



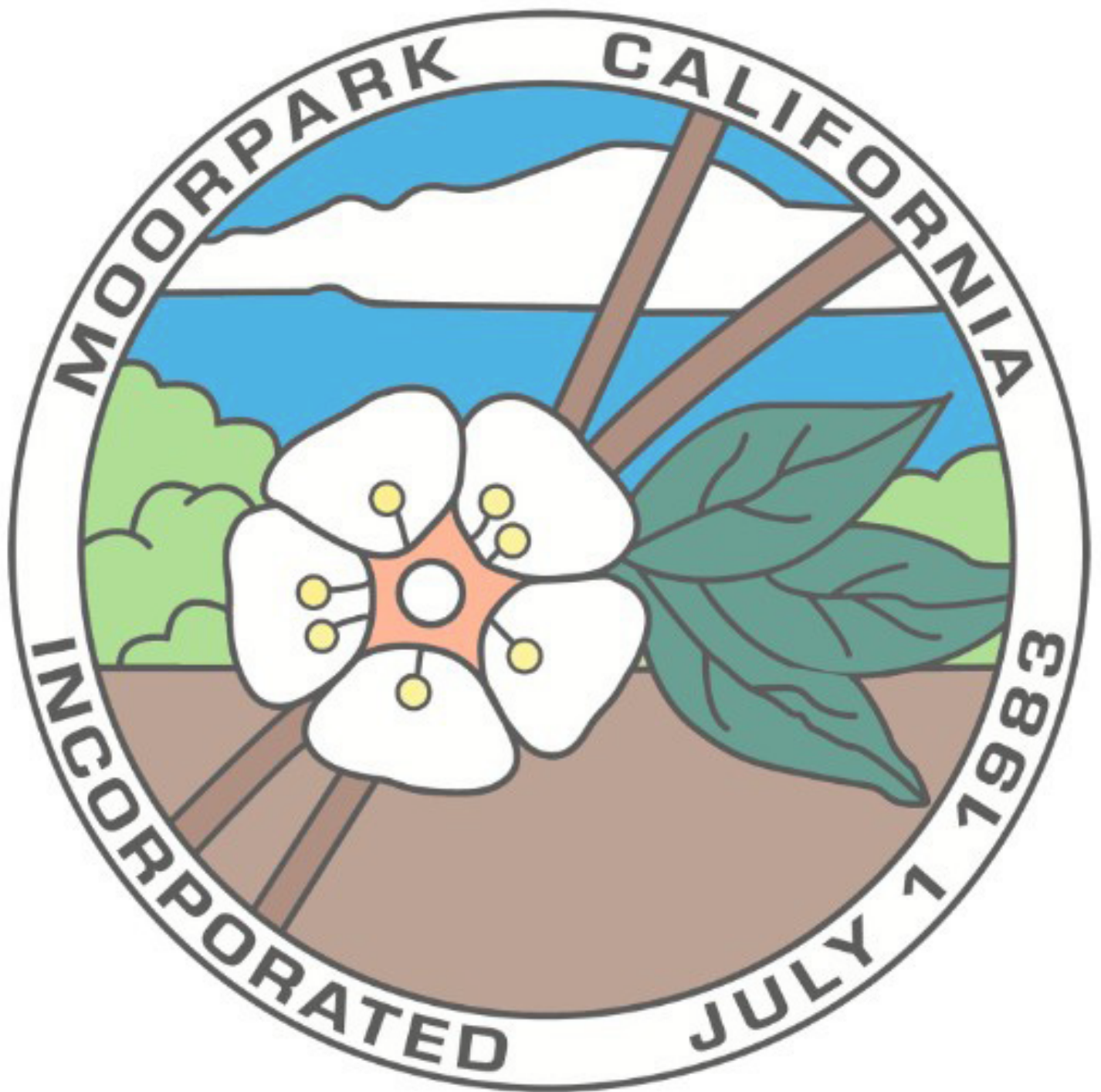
# Revitalizing High Street Through Pedestrianization

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# INTRODUCTION

# Project Overview

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The purpose of this Senior Project is to recommend to the City of Moorpark a pedestrian-only street in their downtown district, specifically on High Street. This report will explore case studies of other pedestrian-only streets and plazas implemented in cities around Europe and the United States. These case studies will exemplify the importance of the addition of a partial pedestrian-only street on High Street in Moorpark, California, and the positive impacts pedestrianization in downtowns can have on communities. The project will include an amendment to Moorpark's Downtown Specific Plan to include specific language on pedestrian-only streets/plazas.

## Background

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The City of Moorpark is located in the southeastern part of Ventura County, about 50 miles northwest of Los Angeles (City of Moorpark, n.d.) When the Southern Pacific Railroad announced in the 1890s that it planned to relocate its Coast Line route from Los Angeles to San Francisco through the Santa Susana Mountains, the land that is now Moorpark started to be speculated for the Railroad (Moorpark Historical Society, n.d.). Robert W. Poindexter, an investment banker from Los Angeles and the Secretary of the Simi Land and Water Company, was granted title to the present site of Moorpark in 1887 (City of Moorpark, n.d.).



Figure 1: Map of Ventura County



He surveyed the area, and plotted the town in 1900, and named the city after the Moorpark apricot that grew throughout the valley (City of Moorpark, n.d.). Soon after, the depot was built, and trains were arriving daily. In addition, a post office was approved and the completion of the Santa Susana tunnels in 1904 solidified Moorpark's place as a town (Moorpark Historical Society, n.d.).



Figure 2: Retrieved from City of Moorpark.

In the beginning, Moorpark's main source of revenue was agriculture. Dry land farming was the preferred method, and it included apricots, beans, hay, and lima beans. The Moorpark Historical Society says, "Moorpark produced so many apricots that it was dubbed the "apricot capital of the world" and by the late 1920s was hosting a yearly apricot festival" (Moorpark Historical Society, n.d.). Moorpark maintained its small, quaint community until the late 1970s when large development began to boom and overtook agricultural areas (Moorpark Historical Society, n.d.).

Moorpark was incorporated on July 1, 1983, and officially became a City. The City is currently 12.44 square-miles in size and has a population of 36,828 (City of Moorpark, n.d.). The City was suburbanized when the construction of homes, condominiums, schools, and industrial manufacturing facilities brought many new families and businesses to Moorpark (Moorpark Historical Society, n.d.).

## Study Area

This report is examining potential for revitalization of Moorpark's Downtown District, specifically on High Street. High Street is located in the Northern part of the City. Figure 3 outlines the area proposed for a pedestrian plaza.

