



CITY OF
LA MESA
JEWEL of the HILLS



City Council Update • *May 26, 2009*

Downtown Village Streetscape Improvement Project

Workshop Agenda

April 20th, 2009

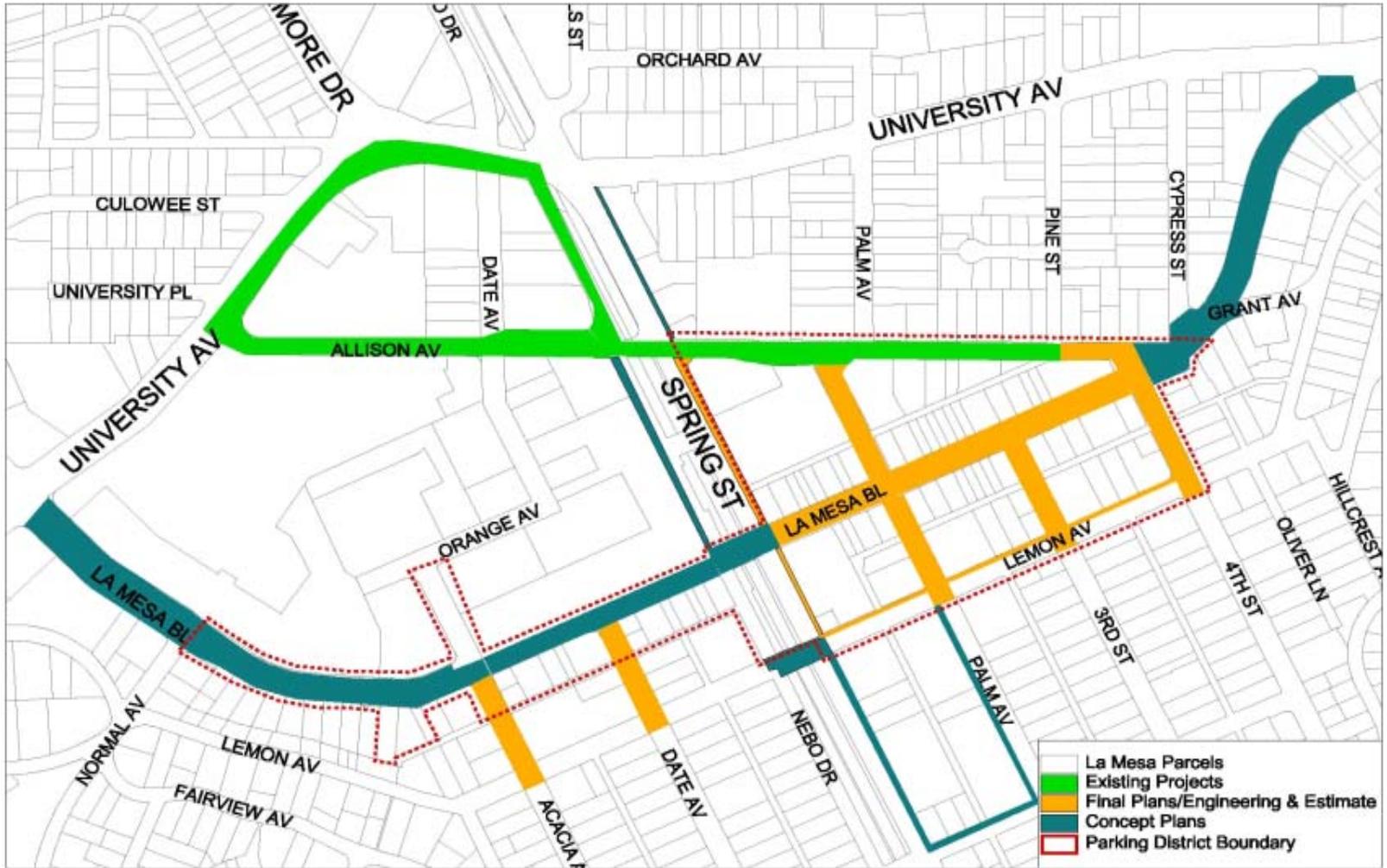
- Project Overview
- Who's in the Room Survey
- Exercise – Opportunities & Concerns
- Existing Conditions
- Streetscape Ideas
- Streetscape Priorities Survey
- Closing & Next Steps



