



CITY OF
IMPERIAL BEACH

palm avenue commercial
corridor master plan

Community Meeting #2

PLANNING PROCESS

Previous Planning Efforts

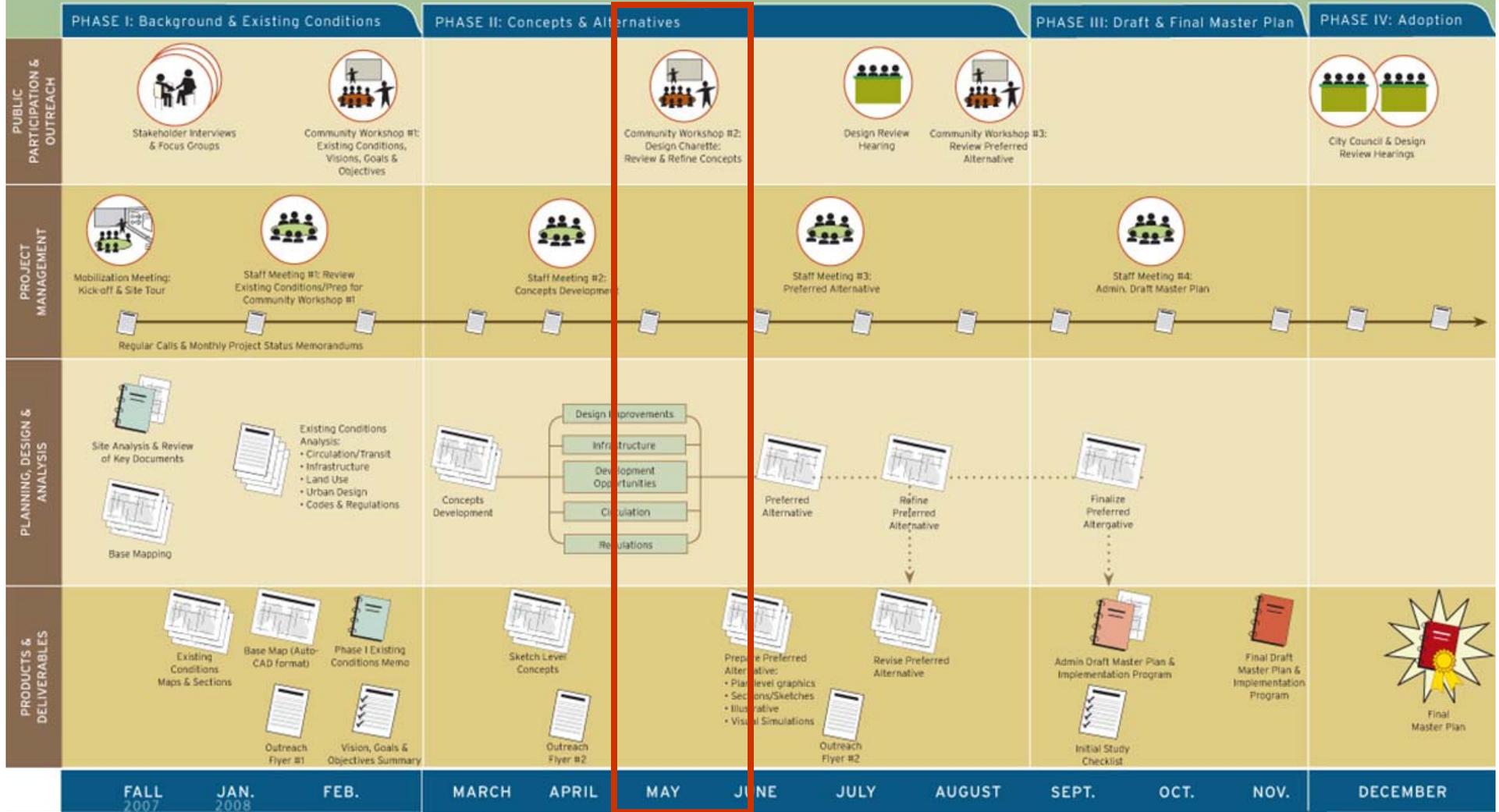
- Imperial Beach: The Big Picture, October 2000
- Economic Development Plan, September 2004
- Palm Ave/Commercial Redevelopment Project Five Year Implementation Plan, March 2005
- Urban Waterfront & Ecotourism Study Strategy & Implementation Program, April 2005
- Bicycle Transportation Plan, 2007

Current Planning Efforts

- Commercial Zoning Review

Current Planning Process

PALM AVENUE COMMERCIAL CORRIDOR MASTER PLAN



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Current Planning Process



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OVERVIEW OF VISIONING WORKSHOP: Assets, Issues & Overall Vision

Assets

- Multi-Modal Access
- Diverse Mix of Uses
- Destinations
- Diverse Mix of People
- Small Beach Town Character
- Strong Political & Community Involvement



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Issues & Challenges

- Image & Identity
- Development Potential & Planned Projects
- Underutilized Land
- Public Realm Environments
- Pedestrian Unfriendly Edge
- Connectivity
- Pedestrian, Bicycle & Transit Access
- Wide ROW
- **Signage & Wayfinding**

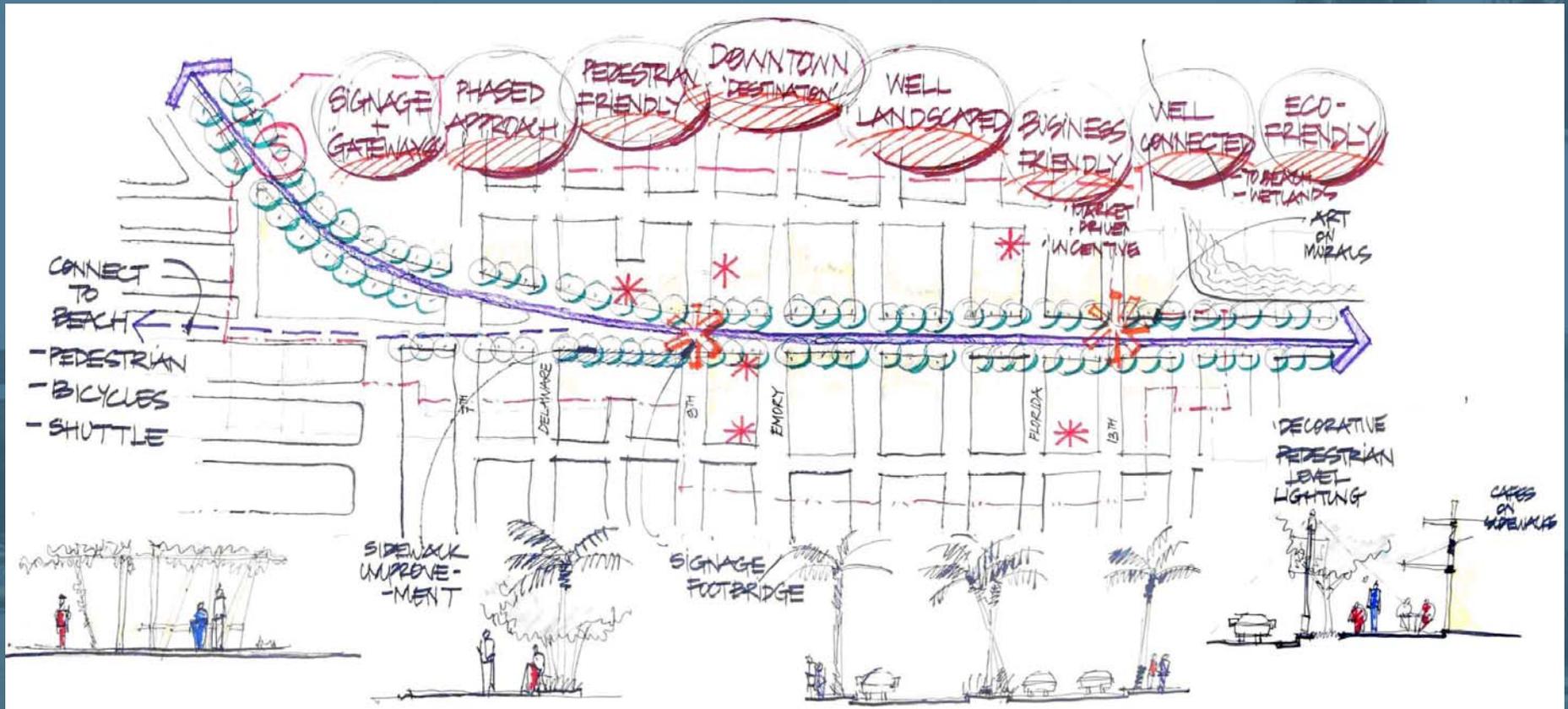


Overall Vision

“Palm Avenue is a neighborhood-friendly, active, pedestrian-friendly, beautifully landscaped, well-designed, and vibrant commercial corridor. The mix of services supports community residents and visitors alike while generating necessary property tax, sales tax and Business Improvement District revenues to support future City improvements.”

