

CITY OF SANTA MONICA BERGAMOT AREA PLAN



ADOPTED SEPTEMBER 11, 2013
AMENDED NOVEMBER 2024





City of
Santa Monica®



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Pico Neighborhood Association
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Ocean Park Association
Northeast Neighbors
Santa Monica Conservancy

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Executive Summary

With the opening of the Expo Line light-rail station and the pending consideration of several development projects, the Bergamot Plan area – already a cutting-edge, unique collection of places and activities – will inevitably change. The purpose of the Bergamot Area Plan is to lay out a vision for how the district will be transformed in a way that will benefit the community, and provide a roadmap for how that vision can be achieved.

As Santa Monica's Land Use and Circulation Element, or LUCE, makes clear, almost all of the City's land area – 96%, to be exact -- is built-out and not expected to change during the next 20 years. All change in the City is likely to occur on commercial and industrial land that comprises only 4% of the land area, including the Bergamot Plan area. In order for Santa Monica to achieve the goals for sustainability and prosperity contained in the LUCE, areas such as Bergamot cannot merely change. They must be guided and nurtured to function in a completely different and much more sustainable way.

Beyond providing just for physical change, this Plan





Two new “Conservation Districts” protect the scale and character of the Bergamot Plan area, and provide small, affordable spaces for creative businesses.



The Bergamot art center will continue to be a world-class destination for fine art, and will also serve as a gateway into the Plan area for thousands of daily Expo riders.

also promotes a diversity of uses, creates a lively street environment, protects and extends the creative sector, and assures compatible transitions with adjoining neighborhoods. Above all else, circulation patterns must change to take advantage of the Expo Line station and new internal circulation patterns that promote many different modes of travel, especially walking.

Given the area’s history and current form, it might seem difficult to envision the transformation called for in the Bergamot Area Plan. In fact, however, the Plan area is an ideal location for the Santa Monica community to implement the goals of the Land Use and Circulation Element (LUCE), which forms the basis of the plan, and the federal Sustainable Communities Challenge Grant Program, which provided a large portion of the funding.

A TRANSIT-ORIENTED, CREATIVE ARTS NEIGHBORHOOD

The Bergamot Plan area has always been a distinctive area – a broad-shouldered industrial neighborhood bounded by quiet residential neighborhoods and intersected by two busy connectors, Olympic Boulevard and Stewart Street. Yet even as the area has remained the same physically, it has undergone a fundamental shift in the nature of its commerce and its role in the City’s economy. This is no longer a factory district but, instead, a center of arts and culture activity and the burgeoning creative economy. With the arrival of the Expo Line station, the Plan area’s transition to a modern creative arts and technology center will only

accelerate.

Over the past several years, City planning efforts have engaged community stakeholders and City leadership in a discussion about what the former industrial areas should become over the next twenty years. This Plan is the culmination of those efforts. It seeks to orchestrate the coming change in the Bergamot Plan area in a way that is sensitive to the community and compatible with community goals, while at the same time allowing creative flexibility for businesses and encouraging transformative change in the street-level environment and the circulation patterns in order to implement the LUCE vision.

The Plan seeks to achieve this vision in several ways. It encourages concepts for a mixture of land uses that will activate the neighborhood and minimize the overall need for travel. It creates a framework for urban form, establishing the character of several distinct districts within the Plan area including two conservation districts. It lays out a circulation network capable of transforming the way people get around, with a special focus on walking, connections to the Expo Line, and bicycling. Changes in the road network encourage the automobile to be used only when it is the most appropriate mode of travel. It promotes improvement to the quality of the streets – the predominant existing public space in the area – while adding a new a new network of open space throughout the district. It includes policies to ensure economic sustainability, to emphasize arts and culture, and to promote a variety of types of housing that will accommodate different living arrangements and income levels.

The implementation of the Bergamot Plan vision will be achieved using a combination of private funding and targeted public investment. The Plan extends the LUCE concept of requiring community benefits for higher levels of development. In addition, new development standards contained in the Plan will ensure that new buildings and improvements will have attractive, human scaled, pedestrian-friendly street frontages that will promote pedestrian activity. The standards encourage architecture of new development to build on the industrial character. Finally, because the next twenty years will inevitably bring change in workplace and living paradigms, room for creative flexibility for new development is built into the Plan.

In all these ways, the Bergamot Area Plan represents Santa Monica's most ambitious effort to date in implementing the LUCE by transforming an older, auto-oriented district into a lively, compact, and walkable district in a way that minimizes the need for automobile trips. It also represents Santa Monica's contribution to the national goals laid out in the federal Sustainable Communities Challenge Grant Program, especially the goals of creating more walkable, sustainable neighborhoods that integrate affordable housing into economically successful districts.

PURPOSE OF THE BERGAMOT AREA PLAN

The Bergamot Area Plan will implement the vision and goals described in the LUCE for the two districts described by the LUCE contained within the Plan area boundary: the Bergamot Transit Village district and the Mixed-Use Creative district. The LUCE envisions

a distinct set of uses and purpose for each of these districts, helping to solidify them as uniquely defined areas with distinct character and culture.

The Bergamot Area Plan builds on and refines these concepts and creates two additional districts, the Conservation-Art Center district and the Conservation-Creative Sector district, that will provide space for small-scale creative arts to flourish. The Area Plan will serve as both the policy and regulatory authority for the area. The City's staff and decision-makers will use the plan to guide public works projects such as streets and open space. Property owners and developers will use it to guide their proposals for both new development projects and renovations.

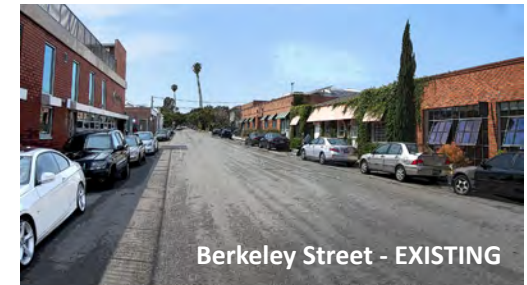
THE CENTRALITY OF THE COMMUNITY'S ROLE IN CREATING THE PLAN

At its core, the Bergamot Area Plan is a plan for the people of Santa Monica - the people who live in the City, the people who work in the City, and the people who visit the City to enjoy all it has to offer. For this reason, the people of Santa Monica - and especially the people who live and work in the Bergamot Plan area and nearby neighborhoods - have been intimately involved in the preparation of this plan.

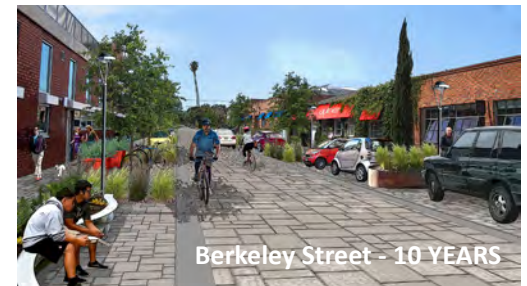
Planning for the Bergamot Plan area began in 2005, with the study of Industrial Lands during the LUCE planning process. The vision for the area was crafted with intimate involvement from a wide variety of community members over six years. The LUCE identified key goals for the two districts designated

10 New Streets!

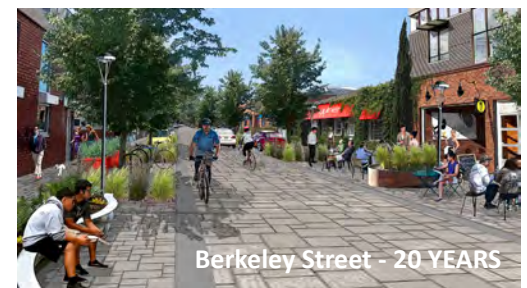
In addition to creating the potential for 10 new streets and 15 pedestrian and bicycle pathways, the Plan provides detail about how to transform existing streets, like Berkeley Street (below), into livable, walkable and attractive public spaces for the entire community.



Berkeley Street - EXISTING



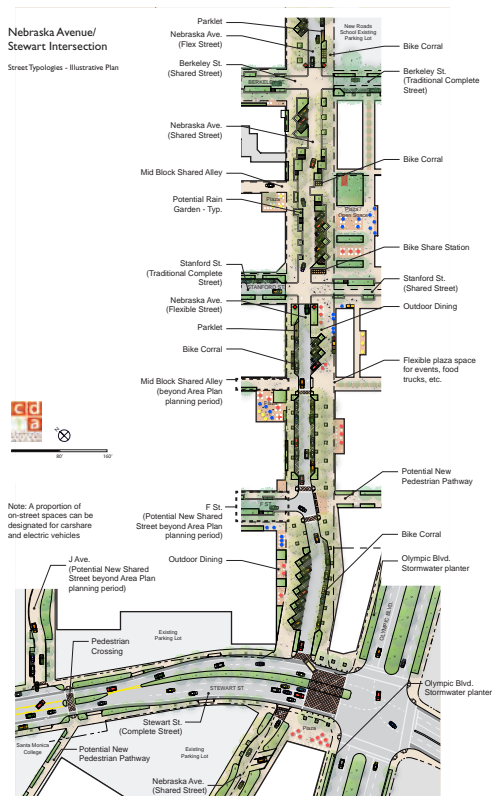
Berkeley Street - 10 YEARS



Berkeley Street - 20 YEARS

Nebraska Avenue: Local-Serving Main Street

A new streetscape for Nebraska Avenue featuring wide sidewalks, rows of verdant street trees, open space and retail shops will create connectivity from the Expo Station to all parts of the Plan area. Nebraska Avenue forms the majority of the Pedestrian Priority Corridor (PPC) overlay.



within the Bergamot Plan area: the Bergamot Transit Village District and the Mixed-Use Creative District.

Using the LUCE as the groundwork, the planning team conducted an outreach program that provided the community with as many ways as possible to participate in the creation of the Bergamot Area Plan. Hundreds of community members attended events that included stakeholder interviews and focus groups, several meetings with the Bergamot Station business community, five community workshops, an on-line survey, public hearings, and Expo Station design charrettes. A project website www.bergamotplan.net has been maintained throughout the process with presentations, reports, and summaries of meetings, and the project e-mail, Bergamotplan@smgov.net has received e-mail comments throughout the process.

All this community involvement yielded four key principles that served as the groundwork for this plan. The four principles are:

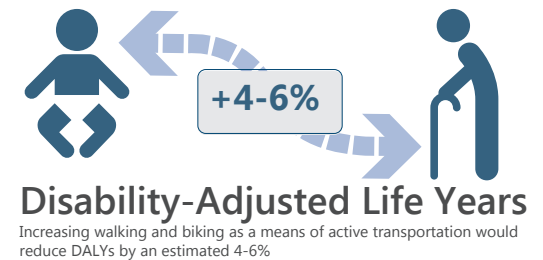
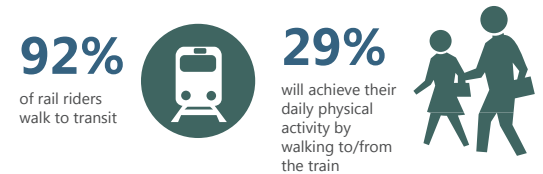
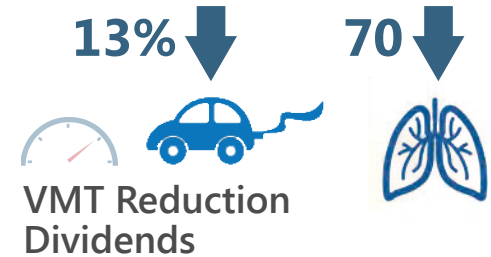
1. A rich mix of uses and activities

By encouraging a rich mix of uses and activities throughout the Bergamot Plan area, the Plan should help create a much more active and vibrant community than exists today. By adding new community spaces and meeting places, the Bergamot Area Plan affords the opportunity to create a rich variety of new activities, including arts activities and activities that can help keep the neighborhood active not only during the workday but in the evening as well.

2. A walkable neighborhood

Active Transportation

Five health metrics related to transportation were evaluated to understand the benefits of the multimodal environment on wellbeing.



The Bergamot Area Plan should ensure pedestrian-scale improvements at the ground-floor level throughout the district in order to help the Bergamot Plan area become more walkable. In order to encourage pedestrian activity, a wide variety of opportunities for ground-floor retail and restaurant uses, all scaled to create a comfortable and safe walking environment should be developed that will help lay the foundation for a pedestrian-oriented internal circulation system.

3. Human-scaled building and environment

An approach to architecture and urban design that helps create human-scaled buildings and environments should be a part of the Area Plan. To this end, such features as 360-degree design – design that considers how the building looks from all angles – as well as variation in building features, ranging from floor-to-ceiling height all the way to differentiation in materials should be included in the Area Plan.

4. A connected neighborhood

The community was clear that a pedestrian environment with many alternative ways of getting around is a high priority. By putting daily errands within walking distance of homes and jobs and connecting the neighborhood through walking, biking, and transit, the Bergamot Area Plan should lay the foundation for a transformational circulation system that no longer relies only on the car but on a wide variety of alternatives for getting around.

PROJECT REVIEW AND APPROVAL

The development review process for new projects in

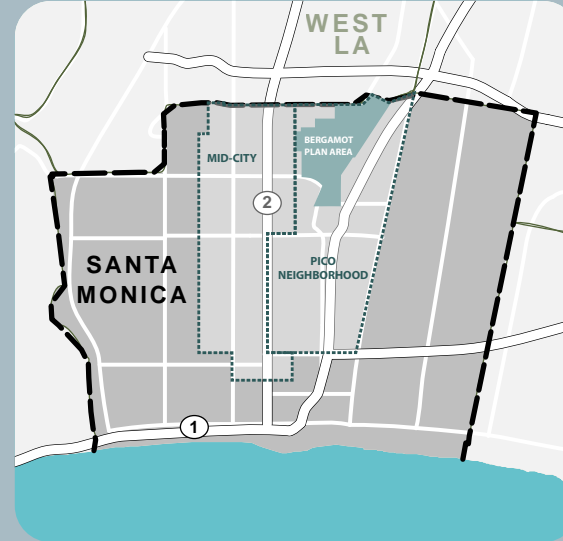
How the Plan Benefits the Pico and Mid-City Neighborhoods

The Bergamot Area Plan actively supports and enhances adjacent neighborhoods through a spectrum of physical, land use and transportation enhancements.



JOBS & HOUSING

- New job opportunities, internships and skills training.
- Range of housing options catering to different income levels, family situations and lifestyles.



QUALITY OF LIFE

- Enhanced landscaping and tree species.
- New open spaces and streetscapes designed for public use.
- New uses and amenities that bring daily services closer to people's homes.



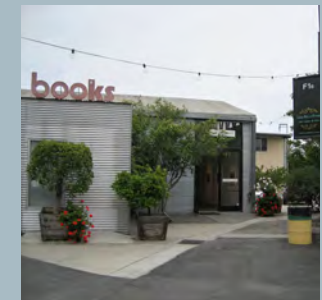
NEIGHBORHOOD SCALE

- Street frontage based standards that set buildings back from the street.
- Development standards that create human-scaled buildings to ensure a vibrant walking environment.



ENHANCED ACCESS TO THE BERGAMOT PLAN AREA

- New pedestrian pathways, bike lanes and streets.
- Transportation Demand Management measures to manage congestion and reduce vehicle trips.
- Parking restrictions to protect neighborhoods from spillover.



PRESERVATION OF CHARACTER

- Regulations and "Transition Zones" that conserve character and scale.
- Design guidelines that direct the use of familiar materials (i.e. brick, metal) in the redevelopment or reuse of buildings.

Key Plan Chapters for Public and Private Projects



Chapter 5 Development Standards and Regulations

This chapter contains standards that supplement and supersede the Zoning Ordinance. Includes allowable land uses and overlays in all districts that reflect a broad variety of envisioned activities. Conservation is encouraged in the CAC and CCS Districts and high-quality new development in other districts is encouraged through mechanisms that allow flexibility, where appropriate, to achieve Plan goals.



Chapter 7 Street Standards and Design Guidelines

This chapter guides the City and developers with specifications for all of the street types referenced above, including an approved palette of carefully selected tree species that will introduce the urban forest into the area. Street types have been determined based on each street's role in the neighborhood and the appropriate speed level.



Chapter 6 Design Guidelines

This chapter begins by setting forth the twelve design objectives for projects in the Plan area. Although they are suggestive, not prescriptive, the Guidelines in this chapter for buildings, parking areas, landscaping and Conservation District projects are very clear about how a project can fulfill Plan objectives and on what grounds the project will be evaluated by City staff, the Planning Commission and the Architectural Review Board as it goes through the permit process.



Chapter 8 Implementation and Monitoring

This chapter outlines a spectrum of financing and funding tools, with recommendations about the first activities that the City will need to take by 2016 to begin encouraging active transportation choices, improving utilization of the existing parking and preparing for the Bergamot Expo Station's opening. The implementation plan is designed to be in constant use, with three phases ranging from the short term of five years, to a longer term of fifteen years.

the Bergamot Plan area includes several key guidance and approvals or recommendations from the Architectural Review Board, Planning Commission, and the City Council. A diagram showing the flow and conditions of the process is displayed in Figure 1.01.

STRUCTURE AND CONTENT OF THE BERGAMOT AREA PLAN

The Bergamot Area Plan is organized to enable the reader to understand the key concepts quickly. Early chapters are concerned with the Plan vision and goals, while later chapters focus on standards, guidelines and implementation. The content of the Plan are organized as follows:

Chapter 1: Introduction and Purpose

Introduces the purpose and background of the Bergamot Area Plan and its relationship to the LUCE, and also describes the planning process, including the community engagement process.

Chapter 2: Setting the Stage

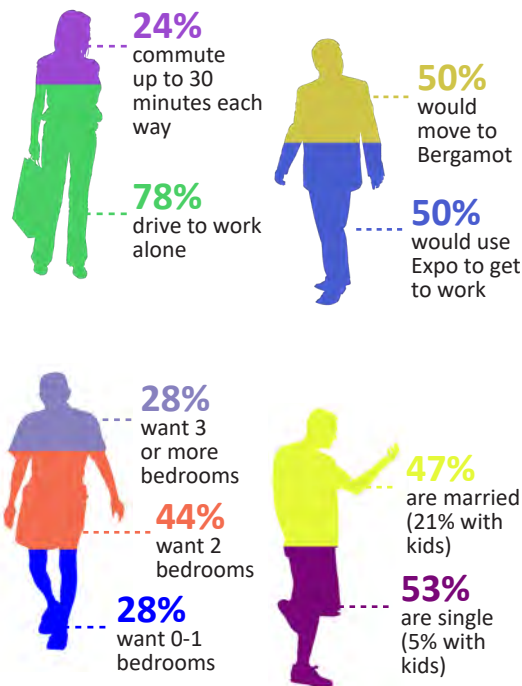
Discusses the setting of the Bergamot Plan area, provides a brief historic context and discusses land uses, urban form, mobility, parking, and economics existing at the time of the Plan's preparation and summarizes critical issues and opportunities that inform the Plan's goals and policies.

Chapter 3: Vision and Guiding Principles

Presents the underlying themes for the Bergamot Area Plan that will guide the evolution of the area into the future.

Courting Creativity: Demographics of a Diverse and Healthy Workforce

A survey completed by Bergamot Plan area employees indicated a keen interest in new uses and transportation options. Hoping to reverse several trends, like lengthy commute times, Bergamot employees were optimistic about using the Expo, and potentially relocating their homes closer to work.

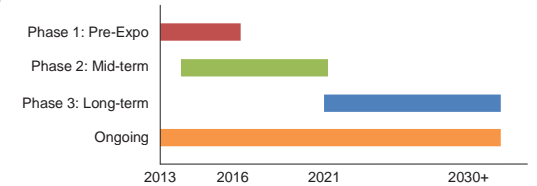


Chapter 4: Core Components

The Bergamot Area Plan’s key strategies, goals and policies are presented in six sections covering the following:

- A. Urban Form, Open Space and Street Network**
Guides the location, scale, intensity and character of buildings, provides strategies for creating effective open spaces, and describes street improvements that will increase pedestrian, bicycle and transit accessibility.
- B. Land Use**
Defines the distinct character of the four Bergamot Plan area districts and their respective mix and intensity of land uses.
- C. Circulation and Mobility**
Includes strategies for creating a walkable and transit-oriented neighborhood that capitalize on connections to existing regional circulation networks within and around the Bergamot Plan area.
- D. Arts and Culture**
Outlines the importance of the existing creative arts focus for the Bergamot Plan area and provides strategies for maintaining and extending this focus.
- E. Economic Sustainability**
Describes strategies for maintaining the existing concentration of creative enterprise businesses, and for connecting jobs to local residents.
- F. Utility Infrastructure**
Examines existing utilities in the Bergamot

A Phased Approach



Implementation will occur over an extended period of time. Critical improvements are identified for the near-term, while new infrastructure and streetscapes will happen as opportunities arise.

A Model of Sustainability

Through its comprehensive policies, this Plan meets the economic, environmental and social goals of the *Sustainable City Plan*, and specifically addresses climate change through integrating land use and transportation and moving the City forward towards net zero energy use. This Plan also represents Santa Monica’s contribution to the federal Sustainable Communities Challenge Program, which substantially funded this effort.



A District-Wide Approach to Manage and Reduce Vehicle Trips

With the opening of the Expo Line light-rail station and the pending consideration of several development projects, the Bergamot Plan area – already a cutting-edge, unique collection of places and activities – will inevitably change. The purpose of the Bergamot Area Plan is to lay out a vision



Vehicle Parking Duties:

Manage shared parking spaces, control and adjust parking pricing and provide real-time information about location and availability of parking spaces.



Bike Parking Duties:

Manage district-wide bicycle parking and a new Bike Center at Bergamot Art Center.



Trip Reduction Duties:

Monitor AVR of TMA Members, provide subsidized transit services and assistance and host events to broadcast programs and services. Funding for the TMA's operational needs and diverse programs needs to be identified through a variety of funding sources.

Plan area and the strategies for implementing improvements necessary for realizing the Plan's vision.

Chapter 5: Development Standards and Guidelines

Defines the standards regulating new site and building development to ensure that all proposed development supports the goals and vision of the Plan. Standards cover topics including intensity, building height, and open space.

Chapter 6: Design Guidelines

Presents the guidelines for guiding the evolution of the Bergamot Plan area into a three dimensional network of vibrant and active public spaces fronted by high quality architecture.

Chapter 7: Streetscape Standards and Guidelines

Includes standards and guidelines for new streets and renovations of existing streets into a walkable, sustainable network.

Chapter 8: Implementing the Plan

Outlines the strategies for funding and financing the implementation of the Bergamot Area Plan.

Establishing a Higher Standard in Urban Sustainability through New Projects and Adaptive Reuse/Conservation

Through the Plan's regulatory measures and a comprehensive policy framework that includes conservation of existing buildings and compatible infill, the concept of urban sustainability is elevated to new heights. Beyond allowing a broad mix of inter-related uses, including housing and commercial, to create an urban neighborhood that is walkable and reduces Vehicle Miles Travelled (VMT), this Plan also requires developers and property owners to introduce the urban forest within new open spaces and streets, and to create green buildings that use less resources or even generate power to meet some or all of their own needs.



Throughout this document, you will see the components that contribute to the area's sustainability:

- 1 A sustainable neighborhood with a mix of commercial, retail, market-rate and affordable housing
(See Land Use Policies and Affordable Housing policies)
- 2 Strategies for projects to reduce greenhouse gas emissions by reducing vehicle miles travelled
(See Circulation and Mobility Policies)
- 3 Guidance for projects to contribute to a compact, walkable mixed-use urban environment
(See Land Use and Economic Development Policies)
- 4 Direction to excel in green building design
(See Urban Form and Land Use policies and Design Guidelines)
- 5 Incentives for preservation and conservation of existing buildings
(See Land Use policies and Conservation District standards)
- 6 Requirements for greening streets and open spaces for shade and heat island reduction
(See Urban Form and Street Network policies and Urban Design Guidelines)
- 7 Alternative energy production, such as solar panel installation, will be required for some projects
(See Development Standards, B14)



A higher standard for the inclusion of bicycle facilities, like bikeshare docking stations, is emphasized. Additional facilities such as long-term bike parking rooms, bike lanes and street markings, and a new Bike Center are also planned.



To increase mobility for people of all ages, the pedestrian environment will be enhanced through miles of new sidewalks, six new crosswalks and improvements to existing intersections.



INTRODUCTION

1

Introduction

With the opening of the Expo Line light-rail station and the pending consideration of several development projects, the Bergamot Plan area – already a cutting-edge, unique collection of places and activities – will inevitably change. The purpose of the Bergamot Area Plan is to lay out a vision for how the district will be transformed in a way that will benefit the community, and provide a roadmap for how that vision can be achieved.

As Santa Monica's Land Use and Circulation Element, or LUCE, makes clear, almost all of the City's land area – 96%, to be exact -- is built-out and not expected to change during the next 20 years. All change in the City is likely to occur on commercial and industrial land that comprises only 4% of the land area, including the Bergamot Plan area. In order for Santa Monica to achieve the goals for sustainability and prosperity contained in the LUCE, areas such as Bergamot cannot merely change. They must be guided and nurtured



to function in a completely different and much more sustainable way.

Beyond providing just for physical change, this Plan also promotes a diversity of uses, creates a lively street environment, protects and extends the creative sector, and assures compatible transitions with adjoining neighborhoods. Above all else, circulation patterns must change to take advantage of the Expo Line station and new internal circulation patterns that promote many different modes of travel, especially walking.

Given the area's history and current form, it might seem difficult to envision the transformation called for in the Bergamot Area Plan. In fact, however, the Plan area is an ideal location for the Santa Monica community to implement the goals of the Land Use



Location of the Bergamot Plan area within the City of Santa Monica.

and Circulation Element (LUCE), which forms the basis of the plan, and the federal Sustainable Communities Challenge Grant Program, which provided a large portion of the funding.

A. A TRANSIT-ORIENTED, CREATIVE ARTS NEIGHBORHOOD

The Bergamot Plan area has always been a distinctive area – a broad-shouldered industrial neighborhood bounded by quiet residential neighborhoods and intersected by two busy connectors, Olympic Boulevard and Stewart Street. Yet even as the area has remained the same physically, it has undergone a fundamental shift in the nature of its commerce and its role in the City's economy. This is no longer a factory district but, instead, a center of arts and culture activity and the burgeoning creative economy. With the arrival of the Expo Line station, the Plan area's transition to a modern creative arts and technology center will only accelerate.

Over the past several years, City planning efforts have engaged community stakeholders and City leadership in a discussion about what the former industrial areas should become over the next twenty years. This Plan is the culmination of those efforts. It seeks to orchestrate the coming change in the Bergamot Plan area in a way that is sensitive to the community and compatible with community goals, while at the same time allowing creative flexibility for businesses and encouraging transformative change in the street-level environment and the circulation patterns in order to

implement the LUCE vision.

The Plan seeks to achieve this vision in several ways. It encourages concepts for a mixture of land uses that will activate the neighborhood and minimize the overall need for travel. It creates a framework for urban form, establishing the character of several distinct districts within the Plan area including two conservation districts. It lays out a circulation network capable of transforming the way people get around, with a special focus on walking, connections to the Expo Line, and bicycling. Changes in the road network encourage the automobile to be used only when it is the most appropriate mode of travel. It promotes improvement to the quality of the streets – the predominant existing public space in the area – while adding a new a new network of open space throughout the district. It includes policies to ensure economic sustainability, to emphasize arts and culture, and to promote a variety of types of housing that will accommodate different living arrangements and income levels.

The implementation of the Bergamot Plan vision will be achieved using a combination of private funding and targeted public investment. The Plan extends the LUCE concept of requiring community benefits for higher levels of development. In addition, new development

standards contained in the Plan will ensure that new buildings and improvements will have attractive, human scaled, pedestrian-friendly street frontages that will promote pedestrian activity. The standards encourage architecture of new development to build on the industrial character. Finally, because the next twenty years will inevitably bring change in workplace and living paradigms, room for creative flexibility for new development is built into the Plan.

In all these ways, the Bergamot Area Plan represents Santa Monica’s most ambitious effort to date in

implementing the LUCE by transforming an older, auto-oriented district into a lively, compact, and walkable district in a way that minimizes the need for automobile trips. It also represents Santa Monica’s contribution to the national goals laid out in the federal Sustainable Communities Challenge Grant Program, especially the goals of creating more walkable, sustainable neighborhoods that integrate affordable housing into economically successful districts.



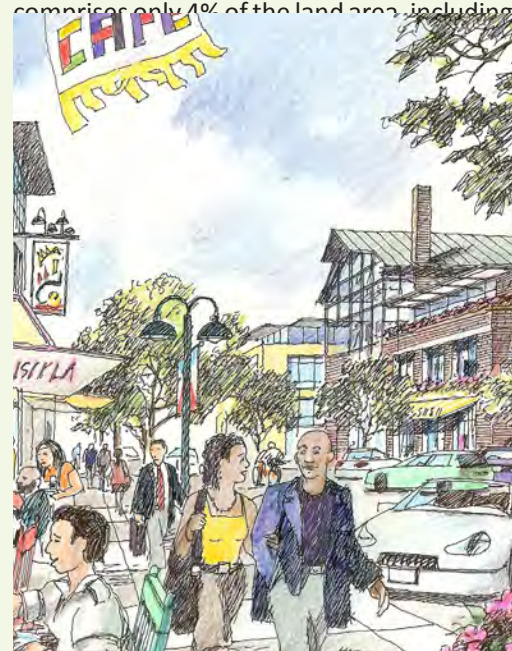
The Bergamot Plan area will be a transit-oriented and complete neighborhood.

The LUCE and the Bergamot Area Plan

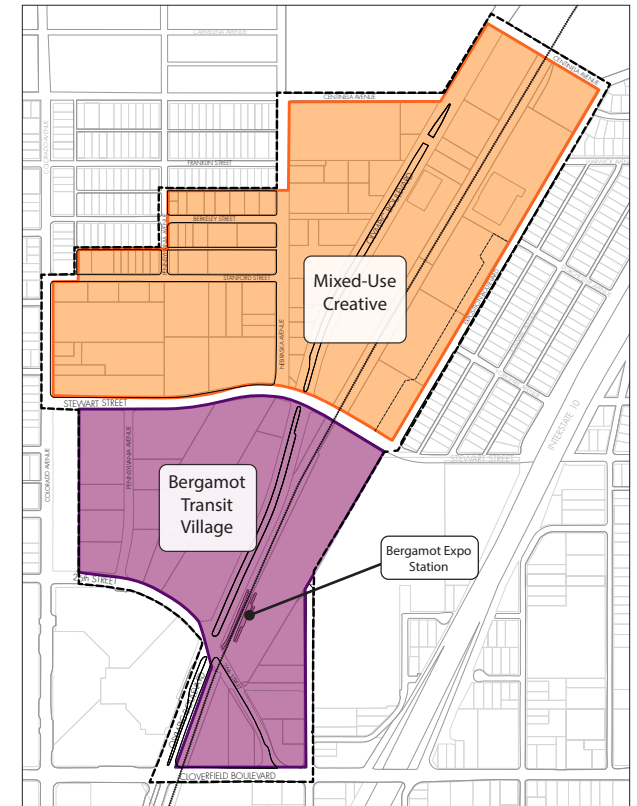
With the opening of the Expo Line light-rail station and the pending consideration of several development projects, the Bergamot Plan area – already a cutting-edge, unique collection of places and activities – will inevitably change. The purpose of the Bergamot Area Plan is to lay out a vision for how the district will be transformed in a way that will benefit the community, and provide a roadmap for how that vision can be achieved.

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the next 20 years. All change in the City is likely to occur on commercial and industrial land that comprises only 4% of the land area, including the



area and as a result, the Bergamot Plan area will be a transit-oriented and complete neighborhood. This is a vision for how the district will be transformed in a way that will benefit the community, and provide a roadmap for how that vision can be achieved.



The Bergamot Plan area’s boundaries with existing LUCE district designations.



Please join the City of Santa Monica for a **COMMUNITY WORKSHOP** where you can help design a district-wide concept that merges previous community input to transition the former industrial areas into a creative and sustainable mixed-use destination.

BERGAMOT Designing the Districts

Monday, April 23rd Open House: 6:00-7:00 PM
Civic Center, East Wing Workshop: 7:00-9:00 PM
1855 Main Street, Santa Monica




Please Join the City of Santa Monica for the initial **Community Workshop** on guiding the evolution of the Bergamot Transit Village and Bergamot Art Center

BERGAMOT Transit Village

Thursday, February 17th at 6:30 pm
Pier 59 Studios
2415 Michigan Avenue, Bergamot Station





Please Join the City of Santa Monica for a **Community Workshop** to explore new opportunities for expanding the City's creative economy, and to chart a sustainable future for the Bergamot Station Art Center

BERGAMOT and the Creative Economy

Wednesday, July 13th at 6:30 pm
Pier 59 Studios
2415 Michigan Avenue, Bergamot Station




Please join the City of Santa Monica for a **COMMUNITY WORKSHOP** to discuss approaches for preserving and enhancing Bergamot Station as a unique and sustainable art center and community place.

BERGAMOT Art Center

Wednesday, December 7th at 6:30 pm
Lincoln Middle School Cafeteria
1501 California Avenue, Santa Monica





COMMUNITY WORKSHOP to build upon previous concepts and public discussion for prioritizing and achieving local community benefits in the Bergamot Transit Village and Mixed-Use Creative Districts.

BERGAMOT Community Benefits

Tuesday, February 7th 7:00-9:00 PM
Virginia Avenue Park, Thelma Tany Building
2200 Virginia Avenue, Santa Monica




The City sought input from the community in five workshops during the Bergamot Plan process. Additional outreach was conducted in focus groups, one-on-one interviews, survey, stakeholder meetings and public hearings on a variety of subjects.

B. PURPOSE OF THE BERGAMOT AREA PLAN

The Bergamot Area Plan will implement the vision and goals described in the LUCE for the two districts described by the LUCE contained within the Plan area boundary: the Bergamot Transit Village district and the Mixed-Use Creative district. The LUCE envisions a distinct set of uses and purpose for each of these districts, helping to solidify them as uniquely defined areas with distinct character and culture.

The Bergamot Area Plan builds on and refines these concepts and creates two additional districts, the Conservation-Art Center district and the Conservation-Creative Sector district, that will provide space for small-scale creative arts to flourish. The Area Plan will serve as both the policy and regulatory authority for the area. The City's staff and decision-makers will use the plan to guide public works projects such as streets and open space. Property owners and developers will use it to guide their proposals for both new development projects and renovations.

C. THE CENTRALITY OF THE COMMUNITY'S ROLE IN CREATING THE PLAN

At its core, the Bergamot Area Plan is a plan for the people of Santa Monica - the people who live in the City, the people who work in the City, and the people who visit the City to enjoy all it has to offer. For this reason, the people of Santa Monica - and especially

the people who live and work in the Bergamot Plan area and nearby neighborhoods - have been intimately involved in the preparation of this plan.

Planning for the Bergamot Plan area began in 2005, with the study of Industrial Lands during the LUCE planning process. The vision for the area was crafted with intimate involvement from a wide variety of community members over six years. The LUCE identified key goals for the two districts designated within the Bergamot Plan area: the Bergamot Transit Village District and the Mixed-Use Creative District.

Using the LUCE as the groundwork, the planning team conducted an outreach program that provided the community with as many ways as possible to participate in the creation of the Bergamot Area Plan. Hundreds of community members attended events that included stakeholder interviews and focus groups, several meetings with the Bergamot Station business community, five community workshops, an on-line survey, public hearings, and Expo Station design charrettes. A project website www.bergamotplan.net has been maintained throughout the process with presentations, reports, and summaries of meetings, and the project e-mail, Bergamotplan@smgov.net has received e-mail comments throughout the process.

All this community involvement yielded four key principles that served as the groundwork for this plan. The four principles are:

1. A rich mix of uses and activities

By encouraging a rich mix of uses and activities throughout the Bergamot Plan area, the Plan should help create a much more active and vibrant community than exists today. By adding new community spaces and meeting places, the Bergamot Area Plan affords the opportunity to create a rich variety of new activities, including arts activities and activities that can help keep the neighborhood active not only during the workday but in the evening as well.

2. A walkable neighborhood

The Bergamot Area Plan should ensure pedestrian-scale improvements at the ground-floor level throughout the district in order to help the Bergamot Plan area become more walkable. In order to encourage pedestrian activity, a wide variety of opportunities for ground-floor retail and restaurant uses, all scaled to create a comfortable and safe walking environment should be developed that will help lay the foundation for a pedestrian-oriented internal circulation system.

3. Human-scaled building and environment

An approach to architecture and urban design that helps create human-scaled buildings and environments should be a part of the Area Plan. To this end, such features as 360-degree design – design that considers how the building looks from all angles – as well as variation in building features, ranging from

floor-to-ceiling height all the way to differentiation in materials should be included in the Area Plan.

4. A connected neighborhood

The community was clear that a pedestrian environment with many alternative ways of getting around is a high priority. By putting daily errands within walking distance of homes and jobs and connecting the neighborhood through walking, biking, and transit, the Bergamot Area Plan should lay the foundation for a transformational circulation system that no longer relies only on the car but on a wide variety of alternatives for getting around.

D. PROJECT REVIEW AND APPROVAL

The development review process for new projects in the Bergamot Plan area includes several key guidance and approvals or recommendations from the Architectural Review Board, Planning Commission, and the City Council. A diagram showing the flow and conditions of the process is displayed in Figure 1.01.

E. STRUCTURE AND CONTENT OF THE BERGAMOT AREA PLAN

The Bergamot Area Plan is organized to enable the reader to understand the key concepts quickly. Early

chapters are concerned with the Plan vision and goals, while later chapters focus on standards, guidelines and implementation. The content of the Plan are organized as follows:

Chapter 1: Introduction and Purpose

Introduces the purpose and background of the Bergamot Area Plan and its relationship to the LUCE, and also describes the planning process, including the community engagement process.

Chapter 2: Setting the Stage

Discusses the setting of the Bergamot Plan area, provides a brief historic context and discusses land uses, urban form, mobility, parking, and economics existing at the time of the Plan's preparation and summarizes critical issues and opportunities that inform the Plan's goals and policies.

Chapter 3: Vision and Guiding Principles

Presents the underlying themes for the Bergamot Area Plan that will guide the evolution of the area into the future.

Chapter 4: Core Components

The Bergamot Area Plan's key strategies, goals and policies are presented in six sections covering the following:

A. Urban Form, Open Space and Street Network

Guides the location, scale, intensity and character of buildings, provides strategies for

creating effective open spaces, and describes street improvements that will increase pedestrian, bicycle and transit accessibility.

B. Land Use

Defines the distinct character of the four Bergamot Plan area districts and their respective mix and intensity of land uses.

C. Circulation and Mobility

Includes strategies for creating a walkable and transit-oriented neighborhood that capitalize on connections to existing regional circulation networks within and around the Bergamot Plan area.

D. Arts and Culture

Outlines the importance of the existing creative arts focus for the Bergamot Plan area and provides strategies for maintaining and extending this focus.

E. Economic Sustainability

Describes strategies for maintaining the existing concentration of creative enterprise businesses, and for connecting jobs to local residents.

F. Utility Infrastructure

Examines existing utilities in the Bergamot Plan area and the strategies for implementing improvements necessary for realizing the Plan's vision.

Chapter 5: Development Standards and Guidelines



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SETTING THE STAGE

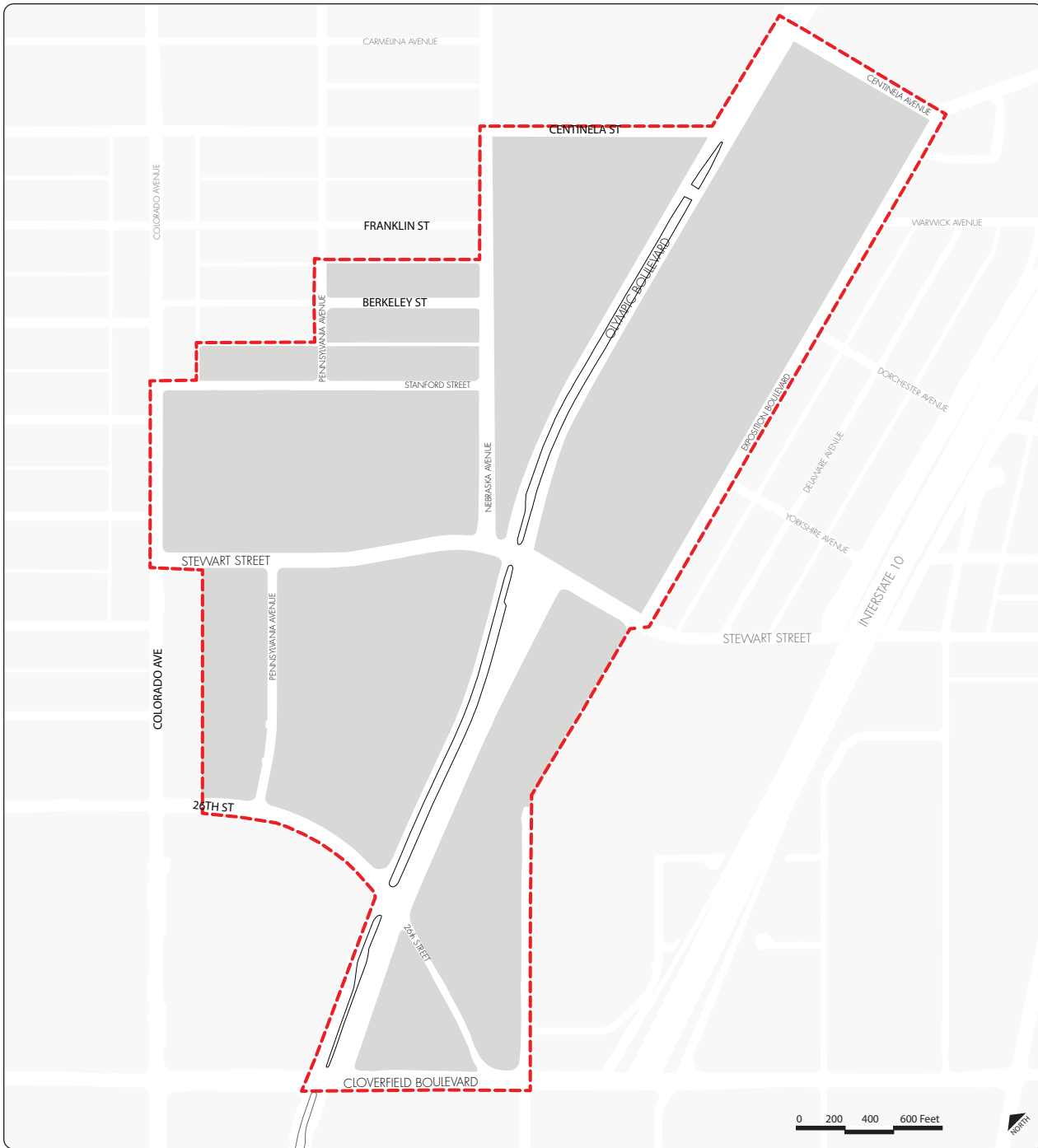
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Setting the Stage

The Bergamot Plan area was identified in the Land Use and Circulation Element (LUCE) as an ideal location to implement the vision of a balanced community with activities and mobility options for a wide range of people. It is a walkable size, and has a variety of businesses with a large number of employees, a few civic institutions, and residences around its periphery. It has areas of intense activity – the Bergamot art center as well as concentrated employment areas – in a relatively low-rise setting. And soon it will be forever changed by the arrival of the Exposition Light Rail at Bergamot Station. The completed Expo line will connect Santa Monica’s three stations (Downtown, Memorial Park, and Bergamot Station) with a transit route that not only connects to nearby West Los Angeles, Culver City, and Downtown Los Angeles, but to a larger regional network of urban and commuter rail lines that extend into five surrounding counties (see Figure 2.01).



The buildings in the Bergamot Plan area reflect a period of the city’s early history when manufacturing and industry provided economic strength and fortitude during uncertain times. Today, many of these buildings remain, but have been repurposed for a new generation of uses.



A. REGIONAL AND LOCAL SETTING

Santa Monica is a beachfront community on the western edge of the Los Angeles basin, with a population just under 90,000 residents in the 2010 census. With the Pacific Ocean directly to the west, the remaining three sides of the City are bounded entirely by the Los Angeles neighborhoods of Venice, Mar Vista, West LA, Brentwood, and Pacific Palisades. Downtown Los Angeles is 14 miles to the east.

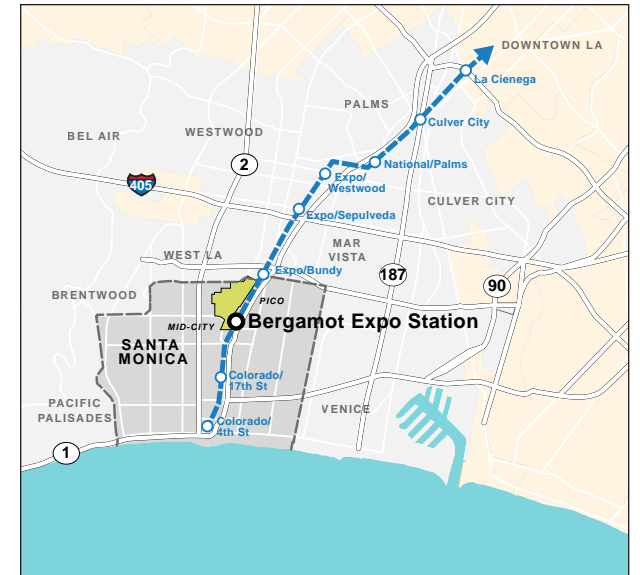


Figure 2.01
Regional Context

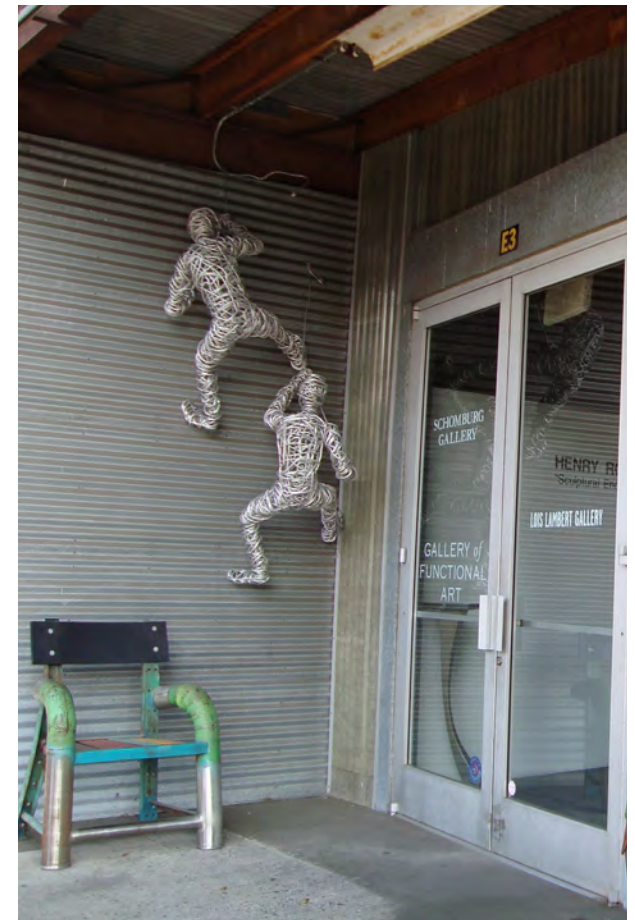
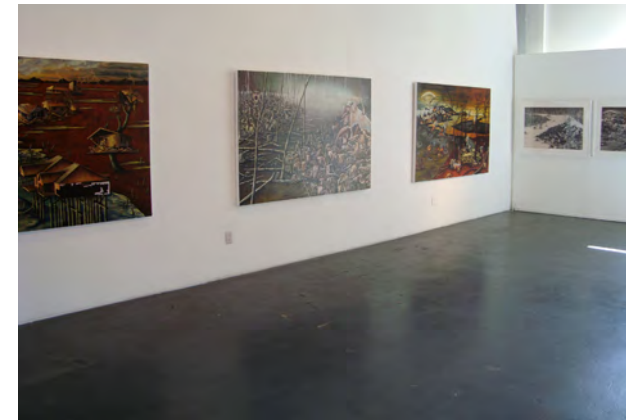
Figure 2.02
Bergamot Plan Area

Despite containing an area of only 8.3 square miles, the City possesses an abundance of distinct neighborhoods that provide unique mixtures of land uses, urban form, landscaping, and architecture. The Bergamot Plan area occupies an approximately 155 acre inland industrial portion of the City nestled between the Mid-City and Pico neighborhoods in Santa Monica and a residential West Los Angeles neighborhood, which also includes a large utility site, to the east across Centinela Avenue (see Figure 2.02).

The Mid-City neighborhood is made up of a sizeable number of mid-20th century apartment buildings sharing leafy streets with older bungalows and duplexes. North of these residences are the medical campuses of Santa Monica-UCLA and St. John's Health Center. Mid-City has retail services along its three major boulevards, Santa Monica, Broadway and Wilshire, but these are primarily auto-oriented. Its primary parks are Douglas Park on its northern edge and Memorial Park on its western edge, although there are a variety of smaller pocket parks and community gardens that serve the area. The few pedestrian-oriented retail zones within this neighborhood are not located near the Bergamot Plan area.

The Pico neighborhood has a rich cultural tradition that draws from its diverse ethnic demographic. The Pico neighborhood has a number of amenities including Virginia Avenue and Stewart Parks, a new library under construction and Santa Monica College. It also has challenges including many families that struggle financially amidst rising housing costs, and the amount of infrastructure located in and around the neighborhood. One example of this is the I-10 freeway, whose construction divided the neighborhood streets and removed many homes more than half a century ago. The Pico neighborhood could benefit from better connectivity for pedestrians and bicyclists to neighborhood serving retail, transit, and jobs.

The Bergamot Plan area itself occupies a historically industrial region in the northeastern portion of Santa Monica that is developing into an important center for the creative and entertainment sectors within the Los Angeles region. Existing buildings and street patterns allude to the manufacturing and shipping uses that the area was known for in the early to mid-20th Century, while uses and inhabitants of these buildings now include a wide variety of creative arts and design professions. This blending of the industrial and creative sectors, fused with the arrival of the Bergamot Expo Station informs the vision and goals contained in this plan.



Gallery spaces in the Bergamot art center.



The Santa Monica "Air Line" during its operational years.



Shipping and manufacturing areas at Bergamot Station.



Small-scale industrial uses along Nebraska Avenue.

B. HISTORIC SETTING¹ – FROM LIMA BEANS TO INDUSTRIAL STRENGTH

The Plan area's industrial character began to take shape in 1875, when the first steam trains came through, but grew as the town expanded through the twentieth century. Research performed by City consultants and available Sanborn maps indicate that development along Colorado Avenue during the late 19th and early 20th centuries was haphazard – partly residential and partly industrial along the tracks.

Lima bean farming was one of the largest agricultural industries in Santa Monica in the late 1800's, occupying much of the Plan area. Santa Monica won a silver medal at the World's Fair for the City's lima bean exhibit in 1904. The advent of the electrified railroad in the early twentieth century brought development of a number of prominent industrial factories and warehouses, which were constructed adjacent to the Southern Pacific Railroad tracks, taking advantage of available land and rail transportation. These businesses provided products and services necessary to sustain a developing city, such as lumber yards, laundries, utility plants, and agriculture. In 1904, the Simons Brick Company established a factory for the manufacture of pottery, brick, tile, and clay shingles alongside the Southern-Pacific tracks and adjacent to the Sunset Brick and Tile Manufacturing Company.

To aid in the City's industrial expansion and development, the Santa Monica Chamber of Commerce worked with civic and commercial organizations during the 1920's to bring more industries to Santa Monica like the large Gladding McBean ceramics plant. When Gladding McBean announced closure of its Santa Monica plant in the early 1950's, the property, which consisted of most of what is now the Bergamot Transit Village, was purchased by industrial developer John M. Stahl. He began plans for a large industrial park in 1954 and by June, 1957, the \$50,000,000 John M. Stahl Electronics Center was completed. Its tenants included the Burton Manufacturing Company (50,000 square feet); Rand Corporation systems engineering group at 2500 Colorado Avenue; Rand Computer Building at 2502 Colorado Avenue (37,000 square feet); Rand Corporation Research and Development at 2400 Colorado Avenue (136,000 square feet); and the Paper Mate Manufacturing Company (110,000 square feet).

Meanwhile, the expansive parcel between Nebraska Avenue and Olympic Boulevard was largely unimproved prior to 1946, when several vernacular industrial buildings were erected in the newly subdivided property. Today, four architecturally unified buildings from this era remain - one-story industrial buildings characterized by brick construction with prominent mortar lines, raised piers, and Late Moderne detailing.

¹Sources include PCR Services, Preliminary Historic Assessment: 1681 26th Street, June 3, 2009; PCR Services, Preliminary Historic Assessment & Memorandum, 3030 Nebraska, January 2, 2008/ February 4, 2008

Also in 1946, John Drescher purchased several parcels between Nebraska Avenue and Olympic Boulevard. He developed two parcels with industrial buildings – the very large property with an 1810 Berkeley Street address in 1946, and the adjacent 3060 Nebraska Avenue parcel in 1953. Starting in 1972, with the founding of SCI-Arc at Drescher’s 3060 Nebraska Avenue building, his industrial properties became associated with a bohemian arts community informally known as “Drescherville” with frontage on Nebraska Avenue, Berkeley Street, and Olympic Boulevard. Artists, designers, technology innovators, and architects looking for reasonable industrial space to turn into offices and lofts continued colonizing the plan area, and over the past 40 years, the area has transitioned from manufacturing and shipping uses to technology and creative industries.

While the area maintains the industrial character of its railroad and manufacturing past on the outside the interiors of these structures possess light-filled, creative designs, making them highly sought-after, creative office spaces. Commercial real estate brokers report that the Bergamot Plan area is among the strongest locations for creative office in the region, due to its stock of converted industrial buildings, convenient location, easy access to freeways and existing concentration of entertainment and technology industries.

Bergamot Station: from Industry to Artistry

The name “Bergamot Station” is a reference to the native bergamot flower (*Monarda fistulosa*) that once flourished in the area. This name dates back to 1875, when the area was a train stop and car-storage area on the steam-powered Los Angeles and Independence Railroad from Santa Monica to Downtown Los Angeles. Bergamot Station continued to be a stop on the Santa Monica Air Line, an electric railway system opened in 1909 and run by Pacific Electric. With the then sparse population along much of the route, it was used primarily for freight trains. Even in 1924 service on the Air Line was limited, with passenger cars running only during rush hours. At that point, most passengers travelled to Santa Monica on a different rail line, which ran primarily down Santa Monica Boulevard.

Passenger service on the Air Line was completely discontinued on September 30, 1953; however, freight service remained. Because the Air line route was also connected to the Santa Monica Boulevard line via tracks on Sepulveda Boulevard, it was the only way for freight

trains to reach warehouses in West Los Angeles, Beverly Hills and Hollywood. Nevertheless, as the overall use of rail for transporting freight gradually declined, the tracks along Santa Monica and Sepulveda Boulevards were removed and service became sparse. The final freight run was to Fisher Lumber in Santa Monica in 1987.

The property purchased by the City in 1989 includes many warehouse buildings used for freight storage and industrial activities over the years. The City leased the space in 1993 to a partnership that turned it into an art center that now defines the existing character of Bergamot Station.



Bergamot Station in the 1960s.

An Industrial Pattern of Development

The adjacent map shows the building footprints of existing structures located in the Bergamot Plan area. Large blocks and building footprints that are typical of industrial areas characterize much of the Bergamot Transit Village and Mixed-Use Creative Districts.

Even so, some smaller, “finer grain” structures exist in the northern/eastern portions of the Plan area. Of particular significance are the one-story industrial buildings that were built in the early 1950s during the area’s expansion and development and which are characterized by brick construction with prominent mortar lines, raised piers and Late Moderne detailing. Located on Berkeley and Stanford Streets, these buildings constitute a new land use district, known as the Conservation: Creative Sector District.

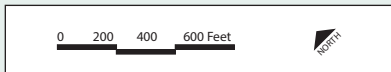
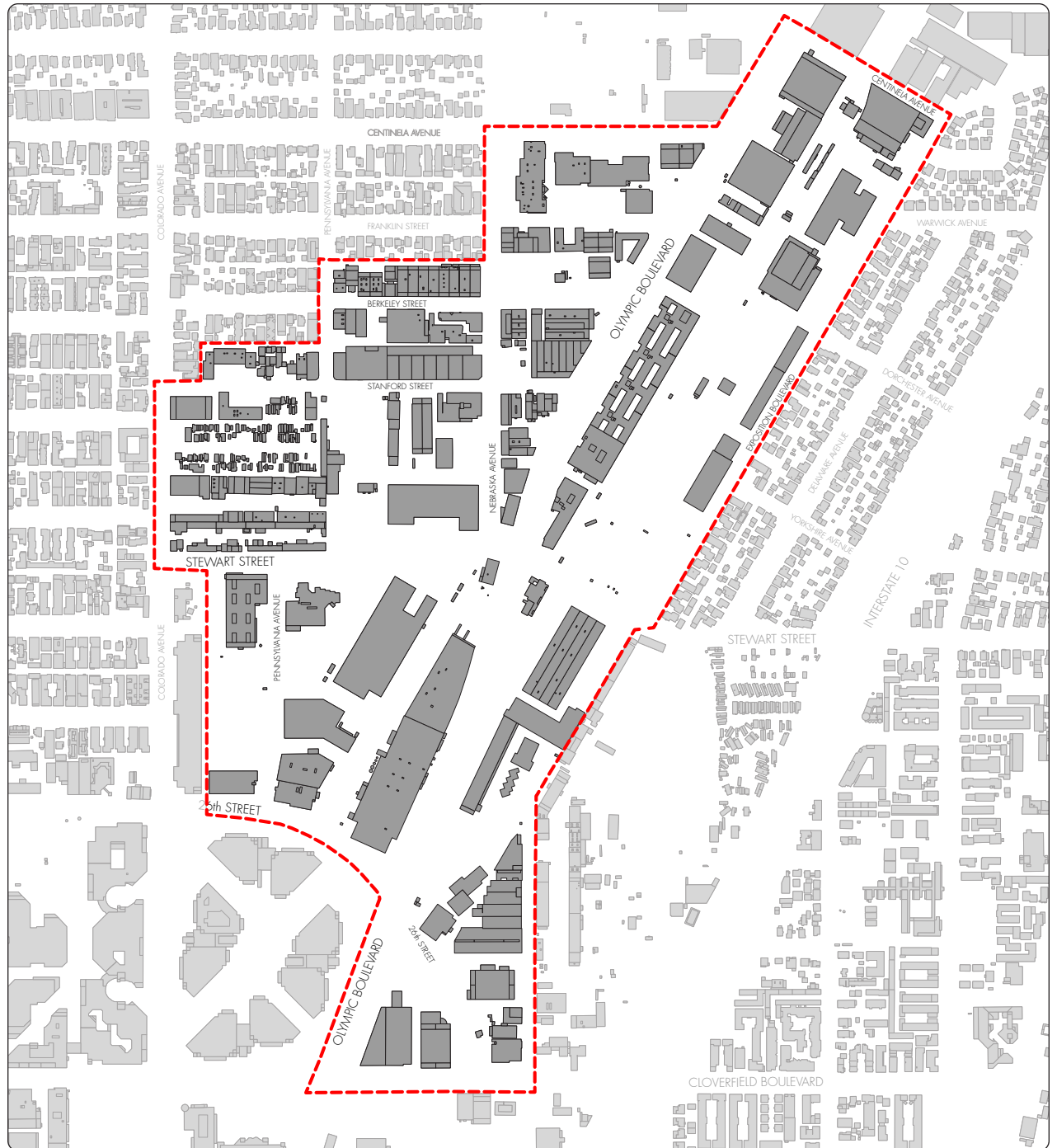


Figure 2.03
Figure Ground Diagram



C. URBAN FORM AND CHARACTER

The physical form of a place is shaped by its geographic location, historic origins, economic forces and the small collective actions of people working and living there. These forces need to be understood and respected in order to set the stage for positive change.

1. Block Size and Parcelization

The Bergamot Plan area is characterized by a small number of large blocks and parcels. Consequently, there are only a few streets providing access to the area, with Olympic Boulevard being the dominant east-west connector that also divides the Plan area in two parts. The exception to this large, unbroken block pattern and street grid is found in the northeastern part of the Plan area, around Stanford Street and Berkeley Street, where block sizes are smaller and street widths are narrow. This area abuts a residential neighborhood to its north and east and is regarded as a transition zone. The existing urban form with regard to block size and spacing between buildings is illustrated in Figure 2.03, with the smaller, fine-grained blocks highlighted.

2. Street Character

The streets that provide access to and within the Plan area can be categorized into three key types: Regional Connecting Streets, Boundary Streets, and Local Connector Streets. Their existing conditions are described briefly below, and they are shown in Figure 2.04.

Regional Connecting Streets

These are the main thoroughfares within the Bergamot Plan area that provide service to the surrounding neighborhoods and major highways. These streets include Olympic Boulevard, Stewart Street, Cloverfield Boulevard and Centinela Avenue. Two of them, Olympic and Stewart, transect and divide the Plan area into smaller subareas. All three are characterized by wider (80 to 117 feet) right-of-ways and intermittent or non-existent pedestrian and bicycle amenities. Olympic Boulevard is particularly notable for its wide planted median and mature trees and for its lack of sidewalks along the north side of the street and on the south side between Stewart and 26th Streets.

Boundary Streets

Boundary streets play an important role as a transitional buffer between the Bergamot Plan area and the surrounding existing residential neighborhoods and other commercial areas. These streets, which include Exposition Boulevard, Colorado Avenue and 26th Street, range in width and in their pedestrian amenities. They typically feature shade trees, and in some cases large, closely-spaced palm trees define the character of the street.

Local Connector Streets

Within the outer shell of the regional connecting streets and the boundary streets are the local connector streets—narrower and shorter rights-of-

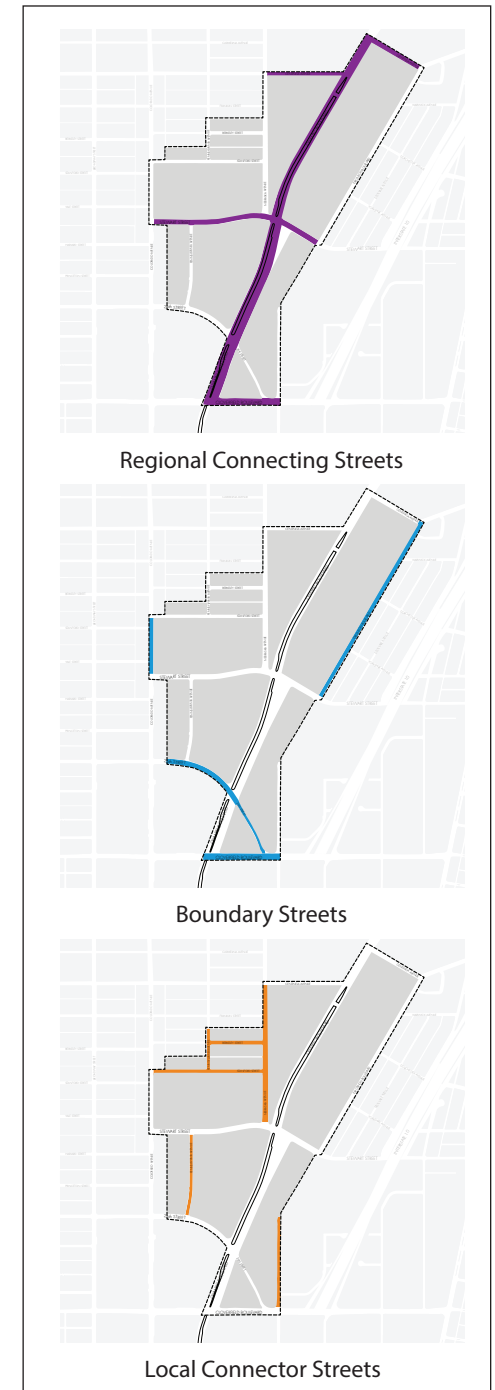


Figure 2.04
Existing Street Types



Regional Connecting Street: Olympic Boulevard.



Local Connector Street: Nebraska Avenue near Stewart Street.



Local Connector Street: Pennsylvania Avenue.

way that allow for circulation within the Plan area but rarely connect to areas outside of the Plan area boundary. These include: Pennsylvania Avenue, Nebraska Avenue, Michigan Avenue, Berkeley Street, and Stanford Street. They generally feature 50-80 foot right-of-ways with on-street parking and narrow sidewalks, and they typically possess buildings with smaller setbacks that front the street directly.

Some of the local connector streets originally laid out in the area east of Stewart Street were never completed as public rights-of-way, and at some point were sold to adjacent property owners. These portions of Stanford, Berkeley, and Franklin Streets do not connect to Olympic Boulevard, resulting in an uninterrupted corridor with no connectivity to the district. There is also a lack of connector streets to the west of Stewart Street. The only through street is Pennsylvania Avenue, currently running one-way east, and there are no north-south connector streets.

3. Built Form

Existing building footprints, massing, and heights vary throughout the Bergamot Plan area, resulting in a heterogeneous fabric that lacks continuous edges along streets. This effect is amplified by large underutilized parcels with great expanses of surface parking lots. Figure 2.06 illustrates the range in building footprint sizes within the Plan area, clearly distinguishing areas with smaller, tightly-spaced buildings from those with larger, loosely spaced buildings.

Most buildings in the Bergamot Plan area are 1- to 2-story, low-slung, industrial-style buildings with large, customizable floor-plates, exposed beams, concrete floors, and ceilings of at least 15 feet. Building heights within the Plan area are illustrated in Figure 2.05.

In the area west of Stewart Street, older, large-scale industrial buildings with two stories and high ceilings characterize the area north of Olympic Boulevard. Building setbacks in this area vary from none to 30 feet. In general, most buildings open to an interior parking lot and do not have a front door opening onto the street. Generic commercial buildings with large floor plates are predominant and their massing is typically broken up through some building and façade articulation. The Bergamot art center, located south of Olympic, consists of mainly 1-story former warehousing structures.