Project Goals

- 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

**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*

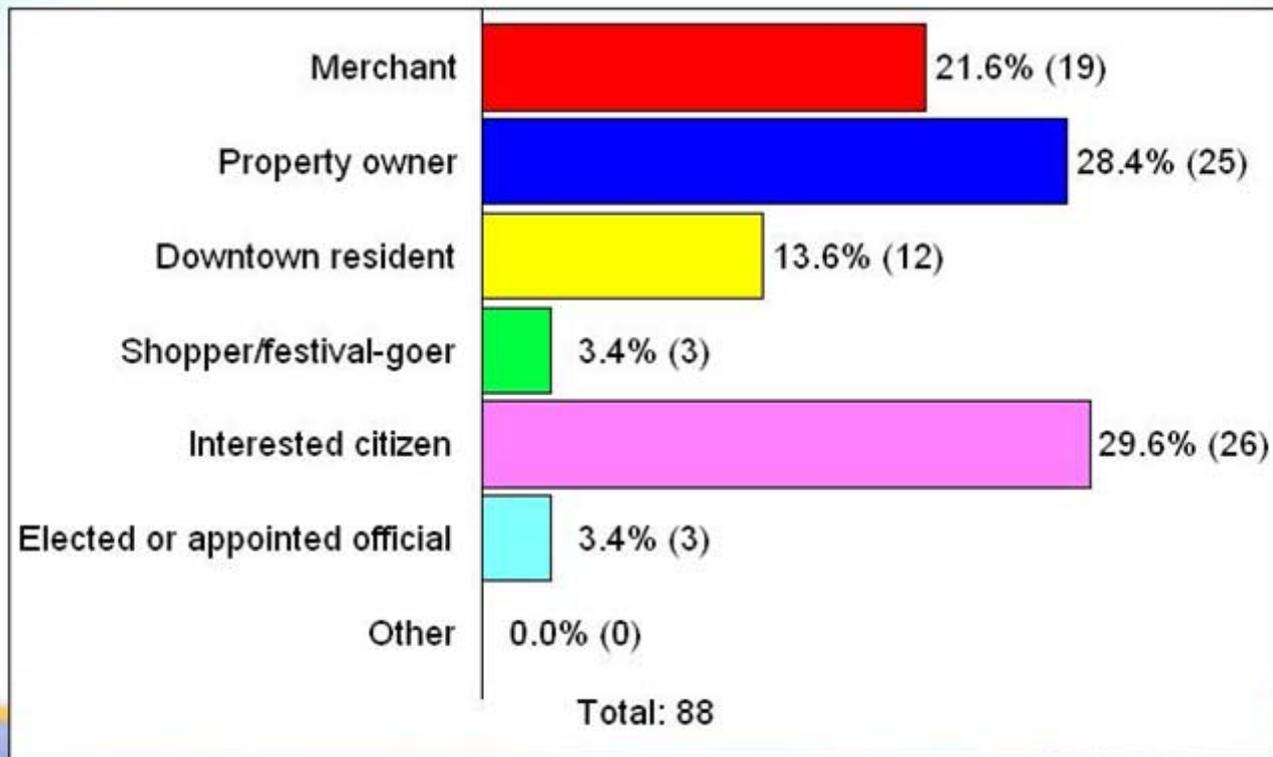
First phase construction targeted for Spring 2010!

Who Was "In the Room"?