Imperial Beach: The Big Picture, October 2000

Overall Vision Elements



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OVERALL FRAMEWORK: Planning Strategies

Overall Framework Planning Strategies

A. DESIGN CORRIDOR AS A DISTINCTIVE CITY DESTINATION

- Explore corridor as the City's "Downtown" destination
- Provide locally serving and family friendly businesses
- Provide incentives to attract businesses complimentary to local destinations and attractions
- Articulate a distinctive corridor identity with landscaping, gateways, etc



Overall Framework Planning Strategies

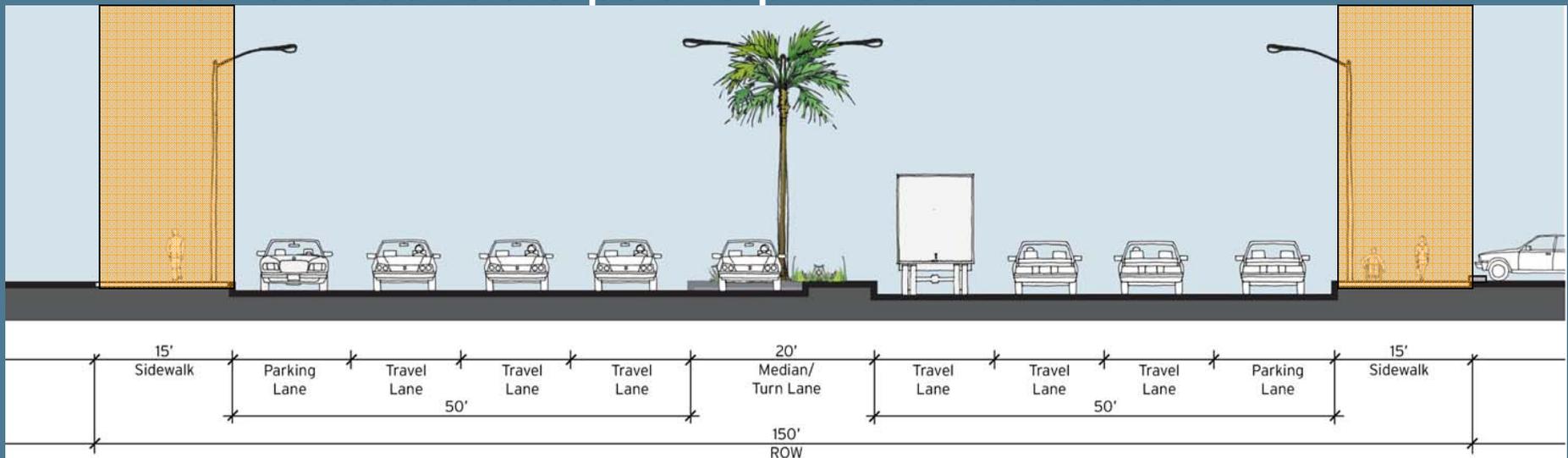
B. BALANCE CIRCULATION & CONNECTIVITY FOR ALL USERS

- Improve overall traffic flow and connectivity for pedestrians and bicyclists
- Respect and balance the needs of different users of the corridor
- Improve & enhance access to public transit
- Enhance connections to adjacent neighborhoods, local and regional destinations
- Provide wayfinding and signage

Overall Framework Planning Strategies

C. DEVELOP CONTEXT FOR INCREASED DESIRABLE USES

- Reclaim the public realm for pedestrian friendly uses
- Provide desirable public private interface



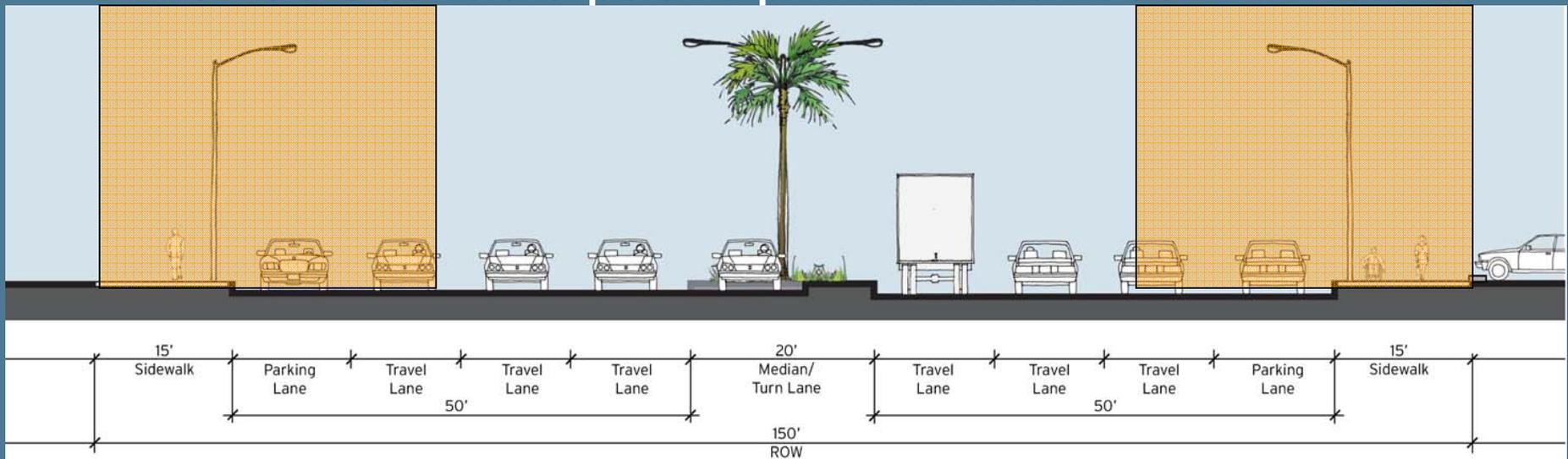
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Overall Framework Planning Strategies

C. DEVELOP CONTEXT FOR INCREASED DESIRABLE USES

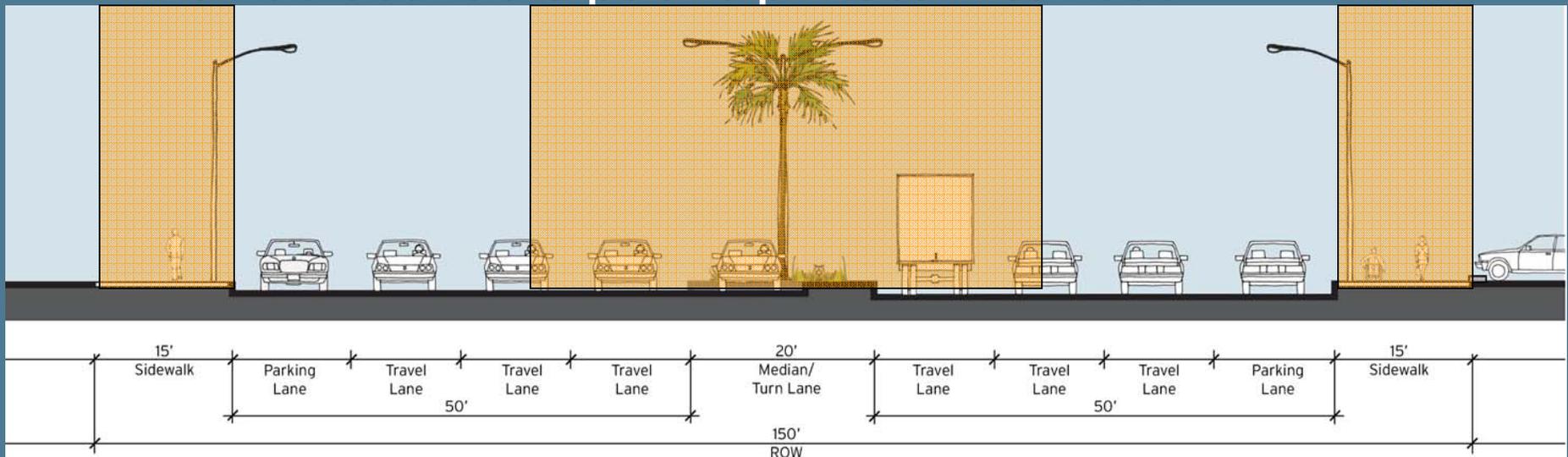
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Overall Framework Planning Strategies

C. DEVELOP CONTEXT FOR INCREASED DESIRABLE USES

- Reclaim the public realm for pedestrian friendly uses
- Provide desirable public private interface



Overall Framework Planning Strategies

D. ENCOURAGE ECOLOGICALLY CONSCIOUS DESIGN SOLUTIONS

- Plant trees along streets and in medians to provide shade and cooler temperatures
- Explore ecologically sensitive design solutions and materials (maximum non-paved areas, integrated stormwater drainage along planter strips, permeable paving, etc)



Overall Framework Planning Strategies

E. CREATE AN IMPLEMENTABLE PLAN

- Provide a phased approach to streetscape improvements
- Encourage low-maintenance design solutions
- Work with existing business and stakeholders
- Develop a feasible implementation and funding program

