



*Development Services
Department*

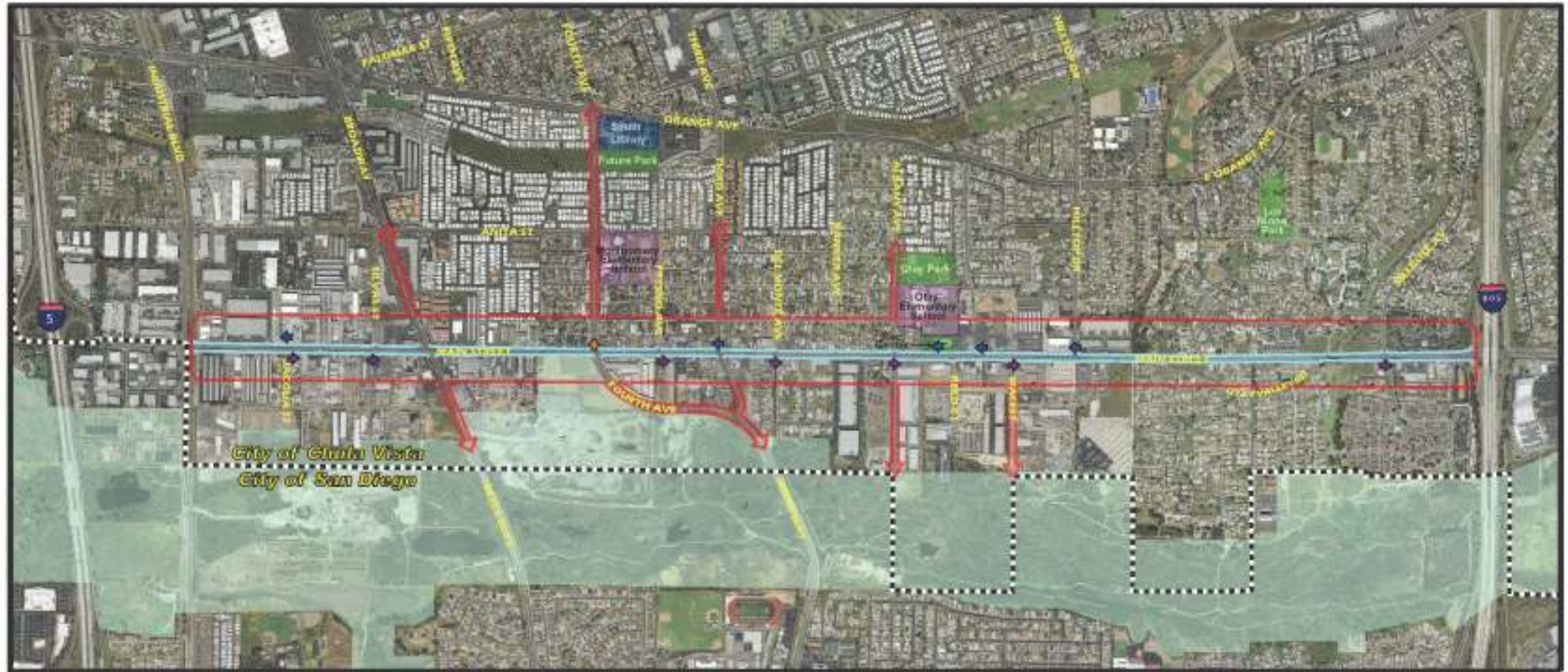
MAIN STREET MASTER PLAN

Conceptual Design Phase

April 8, 2014



Project Boundaries



Main Street Master Plan Project Location & Facilities Location

City Bikeway Master Plan recommends incorporating a Class 2 bike lane between I-5 to I-805 on Main Street

- Eastbound Bus Stops
- Westbound Bus Stops
- Northbound Bus Stops
- Otay Valley Regional Park
- City Boundary
- Project Location
- Project Study Boundary





Development Services Department

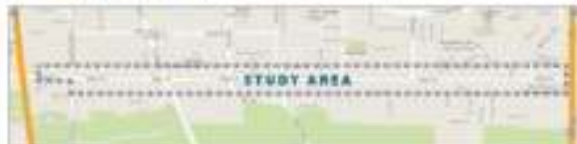


Dear Main Street Property Owner:

The City of Chula Vista invites you to participate in our upcoming efforts to improve the public right-of-way along Main Street and surrounding streets between 11 and 1400 through the development of a "Scenicaps Master Plan" for the area.