There is a different character east of Stewart Street. The smaller blocks and variety of building sizes and uses on the north side of Olympic Boulevard, while still predominantly industrial in character with 1- and 2-story buildings, contribute to a more walkable environment and visually interesting fabric. South of Olympic Boulevard, the pattern of large building footprints resumes. The development of buildings behind parking lots,

Figure 2.05
Building Heights

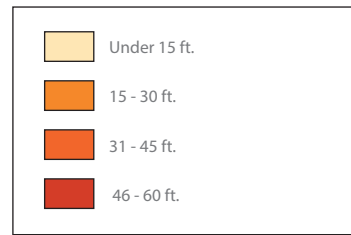
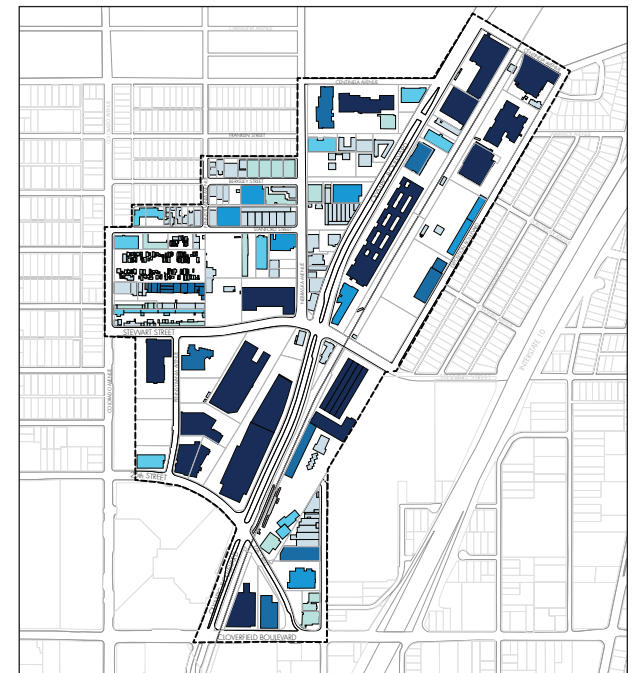
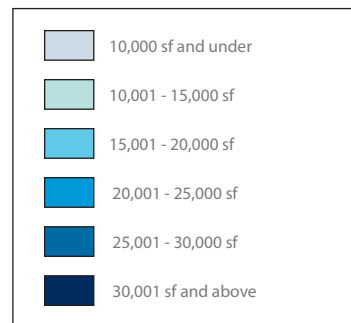


Figure 2.06
Building Footprint Square Footages



The “Creative Cluster.” Santa Monica’s Creative Sector Headquarters

As Figure 2.07 indicates, the Bergamot Plan area is home to a wide variety of creative sector business. In fact, owing to the industrial nature and relative anonymity of the Plan area the buildings around the Bergamot art center have the densest concentration of creative businesses in the Los Angeles region.

For this reason, the Plan places a great emphasis on retaining, attracting and enhancing the creative economy through a variety of strategies aimed at small and large businesses.

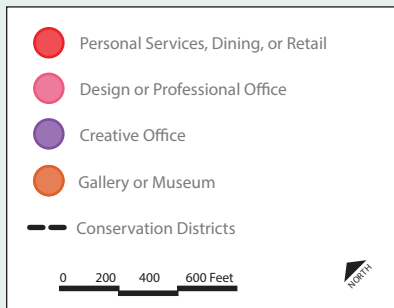


Figure 2.07
Creative and Commercial Clusters



or orientation toward a rear parking lot with no front access reflects a suburban character that is unlikely to substantially change in the near future unless redevelopment occurs.

Most buildings in the Bergamot Plan area are industrial or office buildings designed to function in an efficient manner with little façade articulation. However, more recent remodels have integrated subtle but effective architectural features such as awnings, windows, and recesses that hint at the innovative work going on inside.

This is also true of the reused warehouse buildings in the area around Berkeley Street and Nebraska Avenue, which have been enhanced by features such as awnings, planters, furniture like benches and café tables, and art pieces. At the Bergamot art center, graphic signage and the use of primary accent colors further contribute to the art center’s contemporary character.

4. Existing Land Uses

The mix of land uses within the Bergamot Plan area differentiates it from the mainly single-use neighborhoods that bound it. The Plan area is adjacent to additional large campus-style business park developments, including 2700 Colorado Avenue (MTV), the Yahoo Center, and Water Garden west of 26th Street. Many well-known companies have located in the area including Lions Gate, MTV, Yahoo, Sony, and Red Bull North America, and together with the many smaller, post-production specialists, these form a cluster of interdependent high-tech and media production services (see Figure 2.07). Among other

uses that co-exist with these businesses north of Olympic Boulevard are a private school, ballet school, Santa Monica College satellite campus, pre-school, and a handful of small eateries. On the south side of Olympic Boulevard, the City’s properties contain the Bergamot art center (Bergamot Station) and Agensys, a medical equipment manufacturer. Among other land uses south of Olympic Boulevard are Lantana, the Grammys, a self-storage facility, and other creative office space. The City’s municipal yards are located directly adjacent the Bergamot Plan area on the south side of Michigan Avenue.

5. Parks and Open Space

Existing open spaces within the Plan area are limited to the landscaped medians that run the length of Olympic Boulevard, the Bergamot art center parking lot that is converted into an informal “plaza” for events, and the small park at 2700 Colorado Avenue, which is required by development agreement to be open to the public. Bordering the Plan area are additional public open spaces, most notably Stewart Park to the south, which includes active recreational facilities, and the WaterGarden, which is also required in its development agreement to be open to the public. These facilities will soon be joined by the Expo Buffer Park on Exposition Boulevard along the length of the maintenance yard, and a plaza on SMC’s Arts, Entertainment and Technology (AET) campus on Stewart Street and Pennsylvania Avenue. Both are due to be completed within the next three years.





The area adjacent to the Bergamot Plan area contains a wealth of jobs and office space that contribute to the economic health of the city.



A pleasant tree-lined street in the Plan area casts palm shadows adjacent to the future Expo Station.

D. ECONOMIC OVERVIEW

1. Bergamot Plan Area's Economic Character

The Bergamot Plan area represents a major employment center both in Santa Monica and regionally. With over 4,500 jobs, primarily in the creative industries, the Plan area represents a critical asset for the City's current economy and for its long-term sustainable economic development strategy. This strategy, as identified in the Santa Monica Creative Capital Plan, prioritizes supporting and growing these creative industries and strengthening the arts and the opportunities for interaction.

2. Expo Light Rail Economic Impact

Although not yet complete, the arrival of the Expo Line is an existing condition, made more apparent daily as the community watches its construction along the Expo Right-of-Way and over Olympic Boulevard. By connecting the Bergamot Plan area to a range of destinations both outside the area (i.e., Downtown Santa Monica) and outside Santa Monica where other jobs and potential housing developments will be located, the Expo light rail line will boost demand for a variety of uses, ease the commute of employees working in the area, and enable area businesses to draw talent from a wider range of locations. Local brokers and real estate developers cite Santa Monica's quality of life as one of the main attractions to the City. By better connecting the Plan area to local attractions such as Downtown Santa Monica and the beach, the arrival of the Expo light rail line will strengthen the Bergamot Plan area's competitive position among businesses, employees, and visitors alike. In addition,

the train will better connect many of the Plan area's existing employees to their jobs, while enabling Bergamot businesses to draw talent from a wider range of locations to the east such as Downtown Los Angeles and Hollywood.

3. Office Market

The Plan area, together with the business parks adjacent to it, is one of the region's strongest office locations and is particularly known for its entertainment, design, and technology industries. The high concentration of creative office space and employment in the area is an important economic generator for the City of Santa Monica. The Bergamot Transit Village and the Mixed Use Creative District are identified in the LUCE as focus areas for new creative office employment. More information about creative office can be found in Chapter 4, Section E: Economic Sustainability.

4. Retail Market

The City of Santa Monica has one of the strongest retail markets in Los Angeles county, primarily concentrated in pedestrian-oriented retail nodes like the Third Street Promenade, Main Street, and Montana Avenue, or along auto-oriented commercial corridors, such as Wilshire or Pico Boulevards. With the exception of the galleries located in the Bergamot art center, the Bergamot Plan area has not been developed as a retail destination because retail and food service uses have been prohibited by zoning until now, with small exceptions for accessory use, such as factory outlets. However, there are some important retail uses nearby that will serve the anticipated new residential

population in the Plan area, including a full-service supermarket (Ralph's) on Olympic Boulevard just west of the Plan area within easy walking distance, and slightly further east are another supermarket, Trader Joe's, Walgreen's, and some large-scale retailers in the City of Los Angeles.

It is anticipated that this paradigm will change considerably when the Plan is adopted, permitting retail at a scale that serves local residents and the daytime population. There is already pent-up demand for local retail activity that caters to local workers – such as a small market/pharmacy, restaurants, cafes, bars, dry cleaners, and gyms.

5. Hotel Market

There are no hotels in the Plan area or even within reasonable walking distance, which is not surprising considering its history as an industrial area and the preference to locate hotels near the ocean and Downtown Santa Monica. However, as of January 2012, market indicators suggested that there is sufficient demand for a new midscale hotel serving the Bergamot Plan area. Some unmet demand is already generated by nearby office parks and, after 2016, this will be bolstered by the transition brought by the Expo Line, offering visitors a transit-adjacent location for local business, visiting the Santa Monica downtown and beach and to easily reach downtown Los Angeles. The City's recently released request for proposals for the Bergamot art center included a requirement to include a mid-size, boutique hotel. A hotel would have natural synergies with new restaurants or nightlife planned in the area.

6. Housing in an Employment District

Up until now, zoning in the Bergamot Plan area has prohibited construction of housing within its boundaries. Although the Bergamot Plan area hosts a large and important employment concentration, many of the employees working in these industries cannot afford to live in Santa Monica. At 2012 housing prices and wage levels, only about 45 percent of Bergamot Plan area workers could afford to rent a home in the City as a single person, only about 19 percent could afford to purchase a condominium, and only about one percent could afford to purchase a single-family home. Providing housing options affordable to a wider range of area workers would allow more people to both live and work in Santa Monica, thus creating additional opportunities to reduce commute times and trips, and reduce the vehicle miles traveled.

E. TRANSPORTATION AND MOBILITY

Given the current limited options for travel modes, the work commute in the Bergamot Plan area still follows the typical pattern of car dominance in the region. A recent survey of employees found that 78% of them drive alone to work – a slightly smaller number than the City as a whole, but still very high. The busiest bus stop in the entire Bergamot area attracts only 150 riders per day. Following is a brief description of existing transportation facilities in and around the Bergamot Plan area.



A wide range of housing options will allow more area workers to both live and work in Santa Monica, reducing commute times and total vehicle miles traveled.

1. Automobile

Traffic and congestion is a recurring community concern in this area of Santa Monica, particularly near the Cloverfield off-ramp of the I-10 Freeway where peak hour commuting patterns clog the local network. While intersections closest to the freeway show the poorest levels of service, other intersections operate more functionally and permit a steady flow of vehicles through the Plan area.

Transforming How People Move Throughout the City

While a variety of Big Blue Bus and Metro service lines run near the area, the Expo Light Rail (shown in blue on the adjacent map) will provide an efficient and inexpensive regional connection to many areas outside of Santa Monica.

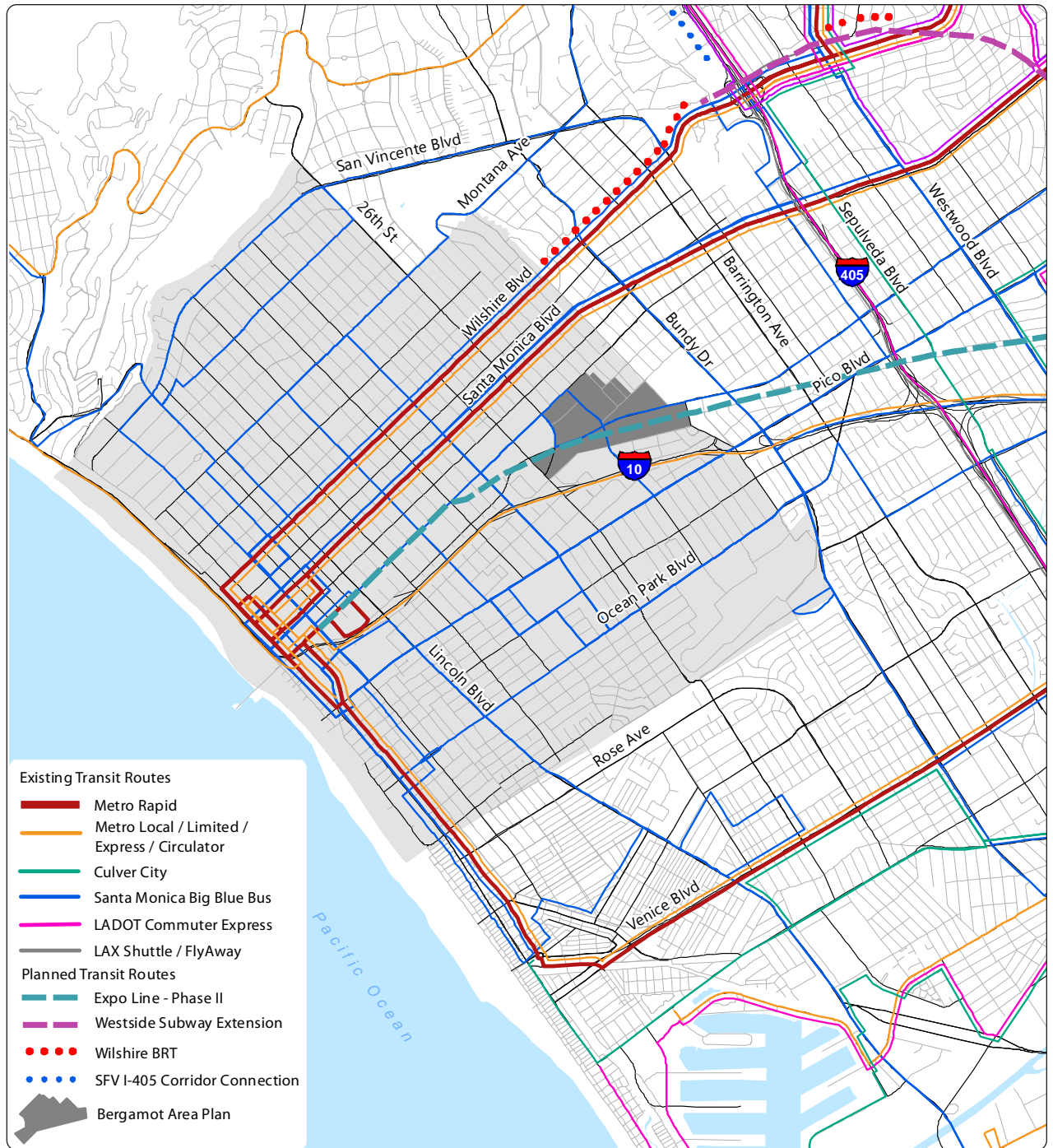
Ridership on the Expo Light Rail is anticipated to reach approximately 3,400 people per day at the Bergamot Expo Station, with nearly 65,000 daily riders along the entire alignment.

The implementation of additional supporting services, like bikeshare, vanpool, new bus connections and private shuttles will provide viable alternatives to using a personal automobiles for commuting.



Figure 2.08

Existing and Planned Transit Service Routes



2. Transit Service

The Bergamot Plan area is currently served by the Big Blue Bus Line 5, which runs along Olympic Boulevard, 26th Street, and Colorado Avenue, and the Big Blue Bus Sunset Ride, which runs along Stewart Street and Colorado Avenue. The highest number of boardings within the Bergamot Plan area occurs at Pennsylvania Avenue and Stewart Street and Exposition Boulevard and Stewart Street, both with more than 150 daily boardings. Additional bus lines near the Bergamot Plan area providing local service include Big Blue Bus Lines 1, 2, 7, 8, 10, 11, and 14 and Metro Lines 20 and 4. Express service near the Bergamot Plan area is provided by Big Blue Bus Super 7 and Metro Lines 704 and 720 (see Figure 2.08).

3. Pedestrian and Bicycle Network

The Bergamot Plan area is bounded by largely walkable districts to the north and south that feature human-scale and fine-grained street grid networks. See the Existing Circulation Network diagram in Figure 2.09. There are few connector streets that “punch through” the larger arterials in the Bergamot Plan area, and those that do are largely un-walkable due to a lack of well-marked sidewalks and/or crosswalks. Despite these conditions, informal pedestrian nodes have formed along alleys and driveways in the Mixed-Use Creative District, within the Arts Center, and along Pennsylvania Avenue in the Transit Village District, where a large number of food trucks offer lunch.

Similarly, the bicycle network is lacking in comparison to the more fine-grained street grid networks to the north and south of the Plan area. Several streets have been identified for future bicycle improvements in the 20 Year Vision from the City of Santa Monica’s Bicycle Action Plan (BAP) that will help to facilitate safe bicycle connections into the Bergamot Plan area.

The BAP calls for bike facilities along Stewart Street and Nebraska Avenue, and a multi-use path along the Expo Line that will connect Stewart Street to the Bergamot Expo Station and Bergamot arts center. Exposition Boulevard and Michigan Avenue are also identified as key, potential east-west connections that will comprise of a network of different bicycle-friendly facilities between the Downtown Area and the eastern edge of the City, and through the Bergamot arts center.

4. Alternative Transportation and TDM

The City’s LUCE establishes a series of goals and policies with the intent to substantially increase the implementation of transportation demand management (TDM) strategies to reduce trip-making within the City. Strategies such as the establishment of Transportation Management Organizations (TMOs), parking pricing, parking management, universal transit passes, subsidized transit passes, tailored private transit services, carpool/vanpool programs, personalized travel assistance, land use mix and local services, and safe routes to school programs



Standard sidewalk facilities discourage pedestrian use of Olympic Boulevard.



Traffic and congestion are concerns that have been voiced by the community over the years.

“From Worst to First” Improving the Situation for Pedestrians, Bikes and Cars

Roads in the Bergamot Plan area were designed originally to serve industry and goods movement, and did not anticipate the level of commuter traffic experienced today. These unique historic conditions isolate the area from the rest of the city street grid.

The Bergamot Plan Street Network (Chapter 4, Section C: Circulation and Mobility) provides for all users, with five street types. These will make the area walkable and bikeable while ensuring that car traffic flows where necessary, with most cars parked in shared facilities at the edges of the Plan area.

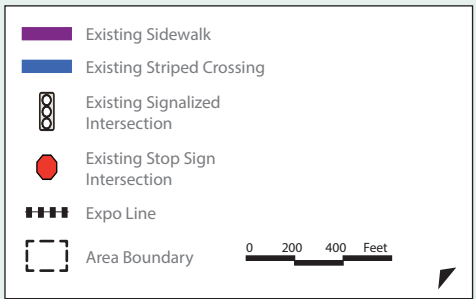
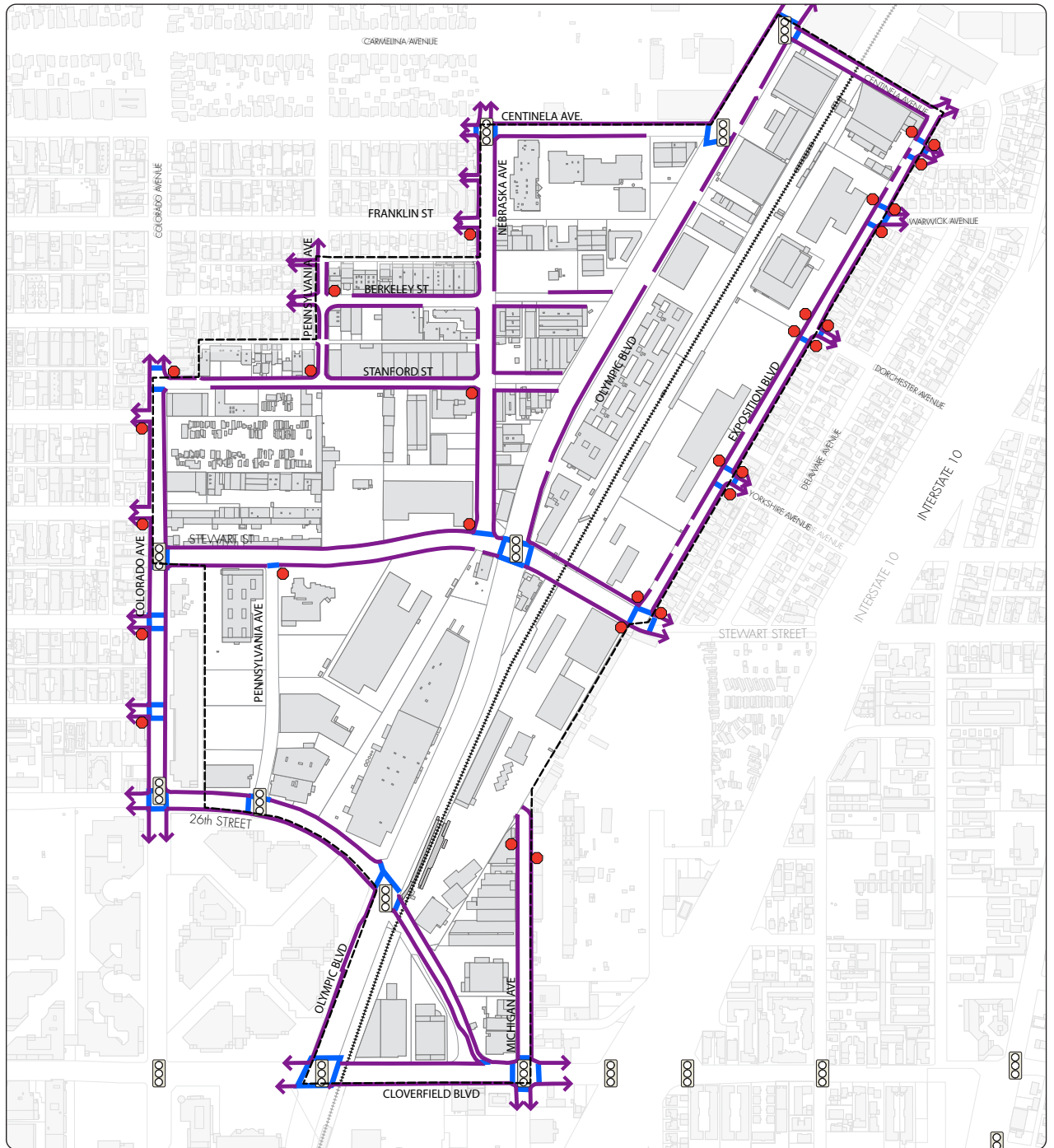


Figure 2.09
Existing Circulation Network



are all available to be utilized in the Bergamot Plan area. Subsequent to the adoption of the LUCE, the City has been requiring aggressive TDM programs as part of conditions of approval for new developments, particularly those subject to Development Agreements in the Plan area.

Private shuttle services, carshare services, and bikeshare services have historically not been available in Santa Monica. The City is currently engaged in a study to implement a city-wide bikeshare program, with implementation anticipated to begin by 2014.

5. Parking

Paradoxically, the Bergamot Plan area has both parking resources and parking problems. The area's limited supply of on-street parking – much of it metered – is very heavily used, particularly in the Mixed-Use Creative District. And despite the fact that many complain that there is no available parking in the district, the City's off-street parking survey concluded that many of the existing off-street spaces are not fully utilized. However, these are largely controlled by private property owners and tenants who do not make their spaces available to those who are not coming to do business on their premises.



On-street parking on Nebraska Avenue is heavily used by employees who do not have another parking alternative. The proposed Bergamot Parking strategy seeks to provide resources for long-term parkers in shared facilities.



Off-street parking in both the Bergamot Transit Village and Mixed-Use Creative District is typically gated and for private use only. The above picture shows a relatively empty private parking lot that could accommodate additional vehicles if opened for shared use.

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Hands on arts and crafts workshops



VISION & GUIDING PRINCIPLES

3

Vision & Guiding Principles

On the surface, the Bergamot Plan area doesn't look much different than it did a half-century ago. Indeed, if a factory worker from the early 60's returned to the neighborhood today, it would seem pretty familiar. Some new buildings have been built, but most of the district's fabric - low-slung industrial buildings - remains the same. There may be more cars on the streets, but the street grid itself hasn't changed much. The right-of-way for the old Santa Monica "Air Line" interurban train route is still there, cutting behind properties and through brush, though new construction suggests that rail service may be back soon.

Yet for all the physical similarities, this area is a fundamentally different place today - because of what goes on inside the buildings. A few industrial businesses remain. But most of the older buildings have been transformed into creative workshops for the new economy - post production labs for the entertainment industry, architectural offices, fine art galleries, and the like. In many cases an anonymous building exterior masks an interior that has been dramatically upgraded; yesterday's shop floor has become the high-end workplace of today.





The Bergamot art center is renowned across the nation for its high concentration of fine art galleries.

Despite this remarkable economic transformation, the Bergamot Plan area today is a fragile ecosystem - it contains very small businesses and very large ones, many with lots of resources and some just getting by, those that prefer to be hard to find and others that are very visible. Maintaining this ecosystem through a period of transformation is a key challenge for the Bergamot Area Plan. Change is coming. First, from the opening of the Bergamot Expo transit station in 2016 and second, from development pressure to set new residences and commercial development in one of the few places in Santa Monica that is allowed to accommodate it. Improving Bergamot in the future requires a delicate and well-planned balance among all of these forces.

Santa Monica's Land Use and Circulation Element (LUCE) sets out a vision for the entire city that leads toward a sustainable future of neighborhoods containing commercial and residential places coordinated with improvements to the transportation network. The LUCE also contains high-level thinking about the Bergamot Plan area. The Bergamot Area Plan takes the next step of providing more detail on what is needed and desired on the ground in the area. Discussions with the community, creative businesses, property owners, stakeholders, and thought leaders have led to the creation of a vision that will balance the forces acting on the Bergamot Plan area.

Envision the area twenty years from now; it will again seem pretty familiar. Many of the buildings remain, and the same streets and avenues still connect the Bergamot Plan area with other neighborhoods. The area continues to thrive as a center of the creative arts and culture. But the largest change over twenty years is the area's transformation into a "17 hour a day/7 days a week" place that has life after the workday has ended. Bergamot evolved from its predominant single use character into a richer, mixed use district where people work, live, eat, entertain, and create. It is a thriving district where flexible employment arrangements encourage collaboration with other companies in the area. Interesting cafes, restaurants, and neighborhood stores serve employees and residents. Bergamot museums galleries and entertainment venues are well attended in the daytime as well as in the evening.

We now experience the Bergamot Plan area as a complete community. Its creative arts and entertainment businesses are economically strengthened with the addition of a diversity of supporting businesses ranging from sole proprietors, to start-ups and incubators, to large companies. The historic heart of the community, the Bergamot Art Center, is energized by new galleries, an expanded museum, and a plaza that serves as an activity center for cultural events. Residences distributed throughout the area are occupied by a diversity of households including singles to families, renters and owners, and in a range of income levels. Small retail establishments, restaurants and cafes, and professional service enterprises are located within walkable distance of

the arts and entertainment businesses and residents. Educational facilities that existed in 2013, such as New Roads School and Santa Monica College, are integrated into the life of the neighborhood and supplemented by additional educational and cultural institutions such as a community kitchen. Completing the district are the parks, public plazas, and open spaces where people recreate, socialize with their neighbors, and enjoy the out-of-doors.

Nebraska Avenue has emerged as the center of commerce and living for the Bergamot community. Extending through the area and connected with the Expo station, it is actively used by pedestrians in the daytime and early evening. Buildings are concentrated along its length, with building intensities and heights decreasing as they extend toward adjoining residential neighborhoods to assure their compatibility. Its wide, landscaped sidewalks fronted by buildings containing active uses, cafes and restaurants spilling into the street create an attractive environment for walking, casual meetings with friends, and people-watching.

People who work and live in the Bergamot Plan area find it convenient and preferable to use transit, ride their bicycles, walk on well-landscaped streets, and, if they drive, park and leave their cars in centralized structures. The grid of multi-use streets and short blocks facilitates access, slows traffic within the area, and reduces the need to use the automobile. Transit use and access to and from outside destinations is a particularly attractive option incentivized by passes offered by local employers and businesses.



The character of Nebraska Avenue has not changed much since its industrial past, but the buildings are now predominantly used by creative industries. The Expo Light Rail will help the area transition into a mixed-use “complete” neighborhood. A conceptual sketch of Nebraska Avenue, above, shows an enhanced streetscape with open spaces, trees and reduced travel speeds.

Business employees and residents enjoy a high quality of life and health by active use of the network of greenways and small parks. Most of the open spaces are linked together by two corridors: Stewart Street and Nebraska Avenue, both of which provide enjoyable walking and bicycling connections to open space within the area, and to nearby open spaces including the Water Garden, Stewart Street Park, and Expo transit line landscaped buffer. Employees and residents enjoy active recreation on a new park developed on a portion of the former Southern California Gas Company utility yard between Stewart Avenue and Stanford Street. Easily accessible to all are the small public parklets and plazas integrated into private development projects. Olympic Boulevard is an attractive greenway, with improvements distinguishing the entry to the Bergamot Plan area at Centinela Avenue.



The Bergamot Plan area’s new development exhibits the innovation and creativity expected in a district dominated by arts and entertainment related businesses. For both new buildings and adaptively reused older buildings, several examples of exciting contemporary architecture have been realized. Other forms of innovation have are visible as well, including new forms of sustainable streetscape that equally share space between vehicles, bicycles and walkers; and new sustainable and recycled materials for furniture, streetscape and buildings.

All of these incremental changes to the Bergamot Plan area are attributable to a transformation that resonates on a global scale: in 2033, the carbon footprint of those who work or live in this neighborhood has shrunk significantly from 2013. The use of private automobiles is greatly replaced by increased use of



Bergamot will become a “17/7” place with day and night activity that is supported through a host of art-friendly uses.



Active ground floor uses, an attractive streetscape and open spaces will invite people to walk, meet, dine and relax.

transit, bicycles and feet. New landscape and street trees help with carbon sequestration. Buildings are built to sustainable design standards which reduce energy use and conserve water, and the area makes abundant use of alternative energy generation.

This particular vision of Bergamot twenty years ahead of 2013 will probably not be realized exactly, but it is the target the Bergamot Area Plan is aiming for. The Plan sets out a framework of policies and standards that will help achieve this vision. They flow directly from the Guiding Principles listed below. The origins are from the LUCE and other City documents, but the resulting principles were refined with extensive community input and are tailored specifically to the Bergamot Plan area. However, continual engagement by the community and decision-makers will be necessary to ensure that new development and public investment support these principles.

A. BERGAMOT AREA PLAN GUIDING PRINCIPLES

In order to achieve the vision, a set of ten guiding principles have been used to shape the development of goals and policies, and will govern their application. The Partnership for Sustainable Communities livability principles (discussed in Chapter 1: Introduction) were used as inspiration, but were tailored to the specific challenges and opportunities for the Bergamot Plan area.

1. Maintain and enhance Bergamot as a center for the creative sector in the city and the region.

Nationally and regionally, art and creative media industries already respect the Bergamot Plan area as a home for creative enterprise. Bergamot Plan area creative businesses have shown an ability to prosper, and have provided economic stability to the City during the recent recession. As an employment center in Santa Monica, it is very important to the overall economic health of the City that the Bergamot Plan area retain existing creative economy businesses, provide places for them to grow and to also attract new businesses.

2. Achieve a rich mix of residential, creative sector, and neighborhood serving retail land uses that support each other in Bergamot.

The vision for the Bergamot Plan area is of a vibrant place that includes small and large workplaces, residential development of different configurations and retail uses that serve the area with restaurants, cafes and small stores. It will be a place that actively cycles through the day and has people out and on the street from early morning through the evening. By providing places to both live and work, there will be opportunities for employees to live close to workplaces, reducing the stress on the City's transportation system.

3. Promote an equitable neighborhood with affordable housing and working space.

All income levels, ethnic groups and age groups should have opportunities to live in complete neighborhoods such as the Bergamot Plan area where there are a range of transportation choices. In addition, affordable working space for artists and creative entrepreneurs will provide opportunities for equity in the workplace. The resulting diversity in housing and workplace will bring energy and interaction among all groups, benefiting the Bergamot Plan area, the neighborhood and the City.

4. Within the Bergamot Plan area, create a mosaic of places with individual interest and character.

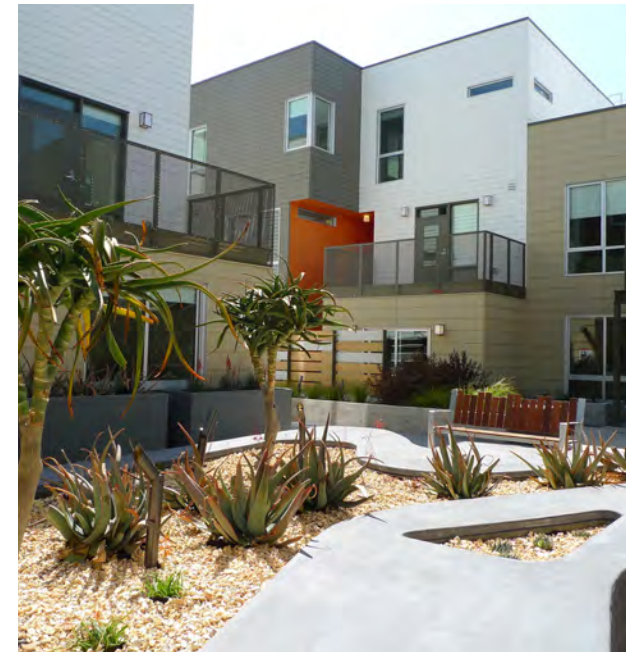
Two major districts within the Bergamot Plan area, the Transit Village and the Mixed-use Creative, will have different scales and character, as outlined in the LUCE. In addition are two new districts, the Conservation - Art Center and the Conservation - Creative Sector districts, which will conserve areas with high-quality built fabric and creative uses within the Bergamot Plan area. Taken all together, this will be a collage of old and new, tall and small, funky and polished. The visual variety will reward exploration and provide interest for residents and visitors.

5. Make the Bergamot Plan area a safe, comfortable, and interesting place to walk and bicycle.

Residents that want to walk, employees that want to bicycle and visitors that want to get off the Expo line at the Bergamot Station should all find a well-connected place that accommodates all of these options well. The transformation of Bergamot into a Transit-Oriented Development (TOD) neighborhood will begin with improvements to existing connections and a set of new connections that are safe, comfortable and lined with pedestrian friendly building frontages.

6. Ensure that the Bergamot Plan area is a place where residents, visitors and employees drive vehicles less, or not at all.

Steps should be taken to reduce incentives to driving vehicles. Simply put, it should not be easier to drive than to use other means of transportation. From the design of the Bergamot Expo Station to good bus transit to the physical armature of walkable/bikeable streets and other policies that require transit supportive development, all aspects of the Area Plan should be geared to releasing visitors, residents and employees from having to use an automobile.



A mix of housing types and unit sizes will make Bergamot a place for living and will accommodate different needs and income levels.



Interconnected open spaces of various sizes are a key component of the Plan.



Extraordinary buildings and spaces can help shape the unique and creative character of the Bergamot Plan area.

7. Implement a network of public open space of varying sizes and characters linked by green streets.

Santa Monica is proud of its urban forest and park system. The Bergamot Plan area should build on that foundation with a system of public open spaces. This system should include seamless connections between public parks, such as Stewart Street Park and the Exposition Boulevard Buffer Park, existing public space on private property such as Yahoo Center Park and the Water Garden, and newly created privately provided but publicly accessible green space and plazas. Opportunities for new consolidated open space should also be sought, in order to augment the variety of new open spaces and plazas provided by new development.

8. Respect and protect residential neighborhoods surrounding the Bergamot Plan area.

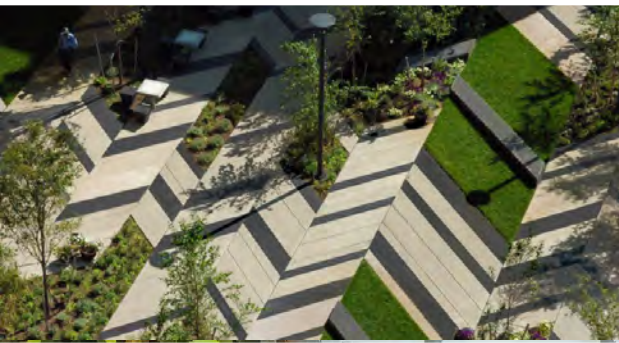
The Bergamot Plan area is surrounded to the north and south by attractive residential neighborhoods. When the Area is developed it will bring neighborhood amenities for nearby residents to enjoy, including safe and comfortable access to the EXPO line, new open space and retail shops and cafes. At the same time, the Plan needs to ensure that new development respects the existing neighbors. Where the Plan area is adjacent to existing residential neighborhoods, new development shall respect the reduced scale and tree lined character of this residential context. Vehicle access and parking policies shall avoid negative impacts on surrounding neighborhoods.

9. Create a physical environment where innovative public space and architecture flourishes.

The historic pattern of development in the Bergamot Plan area has resulted in physical characteristics that set the Plan area apart from its surroundings. These include larger parcel sizes and longer blocks, a directional shift in the grid of streets, and a “hidden” or “insider” quality that results from not being visible from major corridors. More recently the Bergamot Plan area has been the location for creative appropriation of parts of streets and alleys and small courtyards with unconventional paving and signage. New public space and street improvements should continue to innovate. New architecture should build off of the existing industrial character rooted in simple materials such as sheet metal and brick, while incorporating innovative solutions to new patterns of living and working.

10. Prioritize environmental sustainability within the Bergamot Plan area.

The Bergamot Plan area should serve as a model for sustainable development in Santa Monica and the region. Reduction in carbon footprint should be achieved by using strategies including lessening dependence on vehicle trips, increasing the amount of landscape and urban forest, fostering green buildings that reduce resource consumption, and encouraging alternative energy generation.



CORE COMPONENTS

4

Core Components:

A. Urban Form, Open Space and Street Network

The transformation of the Bergamot Plan area into a “complete” new neighborhood featuring a finely-scaled network of pedestrian streets, open space amenities and an identifiable art-based character relies upon the considered and careful design of the districts’ physical form and layout. Streets, public open spaces and buildings must follow a coordinated pattern that reinforces the community’s expectations for the Bergamot Plan area to serve local residents and employees through new uses, connections, and access to arts and culture, while also respecting the scale and quality of life of the existing neighborhoods that surround it. Achieving this balance is a fundamental objective of the Bergamot Area Plan, which places great emphasis on restoring the primacy of placemaking to the district through the following components:

- Urban Form: this section provides guidance on the location, scale, intensity, and character of redeveloped, remodeled or adaptively reused buildings, connections and spaces so as to achieve a high quality human-scaled neighborhood that does not infringe upon existing adjacent residential.





A newer project in the Bergamot art center refers to the industrial heritage of the area.



Contemporary buildings in Petaluma utilizing simple metal facades relate to the surrounding industrial character.

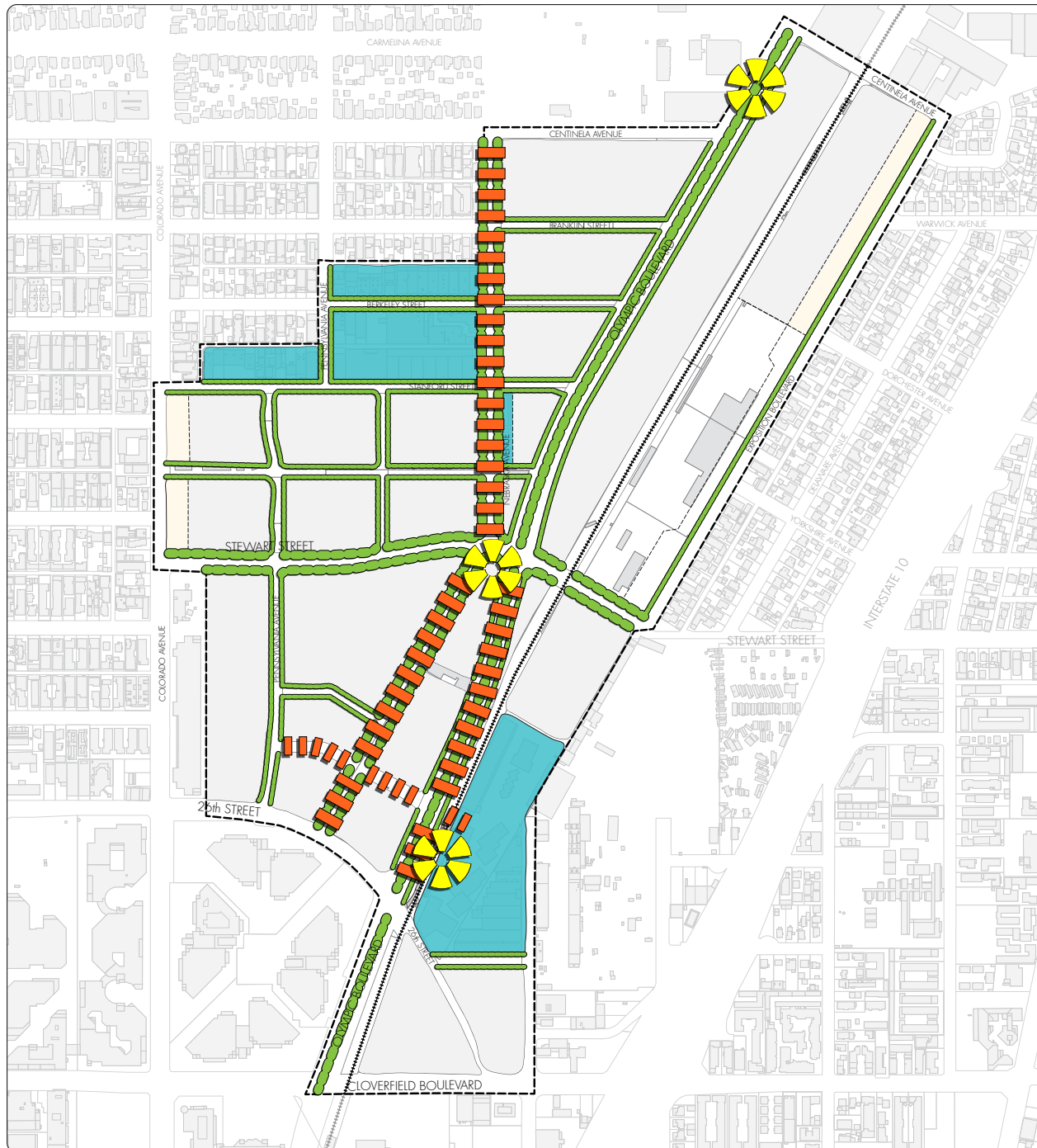
- **Open Space:** this section describes strategies for expanding the presence of public parks, plazas and green spaces in the Plan area, and for ensuring that open space is the first consideration in site design.
- **Street Network:** this section outlines how existing streets will be improved through streetscape enhancements and how new connections will be created to provide a more walkable and bikeable system that contributes to the character of the area and encourages maximum use of transit.

Together, these sections provide a physical framework that guides changes for private property – including new buildings, additions and adaptive reuse of existing structures - while also shaping future public investment.

1. Urban Form

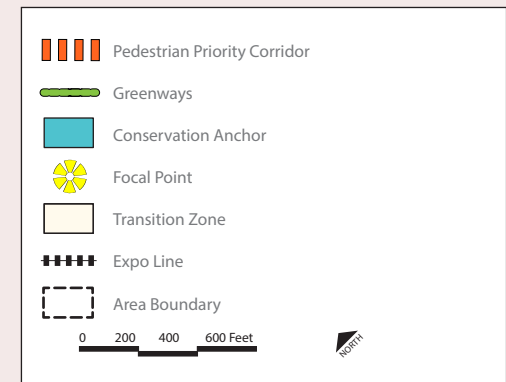
The existing urban form of the Bergamot area typically is characterized by one and two story small, medium, and large industrial buildings, many now containing creative uses, surrounded by residential neighborhoods. Many of the existing parcels in the Bergamot Plan area are large in comparison to those observed in the adjacent neighborhoods, due to their former industrial use. The northwest/southeast grid of streets so predominant elsewhere in Santa Monica changes direction and scale within the Plan area boundaries, shifting diagonally to respond to the old “Air Line” right of way (re-emerging in 2016 as the Exposition Light Rail) and Olympic Boulevard. Building massing and scale within the Plan area is also generally larger than the surrounding community.

The architectural character in the Plan area is decidedly industrial. Simple metal and brick facades, straight



Urban Form and Layout

Over the next twenty years, the urban form for the Bergamot Plan area will be defined by several distinct elements that will create a vibrant and energetic network of urban spaces:



The community has endorsed this approach as a way to organize the area and as a means to provide opportunities for placemaking, open space, exciting architecture and meaningful connections between places of interest.

The adjacent diagram has been translated into a set of development standards and design guidelines, which can be viewed in Chapter 5, Development Standards and Chapter 6, Design Guidelines.

Figure 4.A.01
Urban Form



A restaurant with an outdoor seating area along the ground floor helps to activate the pedestrian realm.



The existing landscaped median along Olympic Boulevard introduces some greening and creates a refuge when crossing the street.

forward massing and geometries, and utilitarian doors and windows establish a sense of functional directness that has attracted new creative uses where the buildings serve as a backdrop to new activities. During the community engagement process of creating the Bergamot Area Plan, it became evident that the existing physical character is essential to its attractiveness to creative enterprises. The Plan seeks to retain this character while allowing new uses, connections and amenities.

Over the next twenty years, the physical form of the Bergamot Plan area will be redefined by several distinct urban design elements that work in unison to shape the area's evolution into a vibrant and energetic network of urban spaces. The new urban form will facilitate pedestrian movement, provide flexible community gathering spaces, increase transit access, and enhance the existing creative industry identity of the Bergamot Plan area. These urban design elements are: Pedestrian Priority Corridor, Greenways, Conservation Anchors, Transition Zones, and Focal Points. These are shown as a diagram in Figure 4.A.01.

Pedestrian Priority Corridor.

The "Pedestrian Priority Corridor" (PPC) overlay shown in Figure 4.A.01 will provide connectivity from the Bergamot Expo Station to all parts of the Bergamot Plan area. The goal for the PPC is to create an active ground floor environment framed by upper floors of commercial and residential uses. It will start with an active new plaza at the Bergamot art center fronting the Bergamot Expo Station and head north on a new crossing of Olympic and up a new street ("A" Street)

to Pennsylvania Avenue. The full length of Nebraska Avenue, including the extension behind the former Papermate site, forms an east/west segment of the PPC, which is complemented by increased ground floor activity on Olympic Boulevard's northern edge between 26th Street and Stewart Avenue. Both of these linear overlay areas will bring pedestrians and bicycles across Stewart Street into the heart of the Mixed-Use Creative District.

The ground floors along these two corridors will have concentrations of retail shopfronts, shown in Figure 4.A.01 as "Retail Nodes." At these nodes, a building's ground level will be required to have an active retail use. Where retail does not occur along the PPC, ground floor frontages are still required to engage pedestrian interest by providing multiple entries to buildings, having tall ground floors that could accommodate future commercial uses, incorporating transparent materials and other architectural and landscape elements that reward the interest of passers-by. The PPC will be punctuated by a series of active open spaces, fronted by restaurants and cafes.

Greenways

All streets in the Bergamot Plan area will be part of an area-wide "Greenway" network as shown in Figure 4.A.01. These streets will include greenscape and street trees, enhancing the city's urban forest in this presently tree-poor area. Trees will provide a welcome respite from the existing experience of buildings and hardscape for employees, new residents, and others. Street trees will also be an integral part of a new open space network that will provide pedestrians and bicyclists with inviting, shaded routes throughout the district and beyond.

Olympic Boulevard, with its coral tree-filled median and wide right-of-way, will be a primary greenway in the Plan area. As it evolves, the present-day automobile-oriented through street will function as a “green boulevard” that better accommodates all travel modes while providing significant landscape features. The Expo light rail will introduce many more pedestrians to this street, and the handsome median will be complemented on both sides of the street by new crossings and sidewalks sheltered by landscaping and a leafy tree canopy. The median will become a location for display of rotating art exhibits, already scheduled to debut in 2013.

Conservation Anchors

Two districts will serve as “Conservation Anchors” to the Plan area: the Bergamot art center and a “creative sector” area centered on Berkeley and Stanford Streets, north of Nebraska Avenue, as shown in Figure 4.A.01. Both of these districts have a concentration of creative enterprises and interesting, finely scaled industrial architecture. The Bergamot art center is well known as a locus for fine arts galleries, with reused corrugated metal-clad buildings arranged around a central parking courtyard. The area around Berkeley and Stanford Streets (including the “digital bungalows” fronting the south side of Nebraska near Stanford) is notable for relatively small parcels with simple one-or two-story brick and metal buildings containing a large concentration of small businesses with a media, design and architecture focus. These important districts will be conserved as regional incubators for the creative and cultural sector, based on strategies for retention of creative individuals and businesses, and policies and standards that require

new development and additions located in these particular districts to be in scale and character with the existing built fabric.

Transition Zones

To the north and south, the Plan area borders lower scale residential uses in the Mid-City and Pico residential neighborhoods. These areas are shown in Figure 4.A.01 as “Transition Zones.” In these situations the Bergamot Area Plan provides standards and guidelines to modulate transitions in height, setbacks, and scale. The Plan also incorporates policies, strategies and proposed improvements that benefit surrounding neighbors including improved bicycle



A cluster of art galleries have found creative ways to utilize the industrial fabric of the Bergamot art center.



One- and two-story brick buildings house a large concentration of small businesses within the media, design and architecture fields.



A single-family home in the Mid-City neighborhood.



A flatiron-like building like the one above can activate the intersection and serve as a major focal point.

and pedestrian connectivity from the surrounding community to the Expo station, new open spaces (including a new buffer park along Exposition Avenue), management of parking to prevent spillover parking in residential areas, and new neighborhood-serving retail.

Focal Points

The Bergamot Area Plan proposes three “Focal Points” (shown in Figure 4.A.01) along Olympic Boulevard, a major connector between Los Angeles and Downtown Santa Monica. These focal points are located in highly visible areas that merit extraordinary attention to building site and landscape design, wayfinding, and the broadcasting of the creative arts identity of the area. The focal points at Centinela Avenue, Stewart Street, and 26th Street present the following opportunities:

- Centinela at Olympic. This location serves as a gateway to both the Bergamot Plan area and the City of Santa Monica, with a median on Olympic that is broad enough for a striking piece of landscape architecture or public art. New buildings at the intersection of Centinela on either side of Olympic Boulevard should architecturally express the importance of this gateway location.
- Stewart Street at Olympic. The northwestern corner of Olympic at Stewart is an important junction in the Bergamot Plan area. It is the transition from the Bergamot Transit Village to the Mixed-Use Creative district. With the extension of Nebraska Avenue west of Stewart Street and the proposed streetscape improvements and retail focus to Nebraska Avenue east of Stewart Street,

pedestrian activity at this corner is expected to be high. Here there is an opportunity to create a major focal point to activate the intersection. This focal point should include a public park or plaza on the northwest corner activated by retail and backed up by a carefully designed “flatiron” building facade that respects the high visibility of its key location. Another focal point feature may also be located across Stewart Street on the northeast corner, on the smaller, triangular parcel located there.

- 26th Street. The Expo station will be a busy transit portal with several thousand daily boardings. A public plaza adjacent to the art center on the south side of the station will receive riders throughout the day. On the north side of Olympic Boulevard, a public plaza on the former Papermate site will be animated by retail uses and programmed with events and displays. Connecting the south and north sides of Olympic Boulevard will be two crosswalks that bookend the entrances to the Bergamot Expo Station - one existing crossing at 26th Street and another, new crossing about 400’ to the east that introduces a more walkable block scale to the area. Between these intersections, the 30’ wide Olympic Boulevard median should be improved with landscape that enhances the existing coral trees along with a program of rotating public art installations.

Sustainability and Innovation

The Bergamot Area Plan promotes two broad concepts that will actively impact urban form and architecture:

sustainability and innovation. These concepts are linked together to stress the goal of innovative architectural approaches that meet sustainability objectives.

- **Sustainability.** State-of-the-art green building technologies are encouraged to minimize energy and water inputs, conserve resources by using renewable or recycled building materials, and generate alternative energy. Pedestrian, bicycle and transit use will be prioritized to reduce consumption of carbon fuels that generate greenhouse gases. New street trees (based on the City’s Urban Forest Plan) and landscaping of open spaces, green walls and rooftops will also help to improve air quality and reduce greenhouse gas emissions. Goals, policies and standards throughout make sustainability a foundation for the Bergamot Area Plan.
- **Innovation.** Creative designs that explore new, more sustainable patterns of working and living are supported. The Plan encourages architecture and landscape designs that arise from innovative solutions to contemporary problems. For this reason, “traditional” building styles such as Craftsman or Spanish-style are discouraged. Instead, sustainable building technology should be expressed in the physical form of the architecture. Some examples include window shading devices, narrow floor plates to allow penetration of natural light inside buildings, creative use of traditional building materials and use of newly-developed building materials. Development standards in the Bergamot Area Plan include an innovation path that allows standards to be relaxed if findings are

made that a project supports the objectives of the Plan creatively.

2. Open Space

The Bergamot Area Plan prioritizes the creation of open space. As the area transitions from its past industrial use into a complete neighborhood with new creative commercial, retail and residential uses, it will need “green infrastructure” to provide places for human interaction, activity, visual relief, and air quality filtering. New open spaces, and the greenways that link them together, will play an integral role in the



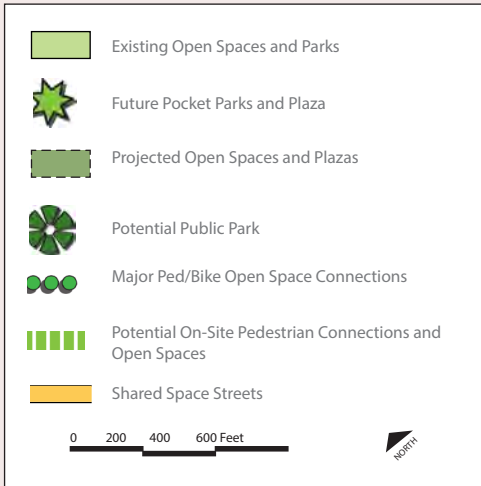
Innovative architecture with sustainable building design and creative materials is encouraged for the Bergamot Plan area.



Eye-catching public art along a Portland light rail right-of-way doubles as a creative gateway.

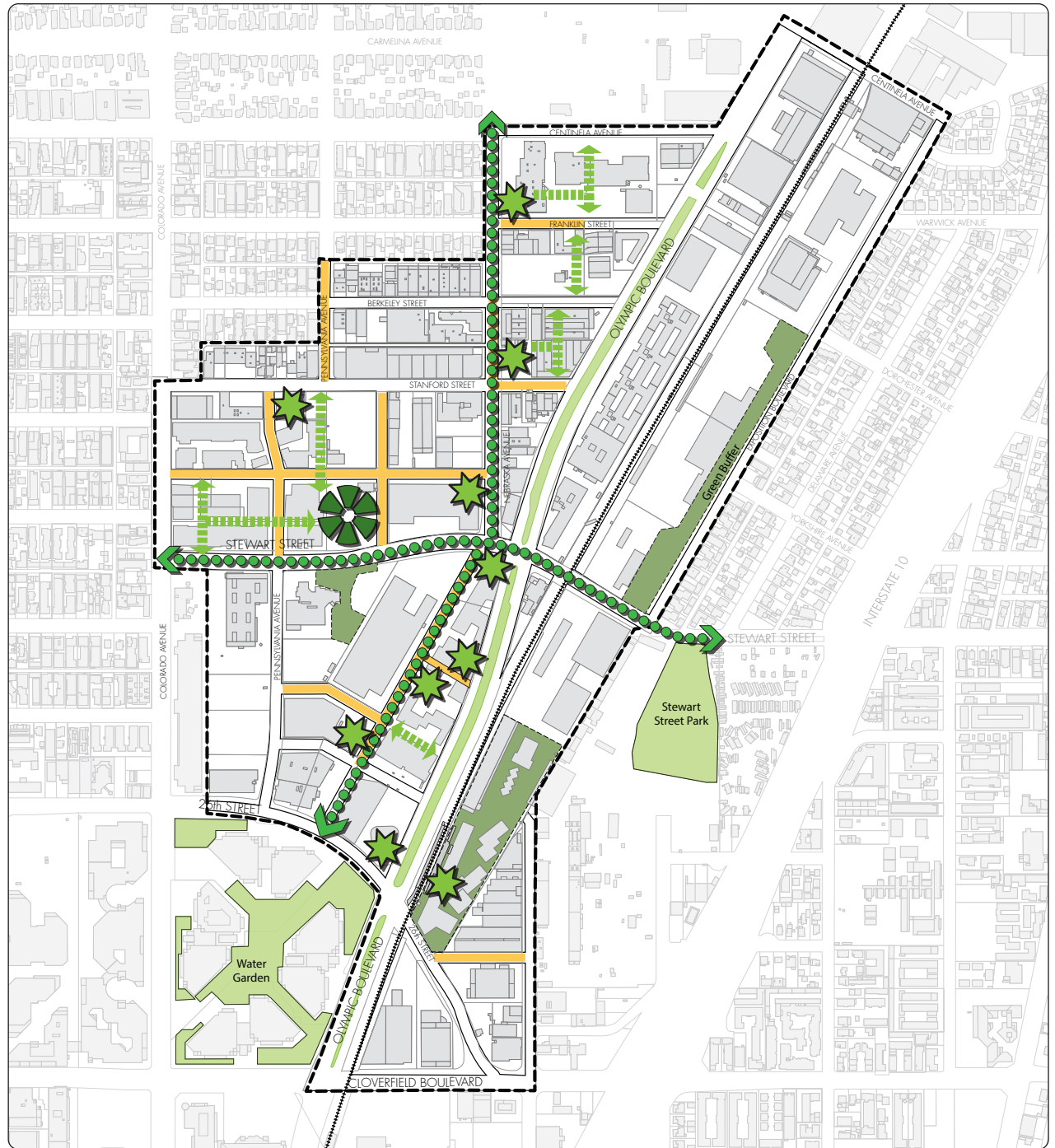
Trading Spaces: From Grey to Green

Open space is a priority of the Bergamot Area Plan, which includes a variety of strategies for both public and private projects to address existing and future needs.



With limited City-owned parcels in the Plan area, future opportunities lie in the streets and plazas on private properties. One new park currently in the planning phase is the “Buffer Park,” adjacent to the Expo Maintenance Facility.

Figure 4.A.02
Open Space



functioning of the Bergamot Plan area, where there is currently little public open space.

There are challenges to implementing this goal. Other than the public streets and a portion of Bergamot art center, the City does not own property in the Bergamot Plan area, so a large city-controlled public park will be difficult to achieve. Smaller privately owned but publically accessible parks and plazas will be realized when properties are redeveloped through development agreements. In the future a neighborhood park on an existing industrial parcel between Stewart Avenue and Stanford Street may be feasible. Area streets will be made greener and more usable for people. It will be necessary to utilize all of these opportunities to create a strong, vibrant and accessible open space network that ties the district

together and achieves a sum that is greater than the parts.

With these challenges and opportunities in mind, the Open Space Strategy for the Bergamot Plan area has been developed with five components. See Figure A.4.02 for illustration:

- Primacy of Open Space in Site Design
- A Series of Smaller Plazas and Parks on Large Parcels
- Shared Streets as Public Open Space
- One New Neighborhood Park Space
- Connect New and Existing Open Space

Primacy of Open Space in Site Design

The Bergamot Area Plan challenges developers and design teams to first consider the design and purpose of public and private open space and then design buildings that enhance these spaces. By flipping the usual site design priorities, open space in the Bergamot Plan area will be designed as “positive space”. The function, orientation and location of the open space and its connectivity to a larger green network will be the primary factor in site design. Development standards in the Plan focus on the relationship between buildings and adjacent open space through requirements for use of space, environmental benefits, physical access, visibility, hierarchy of size, and site security.



A small, privately-owned public space provides the public with usable open space in an urban setting.



Open space threads between taller buildings, providing space for art installations and offering connections to a larger green network.



A plaza offers a break in the urban form and a gathering space with an inviting tree canopy.



A small patch of landscaping with benches provides a usable open space for relaxing and gathering.



Shared streets allow for the street to function as an open space where impromptu interaction and gathering can take place.

A Series of Smaller Plazas and Parks on Large Parcels

Most new development in the Bergamot Plan area will be required to provide open space. These spaces will not be large, but linked together they will create a necklace of individual open spaces. Figure 4.A.02 shows potential locations for these places; actual locations may be different. Standards will ensure that these spaces are visible, accessible and activated by ground floor uses including retail stores and restaurants. The spaces will also be coordinated so that variety is provided: a plaza, a tot lot, a sculpture garden, etc. Many of these spaces will be on or set just off of Nebraska Avenue in both the Mixed-Use Creative and Transit Village districts, serving as green punctuation for what will be a well-landscaped pedestrian and bicycle friendly connector.

Shared-Space Streets as Public Open Space

All of the streets in the Bergamot Plan area will be part of the open space network. However, some streets have a special emphasis: they are planned to be shared-space streets (see Figure 4.A.02). These are passageways that have a single horizontal surface (typically with no curbs or sidewalks) that are designed to be shared between pedestrians, bicyclists and cars. This arrangement allows the street to function as open space, accommodates impromptu interaction and gatherings, and further slows down through traffic. Shared-Space Streets will also be well suited for temporary closures, for festivals and events.

One New Neighborhood Park Space

The Bergamot Area Plan has a goal of achieving at least one larger park space. One possibility is to explore the potential for a nearly two-acre park on a portion of an industrial parcel between Stewart Avenue and Stanford Street in the Mixed-Use Creative district. (see Figure 4.A.02). At this

location, parking and the existing one-story office building could be consolidated to realize a meaningful open space amenity for the area. Existing mature gum trees at the Stewart Street frontage could frame a handsome entry to a park in this location that would be comparable in size to Hotchkiss Park in the Ocean Park neighborhood. The resulting area is large enough to accommodate active recreation. It would also have the benefit of providing an additional connection from Stewart Street to Stanford Street. Some funding for the park could come from the open space fees collected from smaller sized projects in the area or may be provided as a community benefit.

Connect New and Existing Open Space

In order to make the most of the open space network, the Bergamot Area Plan emphasizes the inclusion of nearby existing parks and open space. These include Stewart Park, the Water Gardens with its 1 ½ acre lake, and the Colorado Center Park. At the time of the development of the Area Plan, two other open spaces were being discussed: a plaza on the campus of the Santa Monica College Academy of Entertainment and Technology on Stewart Avenue, and the planned buffer park along Exposition Boulevard next to the Expo Maintenance facility. As demonstrated in the Open Space Network diagram (Figure 4.A.02), a large proportion of these green open spaces will be located with access from either Stewart Avenue or Nebraska Avenue. To fully realize a green network in the Plan area, these two streets will become primary pedestrian and bicycle links. Bicycle lanes will be part of proposed improvements to Stewart Avenue. Improvements to Nebraska Avenue are also a Plan priority, including the new stretch from Stewart Avenue to 26th Street.



Existing open space resources are located near the Plan area.



The existing Stewart Street Park would serve as an open space anchor with greenways connecting it to other new parks and plazas within the Bergamot Plan area.



Existing eucalyptus trees along Stewart Street have the potential to serve as a gateway to a new public park.



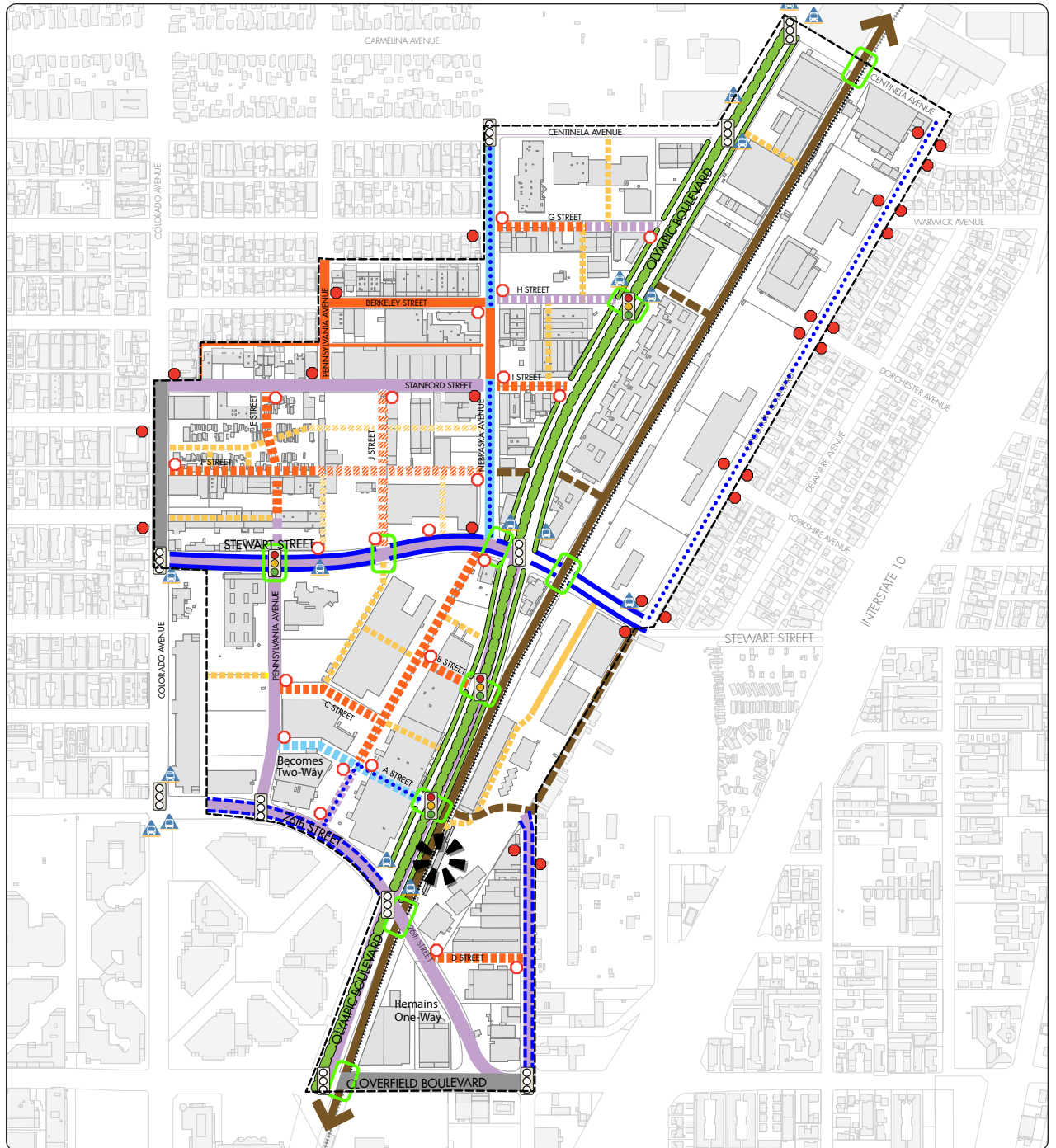
Streets are for Everyone

The proposed Bergamot Plan Street Network represents a dramatic shift in the role of streets within the Plan area. The five street types and pathways indicated in the adjacent map strive to create an environment that is walkable, pleasant and welcoming to bicycles and cars as well.

Opportunities to build out the proposed street network are discussed in Chapter 8, Implementation.



Figure 4.A.03
Street Network



3. Street Network

Of all the improvements proposed by the Bergamot Area Plan, perhaps the most transformative will be the street network. The streets in the network serve two major functions: as a circulation network, and as an armature of public space that buildings and open spaces will face onto and activate. The long industrial blocks of past years will be broken down with new cross connections into a walking and biking scale. By merit of being lively, diverse and vital, the streets will breathe life into the Bergamot Plan Area. As shown in Figure 4.A.03, the network will consist of a finely scaled set of existing and new streets, each designated as a street type that is calibrated to its use. This section of the Area Plan describes the street network strategy and includes brief descriptions of five street types along with goals and policies for the network. Street standards and guidelines are found in Chapter 7.

