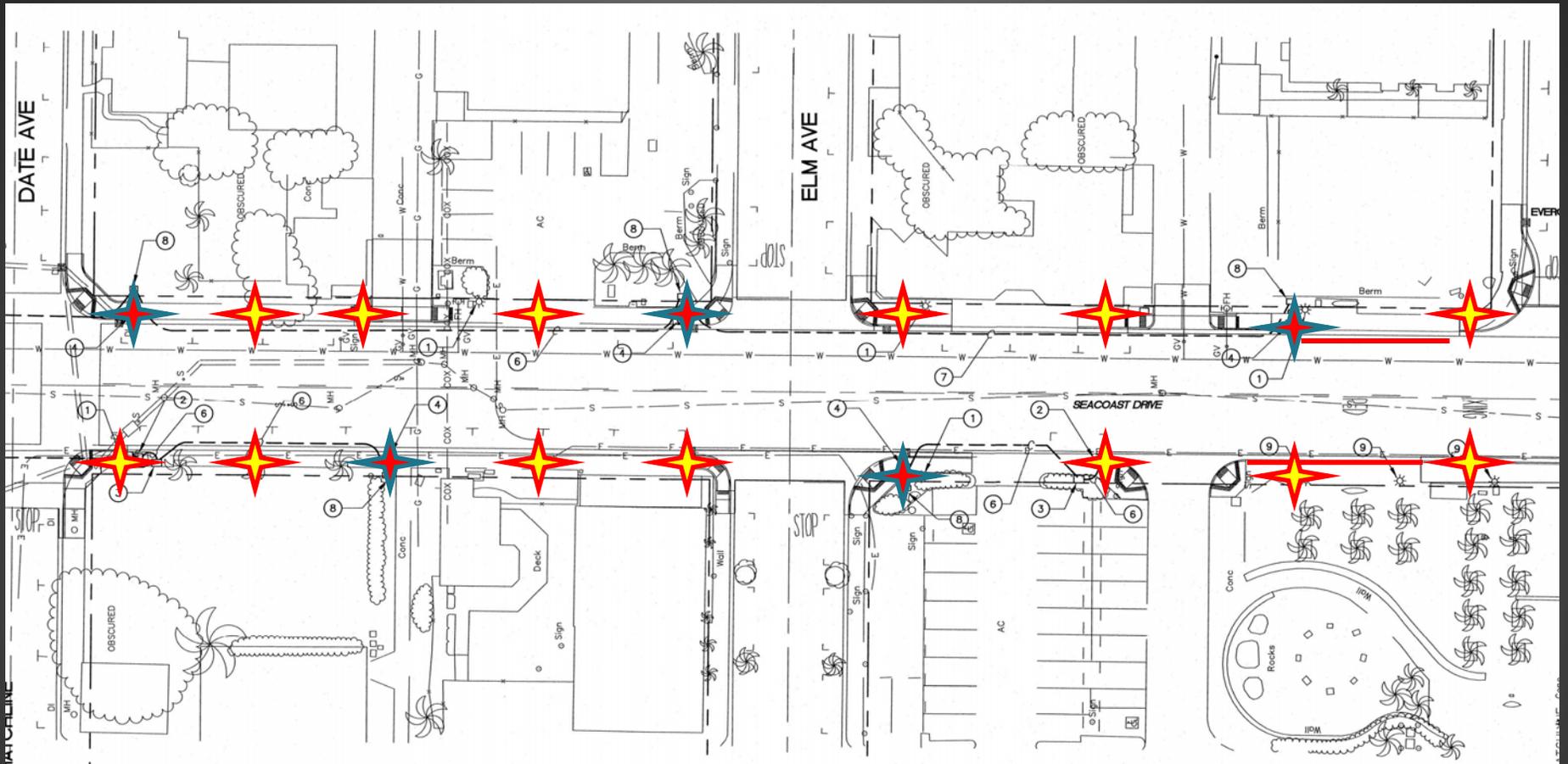


**MAKE THE STREET APPEAR
“BRIGHTER” – CREATE A
HIERARCHY OF LIGHTING**

“POINTS OF LIGHT CONCEPT”



