



Looking south on Western Avenue at Caddington Drive



# 3 Recommendations

## 3.1 Summary of Recommendations

The 2-mile stretch of Western Avenue under consideration is well-positioned to compete with other destinations in the region. Rethinking existing architecture by updating buildings to meet current expectation of visitors, potentially rezoning parcels to optimize space and add interest, and improving signage, lighting and landscaping would all contribute to improved appearance and function for Western Avenue. Specifically, the core recommendation of this vision is to update the nature of development along the corridor and reverse the relationship that buildings and surface parking have with the street. It must be generally emphasized that:

- New developments should be built along the property line creating a **strong street wall** where surface parking should not be located adjacent to the sidewalk and should not serve as the arrival experience of the corridor. With buildings located at the property edge on the sidewalk, active, visitor-serving uses should be located at **ground level**.
- Underutilized street parking can be converted into dedicated **bike lanes** or **wider sidewalks**.
- More street trees, bio-swales, and other **green infrastructure** can help to assist storm water management and provide a soft vegetation buffer between auto traffic and the sidewalk.

The pages that follow offer a more detailed list of recommendations specific to each of the three segments, from streetscape to mobility and redevelopment. The imagery associated with each of the segments is a compilation of ideas and studies that were completed with guidance from the Vision Committee and stakeholder input. While the project team understands that not every idea shown represents the full support of the public, the project team finds it important to showcase them as a process of thought in idea and provocation.



# SOUTHERN SEGMENT

commercial heart of the study area

new developments built along the property line create a strong street wall

parking located at rear of parcel and/or consolidated in structures

active, visitor-serving uses located at ground level

sidewalks widths at 15-foot minimum with streetscape that promote vibrant street life

Terraces parcel is redeveloped serving as catalyst for positive transformation



MATCHLINE

## MIDDLE SEGMENT

## NORTHERN SEGMENT

- east side of the street (primarily commercial) will receive similar improvements as the southern segment
- west street improvements will mainly be cosmetic treatments to cinder block wall with landscaping and material changes
- street parking on west is underutilized, so sidewalk can be widened, with addition of bio-swale assist storm water infrastructure providing a soft, vegetation buffer between vehicular traffic and sidewalk

- monumental public art, scaled to be visible to auto users, located on the street edges (in partnership with the Cemetery and DFSP)
- gateway element introduced at the north to announce one's arrival into the commercial heart of the corridor
- street parking is rarely used, so sidewalks on both the east and west side of the street can be widened to accommodate a bio-swale

# 3.1 Southern Segment

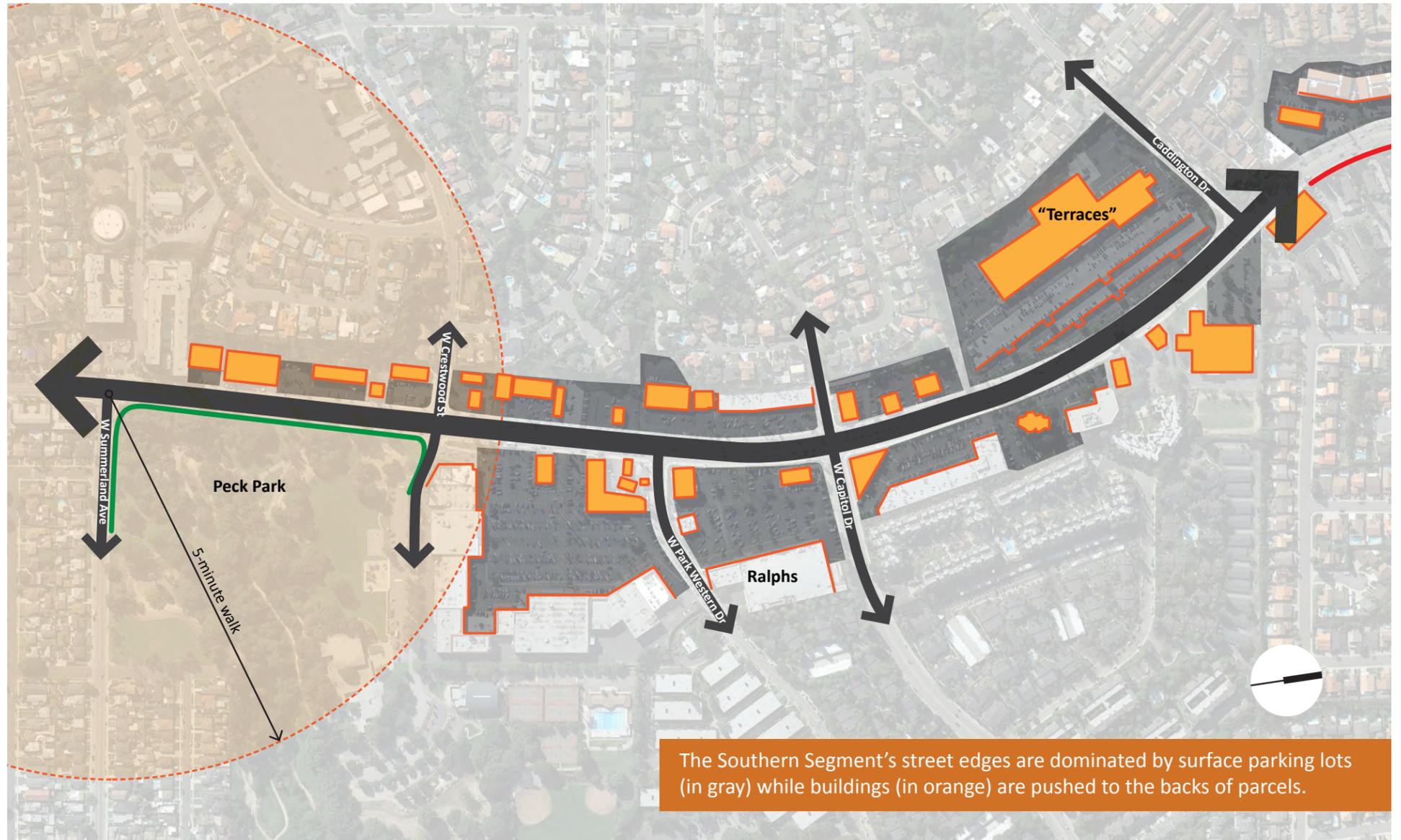
Existing characteristics of this segment include:

- It stretches 0.75 miles from Summerland Avenue on the south to Caddington Drive on the north.
- If a pedestrian were to walk this segment, it would take him/her approximately 15 minutes.
- Active, visitor-serving edges (typically commercial) exist on both the east and west sides of the segment.

In particular, the Southern Segment is well-positioned to compete with other high-end retail and entertainment destinations in the region. Rethinking existing architecture by updating buildings to meet current standards, potentially rezoning parcels to optimize space and add interest, and improving signage, lighting and landscaping would all contribute to an improved appearance and function for Western Avenue, especially along the southern segment.

### Key recommendations for the Southern Segment include:

- This is the **commercial heart** of the study area and its experience and image needs updating to sustain its success.
- Reverse the relationship that buildings and surface parking have with the street. New developments should be built along the property line creating a **strong street wall**. Parking should be located at the rear of the parcel and/or consolidated in strategically located parking garage structures.
- Active, visitor-serving uses (typically commercial) should be located at the ground level with direct access to the sidewalk.
- Sidewalks widths should be **15-feet at a minimum** with a streetscape (landscape, furniture, lighting, and pedestrian amenities) that promotes a vibrant street life.
- Opportunities to create **outdoors spaces** and special places should be a priority on all new (re)developments.
- The **Terraces parcel** is a key redevelopment opportunity and, if programmed and designed sensitively, can serve as the catalyst for positive transformation up and down the corridor.



The Southern Segment's street edges are dominated by surface parking lots (in gray) while buildings (in orange) are pushed to the backs of parcels.



Looking south on Western Ave at Caddington Dr



Looking north on Western Ave at Summerland Ave

**Section cut of Western Ave along the southern segment showing streetscape opportunities.** Streetscape improvements could include the addition of dedicated bike lanes, continuously landscaped sidewalks and medians, addition of street trees, improved bus stops, new street furniture (benches, lights, signage), and wider sidewalks at the east and west.



**Suggested plant palette for sidewalk and median landscaping:**

From left to right: Phormium tenax (New Zealand Flax), Dianella revoluta (Flax Lily), Aloe striata (Coral Aloe), Lantana montivdensis (Trailing Lantana), Senecio mandraliscae (Blue Chalk Sticks, Bougainvillea 'La Jolla' (La Jolla Bougainvillea), Dietes vegeta (African Iris), Leucophyllum frutescens (Texas Ranger)



# Branding!

Identity and lighting

# Softening

# Greening

Added street trees

Planted medians

# Engaging

Retail brought to sidewalk edge

Strip mall redeveloped

# Inviting

Specialty paving on sidewalks

# Beautifying

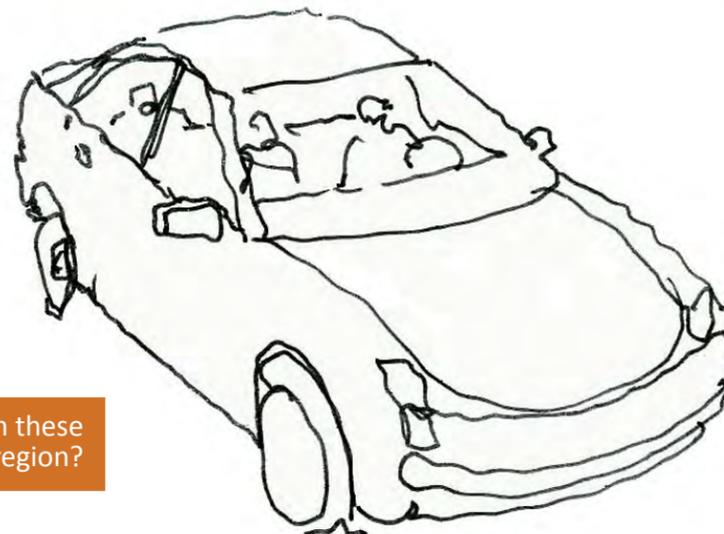
Specialty paving on crosswalks

# Appealing



Class II Bike lane

# Expanding options to get around!



Bus shelter

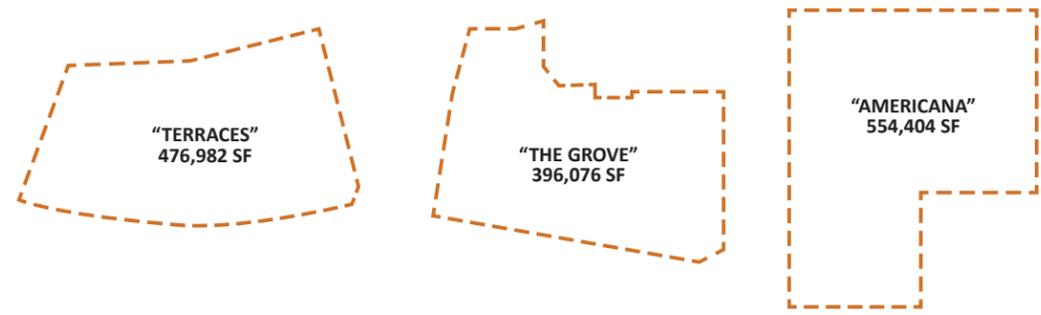
# Shading

Existing:



Conceptual sketch idea of Western Avenue at Caddington Dr, looking south. With these improvements, can Western Avenue become a high-end destination for the region?

