

West Broadway Urban Village Specific Plan
Advisory Committee Meeting #1
September 24, 2007

The Advisory Committee brainstormed about what they would like to see in a West Broadway Urban Village, which includes:

- ◆ Beautiful landscaping
- ◆ More trees
- ◆ Walkability – consider the scale of Broadway
- ◆ Human scale
- ◆ Narrow streets to two lanes
- ◆ Broadway not just a thoroughfare
- ◆ Public transit
- ◆ Plan for regional traffic especially east-west and former Ft. Ord entry
- ◆ Parking structure
- ◆ On-site parking
- ◆ Street front parking – diagonal
- ◆ Senior housing
- ◆ Workforce housing – with long term protection
- ◆ Additional affordable housing beyond code requirements
- ◆ More/Bigger rental units
- ◆ Consistency/Cohesive
- ◆ Preserve good architecture
- ◆ Establish architectural theme
- ◆ 1950's/mid-century aesthetic
- ◆ Define audience: regional, tourist, locals
- ◆ Services, libraries, parks, retail
- ◆ Integrate with other amenities (auto mall, home depot, etc.)
- ◆ Timing development phases
- ◆ Interim uses
- ◆ Consider Proposition 13 issues
- ◆ What options are there for property owners?
- ◆ What is the vision for Palm Avenue?