

# Tactical Urbanism in Seaside

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Environmental Studies • Sustainable City Year Program • City of Seaside



California State University  
**MONTEREY BAY**

## Seaside Tactical Urbanism (STU)

Seaside Tactical Urbanism (STU) was created by a group of six environmental studies students in association with CSU Monterey Bay (CSUMB), the Sustainable City Year Program (SCYP), and the City of Seaside in 2018.

## What is Tactical Urbanism?

Tactical urbanism is an umbrella term that is used to describe low cost, temporary changes to the built environment that are intended to encourage the city to make permanent improvements (Berg, 2012).

### Goals of Seaside Tactical Urbanism:

- Test out tactical urbanism measures
- Improve Safety
- Enhance awareness of sustainability
- Improve the community's ownership and pride
- Utilize existing space for community events

### Why Echo Avenue?

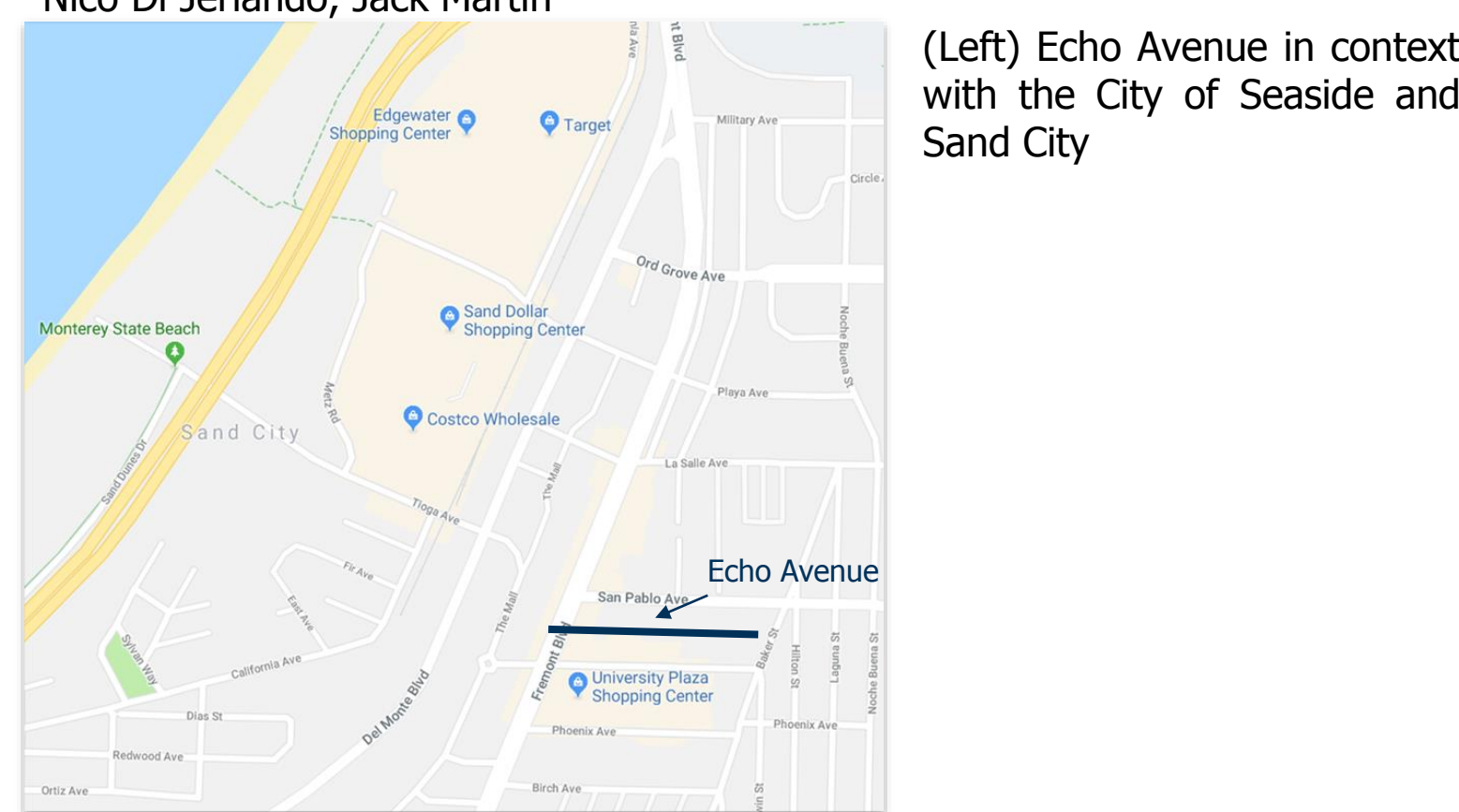
- City expressed concerns about safety
- Very wide street
- No crosswalk on one side
- Fast moving traffic