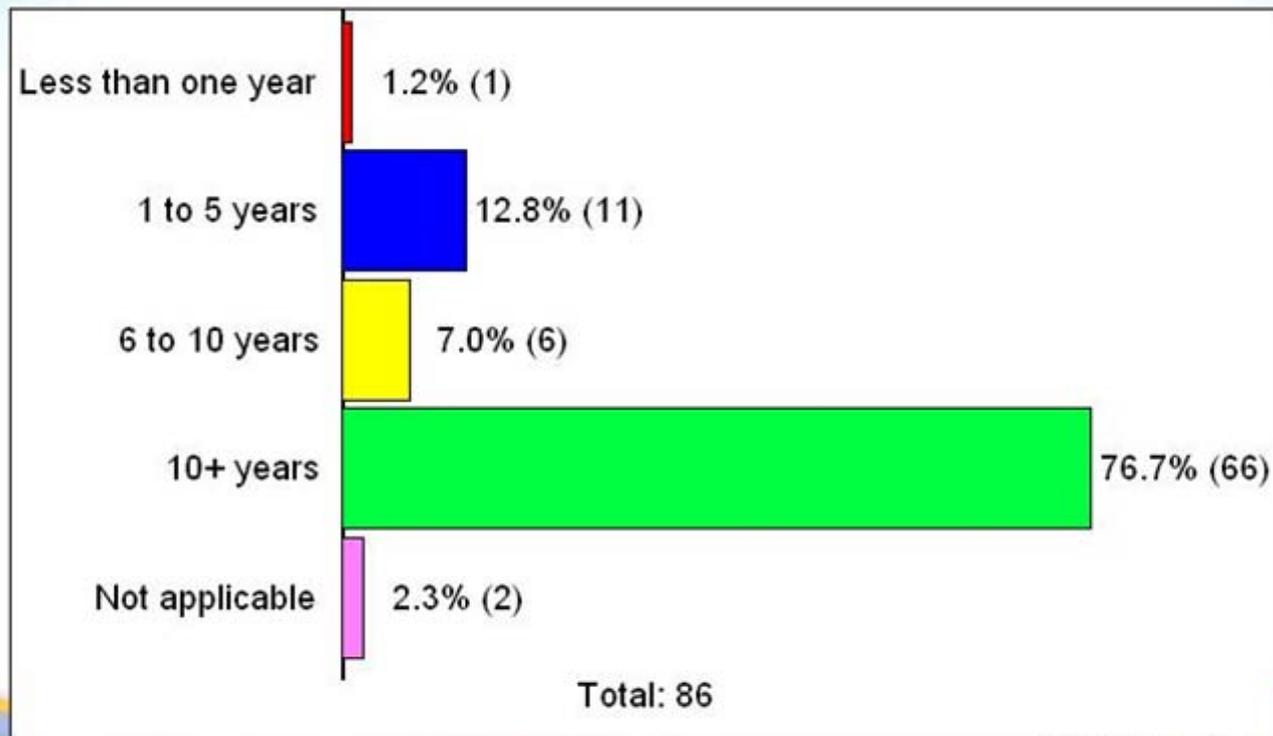
Who Was "In the Room"?

What best describes you? Please select ONE.



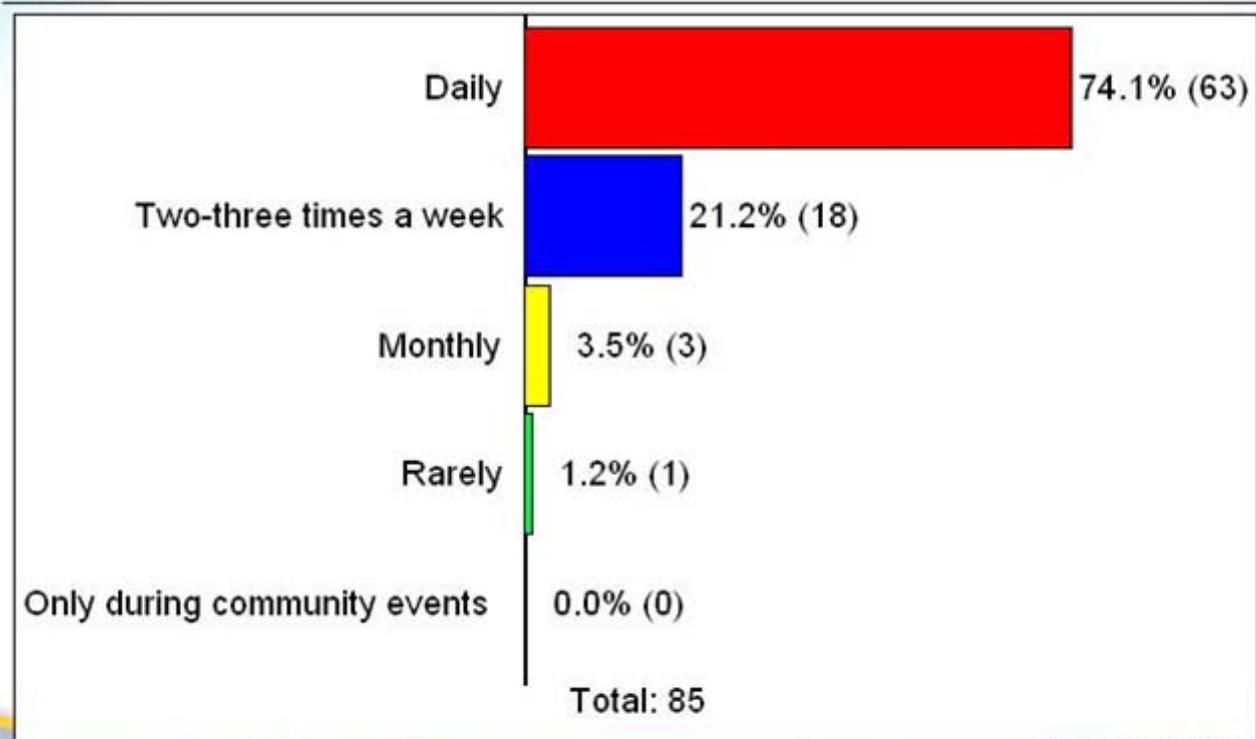
Who Was "In the Room"?

