



CITY OF  
**LA MESA**  
JEWEL of the HILLS



*City Council Update* • *May 26, 2009*

## **Downtown Village Streetscape Improvement Project**

# Workshop Agenda

April 20<sup>th</sup>, 2009

- Project Overview
- Who's in the Room Survey
- Exercise – Opportunities & Concerns
- Existing Conditions
- Streetscape Ideas
- Streetscape Priorities Survey
- Closing & Next Steps

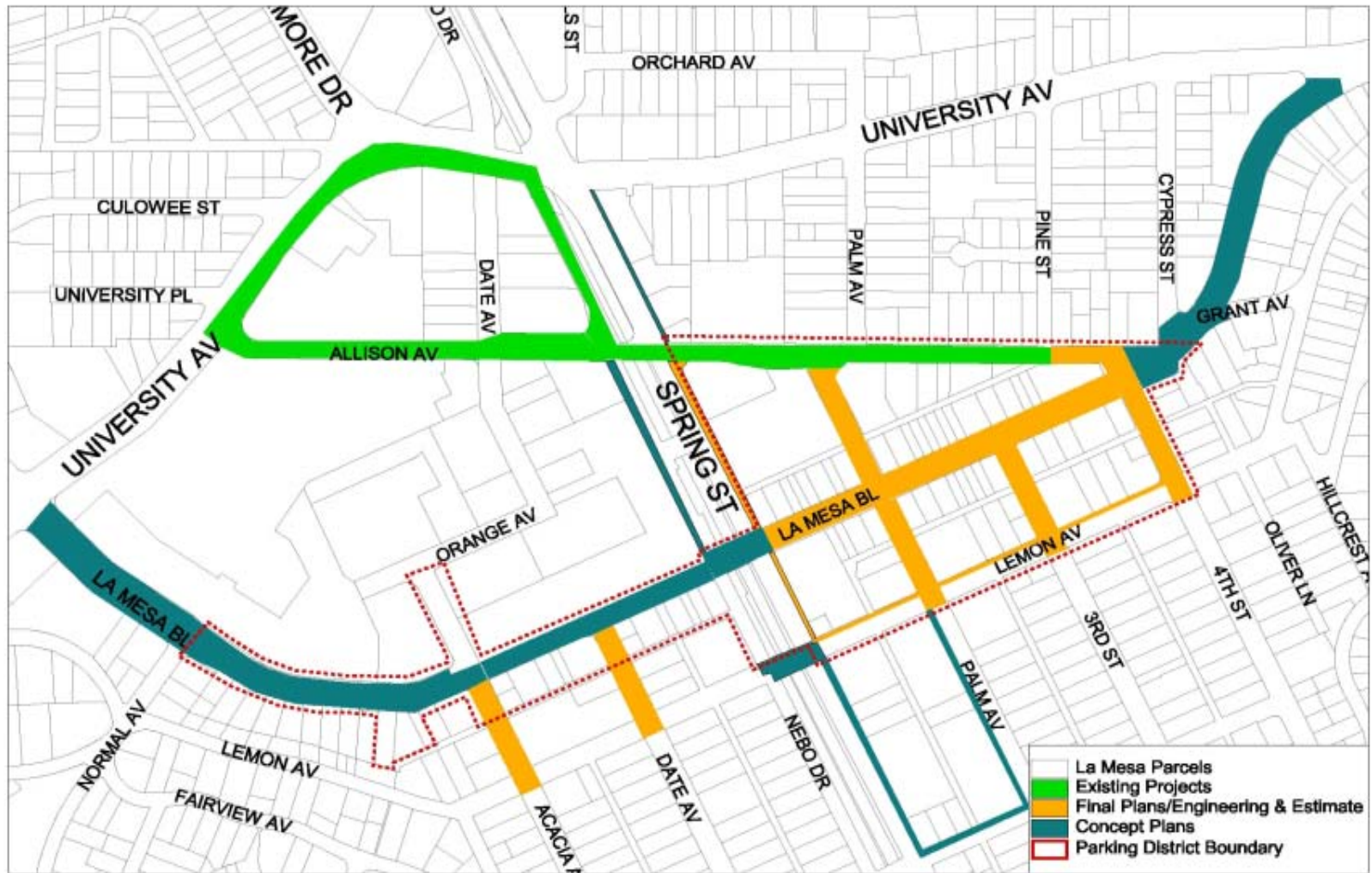


# Project Goals

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- Revitalize and beautify La Mesa Village
- Enhance the “sense of place”
- Improve La Mesa Village’s status as a destination
- Solidify La Mesa Village as La Mesa’s city center
- Secure additional funding for implementation
- Minimize construction impacts to downtown businesses

