

FOCUS AREA: MIRACLE MILE

COMMUNITY VISION

Miracle Mile is a vibrant corridor with thriving small businesses and outdoor seating. There is a mix of existing storefronts and new buildings with ground-level retail and housing above. Pacific Avenue is safe and attractive for pedestrians, and goes through the heart of a walkable neighborhood.

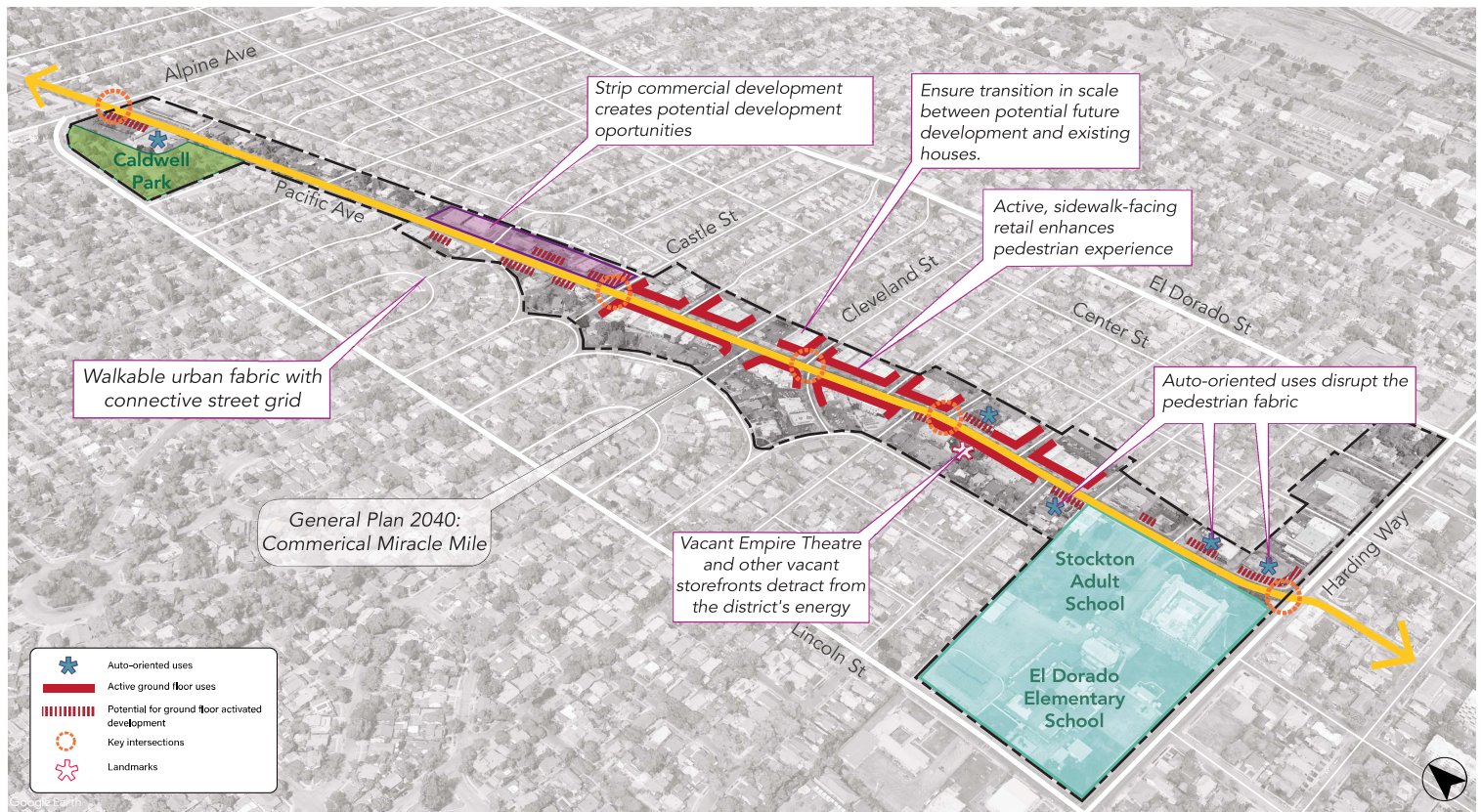
Does this capture your vision? Please place a dot on the line below.

