

Project Title: Western Avenue Corridor Strategy

Location: Rancho Palos Verdes, Los Angeles County

Timeframe: 2012 – 2013

Project Partners: City of Rancho Palos Verdes

Project Services

- Traffic planning
- Active Transportation Planning
- Green House Gas Reduction
- Corridor Revitalization



As Rancho Palos Verdes continues to grow, traffic along Western Avenue is expected to increase significantly. This project revitalizes the corridor in order to reduce congestion while also improving access for bicyclists and pedestrians, reducing greenhouse gas emissions, and creating an attractive corridor to travel along.

Goals

- Improve traffic predictability along the corridor
- Increase access for bicyclists and pedestrians
- Revitalize the corridor and beautify the street

Rancho Palos Verdes and nearby communities partnered on an effort to reimagine Western Avenue for the future, creating recommendations that will improve livability and access to residents and visitors. In order to turn the corridor from a functional road to some place special, the project provides methods to revitalize the avenue via aesthetic improvements, multi-modal transit improvements, and business incentives.

Results

- Strategy for the 2 mile Western Avenue Corridor
- Guidelines for new developments as they become available
- Recommendations to update nature of development along corridor
- Recommendations for Southern Segment
 - New developments should be built along property lines
 - Establish parking on property rears
 - Sidewalks with 15 foot minimum
 - Prioritize opportunities to create open space
- Recommendations for Middle Segment
 - East side of street to expect similar improvements as southern segment due to its commercial nature
 - Cosmetic improvements along residential west side of the street

- Combine bio-swale infrastructure and sidewalk expansion to bolster space between pedestrians and vehicles while managing storm water
- Northern Segment
 - With both sides of the street dominated by facilities that will not be changing, this section provides an opportunity for monumental art to be visible to auto users to create a gateway element as drivers enter the commercial heart of the corridor