

city identity placemaking streetscape



THE CITY OF HERMOSA BEACH and the PCH-AVIATION COMMITTEE
with KATHERINE SPITZ ASSOCIATES, Landscape Architects

present

THE PACIFIC COAST HIGHWAY AND AVIATION BOULEVARD STREETSCAPE IMPROVEMENTS PROJECT

Community Meeting
April 4, 2013



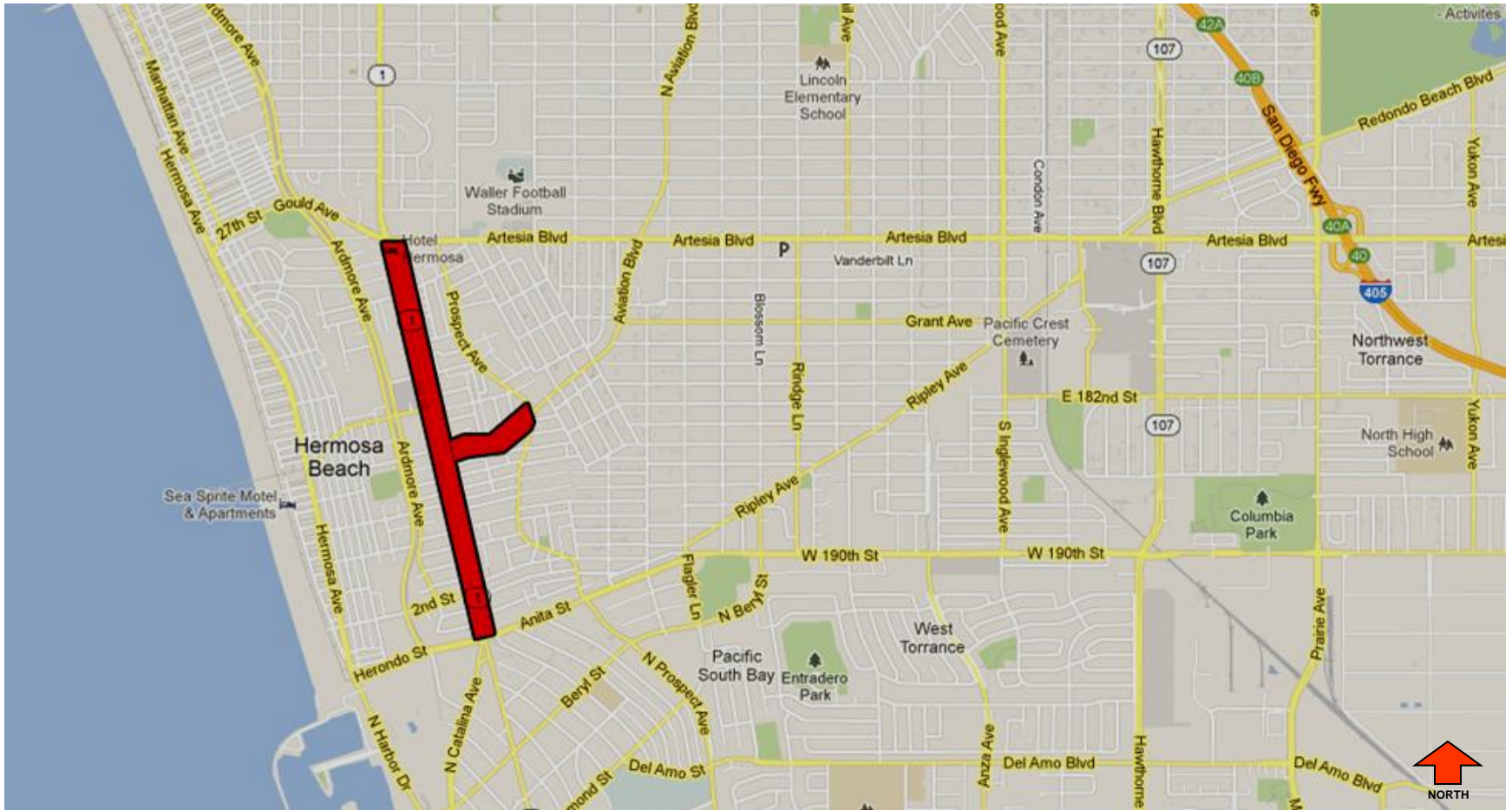
PROJECT TEAM

- City of Hermosa Beach – Public Works Department
- City of Hermosa Beach – Community Development Department
- Katherine Spitz Associates – Design Team Sharn Stinson-Ure
Karina Garcia
Grant Saita
Milet Libunao

MEETING OBJECTIVES

1. Review Improvement Opportunities
2. Review Existing Conditions
3. Present Developed Identity Concepts
4. Project Master Plan
5. Pilot Street Plan
6. Streetscape Design & Identity
7. Street Section - PCH
8. Aviation Boulevard Roundabout




INTRODUCTION: PROJECT SCOPE



Project Boundary – Vicinity Map

CONTEXT: OPPORTUNITIES AND CONSTRAINTS



-  Commercial Area
-  Residential Area
-  Civic Area



Project Site

Attachment 2

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LANDSCAPE ARCHITECTURE

EXISTING CONDITIONS & CHALLENGES

- Vehicular oriented highway
- Lack of pedestrian safety and accessibility
- Connectivity challenges across PCH
- Lack of green open space for refuge and gathering
- Lack of street trees and medians
- Little sense of identity

PCH AVIATION BOULEVARD IMPROVEMENTS



Existing Conditions - Vehicular oriented streets

PCH AVIATION BOULEVARD IMPROVEMENTS



Existing Conditions - Vehicular oriented streets

PCH AVIATION BOULEVARD IMPROVEMENTS



Existing Conditions - Vehicular oriented streets

PCH AVIATION BOULEVARD IMPROVEMENTS



Existing Condition – Lack of Pedestrian Safety & Accessibility

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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



Existing Conditions – Lack of Connectivity & Identity

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LANDSCAPE ARCHITECTURE

PROJECT OBJECTIVES

- Increase pedestrian safety and accessibility
- Create physical and visual connections across PCH
- Beautify with a cohesive streetscape
- Encourage pedestrian use: new lighting and crosswalks
- Create a vibrant, walkable street with thriving retail, dining, & entertainment
- Create a memorable identity

VIBRANT STREETSCAPE: STRATEGIES

- Pedestrian Safety
- Inviting Green Streetscape
- Corridor Identity and Placemaking

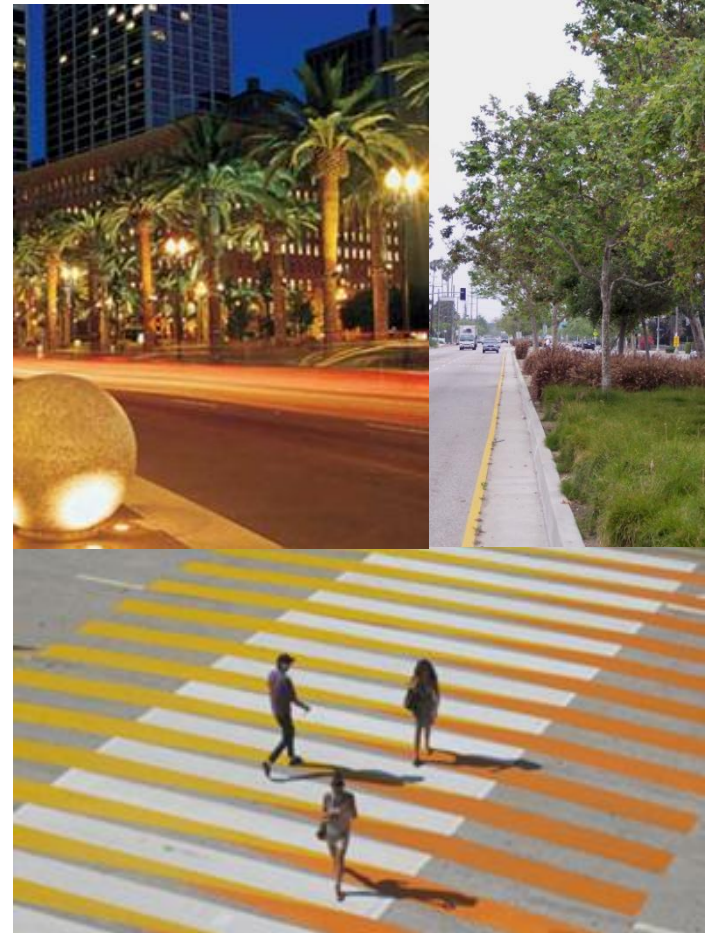


PRIMARY GOALS



Pedestrian Safety

- Crosswalks
- Accessible and clear routes
- Lighting
- Greening as traffic calming



PCH AVIATION BOULEVARD IMPROVEMENTS



SAFETY ELEMENTS

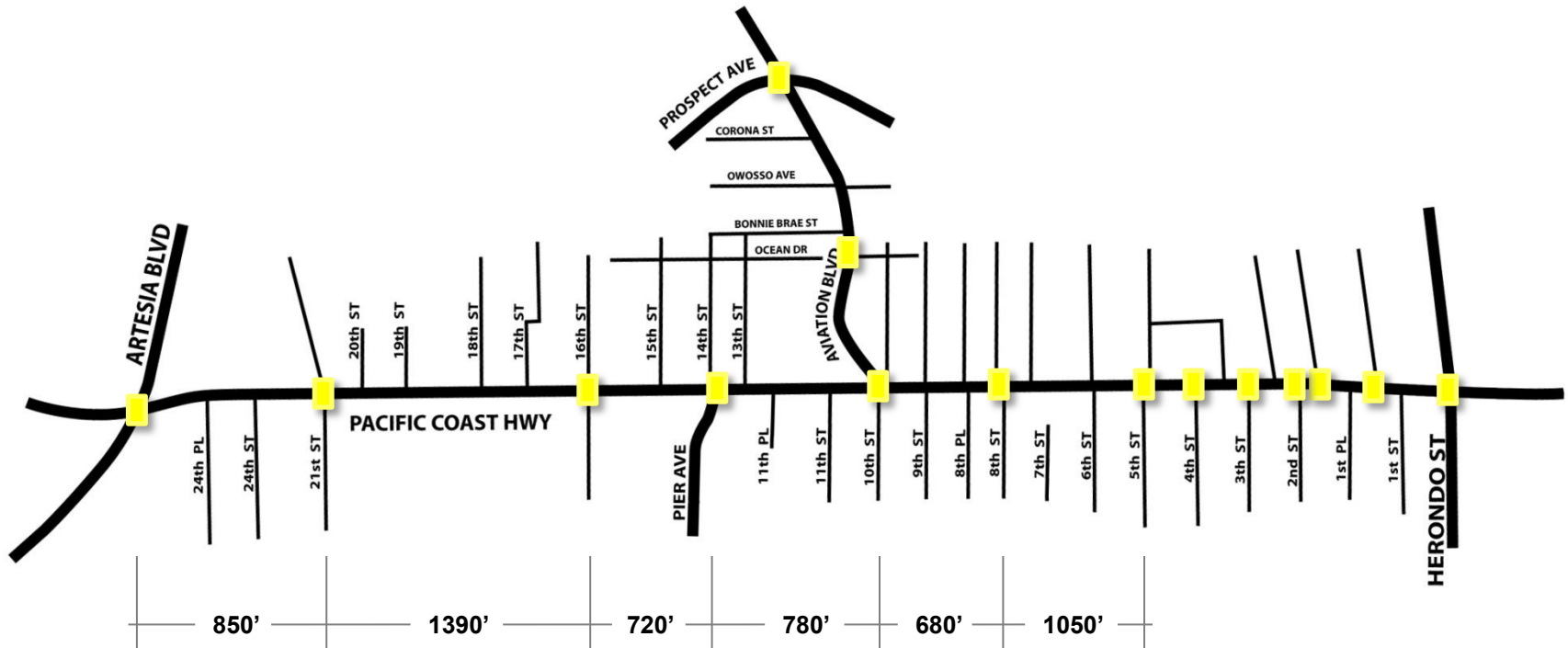
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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



