

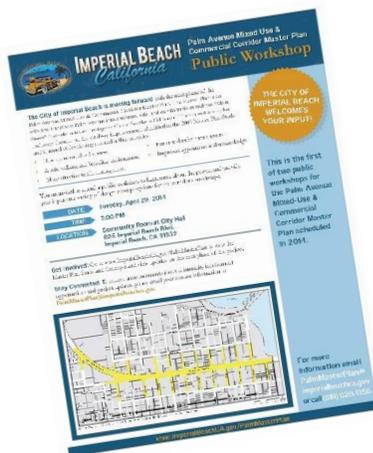
City of Imperial Beach Palm Avenue Streetscape Design and Improvements Community Workshop #1

SUMMARY

May 13, 2014

On April 29, 2014 at 7 p.m., the City of Imperial Beach conducted the first community workshop to advance the implementation of the streetscape design and proposed improvements identified in the Palm Avenue Mixed Use and Commercial Corridor Master Plan. The workshop took place at the City Hall Community Room located at 825 Imperial Beach Blvd. The objective of the workshop was to update the community about the project, explain the work plan for the current phase and its relationship to the established vision, and solicit community feedback on a variety of streetscape/landscape design concepts proposed for the Palm Avenue corridor.

Workshop attendees were encouraged but not required to sign in. A total of 32 community members signed in at the workshop. A public information sheet was distributed at the sign-in table.



Notifications: Stakeholders and community members were notified of the date, time, and location of the public workshop through a variety of different avenues. The information was provided via the project [web page](#), City social media outlets, “The FYI” internal newsletter, by public announcements at the Chamber of Commerce and BID meetings in March, via the City branded community newsletter, a media advisory to local media outlets, eBlasts distributed to the project contact list, posts on local online community calendars (i.e. Patch, UT, eCoronado, KPBS), and fliers posted in the corridor area and distributed to businesses located within the corridor.

Format: The format of the first workshop was aimed at reintroducing the community to the project and providing Workshop attendees with sufficient project information while allowing ample time for attendees to provide their input.

Presentation: Project team members gave a short Power Point presentation to reintroduce community members to the project, including project history and timeline, role of public involvement, and how the project relates to the prior corridor master plan process. The presentation also included an overview of the major engineering elements, initial traffic study results and objectives, and landscape design elements currently under consideration.

Poster Stations: After the presentation, Workshop attendees were given the opportunity to review, ask questions, and submit written comments on a variety of streetscape/landscape design concepts proposed for the Palm Avenue corridor. A full set of large-scale plans spanning the length of the corridor was available for review. These plans illustrated where proposed bike lanes, vehicle lanes, sidewalks, medians, etc. will be located and included an overlay of the landscape concepts. Additionally, four stations – one for each segment of the corridor – were set up to allow attendees to review the segments in detail and submit feedback on specific locations. Each station was equipped with a display board with an aerial of the specific segment, an 11x17 copy of the segment aerial map, a flip chart, and a note taker from the project team. A fifth display board illustrating the proposed sidestreet diagonal parking concept at 10th Avenue was also available for review.



Workshop attendees were encouraged to write down their comments and draw on the 11x17 maps or share their comments with a station note taker who wrote them down on the flip chart. General comment cards were also available at the sign-in table and at each station.

Conclusion: As the workshop concluded, Workshop attendees were provided an opportunity to share public comment and ask questions of the project team. Attendees were also reminded that comment cards could be submitted at City Hall through May 5, 2014.

Feedback: The following is a summary of the comments, requests, and questions provided at the stations, on comment cards, and during the workshop's comment period. Overall, Workshop attendees expressed an excitement for improvements to aesthetics and traffic flow in the corridor. Many recommendations were received regarding tree varieties for consideration in the corridor's landscaping and whether or not to construct a large monument sign. The majority of questions and concerns expressed related to construction and maintenance funding, circulation at the 10th Street intersection, and a need for clarification on how the reduction of lanes/incorporation of local access lanes alleviate traffic.



The following table presents all feedback received at the workshop in seven (7) main theme categories and one (1) general category. Comments and questions expressed by multiple

Workshop attendees are identified with a number in parenthesis (**#**). The number indicates the number of times the question or comment was shared with the project team.