The "TERRACES" parcel at Caddington Drive and Western Avenue is a key redevelopment opportunity and, if programmed and designed sensitively, can serve as the catalyst for positive transformation up and down the corridor. The parcel it occupies is the largest along the corridor and compares in size to the Grove in West Los Angeles and the Americana at Brand in Glendale (compares them only for area in footprint, not in program).



Conceptual redevelopment approach plan for "Terraces":



Aerial view of conceptual redevelopment to "Terraces":



Ground floor retail with boutique hotel at corner location serves as the visually iconic structure one sees when traversing south into the heart of Western Avenue.

Ground floor retail with multi-family residential above.

Because of the slope of the natural landscape, homes along Gunter Road maintain their views out east despite the addition of a multi-story building on Western Avenue.

Internal shopping street is flanked by retail on both sides with angled parking to calm traffic, and plenty of sidewalk and plaza space for pedestrian activity.

Conceptual sketch idea of Southern Segment, looking north on Western Ave at Capitol Dr

Commercial development is brought to the street front, with opportunities for signage, canopies, and other visual elements to enliven street life.

Wider sidewalks allow for more pedestrian activity, like outdoor restaurants and cafes.

Readily accessible bicycle parking infrastructure encourages visitors to travel by modes other than automobile.

Landscaping adjacent to pedestrian traffic is durable, distinct, and colorful.



Existing:



Conceptual sketch idea of interior shopping street at "Terraces," looking north

Ground floor retail is flanked on both sides of the interior shopping street, with opportunities for second floor retail (for anchor stores) and/or office.

Angled parking calms traffic and protects pedestrians on sidewalks.

Open green space in the midst of retail is activated by outdoor performances, farmer's markets, and other events.



Existing:



## 3.2 Middle Segment

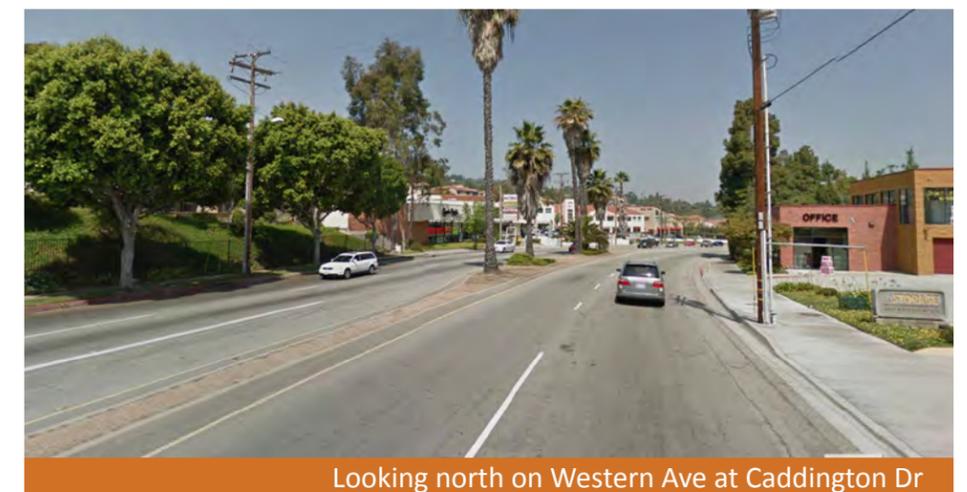
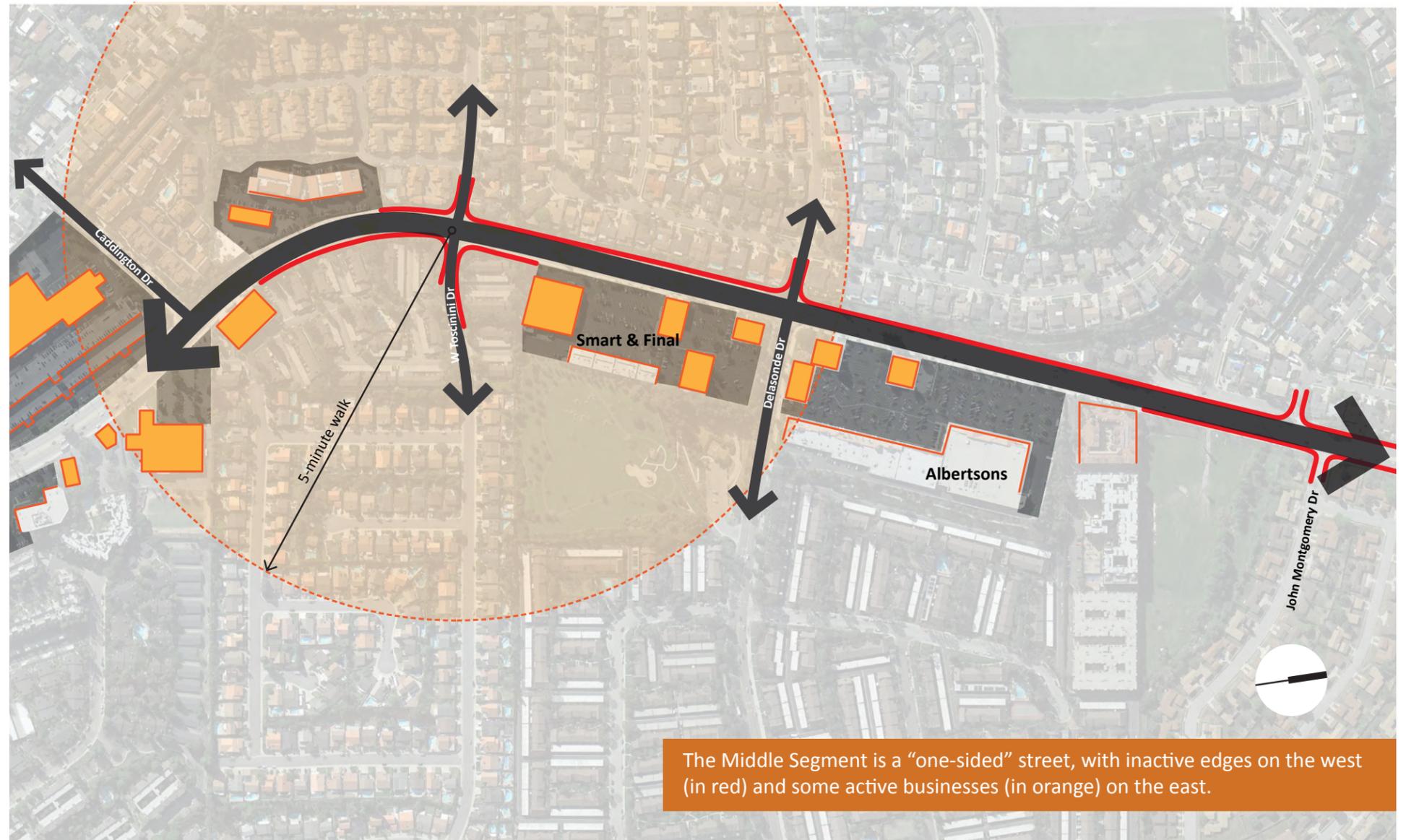
Existing characteristics of this segment include:

- It stretches 0.9 miles from Caddington Drive on the south to John Montgomery Drive on the north.
- If a pedestrian were to walk this segment, it would take him/her approximately 20 minutes.
- The west is characterized by an inactive edge, while the east is characterized by an active, visitor-serving edge.

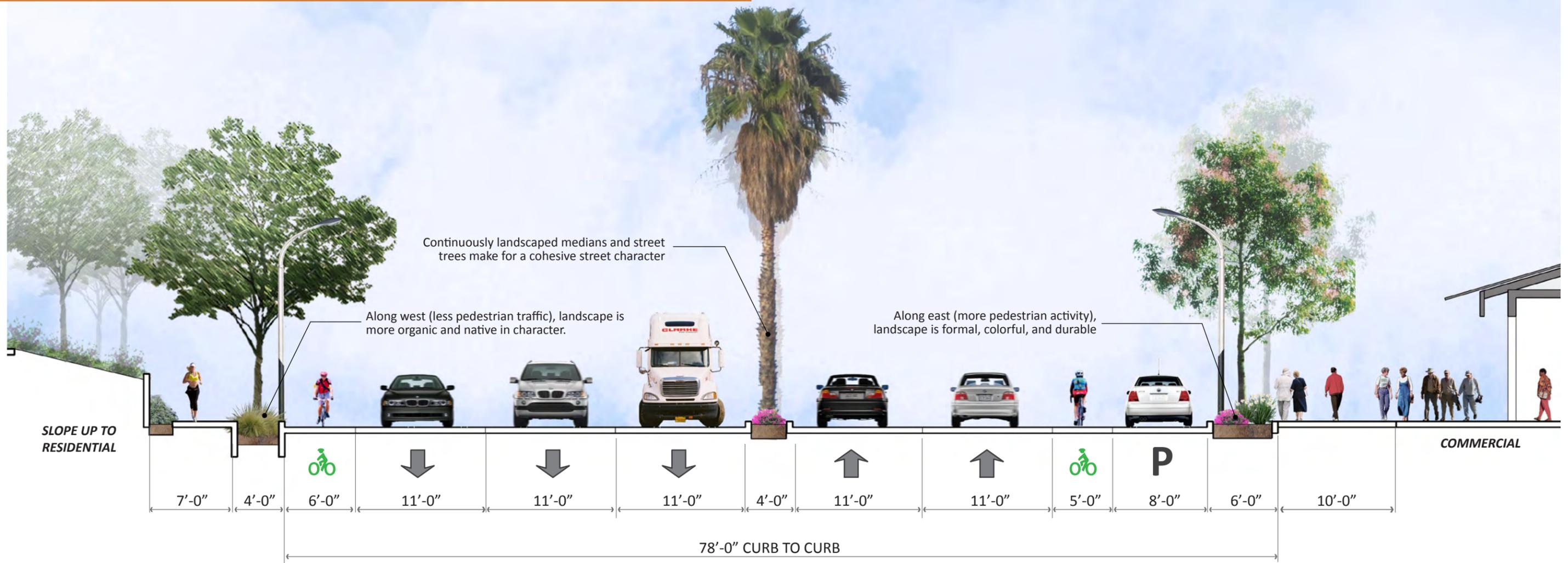
Bounded by high cinder-block walls on the west and active businesses on the east, the middle segment of Western Avenue is a “one-sided” street. Only one side of the street (the active businesses on the east) is contributing to pedestrian activity.

