

CARSON STREET CONCEPTUAL VISUALIZATION

Carson, California
August 2002



REDEVELOPMENT AGENCY
CITY OF CARSON, CALIFORNIA

studioeleven

A Division of Perazzo+Ruth Architects

ACKNOWLEDGMENTS

CITY COUNCIL

Daryl Sweeney, *Mayor*
Raunda Frank, *Mayor Pro Tem*
Jim Dear, *Council Member*
Kay Calas, *Council Member*

PLANNING COMMISSION

Clifford Cannon, *Chairperson*
Raymond Park, *Vice Chairperson*
Rita Boggs
William Brown
Frances Cottrell
Louie Diaz
Emilio Loyola
Joe Merton
Barbara Post

ENVIRONMENTAL COMMISSION

Brian Raber, *Chairperson*
Eleanor Riddick, *Vice Chairperson*
Yo Furuta
John Graber
Henry Johnson
Harold Williams
Tommie Williams

PUBLIC WORKS COMMISSION

Michael Genewick, *Chairperson*
John Cottrell, *Vice Chairperson*
Rey Landero
Amador Saenz
Gerald Weeks

ECONOMIC DEVELOPMENT COMMISSION

Don Kott, *Chairperson*
Walter Neil, *Vice Chairperson*
Sharron King
Jose Martinez
Maria Melendres
Emmanuel Ogunji
Michael Padilla
Pilar Perry
Anthony Thomas

PROJECT AREA COMMITTEE

Vera Robles-DeWitt, *Chairperson*
Joe Acosta, *Vice Chairperson*
Terry Everett
Brad Pearl
Lois Caldwell

PROJECT AREA COMMITTEE (continued)

Issac Canales
Anna Narez
Diane Thomas
Pamela Acosta
Thomas Perrett
Tracy Rodriguez
Dennis Calkins
Sal Duarte
Sherron Ferguson
Joe Palicte
Neva Rogers

REDEVELOPMENT AGENCY / PLANNING

Ron Winkler, *Economic Development Project Manager*
Margarita Cruz, *Redevelopment Manager*
Jeff Westbrook, *Senior Redevelopment Project Manager*
Steve Masura, *Redevelopment Project Manager*
Anne Marie Gallant, *Development Services General Manager*
Sheri Repp-Loadsman, *Planning Manager*
Victor Rollinger, *City Engineer*

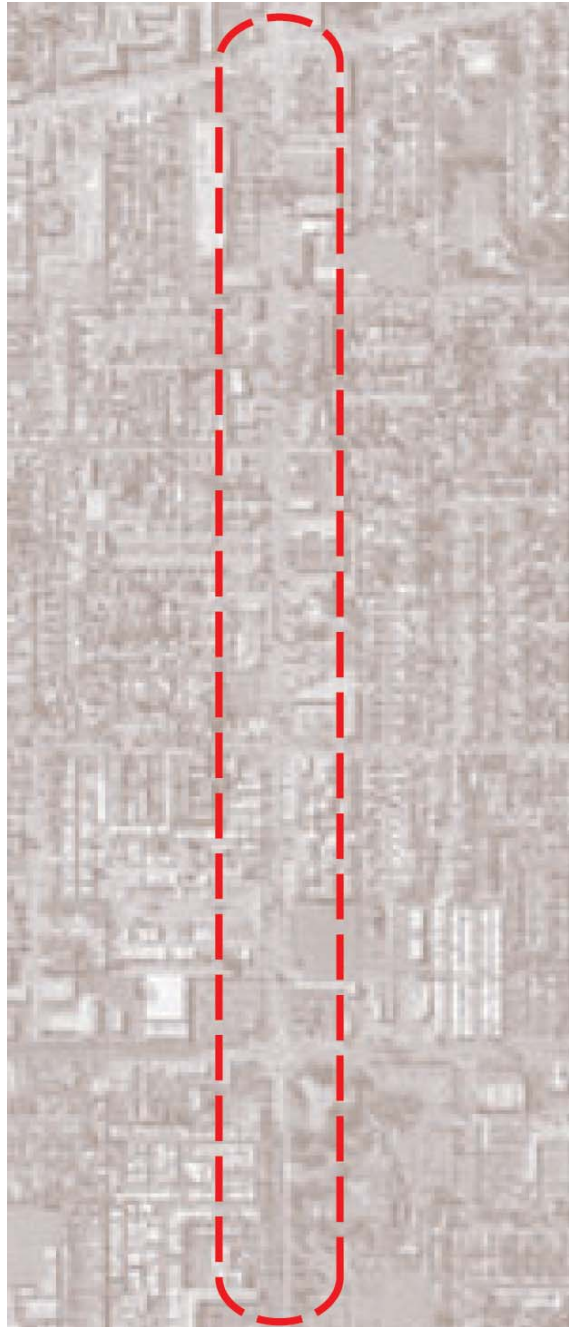
STUDIO ONE ELEVEN (a division of Perkowitz and Ruth Architects)

Alan Pullman, *AIA, Senior Associate, Design Director*
Farooq Ameen, *AIA, RIBA, Special Projects Director*
David Sabunas, *Senior Designer*
Michele Yamada, *Designer*



PART ONE:

INTRODUCTION



PROJECT DESCRIPTION

The Carson Street Conceptual Visualization creates a shared vision to guide the development of the City of Carson's downtown community into a desirable place for living, working, shopping and visiting. The process of developing this document was guided by three broad principles that have informed the formulation of the strategy components. These include:

- Building on the existing assets of the community as much as possible.
- Adapting widely accepted principles of livable places as key elements of the strategy.
- Creating a distinctive downtown that incorporates and leverages the traffic volume to advantage.

The Conceptual Visualization strategy focuses on revitalization efforts for Carson Street from the Harbor (110) Freeway on the west to San Diego (405) Freeway on the east. The depth of area of consideration is about 600 feet to the north and south of the Carson Street right of way (ROW), which is generally commensurate with redevelopment project areas lot depths.

This revitalization effort addresses numerous issues, including land-use, transportation, traffic, non-vehicular uses, architectural design, the integration of site amenities and public art and many other elements of a first-class streetscape. Strategies for the creation of a "distinctive downtown" are the focus of the conceptual plans for the Carson Street corridor. These efforts include the development of retail and mixed-use typologies that will be successful models for revitalization efforts. Other strategies include the integration of conceptual traffic principles that leverage existing transportation nodes at either end of the corridor. The intention is to build upon the existing strengths in the City of Carson, including the wealth of cultural diversity.



PROJECT GOALS

Create a beautiful, vibrant, urban boulevard that reflects the community's vision and embodies the identity of the City of Carson.

Create a livable, pedestrian friendly downtown retail district near the civic core.

Create a distinctive mixed-use character throughout Carson Street.

Promote a high standard of amenity in public places.

Create distinctive gateways on either end of Carson Street at the Freeway Intersections.

Capitalize on the cultural diversity of Carson as a vehicle for restaurants and other retail uses.

Direct revitalization efforts to support desirable and viable commercial development.



PROCESS

Formulation of the Carson Street Conceptual Visualization strategy was based on an approach that involved the participation of the Project Area Committee for Redevelopment Area Four and City Staff. This strategy involved building upon the conclusions of studies and reports prepared for the City of Carson. The process of formulating the strategy was comprised of the following steps:

1. Review of Existing Codes, Documents and Reports.
2. Meetings with City Staff and Key Stakeholders.
3. Site Reconnaissance.
4. Documentation of Existing Conditions.
5. Precedent Studies.
6. Identification of Key Issues.
7. Preparation of Preliminary Corridor Conceptual Visualization.
8. Review by City Staff.
9. Preparation of Final Report.

1. Review of Existing Codes, Documents and Reports

In order to understand the underlying principles involved in formulating a visioning strategy, the existing market analysis prepared for the City of Carson (Kosmont Partners, *Carson Street Corridor Development Strategies*) and other documents were reviewed:

- Although there was agreement on the general principles, it was recognized that the market may have changed considerably since the publication of the report in June 2000.
- Goals for expansion of the commercial base, the promotion of mixed-use development and a diversity of housing types were consistent with our observations.

- Certain elements proposed for site planning and urban design guidelines were a strong basis for the formulation of the visioning strategy. These include the development of plazas, courtyards and paseos, the implementation of a streetscape plan and improvement of public amenities.
- Existing Redevelopment Plans and Municipal Codes have been developed over a long period of time with considerations for many aspects of development. We reviewed these documents to establish consistency with the intent of the Redevelopment Plan and to clearly indicate proposals for changes in the Municipal Code. Specific references to these documents are noted in the body of the report.

2. Meetings with City Staff and Key Stakeholders

A Redevelopment Area Four Project Area Committee (PAC) meeting was held on Thursday, April 18, 2002 at Carson City Hall.

- Preliminary goals and vision were presented to the Committee in order to elicit community response.
- The Studio One Eleven team responded to questions from the PAC and the members of the Community and City Staff. These questions focused on the following issues:
 1. The parameters of density and square footage requirements for desirable development.
 2. Examples of desirable Urban Environments in Southern California.
 3. Studio One Eleven's experience with similar projects.

3. Site Reconnaissance

Reconnaissance of Carson Street from the Harbor (110) Freeway to the San Diego (405) Freeway was conducted. The reconnaissance included a windshield survey and a photographic documentation of the Carson Street arterial and adjacent sites (see page 15). The purpose of the task was intended to accomplish the following:

- Identify existing land use patterns such as housing, retail uses, community and civic uses.
- Observe general traffic patterns including parking and traffic flow, signalization, turn lanes and other traffic related elements such as driveways and bus stop locations.
- Observe streetscape conditions such as landscaping and street trees, lighting, street furniture and public amenities.

4. Documentation of Existing Conditions

The documentation of existing conditions was conducted as a two-stage process. The first stage included the compilation of a base plan of Carson Street up to a 600 foot depth on either side of the ROW that is generally consistent with redevelopment project area lot depths. The second stage included the preparation of base maps including the following:

- Existing Land-Use patterns.
- Preparing a hierarchy of streets based on the Carson General Plan.
- Photographic presentation of key conditions and elements.
- Identifying key nodes based on traffic or land use patterns.

5. Precedent Studies

In order to create a visioning strategy for Carson Street that is viable and may be implemented successfully, a series of precedent studies were conducted. These included documentation and site visits to successful urban environments in Southern California that are relevant to implementation of the Carson Street Conceptual Visualization. These included the following:

- Birch Street , Downtown Brea.
- Washington Boulevard and Culver Boulevard, Culver City.
- Santa Monica Boulevard, West Hollywood.
- Brand Boulevard, Glendale.
- San Fernando Boulevard, Burbank.
- Colorado Boulevard, Pasadena.
- Main Street, Alhambra.
- Myrtle Avenue, Monrovia.
- Lincoln Avenue, Cypress.
- Third Street Promenade, Santa Monica.
- Triangle Square, Costa Mesa.

6. Identification of Key Issues

Key issues were identified after a thorough review of the site, existing codes, precedent studies and the incorporation of comments from the Community, the Project Area Committee and City Staff. These issues are:

- To create a sense of Place and Identity on Carson Street
- To create sufficient density to support a pedestrian oriented downtown retail district.
- To develop a Pedestrian / People friendly environment on the street while maintaining the current traffic volumes.

7. Preparation of Preliminary Conceptual Visualization Strategy

The preparation of a preliminary conceptual strategy was based on addressing the key issues above. The key elements of the Strategy are:

- The creation of five distinct districts along the 1.75 mile stretch of Carson Street.
- The creation of a streetscape strategy that unifies the corridor and differentiates the districts.
- The incorporation of a development strategy for each district.

8. Review by City Staff

The City Staff reviewed the development of the strategy at different phases commencing with a preliminary discussion of strategy. In addition, reviews were held at intervals roughly corresponding to 40%, 80% and completion of the conceptual vision phase.

9. Preparation of Final Report

The preparation of this final report was completed at the conclusion of the tasks noted above. The purpose of the report is primarily to create an educational tool to inform the community about the principles required for, and the benefits of desirable development. The report identifies and analyzes the opportunities and constraints of the existing conditions as a basis for development. Strategies for encouraging desirable mixed-use development are proposed.

This report is comprised of the following sections:

■ Analysis of Existing Conditions

This section summarizes our observations regarding the existing conditions:

- Physical conditions of Carson Street.
- Land use patterns.
- The existing opportunities and issues.

■ Vision Concept

This section underlines the vision and the key concepts that are the basis for the proposed strategy and design guidelines. These are comprised of :

- Vision Statement developed through the meetings and discussions.
- Key Concepts that are the basis for the visualization strategy.
- Streetscape Strategy that focuses on the public right of way and possible public improvements.
- Development Strategy that focuses on properties beyond the limits fo the public right of way and possible capital improvements and land use patterns.

■ Strategy Components

This section outlines the key elements and design guidelines for each of the different districts proposed for the Carson Street Conceptual Visualization strategy:

- East Gateway
- Downtown Retail District
- Boulevard Residential District
- Community Shopping District
- West Gateway



PART TWO:

ANALYSIS OF EXISTING CONDITIONS

1. CORRIDOR SITE CONDITIONS

The Carson Street corridor that is the focus of this revitalization strategy is a 1.75 mile segment located strategically between the San Diego (405) Freeway and the Harbor (110) Freeway. The Dominguez Channel runs parallel to the San Diego Freeway at the eastern edge of the corridor. The corridor is serviced by a Bus-Transitway at the Harbor Freeway station that connects it to downtown Los Angeles in the north and San Pedro in the south (see page 14).

The major north-south arterials also provide key connections. Avalon Boulevard connects the Corridor to the South Bay Pavilion, the L.A. Galaxy Stadium and the California State University Dominguez Hills campus in the north. Main Street connects the corridor to the proposed Carson Town Center in the north and the Home Depot Center in the south. According to the Kosmont Report, *“By virtue of its urban location within the South Bay area and the high degree of local and regional accessibility, the Carson Street Corridor is well positioned to offer a unique set of key, market-responsive opportunities for several strategic new projects and related improvements to support creation of a vital new focus of community identity and sense of place.”*

2. TRAFFIC CONDITIONS / PUBLIC TRANSPORTATION

Traffic Conditions

The Carson Street Corridor has considerably heavy traffic flow and is the primary east – west arterial currently designated as a Major Highway under the Carson General Plan (see page 14). Neither the through traffic nor the existing sidewalk widths is supportive of a pedestrian friendly environment that can provide the necessary patronage for commercial uses.

Other key elements summarizing the existing transportation conditions are:

- North-south arterials in the Major Highway category are Figueroa Street, Main Street and Avalon Boulevard. Their intersections with Carson Street are key nodes for development and traffic engineering.
- Carson is a 4-lane arterial with parallel parking connecting two freeways. The existing right of way, averaging 100 feet along the length of the corridor, is comparable with arterial boulevards of similar segment size and traffic volume (40,000 vehicles/day). The right of way on Santa Monica Boulevard in West Hollywood or Sepulveda Boulevard in Culver City provides for two lanes of traffic in either direction and an additional parallel parking lane, which is similar to the condition on Carson Street. The right of way is generally adequate to meet current and future projected needs.

- There is opportunity to further study synchronization in the signalization of traffic lights to optimize vehicular traffic and pedestrian crossing across the corridor.
- Currently, there is a disconnect between the provision of on-street parking and pedestrian traffic. Parking is provided wherever possible, generally without dedicated lanes.
- There are numerous left hand turn lanes that disturb the flow of traffic along the length of the Carson Corridor and conflicts with pedestrian traffic on sidewalks.
- The public way-finding signage system for vehicular users requires improvement. It is either inadequate or missing in several segments along the corridor.
- There are no bicycle lanes on Carson Street.

Public Transportation

There are currently three major providers of public transportation within or adjacent to the study area (see page 14). These include the following:

- Los Angeles County Metropolitan Transportation Authority (MTA)
The MTA operates four routes (205, 445, 446, 447, 550) along two north south corridors. Avalon Boulevard, adjacent to the Civic Core, has bus stops on either side of the right of way, north of Carson Street. The second route is along the Harbor Freeway and is served by the Carson Street Station of the Harbor I-110 Bus Transitway.
- Carson Circuit
The Carson Circuit Bus offers three routes along Carson Street. Route B runs between Avalon Boulevard and Moneta Avenue, Route C between the San Diego Freeway and Avalon. Routes C and D operate between Avalon and Ravenna / Cloverbrook.
- Torrance Transit
The Torrance Transit Bus offers only one route that runs between Avalon Boulevard to the east and past the Harbor Freeway to Torrance.

The most heavily traversed stretch of Carson Street is between Avalon Boulevard and Moneta and all east-west routes run between Avalon Boulevard and Ravenna / Cloverbrook. The intersection at Avalon Boulevard and Carson Street is the most heavily trafficked. Scheduled bus stops are evenly spaced between the Civic Center and Moneta Avenue.

3. PARKING

- On-Street Parking
There is parallel parking along Carson Street. However, many areas are “red-zones,” particularly along the north side of the street.
- Off-street Parking
Many surface lots face onto Carson Street from the strip retail centers or from major anchors.
- Structured / Subterranean Parking
There are no public parking structures or subterranean parking.
- Shared Parking
Existing parking is currently dedicated to be project and user specific. Fences and landscape barriers make it difficult to park in one shopping center and walk to another. There are no shared district lots or structures that provide parking for a range of uses.
- Residential Parking
Introduce separate parking for residents within 300’ of residential units. Preferably locate resident parking in subterranean parking lots or ½ level below grade as podiums below residential units.

4. LANDSCAPING / STREETSCAPE

As noted, the Carson Public Right of way generally averages about 100 feet along almost the entire length of the corridor between the Harbor and San Diego Freeways.

Landscaping

There is an adequate amount of landscaping throughout the Carson Corridor. However, the landscaping is inconsistent in size and species selection and leads to visual disorganization.

The existing landscaping is comprised of :

- Street Trees :including Carrotwood (Cupaniopsis anacardiodes) and Indian Laurel Fig (Ficus nitida) along the sidewalks.
- Median Trees:There is a fairly wide Median zone, about 14’ wide and most of the planting is inconsistent or unattractive. These include Bottlebrush (Callistemon citrinus) Canary Island Pine (Pinus cananiensis) and Lemon Gum (Eucalyptus citriodora).

- Other Landscaping – such as shrubs, flowering plants etc. include Indian Hawthorne (Raphiolepis indica), Day Lily (Hemerocallis species), Lily of the Nile (Agapanthus Africanus) and Lawn grass.

The character of the landscaping is generally inconsistent and there is a lack of identity and visual coherence along the corridor. There is immense potential to provide both identity and character through the choice and planning of consistent landscaping. Proper landscaping can both unify the entire Carson Corridor project area as well as provide specific identity to each of the districts.

Streetscape

- Sidewalk Design
In many cases the sidewalks are too narrow to be comfortable for pedestrians and buffering from adjacent traffic is inadequate. It may be necessary to establish minimum width requirements for sidewalks especially at key activity nodes and retail areas.
- Crosswalks
Crosswalks are only provided at major intersections. There are no mid-block crossing areas. Sidewalk bump outs at key intersections and changes in paving material at key locations are also recommended.
- Site Amenities
There are few site amenities such as street furniture, lighting, signage and other features either on the sidewalks or streets. This is especially noticeable at transit stops.
- Lighting
Lighting of the roadways takes place from Cobra head lights placed in the traffic medians. Currently, there is no pedestrian lighting at the sidewalks that should be provided in a manner that clearly distinguishes pedestrian and vehicular space.
- Sidewalk Plazas / Public open space
There are no sidewalk plazas or public open spaces along Carson Street except for the open space and setback near City Hall. There is a need to create public open space associated with nodes of activity along the street.

- Signage
The existing signage consists of typical strip arterial auto-related pylon and building signs and is unclear and obsolete with little character or identity. The establishment of a signage code that enhances the overall civic identity, design continuity and pedestrian orientated building signage (smaller sign size, blade signs) is missing. In addition, an appropriate way-finding and identity signage system is almost non-existent.