Bergamot Street Network Concept

Since the time of the earliest cities, streets have served as an organizing principle for urban society. City street networks throughout history have developed in many ways: some have arisen organically; others have been created expeditiously by commercial interests without coordinated planning. Their form and use communicates the economic and civic priorities of a community. In the case of the Bergamot Plan area today (as in most places in western society) the function of the existing streets has been weighted towards movement of vehicles for transportation and commerce/goods movement. In contrast, the street network concept for the Bergamot Area Plan provides for a balance between vehicle use and transit users, pedestrians, and bicyclists. When implemented it will

transform the existing local serving streets (and some new connections) into safer, more gracious pedestrian and bicycle friendly civic open space amenities.

Street Types

For the Bergamot Plan area, five distinct street types are defined. Each of these street types has been calibrated to the existing street context, the proposed use of the street (automobile use vs. pedestrian orientation), and the goals of the Area Plan. Please refer to Figure 4.A.03 for illustration. Conceptual street sections are provided for each street type. Detailed street standards and guidelines for each of the types can be found in Chapter 7.

- **Complete Street.** A street important to the overall circulation requirements of the district as well as citywide vehicle movement. Complete streets also provide mobility, access, safety, and comfort for pedestrians and bicyclists. Some will have bicycle lanes and open onto transit facilities.

Complete streets incorporate wide sidewalks with furnishings, street trees, pedestrian lighting and bulb-outs at corners where parking lanes are present.

- **Flexible Street.** A street where a contiguous space on one side of the street is designed for flexible use either for seating, gathering, and similar activities, or diagonal or parallel vehicle parking. Flexible Streets are not symmetrical in cross section: the through lanes are off-set from the side of the street with the flexible space. This street type may include wide sidewalks, additional rows of street trees, bulb-outs, pedestrian lighting and calmed traffic. Traffic is calmed by the use of “chicanes”. A chicane allows for the flexible space to be moved from one side of the street to the other.
- **Shared Space Street.** A combined public open space and street that emphasizes walking and



A shared street offers clear pedestrian markings and landscaping that buffers the pedestrian realm from the street.



Conceptual flexible street.



Conceptual complete street.

public space in the entirety of the right-of-way. Vehicles are allowed but mixed with pedestrian and bicycle movements. Because the space is fully shared between pedestrians, bicycles and vehicles, vehicle traffic moves cautiously and slowly. To distinguish the special use of these streets they include decorative and permeable paving, bollards and in-street trees to further slow traffic and ensure safe passage for all.

- **Landscape Emphasis Street.** The Bergamot Area Plan includes one Landscape Emphasis Street: Olympic Boulevard. The beautiful median remains, but it is complemented by continuous sidewalks and parkways on both sides of the Boulevard. It includes single or double rows of street trees on both sides.
- **Pedestrian and Ped/Bike Paths.** A network of pedestrian and bicycle pathways where vehicular access to properties is not needed or is a very low priority. Good lighting, clear visibility to adjacent uses and regular access points are important along Pedestrian and Ped/Bike Paths to ensure the comfort and safety of users.



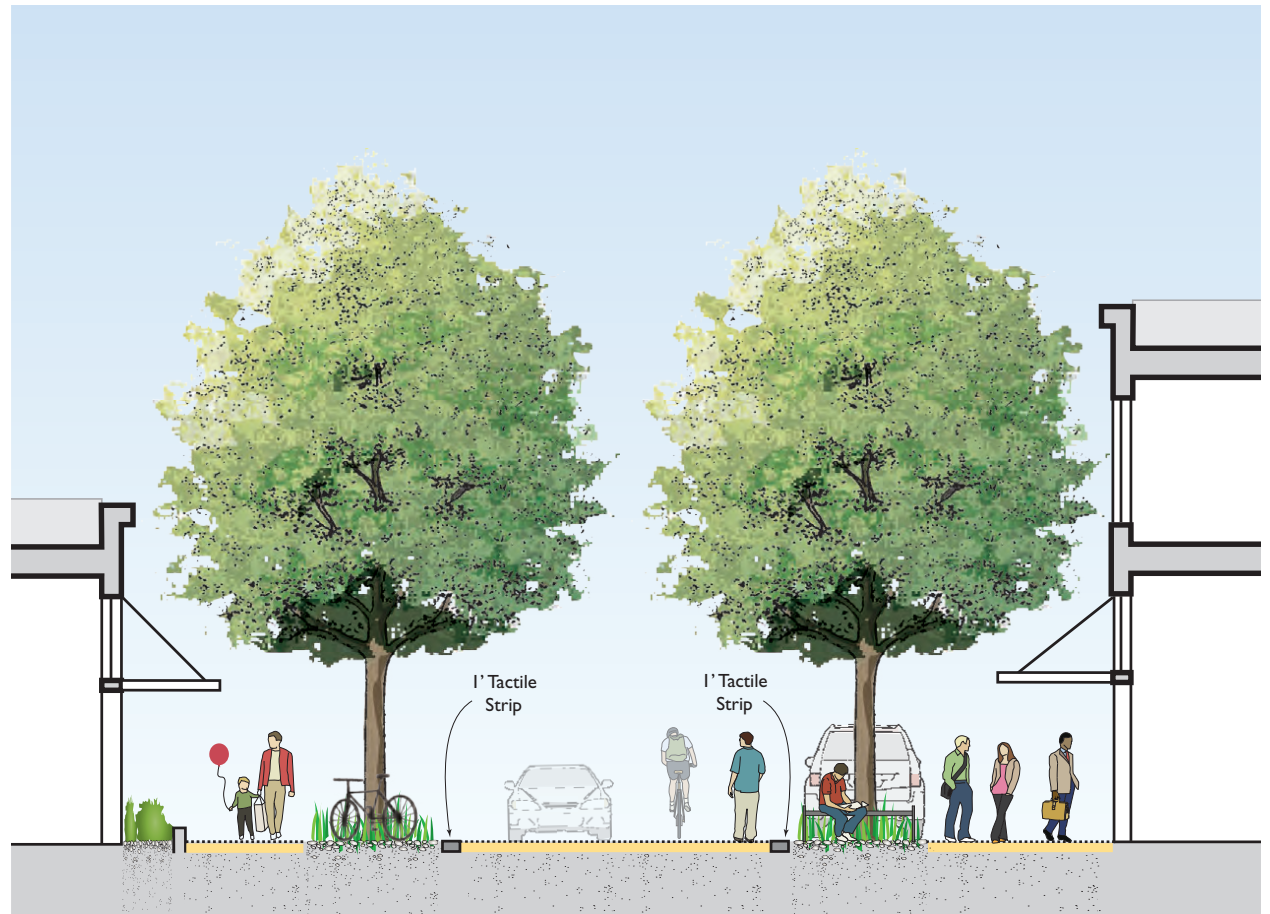
Longfellow Avenue in Santa Monica, the city's first Shared-Space Street.

Streets and the Parking Concept

The street network supports the Bergamot Area Plan's parking and parking management concepts by increasing opportunities for vehicular ingress and egress points. The Plan Parking strategy can be found in section 4C. This will minimize the need for automobiles to travel through the Plan area and surrounding neighborhoods to access parking.

Street Trees for the Street Network

Using the City's Urban Forest Master Plan as a starting point, the Bergamot Area Plan promotes the benefits of a full and healthy urban forest. People walking and biking will enjoy the increased attractiveness and shade from street trees. Other benefits of an enhanced tree canopy in the Bergamot area include increased carbon sequestration, reduction of pollution, as well as lessening of the urban heat island effect. The Plan proposes species and locations for street trees in Chapter 7.



Conceptual shared-space street.



Conceptual landscape emphasis street.

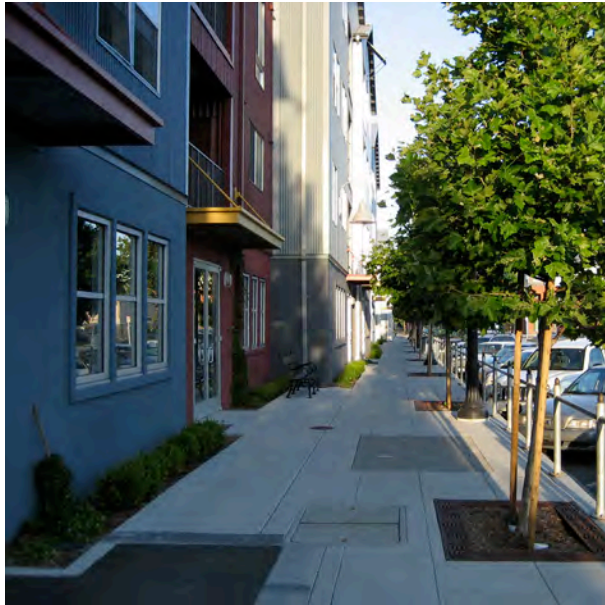


Octavia Boulevard in San Francisco is a major thoroughfare with a landscape emphasis.

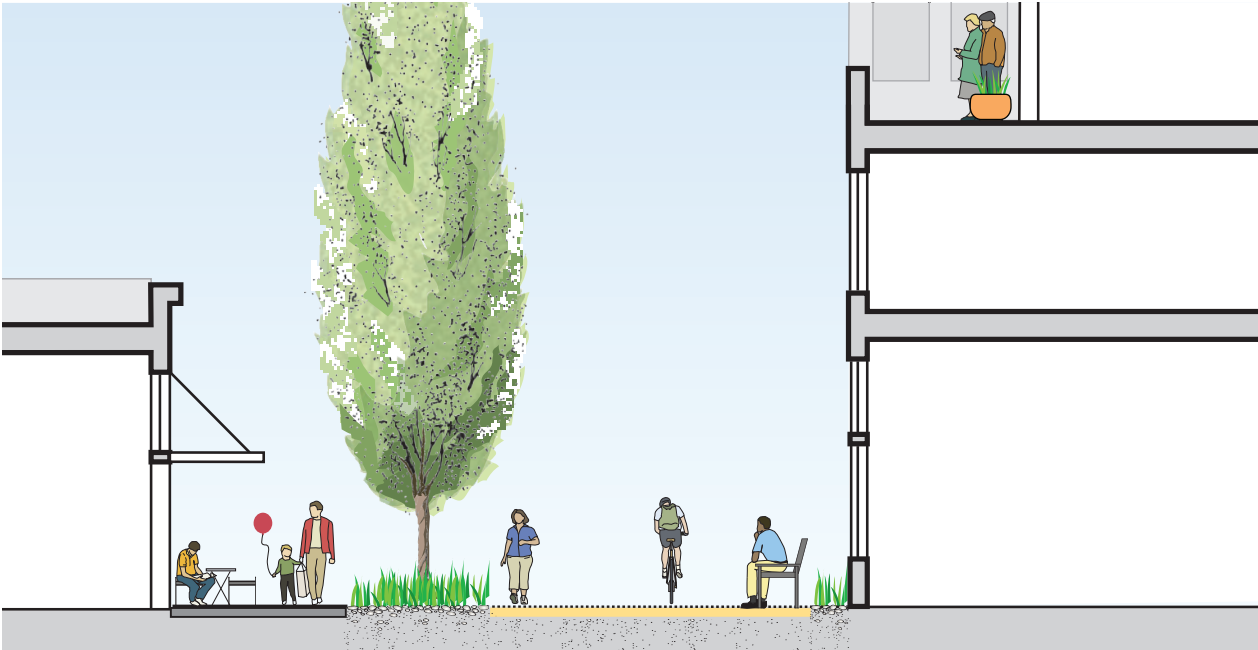




A pedestrian and bicycle path in Downtown Los Angeles offers users a protected and landscaped pathway through a large city block.



Street trees along a sidewalk in Petaluma buffer pedestrians from the noise and speed of cars, while also providing a dense, shaded canopy.



Conceptual pedestrian and ped/bike path.

4. Urban Form Goals and Policies

Goal UF1. A neighborhood with activity at its center.

Policy UF1.1. Establish Nebraska Avenue as a Pedestrian Priority Corridor that will become a spine for Bergamot, linking the Bergamot Transit Village district with the Mixed-Use Creative district.

Policy UF1.2. In the Bergamot Transit Village district, provide for an active frontage and greater building scale along the Pedestrian Priority Corridor, including a new extension of Nebraska from Stewart Street to 26th Street and a new street perpendicular to Olympic Boulevard from Olympic to Pennsylvania Avenue, to encourage pedestrian activity from the Bergamot Expo Station northward into the heart of the Bergamot Transit Village district.

Policy UF1.3. Require new development to provide continuous street building frontages along the Pedestrian Priority Corridor for the first two floors, excepting setbacks for open space, to create a sense of enclosure along the street.

Policy UF1.4. Require a substantial amount of transparency at the ground level along the Pedestrian Priority Corridor through use of storefronts, windows, courts, open entries and other means to provide pedestrian interest.

Policy UF1.5. Site and design new buildings and renovate existing buildings to emphasize retail uses at key nodes in the Bergamot Transit Village and Mixed-

Use Creative districts in order to focus economic activity.

Policy UF1.6. Require buildings be constructed to the street frontage with parking in subterranean structures, on roofs, or with a liner frontage and/or in shared facilities to maintain the scale and character of the Bergamot Plan area.

Policy UF1.7. Ensure that the number of driveways into parking areas is minimized in order to foster a pedestrian environment. Where there are driveways, ensure the width of driveways crossing sidewalks is also minimized.

Goal UF2. The existing quality of physical character within the Bergamot Plan area is acknowledged and enhanced.

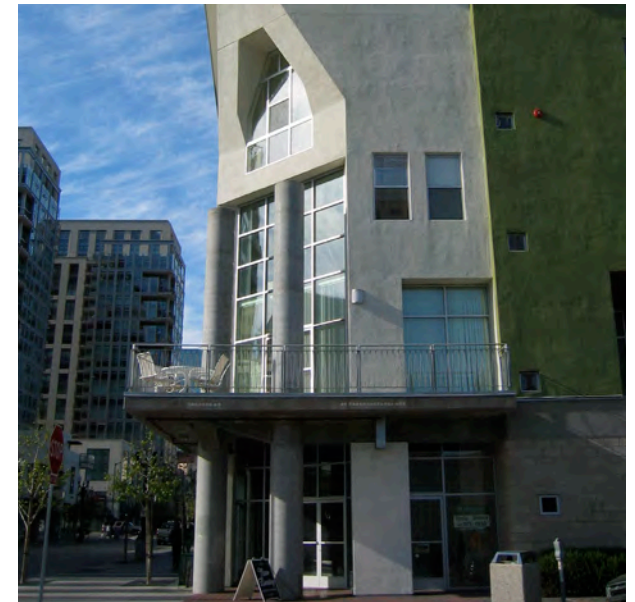
Policy UF2.1. Capitalize on the widely recognized creative art nexus at the Bergamot art center in the Bergamot Transit Village district by establishing a “Conservation-Art Center” district that will retain much of the existing physical fabric and ensure that new development is sensitive to the qualities and characteristics of the existing site and buildings.

Policy UF2.2. Establish a “Conservation-Creative Sector” district promoting the retention, adaptive reuse, and limited expansion of existing buildings in the Mixed-Use Creative district in order to provide a place for the continuing vitality of creative arts businesses.

Policy UF2.3. Protect and enhance the existing greenway character of Olympic Boulevard from

Centinela Avenue to 26th Street by preserving the existing median (except where modifications are needed for crossings) along with the existing heritage trees, and requiring setbacks for new development including pedestrian walks, landscaping and canopy trees with compatible character, excepting the Pedestrian Priority Corridor along the north side of Olympic from Stewart to 26th Street.

Policy UF2.4. Require that new architecture throughout the Bergamot Plan area build upon the industrial character of existing structures while also providing creative and innovative design that responds to contemporary needs.



A combination of storefronts, windows, entries, and balconies provide pedestrian interest for this intersection.



This transparent and continuous building frontage provides pedestrian interest.



This contemporary building evokes an industrial character through the use of different metal textures.



Small open spaces provide residents with areas for both relaxing and socializing.

Goal UF3. The scale and character of surrounding residential neighborhoods are respected by new development.

Policy UF3.1. Reduce building heights of new development at plan area boundaries that adjoin residential neighborhoods to assure transitions between mixed-use and commercial uses and residential neighborhood uses.

Policy UF3.2. Ensure access from surrounding neighborhoods to Bergamot Plan area amenities such as new open space, neighborhood-serving retail and transit.

Goal UF4. Innovative architecture and landscape designs emphasize the Bergamot Plan area identity as a nexus of creativity.

Policy UF4.1. Require private development to develop creative architectural responses at key locations along Olympic that will serve as markers or gateways to travelers.

Policy UF4.2. Promote the use of public art to explain and enhance the identity of the Bergamot Plan area.

Policy UF4.3. Encourage creative architectural design for private development projects by providing flexibility in project review of Bergamot Area Plan development standards and guidelines.

Goal UF5. Sustainable design solutions are evident in the creative realization of architecture and open space.

Policy UF5.1. Encourage that private development of buildings, sites, and infrastructure are designed to perform at the highest levels of environmental sustainability that exceed Santa Monica's standards.

Policy UF5.2. Ensure that projects in the public realm such as utility infrastructure and streets meet the highest levels of environmental sustainability.

5. Open Space Goals and Policies

Goal OS1. High quality open spaces with a range of purposes from active gathering to quiet contemplation are developed in the Bergamot Plan area.

Policy OS1.1. Ensure creation of a wide variety of open space types including hardscape plazas, active parks, passive spaces, sculpture gardens, and play lots.

Policy OS1.2. Require new private development to contribute public open space at each project to the maximum extent feasible.

Policy OS1.3 Ensure that new open space contributes to the realization of a district-wide pathway and open space network.

Policy OS1.4. Ensure that the building fabric supports new open space and the open space network.

Policy OS1.5. Require that new privately provided open space is clearly visible and open to surrounding streets and welcoming to passers-by.

Goal OS2. New public streets and existing rights-of-way in both the Bergamot Transit Village and the Mixed-Use Creative districts are designed to support both enhanced circulation and the establishment of the open space network.

Policy OS2.1. Improve streets in the Bergamot Plan area to include generous sidewalks, furnishings, street trees and landscape to encourage use as public open space.

Policy OS2.2. Require Shared Space Streets as shown on Figure 4.A.03 to be developed as attractive shared spaces to be used by slow moving vehicles, pedestrians, bicycles and others and that will capitalize on the street space as open space, and also allow them to be closed for special events.

Goal OS3. The majority of open spaces in and near the Bergamot Plan area are connected and linked.

Policy OS3.1. Focus on circulation improvements to Stewart Street to connect new public open space to existing open space.

Policy OS3.2. Improve Nebraska Avenue to serve a circulation function connecting new privately developed open spaces, the majority of which will be oriented to Nebraska.

Goal OS4. A new neighborhood park to serve as an active recreation amenity for residents, employees, and visitors to the Bergamot Plan area is established.

Policy OS4.1. Prioritize the acquisition of an open space in the Bergamot Plan area that is greater than one acre in size.

6. Street Network Goals and Policies

Goal SN1. A high-quality network of complete streets that people use to drive, access transit, walk and bike is provided.

Policy SN1.1. Create a hierarchy of streets that serve regional to local needs for all travel modes

Policy SN1.2. Ensure the reduction in the industrial scale of the existing block structure by providing new streets and pedestrian paths that break down the scale of the larger blocks and improve walkability and bikeability.

Policy SN1.3. Design streets and the circulation network to manage traffic speed to achieve the desired target speeds and increase safety within the Bergamot Plan area.

Policy SN1.4. Make the auto oriented travel corridors of Olympic Boulevard, 26th Street, and Stewart Street less of a barrier to walking by improving the environment along these streets, and providing frequent and safe places to cross them.



This privately-owned open space is visible and open to passers-by.



This plaza provides a respite from the high density urban fabric that surrounds it.



This shared street encourages pedestrian, bicycle and car circulation through clearly defined paving and landscaping.



This streetscape incorporates narrower sidewalks with large trees that buffer pedestrians from adjacent auto traffic.

Policy SN1.5. Enhance the vehicular network and street grid with additional streets to increase options for direct access to parking garages while minimizing impacts to the pedestrian and bicycling environment.

Goal SN2. Street designs contribute to the unique identity of the Bergamot Plan Area.

Policy SN2.1. Establish a variety and hierarchy of street types throughout the network to establish an identifiable character for the Bergamot Plan area.

Policy SN2.2. Provide for functional flexibility within the street network to allow for temporary uses such as special events and recreation that add to the life of the streets within the Bergamot Plan area.

Policy SN2.3. Work within the framework of the City’s Urban Forest Master Plan to identify a palette of street trees that provide an identity for street segments throughout the Bergamot Plan area.

Goal SN3. The street network supports continuing economic vitality in the Bergamot Plan area and the city.

Policy SN3.1. Provide a street environment that provides a broad range of access and mobility choices for residents, workers, and visitors.

Policy SN3.2. Design new streets and redesign existing streets so that they foster desired uses such as such as restaurants with outdoor dining and galleries that open onto sidewalks and flexible street space.

Policy SN3.3. Provide convenient access to parking garages and street parking to support business activities within the area, and that support the parking management goals of the Plan.

Goal SN4. New streets are designed and existing streets are redesigned to support City sustainability policies.

Policy SN4.1. Encourage installation of sustainable streetscape paving that reduces impermeable hardscape.

Policy SN4.2. Encourage sustainable stormwater filtering where feasible, with subsurface collection and use of appropriate barriers where there are contaminated soils.

Policy SN4.3. Design green infrastructure to work with the existing hydrology, topography, and soils conditions of the area by seeking opportunities for rain gardens or other features in locations that can allow for infiltration.

Policy SN4.4. Ensure the development of a robust urban canopy in the Bergamot Plan area that will create shade, reduce heat island effect, improve air quality and sequester carbon.



This flexible street provides both convenient parking options that support local businesses, as well as outdoor dining areas that open onto the sidewalk and activate the street.



This parklet along 24th Street in San Francisco provides a pocket of open space in a dense urban environment.
 Source: City of San Francisco Planning Department



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Core Components:

B. Land Use

The Bergamot Area Plan guides the transformation of the City’s formerly industrial lands into an energetic and equitable new urban neighborhood that simultaneously addresses the interrelated needs of housing, transportation, and land use. Seizing the catalytic opportunity presented by the Expo Light Rail, the Plan employs contemporary urban and transportation planning concepts to provide housing and services efficiently, to provide streets that are the setting for public life, and to build on transit, bicycling, and walking as safe and convenient means of getting around Santa Monica. It accommodates a range of uses that will provide opportunities for housing, for jobs important for local residents and the economy, for local shopping for retail goods and services, and for participating in arts and cultural activities—all accessible on foot, by bicycle, transit and car. It will foster the creation of a “complete” community with services, parks, and nearby schools. As such, it implements key objectives of Santa Monica’s Land Use Circulation Element (LUCE) by supporting the reduction of pollution, and greenhouse gas emissions, and improving the health and well-being of its employees and residents.



This Plan’s policies, standards, and guidelines encourage the expansion of existing and development of new businesses that build upon the strength and identity of the area—the creative arts, entertainment, and high technology/digital industries. They promote the development of new galleries, arts-supporting uses, and a hotel to sustain and vitalize the area’s hub, the Bergamot Art Center. The Plan also creates capacity for the development of affordable and market-rate housing to enable employees to live in the area and offer new lifestyle choices connected to transit. Parking for all uses will be encouraged to consolidate into shared facilities. To make it a healthy place for working and living, the Plan promotes the development of a network of greenways, public plazas, and parks.

The Bergamot Plan Area is divided into four districts: the Bergamot Transit Village (BTV), Mixed-Use Creative (MUC), Conservation-Creative Sector (CCS), and Conservation-Art Center (CAC) (Figure 4.B.01). All emphasize creative arts and local employment opportunities, cultural enrichment, housing (except for in the CAC), and supportive retail businesses. They differ in their physical character and, as described in in the preceding section, scale, and urban form. The two Conservation Districts are delineated as separate

districts from the BTV and MUC districts shown in the LUCE, and permitted uses, heights and densities will strive to conserve their existing buildings and uses.

While supporting retail and service uses may occur throughout the area, the Plan identifies specific focal areas (the Pedestrian Priority Corridor and Retail Priority Overlays) in which, at least initially, a pedestrian and retail focus is required in order establish a critical mass of local-serving economic activity to respond to the needs of local residents and area workers and to accelerate the transformation of major planned pedestrian streets, like Nebraska Avenue.

The following describes the permitted uses and their distribution in the Bergamot Area Plan. A detailed table listing of these and their permitting requirements is presented in Chapter 5, Land Use Regulations Development Standards.

Description of Land Use Districts:

The following describes the types, densities, and character of uses to be permitted in each of the districts. Densities for each district are shown in Figure 4.B.02.

1. Bergamot Transit Village District

The Plan directs development in the Bergamot Transit Village District (BTV) to create the structure for a new mixed-use neighborhood that supports a range of uses, activities, open spaces and built forms, and which deeply integrates the new Bergamot Expo Station and the adjacent Bergamot Art Center into the fabric of communal life. The district’s evolution into a pedestrian-oriented, mixed-use place containing jobs, housing, retail commercial, services, entertainment, and open spaces will build upon Santa Monica’s long-standing practice of crafting good urban places.

Permitted Uses

This district allows for the creation of a vibrant concentration of goods and services, multi-family housing and creative employment, and community gathering spaces, especially in proximity to transit. For the Bergamot Transit Village, a mix of 60 percent commercial and 40 percent residential use is established as the target for new development. The permitted densities for the Bergamot Transit Village were determined in order to achieve a scale that is consistent with the community vision for a pedestrian-oriented district that provides high quality open spaces, and that is oriented to and accessible

by transit. Consequently, the densities presented by the Bergamot Area Plan have been reduced from those described in the LUCE. Permitted development densities are:

- Tier I: 1.75 Floor Area Ratio (FAR)
- Tier II: 2.2 FAR
- Tier III: 2.5 FAR

A blend of uses may be developed in the BTV, which are more completely described in Table 5.02 in Chapter 5:

- Creative offices and media production facilities
- Housing units, emphasizing opportunities for employees of local businesses, including live-work units that combine a work space with incidental residential occupancy
- Employee and resident supporting retail uses and services, restaurants and cafes, entertainment, day-care, and comparable uses
- Artist studios, exhibition, commercial sales/gallery, and performance venues

Figure 4.B.01 Land Use Districts

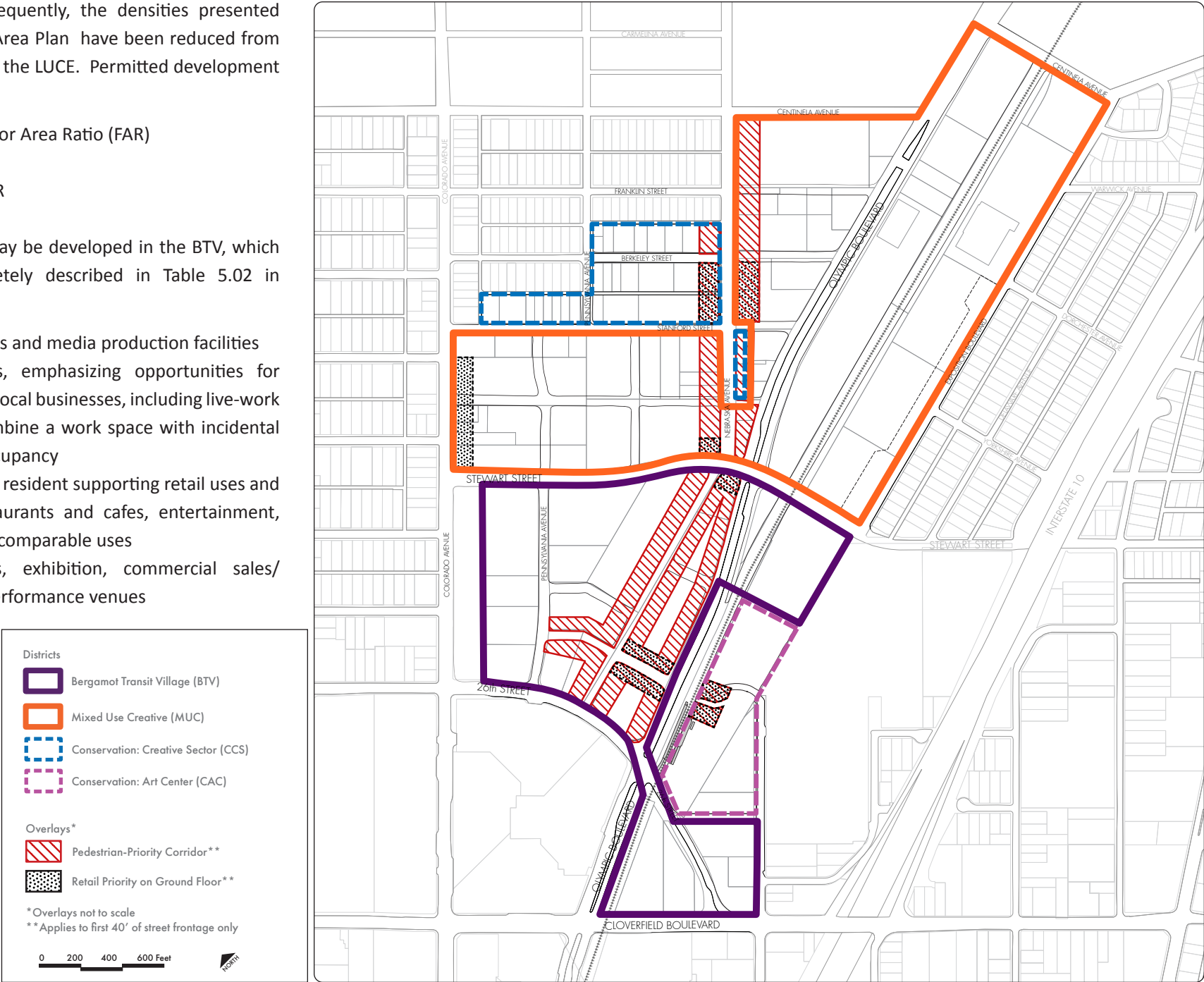
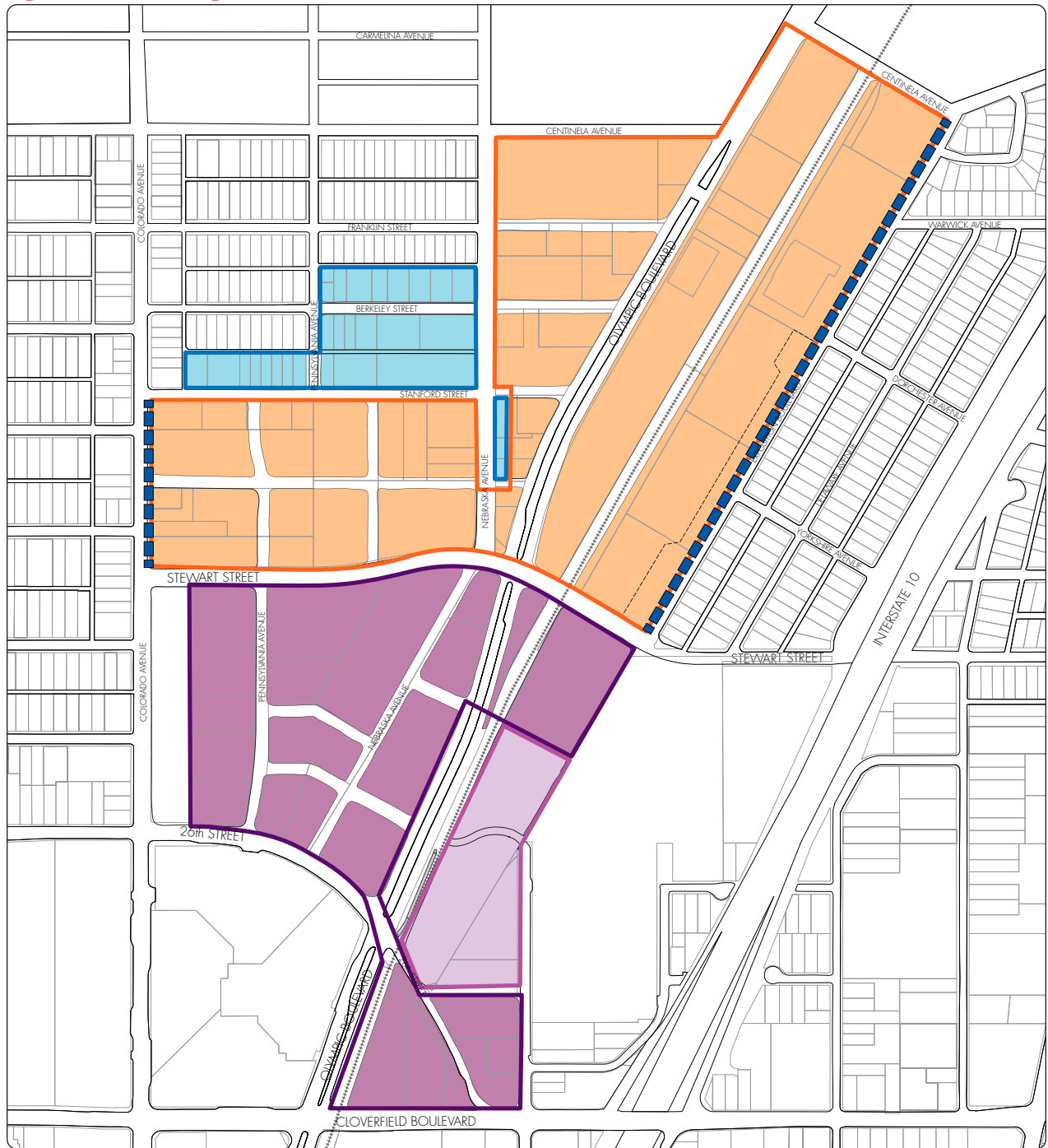


Figure 4.B.02 Building Floor Area Ratios



- Parks, open spaces, public facilities, and educational uses
- Transportation related uses such as shared parking structures, bicycle support facilities, flex vehicle, and similar facilities

Housing Development

A mix of affordable housing, housing affordable to the workforce, and market rate residential units within the land use mix targets is encouraged in the BTV District that provides a variety of unit sizes, number of bedrooms, and pricing. Residential uses may be located throughout the district except for the ground floor of buildings in the “Retail Priority” overlay.

District Edges

Properties along the south side of Colorado Avenue in the BTV District face lower scale residential uses. Should these properties be redeveloped, they should have uses that do not cause adverse noise, lighting, visual, traffic, and other impacts on the adjoining residential neighborhood. Standards that govern height and setbacks for these transitional edges are

	Bergamot Transit Village (BTV) FAR: 1.75, 2.0, 2.5; Housing Projects FAR: 4.0
	Mixed Use Creative North of Pennsylvania or South of Expo Bike Path: FAR: 1.5, 1.7, 2.2; Housing Projects FAR: 3.25 Mixed Use Creative (MUC) FAR: 1.5, 1.7, 2.2; Housing Projects FAR: 4.0
	Conservation: Art Center (CAC) Parcels over 100,000 SF, FAR: 1.0 Parcels under 100,000 SF, FAR: 1.0, 1.5, 2.5; Housing Projects FAR: 2.5
	Conservation: Creative Sector North of Nebraska Ave, South of Pennsylvania Ave, and West of Berkeley St FAR: 1.5; Housing Projects FAR: 3.25 Conservation: Creative Sector (CCS) FAR: 1.5; Housing Projects FAR: 2.5
	Transitional Zone

0 200 400 600 Feet

NORTH

found in Chapter 5. Other edges and boundaries of the BTV face large commercial developments, Cloverfield Boulevard, and the City's maintenance yard, so impacts to surroundings are not as sensitive.

2. Mixed-Use Creative District

The Mixed-Use Creative District (MUC) will emphasize the continuation of the area's diverse creative and cultural offerings, and will encourage new complementary uses to infill as a way to provide a more balanced and sustainable land use pattern that connects residents, employees, and visitors to the district, neighboring BTV, the Bergamot Expo Station and the Bergamot Art Center. Existing uses are encouraged to remain, while the Plan calls for the provision of new creative arts jobs balanced with housing affordable to the workforce, supported with local-serving retail and services. It anticipates that smaller scale properties will be developed at lesser densities and smaller building scale than the BTV District, in consideration of smaller parcel sizes and the character of existing development. Like the BTV, the Plan promotes the area's evolution as a pedestrian-oriented environment. The eastern edge of the MUC is also easily accessible to the new Bundy Expo Station in the City of Los Angeles.

Permitted Uses

A mix of 50 percent commercial and 50 percent residential use is established as the target for new development in the MUC District. The permitted densities for the MUC District were determined in order to achieve a scale that is consistent with the community vision for a pedestrian-oriented district that provides high-quality open spaces, and that is oriented to and accessible by transit. Consequently, the densities presented by the Bergamot Area Plan have been reduced from those described in the LUCE. Permitted development densities are:

- Tier I: 1.5 Floor Area Ratio (FAR)
- Tier II: 2.0 FAR
- Tier III: 2.2 FAR

As described for the BTV, a blend of uses will be accommodated including new affordable housing, housing affordable to the workforce and market-rate housing. These are more completely described in Table 5.02 in Chapter 5.



The Mixed-Use Creative District is home to many different types of creative people—from digital artists and production specialists, to dancers and gardeners.



Existing residential adjacent to Bergamot Plan area.

Transitions between existing residential and new or remodeled buildings must be respectful of scale.



Existing buildings in the CCS District provide smaller, more affordable spaces for the creative sector.

District Edges

Properties along the south side of Colorado Avenue, the eastern side of Stanford Street, and north side of Exposition Boulevard all face onto or abut existing lower scale residential uses. In the MUC District these edges should be developed with uses that are compatible and at a scale that is respectful of the development pattern of adjoining residential neighborhoods.



Existing buildings in the CAC District have been converted into fine art galleries and creative office space. Retaining the character of this district is of paramount importance.

3. Conservation-Creative Sector District

Within the Conservation-Creative Sector District (CCS), emphasis will be placed on small-scale creative arts, media production, entertainment uses, digital technology, incubators, business services, and supporting uses such as restaurants and cafes as defined in Table 5.02. To protect the scale and character of this important creative cluster within the Plan Area, permitted development densities shall be limited to (Tier I) 1.5 FAR. This restriction is balanced by incentives that can assist creative businesses to meet their needs for a certain amount of on-site expansion.

4. Conservation-Art Center District

As an area-wide anchor for the creative sector, uses within the Conservation-Art Center District (CAC) shall contribute to and enhance the arts and cultural functions and identity established by Bergamot Art Center. These may include art galleries, studios, exhibition, performance, museums, restaurants and cafes, hotel, and similar uses. Small-scale creative office uses are also permitted. To protect the scale and character of the district, permitted development density shall be limited to a 1.0 FAR.

Description of Land Use Overlays:

Pedestrian-Priority Corridor Overlay

The Pedestrian-Priority Corridor (PPC) is established to encourage an interesting and vibrant walking street along the existing and planned Nebraska Avenue and portions of Olympic Boulevard. Street-fronting ground floor uses in the PPC overlay shall be limited to retail, personal service, creative office (subject to standards regarding transparency), live-work, artist gallery and exhibition, entertainment, restaurants and cafes, multi-family housing with entries for each unit facing the street, and other uses that activate pedestrian activity. Other uses shall be limited to the second floor and higher or rear of the street-facing uses. Design standards to ensure pedestrian orientation including minimum heights for ground floors are found in Table 5.04 in Chapter 5.

Retail Priority Overlay

The Retail Priority (RP) overlay is established to incentivize desired uses to quickly infuse the Bergamot Plan Area with active street-fronting ground floor uses. In areas designated with the RP overlay, uses shall be limited to retail commercial, personal service, restaurant and small food and beverage stores, cafes, and comparable uses. Other District areas may be developed for retail uses as the market demands, in accordance with the standards specified in Chapter 5, but retail frontages are required in this overlay.

Community Benefits:

The intensity of development and building heights permitted on properties in the BTV and MUC are correlated with a project's provision of community benefits. A base density and height are defined (Tier 1), above which additional density and height may be considered through a discretionary permit or Development Agreement based on the type and quality of benefits provided. Categories of benefits that are prioritized in the Bergamot Plan Area include:

- Social and cultural facilities (e.g., inclusion of arts and cultural facilities in a building; child care, senior, or youth facilities; community meeting rooms; and so on)
- Housing that is affordable to the workforce in excess of Santa Monica's base affordable housing requirements specified by the Municipal Code
- Community physical improvements (e.g., connected streets and pedestrian paths, streetscape improvements, public parks, and so on) in excess of Plan standards and open space requirements

- Vehicle Trip reduction and traffic (congestion) management strategies that exceed requirements specified by the Municipal Code and the Bergamot Area Plan TDM/TMA requirements.
- Historic preservation (e.g., adaptive re-use and rehabilitation, and so on)
- Development practices exceeding Santa Monica's standards and requirements for sustainability, such as projects conforming to the objectives of the Living Building Challenge, <http://living-future.org/lbc>.

Although this Plan does not require provision of a particular community benefit on any specific parcel, there are locations in which highly desirable and strongly encouraged community benefit opportunities have been identified. These include:

- A Bike Center and potential TMA facility near the Expo Station on either the north or south side of Olympic Boulevard. (i.e., the former Papermate property or Bergamot Art Center)
- A public path and/or large neighborhood park in the Mixed-Use Creative District that provides connectivity between Stewart Avenue and Stanford Street.
- New pedestrian and vehicle crossings across Olympic Boulevard at several locations specified on the Bergamot Street Network map.
- Physical improvements to Big Blue facilities, bus stops and real time signage at or near the Expo Station, and at or near the proposed crosswalk at the intersection of Olympic Boulevard. and Berkeley Street.



Affordable housing in Santa Monica, CA. The Bergamot Transit Village will provide housing for individuals and families of all ages and income levels.

- New streets and/or streetscape enhancements including lighting, landscaping, bicycle facilities and street furniture as specified on the Bergamot Street Network map as associated cross-sections.
- Major public art installations in visible locations throughout the Plan area like the Olympic Boulevard. median, the intersection of Olympic Boulevard. and Stewart/Nebraska Avenues.
- Below market-rate creative incubator or artist space in the BTV and the MUC district.

In order to ensure that Tier II and Tier III projects in the Bergamot Plan Area provide useful and desirable community benefits, the planning approval authority (Planning Commission or City Council) must make the following finding, in addition to any required Zoning Ordinance finding:

- That the project contributes a sufficient level of the community benefits that are prioritized in the Bergamot Area Plan so as to provide improvement to the district as a whole and to adequately contribute to the creation of a complete neighborhood in the project’s zoning district.

5. Land Use Goals and Policies:

The following goals and policies are designed to implement the core values of the community for the types, mix, and character of land uses in the Bergamot Plan Area. These complement and are correlated with the goals and policies presented in other sections of this Plan including urban form, economic development, arts and culture, and circulation.

Goal LU1. The Bergamot Plan Area is a high quality, mixed-use creative sector district offering opportunities for jobs, living, arts and culture, and community-serving retail that benefits from access to the Exposition Light Rail station and the area’s creativity and innovation.

Policy LU1.1. Prioritize the development, growth, and expansion of creative arts, entertainment, and related uses that build upon and enhance the critical mass and economic vitality of the Bergamot Area’s existing uses,



Castro Street in Mountain View, CA provides a variety of activities for shoppers and families into the evening hours. Photo by John Loo..

while maintaining the desired scale and character of development.

Policy LU1.2. Promote the retention of existing, provide opportunities for new, and nurture the growth of small, incubator, and start-up creative arts/entertainment uses.

Policy LU1.3. Accommodate the development of affordable housing within the district targets that meets the diverse needs of the Bergamot Plan Area businesses’ employees and the greater community.

Policy LU1.4. Accommodate the development of uses that support a 17 hour/7 day environment that meets the needs of businesses and residents including retail

goods and services, food stores, restaurants and cafes, hotels, health clubs, and comparable uses.

Policy LU1.5. Strive to concentrate the initial development of retail and service uses in the ground floors of buildings at key nodes along Nebraska Avenue (between Berkeley and Stanford Streets and around the Stewart Street intersection), along the planned street connecting Olympic Boulevard with Pennsylvania Avenue east of 26th Street, and along Colorado Avenue east of Stewart Street, while allowing its development in other locations.

Policy LU 1.6. Accommodate the development of uses that contribute to the quality of life of residents and sense of a “complete neighborhood” including such uses as arts and cultural facilities, libraries, childcare, parks, existing schools, seniors and youth facilities, and meeting facilities.

Policy LU 1.7. Promote the development of uses and facilities that facilitate mobility by alternative modes to the automobile such as bicycle sales, service, rental, and bike share businesses, and carshare, flex vehicle leasing and rental.

Policy LU 1.8. Prohibit the development of new automobile repair services and dealerships and their associated storage operations.

Policy LU 1.9. Development on parcels of three acres and larger should strive to include a mix of non-residential and residential uses in accordance with the percentages specified in Table 5.B.03 in Chapter 5.03 in Chapter 5, which may be distributed horizontally or integrated into a building vertically.

Policy LU 1.10. Allow the flexible adaptive re-use of buildings as economic market conditions and demands evolve over the life of the Plan.

Policy LU 1.11. Ensure compliance with CEQA in reviewing development in the BTV and MUC and in particular analyze potentially significant offsite impacts and cumulative impacts of project not addressed in the Bergamot Area Plan environmental review.

Policy LU 1.12. Monitor development periodically to ensure that it is consistent with the vision and desired qualities for the Bergamot Area and modify Plan standards and implementation procedures should deficiencies be identified.

Goal LU 2. The Bergamot Art Center is a center of culture within the Bergamot Area and its character is infused throughout the entire district..

Policy LU 2.1. Support adjustments to the Bergamot Art Center and its existing arts uses to respond to the Bergamot Expo Station, increase its visibility and pedestrian access from Olympic Boulevard, provide a beneficial interface for existing uses and become the focal point of community activities and events.

Policy LU 2.2. Preserve and enhance the creative arts uses and spaces for artists to work and consider development of a prominent museum space.

Policy LU 2.3. Accommodate the development of uses that complement and contribute to the economic vitality and sustainability and continuation of arts and cultural identity of the Art Center including such uses as galleries, museums, performance venues, education, cafes and restaurants, and a hotel, as well as the limited addition of creative office space.

Policy LU 2.4. Facilitate the redesign and redevelopment of parking and open areas between the Arts Center's existing buildings to create an active and vital space supporting arts-related and cultural events and activities.

Policy LU 2.5. Establish pedestrian and bicycle connections with the Expo Light Rail station that provide direct transit access and also respect the character of Art Center uses and events.



The ODC Theater is a welcome addition to an existing creative arts neighborhood in San Francisco, CA.



A new hotel on the historic Square in Healdsburg, CA respects the character of its surroundings.



An industrial structure in San Diego, CA has been expanded with new uses while the historic brick facade has been preserved to maintain its character.

Policy LU 2.5. Consider development of a parking structure that consolidates existing on-site Art Center parking spaces and provides for the needs of new development, considering opportunities for developing a shared facility that supports adjoining public uses.

Goal LU 3. Vibrant small-scale creative arts, entertainment, media, and supporting uses are conserved and have increased opportunities for expansion within the area.

Policy LU 3.1. Establish a CCS District and limit the type and scale of development in the District for

incubator, start-up, and other small-scale creative arts and supporting uses.

Policy LU 3.2. Establish the physical character of development in the CAC District promoting the retention, adaptive re-use, and limited expansion of existing buildings.

Policy LU 3.3. Require that new development be designed to fit contextually with the lot coverage, footprints, massing, and industrial character of existing structures within the CCS District.

Policy LU 3.4. Require buildings be constructed to the street frontage with parking designed for shared use in subterranean structures, on roofs, or in above-grade structures in the rear of a property or with a liner frontage to maintain the character of the CCS District.

Goal LU 4. New development and land use changes contribute to the enhancement of the social, cultural, physical and environmental quality of the Bergamot Area.

Policy LU 4.1. Encourage developers to provide uses and facilities that benefit the business employees, residents, vitality, and quality of the Bergamot Area community by considering additional building height and density (floor area ratio) consistent with the development tiers specified in Table 5.02.

Policy LU 4.2. Require that community benefit uses for which additional building height and density are provided exceed those that are normally required through the base standards of the Bergamot Area Plan.

Goal LU 5. An active pedestrian-oriented, mixed-use district concentrates activity, connects with all uses, and provides convenient pedestrian access to the Expo Light Rail station.

Policy LU 5.1. Concentrate the most active ground-floor development along Nebraska Avenue.

Policy LU 5.2. Construct streetscape improvements to enhance the character and emphasize that pedestrians and bike travel is at parity with vehicles in this district.

Goal LU 6. The Bergamot Plan Area demonstrates the highest levels of environmental, economic, and social sustainability.

Policy LU 6.1. Encourage developers to exceed Santa Monica's environmental sustainability standards for buildings, sites, and infrastructure.

Policy LU 6.2. Accommodate a range of housing units and types affordable to employees of businesses in the Bergamot Area, and market these units to existing employees.

Policy LU 6.3. Accommodate a diversity of creative arts and supporting uses that sustain and enhance the economic activity of the Bergamot Area and provide quality jobs for local residents.

Policy LU 6.4 Incorporate green street features into public right of way improvements.

Core Components:

C. Circulation and Mobility

In July 2010 the City Council adopted the Land Use and Circulation Element (LUCE) following a six year public process. It called for addressing congestion, air quality, greenhouse gas emissions, housing affordability, and sustainability through a multi-pronged approach to tackle present and future vehicle trips to the greatest extent possible with a target of no net new PM peak vehicle trips to be accomplished by,

- making more efficient modes of transportation – walking, biking, transit and carpooling – more attractive,
- meeting needs locally and reducing the need to travel long distances by car, and
- Implementing targeted congestion management measures using tools such as parking pricing, transportation management associations, and service improvements.

This transportation approach recognizes that transportation is not an end in itself, but rather a set of investments that help us to achieve Santa Monica's community goals. Transportation choices can help, or hurt, efforts to reduce global climate change and improve personal health or to ensure mobility for older adults or youth. Santa Monica has an opportunity to manage its transportation resources in a new way,





The narrow sidewalk on Olympic Boulevard brings traffic uncomfortably close to pedestrians.



This sidewalk on Berkeley Street is limited and not oriented for pedestrians.

consistent with community visions in the LUCE and Sustainable City Plan, so that greater access and mobility is achieved by everyone. These choices are key to the high quality of life and strong economy in Santa Monica, and should reflect the different needs and desires of the City's diverse population.

There is no single solution to the transportation needs of Santa Monica's many residents, businesses, institutions and visitors. Vehicle access will continue to be important for many functions and trips, and should support a network of streets that works well for all users. Most people in Santa Monica use our shared streets in many ways depending on the day, the time, the immediate need or type of trip. Just as a driver is also a pedestrian when walking to and from a parked car, a transit user will likely also be a driver or passenger in a vehicle on another trip.

Santa Monica is enmeshed in a growing region and economy, with over 1.5 million new residents projected for Los Angeles County in the next 20 years. Recognizing this challenge, along with the cost and land constraints of expanding the highway and roadway infrastructure, State and County agencies have begun to increase efforts to diversify transportation options so that personal mobility and access to jobs, goods and services is not compromised. Improved carpooling and vanpooling, train and bus transit, bicycling, walking and transportation demand management are increasingly recognized as critical to the region's quality of life and economic vitality.

The City has adopted aggressive policies to coordinate and synchronize investments and programs that

both work to manage vehicle congestion and expand transportation options. The first step is a good land use plan; putting land uses near transit and creating compact walkable subareas with most daily needs in easy walking distance effectively reduces demand for vehicle trips. The Bergamot Plan is at the heart of the City's land use program that concentrates change in less than 4 percent of Santa Monica, located near future Expo Light Rail stations and on high-frequency transit corridors. This protects established neighborhoods and also creates the fundamental conditions to reduce future vehicle trips. The Bergamot Plan will coordinate this change for maximum vehicle trip reduction through standards and programs such as:

1. Making Places for People within the former industrial lands
2. Creating the conditions for walking to become a larger part of everyday life and mobility
3. Providing facilities to support short, medium and long-range bicycle trips within and around the area
4. Embracing the opportunities and mobility enhancements coming from the Expo Light Rail line
5. Actively managing congestion to enable continued auto access for critical trips
6. Utilizing all available transportation demand management strategies to reduce new and existing vehicle trips
7. Managing parking actively as a limited and valuable resource.

With a series of carefully coordinated private and public investments, the Bergamot Plan area can become a high-performing, sustainable district where residents,

visitors, and employees alike enjoy – indeed, thrive on – a wide range of mobility options, each one suited to a different aspect of their daily needs. In other words, as the Bergamot Area Plan is implemented, the district’s mobility performance can go from “worst” to “first” – the first district in Santa Monica outside of Downtown that meets the long-term sustainability and mobility goals contained in the LUCE.

A Place for People

Although the Bergamot Plan area originally developed for industrial uses, the Area Plan supports a shift to an integrated transportation and land use strategy focused on people, which is coordinated with a local and regional context. At its core is a commitment to breaking down the scale of superblocks and making streets, paths, parks and places for people.

Today the experience of a person traversing the Bergamot Plan area can be poor at best and hostile at worst. Along with a lack of sidewalks, bicycle facilities and limited transit service, this is one of the reasons Bergamot is still mired in the problems of the auto era, especially rush-hour auto congestion. This current situation is ill-suited for the emerging Bergamot Plan area economy and lifestyle.

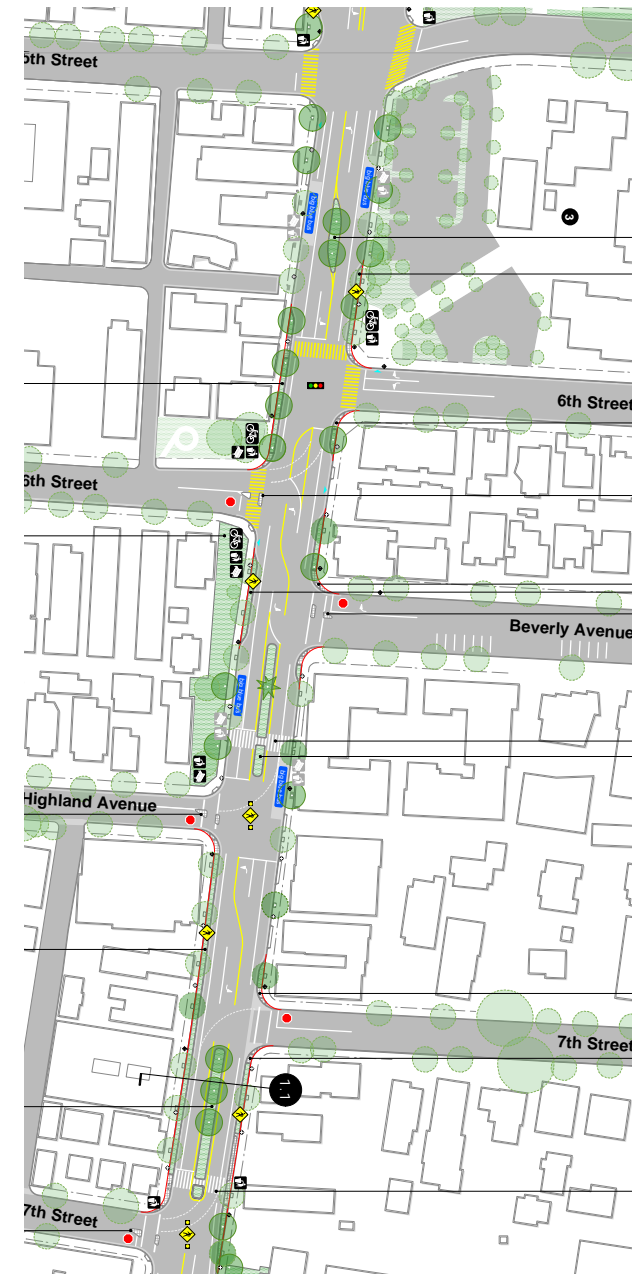
The coordinated improvement of sidewalks and a more sensitive, active streetscape design will improve the quality of space and experience. New streets and pedestrian paths will remove barriers and bring a more comfortable scale to the street and buildings. And just as important, daily destinations will be located throughout the district, so that regular errands –

restaurants, markets, cleaners, shops, vendors – will all be located within a short and pleasant walk or bike ride from homes or workplaces. The buildings themselves will play an important role in creating a new mobility paradigm by framing the street in a way that feels comfortable, creating visual interest and providing living, working, and shopping spaces in the right amounts and in the right locations.

Creating great places and experiences for people encourages them to arrive without a car. To relieve traffic congestion and increase active living, the design and management of the Bergamot Plan area needs to break down the high proportion of commuters who drive by themselves – currently four out of every five.

Thousands of people are projected to arrive on the Expo light rail each day – not just employees but also visitors seeking out the art galleries and cultural experiences that the Bergamot art center and surrounding districts provide. Others will arrive via enhanced Big Blue Bus service or on bicycles after traversing the Expo Regional Bike Path, part of the Westside bicycling system, and Santa Monica bike paths.

The construction of the Expo Line station requires a new and innovative approach to mobility simply because of the way it will alter how travelers arrive in the district. When riders step out off the train, they are not at their final destination. They still must transport themselves to offices, studios, homes, art galleries, museums, hotels, and other destinations that – in most cases – are not immediately adjacent to the station itself.



Improvements to the quality of the streetscape, like those completed for Ocean Park Boulevard (above) redefine the role of streets to also include public spaces for recreation, gathering and connectivity.

Envisioning the Future
A Day in the Life of a Family Living in the Plan Area



Consider a couple with children who lives in the Bergamot Plan area, and bicycle to work at Red Bull on Stewart Street. They drop the children off at child care within a new facility nearby. For lunch, they walk to the Bergamot art center. After work, they pick up their children and stop at a new corner grocery on the way home.

This scenario requires a wide variety of changes within the Bergamot Plan area — good jobs, better bicycling facilities, more child care options, and most importantly: appropriate housing options for this family.

But the benefits would be great. In the present, this family probably lives somewhere else in Los Angeles’ Westside or beyond; each spouse makes car trips to commute, shuttle the children and run daily errands. In our imagined future, the increased density of amenities means errands can be combined into one walking or biking trip with the use of active transportation modes. VMT and GHG emissions drop to zero, and burned calories increase.



integrated place that is comfortable and well-designed, and that also facilitates a new array of transportation options to complete the journey. If the distance is short or they have a variety of small errands to run, they may choose to walk. If the distance warrants, they may choose to ride a bus or shuttle or pick up a point-to-point shared bicycle or car, which they can simply deposit at their destination. Because Bergamot will be designed for people, everyone can navigate the entire district as first-class citizens regardless of whether they are driving, walking, biking or simply enjoying the space.

Auto access will still be important in this area. Many employees will continue to commute to work by automobile, and new residents in the Bergamot Plan area will travel to a variety of destinations by car as well. Inbound commuters will have more incentives to take transit or to carpool, while residents and employees who travel elsewhere during the day can use short-term car-sharing services. Rather than attempting to serve as the solution to every mobility need, the automobile will serve only those mobility needs for which it is well-suited.

By transforming mobility in the Bergamot Plan area – giving people options, taking advantage of all opportunities, and creating an appropriate role for auto travel – the Bergamot Area Plan will help the district achieve the LUCE’s goal of “no net new PM peak hour trips,” even while accommodating additional creative jobs, cultural amenities and housing that will protect the district’s role as Santa Monica’s arts and culture center, strengthen its identity as the center of the city’s creative economy, and take on a new, enhanced role as an attractive place to visit and live.

Walking in the Bergamot Plan area

Walking must be at the very core of the Bergamot mobility strategy. Within the Bergamot Area Plan, most people will walk most places because it will be the easiest and most convenient way to get from one place to another. It is also the healthiest and most sustainable way of getting around, aside from cycling. Even people who travel to the area from elsewhere in the region by car or train will find themselves walking, from shared parking or a transit stop, once they have arrived. It is the walking environment that will support all the other sustainable transportation networks: the use of shared parking, shared bicycling and the transit system.

The Bergamot Area Plan incorporates strategies to support walking at every level, in urban form, design guidelines, permitted uses, as well as a reconfigured street network and the requirement that the design for every other transportation network respect and support people who walk.

Implementing the plan will increase Bergamot’s pedestrian facilities – sidewalks, pathways, and shared pedestrian paths -- from 5.8 miles to 10.2 miles. New and tighter streets will create smaller blocks that, together with a well-designed, green streetscape and generous sidewalks, will make walking a pleasant experience (see Figure 4.A.03). Through-block pedestrian connections on remaining larger blocks and a new multi-use path along the train tracks will complete the pedestrian network.



Walking will be a priority in the Bergamot Plan area.

This enhanced pedestrian network will also increase connectivity and shorten distances (see Figure 4.C.01 for sample routes). For example, a walking trip from the intersection of Nebraska and Franklin Streets to the Expo Station – currently a one-mile walk – will be 25% shorter.

Direct connections to the Bergamot Expo Station will be provided from the Bergamot art center via a new plaza, and from the north via new pedestrian crossings of Olympic Boulevard between 26th Street and Stewart Street. The expanded pedestrian network will provide straightforward connections to the station from any point in the district and conversely, will provide easy walking access from the station to local retail, services, and shared facilities (see Figure 4.C.02).

More broadly, the plan includes a land use strategy to concentrate new retail and pedestrian-oriented uses along three main streets: Nebraska, Olympic



near the Expo Line Station, and a new north-south street leading to the station. In these locations and a few others, retail, cafes, restaurants, entertainment, galleries, cultural and community facilities, services, small offices and workshops, and housing will transform the district into a place that is open and active for 17 hours a day on 7 days a week.

The plan also includes development standards that focus on pedestrians first by emphasizing well-designed street frontages and investment in street upgrades with sidewalks and landscaping. Community benefits in the largest projects will contribute to this improved walking environment through provision of pathways and open spaces, along with higher-level facilities that may be negotiated.

Of course, a closer-meshed pedestrian network alone will not make for an interesting and enjoyable experience. The three-dimensional spaces that are formed by buildings are equally important in creating a comfortable walking environment. Buildings will include all kinds of active ground floor uses that can spill onto the sidewalk. New buildings will showcase interesting, contemporary designs that catch the eye of the passerby. Instead of walking along long, blank building walls and on narrow, obstructed sidewalk, people will find themselves strolling through an appealing place, where they can meet other people, enjoy the open spaces, find something interesting to look at in every block, and see creativity at work.

Figure 4.C.01
Directness of Travel for Pedestrians

Biking in Bergamot

If walking is the foundation of the transportation system, then bicycling is the mortar, filling in the spaces that can't be joined tightly with cars or transit. Bicycling has become the fastest-growing travel mode in Los Angeles County, and as the Westside economy continues to thrive, this niche will become even more crucial.

First, bicycling provides tremendous flexibility for travel within the Bergamot Plan area and to important locations immediately adjacent to Bergamot. Almost the entire City of Santa Monica, including Santa Monica College campuses and major commercial and shopping districts, is located within a 10-minute bike ride of the Bergamot Plan area.

Second, given the cost of driving/parking and traffic congestion on the Westside, bicycling is becoming an

inexpensive and fast alternative for people who are traveling 5 miles or less – a 30-minute bike ride or less for most people. Thus, bicycling is becoming an option that stretches far beyond Santa Monica's boundaries to include the whole Westside.

Third, bicycling can be an important option for Expo Line riders to reach their final destination within the Bergamot Plan area or for people who wish to travel distances within Bergamot that are just a little too far to walk. For these travelers, bicycling can be the ideal way to cover the "first and last mile" to the destination from the transit stop. Bicycles for transit users can be made available through secure bike parking at the Expo station, bike-sharing programs throughout the area, or accommodation of bikes on buses and light rail cars.

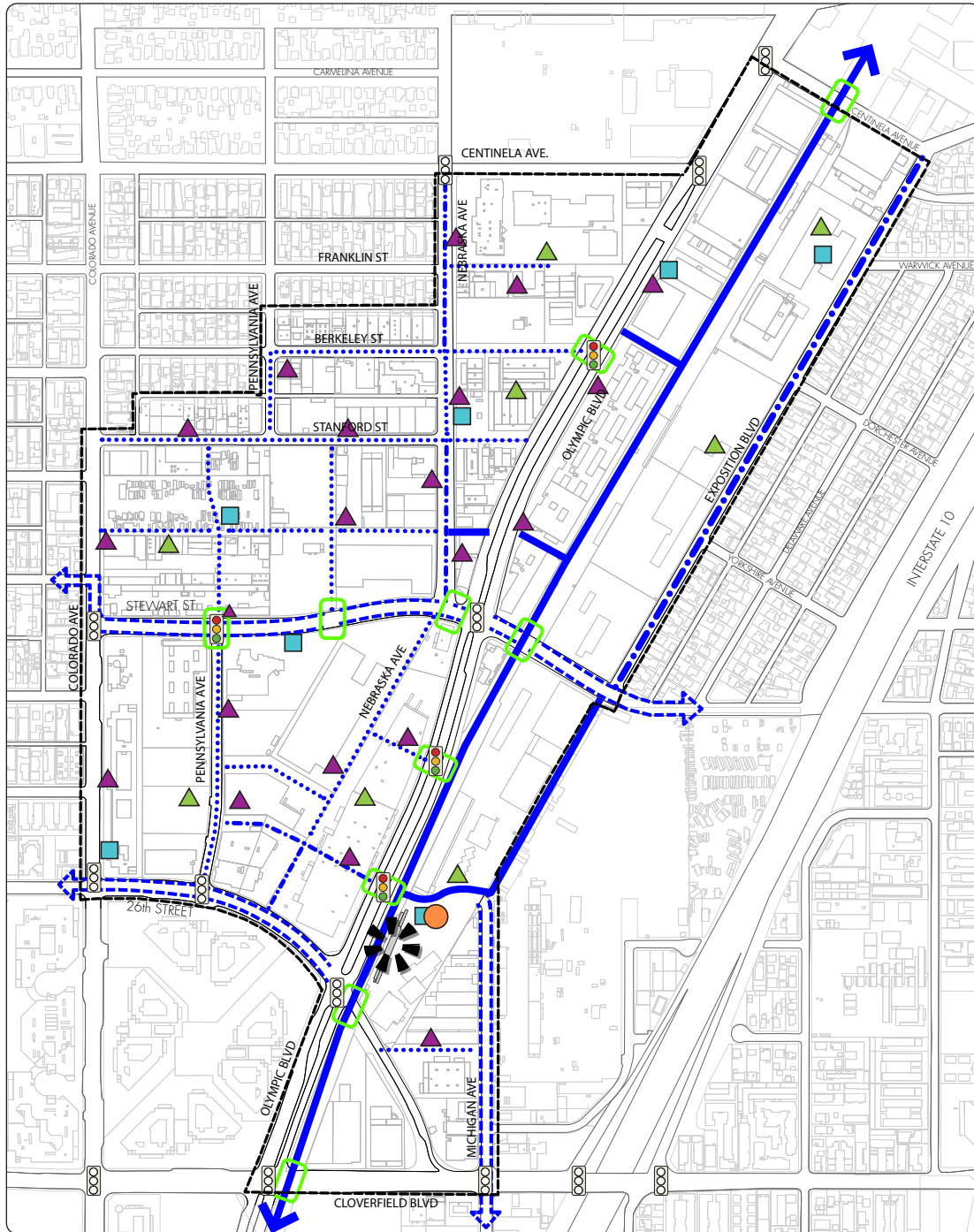


Figure 4.C.02
Proposed Street Improvements on Stewart Street at Olympic Blvd. and Nebraska Ave.



The Bergamot Plan area will be focused on biking and walking.