**Key recommendations for the Middle Segment include:**

- The east side of the street (primarily commercial) should receive similar streetscape improvements as the southern segment.
- The west side of the street (primarily residential) presents a **challenge with regards to activation**. The backyards of homes (and their cinder block walls) are not going away and residents, by and large, do not support re-configuring backyards to allow secondary pedestrian access from the street.
- As a result, improvements will mainly be **cosmetic** to **soften** the continuous cinder block wall. Several options have been considered with a variety of treatment options.
- Due to the lack of active uses and access to homes, parking along the street is under-utilized on the west side. In this case, the sidewalk can be **widened by reclaiming the asphalt** once occupied by parking. This expansion can serve as **bio-swale** to assist storm water infrastructure and also provide a **soft landscaped buffer** between vehicular traffic on the street and pedestrian traffic on the sidewalk.



**Section cut of Western Ave along the middle segment showing streetscape opportunities.** Streetscape improvements could include the addition of dedicated bike lanes, continuously landscaped sidewalks and medians, addition of street trees, improved bus stops, new street furniture (benches, lights, signage), bioswales, and wider sidewalks at the east and west.



**Suggested plant palette for sidewalk and median landscaping:**

From left to right: *Muhlenbergia rigens* (Deer Grass), *Helictotrichon sempervirens* (Blue Oat Grass), *Leucophyllum frutescens* (Texas Ranger), *Juncus patens* (Common Rush), *Senecio mandraliscae* (Blue Chalk Sticks), *Bougainvillea 'La Jolla'* (La Jolla Bougainvillea), *Dietes vegeta* (African Iris), *Dianella revoluta* (Flax Lily), and *Aloe striata* (Coral Aloe).





Existing cinder block wall along residential backyards.



**Option A:** Split-rail fence, painted wall, narrow planting buffer, enhanced slope planting.



**Option B:** Faux wood-grain panels attached to existing wall, enhanced slope planting.



**Option C:** Painted wall, vine pockets along sidewalk, enhanced slope planting

Could homeowners build backyard decks with have direct stair access onto Western Avenue?



The cinder block walls that line Western Avenue along the west create a harsh, unattractive, and uninviting edge to passersbys. Because the wall must remain for soil grading purposes, any improvements to this edge would be mainly cosmetic, including landscape buffering and/or material changes.

Conceptual sketch idea of Middle Segment, looking north on Western Ave at Westmont Dr

Commercial development is brought to the street front, with opportunities for signage, canopies, and other visual elements to enliven street life.

Continuously landscaped medians and street trees made beautiful the street, make for a cohesive street character, and aid in storm-water management.

Addition of dedicated bike lanes makes it safer for cyclists to traverse the corridor.



Existing:



## 3.4 Northern Segment

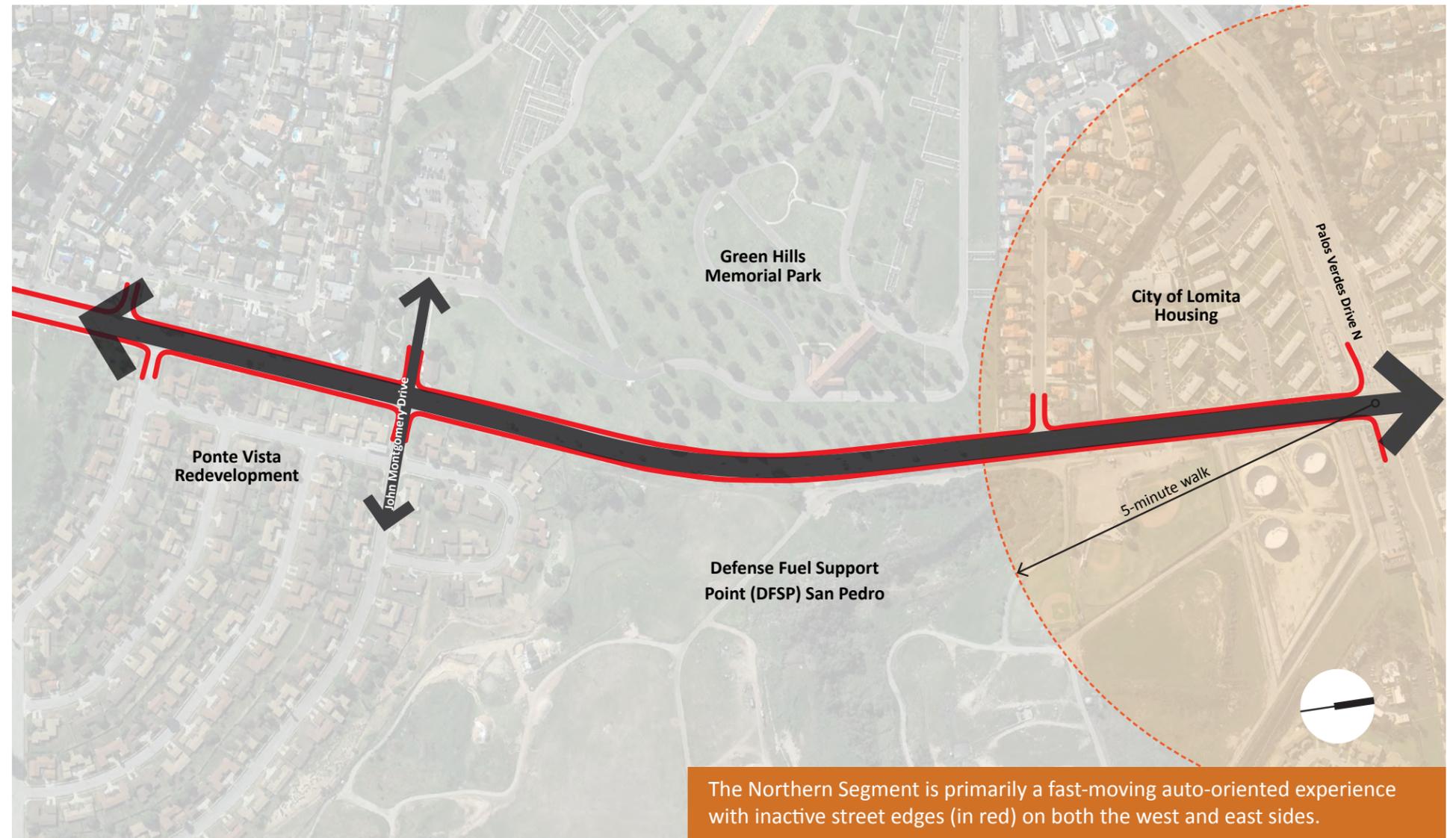
Existing characteristics of this segment include:

- It stretches 0.6 miles from John Montgomery Drive on the south and Palos Verdes Drive North on the north.
- If a pedestrian were to walk this segment, it would take him/her approximately 10 minutes.
- Inactive edges exist on both the east and west sides of the segment.

Because of its adjacencies (Green Hills Memorial Park and the Defense Fuel Support Point), the northern segment of Western Avenue is primarily a fast-moving auto-oriented experience with inactive street edges on both the west and east sides.

**Key recommendations for the Southern Segment include:**

- The east side of the street is entirely occupied by the fuel storage infrastructure of the Defense Fuel Support Point (DFSP) San Pedro. This facility, for all practical purposes, is here for perpetuity.
- The west side of the street is entirely occupied by Green Hills Memorial Park. This facility too is here for perpetuity.
- Given that the east and west side of the streets will never house active, visitor-serving uses, the experience of this segment of the study area is decidedly **auto-oriented**.
- Monumental **public art**, scaled to be visible to vehicular users, can be located on the street edges (in partnership with the Cemetery and DFSP).
- This segment is also an ideal location for a **gateway element** announcing the arrival southward into the commercial heart of the study corridor.
- Surface parking in the northern segment rarely sees any use. Like on the west side of the middle segment, here too, the sidewalks on both the east and west side of the street can be widened to accommodate a **bio-swale**.

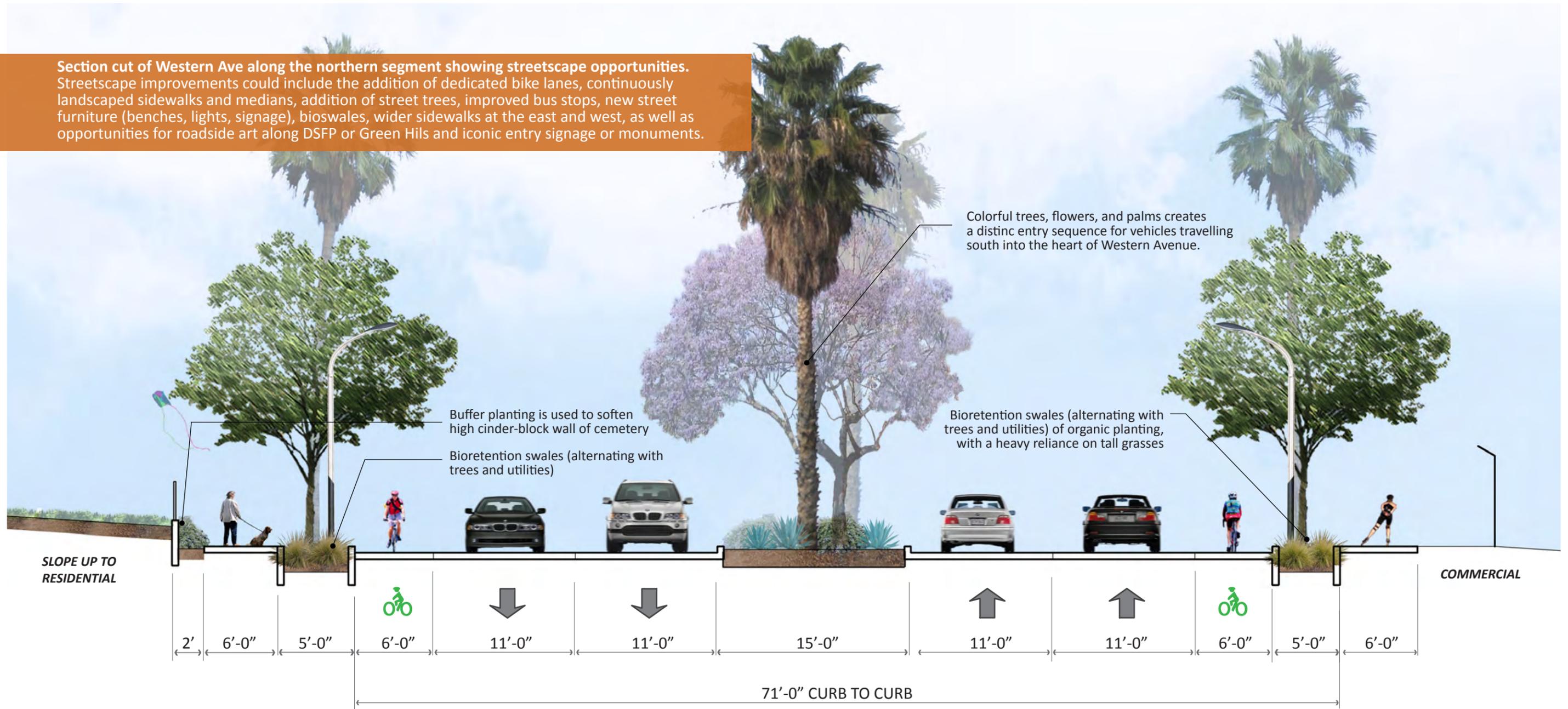


Existing: Looking south on Western Ave at Palos Verdes Drive N



Existing: Looking north on Western Ave at John Montgomery Dr

**Section cut of Western Ave along the northern segment showing streetscape opportunities.** Streetscape improvements could include the addition of dedicated bike lanes, continuously landscaped sidewalks and medians, addition of street trees, improved bus stops, new street furniture (benches, lights, signage), bioswales, wider sidewalks at the east and west, as well as opportunities for roadside art along DSFP or Green Hills and iconic entry signage or monuments.