5. LAND USE

There are certain consistent land use patterns throughout the corridor although the uses are not clearly zoned or grouped. Almost the entire stretch of the corridor is located within an existing Redevelopment Project Area or a Proposed Project Area (see page 13). This suggests the potential for development may be leveraged through financing and other strategies generally available through redevelopment mechanisms.

There are two distinct zones of development:

Proximal Zone: This is generally consistent with a zone extending 300 feet on either side of the Carson Street right of way.

Peripheral Zone: This is generally consistent with a zone extending an additional 300 feet immediately adjacent to the Proximal zone, thus occupying a stretch between 300 to 600 feet from the Carson Street right of way.

The following observations were noted:

Civic / Community Uses

- *Civic Core* is located on the northeastern block at the intersection of Avalon and Carson Street. The Civic Core, the Hilton Hotel and an office building occupy the entire 600-foot depth of the area of consideration from Avalon Boulevard to the San Diego Freeway. There is considerable potential to enhance the civic center core.
- *Community Core* is located between Orrick and Main Street north of the corridor and consists of the Carson Street School and Public Library.
- *Public Parks / Open Spaces* are outside the area of study for the corridor. The 12-acre Carson Park is the only major park in the vicinity and located along Main Street beyond the Peripheral Zone.

- *Churches* of various denominations are situated in four locations within the area of consideration. These have access either from Carson Street or Avalon Boulevard.

Residential Uses

- *Single Family Housing* is generally located within the Peripheral Zone and beyond along the entire length of the corridor, except the area east of Avalon and north of Carson Street, which is occupied by the Civic Core, the Hilton Hotel and a major office building.
- *Mobile Home Parks* are located within the Proximal Zone with direct access from Carson Street. With the exception of one mobile home park adjacent to the Sav-On Retail store, the mobile home parks extend to the Peripheral Zone. There are no parks located within the proposed Boulevard Residential District.
- *Multifamily Housing* is currently located sporadically throughout the corridor and generally within the Proximal Zone. There is a predominance of rental housing at the western end of the Corridor between the Harbor Freeway and Main Street. The Villagio, located at the intersection of Grace Street and Carson Street is a relatively new mixed-use development, with underutilized retail uses at street level and residential uses above.
- *Other Housing*, such as Senior Housing, Hotels and Motels are located throughout the corridor and adjacent streets with access directly from the street.

Retail Uses

- *Neighborhood and Convenience Retail* is located at either one of the two major traffic intersections, at Main Street and Avalon Boulevard.
- *Strip Malls* are located at numerous intersections with auto-related retail and fast food locations predominantly at the busier intersections. There is a one-of-a-kind auto repair facility that extends to the entire 600 feet depth at mid-block between Delores Street and Ravenna Avenue with access from Carson Street.
- *Pedestrian Oriented Retail* is sporadic throughout the district. The creation of a more walkable environment and increased residential density is required to support this type of retail.

6. ISSUES AND OPPORTUNITIES




Issues

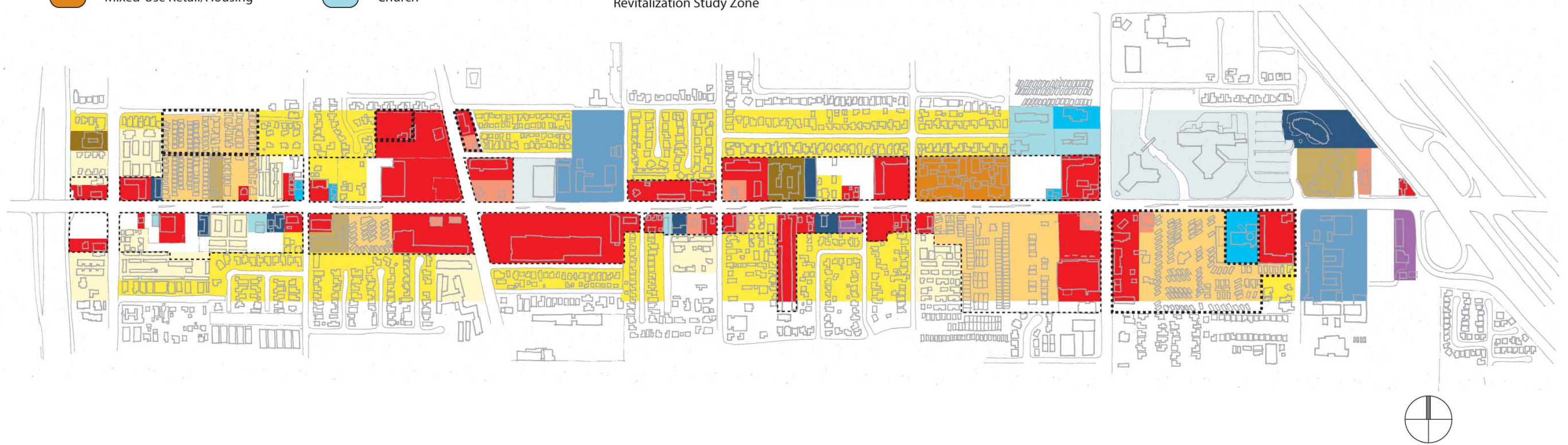
- The corridor is too long to be perceived as a cohesive element.
- High volumes of vehicular traffic, including trucks use this major arterial thoroughfare.
- Width of the street, high speed traffic and trucks divide both sides of the street.
- Street landscaping is not significant in design.
- Existing “super-block” lengths are not conducive to pedestrian use.
- There are a large number of vacated businesses and underutilized lots.
- Existing mix of land uses and urban design does not meet current and future community needs.

Opportunities

- The length of the corridor allows opportunities for the creation of districts.
- High traffic volume creates visibility, easy access and good regional connections.
- Width of street allows for the potential to provide bulb-outs to ease pedestrian crossings and calm traffic, increasing pedestrian safety and comfort.
- Landscaping improvements provide opportunities for the creation of a consistent new streetscape.
- Superblocks can be subdivided into smaller pedestrian scale blocks with fewer sidewalk breaks.
- Abandoned lots and vacant buildings provide opportunities for future redevelopment.
- Creation of mixed-use development, in combination with close proximity to community resources, provides an opportunity for the corridor to support a dynamic and diverse community population, increasing the quality of life for the city’s residents.

LEGEND

- | | | |
|---|---|---|
|  Single-Family Residential |  Commercial/Office |  School |
|  Multi-Family Residential |  Commercial/Retail |  Civic |
|  Mobile Home Park |  Restaurant |  City of Carson Mixed Use Zone |
|  Hotel |  Manufacturing |  Proposed for inclusion in City of Carson Mixed Use Zone |
|  Senior Housing |  Medical/Dental |  Line of Carson Street Revitalization Study Zone |
|  Mixed-Use Retail/Housing |  Church | |



SITE ANALYSIS

existing land use

MAJOR HIGHWAY

Function: mobility
 Access density: low
 Traffic demands: high
 Trip length: long
 Expected speeds: high

Carries local and Intercity bus routes

COLLECTOR STREET

Function: mobility/access
 Access density: moderate/high
 Traffic demands: low/moderate
 Trip length: short/moderate
 Expected speeds: low/moderate

Carries local bus routes

LOCAL STREET

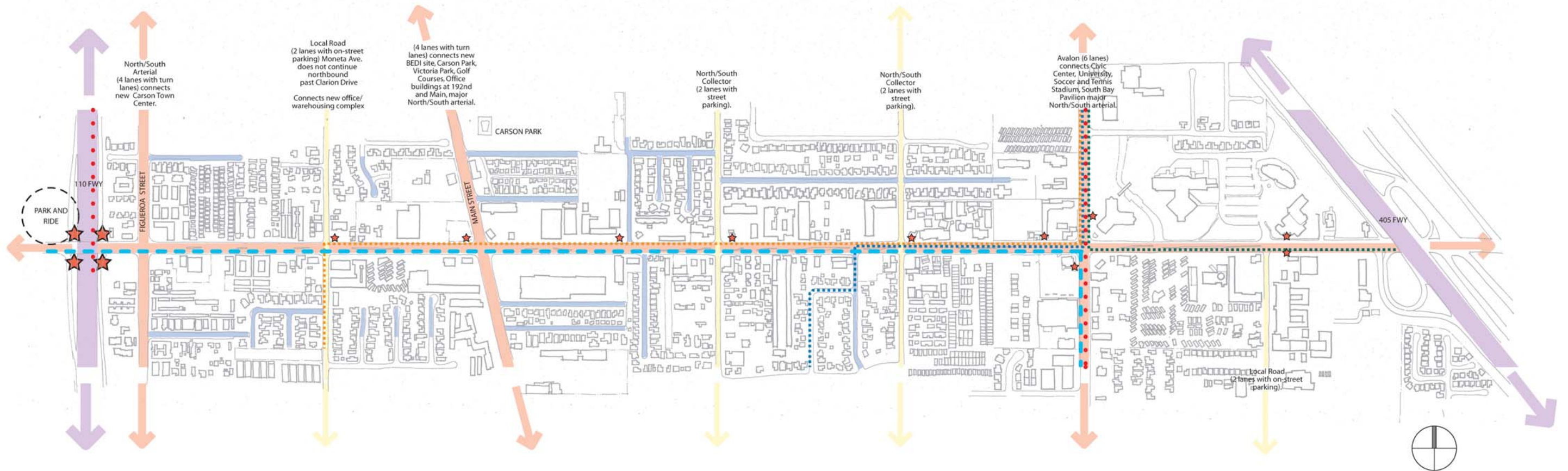
Function: access
 Access density: high
 Traffic demands: low
 Trip length: short
 Expected speeds: low

STATE HIGHWAY

- ⋯ Carson Circuit Bus Route 'B'
- ⋯ Carson Circuit Bus Route 'C'
- ⋯ Carson Circuit Bus Route 'D' and 'E'
- ⋯ MTA Bus Routes 205, 445, 446, 447, 550
- - - Torrance Transit Bus Route #3

- ★ Carson Harbor MTA Transitway Station and Park and Ride
- ★ Local Bus Stop

Roadway definitions based on Unit 2 of the Carson General Plan



SITE ANALYSIS

existing transportation



SITE ANALYSIS
existing conditions



PART THREE :

VISION CONCEPT

1. VISION STRATEGY

Develop a distinctive downtown with a unique pedestrian-friendly, mixed-use character by developing a set of land use planning, streetscape and community design principles that draws upon the unique location and the cultural diversity of the city of Carson.

Encourage a balanced development / transportation management system that reduces traffic congestion, enhances parking through strategic planning and facilitates pedestrian access through an interconnected system of walking paths.

2. KEY ISSUES

The analysis of the existing conditions reveal three key issues that need to be addressed in order to meet the goals of this visualization strategy:

- A. To create a sense of Place and Identity on Carson Street.
 - B. To create sufficient density to support a pedestrian-friendly downtown retail district.
 - C. To develop a Pedestrian / People friendly environment on the street and maintain the current traffic volumes.
- A. To create a sense of Place and Identity on Carson Street that creates pride for residents and attracts business and visitors.
 - Create gateways, districts, markers.
 - Develop public amenities including identity signage, lighting, coordinated landscape treatment, public art, etc.
 - Create "Town Square" type of spaces -- adapt the model of the traditional European Squares to include pedestrian-friendly districts, that are formally defined, with mixed land uses and urban densities.
 - Increase the width of sidewalks for increased pedestrian use.
 - Reduce the size of the 1200 foot long superblocks by breaking them down into blocks ranging between 300 and 500 feet in length. This will produce a more pedestrian friendly environment and reduce the necessity of mid-block curb cuts (see page 21).

- B. To create sufficient density to support a pedestrian-friendly downtown retail district.

- Direct and cluster retail development into specific districts and nodes of development that may be supported by a critical mass of shared patronage and marketing.
- Replace existing low-density retail along certain districts with appropriate compact multi-family housing infill.
- Create strong pedestrian links between residential areas with on-street retail uses.
- Provide adequate shared use parking accessible from Carson Street.
- There is potential for streamlining the flow of traffic by restricting on-street parking in certain segments to support pedestrian traffic.

- C. To develop a Pedestrian / People friendly environment on the street and maintain the current traffic volumes.

- Signalization – Synchronization ('Green Wave') and reduction in the number of traffic signals.
- Create dedicated turn lanes and reduce the number of left hand turns.
- Minimize vehicular curb cuts from street and provide access to parking from adjacent side streets.
- Minimize street crossing widths for pedestrians with curb extensions (bulb-outs).
- Create 'Bus Stop Plazas' that reduce traffic conflicts and provide public open space opportunities along the corridor. Provide pedestrian connections to public transportation and locate housing and retail in close proximity.
- Create textured pedestrian crossings at intersections and selected mid-block locations in association with curb extensions.

3. KEY CONCEPTS

The key concepts of the Carson Street Conceptual Visualization focus on the creation of a distinctive downtown within the Carson Street Corridor and an acknowledgement of the key activity nodes. The 1.75 mile length of the Corridor provides the opportunity to create a series of sub-districts linked by consistent street landscaping. These sub-districts reflect the variety of the city's attractions and strength of its diversity. Linked by public transportation and close freeway access, each district becomes its own destination serving a wide range of people, essential to a successfully sustainable main street (see page 20).

Each of the districts has distinct characteristics that builds on the strength of the existing conditions and addresses some of the key issues identified above. The key concepts are implemented through strategies for the public Right of Way (ROW), that is, the Streetscape Strategy. This is complemented by the Development Strategy for properties that are within a zone 600 feet to the north and south of the Carson Street ROW, which is generally commensurate with redevelopment project area lot depths.

4. STREETSCAPE STRATEGY

The general concepts that constitute the streetscape strategy (see page 21) are noted below:

- Pedestrian Street Crossing
Increase safe pedestrian street crossing opportunities. Additional intersections create safe opportunities for pedestrians to cross the major arterial street at more points. Additional safe crossing points moderates traffic speeds. Curb extensions or "bulb-outs" pinch down roadways and calm traffic (see page 23). This and other traffic calming effects will improve pedestrian safety and driving experience while maintaining and improving overall traffic capacity.
- Sidewalk Breaks and Curb Cuts
Reducing the number of sidewalk breaks to create continuous walks is critical. New vehicular access to shared parking areas behind buildings fronting onto Carson Street reduces the number of curb breaks and creates a safe separation of vehicular and pedestrian traffic.
- Scale of Blocks
Break down scale of existing 'superblocks' and encourage street connections. Breaking down the block size creates a finer urban fabric, better pedestrian experience, and improved connections to adjacent neighborhoods.

- Landscaping
Create a consistent pattern of street tree types that correspond to distinct districts. This would entail establishing a tree palette for each district. Possibilities include several configurations. The goal is to provide consistency within a district that will be an additional element of district identity complementing other proposed physical elements. There may also be one or two tree / shrub species that are continuous throughout the corridor to identify the corridor as one unique entity that incorporates the different districts.
- Public Amenities
Provide pedestrian amenities and rest areas in clearly designated zones. These will include street furniture, fountains, lighting, trash receptacles and way-finding signage. Create small public rest area spaces such as bus stop plazas and key pedestrian crossing areas.
- Parking Zones
Clearly establish zones of on-street parking in the Downtown Retail District and the Boulevard Residential District. This will increase patronage access to the pedestrian-oriented retail and provide limited visitor parking options thereby permitting some reduction in the required parking for residential development.

5. DEVELOPMENT STRATEGY

The general concepts that constitute the development strategy are noted below:











- Land use
Clearly organize the land uses along the street, based on the creation of 'districts' focusing on critical nodes of activity along the street. Districts are to serve distinctly different purposes for the residents of Carson, and to be linked by both pedestrian and vehicular access. Create passive security and generate pedestrian trips to activity centered in the districts.
- Density
Increase minimum built density as a general rule along the street, and especially focus 'critical mass density' at nodes of activity. Reduce the amount of single-use low density retail along the street by concentrating retail / restaurants at district nodes of activity. Promote infill housing between retail nodes that will help support the retail/restaurant uses. Minimum density requirements should be established.

- **Street Façade / Massing**
Provide a consistency in massing and building typology to the street. Introduce a series of compatible architectural styles that will add to the variety and interest of the street and contribute to a village-like feel. Establish colors, details, and massing that establish a rhythm and modulate the experience on the street. Provide building facades that will create a pleasant pedestrian experience at grade while giving motorists something to look at as they drive down the street.

- **Multi-Family Housing**
Introduce multi-family housing along Carson Street in clearly established zones. Locate townhouses at interfaces with single-family residences. Introduce a variety of housing types to reflect the broad market demand and vary architectural massing and detailing to avoid large monotonous street walls. Provide transit-oriented housing development, such as senior housing in close proximity to the Harbor Freeway (110) Transitway.

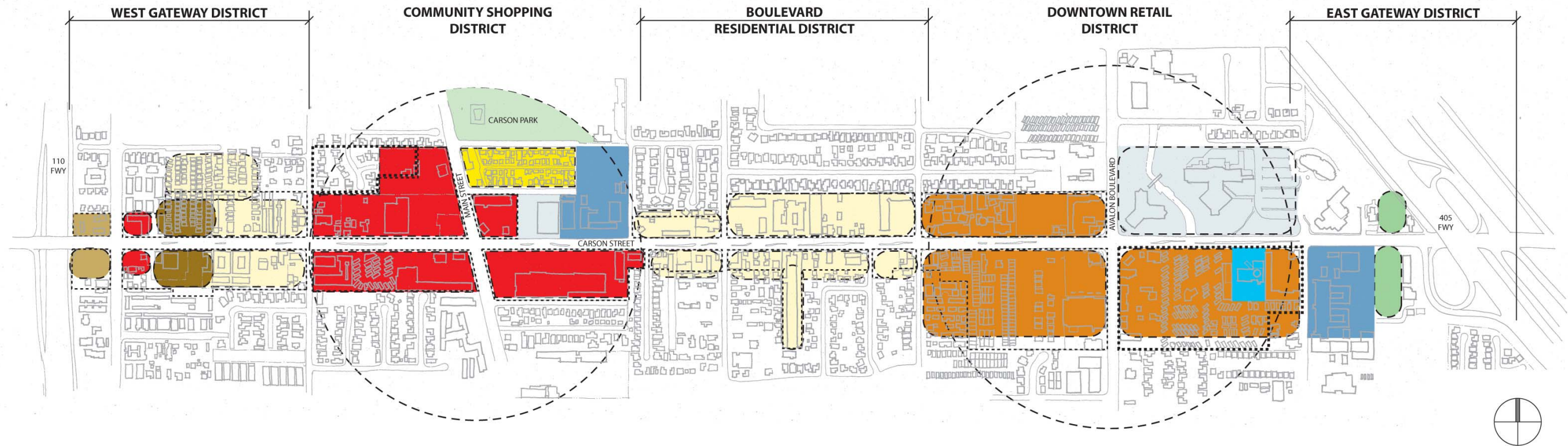
- **Open Space**
Introduce communal open space for residents and private open space in the form of patios, balconies, plazas, and paseos. Balconies located above the street will create passive security through 'eyes on the street'. Revise the Civic Center Master Plan to enhance the parks and open space around the Civic Center. Communal spaces will contribute to a 'sense of place'.

LEGEND

- | | | |
|--|---|--|
|  Single-Family Residential |  Commercial/Office |  Civic |
|  Multi-Family Residential |  Commercial/Retail | - - - - City of Carson Mixed Use Zone |
|  Transit |  Medical/Dental | - - - - Proposed for inclusion in City of Carson Mixed Use Zone |
|  Mixed-Use Retail/Housing |  School | - - - - Revitalization Study Zone |
|  Transit-oriented Housing Development | | - - - - Line of Carson Street |

KEY CONCEPTS






The length of Carson Street provides the opportunity to create a series of subdistricts linked by consistent street landscaping. These subdistricts reflect the variety of the city's attractions and strength of its diversity. Linked by public transportation and close freeway access, each district becomes its own destination serving a wide range of people, essential to a successfully sustainable main street.



