

chapter 3

palm avenue

PLANNING FRAMEWORK

Cities are fantastically dynamic places, and this is strikingly true of their successful parts, which offer a fertile ground of the plans of thousands of people.

Jane Jacobs,
The Death and Life of Great American Cities, (The Modern Library), 20



CHAPTER THREE

planning framework

in this chapter
PLANNING STRATEGIES

A FRAMEWORK OF PLANNING STRATEGIES IS ESSENTIAL in guiding urban design and its effects on the revitalization of the corridor. Five specific corridor planning strategies have been identified that are distinct to Palm Avenue. The strategies include:

- A. Design the corridor as a city destination with distinctive sub-areas
- B. Balance circulation and connectivity for all users
- C. Develop the context for increased desirable uses
- D. Encourage ecologically-conscious design solutions
- E. Create an implementable plan

The five planning strategies provide a structure for the rest of the Streetscape Master Plan, and guide the Urban Design Concept and Design Guidelines.



A lively small town “Main Street”

PLANNING STRATEGIES

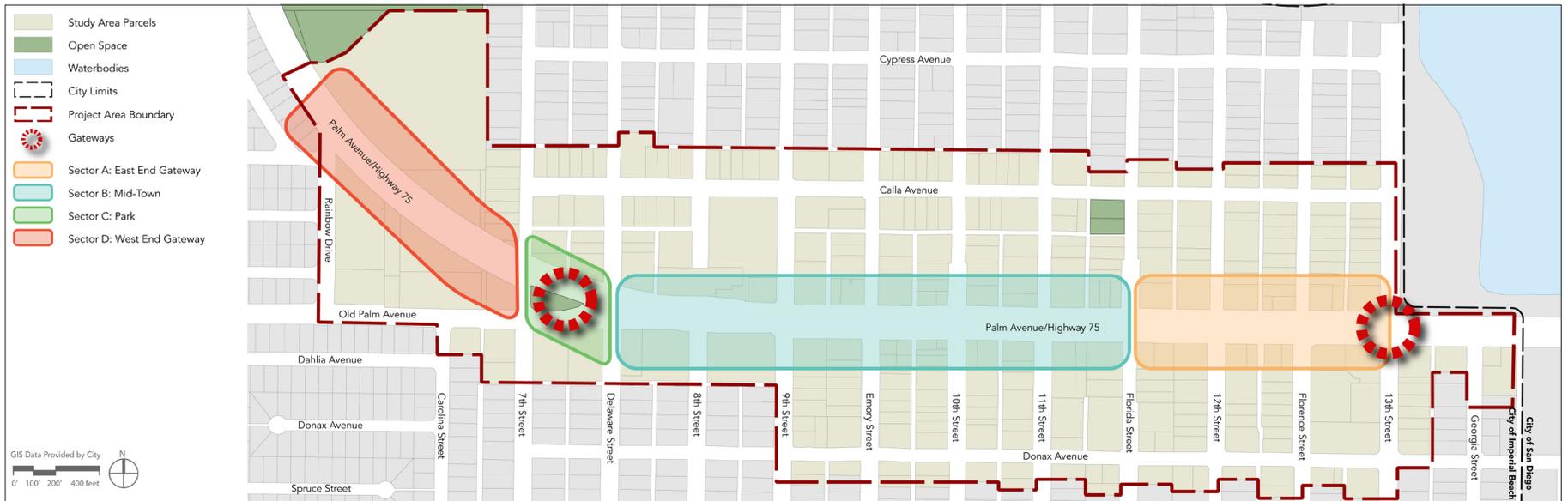
STRATEGY A - DESIGN THE CORRIDOR AS A CITY DESTINATION WITH DISTINCTIVE SUB-AREAS

The study area for Palm Avenue is approximately one mile long, with disparate uses stretching along its length. It lacks the incentive for residents and visitors to actively use the corridor or spend leisurely time taking pleasure in their surroundings.

- Design the corridor to become the City’s ‘Main Street’ and “Downtown” destination, thereby attracting local serving and family-friendly businesses that contribute to the positive image of the corridor.

- Create legible and distinct sectors to make the entire corridor more human-scaled, understandable and memorable for the pedestrian. These sub-areas are based on their location, existing uses and opportunities for new development. They reflect the ability to reconfigure and reclaim the Right-Of-Way based on their current and future traffic capacity needs. Integrate gateways to mark the entry into the City from San Diego and highlight the connection to the Old Palm Avenue and Sea Coast Drive commercial areas.
- Articulate a common identity that unifies the entire corridor with elements such as landscaping and signage.