**Suggested plant palette for sidewalk and median landscaping:**

From left to right: *Muhlenbergia rigens* (Deer Grass), *Helictotrichon sempervirens* (Blue Oat Grass), *Leucophyllum frutescens* (Texas Ranger), *Juncus patens* (Common Rush), *Dracaena draco* (Dragon Tree), *Senecio mandraliscae* (Blue Chalk Sticks), *Ceanothus 'Joyce Coulter'* (Creeping Mountain Lilac), *Helictotrichon sempervirens* (Blue Oat Grass), *Agave americana 'Variegata'* (Century Plant)



Learning from others on street-engaging landscape, roadside art, entry signage and monuments.

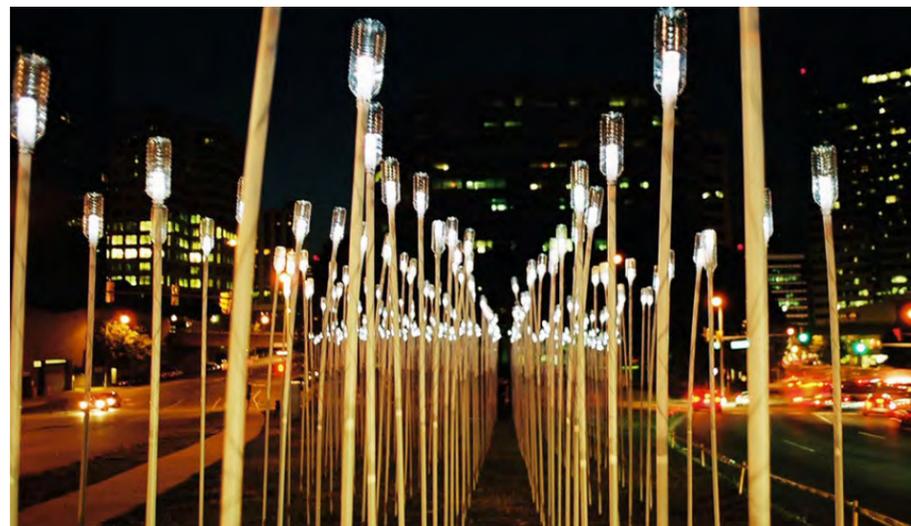
### PEPPERDINE UNIVERSITY, MALIBU, CA

Pepperdine University's campus makes full use of its "front yard" setting on the Pacific Coast Highway and allows its rolling green hills to gently engage the street. This model could also be employed at the Green Hills Cemetery and the DFSP along the northern segment of Western Avenue.



### CO2LED PUBLIC ART INSTALLATION, VIRGINIA

The northern segment can benefit from public art, whether monumental and permanent, or ephemeral and temporary. In this case, a group of artists created this temporary public art project aimed at raising awareness of global warming. The project, called CO2LED, is made up of more than 500 plastic water bottles attached to white plastic poles ranging from 5 to 13 feet high. Inside each inverted water bottle is a bright white LED light. At a distance, the stems look like gently bobbing cattails in the median of a busy intersection. The high-efficiency LED lights are lit by solar power.



### LAX GATEWAY MONUMENTS, LOS ANGELES, CA

The LAX Gateway Monuments, as an art piece, signifies one's entry or exit from the City of Los Angeles. While a gateway monument of this size may not be appropriate for Western Avenue, the idea of having some sort of gateway or entry signage is appropriate. The northern segment is an ideal location to announce one's arrival into the commercial heart of the study corridor, particularly by car.



### ENCHANTED HIGHWAY, NORTH DAKOTA

The Enchanted Highway, a 32 mile stretch of highway through open country land in North Dakota, features some of the world's largest scrap metal art sculptures. Monumental public art can be similarly displayed along the northern segment of Western Avenue. This segment is also an ideal location for a gateway element announcing one's arrival into the commercial heart of the study corridor.



Conceptual sketch idea of Northern Segment, looking south on Western Ave at Green Hills Cemetery.

Buffer planting is used to soften the high cinder-block wall of the Green Hills Cemetery, making for a more pleasant pedestrian experience. Landscape doubles as bio-retention swales to manage stormwater.

Addition of dedicated bike lanes makes it safer for cyclists to traverse the corridor. Can be an extension of the recreational bike path that loops the Peninsula.

Colorful trees, flowers, and palms create a distinct entry sequence for vehicles travelling south into the heart of Western Avenue

Existing:



### 3.5 Corridor-wide Mobility

While there are many ideas to improve transit and bicycle access along the entire stretch of Western Avenue, **the key recommendations for corridor-wide mobility include:**

- The corridor generally has the curb-to-curb width to accommodate bike lanes in both north and south directions without impacting existing traffic lanes. If **bike lanes are introduced** then the existing median may require spot reconfigurations.
- A secondary option to introduce/encourage bicycle mobility is to consider **bicycle-friendly signage** on the existing Wider Curb Lane (WCL). While a WCL is not a dedicated bike lane, it represents a proactive means of accommodating bicycles (via sharrows and other

bicycle signage) in constrained right-of-ways. In this scenario the median will not be affected.

- While bus service is available on Western Ave (via Metro and PV Transit), the frequency has much to be desired. Metro’s 205 service has over 30-minute interval and PV Transit shuttles only operate during school drop-off/pickup times. Serving Peck Park on the south, the **San Pedro DASH could be extended** to provide frequent, regular service as far north as Ponte Vista.
- Metro’s Bus Rapid 757 provides north-south service on Western Avenue from Hollywood to the 105 Freeway. **Extending Metro Bus Rapid 757 south to 25th Street** on the Peninsula will provide bus rapid access to the study area and adjoining communities.
- Metro is currently studying an **extension of the Green Line light rail system** south of El Segundo along the Harbor Sub-division. The

terminus of this study brings the light rail to within a mile of the rail corridor’s intersection with Western Avenue. A long term transit improvement project could see the Green Line light rail turn south on Western Avenue and connect the corridor to the region wide rail network. Admittedly, this is an ambitious idea and will require extensive analysis and a strong coalition of local champions to lobby Metro and agencies. **If implemented, this big-ticket transit intervention will do the most to change the patterns of development and image of the corridor.**



## 3.5a Bicycle

The Palos Verdes Peninsula and San Pedro communities have a long established tradition of recreational biking. However, most of this activity takes place along the oceanfront and the hilly peninsula terrain away from Western Avenue, arguably the corridor with the best regional access and amenities for bicyclists. Both the City of Rancho Palos Verdes and the City of Los Angeles recommend introducing north and south bike lanes along Western Avenue in the long-range bicycle plans. Our analysis shows that these bike lanes can be accommodated for the entire stretch of the study corridor.

**Build on what we have.** Make the corridor a key element of existing recreational biking, to support the strong, existing precedent of cycling in RPV.



**Provide incentives.** Provide more bicycling commuting options for students and employees of San Pedro and the Palos Verdes Peninsula.