# Project Area



# Schedule

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**Existing  
Conditions  
Analysis**

*Winter  
2009*

**Community  
Workshop**

*Spring  
2009*

**Draft Plan  
Development**

*Spring-  
Summer  
2009*

**Community  
Review**

*Summer  
2009*

**Final Plan  
Development**

*Fall 2009/  
Winter 2010*

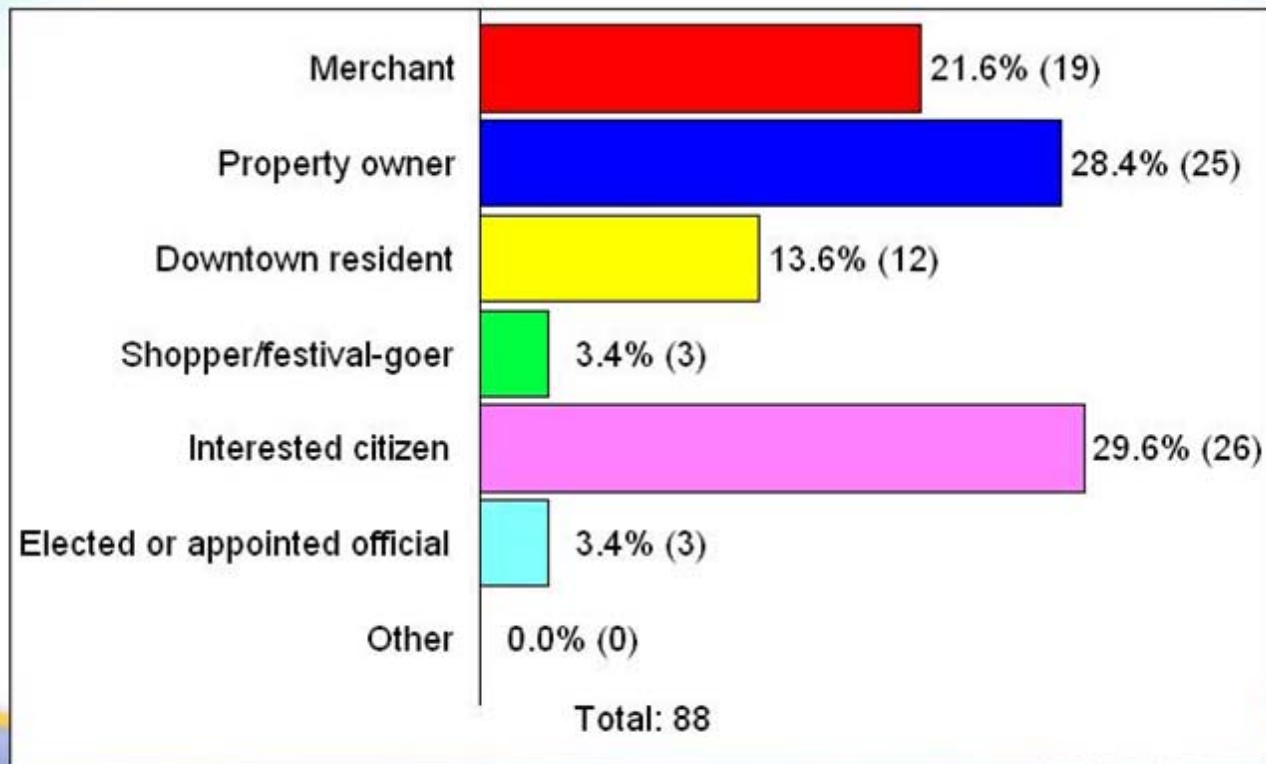
**First phase construction targeted for Spring 2010!**