CONCEPT PLAN

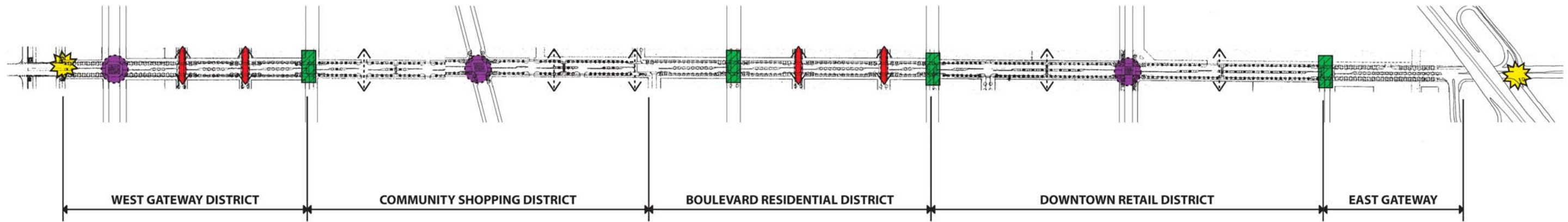
district map

LEGEND

-  District Gateway
-  Landmark Intersection
-  Existing Crosswalk
-  Proposed Intersection Crosswalk
-  Proposed Mid-block Crossing

GENERAL CONCEPTS

- Increase safe pedestrian street crossing opportunities.
- Reducing the number of sidewalk breaks to create continuous walks.
- Provide unique signage banners for each district.
- Break down scale of existing 'superblocks' and encourage street connections.
- Create a consistent pattern of street tree types that correspond to distinct districts.
- Provide pedestrian amenities and rest areas.
- Clearly establish zones of on-street parking.



- | | | | | |
|--|--|---|---|---|
| <ul style="list-style-type: none"> Gateway into the city Delete on-street parking Add double row of trees Parkway landscaping Calm traffic in residential areas | <ul style="list-style-type: none"> Landmark intersection at heart of district Add street trees Provide crossing opportunities Reduce traffic speeds Increase pedestrian connections to adjacent neighborhoods and parks | <ul style="list-style-type: none"> Reduce traffic speeds Add street trees Provide landscape buffer for residents Provide pedestrian amenities along the street Parking | <ul style="list-style-type: none"> Landmark intersection at heart of district Add street trees Provide crossing opportunities Reduce traffic speeds Pedestrian connections to residential neighborhoods Create public open space related to use (plazas, etc.) Create Civic Center Master Plan | <ul style="list-style-type: none"> Delete on-street parking Add double row of street trees Parkway landscaping Gateway into the city Increase traffic flow and connection to freeway |
|--|--|---|---|---|

CONCEPT PLAN
overall streetscape plan

GENERAL CONCEPTS

Breaking down the block size creates a finer urban fabric, better pedestrian experience, and improved connections to adjacent neighborhoods and uses.

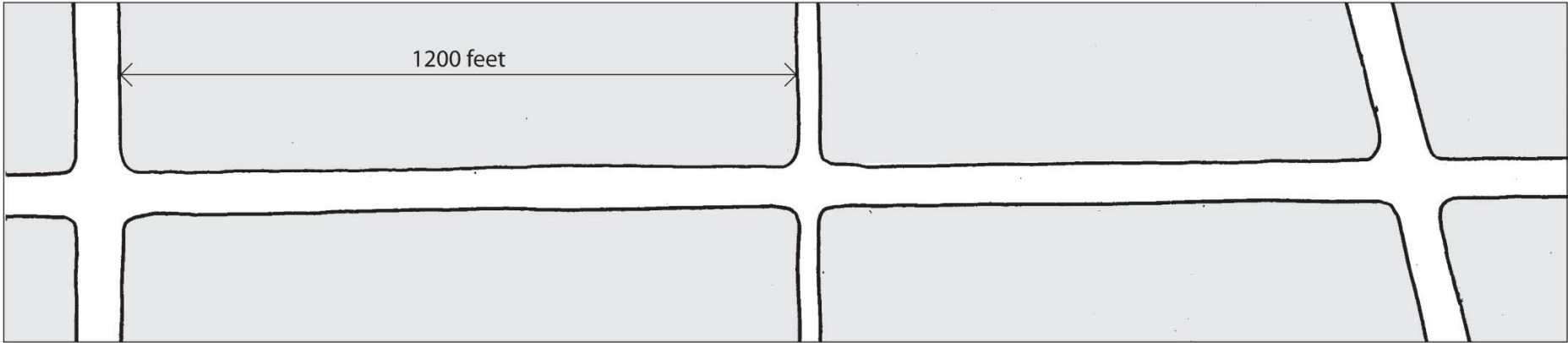
New vehicular access to shared parking areas behind buildings fronting onto Carson Street reduces the number of curb breaks and creates safe separation of vehicular and pedestrian traffic.

Additional intersections create safe opportunities for pedestrians to cross the major arterial street at more points.

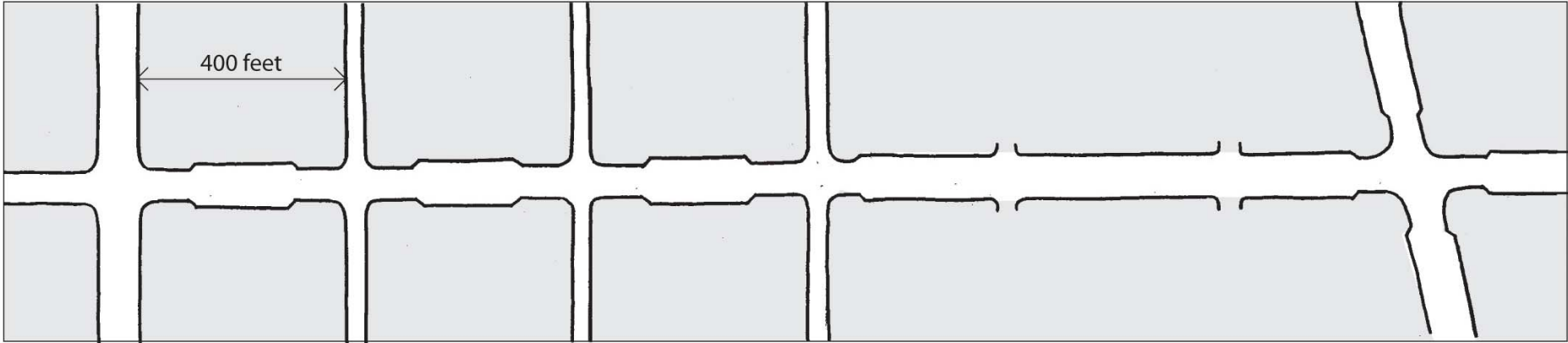
Additional corner locations create higher value for commercial uses and visibility (8 added "corner" locations per block).

Additional safe crossing points slow traffic speeds.

Traffic calming measures reduce the negative effects of vehicular traffic while maintaining and improving traffic capacity. Curb extensions or "bulb-outs" pinch down roadways making it safer for pedestrians to cross the road by placing them in a position where they can see the vehicles more clearly and where the vehicles can see them. Curb extensions shorten the roadway distance that pedestrians need to cross.



EXISTING STREET LAYOUT

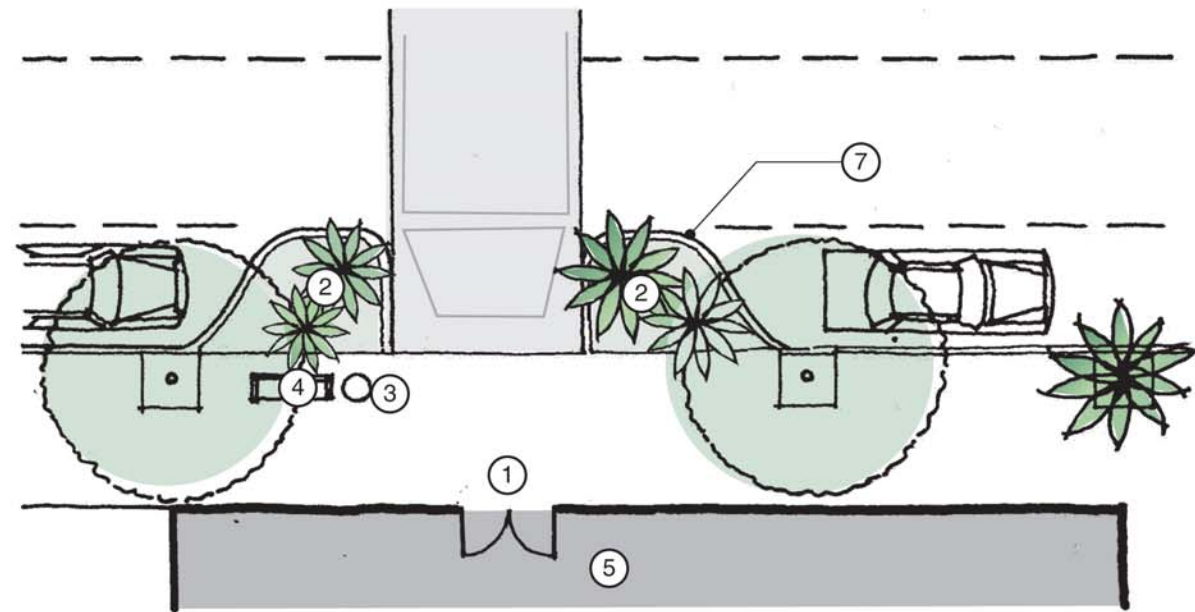


PROPOSED STREET LAYOUT

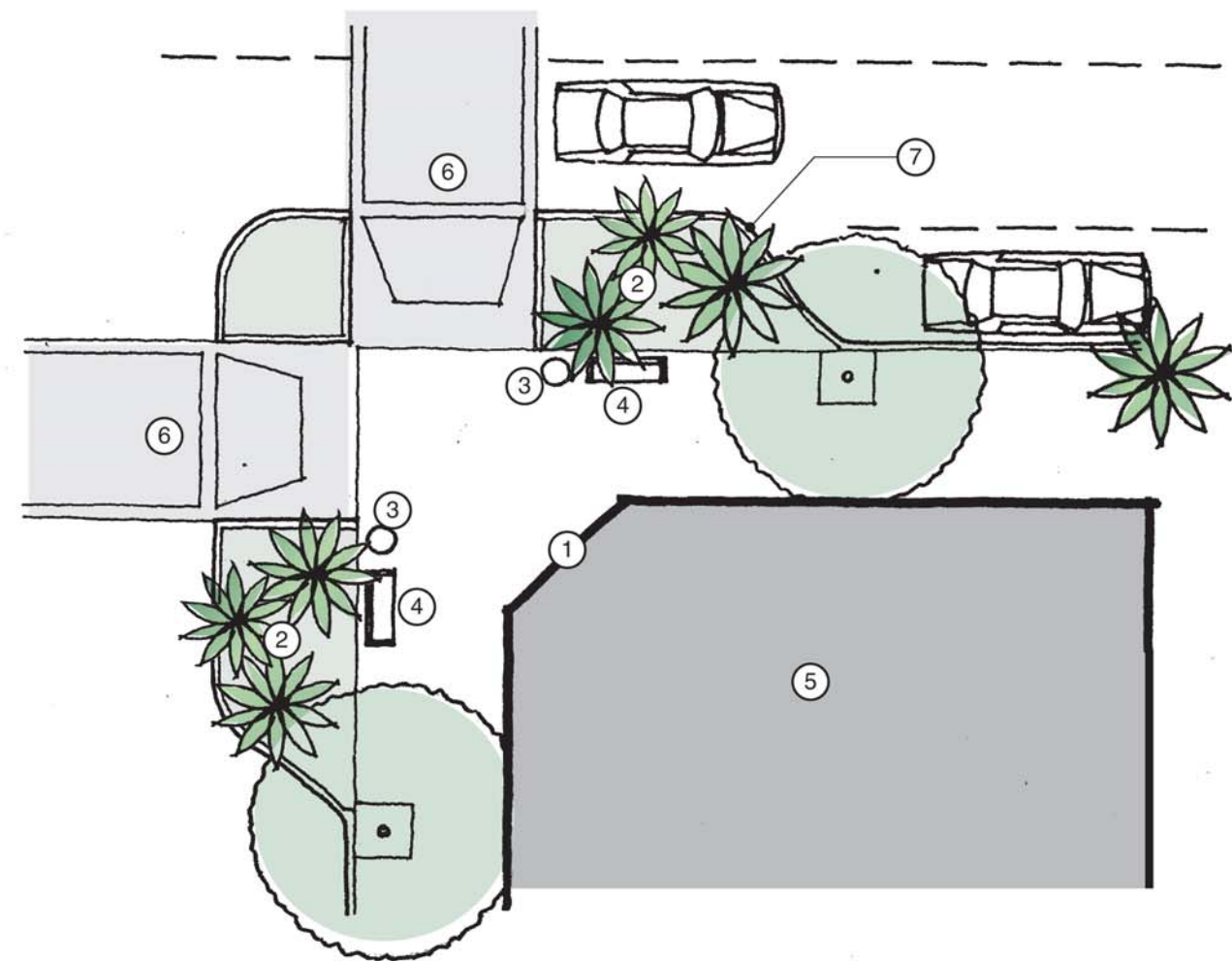
CONCEPT PLAN

urban fabric study

POSSIBLE MID-BLOCK CROSSING



POSSIBLE INTERSECTION CROSSING



KEYNOTES

- | | |
|--|-------------------|
| ① Storefront entrance | ④ Bench |
| ② Cluster of Mexican Fan Palm trees with low plantings below | ⑤ Store interior |
| ③ Trash receptacle | ⑥ Crosswalk |
| | ⑦ Curb extensions |

NOTE: All planting must comply with sight line regulations

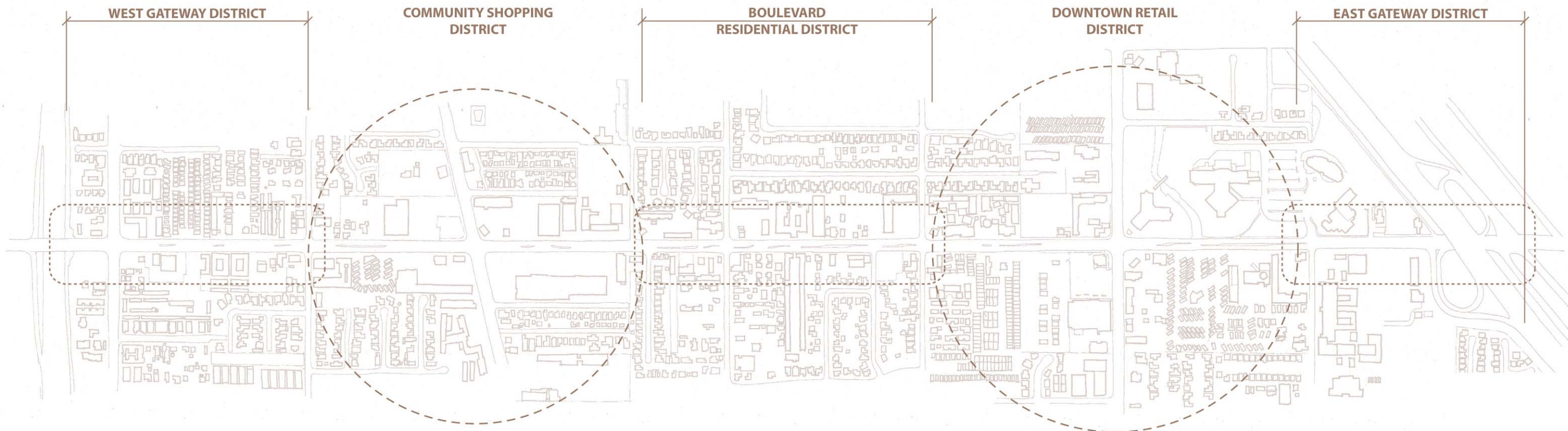
CONCEPT PLAN

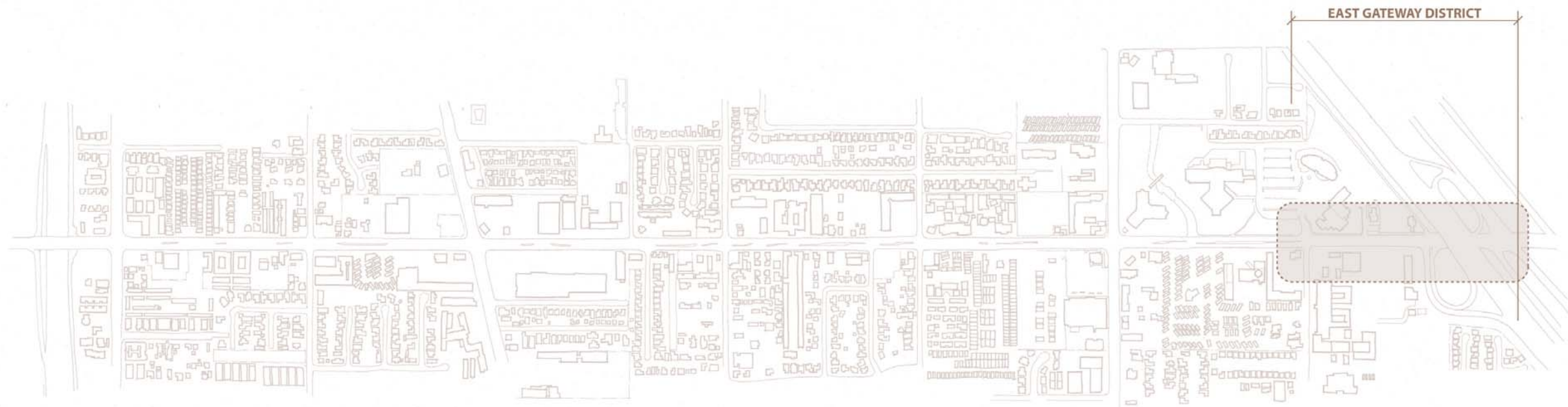
possible mid-block and intersection crossings



PART FOUR:

CORRIDOR COMPONENTS



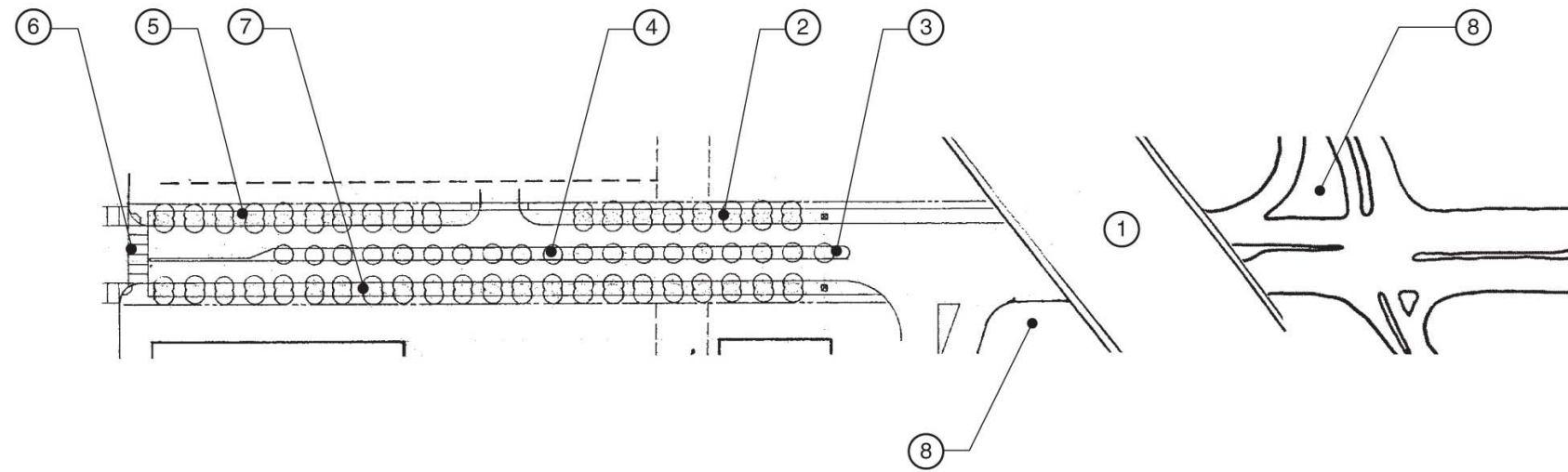




EAST GATEWAY

The East Gateway district is the eastern entry to the Carson Street corridor and extends from the District Gateway at the freeway off-ramps to the east of the San Diego (405) Freeway to the Bonita Street intersection. This district is characterized by the following principles:

- Create an appealing sense of entry into the city for people approaching from the freeway offramp. This includes a new gateway element at the eastern entry to the district.
- Create a 16-foot wide landscaped parkway with a double row of trees and renovate median planting creating a lush greenway.
- Delete all parking lanes to create lushly landscaped entry onto Carson Street as described above.
- Buffer pedestrians from the roadway with landscaping where speeds tend to be high and traffic busiest.
- Incorporation of scaled pedestrian amenities such as lighting adjacent to sidewalks.