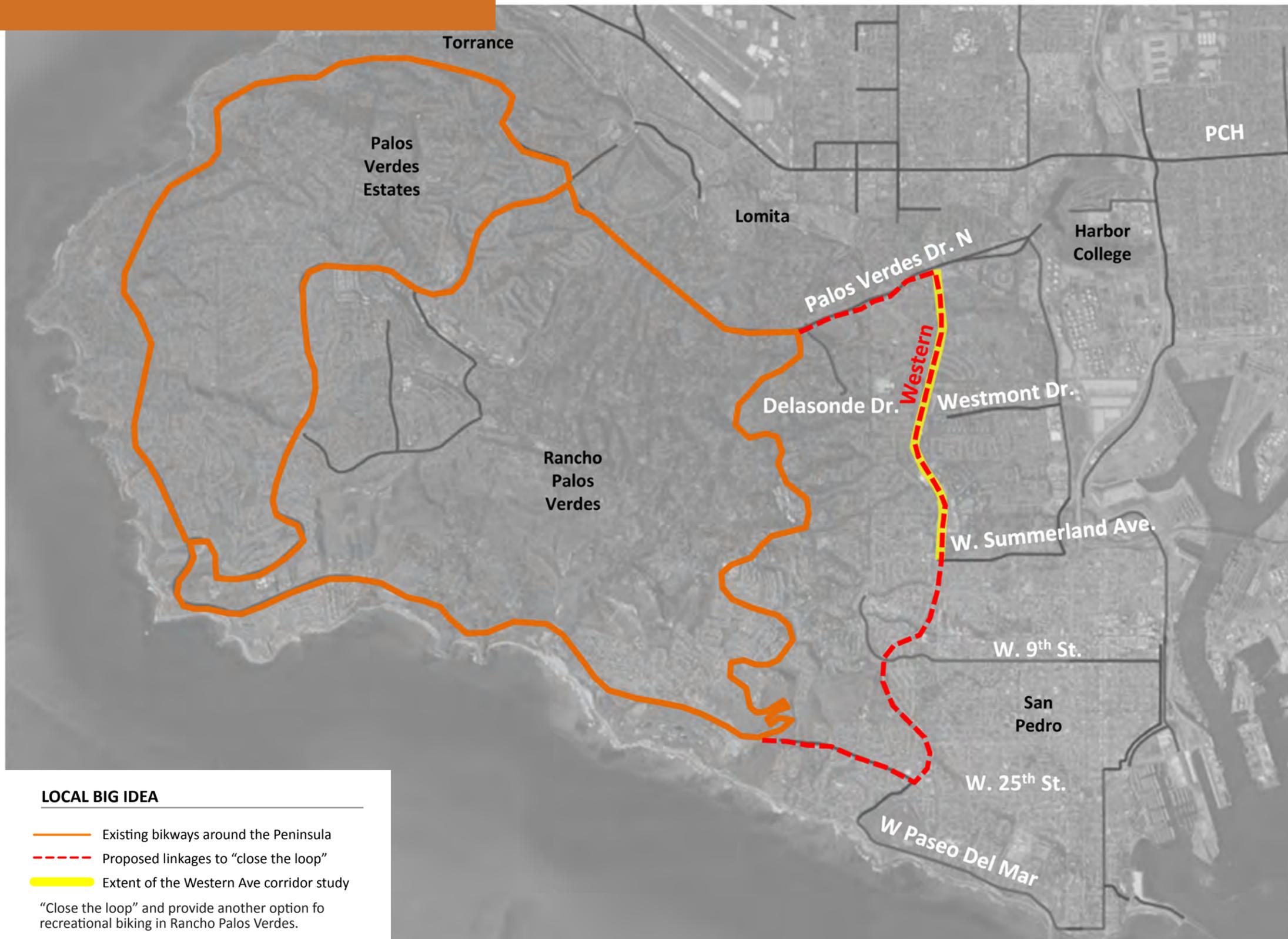
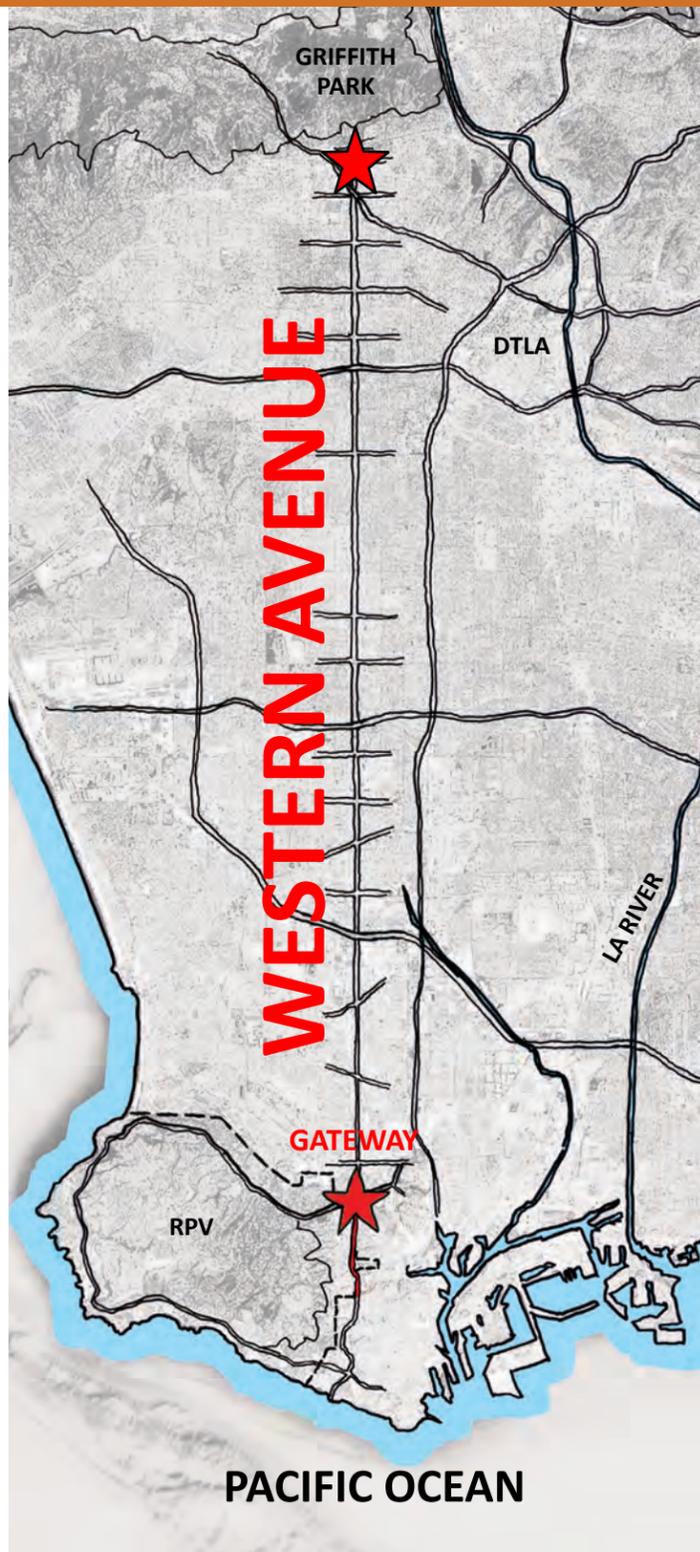


**Make it easier to get around.** Provide a safe and accessible connection to existing and proposed transit hubs.



**Share the road.** Use bike infrastructure dollars to improve the public realm and to elevate the bicyclist and pedestrian experience.

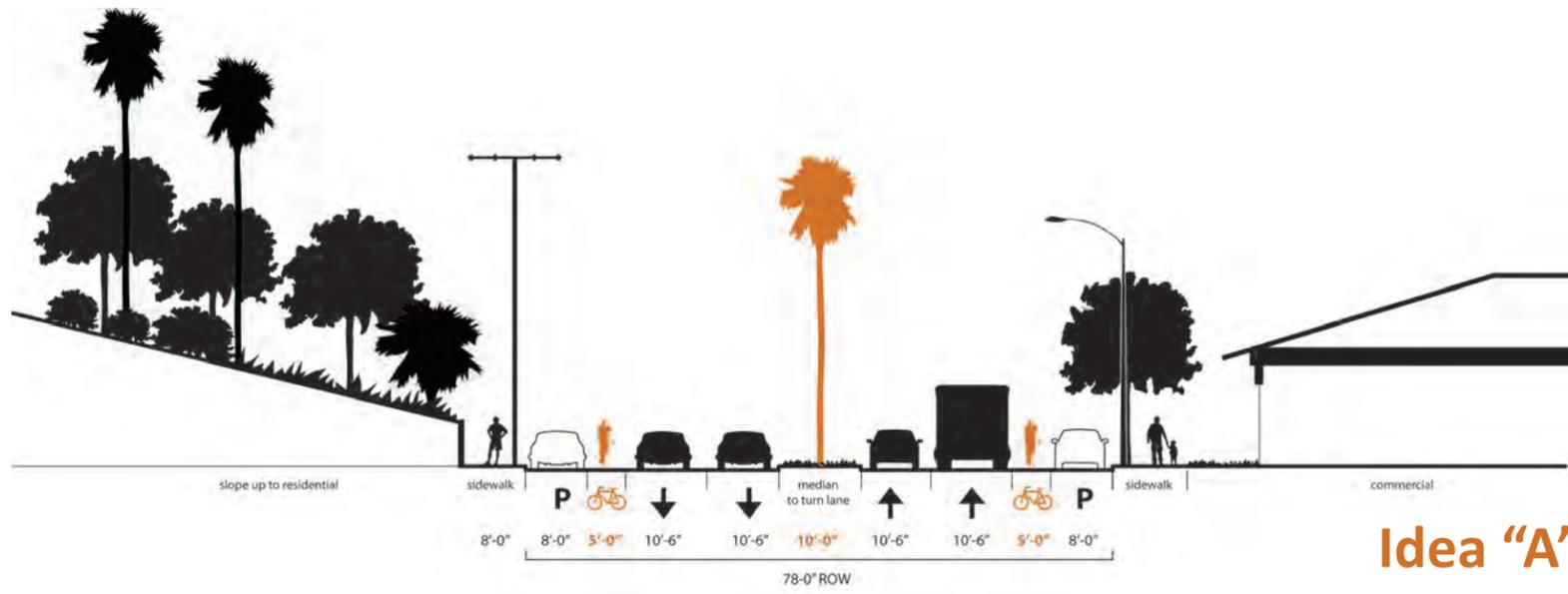
**Regional Big Idea: “Link the Mountains to the Ocean.”** Western Avenue – the most direct north to south route in Los Angeles – does not currently provide bike access anywhere along its entire stretch.



**LOCAL BIG IDEA**

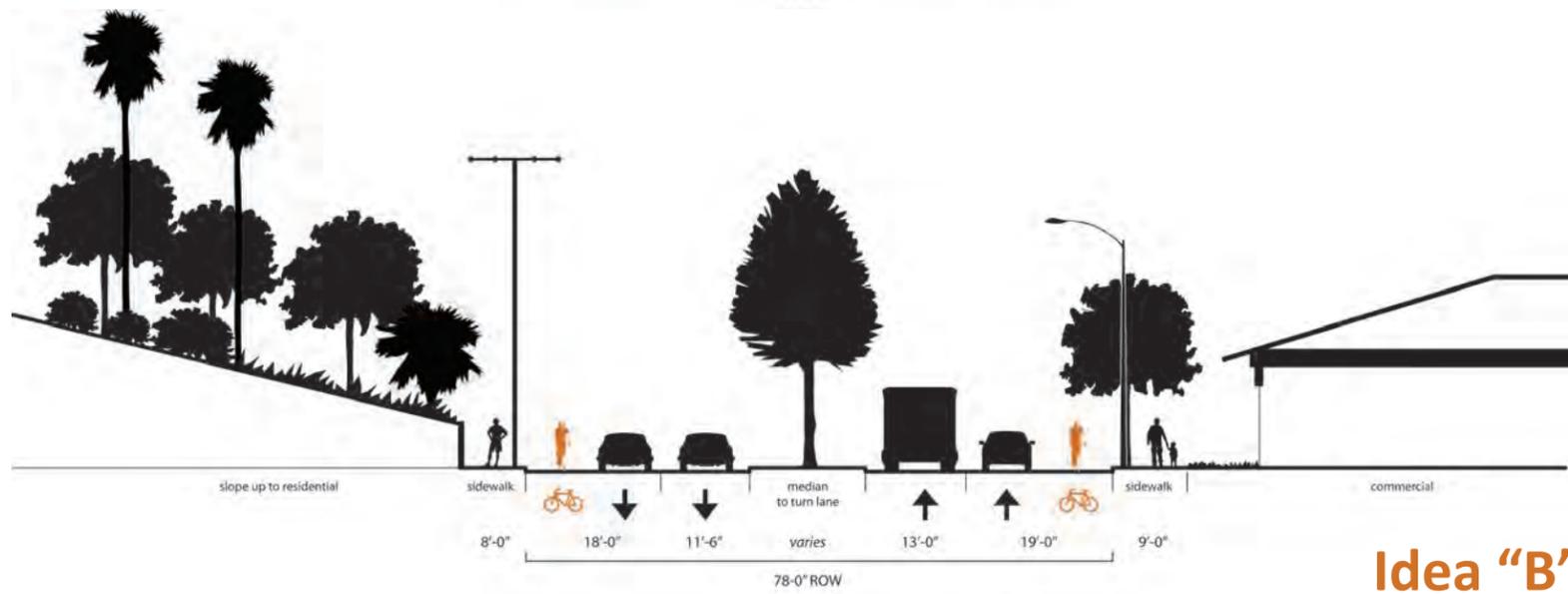
- Existing bikeways around the Peninsula
- - - Proposed linkages to “close the loop”
- Extent of the Western Ave corridor study

“Close the loop” and provide another option for recreational biking in Rancho Palos Verdes.