# Who Was "In the Room"?



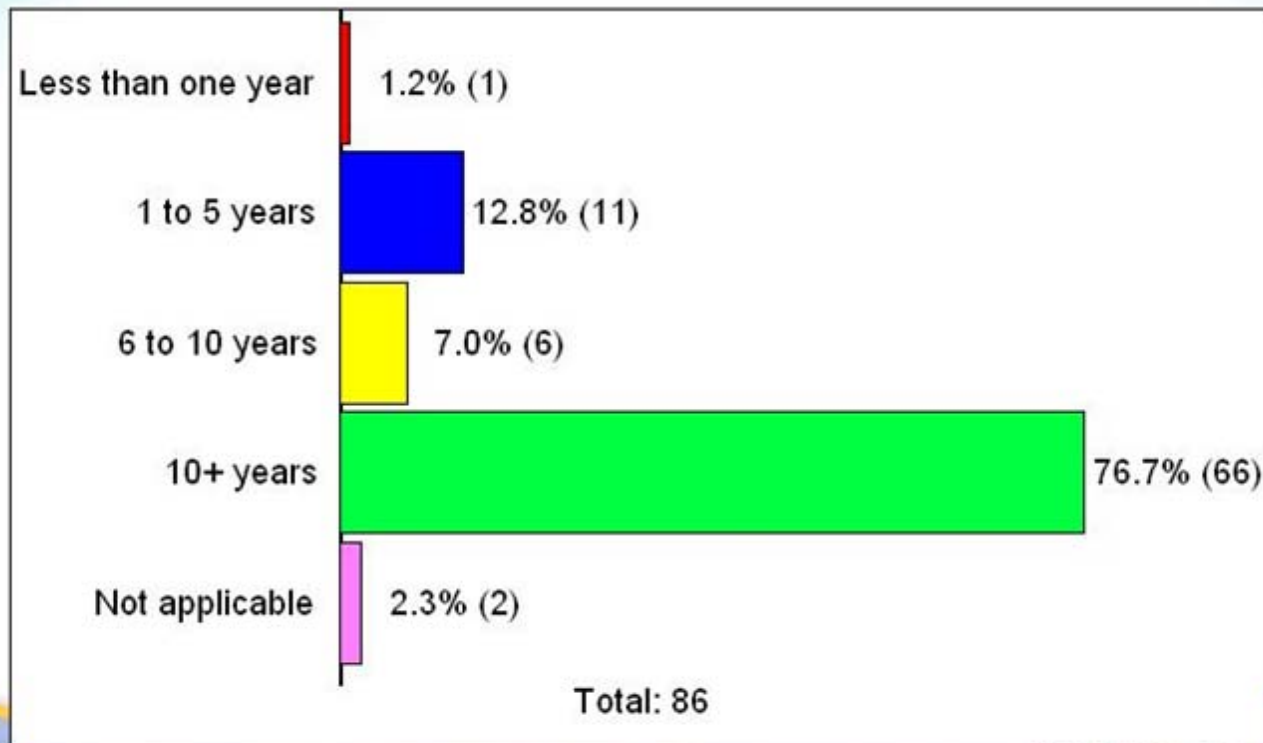
# Who Was "In the Room"?

What best describes you? Please select ONE.



# Who Was "In the Room"?

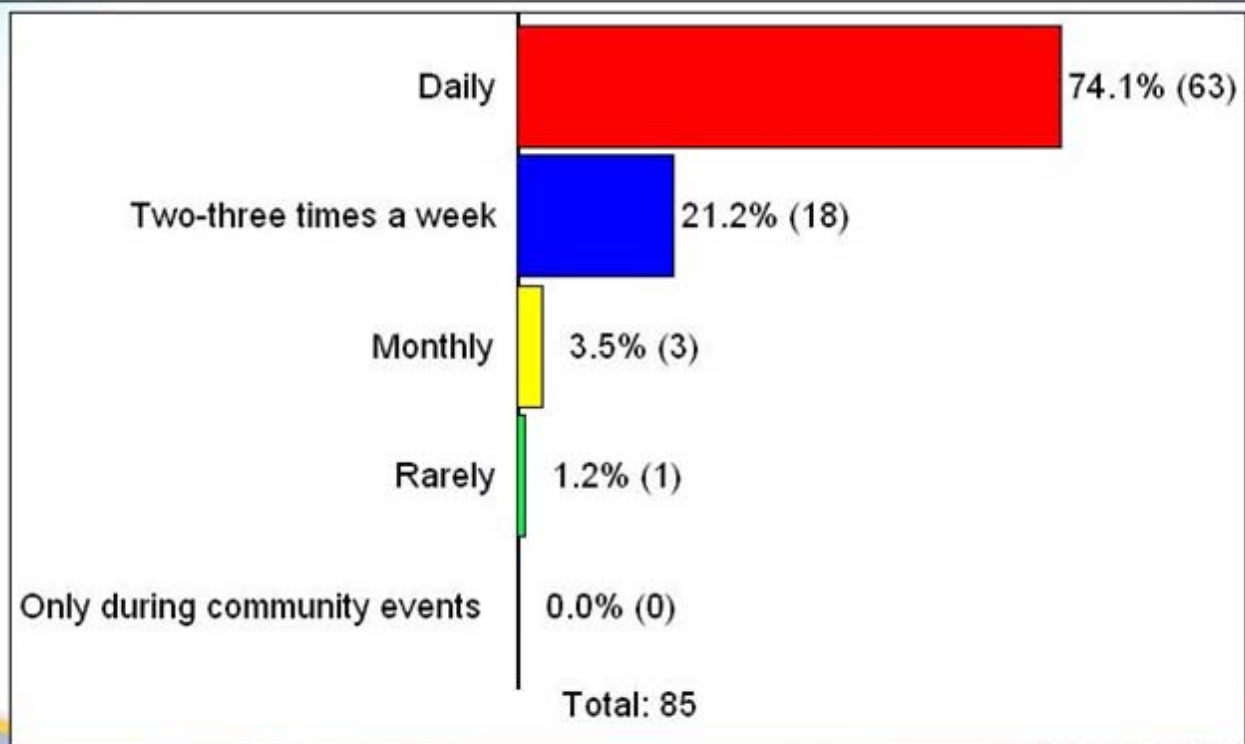
How long have you been interested or involved in the activities of La Mesa Village?