**EXAMPLE
PEDESTRIAN
SCALE
LIGHT FIXTURES**



SHEPPARD'S HOOK LIGHTS



BUS STOPS



PEDESTRIAN LIGHT



**MAKE THE STREET APPEAR
“BRIGHTER” — CREATE A
HIERARCHY OF LIGHTING**

*THIRD TIER LIGHTING SUCH AS
PERIODIC PALM UPLIGHTS ALONG
THE STREET.*



SEACOAST DRIVE AESTHETICS PROJECT

**METHODS TO IMPROVE
SEACOAST DRIVE AESTHETICS**

MAKE THE STREET "BRIGHTER"
CREATE A HIERARCHY OF LIGHTING

***IMPROVE PLACES FOR PEOPLE TO
WALK AND GATHER***



**IMPROVE PLACES FOR PEOPLE
TO WALK AND GATHER**

*REMOVE
“CHOKE POINTS”*





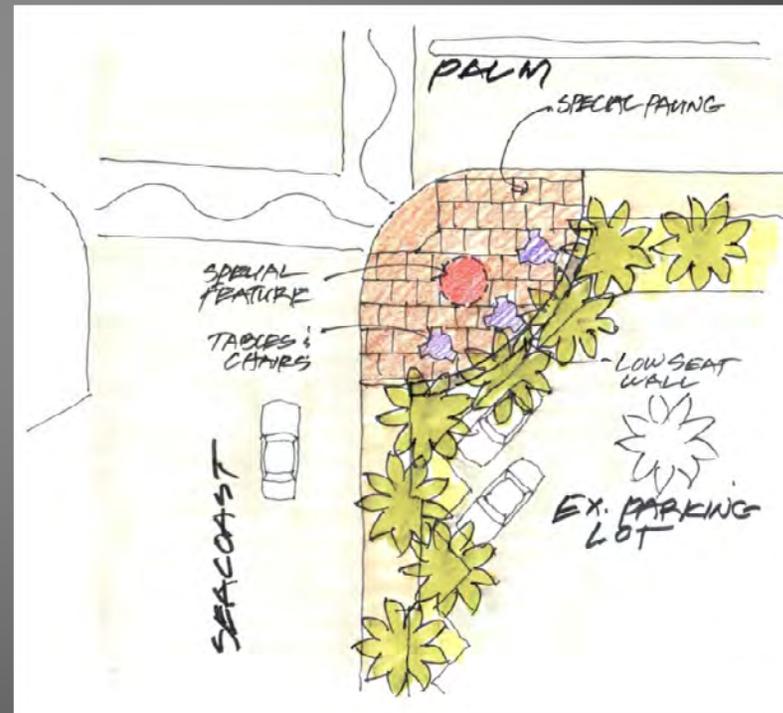
AT PALM AND SEACOAST

IMPROVE PLACES FOR PEOPLE TO WALK AND GATHER

CREATE SMALL PEDESTRIAN GATHERING SPACES WITH UNIQUE/SPECIAL IDENTITY.



SMALL CORNER SEATING SPACE





AT ELKWOOD AND SEACOAST

**IMPROVE PLACES FOR PEOPLE TO
WALK AND GATHER**

*CREATE SMALL PEDESTRIAN
GATHERING SPACES WITH
UNIQUE/SPECIAL IDENTITY.*



UPLIGHT PALMS





SEACOAST DRIVE AESTHETICS PROJECT

**METHODS TO IMPROVE
SEACOAST DRIVE AESTHETICS**

MAKE THE STREET "BRIGHTER"
CREATE A HIERARCHY OF LIGHTING

***IMPROVE PLACES FOR PEOPLE TO
WALK AND GATHER***

***CREATE A STREET "BRAND" OR VISUAL
IDENTITY***



CREATE A STREET "BRAND"
OR VISUAL IDENTITY

*CREATE A BRAND OR LOGO
FOR "SEACOAST ESPLANADE"
THAT IS UNIQUE TO THE
DISTRICT.*



CREATE A STREET “BRAND” OR VISUAL IDENTITY

*DEFINE THE BOUNDRIES OF
“SEACOAST ESPLANADE”
AND MARK THE PERCEIVED
LIMITS WITH GATEWAY SIGNAGE.*





SEACOAST DRIVE AESTHETICS PROJECT

CITY OF IMPERIAL BEACH, CALIFORNIA
NASLAND ENGINEERING PARTERRE, LANDSCAPE ARCHITECTS