## Methods

STU built a crosswalk extension to slow traffic on Echo Avenue; installed a temporary parklet to create an environment of a communal, safe, gathering place; and painted a crosswalk on the intersection of Baker Street and Echo Avenue. To measure how these temporary improvements impacted the community, we passed out surveys during the event to collect feedback and conducted behavior mapping of pedestrian activity on Echo Avenue. Behavior mapping consisted of nine fifteen-minute intervals of tracking pedestrian behavior before and after the changes on the street.



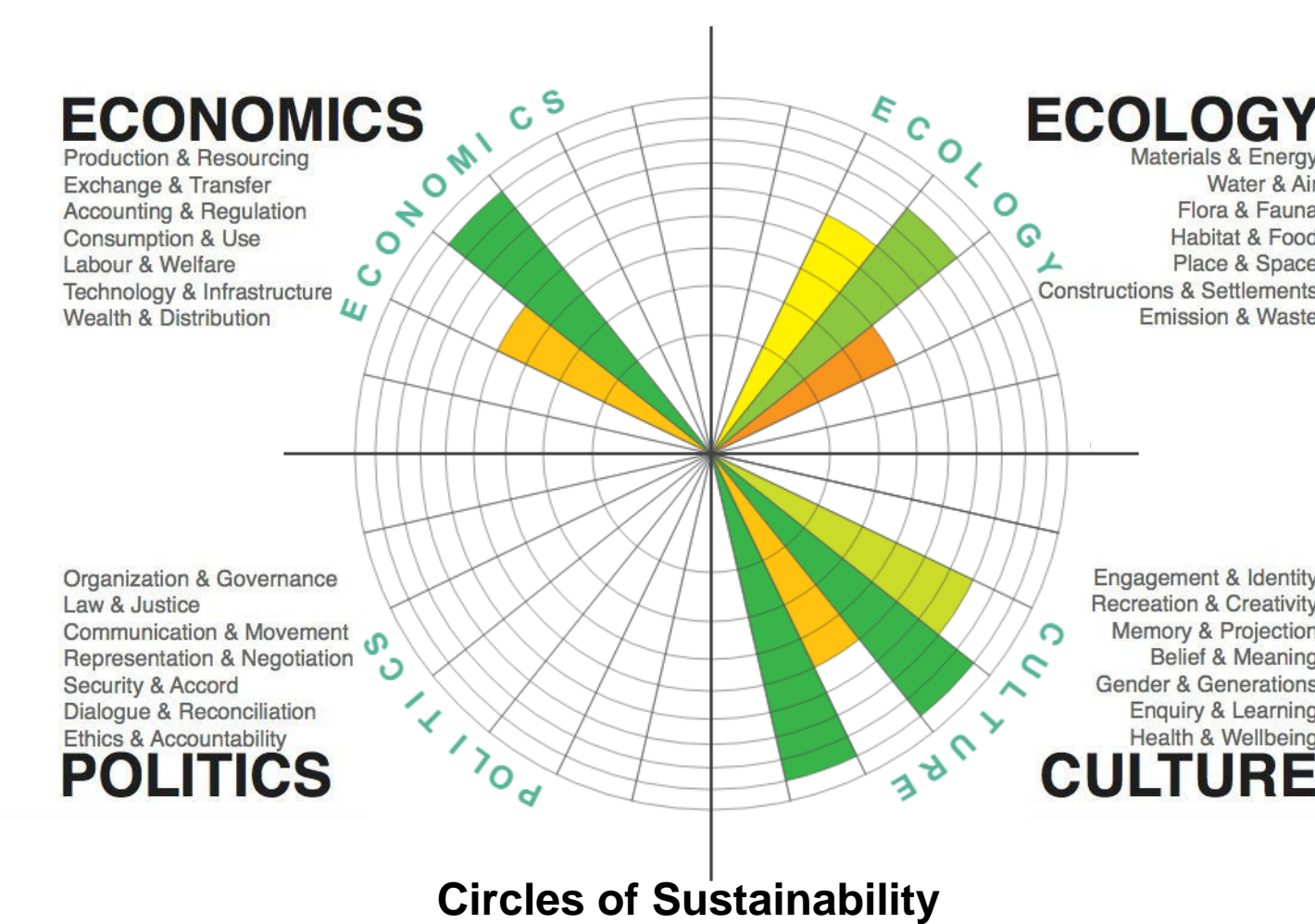
(Above) Seaside Tactical Urbanism (STU) students from left to right: Emily Jackson, Samuel Alvarez, Aaron Read, Iris Espinoza, Nico Di Jerlando, Jack Martin