FIGURE 3.1 - DISTINCTIVE SECTORS



STRATEGY B - BALANCE CIRCULATION AND CONNECTIVITY FOR ALL USERS

A cohesive, multi-modal context is desired for the corridor and currently, conditions are not conducive to creating an environment that can accomplish these goals.

- Improve overall traffic flow and connectivity for all users including automobiles, pedestrians and bicyclists.
- Respect and improve the needs of pedestrians and bicyclists. Provide safety for pedestrians and bicyclists with landscaped sidewalks, an increased

number and well-marked crosswalks, and continuous paths for bicycle travel, including bike lanes and shared bicycle roadways.

- Improve and enhance access to public transit.
- Enhance connections to adjacent neighborhoods, and local and regional destinations.
- Provide wayfinding and signage.



Shared bicycle roadways

FIGURE 3.2 - BICYCLE AND PEDESTRIAN NETWORK

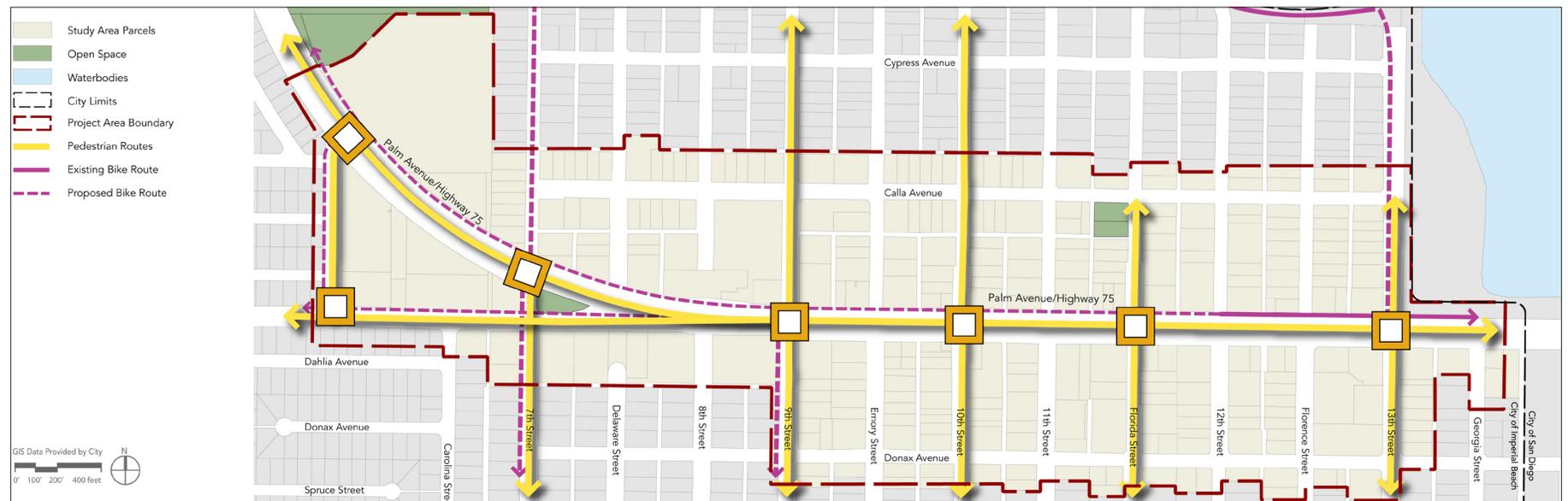
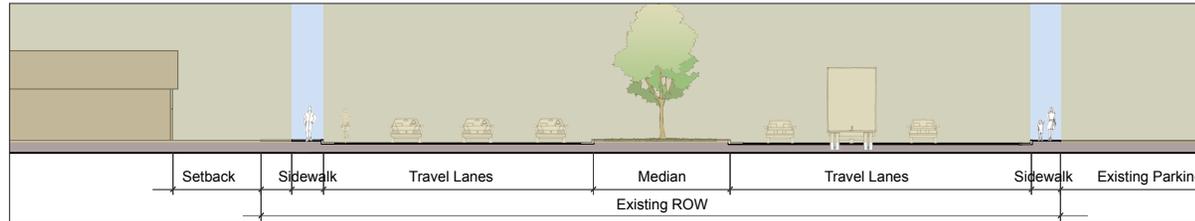
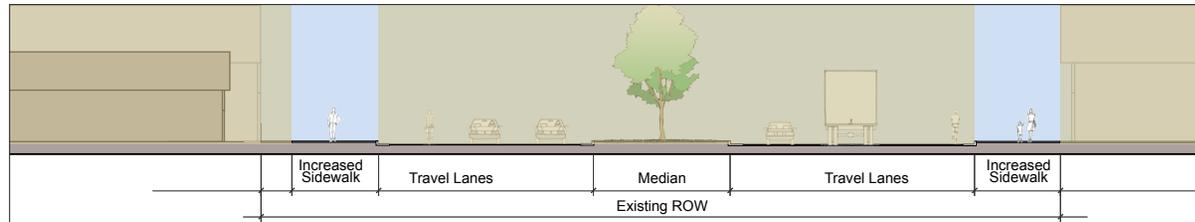


