

Artesia Blvd Traffic Safety and Business Development Plan

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Objectives: Vitalize Artesia Blvd into a safe, comfortable community gathering space for the benefit of the City, and the local residents, and to encourage tax-revenue producing businesses. Emphasize slowing traffic, reducing noise, and creating a more vibrant and pedestrian-friendly business zone — while recognizing that Artesia is a major east-west arterial that must also accommodate vehicle throughput.

I. Goals

- Reduce vehicle speeds and traffic noise
- Improve safety for pedestrians and shoppers
- Enhance the economic and aesthetic appeal of the corridor
- Maintain reasonable traffic flow for regional connectivity

II. Key Focus Areas

Major commercial nodes:

- Artesia & Aviation
- Artesia & Rindge to Slauson
- Artesia & Inglewood

Provide municipal metered parking near major commercial nodes

III. Recommended Interventions

1. Better Isolate the Pedestrian Traffic From Auto Traffic

- Work with developers to extend setbacks to widen distance from traffic..
- Add curb extensions at crosswalks and signaled mid-block pedestrian crossings to calm traffic and increase pedestrian traffic at business locations.
- Add green bulb-outs
- Locations: Near commercial nodes..
- Offset loss of street parking with Metered Municipal Parking .

2. Raised Crosswalks at Key Intersections

- Slow vehicles while prioritizing pedestrian movement.
- Combine with textured or colored pavement for visibility.

3. Reduce Lane Widths

- Reduce traffic lane widths from 12' to 10.5'–11' where feasible.
- Add signaled, mid-block crosswalks with pedestrian refuge islands in the median.

4. Green Infrastructure

- Add narrow street hedges and bioswales along sidewalks where bulbouts aren't feasible..
- Select low-maintenance native species.

5. Noise Reduction

- Use rubberized or quiet pavement materials during resurfacing projects.
- Enforce truck delivery time restrictions to off-peak hours in commercial areas.

6. Time-Based Access or “Slow Zones”

- Pilot “25 MPH commercial zone” signage near commercial nodes.
- Consider timed restrictions on turns or heavy truck access near dense foot traffic (e.g., weekends or evenings).

7. Public Space Activation

- Consider establishing a weekly public market in the green zone at the power line crossing.
- Work with civic organizations to organize weekend open-street events (Dine-Around, Health and Fitness Fair, Kiwanis, etc.) to encourage community gathering which promotes local business.
- Encourage development that provides in-lot open space away from the street. e.g., side entrance, side-patios
- Purchase commercial properties on Artesia to create public art plazas in pedestrian zones.

8. Automated Speed Feedback Signs

- Radar signs that show current vehicle speed, especially at pedestrian crossings or school zones.

9. Signal Improvements

- Re-time signals for slower average vehicle speed but smoother flow.
- Add pedestrian “leading interval” timing at key crossings (gives walkers a head start before cars turn).

10. Coordinate With CALTRANS and Explore Other Funding Opportunities

- South Bay Cities Council of Governments (SBCCOG) for regional grants
- Grants via Metro Safe Streets Pilot Program, Prop 68 and Safe Routes To Schools