As the owner of a property fronting on Main Street, the City wants to ensure that your ideas and preferences for the Master Plan are included in this Scenicaps Plan. On Thursday October 17th, the City plans to hold a program meeting to gather input for this master plan. The meeting is scheduled from 9 to 11 pm at the Otay Recreation Center, 3554 Main Street, Chula Vista, CA 91911. We hope you will attend. Please see and share the attached flyer.

Also included in this package is a questionnaire. Please fill this out and bring it to the program meeting. If unable to attend, return it to Patricia Farnham, whose contact information is listed on the questionnaire.



SCHEDULE
6:00 - 6:30 pm Otay Recreation Center Registration
6:30 - 9:00 pm Otay Recreation Center Meeting & Discussion

ACTIVITIES
Open house with food, paper, displays and other things to do
Attend a presentation by the Planning Department
Take the opinion survey
Meet with the City Planning Department
Meet with the City Planning Department
Meet with the City Planning Department

Please see information above on the flyer for details. City of Chula Vista, 3554 Main Street, Chula Vista, CA 91911

Community Workshops October 17th 2013, November 7th 2013 & December 5th 2013

The image shows two copies of a questionnaire. The left one is titled "MAIN STREET MASTER PLAN Questionnaire" and the right one is titled "PLAN ANSWERS TO THE GREAT MAIN QUESTIONNAIRE". Both forms have handwritten responses in blue ink. The forms include sections for "1. How do you use the street?", "2. How do you feel about the street?", "3. How do you feel about the street?", "4. How do you feel about the street?", "5. How do you feel about the street?", "6. How do you feel about the street?", "7. How do you feel about the street?", "8. How do you feel about the street?", "9. How do you feel about the street?", "10. How do you feel about the street?".



Sample questionnaires submitted by participants



Community Input

CHULA VISTA MAIN STREET MASTER PLAN QUESTIONNAIRE TALLY / COMMENTS

(23 surveys)

1) Street Design Elements Ranking	1	2	3	4	5	6	7	8	9	10	11	12	13	14	(comments)	(points)
Continuous sidewalks	15		1	2		2								1		264
Marked crosswalks	3	6	1	1	4	3	1	1								225
Improved lighting	3	5	3	3		2	2			1	1					219
Bike lanes	2	5	3		2	2	2	1	1	2		1			protected bikeways	209
Additional controlled crosswalks	2		3	2	3	1	4		1	1	1	2				178
Bus shelters and benches		2		5	2	2	3	2	1	1	1		1			174
Shade trees along walkways			2	2	4	1	3		2	1	2	1	1	1		150
On-street parallel parking	1	2		4	2		2	1			2	2	3	1		148
Directional signage	1		4			3		5	1		2	2				144
Planted parkways		1	2	1			1	1	6	3	2	1		1		126
Planted segmented medians		1	2		1	2		3	2	1	1	2	2	3	low plants	120
Public art				1		1		3	2	2	2	4	2	2		89
Gateway theme			1		1				1	4	2	3	5	1		76
(other:)																
Respect for business owners										1						5
Roundabouts											1					4

- The number of persons who selected the item, multiplied by the indicated priority = total points.
- Higher points = most selected as high priority.

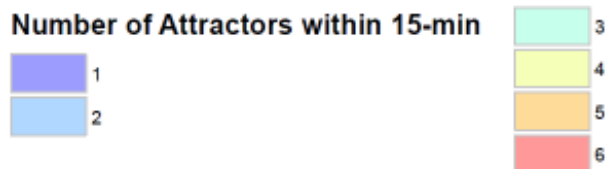
WALKING TIMES COMPOSITE *(Progress Mtg. #1 Comments)*



1) We Walk and Bike from 3rd/Main to Western Salt Marshlands, Imperial Beach & Coronado

2) Location is Dark and Fast Speeds by the Bus Stop

Walk Times from Attractors (Parks, Retail, Employment, Schools, Transit and Public Services)