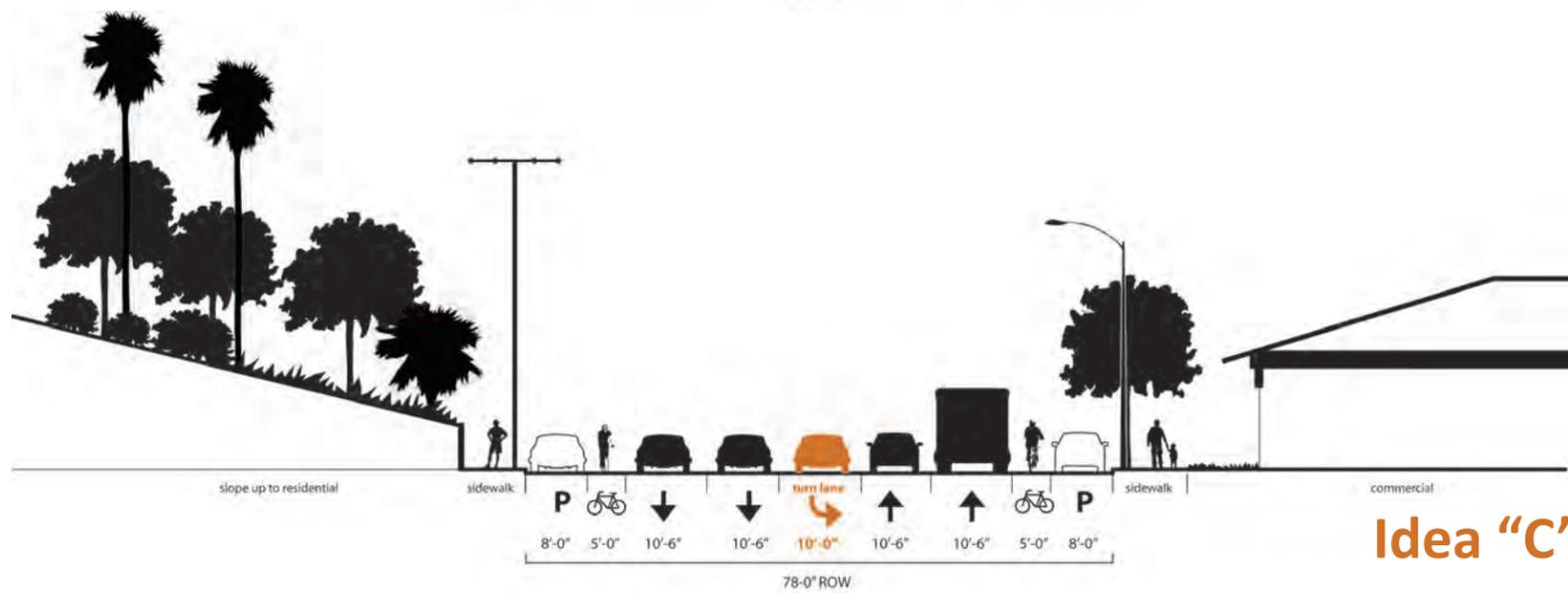
Idea "A"

Narrow medians and re-stripe lanes. [Opportunity to rethink median planting to create a more unified streetscape.]



Idea "B"

Remove street parking. [Option to provide parking only during off-peak hours and biking during peak hours.]



Idea "C"

Remove medians altogether.



## 3.5b Transit

The study corridor, like most of the South Bay and Palos Verdes Peninsula, has relatively light transit connectivity when compared to the areas north of the 105 Freeway. **There is no light transit within easy access.** Bus transit is typically of rush-hour commuter type and provides access to El Segundo jobs center as well as downtown Los Angeles. Western Avenue has clear (long-term) opportunities to connect to regional transit – both Bus Rapid Transit and light rail. Some of these ideas (especially extending light rail transit down Western Avenue) are more ambitious and will require extensive analysis and a strong coalition of local champions to lobby Metro and agencies. If implemented, these big-ticket transit interventions will do the most to change the patterns of development and image of the corridor.



**Put us on the map.** Position the corridor as a regional retail destination for locals and visitors alike.

**Jobs.** Provide commuting options for local residents along the corridor to employment centers.

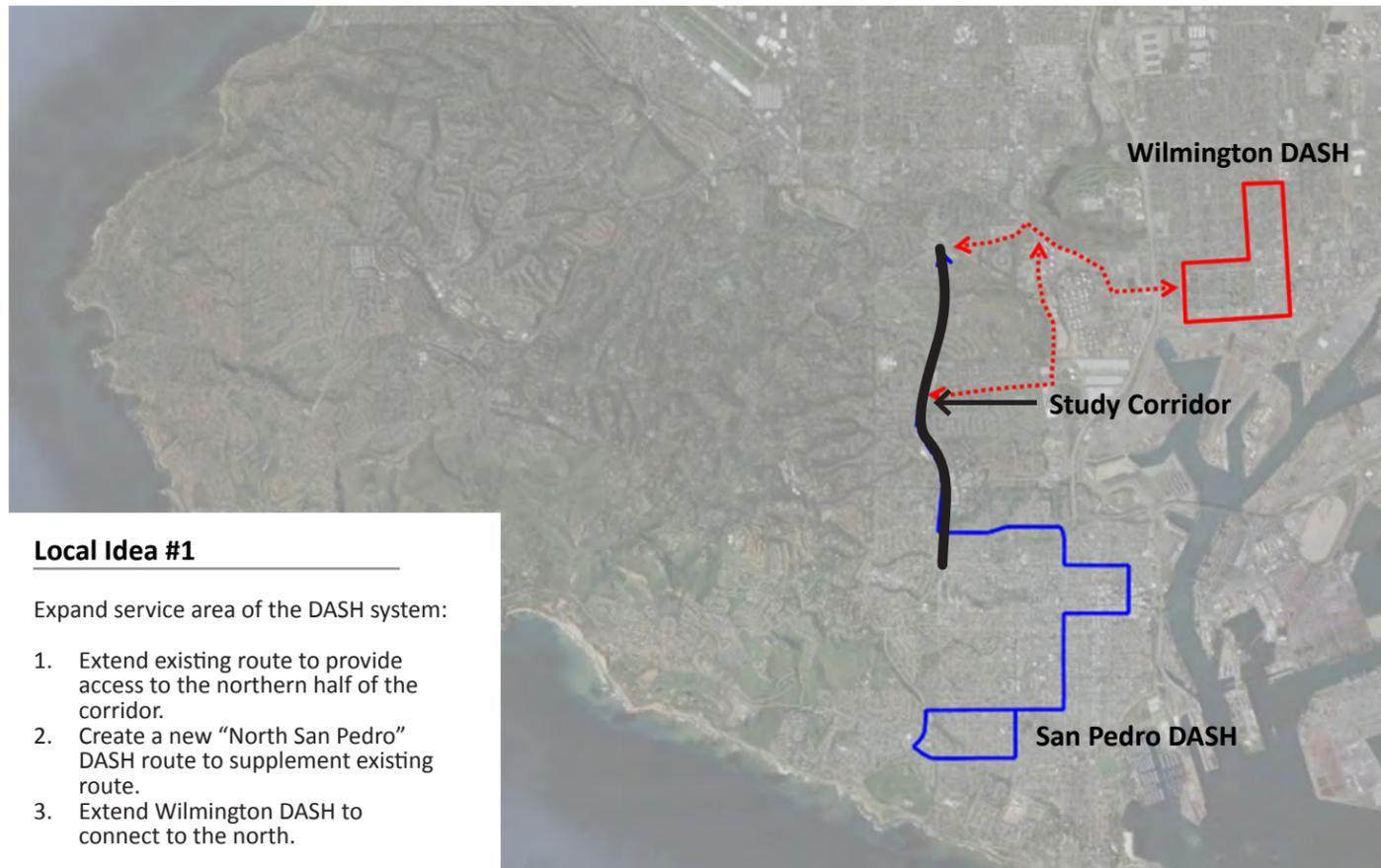


**Access.** Provide multiple options for the local communities of San Pedro, the Palos Verdes Peninsula, and the South Bay to access Western Avenue.



**Value.** Add value to adjacent parcels to provide an impetus to locate transit-accessible homes and jobs.

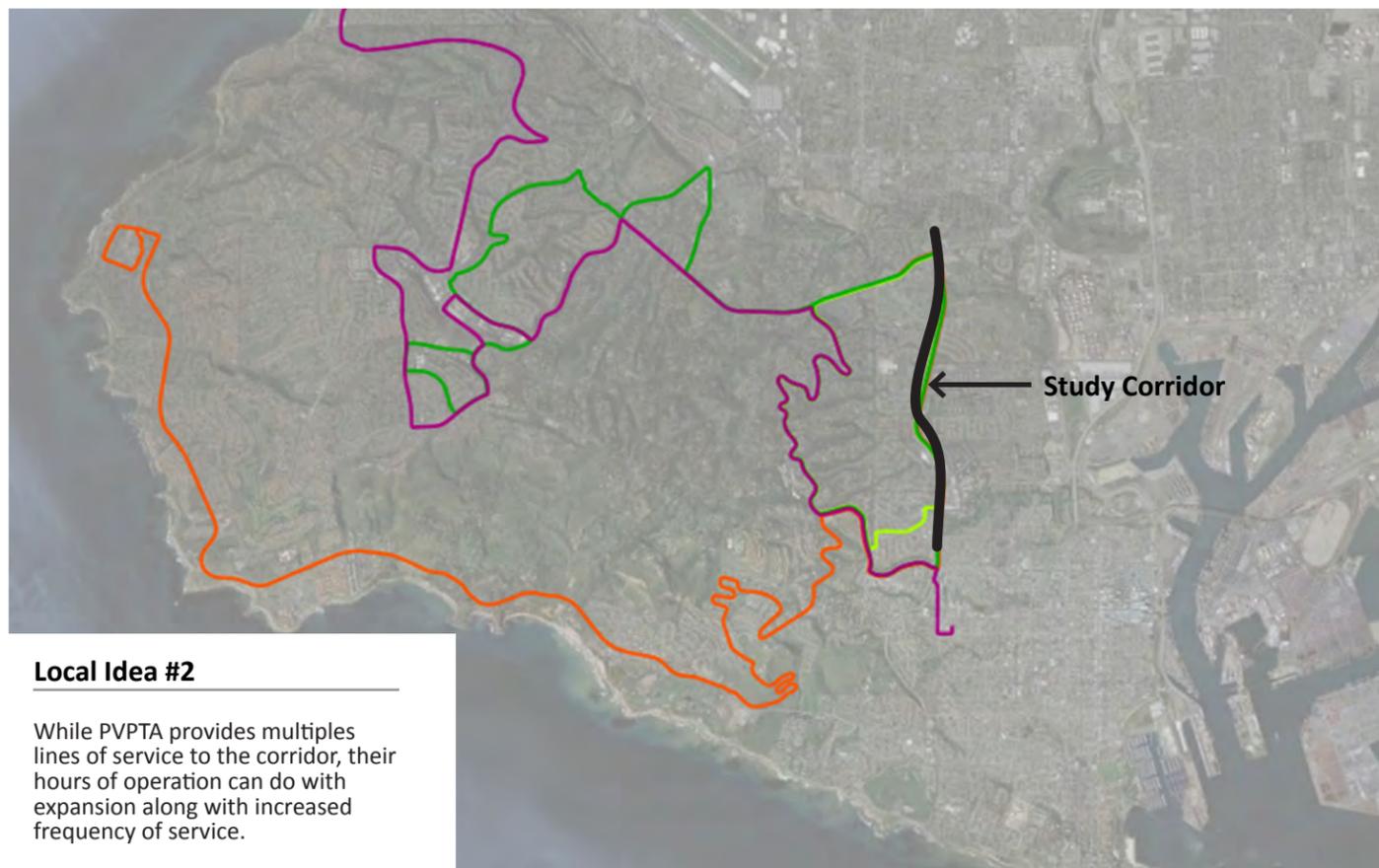
**Improve.** Make use of transit improvement dollars to improve the public realm and elevate the bicyclist and pedestrian experience.