YES! This is my vision

NO! I see it differently

? What words are missing?

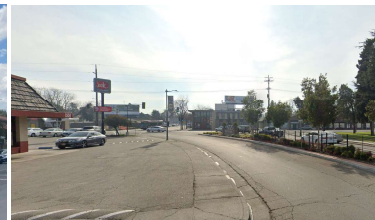
ISSUES & OPPORTUNITIES



Sidewalk-facing retail and cafe seating create an active pedestrian experience along Pacific Avenue.



One- and two-story buildings that face the sidewalk are typical along Miracle Mile.

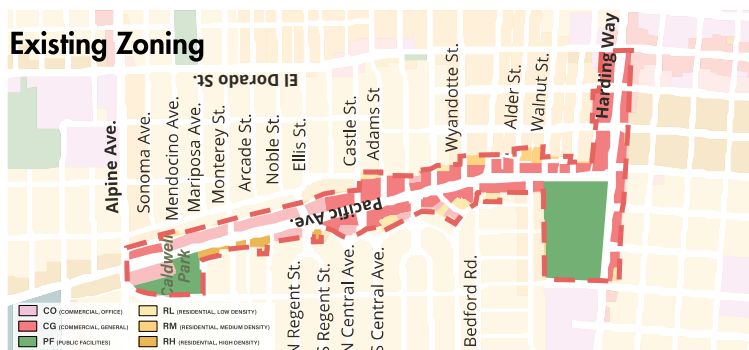


Auto-oriented uses currently provide a poor gateway to the corridor from downtown.



The old Empire Theatre and adjacent storefronts are currently vacant and in need of revitalization.

Existing Zoning



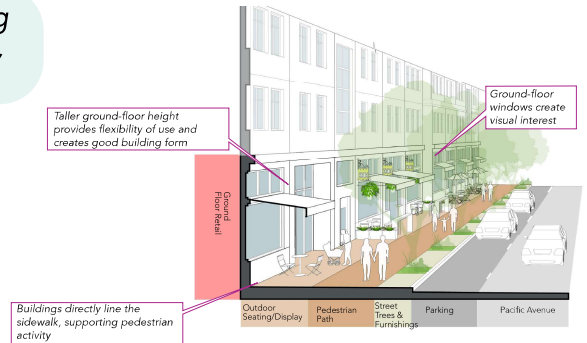
? What key conditions are we missing?

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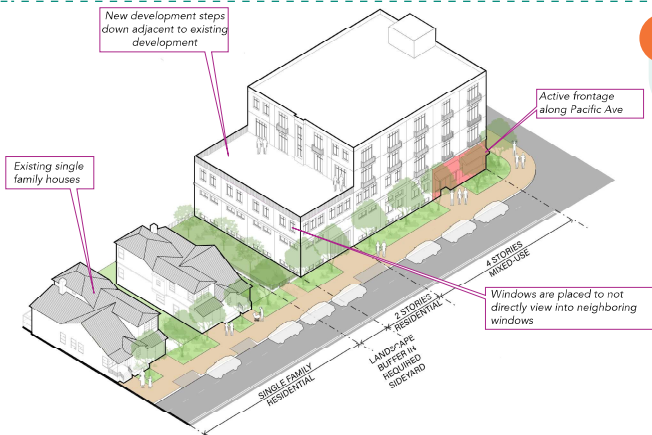
DESIGN CONSIDERATIONS AND APPROACHES

For each of the ideas below, please let us know if you like it (a green dot) or if you don't (a red one). Share your thoughts by writing notes on the board.