● Locations where workshop participants usually cross the street



Development Services Department

Sea Garden District Design Concept





Development Services Department

Agriculture/Ranch District Design Concept





Development Services Department

River District Design Concept





Refined Design Alternative Segment 1 of 4



Comments from workshop #3:

- | | | | |
|--|--|--|--|
| 1) Very good, safer for pedestrians | 3) No island in middle of Main St. in front of 2585 Main, Leaf Sales Inc. (David Leaf) | 5) Get rid of the yield on the right turn. Takes away R.O.W. from pedestrians, put stop sign instead. | 7) A good idea. |
| 2) Island in front of Santa Fe Meats will block entrance. (Eric Estrada) | 4) BJ Reynolds Trucks etc | 6) Need 2 lanes going east for eliminating traffic back-up. Area plan needs to consider trucks & trailers. Why do pedestrians get walks? | 8) Why have pedestrian improvements in truck business areas? 100% of their business don't walk to their business!

Untrue public comment: people walk to bus stops, schools, businesses and the very Rec. Center that we're standing at now. |

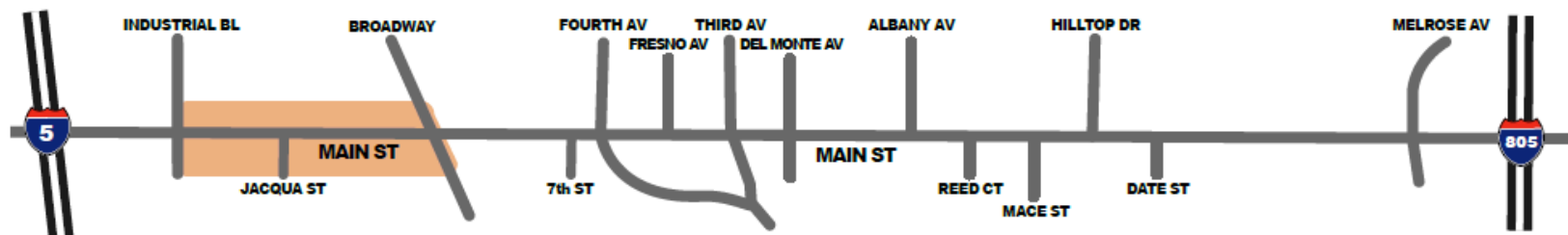


Development Services Department

Conceptual 104' ROW Section from Industrial Blvd. to Broadway.
Proposed median shown is not continuous in corridor.



From Industrial Blvd. looking East





Refined Design Alternative Segment 2 of 4



Comments from workshop #3 (continued):

9) Roundabouts are not practical in this area.

10) I love the 7' bike lane w/ 2' buffer.

11) Oversized rigs

12) Recognize the Strawberry Fields w/ art.

See Ken Kramer's 'About San Diego' episode about this field.

13) Keep the roundabouts. Design them in a way that allow trucks to drive over them.

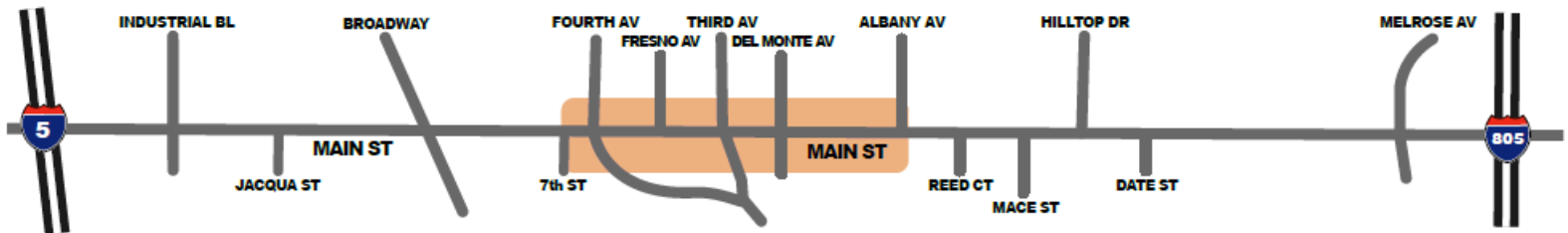
14) 5' bike lane looks good.