**Local Idea #1**

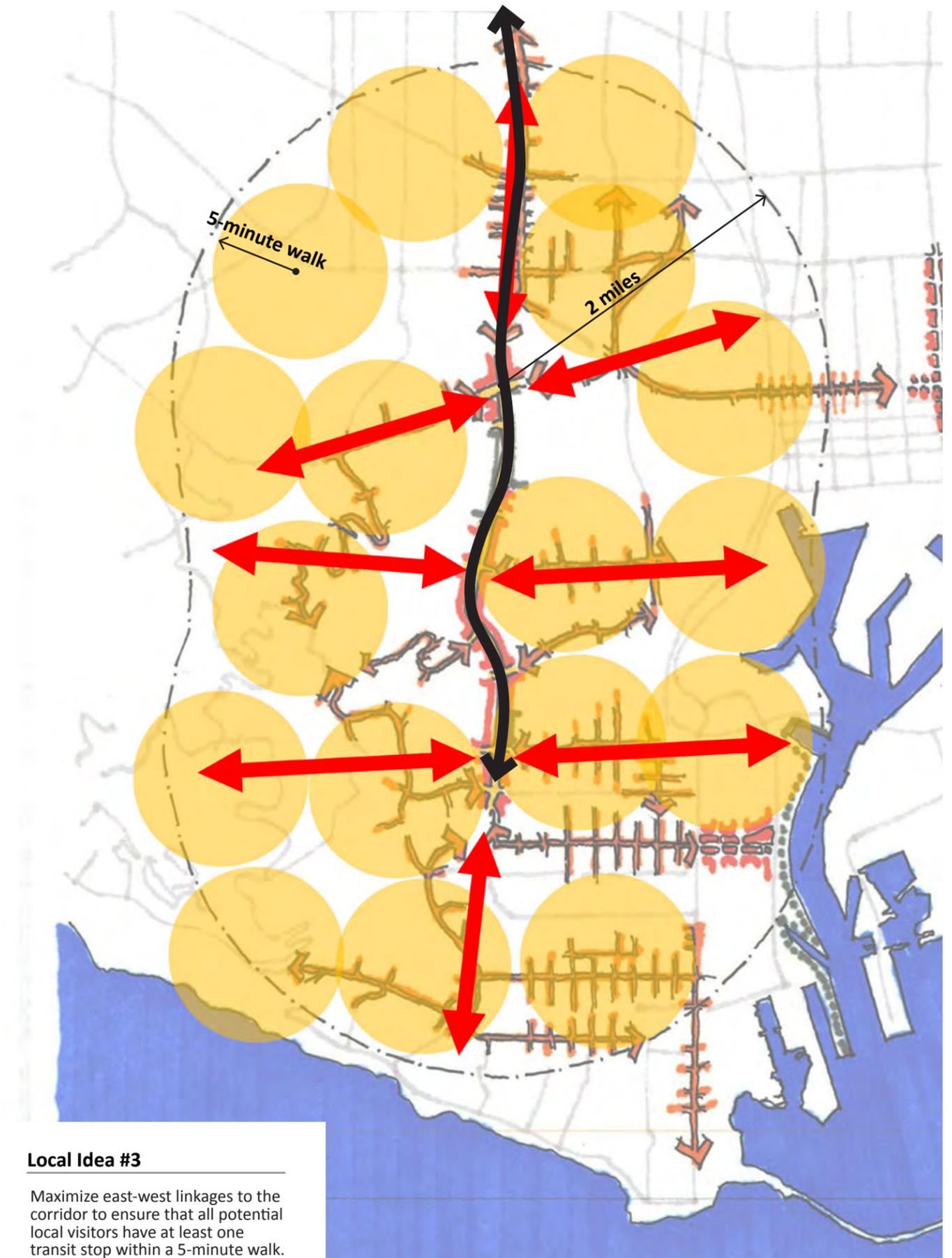
Expand service area of the DASH system:

1. Extend existing route to provide access to the northern half of the corridor.
2. Create a new "North San Pedro" DASH route to supplement existing route.
3. Extend Wilmington DASH to connect to the north.



**Local Idea #2**

While PVPTA provides multiples lines of service to the corridor, their hours of operation can do with expansion along with increased frequency of service.

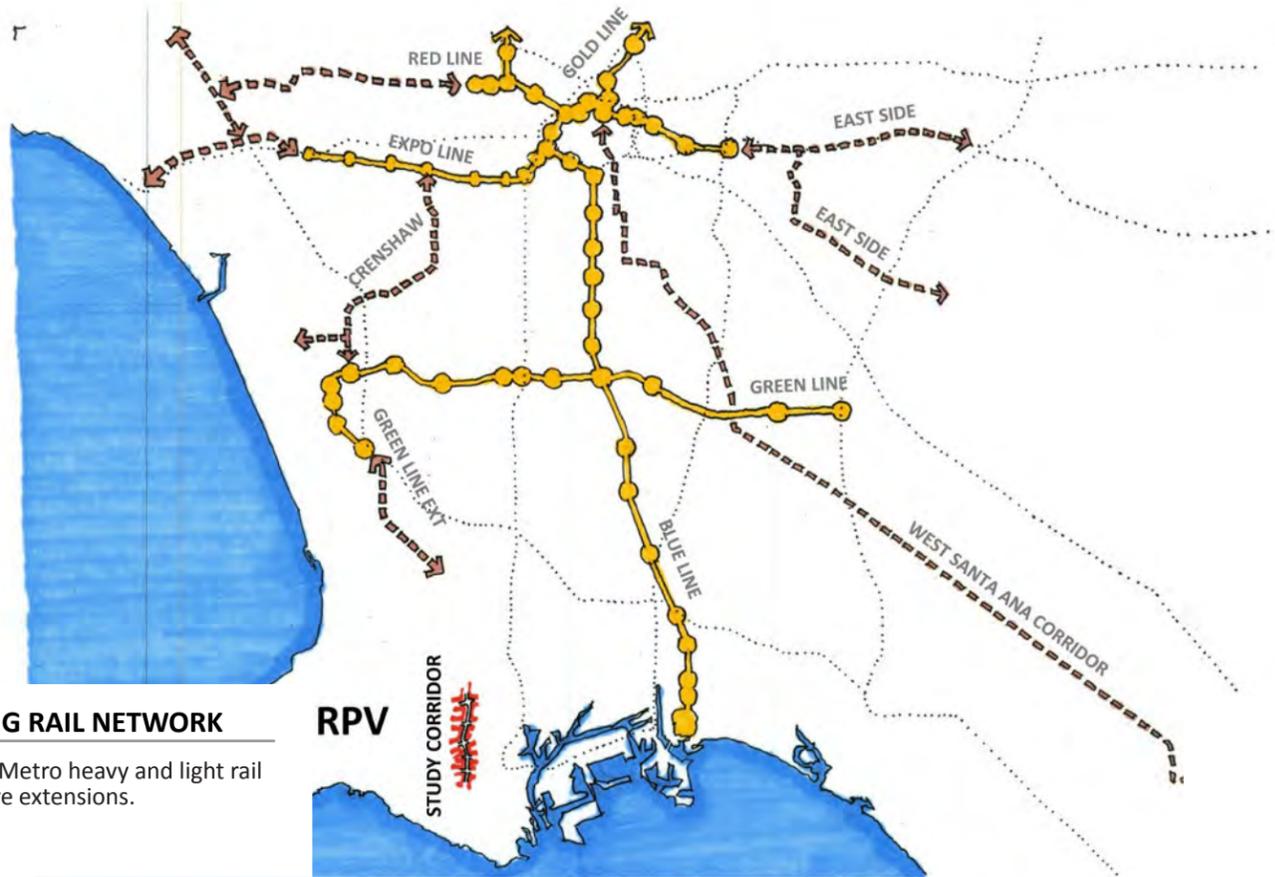


**Local Idea #3**

Maximize east-west linkages to the corridor to ensure that all potential local visitors have at least one transit stop within a 5-minute walk.

Regional Big Idea: Evisoning light rail along the Western Avenue corridor?