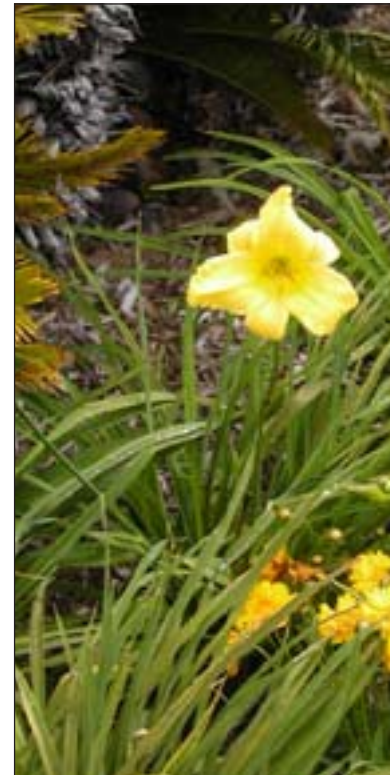
KEYNOTES

- ① San Diego Freeway
- ② 16' wide landscaped parkway with double row of trees spaced 30' on center
- ③ New gateway element
- ④ Renovated median planting and district identity banners on existing roadway light poles
- ⑤ New pedestrian scale street lights along walkway
- ⑥ New textured and colored paving at intersection crosswalk
- ⑦ Deleted parking lane for widened landscape parkway
- ⑧ Entry marker

PARKWAY



COLOR



GATEWAY

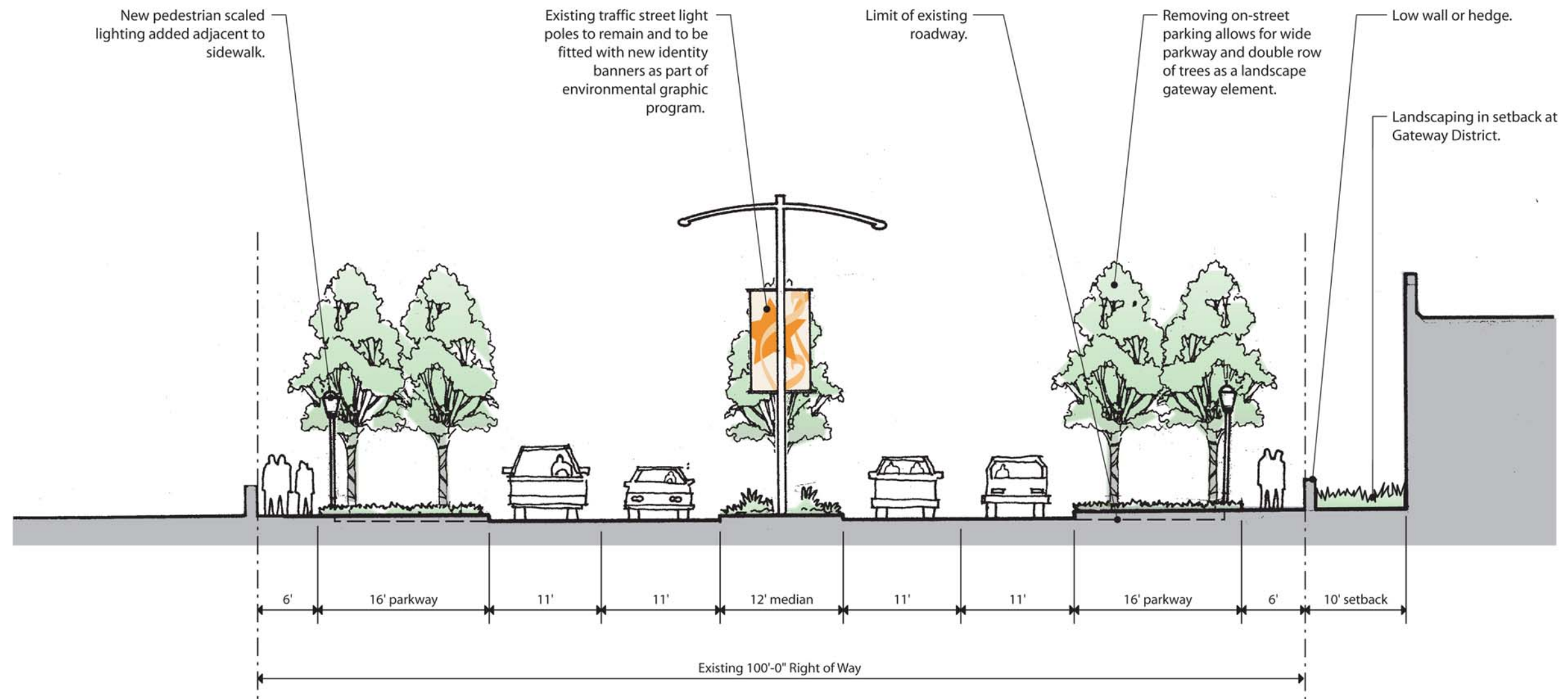


DISTRICT STREETSCAPE CONCEPTS

- Delete all parking lanes to create lushly landscaped entry onto Carson Street.
- Create an appealing sense of entry into the city for people approaching from the freeway off ramp using landscaping and constructed gateway elements.
- Buffer pedestrians from the roadway with landscaping where speeds tend to be high and traffic busiest.

EAST GATEWAY

suggested streetscape plan



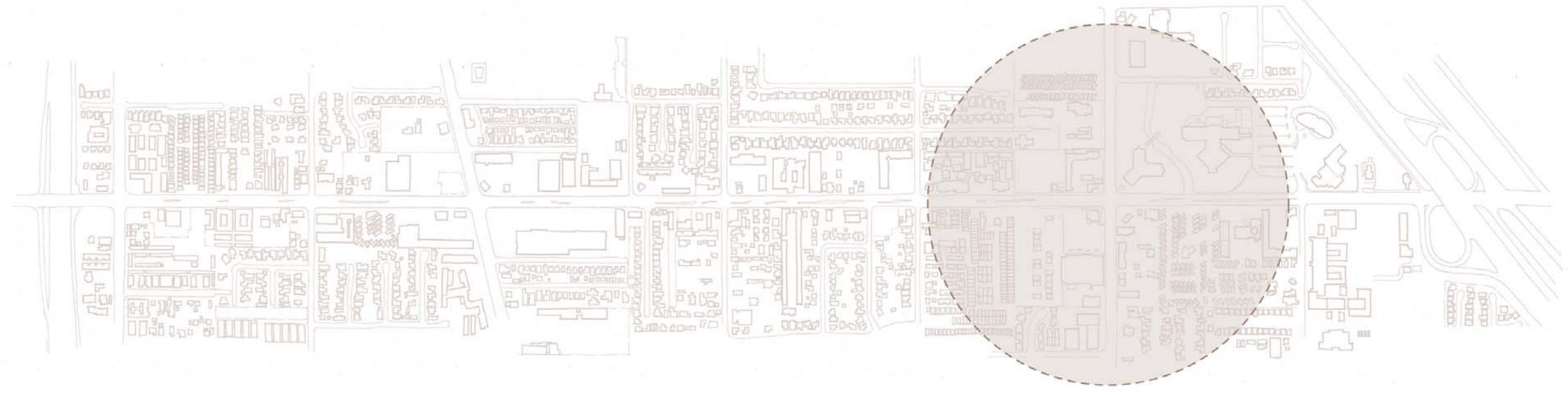
EAST GATEWAY
possible conceptual section



EAST GATEWAY

view of district entrance

DOWNTOWN RETAIL DISTRICT

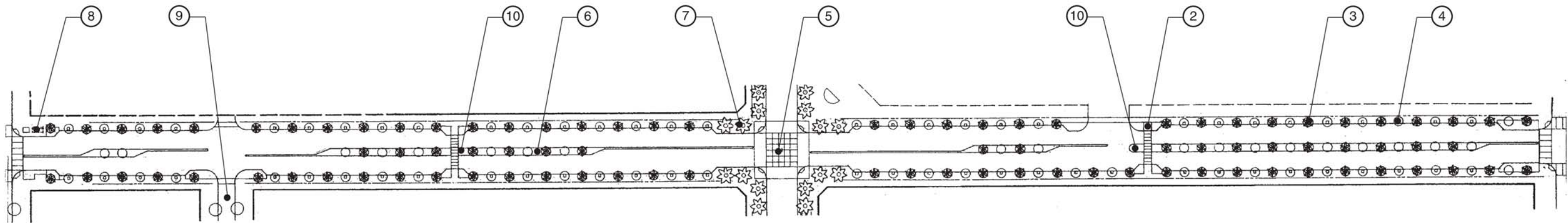




DOWNTOWN RETAIL DISTRICT

The Downtown Retail District is the eastern entry to the Carson Street corridor and extends from the Bonita Street intersection in the east to Grace Avenue intersection in the west. This district is characterized by the following principles:

- Combine retail furniture, apparel, book or entertainment anchors with restaurants to create a lively and sustainable mix of uses that will take advantage of multiple patronage. Small shops along the street with office or lofts above promote continuous activity and pedestrian interest.
- Various elements enhance business and lead to the establishment of a successful main street district. These include mid-block crossings and bulb-outs that moderate auto traffic speeds and create safe crossings between intersections. With additional landscape improvements, shops on both sides of the street, and curb extensions, walkability is promoted resulting in longer visits and cross-shopping opportunities.
- Strategic location of various uses are key to the success of the Downtown Retail District. It is recommended that sit-down family style restaurants (8,000 - 12,000 s.f.) are located around public plazas to activate public open spaces and create an inviting atmosphere from the street. In addition consider the inclusion of anchor stores that will provide a steady attraction to the downtown district and foster cross-shopping opportunities by visitors for other retailers in the district.
- Long-term parking is proposed in parking lots and structures that are shared by visitors who are patronizing anchor stores and restaurants. Downtown Retail District uses can support parking in the rear of the site with access provided from adjacent cross streets. This will reduce curb cuts along the main arterial street and maintain a smooth traffic flow and a pedestrian friendly environment that is continuous and uninterrupted with reduced number of sidewalk breaks that provide a safer separation of vehicular and pedestrian traffic.
- Short-Term parking along the arterial street and adjacent cross streets and easy access of shared surface lots make parking convenient -- a critical component to commercial viability.
- New vertical palm trees provide visibility for new development while creating a strong visual colonnade marking the district. Shade trees provide a pedestrian scale canopy and a consistent tree type along the length of the street. Renovated median plantings add a strong attractive element to the district and reduce the apparant width of the street.
- Special design of paving and planting at the Landmark Intersection is the heart of the district and provides a sense of arrival.
- Site amenities such as benches, trash receptacles and potted plants introduce small-scale interest and rest stops along pedestrian routes.



PUBLIC OPEN SPACE



SPECIAL PAVING



LANDMARK PLANTING



KEYNOTES

- ① Civic zone
- ② Mid-block crossing and bulb-out
- ③ Palm trees spaced at 60' on center
- ④ Shade trees spaced at 60' on center
- ⑤ Landmark intersection and bulb-outs
Special paving throughout intersection and special tree plantings
- ⑥ Renovated traffic median
- ⑦ Transit stop structure
- ⑧ Transit stop bench
- ⑨ New vehicular access drive from arterial street
- ⑩ Wayfinding signage

DISTRICT STREETScape CONCEPTS

New vertical palm trees provide visibility for new development while creating a strong visual colonnade marking the district. Shade trees provide pedestrian scale canopy and a consistent tree type along the length of the street.

Site amenities such as benches, trash receptacles and potted plants introduce small scale interest and rest stops along pedestrian routes.

New vehicular access routes lead to rear parking lots and reduce the number of sidewalk breaks for a safer separation of vehicular and pedestrian traffic.

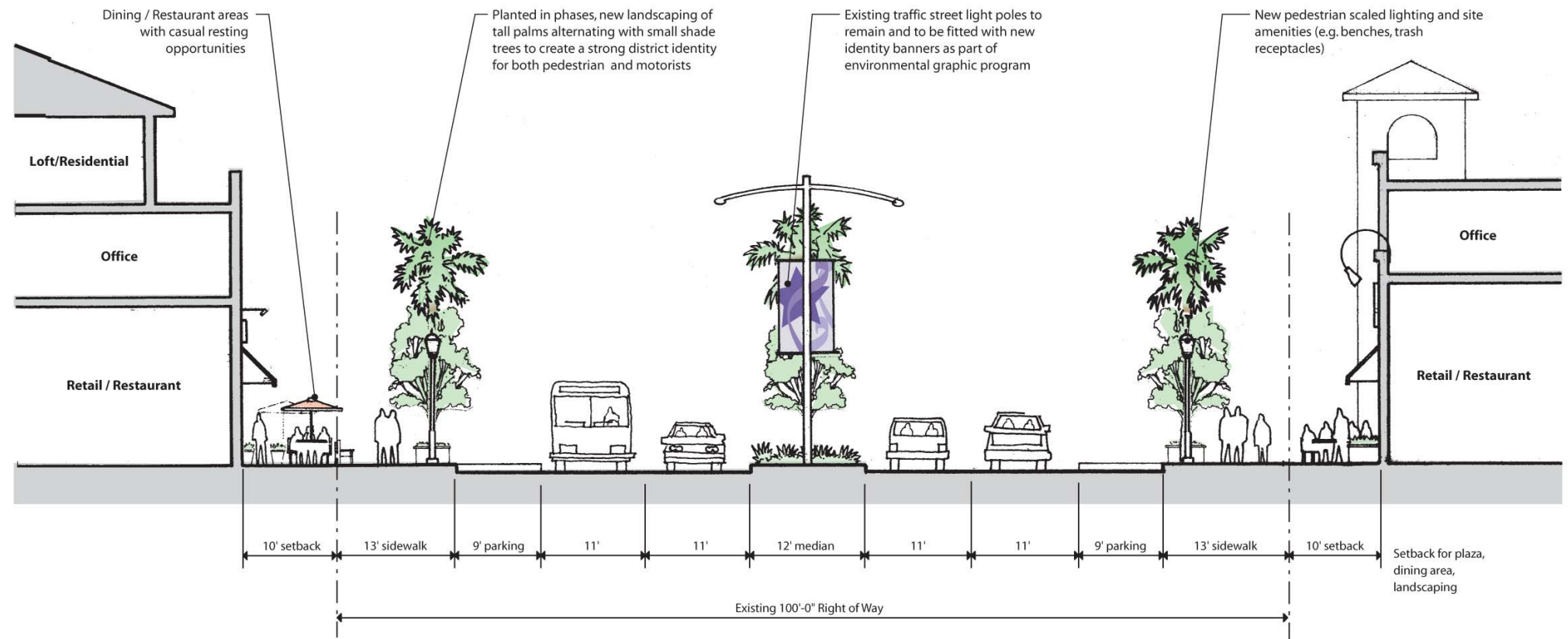
Special design of paving and planting at the Landmark Intersection is the heart of the district and provides a sense of arrival.

Renovated median plantings add a strong attractive element to the district.

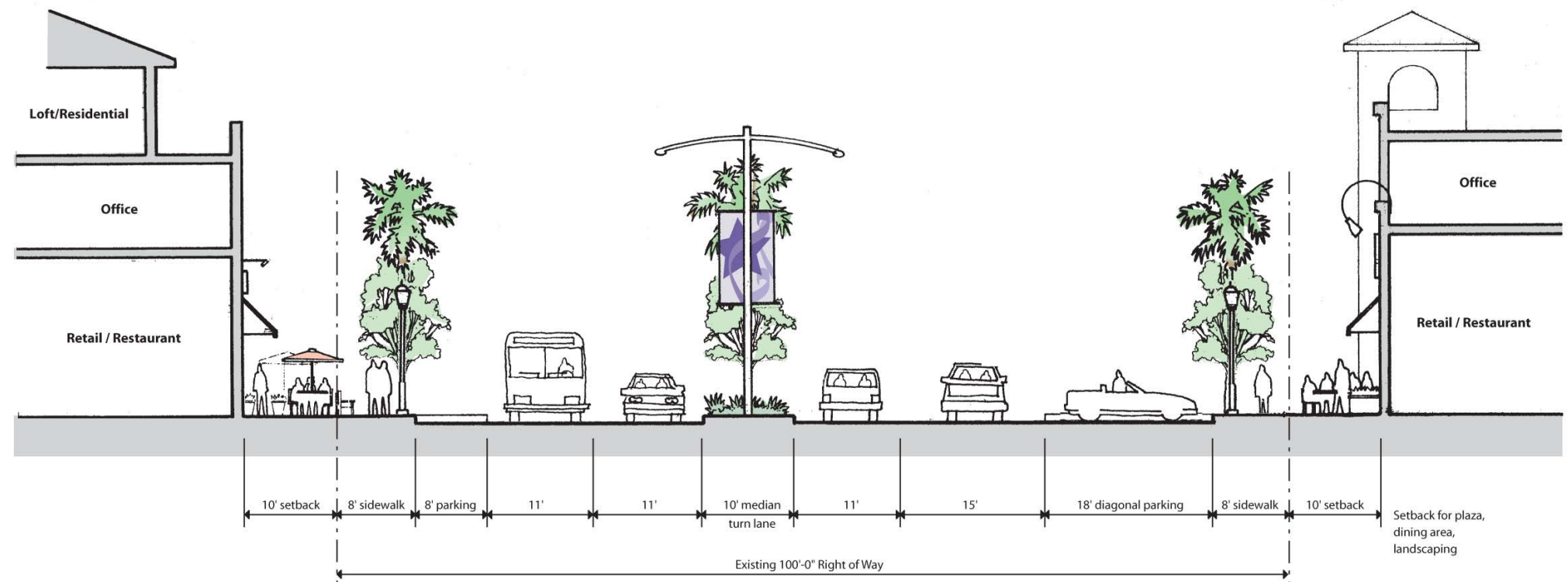
Mid-block crossings and bulb-outs reduce auto traffic speeds and create safe crossings between intersections.