 Existing Crosswalk



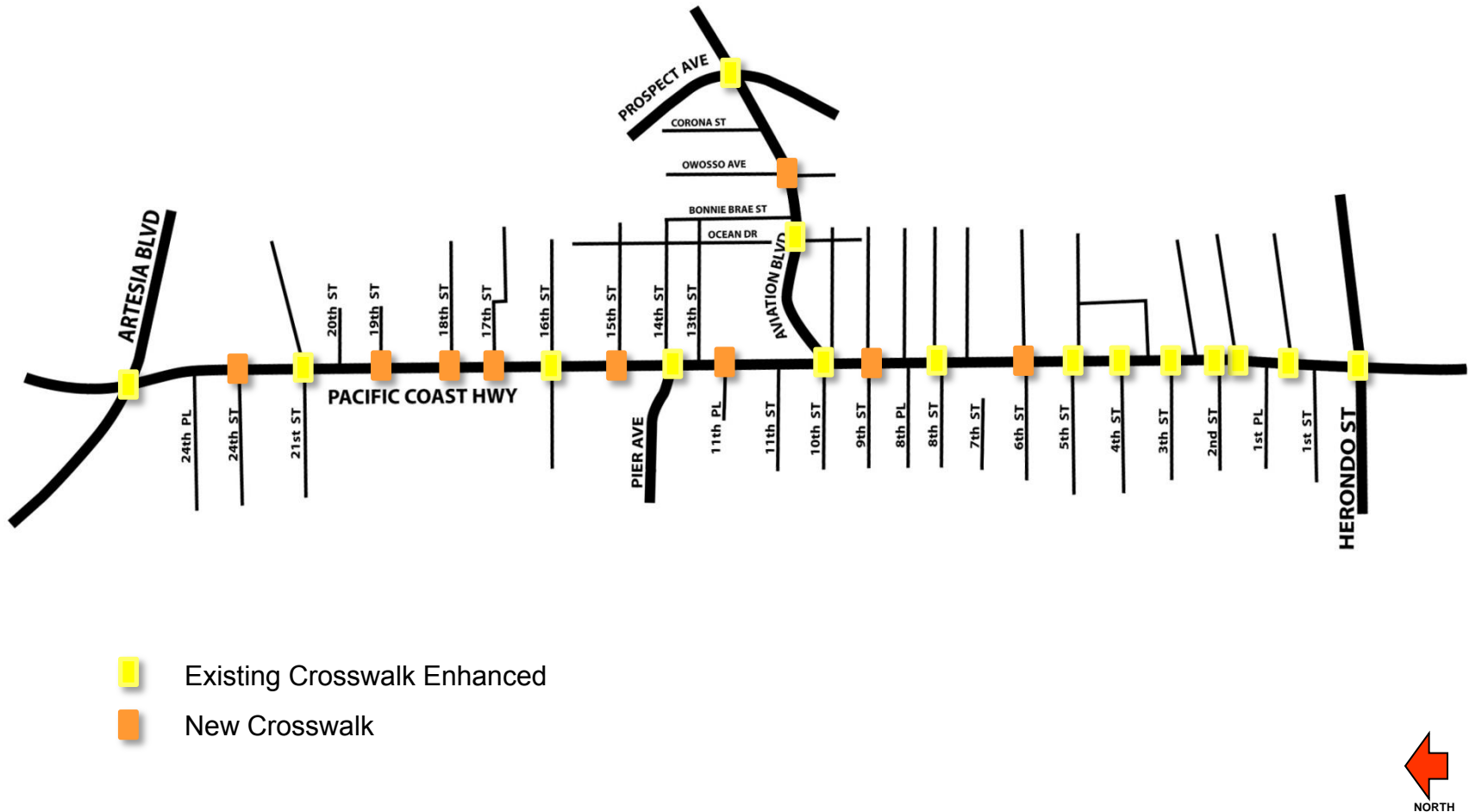
SAFETY – EXISTING CROSSWALKS

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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



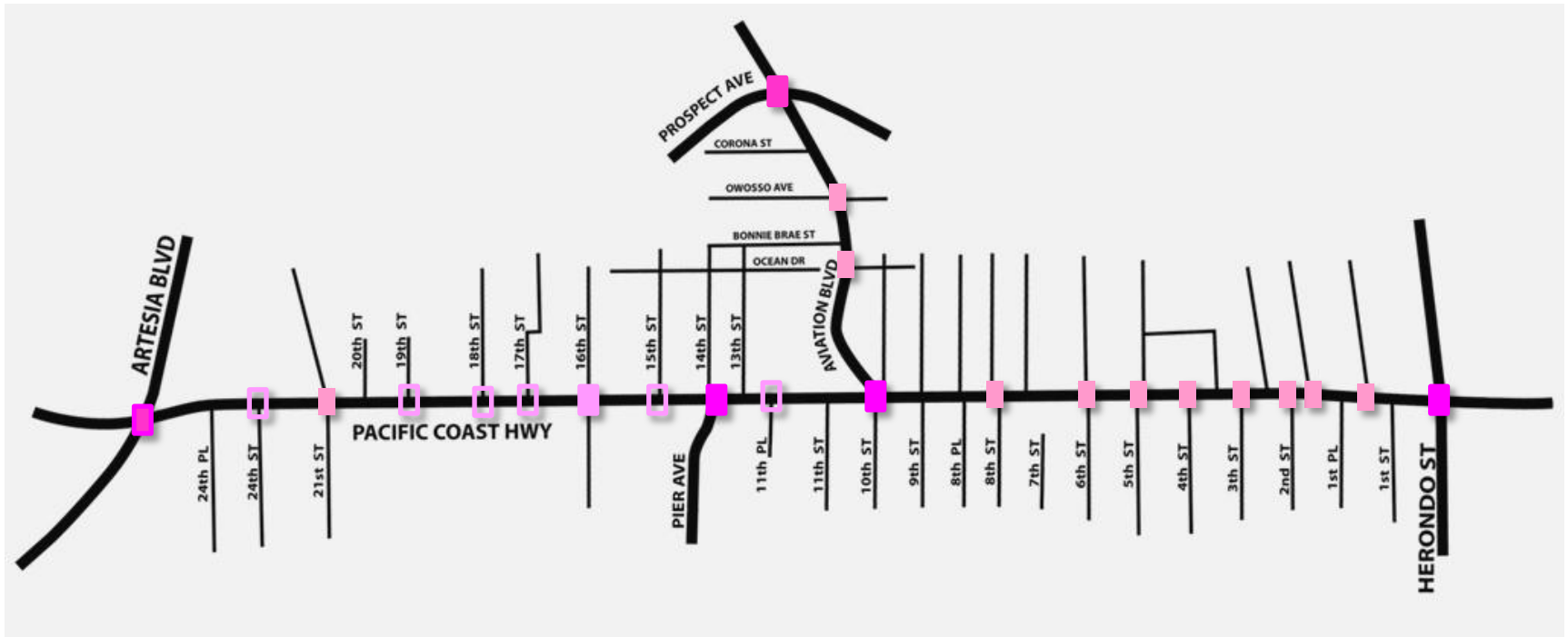
SAFETY – NEW CROSSWALKS AND ENHANCED CROSSWALKS




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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



-  Main Enhanced Intersection
-  Typical Enhanced Crosswalk
-  HAWKS or Signalized



SAFETY – CROSSWALK TYPE

PCH AVIATION BOULEVARD IMPROVEMENTS



SAFETY – Enhanced crosswalks

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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



SAFETY – Hawks or Signalized Crosswalk (**H**igh-Intensity **A**ctivated cross**W**alk)

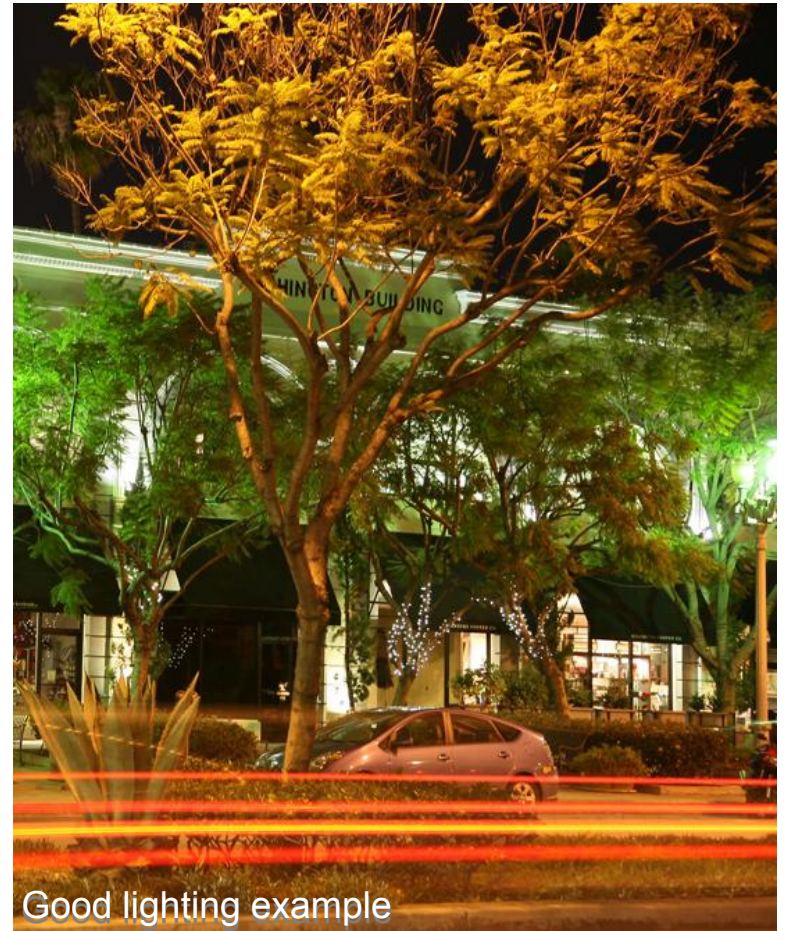
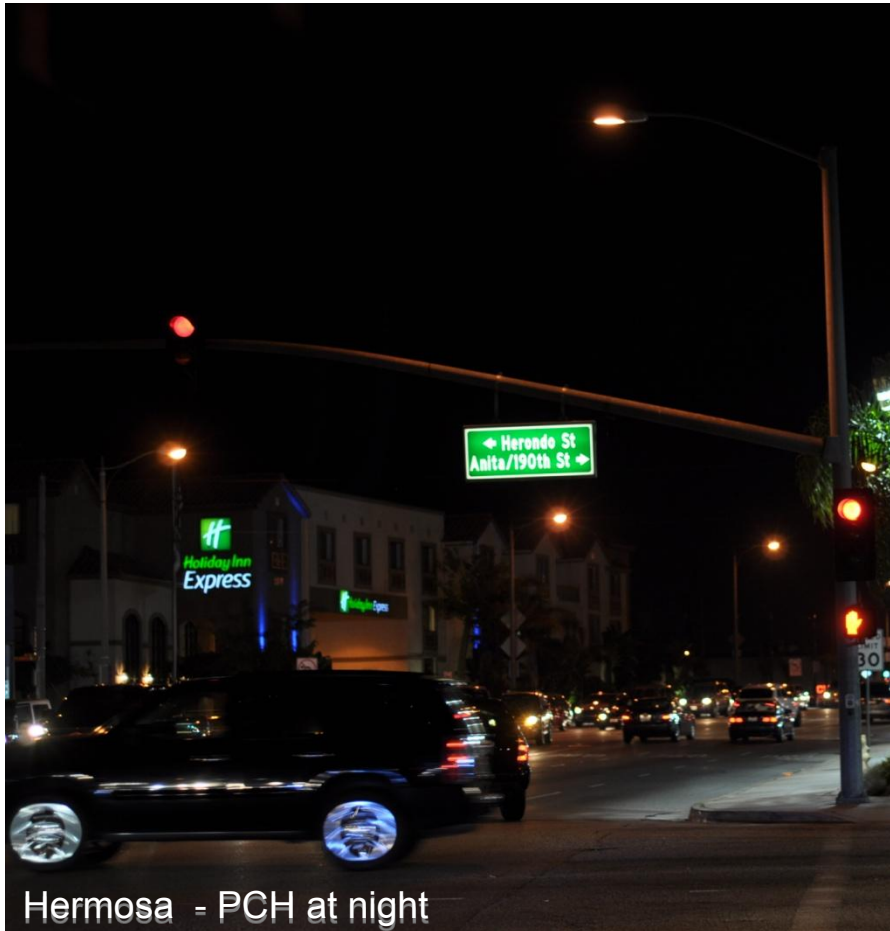
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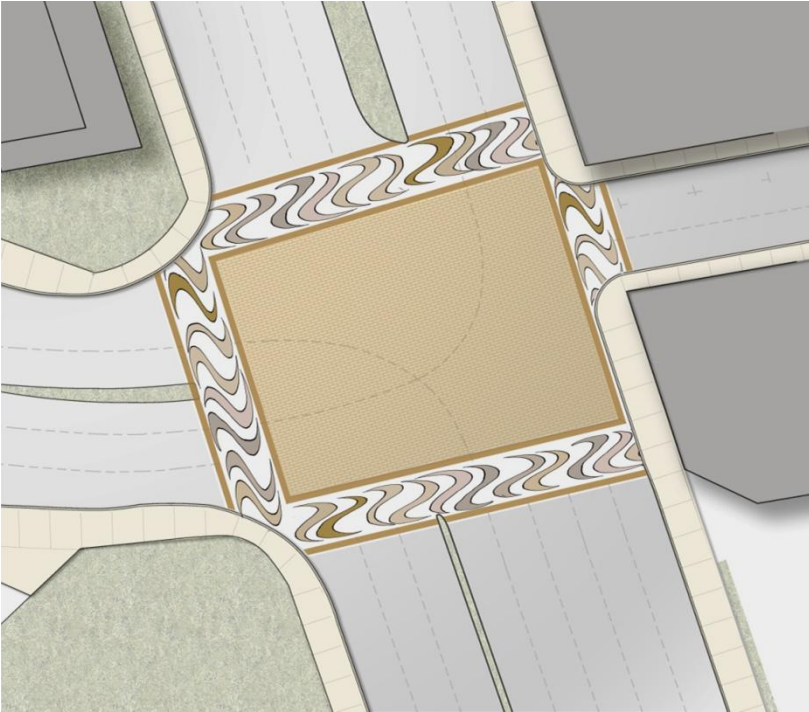