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

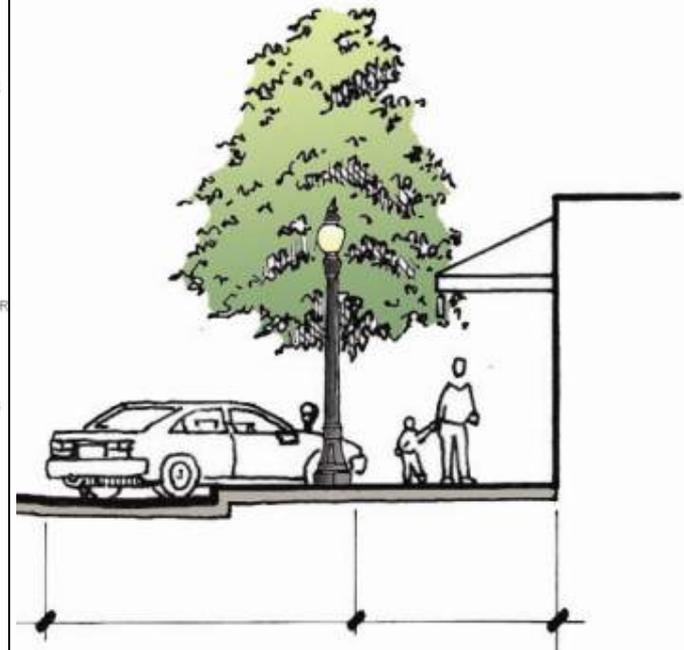
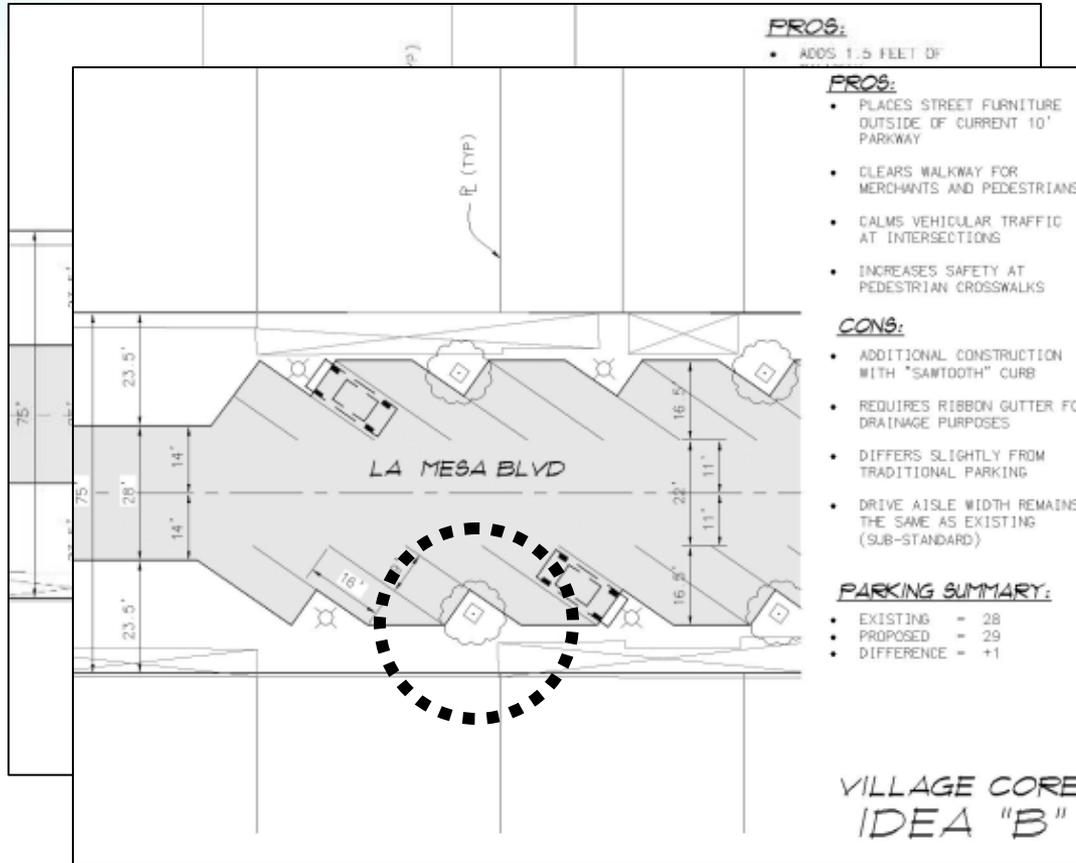
- New retail, business, dining
- Sidewalk improvements
- More pedestrian-friendly
- Greenery/landscaping
- Keep Village character
- Façade/architecture improvements
- Signage
- Project area expansion
- More/low cost parking
- Lighting
- Water fountains & restrooms
- Traffic calming