Main Category	Theme	Comments and Questions
General		<p><u>Comments/Requests</u></p> <ul style="list-style-type: none"> • Can't imagine it being improved any better than what the map shows – looks great • Great ideas, I look forward to skating around town • Great meeting, great job, good plans • Great presentation • Love the ideas and look forward to seeing the finished product • Map is wrong, the street marked as Calla is 5th • Please help us expedite contributing to our beautiful city • Request for all project materials to be posted in the local newspaper for review • Would love to see a kid-friendly main street <p><u>Questions</u></p> <ul style="list-style-type: none"> • Has the Navy been contacted? • Which stores are planned for 9th Street and Palm Avenue?
Bicycle & Pedestrian		<p><u>Comments/Requests</u></p> <ul style="list-style-type: none"> • Add bike racks on every block • Concerned about people just running across medians like 3rd Ave. in Chula Vista • Make sure bulb outs do not impede bicyclists (i.e. 12th) • So many kids cross Palm Avenue <p><u>Questions</u></p> <ul style="list-style-type: none"> • Can you look into the feasibility of a pedestrian overpass, maybe on 10th Street? (2) • How do bicycles move from bikeway to come into the beach area of IB? • How will you integrate bicycle traffic from the Bayshore Bikeway to southbound Rainbow Drive? How will you be able to cross 75?
Design Theme		<p><u>Comments/Requests</u></p> <ul style="list-style-type: none"> • Keep car, which is the logo – keep the woodie (3) • Incorporate/continue surf theme
Funding		<p><u>Comments/Requests</u></p> <ul style="list-style-type: none"> • Concern regarding an unfair increased assessed value of properties along Palm Avenue (2) • Concern regarding cost of construction and ongoing maintenance (2) <p><u>Questions</u></p> <ul style="list-style-type: none"> • How will the construction and maintenance of the improvements be funded? (2) • If Palm Avenue lanes are reduced from 6 to 4 lanes with 2 satellite parallel streets, will Caltrans continue to pay for maintenance of all 6 lanes?
Landscaping		<p><u>Comments/Requests</u></p> <ul style="list-style-type: none"> • Use palm trees/queen palms and washingtonia (2)

Main Category	Theme	Comments and Questions
		<ul style="list-style-type: none"> • Consider evergreens like at Coronado right on Orange – shapely, low maintenance and water tolerant • Consider super drought-tolerant plants – succulents, palo verdes trees • Consider torrey pine, elderberry, tecate cypress and sycamore (maybe at east end) • Consider trees and allergies • Love the landscaping ideas • Palm trees are expensive, please evaluate all drought tolerant trees • Talk to Debbie Good at Tijuana River National Estuarine Research Reserve (TRNERR) Visitor Center on 3rd and Caspian • Use palm trees selectively due to cost and maintenance • Use pond water to water the plants
Monument Sign		<p><u>Comments/Requests</u></p> <ul style="list-style-type: none"> • Do not destroy the character of IB with a large sign (2) • Keep existing monument sign (3) • Consider a large monument roundabout to assist in continuing the flow of traffic – maybe in Park corridor • Incorporate a monument sign at 13th Street • Incorporate a monument/gateway sign at 7th Street • Make the gateway signs subtle
Parking		<p><u>Comments/Requests</u></p> <ul style="list-style-type: none"> • Add more diagonal parking on Florence • Don't put meters in on side street
Traffic		<p><u>Comments/Requests</u></p> <ul style="list-style-type: none"> • Agree with incorporating a light at 10th Street (2) • Concerned regarding exit traffic from Breakwater development to Hwy 75 (2) • Consider the importance of a tsunami evacuation route (2) • 13th Street bus stop created a traffic hazard - it is too close to intersection • Congestion for vehicles is not that bad • Coronado City and Rainbow Drive turns are visually challenging • Disagree with incorporating a light at 10th Street • Dislike bulb outs • Ensure local access lanes are well maintained (unlike Otay) • Extend local access • Extend local lanes to Saturn Boulevard • Local access lanes – concerned about existing and needing to go in the opposite direction (i.e. at North Island Credit Union) – recommend break outs at every block to allow easy entrance and exit • Need median at Rainbow Drive to slow down traffic • Reconsider roundabout at 9th Street and Delaware <p><u>Questions</u></p> <ul style="list-style-type: none"> • Have we considered the impact of the new SEAL/South Silver Strand Training Project (Navy) entrance? (2)

Main Category	Theme	Comments and Questions
		<ul style="list-style-type: none"> • How does reducing traffic lanes alleviate traffic congestion? (2) • Has there been a survey to assess a 2 lane option? • How do you access the lanes on the edges? • Is the City working with the City of San Diego on traffic light cycles, especially at Saturn? • Will there be a median on Rainbow Drive at Hwy 75 to slow southbound traffic?