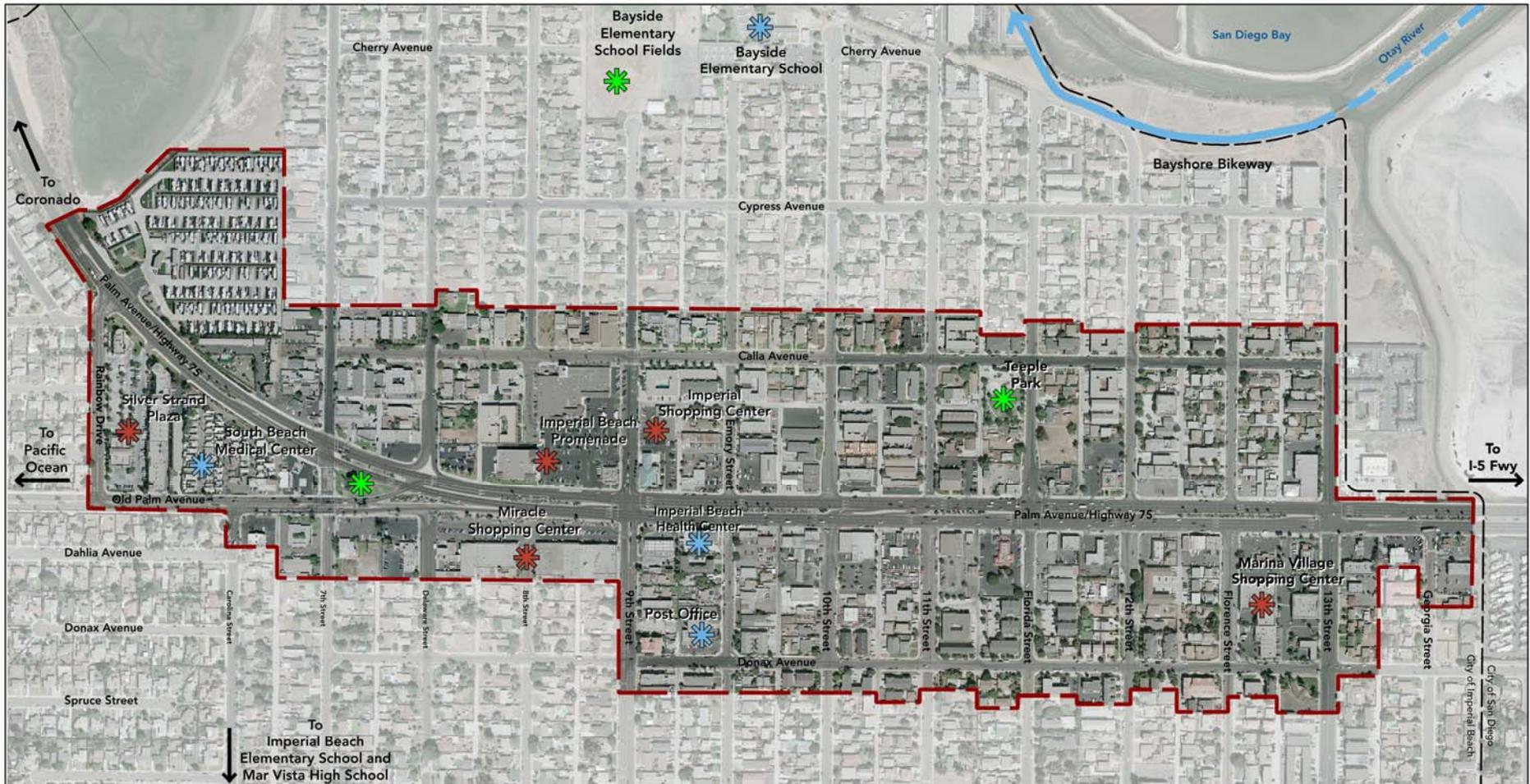
URBAN DESIGN CONCEPT

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Study Area



- Project Area Boundary
- City Limits
- Existing Bayshore Bikeway
- Proposed Bayshore Bikeway
- ✿ Community Destination
- ✿ Retail Destination
- ✿ Open Space Destination

GIS Data Provided by City
 0' 100' 200' 400 feet



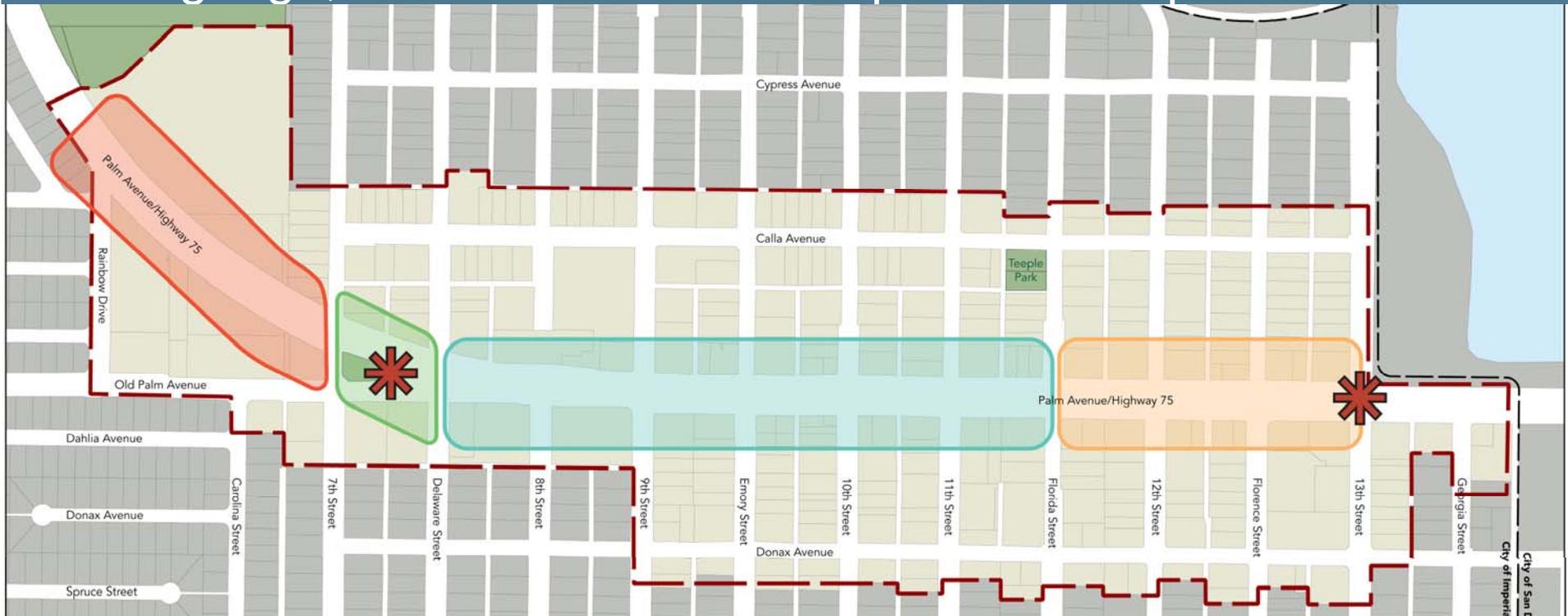
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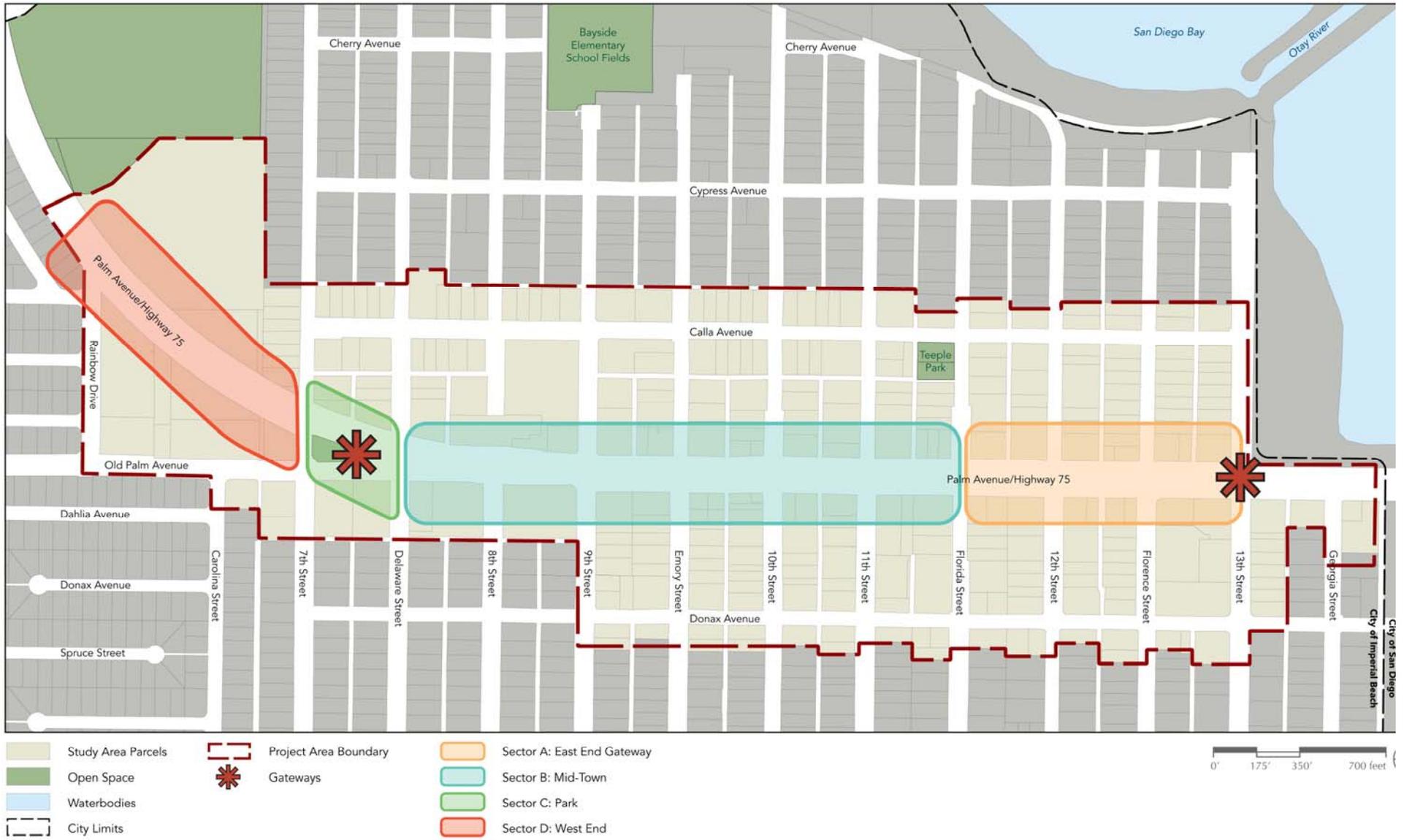


Urban Design Concept

- **Multi-centric:** Interconnected sectors, each with distinct character tied together with common streetscape elements.
- **Well Connected:** Pedestrian connectors, connect to destinations and neighborhoods north and south
- **Unique Identity:** Street sections, gateway elements, signage, etc contribute to a unique streetscape character