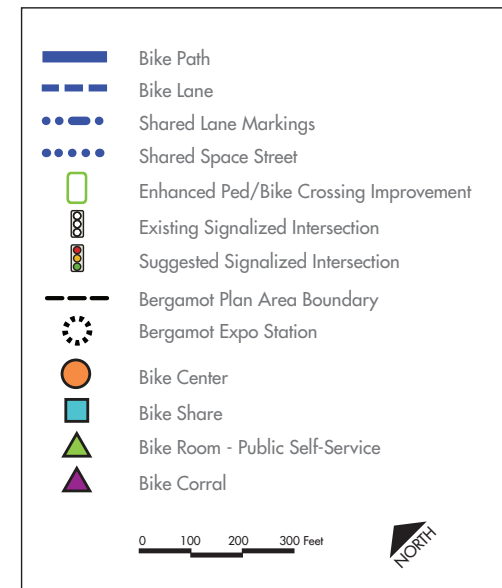


The Bergamot Area Plan provides a complete bicycle infrastructure: a complete bikeway network within the area that links to the City and regional network, convenient parking, secure parking, commuter amenities, shared public bicycles and a bike center/mobility hub offering programs information and links to regional transit and local resources (see Figure 4.C.03 for locations of proposed facilities).

Bikeway Network

Each street, existing or planned, in the Bergamot Plan area is part of the bikeway network. The Expo Regional Bike Path and the Michigan Avenue Neighborhood Greenway will provide high-quality, predominantly separated access to downtown Los Angeles, Santa Monica College and the Santa Monica State Beach. Designated Class II bike lanes will be available on LUCE designated primary bikeway streets including Stewart

**Figure 4.C.03
Proposed Bike Facilities**



Street and 26th Street and Michigan Avenue near the Bergamot art center, providing connections to the north and south and to the larger bike network in Santa Monica. For example, an employee living in the Pico neighborhood will be able take the bike lane along Michigan Avenue and reach a workplace on Berkeley Street in about 10 minutes. A resident in Bergamot will be able to ride to Downtown Santa Monica on designated bike lanes and routes and to Downtown Culver City on the Regional Bike Trail.

All other streets in the area are designated as “slow” streets and will be designed for both cars and bicycles to share the road at a more moderate speed that is compatible with a cyclist's pace. People are more likely to ride bikes to local destinations if they feel safe and can easily get where they want to go, and a network of “slow” streets can provide better access to the entire district. The network will provide more direct routes for cyclists to destinations throughout the Plan area than today (see Figure C.4.04 for sample routes). Street designs to accomplish this goal will incorporate facilities for bicycles as called for in the Bike Action Plan toolkit and described below. Street design is covered in Chapter 7, Streetscape Guidelines and Standards.

Bikesharing

Shared bicycles will be publicly available to everyone in Bergamot for short trips within the area and to other Santa Monica destinations. The plan envisions about seven bikeshare stations dispersed through the plan area, accommodating a total of approximately 70 bicycles. However the public realm will be flexible enough to accommodate more if the demand is there.

Within any point of the Bergamot Plan area, it will only be short walk to a bikeshare station. Shared bicycles will be docked to the station and can be rented by the hour using an automated pay system. They can be dropped off at any bikeshare station in the district or within Santa Monica.

Bike Parking

In addition to an extensive bikeway network and availability of bikes, sufficient, convenient and secure bike parking is key to the success of biking in the district. The Plan identifies significant new short and long-term bicycle parking locations throughout the area to accommodate growing demand.

- **Convenience Parking:** Short-term bike parking will be provided in visible locations on sidewalks and private property near building entrances. The plan recommends over 20 locations for bike corrals, providing prominent and convenient street-front locations for bike racks, grouped and located to as to minimize pedestrian conflicts and improve visibility for pedestrian crossings, where possible.
- **Secure Parking:** Secure parking will be available for employees and residents in bike rooms, and or a bike center. The plan anticipates up to 875-1000 new secure spaces will be provided by developers pursuant to property development standards. The Area Plan encourages secure bike parking to be managed so they are available to a wide variety of bicyclists, not just those who work at a particular building.
- **Bicycle Commuter Amenities:** Bicycle commuters require of showers and personal lockers. In the Bergamot Plan area, showers and lockers will be



Class II bikeways will connect to Santa Monica's bike network and beyond.



Bikeshare stations will provide people with on-demand bikes.



Bike parking, such as this bike corral will be distributed throughout the Bergamot Plan area.

required along with secure bicycle parking for mid- and large-size employers. Incentives will encourage the operation of these facilities, where appropriate, as shared facilities.

- **Bike Center:** A Bike Center should be located in the Bergamot Plan area near the Expo station and may be operated in conjunction with the area transportation management association. It will offer long- and short-term bike parking, a bikeshare station, commuter amenities including showers, lockers, and maintenance facilities as well as visitor information and support to people who want to go by bike, bus or walk.

Transit in Bergamot

The most profound change likely to occur in Bergamot over the next few years is the opening of the Expo Line station at 26th and Olympic. Indeed, more than any other single factor, it is the arrival of the Expo Line that is driving the need to plan for other likely changes in the Bergamot district.

But long experience in Los Angeles and elsewhere suggests that the arrival of a rail station is not simply the addition of another transit stop to a

Bike Parking: A Higher Standard in the Plan Area

The LUCE calls for bike facilities and connecting transit to provide strong local and regional access for cyclists, and desires an overall bike usage rate of up to 35%. In response, the Bergamot Area Plan calls for an increase in bicycle facilities: short-term bike parking in private developments and in on-street corrals; bike rooms in private developments; a mobility hub, including bike amenities; bikeshare stations; and street designs throughout that accommodate bicyclists along with other road users.

Short-term bicycle parking is designed for parking of less than three hours and consists of bicycle racks securely anchored to the ground, located as close as possible to the entrance of the facility served. Bike corrals in the street are an example of short-term bike parking.

Long-term bicycle parking is designed for parking needs over three hours and is enclosed. It consists of bike rooms, bike cages, attended bike facilities and bike lockers.

All bike parking except lockers and attended bike facilities must provide a means of securing the bicycle frame and at least one wheel to a securely anchored rack. Bike facilities will be dispersed throughout the plan area as development occurs.

For existing buildings, up to 10% of automobile parking spaces required under established requirements in the Municipal Code may be replaced at a ratio of one automobile parking space for every eight short-term or five long-term bicycle parking spaces.





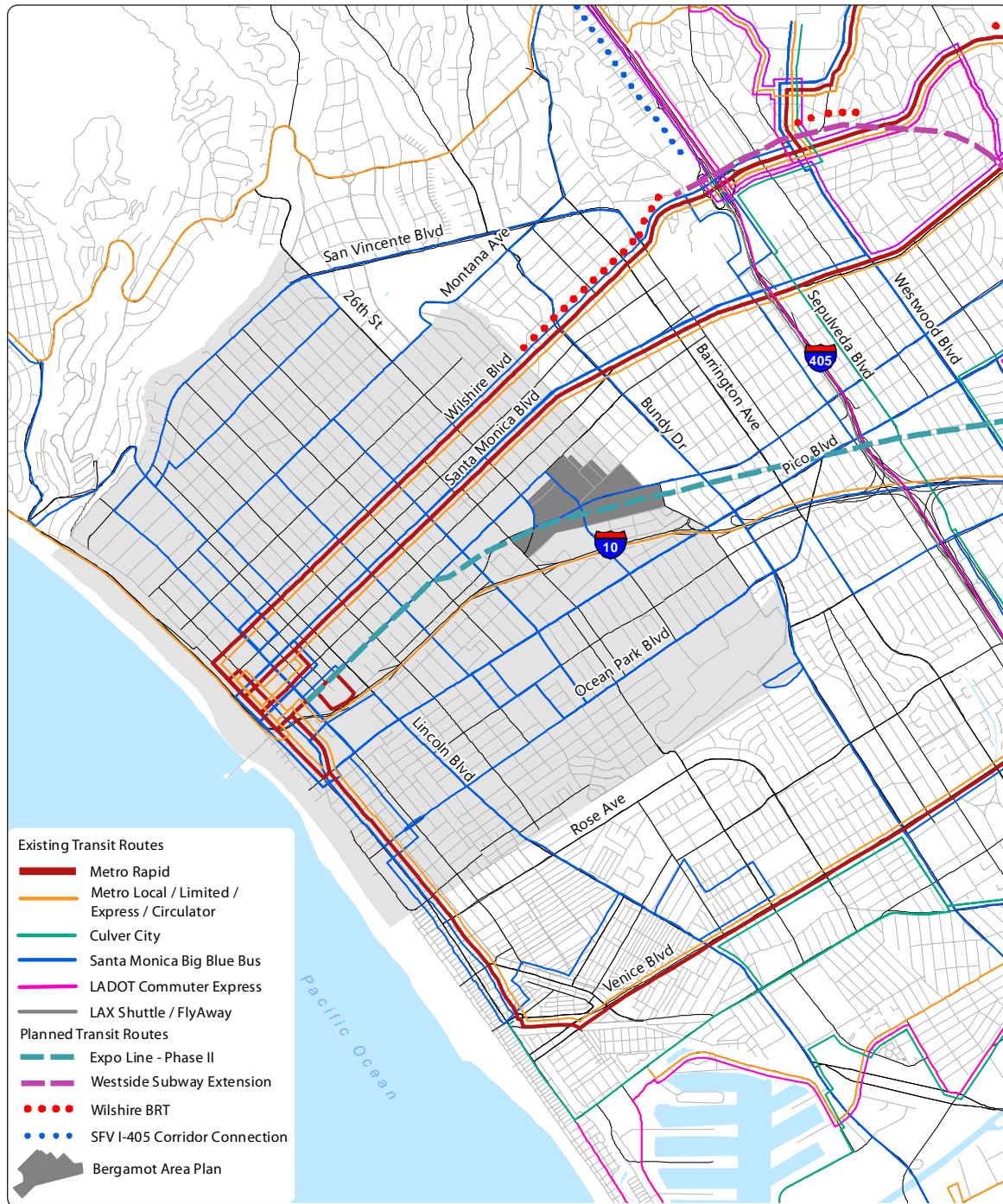
neighborhood. Rather, it is an opportunity to seed a network of transportation options that serves people of all ages and abilities and alleviates traffic congestion and the associated air quality and health impacts. With investments in design, complementary transportation infrastructure and programs, Santa Monica can take maximum advantage of the opportunity created by the arrival of the Expo Line station.

So the public transit system in Bergamot in the future will not simply be the current system with the Expo Line added. It will be a much-expanded suite of public transit services revolving around the Expo Line station and other major activity centers in the Bergamot district. In addition to the Expo Line, this system will include expanded Big Blue Bus service as well as a system of shuttles.

The existing Big Blue Bus service provides a core structure in Bergamot now, and service will be enhanced as use of the Expo Line station increases. These services currently provide a north/south connection between Colorado and Pico Boulevard via Stewart Street, as well as frequent east/west service on Olympic Boulevard. Future transit connections north to Santa Monica and Wilshire Boulevards could be developed to link these transit-rich corridors with the Bergamot Expo station. There will also be a new Big Blue Bus stop at Berkeley Street and Olympic Boulevard at the proposed crosswalk (see Figure 4.C.05, LUCE Transit Network), which will allow an easy connection to the employment center on the south side of Olympic.

The expanded Big Blue Bus service will also seek to connect the Expo Line station to major centers outside

Figure 4.C.04
Directness of Travel for Bicyclists



the Bergamot area. This expanded service is vital to maximize the value of the Expo Line station at Bergamot to the larger Santa Monica community.

In addition to the public transit system, private shuttle service could provide connections to employment and activity centers just outside walking distance. It is expected that the need for shuttles will be minimal due to the pedestrian-friendly environment, the high level of activity close to the station and readily available public transit service. However, if the demand for shuttle service arises, private shuttles could augment the public transit system without creating unnecessary congestion provided they are coordinated by a central transportation demand management entity, rather than operated by individual employers.

Auto Travel in Bergamot

In spite of the transformation in mobility described above, auto travel will still play an important role in the Bergamot Plan area in the future. It is true that many people will arrive in Bergamot via the Expo Line or bus or bicycle, and if the Bergamot Area Plan is effectively implemented it will be possible to gain access to most everyday errands and activities simply by walking. Nevertheless, the larger metropolitan structure of Los Angeles – within which Santa Monica and Bergamot are situated – make it unrealistic to expect that those who come and go at Bergamot will do so without automobiles altogether. There will still be routes and locations, especially in residential neighborhoods, that

Figure 4.C.05
Existing and Planned Transit Routes

will be poorly served by transit or remain inhospitable to bicyclists. And even people who do not use cars on a daily basis – including those who live in housing that will be constructed in the Bergamot Plan area in the future – will sometimes need to run inconvenient errands or haul goods that will require the use of a private vehicle.

Therefore, the transformation of auto use in Bergamot will not be focused on eliminating it from daily life but, rather, creating the conditions for it to be conveniently used in those situations where it is the best alternative for the particular mobility task at hand. The evolving street network itself will be designed with these goals in mind:

- Designing the network to discourage cut-through trips in order to encourage people making regional auto trips to stay on the freeway system and major corridors.
- Continuing to optimize the function of existing intersections, signal systems and roadway networks.
- Designing streets with safety in mind at all times for all modes of travel.
- Providing excellent wayfinding for motorists who do use autos in Bergamot, including signs to facilitate their way in and out of the district and to provide real-time parking information.

The coarse network of streets today in the Bergamot Plan area contributes to congestion and traffic delay. Unlike most of Santa Monica which has a block pattern of between 200-300 feet, blocks in the Bergamot Plan



Even streets with high traffic volumes can be designed to be pedestrian and bike friendly by incorporating wide sidewalks and designated bike lanes.

area can be as long as 1,400 feet. Limited roadways force all vehicles through a much more limited network of intersections, creating the conditions for intersection delay. This is exacerbated by limited crossings of the Olympic Boulevard median which results in u-turning and out-of-direction travel. A fundamental strategy of the Bergamot Area Plan is to introduce new streets, pathways and crossings which allow for shorter and more direct routes. This will



An example of a real-time display in Santa Monica.



Highly visible carshare parking not only places the driver in a premium spot, but also advertises the service.

relieve pressure on existing intersections. And the finer-grained street network creates opportunities for other travel routes and capacity.

The Bergamot Circulation network creates a range of streets designed for the safety of all users. Design speeds are identified to allow vehicle capacity while also creating comfortable conditions for other roadway users. Improvements to neighborhood streets should discourage cut-through traffic. The plan strives to

Raising the Bar: Transportation Demand Management (TDM)

As a new neighborhood, the City's mandate for sustainability and trip reduction is highest in the Bergamot Plan area. Dozens of Transportation Demand Management (TDM) strategies, such as physical amenities, programs, incentives and project requirements are included to make this area contribute substantially to the goal of "No Net New PM Peak Hour Trips." A sampling of several TDM measures are below:

- Establishment of Transportation Management Association (TMA)
- Increased Average Vehicle Ridership (AVR) requirements
- Peak hour vehicle trip caps with stiff penalties for exceeding limits
- Bicycle racks and secure bike storage
- Transportation Information Center
- Providing an on-site TDM coordinator
- Unbundled parking for commercial and residential uses
- Transit pass subsidy
- Parking cashout (incentive for commuting without a vehicle)

optimize the efficiency of the major boulevards as an alternative to neighborhood streets by continuing to invest in the synchronization of intersections, timing and management to improve flow within the existing roadways. Access to shared parking for the district is focused in locations near major corridors to encourage people entering the district to park once and then walk within the area to multiple destinations.

Most important, however, this transformation also requires aggressive implementation of strategies regarding auto travel that are necessary to succeed. These are Transportation Demand Management and Parking Management, and they are described in the following sections. These strategies are inseparable. All must be pursued in order to provide traffic congestion relief, achieve the goal of no net new trips, and provide a complete set of mobility options for those who live in, work at, and visit the Bergamot Plan area.

1. Transportation Demand Management

Transportation Demand Management (TDM) strategies have proven effective throughout California in reducing single-driver automobile trips, especially during congested commute periods. TDM strategies carefully manage transportation resources through incentives, employer regulation, communication, marketing and other techniques.

The LUCE identifies the Bergamot Plan area as one of the places in the City with the highest goal for TDM performance. The following objectives are the focus of the Bergamot TDM program:

- Increase performance goals and targets for large employers. Many employers already achieve mandated TDM targets. As the Bergamot Plan area develops stronger facilities for transit, bicycling and walking, TDM performance targets should be increased to levels attained in transit-oriented areas.
- Coordinate services to include and provide strong performance targets for small businesses and employers and include institutions and activities that are not covered by current regulations. Incorporate TDM measures into visitor facilities, event permits, use permits and changes of use.
- Monitor ongoing efforts and results. Review information on transportation choices, traffic congestion, parking availability, transit ridership and bicycle access. Develop and improve strategies to reduce auto trips and improve access to and within the district.

The City of Santa Monica plays a role in TDM implementation through the regulation of existing employers pursuant to State Air Quality regulations. The City regulates over 30,000 employees and is actively updating the TDM ordinance for greater effectiveness. Non-profit and business groups, often referred to a Transportation Management Associations/Organizations, can also play a valuable role in vehicle trip reduction through TDM programs. A TMA/O to help promote, market and encourage alternative transportation options will be established for the Bergamot Plan area and funded by new development. The TMA will play a key role in working

Table 4.C.01 Summary of Plan Policies for Managing Transportation Demand to Reduce Vehicle Trips (TDM)

POLICY	DESCRIPTION	CHAPTER/SECTION
Support More Active Transportation Trips		
Expand pedestrian path network	Improve pedestrian conditions and connectivity in the plan area by adding new street connections and providing mid-block pedestrian paths through new developments	4C, 5/B.10, 7/A
Streetscape redesign for active transportation	Construct streetscape improvements to enhance the character and emphasize that pedestrians and bike travel is at parity with vehicles	4C, 5/B.10, 7/A
Improve pedestrian signalizations	Prioritize pedestrians with more signalized crossings and traffic signal management, especially across Olympic Boulevard to access the Expo Light Rail station	4C
Enhance bikeway network	Provide bike lanes and paths that connect to the rest of the city and region	4C, 7
Bikesharing	Provide shared bicycles throughout the plan area that can be rented for a small fee for short trips	4C
Short term bike parking	Development standards require new buildings and uses to include short term (convenience) bike parking for visitors in priority locations near building entrances and in parking structures.	4C, 5/B.14
Long term secure bike parking	Development standards require new buildings and uses to include secure bike parking for employees and residents in bike rooms or a bike center	4C, 5/B.14
Bicycle commuter amenities	Showers and lockers for bicycle commuters will be required along with secure bicycle parking for mid- and large-size employers	4C, 5/B.14
Bike center/mobility hub	A bike center should be located near the Expo station and offer long- and short-term bike parking, a bikeshare station, and commuter amenities	4C, 8
Require bike facility integration in all projects	Integrate bicycle access and parking facilities into the initial concept for building projects	4C, 5/B.14
Support Area-Wide Transportation Demand Management Led and Monitored by a Coordinating Agency		
Establish Transportation Management Associations/Organizations	Establish TMA/O funded by new development to help promote, market and encourage alternative transportation options for the Bergamot Plan area, and require new developments to join and fund the TMA	4C, 5/B.14, 8
Providing an on-site TDM coordinator	Require large employers and new developments to implement a basic TDM program, including an on-site TDM coordinator to provide information on non-automobile travel options and coordinate TDM programs	4C
Expand TDM participation to more businesses	Provide strong incentives for small businesses and employers that are not covered by current regulations to participate in trip reduction programs	4C, 5/B.14
Emphasize strong marketing of TMA services and incentives	Strengthen the marketing and promotion of non-auto transportation to residents, employees and visitors.	4C, 5/B.14
Monitor TDM programs	Monitor results of ongoing TDM efforts on transportation choices, traffic congestion, parking availability, transit ridership and bicycle access	4C, 5/B.14, 8
Provide multimodal wayfinding and district signage	Provide wayfinding signage for all travel modes, including bike path signs, real-time parking information signs, and directional signs for motorists	4C, 5/B.14
Offer transit pass subsidies	Develop incentives that encourage employers to offer transit pass subsidies to employees	4C, 5/B.14
Raise TDM performance targets and develop strong programs to achieve higher average vehicle ridership (AVR)	Set higher AVR requirements in the Plan area. AVR is a measure to monitor how carpooling and mode shift are reducing single-person vehicle trips	4C

Table 4.C.01 Summary of Plan Policies for Managing Transportation Demand to Reduce Vehicle Trips (TDM)

POLICY	DESCRIPTION	CHAPTER/SECTION
Parking Management to Match Supply and Demand without Incentivizing Driving		
Use minimum and maximum parking requirements to build the right amount – and not too much – parking.	Commercial and residential parking requirements based on observed parking demand that are reduced over time as optimal parking facilities to support goals of plan are constructed.	4C, 5/B.14
Park once / shared parking	Coordinate with developers to ensure that parking facilities are built in appropriate locations. Require shared parking in Tier III projects and for all parking over minimum requirement.	4C, 5/B.14
Unbundled parking for commercial and residential uses	Require full cost of parking to be unbundled from the cost of the housing or commercial space itself by creating a separate parking charge	4C, 5/B.14
Reduced parking construction with TDM trade-offs	Opportunities to build less parking based on an established process and criteria, including an in-lieu fee and TMA participation	4C, 5/B.14
Disincentivize commuting by single-occupancy vehicle through parking pricing	Set the price of parking for different uses at a rate that will achieve desired occupancy targets and encourage use of alternative modes, and price parking at an hourly rate	4C, 5/B.14
Provide parking cashout option for employees	Encourage (or require where possible) employers to provide employees with the option to receive a cash payment in lieu of a parking space	4C, 5/B.14
Carpool and vanpool parking spaces	Developments with off-street parking shall provide designated parking for any combination of zero-emission and carpool/vanpool vehicles as specified	4C, 5/B.14
Introduce car-sharing in the area	Encourage or require (for Tier III projects) carsharing services that provide shared vehicles on a membership basis in plan area and can reduce car ownership.	4C, 5/B.14
Require parking facility technology	Make paying for parking more convenient by introducing technology that expands the range of payment options, including credit cards	4C, 5/B.14
Use parking revenue to support trip reduction	Through the TMA, use parking revenue to support travel by transit, bike, walking and other modes	4C, 5/B.14
Residential parking permit restriction	Prohibit residents of new buildings in plan area from participating in Residential Parking Permit programs through building deed restrictions	5/B.14
Event parking management	Develop a Bergamot Event Parking Management Plan to provide event organizers with guidelines.	4C

on a day-to-day basis in the area, being an active and available advocate, and provide a menu of incentives to encourage participation of businesses. The TMA will lead the business coordination that is needed to implement TDM measures for trip reduction above baseline requirements, as well as to ensure that all development meets basic TDM requirements. The TMA could also potentially operate all parking in the area, providing consistent signage, data collection, pricing, way-finding, and real-time information.

As the Bergamot Plan Area develops, there are also opportunities to look at other innovative programs or regulatory tools to manage vehicle trips within and around the area.

2. Parking Management Strategy

Sufficient automobile parking is necessary for the success of most of Santa Monica's business districts. Parking and traffic congestion are linked, however, as too much parking can incentivize driving and a lack of parking information can create traffic congestion and pollution from drivers circling as they look for spaces. The LUCE identifies parking policies as a powerful management tool to create incentives and disincentives to reduce traffic congestion and optimize parking.

Parking is an expensive resource. At estimated construction costs of between \$25,000-\$40,000 per space, the provision of parking affects the cost of housing, commercial lease rates and ultimately all consumer goods as prices are passed through to patrons. Parking that is constructed and reserved for a single use is guaranteed to sit vacant much of the time. So it is necessary to identify the right amount of parking and to ensure that it is managed well to maximize its use.

A key goal of the Bergamot Area Plan is to manage parking resources so there are enough parking spaces to ensure the healthy functioning of the area while not providing more than necessary. Balance will help to achieve community affordable housing goals, reduce costs for creative enterprises in the area, and support the success of a pedestrian-friendly district. The Bergamot Area Plan proposes a combined approach of shared parking, unbundling, parking pricing, flexible standards and management strategies to optimize the use and value of existing and future parking. It is important to actively monitor the parking implementation and to pursue the strategies in unison to ensure a coherent and successful approach.

Park Once and Shared Parking

A successful approach for parking at Bergamot starts with sharing. Shared parking facilities within easy walking distance (1,000 feet or 4 minutes) of each other and various destinations can be very effective in optimizing the use of parking supplied, and limiting the number of vehicle trips and local congestion, while improving the built environment.

A District-Wide Approach to Manage and Reduce Vehicle Trips

With the opening of the Expo Line light-rail station and the pending consideration of several development projects, the Bergamot Plan area – already a cutting-edge, unique collection of places and activities – will inevitably change. The purpose of the Bergamot Area Plan is to lay out a vision



Vehicle Parking Duties:

Manage shared parking spaces, control and adjust parking pricing and provide real-time information about location and availability of parking spaces.



Bike Parking Duties:

Manage district-wide bicycle parking and a new Bike Center at Bergamot art center.



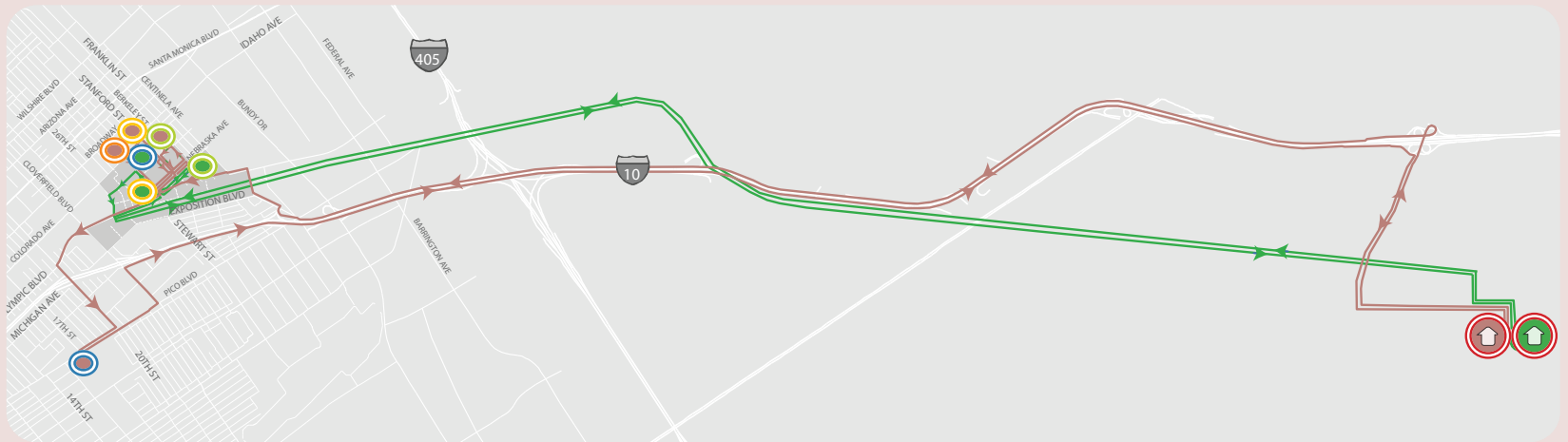
Trip Reduction Duties:

Monitor AVR of TMA Members, provide subsidized transit services and assistance and host events to broadcast programs and services. Funding for the TMA's operational needs and diverse programs needs to be identified through a variety of funding sources.

Envisioning the Future
A Day in the Life of a Twenty-something Living in the Plan Area

Imagine a future young adult of the “Millennial Generation” who lives outside the Bergamot Plan area and bikes to another Expo Station. She parks her bike at the Farmdale Expo Station, travels five stops, gets off the Expo at Bergamot Station, and walks to her workplace on Nebraska Avenue. At noon, she walks to a lunch counter in a renovated warehouse on Berkeley Street and gets lunch to go, and eats in a small park on Nebraska. After work she walks over to the Santa Monica College AET Campus to meet friends and see a performance. After the show she rides Expo back to her bike and rides home.

In the present this young woman probably drives from Los Angeles to the Plan area at rush hour, eats lunch at the Pennsylvania Avenue food trucks or at another location in West Los Angeles for lunch, and drives to a different destination for after-work activities. In addition to the need for safe bicycle parking facilities at the Farmdale Expo Station, this scenario requires a safe and comfortable walking environment throughout the Bergamot area.



There is no public funding available to build parking. Therefore, private development must provide a fair share of the parking supply. This strategy entails coordination among developers and City staff to ensure that the parking facilities built in the right locations and are efficiently shared between adjacent projects and the public. Figure 4.C.xx illustrates the optimal locations for existing parking facilities to remain and private parking facilities to be built through this coordinated effort.

In all cases, shared parking shall be defined as meeting the following characteristics:

- No individual spaces or parking areas will be reserved for any individual, tenant or class of individuals, except for persons with disabled placards or users of special vehicles such as low-emission or carshare vehicles.
- Price of parking is the same for all users.
- Commercial property owners may exclude daytime parking by residents who do not live on-site, but must offer overnight parking for nearby offsite residents at a cost equal to or lower than the daily rate. Commercial property owners may exclude anyone other than onsite residents from parking for more than 24 hours.
- Public, visitor and shopper parking may be separated from employee or resident parking, but all members of the public should enjoy the same parking rates and privileges, regardless of whether they are shopping on site.

Minimum & Maximum Parking Requirements

A survey of existing parking utilization demonstrates that existing parking requirements in the area exceed demand, as many off-street spaces were shown as unused during peak parking times. Adjusting these requirements and removing barriers to parking availability will make Bergamot a more attractive district for transit-oriented and mixed-use development. The following recommendations are based on a review of existing utilization coupled with findings from other transit-oriented districts.

Commercial Uses

The definition of commercial uses for purposes of calculating parking standards in the Bergamot Plan Area should include all uses that are non-residential. Grouping retail, office, and supporting services under the broad definition of a commercial use allows this Plan to simplify the parking standards, and facilitates the opportunity for district-wide shared parking among land uses of different sizes, and peak and non-peak hours of commuting.

For commercial uses, at least 2.0 spaces per 1,000 square feet should be built, and of that at least 50%, or 1.0 space per 1,000 square feet, should be shared. Without a variance in the Development Agreement, no more than 4.0 spaces per 1,000 square feet should be built, and half of all parking above the minimum must be shared.

Over the life of the Bergamot Area Plan, parking requirements will be adjusted. It is assumed that parking demand will be higher in the early years of district development than in later years. Also, it is

assumed that early projects will provide more parking to allow for sharing with adjacent uses. Over the long run, the total commercial parking ratio should not be more than 2.0 spaces per 1,000 square feet in the entire Bergamot Plan Area. This should be seen as a “District Parking Target” that strikes the optimal balance demand for new parking supply and the city’s “No Net New Trips” goal. It is assumed that more of this parking will be built and provided in the early phases of Bergamot development, with development in later phases buying into the already built parking supply through leasing or in-lieu fee participation. As the overall plan area reaches 50% of the target, the minimum required parking would stay constant but the maximum would decline, particularly for reserved parking. Once the full parking target is reached, minimum required parking requirements would be removed but new projects could provide parking based on their own market studies. Maximums are maintained at the desired parking ratio, but at least 50% of any parking that exceeds the target must be shared. Periodic monitoring of Bergamot’s total parking supply and demand will inform the community on the progress towards this target. Additional strategies below address related issues such as avoiding spillover into surrounding neighborhoods.

Residential Uses

Residential parking works differently than commercial parking. For residential parking, there is a weaker connection between parking provided and peak period vehicle trip generation, although there are additional home-based trips that may occur at non-peak periods. For residential parking, maximums are a less important tool than unbundling. Unbundling



addresses the core issue of housing costs savings from reduced automobile ownership and parking, which is discussed more below. Nevertheless, it is valuable for residential parking spaces to be shared as well as unbundled, allowing off-site residents and even employees to use parking spaces when they are not needed by on-site residents.

At plan adoption, at least 1.0 parking space per unit should be reserved, and another 0.5 space per unit should be provided and offered for shared parking. The maximum number of parking spaces is limited to 2.0 spaces per unit. As the plan area approaches build-out, the minimum reserved requirement drops to zero, and the shared to 1.0 space per unit, for a total minimum parking requirement of 1.0 space per unit (maximum is 1.5 spaces per unit).

Flexibility

The Bergamot Area supports numerous vital small businesses and property owners. Conservation strategies in the plan encourage the continuation of these uses, and provide standards and incentives for adaptive reuse and maintenance. The following strategies provide flexibility for smaller developments in regards to parking provisions.

Change of Use Exemptions

For small commercial establishments (those with existing tenant spaces with gross floor areas of 5,000 square feet or less) in existing buildings, additional parking requirements that are triggered by changes of use are particularly burdensome, since such establishments typically do not have space to add parking. Therefore, it is recommended that small

existing commercial tenant spaces in the Bergamot Plan area are allowed a change of use exemption that states that any changes in use of commercial spaces with a total gross floor area of 5,000 square feet or less are exempt from providing additional parking spaces. Such revisions will help encourage reuse of smaller commercial establishments by eliminating parking barriers.

Exemptions for Minor Additions of New Floor Area

Minor additions up to 1,000 square feet of gross floor area have minimal, if not negligible, parking impacts. Exempting these types of small additions from providing additional parking promotes economic development by enabling businesses to make minor changes or additions without the potentially prohibitive burden of adding more parking.

In-Lieu Fee

A parking in-lieu fee is a common parking management strategy utilized by cities throughout California that gives proposed projects or uses the option to pay a designated fee rather than provide some or all on-site parking spaces required by the zoning code. Downtown Santa Monica has had an in-lieu fee program in place since 1986 which is currently undergoing extension and expansion. An in-lieu option is considered for the Bergamot Area, to be used to address parking demand through leasing, TDM or parking construction.

Unbundling

Parking costs are frequently subsumed into the sale or rental price of offices and housing for the sake of simplicity and because that is the traditional practice in real estate. Although the cost of parking is often

“hidden” in this way, parking is never free. Unbundling these parking costs from the cost of other goods and services is a critical step for reducing parking demand and vehicle trips, since providing anything for free or at highly subsidized rates encourages use.

The full cost of parking should be unbundled from the cost of the housing or commercial space itself, by creating a separate parking charge. This practice makes the cost of providing parking clear to residential and commercial tenants and buyers, and allows them to make more informed decisions about their transportation needs. Typically, unbundled parking leads to reduced parking demand, which in turn enables developers to build less parking and more functional building space. Unbundled parking also makes housing more affordable for tenants or buyers who do not have a vehicle, without affecting price for others.

In areas with residential parking permit programs, it may be necessary to prohibit residents of new buildings from obtaining a permit. This prevents residents from avoiding the costs of off-street parking by simply obtaining a lower-cost residential parking permit and potentially contributing to an excess demand for on-street parking.

Parking Pricing

On-street parking is a valuable asset in the Bergamot Plan area. Currently, the on-street parking is heavily used, with 83% of spaces occupied in the Transit Village and 80% occupied in the Mixed-Use Creative District, primarily by all-day parkers who take advantage of 9-hour time limits and relatively low (\$0.75 per hour) fees.

Key Parking Strategies of the Bergamot Area Plan

Parking Strategies within the Bergamot Area Plan will work together to form a coherent approach to meeting the goals of the District.

Park once. As in Downtown Santa Monica, motorists will be able to drive to the Bergamot Plan area, park their car, and walk to a variety of destinations. The result is more physical and economic activity, less driving and lower parking and transportation costs.

Shared parking. For the “park once” concept to be successful, it is important that most parking in the plan area be shared. A motorist going to one shop should have flexibility to park at another shop’s parking lot across the street. An employee at one office building should be able to pay for parking in a nearby building, where parking may be cheaper or more available.

Flexible minimums. Parking requirements are a frequent barrier to creative reuse and conservation of existing structures. Flexible minimum parking standards that allow for minor additions and changes of use within existing structures support urban design and creative conservation goals. Similarly, in-lieu fees or off-site parking opportunities can provide useful tools to achieve broader goals.

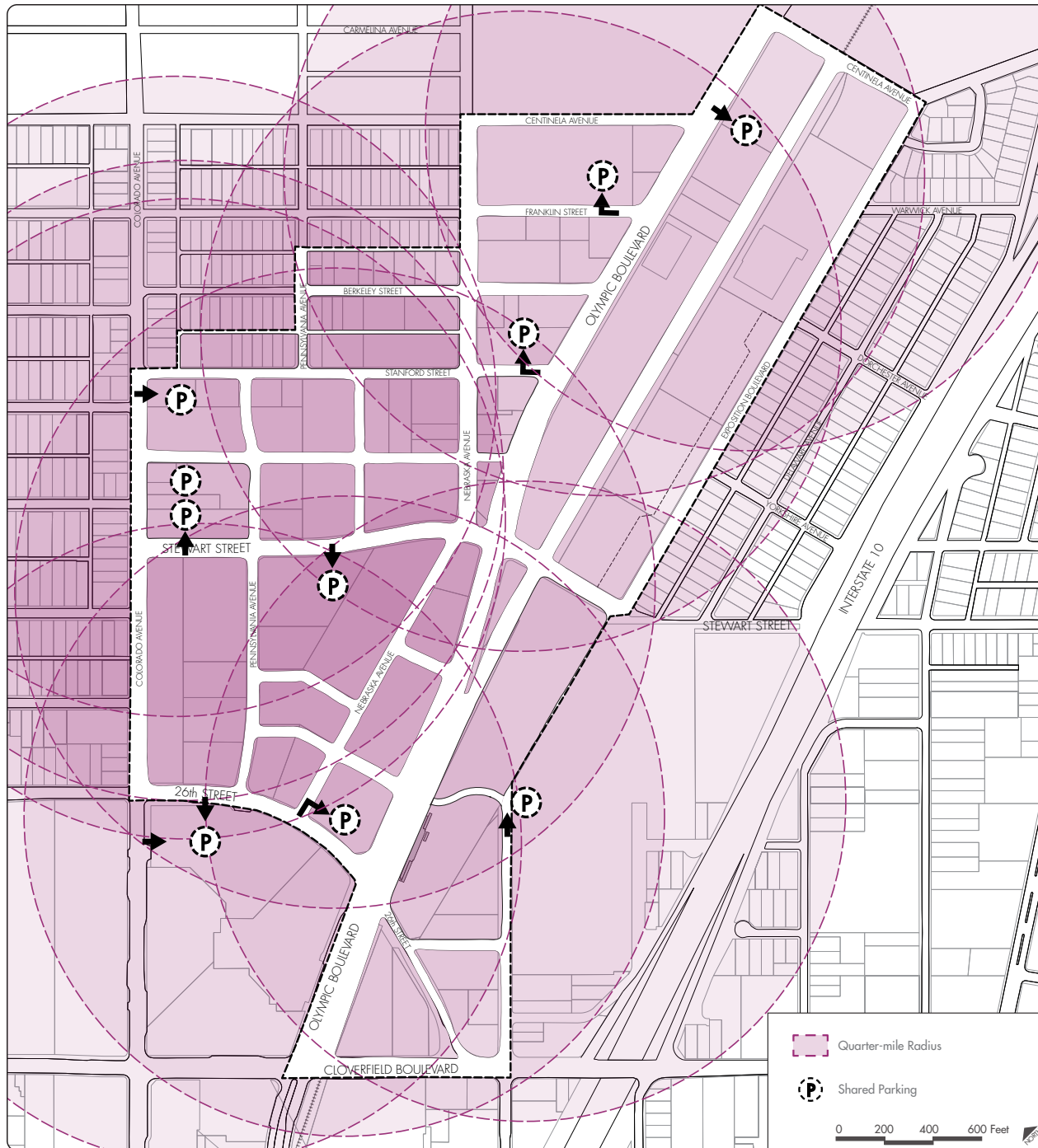
Unbundling. Part of the sharing concept is not forcing anyone to take more parking than they need. Residents with multiple cars should be allowed to lease multiple parking spaces, and residents with no car should not be forced to pay higher rent for parking they don’t want or need.

Management. The Bergamot parking strategy requires strong management to make it work. This means:

- Signage, wayfinding, and design treatments that make all parking spaces in the area look like they are part of one system;
- Pricing strategies that treat all motorists equally, eliminate direct and hidden subsidies for driving, and ensure adequate availability in all areas at all times;
- Reporting mechanisms that allow management adjustments over time and create credibility with the public and policymakers; and
- Promoting sharing of existing parking resources among residents and businesses.

More parking required at the beginning, less as transportation diversifies. “Park once” gets easier to do over time, as a greater mix of uses develops. In addition, parking demand rates will decline over time as Expo service starts, and employers build their Transportation Demand Management (TDM) programs. As a result, it is useful to encourage the earliest projects to build more parking than later projects, provided the extra parking is shared.

Maximums. In order for the city to meet its “No Net New Trips” goal, it is critical that there are not more parking spaces than are needed. Stimulating latent demand with additional parking will simply add vehicle trips on to existing roadways. The Plan outlines maximum parking standards, particularly for “reserved” parking. Maximums should not be set so low as to impact the parking availability goal or jeopardize project financing, and need not be imposed on shared parking.



The Bergamot Area Plan calls for developers to provide long-term parking available on the same basis to everyone in shared garages, allowing on-street parking to be reconfigured and managed in ways that stimulate retail activity, increase access and turnover, increase usage of bikeshare and carshare, increase usage of transit, and allow for additional pedestrian amenities at key locations. The future vision for the Plan area includes on-street parking as an essential component, priced so as to promote availability and create revenue that can support programs and facilities that improve access to Bergamot.

The right price for parking is the lowest price that ensures a small number of spaces are available in all locations at all times. In a complex neighborhood such as Bergamot, this means that parking supply has to be segmented depending on the target users.

For parking facilities that are primarily used for residential and employee parking, target occupancies can be very high since demand will be more predictable and stable. A target of 95% is appropriate, allowing some flexibility to reassign spaces when units are rented or sold to another tenant.

Figure 4.C.06
Proposed Locations of Shared Parking Garages.
Note: The purple circles indicate a 1000' radius from each parking facility.

For parking facilities that are used by retail customers and other visitors, parking occupancies need to be lower in order to absorb the wider variation in demand, and to ensure that parking is perceived to be plentiful. A target of 85-90% occupancy is appropriate for curb spaces and off-street facilities that are available to retail users.

If target occupancies are regularly exceeded, prices need to be increased. If this relates to a single parking facility or a specific curb segment, the differential with other parking facilities needs to be adjusted or space assignments reviewed, to encourage users to park in places where there is greater availability.

All Bergamot parking will be charged at an hourly rate that makes transit more attractive than driving and discourages Expo riders from using the shared parking facilities as park-n-ride facilities. All parking fees should be adjusted over time based on demand so that off-street facilities are attractive for longer-term users. A lowest rate (or price floor) should be established for facilities, on-street or off-street, with the first hour of parking no more than 1/8th of the daily rate. Frequently used street segments and facilities should have a higher hourly rate in order to meet availability targets. No discounts should be allowed for purchasing parking in bulk. For example, monthly employee permits should be priced no less than 22 times the maximum daily rate.

Use of Technology

Many complaints about parking charges are unrelated to the principle of paying for parking. Rather, they relate to user-unfriendly payment technologies,

whereby parkers need to carry quarters for meters, buy a permit at an inconvenient location during limited hours, or wrestle with confusing time limits and other restrictions. One of the keys to success is therefore the use of user-friendly payment systems.

There are a wide variety of options to charge for on-street and off-street parking, including traditional meters (newer models can take debit and credit cards), multi-space meters, in-vehicle meters and pay-by-cell phone technology. The precise technology is less important than its ability to take a range of payment options, including options that all people regularly carry with them.

Parking facilities should also include revenue collection technology, such as key cards and variable message boards to monitor use and provide data to users. Use of innovative parking technologies like robotic parking is also encouraged. Parking systems must be programmed to allow for data collection and reporting.

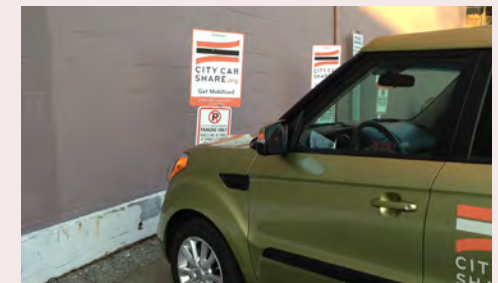
Residential Permits

Residential parking permits are a useful tool to reduce spillover parking from adjacent commercial areas, and for ensuring on-street parking availability in low-density residential neighborhoods. In mixed-use and higher-density neighborhoods, however, residential permits become more of a “hunting license” than any guarantee that a bearer may actually find a space, since the price of residential permits is capped at the cost of administering the program, and more permits

Carsharing: One for All

Even with a variety of travel choices, most Southern Californians will want to have some access to a car when they need it for special trips and shopping. Carsharing can fill this need at a lower cost to users than owning and maintaining a personal vehicle and the associated insurance.

Carsharing programs allow people to have on-demand access to a shared fleet of vehicles on an as-needed basis. Car-sharing programs reduce the need for businesses and households to own their own vehicles and reduce personal transportation costs and vehicle miles traveled (VMT). According to the Transportation Research Board, each car-sharing vehicle takes nearly 15 private cars off the road—a net reduction of 14 vehicles.



Carshare programs provide cars only when needed and can be accommodated on-street or in parking lots or garages.



Private parking garages will include mostly shared parking spaces to support the Plan area's "Park Once" strategy.

are distributed than spaces available. As a result, residential permits should not be used in the plan area. There are existing residential parking permit districts in place outside the Plan Area, however, which should be sufficient to minimize spillover parking provided plan area residents are not allowed to participate.

If additional protection from spillover parking is necessary, the City may offer surrounding residents additional tools. For example, to help achieve parking availability targets in the residential permit areas, the City could gradually reduce then eliminate the hours of free, permit-less parking. To accommodate guests and visitors, the City could allow residents and their guests to purchase hourly and daily visitor parking permits online, with guest license plates downloaded directly to handheld enforcement devices. Alternatively, if space was available, the City could allow nonresidents to purchase hourly parking directly, and use net revenue for neighborhood improvements.

Events

It is important to distinguish between two types of events: 'attended events' where the participants arrive at the beginning and leave at the end, or 'open events' where the participants arrive and depart freely.

The most apparent way to manage extreme demand

peaks associated with the occasional special event is to use parking capacity that is either outside of the event area (e.g., an office complex) and/or underutilized at the time of the event (e.g., residential complex at noon on a Wednesday) and/or parking that is normally private restricted parking supply (e.g., reserved employee parking).

Circulation and Mobility Goals and Policies

The following goals and policies are designed to implement the core values of the community for Circulation and Mobility, including general goals and goals on walking, bicycling, transit, driving, TDM, and parking. These complement and are correlated with the goals and policies presented in other sections of this Plan.

Goal CM 1. Design and manage the Bergamot Area Plan streets to support comprehensive public health and safety.

Policy CM 1.1. Support public health by promoting active living and supporting walking and safe bike routes throughout the Bergamot Area Plan.

Policy CM 1.2. Seek to prevent excessive speed by general traffic in balance with effective emergency vehicle response time.

Policy CM 1.3. Prioritize bicycle and pedestrian safety improvements at street crossings.

Goal CM 2. Support local and regional air quality, sustainability and GHG emission reduction goals through the management of Bergamot Plan area streets.

Policy CM 2.1. Manage the Bergamot Area Plan transportation system in coordination with the remainder of the City’s transportation system to meet overall CO2 and Vehicle Miles Traveled reduction goals.

Policy CM 2.2. Strive toward carbon neutrality by encouraging reduced Vehicle Miles Traveled (VMT) per capita.

Policy CM 2.3. Work with developers to install recharging stations to support the use of electric vehicles at appropriate activity, employment, and transit centers.

Goal CM 3. Expand high-quality regional rapid transit, including rail service, to improve connections between Santa Monica and the region.

Policy CM 3.1. Create strong connections for transit riders, pedestrians, and cyclists to the Bergamot Expo Station and actively design and implement both public and private improvements to create direct, clear and high-quality access.

Policy CM 3.2. Integrate the Bergamot Expo Station into the citywide transit, pedestrian and bicycle networks and provide supportive amenities and wayfinding.

Unbundling Parking - Buying what you need

In the hypothetical example below, the landlord has determined that \$200 is a reasonable monthly cost per parking space given the ongoing expenses required to maintain a parking space. When the cost of parking is separated from the cost of the rental unit itself, the total cost does not change for someone who requires a parking space. However, for someone who does not need a parking space, monthly rent is effectively reduced by \$200 to \$1,800. As a result, housing becomes more affordable for those who do not want, or cannot afford, a vehicle. It also increases flexibility by allowing individuals that need more than one parking space to rent more.

Effect of Unbundled Parking on Monthly Price

	Conventional Pricing	Unbundled without Parking	Unbundled with Parking
Unit	\$2,000	\$1,800	\$1,800
Parking	Included in Unit Fee	\$0	\$200
Total Cost	\$2,000	\$1,800	\$2,000

Policy CM 3.3. Work with Metro and Big Blue Bus on station access strategies that maximize ridership and total transit revenue, including increasing and adjusting bus or shuttle access to deliver more riders at less cost than parking.

Goal CM 4. Manage local and regional congestion affecting Santa Monica.

Policy CM 4.1. Support the Santa Monica LUCE objective of keeping peak period trips generated within Santa Monica at or below 2009 levels

through the implementation of mixed-use transit-oriented development with local-serving amenities and excellent bicycle and pedestrian connections throughout the plan area and to the Bergamot Expo Station.

Policy CM 4.2. Limit congestion to portions of the transportation network (such as in the vicinity of the Cloverfield and Centinela freeway interchanges) that have the least impact on the city’s neighborhoods, neighborhood retail areas and mixed-use districts, to the greatest extent feasible.

Policy CM 4.3. Discourage the use of City streets as an alternative to congested regional facilities through appropriate design.

Goal CM 5. Create an integrated transportation and land use program that seeks to limit total peak period vehicle trips with a Santa Monica origin or destination to 2009 levels.

Policy CM 5.1. Focus new land use potential in locations best served by transit.

Policy CM 5.2. Impose appropriate Transportation Demand Management (TDM) requirements for new commercial, residential and mixed-use development.

Policy CM 5.3. Create incentives for existing employers and institutions to reduce their vehicle trips.

Policy CM 5.4. Encourage a mix of land uses that meet residents' daily needs within walking distance, including local-serving retail and restaurant uses.

Goal CM 6. Increase transit ridership for all types of trips.

Policy CM 6.1. Prioritize land uses and patterns that generate high transit ridership within walking distance of the Bergamot Expo Station.

Policy CM 6.2. Provide transit stops within easy walking distance of most residences and destinations.

Policy CM 6.3. Improve bus facilities adjacent to new development; improvements could include adequate lighting, security, new bus shelters, wider sidewalks, concrete bus pads, benches, real time information, secure bike parking and trash receptacles.

Policy CM 6.4. Improve connections between transit and bicycling by providing secure bicycle parking at the Bergamot Expo Station and at major bus stops.

Goal CM 7. Maintain a local transportation system that balances the needs of bicyclists, pedestrians, and public transit with those of private cars.

Policy CM 7.1. Ensure that local travel by bicycle and transit is time-competitive with autos.

Policy CM 7.2. Prioritize property access from transit, walking and bicycling.

Policy CM 7.3. Require new development projects to provide pedestrian and bicycle facilities that connect to existing and planned facilities; and require large parking facilities to accommodate pedestrian and bicycle circulation.

Goal CM 8. Provide a safe environment for all road users.

Policy CM 8.1. Manage automobile speeds to ensure comfort and safety for other roadway users through appropriate design.



Meters that accept credit cards make it easy to pay for parking without hunting for change.

Policy CM 8.2. Manage traffic speed and volume on neighborhood streets to reduce the risk for cut-through traffic.

Policy CM 8.3. Promote comprehensive public safety by striving to ensure timely emergency response balanced with high levels of traffic safety.

Policy CM 8.4. Use traffic controls and design features to encourage motorists to drive appropriately for the type of streets they are using.

Goal CM 9. Ensure that the Bergamot Plan area streets are pleasant for all users.

Policy CM 9.1. Include elements that contribute to quality from the user's perspective, not just throughput for each mode.

Policy CM 9.2. Design and manage all Bergamot Plan area streets, so that each street supports the land uses along it and provides an optimal accommodation for all modes of transportation.

Policy CM 9.3. Pursue increased transportation impact fees from new or changed uses to facilitate multi-modal transportation enhancements in the Bergamot Plan area.

Goal CM 10. Create a street network that is accessible to all modes of transportation.

Policy CM 10.1. Encourage the concept of shared streets where autos travel slowly enough to mix with people—including children and seniors—on foot and bicycle, through the implementation of shared and flexible streets as designated in the Bergamot Area Plan.

Policy CM 10.2. Strive for complete streets throughout the Bergamot Plan area thereby providing accessibility, safety, connectivity, and comfort for all modes and users of the system.

Policy CM 10.3. Design roadways that minimize traffic volumes and/or speed as appropriate within residential neighborhoods, while maintaining the City's desire to provide connectivity on the roadway network.

Policy CM 10.4. Require new development to finance and construct internal and adjacent circulation improvements as necessary to mitigate project and network impacts, including roadway, transit, pedestrian and bicycle facilities.

Goal CM 11. Enable everyone to walk comfortably everywhere.

Policy CM 11.1. Prioritize enhancements to pedestrian crossings across major avenues as designated in the Bergamot Area Plan circulation network.

Policy CM 11.2. Implement shared street designs as designated in the Bergamot Area Plan circulation network.

Policy CM 11.3. As large industrial blocks are redeveloped or renovated, increase connectivity through direct and safe pedestrian connections as indicated in the Bergamot Area Plan circulation network.

Goal CM 12. Provide a beautiful and attractive pedestrian environment.

Policy CM 12.1. Consider the increased use of development fees for pedestrian improvements, including implementation of the emerging Pedestrian Action Plan.

Policy CM 12.2. Encourage the development of Business Improvement Districts or Community Benefits Districts for the area and leverage pedestrian improvement funds through those districts.

Policy CM 12.3. Design buildings to prioritize pedestrian access from the street or public right-of-way, rather than from a parking lot.

Goal CM 13. Create a complete network of high-quality bicycle facilities, with the aim of increasing the number of people who use bicycles for everyday transportation.

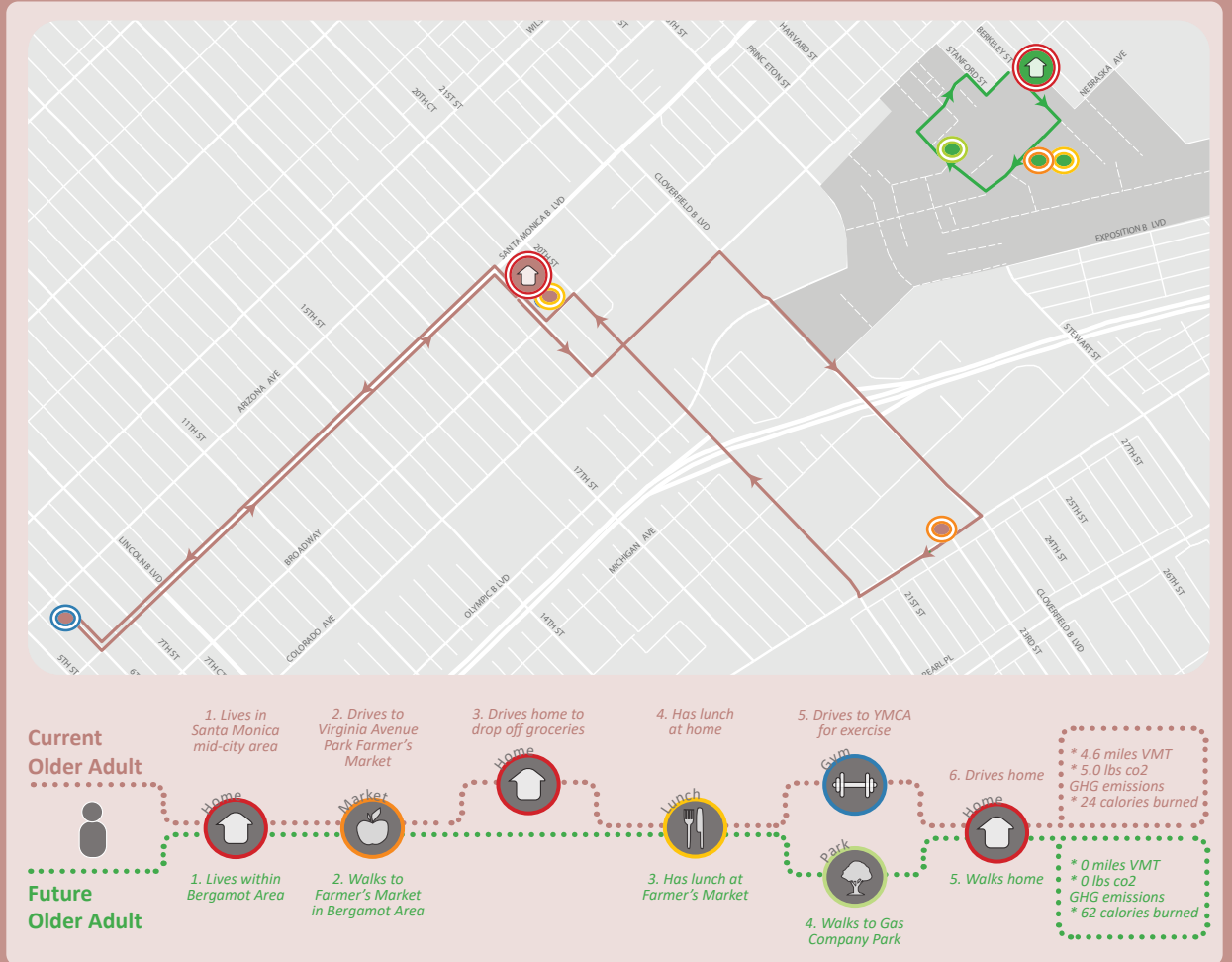
Policy CM 13.1. Pursue completion of the elements of the citywide Bike Action Plan bicycle network that pass through the Bergamot Area Plan. Pursue completion of the additional bicycle elements designated in the Bergamot Area Plan circulation network.

Envisioning the Future
A Day in the Life of an Older Adult

Imagine an older adult who lives on Berkeley Street within the Bergamot Plan area: In the late morning, she walks to the weekly Farmer’s Market on Nebraska Avenue and eats her lunch there. Afterwards, she walks to the park located on the Gas Company site to enjoy reading a book in the warm weather. She walks back home from the park in the afternoon. Like the millennial commuter, the senior resident also requires a high-quality walking environment.

In the present, this senior citizen most likely drives around Santa Monica for these activities or depends on dial-a-ride services or friends for her mobility.

In this example, our older adult enjoys greater safety and independence; reduces her VMT and GHG emissions to zero and burns over double the amount of calories all because she can now walk to places directly located in her neighborhood instead of driving to daily destinations outside the city.



Policy CM 13.2. Require large property development (defined as greater than one typical city block) to provide through access for bicyclists and pedestrians.

Goal CM 14. Ensure that the bicycle network is attractive to cyclists of all ages and experience levels.

Policy CM 14.1. Encourage major employers to provide covered and secure bicycle parking and shower and locker facilities for their bicycle commuters, and to assist in funding bicycle transit centers in nearby locations.

Policy CM 14.2. Introduce bike valet for major community and commercial events in the plan area.

Policy CM 14.3. Implement components of the City's Bike Sharing System at appropriate locations within the Bergamot Plan area, in coordination with developers, Santa Monica College, and Metro to provide bike stations at major destinations.

Policy CM 14.4. Actively work with the City of Los Angeles to create more bicycle facilities connecting to the Bergamot Plan area, including facilities comfortable for riders of varied ages and abilities.

Policy CM 14.5. Actively work with the City of Los Angeles and Metro to encourage use of the Expo Regional Bicycle Path including wayfinding, connections, and support facilities.

Goal CM 15. Manage the transportation system to prioritize flexibility, cost effectiveness and accountability.

Policy CM 15.1. Foster the implementation and success of a Transportation Management Organization (TMO) in the Bergamot Area, and leverage transportation funds through the TMO.

Policy CM 15.2. Encourage the district TMO to facilitate management of district parking.

Goal CM 16. Use all available tools to make the most effective possible use of the transportation system.

Policy CM 16.1. Consider eliminating direct and hidden subsidies of motor vehicle parking and driving, making the true costs of parking and driving visible to motorists.

Policy CM 16.2. Require new developments to prepare and implement TDM programs to minimize vehicle trip generation and promote alternative modes of travel within the City.

Policy CM 16.3. Seek to fund TDM programs through transportation related fees such as Transportation Management Ordinance fees and parking fees.

Policy CM 16.4. Strive to implement measures to

minimize the time motorists spend searching for parking through way-finding and pricing parking to create availability.

Policy CM 16.5. Utilize parking pricing and commuter parking limits as tools for managing congestion.

Policy CM 16.6. In new multi-family and nonresidential developments, incorporate facility design elements that will enable price control for parking.

Policy CM 16.7. Seek methods to use parking revenue to support travel by transit, bicycle, walking and other modes.

Policy CM 16.8. Consider modifications of existing facilities to support changes in demand, for example, replacing auto parking with bicycle parking as bicycle use grows.

Policy CM 16.9. Continue to strengthen the marketing and promotion of non-auto transportation to residents, employees and visitors.

Policy CM 16.10. Continue to invest in information technology to help improve access to all transportation choices.

Goal CM 17. Manage parking supply and standards to allow functional development of the area while encouraging alternative modes of transportation.

Policy CM 17.1. Require on-site carsharing vehicle parking in larger residential developments and non-residential developments once a provider is present in Santa Monica.

Policy CM 17.2. Ensure parking facilities provide ample choices for visitors, residents and employees, distributed throughout the district, with a target that 50% of this parking shall be publicly shared.

Policy CM 17.3. Over time, reduce minimum parking requirements for individual projects as overall parking spaces near the sites approaches a 2.0 per 1,000 commercial parking ratio.

Policy CM 17.4. Enable applicants to fulfill their minimum parking requirements by submitting a shared parking agreement with the owner(s) of one or more parking facilities within 1,000 linear feet.

Policy CM 17.5. In existing non-residential buildings, exempt existing commercial tenant spaces with a total gross floor area of 5,000 square feet or less from additional parking ratio requirements.

Policy CM 17.6. Exempt minor commercial additions up to 1,000 square feet of gross floor area from parking ratio requirements.

Policy CM 17.7. Consider a voluntary fee that would allow applicants of projects with a gross floor area of

15,000 square feet or less to pay a per space parking in-lieu fee to meet required parking, and for projects with a gross floor area of 15,000 square feet or more, allow applicants to pay the same fee per space for up to 50% of the total number of spaces required.

Policy CM 17.8. Consider granting the zoning administrator, or appropriate planning staff, the authority to waive or modify parking requirements for projects with a gross floor area of 15,000 square feet or less based on an established process and criteria.

Policy CM 17.9. Ensure that the majority of off-street parking spaces in new buildings, or in new conversions of buildings, is leased or sold separately from the rental or purchase fees for the life of residential units or nonresidential space.

Policy CM 17.10. Require all on-street and new off-street parking within the Bergamot Plan area to be priced at an hourly rate, and adjust the fee to achieve utilization targets. Prohibit discounted parking pricing for multiple days such as weekly or monthly pass rates.

Policy CM 17.11. Ensure all on-street parking payment devices accept credit cards, debit cards and pay-by-phone, and for shared, private off-street parking, require developers to install and use pay station technologies that accept these forms of payment.

Policy CM 17.12. Require that all parking facilities have auditable payment and utilization technologies, including automated utilization counting, with

utilization data updated and transmitted in real time for use by third parties.

Policy CM 17.13. Ensure that new residents of the Bergamot Plan area are restricted from participating in surrounding parking permit zones outside of Bergamot.

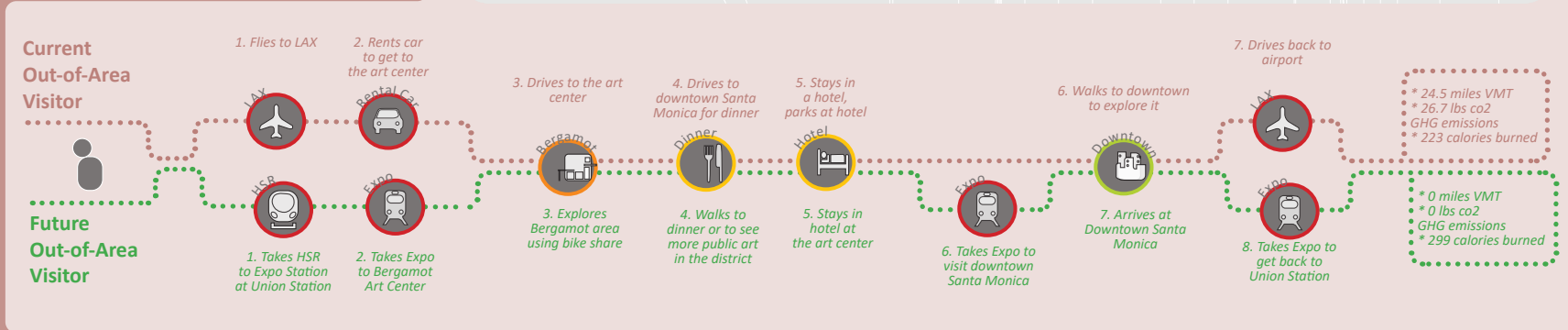
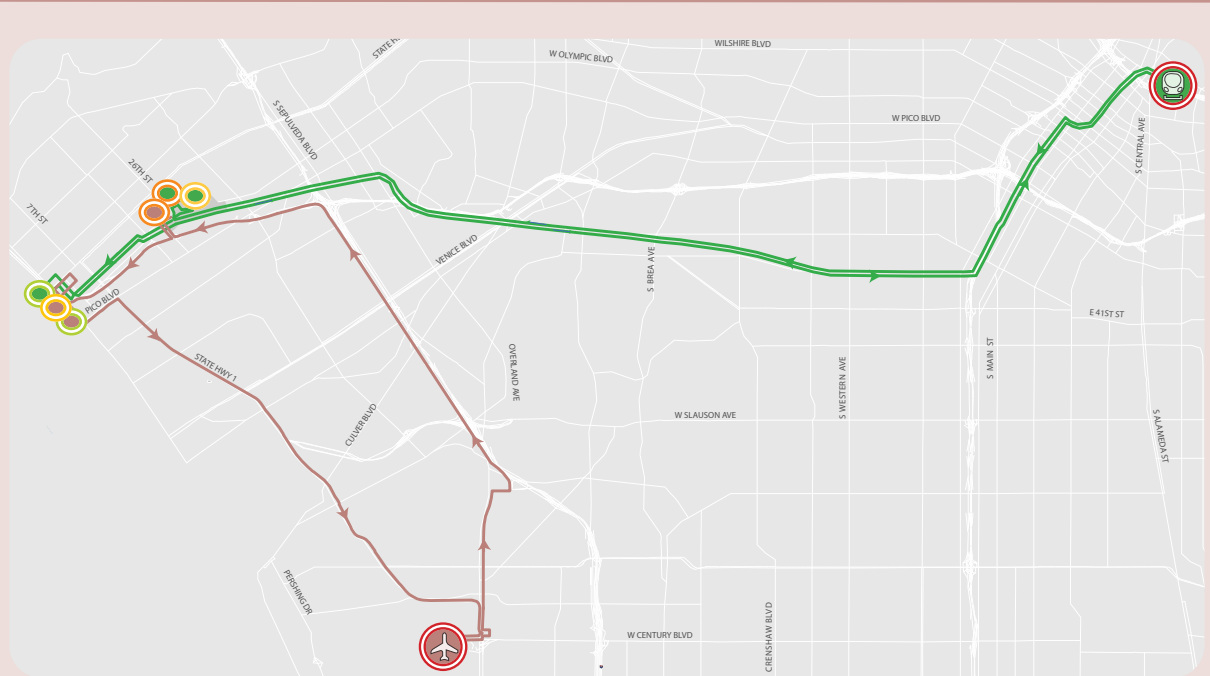
Policy CM 17.14. Develop a Bergamot Event Parking Management Plan to provide event organizers with guidelines.