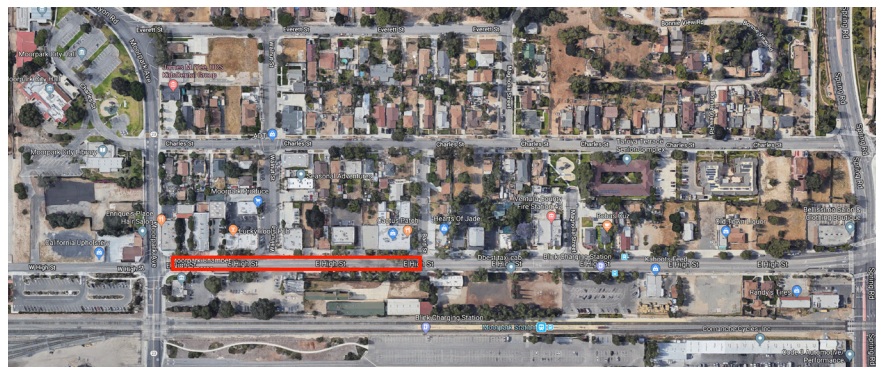


Figure 3: Moorpark Downtown District

# Project Description

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When Moorpark first began to establish as a town, its downtown core, centered around High Street, thrived and “served as an agricultural hub and commercial center for the surrounding Ventura and Los Angeles County communities” (City of Moorpark, 2006). The railroad station located on High Street provided transportation to larger cities in both Los Angeles and Ventura County. The City has since evolved and has been subjected to suburbanization around the City borders. The downtown’s role is no longer agricultural, but now a commercial district. Unfortunately, although High Street is considered a commercial district, it is now not viewed as a popular place to gather, stroll, socialize, or shop. The pepper-tree-lined street is a stretch of storefronts that have had little luck attracting and retaining businesses. This is the result of the absence of businesses serving the needs of the community, and the decentralization from downtown High Street due to suburbanization among other issues (City of Moorpark, 2006).



Figure 4: Retrieved from City of Moorpark.

There is very high potential for revitalization of downtown Moorpark. High Street’s “compact size, historical character and proximity to civic facilities such as City Hall, the senior center, and multiple schools suggest a place in which people could enjoy visiting, walking and entertaining” (City of Moorpark, 2006). Furthermore, High Street has many other attractive, historical features, such as the High Street Arts Center (the Melodrama), the Moorpark Amtrak station, the original Epworth Church, and



Moorpark, “Country Days.” These all provide glimpses of Moorpark’s heritage and character (City of Moorpark, 2006).

The City of Moorpark created a Downtown Specific Plan with High Street at its core. According to the City of Moorpark, “the Downtown Specific Plan furthers the vision for the overall revitalization of the downtown and implements design standards, guidelines, and a strategy for business attraction and development of the city owned parcels in the downtown” (City of Moorpark, 2006). The City also plans to add mixed-use development into the space which will help combat the issue of the decentralization of High Street. During outreach conducted for the Downtown Specific Plan, it was determined that the community recognizes the potential in revitalizing High Street. The vision statement reads:

*“The vision for Old Town Moorpark is that of rural small town America. The High Street area is particularly important because it retains the country charm and agrarian qualities that are the roots of Moorpark’s history. Important features include a family town with friendly people who care for each other. It is a pedestrian-oriented area where people walk, shop, and feel safe on the street at night. It is a unique mix of offices and businesses, and the cultural and civic hub to the City. Both High Street and Moorpark Avenue are surrounded by mixed housing types that are homes to people of multiple class and cultures. Identifiably different than other commercial areas of the City, the goal is to not have corporate business uses overwhelm the area at the expense of the small town character. In recognizing the value and irreplaceability of the down town’s cultural heritage and social and economic well being, high quality, new development, reflecting the small town charm is essential. Revitalization and image building of Old Town Moorpark will contribute to a memorable City identity, welcoming residents and visitors to downtown Moorpark” (City of Moorpark, 2006).*



Figure 5: Retrieved from City of Moorpark.

Since the Specific Plan was created and amended, Moorpark has had a few prospective firms come forward with downtown revitalization concepts. The last project, Apricot Lane Farms Restaurant and Marketplace, the City hoped would work. Unfortunately, the project pulled out due to unforeseen costs in 2017. A development firm located in Westlake Village, The Daly Group Inc., is hoping their mixed-use project can help revive downtown Moorpark (Cox, 2019). They are currently working with the City of Moorpark to finalize an agreement and begin construction at 192 High Street (Cox, 2019). Vince Daly, the firm's president, envisions the current 2.14-acre lot being developed into 91 residential apartment units and 14,000 square feet of commercial space (Cox, 2019). The Daly Group Inc. found it important to make sure they could do a feasible project for the City of Moorpark. "I remain extremely excited about downtown Moorpark," says Daly (Cox, 2019).

DiCecco Architecture Inc., a Moorpark based architecture firm, provided mock-up renderings of the proposed development showing buildings that preserve the historic look of Downtown Moorpark (Cox, 2019). Seen in Figure 6, the vision includes a large building designed to fit a brewery; potentially for Enegren, a Moorpark based brewery, or a restaurant. It also includes a large grass space for socializing, outdoor movie nights and other community events (Cox, 2019).





Figure 6: Retrieved from <https://www.mpacorn.com/articles/agreement-extension-keeps-high-street-project-going/>

Daly explains that the firm does not want to change the character of High Street. It is essential that the new development will make it “feel like it is back in the day,” says Daly (Cox, 2019). The Daly Group hopes the project’s proximity to the Metrolink station will also transition the space into a “transit oriented” development (Cox, 2019). A transit oriented development is “the creation of compact, walkable, pedestrian-oriented, mixed-use communities centered around high quality train systems” (Transit Oriented Development Institute, n.d.). This transformation will encourage residents to take the bus or walk instead of driving, making High Street more pedestrian friendly.

The newly appointed Community Development Director, Karen Vaughn, says her goal for the High Street downtown revitalization is to “activate the outdoor space along that street” (VC Star, 2019). Considering this, the purpose of this Senior Project is to prioritize pedestrians on High Street by adding another innovative planning element to The Daly Group Inc.’s current proposal. To do this, part of High Street will be closed off to car traffic to create a pedestrian plaza from Moorpark Avenue to Bard Street.

Los Angeles Avenue, south of High Street, runs parallel to High Street and Moorpark Avenue is perpendicular to west end of High Street. Both of these streets are part of the state highway system, and are designed to carry heavier traffic. These roads can take on the increased vehicular traffic. A partial closure of High Street would not negatively impact traffic flow other than signaling.

According to Global Designing Cities Initiative, pedestrian-only streets “offer opportunities for diverse activities such as shopping or sitting, dining or dawdling, promenading or performing” (Global Designing, n.d.). These streets are typically lined with commercial activity and the main point is to prioritize people (Global Designing, n.d.). Ones that are placed, designed, and maintained well have a high possibility of becoming a destination and result in economic benefits for adjacent businesses (Global Designing, n.d.). In addition to Moorpark’s Downtown Specific Plan and proposed project by The Daly Group Inc., a pedestrian-only street on a segment of High Street has the potential to create social capital for the residents of Moorpark and result in economic benefits for businesses on High Street.