LANDSCAPE ARCHITECTURE

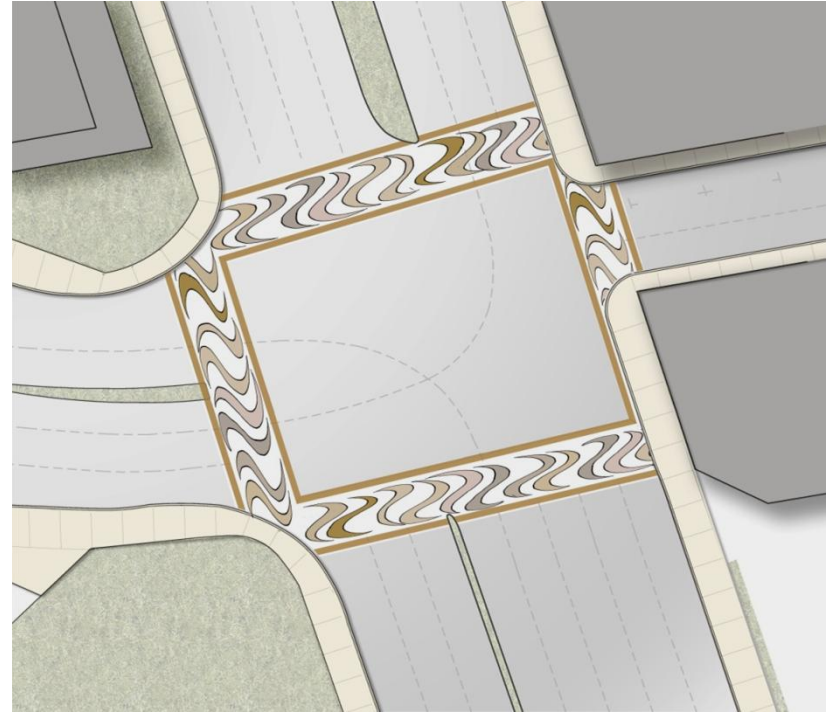
PCH AVIATION BOULEVARD IMPROVEMENTS



SAFETY – LIGHTING



Crosswalk on Main Intersections



Typical Crosswalk

SAFETY – Conceptual example of crosswalk at intersections

PCH AVIATION BOULEVARD IMPROVEMENTS



PCH SIDEWALK – BEFORE IMPROVEMENTS



PCH SIDEWALK - WITH IMPROVEMENTS

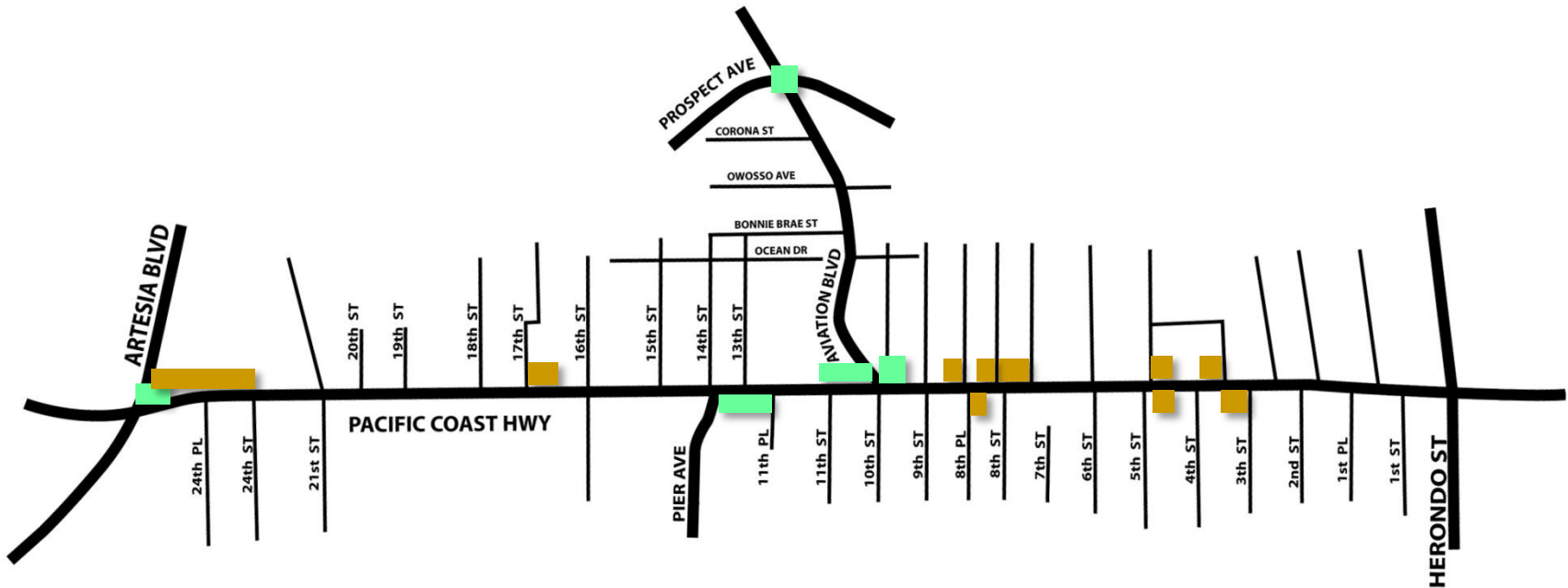
SAFETY – ACCESSIBLE AND CLEAR PATH OF TRAVEL

Inviting Green Streetscape

- Tree canopy reduces heat gain
- Green street as a comfortable environment
- Finding reclaimed pedestrian spaces
- Places to sit, comfortable pedestrian refuge
- Identity: Wayfinding and Signage
- Street Amenities and Furnishing
- Vibrant lighting



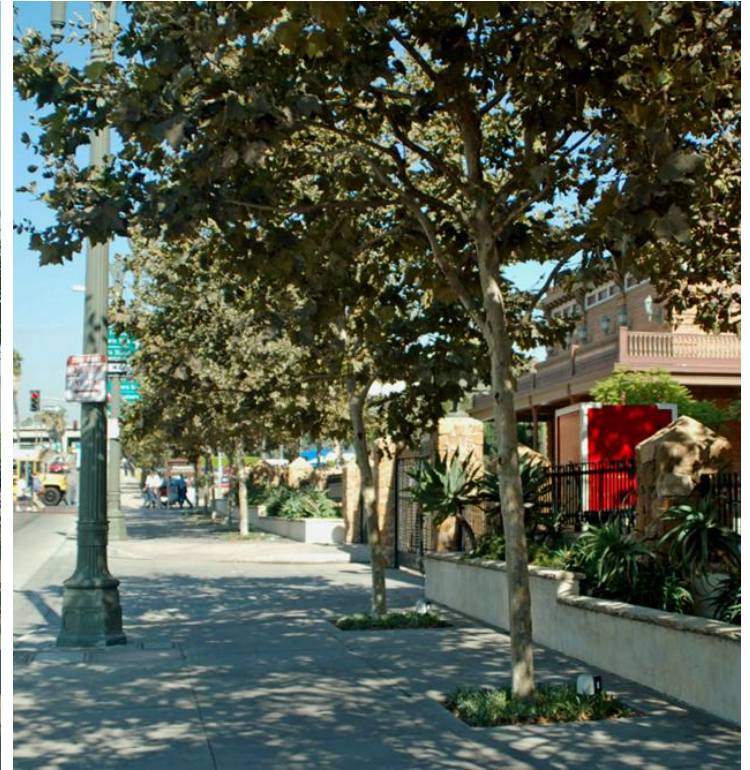
PCH AVIATION BOULEVARD IMPROVEMENTS



- Green Space for Parklets, Reclaimed pedestrian space, Median / Crossing refuge
- Parking Lots abutting the sidewalk & Business owner's initiative for parkway planting

INVITING GREEN STREETSPACE – GREENING OPPORTUNITIES

PCH AVIATION BOULEVARD IMPROVEMENTS



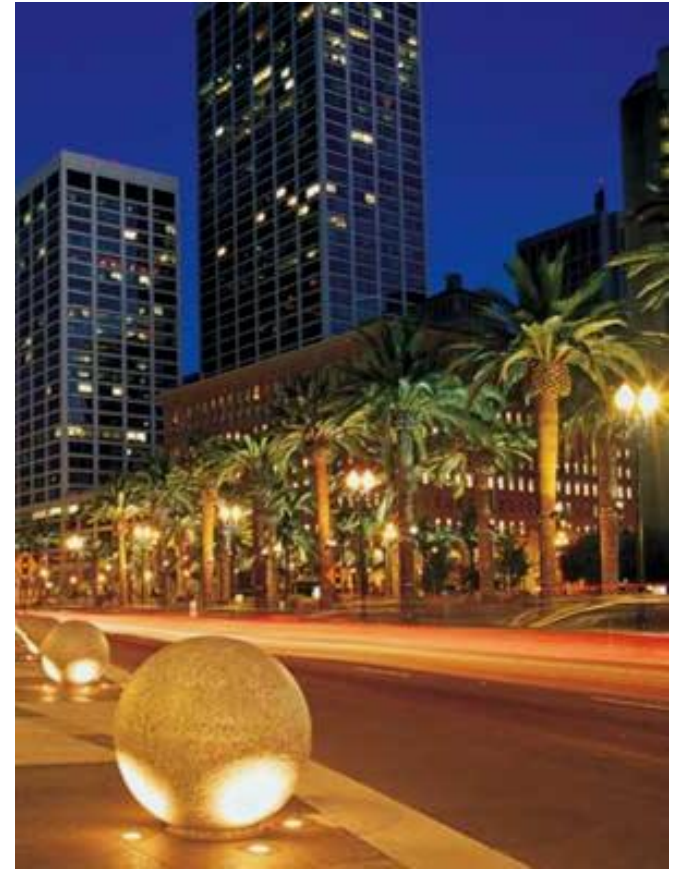
GREEN STREETS – Trees reduce heat gain effect, improve context and create comfort

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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



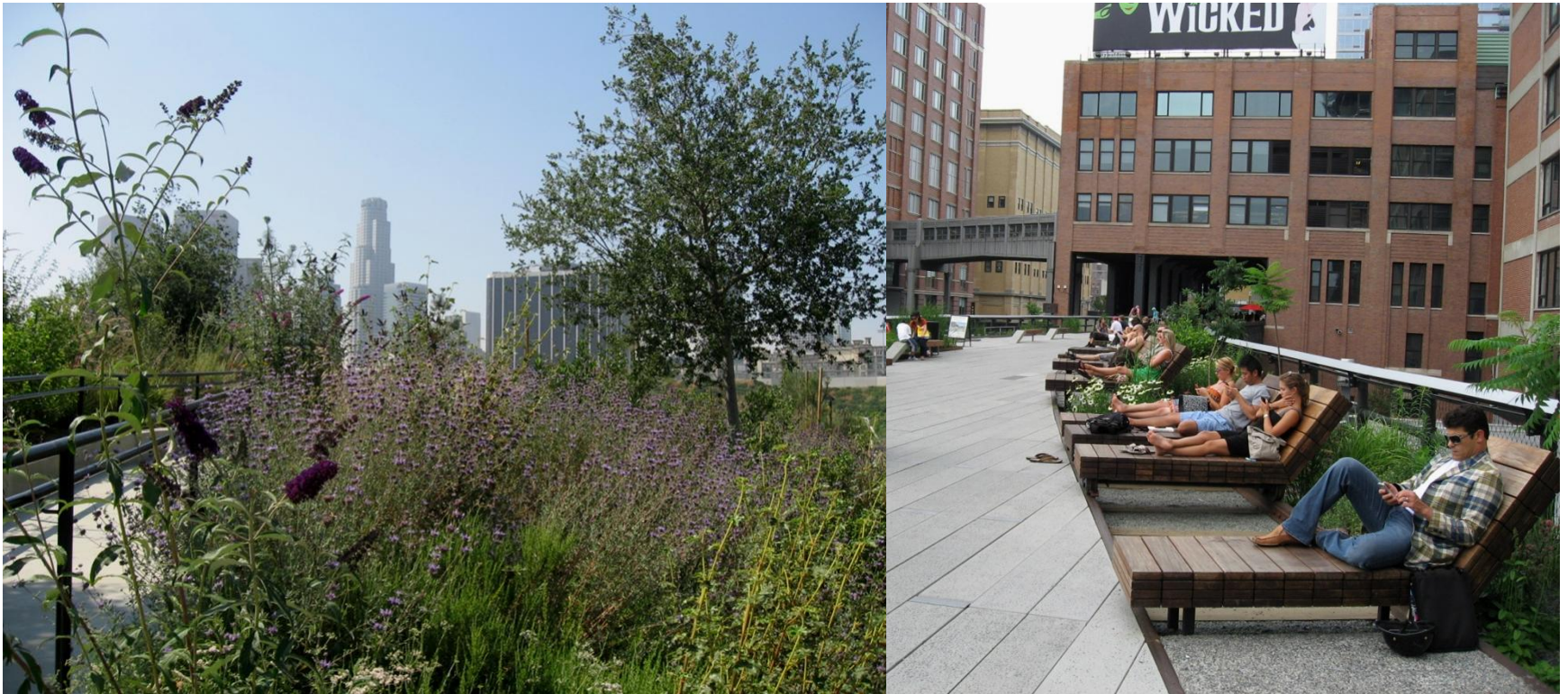
GREEN STREETS - ELEMENTS

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RECLAIMED PEDESTRIAN SPACES – Sustainable Green Space & Parklets

