

Seaside Tactical Urbanism



CSUMB Capstone - Sustainable City Year Program (SCYP)

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About Us

- 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 low cost temporary changes the built environment to improve neighborhoods and safety
- Temporary to test out fixes with goal of it becoming permanent



The Tactical Urbanism Guide used in this Project

Goals

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

Infrastructure Consumption and Use	Materials & Energy Native Flora Built form
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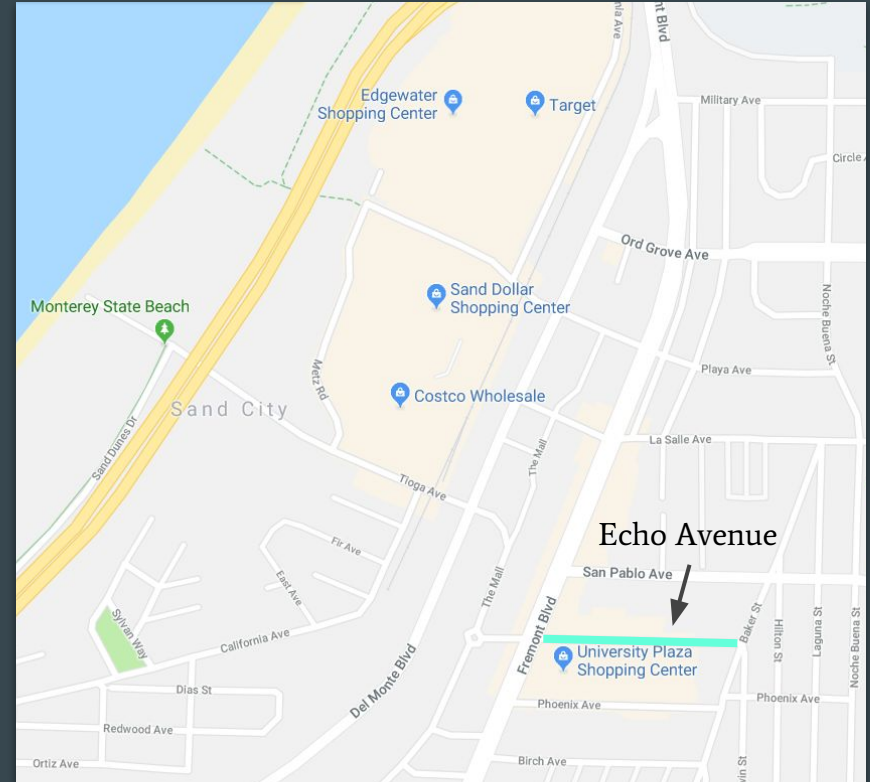


Identity & Engagement Creativity & Recreation Wellbeing & Health Space & Place

Circles of
Sustainability.org

Why Echo Avenue?