# CASE STUDIES

Figure 7: Retrieved from <https://globaldesigningcities.org/publication/global-street-design-guide/streets/pedestrian-priority-spaces/pedestrian-only-streets/pedestrian-streets-case-study-stroget-copenhagen/>



# Case Studies Introduction

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The first pedestrian-only street was created in Kassel, Germany shortly after the end of World War II (Rogers, n.d.). After bombers had leveled about 80 percent of the city, planners were tasked with rebuilding. They decided to “re-orient the old town’s streets to create a direct connection from the center square to the main railway station and create a distinct shopping district where pedestrians could stroll along the streets without worrying about cars” (Rogers, n.d.). After seeing the success, the plan was copied and pedestrian malls spread throughout Europe and began to blossom in America as well. The cities that adopted the concept had the hope to revive their depressed downtown areas.

Unfortunately, the key issue to the success of pedestrian malls was few people lived near the downtown areas anymore. Once workers went home to their suburban neighborhoods for the day, the pedestrian malls were deserted (). Due to this, pedestrian malls were declared a failure, and “fewer than 15 percent of the malls that opened during that era remain in place today” (Rogers, n.d.).

What about the public spaces that did work? This Chapter presents three case studies of pedestrian-only streets and plazas in Europe and the United States. The following case studies; Strøget St., Sunset Triangle Plaza, and Church Street Marketplace, examine the benefits of pedestrianizing segments of a City and the key elements to the success of these pedestrian-only streets and plazas.



# Strøget Street

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Up until 1962, all the streets and squares in Copenhagen's city center were filled with car traffic and car parks (Gehl & Gemzøe, 2004). Pedestrian conditions were rapidly declining in the city center because of the post-war increase in car traffic (Gehl & Gemzøe, 2004). The transformation of Copenhagen's main street, Strøget, to a pedestrian-only street was hotly debated, but was converted on November 17, 1962 as an experiment (Gehl & Gemzøe, 2004). The street is only about 11 meters wide, and carried heavy one-way traffic with pedestrians squeezed onto two narrow sidewalks (Global Designing, n.d.). People argued that a pedestrian street in Denmark would never work and that no cars meant no customers (Global Designing, n.d.). Although there was a lot of skepticism about the project, the pedestrianization of Strøget proved to be popular with Copenhageners (Gehl & Gemzøe, 2004). Strøget proved to be a success soon after the transition. Businesses that were once skeptical began to notice that the car-free environments resulted in increased financial revenue (Global Designing, n.d.). This project was the start of the transition from an overcrowded and overrun traffic environment to a people-oriented city center for Copenhagen (Gehl & Gemzøe, 2004).

The goals of the pedestrianization of Strøget was to:

1. "Improve connectivity in the city center
2. Provide a high-quality and attractive environment
3. Create a space that supports businesses
4. Encourage a diverse range of people to live and spend time in the city center
5. And revitalize the city's forgotten alleyways by turning them into vibrant laneways" (Global Designing, n.d.).



**+35%**

Increase in pedestrian volumes in the first year after the conversion.



**+600%**

Increase in pedestrian space, from 15,800 m<sup>2</sup> in 1962 to 99,700 m<sup>2</sup> in 2005.



**+81%**

Increase in outdoor café seating, from 2,970 seats in 1986 to 7,020 in 2006.



**+400%**

Increase in stopping and staying activities from 1968 to 1996.



**+20%**

Increase in citywide pedestrian volumes to 15 min/day on average.

Figure 8: Retrieved from <https://globaldesigningcities.org/publication/global-street-design-guide/streets/pedestrian-priority-spaces/pedestrian-only-streets/pedestrian-streets-case-study-stroget-copenhagen/>

The key elements to accomplish the goals of pedestrianizing Strøget St. included “the removal of all traffic from the street, removal of curbs and sidewalks, addition of new paving, and the consolidation of street furniture to facilitate pedestrian movement” (Global Designing, n.d.).

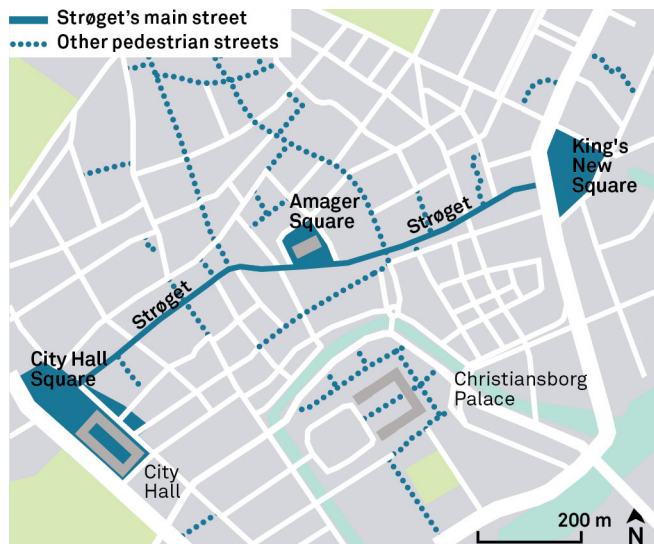


Figure 9: Retrieved from <https://globaldesigningcities.org/publication/global-street-design-guide/streets/pedestrian-priority-spaces/pedestrian-only-streets/pedestrian-streets-case-study-stroget-copenhagen/>

Strøget St is about 32 to 40 feet wide, and can handle about 145 pedestrians per minute (Gehl & Gemzøe, 2004). A typical winter day carries about 25,000 pedestrians in the main sections of Strøget when there is daylight (Gehl & Gemzøe, 2004). Summer days, pedestrian traffic can reach the 145 people per minute capacity, and reaches about 55,000 people a day (Gehl & Gemzøe, 2004). Since the street was pedestrianized, these numbers have remained stable (Gehl & Gemzøe, 2004). Over the years,

Strøget has been renewed and upgraded on several occasions “by using progressively better-quality materials, repurposing public spaces and plazas to increase pedestrian comfort, and adding outdoor uses” (Global Designing, n.d.).

Since the conversion, car traffic has been gradually pushed out of the city center, and car space has been converted to attractive, well-used city squares (Gehl, 2004). The success of the pedestrianization can be attributed to the gradual nature of change. Incrementally, the City pushed back cars and reclaimed the streets and squares for pedestrians (Gehl, 2004). This gave Copenhageners time to change their patterns of driving and parking into patterns of bicycling and using public transportation to access key destinations in the city (Gehl, 2004). Additionally, it gave Copenhageners the chance to learn the role that attractive public spaces can play in today’s society (Gehl, 2004).

Strøget remains Copenhagen’s premier shopping street. However, it also serves as not only the

main link of the City's pedestrian system, but most importantly, the main street of Copenhagen (Gehl & Gemzøe, 2004). Strøget is the place to be, the place to see and be seen, and the major city promenade in Copenhagen, Denmark (Gehl & Gemzøe, 2004). The shift from heavy vehicular traffic to heavy foot traffic on Strøget called attention to the potential for outdoor public life in Denmark (Global Designing, n.d.). The Danes did not have the room or opportunity to develop a public life in public spaces before the transformation of Strøget Street (Global Designing, n.d.). This pedestrianization created peaceful, yet lively, public spaces while proving pedestrian streets can increase revenue for local retailers (Global Designing, n.d.).



