

# **E-W MAIN AVE STREETSCAPE INVESTMENT PLAN**

July 29, 2015

# E-W MAIN AVE PRESENTATION OUTLINE

Intro to the Parking Advisory Committee

The PAC's mission

PAC project recommendations to-date

The Downtown Streetscape Enhancement Plan/Kit-of-Parts

PAC recommendations

Gather input from property and business owners

# THE PARKING ADVISORY COMMITTEE

Formed by Council in 2013 following the completion of the downtown Parking Study Update

Supported by the Administration through involvement of the City Parking Manager

Established to advise the Council on parking operations, and allocation of parking meter revenue to downtown improvements.

Modeled on Pasadena, CA parking revenue investment profiled in The High Cost of Free Parking

# PAC'S MISSION

Grow the downtown economy through:

On-street parking that is readily available for the downtown customer

Parking that is easy to use through multiple payment options

Enhanced pedestrian experience

Parking revenue investments that build-up the vibrancy of downtown's public space

Implementation of a long-term public space investment plan

# CITY PARKING REVENUE INVESTMENTS

New credit card and pay-by-phone app meters throughout DT core

Hanging flower baskets in the retail core - Post and Main vicinity

Half of the Division Street Gateway capital cost

Downtown Streetscape Enhancement Plan

2015 investments in

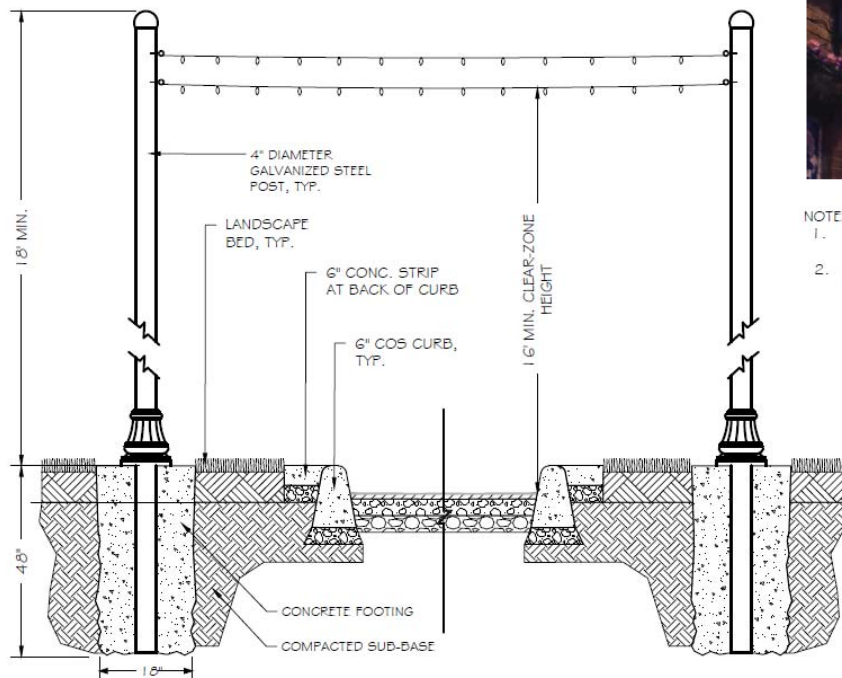
- Convention Center traffic triangle
- Main Avenue street tree improvements and lighting
- Bike Racks
- E-W Main Block capital program

# DOWNTOWN STREETSCAPE ENHANCEMENT PLAN

Initiated by City Staff and Council via the PAC in 2014 to –

- determine current conditions of public space (sidewalks) across downtown
- provide a comprehensive, long term plan for improvement of the downtown public realm.

# STREETSCAPE ENHANCEMENT PLAN KIT-OF-PARTS EXAMPLES 1



## NOTES

1. DIAMETER AND DEPTH OF FOOTING TO BE DETERMINED BY STRUCTURAL ENGINEER
2. DECORATIVE POLE BASE TO MATCH PEDESTRIAN STREET LIGHTING BASE.

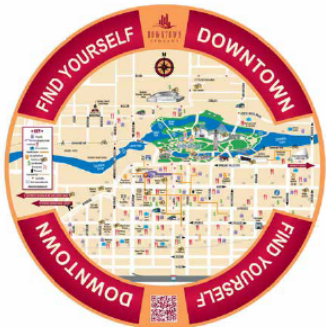
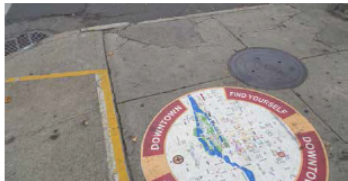
# STREETSCAPE ENHANCEMENT PLAN KIT-OF-PARTS EXAMPLES 2

## Wayfinding

Along with a conventional wayfinding program, that would include directional signage, location maps and markers to major facilities, the streetscape could include permanent elements cast into the sidewalks in key locations, similar to the following graphics.