DOWNTOWN RETAIL DISTRICT

suggested streetscape plan



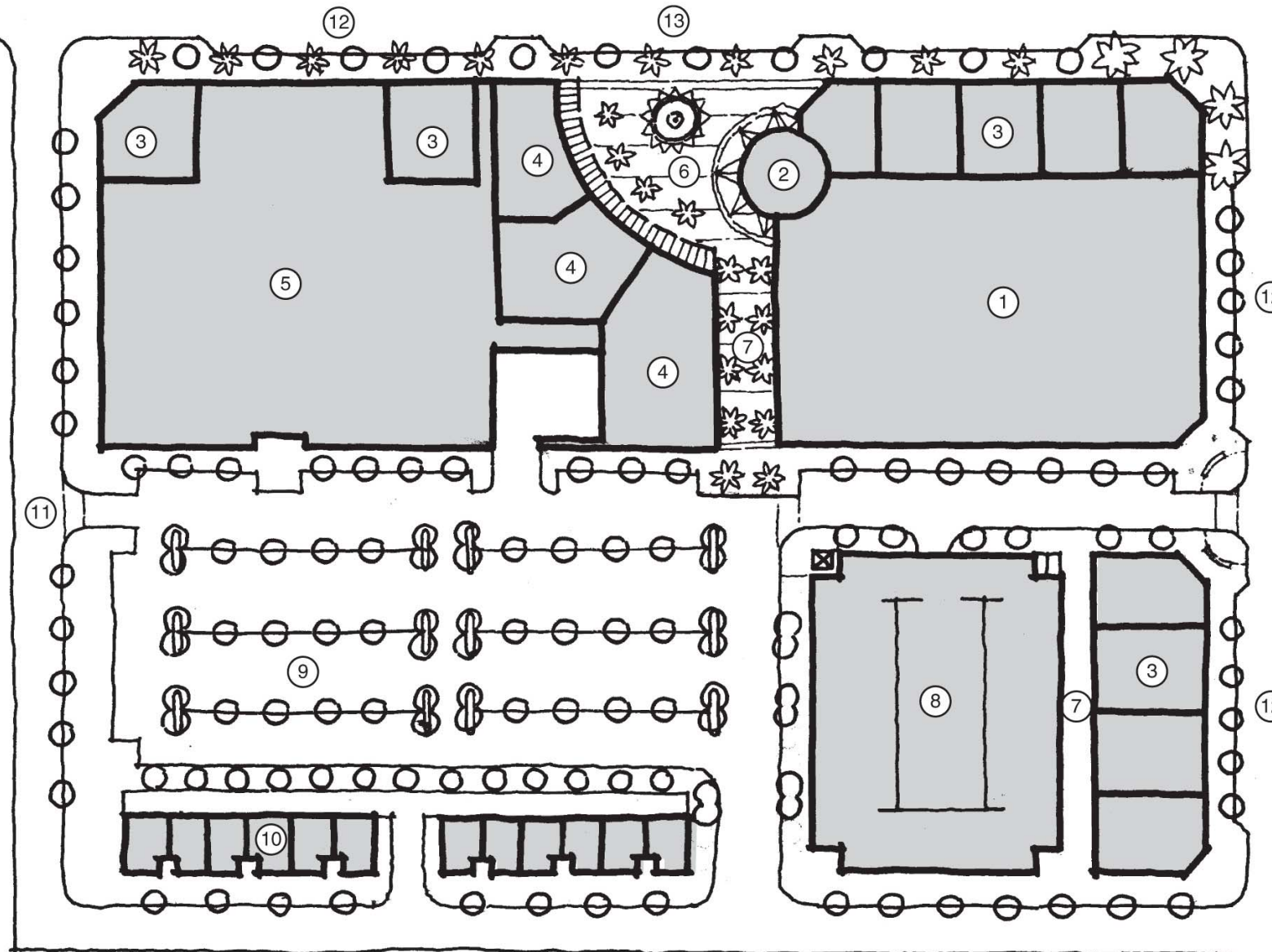
POSSIBLE SECTION 1



POSSIBLE SECTION 2

DOWNTOWN RETAIL DISTRICT

possible conceptual sections



KEYNOTES

- | | | | |
|--------------------------------|-------------------------------|--------------------------|-----------------|
| ① Anchor Store | ⑤ Anchor retail/Entertainment | ⑨ Shared surface parking | ⑬ Drop off zone |
| ② Entry | ⑥ Plaza | ⑩ Townhouses with garage | |
| ③ Retail shop with lofts above | ⑦ Paseo | ⑪ Proposed access road | |
| ④ Restaurant | ⑧ Shared parking structure | ⑫ Short-term parking | |

DISTRICT DEVELOPMENT CONCEPTS

Midblock crossings, landscape improvements, shops on both sides of the street, and curb extensions promote walkability, longer visits, and cross-shopping. All these elements enhance business and lead to the establishment of a successful main street district.

Short term parking along the arterial street and adjacent cross streets and easy access of shared surface lots make parking convenient - a critical component to commercial viability.

Shared structure parking is best used by long term visitors who are patronizing the Anchor Store and restaurants. As opposed to convenience retail uses such as supermarkets which rely on shopping carts for customers, downtown district uses can support parking in the rear of the site. Access is provided by adjacent cross streets, with access and curb cuts discouraged along the main arterial street in order to maintain smooth traffic flow, provide additional on-street parking and create a continuous pedestrian friendly environment.

Locate sit-down family style restaurants (8,000 - 12,000 s.f.) around public plaza to activate public open spaces and create an inviting atmosphere from the street.

Combine retail furniture, apparel, book or entertainment anchors with restaurants to create a lively and sustainable mix of uses.

Small shops along the street with office or lofts above promote continuous activity and pedestrian interest.

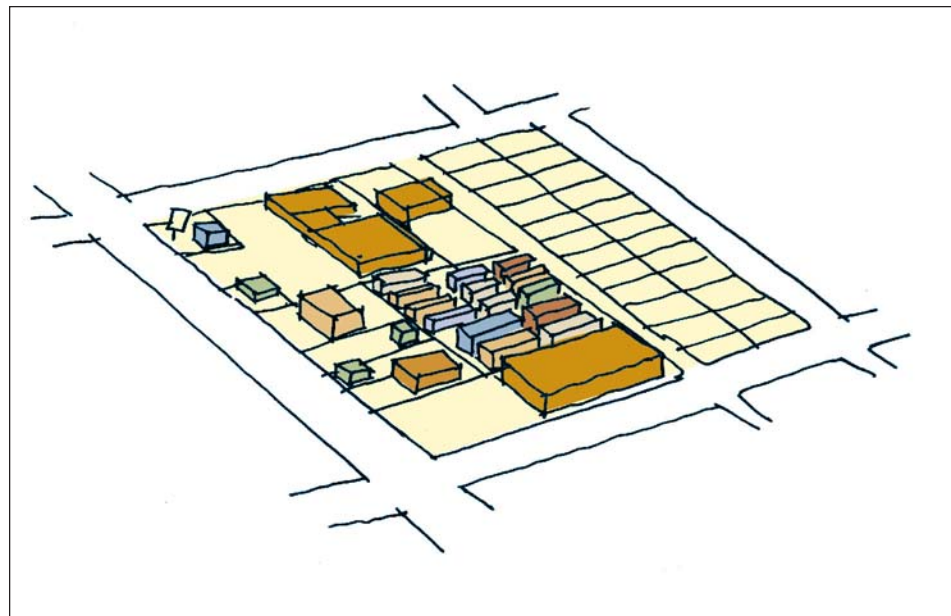
Entertainment, cultural, and institutional uses will provide a steady attraction to the downtown district and foster cross-shopping opportunities by visitors for other retailers in the district.

Mixed-use building types can incorporate loft type unpartitioned floor spaces that may be easily adapted for residential or commercial uses and provide a flexibility of uses.

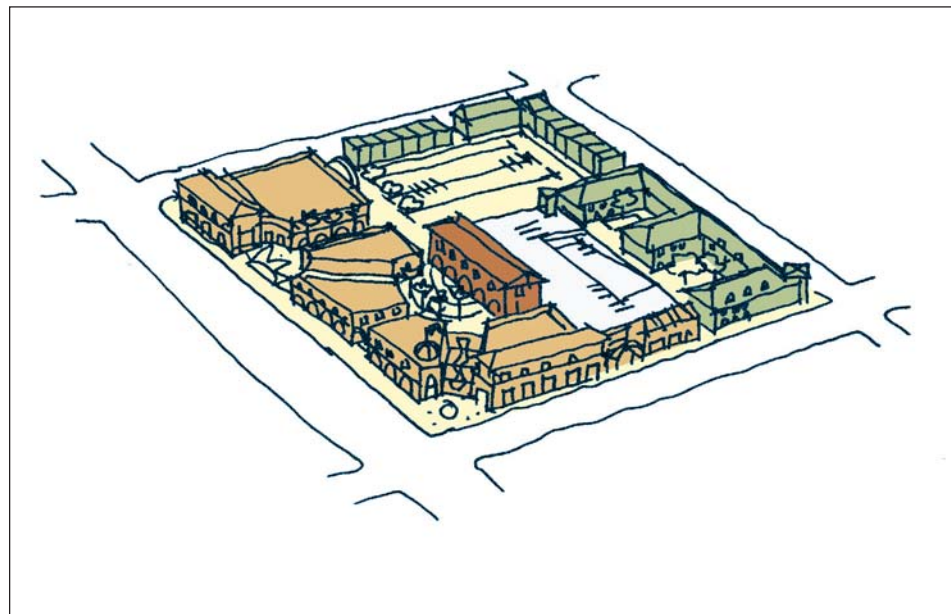
Rooftop gardens and "green" building techniques should be encouraged.

DOWNTOWN RETAIL DISTRICT

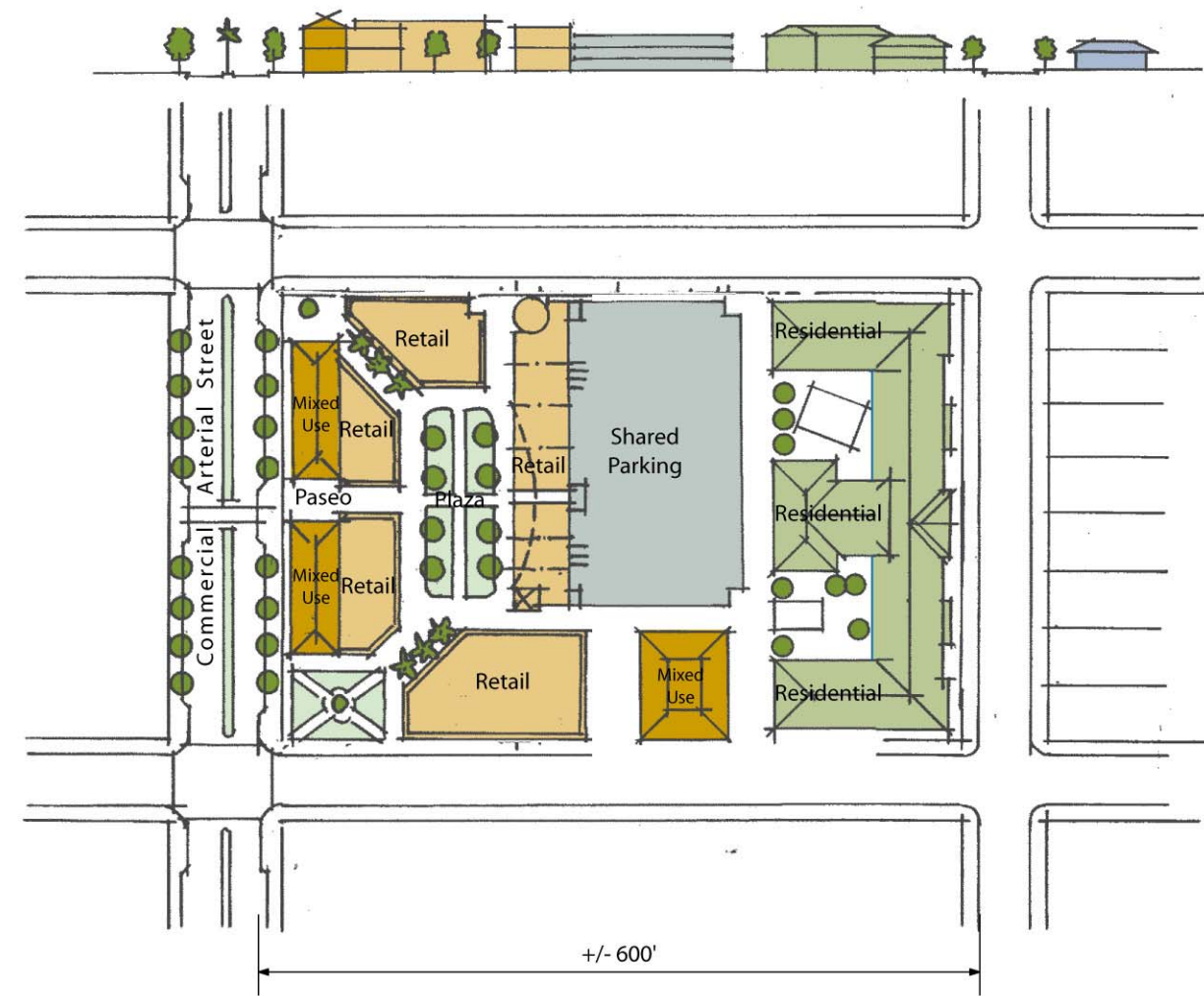
example of possible restaurant/retail/entertainment development



EXISTING LAND USE PATTERN



POSSIBLE MIXED-USE DEVELOPMENT WITH SHARED PARKING



PROPOSED SITE PLAN

1-2 story retail along main street

Active pedestrian plaza access through paseos from sidewalk at Carson Street

2-3 story residential on parallel streets oriented around courtyards

Shared parking structure in between

DOWNTOWN RETAIL DISTRICT

example of possible mixed-use development



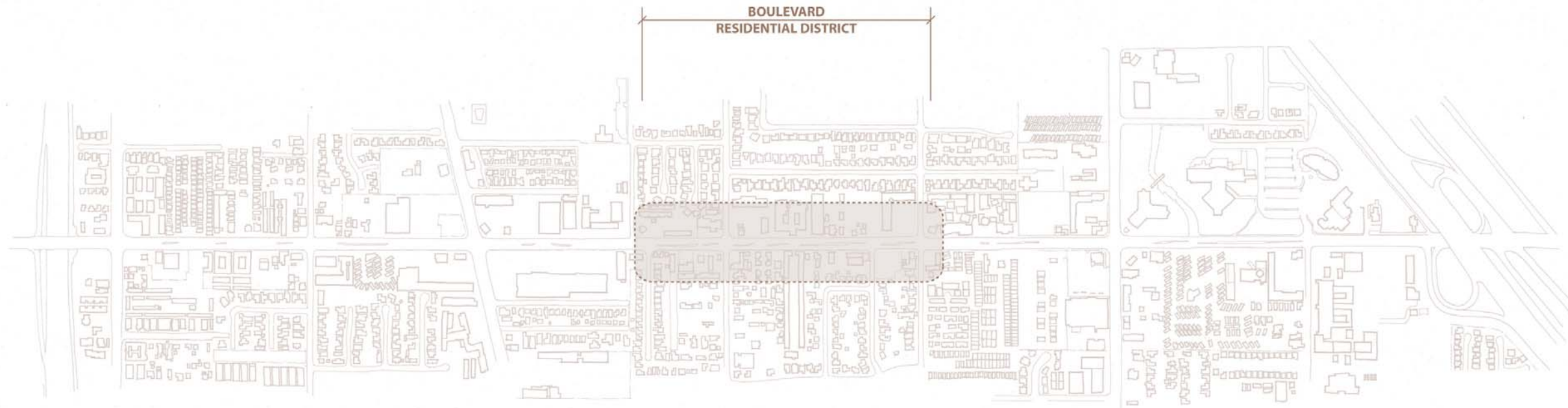
DOWNTOWN RETAIL DISTRICT

view of possible development and streetscape improvements



DOWNTOWN RETAIL DISTRICT

view of sidewalk and public open space

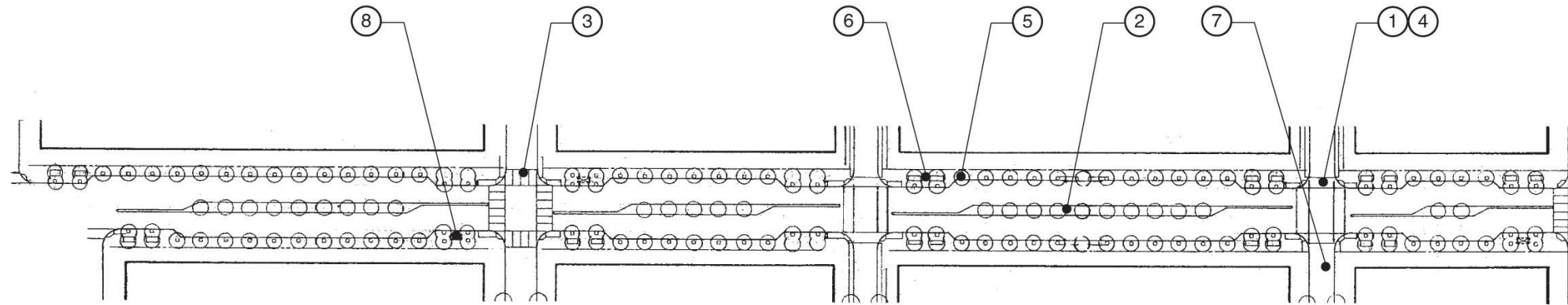




BOULEVARD RESIDENTIAL DISTRICT

The Boulevard Residential District extends from Grace Avenue intersection in the east to the Orrick Avenue intersection in the west. This district is characterized by the following principles:

- The development of a residential district with urban densities varying from 16 to 32 DU/acre and a minimum FAR of 1.5 with developer incentives for affordable units. A range of unit types are recommended that maintain a consistent scale and create a strong street edge, while the diversity of forms and details create abundant visual interest. Two and three story residential units constructed over a parking podium creates a strong street edge.
- Residential uses are to be raised above the street to create buffer and privacy for residents. Windows and balconies create “eyes on the street,” and contribute to a safer pedestrian environment in addition to providing private open space and architectural interest.
- Landscaping will include closely spaced shade trees to create a landscape buffer between the street and residential uses. Planting will include a double row of trees that distinguish the district from commercial areas. Renovated median plantings and retention of existing mature trees where feasible add a strong attractive element to the district. New crosswalks creating safe crossing opportunities for pedestrians will be introduced.
- New signage banners on roadway lights are part of an environmental graphic program. In addition, site amenities such as benches, trash receptacles, potted plants and pedestrian scaled lighting will introduce small-scale interest and rest stops along pedestrian routes.
- The scale of the existing “super blocks” is reduced by dividing them into smaller scale blocks. This will create new vehicular access routes leading to rear parking lots and reduce the number of sidewalk breaks for a safer separation of vehicular and pedestrian traffic.
- Residential development such as a four-unit building type with rear parking may be appropriate for the shallow lots of the Boulevard Residential District. It is a very flexible building type due to its small size, and it is easily situated adjacent to existing buildings that will remain. Lot sizes of these buildings are approximately one-quarter acre. This produces a dwelling unit density of 16 units per acre where they are located.
- Corner convenience retail serves residential development and the immediate neighborhood and creates character and activity on the street.



TRANSIT STOP



SEATING AREA



KEYNOTES

- ① New intersection/pedestrian crossing
- ② Renovated landscaping in traffic median
- ③ Special paving at intersection crosswalks
- ④ "Zebra stripe" crosswalk markings
- ⑤ New shade trees spaced 30' on center
- ⑥ New sidewalk bulb-out extensions and landscaping
- ⑦ New vehicular access drive to shared rear lot parking
- ⑧ Transit stop

DISTRICT STREETScape CONCEPTS

Add closely spaced shade trees to create a landscape buffer between the street and residential uses.

Site amenities such as benches, trash receptacles and potted plants introduce small scale interest and rest stops along pedestrian routes.

New vehicular access routes lead to rear parking lots and reduce the number of sidewalk breaks for a safer separation of vehicular and pedestrian traffic.