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



Methods

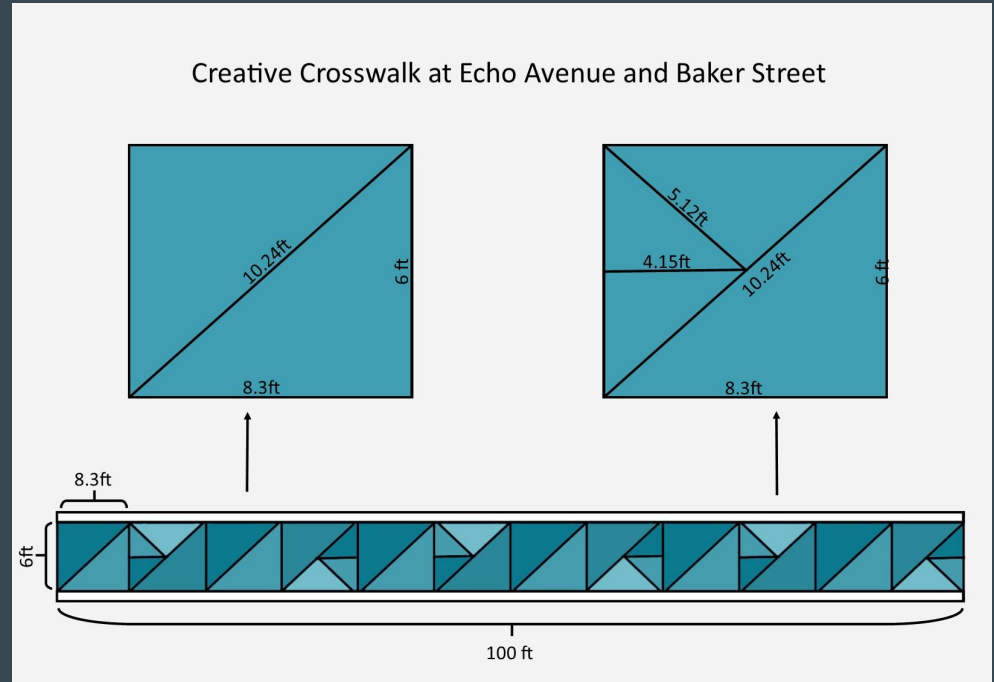
How Tactical Urbanism was implemented

- Worked with the city to build a crosswalk, a crosswalk extension, and a parklet.
- Planned the Seaside Community Day event held on April 21st, 2018.
- Conducted a survey at the event
- Gathered Behaviour Mapping data



Crosswalk: Plan

- Four different designs
 - Complicated Seahorse crosswalk
 - Blue wavy lines crosswalk
 - Geometric Design
 - Floral Stencils



Plans created by a group member for the crosswalk

Finished Crosswalk

- White crosswalk lines painted by City Workers
- STU Students painted flowers and leaves inside the lines for artistic touch



Curb Extensions (Bump outs)

- Goal
 - Improve pedestrian visibility when entering the street
- Followed design and materials used in the Tactical Urbanism Guide
- City provided safety barriers and supplies



Finished Curb Extensions on Echo Ave.

Parklet Plans

- Plans created in Sketchup
 - 1st design was our dream parklet
 - 2nd design was a more realistic parklet
- Enabled the design and visualization of the parklet



Finished Parklet

- Parklet took up five parking spaces
- Featured
 - Custom built planters made from upcycled wooden pallets
 - Native Monterey plants from Seaside Garden Center
 - Tables and chairs for seating



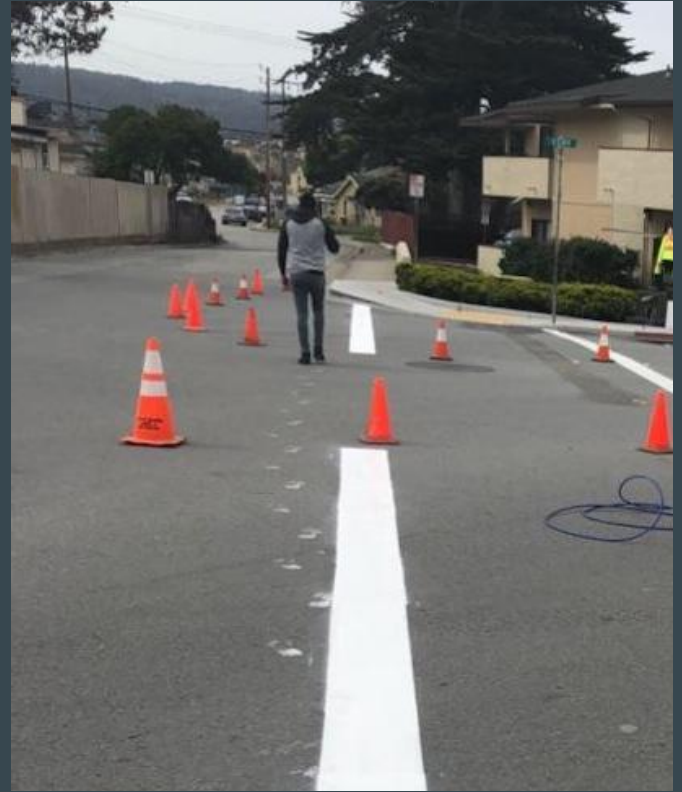
Seaside Community Day event

- Hosted by STU and CSUMB Business students
- Took place in the parking lot on Echo Ave.
- Gathered five vendors and four sponsors
 - Vendors:
 - Gallardo's Organic Farms, 3-Pop Kettle Corn, Chavas Corn, Pacific Rare Plants, and La Guadalupana Catering.
 - Sponsors:
 - Seaside Garden Center, City of Seaside, David Howe (parking lot owner), and CSUMB's Sustainable City Year Project.