15) Roundabouts nice for Bird Rock, but NOT for here. Traffic will be an issue.



Development Services Department

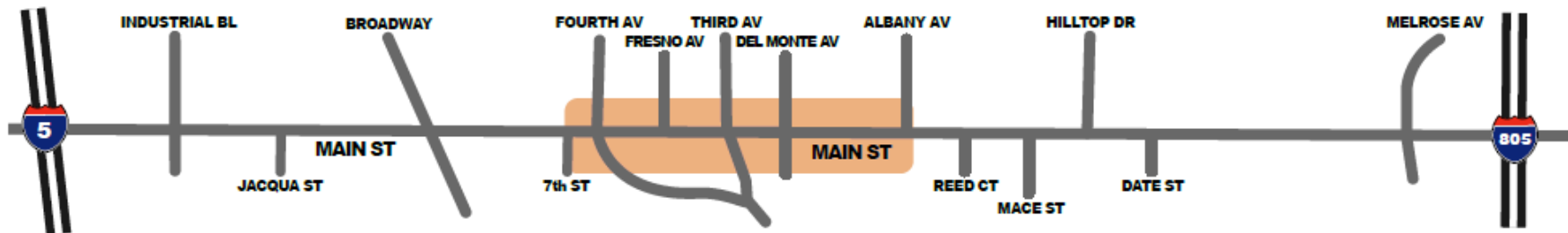
Conceptual Round-a-bouts at 4th Ave. & 3rd Ave.





Development Services Department

Conceptual 83'-6" to 90'-0" ROW Section from 7th St. to Albany Ave.
Proposed median shown is not continuous in corridor.





Refined Design Alternative

Segment 3 of 4



Comments from workshop #3 (continued):

16) Increase street parking.

17) I like the painted buffers. The more buffers, the better. Consider pylon posts.

18) Double trailer access required.
(Kevin Marshall)

19) Looks good.

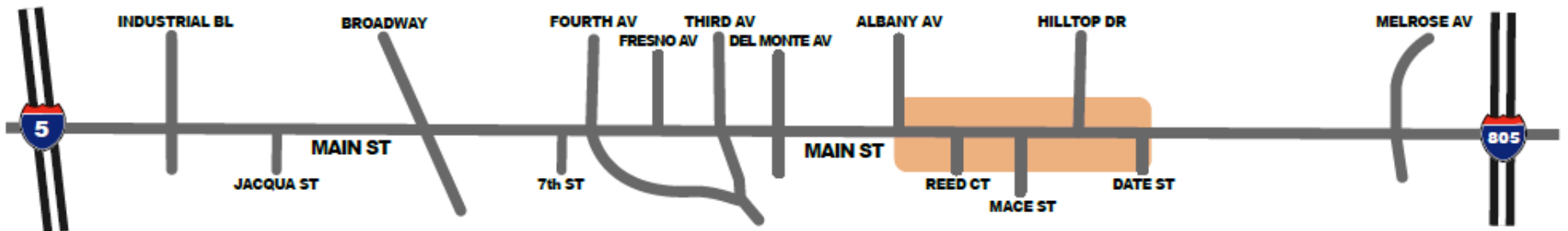


Development Services Department

Conceptual 97' ROW Section from Albany Ave. to Date Street.
Proposed median shown is not continuous in corridor.