(Left) Echo Avenue in context with the City of Seaside and Sand City



(Left) Locations of the crosswalk extension, parklet, event location, and new crosswalk on Echo Avenue created by STU

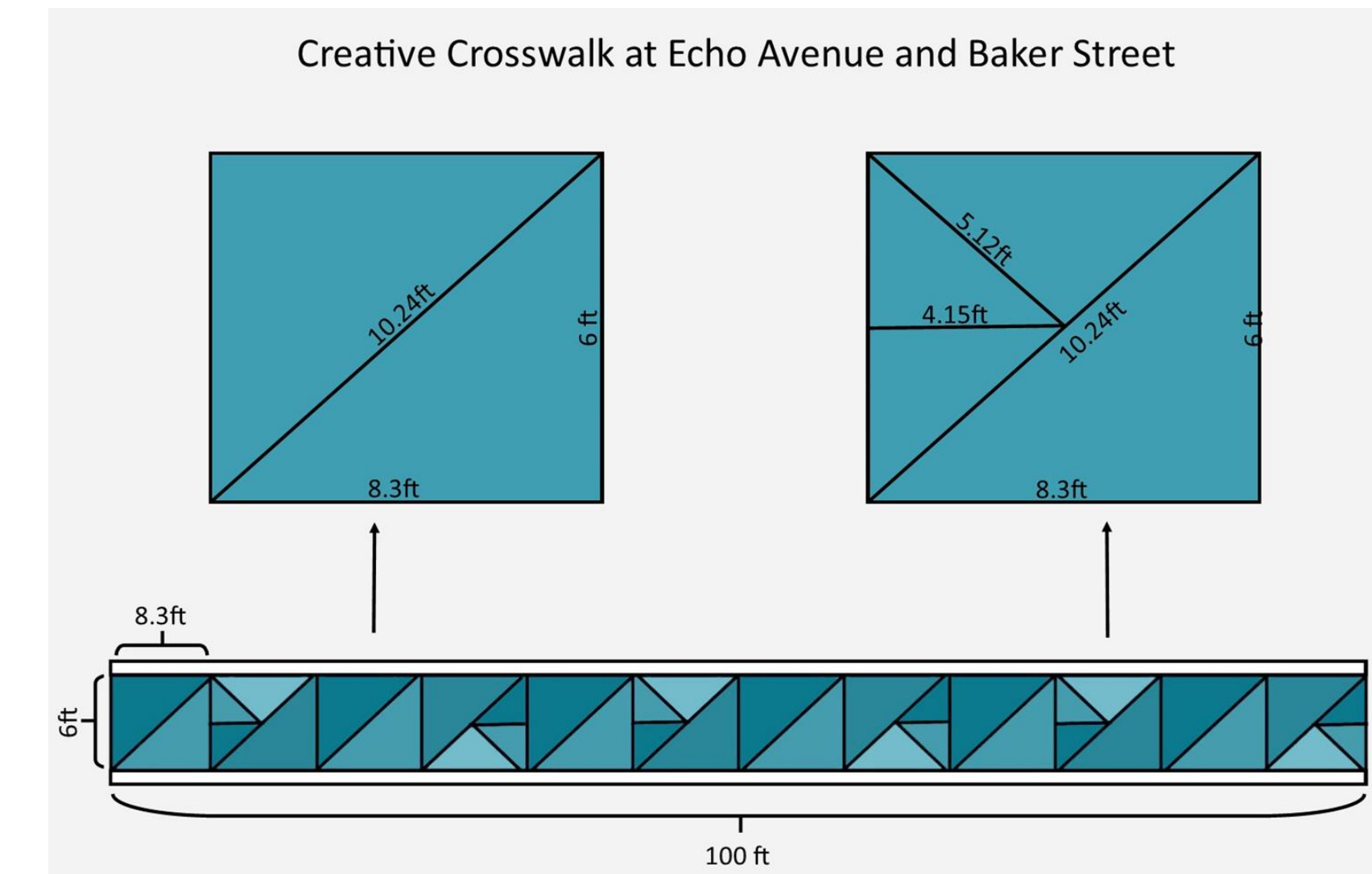


(Left) The aspects of sustainability that STU tackled with the Echo Avenue projects

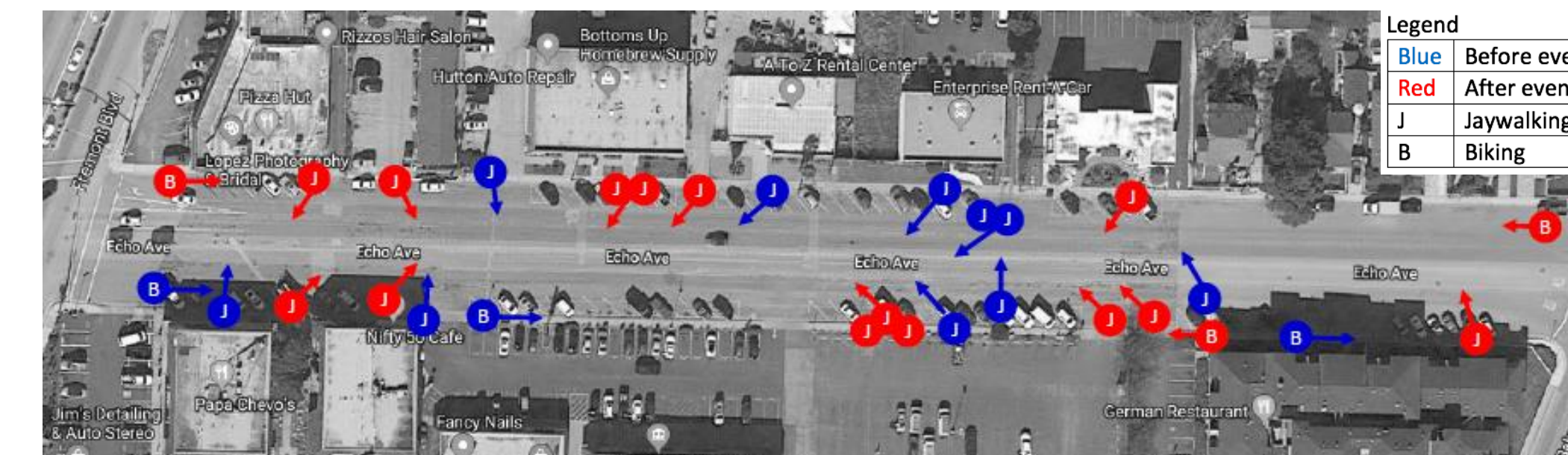
- Specifically:
- Infrastructure
  - Consumption and use
  - Materials and energy
  - Native flora
  - Built form
  - Identity and engagement
  - Creativity and recreation
  - Wellbeing and health
  - Space and place



(Above) Our ideal parklet design Created in SketchUp by Emily Jackson



(Left) A proposed crosswalk plan for Echo Avenue and Baker Street Created by Emily Jackson



(Above) Jaywalking and biking data collected from nine fifteen-minute behavior mapping sessions. Both activities remained relatively consistent both before and after the event.