# Who Was "In the Room"?

How often do you visit La Mesa Village?



# Post-It Note Exercise

## • Key Opportunities

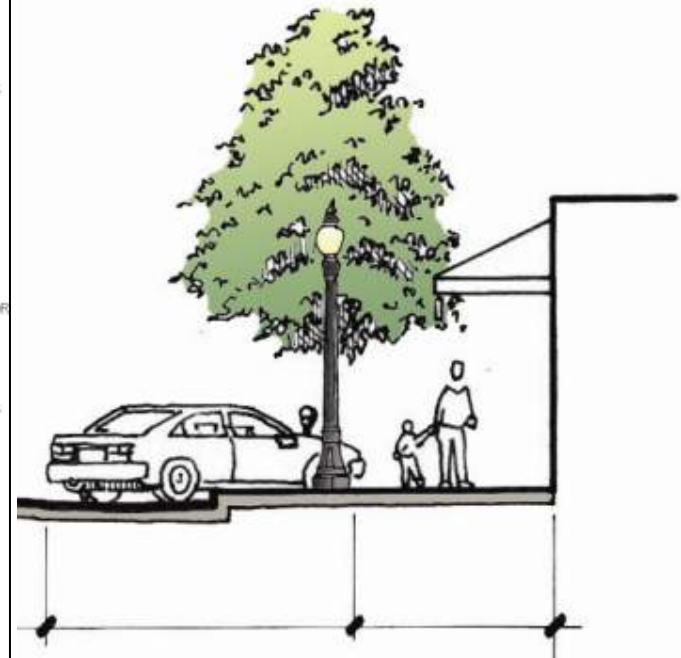
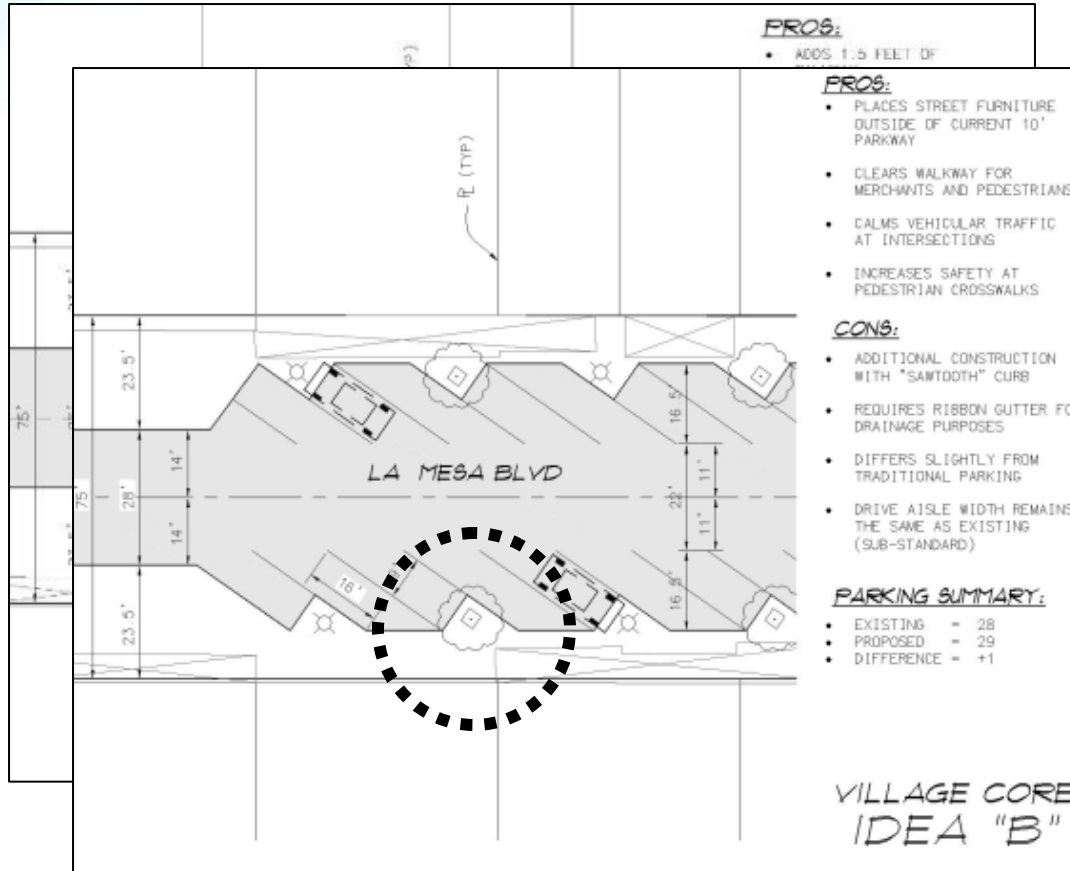
- New retail, business, dining
- Sidewalk improvements
- More pedestrian-friendly
- Greenery/landscaping
- Keep Village character
- Façade/architecture improvements
- Signage
- Project area expansion
- More/low cost parking
- Lighting
- Water fountains & restrooms
- Traffic calming