• Key Concerns

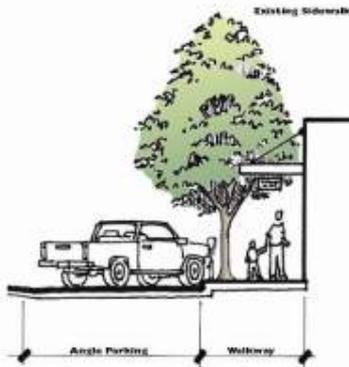
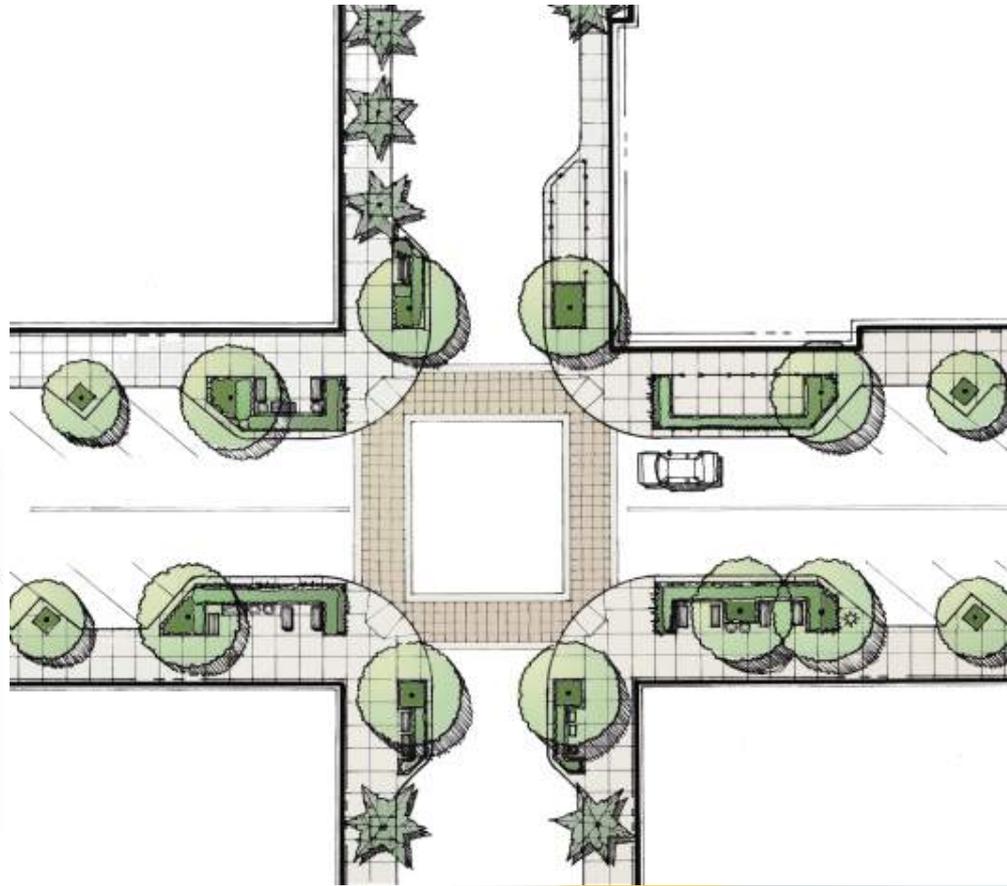
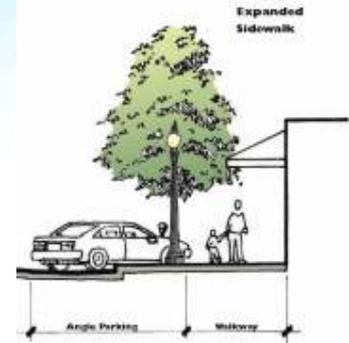
- Traffic and parking
- Maintenance
- Construction schedule
- Cost
- Lack of trees/location of trees
- Business variety
- Retaining local character
- Crime
- Sustainability



Parking – Ideas & Options



Intersections - Ideas & Options



Streetscape Priorities Exercise

How important are street trees?



