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Key Themes



Theme 4: Mobility Options

Priority Investment Strategy 4: Provide viable mobility options for all

- Improve sidewalk safety and accessibility along major corridors ✓✓
- Improve existing bus stops to be more inviting
- Improve circulation at key intersections
- Improve existing pedestrian and bicycling pathways and create greater pedestrian and bicycling connectivity ✓✓

i.e. Bike Station

What Do You Think??

• Better lighting & wider sidewalks

• coordinate w/ adjacent cities

Bike lanes



Theme 3: Economy and Community Vitality
Priority Investments: Strategy 3: Invest resources into new, community-backed businesses.

- Regulate and improve conditions of existing motels along Beach Boulevard ✓
- Support development of more diverse, higher quality dining and shopping options ✓
- Revitalize existing shopping centers ✓
- Support growth of locally-owned businesses ✓

What Do You Think??

ex: Trader Joes ✓
Starbucks or other good coffee place. ✓

✓ MORE QUALITY RESTAURANTS / Stores
✓ CLEAN UP AREA BETWEEN LINCOLN & BAL

Bed, Bath & Beyond type stores

• No significant retail presence on Beach & Ball
• Need retail badly

• Need to push out development to street (eliminate big parking lots)
• QUALITY HOUSING ALONG Beach to support new businesses.



Theme 2: Character and Placemaking

Priority Investment Strategy 2: Create a stronger community identity through diverse placemaking strategies.

- Improve beautification along major corridors ✓
- Invest in community assets such as community centers, performing arts venues, senior centers, sports facilities, community gardens and open space ✓✓✓
- Develop a theme for businesses and properties along Beach Boulevard ✓

← yes!

What Do You Think??

Monument
Signs on streets -
Create look for area

More trash receptacles
(people clean up)

Incompatible uses
are challenging (car yard
near Nimitz complex)

Get rid of motels

• Landscaping to beautification
along boulevard

• Need to work with surrounding cities to solve problems; otherwise problems just relocate to another community (don't kick the can down the road)