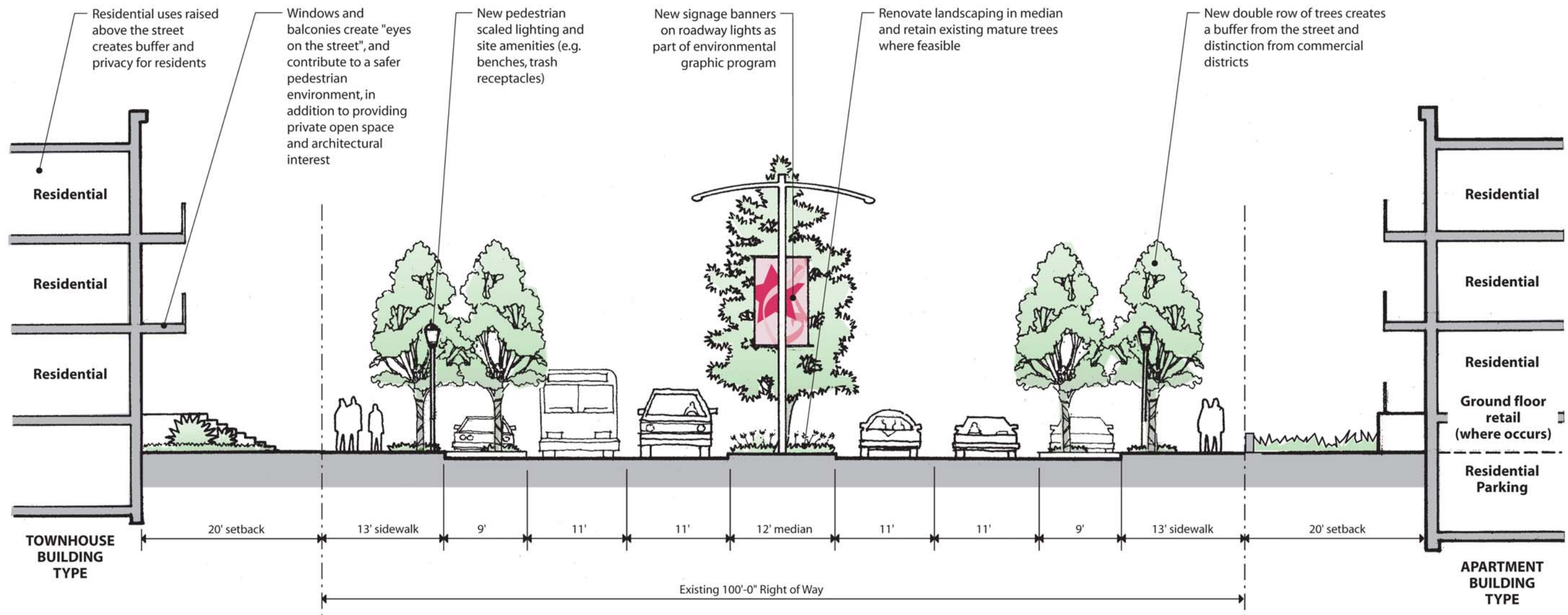
Reduce the scale of the existing "superblocks" by breaking into smaller scale blocks.

Introduce new crosswalks for increased safe crossing opportunities for pedestrians.

Renovated median plantings add a strong attractive element to the district.

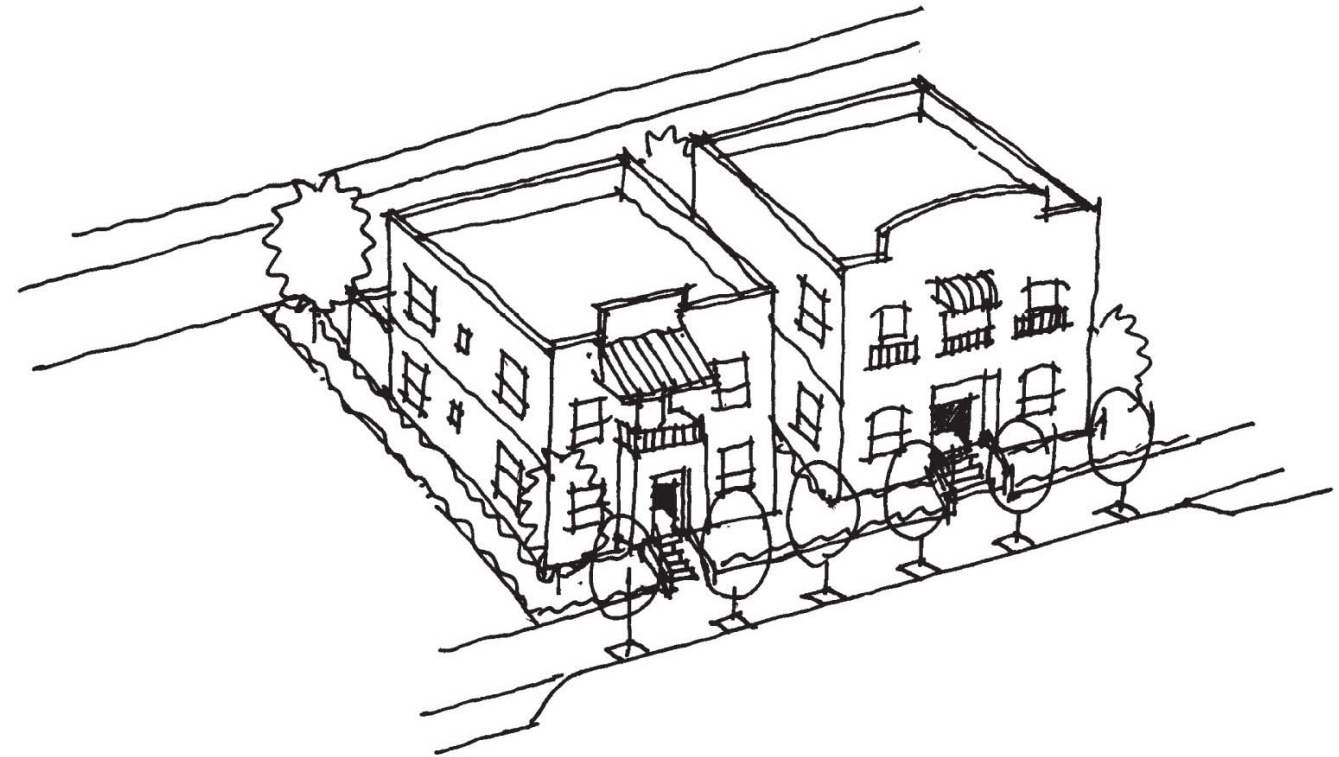
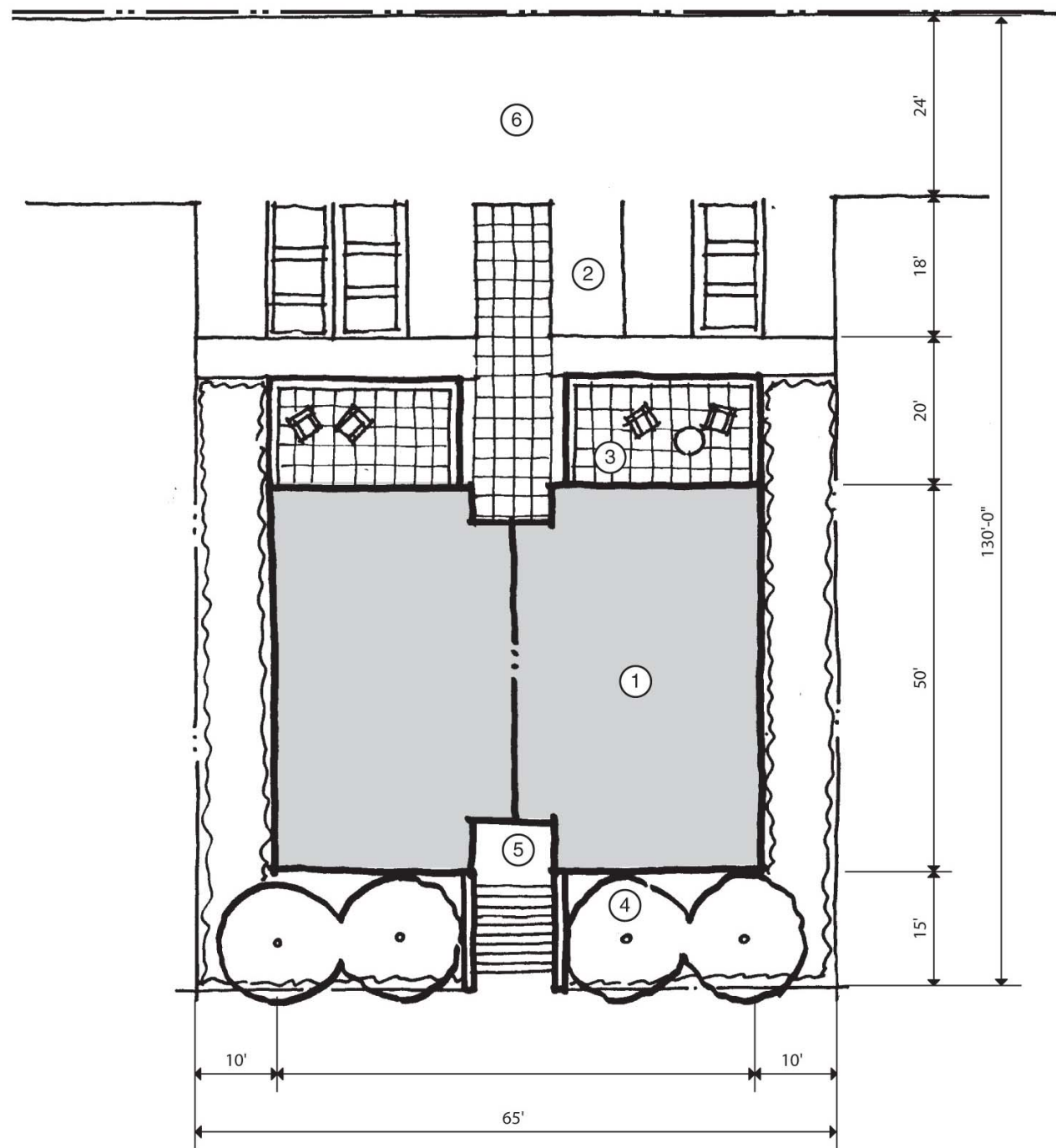
BOULEVARD RESIDENTIAL DISTRICT

suggested streetscape plan



BOULEVARD RESIDENTIAL DISTRICT

possible conceptual section



KEYNOTES

- ① Housing unit
- ② Resident parking
- ③ Patio
- ④ Planting area
- ⑤ Entry stair
- ⑥ Vehicular alley

DISTRICT DEVELOPMENT CONCEPTS

The four-unit building with rear parking is a very applicable housing type for the shallow lots of the Boulevard Residential District.

It is a very flexible building type due to its small size, and it is easily situated next to existing buildings that will remain.

Lot sizes of these buildings are approximately one quarter acre. This produces a dwelling unit density of 16 units per acre where they are located.

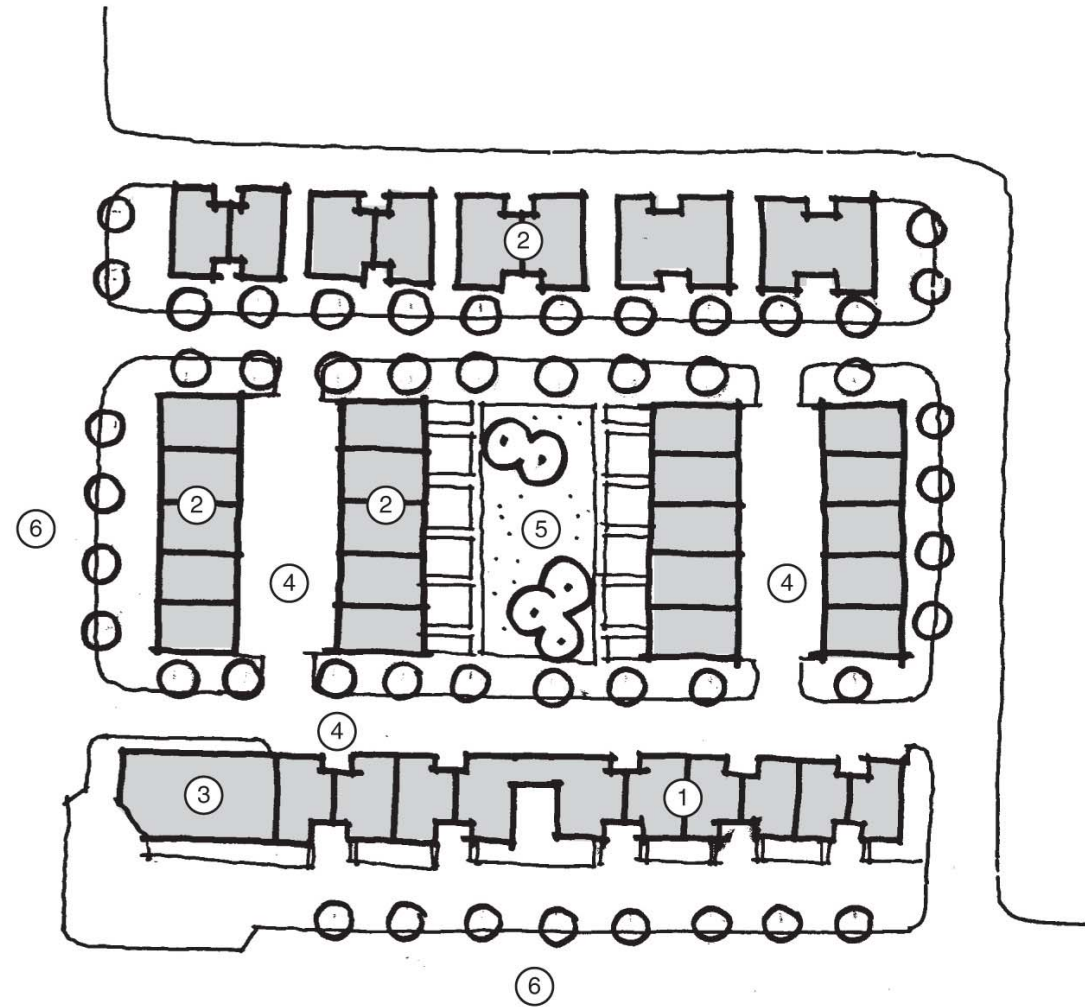
The scale of the buildings will create a strong street edge, while the variety of forms and details create abundant visual interest.

This building typology can be adapted to encourage living and working spaces. This may result in "convertible" townhouses where the ground floor spaces may be rented out as offices/stores or small apartments.

Rooftop gardens and "green" building techniques will be encouraged.

BOULEVARD RESIDENTIAL DISTRICT

example of shallow lot multi-family infill housing



KEYNOTES

- ① 3 story apartment building
- ② 2 story townhomes
- ③ Corner retail/market
- ④ Access drive
- ⑤ Central green
- ⑥ Public street



DISTRICT DEVELOPMENT CONCEPTS

2 and 3 story residential on-grade or over parking podium below creates a strong street edge and privacy for residents by being up of the street.

Windows and balconies create "eyes on the street" and a safer pedestrian environment.

Corner convenience retail serves residential development and the immediate neighborhood and creates character and activity on the street.

Auto access is from adjacent streets or new alleys.

Rooftop gardens and "green" building techniques will be encouraged.

BOULEVARD RESIDENTIAL DISTRICT

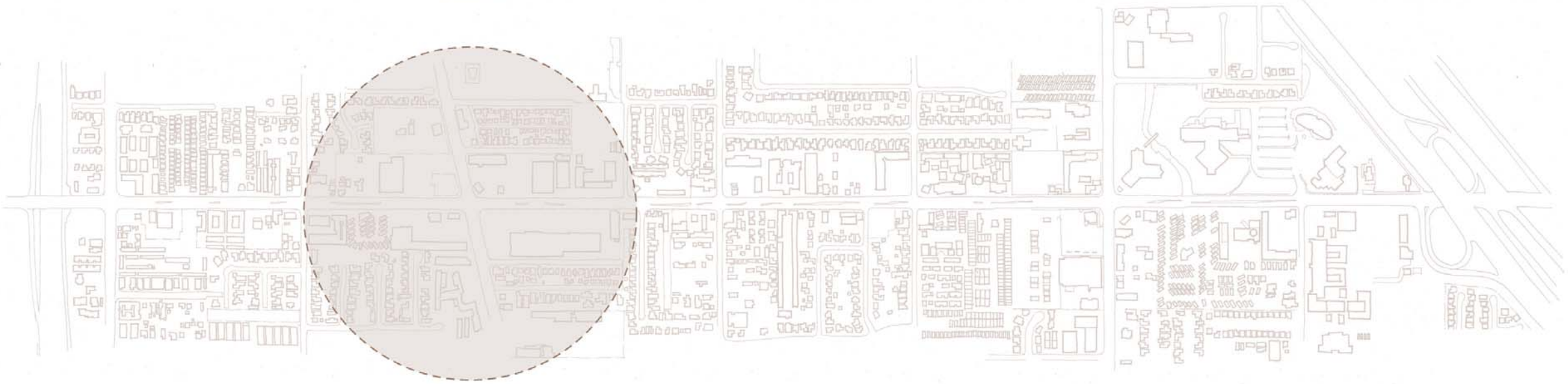
example of deep lot multi-family housing



BOULEVARD RESIDENTIAL DISTRICT

view of intersection and boulevard housing

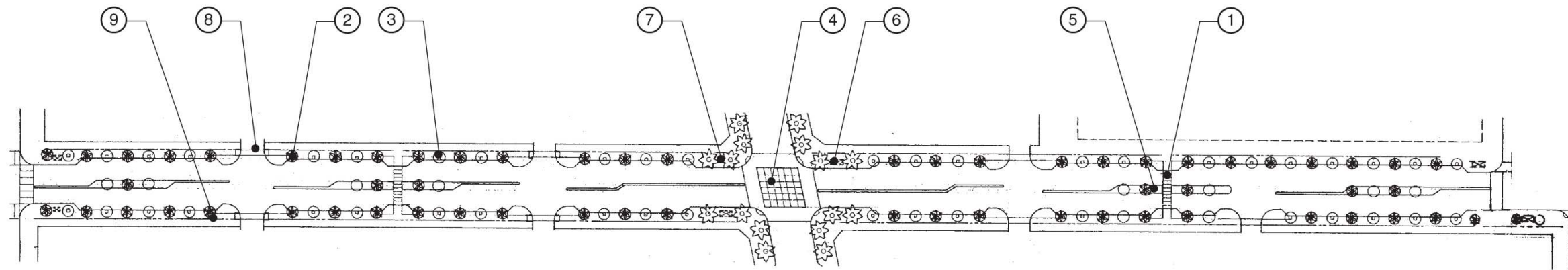
COMMUNITY SHOPPING
DISTRICT





COMMUNITY SHOPPING DISTRICT

- The Community Shopping District is centered on the Main Street intersection, one of the busiest cross traffic locations along the corridor. The district extends from the Orrick Avenue intersection in the east to the Moneta Avenue intersection in the west. This district is characterized by the following principles:
- New vertical palm trees provide visibility for new development while creating a strong visual colonnade marking the district. Shade trees provide a pedestrian-scale canopy and a consistent tree type along the length of the street. Renovated median plantings add a strong attractive element to the district. Planted in phases, new landscaping of tall palms alternating with small shade trees creates a strong district identity for both pedestrian and vehicular traffic.
- Site amenities such as benches, trash receptacles and potted plants introduce small-scale interest and rest stops along pedestrian routes. Existing traffic street light poles are to remain and to be fitted with new identity banners as part of an environmental graphic program. Dining/Restaurant areas with sidewalk dining opportunities are to be located along the widened sidewalk areas.
- New vehicular access routes lead to rear parking lots and reduce the number of sidewalk breaks for a safer separation of vehicular and pedestrian traffic. Shade trees are installed in the parking lots as part of a site landscaping requirement. Shared parking maximizes use of paved parking areas.
- Mid-block crossing and sidewalk curb extensions reduce auto traffic speeds and create safe street crossings between intersections. Special design of paving and planting at the centrally located Landmark Intersection provides a sense of arrival into the district.
- Shop windows along the wall of the supermarket facing the arterial street mitigate the large scale of the structure and provide pedestrian interest. In addition, a buffer is incorporated through a landscape zone in the required setback featuring low screening walls or hedges that conceals surface parking and produces an attractive street edge.
- Townhouses provide a buffer between retail centers and existing residential neighborhoods, screening views of shared surface lots and contributing to pleasant residential streets. Townhouses are screened from retail parking by a landscape buffer. Private auto entry into subterranean parking lot below townhouses provide a safe separation of vehicular and pedestrian traffic and allow for uninterrupted landscaping along the street.