Figure 10: Retrieved from <https://www.trover.com/d/y4mx-hay-copenhagen-denmark>



# Sunset Triangle Plaza

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In March 2012, Sunset Triangle Plaza debuted as the program, People St's, first pilot project in the City of Los Angeles. People St is “an initiative of the City of Los Angeles Department of Transportation (LADOT) in collaboration with the City of Los Angeles Departments of Public Works and City Planning, the Office of Mayor Garcetti, and the Los Angeles Metropolitan Transit Authority (Metro)” to convert underutilized streets in land-strapped cities into public space (Rios Clementi, n.d.). Sunset Triangle Plaza is located at Griffith Park Boulevard and Sunset Boulevard in Silver Lake, Los Angeles. Here, a one block stretch of underutilized street space was transformed into a “safe, pleasant, and vibrant public space for pedestrians and cyclists alike” (Rios Clementi, n.d.).



Figure 11: Retrieved from <https://www.rchstudios.com/projects/sunset-triangle-plaza/>

The City of Los Angeles needs more active and vibrant public spaces, and the Sunset Triangle Plaza conversion acted as a pilot project to create a process, template, and system of cooperation between city departments and the community to transform underutilized streets into public spaces (Rios Clementi, n.d.). The project established guidelines and methods for increased outdoor public life throughout Los Angeles, and enabled the creation of four other pilot Parklets around the city (Rios Clementi, n.d.).

The People St program's purpose is to "quickly and inexpensively reclaim under-used street space and involve local residents and businesses in the design and maintenance" (Rios Clementi, n.d.). The use of simple materials – in Sunset Triangle Plaza's case paint and planters – allows cities the opportunity to recapture streets for people in months rather than decades, and for thousands rather than millions of dollars (Rios Clementi, n.d.). This is an example of tactical urbanism; "a city, organizational, and/or citizen-led approach to neighborhood building using short-term, low-cost, and scalable interventions to catalyze long-term change" (Tactical Urbanist's Guide, n.d.). Tactical Urbanism has grown into an international movement over the past decade, and it's main role is for projects to use low-cost materials to experiment with and gather input on potential street design changes (Tactical Urbanist's Guide, n.d.). Sunset Triangle uses tactical urbanism to assess the potential of a pedestrian plaza in Silver Lake, Los Angeles.

The People St Initiative works with local community members and businesses to provide oversight, programming, and maintenance of the space (Rios Clementi, n.d.). For the plaza to stay in operation, it is a group effort to run the twice-weekly farmer's market and keep up the quality and cleanliness of street furniture by bringing it inside every evening (Rios Clementi, n.d.).

The plaza is outlined by rows of planters containing drought-tolerant and low-maintenance plants. These planters work as a barrier to mark and outline the 11,000 square foot site. The space was painted in two tones of green in an enlarged polka-dot pattern to create "green space" that lacks in urban Los Angeles. The addition of moveable bistro tables with umbrellas and chairs provide convenient seating to nearby restaurants and pedestrians, and are added to foster a community atmosphere in the middle of a bustling neighborhood. The plaza hosts the neighborhood's farmer's market twice a week, movie nights during the summer and other community events (Lank, 2017). A typical weekend afternoon at Sunset Triangle Plaza is buzzing with coffee drinkers, guitar players, and children running around.





Figure 12: Retrieved from <http://ndagallery.cooperhewitt.org/gallery/5466753/Sunset-Triangle-Plaza-Silver-Lake-CA>

Originally, not everyone was on board with the plaza. Critics were most upset by the loss of eight parking spaces due to the plaza (Lank, 2017). In addition, before the end of the first month, a hit-and-run driver smashed into a barrier of planters (Lank, 2017). In spite of this, the pilot project that was meant to only last for a year has outlived the early criticisms and concerns and still remains today. To quantify Sunset Triangle Plaza's economic impact, People St. examines sales tax data from local establishments before and after the renovations (Czachor, 2015). The data shows sales tax receipts during 2012-2014 increased from about \$493,000 in 2012 to \$675,000 in 2014 (Czachor, 2015). This is a significant increase, and proves the positive impact the project has had on community members and business owners.



Figure 13: Retrieved from <https://www.rchstudios.com/projects/sunset-triangle-plaza/>



# Church Street Marketplace

Church Street Marketplace in Burlington, Vermont is one of American Planning Association's (APA's) 2008 Great Public Spaces in America. It is awarded this title for its "historic buildings, thriving retail trade, carefully maintained streets and walkways," and strong community support (American Planning Association, 2008). Church Street Marketplace has remained the premier shopping and dining destination in Vermont while navigating the economic ups and downs of the past 38 years. Each year, 3 million visitors come to Church Street Marketplace to shop, eat, socialize, celebrate, or just pass the time of day (American Planning Association, 2008).



Figure 14: Retrieved from <https://www.burlingtonfreepress.com/story/news/2016/12/25/history-church-street-marketplace/95812658/>

The idea of Church Street Marketplace stemmed from Copenhagen, Denmark's Strøget St. In 1962, Bill Truex, a former Burlington Planning Commissioner, was an architecture student traveling through Europe when he witnessed the transformation of Strøget St. in Copenhagen, Denmark from an automobile dominated downtown street to a successful pedestrian-only street (Burlington Free Press, 2016). While Truex was serving on Burlington's Planning Commission seven years later, he asked for support from his friend Pat Robins of the Street Commission to promote the conversion of Church Street into a pedestrian district (Burlington Free Press, 2016).

There was a gradual shift to permanently pedestrianize Church Street. It started with a one-day street fair sponsored by the Burlington Downtown Merchants Association in 1970 (Burlington Free Press, 2016). This event was created to demonstrate the feasibility of a mid-city pedestrian mall, and more than 15,000 people took part in the street fair that day (Burlington Free Press, 2016). Following the success of the first street fair, merchants reconvened and staged a more expansive, week-long

midsummer fair in 1971 (Burlington Free Press, 2016). Traffic was rerouted to streets running parallel to Church Street, and additional public transit to the downtown core was provided (Burlington Free Press, 2016). The project also included short-term physical enhancements to the street such as trees, benches, and vendor booths (Burlington Free Press, 2016). That week, about 50,000 people visited Church Street (Burlington Free Press, 2016). This experiment was an obvious success and generated excitement within the community. The closure demonstrated the pedestrian mall's feasibility desired by Planning Commissioner Treux. Community-wide deliberations began to establish a permanent pedestrian mall on Church Street (Burlington Free Press, 2016). It was a cooperative planning effort between planners, street and traffic engineers, and downtown merchants (American Planning Association, 2008).

Planning efforts took concerns from citizens and business owners into account and worked until an acceptable plan emerged (American Planning Association, 2008). After a decade of dialogue among city staff, the community, and state and federal leaders, Senator Patrick Leahy worked with President Jimmy Carter to secure a \$5.4 million federal grant for improvements to Church Street in 1979 (Burlington Free Press, 2016). Voters also approved a \$1.5 million bond for the city's share of construction costs (Burlington Free Press, 2016). On September 15, 1981, the Church Street Marketplace officially opened. Since then, the project has received an additional \$7.8 million from the U.S. Department of Transportation to upgrade and expand Church Street (American Planning Association, 2008).