## • Key Concerns

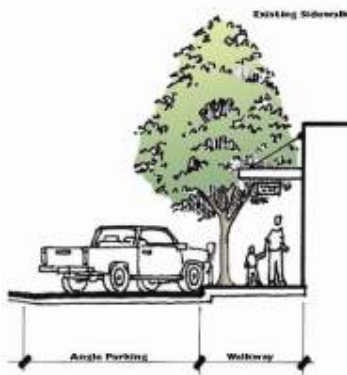
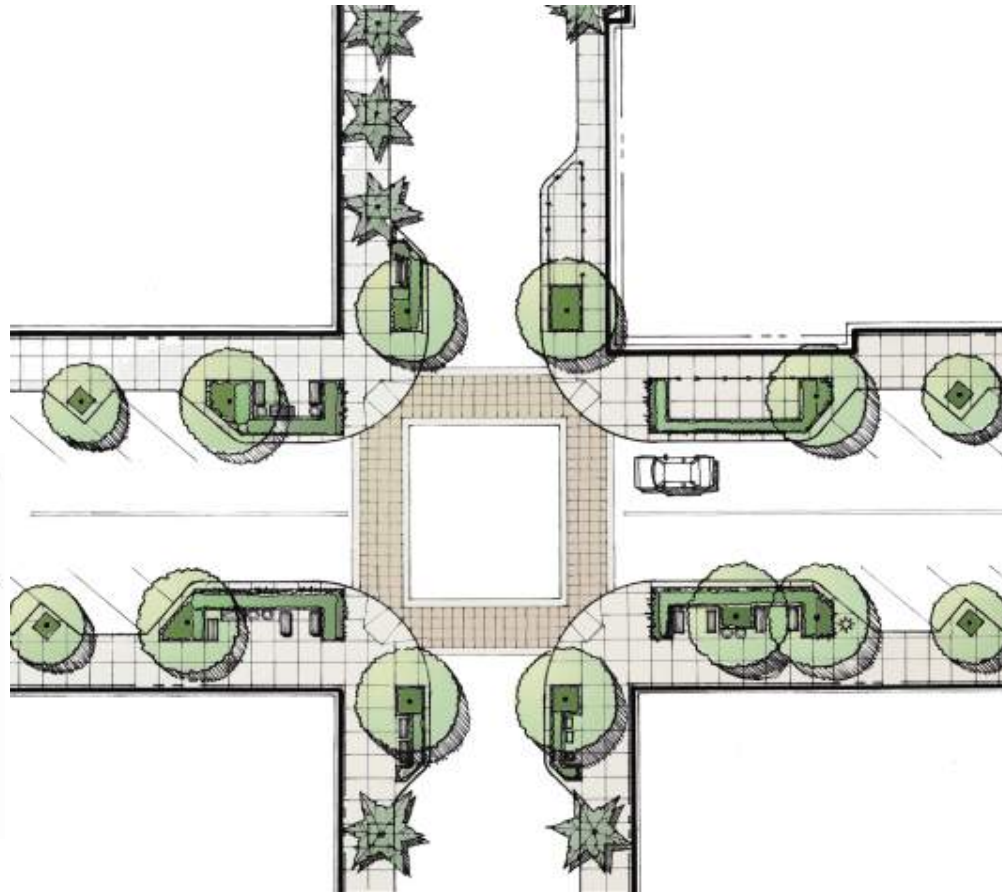
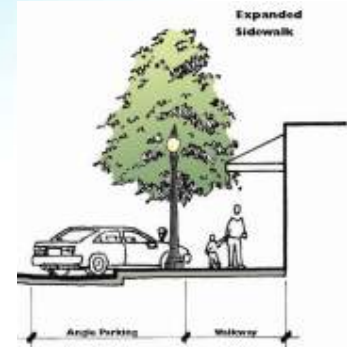
- Traffic and parking
- Maintenance
- Construction schedule
- Cost
- Lack of trees/location of trees
- Business variety
- Retaining local character
- Crime
- Sustainability



# Parking – Ideas & Options



# Intersections - Ideas & Options



# Streetscape Priorities Exercise

How important are street trees?