Urban Design Concept



Streetscape Sectors

Palm Avenue Commercial Corridor Master Plan

Streetscape Alternatives

EAST END GATEWAY SECTOR

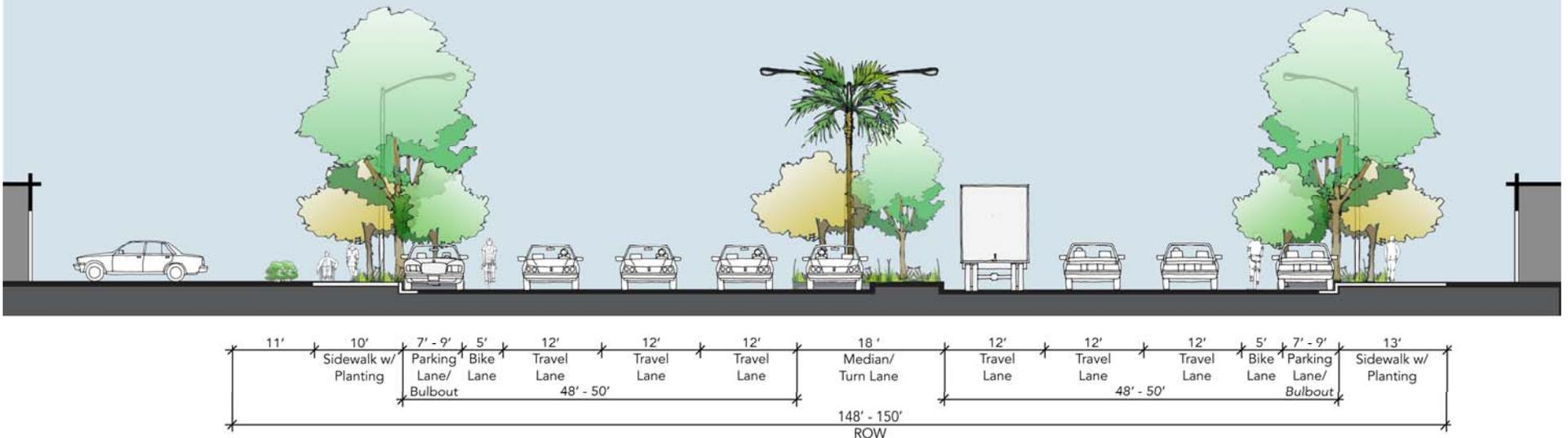
- 13th Street to Florida
- Maintain existing 6 lanes of traffic and parking
- Locate bulbouts & bike lanes
- Design iconic gateway element



Streetscape Alternatives

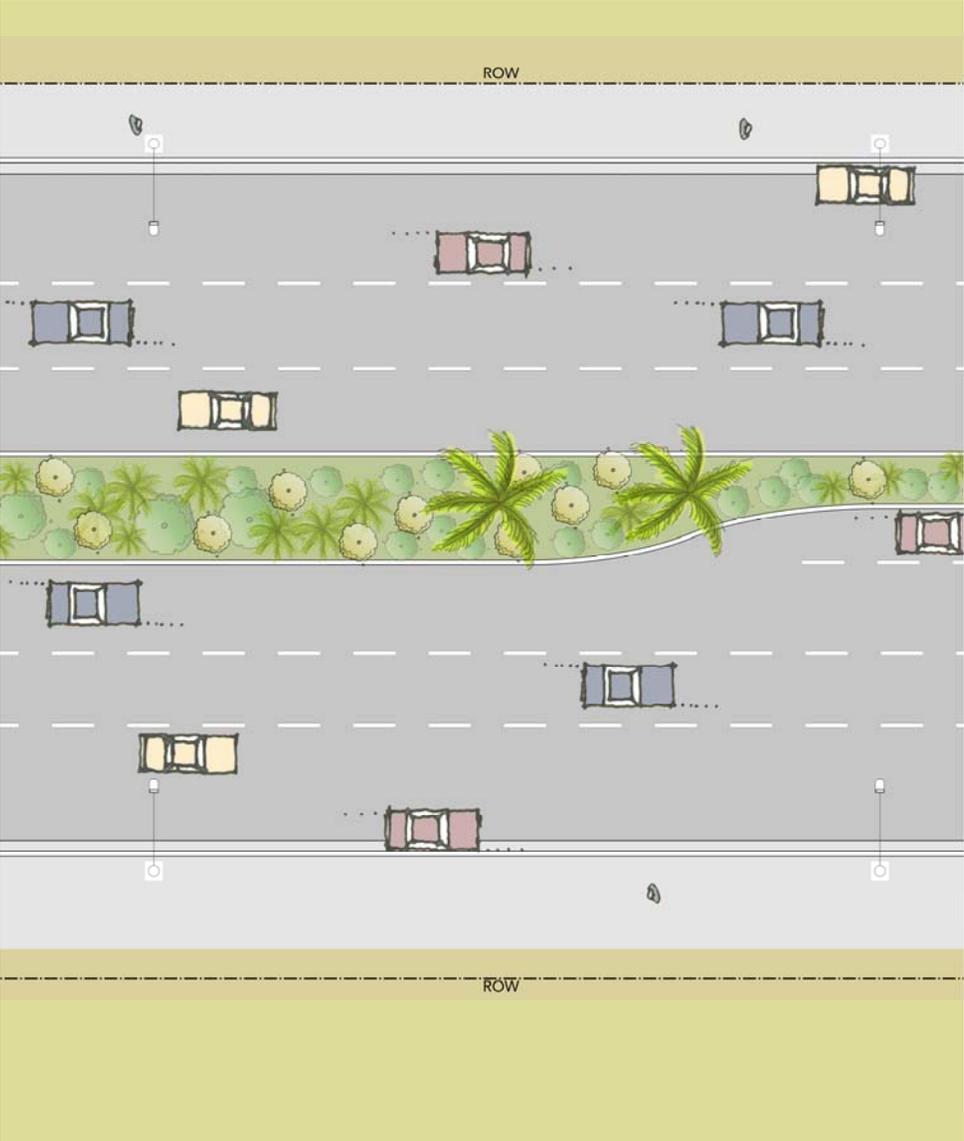
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Streetscape Alternatives

EAST END GATEWAY SECTOR

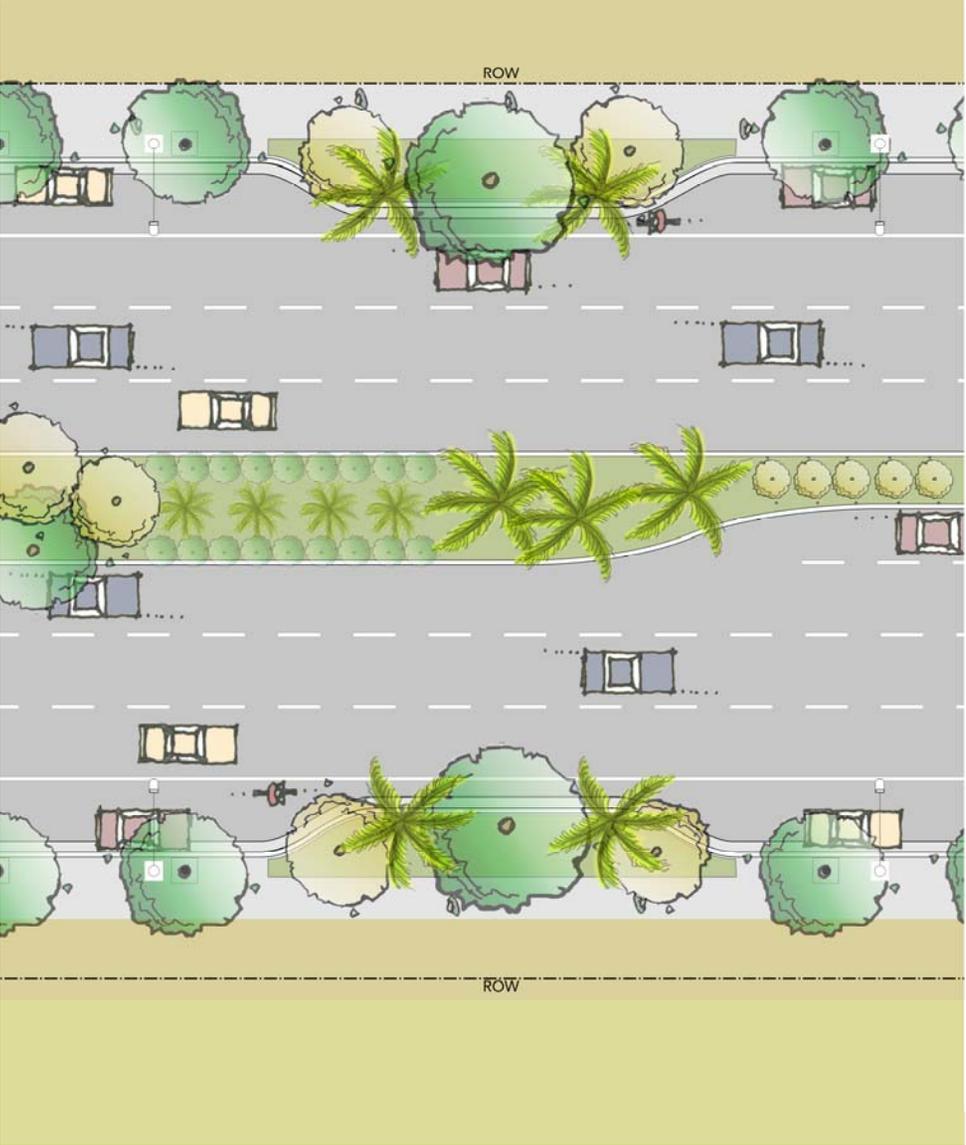


13'	Sidewalk
	Travel and Parking Lane
48'-50'	Travel Lane
	Travel Lane
18'	Median/ Turn Lane
	Travel Lane
48'-50'	Travel Lane
	Travel and Parking Lane
16'	Sidewalk
5'	



Streetscape Alternatives

EAST END GATEWAY SECTOR



13'	Sidewalk
7'-9'	Parking Lane
5'	Bike Lane
12'	Travel Lane
12'	Travel Lane
12'	Travel Lane
18'	Median/ Turn Lane
12'	Travel Lane
12'	Travel Lane
12'	Travel Lane
5'	Bike Lane
7'-9'	Parking Lane
10'	Sidewalk
11'	



A Walk through....

EAST END GATEWAY SECTOR



SR-123, Berkeley

A Walk through...

EAST END GATEWAY SECTOR



A Walk through....