Quantitative Methods

- Bilingual Survey at Event
 - Demographics
 - Beliefs about safety on Echo
 - Thoughts about the crosswalk, curb extensions, and parklet
- Behavior Mapping
 - Observed and coded walking behaviours along Echo Ave. nine times:
 - Five times before event (15 min. interval)
 - Four times after event (15 min. interval)



An example of undesirable walking behavior

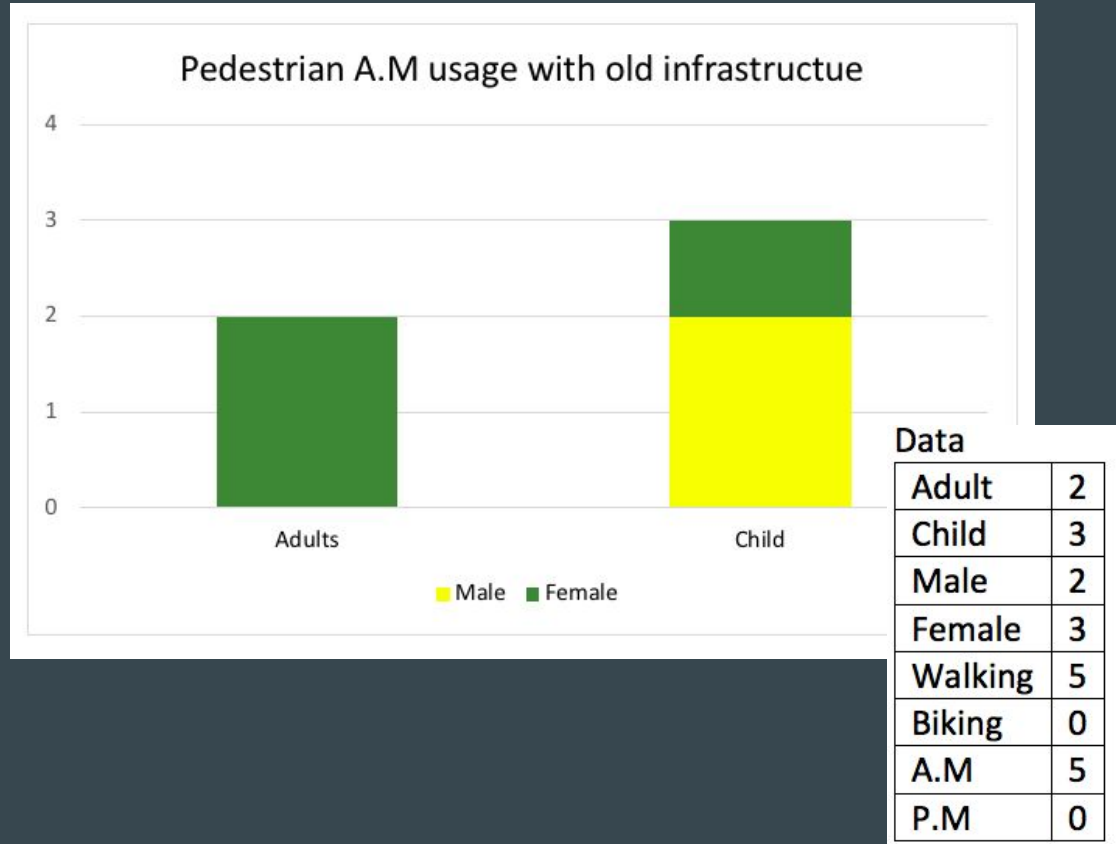
Results

Survey Results

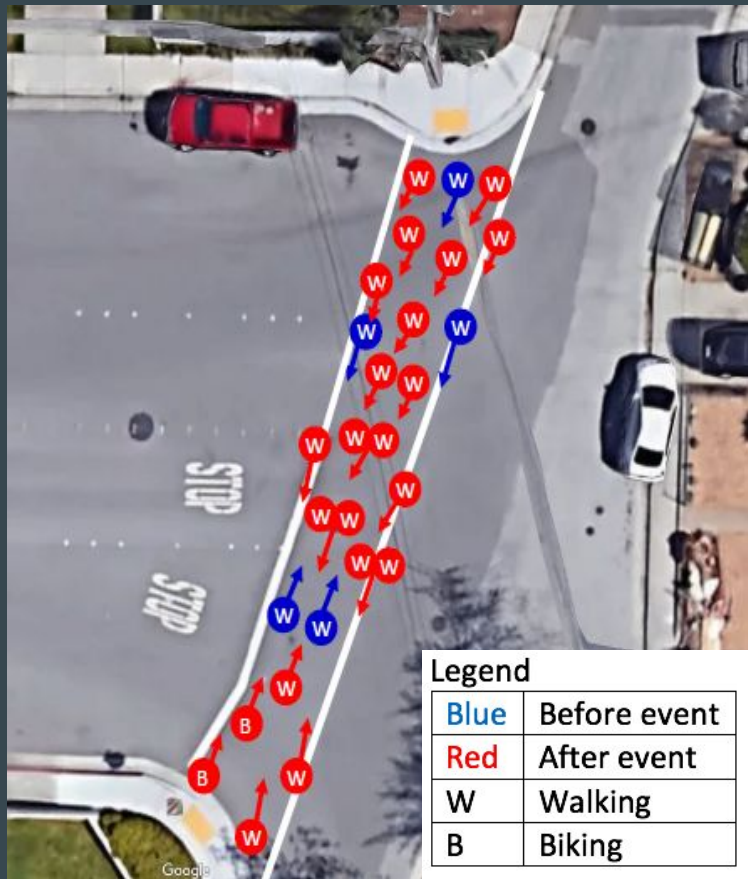
- Approximately 50 people attended the event. 33 people completed the safety survey.
- Out of 26 reponses 65% agreed safety is an issue on Echo Ave.
- Out of 14 responses 79% believe the crosswalk will improve pedestrian safety
- Out of 12 reponses 100% agreed they would like to see more events like this in the City of Seaside