1 2 3 4 5

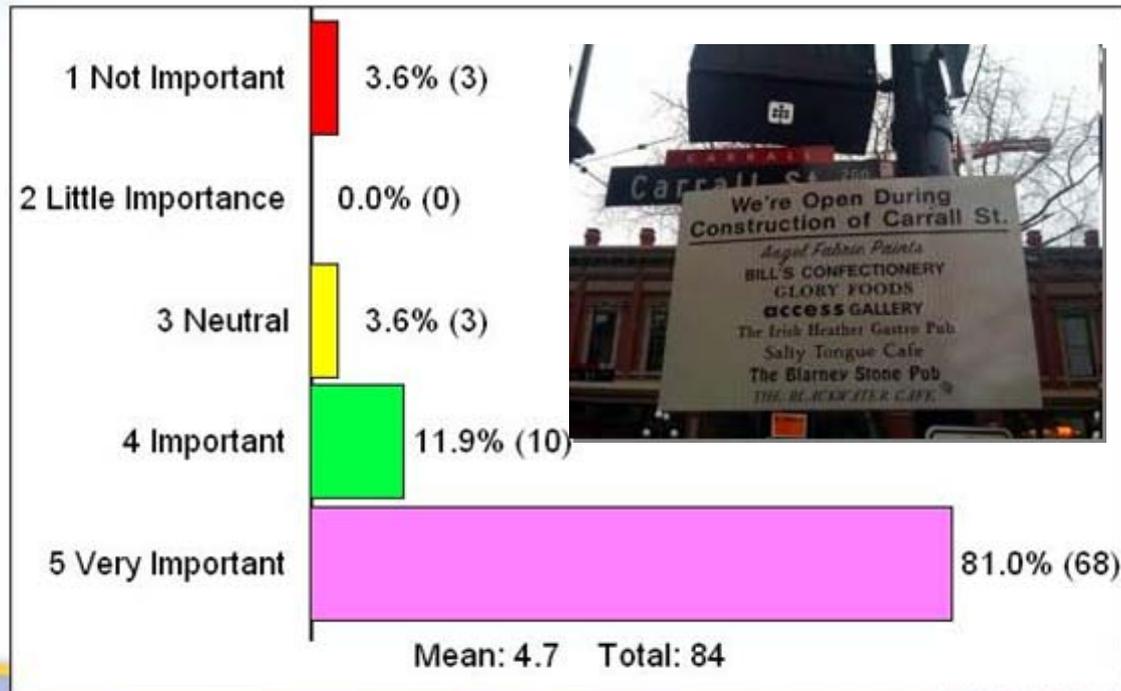
Not important Neutral Very important



17 questions posed

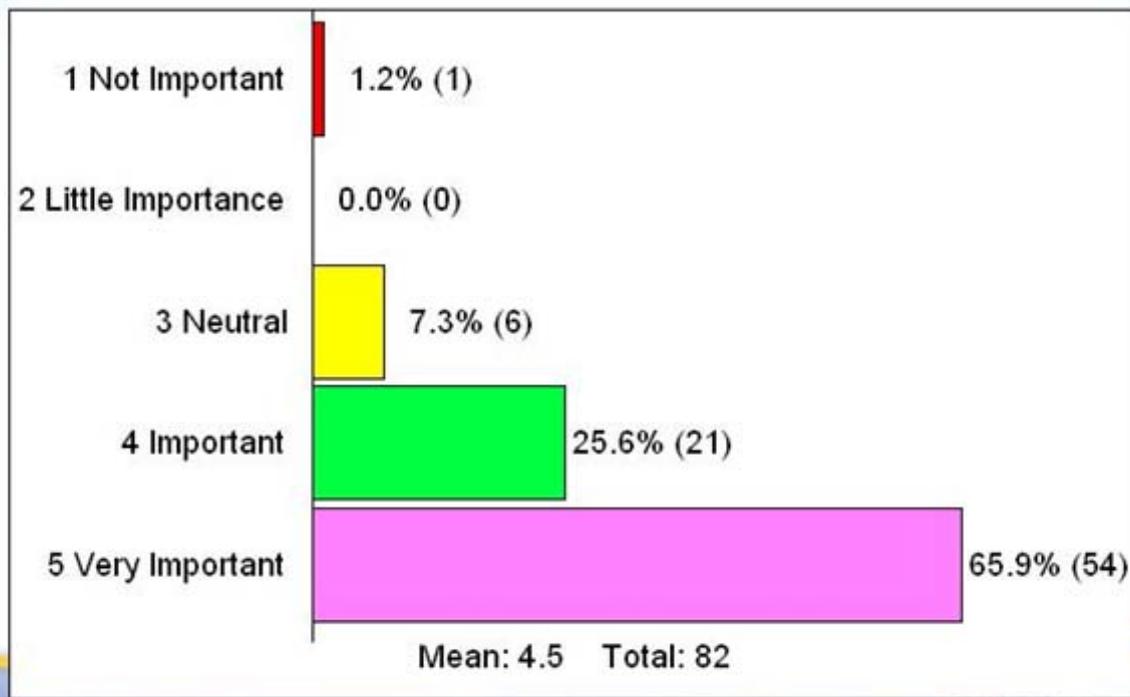
Top Streetscape Priorities

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