EAST END GATEWAY SECTOR



Aliso Viejo Pkwy, Aliso Viejo

A Walk through...

EAST END GATEWAY SECTOR



Aliso Viejo Pkwy, Aliso Viejo

A Walk through....

EAST END GATEWAY SECTOR



A Walk through...

EAST END GATEWAY SECTOR



Hwy101, Encinitas

A Walk through...

EAST END GATEWAY SECTOR



SR-123, Emeryville

A Walk through...

EAST END GATEWAY SECTOR



SR-123, Emeryville

A Walk through....

EAST END GATEWAY SECTOR



41st & SR-123, Emeryville



42nd & SR-123
Emeryville

A Walk through....

EAST END GATEWAY SECTOR



Streetscape Alternatives

MID-TOWN SECTOR

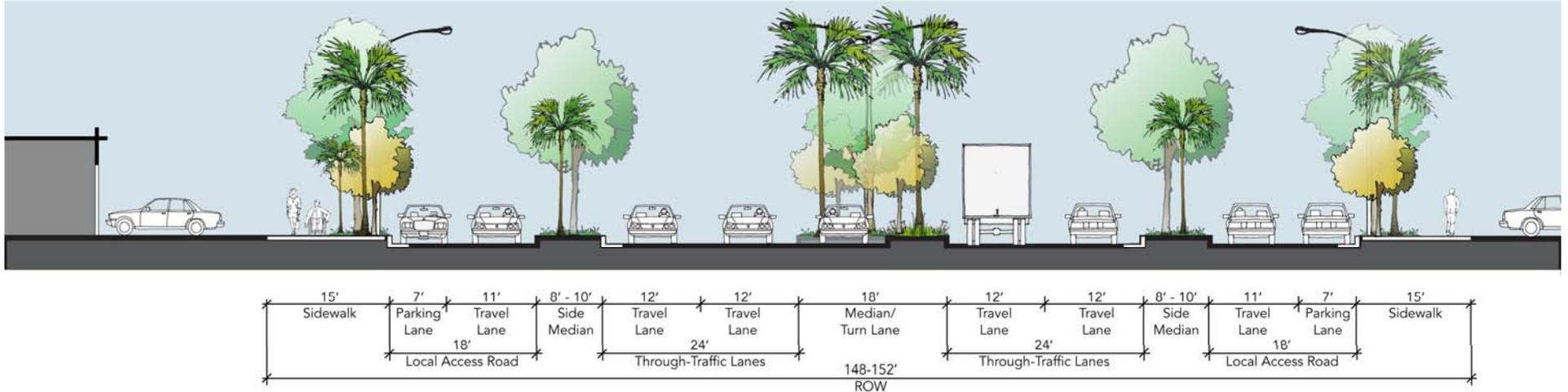
- Florida to Delaware
- Maintain existing 6 lanes of traffic and parking in a multi-way blvd setting
- “Shared” bike lanes within local access lanes



Streetscape Alternatives

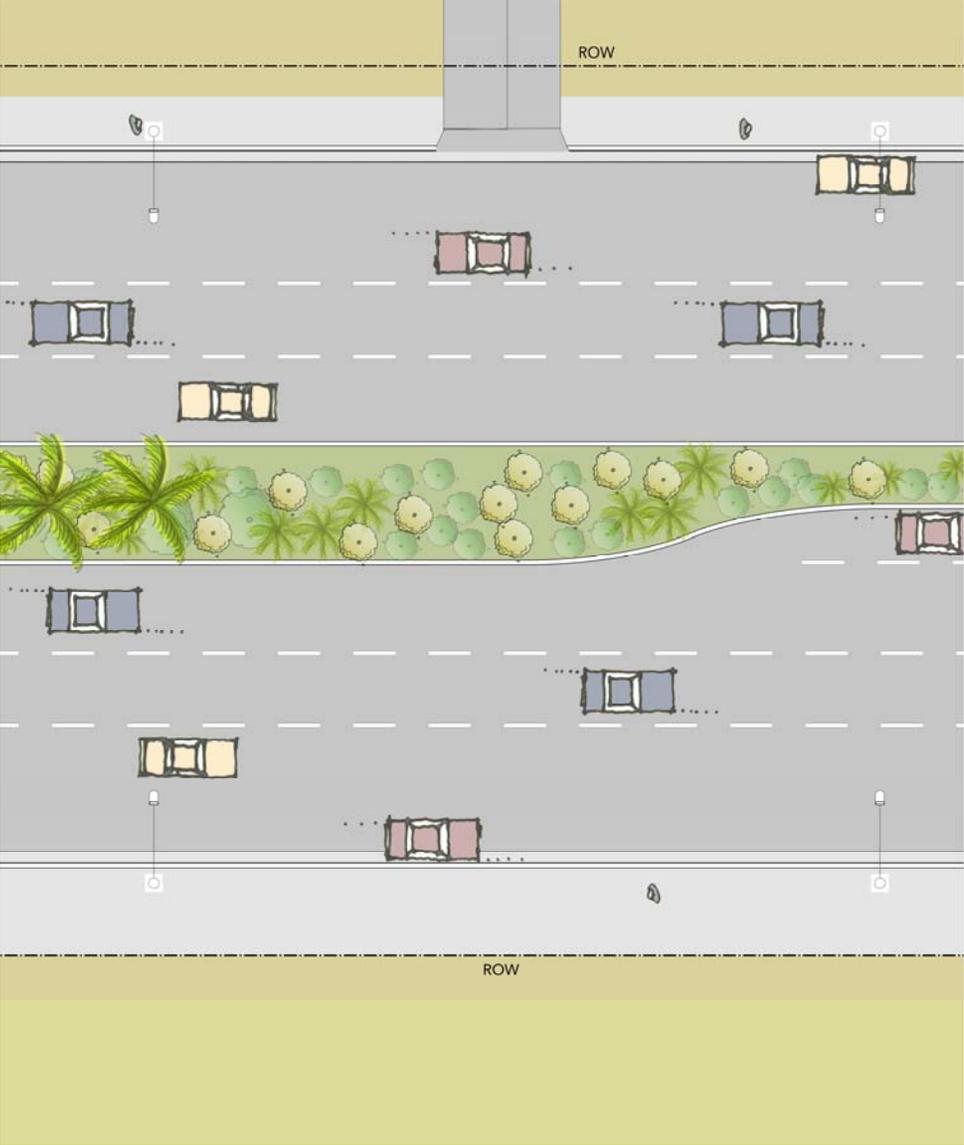
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Streetscape Alternatives

MID-TOWN SECTOR

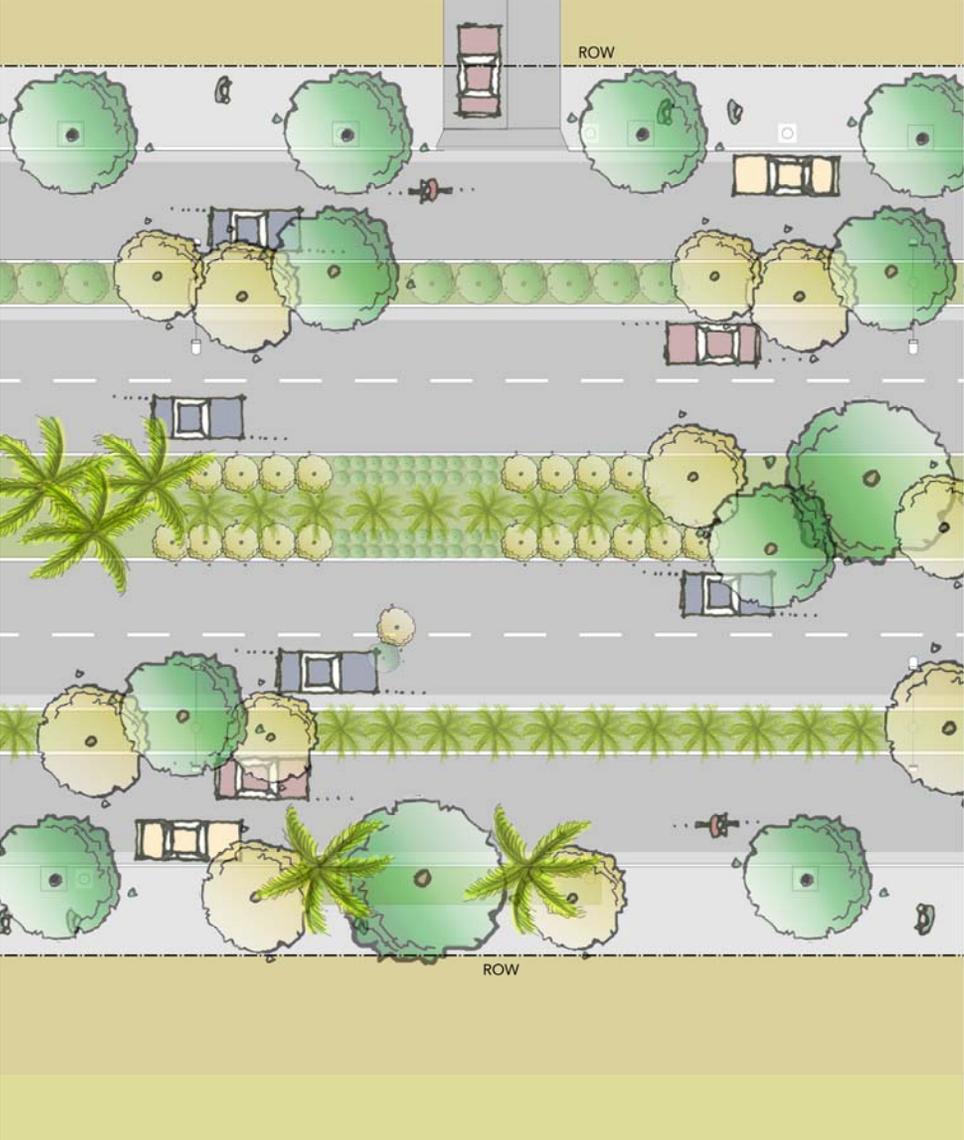


5'	
9'	Sidewalk
	Travel and Parking Lane
49'-51'	Travel Lane
	Travel Lane
21'	Median/Turn Lane
	Travel Lane
49'-51'	Travel Lane
	Travel and Parking Lane
15'	Sidewalk



Streetscape Alternatives

MID-TOWN SECTOR



15'	Sidewalk
7'	Parking Lane
11'	Travel Lane
8'-10'	Side Median
12'	Travel Lane
12'	Travel Lane
18'	Median/ Turn Lane
12'	Travel Lane
12'	Travel Lane
8'-10'	Side Median
11'	Travel Lane
7'	Travel Lane
15'	Sidewalk



Streetscape Alternatives

MID-TOWN SECTOR



A Walk through....