Envisioning the Future
A Two-Day Trip by an Out-of-Town Visitor

Imagine the travel patterns of an out-of-town visitor to the Bergamot Arts Center who arrives at Union Station by High-Speed Rail from San Francisco. He takes the Expo Line to Bergamot and stays in a hotel at the art center. The next day, he visits the Art Center, picks up a bike from the bikeshare station, and explores the Bergamot Plan area to see its unique public art. In the evening, he walks to Nebraska Avenue to meet a friend for dinner. On the following day, he takes the Expo Line to Downtown Santa Monica and leaves his luggage at the bike station there. He spends the day walking around Downtown and taking a stroll along the beach. In the evening, he takes the Expo Line back to Union Station from which high-speed train will return him to San Francisco in less than three hours.

This is enormously different from the visitor's current situation, which probably requires flying to LAX, renting a car, staying at a hotel in Downtown Santa Monica or elsewhere on the Westside, and driving to and from

Bergamot and other destinations all over the Westside. With the addition of the Expo Line (and High Speed Rail), as well as bikeshare facilities and a superior walking environment, this out-of-town visitor would not have to fly or rent a car for his two-day visit, thereby significantly reducing his VMT and GHG emissions.



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Core Components:

D. Art and Culture

The Bergamot Plan area is renowned for the unique combination of arts and cultural assets, upon which a thriving creative district has been built. The Bergamot art center is a world-class location with an unusually stable collection of high-end galleries, the Santa Monica Museum of Art, the City Garage theater company and a group of creative businesses, including graphic designers, architects and jewelry designers. The surrounding business community contains a wide variety of creative sector industries, mostly associated with entertainment and motion pictures which are located in distinctive, 1950's and 1960's era buildings that have been successfully – and dramatically – adapted for their current creative uses.

Although many creative and cultural businesses and non-profits are able to afford market rents for space in the Bergamot Plan area and would likely survive any manner of transition, this is not the case for others. Planning the area's future represents both an extraordinary opportunity to strengthen and build upon a significant economic sector in Santa Monica, the creative sector, as well as an opportunity to preserve a fragile “ecosystem” that could be easily damaged if the emerging opportunities are not handled in just the right way.



Art and culture play a distinct role in Santa Monica, particularly in the Bergamot Plan area where public art and private galleries, events and festivals and new creative workspaces are integral to the strategy for the area's transition to an innovative new neighborhood. (Original drawing of Bergamot Cafe by Kathryn Kert Green)

The task of the Bergamot Area Plan is to provide a framework that is balanced to accommodate the district’s inevitable change, including the opening of the Expo light rail, in a way that will protect and enhance the area’s existing arts and culture uses and maintain its competitive advantage in relation to other creative zones in the Los Angeles area and beyond. Shaped carefully, the Bergamot art center can become a place that brings art and culture to a whole new audience of Expo line riders, and anchors an explosion of creativity in the entire Bergamot Plan area.

Every artist knows that the creation of exemplary artwork takes a combination of initiative, planning, effort, originality, understanding of materials at hand, and serendipity. So it is with this Bergamot Area Plan endeavor. The Plan will take advantage of the area’s current role and assets, and add to this dynamic mix by attracting new creative enterprises, providing incentives for artists and creative entrepreneurs and organizations, and especially by setting policies to protect, develop, and enhance the overall role of the creative sector in all of the Plan area’s districts. Whenever Santa Monica deals with a decision about new buildings, or renovations, or types of stores, or programs within the Plan area, the City must ask the question: “How will this decision enhance Bergamot’s

role as a creative district?” Part of the Bergamot Area Plan’s role is to provide a framework to answer this question regarding every future project, both public and private.

Benefits of the Creative Economy

Over the past generation, the arts, and in fact the entire creative sector has emerged as the foundation of Santa Monica’s economy, which, in turn, has strengthened the Los Angeles regional economy immeasurably. The *Otis Report on the Creative Economy of the Los Angeles Region (2012)* calls creativity one of the Los Angeles region’s greatest economic assets. Creative talent provides a sizable competitive advantage to the region, attracting successful companies, and successfully resisting outsourcing of jobs. Within Santa

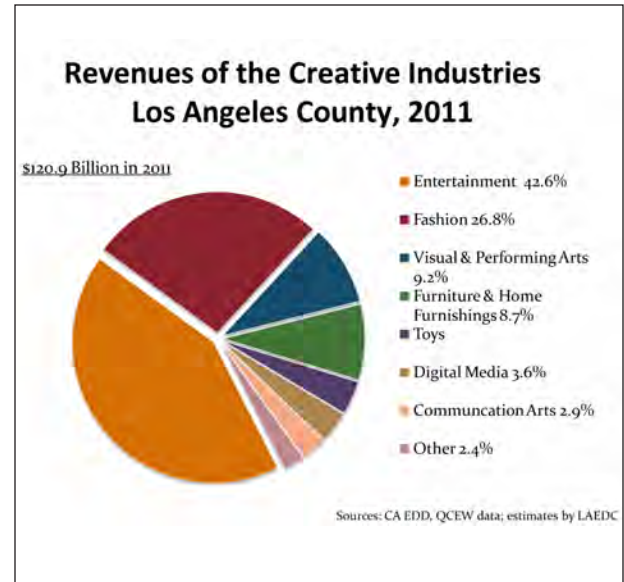


Figure 4.D.01 Revenues of the Creative Industries Los Angeles County, 2011, from the *Otis Report on the Creative Economy of the Los Angeles Region (2012)*

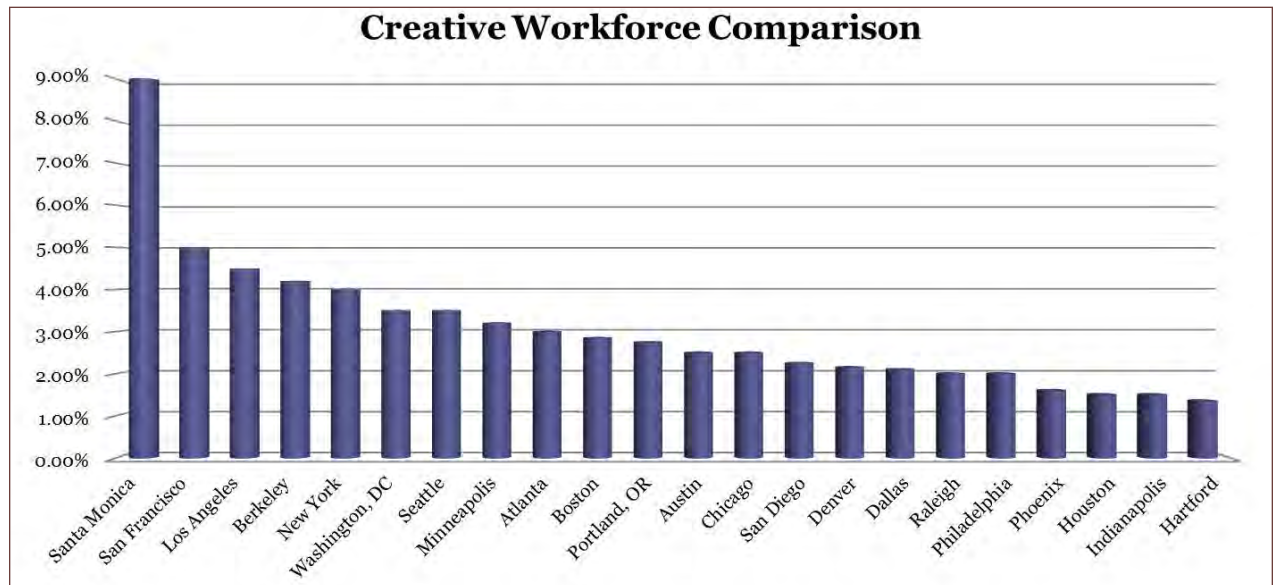


Figure 4.D.02 Comparison of Santa Monica’s Creative Industry (as % of total workforce) to the Top 20 Creative Cities, Steve Nivin, PhD 2006, based on U.S. Census, also see Creative Capital Master Plan

Monica, there is a very high percentage of creative arts related employment. According to the city's *Creative Capital Master Plan*, 43% of Santa Monica's adults make their living in arts-related fields, perhaps the highest per capita in the country.

In addition to economic benefits, the arts provide cultural enrichment to Santa Monica residents and visitors from school children and seniors. The City's *Creative Capital* plan celebrates the extensive number of creative individuals and organizations that call Santa Monica home, and includes research indicating the benefits from the concentration of the arts in the City, including a strong creative identity and access to the arts for a diverse range of incomes and age groups. The *Creative Capital* plan envisions arts and culture as an integral component of civic life, incorporated into the values, policies and daily activities of the city.

On the neighborhood level there are also many benefits to growing a thriving cultural arts district. Creative economy jobs are relatively high paying and therefore bring money to support the local community. There is considerable evidence to suggest that the creative economy has a bigger spinoff effect than other economic sectors, and that the resulting service jobs are higher paid. Therefore,

as the creative industry base grows, the Pico and Mid-City neighborhoods that border Bergamot should have increased access to better-paying jobs. Planned new cultural facilities such as performing arts centers and non-profit and school programs will also benefit the adjoining neighborhood.

Finally, for the Bergamot Plan area itself, perhaps the greatest benefit of supporting the existing creative sector and encouraging its expansion is the synergy it is likely to generate between creative businesses and arts and culture organizations in the area. Creative places attract creative people, who then invest their own diligence and spark. Florence and Venice, Italy are world class examples. Closer to home, the Mission District in San Francisco is an example as well, serving as the home to performing arts at the Intersection for the Arts, Balmy Alley street murals, the 826 Valencia|Writing Center, and countless small expressions, all adding to and building the distinctive art presence and character of the district.

However, as stated at the outset, the creative economy in the Bergamot Plan area – while impressive and diverse– is also fragile. Maintaining, growing, and enhancing a creative arts base with a strong identity is not simple. This crucial sector of the economy does

What are Bergamot's Creative Industries?

Reports on the Creative Economy, such as those published annually by Otis College of Art and Design, define creative industries as those which have their origin in individual creativity, skill and talent. This includes advertising, architecture, arts and antiques markets, crafts, graphic & web design, fashion, film & video, interactive software, music, performing arts, writing, publishing, television and radio.

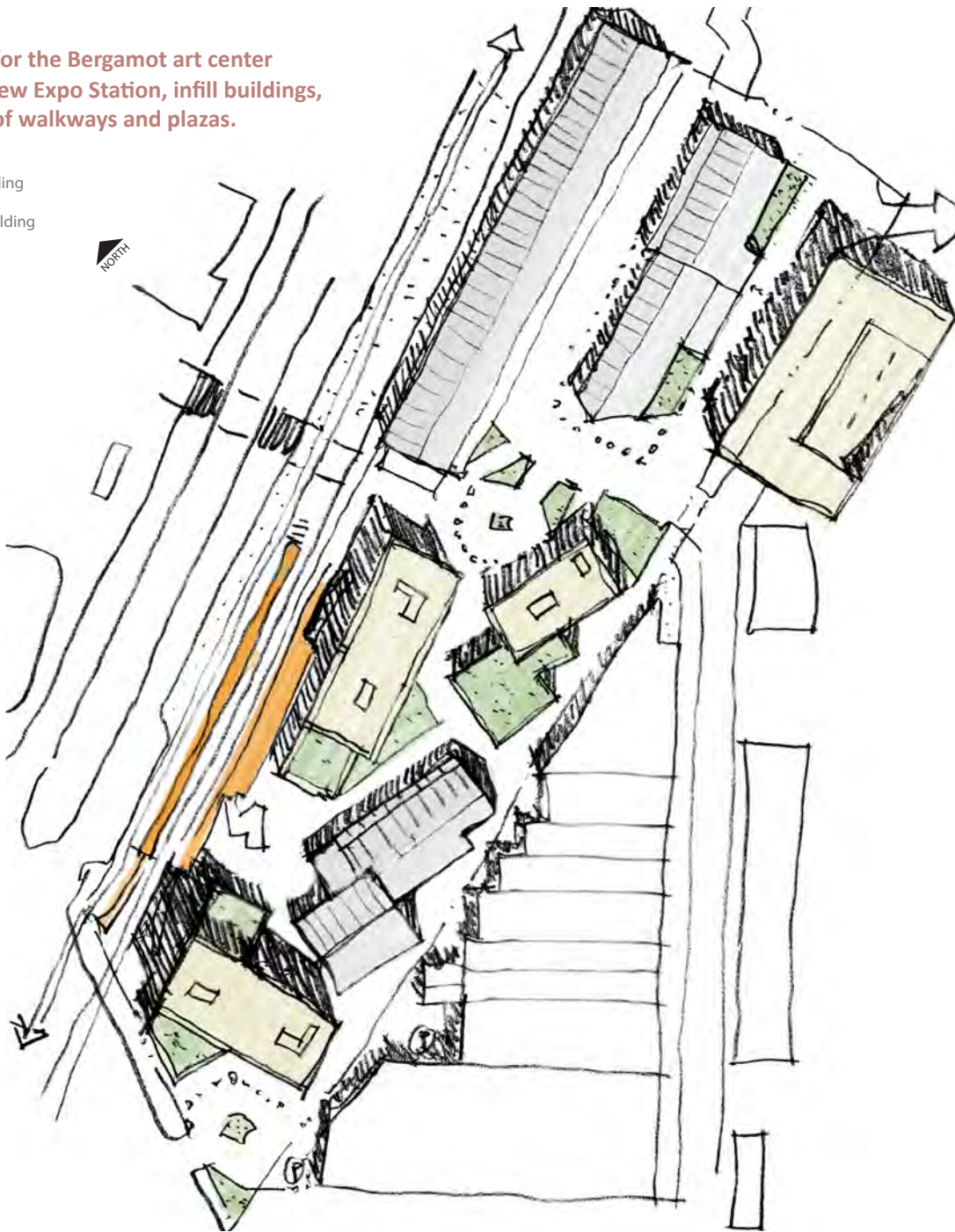
Many ingredients are need to nurture and enhance a diverse creative economy: venues to share and showcase work, such as art galleries and museums, arts programs in K-12 schools, post-secondary arts institutions to develop talent and technical skills and philanthropic foundations, along with other nonprofit funding organizations, to provide financial resources, incentives and services to the creative arts. Most or all of these are present in the Bergamot Plan area.



The Bergamot art center buildings house a range of art galleries and have a simple and industrial character.

Figure 4.D.03
Concept Plan for the Bergamot art center
 showing the new Expo Station, infill buildings,
 and a system of walkways and plazas.

Existing Building
 Proposed Building



not receive the nurturing it deserves on a state-wide or national level. In the United States, most of the successful examples of creative industry initiatives have happened at the local level, as discussed by Ann Markusen in the *Otis Report*. The Bergamot Area Plan has an opportunity to serve as a model for a strategic approach to preserving and enhancing creative arts.

Strategy One: Strengthen Bergamot art center as the anchor of the area's identity

The Bergamot art center is undergoing significant change due to the opening of the Bergamot Expo Station, which has required the demolition of a major building, opening the site to the arriving and departing of Expo users. As the area transforms, Bergamot art center must evolve and attract new creative users, and it is essential that the character and vibrancy of the galleries continue to set the tone and style of the art center as this evolution occurs. The existing galleries and other uses are clustered closely together with small gaps of open space between them, creating a campus-like environment that allows for pedestrian movement throughout the site. This has created a sheltered and somewhat hidden atmosphere within the Bergamot art center, where galleries and pockets of open space are “discovered” by visitors.

The future of the Bergamot art center should be guided generally by the concept developed through the community during the area planning process discussed in Chapter 1. A concept plan is shown in Figure 4.D.03. This concept specifies that the eastern

portion of the Bergamot art center will be dedicated to the existing art spaces, with preservation of much of the existing fabric, and especially the “B” building that stretches along the north side of the property along the Expo Rail right-of-way. On the opposite side, the concept includes an “art walk,” a pedestrian walkway that straddles the City’s property and connects with galleries on the neighboring properties. This intimate open space is encouraged to be included in the development proposals that the City will be considering.

As the central feature of the Bergamot Area Plan arts and culture strategy, the Bergamot art center is expected to be developed with the following guiding principles:

- The Bergamot art center will strengthen as a cultural beacon for the City.
- The Bergamot art center will provide resources and attractions that complement the new Bergamot Expo Station.
- A mixture of uses within Bergamot will foster multi-genre art forms (including performing arts).
- The Bergamot art center will serve as a cultural hub and anchor for the greater Bergamot Plan area.
- Preservation and renovation of many of the existing buildings will be accomplished, maintaining its industrial architectural character.
- Extended hours for the various uses within the Bergamot art center will ensure more activity in the evening and nighttime.
- Public open space will provide visitors with casual

daytime relaxation areas, as well as gathering spaces for special events and festivals.

- The Bergamot art center will blend attractive and compatible uses that are also publicly accessible and will generate revenue.

New Art-Related Uses. The concept for the future of the Bergamot art center includes several new and expanded uses (in addition to preserving the existing galleries) that are desired in order to increase the area’s prominence as an artistic and cultural draw for the community. Most important among these is a signature building for a museum located adjacent to the Bergamot Expo station. This could house the Santa Monica Museum of Art, currently located in a smaller space on the private portion of Bergamot Expo station. The museum would feature an iconic architectural style that sets the artistic and cultural tone for the site while still maintaining compatibility with the industrial

styles of the existing buildings. In this location, the museum would effectively function as a gateway feature and turnstile by filtering visitors from the Bergamot Expo Station into the more protected existing gallery area. The plan also provides for shared performance and artist workspaces that further its identity as a cultural and creative community resource.

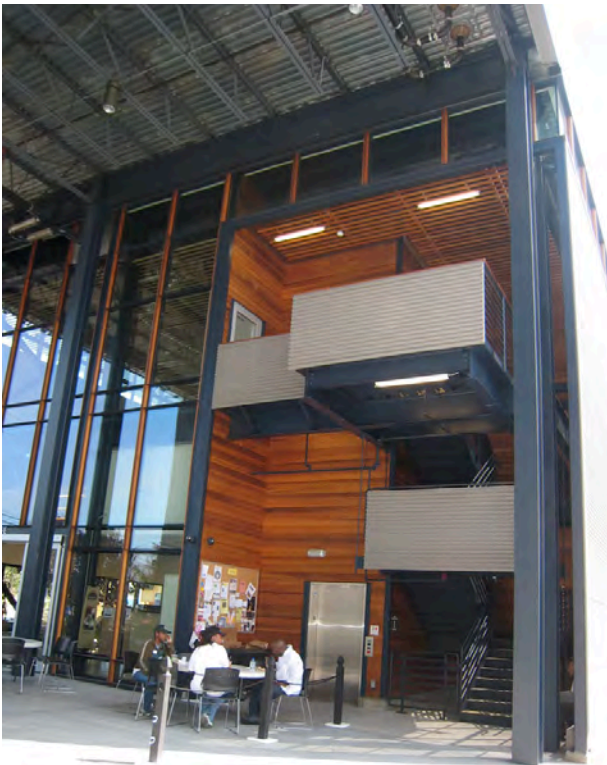
New Non-Art Uses. The art center concept envisions a restaurant and possibly additional cafés, as well as a hotel to enliven Bergamot and boost revenues to support art uses. These hotel and service uses would be generally located at the western end of the property, near the Bergamot Expo Station serving area employees, residents and other visitors within the Plan Area. The concept also includes several small creative and non-profit office spaces to diversify the activities and users within the Center, and create a collaborative environment that



Crissy Field Hangars in San Francisco with open space that is used for events and temporary public art.



Federation Square in Melbourne, Australia, is used for outdoor events.



New buildings that provide indoor-outdoor relationships best complement existing Bergamot art center buildings.

mixes art with business. These offices might include space for the district Transportation Management Association (TMA) and a bike center or other innovative transportation facility, as the station-adjacent location may be the most desirable place for these activities. Office uses would occupy second and third floors, enabling the ground floor to be utilized by galleries or studios whose interiors will be visible to pedestrians, and would increase the area's standing as a destination for arts and culture.

Open Space. The concept shows an infusion of public open space flowing between the buildings, allowing for casual relaxation as well as temporary uses such as concerts and festivals. These additional uses will further support the site as a cultural destination and offer the community options for both evening and weekend activities. The high activity open spaces around the museum or hotel would be filtered from the more "art intensive" galleries and studios to the east through site design, which should create a hierarchy of busy, active open spaces, balanced by other more tranquil and private spaces. By separating these distinct areas, the Bergamot art center will be characterized by distinct cultural zones that cater to different types of users.

The key strategy to implement the Bergamot art center will be the City's partnership with a developer to be chosen through a Request for Proposals process, with selection to be approved by the City Council. Through additional community involvement, this partnership will further develop the concept and begin to implement the community's vision for the Bergamot art center in a new transit era.

Strategy Two: Engage Multiple Creative Sectors

In order to nurture a healthy creative economy, the City will play an essential role, but it is important that others participate in the process. Multiple entities from various sectors of the creative economy need to be involved. The *Otis Report* identifies five sectors that play a role in the creative economy. These are: independent creative entrepreneurs; creative enterprise companies; county, city and state governments; philanthropic organizations; and schools and other non-profits that develop talent and support creative arts. The good news is that the Bergamot Plan Area already contains all of these sectors within its relatively small footprint.

The Bergamot Area Plan seeks to further integrate and boost collaboration between the creative arts sectors present in Bergamot, making the whole greater than the sum of these individual parts by linking them together.

One inspiration for the Bergamot Plan area is a local initiative from San Jose, the Zero1 Biennial and Garage, as described in the *Otis Report*. Zero1 Biennial and Garage is an arts and technology non-profit that hosts an extremely well-attended and influential biennial event that fosters collaboration between technologists and artists with the understanding that design, sound and visual content are becoming more central to the continued success of Silicon Valley. Originally seeded with money from the City of San Jose and San Jose State University, funding is now mostly derived from foundation grants and corporate sponsorships. This

example of involving all five sectors in a single effort is promising and applicable as a model for the Bergamot Area Plan, with the City of Santa Monica, Santa Monica College and creative businesses serving as potential equivalent counterparts.

Strategy Three: Infuse Creative Arts throughout Bergamot

People engaged in creative arts typically have many choices about where to locate. The creative class are drawn to mixed neighborhoods characterized by activity day and night, typically don't mind (or even prefer) raw and unpolished environments, and are attracted to places where creative endeavor is evident.

Many travelers pass by on Olympic Boulevard, the major arterial cutting through the Bergamot Plan Area, and don't realize the high concentration of well-known creative businesses that are located just on either side, and these businesses (for the most part) are fine with the hidden nature of their location. There will be a tricky balance to engage multiple creative sectors and attract more and diverse artists and creative people, while allowing the area to retain its "underground" character. Accordingly, an aggressive marketing campaign may not be the right tool for the Bergamot Plan area. Instead, a creative identity for Bergamot is critical to its success. For the plugged-in, media savvy community that is the target here, reputation and identity has greater legitimacy if it is spread virally, and not from above. Therefore, the goal is to maintain the existing positive identity that is already well-known in creative circles, while extending it in subtle but noticeable ways. The Bergamot Area Plan addresses this approach in three ways:

Pop-up Art. Pop-up art sprouts from individual incentive. Opportunities will be provided for creative expression that will identify the Bergamot Plan area as an art magnet. This expression is likely to be ephemeral rather than permanent; smaller scale rather than large; and in many cases hidden rather than prominent. It will grow and spread throughout the district and become the foundation for the area's image. In order to encourage a program of art infusion, the Area Plan suggests removing (as far as possible) obstacles that may inhibit creative expression in other parts of the City through more permissive temporary use and signage standards, and recommends that the City develop design guidelines to facilitate these activities.

Public Realm Improvements. Proposed streetscape

improvements that are targeted specifically at enhancing the creative arts identity of the Bergamot Plan area include:

- **The Olympic Boulevard Art Median**, which has three focal points along Olympic Boulevard where art may be showcased (see Chapter 4, Urban Form).
- **The Nebraska Public Spaces**, a series of new public gathering spaces along the redesigned Nebraska Avenue in the MUC District for area workers and residents to meet, gather and exchange ideas, including at least one designed to accommodate performance art and music.
- **Shared Streets in Conservation: Creative Sector District**, which will include Berkeley Street and parts of Nebraska and Pennsylvania Avenues, will



Installation by Akira Hasegawa for the Zero1 Biennial in San Jose. Source: Flickr user ZERO1



Candy Chang's work *Before I die* invites people to write thoughts upon the walls of abandoned buildings. Source: Flickr user ames sf



Parklet in San Francisco: a temporary and playful public space using an on-street parking space. Source: Flickr user Mark Hogan

be redesigned for equal priority to pedestrians, bicycles and cars, and will move at a slower pace. These will be ideal locations for informal gatherings that can spill out into the street space, perhaps with more flexible City regulations to respond to local demand for short, temporary street closures.

Public Events and Festivals. Another method to augment the creative identity of the area will be street festivals or mixers that have a cultural focus. Ideas for these festivals should bubble up from the community, so rather than attempting to define these activities, this Plan creates flexibility to

facilitate events. Some examples that borrow from festivals in other places could include:

- **Nebraska Stroll** – a festival that would close the central section of Nebraska Avenue in the MUC District to traffic and use the space for concerts, and shows with booths.
- **Bergamot Art Center Open House** – Continuation of the Bergamot art center tradition of opening up the whole art center for charitable fundraisers and art promotions.



Flora of Ukraine, by Aleksei Bordusov and Vladimir Manzhos, for the Outside the Walls project in Miami. Source: Flickr user wallyy

- **Expo by the Expo:** Art displays that could blend public spaces on both sides of Olympic Boulevard surrounding the Expo Station.

Strategy Four: Reserve a Place for Creative Entrepreneurs

To maintain the complex healthy creative arts district that has evolved in this area, there must be space for large, medium and small businesses, and increasingly sole practitioners that flexibly move between companies and tasks. Strategies for providing opportunities for large arts, culture, and creative industry can be found in the next section, Economic Sustainability. This section is focused on the small scale. In particular, in the Mixed Use Creative and Conservation Districts, how can the plan foster the retention of the smaller start-up and specialized businesses and individual artists? As the area redevelops, there will be challenges to the survival of the area's entrepreneurs and artists and the approach must be cognizant of this. The following strategies are intended to preserve or create space for creative entrepreneurs:

Creative Space in New Development. The Plan includes measures that seek to leverage new private development to provide space for creative arts businesses and art studios as a community benefit. In addition to benefiting the community and achieving the Plan's goals, providing these spaces can also assist the development to be recognized as a contributing component to the district's creativity, which can translate into success of the project's retail

and office components. New office and workshop space should be as flexible as possible to allow very small to large enterprises. The development standards for the Transit Village and Mixed-Use Creative districts require a certain amount of active ground floor space to help create a pedestrian friendly district. Under the Area Plan standards, this requirement can be met by creative arts workspaces such as small offices and workshops, and in some locations, live/work studios. Live/work is especially encouraged facing shared space streets. In addition, the minimum height requirements for ground floor spaces will ensure flexibility that will benefit creative art uses.

Districts that Conserve Creativity. A key part of the small-scale creative arts strategy in the Area Plan is the designation of two character-defining areas that are attractive today due to their existing concentrations of older, recycled buildings and creative businesses. These are the Conservation: Art Center District at the Bergamot Art Center, and the Conservation: Creative Sector District, a cluster of properties northeast of the corner of Nebraska and Stanford, including a small stretch of buildings on the south side of Nebraska Avenue sometimes referred to as the "digital bungalows." The Bergamot art center, as the core of the area's creative life, is described above. The Conservation: Creative Sector District strategy is intended to retain the feasibility of its existing high-tech and creative businesses, with incentives to provide space to incubate new, small-scale creative arts businesses. In this area, opportunities will be provided to facilitate

Creative Places/ Spaces

Some examples of art infusion include parklets in San Francisco and other places, the creation of art from infrastructure in Emeryville, the ongoing program of art walls in the Wynwood district of Miami, Candy Chang's work in New Orleans and a couple of homegrown examples from the streets of the Bergamot Plan area.



Utility box art in Emeryville.

small additions without need to provide parking, which can act as a barrier to such additions or force the removal of existing structures in order to accommodate the requirement.

For further details of the Conservation: Creative Sector District’s development standards, see Chapter 5.

Creative Business Incubators and Displacement Services.

In addition to encouraging new creative space and preserving the best of what is currently available, assisting with the relocation of existing arts organizations and small creative businesses displaced by new development or who are relocating due to the growth of the business should

be explored. It is to the benefit of the City and the district for these businesses to relocate to spaces within the Bergamot Plan area. Cooperatively shared office space is one method encouraged, and may accommodate some of this need. The Area Plan also encourages the creation of one or more creative industry business incubators, perhaps in partnership with Santa Monica College’s Small Business Development Center.

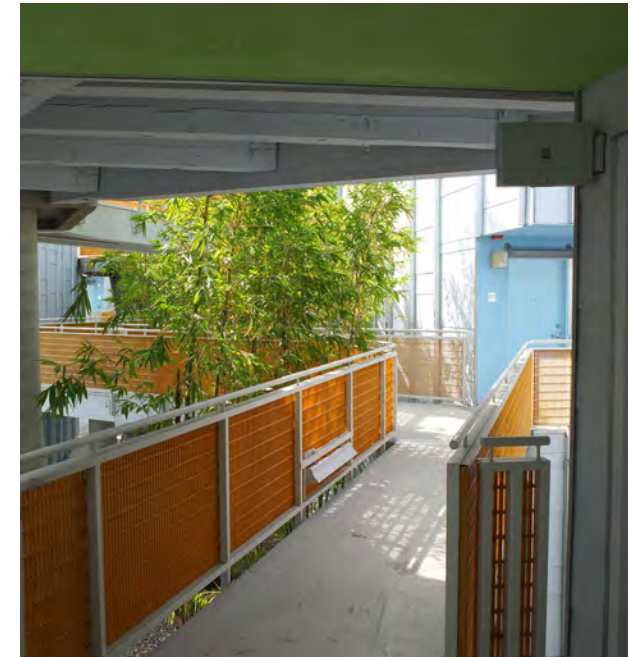
Affordable Housing for Creative Workforce and Artists. It is anticipated that there will be new residential units in the Bergamot Plan area. Ideally, people working within the Area will choose to also live there, which will reduce transportation impacts. This strategy for attracting and retaining creative entrepreneurs is to provide housing that accommodates their lifestyles and is affordable. This will be a challenge, particularly in new housing development. The City’s affordable housing and



Live/Work studios, like these shown in nearby Venice, CA, provide artists with flexible housing and workspace that enliven a neighborhood.



These Live/Work studios in San Diego include striking public art.



Affordable housing in Santa Monica, CA. Courtesy of Daly Genik Architects.

workforce housing programs should be calibrated to encourage artists and creative arts workers to qualify. In addition, there is potential to achieve lower rent levels in the Plan area because of reduced parking requirements and unbundling parking from the cost of housing, will reduce the cost of development. The amenities and transit opportunities of the Area will support local artists to live without car ownership, thus save on car upkeep and parking costs, which can help to balance rents that may still be higher than other locations.

Bergamot Area Plan Arts and Culture Goals and Policies

The following goals and policies are established to promote arts, culture and creative industries in the Bergamot Plan area:

Goal CA-1: The Bergamot Plan Area is a central element in Santa Monica’s overall strategy to support the thriving creative arts community and ensure that artists continue to create with Santa Monica.

Policy CA-1.1: Support provision of incubator studio, exhibition, and performing arts space in new development through supportive land use regulations, development standards, and financial support.

Policy CA-1.2: Institute a program to foster communication and leverage partnerships between the five sectors making up the creative arts community in Santa Monica: the City, individual artists and entrepreneurs, creative industry companies of all

sizes, academic and non-profit arts programs, and philanthropic organizations.

Policy CA-1.3: Support implementation of the “Celebrating Innovation” strategy of the *Creative Capital* plan at Bergamot, including strategies for marketing and coordination, festivals, integrating cultural programming, public art, cultural facilities, cultural funding, and leadership.

Goal CA-2: The Bergamot Art Center broadens its pre-eminent role as a center of creative art in the region and nation.

Policy CA-2.1: Ensure that the Bergamot Art Center remains a cultural beacon in Santa Monica by retaining its businesses, galleries, and museum components.

Policy CA-2.2: Retain and restore the existing building fabric to the greatest extent possible while meeting all City goals for the Art Center property; ensure that new development is compatible both physically and operationally with arts and cultural uses.

Policy CA-2.3: Provide compatible new uses such as a hotel, cafes, and restaurants that extend hours of activity into the evenings and provide revenue.

Policy CA-2.4: Encourage a range of creative art uses, galleries and performing arts spaces that fill the spectrum from very accessible to more “hidden.”

Policy CA-2.5: Engage a wide sector of the community in art-related activities in the Bergamot Art Center,



Many creative arts businesses are already located in the Bergamot Plan area and many small, existing buildings like these “Digital Bungalows” will be preserved.



Public events and festivals on closed-off streets, for example on Nebraska Street, will contribute to the Bergamot Plan area’s identity.

including schoolchildren, SMC students, seniors, families and others.

Goal CA-3: The Bergamot Plan Area evolves with a unique, creativity-based identity.

Policy CA-3.1: Encourage and facilitate efforts by individual creative artists to create installations of high quality art in locations throughout the Bergamot area to enhance the community landscape and identity by developing public art guidelines.

Policy CA-3.2: Encourage the programming of new and existing open space throughout the Bergamot area with cultural activities and events that highlight local artists, including performing artists.

Policy CA-3.3: Build on *Creative Capital's* concept of Arts Alleys — capitalizing on existing and new available space fronting on alleys and shared streets throughout Bergamot for public interaction with artists and cultural organizations.

Goal CA-4: Many creative entrepreneurs are located in the Bergamot Plan Area and contribute to its economic health.

Policy CA-4.1: Seek to retain existing Bergamot area creative arts businesses and entrepreneurs, and establish a program to assist in relocation elsewhere in the District if displaced by new development.

Policy CA-4.2: Where active ground floor uses are required, allow space for new small creative

enterprise, workshops and live/work spaces to qualify as active uses, and ensure tall spaces for flexibility.

Policy CA-4.3: Ensure that artists can and are encouraged to seek housing in the Bergamot Plan Area under Santa Monica's affordable housing and workforce housing strategies.

Policy CA-4.4: Enable supportive land uses to complement and serve the area's creative businesses. Some examples are art supply retailers, small business services, cafés, restaurants and personal services.

Goal CA-5: The Creative Conservation District strengthens as a locus for creative enterprise in Bergamot and Santa Monica.

Policy CA-5.1: Conserve creative industry historic fabric and assist in retaining affordable workspace through the implementation of the Conservation-Creative Sector District, which will encourage adaptive reuse and additions that can accommodate incubator space and creative professionals.

Goal CA-6: The Bergamot Plan Area offers cultural opportunities for a broad range of people.

Policy CA-6.1: Use the *Creative Capital* strategy to promote the development of street and neighborhood festivals within Bergamot that are desired and accessible to neighboring residents.

Policy CA-6.2: Seek to establish arts-oriented non-profit organizations in Bergamot by linking interested organizations with landlords and developers with space in Bergamot.



Like this “eco tower” in Madrid, public art can function as a landmark, particularly at the Bergamot Plan area’s gateways. Source: Flickr user inthesitymad

Core Components:

E. Economic Sustainability

The Bergamot Plan area plays an important role in Santa Monica's economy and the lives of thousands of local residents due to its concentration of well-paying jobs. Businesses in this area performed well following the 2007/2008 economic downturn and have provided job opportunities to the growing segment of the city's population that makes a living in the entertainment, hi-tech and creative sector industries. The overall economic objective of the Bergamot Area Plan is to support and enhance the district's role as a source of higher-wage and skilled employment in the city—particularly for local residents. It also seeks to foster housing and retail development catering to new lifestyle choices for people who work in the area, as well as to those who might be drawn to the thriving arts culture revolving around the Bergamot art center. Moreover, providing a strong foundation for economic success will also support cultural and community resources that benefit the whole city, encouraging further innovation and creativity.



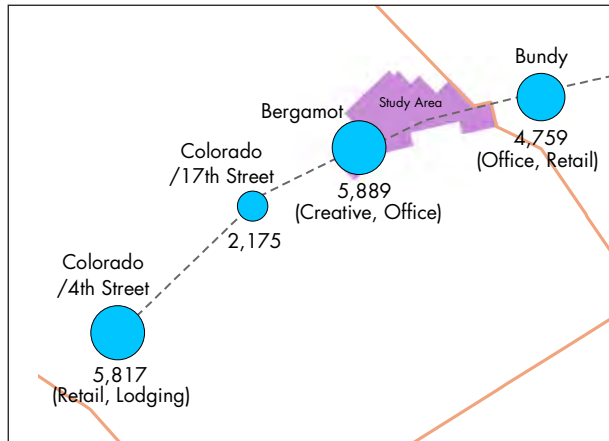


Figure 4.E.01
Existing employment around future Expo Stations



Creative businesses can include production and services open to the public, like this café at Heath Ceramics in San Francisco.

A Locally Sustainable Economy

The Bergamot Plan strategy for growing a sustainable local economy which also benefits the broader community in and around the area is based on five primary components:

1. Economic Diversity around an Established Creative Core

The City of Santa Monica's economic strength is its diverse industry mix. Although the Bergamot Plan area contains an existing concentration of creative businesses of all sizes (e.g., high tech, post-production, graphic design, architecture, etc.), the area lacks the retail and service amenities typically present in a competitive urban employment district (see Figure 2.07 in Chapter 2). Market research indicates that creative professionals value employment locations with a high quality of life, including amenities such as restaurants, bars and other neighborhood-serving retail and service businesses. Through the Land Use and Arts and Culture sections, this Plan supports increasing commercial diversity in the Bergamot Plan area by encouraging a greater range of neighborhood-serving retail and service businesses. This would enhance the local quality of life and thus strengthen the Bergamot Plan area's competitive advantage as a regional center for creative employment.

At the time of Plan adoption, a major constraint facing the Bergamot Plan area is the limited opportunity for existing businesses to expand or for new businesses to start up due to extremely limited availability of office space. However, in both the Bergamot Transit Village and the Mixed-Use Creative District, there

are opportunity sites that have the potential to transition from office to creative industrial space, support the growth of existing businesses and allow new businesses to start up. Over the long term, the ability to accommodate this continued growth will also ensure that Santa Monica retains its competitive advantage as a center of creative industries and arts-oriented activity in the Los Angeles region. The Plan is key to this strategy because it is the tool through which the City will be able to nurture its vibrant business community by offering an interesting and dynamic location for people to live, work and enjoy outstanding community and cultural resources.

Diversification: New Amenities

Neighborhood-serving retail is in short supply in the Bergamot Plan area due to long-standing industrial zoning restrictions. Although retail demand estimates suggest that the Bergamot Plan area could support approximately 180,000 square feet of retail space, it is anticipated that retail demand will increase incrementally over time to reach that level. The Plan's strategy to encourage retail activity focuses on establishing a few nodes, designated as "Retail Overlays," to initially concentrate retail and create critical mass along Nebraska Avenue as the future "main street" in the district. As more residents and workers come to the area and demand grows, retail can spread to additional locations.

Strengthen Small Creative Businesses

The concentration of creative businesses in the Bergamot Plan area fosters the fluid and dynamic exchange of goods, information, ideas and talent, sometimes referred to as “knowledge spillover.” It also supports collaboration between entertainment and technology firms. The businesses that have located in this area exemplify how a high concentration of creative firms can drive increased innovation and creative output. This clustering of interconnected uses has proven especially beneficial for start-up firms because they can also draw from a nearby labor pool of innovative and skilled workers and because an environment with an identifiable cultural or artistic heritage offers a strong foundation for these enterprises to build upon. Technological infrastructure is also an important consideration, and part of the Plan’s strategy is to ensure that this area is served with state-of-the-art technology infrastructure, such as dark fiber and neighborhood wireless reception, particularly in gathering places and along major pedestrian streets.



Land constraints foster solutions in the Bergamot Plan area, such as this building that includes rooftop parking.

The Plan provides a strategy to promote opportunities for the continuum of creative businesses—from the small start-up to large, well-established firms—who want to take advantage of the many assets the Bergamot Plan area has to offer, including a range of rent levels and space availability. For example, new creative office projects may offer flexible space suited to businesses of varying sizes, thus providing a pathway for small businesses to remain in the same building as they grow, thus retaining that business as a tenant and as a member of the Bergamot Plan area community. Co-working spaces that allow individuals



Creative businesses of various sizes are already established in the Bergamot Plan area.

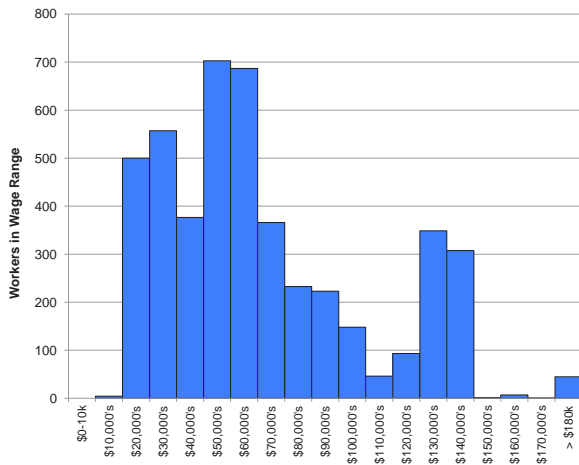


Small spaces for start-ups and incubators play an important role for creative jobs and diversity of businesses.

Creative Industry	Number of Jobs (thousands)		2011-2016 Change	
	2011	2016	Number	Percent
Architecture & Interior Design	8.6	9.1	0.5	6.2%
Art Galleries	0.7	0.8	0.1	4.4%
Communication Arts	16.6	17.5	0.9	5.7%
Digital Media	5.1	5.7	0.6	11.3%
Entertainment	120.4	128.5	8.1	6.7%
Fashion	85.6	87.0	1.1	1.3%
Furniture & Home Furnishings	26.6	26.2	-0.4	-1.5%
Product/Industrial Design	0.8	0.9	0.1	7.6%
Toys	4.3	4.3	0.0	0.0%
Visual & Performing Arts Providers	26.2	27.8	1.8	6.0%
Arts Education	8.9	9.1	0.2	2.0%
Totals:	304.0	316.6	12.6	4.2%

Source: California EDD LMID, QCEW data; forecasts by LAEDC

Figure 4.E.02
Los Angeles County Employment Forecast in the Creative Industry 2011-2016 (2012 Otis Report)



Sources: California Employment Development Department, California Industry-Occupational Matrix 2010 - 2020 & Los Angeles Occupational Employment (May 2011) & Wage (2012 - 1st Quarter) Data, Urban Explorer, 2011; Dun & Bradstreet, 2011; Strategic Economics, 2012.

Figure 4.E.03
Wage Distribution in the Bergamot Plan Area

or small start-ups to share space, office equipment and reception staff are encouraged in order to provide entrepreneurs with flexible resources and networking opportunities. Co-working spaces may be privately owned and operated, or may be established as non-profit organizations.

2. Fiscal stability

There is the need for targeted investment in infrastructure and organizational capacity in both the public and private sectors within the Plan area. Chapter 8 (Implementation) outlines an extensive “toolkit” for funding, constructing and maintaining various types of infrastructure through the Plan’s time horizon, like sidewalks, streetscape enhancements, dark fiber connections and transit improvements.

The infrastructure investment strategy focuses on providing initial investments that will provide long-term community value. Upfront funding for initial investments will ultimately generate revenues that typically offset costs. Enduring value from these investments can also create new or increased revenue streams that will allow the City to maintain the district and provide increased municipal services for the new residents and businesses. The strategy for local economic sustainability accomplishes this by leveraging initial investments from a number of sources (such as development impact fees, community benefits, an assessment district, grant opportunities, etc.) and promoting the establishment of businesses that will provide new sources for sales and use taxes, property taxes, transient occupancy taxes, utility taxes and business license taxes.

3. Expanded range of job opportunities for local residents

Future projects in the Plan area have potential to offer an expanded variety of job opportunities for a workforce with a wide range of skill levels and educational attainment. A component of the economic sustainability strategy is to increase the diversity of employment opportunities in the Bergamot Plan area by enabling growth in new jobs in the retail and service sector and by expanding employment opportunities for local residents in existing creative businesses through job training in partnership with Santa Monica College, incubator facilities and other local workforce development partners. This will make it possible for Santa Monica residents to seek employment at all levels, with potential for growth opportunities in the community.

4. Sustainable Housing Choices

Under the Bergamot Plan, this area, for the first time in history, will become a significant residential neighborhood, in addition to being a major employment center. New housing that offers units at a range of affordability levels is incentivized to increase the opportunity for people of any means and any age to choose to live and work in the area. Having a local residential population will promote the economic sustainability of the neighborhood by increasing the demand for shops and restaurants during the day and nighttime, as well as on weekends; supporting a broader range of retail, personal services and entertainment opportunities; and promoting a safer environment with more “eyes on the street.” Along with the new residential units, the improved pedestrian/bike connectivity with the existing residential neighborhoods that border the Bergamot Plan area will enlarge the market to further

increase the viability of new local-serving businesses. Demographic and economic characteristics of current Bergamot Plan area workers suggest the need for more affordable rental housing units in the study area along an income continuum with a focus on providing units affordable to households earning anywhere from 30% to 180% of area median income (AMI)—extremely low income units to units available to the area’s “workforce.” The Plan also calls for larger units to accommodate families and more affluent households who can afford and desire bigger living spaces, as well as housing for empty nesters and senior citizens. One key policy area for providing sustainable housing choices will be to ensure that there is a strong match between the price and types of housing provided and these different market segments, as well as offering programs that provide advance marketing of new housing projects to local employees, to encourage more workers to live near their jobs; reduce congestion, commute time and vehicle miles traveled; and help businesses attract and retain skilled workers.

Although current workforce characteristics in the Bergamot Plan area suggest potential demand for smaller units, new development should be built in such a way as to be flexible enough to allow units to expand and/or be reconfigured as housing needs change. Recent research indicates that today’s younger workers (the so-called “millennial generation”) that are entering the job market are characterized by a desire to live in more walkable, urban places. This lifestyle preference will make the Plan area attractive to households, and as these young workers age, they will earn more and likely seek more family-oriented housing. Offering alternatives for those growing

families that will keep them in the community by encouraging flexible housing types and designs that could be reconfigured to meet the changing needs of the workforce of the future.

5. Sustainable Transportation Choices

Economic growth is generally desirable unless it creates a strain on resources, and in this regard the community has expressed ongoing concern about the impacts of growth on the local transportation network (i.e., traffic and congestion). The circulation strategy, (Section 4.C) is therefore also a critical component of the strategy for a locally sustainable economy.

The Plan’s circulation strategy is focused on providing a meaningful array of mobility choices through infrastructure improvements, transportation demand management requirements, parking management and taking full advantage of the catalytic opportunity presented by the arrival of the Expo Light Rail. New transit, shuttles, carshare, bikeshare and other resources help to complete the picture. Through development of a pedestrian- and bicycle-friendly street network that connects with the Bergamot Expo Station (and to a lesser extent to the Bundy Expo Station just east of the Plan area) and through implementation of an innovative shared parking strategy that seeks to optimize but not overbuild the parking supply, the Plan’s strategy to provide convenient and efficient circulation will help to sustain the local economy.

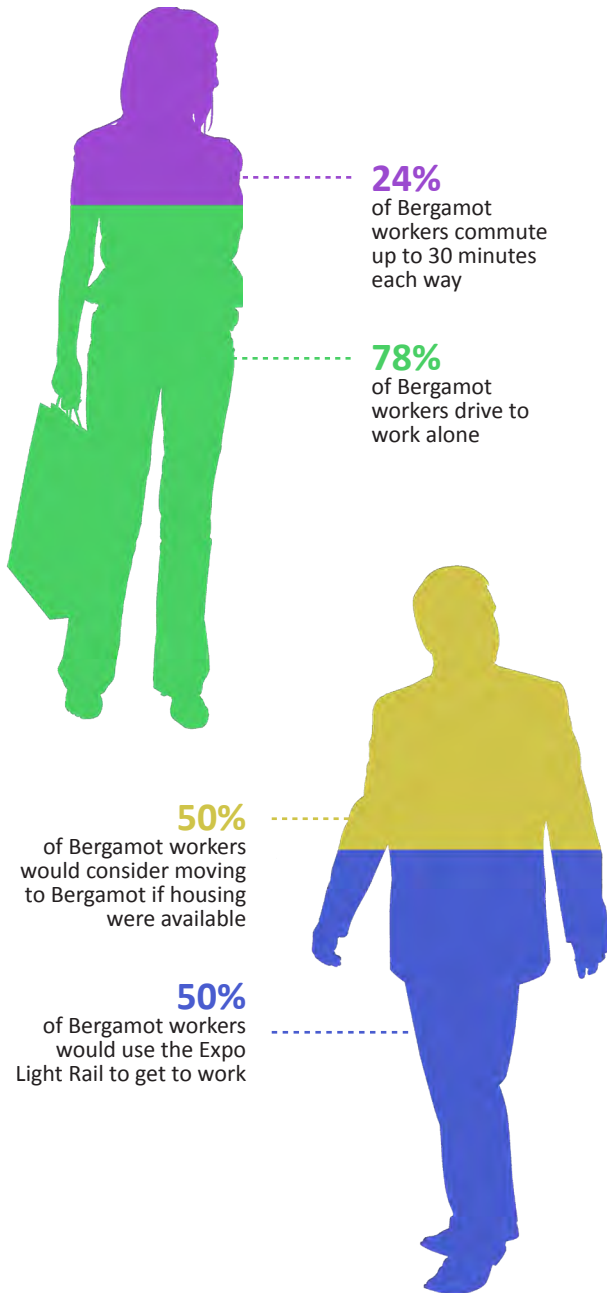
Together, these components comprise a strategy for the Bergamot Plan area to develop as a sustainable local economy and contribute to a city-wide strategy for economic sustainability.

Five Strategies for a Sustainable Economy in the Bergamot Plan Area



1. Economic diversity around an established creative core.
2. Fiscal stability through new investment.
3. Expanded range of job opportunities for local residents.
4. Sustainable housing choices for everyone.
5. Sustainable transportation choices.

Economic Sustainability Goals and Policies



The following goals and policies are designed to implement the core values of the community for economic sustainability in the Bergamot Plan area. These complement and are correlated with the goals and policies presented in other sections of this Plan, including urban form, land use, arts and culture and circulation.

Goal E.1: The Bergamot Plan area provides a support system to foster small business creation, encourage business innovation and retain businesses as they grow and prosper.

Policy E.1.1. Explore moving the Santa Monica Small Business Development Center (SMBDC), or a branch of it, to the Bergamot Plan area.

Policy E.1.2. Promote existing programs offered to small businesses in Santa Monica, such as SMSBDC, SCORE and Buy Local Santa Monica and involve local businesses in the Santa Monica Alliance.

Policy E.1.3. Build relationships between the small business community and Santa Monica College and explore opportunities for mutually beneficial collaboration in the areas of mentoring, technical assistance, shared use of workspace/equipment, networking and other shared programming.

Policy E.1.4. Provide support and development standards that encourage the retention of small, creative businesses and arts uses in the Conservation districts.

Policy E.1.5. Develop a system to deliver reasonably priced broadband services and city dark fiber networks that provide businesses in the area access to high-speed, secure internet services.

Policy E.1.6. Strongly encourage new office and creative office buildings to include a variety of tenant spaces, including affordable space for small businesses, incubators and flexible growth space.

Policy E.1.7. Actively encourage at least one co-working space to locate in the Bergamot Plan area.

Policy E.1.8. Concentrate initial new retail growth in the Retail Overlay Zone to create a “critical mass” of retail businesses. Once a critical mass of retail uses has been established, encourage local-serving retail in all areas in which it is permitted.

Policy E.1.9. Ensure that zoning and design guidelines support viable retail space, including requirements relating to ceiling height, floor plan, access, visibility, bay depths and ventilation.

Source: City of Santa Monica 2012 Bergamot Area Plan Housing and Services Survey

Goal E2: New sources of revenue such as fees, taxes and assessments are reinvested in the area to provide and maintain necessary infrastructure in a sustainable manner.

Policy E.2.1. Encourage uses that are both compatible with the district and generate new income and tax revenue for the City.

Policy E.2.2. Explore opportunities to direct City revenue derived from the area to support the priority goals of the Bergamot Area Plan, particularly those related to innovation, arts and culture and transportation options.

Policy E.2.3. In the Bergamot art center, support desired arts and non-profit uses by balancing these uses with for-profit uses that generate additional business sales and transient occupancy tax revenue.

Policy E.2.4. Work with Bergamot Plan area property owners and businesses to create an appropriate business organization that can both advocate for ongoing activities that support a creative, innovative business district and evaluate a proposal for an assessment/improvement district.

Policy E.2.5. Explore creation of an assessment district that can finance critical area-wide improvements that benefit existing and future property owners and tenants.

Goal E.3. Job opportunities in the Plan area are diverse to match a multitude of skills and education levels, offering new opportunities to local or nearby residents.

Policy E.3.1. Encourage creative businesses and supporting uses that sustain and enhance the economic diversity of the Bergamot Plan area and provide quality jobs for local residents.

Policy E.3.2. Explore opportunities for businesses/local employers to further collaborate with Santa Monica College and Santa Monica Unified School District in developing courses and programs connected with workforce development and local job opportunities, including offering practical job training content and internships that are directly tied to businesses located in the Plan area and surrounding business parks.

Policy E.3.3. Through local business organizations or the Transportation Management Association (TMA), explore opportunities to advertise available jobs and training opportunities to local residents.

Goal E.4. Local employees have opportunities to choose to live near their work, with a range of types and prices that meet their needs and ability to pay.

Policy E.4.1. Accommodate a range of housing units affordable to employees of businesses in the area.

Policy E.4.2. Encourage flexible design of residential units so that they can be adapted to accommodate changing needs in the future.

Policy E.4.3. Through local business organizations or the TMA, develop systems, such as advance marketing, to provide information and aggressively market available housing opportunities to area employees and first responders, teachers, nurses and other hospital employees.

Policy E.4.4. Conduct community benefits negotiations with developers focused on affordable housing that seek to address the need for a continuum of housing affordability ranging from extremely low income (30% of AMI) to workforce housing (defined as 120% to 180% of AMI).

Policy E.4.5. Support non-profit or other affordable housing developers to acquire a site and build a 100% affordable housing project where “affordability” is defined to include an income spectrum ranging from extremely low income to workforce.

Policy E.4.6. Work with Bergamot Plan area and other nearby employers to create employer-sponsored housing benefit programs such as a pooled housing assistance program which could provide financial assistance to potential homeowners to supplement down payments, closing costs or other expenses associated with obtaining housing in the area.

Policy E.4.7. Allow developers to build housing units with all parking unbundled from the rental lease and reduced parking once Plan targets are achieved. These units would be less expensive for the developer to build than units with parking, and units without parking typically have a discounted price, making

them more affordable, especially to households in the 120% to 180% of AMI income range.

Policy E.4.8 Strive to achieve a target of 30% of new housing that is affordable to households earning between 30% and 180% of area median income.

Goal E.5. The circulation and parking supply are managed to encourage that most new trips are taken by means other than private automobile, with consideration for the relationship between circulation, parking and economic sustainability.

Policy E.5.1. As streetscape designs are implemented, consider the adjacent uses and businesses in the design to ensure that the streets support their

economic viability and provide adequate access and loading space.

Policy E.5.2. Establish a Transportation Management Association (TMA) to bring the business and residential communities together with solutions to support non-vehicular trips, ridesharing, and shared parking. Actively implement TDM requirements for commercial and residential uses to advance the city-wide “No Net New PM Peak Trips” policy.

Policy E.5.3. Explore opportunities for existing parking lots to join the shared parking district by offering their underutilized spaces or by adding additional parking through the use of automated lifts/stacked parking—

either of which may be leased to serve nearby businesses.

Policy E.5.4. Encourage people in the Plan area to park once and walk or bike to multiple destinations to support local business and economic vitality.

Policy E.5.5. Promote CommuteSM and other online tools for workers, residents, business owners and developers to help manage transportation demand and ease traffic congestion in the Bergamot Plan area and City of Santa Monica.

Policy E.5.6. Promote Buy Local to encourage business-to-business spending in the Plan area, and to raise awareness of products and services created within the Plan area.

Core Components:

F. Utility Infrastructure

Over the course of the Plan's implementation, new housing, office spaces, restaurants and retail will begin to activate key streets and open spaces throughout this formerly industrial area. Over time, a permanent population of Bergamot residents and an expanded population of employees will shape the district into a complete neighborhood that is vibrant, diverse and equitable. A solid foundation of infrastructure and utility upgrades are needed to support the area's transition and to ensure that basic services are considered alongside and in parity with other strategic improvements and area-wide benefits. To this end, general assessments of the existing utility infrastructure have been performed to account for the adequate provision of water, sewer, storm water drainage, power, gas and communications/data infrastructure.

Because the Bergamot Plan area is already developed with a large volume of industrial and commercial uses, many of the existing utility infrastructure systems have been found to be generally sufficient to serve the future district. The two exceptions are the sewer infrastructure and fiber-optic network, which are discussed in more detail throughout this document.



UTILITY	METHOD OF ASSESSMENT	RESULT
Water	GIS mapping of existing water infrastructure framework and limited hydraulic modeling on a macro assessment scale	Macro distribution system deemed generally adequate, but new projects will trigger need for localized water service extensions including a new water main along Olympic Boulevard to accommodate new development
Sewer	GIS mapping of existing sewer infrastructure framework and comprehensive hydraulic modeling on a macro assessment scale	Anticipated need for significant pipe “up-sizing” to meet future needs for select sewer segments within Plan Area (see Figure 2)
Gas	SoCal Gas performed an in-house assessment	Macro distribution system deemed adequate, but new projects will trigger need for localized gas service extensions
Electricity	GIS mapping, field observation and in-house assessment performed by Southern California Edison	Macro distribution system deemed adequate, but new projects will trigger need for localized power service extensions
Storm Drain	GIS mapping of existing storm drain infrastructure framework, coupled with City Public Works staff’s historical performance feedback	Macro distribution system deemed adequate but, through seeking limited strategic regionalized opportunities within Plan area, City could enhance targeted green/sustainable “water quality” initiatives
Fiber-optic/Wireless	GIS mapping of existing fiber-optic infrastructure framework, coupled with City Information Systems Department assessment	Macro distribution system does not cover full Plan area extent and would require recommended extensions of the fiber-optic “backbone” as well as local wireless hub stations
<p><i>The infrastructure assessment in the Bergamot Plan area was based on review of plans, drawings and other information from the City of Santa Monica Public Works Department, Southern California Gas and Southern California Edison. It included evaluation of the existing water, sanitary sewer, storm drain, gas and power systems within the project boundaries and in adjacent zones where the network disperses throughout the city. The existing utility infrastructure systems were analyzed by adding existing loads plus projected land use changes of the Bergamot Plan area over the next 20 years. It should be noted the City’s Public Works Department is scheduled to prepare a more comprehensive and detailed city-wide assessment of the city’s water and sewer infrastructure systems that will include consideration of the Area Plan’s projected land use changes.</i></p>		

Figure 4.F.01
Bergamot Plan Area Infrastructure Assessment

Future utility demand is directly related to the balance of new uses and buildings, and to the City’s continuing sustainability efforts to manage resources. For example, the demand for water and stormwater run-off facilities may be tempered by increased requirements for and performance of water retention facilities and infiltration basins; smaller-scale installations such as streetscape bio-swales; and the encouragement of residential water infiltration, low-flow plumbing and efficient irrigation fixtures. In addition, encouragement of energy-saving appliances, renewable power and alternative heat generating systems, such as photovoltaics, wind turbines (if feasible) and solar water heaters will further minimize the district’s demand for water and power.

WATER SUPPLY

The City’s intent is to become 100% water self-sufficient, and over the next decade, some two-thirds of the city’s water supply will be sourced from its own water well sources. The City’s 2010 Urban Water Management Plan fully addressed both the “sourcing and supplying” of water for the city, including the Bergamot Plan area. Future uses in the Plan area are estimated to demand 15,000 gallons per day, or about 1% of the city’s overall water demand and will not have an impact on the city’s water supply.

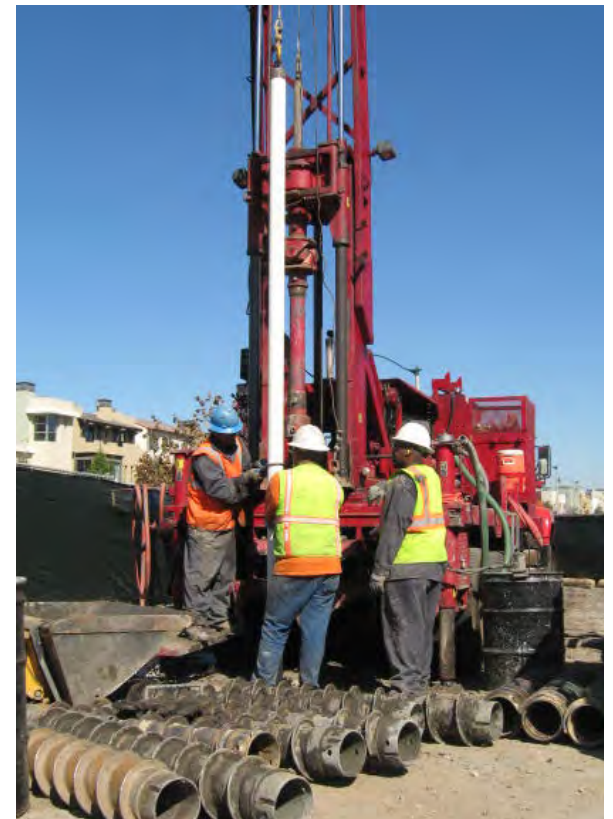
WATER AND SEWER UTILITIES

Every new residential unit requires—at minimum—one sink, toilet and shower and every new office development includes restrooms, kitchenettes and life safety devices such as overhead sprinklers. Evaluation of water systems in the Bergamot Plan area revealed that the existing water main distribution

infrastructure is generally adequate, but will require the addition of a new water main along Olympic Boulevard to meet localized water supply demands that result from new development. From a “fire supply” standpoint, the water distribution network within the Plan area is more than adequate to supply needed flow for firefighting scenarios involving one or two simultaneous fire events (i.e., a fire flow of 3,000 to 4,000 gallons per minute for several hours).

According to the 2011 Sewer Capacity Study conducted by Black & Veatch, some existing sewer main segments within the Plan area will require pipe up-sizing to meet the sewer conveyance needs of future uses. The geographic extent of needed future improvements determined by the study (Figure 4.F.01) includes the sewer infrastructure running from Stewart Street through the City Yards, through Michigan Avenue to Colorado Avenue. The analysis demonstrates that much of the Plan area lying generally upstream of the existing “Yard Sewer” is already in need of upsizing. Based on the modeling analysis, proposed future demand in this area combined with existing development would exceed the respective sewer main line flow capacities.

This macro-scale analysis of the existing water and sewer infrastructure framework will need to be supplemented by more detailed engineering conveyance assessments of the existing local water/sewer utility systems. These should be performed when specific project proposals are introduced in order to ensure availability of adequate points of connection and utility lateral sizing.



Utilities and infrastructure provide the foundation for the new activities within the Bergamot Plan area.

Upgrading the Existing Sewer Network in the Bergamot Plan Area

Strategic improvements to the sewer infrastructure are needed in and around the Bergamot Plan area, as identified by the Figure 4.F.02. These areas include the sewer network running from Stewart Street through the City Yards, through Michigan Avenue to Colorado Avenue.

The analysis demonstrates that much of the Plan area lying generally upstream of the existing “Yard Sewer” is in need of upsizing. Based on the modeling analysis, future demand in this area combined with existing developments could exceed the respective sewer main line flow capacities.

A discussion on financing strategies to fund the necessary improvements are discussed in Chapter 8, Implementation.

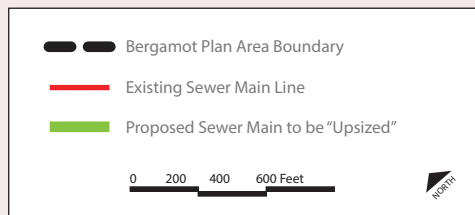
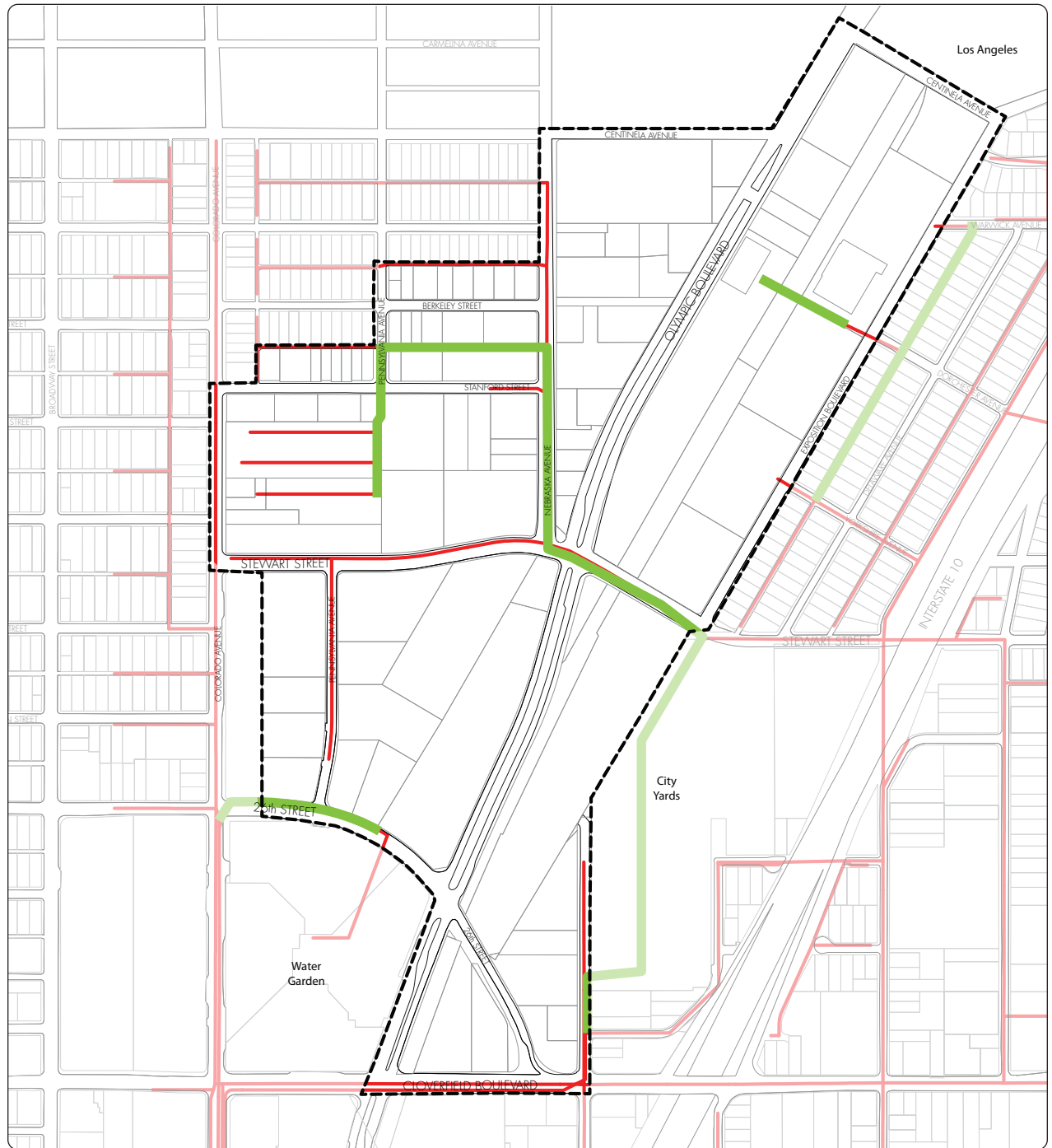


Figure 4.F.02
Sewer Network



Water and Sewer Utilities – Prescriptive Requirements

Current City policies impose certain prescriptive water-resource utility improvements to meet the needs of future city, regional and statewide water supply challenges. While the infrastructure assessment did not identify systemic water infrastructure related deficiencies, new development is encouraged to exceed the performance of even the most stringent policies within the Bergamot Plan area. Water system prescriptive solutions include the following:

- Installing pressure-reducing valves, if necessary;
- Implementing low-flow plumbing fixtures to support water conservation practices;
- Implementing irrigation and vegetation strategies (drought-tolerant) to support water conservation practices;
- Restricting lawn and ornamental watering;
- Restricting water-intensive residential and commercial use, such as swimming pools; and
- Given the infrastructure’s age, City staff may want to assess water infrastructure rehabilitation or replacement as certain project streets are redeveloped.