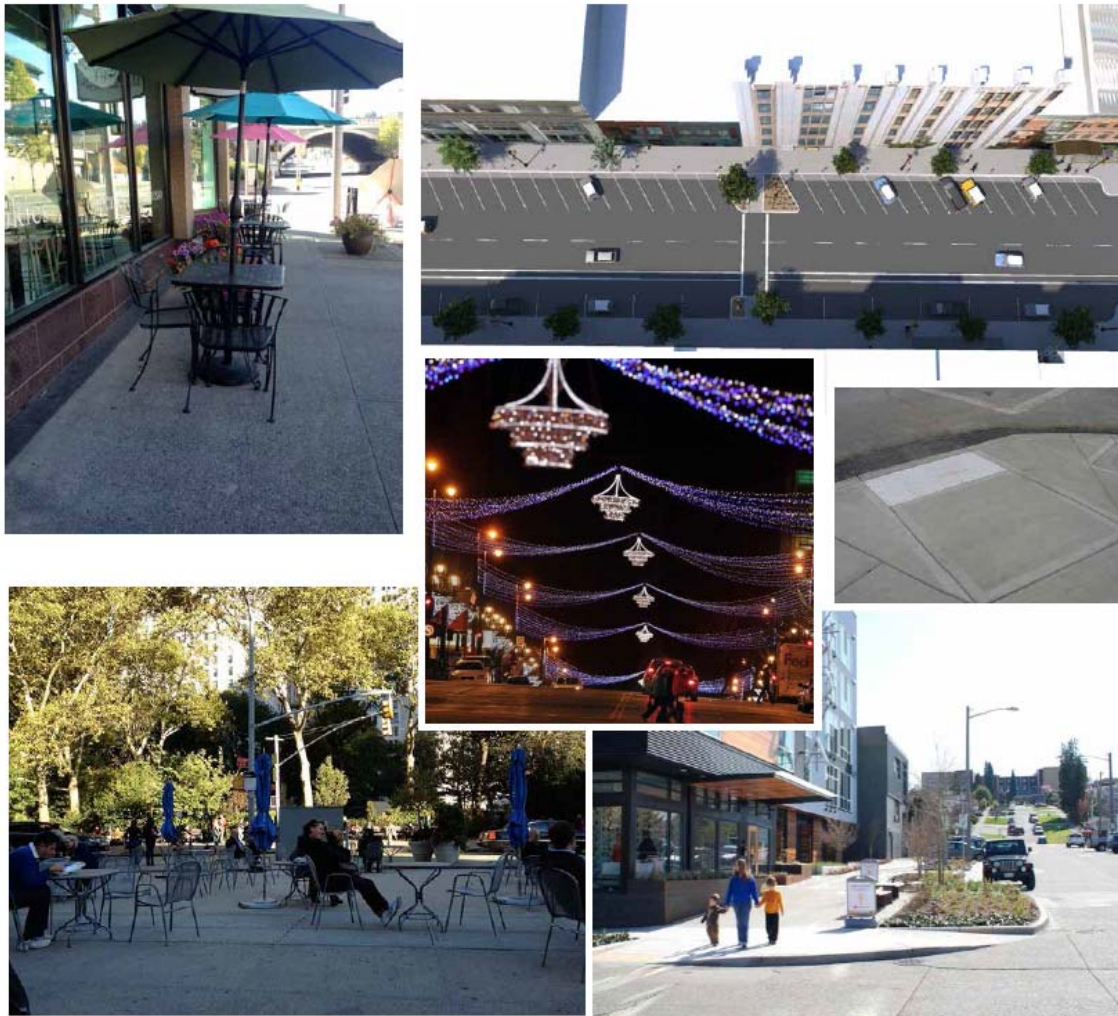
These elements could be included in key, heavily trafficked locations throughout the downtown core, and include a 'branding' element.

Sample wayfinding elements





## STREETSCAPE ENHANCEMENT PLAN KIT-OF-PARTS EXAMPLES 3





## LIGHTING

- POLE MOUNTED
- SUSPENDED LIGHTING
- STREET LIGHTING
- SIDEWALK LIGHTING
- RETRO/RESTORED NEON
- BUILDING ROOF-LINE LIGHTING





## LANDSCAPING

- SEASONAL PLANTINGS
- SIGNATURE PLANTS
- MASSED PLANTINGS
- POLE MOUNTED PLANTINGS
- LANDSCAPED CAFÉ FENCING



# E-W MAIN BLOCK

Capitalize and advance the already excellent pedestrian scale/oriented development on this block

Serve as the bridge between the downtown retail core, the Convention Center and the University District

Further enhance the performance of its retail, restaurants and businesses through comprehensive investment strategy

Further enhance its status as a downtown signature neighborhood

Report back to Council on investment outcomes

# COMMITTEE RECOMMENDATIONS

Mid-street parking lane

Overhead sidewalk lighting

Landscaping, as funding allows



## QUESTIONS & FEEDBACK

Thank you