



## USReflector™ a Division of eNdoto Offers Traffic-Calming Pedestrian Enhancements for Los Angeles-Broadway StreetScape Initiative

### The Background

A city-wide StreetScape initiative was approved by the Los Angeles City Council to enhance and improve the city's busy downtown neighborhoods. The Broadway Streetscape Master Plan is one of L.A.'s first large-scale examples of a "Complete Streets" project. The plan was to implement numerous pedestrian-oriented, traffic-calming tools for the historic Broadway corridor to provide greater pedestrian comfort and security along one of the city's busiest pedestrian streets, and make Broadway a more enjoyable place to walk, shop, and spend time. This initiative was to be implemented in a multi-phased design plan.

The Los Angeles Department of Transportation (LADOT), working with approved developers began the project with its first phase "dress rehearsal," which included a huge makeover for ever-evolving Broadway. Immediately, this provided some instant breathing room for pedestrians from Third Street to just past Eleventh Street along the busy Downtown thoroughfare. In addition, this phase started limiting car traffic to just three lanes on Broadway and dotted the street with tables, chairs, and planters—intended not only to give people a glimpse of what was to come, but also for LADOT to work out any potential kinks before the whole StreetScape plan became permanent. To achieve this, they sought vendors that could provide cost-efficient solutions and quickly installed materials.

### The Challenge

Trying to limit obstruction to the neighborhoods being renovated, the challenge also included working with a limited budget of approximately \$1.5 million for the first phase, while raising the funds for the permanent master plan that was projected to cost \$5 to \$6 million per block. The phased approach also allowed for the LADOT to work

out any logistical issues, as well as create the prototype for the StreetScape master plan. The objective was to work with experienced pedestrian and traffic safety vendors that provided products and solutions to help calm traffic, attract walkers while also adding to the "make-over" beautification StreetScape.

### The Solution

USReflector™ a division of eNdoto Corp's, traffic safety posts served as the perfect solution for the LADOT StreetScape "dress-rehearsal" phase as well as the permanent Master Plan. The USReflector K-71 posts provided some of the traffic-calming pedestrian enhancements and pedestrian safety solutions needed fulfilling the Los Angeles-Broadway StreetScape initiative. In addition, eNdoto's Lead Engineers worked with the LADOT engineers and architects to meet the StreetScape safety and design parameters. USReflector's flexible post is designed to "give" under impact then automatically re-erects to the vertical position on the curb. They come in a wide array of post colors with reflective film choices, are light-weight, single-piece design, easy installation, maintenance free, and long-lasting. The LADOT chose pure white posts trimmed with white 3M high-intensity reflective film to provide a true "make-over" enhancement that not only provided pedestrian protection from traffic but also worked with the overall StreetScape beautification plan.

USReflector K-71 posts have also been used in other major cities such as New York's Time Square, Las Vegas Casino strip, and other cities to provide similar solutions for cityscape neighborhood beautification, pedestrian enhancements and traffic calming solutions. Similar to Los Angeles, these cities also had positive impacts on area economic development as well as traffic calming and overall pedestrian experience.



US Reflector's K-71 Traffic Safety Posts in white with white reflective film



StreetScape Pedestrian Safety and enhancements

*"The StreetScape plan boldly prioritizes people over vehicles, while providing a showcase for the Downtown L.A. Streetcar and the revitalization of the Historic Broadway Theatre District," stated Councilmember José Huizar. "The StreetScape Master Plan was a success based on many factors including our vendors such as USReflector, who provided the solutions that met our enhancement and safety initiatives perfectly."*

**About eNdoto:** eNdoto prides itself at being the "go-to" source for tailored solutions ensuring traffic and pedestrian safety. Their expertise includes products and systems for roadways and bridges, transit systems, tunnels, waterways and parking lots; for education, cultural and medical facilities; for parks and recreation areas, and for residential and commercial properties, as well as vehicle and equipment lighting. They aim to satisfy the critical and growing demands for green, long-lasting safety and lighting solutions with specially focused, environmentally conscious products and systems. eNdoto Divisions: USReflector \* MDS Barriers \* GEOVISION \* SignalService \* STEPGLOW \* Phalanx \* EveluxUSA\*