MID-TOWN SECTOR



Octavia Blvd, San Francisco

A Walk through...

MID-TOWN SECTOR



Octavia Blvd, San Francisco

A Walk through....

MID-TOWN SECTOR



A Walk through....

MID-TOWN SECTOR



A Walk through....

MID-TOWN SECTOR



Palm Canyon Dr, Cathedral City

A Walk through....

MID-TOWN SECTOR



Palm Canyon Dr, Cathedral City



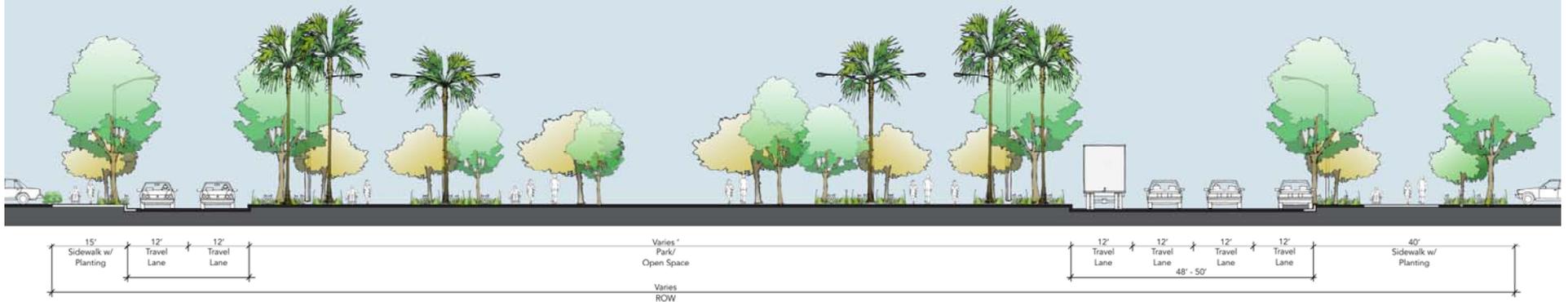
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Streetscape Alternatives

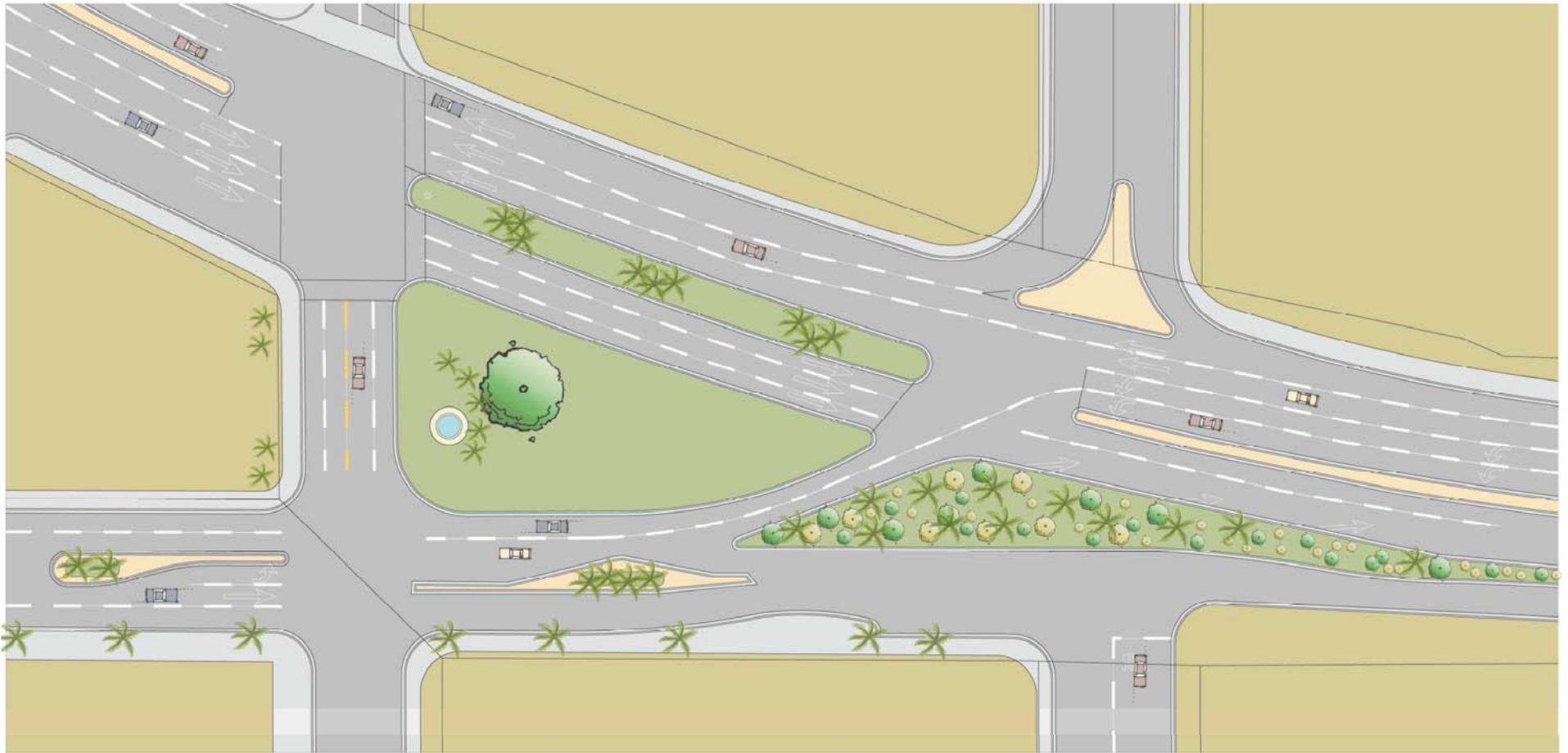
PARK SECTOR

- Delaware to 7th
- Streamline overall circulation to enhance existing open space experience
- Explore “park” public space
- Bike route/lane could be explored



Streetscape Alternatives

PARK SECTOR



Streetscape Alternatives

PARK SECTOR



Streetscape Alternatives

PARK SECTOR



SR-75, Coronado



A Walk through....

PARK SECTOR



SR-75, Coronado

A Walk through....

PARK SECTOR



Octavia Blvd, San Francisco

A Walk through...

PARK SECTOR



Harbor Blvd, Costa Mesa

A Walk through....

PARK SECTOR



Octavia Blvd, San Francisco

Streetscape Alternatives

WEST END SECTOR

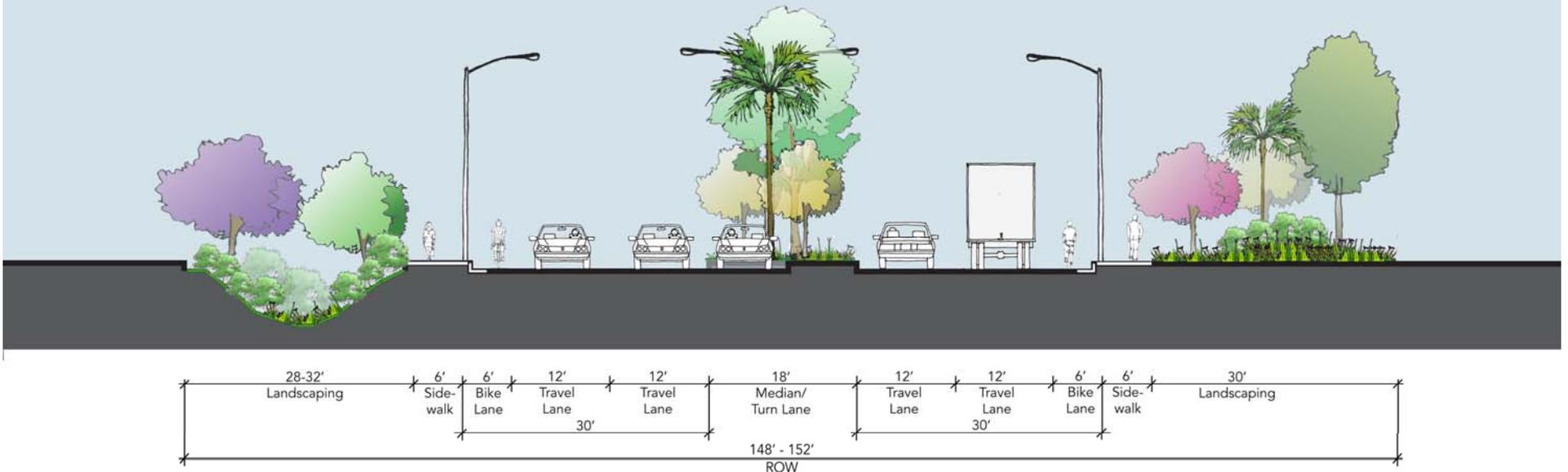
- 7th to Rainbow
- Maintain two lanes of traffic in either direction
- “Green street” integrated stormwater landscaping
- Create Bike route/lane