Top Streetscape Priorities

How important are maintenance considerations and costs?



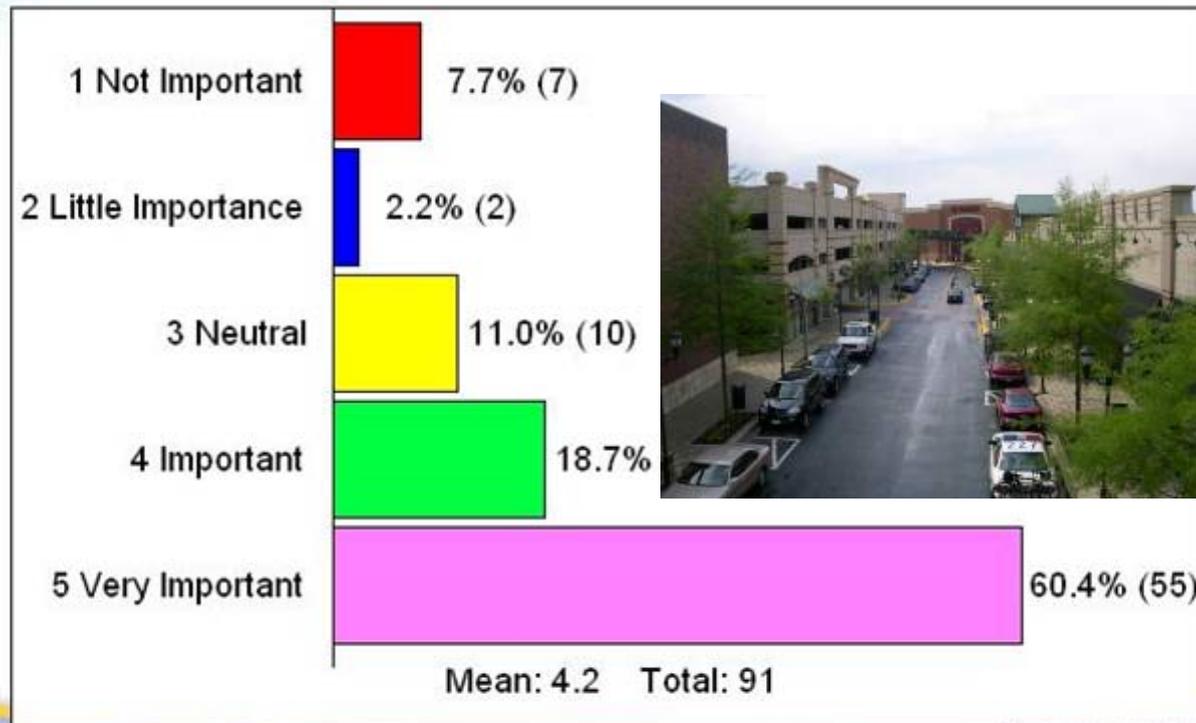
Top Streetscape Priorities

How important is it to highlight downtown gateways/entries?