Besides water conservation measures, recycled water (i.e., purple pipe infrastructure) or other alternative non-potable water supplies may decrease the potable water demands of the Plan area. The City’s intent is to eventually implement “purple pipe” reclaimed water distribution facilities up to and within the Plan area limits, thus extending the existing reclaimed water infrastructure that stops a substantial distance away from the Plan area. Implementing this feature of the

water infrastructure may dictate that future projects are required to use reclaimed water once this service facility is brought to the area.

Because the analysis conducted by the Bergamot Area Plan did identify areas of deficiencies for sewer conveyance, future development must be cognizant of its responsibility to contribute a fair share to the upgrading and maintenance of the overall system. Further, to meet the needs of future populations, sanitary sewer system prescriptive solutions include the following:

- Upsizing and relocating existing sewer laterals to accommodate new project needs; and
- Implementing parcel/building specific “gray water” reuse facilities.

STORM DRAINAGE

The Bergamot Plan area currently contains a high degree of impervious street, parking lot and roof surfaces, well in excess of 90% of the total land area. The build-out of the Bergamot Plan area in a manner consistent with current City and Area Plan policies for open space, streetscape and stormwater runoff management would reduce impervious surfaces; thereby increasing the absorption of stormwater and decreasing runoff discharge into the storm drain network. Furthermore, the planned implementation of certain new street standards that include shallow storm water retention measures, such as porous pavement materials or linear storm water management, will serve to retain and allow excess runoff to percolate into the soil and thus avoid overburdening the storm drainage system in the future.



Stormwater retention and drainage systems can dramatically reduce the burden on storm drain facilities.

Pursuing Sustainability

The Bergamot Plan area currently contains a high degree of impervious street, parking lot and roof surfaces, well in excess of 90% of the total land area.

New open spaces and site changes will increase the permeability of the area. Opportunities exist to implement larger, more effective regionalized water management facilities like infiltration basins, retention basins and bio-swales.

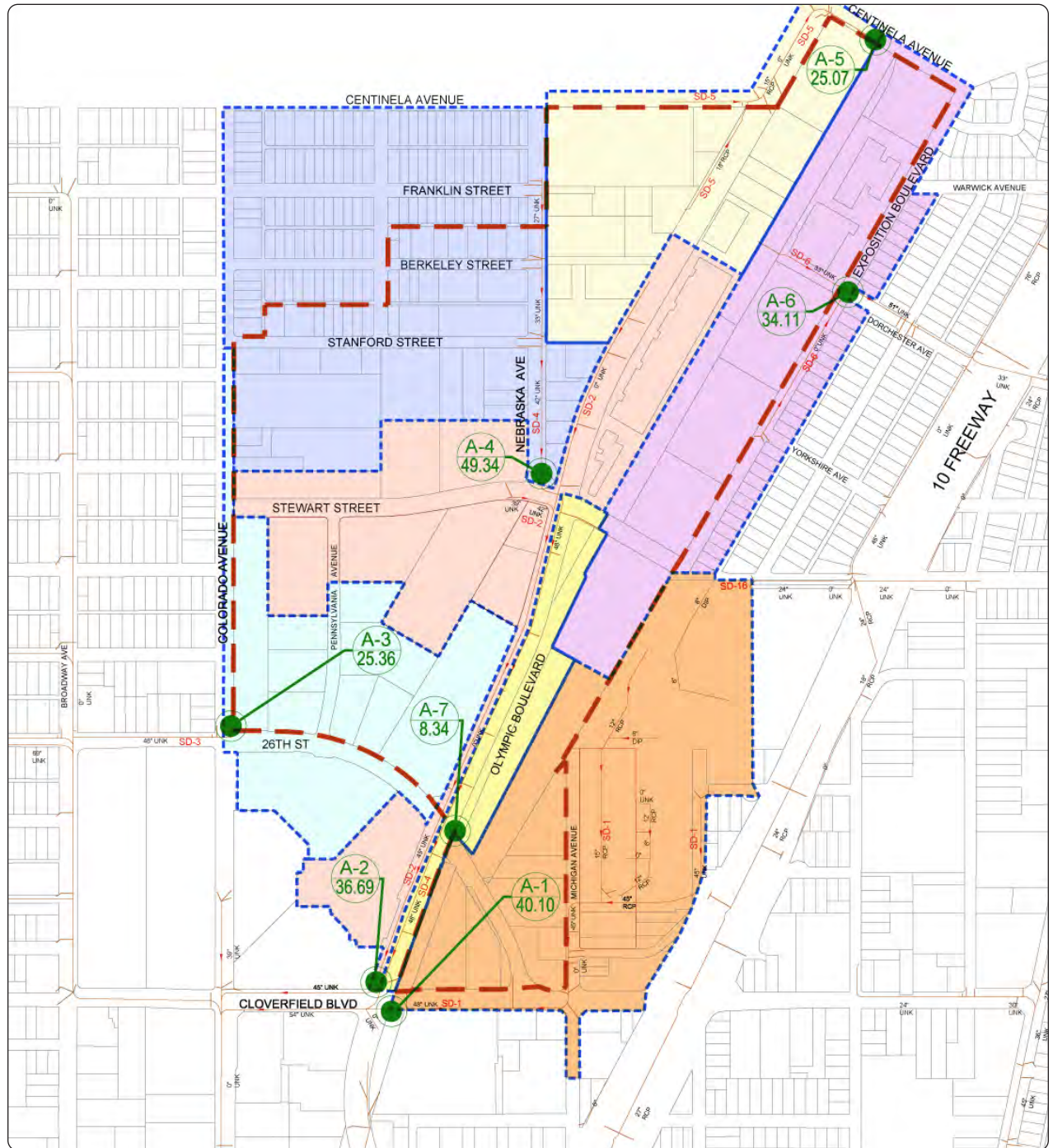
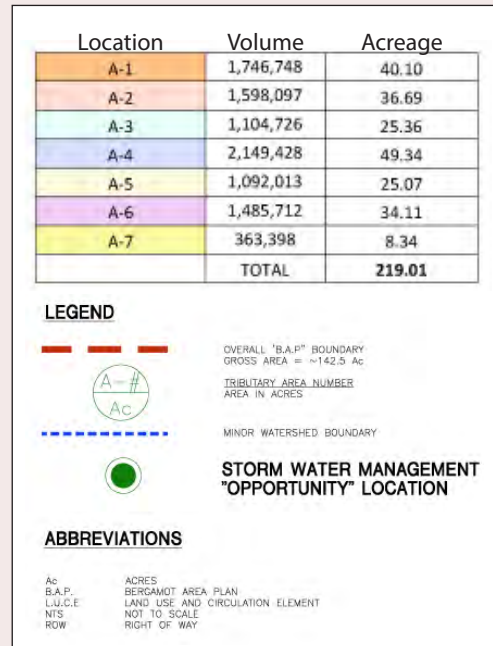


Figure 4.F.03
Conceptual Drainage Opportunity Areas

In addition to project sites and streetscapes, there are also limited opportunity areas in the Bergamot Plan area to implement larger, more effective, regionalized water management facilities, such as infiltration basins, retention basins and bio-treatment swales. Through a coordinated district-wide approach (as compared to a parcel-by-parcel), shared stormwater facilities can be designed so as to accommodate and otherwise manage larger areas with less initial expense and decreased per capita maintenance demands. These shared facilities can supplement on-site facilities that are often fragmented, comparably more expensive and less effective for a given parcel area. Though a consolidated facility is preferred, opportunities are limited by relatively slow to moderate ground water infiltration rates and/or histories of limited poor ground water quality. As such, separate and area specific soils investigation should be explored to further assess the viability of pursuing these opportunity areas with ground water infiltration type Best Management Practices (BMPs). See Figure 4.F.03 for conceptual locations of percolation basins.

Before the implementation of shared facilities, financing questions need to be resolved and detailed engineering and site-specific soil testing need to be performed to verify a reliable percolation rate.

ELECTRICAL POWER

One of the Plan's long-term objectives is to improve the visual aesthetic of the district's streets and pedestrian corridors by moving existing overhead electrical wires and cables below ground as a component of building out the district's primary pedestrian corridor and areas of early implementation focus, such as on

Nebraska Avenue between Centinela Avenue and Stewart Street, the Plan establishes a high priority for the timely undergrounding of electrical infrastructure facilities. Similarly, undergrounding the extensive overhead electrical features on Olympic Boulevard will support the street's character as a green corridor and gateway to the city.

While new projects will be required to underground electrical utilities on their property, a district-wide approach must also be taken to provide a framework for the wholesale undergrounding of electrical services. The Implementation Chapter provides insight into strategies to achieve this outcome.

FIBER-OPTIC/WIRELESS

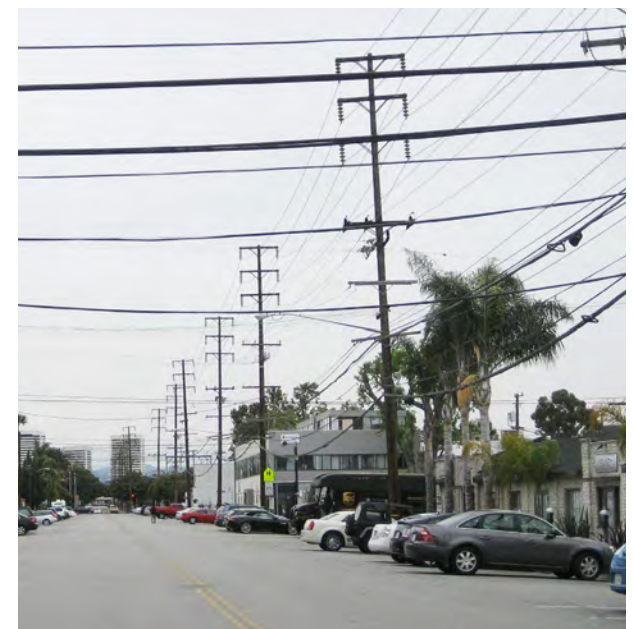
Today, businesses and industries of all sorts depend on data and internet connections that are fast, reliable and secure. The arts and creative industries that are characteristic of the Bergamot Plan area and integral to its future require the ability to quickly and seamlessly share information, including data, design work and various forms of media. The proliferation of smart phones and mobile apps has led to consumers demanding faster and more widely available wireless internet connections, including on transit and in public spaces. Fiber-optic lines and publicly accessible Wi-Fi are two key means by which businesses, residents and visitors can access this essential connectivity.

Fiber-optic Lines

Increasingly, all manner of creative-sector workers and companies are turning to electronic means to communicate, collaborate and even compete. For instance, video-conferencing, virtual meetings and



Public utilities boxes along streets can double as public art.



Electrical cables along Nebraska Avenue create visual clutter and should instead be placed underground.

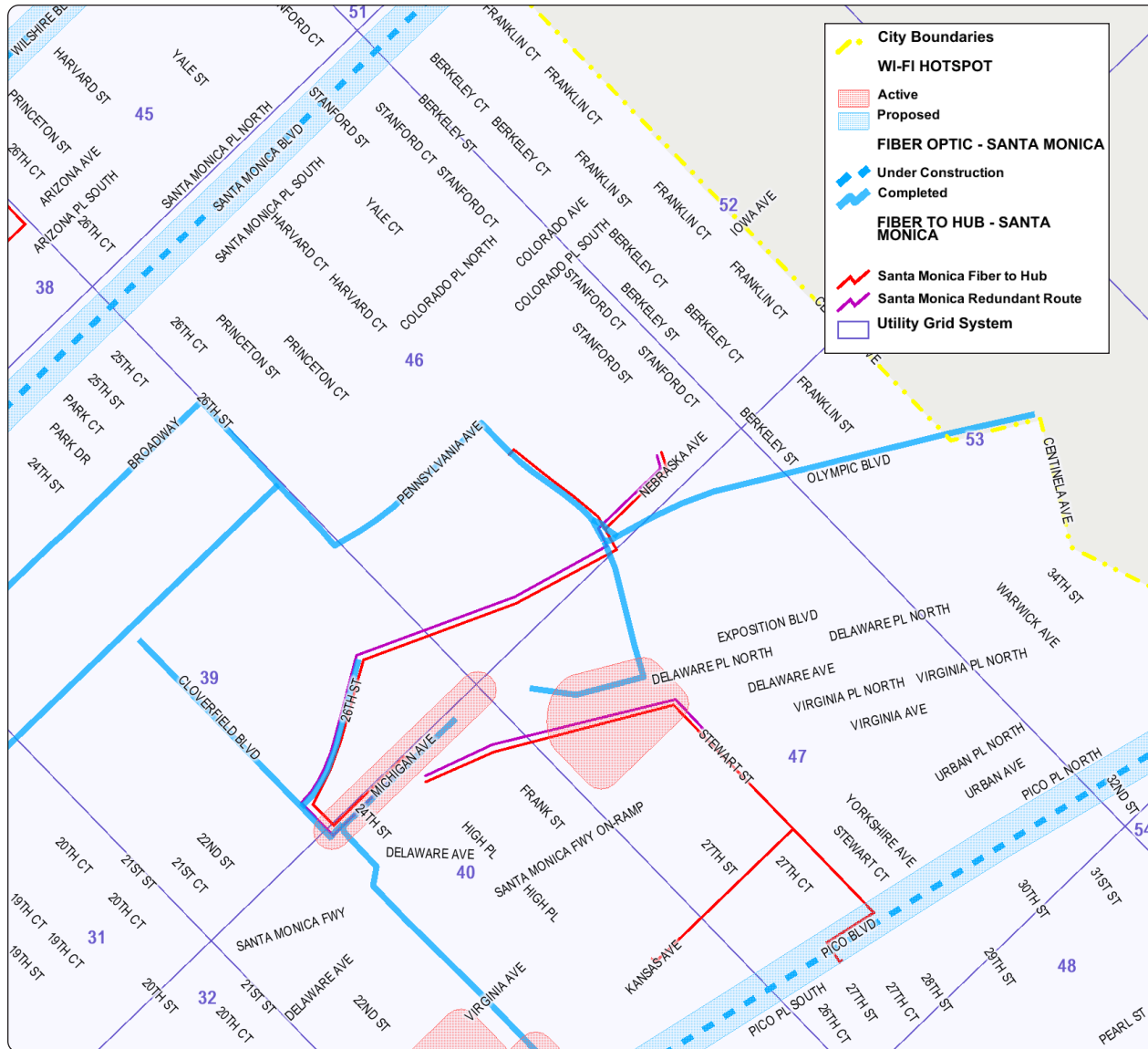


Figure 4.F.04
Fiber-optic Network, 2012

other approaches to working remotely continue to grow in popularity as ways to increase worker flexibility, decrease the need to commute and reduce office-space and travel costs. Similarly, companies are turning ever more frequently to online advertising and publicity, including grassroots or “viral” marketing campaigns.

All of these activities require internet data transfer capacity, known as bandwidth. Bandwidth is most often carried directly into subscriber homes and businesses through connections based on copper wiring, as part of the telephone system, or on cables, as part of the cable television system. Fiber-optic lines represent a third method of carrying digital information which relies on pulses of light carried through light-transmitting fibers, hence “fiber-optic.” Fiber-optic networks are generally regarded as superior to copper-wire or cable networks because of their vastly higher capacity and speed, and reduced susceptibility to interference. Fiber-optic lines are often integrated with copper-wire or cable systems, and currently form the backbone of existing global data networks; however, direct fiber-optic connections for individual homes or offices are not common.

The addition of fiber-optic infrastructure to the Plan area has the potential not only to increase overall system reliability and bandwidth, but to offer future opportunities for direct fiber-optic connections (“fiber to the premises”). For an existing, static data network, bandwidth is a finite resource, and as the number of users or the demands of individual users increase, less

bandwidth is available to the other users of the system. Bringing an improved or expanded fiber-optic network to the Bergamot Plan area will increase the overall availability of bandwidth as well as the reliability of area internet connections. More extensive fiber-optic network installation could lead to homes or businesses being able to obtain direct fiber-optic connections, which provide internet speeds far exceeding those which are typically currently available.

The City of Santa Monica offers a proprietary fiber-optic network, Santa Monica City NetSM, to the technology and entertainment driven businesses headquartered along Santa Monica's Tech Coast. As a secure, fast and cost-effective fiber-optic network, NetSM provides the opportunity to integrate data, voice, video and wireless Wi-Fi offerings, to allow for efficiently managed data exchanges with both residential and business partners (see Figure 4.F.04). Extensions to the existing fiber-optic network are proposed along key corridors and pedestrian streets within the Plan area.

Based on the established trends in Bergamot for secure digital data network demands, significant extensions of the existing fiber-optic infrastructure will be required to effectively reach the full limits of the Plan area. The fiber-optic infrastructure is basically composed of a collection of underground conduit runs with glass cabling, service pedestals and junction boxes, all of which are typically placed underneath/ adjacent to the sidewalk features of either existing or new street elements.

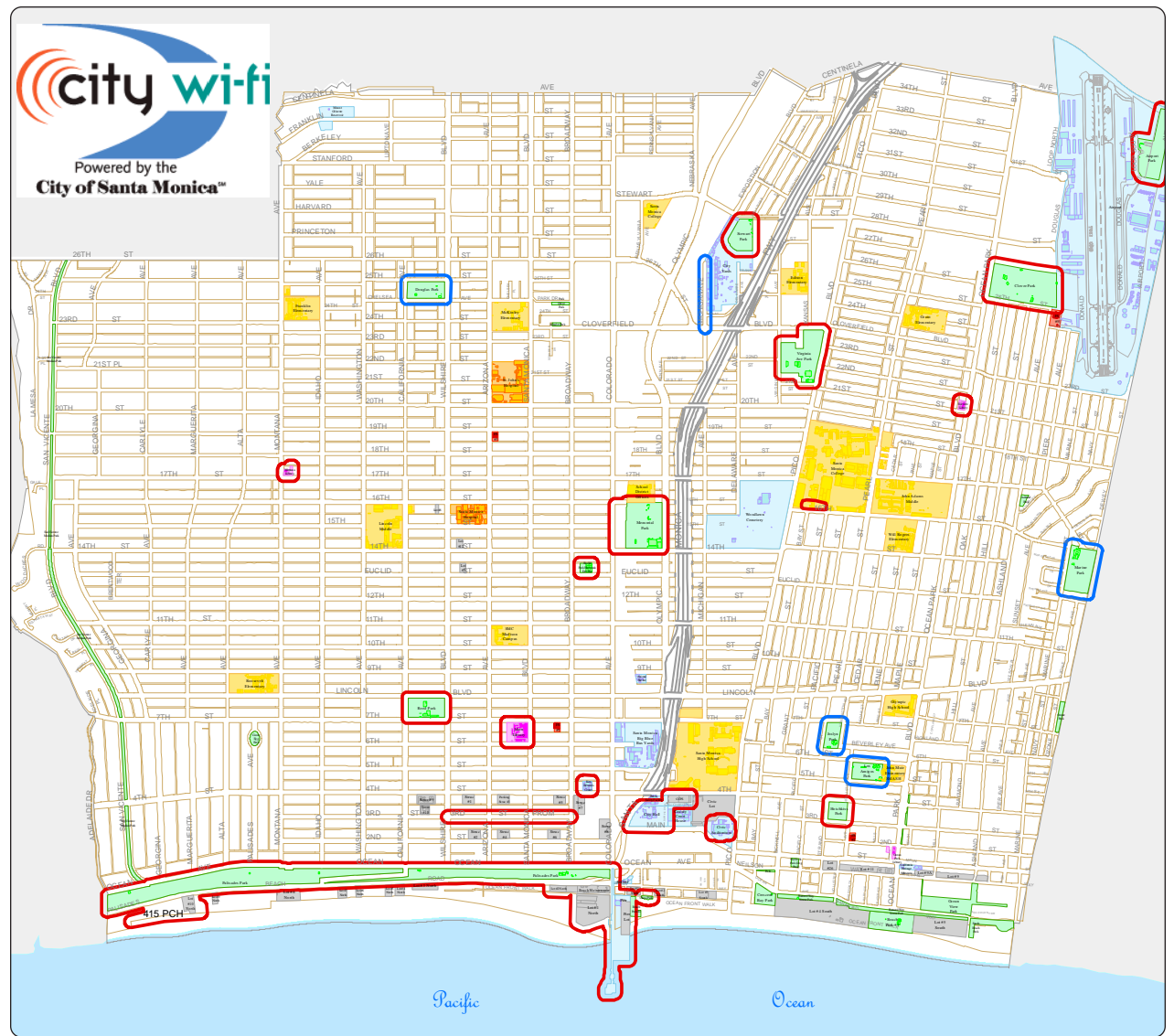


Figure 4.F.05
Public Wireless Internet Access Map, 2012

Wi-Fi

Consumers are increasingly demanding Wi-Fi connectivity in homes, businesses, public spaces and transit vehicles as a supplement to or even a replacement for the conventional connectivity provided through cables or copper wiring. Wi-Fi connections offer consumers wireless, “on-the-go” internet access with levels of speed and reliability that meet or even exceed those of wired connections. For many users, this portable access enhances their daily lives by enabling instant communication, easier wayfinding and increased access to information, among other benefits. Public, free-to-use Wi-Fi coverage assures residents, workers and visitors that no matter where they go in an area, they will have useful internet access. A public Wi-Fi network could also be used to send users messages about attractions, events or even emergency situations in the Bergamot area.

As an example, an area employee using a public Wi-Fi network to work outdoors might video conference with a nearby friend to show them a spontaneous public performance occurring nearby. Upon arrival in the Bergamot area, the second person could use the same public Wi-Fi to navigate to the performance area and rendezvous with their friend. Afterward, the pair might even choose to visit a Bergamot area restaurant based a dinner special advertised over the Wi-Fi network. Given such benefits and applications, knowing that public Wi-Fi is freely available in the Bergamot area could thereby serve and an attractor and amenity for residents, businesses and visitors alike.

Current public space Wi-Fi coverage areas near the Bergamot Plan area include Stewart Park and the Bergamot art center. The Bergamot Plan encourages the City to expand its wireless service to key locations within the district to provide Wi-Fi services free of charge to any and all users within public spaces and popular pedestrian zones. These targeted areas are ideal for the creation of new “hotspots” that broadcast City Wi-Fi to residents, employees and visitors

These Wi-Fi capabilities are delivered by deploying a mesh network facility that would typically follow in close proximity to the fiber-optic facilities. The typical deployment design for this scale would utilize scores of routers and receivers/antennas deployed outdoors, often on utility poles, to serve the proposed space within the plan. The capitalization and financing of the extension of the Fiber-optic and Wireless networks is discussed in the Implementation chapter of this plan. See Figure 4.F.04 for both the current and proposed future expansions of Fiber-optic and Wireless Wi-Fi networks elements adjacent to the Area Plan.

NATURAL GAS

In the future, specific project-driven gas utility needs will require both extensions of existing gas mains and new laterals based on project-specific demand needs and project-specific “points of service” location needs. In these instances the improvement costs to extend gas mains and/or new laterals will be borne by the project developer. If collective gas demands are high enough, the gas improvement cost burden may partly be shared by SoCal Gas.



DEVELOPMENT STANDARDS & LAND USE REGULATIONS

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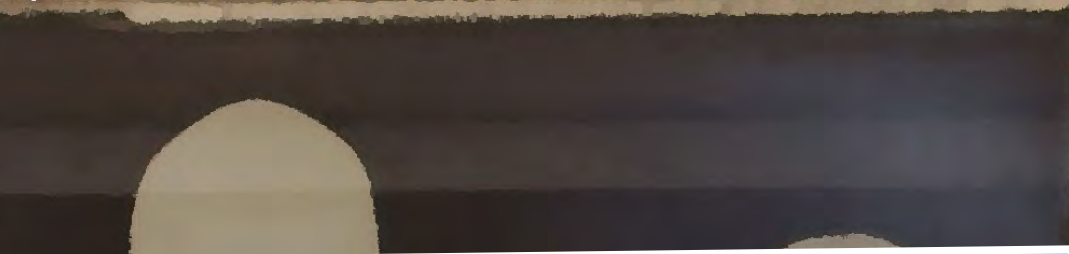
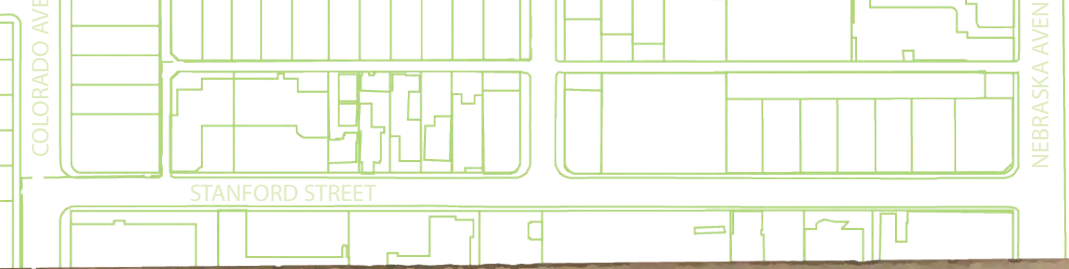


Development Standards and Land Use Regulations

See Zoning Ordinance Chapter 9.12 for the development standards and land use regulations for the Bergamot Area.



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DESIGN GUIDELINES

6

Design Guidelines

These objectives and guidelines are intended to guide the evolution of the Bergamot Plan area into a three dimensional network of vibrant and active public spaces, fronted by architecture that relates to the existing built character and yet is full of interesting surprise. The objectives and guidelines support an improved public realm, quality buildings and attractive places to live, work and visit.

This chapter contains the following sections:

- A. Design Objectives
- B. Site Planning and Architectural Design Guidelines
- C. Access and Parking Design Guidelines
- D. On-Site Open Space and Landscape Design Guidelines
- E. Conservation District Special Design Guidelines

A. DESIGN OBJECTIVES

The following objectives apply to all districts within the Bergamot Plan area, except as otherwise stated. Every alteration, addition, landscape improvement and new construction project should conform to the following design objectives.





Entrances for these townhomes are oriented towards the street, with large groundfloor windows that activate the adjoining public sidewalk.



The structural bays of this mixed-use building provide scale and rhythm along the street.



Outdoor dining areas along the sidewalk help to enliven the public street life and generate activity for both users and passersby.

Where these Objectives refer to a *Design Consideration*, it refers to a written or graphic exhibit from the applicant which presents the thinking behind the design of the project, as it relates to the pertinent objective.

1. The overall project design, massing, and use should be oriented towards a network of public and private rights-of way, sidewalks and open spaces.

Small streets, open spaces and pedestrian paths are intended to provide the framework around which the new urban fabric grows. This network should be considered first and form the basis for site and building layout. Buildings and associated open space, such as plazas and courts, should overlook, directly connect with, open onto and activate adjoining sidewalks and publicly utilized rights-of-way.

Design Consideration: delineate the street and pedestrian-oriented right-of-way context for each project and demonstrate that frontages of new designs are oriented to this framework.

2. The ground floor design of projects should attract pedestrian interest and use.

To activate streets, sidewalks and pedestrian pathways, the ground floor of buildings should include shop fronts, entries, lobbies, courtyards, plazas, terraces, architectural detail, public art and at-grade landscape buffers to support interest and activity for users and passersby.

Design Consideration: show ground floor architectural features and site and building access design features that increase interest and activity along and adjacent to public sidewalks for passersby and users.

3. The project design should include new connections through and around the site.

To transform the Bergamot Plan area from an auto-oriented district with large parcels and industrial and commercial uses to a walkable neighborhood that supports available transit options and rewards pedestrian use, large parcels should be designed to break down into smaller blocks with through-block connections and open space, with both supported by a pattern of fine-grained building placement. Examples of through-block connections include streets, alleys and pedestrian paths. These should link to the existing and proposed pedestrian and street network, as well as to other sites that include similar sidewalks, alleys, pathways and open spaces.

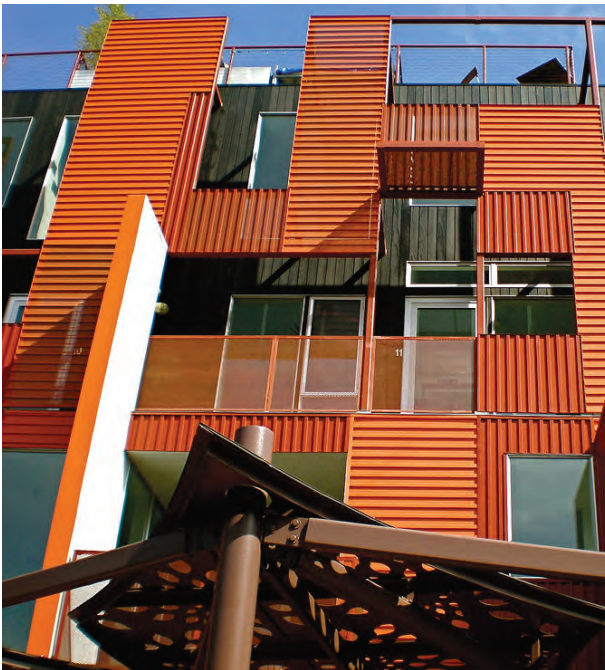
Design Consideration: new projects should provide drawings and representations that indicate the incorporation of human-scaled city blocks and a scale and rhythm of building pattern that supports a pedestrian-friendly environment. Site plans should document the location and design of through-block connections.



This landscaped alley that cuts between this cluster of apartments provides pedestrians with a human-scaled, through-block connection that links existing streets to the interior of the site.



Landscaping adjacent to the public right-of-way enhances the pedestrian experience.



This apartment building facade uses cutouts and material changes to reduce its overall bulk and to create an interesting modulation in height and form.

4. The project design should integrate open space and landscaping along sidewalks, public streets and pathways.

Projects should provide at-grade courtyards, parks, plazas and planting areas to enhance the experience of passing pedestrians and encourage gathering and outdoor activities visible from streets and sidewalks. In addition, projects should integrate upper-level terraces and inhabited rooftops to increase outdoor amenity areas at all building levels and take advantage of Santa Monica’s temperate climate.

Design Consideration: provide site and building plans that illustrate at-grade and above-grade outdoor amenity areas and landscaping, and which demonstrate how they connect visually and physically to the public right-of-way.

5. The project design should provide building plane modulation.

The Bergamot Plan area is not a typical “main street” environment and buildings may be simpler and perhaps less modulated than elsewhere in Santa Monica. However, to foster a pedestrian character for the area, projects must utilize variation in massing to reduce the perception of building bulk and scale and to ensure a street frontage that rewards pedestrian interest.

Design Consideration: provide building elevations that show how building components establish a rhythm of building modulation along all building frontages.

6. The project design should exhibit distinct building height modulation.

To allow for light, air and sun to reach the ground level and to add visual interest to the skyline, the upper stories of buildings should be articulated and designed to include modulation by means of varying roof lines and shapes, different volumes and heights and step-backs where appropriate.

Design Consideration: articulate the roofline and upper levels of new construction in a way that is sensitive and complementary to the building’s immediate context.

7. Projects adjacent to existing residential land uses at the boundary of the Plan area should provide built-form and landscape transitions.

Projects should incorporate built-form transitions and landscape buffers between new structures and existing residential land uses, including step-downs in bulk, reduced upper level mass and landscape screening into their designs.

Design Consideration: include photos and/or elevations of surrounding uses to demonstrate that designs incorporate built-form and landscape transitions between new construction and adjacent residential land uses, neighborhoods and associated dwellings.

8. The project design should integrate with and foster the logical evolution of the industrial character of the Bergamot Plan area.

Building orientation, mass, modulation and façade materials should be carefully chosen to build upon the architectural and design character of the district. The architectural character should reflect and build upon the industrial heritage and present-day creative focus of the surrounding.

Design Consideration: analyze the district architectural design context for each project and demonstrate how new designs build upon and relate to the existing character of the built environment.

9. Projects with contemporary approaches and an innovative architectural design are encouraged and should remain consistent along all building elevations.

Architectural design should seek to express the ethos of its moment in time and contribute to both the area's industrial character and evolution into the creative arts. Consequently, the use of traditional styles of architecture that reflect the spirit of past decades such as "Spanish Revival" or "Craftsman" are discouraged in the Bergamot Plan area. Architectural intent and detail should be extended to all portions of building structures, including those portions facing new and proposed streets, pathways and open spaces.

Design Consideration: provide a project brief to document the architectural intent of the project. Validate that a project's architectural expression and detail extends to all portions of structures.

10. The project design should minimize the presence of parking and the interactions between vehicles and pedestrian/bicycle activity.

Above-grade parking should be surrounded with building program uses; loading and service areas for buildings should be located within the interior of the sites and should be fully screened from surroundings; and curb cuts at building ingress, egress and drop-off zones should be limited to maintain the primacy of pedestrian access and movement at sidewalks. To further reduce conflict with the pedestrian realm, vehicular and service access should be linked to auto-oriented streets or alleys (Complete Street Type).

Design Consideration: describe the location and access to all on-site vehicular parking and loading areas. Illustrate the site planning, architectural and landscape means utilized to minimize the impact of on- and off-site vehicular uses and movements.



This streetscape exhibits distinct building height modulation that adds visual interest to the skyline.



The sort of contemporary and consistent architectural style that characterizes these apartment buildings may be appropriate for structures facing Olympic Boulevard (Landscape Emphasis Street Type).



Sustainable stormwater collection and water-efficient landscaping enhance the pedestrian realm.



Ample pedestrian and bicycle accommodations welcome visitors to everyday locations.

11. The project design integrates building signage within the architectural concept while reflecting the creative focus of the Bergamot Plan area.

Signage should be a logical evolution of the character-defining features and detail of the architecture. Generally, signage should be incorporated into building facades, but in some cases may stand out as a defining feature of the project if the concept is well developed and explained.

Design Consideration: provide building design and detailing information and illustrations which demonstrate that the location, size and materials of the tenant signage that build upon and reinforce the districts overall architectural idea and character.



Playful and engaging signage is effectively integrated into the architecture of this contemporary building

12. Building and Open Space character should be shaped by sustainability measures and features.

Each project design should consider and integrate sustainable practices in site and building design early in the design process to contribute to the conservation of natural resources, water and energy efficiency, and the improvement of indoor air quality and the global atmosphere. Key sustainability measures that will contribute to the architectural character of the area include use of natural light and daylighting in commercial buildings, solar shading, passive solar access at all floors, green roofs and walls, rain gardens and sustainable stormwater management.

Design Consideration: document intended sustainability measures early in the design process and consider exceeding City standards for sustainable construction. Plan for LEED rating at project initiation.

B. SITE PLANNING AND ARCHITECTURAL DESIGN GUIDELINES

The following Architectural Design Guidelines provide a design toolbox that should be utilized by project applicants and their design teams to realize architecture and landscape designs that meet the intent of the Bergamot Area Plan Design Objectives. While these guidelines provide a wide range of suggestions to achieve these objectives, the innovative and creative focus of the Bergamot Plan area may also be served through other means. New approaches are encouraged, particularly for projects utilizing flexible standards (see Chapter 5, Section B.11).

1. Site Planning Guidelines

The public realm should form the framework of the Bergamot Plan area, and subsequently, site planning should be based on the idea of identifying the on-site public realm first and then planning the development of buildings around it. Planning of the on-site public realm should include analysis of existing and planned connections and destinations in the vicinity of the site, as well as the development of linkages from and-in the case of larger parcels-through the site. A comprehensive site planning approach should consider building placement, connectivity, location of open space and environmental conditions (see Figure 6.01 for a diagram providing a key to these design guidelines).

a. Place buildings to frame and support the public realm on site and at the perimeter of the site by creating well-proportioned, three-dimensional spaces that respond to the human scale and create

an environment that invites pedestrian activity. Orient active ground floor spaces of buildings towards open spaces, streets and pathways.

- b. On-site circulation should provide a high level of connectivity to the public realm surrounding the site and between on-site open spaces.
- c. Locate open spaces close to pedestrian activity along streets or at meeting points of on-site pathways. Open spaces should form a network by connecting on-site as well as off-site open spaces through pedestrian pathways or streets.
- d. Consider environmental conditions such as topography, prevailing winds, sunlight exposure and natural stormwater runoff direction when placing buildings and open spaces. Open spaces should include areas that provide shade and sunlight during different times of the day, as well as areas protected from the wind if necessary. Similarly, building orientation should consider topographic conditions and cardinal direction to contribute to environmental quality by minimizing energy use and grading.
- e. Projects that include new publically accessible roads or pathways as part of a negotiated development agreement shall provide in their application information about the size of the property (area) both with and without the easement being provided for the road or pathway.

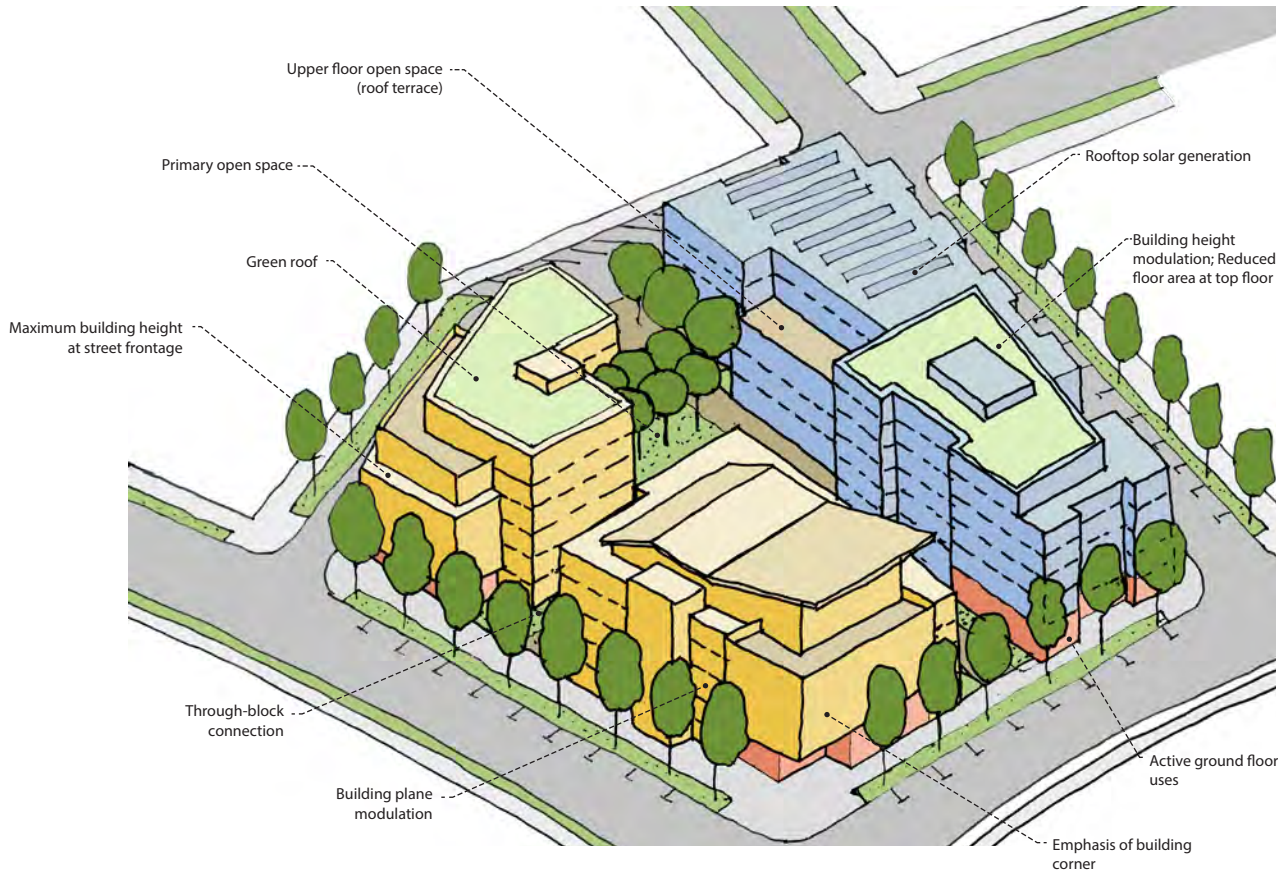


Buildings frame this public plaza in San Francisco, providing pedestrians with a semi-secluded yet sunlit gathering space.



A mid-block pathway between two buildings in the Mission Bay district of San Francisco allows for a high level of pedestrian and bicycle connectivity.

Figure 6.01
Architectural Design Guidelines Key



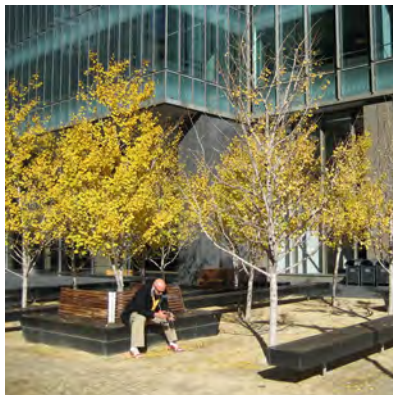
Building facade modulation



Green roof



Through-block connection



Primary open space



Active ground floor uses



Emphasis of building corner



Upper floors of this apartment building are designed to increase solar access and air circulation within the units.

2. Building Height Design Guidelines

Variation in the building height of structures and modulation of upper floors break down the scale of buildings within a district or on a block. In addition to the Building Height Modulation standards in Chapter 5, this can be achieved through use of the following means:

- a. Decrease the area of upper level floors and add modulation by using different heights, volumes and roof shapes.
- b. Provide building plane indentations at building faces to establish back-of-sidewalk open areas and spaces that can be used for activities such as outdoor dining, urban gardens or residential entry plazas.
- c. Shape upper levels to increase solar access, light, and air to adjacent lower structures, on- and off-site open spaces and adjoining residential land uses.



Neighborhood context and scale is important, and should be addressed in building design.

- d. On large parcels with multiple buildings, vary the heights of different buildings.

3. Building Height Design Guidelines: Adjacent to Residential Land Use Districts

In addition to the Transitional Height Zone development standards in Chapter 5, transitions between projects in the Plan area and adjacent residential land uses may be achieved through use of the following design means:

- a. Where new development faces existing residential uses across a street, incorporate plazas and open spaces to create a more varied street wall.
- b. Orient buildings to provide a landscape buffer and increased yard areas adjacent to residential properties.



The area of the upper floors within this building are reduced, helping to break down the perceived scale of the building from street level.

- c. Incorporate landscaping, landscape screening and trees in planting beds along the length of the property boundary adjoining a residential use.

4. Building Mass Design Guidelines

New construction should enhance the pedestrian environment. The scale of buildings can be related to the pedestrian perspective through use of the following design means:

- a. Provide distinct open-to-the-sky breaks between groups of smaller buildings on the project site.
- b. Provide modulation of individual building mass and bulk to create relationships and transitions between adjoining structures on the same lot and those on adjacent parcels.





Ground floor entries and the balconies for the upper floor dwelling units are oriented along the public rights-of-way to support the pedestrian realm in this Downtown Santa Monica building.

c. Provide massing modulation and inflections in bulk to establish a pedestrian scale of no more than two stories along public sidewalks and rights-of-way.

d. Utilize smaller building floor plates to allow for natural light and air in work spaces whenever feasible.

5. Building Frontage and Ground Floor Design Guidelines

Building frontages, street walls, and ground floors should incorporate human-scale massing, design components and details that establish a sense of pedestrian scale along sidewalk edges. Building heights should be modulated and reduced at the building frontage, and meet standards outlined in Chapter 5. New and remodeled buildings should establish an active and interesting interface between the architecture and landscape and the adjoining public sidewalk through use of the following design means:

a. Orient windows, shop fronts, show windows, building entries, dwelling entries and attendant uses along building frontages to support public sidewalks. When provided, open spaces and courtyards should open directly to public sidewalks and allow for ingress opportunities along the length of parcel frontages.

- b. Limit the length of at-grade building facades and walls without openings in instances where such “blank” walls would be oriented to and placed along public sidewalks.
- c. Align street-level floors and uses to the elevation of sidewalks and on-site open space. First floor levels should align with sidewalk elevations and be at most a step or two above, and generally not below, the public sidewalk level. Residential uses may sit several steps above the adjacent public sidewalk to maintain residential privacy, but should avoid being placed below the level of the public sidewalk.
- d. Utilize high-quality materials, detailing and intensity of color adjacent to public sidewalks. Particular attention should be given to enhancing building entries and other ground floor openings.
- e. Orient building signage to pedestrians. Design building and storefront signage as an integral element of the building architecture.



Buildings along this pedestrian plaza and walkway feature a variety of high quality materials and detailing.



Ground floor retail uses in Portland transition seamlessly with the pedestrian realm through the incorporation of seating and interesting paving materials along the public sidewalk.





The horizontal orientation of this building is reminiscent of the industrial aesthetic present in parts of the Bergamot Plan area



Industrial character is reflected in the architecture of this contemporary building in Berkeley.

6. Architectural Character Design Guidelines

The identity and spirit of the Bergamot Plan area is in part established by the simple geometries and industrial character typical of an earlier era of utilitarian, functional, flexible factory and warehouse structures. New architecture in these districts should consider the essence of this type of building as a starting point in the development of contemporary designs. Designs should also embody a sense of human scale in addition to reflecting the underlying design principles seen in the district. Appropriate architectural character may be realized through use of the following design means:

- a. Design new buildings using an equivalent palette of materials as already present within the Bergamot Plan area.
- b. Apply simple geometries and shapes reflective of buildings already present within the Bergamot Plan area.
- c. Incorporate building proportions, openings and details that follow a logical evolution of the functional, utilitarian and industrial character of buildings already present within the Bergamot Plan area.
- d. When multiple buildings are developed on a single parcel, differentiate between each building through architecture, materials and site design.

7. Skyline Design Guidelines

The character of the Plan area should be enhanced with new construction which introduces roof shapes, varied parapet lines and distinct design expressions at upper stories that combine to create a sense of skyline interest. Each new building, as well as additions to the upper levels of existing structures, should incorporate architectural expressions at upper levels and rooflines that contribute to a varied and vital skyline. Skyline interest may be achieved through use of the following design means:

- a. Use step-backs and shaped, sloped and sculpted roof forms that are visible from public streets, open spaces and rights-of-way.
- b. Incorporate extensions that provide breaks in the roofline along the block face and which are a logical continuation of the expression and detailing of the overall architectural concept.
- c. Provide height and roofline juxtapositions between adjoining buildings to establish a variety of heights between adjacent structures and along block faces.



Buildings with varying rooflines and setbacks are visible from the public rights-of-way and provide skyline character.



This building uses bold shapes and cut-outs to achieve a unique and visually distinctive roofline.



A unique use of signage along the roofline of this building adds to the visual interest of the skyline.





A creative response to an existing brick facade contributes to the neighborhood character.



Green roofs in a housing development.

8. Design Integrity and Consistency Guidelines

Projects in the Plan area should adopt a clear and strong architectural idea or design concept that is subsequently reflected in the design of the building and makes the building or building ensemble read as part of a whole. The adopted integral design concept should be extended to all portions of the project.

Integral and consistent design concepts can be realized through use of the following design means:

- a. As a place of innovation and creativity, the immediate three-dimensional built environment may change significantly over time. It is therefore important that new development focuses on establishing connections to the public realm and to destinations surrounding the site, as well as providing linkages between on-site and off-site open spaces to create an open space network. For Conservation Districts, see special guidelines in Section E of this chapter.
- b. Establish the on-site network of pedestrian paths and open spaces before considering building placement. New buildings should be designed to shape and support this network by creating three-dimensional spaces that are proportional to the area of the open spaces and reflect their intent, for example intimate spaces versus high activity spaces.

- c. Define and illustrate the organizing architectural concept and principles using a Design Intent Statement, diagrams, drawings, illustrative photographs and samples of materials. Demonstrate how the concept and principles shape each experience and component of the project.
- d. Ensure that the architectural character and expression are consistent and utilized on all exterior portions of a structure.
- e. Major and minor design elements, as well as accessory components, including railings, gates, fences, free-standing walls, lighting, mechanical penthouses, trash areas and other related design elements, should all follow a logical evolution and reinforce the overall design intent and resulting character of their parent structure. Building systems and services, including utility, solar, data, communications and service equipment should also be integrated into the architectural concept and be designed to be a logical extension of the character and expression of the overall project architecture.
- f. Use durable materials that are able to withstand an oceanside climate without undue discoloration or deterioration, but which are nonetheless consistent with the structure's architectural concept and character.

- g. Do not incorporate highly reflective materials or reflective glass for building skins and glazing. Street-level glazing should be clear. Glazing at upper levels may be lightly tinted.
- h. Integrate green building features and elements into the building design. Vegetated roofs and building walls, horizontal and vertical photovoltaic panels and wind energy systems can contribute to the realization of a unique building character.
- i. Contemporary and innovative design styles are encouraged to reflect the creative spirit of the area, provided that the design incorporates human-scaled proportions and supports engaging, pedestrian-oriented street-level life.
- j. Enhance the creative culture of the district with each building, landscape or public art project and incorporate a spirit of innovation into each building and open space design. The local culture of the Bergamot Plan area is advanced by acknowledgement it's design character, provision of places for informal as well as formal public and private gathering, inclusion of art and craft in the design of building elements and acts of design creativity and innovation that redefine practice standards and attract recognition by design peer groups.



A pedestrian path threads between buildings in Emeryville and connects a series of smaller open spaces into one larger network.



Parking signs in downtown San Jose display real-time availability for parking garages.



Modulated facade and ground floor uses activate this parking structure.

C. ACCESS AND PARKING DESIGN GUIDELINES

Building entrances and parking areas for bikes and cars will be designed and sited to support the overall goal of creating a pedestrian- and transit-oriented, human-scaled area. The quality of sidewalks and street crossings will be the highest priority, because in this “park-once” district, even drivers experience part of their trips as pedestrians. Bicycle parking will be located close to building entrances in order to help bicyclists experience time savings over driving for most short trips. For most of the spaces therein, parking facilities will be designed to be shared, serving the district as a whole rather than for individual use, and allowing a closer match between the number of spaces needed and the number provided. The following guidelines are provided:

1. General Vehicle Access and Parking Design Guidelines

- a. Vehicle parking access shall be limited and managed so that this area does not experience an increase vehicle trips beyond the level that can be accommodated by the street system.
- b. Vehicle parking should be distributed throughout the area so that all properties are within walking distance of parking. Consider providing direct pedestrian access from the street to parking areas.
- c. Parking should be shielded from public view, either through being lined with active uses or through other strategies. Screen above-grade parking with

uses other than parking, provide active street-level uses and orient those street-level uses towards public sidewalks and rights-of-way. Screen any exposed parking floors with architectural skins and reduce impacts from noise and light.

- d. Provide a landscaped setback at the back of sidewalks and incorporate trees, decorative fencing, garden walls, gating, public art components, lighting and other design elements that create a verdant open space that separates vehicular uses from sidewalks and enhances the continuity of the sidewalk network.
- e. Vehicular access should be from streets that minimize impacts to pedestrian/bike flow and adjacent residential neighborhoods. Where use of a side-street curb cut for vehicle ingress will enhance and protect the privacy and quality of adjoining residential land uses, provide the minimum side-street curb cut.
- f. In consideration of creating a first-class, safer pedestrian environment, use high-quality paving materials such as pavers, colored concrete and stamped and scored concrete for all at-grade surfaces utilized by both vehicles and pedestrians.
- g. If the upper level of a parking structure is exposed to views from other buildings, include a roof that is designed to add visual interest or incorporate green building elements, such as a green roof, active recreation open spaces or photovoltaic awnings.

- h. Incorporate design means that limit the impact of vehicular-related uses and enhance the pedestrian continuity and design quality of the Plan area. Minimize curb cuts, including by having one lane that opens up into multiple lanes within the structure, and provide adequate visibility of pedestrians as vehicles cross sidewalks.
- i. Parking spaces should be configured for ease of access and usability. Conversion of parking spaces into storage is discouraged.
- j. Parking should avoid impacts to the street: parking facilities should provide internal circulation and driveways and access control should be designed to accommodate peak demand without causing vehicle queues in the street.
- k. Encourage use of technology, including robotic parking, that can offer lower per-space cost but offer a parking experience similar in quality to parking in a standard facility.
- l. To the extent possible, reduce mechanical equipment in parking areas.
- m. Parking facilities should include upfront facilities for bicycles, including priority bicycle parking locations, visible bikeshare docks, showers, etc.

2. Design Guidelines for Shared Parking Facilities

The design of shared parking facilities, including how parking and access are organized within them, will be critical to their success as shared structures. Following are specific design guidelines that address the design of shared parking facilities:

- a. Access to parking needs to be consistent with the pedestrian orientation of streets. Shared parking driveways should be located on streets that are vehicle oriented, and should not be on streets that have a pedestrian orientation, as defined in the Street Network section. Driveways should be minimal in width and separated from each other to the greatest extent feasible.
- b. Design and layout of shared parking structures should ensure awareness and accessibility. Signage leading to shared parking areas should be clear and visible. Shared parking facilities should be clearly designated in public wayfinding and signage as “Public Parking.” Include real-time signage to indicate spaces available.
- c. Where parking facilities for mixed-use buildings provide shared parking spaces, these will be available for employees and long-term visitors.
- d. Parking should be managed to discourage use as Park ‘n Ride for Expo riders.
- e. In shared parking facilities, spaces for short-term visitors should be closest to the facility entry. Visitor spaces should accommodate a range of vehicle types/sizes.
- f. All shared parking facilities should be designed to include revenue collection technology (there should be no free parking in parking facilities). These technologies should monitor usage.



A parking garage in Petaluma with a single lane entrance leading to multiple access lanes within the garage that help to minimize the width of the streetfront garage entry.



A short-term bicycle parking garage.



A map of bicycle routes in Barcelona, Spain is accompanied by several bike racks.

3. General Bicycle Access and Parking Design Guidelines

The complete system of bicycle facilities in the Plan area aims to eventually provide local and regional access with enough capacity to enable people to use bicycles for 35% of all trips. Standards for short-term and long-term bicycle parking are found in Chapter 5. The following guidelines should be incorporated to achieve the caliber of high-quality facilities envisioned to serve bicyclists in the Bergamot Plan area.

- a. When designing the site layout, integrate bicycle access and parking facilities into the initial concept for the project.
- b. Avoid stairs along the path of travel to any bicycle parking space. Where stairs are necessary, incorporate a ramp or channel so that bikes can be rolled up and down.
- c. Separate bicycle parking spaces from automobile parking spaces by a wall, fence, hedge, curb, protective bollards or at least five feet of open space free of parking.
- d. Utilize bike racks that can accommodate a range of bicycle types, including standard commuter bicycles, the “cruiser” and larger bicycles such as cargo bicycles, and bicycles with trailers.
- e. Design commuter amenities into the building program, including showers, lockers, repair stands and locations for wayfinding information, where possible. Facilities with commuter amenities should be placed in a convenient location and designed to allow both shared access and security for users.
- f. Place bikeshare stations close to building entrances or plazas and where they can be seen and accessed from the street. When planning the site, ensure that there is sufficient space for a docking station to accommodate 20 bicycles, including space to maneuver without impairing pedestrian access on the property or adjacent sidewalks. Include pedestrian-scale wayfinding information.
- g. When locating bicycle parking or bikeshare facilities, consider sites that will preserve visibility of pedestrians preparing to cross the street.

D. ON-SITE OPEN SPACE AND LANDSCAPE DESIGN GUIDELINES

The creation of on-site open spaces, including terraces and courtyards visible to the street, is a key component that will shape the Bergamot Plan area character. Open spaces provide opportunities to enhance both the public and private realms, and contribute to environmental quality by reducing stormwater runoff, improving air quality, and providing visual relief. New construction and additions, and-to the extent feasible-major alteration of existing structures, should incorporate the following landscape design guidelines:

- a. New projects should contribute street-level interconnected open space to create a block-by-block open space network.
- b. Provide a variety of open spaces that accommodate different activities and needs. Small, intimate spaces can offer respite from daily activities, while larger, active open spaces can offer a place for meeting people or for events. Select the type of open space that fits best with the scale and use of the surrounding buildings.
- c. To reflect the innovative and creative character of the Bergamot Plan area, open spaces are encouraged to include an element of surprise, such as unusual surfaces, forms or elements. Special features, choice of materials and color or a unique design or shape can contribute to the distinct character of an open space, ranging from playful to stark or minimalistic.



A surprising use of color and materials create a distinct character for this urban gathering space and facilitate the idea of an “outdoor/indoor” living style.



A plaza in San Francisco provides interesting landscape features and tree canopies for shade.

- d. Incorporate corner plazas, courtyards, forecourts, and other street-level open spaces to identify and establish special locations in the area. Special locations, such as gateways, provide increased area for passive recreation and gathering, would reinforce Santa Monica's outdoor/indoor living style, and offer increased opportunities for landscaping and tree canopy within the city.
- e. Integrate the design of the open spaces with the overall design and architectural character of the project.
- f. Establish active and flexible open space along portions of building frontages for landscaping, outdoor gathering and dining, enhanced sidewalk width, bicycle storage and other amenities that enhance the use of the pedestrian realm. Utilize landscaped perimeter open space at property boundaries to demarcate and screen commercial uses from adjoining residential land uses.
- g. Open spaces should establish transition zones between the back of the sidewalk and street-level residential units and entries. These open spaces should be semi-public in nature and are encouraged to invite use by residents.
- h. Usable open spaces should include an abundance of well-designed seating of different varieties, including seat walls, planter ledges, free-standing elements, benches, moveable seating, fixed seating and seating steps. Seating can also be incorporated in free-flowing, sculptural forms that are part of the landscape design. Seating should be comfortable and designed to human proportions. When integrated into or designed as public art, seating may also play with scale and form and deviate from human proportions.
- i. Open spaces should include landscaped areas and trees. Upper-level and rooftop open spaces should include landscaping.
- j. Open spaces should provide both shaded and sunlit areas during different times of the day. Shade can be provided by trees, shading structures, awnings, canopies or umbrellas.
- k. Open spaces, particularly Primary Open Spaces, should integrate public art.
- l. Open spaces should be designed for day and nighttime use and include a sufficient amount of lighting. Lighting fixtures and systems should act as an integral part of the open space design. Beyond ensuring sufficient light levels, lighting is encouraged to be used as public art.
- m. Upper-level and rooftop open space are encouraged to create increased opportunities for experiencing Santa Monica's temperate coastal climate, and to enhance the quality of indoor space by interfacing it more directly with outdoor space.

E. CONSERVATION DISTRICT SPECIAL DESIGN GUIDELINES

Within the Plan area, two conservation districts have been identified due to their concentration of creative artists and businesses, and the intimate scale and character of their building fabric. In addition to the general guidelines above, the following are more specific guidelines for these two districts in regard to new construction, additions and alterations.

1. Conservation: Art Center

The critical mass of galleries, studios, creative offices and meeting spaces that make up the Conservation: Art Center District acts as an attractor for creative energy. The existing mix of buildings forms a heterogeneous, “unplanned” fabric that has evolved over time and offers surprise and unique experiences. New construction and additions and—to the extent feasible—major alteration of existing structures, should incorporate the following design guidelines:

- a. Within the Bergamot art center, retain the existing built fabric to the greatest extent feasible. New construction should respect the form and materials of the existing buildings. Existing patterns of use and spatial configuration should also be respected, especially regarding the pedestrian-oriented art alley space on the south side of the site. Location and mass of tall buildings should consider scale and shading impacts on open space.
- b. Location and mass of tall buildings abutting the City-owned parcel should step back from the City-owned parcel above the second story.

- c. The creative use of materials that reflect the character of the Bergamot art center is encouraged. This includes materials such as corrugated and perforated metal, metal or engineered panels, concrete and brick. The use of bold and primary colors is also encouraged.

2. Conservation: Creative Sector

The Conservation: Creative Sector District is composed of smaller parcels, interesting and innovative businesses and a noteworthy collection of sizeable industrial buildings that have character and patina. This area’s scale and character are welcoming and authentic. New construction and additions and—to the extent feasible—major alteration of existing structures, should use the following design approaches:

- a. New development should retain to the greatest extent possible the existing built fabric. New construction should respect the form and materials of the existing buildings. Existing patterns of use and spatial configuration should also be respected, with entries facing directly onto streets and alleys.
- b. Building materials should be either: sympathetic to building materials on existing buildings throughout the district; or responsive to the existing condition by juxtaposing different but complementary forms and materials to distinguish between old and new.
- c. New development is encouraged to reuse or add on to existing buildings, including by building on top of existing buildings.



A corrugated metal facade on this building relates to industrial contexts.

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Friends4Expo

STREET STANDARDS AND DESIGN GUIDELINES

7



Street Standards and Guidelines

This chapter provides recommended standards and design guidelines for the various street types and specific streets that make up the Bergamot Area Plan's circulation network. The guidelines are generally organized by street type – Complete Street, Flexible Street, Shared Space, and Pedestrian and Pedestrian/Bicycle Paths. In addition, there is one specific street segment (Olympic Boulevard from Stewart to Centinela). Each street type description includes a statement of the intent of the street type, the essential and optional elements of the street, and a table of standards and guidelines for the street type. The Shared Space street type includes additional discussion of special design issues that are applicable to that street type. Illustrative street cross sections are provided for the majority of the street types and particular street segments. A circulation map showing location of street types is shown in Figure 4.A.03 in Chapter 4.

A set of guidelines and recommended standards that are generally applicable to all of the street types follows.



A. GENERAL GUIDELINES AND RECOMMENDED STANDARDS

This section provides guidance for elements of the street design that are similar for all street types.

1. Pedestrian scale lighting

The provision of pedestrian scale lighting will be important to the success in achieving an active civic life throughout the day.

Pedestrian scale lighting fixtures: Lighting standards should place luminaires at a maximum height of 14' above adjacent pavement to maintain a human-scale environment. Light standards may also be combined on one post. Low, pedestrian-oriented lights can be affixed to a post and direct light onto sidewalks, while the same post may also accommodate auto-oriented lights directed at roadways. Fixtures that are closely spaced with lower light levels are preferred over fixtures spaced further apart, which compensate with intense yet varied light levels. Lighting should be shielded and directed downward as required to avoid spill over lighting into adjacent residential areas.

Relationship to other street and utility elements: Pedestrian lighting should be added to street light poles where feasible unless spacing between street light poles does not support adequate pedestrian lighting, in which case pedestrian lighting may need to be located between street light poles. Light poles should be coordinated with other streetscape elements. Utility equipment above and below ground, such as pull boxes and underground trenches, should be coordinated when locating lighting fixtures.

Light color: White light is preferable for safety and general visibility reasons, color identification is better with white light. Recent research is also indicating that peripheral vision is improved in an environment lit with white light. The color of the nighttime environment is dependent upon the light source. LED (light-emitting diode), metal halide, induction, and fluorescent lamps create a relatively white light compared to the yellow of high-pressure sodium lamps.

Energy efficiency: There are several ways in which the pedestrian lighting for the circulation network can be energy efficient. Energy efficient lamps produce a higher light output per watt compared with standard lamps. In addition to the lamps, energy efficient fixture designs should be specified. Fixtures can improve energy efficiency by using optical systems that direct light to where it is needed and optimize light output. Fixtures that direct light primarily downward toward the sidewalk or pathway rather than up toward the sky should be selected. For further energy savings, it may be appropriate to turn off certain lights later in the evening. For example, when pedestrian lighting is used to supplement street lighting to support high nighttime pedestrian activity, the pedestrian lighting may be turned off when pedestrian activity decreases late at night.

Light levels and uniformity: Preliminary targets for pedestrian light levels for each street type are shown in the individual guideline tables for each street type, below. These levels refer to light directed on pedestrian

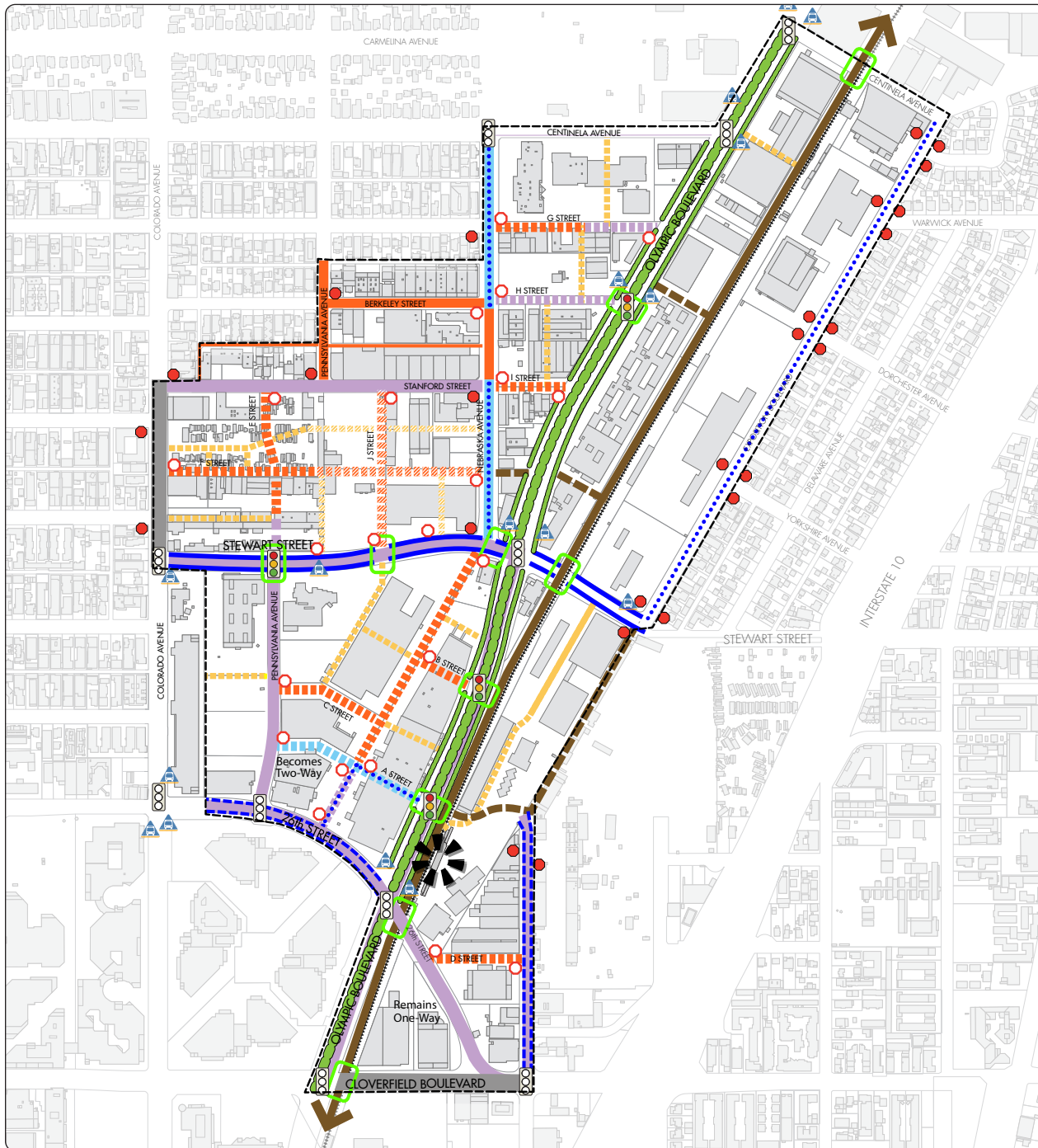
zones such as sidewalks, shared travel ways, and pedestrian paths. Light levels are measured in foot candles (fc), which are approximately the distance (in feet) that is illuminated away from the source of light, measured in lumens per foot. Pedestrian lighting should be consistent throughout a block and minimize variance between bright and dark areas.

