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SAVE
CALIFORNIA
STREETS

2019 Project Award Nomination



West Broadway Urban Village

City of Seaside



West Broadway Urban Village Improvements

Project Overview

The City of Seaside is experiencing a transformation as the West Broadway Urban Village project begins to revitalize the downtown area. The West Broadway Urban Village Specific Plan (Specific Plan) is the result of an exciting planning process to revitalize and enhance the economic, social, cultural and recreational fabric of the City of Seaside's West Broadway Avenue. The Specific Plan describes and illustrates a vision for the area, as articulated by the community, and provides a framework for creating an Urban Village around West Broadway Avenue as the City's downtown commercial core.

The West Broadway Urban Village Infrastructure Improvements Project was the first development phase of the Specific Plan. This project was a \$7 million street improvement that included pedestrian, bicycle, streetscape, roadway and intersection improvements. These improvements included wider sidewalks, new bike lanes and bike boxes, bulb-outs for safer pedestrian crossing, a new signal light, and a "road diet" that reduced the width of the roadway from a four-lane roadway (two lanes in each direction) to two-lanes (one lane in each direction). Storm drain improvements, bioswales, infiltrators and new sewer main for a future sanitary sewer connection were also constructed.

Enhanced Pedestrian Environment

The West Broadway streetscape was enhanced with pedestrian-oriented design elements to encourage an active pedestrian environment. Sidewalks were widened to create opportunities for businesses to spill out onto the sidewalks and to provide additional space for pedestrian amenities. Traffic calming measures, including sidewalks in varied widths with curb "bulb outs" at the street intersections, increased pedestrian safety. Crosswalks were delineated with high-visibility thermoplastic crossing marks and stop bars. New planters, lighting, landscaping, benches, and bike racks create safe and comfortable spaces for walking, shopping, or sitting. Newly planted street trees provide shade and visually frame the West Broadway Avenue corridor. The variety of streetscape improvements enhance and encourage pedestrian activity within the revitalized downtown area.



Residents enjoying new sidewalk and amenities



Bicyclist Safety

Multi-modal transportation, specifically bicycle use, was greatly enhanced with the street improvements. A “road diet” reduced vehicular traffic, and designated Class II Bicycle lanes were built along both sides of the street on West Broadway and along Del Monte Boulevard from Canyon Del Rey to West Broadway. Designated Class III bike lanes (sharrows) were added on Broadway Avenue from Fremont to General Jim Moore Boulevard. Clearly marked street bike lanes and bike boxes at critical intersections have increased safe bicycle travel and access. The delineation with green pavement and contrasting markings enhance the visibility and improve rider safety. New bicycle racks were added along West Broadway Avenue and Del Monte Boulevard.

Project Team

Project Owner
City of Seaside

Engineering and Landscape Design
Mark Thomas & Company, Inc.

Construction Management and Inspection
MNS Engineers, Inc.

General Contractor
Monterey Peninsula Engineering

Environmental Consulting
Denise Duffy & Associates

Materials Testing
Kleinfelder, Inc.



MARK THOMAS





Before



After

Construction Management Techniques



The project was completed on-time and within budget; it opened to the public in June 2018.

With the project site located in an active and very populated area surrounded by restaurants and commercial businesses as well as a major thoroughfare, there was a constant source of pedestrian, bicycle and vehicular traffic in the area. Therefore, sensitivity to the surrounding properties and the public were important considerations during construction and the management of the project. The team prepared a Construction Management plan to help alleviate environmental and community concerns during the construction of this project. Some of the key management techniques used included:

- Extensive construction area signs were provided, including alternative routes on nearby streets.
- Traffic handling was a unique and complex issue with this busy thoroughfare. The proximity of local residents and businesses limited the hours of night time work and required construction to occur during the daytime commute hours, managing the project within the constraints of an active and busy travel route.

- Traffic was routed one way westbound while the south side of the project was being constructed. This provided available on-street parking for businesses during construction.
- Sidewalks were constructed in phases to provide minimal impact to the businesses, keeping access open at all times..
- Due to the concern of rain and adequate drainage, the final lift of asphalt for half the street was constructed before traffic was re-routed one-way eastbound for construction along the north side.



Safety



With the project located on busy commercial streets in the City of Seaside, it was critical to the success of the project to maintain safe working conditions as well as provide access to businesses and maintain traffic flow through the work area. Safety is always the highest priority for the City of Seaside, and appropriate safety features were in place throughout the project. Examples of steps taken to enhance the safety during this project include:

- The traffic control plan minimized delays and impacts to the commuting public while keeping safety as a priority. As a popular corridor for pedestrians and bicyclists because of its proximity to restaurants and retail, safety of the public was critical throughout the construction process.
- The contractor provided signs, flagmen, and facilities to permit the on-going circulation of automobile, bus, bicycle, and pedestrian uses around the construction site.
- The Safety Plan implemented by Monterey Peninsula Engineering was seen daily on this project. Workers were trained to identify hazards dependent on the type of work being performed throughout the phases. Construction crews met each morning before the start of work to discuss safety and worker health.

- An additional layer of safety was provided by analyzing daily activities performed at the site and identifying areas for improvement to help maintain a safe environment for anyone working or traveling through the work zone.
- There were no workers injured during the project and no accidents associated with the construction of this project.



Sustainable Commitment



The City's West Broadway Urban Village Specific Plan incorporates principles of long-term environmental sustainability and resource conservation, reducing potential environmental impacts of development while supporting the preservation of the natural environment. An overarching goal of the Specific Plan is to ensure that development within the West Broadway Urban Village adheres to environmentally-sustainable design and land use principles with the goal of enhancing and protecting the immediate and long-term well-being of the City, its citizens and the area's natural resources.