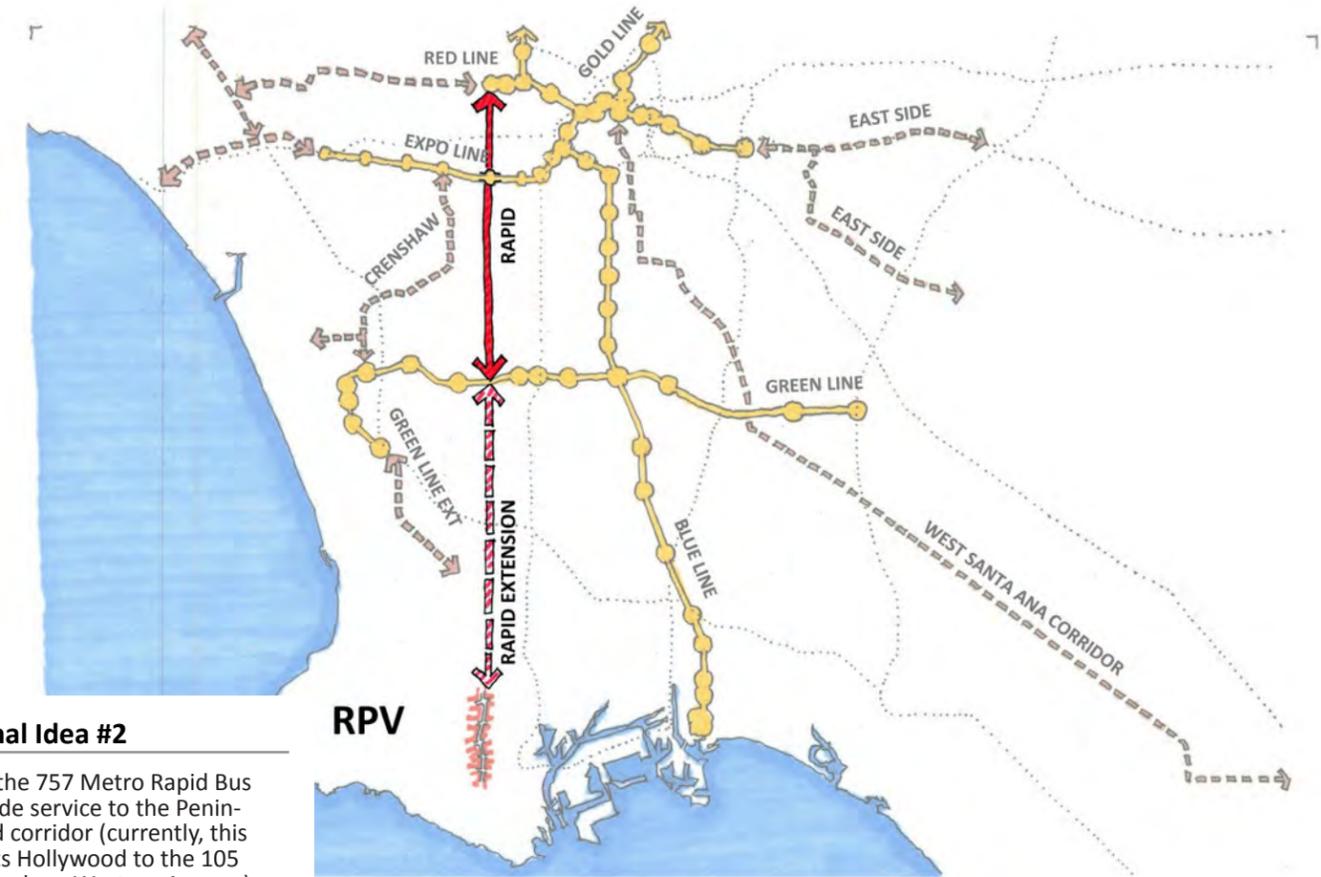


**EXISTING RAIL NETWORK**

Showing Metro heavy and light rail and future extensions.

**RPV**

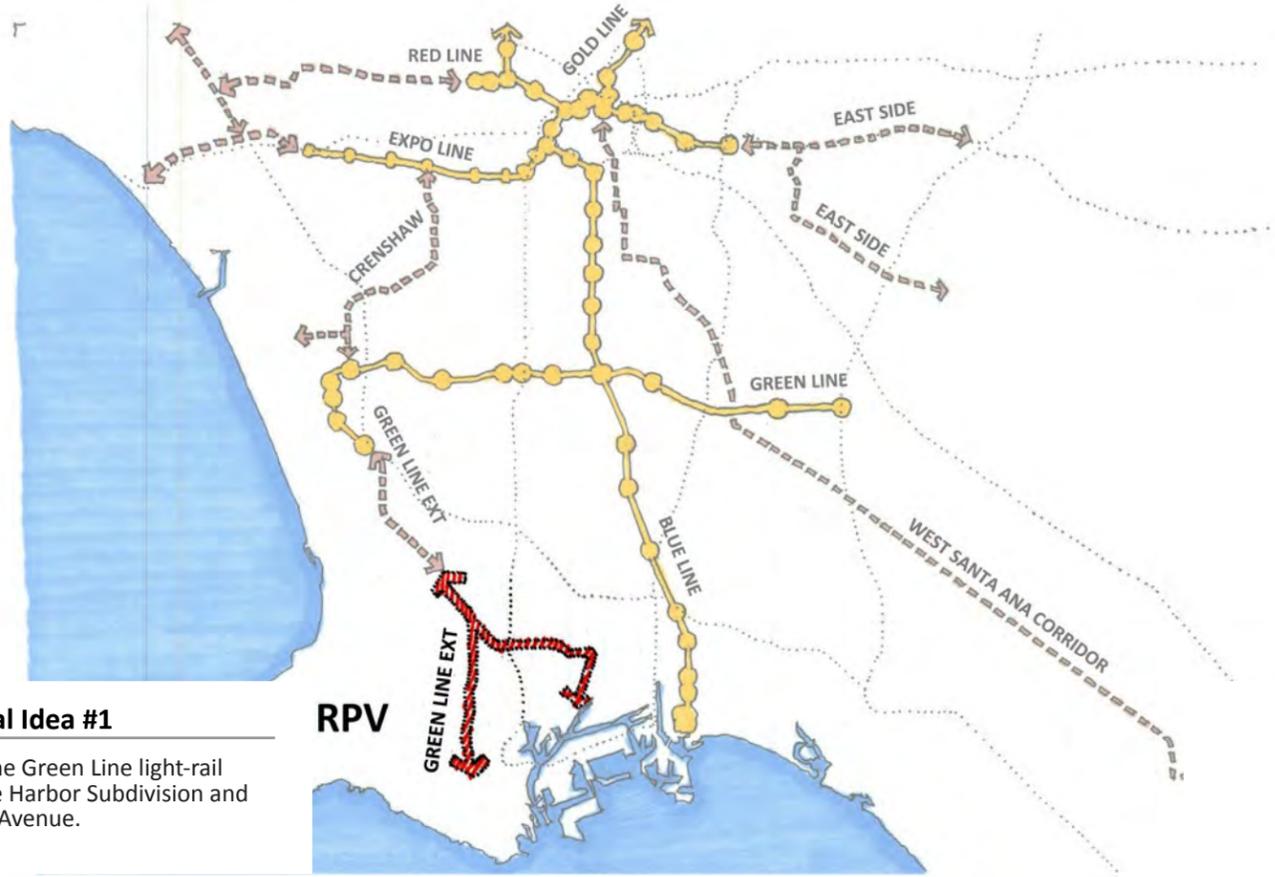
STUDY CORRIDOR



**Regional Idea #2**

Extend the 757 Metro Rapid Bus to provide service to the Peninsula and corridor (currently, this connects Hollywood to the 105 Freeway along Western Avenue).

**RPV**

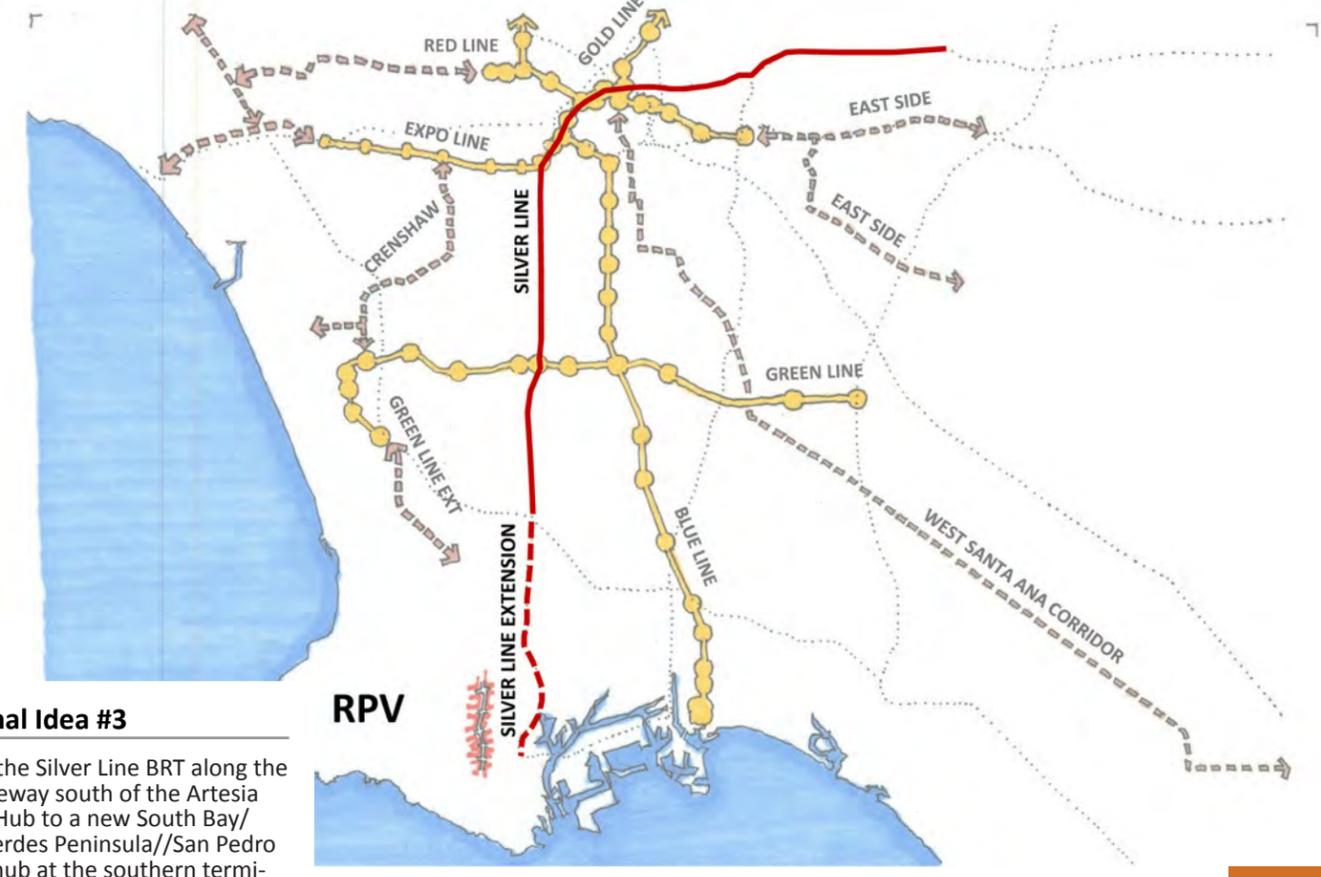


**Regional Idea #1**

Extend the Green Line light-rail down the Harbor Subdivision and Western Avenue.

**RPV**

GREEN LINE EXT



**Regional Idea #3**

Extend the Silver Line BRT along the 110 Freeway south of the Artesia Transit Hub to a new South Bay/Palos Verdes Peninsula/San Pedro transit hub at the southern terminus of the 110 Freeway.

**RPV**

SILVER LINE EXTENSION