INVITING



SCALE



KEYNOTES

- ① Mid-block crossing and bulb-out
- ② Palm trees spaced at 60' on center
- ③ Shade trees spaced at 60' on center
- ④ Landmark intersection and bulb-outs
Special paving throughout intersection and special tree plantings
- ⑤ Renovated traffic median
- ⑥ Transit stop structure
- ⑦ Transit stop bench
- ⑧ New vehicular access drive from arterial street
- ⑨ Landscape edge

DISTRICT STREETScape CONCEPTS

New vertical palm trees provide visibility for new development while creating a strong visual colonnade marking the district. Shade trees provide pedestrian scale canopy and a consistent tree type along the length of the street.

Site amenities such as benches, trash receptacles and potted plants introduce small scale interest and rest stops along pedestrian routes.

New vehicular access routes lead to rear parking lots and reduce the number of sidewalk breaks for a safer separation of vehicular and pedestrian traffic.

Special design of paving and planting at the Landmark Intersection is the heart of the district and provides a sense of arrival

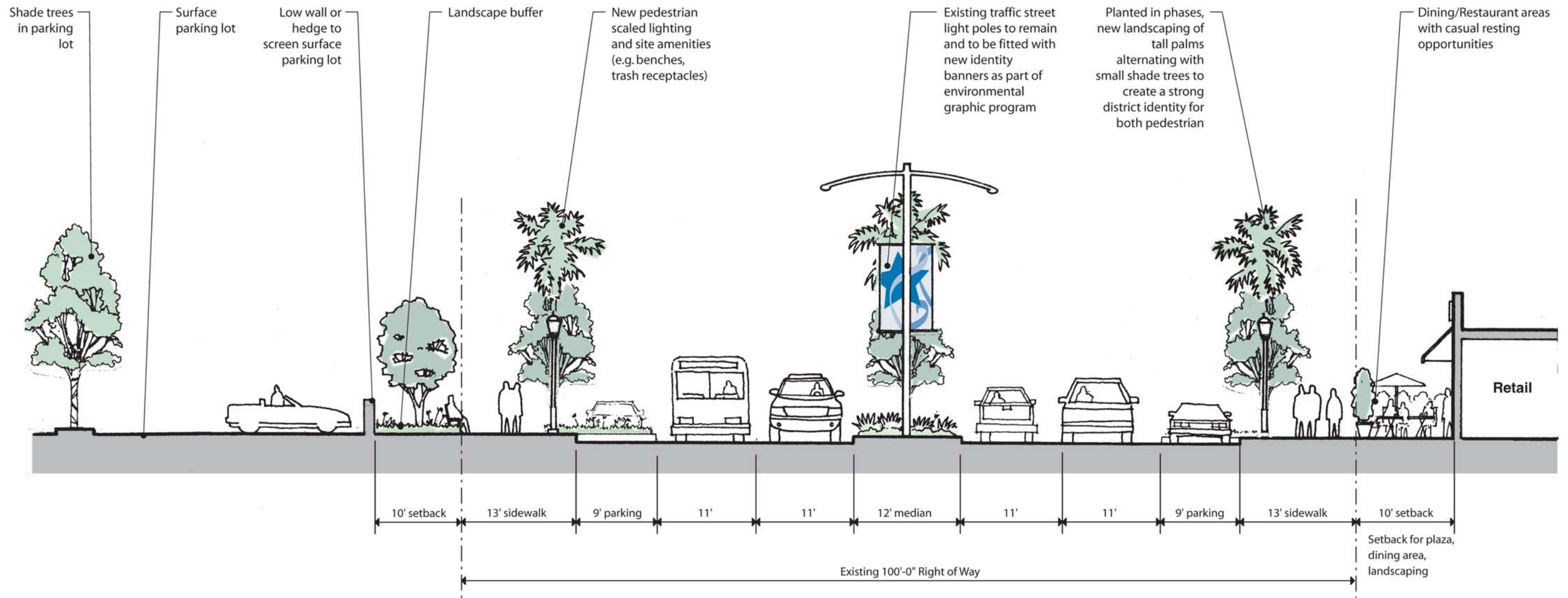
Renovated median plantings add a strong attractive element to the district.

Mid-block crossing and bulb-outs reduce auto traffic speeds and create safe crossings between intersections.

Landscape zone in required setback provides for screening of surface parking and attractive street edge.

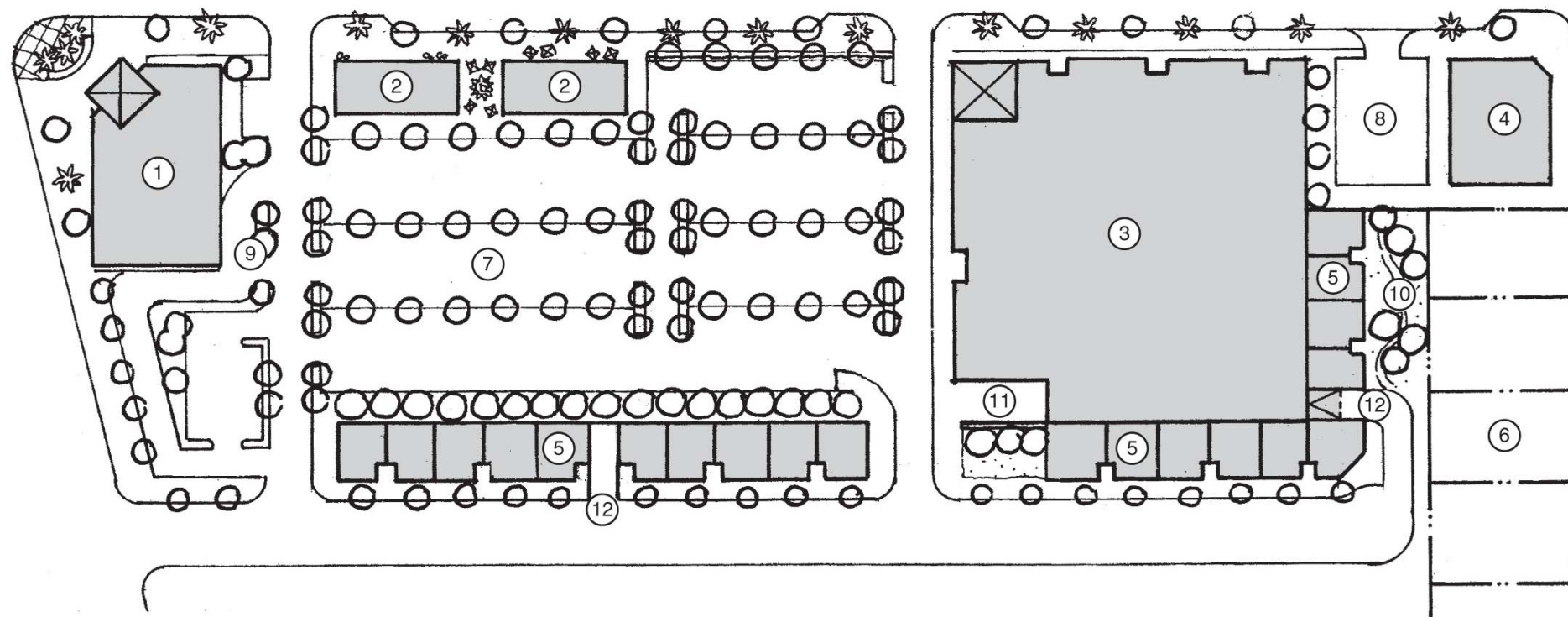
COMMUNITY SHOPPING DISTRICT

suggested streetscape plan



COMMUNITY SHOPPING DISTRICT

possible conceptual section



KEYNOTES

- | | | |
|---|--------------------------|--|
| ① Corner anchor store (Drug Store, Office Supply, Restaurant) | ⑤ Townhomes | ⑨ Drive-through window |
| ② Service-oriented shop | ⑥ Existing residential | ⑩ Landscape walk street |
| ③ Full-service Supermarket | ⑦ Shared surface parking | ⑪ Loading area |
| ④ Pad retail (Restaurant, Coffehouse, Bank) | ⑧ Surface parking | ⑫ Entry to subterranean residential paking |

DISTRICT DEVELOPMENT CONCEPTS

Service areas for corner anchor stores are to be hidden from the street.

Drive through is shielded from the street by corner anchor store.

Townhouses provide a buffer from existing residential viewing shared surface lot and creates a pleasant residential street.

Townhouses are screened from shared parking by a landscape buffer.

Private auto entry into subgrade parking lot below townhouses provide a safe separation of vehicular and pedestrian traffic and allow for lush landscaping in front.

Shared parking makes efficient use of paved parking area.

Front loaded service keeps service vehicles off of residential streets.

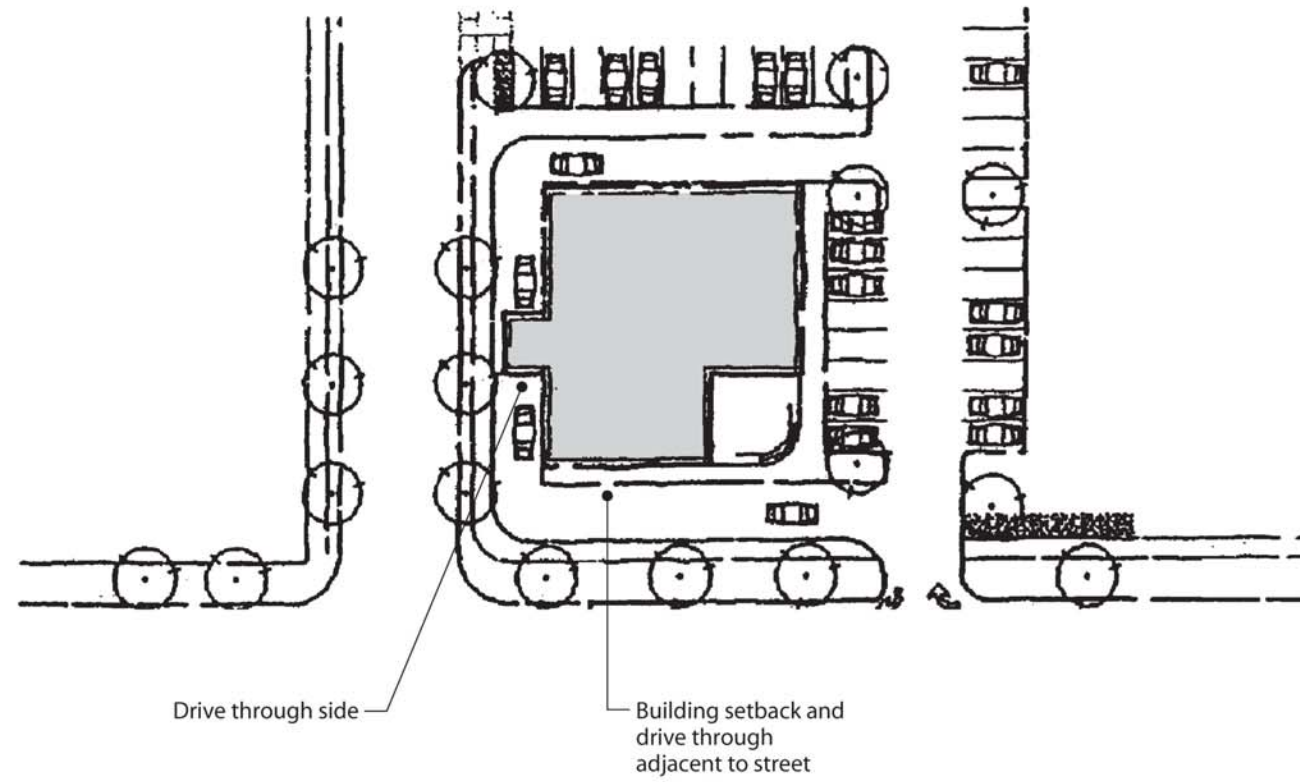
Shop windows along the wall of the supermarket facing the arterial street mitigate the large scale of the structure and provide pedestrian interest.

Landscape zone in required setback provides for screening of surface parking and attractive street edge.