2. ADA clear path of travel

These guidelines define at least 5-foot minimum width throughway for sidewalks with some street types exceeding this minimum.

3. Target speed

The guidelines use the term “target speed” which is the design speed for the street improvements as well as the intended posted speed for the streets. This follows the approach taken in the Institute of Transportation Engineers’ Recommended Practice – Designing Walkable Urban Thoroughfares: A Context Sensitive Approach which defines target speed as “Target speed is the highest speed at which vehicles should operate on a thoroughfare in a specific context, consistent with the level of multimodal activity generated by adjacent land uses to provide both mobility for motor vehicles and a safe environment for pedestrians and bicyclists. The target speed is designed to become the posted speed limit.”



Streets are for Everyone

The proposed Bergamot Street Network represents a dramatic shift in the role of streets within the Plan area. The five street types and pathways indicated in the adjacent map strive to create an environment that is walkable, pleasant and welcoming to bicycles and cars as well.

Opportunities to build-out the proposed street network are discussed in the Implementation section, Chapter 8.

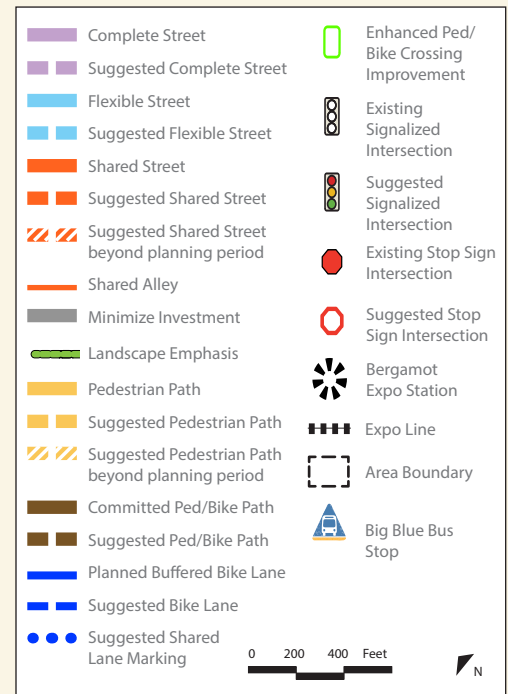


Figure 7.01
Street Network

B. COMPLETE STREET

Intent

A Complete Street is a street important to district and/or citywide circulation that balances mobility, access, safety, and comfort for all: pedestrians, vehicles, and bicycles and transit.

Essential elements

- Wide sidewalks with furnishing and through zones
- Vehicular lanes
- Street trees on both sides of the street
- Pedestrian-scale lighting
- Bicycle racks
- Bulb-outs at corners and marked pedestrian crossings if parking lane present
- Bike Lanes or Sharrows
- Pedestrian and bicycle detection at signalized intersections
- Regular street crossings
- Bicycle Parking Corrals
- Transit stops or bikeshare stations
- No driveways if property has alley access
- Transit accommodation – shelters, pedestrian lighting, etc. (for those streets that have transit service)



A complete street, like the recently completed Ocean Park Boulevard Complete Green Street, features space in the right of way for everyone.

Optional elements

- Transit facilities
- On-street parking (where metered individual meters are not allowed)
- Passenger and commercial loading where required by adjacent uses, but with consideration given to balancing with needs for other parking as well as design features for bicycles, pedestrians, and the landscape character of the streets.
- “Green Street” stormwater management facilities

Complete Street Standards

There is a significant variation between the right of way widths and transportation functions of the Complete Streets within the Bergamot area, therefore the following tables provide standards for particular individual streets and one set of streets that are similar.

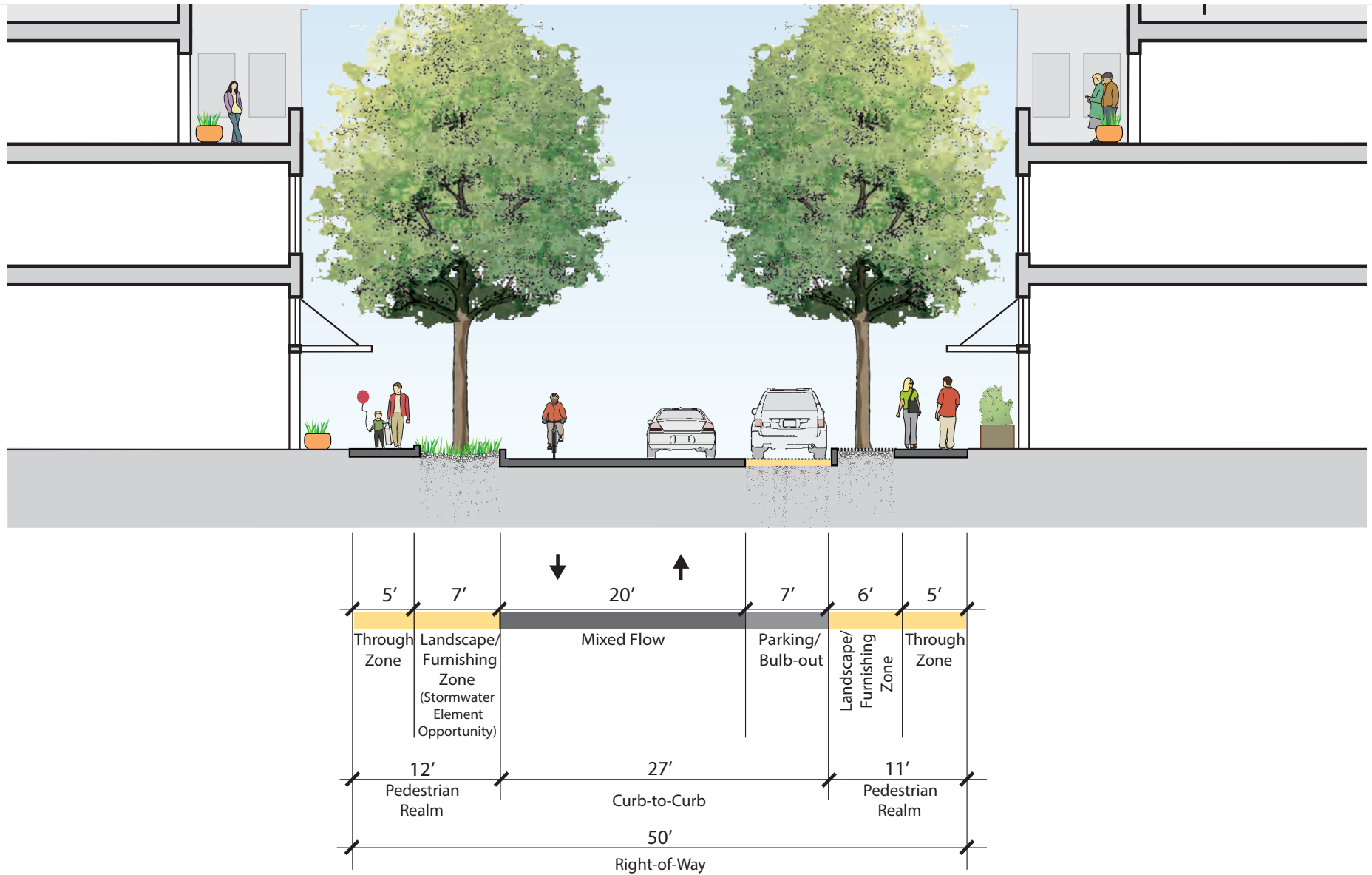


Figure 7.02
Complete Street: Pennsylvania Avenue and Stanford, Berkeley and Franklin Streets

	Pennsylvania Avenue, Stanford Street, Berkeley Street, Franklin Street, Nebraska Avenue (from A Street to 26th Street)
Right-of-Way	<ul style="list-style-type: none"> • 50' [65' for Nebraska Avenue (from A Street to 26th Street)]
Target Speed	<ul style="list-style-type: none"> • 25 mph
Pedestrian Realm	<ul style="list-style-type: none"> • Minimum width of 11' of which 5' minimum must be through zone • Tree wells: either open planters or with tree grates; should have a minimum dimension of 6' • Sidewalk can contain stormwater infiltration planters; see special features
Vehicular Lanes	<ul style="list-style-type: none"> • Maximum 2 vehicular lanes • 10' maximum width
On-Street Parking	<ul style="list-style-type: none"> • On-street parking must be on one side of the street only • Parallel: Minimum 7' wide; maximum 8' wide • No angled or perpendicular
Bike Facilities	<ul style="list-style-type: none"> • Bicycle parking within the furnishing landscape zone of the pedestrian realm as needed
Street Trees	<ul style="list-style-type: none"> • Both sides of the street must have rows of canopy trees spaced per tree standards • Tree species per tree standards • Trees can be planted in stormwater features
Light Levels	<ul style="list-style-type: none"> • Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc • Uniformity ratio range, average/minimum: 3 to 6 fc
Bulb-Outs	<ul style="list-style-type: none"> • Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width • Bulb-out return begins 5' from outer edge of marked crossing
Special Features	<ul style="list-style-type: none"> • Stormwater planters can be placed in the pedestrian realm, such as sidewalk planters or tree wells that provide opportunities for water quality treatment, infiltration, and/or flow retention depending upon soils and hydrologic conditions. Curbed flow through planters should have a minimum clear landscaped width of 5.5' and swales in planter strips or tree wells should have a minimum width of 8'.

Table 7.01
Complete Street Standards: Pennsylvania Avenue, Stanford Street, Berkeley Street, Franklin Street and Nebraska Avenue

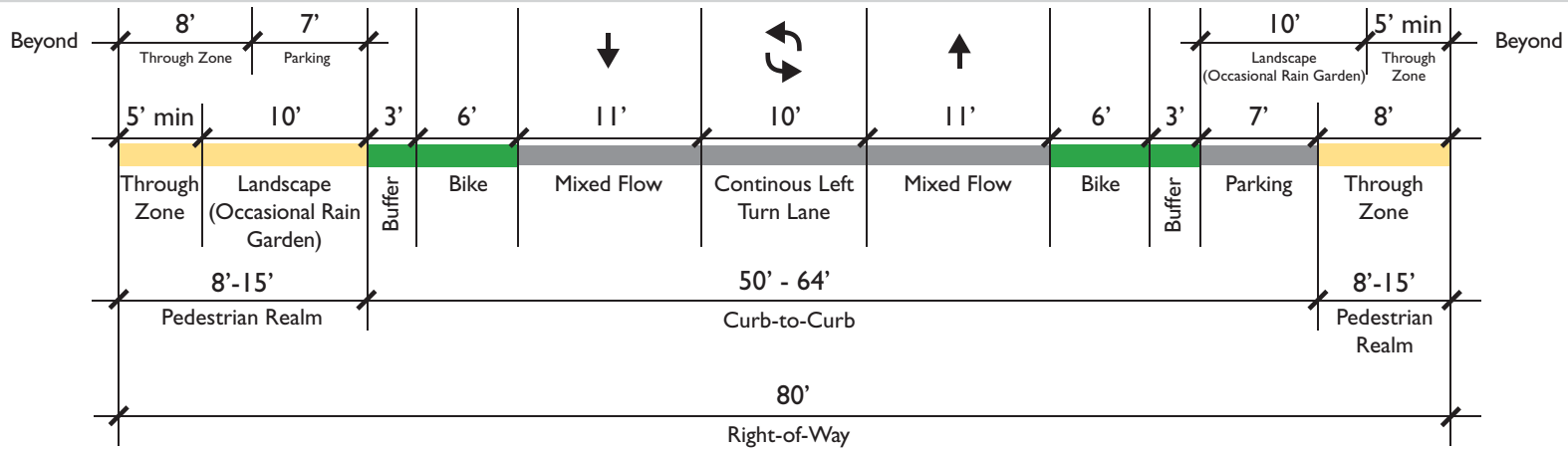
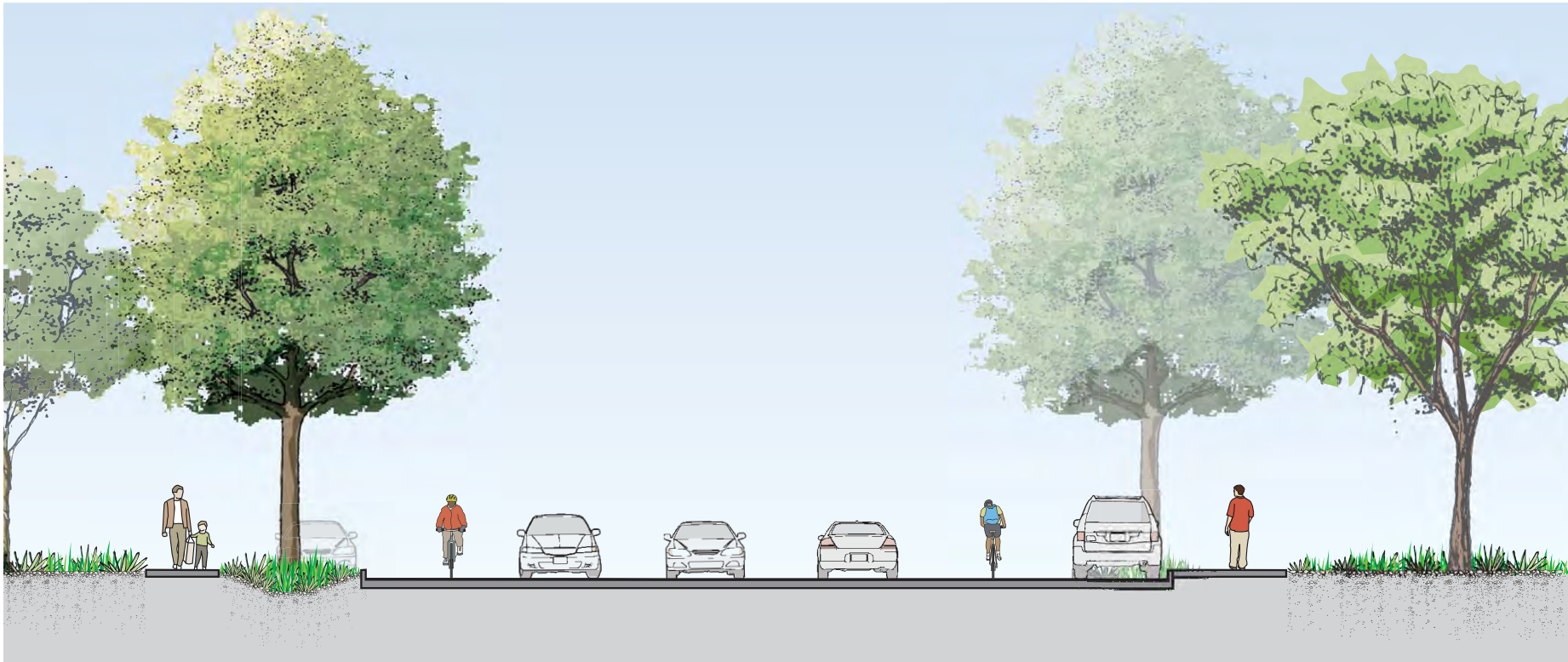


Figure 7.03 Complete Street: Stewart Street (Colorado Blvd to Mid-Block Crossing)



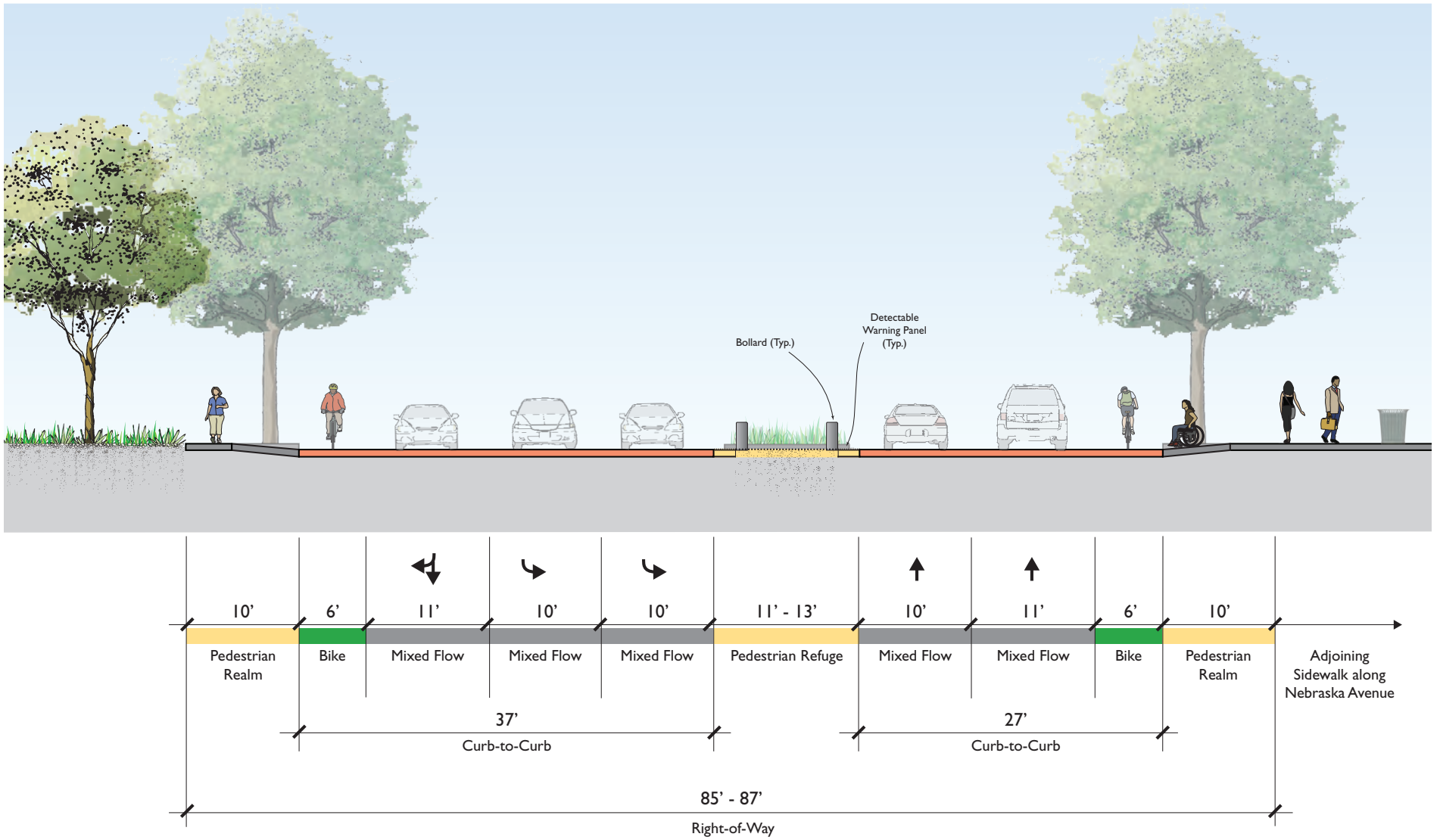
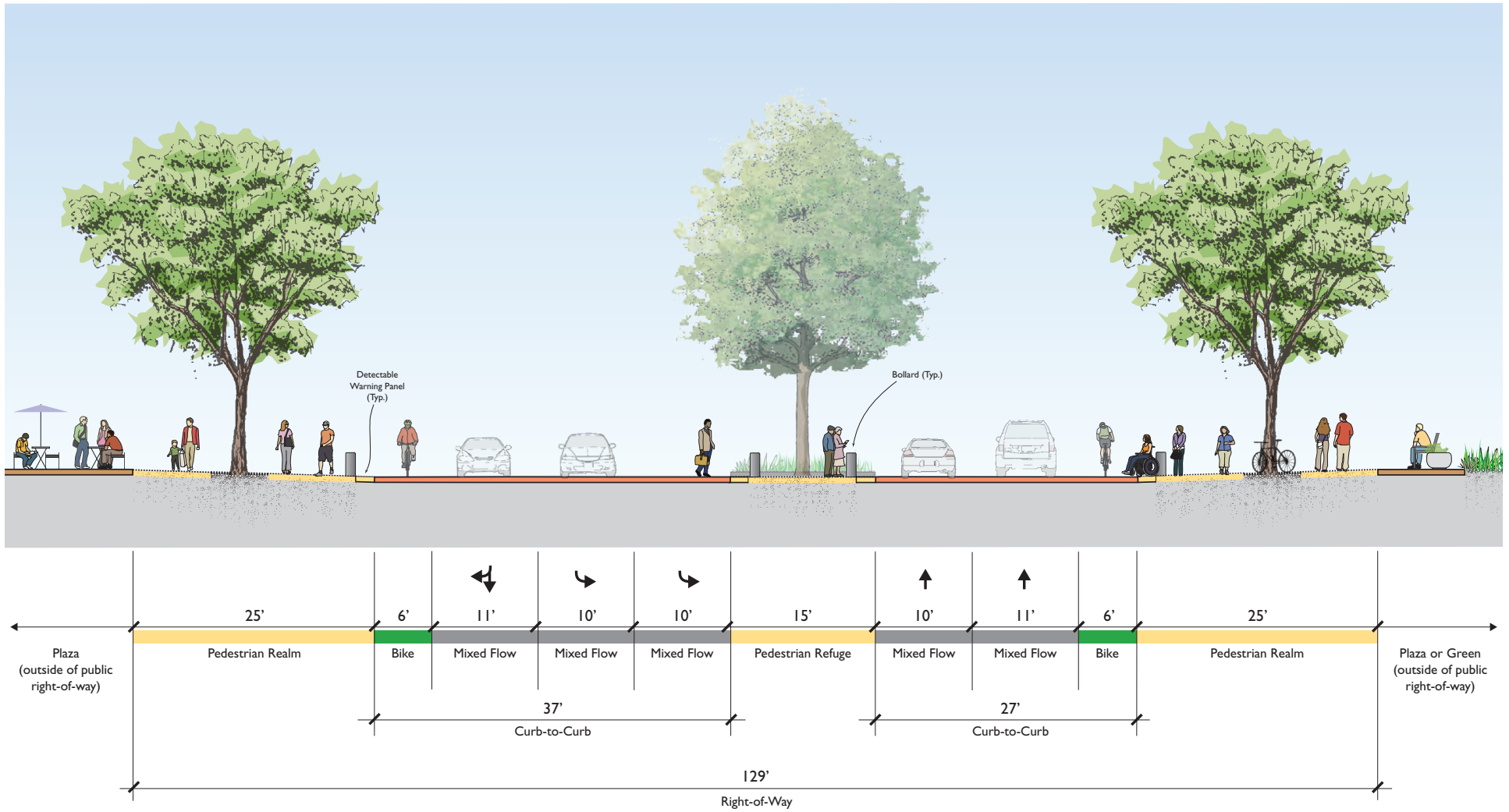


Figure 7.04 Complete Street: Stewart Street (Northside Crossing of Nebraska Ave Intersection)



**Figure 7.05 Complete Street: Stewart Street
(Northside Crossing of Olympic Ave Intersection)**



	Stewart Street (Colorado to Mid-Block Crossing)	Stewart Street (Mid-Block Crossing to Olympic)
Right-of-Way	<ul style="list-style-type: none"> • 80' 	<ul style="list-style-type: none"> • 80' to 129'
Target Speed	<ul style="list-style-type: none"> • 25 mph 	<ul style="list-style-type: none"> • 25 mph
Pedestrian Realm	<ul style="list-style-type: none"> • At Parking: minimum width of 8' through zone. • At Planter: 15' total width with minimum 5' width through zone. 	<ul style="list-style-type: none"> • 8' to 25' with through zone varying from 12' to 25' which may be divided by a tree well as long as remaining through zone segments are a minimum 6' wide. • Tree wells: either open planters or with tree grates; should have a minimum dimension of 5'
Vehicular Lanes	<ul style="list-style-type: none"> • Maximum 3 vehicular lanes – one each direction and one continuous turn lane (median where possible) • 10' minimum width • 11' maximum width 	<ul style="list-style-type: none"> • Maximum of 2 vehicular lanes immediately to the south of mid-block crossing widening to 5 lanes at the north side of the Olympic intersection – two north bound lanes, two south bound left turn lanes, and one south bound through/right turn lane
On-Street Parking	<ul style="list-style-type: none"> • Parallel parking on both sides of street with periodic street tree wells • Parallel: Minimum 7' wide • Maximum 8' wide • No angled or perpendicular 	<ul style="list-style-type: none"> • None
Bike Facilities	<ul style="list-style-type: none"> • 6' bike lane on both sides of the street separated from the parking lane by a 3' buffer 	<ul style="list-style-type: none"> • 6' bike lane on both sides of the street with no buffer as on-street parking is not present
Medians	<ul style="list-style-type: none"> • 10' wide median at pedestrian refuge of mid-block crossing 	<ul style="list-style-type: none"> • 10' wide median at pedestrian refuge of mid-block crossing, tapering to the south to allow for southbound turn lanes • 15' wide median at 15' wide pedestrian refuge on the north side of the Olympic intersection, width allows for trees to be planted in median between the two pedestrian crosswalks • 15' wide median tapers to the north along Stewart
Street Trees	<ul style="list-style-type: none"> • Both sides of the street must have canopy trees planted in periodic tree wells • There should be at minimum of one tree well for every two parking spaces • Tree species per tree standards 	<ul style="list-style-type: none"> • Both sides of the street must have canopy trees planted in tree wells with tree grates • Tree species per tree standards, tree spacing per tree standards
Light Levels	<ul style="list-style-type: none"> • Horizontal light level range at ground level, minimum maintained average: 0.6 to 1.7 fc • Uniformity ratio range, average/minimum: 3 to 6 fc 	<ul style="list-style-type: none"> • Horizontal light level range at ground level, minimum maintained average: 0.6 to 1.7 fc • Uniformity ratio range, average/minimum: 3 to 6 fc
Bulb-Outs	<ul style="list-style-type: none"> • Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width 	<ul style="list-style-type: none"> • None
Special Features	<ul style="list-style-type: none"> • Both sides of the street provide opportunities for rain gardens in tree wells, with a recommended minimum dimension of 10'. • Use of green stormwater management elements is dependent upon soils and hydrologic conditions 	<ul style="list-style-type: none"> • Trees planted on both sides of the street provide opportunities for green stormwater management when the landscaped area can exceed the minimum 5' planter dimension. • Median refuges and larger pedestrian realm between Nebraska and Olympic provide opportunities for permeable paving • Use of green stormwater management elements is dependent upon soils and hydrologic conditions • Crosswalks at north side of Nebraska and Olympic intersections should be paved with concrete unit pavers, stamped asphalt, or other treatment that distinguishes them from the standard asphalt of the street • Pedestrian realm between Nebraska and Olympic should be continuously sloped at 2% maximum to the flow-line at the edge of roadway pavement with an ADA compliant transition to the roadway for the full width of the minimum 50 foot wide crosswalk at the north side of Olympic

Table 7.02 Complete Street Standards: Stewart Street

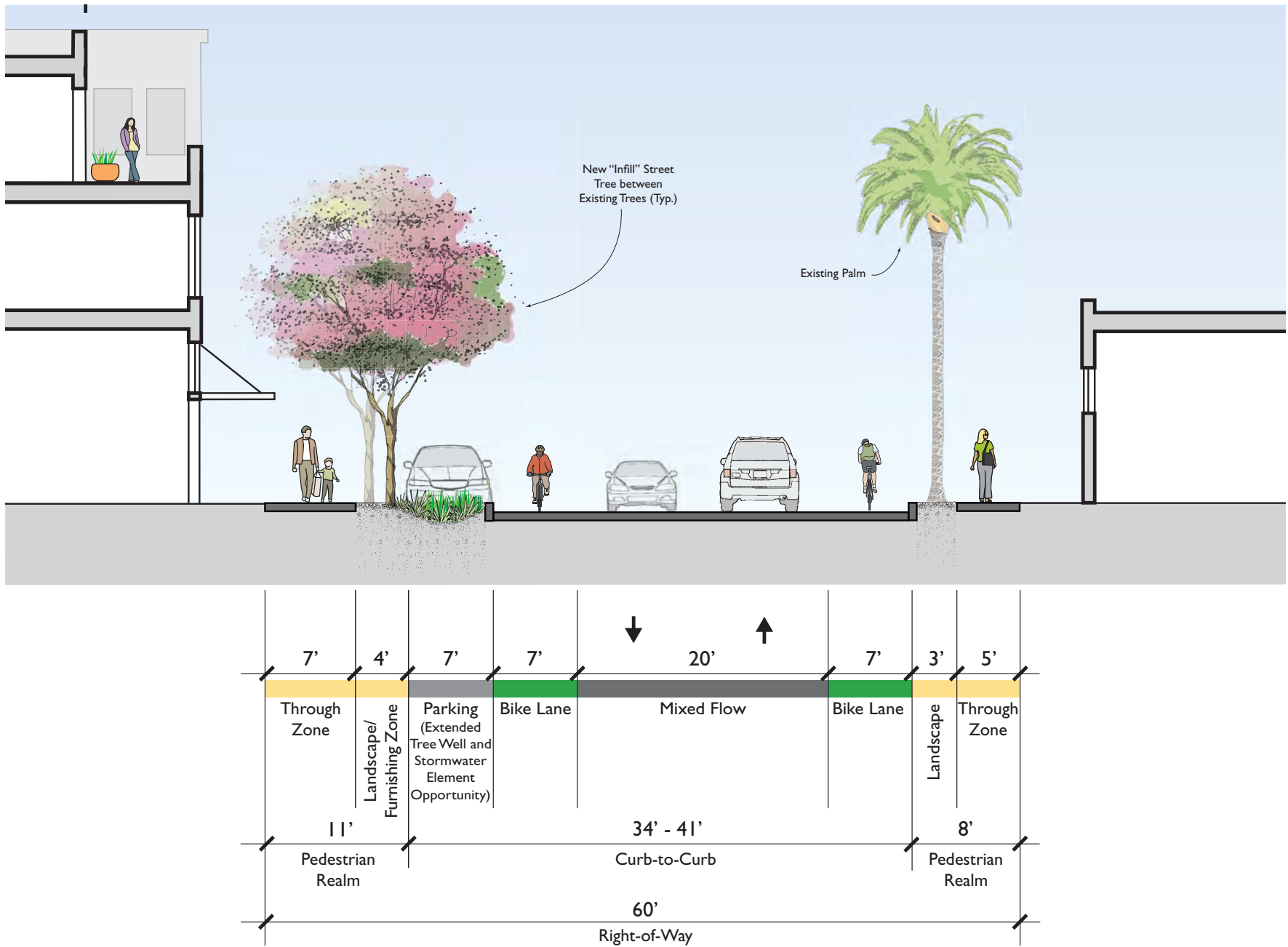


Figure 7.06
Complete Street: Michigan Avenue



	Michigan Avenue
Right-of-Way	<ul style="list-style-type: none"> • 60'
Target Speed	<ul style="list-style-type: none"> • 25 mph
Pedestrian Realm	<ul style="list-style-type: none"> • North side: width of 11' of which 7' is through zone (existing), with remaining area for minimum landscaped planter with or without a tree grate • South side: width of 8' of which 5' is through zone (existing), with the remaining area for minimum landscape area around existing trees
Vehicular Lanes	<ul style="list-style-type: none"> • Maximum 2 vehicular lanes • 10' maximum width
On-Street Parking	<ul style="list-style-type: none"> • On-street parking must be on north side of the street • Parallel: Minimum 7' wide; maximum 8' wide • No angled or perpendicular
Bike Facilities	<ul style="list-style-type: none"> • 7' minimum bicycle lanes on each side of street with, 6' clear pavement and 1' wide striping (currently experimental) • No bicycle parking within the pedestrian realm given its narrow width • Bicycle parking corral and bikeshare facilities on a sidewalk bulb-out located on north side of the street, where it will improve visibility for crossings • Bicycle parking provided within private properties that have building entries oriented to the street
Street Trees	<ul style="list-style-type: none"> • Maintain existing trees on north and south sides of the street • Increase planting of trees on north side of street by planting new trees between existing trees to achieve recommended spacing per tree standards • Tree species per tree standards • Where new trees are planted on the north side of the street, it is recommended that a tree well extend into the parking lane, for its full width and for a length of at least 8'; in order to increase the landscaped area around the trees • As appropriate, design the extended tree well as a flow-through green stormwater element to allow for some rainwater capture for irrigation of trees
Light Levels	<ul style="list-style-type: none"> • Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc • Uniformity ratio range, average/minimum: 3 to 6 fc
Bulb-Outs	<ul style="list-style-type: none"> • None on south side of street • Bulb-outs at corners and mid-block pedestrian crossing on north side of street must occupy all of parking lane width • Bulb-out return begins 5' from outer edge of marked crossing (see street tree guidance above regarding recommended extended tree wells on north side of street)
Special Features	<ul style="list-style-type: none"> • Green stormwater treatment potential for extended tree wells (see street tree standards above). Curbed flow through planters should have a minimum clear landscaped width of 5.5' and swales in planter strips or tree wells should have a minimum width of 8'

Table 7.03
Complete Street Standards: Michigan Avenue

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	26th Street (north of Olympic)	26th Street (south of Olympic)
Right-of-Way	<ul style="list-style-type: none"> Potential need to increase existing right-of-way to accommodate bike lanes and/or improved pedestrian realm on east side of street 	<ul style="list-style-type: none"> No change
Target Speed	<ul style="list-style-type: none"> 30 mph 	<ul style="list-style-type: none"> 30 mph
Pedestrian Realm	<ul style="list-style-type: none"> Maintain west side to the extent feasible Improve east side, as feasible, to be similar to west side minimum with landscape buffer – approximately 14' pedestrian realm with 8' through zone and 6' landscaped planter 	<ul style="list-style-type: none"> No change
Vehicular Lanes	<ul style="list-style-type: none"> Maintain existing number of lanes 10' minimum width 11' maximum width 	<ul style="list-style-type: none"> Change only to accommodate recommended bicycle improvements
On-Street Parking	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Change only to accommodate recommended bicycle improvements
Bike Facilities	<ul style="list-style-type: none"> 6' bike lanes in each direction per Bicycle Master Plan 	<ul style="list-style-type: none"> Recommended two-way cycle track protected by a raised median from adjacent traffic lane from Olympic intersection to intersection with future D Street in order to create a bicycle connection with the bicycle lanes on Michigan Avenue, which will be an important element of the city-wide
Street Trees	<ul style="list-style-type: none"> Maintain existing plantings on west side of the street Add plantings on east side of the street as feasible as new development occurs to match west side Tree species per tree standards 	<ul style="list-style-type: none"> No change
Light Levels	<ul style="list-style-type: none"> Horizontal light level range at ground level, minimum maintained average: 0.6 to 1.7 fc Uniformity ratio range, average/minimum: 3 to 6 fc 	<ul style="list-style-type: none"> Horizontal light level range at ground level, minimum maintained average: 0.6 to 1.7 fc Uniformity ratio range, average/minimum: 3 to 6 fc
Bulb-Outs	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> No change
Special Features	<ul style="list-style-type: none"> No change 	<ul style="list-style-type: none"> No change

Table 7.04
Complete Street Standards: 26th Street

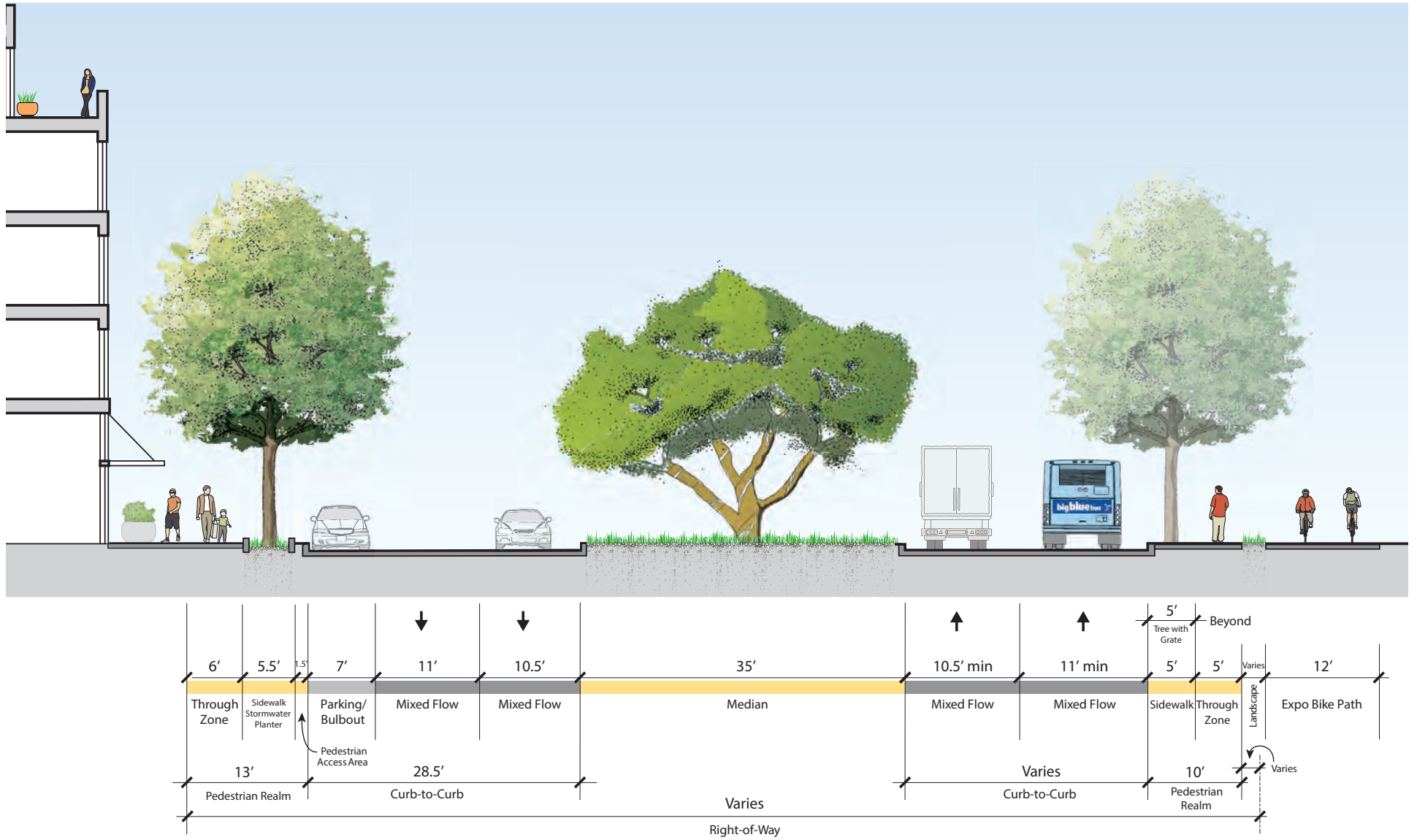


Figure 7.07
Complete Street: Olympic Boulevard



Olympic Boulevard (Stewart to east of Expo Station) Except for eastbound side of street adjacent to Expo Line	
Right-of-Way	<ul style="list-style-type: none"> • 118'
Target Speed	<ul style="list-style-type: none"> • 30 mph
Pedestrian Realm	<ul style="list-style-type: none"> • Minimum width of 13' of which 6' minimum must be through zone • 5.5' minimum sidewalk stormwater planters and a 1.5' minimum width pedestrian access area between the planters and the parking lane • Sidewalk stormwater planters shall have a 5' minimum pedestrian crossing or break between every two adjacent parking spaces
Vehicular Lanes	<ul style="list-style-type: none"> • Maximum 4 vehicular lanes • 10.5' minimum width adjacent to center median and 11' minimum width otherwise • 12' maximum width
On-Street Parking	<ul style="list-style-type: none"> • Parallel: Minimum 7' wide; maximum 8' wide • No angled or perpendicular
Bike Facilities	<ul style="list-style-type: none"> • Expo Regional Bike Path on south side of Olympic Boulevard • Bicycle parking within the breaks between sidewalk stormwater planters in the pedestrian realm as needed, or within adjacent property frontage
Street Trees	<ul style="list-style-type: none"> • Both sides of the street must have rows of canopy trees spaced per tree standards • Existing median trees to be preserved to greatest extent possible and replaced on a two to one basis for any that are removed • Trees along sides of street will likely be planted in stormwater infiltration planter • See tree standards for acceptable species
Light Levels	<ul style="list-style-type: none"> • Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc • Uniformity ratio range, average/minimum: 3 to 6 fc
Bulb-Outs	<ul style="list-style-type: none"> • Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width • Bulb-out return begins 5' from outer edge of marked crossing
Special Features	<ul style="list-style-type: none"> • Central median to remain intact with coral trees • Where street is adjacent to Expo Line (see agreement with Expo Line for street cross section guidelines for eastbound side of street) • Sidewalk stormwater planters provide opportunities for water quality treatment, infiltration and/or flow retention depending upon soils and hydrologic conditions

Table 7.05
Complete Street Standards: Olympic Avenue

C. FLEXIBLE STREET

Intent

A Flexible Street is a street in a mixed-use environment that emphasizes pedestrian and placemaking aspects while accommodating a variety of vehicular functions. The spatial and temporal diversity of activity on a Flexible Street places importance on flexibility of space. The key element of Flexible Streets is a contiguous space on one side of the street that is designed to be permanently or temporarily used for purposes other than vehicle parking or circulation. This means that Flexible Streets are not symmetrical in cross section with the lanes offset away from the side of the street with the flexible space. Other aspects include wide sidewalks and calmed traffic. Traffic is calmed by a shift (chicane) of the traffic lanes where the flexible space is moved from one side of the street to the other.

Essential elements

- Wide sidewalks with furnishing, flexible, and through zones
- Vehicular lanes
- Lateral shift of centerline caused by shift of flex space from one side to the other
- Pedestrian/vehicular flex space on one side, with occasional rolled curb to allow for short term vehicular access
- Street trees, with double row on the flexible side
- Bulb-outs at corners and marked pedestrian crossings
- Vehicular parking on at least one side
- Bicycle parking



A flexible street, like this one in Culver City, provides additional space at the sidewalk for activities like outdoor dining, or enhanced landscaping. Flexible streets can be configured in a variety of ways, and the Area Plan identifies them in several locations.

- Seating
- Pedestrian scale lighting
- Prohibit driveways where alleys are present

Optional elements

- Additional bulb-outs to extend flex space (on Nebraska)
- Parking on both sides for portions of the street length, including diagonal or perpendicular parking

- Bike facilities including: shared lane markings, and bicycle racks and/or bike corrals; shared bike stations may also be appropriate within the wider flexible area on Nebraska
- Additional pedestrian elements like trash cans, news racks, and other street furniture
- Stormwater management elements where soil conditions allow, such as tree pits, rain gardens in flexible space, and permeable paving.



Figure 7.08
Flexible Street: Nebraska Avenue

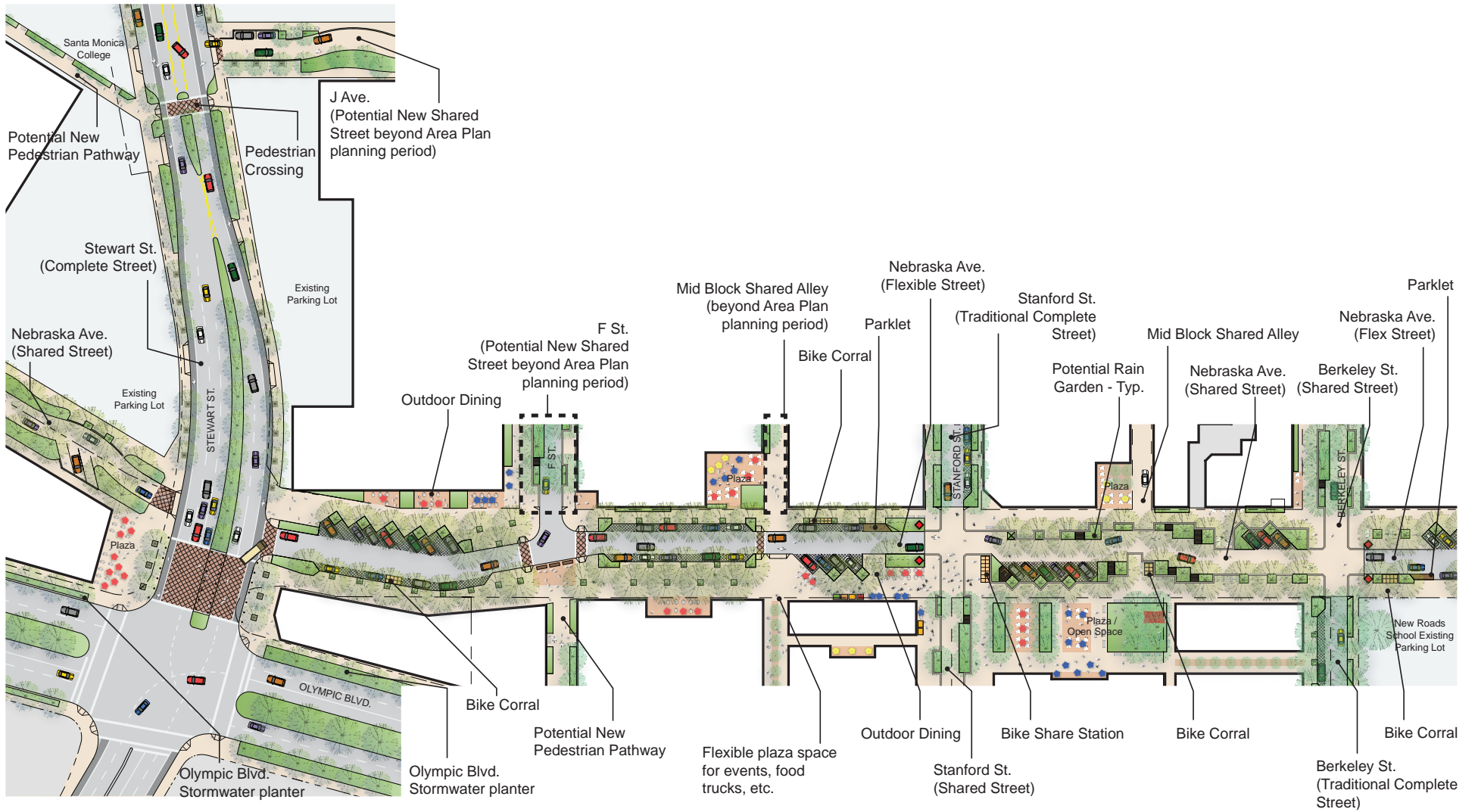
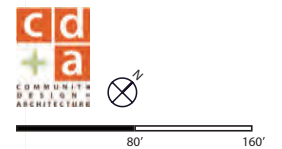


Figure 7.09
Nebraska Avenue/Stewart Street Illustrative Plan





Existing



10 years





20 years



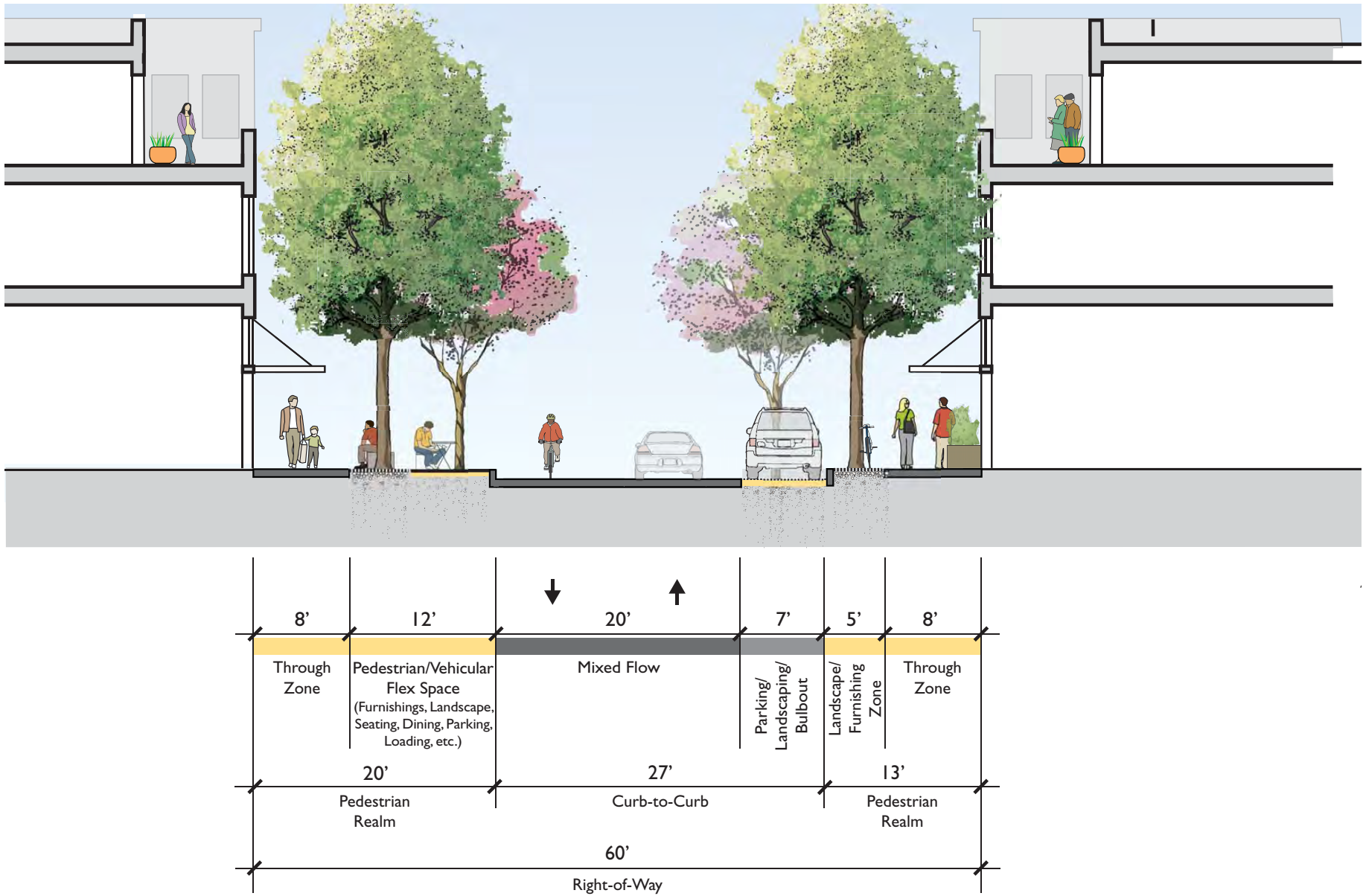


Figure 7.10
Flexible Street: "A" Street

	Nebraska Avenue	Other Streets
Right-of-Way	<ul style="list-style-type: none"> Minimum 80' 	<ul style="list-style-type: none"> Minimum 60'
Target Speed	<ul style="list-style-type: none"> 25 mph 	<ul style="list-style-type: none"> 25 mph
Pedestrian Realm	<ul style="list-style-type: none"> Minimum width of 15' of which a minimum of 5' is a landscape/furnishings zone along the curb or flex space 	<ul style="list-style-type: none"> Minimum width of 13' of which a minimum of 5' is a landscape/furnishings zone along the curb or flex space
Vehicular Lanes	<ul style="list-style-type: none"> 9' minimum width 10' recommended width 11' maximum width Maximum 2 vehicular lanes 	<ul style="list-style-type: none"> 9' minimum width 10' recommended width 11' maximum width Maximum 2 vehicular lanes
On-Street Parking	<ul style="list-style-type: none"> Parallel: Minimum 7' wide; maximum 8' wide Angled: Must be back-in No perpendicular 	<ul style="list-style-type: none"> Parallel: Minimum 7' wide; maximum 8' wide No angled or perpendicular
Pedestrian/Vehicular Flex Space	<ul style="list-style-type: none"> 16' minimum width 25% of street's length designated as shared between vehicles and people, with rolled curb 	<ul style="list-style-type: none"> 12' minimum width or 20% of R.O.W. width, whichever is larger 25% of street's length designated as shared between vehicles and people, with rolled curb
Bike Facilities	<ul style="list-style-type: none"> Bicycle parking within the furnishing zone of the pedestrian realm as needed Bike corrals may be provided in flex space Bikeshare station may be provided in flex space 	<ul style="list-style-type: none"> Bicycle parking within the furnishing zone of the pedestrian realm as needed Bike corrals may be provided in flex space Bikeshare station may be provided in flex space
Street Trees	<ul style="list-style-type: none"> Each side of the street must have a row of canopy trees spaced per tree standards Flex space side must also have an additional row of trees, either canopy or accent (except where parking is provided); rows can be staggered or aligned Trees can also be placed on bulb-outs on non-flex space side See tree standards for acceptable species 	<ul style="list-style-type: none"> Each side of the street must have a row of canopy trees spaced per tree standards Flex space side must also have an additional row of accent trees. Depending on width of sidewalk and flex area, rows can be staggered or aligned Accent trees can also be placed on bulb-outs on non-flex space side See tree standards for acceptable species
Light Levels	<ul style="list-style-type: none"> Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc Uniformity ratio range, average/minimum: 3 to 6 fc 	<ul style="list-style-type: none"> Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc Uniformity ratio range, average/minimum: 3 to 6 fc
Bulb-Outs	<ul style="list-style-type: none"> Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width Bulb-out return begins 5' from outer edge of marked crossing 	<ul style="list-style-type: none"> Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width Bulb-out return begins 5' from outer edge of marked crossing
Seating	<ul style="list-style-type: none"> Seating can include benches or seat walls, and movable tables and chairs when adjacent business or business organization establishes a maintenance agreement with the City Fixed seating must be located in the furnishings zone or flex zone, and located to maintain a 5' clear minimum ADA path of travel Seat walls or benches can be parallel or perpendicular to the street 	<ul style="list-style-type: none"> Seating can include benches or seat walls, and movable tables and chairs when adjacent business or business organization establishes a maintenance agreement with the City Fixed seating must be located in the furnishings zone or flex zone, and located to maintain a 5' clear minimum ADA path of travel Seat walls or benches can be parallel or perpendicular to the street
Centerline lateral shift	<ul style="list-style-type: none"> There should be one shift of the flexible space from one side to the other over the length of the street type when it is longer than one block. 	<ul style="list-style-type: none"> There should be one shift of the flexible space from one side to the other over the length each block
Green Street Infrastructure	<ul style="list-style-type: none"> The flex space provides opportunities for additional features, such as rainwater gardens. Curbed flow through planters should have a minimum clear landscaped width of 5.5' and swales in planter strips or tree wells should have a minimum width of 8' 	<ul style="list-style-type: none"> The flex space provides opportunities for additional features, such as rainwater gardens. Curbed flow through planters should have a minimum clear landscaped width of 5.5' and swales in planter strips or tree wells should have a minimum width of 8'

Table 7.06
Flexible Street Standards: Nebraska Avenue and Other Streets

D. SHARED SPACE STREET

Intent

A Shared Space Street is a combined public open space and street that emphasizes walking and public space in all of its right-of-way. Vehicles are allowed but are considered guests.

Essential elements

- Wide primary pedestrian zones
- Shared traveled way – the portion of the Shared Space that functions as the public street, providing for vehicular movement as well as for all other modes along the street.
- Periodic furnishing/landscape areas
- Special paving that is decorative and permeable, as allowed by soil and hydraulic conditions
- Lack of curbs
- One row of street trees
- Occasional parking on at least one side
- Seating
- Pedestrian scale lighting
- Bicycle parking
- Gateway with signage and visual cues for entering pedestrians, motorists and cyclists
- “Shared Space” signage – indicating the 15 mph speed limit for vehicles, including bicycles, and the need to yield to pedestrians; if any regular events that would require a street closure, such as a farmers market, are programmed for a shared space signage could also indicate the timing of these closures.
- Tactile paving strip – A standard detectable warning surface (i.e.; truncated dome panel) should not be required to distinguish the shared travelled way from other areas of the shared space, see discussion

of speed management and signage below.

- Provide alternative property access so that streets can be “closed” periodically to vehicles

Optional elements

- Lateral shift of centerline of traveled way
- Additional street trees
- Additional pedestrian amenities such as street furniture

Special Design Guidance

Stormwater Management

The preferred method for drainage and managing stormwater is to use planting areas within the shared space as green infrastructure with the use of permeable paving where feasible. Street grades need to provide a positive slope away from the edge of right-of way with sheet flows to landscaped areas, pervious paving (with under drains, if needed), or surface drains. Low points should generally be located within landscaped areas and at the edge between the shared traveled way and other areas of the shared space.

Paving Material

Preferred pavement materials would create a permeable surface and include porous concrete and unit pavers. The materials and design need to take

into account that the entire street will be accessible to pedestrians and needs to meet ADA requirements. In locations where permeable paving is not feasible given soils conditions, unit pavers would still be preferred although a simple stamped asphalt can also be used to achieve the desired visual effect of breaking up the scale of the pavement.

Color, finish, and texture can also be used to distinguish the shared traveled way and parking from other areas



A shared-space street combines open space with elements of street design. Primarily for walking and biking, shared-space streets can also easily accommodate cars, too.

of the shared space. Some level of color, finish, and texture patterning can also be used to support traffic calming goals for the shared space as well as to provide visual interest and a more human scale to the street.

Gateway/Entry Design Treatment

In order to signify to motor vehicles, and those traveling by other modes, that they are entering an area that is different from a typical curbed public street, a special entry design treatment is desirable where a shared space or a network of shared spaces intersects with the streets that are part of the Area Plan’s circulation network. At a minimum, this should consist of a ramping of the vehicular travelled way at the throat of the shared street at the intersection. The design should be similar to a curb cut ramp in which the vehicular area rises up to the level of the crossing sidewalk, approximately six inches. The sidewalk of the street intersecting with the shared space would extend flush across this area. The paving would transition to whatever the pavement treatment is within the shared space at the back of the crossing sidewalk.

In addition to the entry ramping, design treatments should include the use of landscaping, other streetscape elements, such as pedestrian scale lighting, and potential special elements such as public art to signify the entry into the shared space. Any special signage associated with the shared space should also be provided at the entry to the shared space.

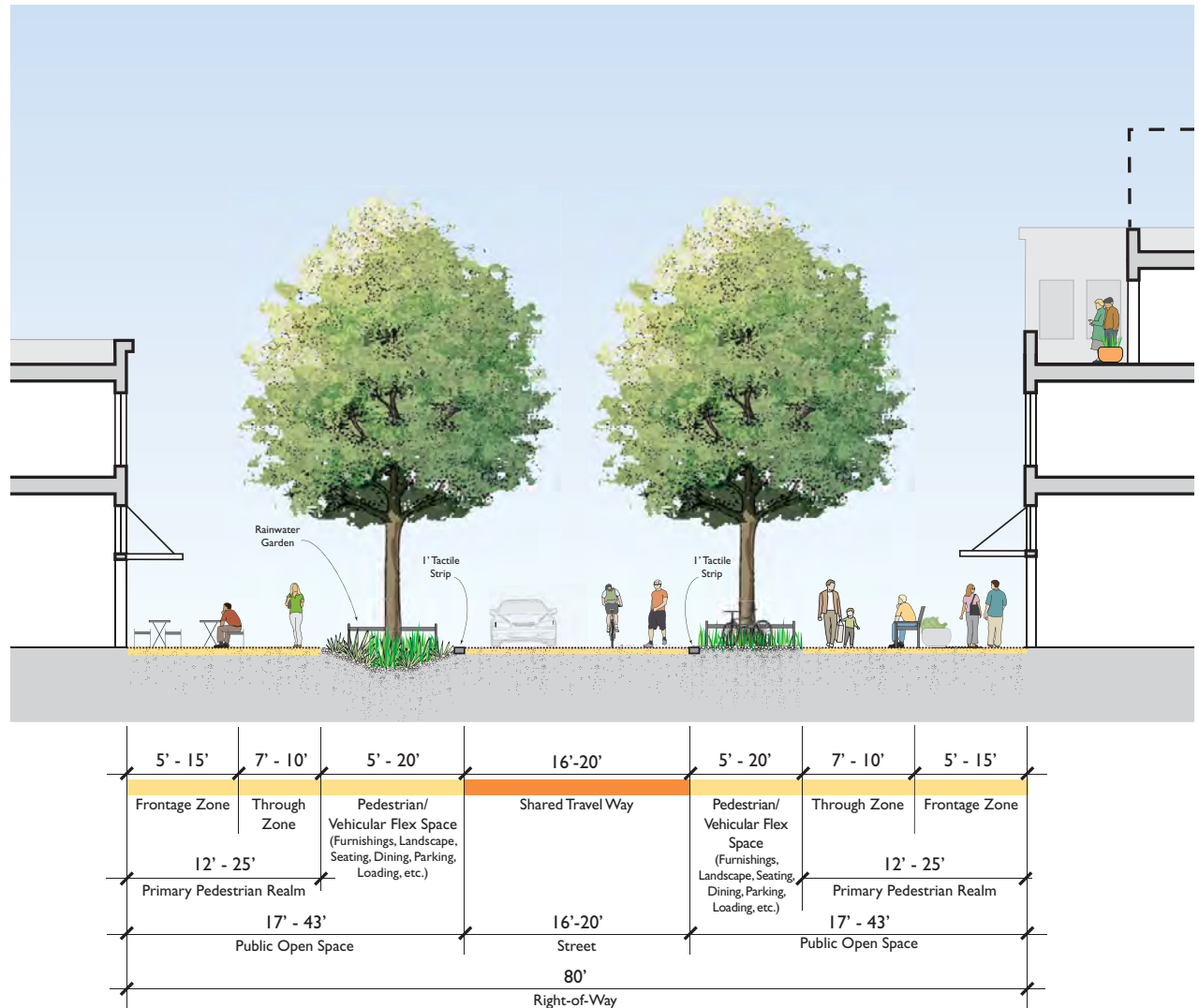
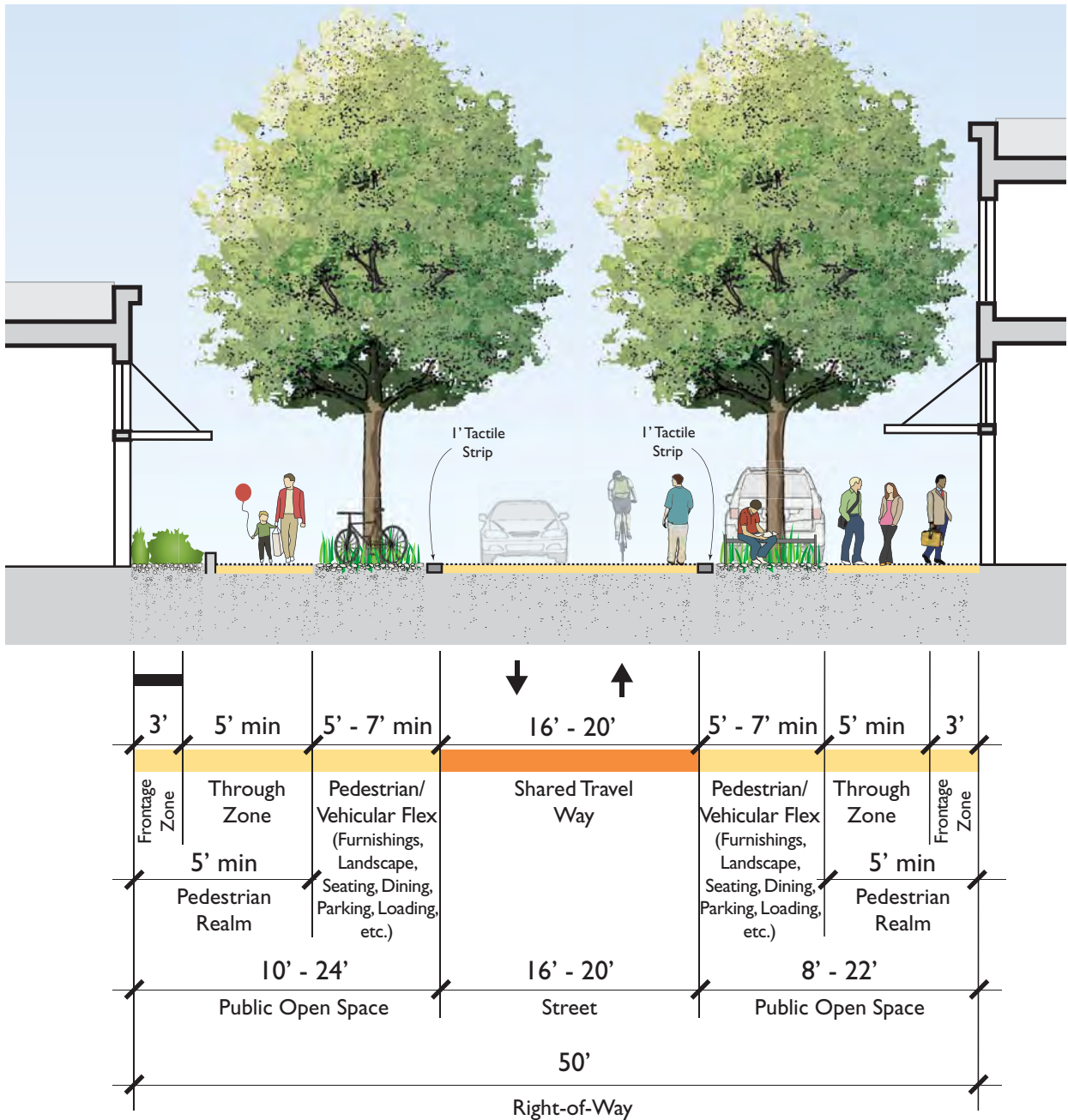


Figure 7.11
Shared Space: Nebraska Avenue



Speed Management and Signage

Speed management within the shared space will be achieved through the narrowness of the shared travelled way, the use of special paving, an off-set to the alignment of the travelled way along the length of the street, and the sloped entries to this street type. The narrow width of the shared travelled way which is the street portion of the shared space will allow for signing the street at 10 mph at the option of the City of Santa Monica per the state vehicle code which allows this for public streets of 20 foot or less in width. The areas on either side of shared travelled way are public open space.