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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



ENHANCED STREET EDGES & PARKLETS

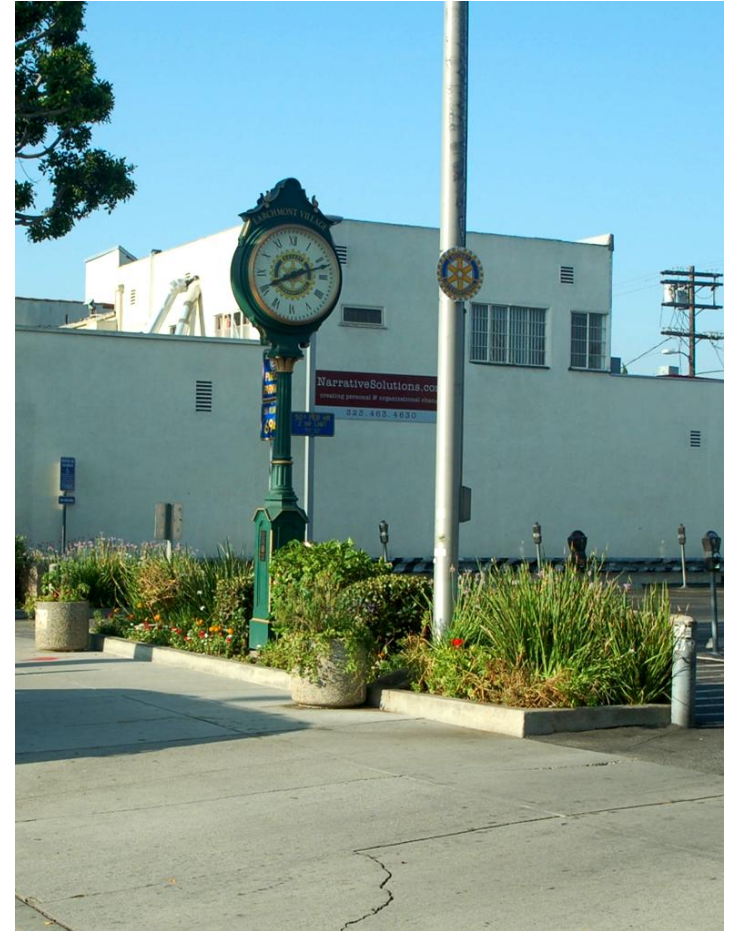
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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



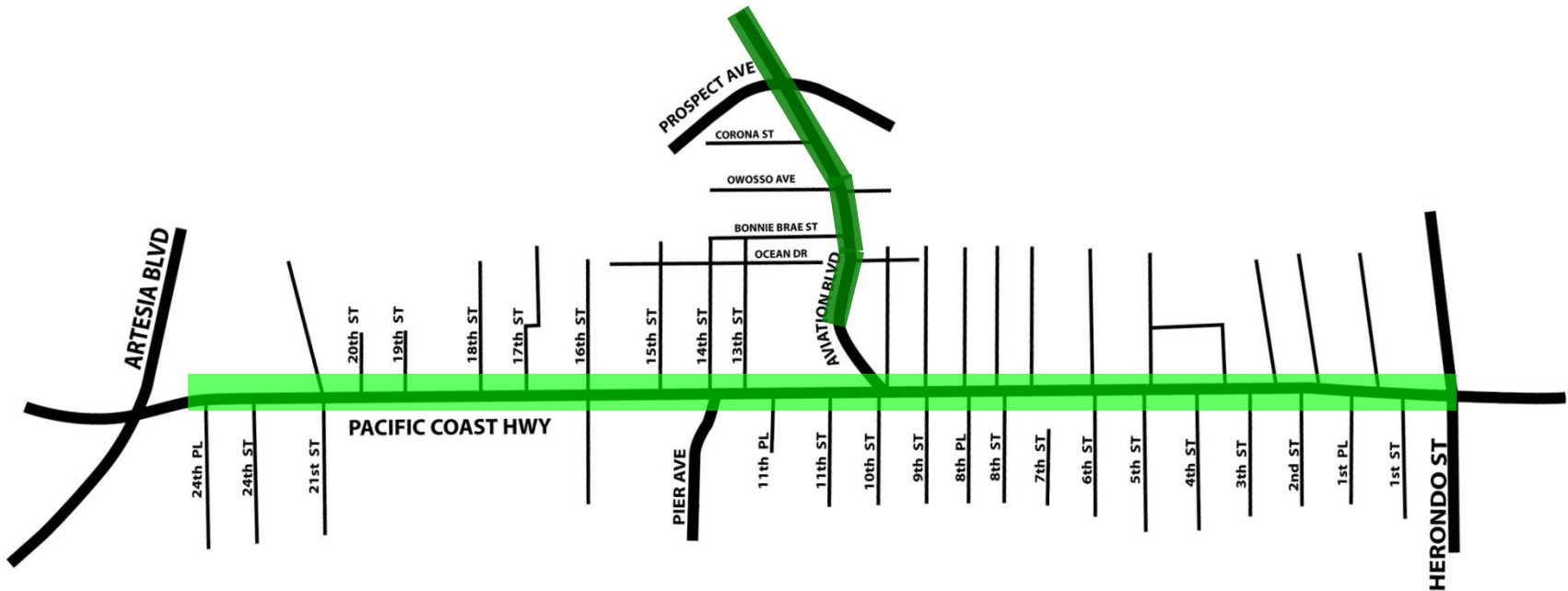
INVITING GREEN STREETSPACE – Green Edges along Parking Lots



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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



-  Palm trees along median & furnishing along sidewalks
-  Canopy trees along median and existing palm trees along sidewalks



GREEN STREETS – MEDIANS AND STREET TREES

PCH AVIATION BOULEVARD IMPROVEMENTS



INVITING GREEN STREETSCAPE – Aviation Blvd. – Before Improvements

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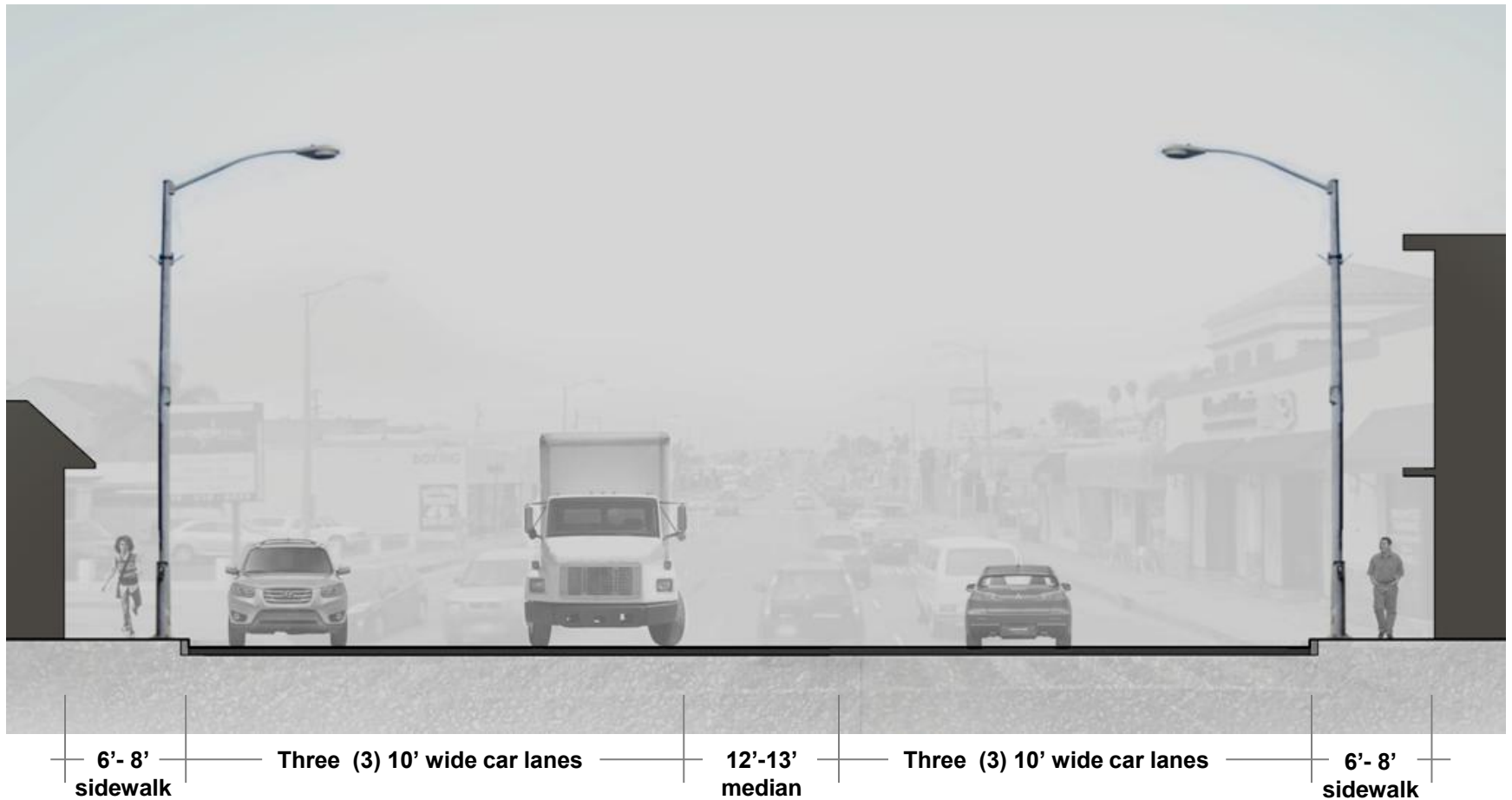
GREEN STREETS – Aviation Blvd. - After

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GREEN STREETS – PCH – Before Improvements

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GREEN STREETS – PCH – After Improvements

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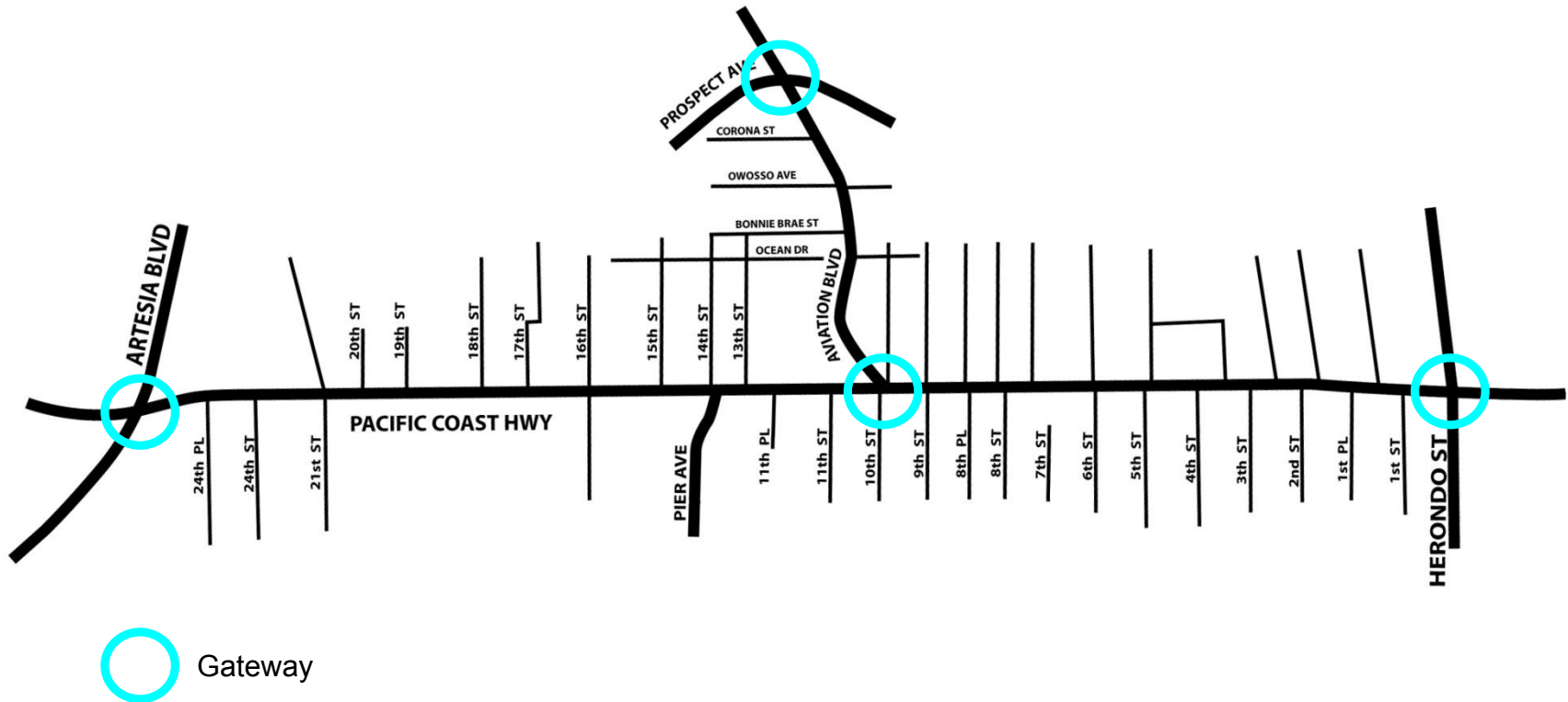
LANDSCAPE ARCHITECTURE