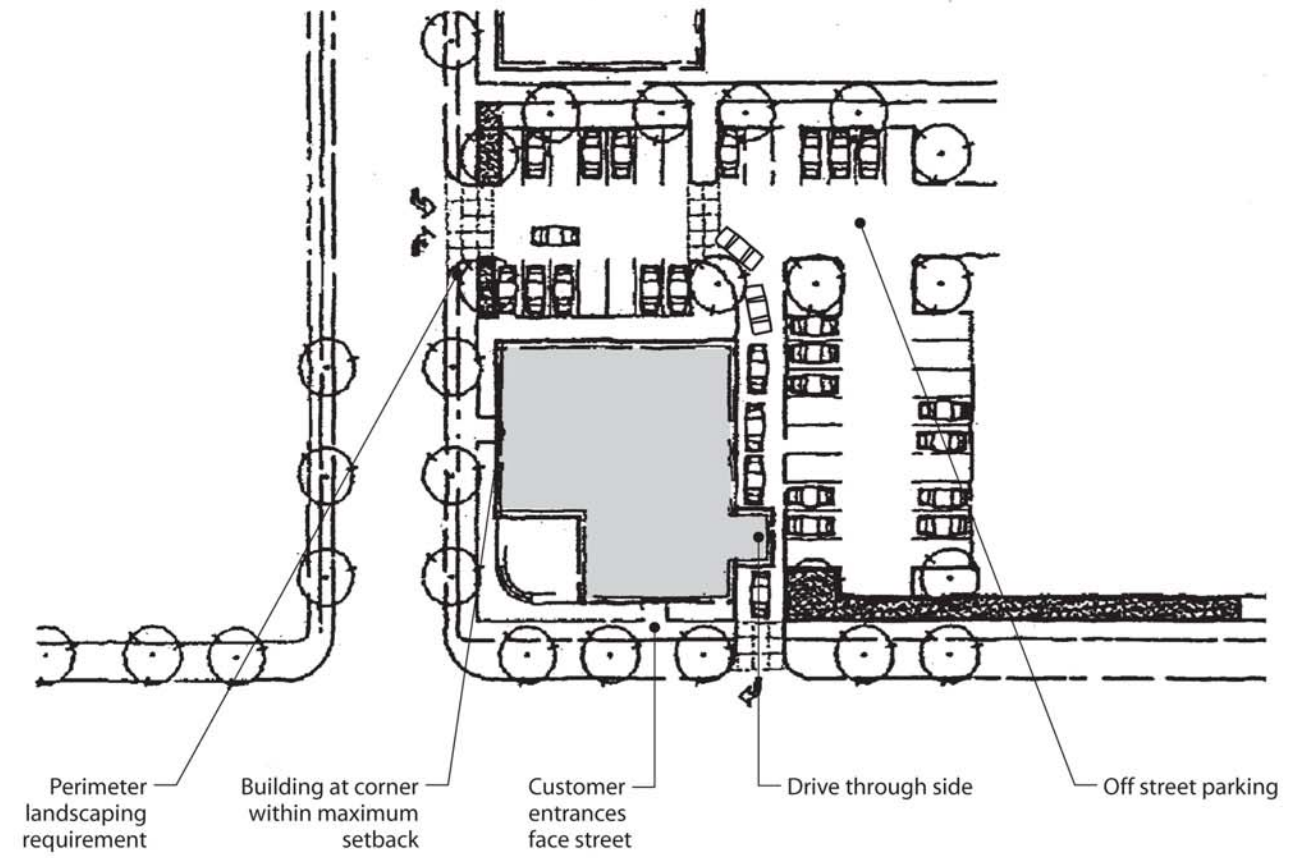
COMMUNITY SHOPPING DISTRICT

example large scale retail development

NOT ACCEPTABLE



ACCEPTABLE



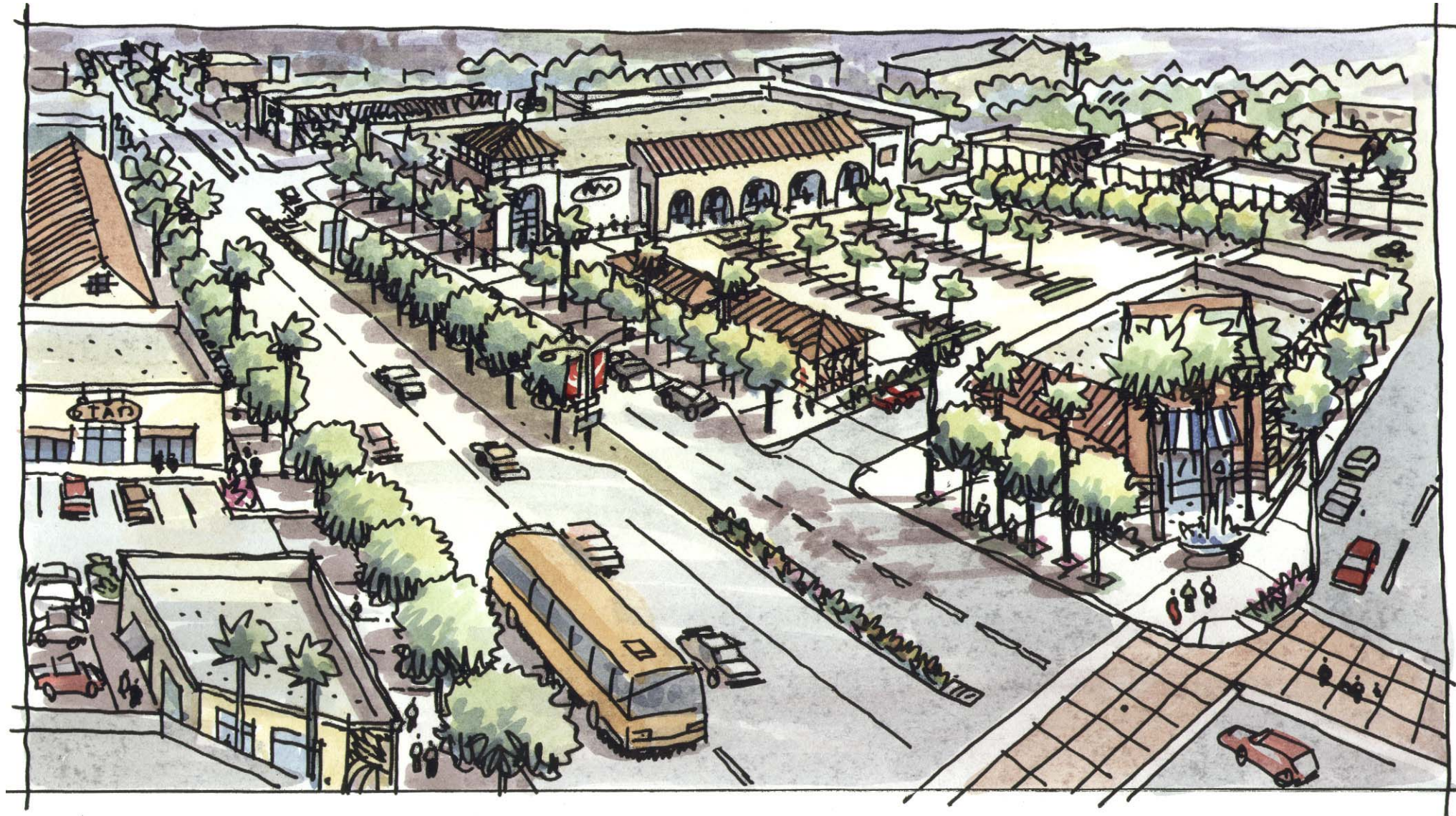
COMMUNITY SHOPPING DISTRICT

example of small scale retail development



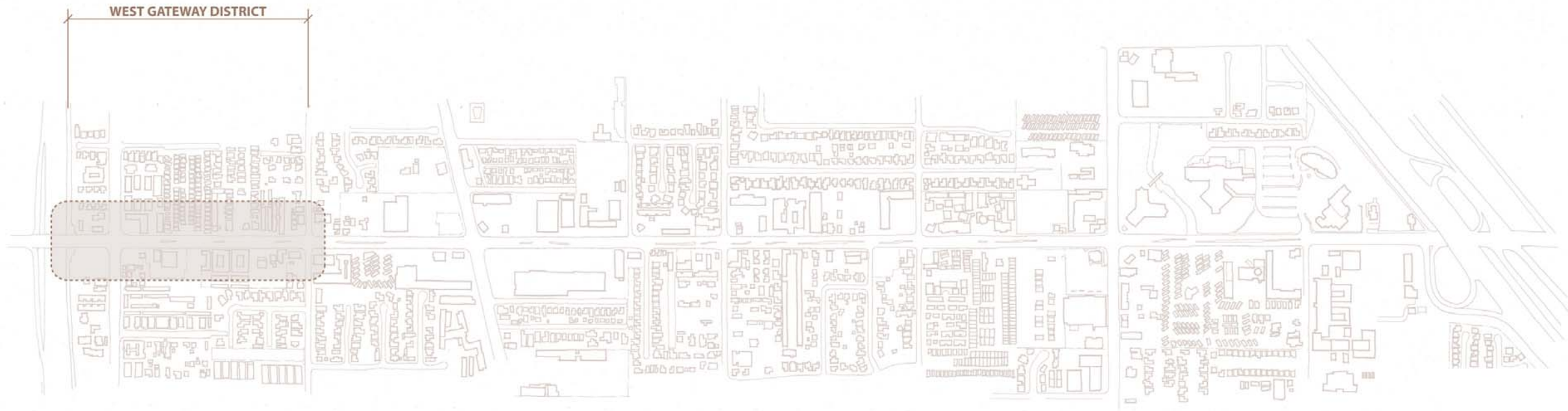
COMMUNITY SHOPPING DISTRICT

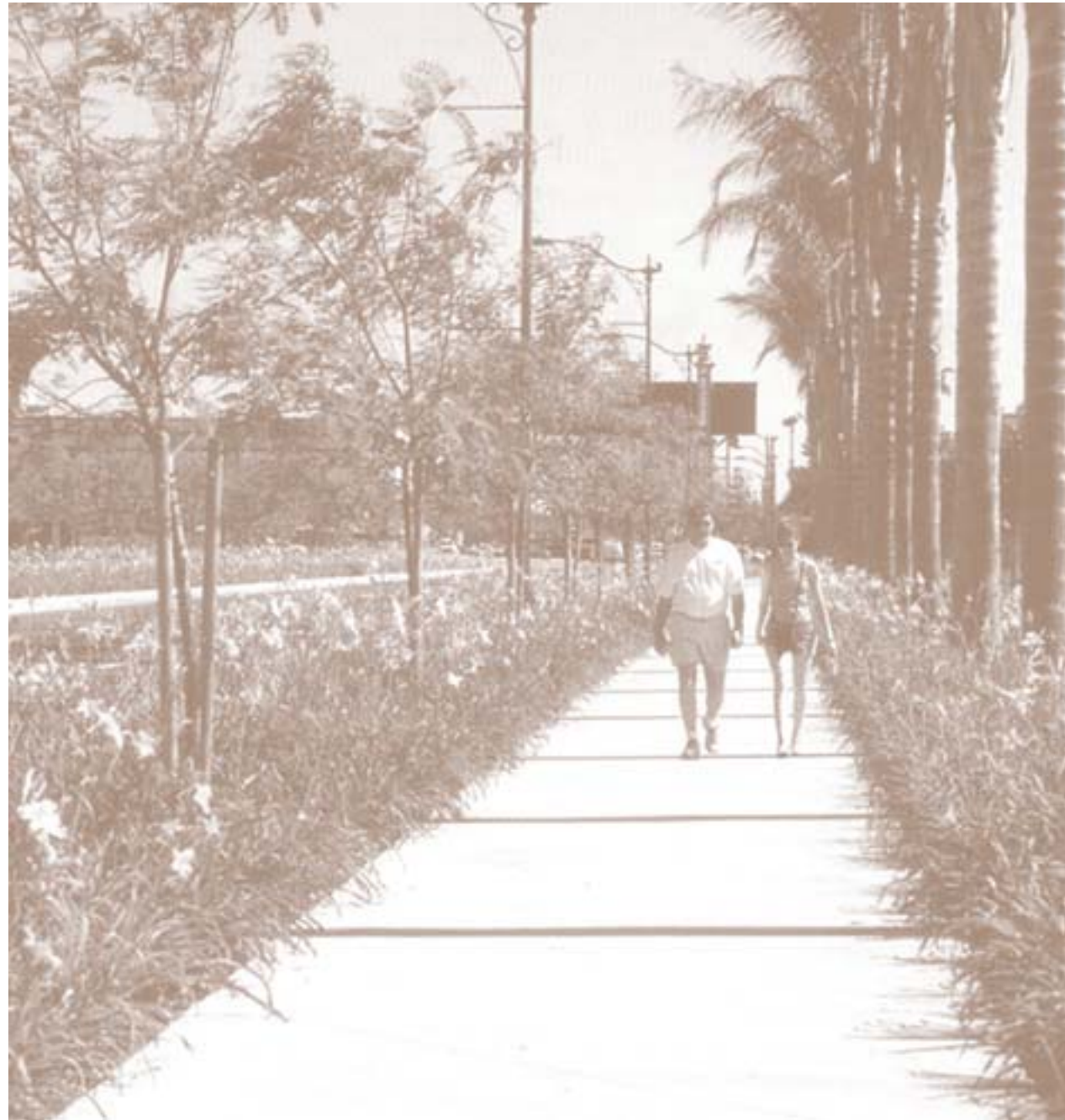
view of landmark intersection



COMMUNITY SHOPPING DISTRICT

aerial view of large scale retail development

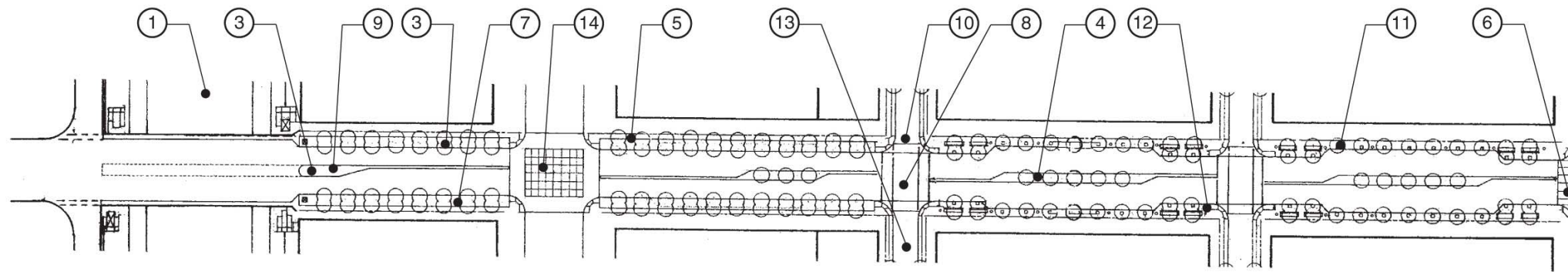




WEST GATEWAY DISTRICT

The Gateway District is the western entry to the Carson Street corridor and extends from the overpass above the Harbor (110) Freeway on the Carson border in the west to the Moneta Avenue intersection in the east. The district is characterized by the following principles:

- Create an appealing sense of entry into the city for people approaching from the freeway off-ramp. This includes a new gateway element at the entry to the district.
- Eliminate on-street parking to create a landscaped parkway as an attractive, formal city entry. Eliminating on-street parking also reduces traffic bottlenecks adjacent to the freeway. Plantings of trees along Carson Street also provide a visual screen to auto related uses located near freeway off-ramps, and helps to mitigate traffic noise.
- New pedestrian scaled lighting with the widened parkway creates a more people-friendly environment. Existing traffic street light poles are to remain and to be fitted with new identity banners as part of an environmental graphic program.
- Buffer pedestrians from the roadway with landscaping where speeds tend to be high and traffic busiest.
- Provide residential development within walking distance of the MTA Transitway at the Harbor (110) Freeway.



MARKER



MEDIAN



IDENTITY



KEYNOTES

- ① Freeway
- ② Landscaped parkway
- ③ New gateway element crosswalks
- ④ Renovated median planting and district identity banners on existing roadway light poles markings
- ⑤ New pedestrian scale street lights along walkway
- ⑥ New textured and colored paving at intersection crosswalk
- ⑦ Deleted parking lane for widened landscape parkway
- ⑧ New intersection / pedestrian crossing
- ⑨ Renovated landscaping in traffic median
- ⑩ "Zebra stripe" crosswalk markings
- ⑪ New shade trees spaced 30' on center
- ⑫ New sidewalk bulb-out extensions and landscaping
- ⑬ New vehicular access drive to shared rear lot parking
- ⑭ Landmark intersection

DISTRICT STREETScape CONCEPTS

Eliminate on-street parking adjacent to freeway to create widened landscape parkway creating an attractive, formal city entry for Carson.

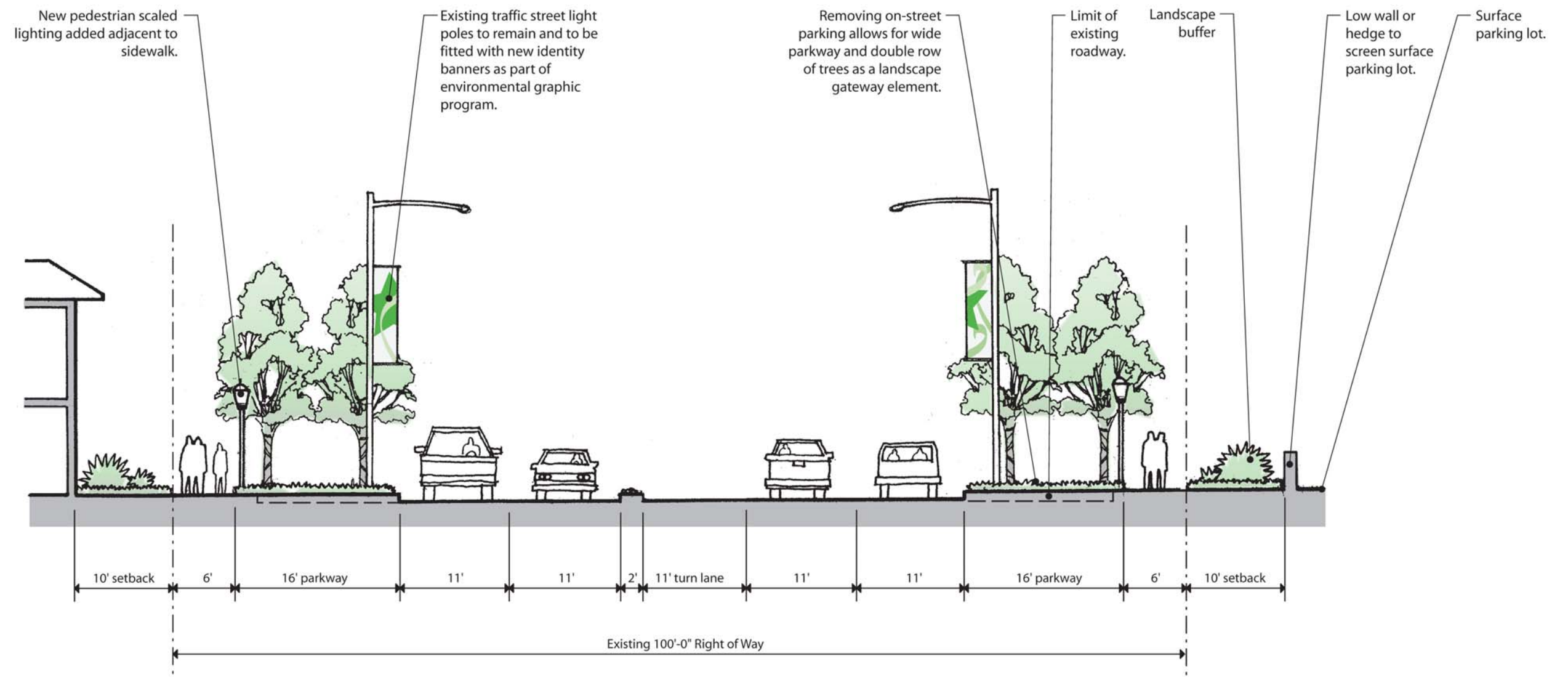
Eliminating on-street parking reduces traffic bottlenecks adjacent to freeway.

Dense trees provide a visual screen to auto related uses located near freeway offramps, and helps to mitigate traffic noise.

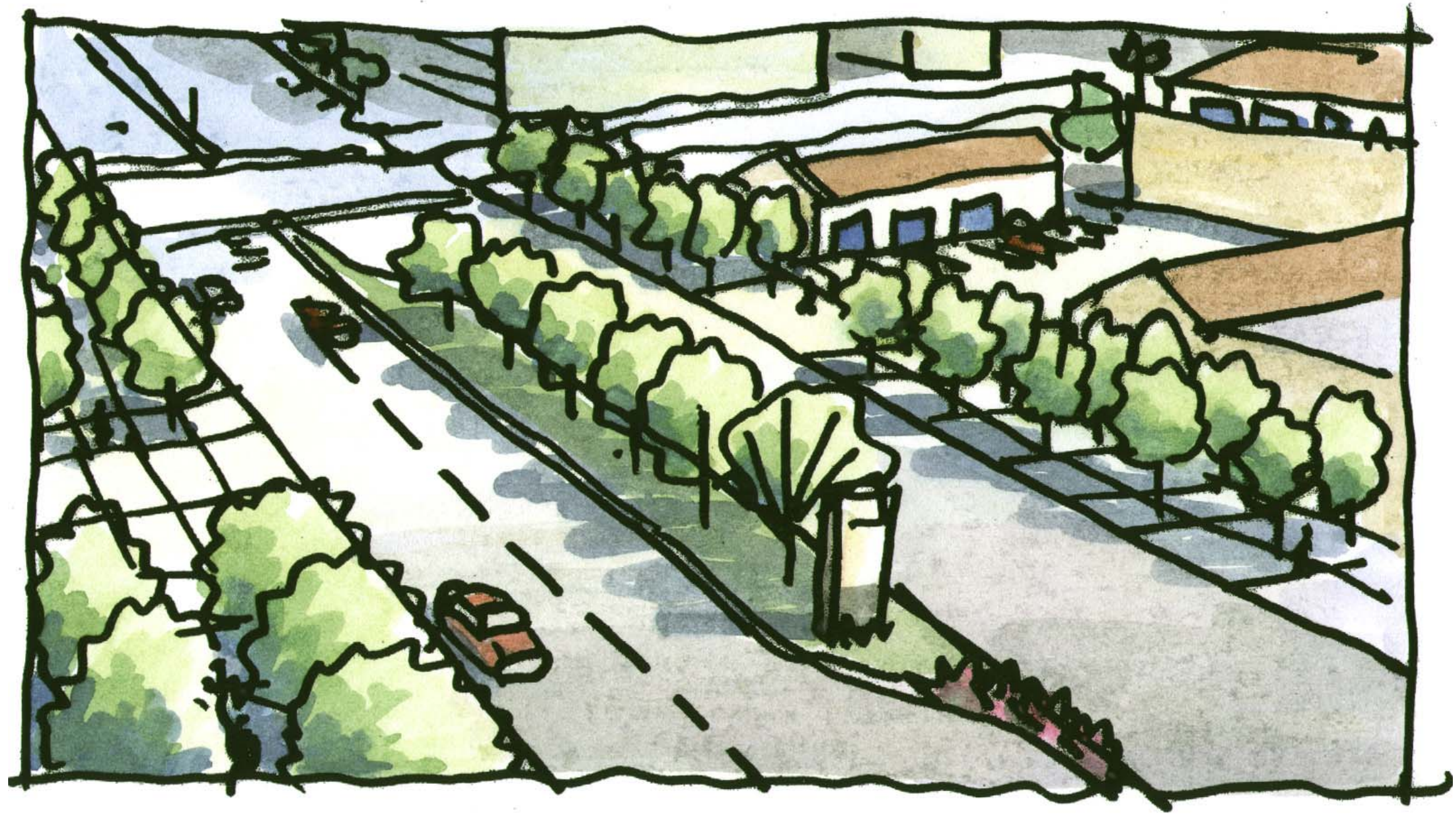
Widened parkway and pedestrian lighting creates a more people friendly environment.

WEST GATEWAY DISTRICT

suggested streetscape plan



WEST GATEWAY DISTRICT
possible conceptual section



WEST GATEWAY DISTRICT

aerial view of district entry



PART FIVE:
CONCLUSION

CONCLUSION

The Carson Street Conceptual Visualization creates a shared vision to guide the development of the City of Carson's downtown community into a desirable place for living, working, shopping and visiting. The Visualization strategy conceptualizes the development as a comprehensive approach to the development of the entire corridor in order to create a viable and desirable downtown community.

The strategy recognizes that implementation has key public and private investment components. These must be orchestrated in close conjunction with each other to achieve the goals of the Conceptual Plan. The plan must be implemented through the following:

- Streetscape Strategy
Implement the public works component of the streetscape strategy in the public right of way prior to but overlapping the implementation of the development strategy.
- Development strategy
Implement the development strategy in phases. The key to the successful development of the downtown district will be to increase the critical mass of potential retail patrons prior to the implementation of the retail component.

In order to implement the strategy, the participation of the community and key stakeholders is crucial. A proactive public participation process in community affairs is recommended in order to explore ways to implement the Carson Street Conceptual Visualization. This will involve broad community collaboration, widely publicized government services, better involvement of under-represented minorities in community planning, and developing public parks, plazas and other spaces for promotional events.

In order to nurture the long term goals of a healthy community it is recommend that the City consider the following:

- Creative Community
Enhance the creative component of city living by also developing a cultural district in close proximity to the Downtown Retail District and the Civic Center, actively implementing a public art program and securing additional funding for arts and cultural program.
- Active Community
Enhance the recreational assets by conducting a recreation and sports demand assessment and undertaking an innovative funding strategy drawing from public and private sources.

- Sustainable Community
Provide a reliable support infrastructure for economic vitality, public health and environmental protection by providing safe and environmentally sensitive infrastructure in accordance with liveability principles.



PART SIX:

APPENDIX

DOCUMENTS / PLANS REVIEWED

- Kosmont Partners, *Carson Street Corridor Development Strategies*, Carson, June 2000, The City of Carson.
- GRC Redevelopment Consultants, Inc., *Preliminary Report for Project Area No. 4*, Orange, CA, April 2002, Carson Redevelopment Agency.
- GRC Redevelopment Consultants, Inc., *Redevelopment Plan for Project Area No. 4*, Orange, CA, April 2002, Carson Redevelopment Agency.
- The City of Carson Municipal Code, <http://ci.carson.ca.us/Municipal%20Codes/MuniCodeFrame.htm>
- Jack Faucett Associates, Siegel Diamond Architecture, Zinner Consultants, *Livable Places Handbook: Land Use and Design Strategies for the South Bay Cities*, July 2000, South Bay Council of Governments.
- Paul Zykofsky, AICP, *Public Health, Traffic Safety and Livable Communities - Designing Places for People: Livable Communities in the South Bay*, PowerPoint Presentation, Local Government Commission.
- Sedway Group & Urban Design Studio, *El Toro Road Commercial Corridor Revitalization and Revisioning Strategy*, City of Lake Forest, May 1998, Lake Forest Redevelopment Agency.
- *West Washington Boulevard Revitalization Action Plan*, Culver City, December 21, 2001, Culver City Redevelopment Agency.
- Zimmer.Gunsul.Frasca Partnership et al, *Santa Monica Boulevard Master Plan*, May 1999, City of West Hollywood
- City of Carson, *Carson Vision*, September 2, 1997.
- City of Carson, General Plan Land Use Map.
- City of Carson, Zoning Map.
- City of Carson, Preliminary Project Area Boundaries
- City of Carson, Proposed Project Area and New Study Area Map.
- City of Carson, Color Orthophotos Map.
- Carson Redevelopment Agency, Proposed Eminent Domain Study.
- City of Carson, Carson Makes Sense Map