(Above) Biking and walking on the intersection at Echo Avenue and Baker Street before and after the crosswalk was installed

(Above) Pedestrian Activity on the new crosswalk at Echo Avenue and Baker Street



Before (left) and after (right) the crosswalk installation on Echo Avenue. STU added colorful flowers and leaves between the white lines painted by the City of Seaside

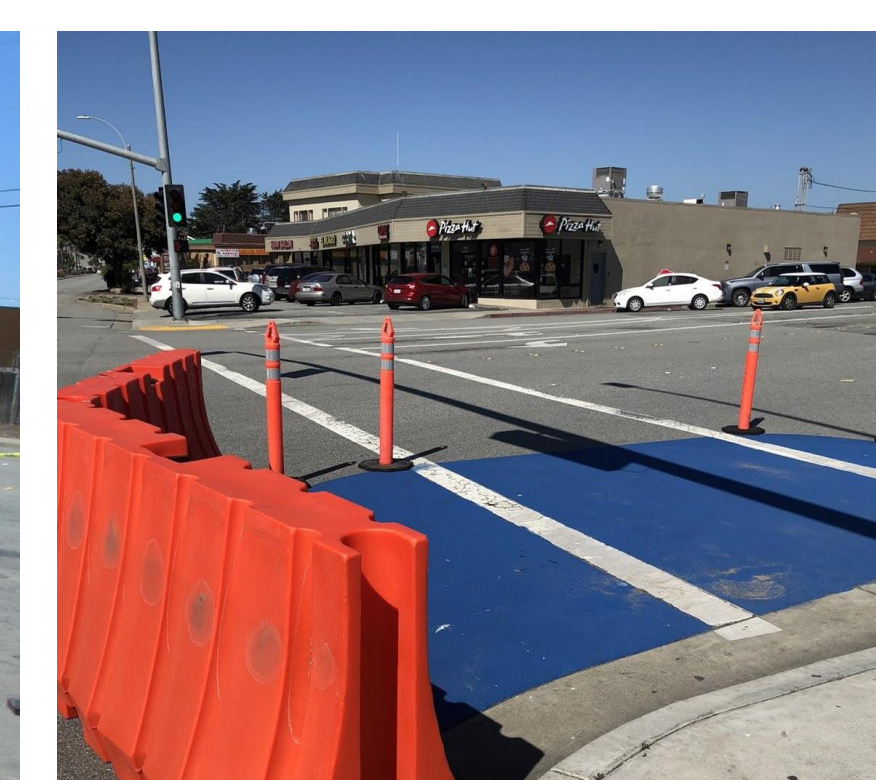


Iris of STU removing the stencil after finishing painting a leaf on the crosswalk

STU after painting the crosswalk extensions on Echo Avenue and Fremont



The parklet on Echo Avenue during Seaside Community Day



Finished crosswalk extension on Fremont and Echo Avenue

## Results

More than 50 people attended Seaside Community Day, many of whom took surveys that measured their interest in the event and pedestrian safety on Echo Avenue.

Out of 33 survey responses:

- 65% agreed safety is an issue on Echo Ave.
- 79% believe the crosswalk will improve pedestrian safety.
- 100% agreed they would like to see more events like this in the City of Seaside.

## Challenges

Hosting an event and installing three different road modifications was a massive undertaking.

Some of the challenges were:

- Coordinating with many groups (i.e.: the city, vendors, business peers, groupmates)
- Uncertainty of material availability (i.e.: furniture, paint, and plants)
- Virtually no budget
- Road safety

## Suggestions

Based on community feedback, the City of Seaside should:

- Install bike lanes on Echo
- Add more green spaces
- Build a permanent crosswalk extension on Echo Avenue with concrete planters featuring Native Plants
- Install a crosswalk at the halfway point of Echo Avenue

## Special Thanks to:

CSU Monterey Bay • Sustainable City Year Program • City of Seaside • Neighborhood Improvement Commission • Victoria Derr - Capstone Professor • Dan Fernandez - Environmental Studies Program Chair & Sustainable City Year Program Coordinator • Rick Riedl - City Engineer • Kurt Overmeyer - Economic Development Program Manager • Gloria Sterns - Economic Development Program Manager • Mario & All of Seaside Public Works • David Howe • Noel - Chavas Corn • Daniel Porter - Pacific Rare Plants • Daniel Varguez - La Guadalupana Catering • Jorge Espinoza - 3-Pop Kettle Corn • Claribel Lopez - Gallardo's Organic Farm • Marianna & Eddy - Seaside Garden Center • Laura Lee, Sharifa Crandall, and Christina McKnew - Return of the Natives

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