Behaviour Mapping: Before the Crosswalk on Echo and Baker



Behaviour Mapping: After the Crosswalk on Echo and Baker

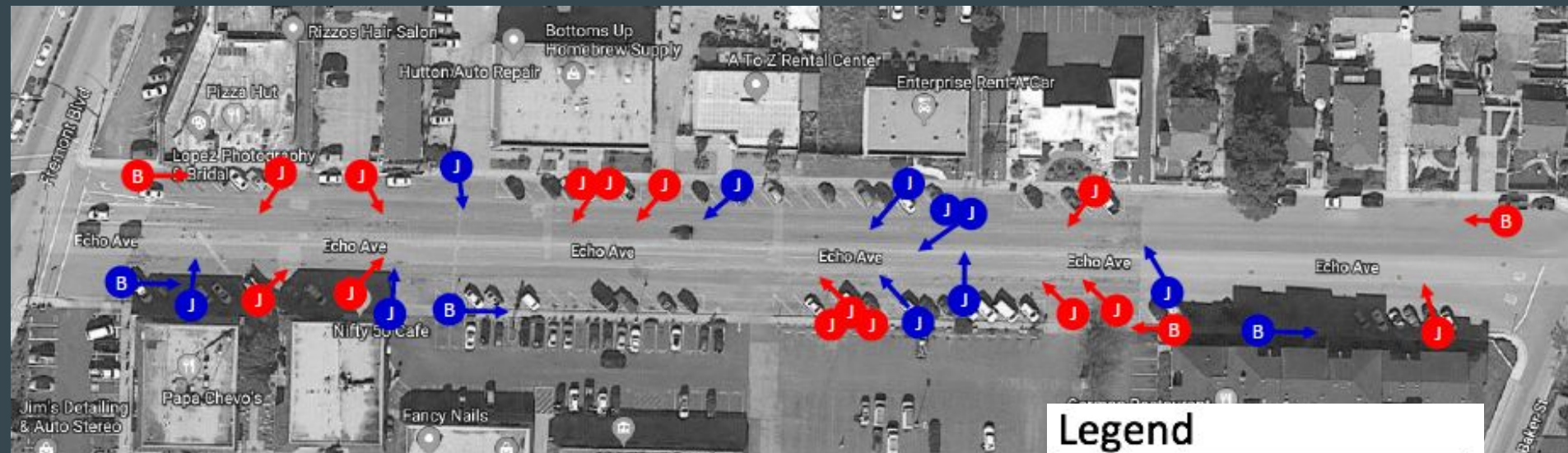


Pedestrian Activity on New Crosswalk



	Before	After
Adult	2	12
Child	3	10
Male	2	3
Female	3	9
Walking	5	20
Biking	0	2
A.M	5	7
P.M	0	15

Pedestrian traffic on Echo Ave.



Data

	Before	After
Jaywalking	10	14
Biking	3	3

Legend

Blue	Before event
Red	After event
J	Jaywalking
B	Biking

Discussion

Successes

- Professionally installed crosswalk
- The smiles and comments from the community as we painted
- Potholes on the street fixed before the event
- Good community turnout at the event
- Many people used the new crosswalk



Challenges

- Road safety is unpredictable
- Internal and external communication
 - Permission to install crosswalk and curb extensions
 - Coordinating with many groups (the City, vendors, business peers, groupmates)
- Limited budget
- Uncertainty of material availability (i.e: furniture, paint, plants, etc.)



Suggestions

Suggestions for the City of Seaside

- Seaside resident suggestions:
 - Improve pedestrian safety.
 - Better road maintenance and bike lanes.
 - Weekly farmers markets on Echo.
 - More green spaces.
- What we recommend:
 - Install crosswalk with flashing safety lights near the center of Echo Avenue.



Special Thanks

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 Vargez
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

To the friends, family, mentors,
and community members who
supported us,
Thank you.

Thank you