Creating Memorable Streetscape

- Renewed Landscape
- Public Art
- Gateways
- Wayfinding Kiosks and Signage
- Bus Shelter
- Banners
- Paving Patterns
- Planting Palette
- Street Furnishing



PCH AVIATION BOULEVARD IMPROVEMENTS



IDENTITY AND PLACEMAKING – GATEWAY MONUMENTS

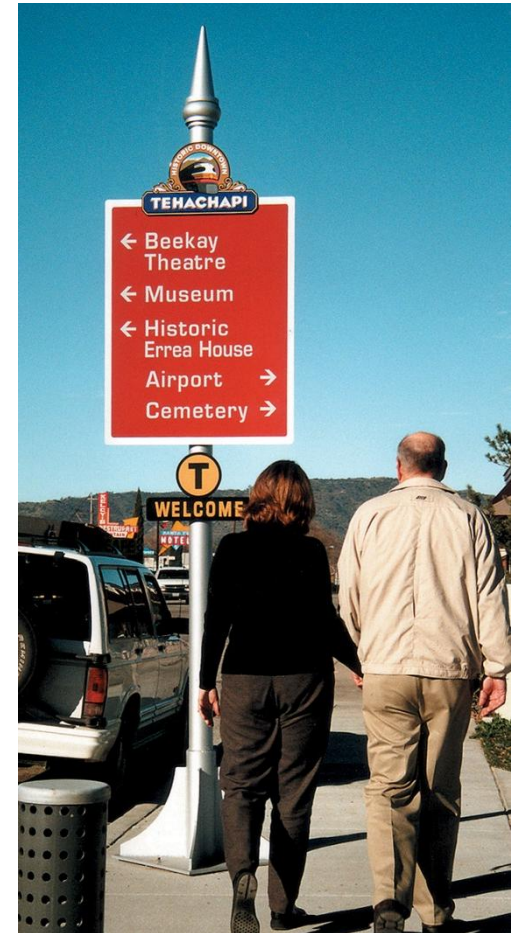
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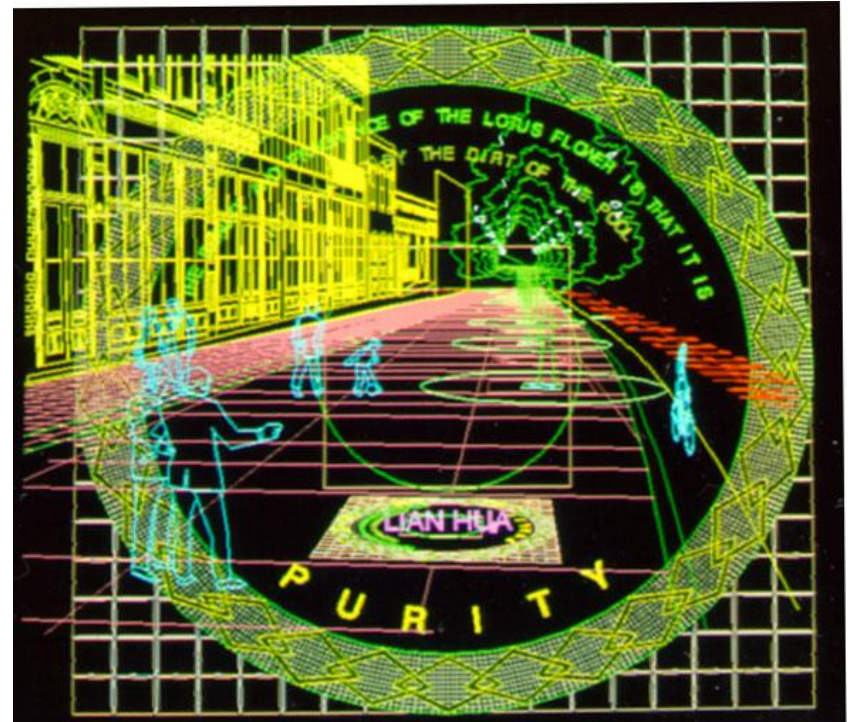
LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



IDENTITY AND STREET AMENITIES – WAYFINDING

PCH AVIATION BOULEVARD IMPROVEMENTS



IDENTITY & STREET AMENITIES - WAYFINDING

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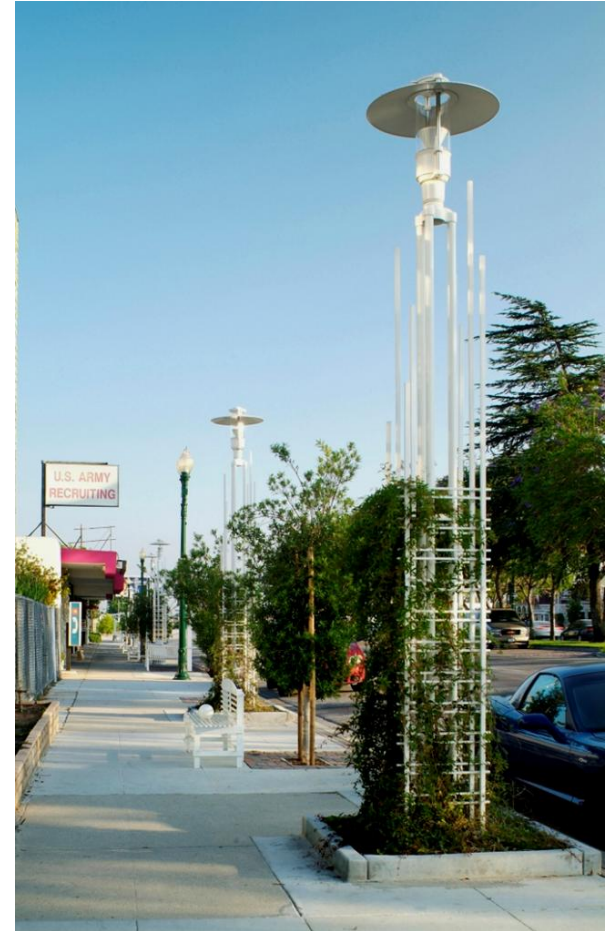
IDENTITY & STREET AMENITIES – BUS SHELTERS

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IDENTITY AND STREET AMENITIES - LIGHTING

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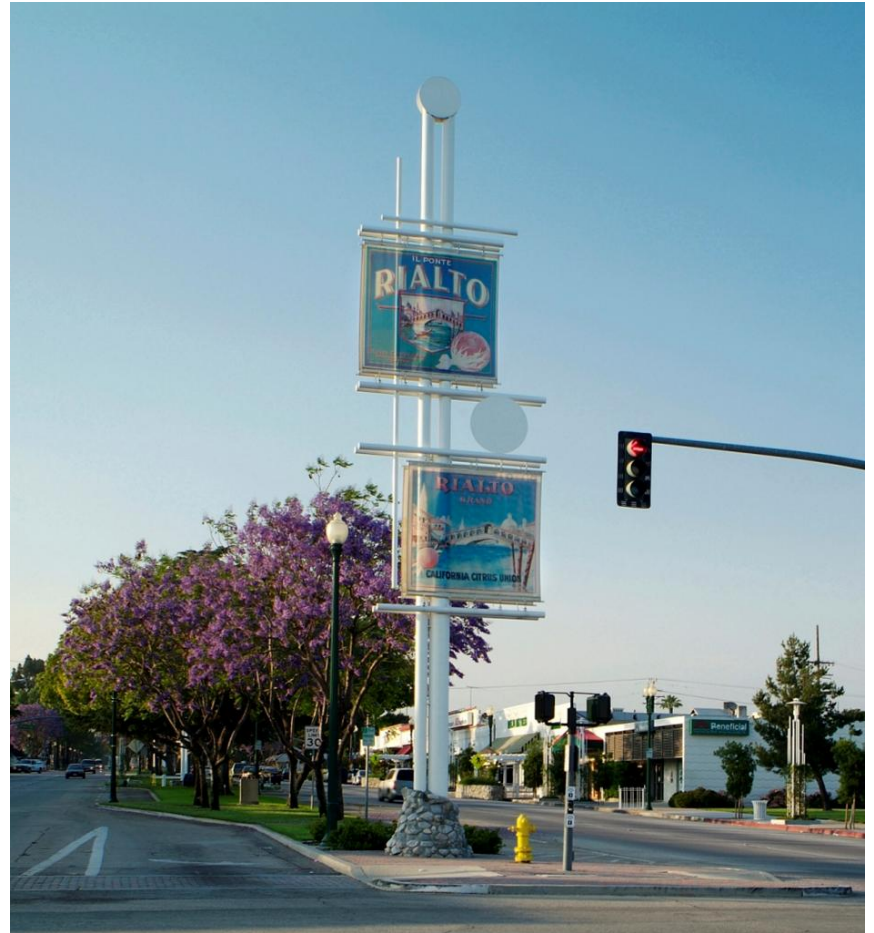
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IDENTITY & STREET AMENITIES



PCH AVIATION BOULEVARD IMPROVEMENTS



IDENTITY AND STREET AMENITIES – Gateway

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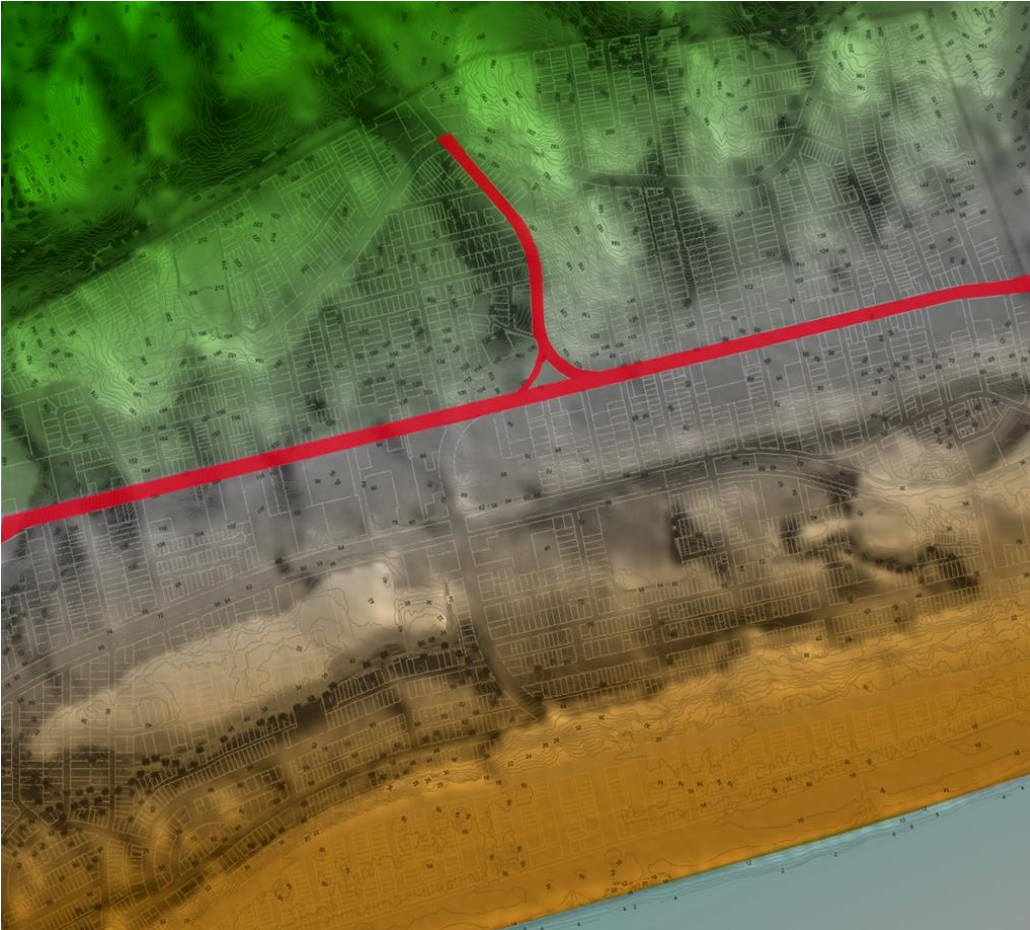
"But my inmost being shrank from the
greeting chill and dank
of a wind forever blowing
o'er the **sand dunes** of Hermosa"
Mrs. Dorcas Ingram