Streetscape Alternatives

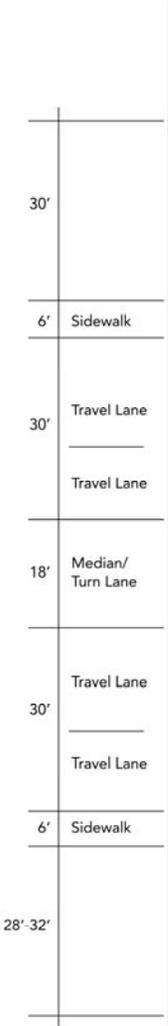
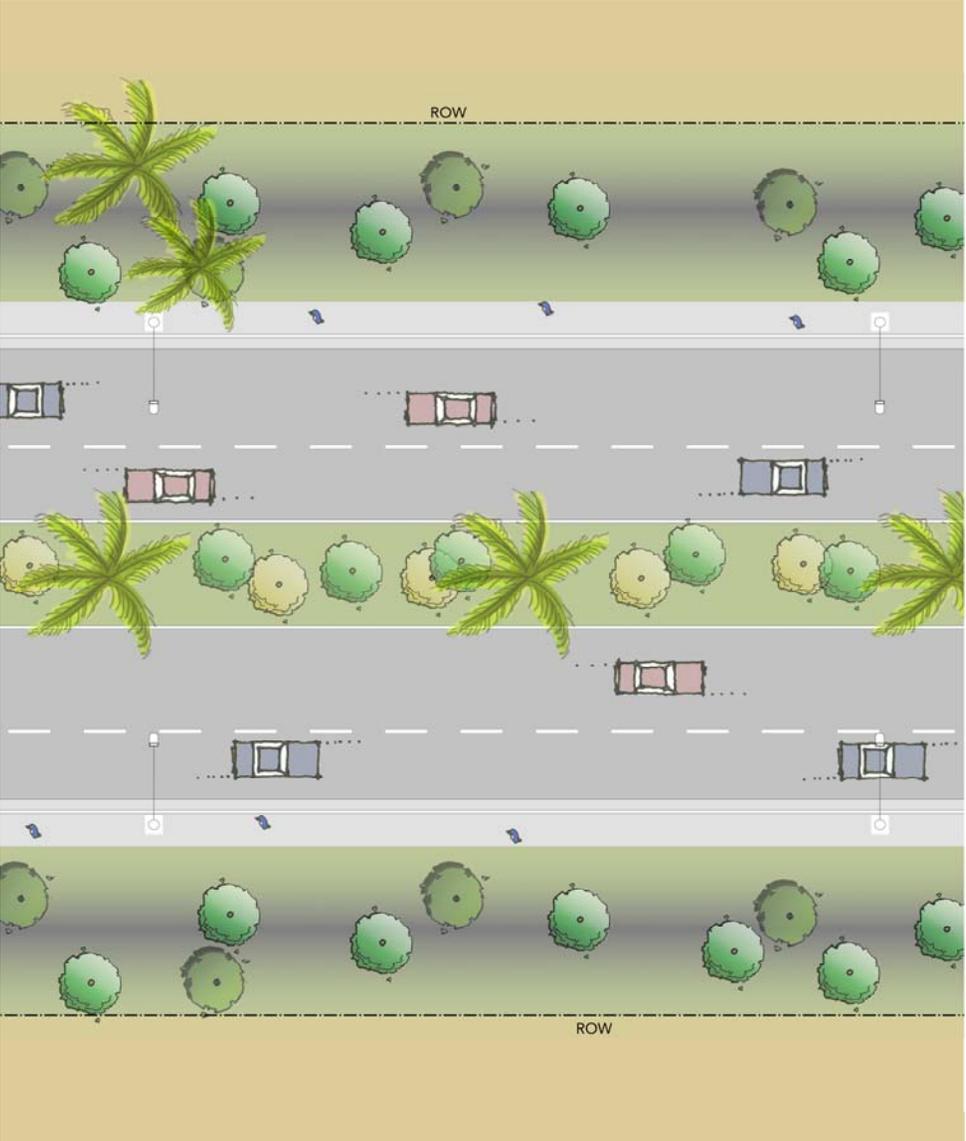
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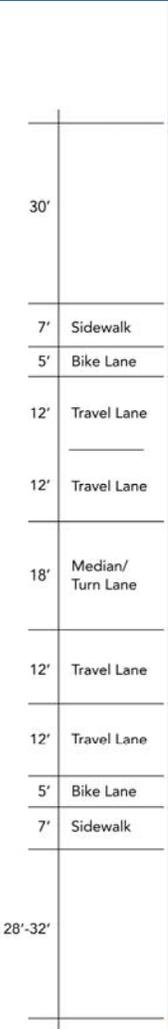
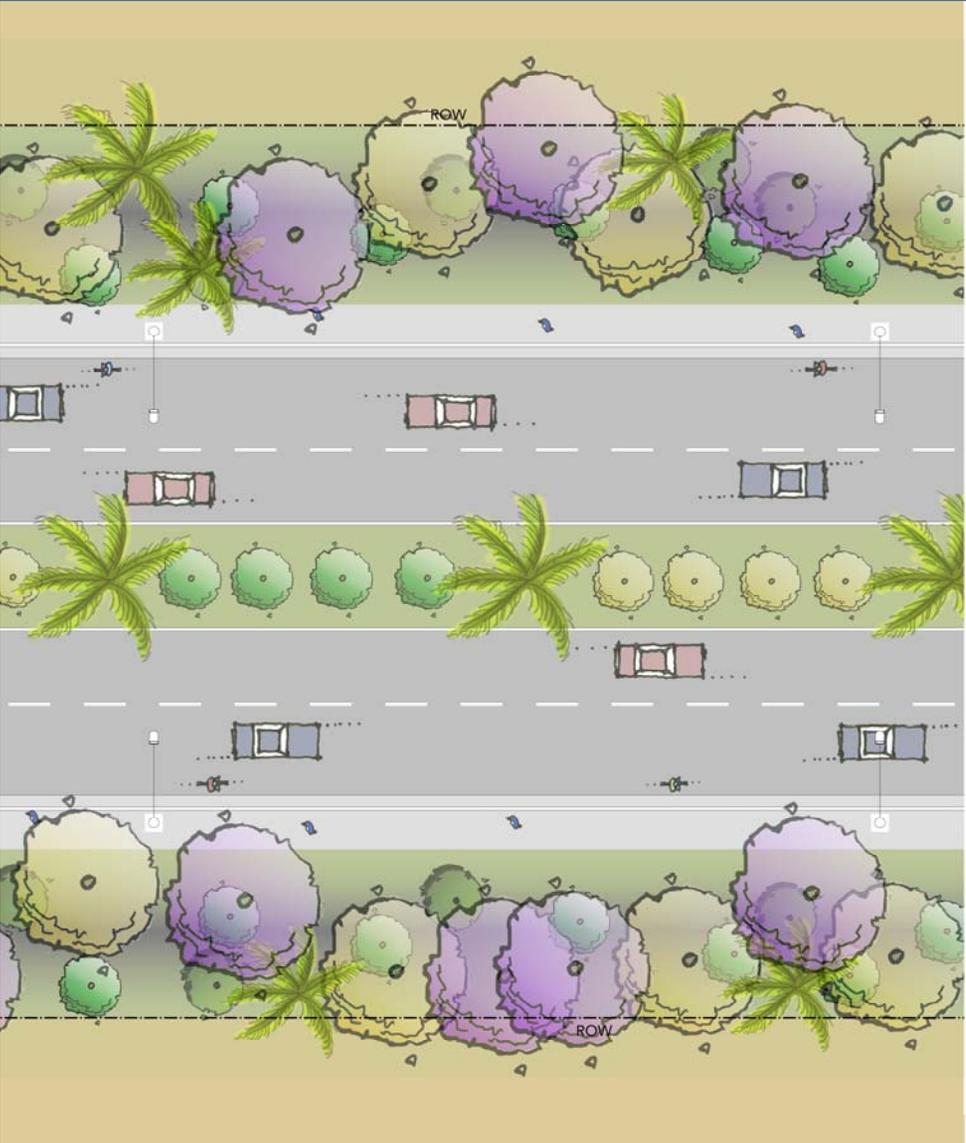
Streetscape Alternatives

WEST END SECTOR



Streetscape Alternatives

WEST END SECTOR



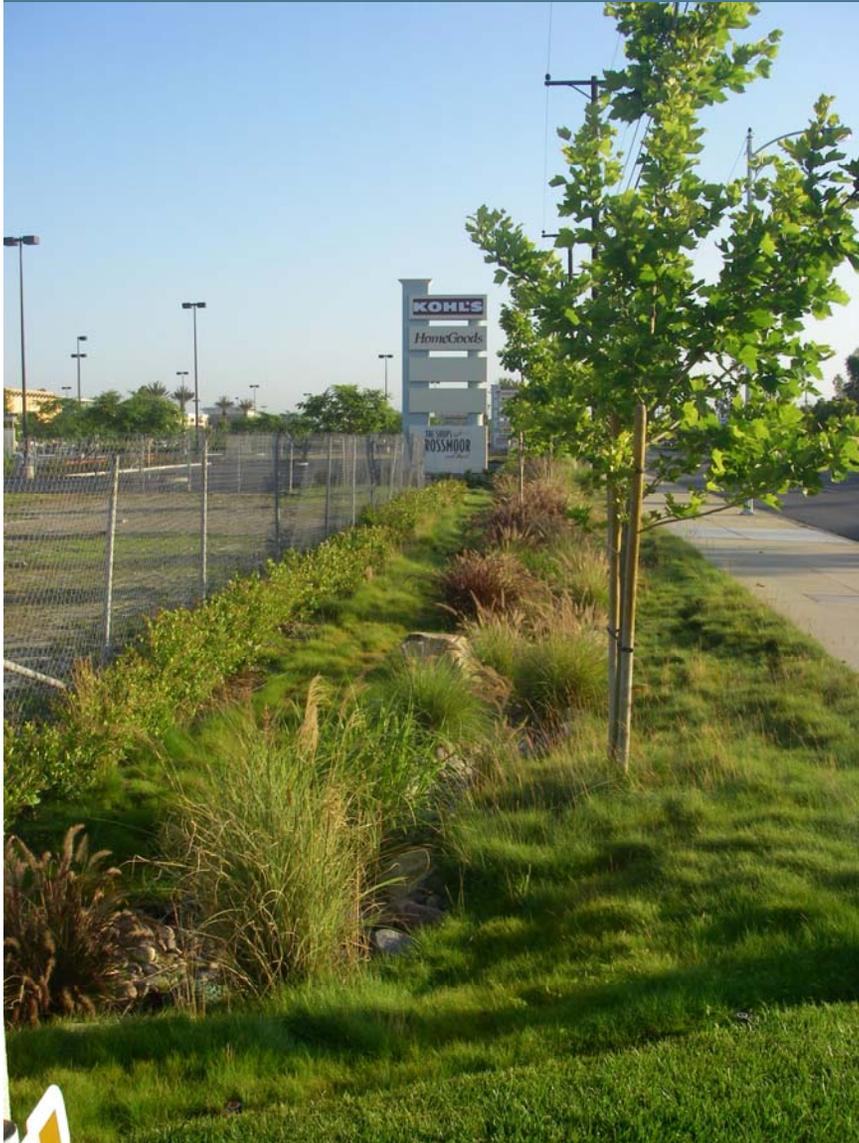
A Walk through...