1 2 3 4 5

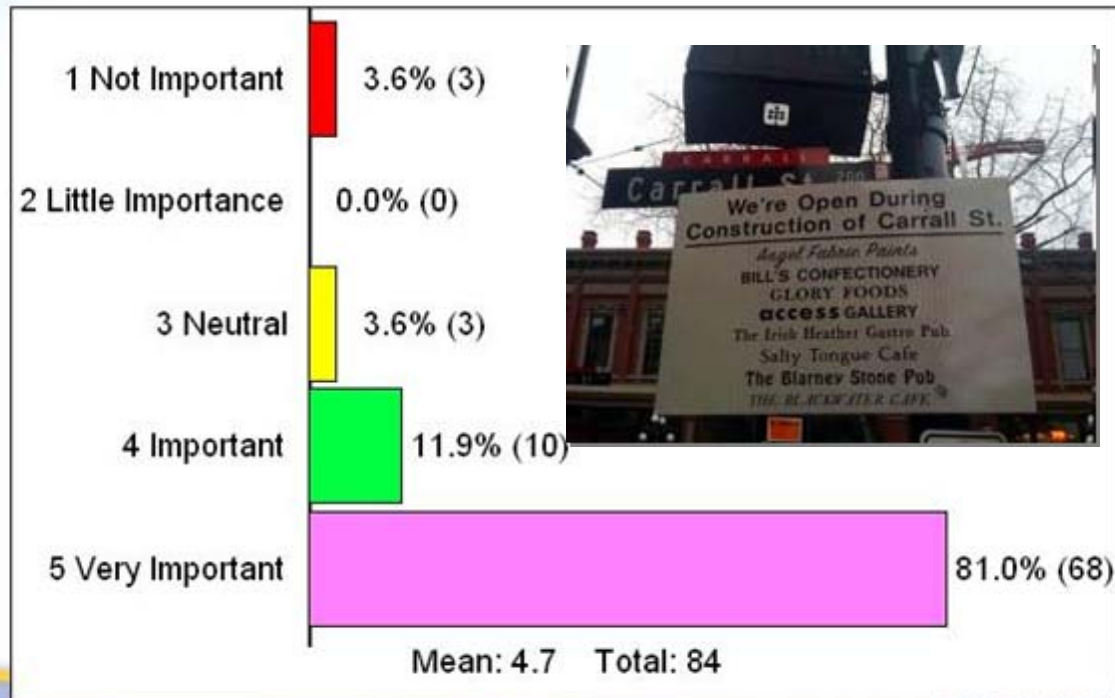
Not important Neutral Very important



17 questions  
posed

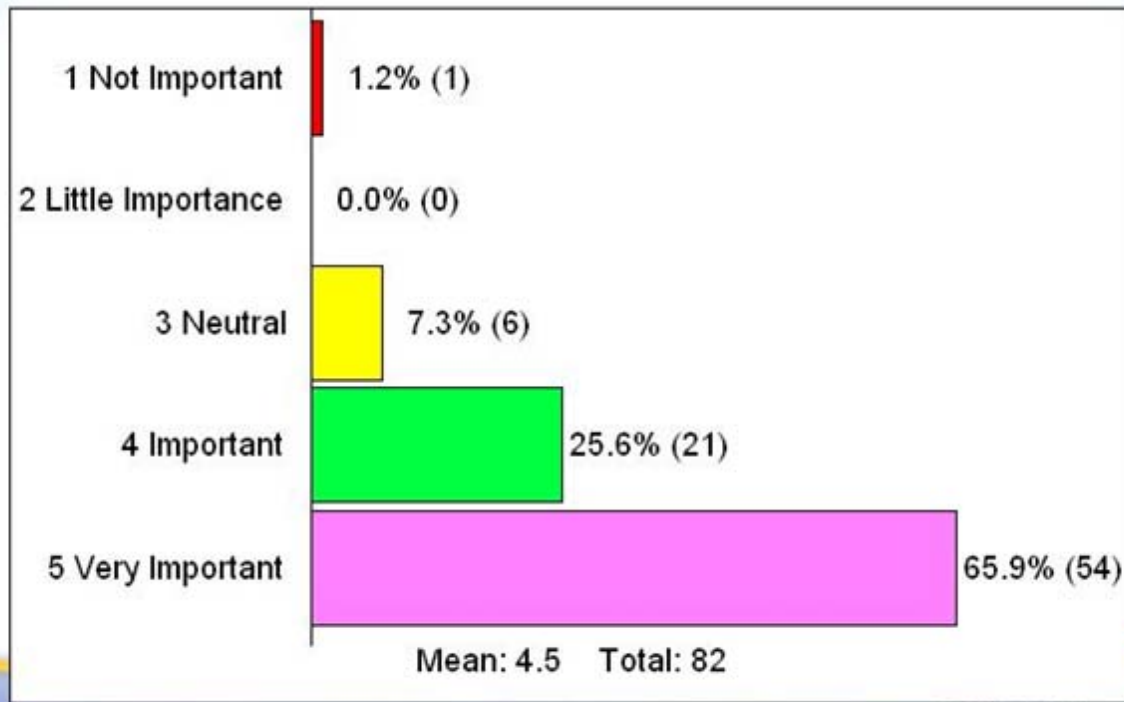
# Top Streetscape Priorities

How important is it to keep access to all businesses during construction?