Today, fountains, public art, and local plants and boulders enhance the streetscape (American Planning Association, 2008). The pedestrian-only street hosts 20 food and retail street vendors and the City issues permits to more than 200 street performers annually to liven up the space (American Planning Association, 2008). When the weather is nice, the outdoor cafes offer a spot to socialize or people watch while enjoying the lively atmosphere of Church Street Marketplace (American Planning Association, 2008). Public and private places to sit are made available through formal seating—such as benches, movable tables and chairs—or informal seating, such as the steps of a stair, planters,

or edges. The marketplace is also a central gathering spot for events such as the Magic Hat Mardi Gras parade, the Vermont City Marathon, and Discover Jazz Festival (Burlington Free Press, 2016). It accommodates a wide array of activities year-round.



Figure 15: Retrieved from <https://www.churchstmarketplace.com>

The zoning promotes mixed-use buildings with ground-floor retail and upper-story office or residential use (American Planning Association, 2008). To preserve the appearance of historic structures, building heights are restricted in the area (American Planning Association, 2008). This technique also creates human scale. Humans are walking beings, and our senses are made to walk at a comfortable 5 kilometers per hour (Alonso, 2017). Older cities were made so that people felt comfortable by ensuring spaces were not too wide or the buildings too big (Alonso, 2017). If the space were made for automobiles, people would travel through the street faster and planners would have to plan for bigger advertisements and higher buildings to ensure people could still see what was in the space and hopefully encourage them to stop.

Church Street Marketplace can offer something for every person whether it be shopping or socializing. They currently have 63 specialty stores, 13 national retailers, and 26 restaurants along the



pedestrian-only street (American Planning Association, 2008). The mall has a 97 percent occupancy rate and seldom has vacancies (American Planning Association, 2008). An element vital to the success of the pedestrian mall is the cross streets (American Planning Association, 2008). These streets allow delivery vehicles access to the various stores along Church Street. Due to the pedestrianization, it would be a hassle to deliver packages along Church Street without the cross streets.

Despite all of the success, stakeholders are worried because “retail competition from the suburbs is heating up, responsible growth of the city’s commercial tax base is essential to the city’s financial viability, and rising fuel prices and other external forces are creating new challenges” (American Planning Association, 2008). The Marketplace lures 3 million visitors to downtown Burlington each year and fuels the City’s economic development (Burlington Free Press, 2016). With an update of the City’s downtown plan, stakeholders believe it will help guide future economic vitality for the City of Burlington (American Planning Association, 2008).

The American Planning Association believes that Church Street Marketplace “demonstrates how good planning and design, a committed citizenry and supportive business owners, and quality management can maintain the vitality and vibrancy of an outdoor pedestrian mall” (American Planning Association, 2008). This is key to the creation of any pedestrian-only street.



Figure 16: Retrieved from <https://www.planning.org/greatplaces/spaces/2008/churchstreetmarketplace.htm>

# Conclusion

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Converting a street into a pedestrian plaza should be a gradual process. Seen through the case studies examined above, community members are not always on board for the pedestrianization of streets at the beginning. Pilot projects can help opposed members of the community warm up to the idea while also examining the best way to execute the pedestrian-only street. High Street in Moorpark has done a similar approach to Church Street by closing down the street for a day for festivals such as the Country Days Parade or the Arts Festival. Since the City has successfully closed the street down for day long events, the City can attempt transitioning the space into a partial pedestrian-only street pilot project similar to Sunset Triangle Plaza. To evaluate if the pedestrianization of Downtown works, the City can close High Street off to vehicular traffic from Moorpark Avenue to Bard Street for one year. The City can use decorative planter pots to block the road from cars, add tables and chairs, and repaint the street surface to denote a change in use. The most essential elements of a pedestrian-only street in Moorpark is a well planned design, committed community members, quality management, and supportive business owners. This is the key to achieve a successful pedestrian-only street. To begin the change, an amendment to Moorpark's Downtown Specific Plan is needed.





# AMENDMENTS

Figure 17: Retrieved from <http://www.moorparkbeerfestival.com/1773/4-great-reasons-to-attend-moorpark-beer-festival/>

# Downtown Specific Plan Amendments

The following amendments to the Downtown Specific Plan are subject to approval of a resolution of the City Council and should be approved conditioned upon the City Council also approving a resolution amending the General Plan Circulation Element and approving the street closure. The proposal also includes coordination with Caltrans for signal timing at the intersection of Moorpark Avenue and High Street. These amendments should guide the development of a pedestrian-only street from Moorpark Avenue to Bard Street on High Street. Figure 18 represents a pedestrian-only street mock-up on High Street for a visual representation.

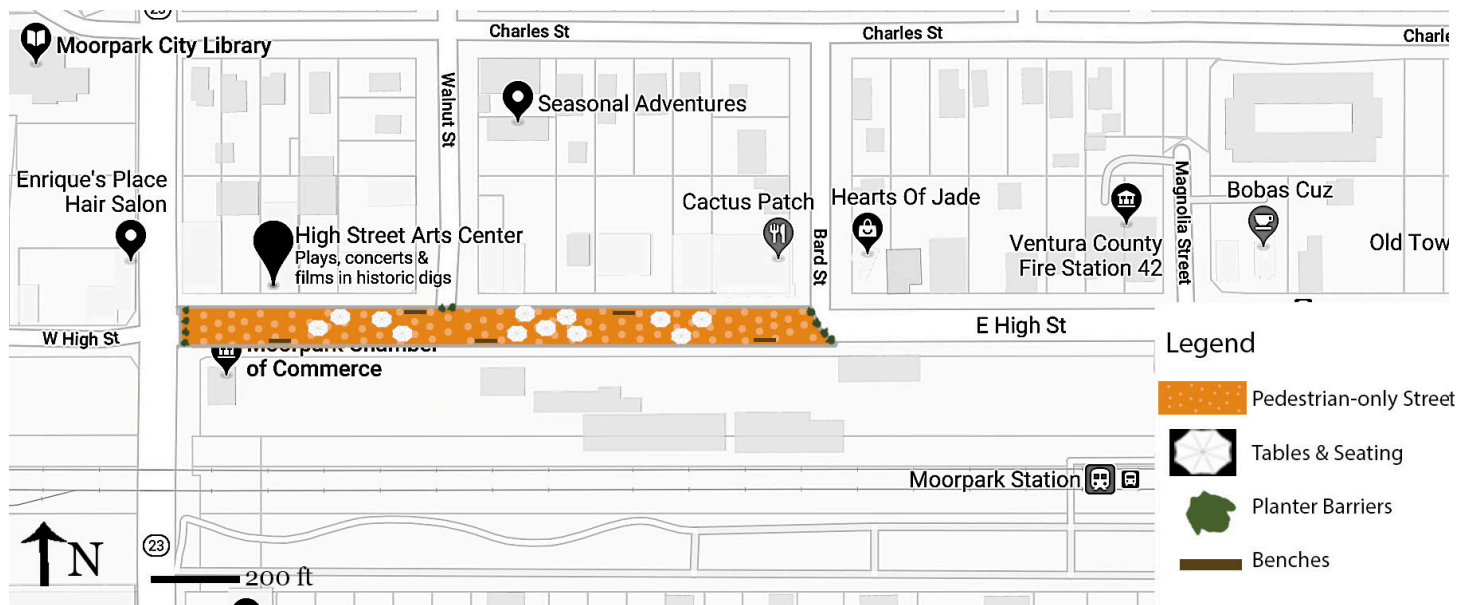


Figure 18: High Street Pedestrian-only Street

## **Amendment No. 1 to 3.2 Circulation System Hierarchy**

**Existing:** It is anticipated that High Street will then carry primarily local traffic in the AM and PM hours in addition to the east/west traffic from the SR 118.