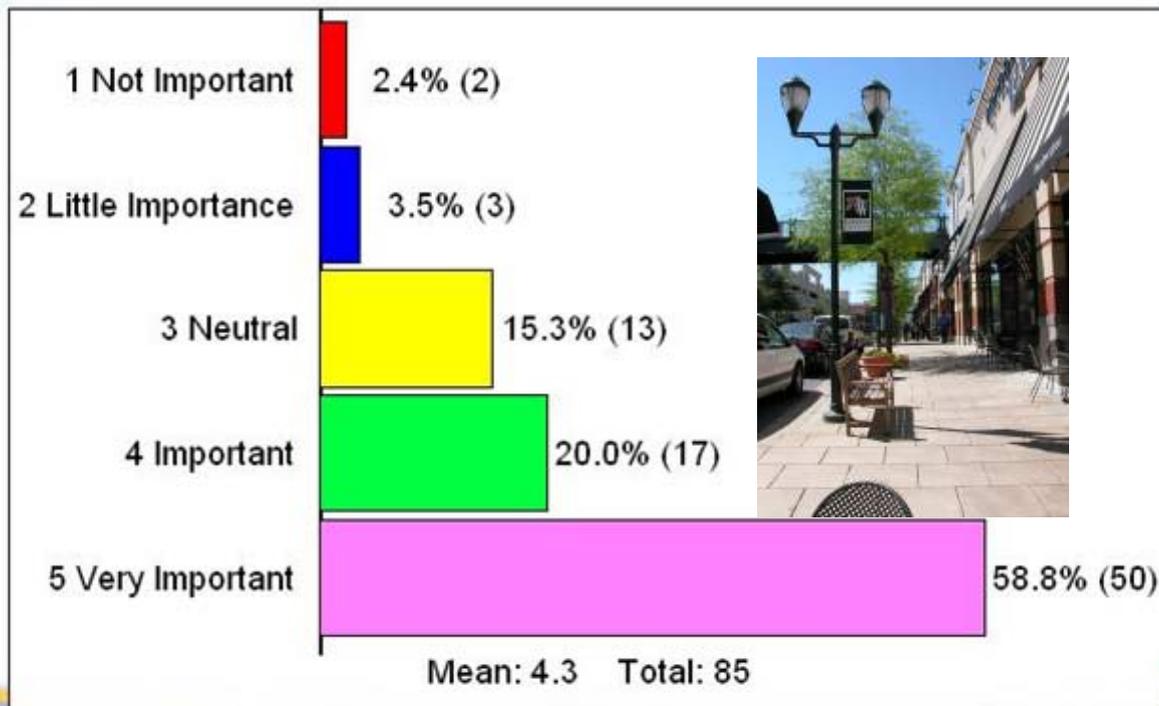
Top Streetscape Priorities

How important are street trees?



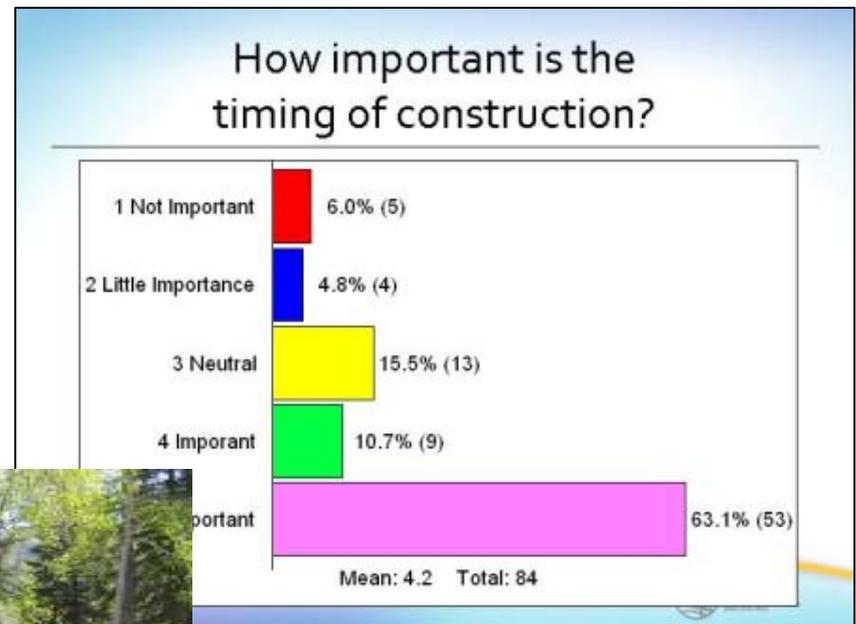
Top Streetscape Priorities

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?