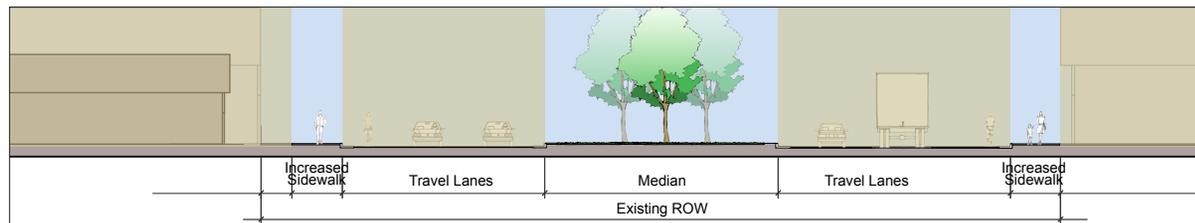
FIGURE 3.3 - RECLAIMING PUBLIC REALM OPTIONS



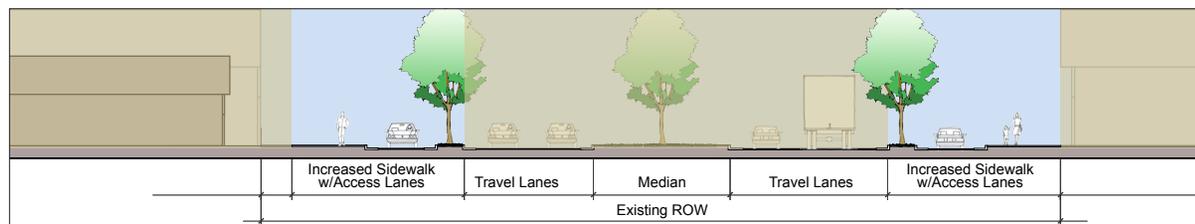
Existing Public Realm along Palm Avenue



Enhanced Public Realm with Widened Sidewalks



Enhanced Public Realm with Iconic Central Green Open Space



Enhanced Public Realm with Multi-Way Boulevard

STRATEGY C - DEVELOP CONTEXT FOR INCREASED DESIRABLE USES

Currently, the environment along Palm Avenue is dominated by auto and truck traffic. This pedestrian and bicycle-unfriendly environment detracts existing and new mixed use developments from actively engaging with the adjoining street life. A strong shift is needed to minimize the negative automobile and truck traffic impacts and improve and create a desirable context for pedestrian-friendly uses on private parcels.

- Reconfigure the existing Right-Of-Way to reclaim the roadway for landscaped pedestrian sidewalks, landscaped medians, pocket parks and other desirable open spaces that encourage private development to locate active building facades along the public Right-Of-Way and proactively use sidewalks for complimentary sidewalk activities like outdoor cafes, etc.
- Provide comfort for pedestrians with shade providing trees, pedestrian-scale streets lights, and traffic-calming measures to allow sidewalk users to leisurely enjoy the private uses fronting the street.

STRATEGY D - ENCOURAGE ECOLOGICALLY CONSCIOUS DESIGN SOLUTIONS

Development along Palm Avenue does not take advantage of ecological design techniques. The exposed sidewalks and roadways and high percentage of paved areas increase temperature and volume of contaminated runoff to the ocean.

- Plant trees along streets and in medians to provide shade and cooler temperatures. Trees also serve to absorb pollution and carbon dioxide.
- Explore ecologically-sensitive design solutions by maximizing non-paved areas and integrated storm-water drainage planter strips, etc. Integrate materials like permeable paving that reduce surface run-off.



Integrated storm-water drainage planter strips provide an aesthetically pleasing surface parking lot buffer



Work with existing businesses and stakeholders to ensure an implementable plan

STRATEGY E - CREATE AN IMPLEMENTABLE PLAN

A strategic and community-friendly approach is necessary for achieving the goals set forth by this Streetscape Master Plan.

- Provide a cost-effective phased approach to streetscape improvements.
- Work with existing business and stakeholders that meet their needs and address their concerns during planning and planned construction of streetscape improvements.
- Develop a feasible implementation and funding program.