**Proposed recommendations:** It is anticipated that ~~High Street will then carry primarily local traffic in the AM and PM hours in addition to the east/west traffic from the SR 118.~~ **Los Angeles Avenue will carry east/west traffic from the SR 118.**

**Rationale:** With the addition of a pedestrian plaza on High Street, traffic will have to be redirected. To preserve local neighborhood traffic, Los Angeles Avenue should carry east/west traffic with Moorpark Avenue and Spring Road carrying north/south traffic. Since Los Angeles Avenue and Moorpark Avenue are state highways, they are designed to carry heavier traffic. This will help make High Street more of a destination for visiting the plaza or taking the train. It will encourage the idea that High Street and surrounding neighborhood streets are not meant for through traffic.

## **Amendment No. 2 to 3.3.4 Circulation and Parking Goals**

**Existing:** Preserve on-street parking and locate off-street parking in places that are easy to recognize and access, but are well screened from public sidewalks.

**Proposed recommendations:** Preserve on-street parking **on High Street from Bard Street to Spring Road** and locate off-street parking in places that are easy to recognize and access, but are well screened from public sidewalks.

**Rationale:** The reason for the addition of “on High Street from Bard Street to Spring Road” is because with the implementation of a pedestrian-only street, High Street from Moorpark Avenue to Bard Street will be closed to vehicular traffic, and there will be no parking in the pedestrian plaza.



## **Amendment No. 3 to 3.3.6 Public Pathways and Plazas - Public Plazas/ Parks**

**Existing:** Small plaza areas integrated into the design of the development on the south side of High Street along with strategically located public pocket parks and greens act as an attraction, drawing the public to use these area.

**Proposed recommendations:** Small plaza gathering areas, as well as a pedestrian-only street segment integrated into the design of the development on the south side of High Street, along with strategically located public pocket parks and greens act as an attraction, drawing the public to use these stay and enjoy this area.

**Rationale:** The creation of gathering spaces, pocket parks, and a pedestrian plaza on High Street will help shape the downtown into a destination or attraction. As can be seen in Strøget Street, Sunset Triangle Plaza, and Church Street Marketplace, implementing more pedestrian-oriented spaces into developments brings more people who will stay and shop in the area instead of driving through.

## **Amendment No. 4 to 3.3.6 Public Pathways and Plazas - Public Plazas/ Parks**

**Existing:** Providing public and private open space in the form of plaza and pocket parks also allows for retail commercial to take advantage of this attraction by locating uses such as restaurant and art studios adjacent to them.

**Proposed recommendations:** Providing public and private open space in the form of a pedestrian-only street, plazas and pocket parks also allows for retail commercial to take advantage of this attraction by locating uses such as restaurants with outdoor seating and art studios adjacent to them.

**Rationale:** The reasoning behind adding pedestrian-only street into this sentence is to point out the significance of turning part of High Street into a pedestrian plaza. A plaza can be a small gathering space and putting pedestrian-only street into the sentence helps signify the difference. Retail commercial placed on High Street can take advantage of the increased pedestrian traffic in the space, and potentially increase revenue for these shops. Additionally, putting “with outdoor seating” after restaurants indicates that the restaurants and other uses can exercise the pedestrian-only street for their businesses as well.

### **Amendment No. 5 to 3.3.10 Street Furnishings**

**Existing:** Bollards should be used to define public plazas and walkways.

**Proposed recommendations:** Movable Bollards or decorative planter pots should be used to define public plazas and walkways.

**Rationale:** If permanent bollards were to be placed to define the pedestrian-only street, the City would not be able to operate large events such as their annual Country Days Parade. The addition of “or decorative planter pots” is an important amendment, because they are typically a more attractive feature and can be moved for large events such as the Country Days Parade. An example of decorative planter pots to define a public plaza can be seen in Figure 13 of Sunset Triangle Plaza.

### **Amendment No. 6 to 3.3.10 Street Furnishings**

**Existing:** Properly placed, bollards can delineate between vehicle and pedestrian zones, creating a safe walking environment.

**Proposed recommendations:** Properly placed, bollards or decorative planter pots can delineate between vehicle and pedestrian zones, creating a safe walking environment.

**Rationale:** High Street is home to the Country Days Parade and it is important that parades and festivals can still operate on High Street. If permanent bollards were to be placed to define the pedestrian-only street, the parade would not be able to happen on High Street anymore. Decorative planter pots are more attractive features and can be moved for large events such as the Country Days Parade. Sunset Triangle Plaza uses planter pots to delineate between the vehicle and pedestrian zones. This can be seen in Figure 123above.

### **Amendment No. 7 to 3.4.1 Traffic Calming**

**Existing:** To assist in attracting customers to the downtown, the traffic speed on High Street needs to be reduced.

**Proposed recommendations:** To assist in attracting customers to the downtown, the traffic speed on High Street **from Bard Street to Spring Road** needs to be reduced.

**Rationale:** The City should explore methods of traffic calming in order to reduce traffic speed, increase safety and make High Street more pedestrian friendly. With the addition of a pedestrian-only street from Moorpark Avenue to Bard Street, it is important that the traffic speed on High Street from Bard Street to Spring Road needs to be reduced to create a safe, pedestrian oriented downtown.

### **Amendment No. 8 to 3.4.1 Traffic Calming**

**Existing:** Bard Street: A pedestrian activated stop light could be considered at the intersection of High and Bard Streets to facilitate pedestrian crossing of High Street. This would provide a safe point of pedestrian and bicycle crossing and would slow traffic on High Street. It would also have the added benefit of increasing merchant visibility as traffic slows or stops for crossing pedestrians.



**Proposed recommendations:** ~~Bard Street: A pedestrian activated stop light could be considered at the intersection of High and Bard Streets to facilitate pedestrian crossing of High Street. This would provide a safe point of pedestrian and bicycle crossing and would slow traffic on High Street. It would also have the added benefit of increasing merchant visibility as traffic slows or stops for crossing pedestrians.~~

**Rationale:** This improvement would not be necessary with the addition of a pedestrian plaza from Moorpark Avenue to Bard Street. The pedestrian-only street will increase merchant visibility as traffic on the east end of High Street has to slow down or stop because a segment of the street would be closed off to vehicular traffic.