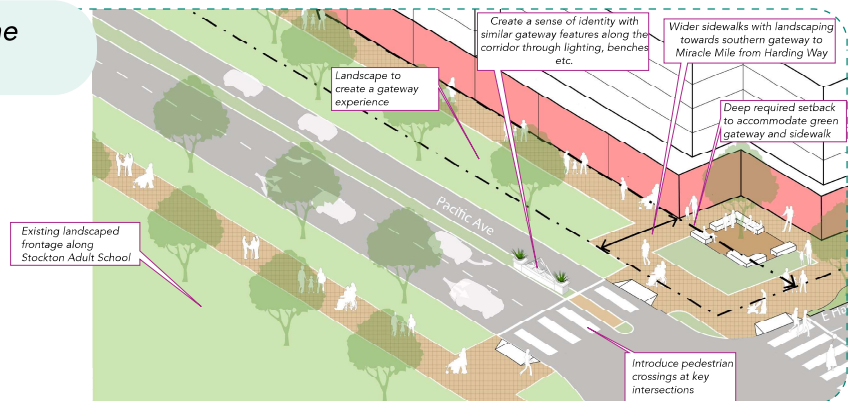
- 1 New buildings enhance the pedestrian experience by addressing the sidewalk and providing elements of visual interest (entrances, windows, building variations).



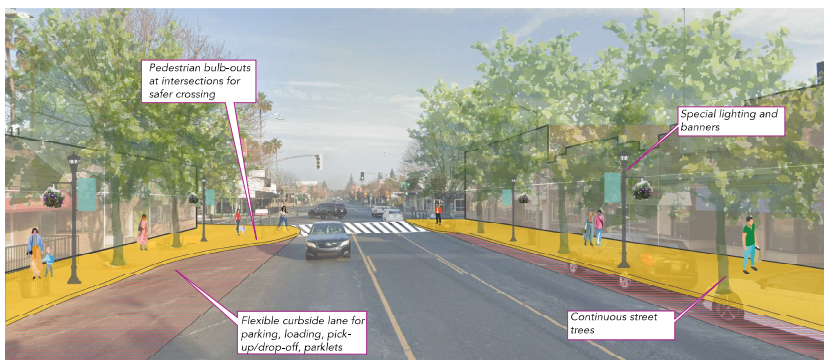
- 2 New buildings step down adjacent to existing houses, place windows so as to maintain privacy, and buffer neighboring houses from parking, loading, storage and trash enclosures.



- 3 Green street frontage and deeper setbacks at the district's southern gateway.



- 4 Streetscape improvements emphasize traffic calming, safe pedestrian crossings, and identity (paving, tree planting, lighting, art).



Focus Area: Miracle Mile

Participants were asked to comment on the vision for the area, as well as existing key conditions. Participants highlighted the need for traffic calming, bicycle parking, and rezoning of particular locations.

Four design ideas for the area were presented. The ideas and comments, if any, are listed below.

1. New buildings enhance the pedestrian experience by addressing the sidewalk and providing elements of visual interest (entrances, windows, building variations).

- *Like restaurants as well as shops*
- *There needs to be a match between shops and restaurants*
- *Like outdoor dining and/or indoor dining that can be seen from the outside/looks inviting*

2. New buildings step down adjacent to existing houses, place windows so as to maintain privacy, and buffer neighboring houses from parking, loading, storage and trash enclosures.

3. Green street frontage and deeper setbacks at the district's southern gateway

4. Streetscape improvements emphasize traffic calming, safe pedestrian crossings, and identity (paving, tree planting, lighting, art).

- *Need to reduce speed and improve pedestrian safety on Pacific Ave*
- *Trees cover the names of shops. They block signage*
- *Signs should look nicer*
- *Parking lots off the street or on side streets are confusing, they seem to be oriented in the wrong direction and they need better signage*