# Top Streetscape Priorities

How important are maintenance considerations and costs?



# Top Streetscape Priorities

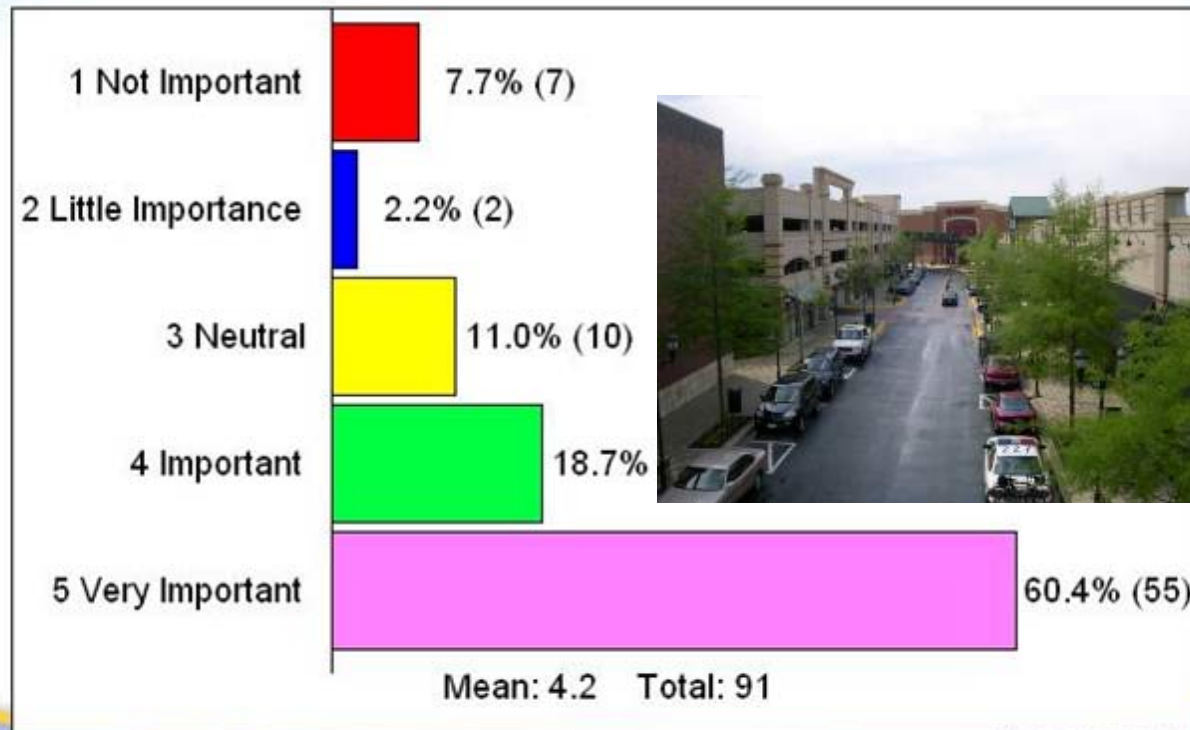
How important is it to highlight downtown gateways/entries?





