

CITY PLANNING DIVISION
Planning and Community Development Department

M E M O R A N D U M

Date: January 13, 2008

To: City Staff

From: Peter D. James, Associate Planner

Subject: Ocean Park Boulevard Streetscape Improvement Project

Executive Summary

Improving the operational and aesthetic quality of Ocean Park Boulevard between Lincoln Boulevard and Neilson Way was recently highlighted as a citywide priority during the Land Use and Circulation Element's "Placemaking" workshops in spring 2007. On June 12, 2007 the City Council allocated funds and directed staff to develop a process for elaborating a streetscape plan for this portion of Ocean Park Boulevard. This memo summarizes the scope of work to be performed and includes a program for engaging the broader community in developing a conceptual streetscape master plan that will include

- Illustrative preliminary streetscape schematic design plans,
- Associated recommendations,
- Appendices for traffic and civil engineering and cost estimates.

Planning Origins and Project Intention

Recent work with the Land Use and Circulation Element (LUCE) update has followed an integrated "building block" approach to developing principles and guidelines that will frame the City's implementation strategies and policies as they relate to physical planning and land use. These principles have been endorsed by the City Council and Planning Commission through the "Placemaking" workshop series, which underlined the community's desire to reclaim the City's streets as quality public spaces.

The Ocean Park Boulevard streetscape project will be responsive to these community-supported principles while utilizing best practices in sustainability. The plan's proponents seek to examine opportunities that will

1. Increase pedestrian and vehicular safety
2. Reduce noise caused by automobiles moving along this corridor
3. Enhance landscaping and green connections

4. Create safer bike paths
5. Allow more crossings across the Boulevard

The design and planning firm, Urban Studio, will provide design and concept development services, and will coordinate additional sub-consultant services for traffic and civil engineering analysis needed to complete the study for City consideration and as appropriate approval.

Proposed Project Schedule

The process for the Ocean Park Boulevard Streetscape project is divided into four phases, 1) background studies and issues, 2) alternatives development, 3) draft alternatives 4) final products and documentation. The project is scheduled over a six month period with the intention to present the final product to Council in July.

- Phase 1, **background studies and issues**, will seek to establish a vision and design intent by means of site analysis and by engaging the community to understand the interests and ideas associated with Ocean Park Boulevard improvements. Phase 1 will identify areas of concern, issues, and conditions that require in-depth detailed study.
- Phase 2, **alternatives development**, will provide three (3) design solution options to the larger community for review and public comment. Input generated from the first community workshop will be incorporated into Phase 3, draft alternative.
- Phase 3 will see a **draft alternative** and preliminary schematic design for the streetscape utilizing plans and sections. Phase 3 will involve meetings and design critique by City agencies such as Police, Fire, Public Works, Architecture and Engineering to further refine the alternative. This phase will also include traffic impact overview, civil engineering impact overview and preliminary cost estimates based upon the draft design solution.
- Phase 4, **final products** and documentation, will include illustrative preliminary streetscape schematic design plans, associated recommendations, appendices for traffic and civil engineering and cost estimates. This plan will be forwarded to the City Council for adoption.