HERMOSA HORIZON – CONCEPT DEVELOPMENT



PCH AVIATION BOULEVARD IMPROVEMENTS

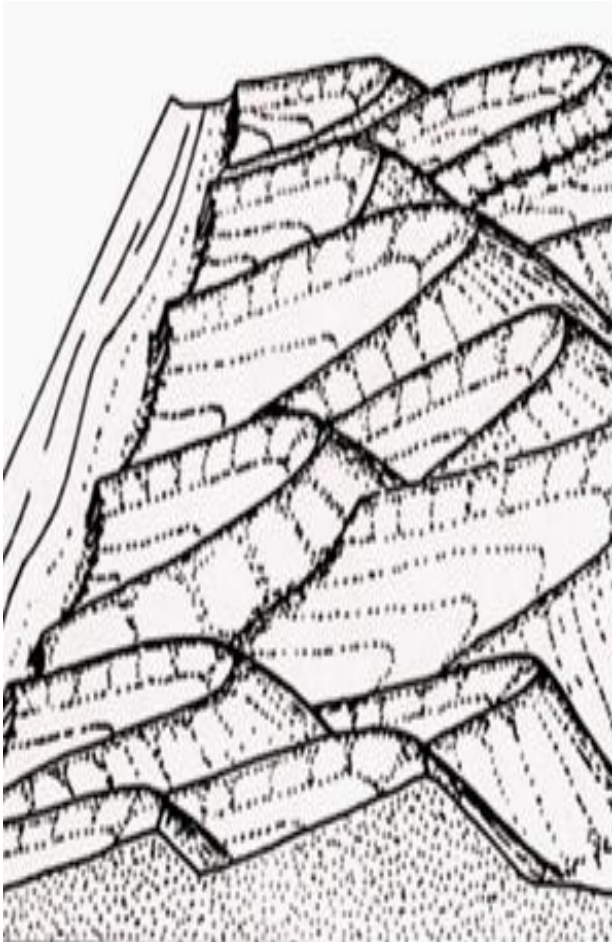


FROM CONCEPT OF GEOGRAPHICAL MEMORY

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LANDSCAPE ARCHITECTURE



GEOGRAPHICAL MEMORY: THE ROLLING HILLS AND DUNES OF HERMOSA

PCH AVIATION BOULEVARD IMPROVEMENTS



GEOGRAPHICAL MEMORY: PAVING PATTERNS

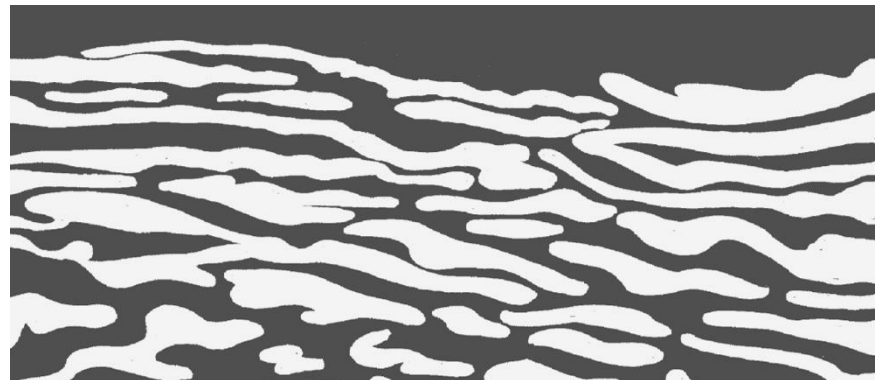
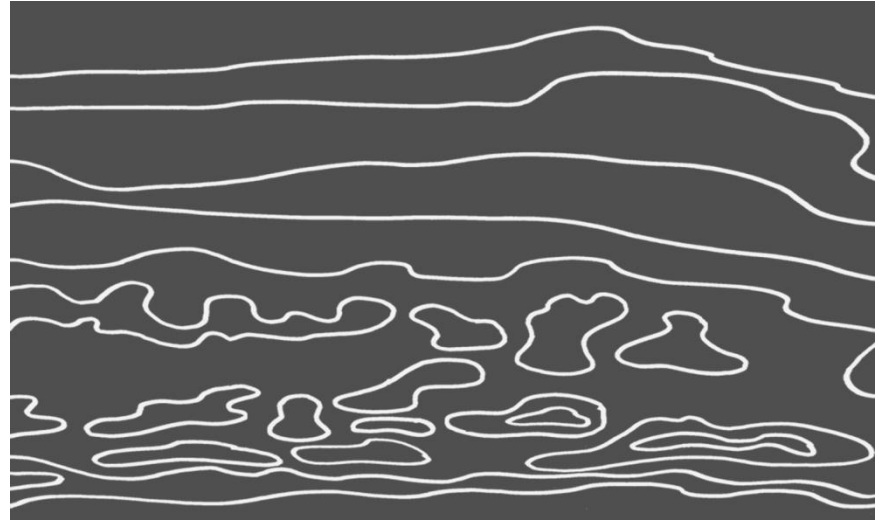
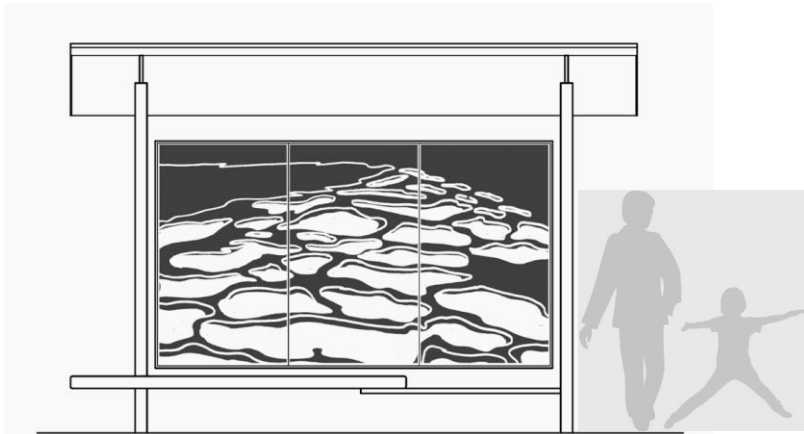
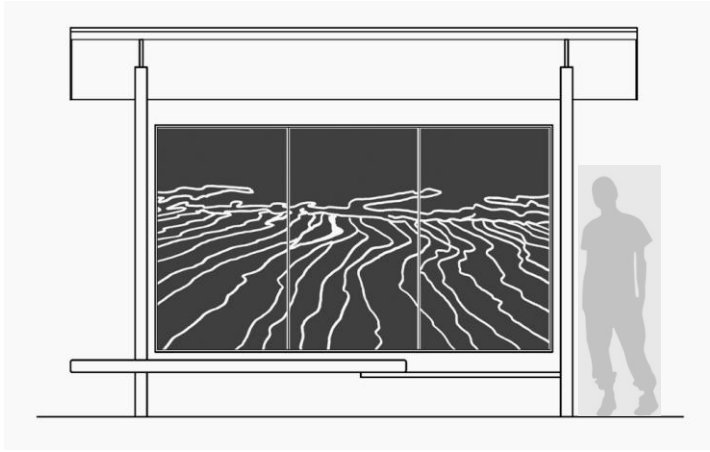
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GEOGRAPHICAL MEMORY: IMAGERY

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FROM CONCEPT OF SEA HORIZON

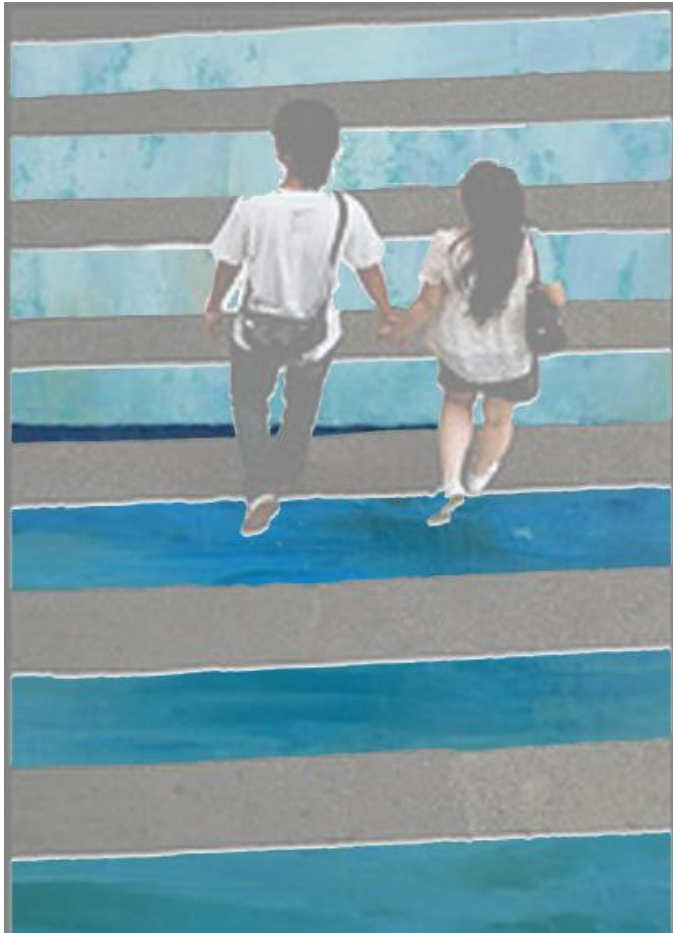
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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



SEA HORIZON – OCEAN & SKY: COLOR AS UNIFYING ELEMENT

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SEA HORIZON – OCEAN & SKY: PLANT PALETTE EVOKES THE OCEAN AND SKY

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LANDSCAPE ARCHITECTURE

PCH AVIATION BOULEVARD IMPROVEMENTS



SEA HORIZON – OCEAN & SKY: ART CELEBRATES THE PORTAL TO THE SEA

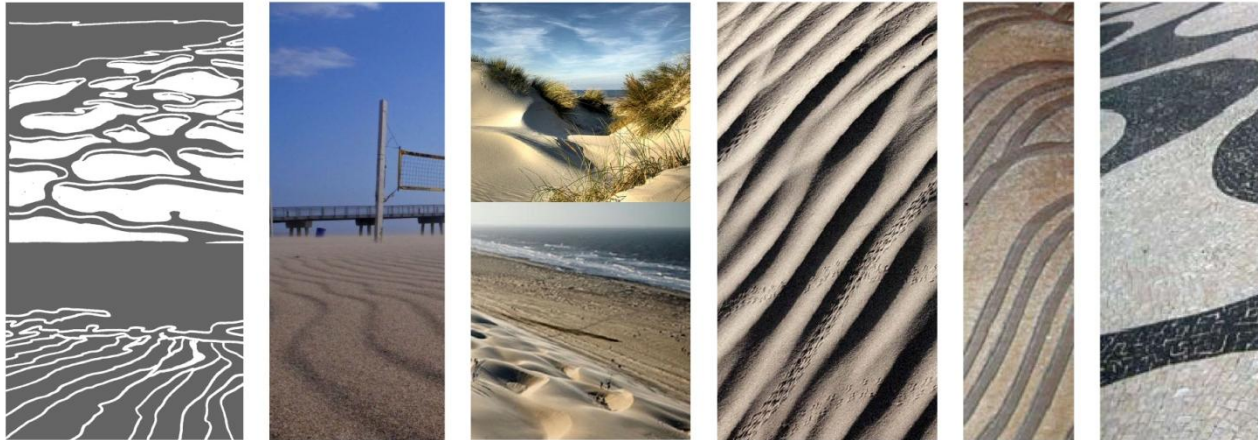
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LANDSCAPE ARCHITECTURE