### **Amendment No. 9 to 3.4.3 Re-striping of High Street**

**Existing:** Allowance for left turn, right turn and through lanes at the intersections of Walnut and Bard Streets and Spring Road and Moorpark Avenue would have to be made.

**Proposed recommendations:** ~~Allowance for left turn, right turn and through lanes at the intersections of Walnut and Bard Streets and Spring Road and Moorpark Avenue would have to be made.~~

~~At the intersections of Walnut and Bard Streets and Moorpark Avenue would have to be restriped to accommodate a pedestrian plaza on High Street from Moorpark Avenue to Bard Street.~~

**Rationale:** With the addition of the pedestrian-only street from Moorpark Avenue to Bard Street on High Street, left turn, right turn and through lanes would not be plausible at the intersections of Walnut and Bard Streets and Moorpark Avenue. They would need to be restriped to accommodate for the pedestrian-only street.

### **Amendment No. 10 to 3.5 Pedestrian/Bicycle Circulation**

**Existing:** There may be a need to modify the bike lanes to accommodate angle parking for vehicles along High Street.

**Proposed recommendations:** There may be a need to modify the bike lanes to accommodate angle parking for vehicles along High Street **as well as a pedestrian-only plaza.**

**Rationale:** The bike lanes will need to be modified and rerouted to accommodate the pedestrian-only plaza on High Street. Stroget Street in Copenhagen, Denmark does not allow people to bike through the pedestrian-only street. Although Copenhagen is one of the best biking cities in the world, it was important to them that distinguished spaces be created for just pedestrians. This is what should happen on High Street as well to create a place for pedestrians that do not have to worry about an on-coming car or bike in the plaza.

### **Amendment No. 11 to 3.5.2 Pedestrian Walkways**

**Existing:** Opportunities exist for bulbouts, neckdowns and defined pedestrian crosswalks in various locations, that will make pedestrians feel safer and promote walking convenience.

**Proposed recommendations:** Opportunities exist for bulbouts, neckdowns, **a pedestrian plaza on High Street**, and defined pedestrian crosswalks in various locations, that will make pedestrians feel safer and promote walking convenience.

**Rationale:** The addition of a pedestrian-only street would make pedestrians feel safer and promote walking convenience in downtown Moorpark. In Copenhagen, the creation of a pedestrian-only street increased the foot traffic. The street now can hold up to 55,000 people a day. There is an opportunity to add a pedestrian-only street segment to High Street.

### **Amendment No. 12 to 3.8 Parking**

**Existing:** While parking should still be convenient, consideration should be given to High Street as a shopping center or district and allow on-street parking to be counted toward the current Zoning Ordinance standard.

**Proposed recommendations:** While parking should still be convenient, consideration should be given to High Street as a shopping center or district and allow on-street parking from Bard Street to Spring Road to be counted toward the current Zoning Ordinance standard.

**Rationale:** With the creation of a pedestrian-only street on High Street, on-street parking would only be available from Bard Street to Spring Road.

### **Amendment No. 13 to 3.8 Parking**

**Existing:** Care should be taken to require reciprocal access in order to minimize driveway cuts along High Street, provide convenient vehicular access from property to property and to maximize on-street parking.

**Proposed recommendations:** Care should be taken to require reciprocal access in order to minimize driveway cuts along High Street and provide convenient vehicular-pedestrian access from property to property and to maximize on-street parking.

**Rationale:** By creating a pedestrian-only street, vehicular access from property to property would not be possible from Moorpark Avenue to Bard Street on High Street. Instead, by pedestrianizing High Street, it is more important that safe and convenient pedestrian access from property to property is provided. The case studies examined above in this report provide convenient pedestrian access from property to property, and do not have vehicular access on the pedestrian-only street.

### **Amendment No. 14 to 3.8.1 Parking Conditions on High Street and Surrounding Streets**

**Existing:** On-street parking was based upon actual counts of the existing parking on Walnut Street and an estimate of 105 angle parking spaces that would be striped on High Street.



**Proposed recommendations:** On-street parking was based upon actual counts of the existing parking on Walnut Street and an estimate of ~~±05~~ 40 angle parking spaces that would be striped on High Street.

**Rationale:** Since High Street will be closed off to vehicular traffic from Moorpark Avenue to Bard Street for the pedestrian plaza, there will be no parking spaces in this area as well. This would decrease the amount of diagonal on-street parking spaces that can be provided on High Street. The number 40 proposed angle parking spaces available on High Street is calculated from the 2008 High Street Angle Parking Plan Proposed 2 seen in Figure 19 below. This design has the highest amount of potential parking spots from Bard Street to Spring Road.