WEST END SECTOR



A Walk through....

WEST END SECTOR



A Walk through....

WEST END SECTOR



A Walk through....

WEST END SECTOR



A Walk through....

WEST END SECTOR



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TRANSPORTATION & INFRASTRUCTURE:

Existing ROW Conditions

- **SIDEWALKS & CURB RAMPS**
 - Some sidewalks do not exist
 - Ramps not up to current standards
- **TRAFFIC SIGNALS**
 - Signals appear older and need minor maintenance or complete replacement
 - Changes to roadway geometry will require signal modification and replacement.
- **BUS / TRANSIT STOPS**
 - Many stops lack shelters
 - Few concrete bus pads to protect pavement



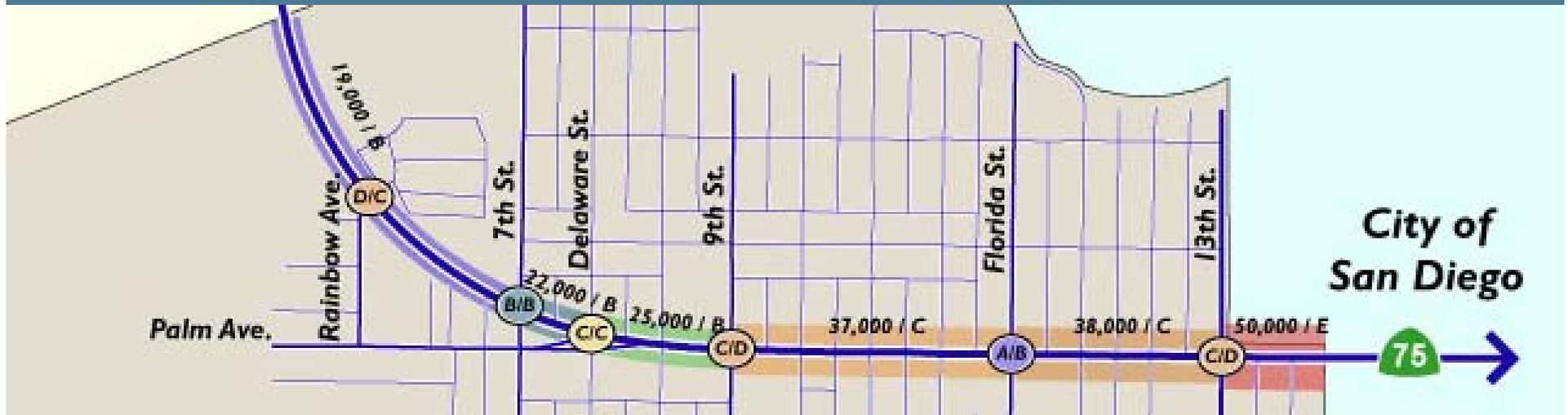
Existing Traffic Conditions

- SEGMENTS

- Existing roadway underutilized, west of 9th St
- West of 13th St operate at Level of Service "C" or better
- Potential for 4-lane from Rainbow St. to Florida St.
- Eliminating/isolating driveways may help roadway capacity

- INTERSECTIONS

- Most intersections have minimal "LOS" issues
- Intersections of SR-75 with 13th & 9th St. currently have acceptable levels of service



Traffic & Circulation Analysis

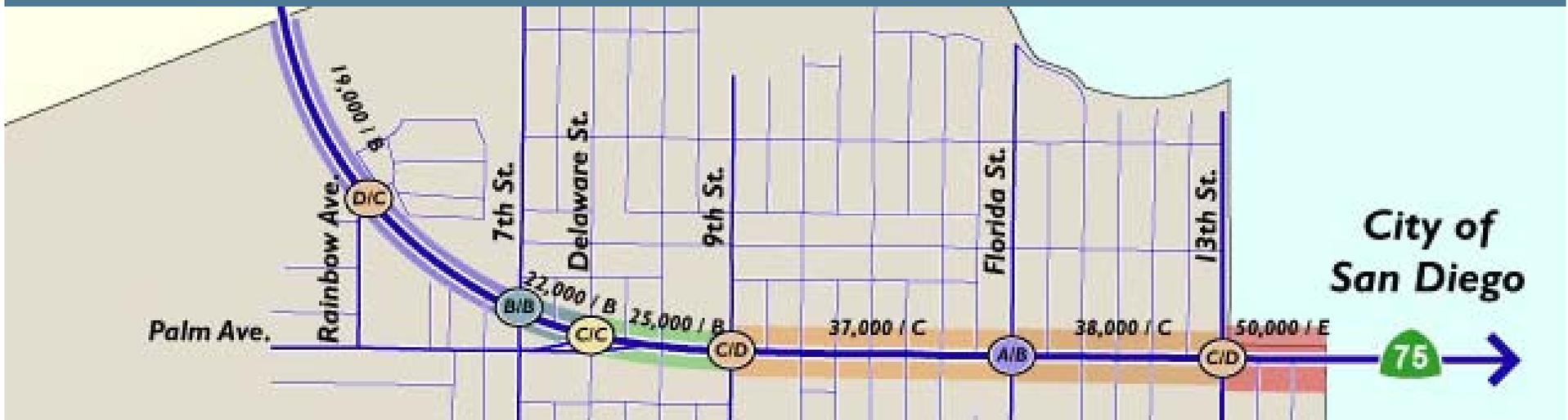
SUMMARY - INTERSECTION CONDITIONS

Intersection	Existing					Horizon Year				
	Without Project		With Project			Without Project		With Project		
	Delay	LOS	Delay	LOS	Sig?	Delay	LOS	Delay	LOS	Sig?
AM Peak Hour										
1. Palm Ave. and 13th St.	30.4	C	21.2	C	No	31.9	C	24.0	C	No
2. Palm Ave. and Florida St.	8.2	A	10.9	B	No	7.9	A	8.6	A	No
3. Palm Ave. and 10th St.	NA	NA	6.8	A	NO	NA	NA	4.4	A	NO
4. Palm Ave. and 9th St.	31.2	C	22.5	C	No	20.3	C	27.7	C	No
5. SR-75 and Delaware St.	27.9	C	3.9	A	No	8.8	A	5.8	A	No
6. Palm Ave. and Delaware St.	12.8	B	1.9	A	No	14.2	B	2.4	A	No
7. SR-75 and 7th St.	15.4	B	16.0	B	No	12.4	B	18.4	B	No
8. Palm Ave. and 7th St.	51.1	D	25.6	C	No	26.3	C	27.0	C	No
9. SR-75 and Rainbow Dr.	38.3	D	20.2	C	No	55.0	D	25.6	C	No
PM Peak Hour										
1. Palm Ave. and 13th St.	52.5	D	43.6	D	No	46.0	D	66.4	E	Yes
2. Palm Ave. and Florida St.	15.2	B	9.7	A	No	15.6	B	12.4	B	No
3. Palm Ave. and 10th St.	NA	NA	8.2	A	NO	NA	NA	10.1	B	NO
4. Palm Ave. and 9th St.	42.7	D	40.9	D	No	30.3	C	47.4	D	No
5. SR-75 and Delaware St.	29.2	C	3.1	A	No	14.8	B	2.8	A	No
6. Palm Ave. and Delaware St.	11.7	B	4.2	A	No	12.7	B	4.6	A	No
7. SR-75 and 7th St.	14.3	B	28.0	C	No	17.0	B	35.3	D	No
8. Palm Ave. and 7th St.	55.6	E	25.1	C	No	29.6	C	34.6	C	No
9. SR-75 and Rainbow Dr.	25.4	C	21.7	C	No	31.4	C	29.0	C	No

Traffic & Circulation Analysis

SUMMARY - SEGMENT CONDITIONS

Roadway Segment	Existing						Horizon Year					
	Without Project		With Project		Δ V/C	Significant?	Without Project		With Project		Δ V/C	Significant?
	V/C	LOS	V/C	LOS			V/C	LOS	V/C	LOS		
13th Street to Florida Street	0.760	C	0.760	C	0.000	No	0.887	D	0.887	D	0.000	No
Florida Street to 10th Street	0.738	C	0.839	D	0.101	No	0.862	D	0.979	E	0.117	Yes
10th Street to 9th Street	0.738	C	0.839	D	0.101	No	0.862	D	0.979	E	0.117	Yes
10th Street to Delaware Street	0.500	B	0.568	C	0.068	No	0.586	C	0.665	C	0.080	No
Delaware Street to 7th Street	0.448	B	0.560	C	0.112	No	0.520	B	0.650	C	0.130	No
7th Street to Rainbow Drive	0.470	B	0.470	B	0.000	No	0.545	C	0.545	C	0.000	No





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