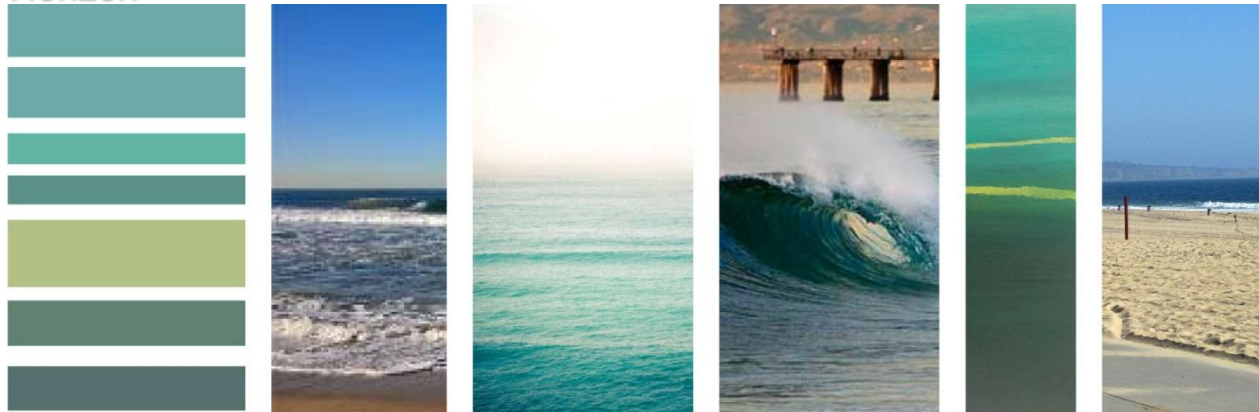
PCH AVIATION BOULEVARD IMPROVEMENTS

Geographical Memory



THE DUNES AND HILLS OF HERMOSA BEACH, THE CONCEPT OF GEOGRAPHIC MEMORY FROM TOPOGRAPHIC FORMATIONS

Sea Horizon



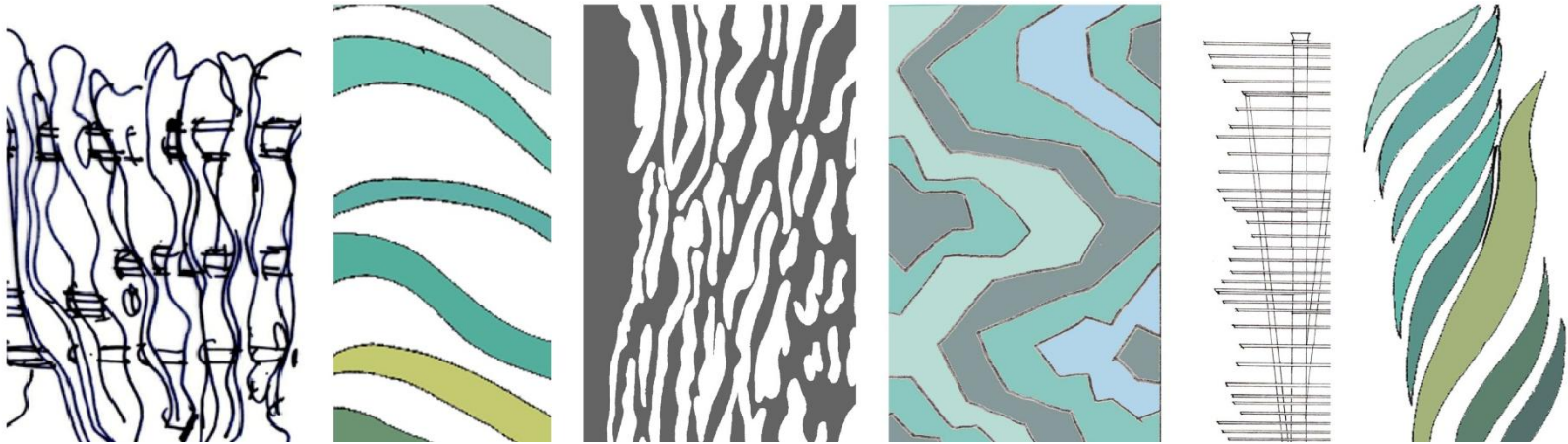
OCEAN AND SKY, AND THE WAVES OF HERMOSA, THE PATTERN & COLORS OF THE HORIZON AS UNIFYING ELEMENT

HERMOSA HORIZON CONCEPT DEVELOPMENT

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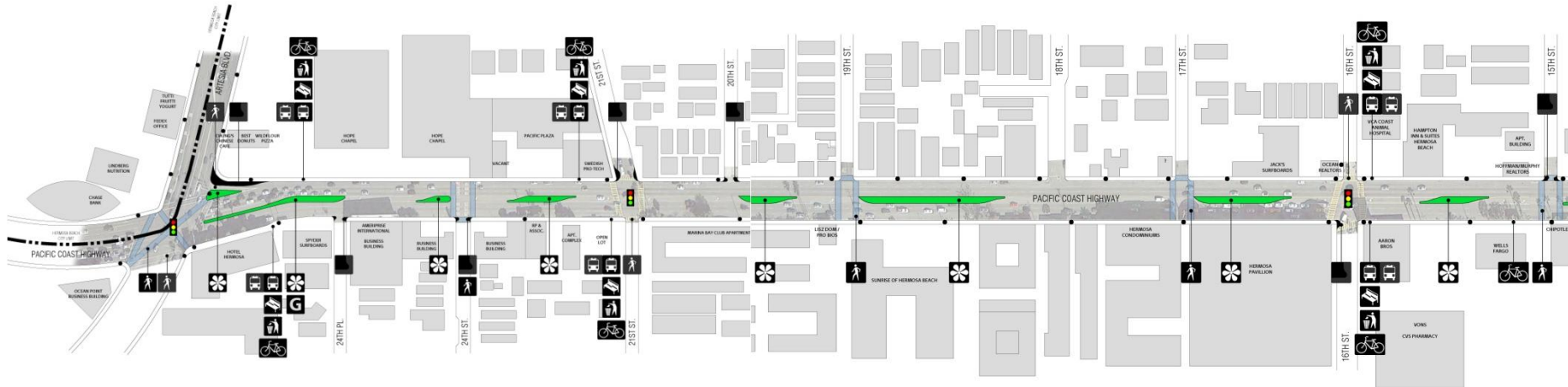
HERMOSA HORIZON



DESIGN AND IDENTITY CONCEPT

PCH AVIATION BOULEVARD IMPROVEMENTS

MASTER PLAN FOR THE PCH / AVIATION BOULEVARD CORRIDOR PCH / Artesia Boulevard to 15th Street



SYMBOL LEGEND

-  EXISTING STOP LIGHT
-  EXISTING CROSSWALK (TO BE ENHANCED)
-  EXISTING BUS STOP
-  EXISTING LIGHT POLE
-  NEW TRASH RECEPTACLE
-  NEW SIGNAGE
-  NEW PLANTING
-  NEW CROSSWALK
-  NEW BICYCLE RACK
-  NEW FURNITURE
-  NEW GATEWAY
-  NEW BUS SHELTER / BUS SIGN
-  NEW SIDEWALK BULB-OUT

CONCEPT TO STREET DESIGN

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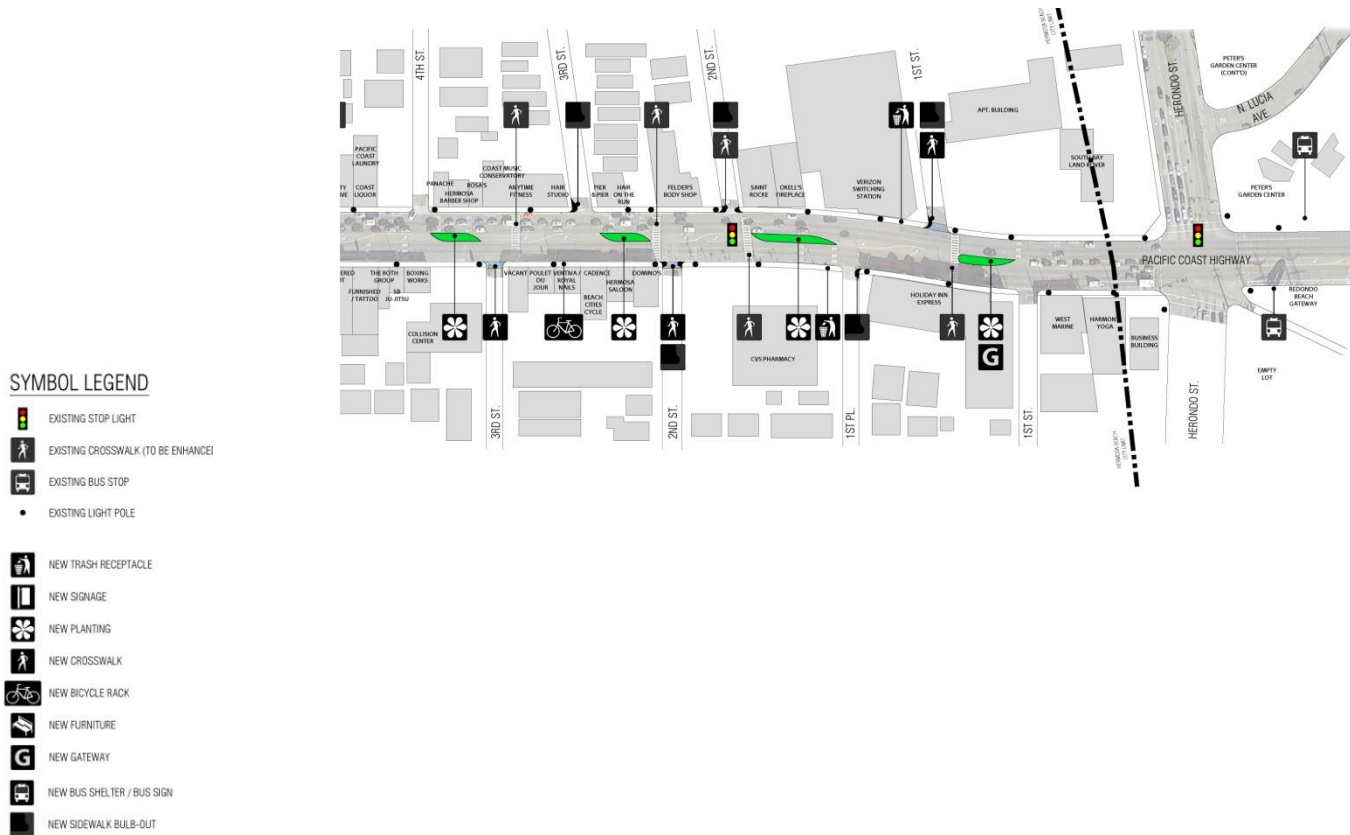
LANDSCAPE ARCHITECTURE

MASTER PLAN FOR THE PCH / AVIATION BOULEVARD CORRIDOR
PCH / 14th Street to 4th Street and PCH / Aviation to Aubrey Park Ct.



MASTER PLAN FOR THE PCH / AVIATION BOULEVARD CORRIDOR

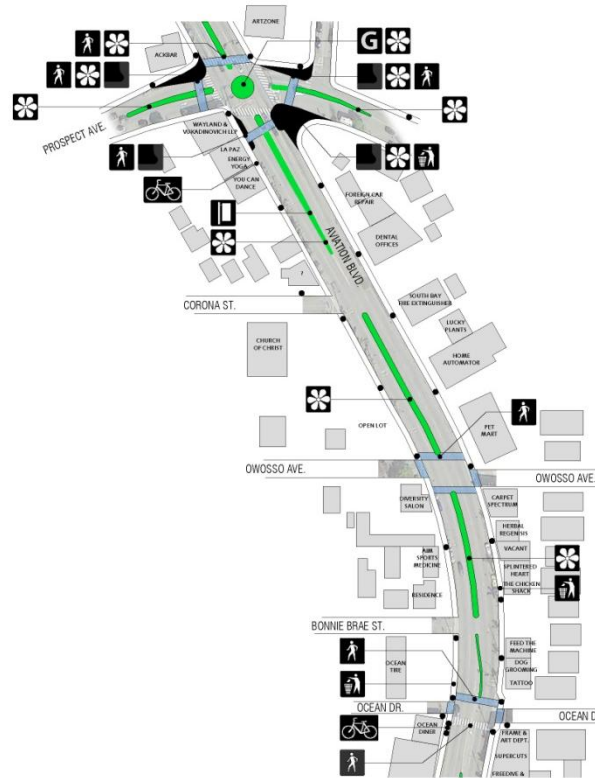
PCH / 3rd Street to Anita / Rehondo Blvd. / 190th Street



CONCEPT TO STREET DESIGN

MASTER PLAN FOR THE PCH / AVIATION BOULEVARD CORRIDOR

Aviation Boulevard / Ocean Drive to Prospect Avenue



SYMBOL LEG

- | | |
|---|----------------------------|
|  | EXISTING STOP L |
|  | EXISTING CROSS |
|  | EXISTING BUS S |
|  | EXISTING LIGHT |
| | |
|  | NEW TRASH REC |
|  | NEW SIGNAGE |
|  | NEW PLANTING |
|  | NEW CROSSWALK |
|  | NEW BICYCLE R |
|  | NEW FURNITURE |
|  | NEW GATEWAY |
|  | NEW BUS SHELTER / BUS SIGN |
|  | NEW SIDEWALK BULB-OUT |