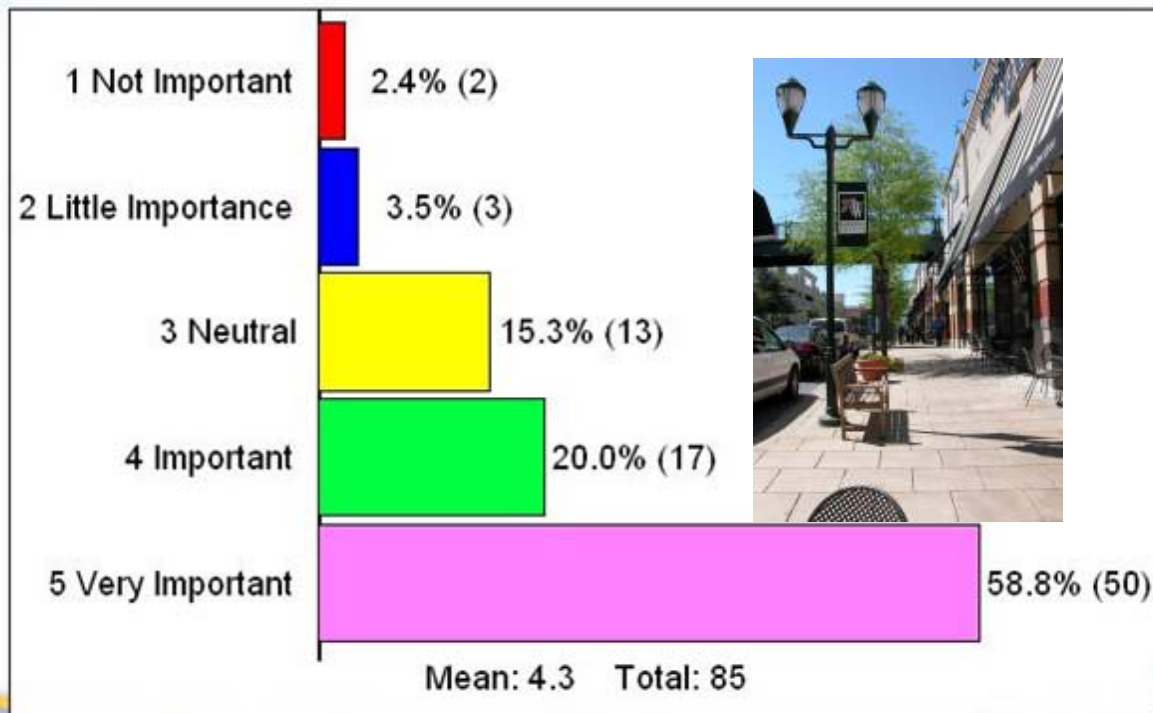
# Top Streetscape Priorities

## How important are street trees?



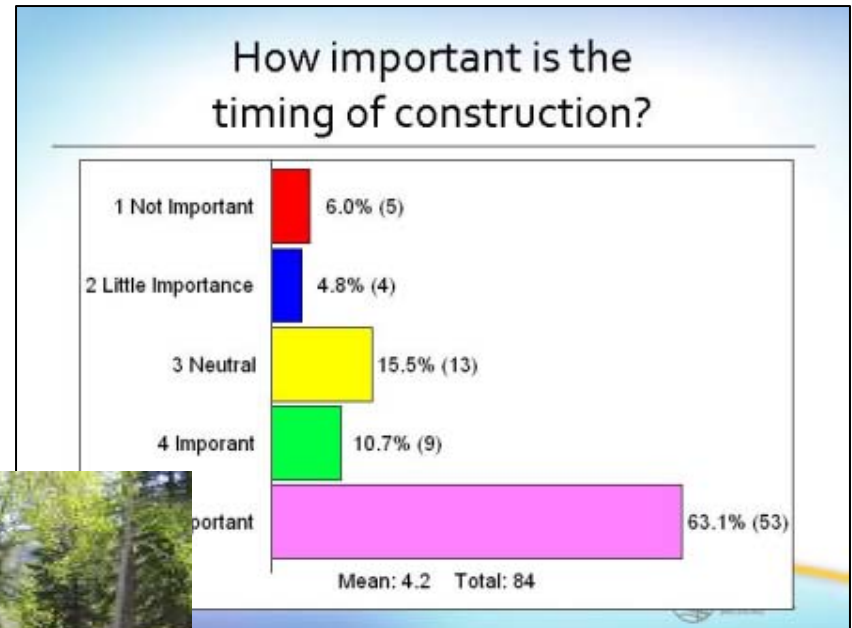
# Top Streetscape Priorities

How important is providing a variety of lighting downtown?



# Other Key Priorities Identified

- City assistance during construction
- Construction timing
- Green space
- Special event/festival space in streets
- Pedestrian safety



# Next Steps

- Prepare **draft concept plan** based on community input, site reconnaissance, & streetscape experience
- Hold **community workshop** in late June to present & discuss draft plan
- Meet with merchants/ property owners to determine details of **construction phasing**



Questions/Comments?