Sustainable development standards ensure that new development within the project area minimize energy consumption, conserve water, and use recycled or sustainable building materials. Specific energy efficient lighting requirements and sustainable landscaping provisions are mandatory for future project-area development. Some examples include:

- Low Impact Development practices include landscaped bioswales and storm water retention system with hydro dynamic separators that improve water quality by trapping debris and removal of sediment and hydrocarbons from storm water runoff, reducing the City's volume and pollutant load discharged into Monterey Bay.
- Landscaping requirements create self-sustaining landscape that requires minimal resource inputs, such as fertilizers, pesticides, and water. Only native and other drought-tolerant landscaping is allowed in the project area. Landscapes areas use minimal irrigation.

- The West Broadway Urban Village is being developed as a "Green District" with development projects incorporating green site and building design principles.
- Recycling receptacles are provided throughout the Specific Plan Area in convenient locations, immediately adjacent to trash receptacles.



Community Relations



Broadway Bash Celebration

Community outreach for the project began in the early stages of planning and design of the West Broadway Urban Village Specific Plan. The City of Seaside oversaw the development of the Specific Plan with a detailed planning process, including an extensive community participation process. An Advisory Committee was created, and a community-wide planning process was initiated to ensure incorporation of a broad cross-section of viewpoints during the development of the Specific Plan. This public participation process included five community workshops and ten meetings with the Advisory Committee. Additional outreach included direct mail to businesses in the area, attending various community organization meetings, and several public hearings.

During construction, the CM team worked closely with the City's Project Manager and Community Development Director to provide current information on upcoming activities and stages of construction to keep the public fully informed of the progress and upcoming stages of the project – no surprises! Quarterly meetings were held with the businesses/property owners, city staff, CM and contractor, hosted by the Chamber of Commerce, to discuss issues, concerns and progress. Public meetings. An on-line survey gathered input from the community for tree selection.

Cognizant of the potential concern regarding traffic control impacting business owners and motorists, many methods of communication were

used. These methods included fact sheet and map updates; targeted outreach to community organizations, local businesses and area vendors; project information flyers; weekly updates on the City web page; organizational outreach; and media press releases.

Specific campaigns such as SHOP BROADWAY posted ads in the local newspaper, encouraging visitors and shopping on Broadway during construction. Upon completion of the new urban village improvements, a ribbon-cutting ceremony was held to coincide with the Broadway Bash celebration. The Broadway Bash included a ribbon cutting, bands, food, car show, farmers market, and more.



Seaside Creates

Local office of the City's planning department

Below

Broadway Bash celebrating the completion of the project



In addition, during construction, the city orchestrated a series of events and workshops involving the public and businesses to showcase the West Broadway project's accomplishments. They set up a sub office of the planning department on Broadway Avenue to reach out and inform visitors and business owners. The office space had two street-facing display windows with graphic overviews of the Broadway Urban Village and Campus Town projects.





Additional Considerations



Bioswales create a softer edge to the street

This first phase of the West Broadway Urban Village Strategic Plan was critical in demonstrating a concern and care about the existing businesses along Broadway. Many challenges were met throughout construction with successful outcomes:

- Pedestrian and vehicular accessibility was provided to Broadway businesses during construction. At least one cross street was open to traffic, and at least one lane of traffic was open on West Broadway at all times
- 20' deep stormwater infiltrators (4 each) were installed while traffic and pedestrians safely traversed the area.
- Surface vibration from heavy equipment during the installation of the new sewer line that connects future development caused the existing 30+ year old water line main to rupture. It was quickly repaired.
- PG&E was unable to hook up power to the new streetlights so the power for the new Alhambra traffic signals powered the streetlights until PG&E made the connections.
- Traffic flow is better on Broadway with less complaints of near misses at the previously stop-controlled intersection at Alhambra.

- The street lighting is less austere with the addition of pedestrian level lighting.
- The use of bioswales has created a softer edge to the street.
- Stormwater is treated and retained on site, increasing groundwater recharge and eliminating a potential source of pollution to the Monterey Bay.
- Property values have increased on Broadway.



Bikeshare partnership
with ofo

Bikes in racks during
Pedal Party

The West Broadway Urban Village Infrastructure Improvements Project represents a major step in the envisioned build-out of the West Broadway Urban Village Specific Plan. Funded through a California Transportation Commission Active Transportation Program grant, a Transportation Agency of Monterey County's Regional Surface Transportation Program Grant, and a 2% Transportation Development Act grant, this project further promotes the regional and state transportation goals for complete streets. The investment in the public facilities serves as a catalyst to draw private investment into the West Broadway Urban Village area, promoting economic growth and the creation of an urban core/downtown in Seaside.

Revitalization is already occurring in the downtown area. Several businesses have moved into vacant buildings and upgraded the building façades. The City partnered with Everyone's Harvest to provide a Certified Farmer's Market on Saturdays year around. A bikeshare program was launched through the City's partnership with ofo, a bike sharing company, encouraging more bikes and less cars on the street.

The City opened Seaside Creates, a satellite office on West Broadway for the City's Planning and Community/Economic Development Departments. It is open daily for the community and interested parties to work directly with the city and economic development staff. Multiple events were held at Seaside Creates, including an Intro to Business Planning workshop,

a pop-up safety event held by Seaside Fire Department, a How and Why to Start a Business in Seaside workshop, a Meet & Greet with the Seaside Creates staff, and a Pedal Party to try out the new bike racks and see the improved Broadway streetscape. These series of events and workshops involving the public and businesses have helped showcase the West Broadway project's accomplishments so far.



Project Photos





Project Photos





Project Photos