CONCEPT TO STREET DESIGN

VERTICAL GATEWAY MONUMENTS



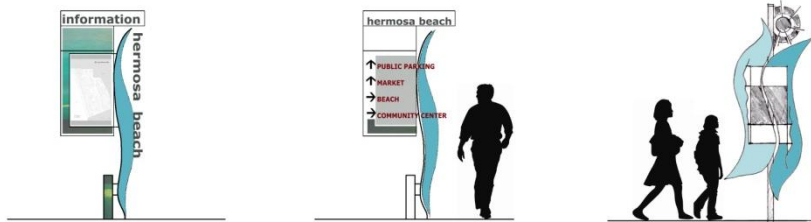
HORIZONTAL GATEWAY MONUMENTS



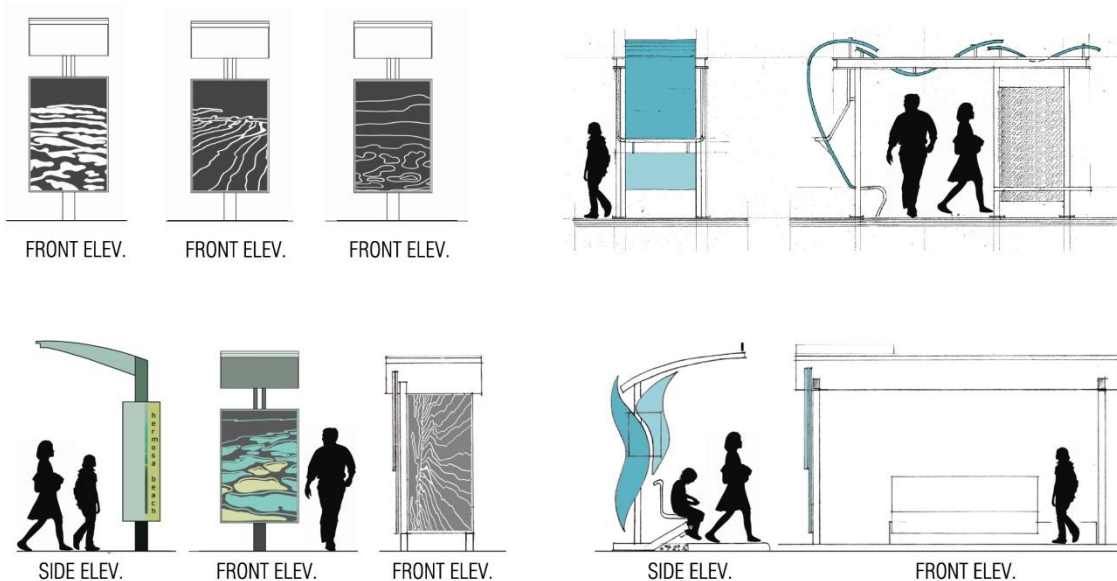
STREETSCAPE DESIGN & IDENTITY ELEMENTS

PCH AVIATION BOULEVARD IMPROVEMENTS

WAYFINDING & KIOSK



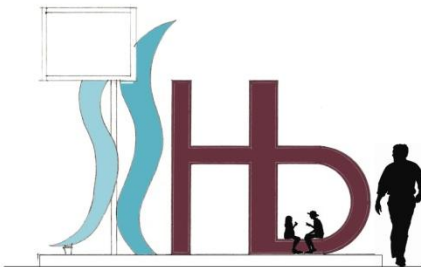
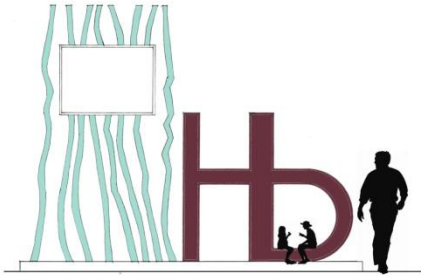
BUS SHELTER / CANOPY



STREETSCAPE DESIGN & IDENTITY ELEMENTS

PCH AVIATION BOULEVARD IMPROVEMENTS

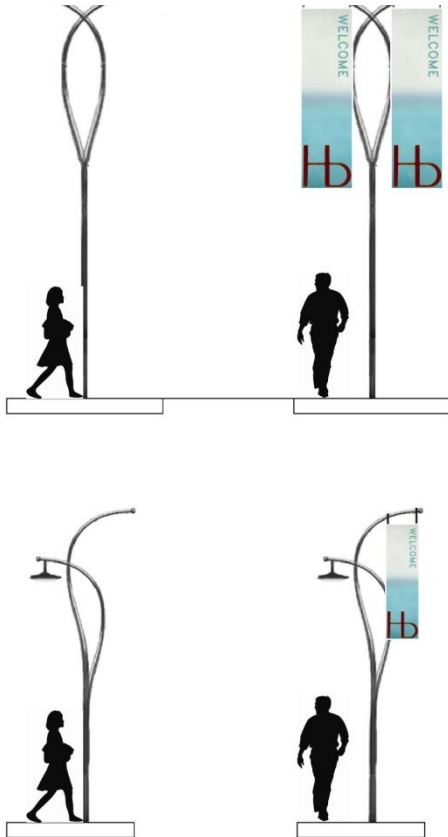
PARKLET ELECTRONIC SIGN & ICONS



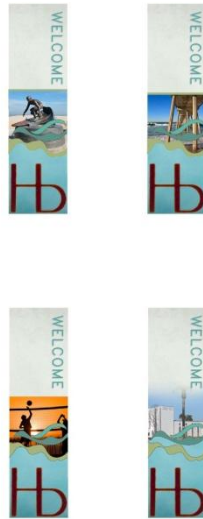
STREETSCAPE DESIGN & IDENTITY ELEMENTS

PCH AVIATION BOULEVARD IMPROVEMENTS

BANNER & LIGHTING POLES



BANNERS OPTIONS

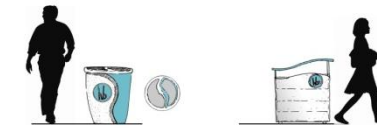


STREET FURNISHING

BENCH / SEAT PROFILES



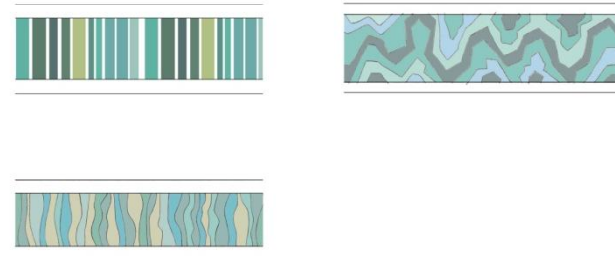
TRASH RECEPTACLES



BIKE RACK PROFILES



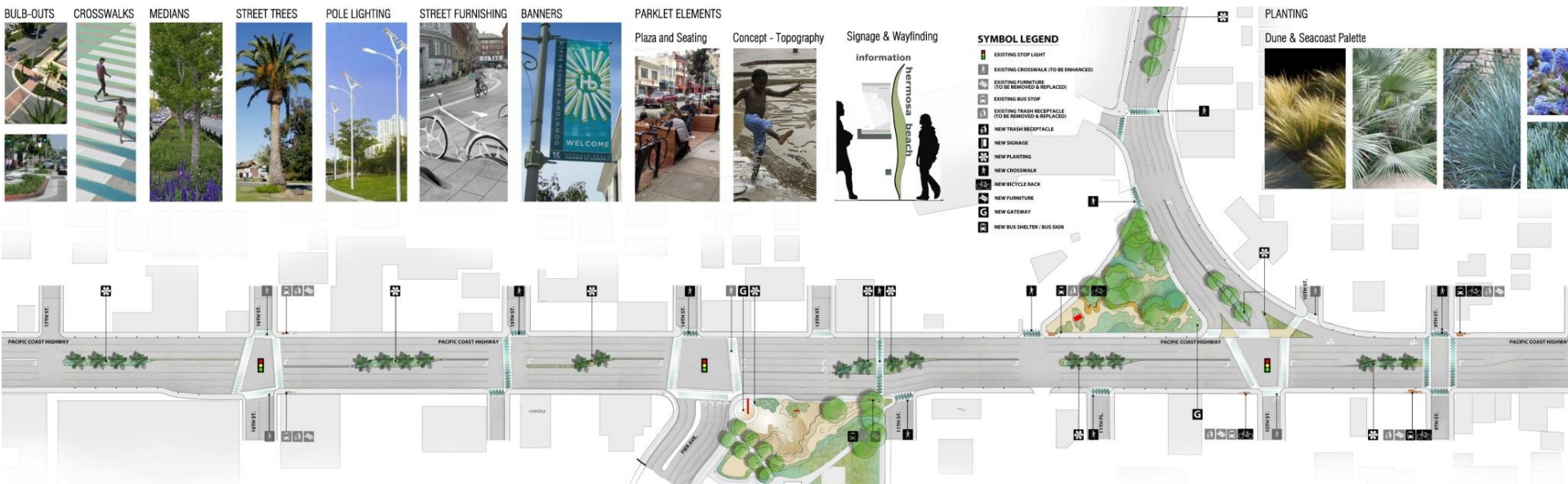
CROSSWALKS



STREETSCAPE DESIGN & IDENTITY ELEMENTS

PCH AVIATION BOULEVARD IMPROVEMENTS

ENLARGED 'PILOT' STREET PLAN PCH / 17TH Street thru 9th Street



CONCEPT TO STREET DESIGN

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LANDSCAPE ARCHITECTURE

ENLARGED PLAN & ELEVATION AVIATION BOULEVARD / PROSPECT ROUNDABOUT

PROPOSED ROUNDABOUT AVIATION AND PROSPECT

PROPOSED ROUNDABOUT LOCATED AT THE INTERSECTION OF AVIATION AND PROSPECT WILL EASE THE FLOW OF TRAFFIC AND ALLOW SPACE FOR A UNIQUE GATEWAY INTO HERMOSA BEACH

PROPOSED BULB OUT LESSENS THE LENGTH OF STREET PEDESTRIANS NEED TO CROSS. IT GIVES PEDESTRIANS A SAFE HAVEN TO WAIT IN TO CROSS THE STREET.

CONTINUED MEDIAN ALONG AVIATION BOULEVARD.

EXISTING CROSS WALKS TO BE ENHANCED IN A WAVE PATTERN LIKE ALL IMPROVED CROSS WALKS ON PCH (TYP)

AVIATION
BLVD.

CITY MONUMENT SIGN ANNOUNCES ARRIVAL INTO HERMOSA BEACH
MULTIPLE BIKE RACKS

PROPOSED BENCHES AND SEATING AREA IN SMALL TRIANGULAR PARK.

PROPOSED MEDIAN

PROSPECT
AVE.

AVIATION
BLVD.

PROSPECT
AVE.

N
scale 1/16" = 1'-0"

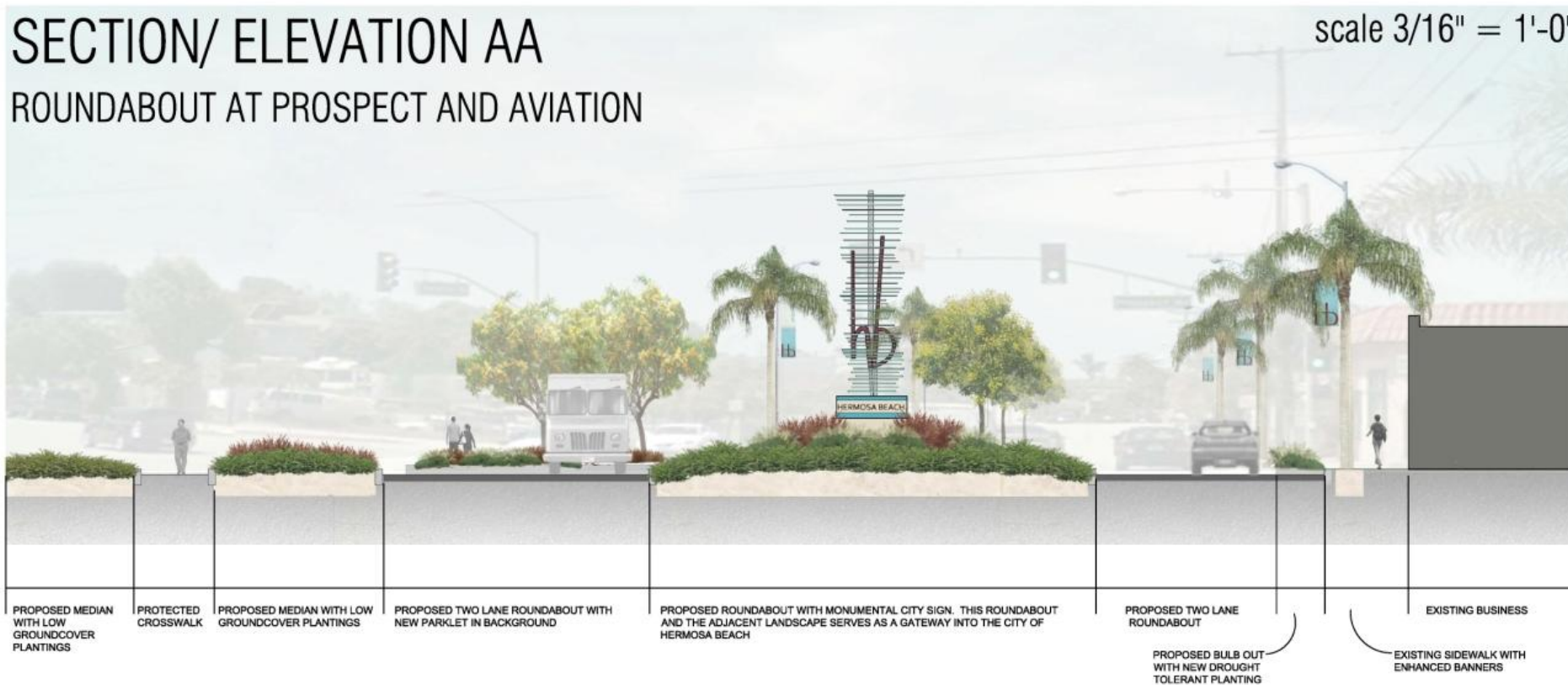
CONCEPT TO STREET DESIGN

PCH AVIATION BOULEVARD IMPROVEMENTS

ENLARGED PLAN & ELEVATION AVIATION BOULEVARD / PROSPECT ROUNDABOUT

SECTION/ ELEVATION AA ROUNDBOUT AT PROSPECT AND AVIATION

scale 3/16" = 1'-0"



CONCEPT TO STREET DESIGN

Attachment 2

Katherine
Spitz
Associates
Inc.

LANDSCAPE ARCHITECTURE

THE PACIFIC COAST HIGHWAY AND AVIATION BOULEVARD STREETSCAPE IMPROVEMENTS PROJECT

Community Meeting
April 4, 2013



Attachment 2

Katherine
Spitz
Associates
Inc.

LANDSCAPE ARCHITECTURE