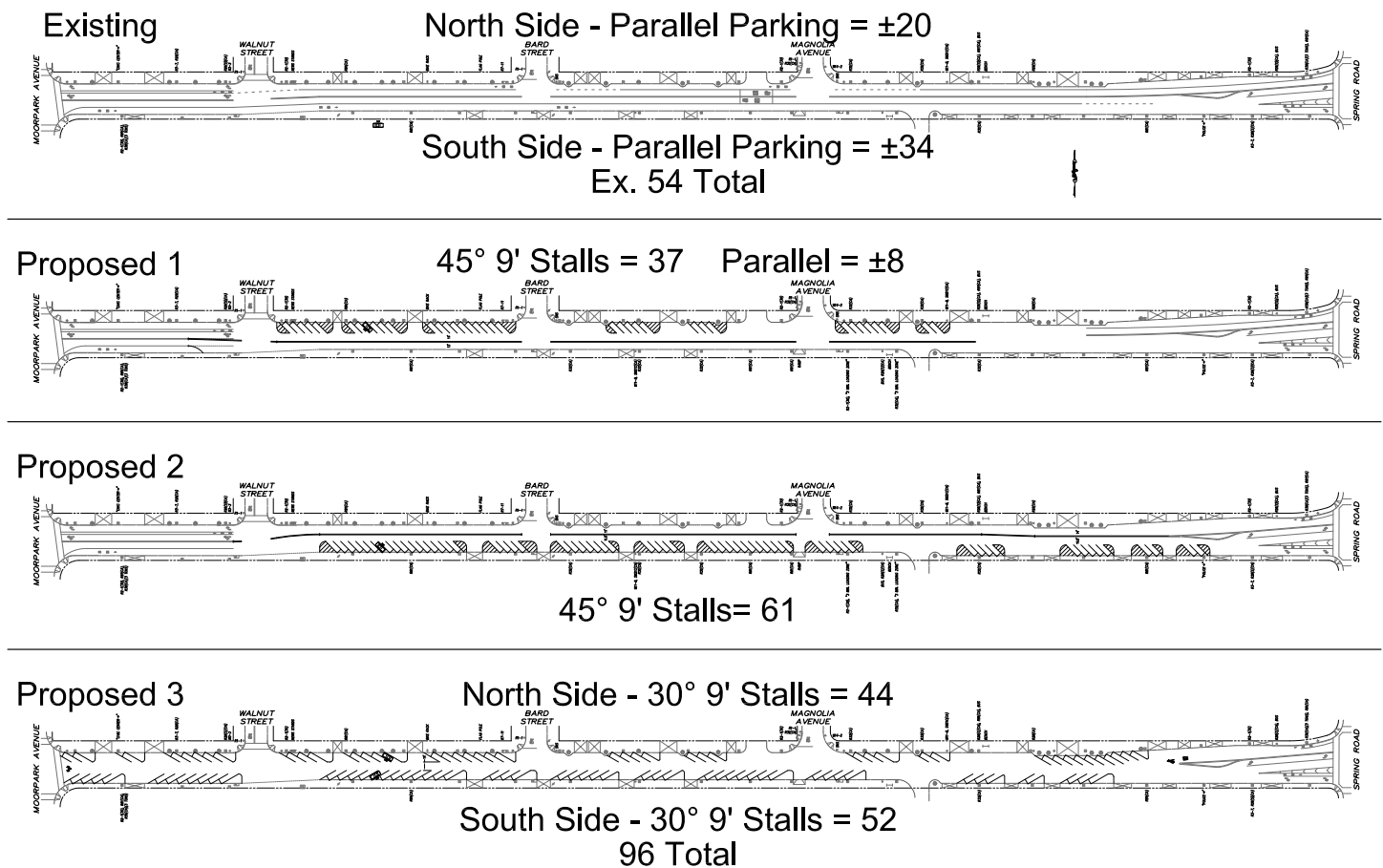


Figure 19: Retrieved from City of Moorpark

## **Amendment No. 15 to 3.8.1 Parking Conditions on High Street and Surrounding Streets**

**Existing:** Approximately 105 diagonal on-street parking spaces can be provided on High Street with an additional 32 parking spaces on Walnut Street for a total of 137 spaces.

**Proposed recommendations:** Approximately ~~105~~ 40 diagonal on-street parking spaces can be provided on High Street with an additional 32 parking spaces on Walnut Street for a total of ~~137~~ 72 spaces.

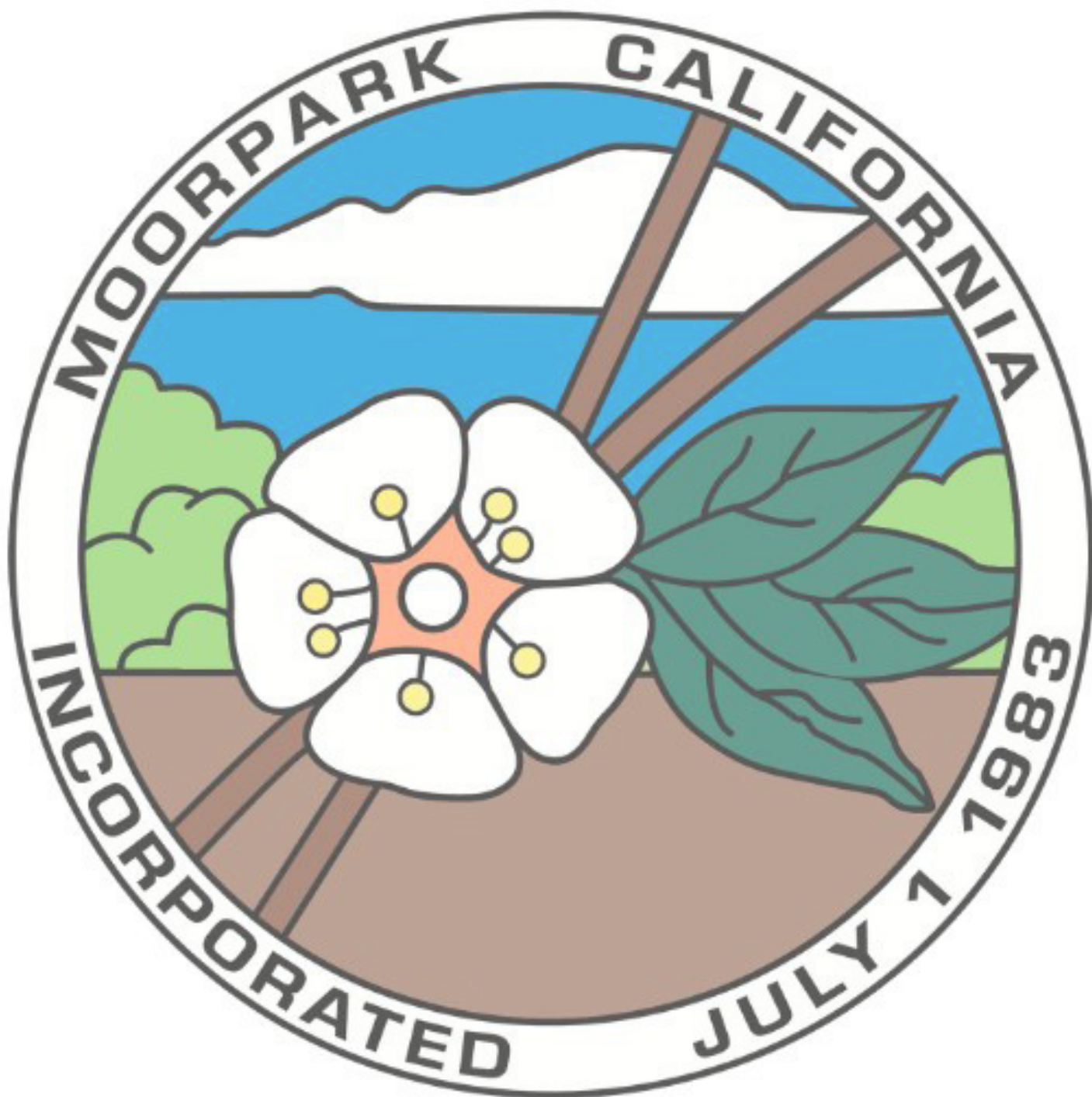
**Rationale:** As stated above for Amendment No. 14, since High Street will be closed off to vehicular traffic from Moorpark Avenue to Bard Street for the pedestrian plaza, there will be no parking spaces along this segment of High Street. This would decrease the amount of diagonal on-street parking spaces that can be provided on High Street. The number 40 proposed angle parking spaces available on High Street is calculated from the 2008 High Street Angle Parking Plan Proposed 2 seen in Figure 19 above.

## **Amendment No. 16 to 3.8.4 Parking Management Plan**

**Existing:** As the High Street and surrounding area builds out, parking demand may increase and parking management may be necessary.

**Proposed recommendations:** As the High Street and surrounding area builds out, parking demand may increase ~~and parking management may be necessary.~~, but increased public transit to the area should help decrease the parking demand while the existing train parking areas provide additional parking opportunities, such as in the evening and on weekends.

**Rationale:** To pedestrianize High Street, a main goal would be to decrease the amount of people driving downtown. By increasing public transit to and from High Street, it will encourage more people to take the bus instead of their individual cars. Therefore, it would decrease the parking demand for people visiting High Street. When Copenhagen, Denmark made a strong pedestrian network throughout the City, people began to use cars less and less within the City center. Moorpark can use this as an example.



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