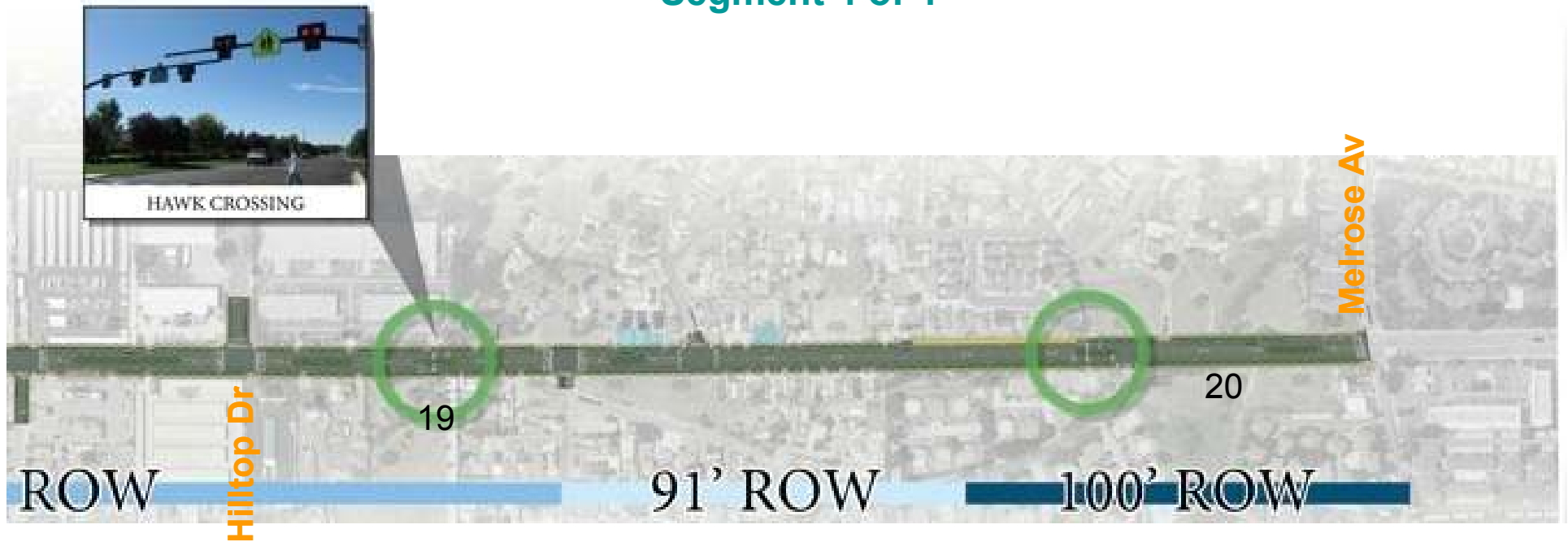
Mace Street towards Hilltop Drive





Development Services
Department

Refined Design Alternative Segment 4 of 4



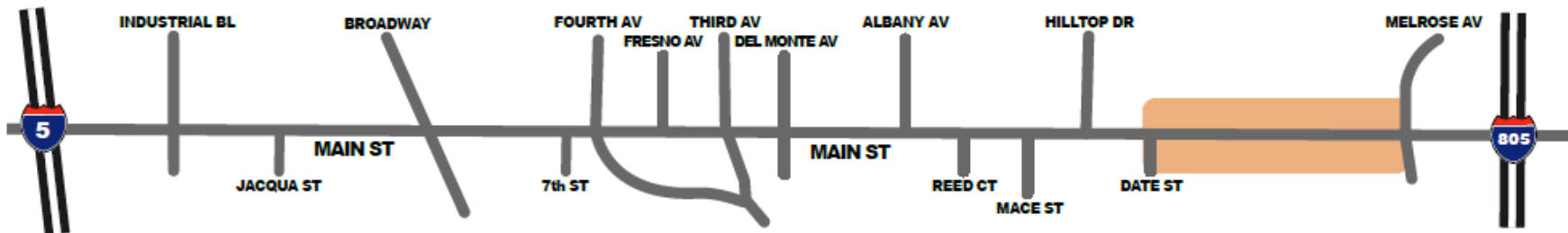
19) Looks good.

20) 11' wide lanes are TOO narrow for 12' wide loads. Safety issues.



Development Services Department

Conceptual 90' to 100' ROW Section from Date St. to Melrose Ave.
Proposed median shown is not continuous in corridor.





Development Services Department

Questions?

104' ROW

ROW PERSPECTIVE

94' ROW SECTION -

HAWK CROSSING

SIGNALIZED INTERSECTION

RAPID FLASHING BEACONS CROSSING

104' R.O.W.

88' ROW



*Development Services
Department*



Development Services Department

1 – 5 looking East





Development Services Department

Industrial Blvd. towards Jacqua St.





Development Services Department

Jacqua St. to Broadway





*Development Services
Department*

Mace St. towards Hilltop Dr.





*Development Services
Department*

Hilltop Dr. towards Melrose Av.