The vehicular traffic speed within a Shared Space street type will be signed (and designed to achieve) a 10 mph maximum travel speed. This should not create a significant hazard to pedestrians or wheelchair users who are travelling or crossing through the shared travelled way, and should allow for standard detectable warning surfaces (i.e.; truncated dome panels) to not be required between the shared travelled way and adjacent public open spaces within the shared street.

Figure 7.12
Shared Space: Other Streets (50' Minimum Right-of-Way)

	Nebraska Avenue (from Stanford St to Berkeley St)	Other Streets	Shared Alleys
Right-of-Way	<ul style="list-style-type: none"> Minimum 80' 	<ul style="list-style-type: none"> Minimum 50' Minimum 65' for Nebraska Avenue from A Street to 	<ul style="list-style-type: none"> Minimum 15' (for existing) Minimum 20' for new
Target Speed	<ul style="list-style-type: none"> 10 mph 	<ul style="list-style-type: none"> 10 mph 	<ul style="list-style-type: none"> 10 mph
Pedestrian Realm	<ul style="list-style-type: none"> Minimum width of 12' Minimum width of 7' through zone on each side of the street Minimum width of 5' frontage zone on each side of street between the edge of right-of-way and the through zone Tree wells: either open planters or with tree grates, should have a minimum dimension of 5' 	<ul style="list-style-type: none"> Minimum width of 5' Minimum width of 5' through zone on each side of the street Minimum width of 3' for optional frontage zone Tree wells: either open planters or with tree grates, should have a minimum dimension of 5' 	<ul style="list-style-type: none"> Minimum width of 0' Maximum width to equal remainder of R.O.W. once the minimum 15' shared travel way width is provided.
Shared Traveled Way	<ul style="list-style-type: none"> 16' minimum width 20' maximum width Maybe shared between all modes No vehicle-only travel lanes Shared travel way edge must be defined from other areas of the shared space by a tactile paving strip or landscaped planter 	<ul style="list-style-type: none"> 16' minimum width 20' maximum width May be shared between all modes No vehicle-only travel lanes Shared travel way edge must be defined from other areas of the shared space by a tactile paving strip or landscaped planter 	<ul style="list-style-type: none"> 15' minimum width 20' maximum width No vehicle-only travel lanes Shared travel way edge must be defined from other areas of the shared space by a tactile paving strip or landscaped planter
Pedestrian/Vehicular Flex Space	<ul style="list-style-type: none"> Minimum 5' width, 7' when used for parking Generally should be on both sides of street, unless shifting centerline of shared travel way, in which case zone may be 0' wide for maximum 1/3 length of a block 	<ul style="list-style-type: none"> Minimum 5' width, 7' when used for parking Generally should be on both sides of street, unless shifting centerline of shared travel way, in which case zone may be 0' wide for maximum 1/3 length of a block 	<ul style="list-style-type: none"> Minimum 0' width Maximum width to equal remainder of R.O.W. once the minimum 15' shared traveled way width is provided
On-street parking	<ul style="list-style-type: none"> May be parallel, back-in diagonal, or perpendicular Must fit within the width of the furnishings zone Must not occupy more than 30% of the length of a given segment of street Parking area should be distinguished from other areas by paving color and/or material and use of a parking symbol in spaces 	<ul style="list-style-type: none"> Must be parallel Must fit within the width of the furnishings zone Must not occupy more than 30% of the length of a given segment of street Parking area should be distinguished from other areas by paving color and/or material and use of a parking symbol in spaces 	<ul style="list-style-type: none"> Not applicable
Bike Facilities	<ul style="list-style-type: none"> Bicycle racks, bicycle corrals, or bikeshare stations can be provided outside of the shared travel way 	<ul style="list-style-type: none"> Bicycle racks, bicycle corrals, or bikeshare stations can be provided outside of the shared travel way 	<ul style="list-style-type: none"> Where space allows, bicycle racks can be provided outside of the shared travel way
Street Trees	<ul style="list-style-type: none"> Trees shall be planted to provide one tree for every 1,200 square feet of shared space area See tree standards for acceptable species 	<ul style="list-style-type: none"> Trees shall be planted to provide one tree for every 800 square feet of shared space area See tree standards for acceptable species 	<ul style="list-style-type: none"> Trees shall be planted to provide one tree for every 800 square feet of shared space area See tree standards for acceptable species
Light Levels	<ul style="list-style-type: none"> Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc Uniformity ratio range, average/minimum: 3 to 6 fc 	<ul style="list-style-type: none"> Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc Uniformity ratio range, average/minimum: 3 to 6 fc 	<ul style="list-style-type: none"> Horizontal light level range at ground level, minimum maintained average: 0.4 to 1.0 fc Uniformity ratio range, average/minimum: 4 to 6 fc

Table 7.07
Shared Space Standards: Nebraska Avenue, Other Streets, and Shared Alleys





Existing



10 years





20 years



	Nebraska Avenue (from Stanford St to Berkeley St)	Other Streets	Shared Alleys
Curbs	<ul style="list-style-type: none"> Street must not have curbs, see discussion of drainage in special guidance section above 	<ul style="list-style-type: none"> Street must not have curbs, see discussion of drainage in special guidance section above 	<ul style="list-style-type: none"> Street must not have curbs, see discussion of drainage in special guidance section above
Seating	<ul style="list-style-type: none"> Located in the furnishing zone or in optional frontage zone at outside edge of right-of-way The use of movable chairs and tables is encouraged to the extent that an entity for managing movable furnishings is identified Seating can include benches or seat walls Fixed seating must be located in the furnishings zone 	<ul style="list-style-type: none"> Located in the furnishing zone or in optional frontage zone at outside edge of right-of-way The use of movable chairs and tables is encouraged to the extent that an entity for managing movable furnishings is identified Seating can include benches or seat walls Fixed seating must be located in the furnishings zone 	<ul style="list-style-type: none"> Located in the furnishing zone or in optional frontage zone at outside edge of right-of-way The use of movable chairs and tables is encouraged to the extent that an entity for managing movable furnishings is identified Seating can include seat walls Fixed seating must be located in the furnishings zone
Centerline lateral shift	<ul style="list-style-type: none"> Shared travel way should shift laterally at least 10 feet once per block or every 200 feet of block length 	<ul style="list-style-type: none"> Shared travel way should shift laterally at least 6 feet once per block or every 200 feet of block length 	<ul style="list-style-type: none"> Not applicable for alleys with a R.O.W. of 20' or less Shared travel way should shift laterally at least 5 feet once per block or every 200 feet of block length

Table 7.07 continued

E. OLYMPIC BOULEVARD (STEWART TO CENTINELA)

Intent

This portion of Olympic Boulevard is intended to improve the landscape character of the existing boulevard and to improve the pedestrian environment by providing continuous sidewalks on both sides of the boulevard with a landscape buffer between the roadway and the sidewalk. The landscape character of the boulevard is designed to complement the landscaped character of adjacent parcels with setbacks.

Essential elements

- Wide sidewalks with a landscaped buffer between the roadway and the sidewalks
- Vehicular lanes
- Street trees on both sides of the street and the median
- Maintaining a maximum number of the existing median trees
- Pedestrian-scale lighting

Optional elements

- “Green Street” stormwater management facilities

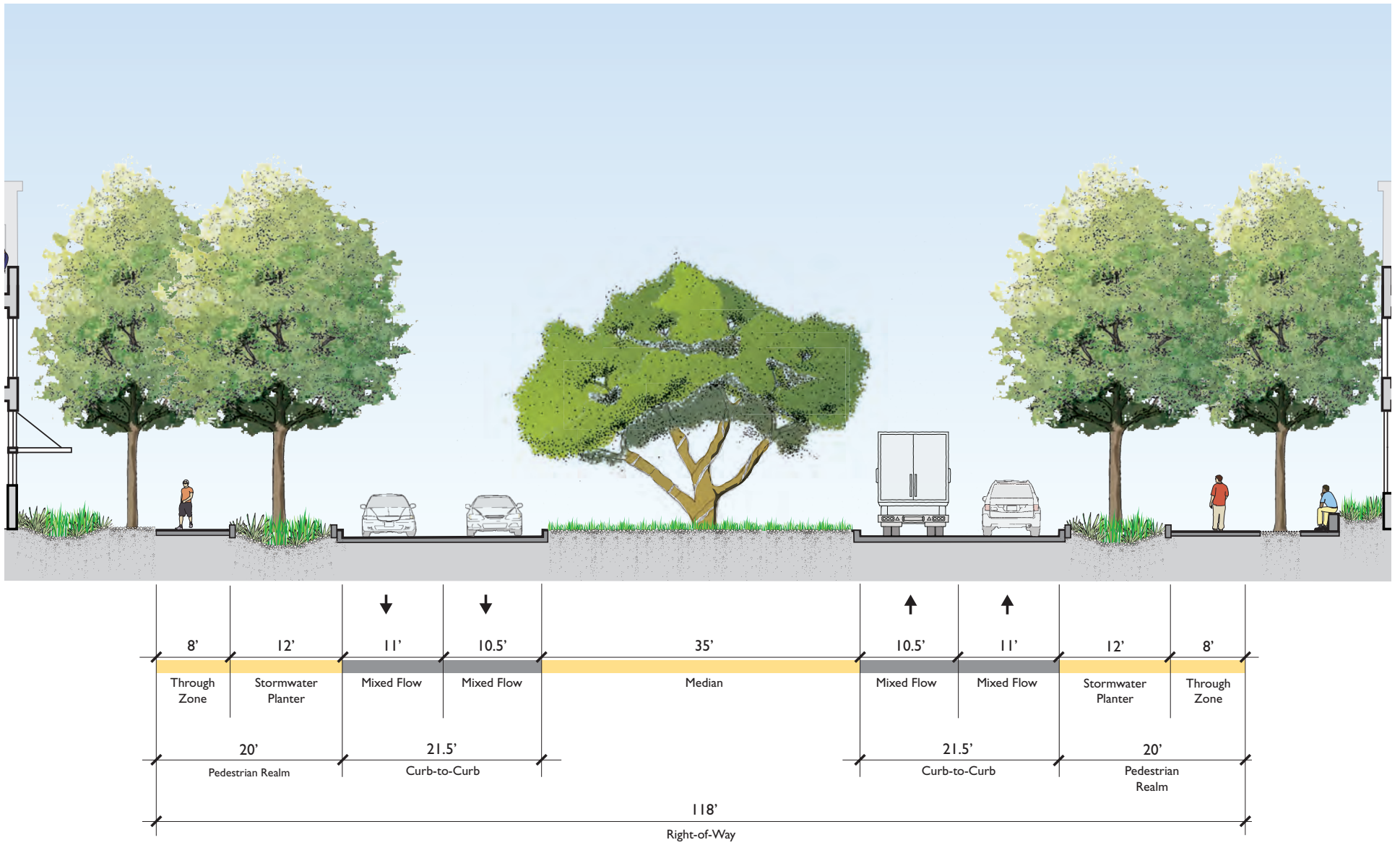


Figure 7.13
Olympic Boulevard (Stewart to Centinela)

	Olympic Boulevard (Stewart to Centinela)
Right-of-Way	<ul style="list-style-type: none"> • 118'
Target Speed	<ul style="list-style-type: none"> • 35 mph
Pedestrian Realm	<ul style="list-style-type: none"> • 20' minimum width with a 8' minimum through zone • 12' minimum width for sidewalk stormwater planters with trees
Vehicular Lanes	<ul style="list-style-type: none"> • Maximum 4 vehicular lanes • 10.5' minimum width adjacent to center median and 11' minimum width otherwise • 12' maximum width
On-Street Parking	<ul style="list-style-type: none"> • Not applicable
Bike Facilities	<ul style="list-style-type: none"> • Bicycle parking provided within private properties that have building entries oriented to this portion of Olympic Boulevard
Street Trees	<ul style="list-style-type: none"> • Both sides of the street must have rows of canopy trees spaced per tree standards • Existing median trees to be preserved to greatest extent possible and replaced on a two to one basis for any that are removed • Trees along sides of street will likely be planted in stormwater infiltration planter • See tree standards for acceptable species
Light Levels	<ul style="list-style-type: none"> • Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc • Uniformity ratio range, average/minimum: 3 to 6 fc
Bulb-Outs	<ul style="list-style-type: none"> • Not applicable

Table 7.08
Olympic Boulevard (Stewart to Centinela) Standards

F. PEDESTRIAN AND PEDESTRIAN/BICYCLE PATHS

Intent

A pedestrian path is a street that creates higher levels of connectivity for pedestrians and, in some places, cyclists and emergency vehicles. A pedestrian path also creates opportunities for placemaking as well as integration of the circulation network into open space within the Bergamot Area Plan. Pedestrian/Bicycle Paths provide access for pedestrians and bicycles at key points in the bicycle network, such as connections to the EXPO multi-use path.

Essential elements

- Pedestrian through-way
- Buffer on outside edges of through-way
- Lighting
- Orientation to adjacent land use

Optional elements

- Trees
- Bike access
- Emergency vehicle access
- Seating
- Other pedestrian amenities

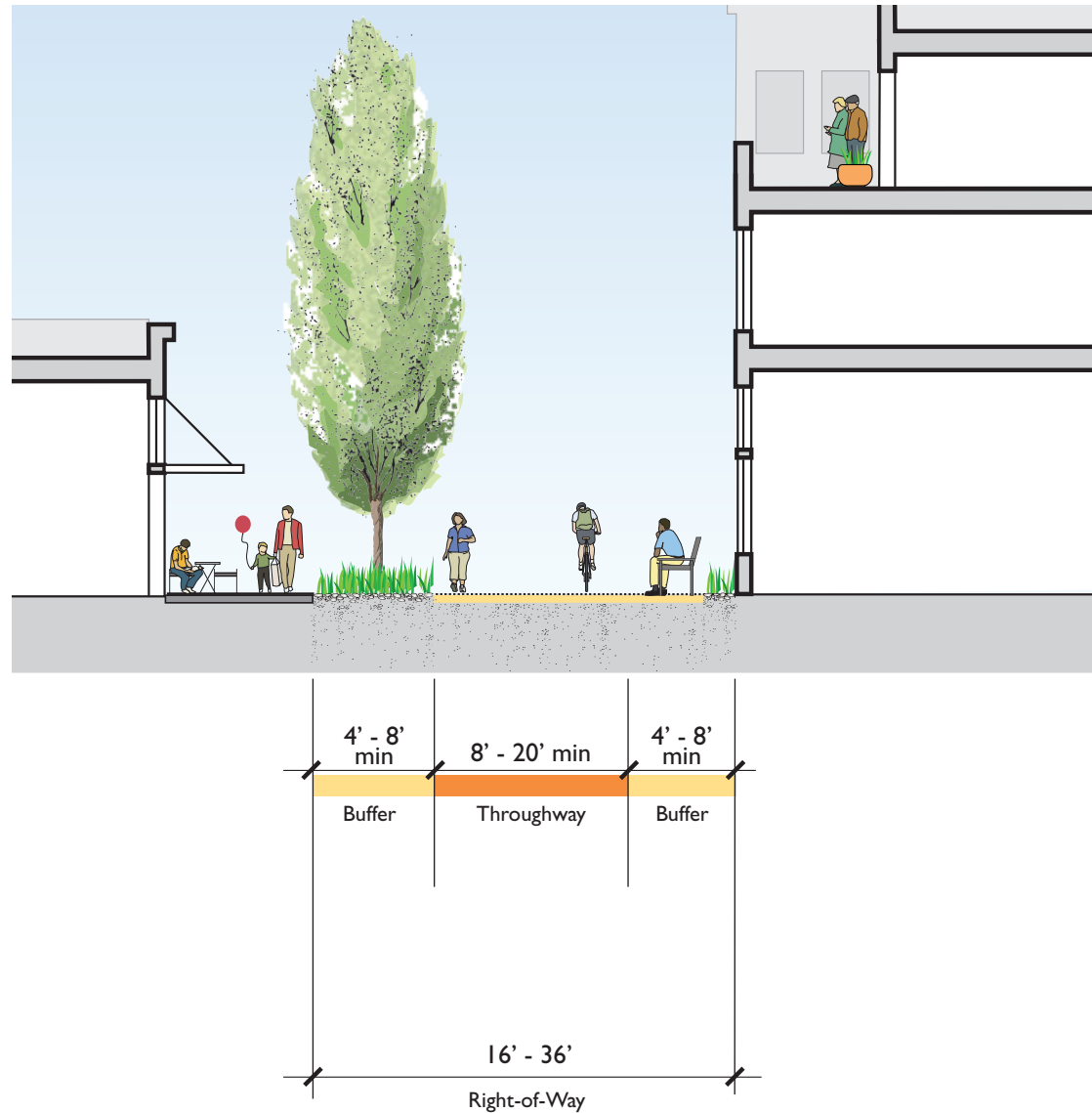


Figure 7.14
Pedestrian and Pedestrian/ Bicycle Path

	Pedestrian and Pedestrian/Bicycle Path
Right-of-Way	<ul style="list-style-type: none"> • Minimum 16' for Pedestrian Paths • Minimum 28' for Pedestrian/Bicycle Paths
Target Speed	<ul style="list-style-type: none"> • 15 mph for bicycles
Throughway	<ul style="list-style-type: none"> • 8' minimum width if pedestrian only • 12' minimum width if pedestrian and bike (with the exception of Pedestrian/Bicycle Paths); • 20' width if pedestrian, bike and emergency access (required minimum for Pedestrian/Bicycle Paths)
Buffer on outside edges of throughway	<ul style="list-style-type: none"> • Minimum 4' landscaped area, may include periodic seating within this area • Desirable minimum width of 6' where seating is provided in order to provide landscaping "behind" seating • Desirable minimum width of 8' where trees are planted
Trees	<ul style="list-style-type: none"> • Not required, but desirable to provide periodic shade and a human scale to the pathway • Tree wells and planter areas with minimum dimension of 4' • Should be located and maintained to allow for visual access into and through the pathway for security purposes • See tree standards for acceptable species
Light Levels	<ul style="list-style-type: none"> • Horizontal light level range at ground level, minimum maintained average: 0.4 to 1 fc • Uniformity ratio range, average/minimum: 4 to 6 fc
Bike Access	<ul style="list-style-type: none"> • Generally allowed
Emergency Vehicle Access	<ul style="list-style-type: none"> • Include where required in order to provide needed access for emergency vehicles to adjacent uses and through the circulation network
Seating	<ul style="list-style-type: none"> • Seating can include benches or seat walls • Given the relatively narrow width of the pathway, movable seating is not recommended • Fixed seating must be located in the buffer area outside of the throughway • Seat walls and benches should generally be parallel to the pathway with a clearance to ensure access and seating activities will not block the throughway

Table 7.09
Pedestrian and Pedestrian/ Bicycle Path Standards

G. STREET TREE STANDARDS

The City's Urban Forest Master Plan was used as a starting point for developing a street tree list for the circulation network within the Bergamot Area Plan. Revisions have been made in consideration of the street designs that have been developed for the Area Plan and to provide additional alternative trees for use should potential green infrastructure elements be developed as part of the street improvements. Trees in green infrastructure elements typically need to accept periodic inundation of their root systems (i.e.; "wet feet"). See Table 7.10 for the recommended street tree list.

Street	Street Segment	From	To	Existing Species	Recommended Replacement	Alternate Species	City Urban Forestry MP Comments	Bergamot Area Plan Comments	Height x Width
154	26th St.	Colorado Ave.	Olympic Blvd.	East side of street: Cupaniopsis anacardioides West side of street: Washingtonia robusta (mexican fan palm)	Washingtonia robusta (mexican fan palm)		Create tree wells. Determine route for Expo Line.	Establish Washingtonia robusta (mexican fan palm) on east side as redevelopment permits	
155	26th St.	Olympic Blvd.	Cloverfield Blvd.	Phoenix canariensis	Phoenix dactylifera (date palm)				
218	Cloverfield Blvd.	Colorado Ave.	Michigan Ave.	Phoenix dactylifera, Tipuana tipu in median	Phoenix dactylifera in tree wells Tipuana tipu (rosewood) in median				
224	Colorado Ave.	26th St.	Centinela Ave.	Ficus spp.	Ficus microcarpa (chinese banyan)		Infrastructure improvements to accommodate the Ficus trees will be requested		
240	Exposition Blvd.	Stewart St.	Centinela Ave.	Podocarpus macrophyllus	Geijera parvifolia (austalian willow)				
299	Michigan Ave.	Cloverfield Blvd.	Dead end @ Bergamot Station	Washingtonia robusta (mexican fan palm) North side of street: Lophostemon confertus (Brisbane box)	To Be Determined through Michigan Avenue Neighborhood Greenway Project				
307	Nebraska Ave.	Stewart St.	Centinela Ave.	No trees currently exist on the street segment	Primary tree: Platanus x. Acerifolia (Morton Circle)		GHG segment	Platanus x. acerifolia replaces UFMP recommendation for Platanus racemosa	
New Street Segment	Nebraska Ave.	Street A	Stewart St.		Primary tree: Platanus x. acerifolia (Morton Circle) Secondary tree: Agonis flexuosa			Agonis flexuosa should be interspersed in a non linear pattern, if at all	Primary: 75'x30' Secondary: 15'x10'
New Street Segment	Nebraska Ave.	26th St.	Street A		Primary tree: Platanus x. acerifolia (Morton Circle) Secondary tree: Agonis flexuosa			Agonis flexuosa should be interspersed in a non linear pattern, if at all	75'x30'
331	Olympic Blvd.	Cloverfield Blvd.	26th St.	Pedestrian Realm: Melaleuca quinquenervia Median: Erythrina caffra (Coral tree)	Pedestrian Realm: Melaleuca linariifolia (flaxleaf paperbark) Median: maintain existing and supplement with new Erythrina caffra (Coral tree) as needed				

Table 7.10
Street Tree List



Street	Street Segment	From	To	Existing Species	Recommended Replacement	Alternate Species	City Urban Forestry MP Comments	Bergamot Area Plan Comments	Height x Width
332	Olympic Blvd.	26th St.	Centinela Ave.	Pedestrian Realm: Melaleuca quinquenervia Median: Erythrina caffra (Coral tree)	Pedestrian Realm: Melaleuca linariifolia (flaxleaf paperbark) Median: maintain existing and supplement with new Erythrina caffra (Coral tree) as needed				
348	Pennsylvania Ave.	26th St.	Stewart St.	Melaleuca quinquenervia	Koelreuteria p. JFS-Sunleaf (Summerburst Golden Rain tree)		GHG segment	Platanus seems large for 50' R.O.W. street New Tree: Genus/species on City list, but not cultivar	30'x30'
New Street Segment	Pennsylvania Ave.	Stewart St.	Stanford St.		Ulmus parvifolia (Emeral Prairie Elm)			Genus/species on City list, but not cultivar	30'x30'
349	Pennsylvania Ave.	Stanford St.	Centinela Ave	Jacaranda mimosifolia, Magnolia grandiflora, Brachychiton populneus	Jacaranda mimosifolia (Jacaranda)				
372	Stanford St.	Colorado Ave.	Nebraska Ave.	Casuarina Callistemon citrinus	Tipuana tipu (rosewood)	Stormwater alternative: Celtis occidentalis (Common Hackberry)		Consider planting in a bulb-out. Very wide canopy - good for distinctive monument tree	Tipu: 30'-100'x20'-50' Hackberry: 65'-70'x50'
New Street Segment	Stanford St.	Nebraska Ave.	Olympic Blvd.		Tipuana tipu (rosewood)	Stormwater alternative: Celtis occidentalis (Common Hackberry)		Consider planting in a bulb-out. Very wide canopy - good for distinctive monument tree	Tipu: 30'-100'x20'-50' Hackberry: 65'-70'x50'
373	Stewart St.	Colorado Ave.	Kansas Ave.	Tristania laurina, Eucalyptus amplifolia	Lophostemon confertus (Brisbane box) Eucalyptus amplifolia (Cabbage gum)	Lophostemon confertus (Brisbane box)	Eucalyptus to be planted in the larger parkways		
New Street Segment	Franklin St.	Nebraska Ave.	Olympic Blvd.		Ulmus parvifolia (Emeral Prairie Elm)				20'-40'x15'-35'

Table 7.10 continued

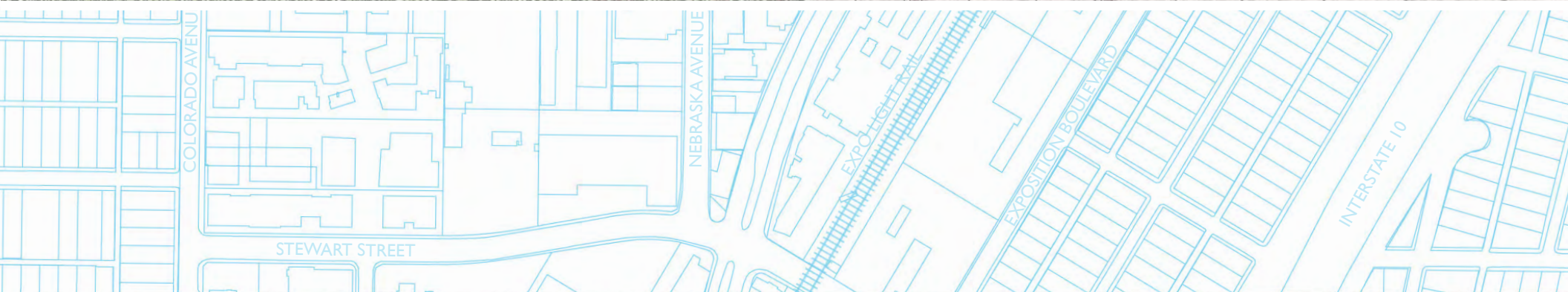
Street	Street Segment	From	To	Existing Species	Recommended Replacement	Alternate Species	City Urban Forestry MP Comments	Bergamot Area Plan Comments	Height x Width
New Street Segment	Berkeley St.	Pennsylvania Ave.	Nebraska Ave.	Predominately Ulmus parvifolia "Drake" (Evergreen Chinese Elm)	Ulmus parvifolia "Drake" (Evergreen Chinese Elm)	Swale Alternate Tree: Celtis occidentalis (Common Hackberry)		Stormwater species approved by UFTF	Alt.: 65'-70'x50'
New Street Segment	Berkeley St.	Nebraska Ave.	Olympic Blvd.		Ulmus parvifolia "Drake" (Evergreen Chinese Elm)	Swale Alternate Tree: Celtis occidentalis (Common Hackberry)		Stormwater species approved by UFTF	Alt.: 65'-70'x50'
New Street Segment	Street A	Pennsylvania Ave.	Olympic Blvd.		To be determined through development agreement negotiations and future meetings with UFTF.				
New Street Segment	Street B	Nebraska Ave.	Olympic Blvd.		Michelia doltsopa (Silver Cloud Magnolia)	Stormwater alternative: Koelreuteria p. JFS-Sunleaf (Summerburst Golden Rain tree)		Stormwater species approved by UFTF	15'-20'x20'-25' Alt. 30'x30'
New Street Segment	Street C	Pennsylvania Ave.	Nebraska Ave.		Rhus lancea	Stormwater alternative: Koelreuteria p. JFS-Sunleaf (Summerburst Golden Rain tree)		Stormwater species approved by UFTF	40'-50'x25' Alt. 30'x30'
New Street Segment	Street D	26th St.	Michigan Ave.		Fraxinus oxycarpa Raywood (Raywood Ash)				40'-50'x25'-30' (25'-35')
New Street Segment	Street F	Colorado Ave.	Nebraska Ave.		Ulmus parvifolia "Drake" (Evergreen Chinese Elm)	Stormwater alternative: Celtis o. JFS-KSUL (Prairie Sentinel Hackberry)		Stormwater species approved by UFTF	15'-25'x10'-20', Alt: 45'x12'
New Street Segment	Street J	Stewart St.	Stanford St.		Eucalyptus leucoxydon Rosea (Red Flowering Yellow Gum)	Stormwater alternative: Koelreuteria p. JFS-Sunleaf (Summerburst Golden Rain tree)		Stormwater species approved by UFTF	40'-50'x25' Alt.: 30'x30'

Table 7.10 continued



Street	Street Segment	From	To	Existing Species	Recommended Replacement	Alternate Species	City Urban Forestry MP Comments	Bergamot Area Plan Comments	Height x Width
N/A					Tree List for Pedestrian Paths				
					Pyrus calleryana "Glen's Form" (Chanticleer Pear)			Genus in City list, but not cultivar	40'x15'
					Chionanthus retusus (Chinese Fringe Tree)				20'x15'
					Heteromeles arbutifolia (Toyon)				20'x15'
					Lagerstroemia indica "Muskogee" (Crape Myrtle)	Lagerstroemia indica "Natchez" (Crape Myrtle)		Muskogee = lavender, or Natchez = white	15'-20'x15' Alt.: 25'-30'x20'
					Cercis occidentalis (Redbud)				15'x10'
					Myrica californica (California Myrtle)			Can be used in stormwater element	25'-30'x20'

Table 7.10 continued



IMPLEMENTATION





Implementation

The strength of a plan lies in its implementation. For the Bergamot Plan area, the implementation strategy is a critical and integrated plan component describing a long-term timeline for achieving the Plan's goals and objectives. This section comprises the Plan's implementation strategy and identifies the range of funding mechanisms and programs that can be used to implement the Plan's many facets. This strategy also includes benchmarks for the City to use in monitoring implementation progress over time to ensure progress on achieving the Plan's vision while enabling implementation approaches to remain flexible in light of changing markets conditions and funding availability.

A primary responsibility for making most of the future improvements in the Bergamot Plan area will be borne by private sector development activity. Guided by the development standards and guidelines included in this Plan, Santa Monica's citywide development policies, and the Community Benefits program established by the LUCE and refined in this plan, these development projects will each incrementally contribute to establishing a high quality place whose value will be much greater than it would be without



Incremental change will mark the Bergamot Plan area over the next 20 years. A change of uses, street character and connections to transit, like the Expo Light Rail, will improve the way the district functions for many users.

these coordinated efforts. This powerful combination of standards, impact fees, and other funding mechanisms that will apply to all future development; and Community Benefits that will be generated by large projects exceeding a certain density threshold (see the Land Use section in Chapter 4) ensures that as development in the Bergamot Plan area proceeds, there will be a clear balance between individual property owners' rights and the overall community health and well-being.

It is also incumbent on the City to pursue an array of funding sources and financing mechanisms to implement some of the larger public improvements included in this Plan. These mechanisms are complex and are tied to many factors outside the control of the City of Santa Monica, including market and economic cycles, state and federal public sector funding availability, etc., precluding the ability to immediately establish a detailed timeline for building every identified improvement. Therefore, this implementation strategy focuses on identifying the range of potential mechanisms available for delivering all of the major improvements necessary to realize the core elements of the Plan's vision and prioritizing an initial set of investments and programmatic activities that will set the stage for long-term implementation. This implementation strategy will be revisited on a regular basis for as long as the City's involvement is required, to ensure that the Plan's desired outcomes are being achieved.

Infrastructure: Going for Gray, Green and Gold

Gray Infrastructure

This category includes streets, sidewalks, bike lanes, utilities, stormwater and structured parking facilities

Green Infrastructure

This category includes street trees, parks and open space areas that restore land for recreation, water filtration and landscaping

Gold Community Facilities

This category includes affordable housing, community centers, health clinics, day care centers and other valued community facilities



Figure 8.01
Infrastructure Definitions

Implementing the Bergamot Area Plan will primarily focus on adding the infrastructure necessary to support the Plan's goals and policies as defined in Chapter 4. The infrastructure improvements envisioned in the Plan can be divided into three main categories as shown in Figure 8.01. Although these infrastructure categories are not completely

mutually exclusive, considering each infrastructure type separately begins to suggest the range of funding and financing options available for each improvement type. For example, infrastructure improvements that produce a revenue stream, like a sewer connection fee, are easier to finance than improvements that generate no revenue.

A. FUNDING, FINANCING, AND OTHER IMPLEMENTATION MECHANISMS

Funds for implementing the Plan will come from multiple sources, and rely upon several different financing tools. In the past, the City has successfully leveraged private development to fund public improvements through the use of impact fees and development agreements. But, while these tools will certainly be a major part of the implementation framework for the Bergamot Area Plan, a broader set of mechanisms will also be required to undertake the full range of improvements proposed for the 140-acre planning area. Each funding and financing mechanism, including community benefits, that could potentially be deployed to implement the plan has a different structure such as what rules dictate how the mechanism can be put in place, when payments are collected, and what funds can be used for. Understanding these rules and knowing which tool to use when and for what purpose will be a critical part of the ongoing activities associated with ongoing plan implementation.

1. The LUCE and Community Benefits

Historically, the City has negotiated community benefits on a project-by-project basis; however, the Bergamot Area Plan will be the City’s first opportunity to apply the LUCE community benefits structure to the implementation of a district-wide plan. This approach allows the City to create greater synergies among individual development projects and use each incremental development project to assist in achieving the Area Plan’s overarching goals. The Bergamot Area Plan, in turn, provides the development community

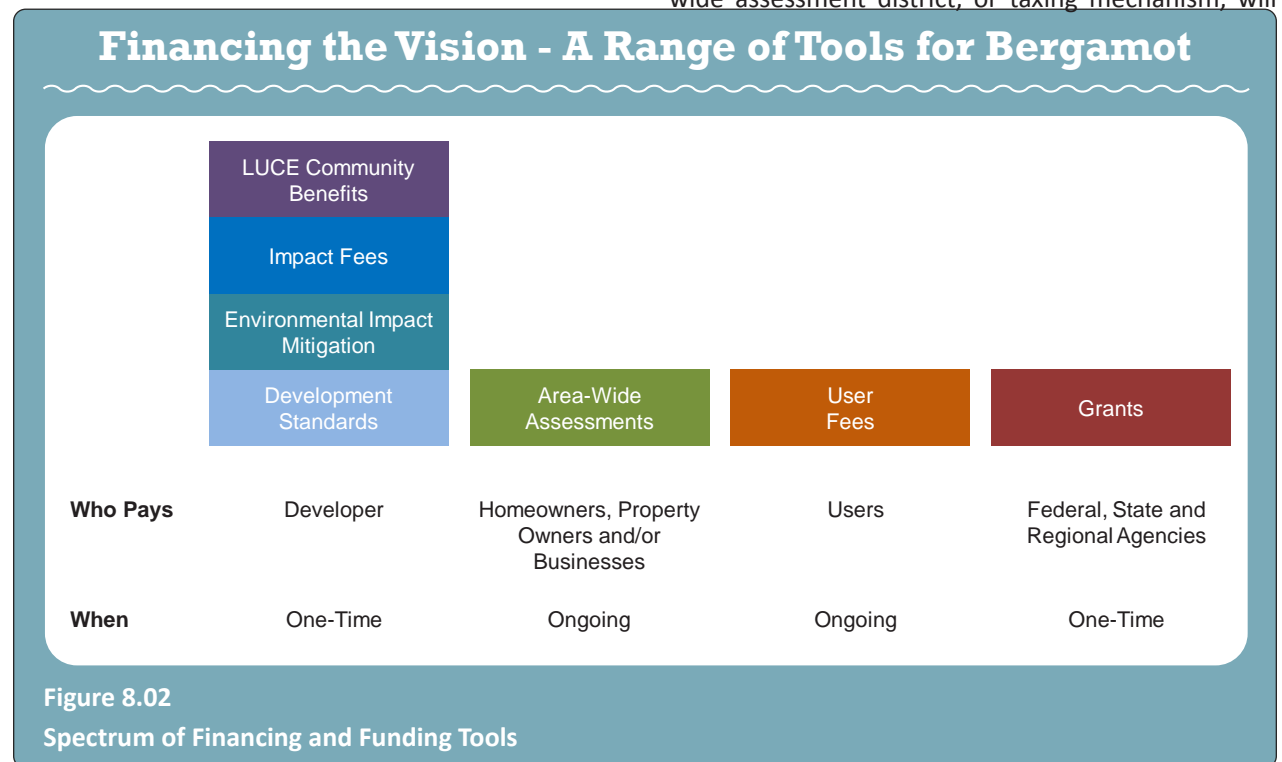
with a level of predictability around the desired community benefits associated with opportunity sites throughout the plan area. As projects in the Bergamot Plan area come forward for Planning review, City staff will work with applicants to ensure that the community benefits offered to justify the additional height and intensity match the Plan priorities and achieve its goals.

This Plan identifies specific infrastructure projects and programmatic activities that match its priorities (see Section a(iv), below) and where the community benefits process will make a significant contribution

towards completing these projects. But one need only to scan through the complete list of these improvements to understand clearly that these improvements and activities are more extensive than could ever be provided just through community benefits alone.

2. “Spectrum” of Funding and Financing Mechanisms

Beyond community benefits, the City of Santa Monica has several other tools at its disposal to pay for many of the improvements envisioned in the Area Plan. One of these mechanisms, known as impact fees, has already been established by the City through existing policies. Other mechanisms, such as an area-wide assessment district, or taxing mechanism, will



have to follow a prescribed establishment process that will occur outside of the Bergamot Area Plan adoption process. Each of the major funding sources is described below and Figure 8.02 shows how these sources work as a complete “spectrum” of opportunity for Plan implementation.

a. Developer Contributions

The far left column of Figure 8.02 illustrates the multiple mechanisms used to ensure that developers contribute to area improvements in a manner that is commensurate with project impacts. The three bottom mechanisms, development standards, environmental impact mitigation, and impact fees, represent the baseline of what a developer is required to provide as part of any development project in Santa Monica, regardless of the proposed project height. The top layer, community benefits, is provided by projects that exceed the LUCE base height threshold for the community benefits program. Each of these mechanisms is described in detail below.

i. Development Standards

Development standards regulate a project’s land uses, height, density, bulk, parking requirements, on-site circulation, on-site open space and other features. The standards provided in this plan and those in the City’s zoning ordinance must be satisfied in order for a project to be granted approval. Projects can gain approval either by meeting established development standards or through the Plan’s Flexible Standards provision. This provision allows and encourages projects with innovative architectural or design elements to vary

from established development standards, subject to City approval. Development standards can significantly shape the interface between private buildings and the public realm.

ii. Environmental Impact Mitigation

The environmental review process requires the analysis of a project’s environmental impacts and the identification of measures to reduce or eliminate these impacts. As a requirement of approval, developers may be required to undertake a number of mitigation measures, such as off-site traffic mitigation as defined by the California Environmental Quality Act (CEQA). These are not “Community Benefits” in the LUCE sense – they are direct mitigation of impacts resulting from the project.

iii. Development Impact Fees

Impact fees are one-time fees imposed on new developments to ensure that new development pays for facility and infrastructure improvements necessary to directly support proportional demand created by that project. Based on the Mitigation Fee Act, a nexus study must be conducted to establish the connection between new development, the proposed improvements and the fee level; and each project must pay only its proportional share of the cost for any facility. Fee revenues cannot be used to fund existing deficiencies in infrastructure.

In-lieu fees are a type of impact fee that gives developers the option to pay a fee to satisfy a requirement that would otherwise need to be provided onsite. One such example is the affordable housing in-lieu fee, which Santa Monica has long offered as an alternative to providing on-site affordable housing in certain residential projects, depending on their size and location. The City

is currently developing and analyzing additional or updated impact fees for Council consideration.

The City of Santa Monica currently charges several impact fees, listed below.

- 1) Affordable Housing Production Program (update anticipated for commercial uses)
- 2) Childcare Linkage Program
- 3) Cultural Arts Program
- 4) Parks and Housing Fees (update anticipated)
- 5) Parks and Recreation Facilities Tax
- 6) Transportation Impact Fee (new fee anticipated)

In some cases in the Bergamot Plan area, it may be advantageous for projects to propose to combine impact fees with additional funding as a community benefit to provide a complete facility. For example, the proposed traffic impact fee would only charge developers 50 percent of the total cost of proposed road improvement whereas the other 50 percent of the cost could be covered through community benefit contributions and the desired new street could be installed on or adjacent to the project site.

iv. Community Benefits

Community benefits are developer contributions to plan implementation that exceed the baseline features required through development standards, environmental mitigation measures and impact fees. A voluntary program, community benefits are required of any new development that opts to exceed the base height or FAR established in the LUCE. Community benefits can be used to fund any number of different improvements, ranging from streetscape

enhancements to shared parking facilities, and may be used in conjunction with other funding and financing mechanisms where necessary.

As part of the planning process, community members have had the opportunity, through two public workshops, one held in 2009 and the other in 2012, to identify their top priorities for improvements to be provided in the Bergamot Plan area using Community Benefits. The following have been determined to reflect the most highly needed amenities:

- 1) Cultural arts facilities/programs
- 2) Affordable/Workforce house
- 3) Public open space and recreation areas
- 4) Shared parking and enhancements to transit and the road network with the aim of overall vehicle trip reduction
- 5) Social services programs and facilities

It will be particularly important to strategically negotiate for projects to provide those benefits with limited alternative eligible funding sources that are highly desired in the project area, for example: cultural arts facilities and the provision of an office near the Expo Station to headquarter the Transportation Management Association (TMA).

b. Assessment Districts

The various forms of developer contributions described above will not be sufficient or appropriate to pay for all types of desired improvements that are necessary to implement the Bergamot Area Plan. And,, the benefits associated with plan improvements do not accrue solely to new development. Therefore, assessment districts allow a greater range of beneficiaries,

including existing property and business owners, to contribute to the successful implementation of the Bergamot Area Plan.

Assessment districts (such as Mello-Roos Community Facilities Districts (CFD), and Infrastructure Financing Districts (IFD)) are special taxing districts established to provide an ongoing funding stream that can be used either as a financing mechanism to repay debt, or be accrued until sufficient funds are available to make a given improvement. Assessment districts can levy an assessment against a range of participants as defined through the legal mechanism used to establish the district. For example, some districts only levy a charge against commercial businesses or properties, while others can include residential properties.

In establishing assessment districts in the Bergamot Plan area, it will be important to strategically assess the amenities that are urgently needed and/or will provide the greatest benefit and garner the most support of area property owners and businesses, as they require a majority vote of the impacted parties. Some potential assessment districts may provide funding for street lighting, streetscape, sewer upgrades, district activities (such as regular farmers' market, street fairs, or other events) and more.

c. Other Sources

i. User Fees

User fees are charged for the use of public facilities and infrastructure and can be used to cover operating and capital expenses. Existing utility fees, such as sewer and water, are one type of user fee. In Santa Monica,

for example, sewer capital facilities fees are charged on a per-unit or per-square foot basis and contribute to the ongoing capital costs associated with the local sewer system. The fees do not, however, cover expansion of the sewage system associated with large-scale development. Transportation Management Associations (TMAs), such as CommuteSM, represent another form of user fee. Funded by business and property developer membership fees, CommuteSM provides free transportation services to local residents, visitors and workers.

ii. Grants

Various federal, state and regional programs distribute grant funds for public improvement projects. For example, the Bergamot Area plan is likely to be competitive for federal transportation funds, which can be used to make local improvements for bicycle and pedestrian facilities such as those included in the Area Plan. Funds are typically awarded on a competitive basis through programs run by regional transportation agencies, such as Metro, or metropolitan planning organizations, such as the Southern California Association of Governments (SCAG). Although grant funding can be an important component of plan implementation, it is important to note that grants are not a predictable or reliable source of ongoing funding. Opportunities for grant funding should be inventoried and tracked over time, including application deadlines, requirements, and notices of funding availability (NOFAs), and matched with improvements most likely to be competitive for each particular funding opportunity.

Assessment Districts - A CFD for the Bergamot Plan Area

One financing tool that could be used to help pay for many types of public improvements in the Bergamot area is a community facilities district (CFD). This mechanism would be used to levy special charges against property or land within the district based on the amount of land or built space each property owner has in the district, rather than on the level of benefit each property receives from the facilities provided by the district, or on the total assessed value of any given property in the district. Forming a CFD requires a 2/3 majority of the area's qualified electorate, if the number of registered voters in the area is greater than 12, or 2/3 of land owner votes weighted by area owned if there are fewer than 12 registered voters in the area.

Here is how a Bergamot Area Plan CFD could work: the assessed levy in the Bergamot area could be set at \$0.05 to \$0.10 per square foot of land for each parcel in the district (5.2 million square feet excluding streets and other public right of way, but not excluding land owned by non-profit or tax exempt entities). Using these rates, the district would generate approximately \$260,000 to \$520,000 of revenue on an annual basis. If the City were to float a bond against these revenue streams, i.e., borrow against future revenues, the district could support approximately \$2.6 to \$5.2 million of debt assuming a 30-year bond term.

Alternatively, the CFD might be levied against built space rather than property. In this case, the initial annual revenues might be slightly lower than those generated by a property based levy, given the large amounts of surface parking in the area now, but over time, revenues would steadily increase, perhaps eventually bringing in more than \$750,000 annually, enough to fund a \$7.5 million 30-year bond.

While this demonstrates that a CFD can bring the district a significant amount of money for improvements, it is clearly only a piece of the infrastructure funding puzzle when compared to the cost of some of the Area Plan's infrastructure needs. For example, if the City were to purchase approximately 1.75 acres of land to build a park, just the land purchase alone could cost as much as \$13.3 million based on a sales value of \$175 per square foot (note: the land cost is difficult to assess as there have been virtually no property transactions in the area over the past few years, this assumption comes from a 2009 appraisal, so cost will vary depending on market conditions).

In any case, it is recommended that the City pursue the formation of an assessment district in Phase I of the Implementation Plan.

iii. Capital Improvement Program

Public works projects identified in the Bergamot Area Plan as highest priorities need to be included in the City of Santa Monica's Capital Improvement Program. This program uses some portion of the City's General Fund and special fund revenues, sometimes supplemented or matched by other sources listed above, to pay for ongoing improvements, including maintenance, to City facilities such as local streets. Projects for earliest inclusion in the Capital Improvements Program in the next three to five years include improvements to the Nebraska/Stewart/Olympic intersection, Olympic Boulevard street crossing(s), and streetscape improvements along Nebraska Avenue.

3. Funding/Financing Strategy

The matrix shown in Figure 8.03 indicates which tools can be applied to broad improvement categories and summarizes all of the improvements envisioned in the Area Plan. These categories are shown in the first column with the remaining columns indicating the individual funding/financing mechanisms that could be used to provide each improvement.

The goal of the matrix is to show the range of possibilities, rather than to identify the exact tool or set of tools that will be used for each improvement. Implementing the Bergamot Area Plan will occur incrementally over time and as such, the conditions under which implementation will occur will also change. As projects are built, market cycles ebb and flow, and various sources of outside funding become available or go away; the City will need to continuously monitor and update this implementation strategy.

Table 8.01
Improvement Categories Matrix

	DEVELOPER CONTRIBUTIONS				OTHER AREA-BASED STRATEGIES	OTHER SOURCES
PROPOSED IMPROVEMENTS	Development Standards	CEQA Mitigations	Impact Fees	Community Benefits	User Fees / Assessment Districts	City funds, grants, etc.
Street Network						
New street right-of-way and functional improvements	X	X	X	X	X	X
New or existing streets: enhancements including furniture, lighting, street trees, bike facilities	X		X	X	X	X
Street intersection improvements required by mitigation		X				
New crossings at existing streets		X	X	X	X	X
Open Space						
New open space provided at private projects	X			X		
Improvements to existing open space			X	X	X	X
New neighborhood park			X	X	X	X
Land Uses						
Desired retail uses such as cafes, dry cleaner, bank, small grocery	X					
Community facilities such as childcare, senior center, meeting space			X	X	X	X
Circulation and Mobility						
TDM/TMA costs	X		X	X		X
Shared parking	X					
Big Blue Bus: physical improvements, bus stops, real time notification			X	X		X
Bike stations, bikeshare	X	X	X	X	X	X
Arts and Culture						
Arts support - live/work spaces, non-profit galleries	X			X		X
Public art at focal points			X	X	X	X
Economic Sustainability						
Affordable housing	X		X	X	X	X
Workforce housing	X			X		
Affordable creative workspace				X		
Creative enterprise incubator				X		X
Dark fiber/wireless internet					X	X
Utility Infrastructure						
Area-wide sewer/water/stormwater improvements	X	X	X		X	X
Electrical undergrounding				X	X	X
On-site sewer/water/stormwater	X	X				
On-site electrical undergrounding	X					

The matrix illustrates several key points.

- Some improvements may be completed through a single existing mechanism. For example, development standards establish minimum requirements for on-site open space.
- Some improvements may need to be funded by several different mechanisms. For example, while development standards require that developers provide basic infrastructure for new streets, additional enhancements such as public landscaping and street furniture may need to be funded through a community benefits program, an assessment district, and/or the City's capital improvements program.
- There may be some trade-offs involved in making implementation decisions. For example, improvements that leverage the opening of Expo Line in 2016 - such as streetscape and circulatory improvements along Nebraska, Olympic and Stewart – will have the greatest impact if completed in the near term, and therefore take precedence over longer term improvements, which will be implemented as additional resources become available. The timing of improvements is discussed in more detail in the Plan Implementation Phasing section, which follows.
- A key implementation tool will be creation of an area-wide assessment district or other mechanism for collecting levies necessary to pay for a variety of improvements including possible sewer upgrades and particularly streetscape enhancements and activities that can strengthen the creative atmosphere of the district. Creating such a taxing

A Phased Approach to Implementation

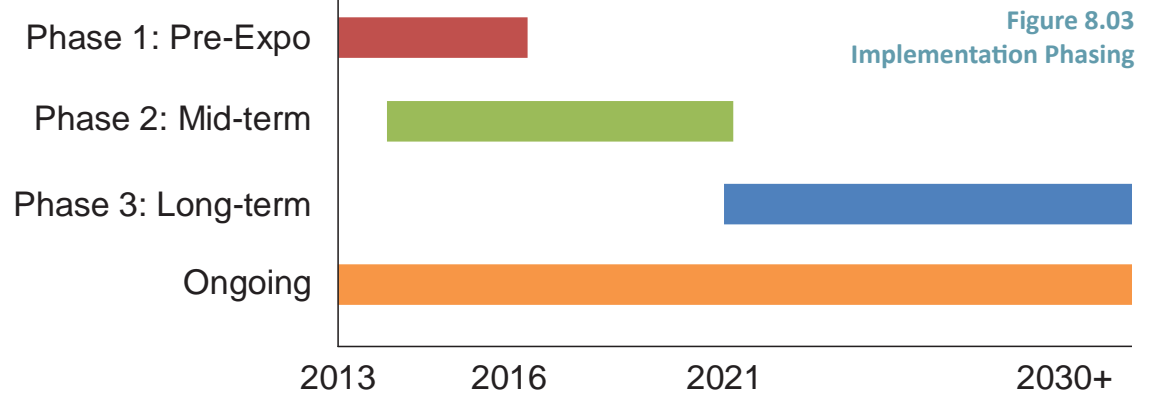


Figure 8.03
Implementation Phasing

The Bergamot Area Plan assumes that implementation will occur over an extended period of time. Figure 8.06 (page 230) shows a map of the capital improvements included in the near-term that contemplate creating necessary connections throughout the district to the broader Santa Monica community. As new opportunities arise, the Plan will pursue additional improvements to infrastructure, landscaping and lighting, streetscapes and many other district enhancements.

district will require work beyond Area Plan adoption and this process should be initiated as soon as possible.

4. Plan Implementation Phasing

Plan implementation will occur over an extended period of time and will be driven by various catalytic events, such as the Expo Line opening in 2016 and other major development projects coming on line some time probably after 2016. To reflect the incremental nature of the process, and to better understand when certain improvements should or could be made, Plan implementation has been broken into three phases. For discussion purposes, the phases are identified as

three separate and discrete time periods. However, in reality, these phases may be overlapping, and/or their timing may be different, depending on such variables as development timing and funding availability from non-development driven sources. The three phases are tied to the best understanding at the time of plan adoption as to when specific catalytic events will occur. However, it is more than likely that as things progress, the activities assigned to various phases may shift around. In addition, there are ongoing activities such as maintenance and monitoring that may span the life of the specific plan. Plan implementation phases include:

- Pre-Expo (through 2016): This timeframe will include the very short-term measures

necessary to prepare the study area for the arrival of the Exposition line, lay the groundwork for new development and begin to establish long-term funding and financing mechanisms.

- **Mid-term (before 2021):** This period encompasses those improvements that will primarily be associated with and/or funded by new development. The timing of these improvements will be closely tied to the timing of new development construction; although some improvements may occur as soon as 2014, the majority will likely occur in the mid-term (2016 – 2021). This timeframe will also include initial improvements funded by the financing and management mechanisms set up previously, such as the assessment district or transportation management association (TMA).
- **Long-term (2021 and beyond):** Long-term improvements will be funded by later development projects and the established funding and management mechanisms.
- **Ongoing:** Ongoing improvements include those programs which will span life of the specific plan, including ongoing monitoring and maintenance.

a. Phase 1 Implementation Activities: 2013-2016

Phase 1 is primarily focused on establishing the creative cultural vision and preparing for connectivity with the Expo Line opening in 2016 as this will be the first major transformative project to reach completion in the area. All Phase 1 implementation activities are geared towards two key objectives: 1) begin to put in place the long-term funding and financing mechanisms and organizational structures that will ensure long term plan implementation; 2) start to visually develop the creative identity of the Plan area and build out the most basic improvements that will allow for greater connectivity

between the Bergamot Expo Station and the rest of the area, including improved bicycle connections into the area and to other parts of the city. The implementing actions necessary during this phase are primarily focused on starting up such functions as the TMA, creating an area wide assessment district, putting the parking plan implementation process in place, etc. At the same time, in this early phase, enhancing the identity of the area as a creative, innovative engine can be done through art installations such as planned Olympic median rotating sculpture exhibits, artwork and signage to identify the Art Center during Expo construction, and preparation of cultural programming that will be ready to take place once the station is open. Phase I capital improvements will include projects for which funds have already been committed and lower cost improvements that will facilitate the most basic connectivity to the Bergamot Expo Station to ensure pedestrian and bike safety, including betterments that the City is contributing to the Expo Line station area. Key projects would include several new crossings at different points along Olympic as well as adding more bike facilities. Expo’s development of the “buffer park” adjacent to the Expo maintenance yard is also included in Phase I.

A full list of Phase 1 implementation projects with individual project descriptions and “order of magnitude” costs is shown in the Implementation Matrix (Figure 8.05) with Figure 8.06 showing a map of the capital improvements.

b. Phase 2 Implementation Activities: 2016-2021

During Phase 2, it is anticipated that some of the private development projects could be underway or complete in the Plan Area, based on community review

and entitlement processes that occurred during the first phase. Therefore, the implementation actions anticipated for this phase focus on many capital improvements, including completing various street connections through the Area, but also adding landscaping and other enhancements to some of the basic pedestrian and bike improvements made during Phase 1. Although it will also be necessary to initiate some additional implementation activities in this timeframe, these actions will mostly build on existing organizational structures and/or will primarily enhance existing services in the area. Figure 5 shows the anticipated projects and project descriptions for Phase 2. Note that costs for these projects have been omitted as the timing is uncertain enough that any cost information would be too speculative to be meaningful.

c. Phase 3 Implementation Activities: 2021 and Beyond

Phases 1 and 2 include many of the highest priority improvements called for in the Plan, such as the construction of the Expo Line station and connectivity improvements in Phase 1 and the construction of the Bergamot Art Center and new public plaza in Phase 2. These phases also include the set-up and early implementation of new financing mechanisms such as assessment districts, additional impact fees and the refinement of the community benefits program. Once set up, these new mechanisms, together with later development projects, will fund and finance Phase 3 implementation activities – those which are anticipated to occur in 2021 and beyond. Phase 3 improvements may include the completion of projects initiated in earlier implementation phases, such as the construction

Table 8.02 Implementation Phasing

Improvement	Description	Rough Cost Estimate (Capital Projects Only)
Pre-Expo Opening (up to 2016)		
Immediate Implementation Actions		
Determine ongoing management structure for implementing the Plan	Establish adequate staff and foster partnerships needed for implementation.	
Set up TMA structure	Management, financing, operations, location. Start with vanpool, carshare, bike to work, BBB connections to Phase 1 Expo Stations.	
Parking Plan Implementation	Shared use of existing off-street surface spaces. Commitment from Developers to provide new shared parking spaces in development agreements.	
Begin process to define Assessment District	Lighting, landscaping, sidewalks, sewer, undergrounding utilities	
Negotiate Development Agreements with pipeline projects	Conformance with Area Plan and Community Benefits, and implementation of Phase 1 priority capital improvements	
Facilitate one new Affordable Housing project by outside Non-Profit agencies	Very low- and low-income	
Bergamot Art Center Development Project	Select partner, additional outreach, design and concept approval	
Negotiations and coordination	City Yards/Bergamot coordination on parking and access, bike path	
Economic Development outreach	Buy Local, Green Business Certification, promote creative/arts business ecology (communication, sharing, etc.), support Alliance. Promotion of Dark Fiber.	
Committed Projects		
Implement All Committed Projects	Buffer Park at Expo yard	Funded by City \$4,000,000
	Expo Station	Funded by Expo
	Expo Bike/ped path	
	Centinela Streetscape - Expo bike/ped crossing	
	Stewart Streetscape - Expo bike/ped crossing	
	26th Streetscape - Expo bike/ped crossing	
	Cloverfield Streetscape - Expo bike/ped crossing	
	Olympic Streetscape - Stewart to 26th South Side - Expo	
	Bikeshare at Bergamot art center	Grant Funded
City bikeshare docking stations at 3 district locations		
Capital Improvement Related		
Pedestrian Improvements - Olympic near Expo	Two new pedestrian crossings and sidewalks along Olympic - design and construction	\$1,750,000
Olympic Crossing near New Roads school	Include bus bulb-outs and bus stops - design and construction	\$112,000
Nebraska Streetscape - from Centinela to Stewart	Flex Street (1,350') and Shared Street (350') types - design and construction	\$5,200,000
Nebraska - undergrounding of utilities from Centinela to Stewart	Design and construction	\$3,750,000
Nebraska/Olympic/Stewart intersection	Design and construction	\$820,000
Stewart Streetscape - bike lanes from Colorado to Exposition	Design and construction	\$46,000
26th Streetscape - bike lanes from Colorado to Olympic	Design and construction	\$35,000
Pennsylvania Streetscape - two-way conversion	Design and construction	\$15,000
Exposition Streetscape - sharrows from Centinela to Stewart	Design and construction	\$36,000
Area Wide Fiber-optic extensions - Nebraska, 26th, Stewart, Stanford, Centinela/Exposition	Design and construction	\$276,000
New Park Site at 1701 Stewart	Explore	
Subtotal		\$12,040,000

Table 8.02 Implementation Phasing (continued)

Improvement	Description	Rough Cost Estimate (Capital Projects Only)
Mid-term 2016-2021		
Implementation Actions		
Area-wide shuttle to meet demand	Fund and implement	
TMA expansion	Expand TMA to be local driven	
Arts and culture	Additional arts programs and events	
Capital Improvement Related		
Berkeley streetscape	Design and construction	\$1,660,000
Sewer line improvements	Design and construction	\$2,600,000
Bergamot Art Center Development Project	Construction	
Bergamot Art Center Station Plaza	Design and construction	
New "A" Street - from Olympic to Nebraska	Design and construction	
Nebraska Extension - from Stewart to 26th	Design and construction	
Bike center at Expo station	Design and construction	
New park site at 1701 Stewart	Explore - seek acquisition-agreement	
Establish area-wide assessment district	Implement in early years	
Olympic Crossing at "H" Street (New Roads) with new bus stops	Construction	
Long Term 2021 to 2030		
Implementation Actions		
Capital Improvement Related		
Stanford streetscape	Design and construction	
Olympic electrical undergrounding	Design and construction	
New park site at 1701 Stewart	Acquisition-agreement	
Ongoing Activities		
Implementation Actions		
Monitor Plan implementation and performance	Mode split, VMT, transit ridership, land use mix	
Economic Development support		
Arts/culture events and investment		
Expansion of transportation options/service		
Monitor and adjust parking plan and implementation		
Ongoing Maintenance		
Parks and open space		
Streetscape		
Public art and plazas		

PHASE ONE

Creating Connections to the Community

The Area Plan's first phase of implementation will focus on creating the physical connections throughout the district and to the Expo Light Rail, and in building stronger relationships within the area between local businesses, nearby residents and others who have a stake in the evolution of the former industrial lands.

Committed Projects

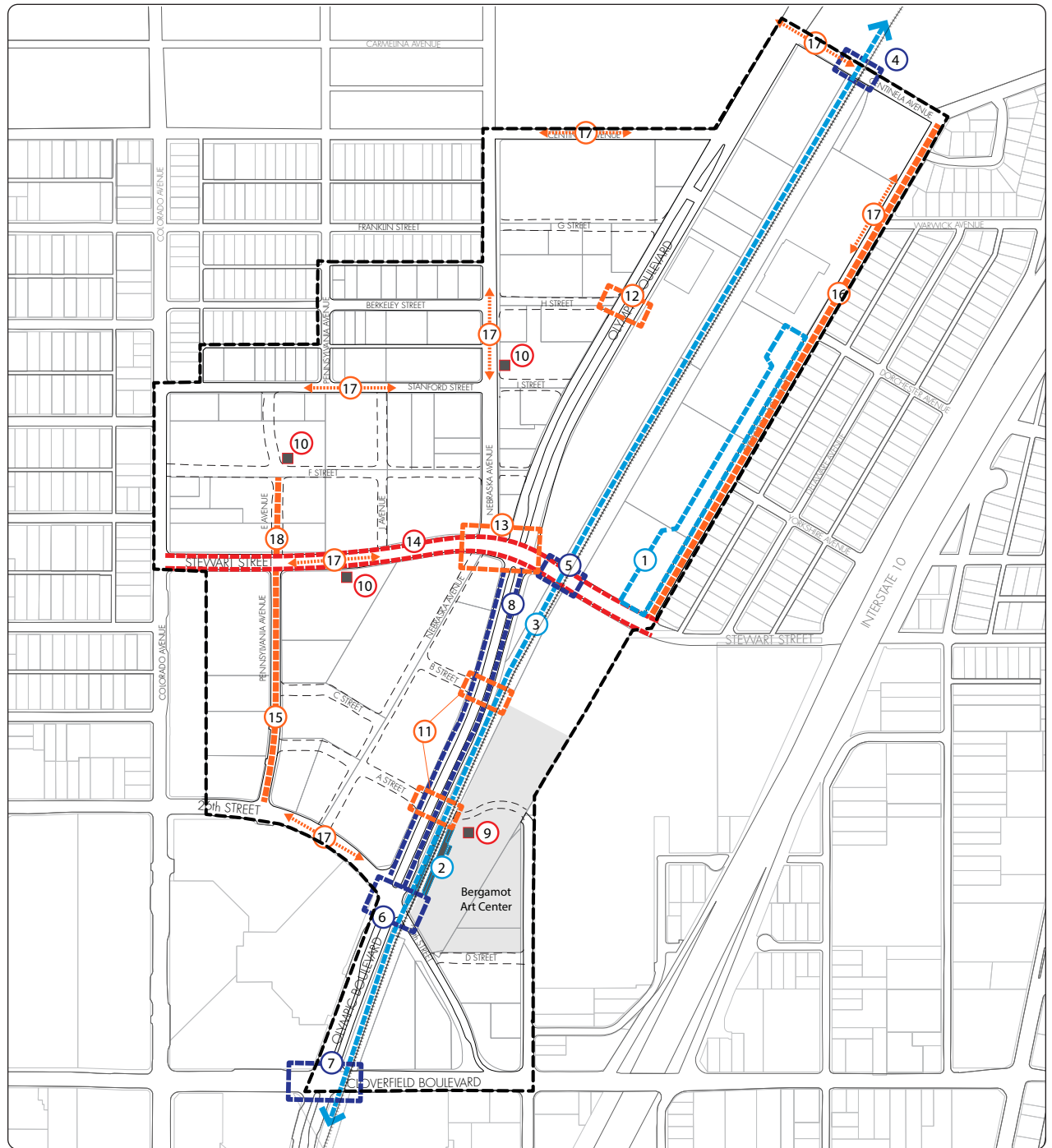
1. Buffer Park at Expo Yard
2. Bergamot Expo Station
3. Expo Ped/Bike Path
4. Centinela Streetscape - Expo Ped/Bike Path crossing
5. Stewart Streetscape - Expo Ped/Bike Path crossing
6. 26th Streetscape - Expo Ped/Bike Path crossing
7. Cloverfield Streetscape - Expo Ped/Bike Path crossing
8. Olympic Streetscape - Stewart to 26th South Side - Bergamot Expo Station
9. Bikeshare at Bergamot Station art center
10. City Bikeshare docking at 3 district locations

Capital Improvement Related

11. Connections to Bergamot Expo Station entrances across Olympic, and completion of Olympic north sidewalk
12. Olympic Crossing at "H" Street (new roads) with new bus stops
13. Nebraska/Olympic/Stewart intersection
14. Stewart Streetscape - bike lanes from Colorado to Exposition
15. Pennsylvania Streetscape - two-way conversion
16. Exposition Streetscape - sharrows Centinela to Stewart
17. Area-wide Fiber-optic extensions - Nebraska, 26th, Stewart, Stanford, Centinela and Exposition
18. New Road - "E" Avenue

0 200 400 600 Feet

Figure 8.04
Map of Locations of Near-term Implementation Measures



of a public park. Other improvements planned for this phase include electrical undergrounding along Nebraska Avenue and additional streetscape improvements along Stanford. Figure 5 shows the complete list of projects and project descriptions for this phase.

5. Ongoing Implementation Actions: Measuring and Monitoring

A significant ongoing activity associated with Plan implementation will be monitoring the area's performance using multiple indicators to ensure that the Plan is delivering on in the intended sustainability goals and objectives. An appropriate protocol for measuring the Area's performance will be developed and implemented following Plan adoption.

Measuring Plan Success

The task of transforming the former industrial lands in the Bergamot area into the type of mixed-use urban landscape envisioned by the LUCE and this Plan is a far-reaching endeavor that will span many years and involve the participation of the entire Santa Monica

community. Converting the existing fabric of large industrial blocks and aging infrastructure into new neighborhoods rich in housing, jobs, open space, local amenities and transit services will require ongoing oversight to ensure that the Plan area evolves at a pace that is consistent with the community's expectations for careful, managed growth that maintains an innovative, creative character and makes a positive contributes to the City.

As each newly constructed project, remodel or adaptive reuse of a building, street, or public amenity incrementally adds to realization of this Plan's vision, the City must assess the progress through a comprehensive monitoring process. The City can then evaluate and respond to subsequent projects with an understanding of the then-current balance of uses and infrastructure capacity, watching to ensure that priority is placed on issues of environmental justice and the need to minimize impacts of new development on existing neighborhoods. The following sections describe the measures that may be used to monitor and measure the Plan's performance, and – if necessary – to revisit policies to correct the trajectory of the area's evolution.

In order to ensure a clear and transparent process for Plan monitoring, the Planning & Community Development Department will coordinate with LUCE, Bike Action Plan, Pedestrian Action Plan and Sustainable City Plan monitoring processes to watch key indicators in the Bergamot Plan area related to:

- 1) Street Network
- 2) Open Space
- 3) Land Use
- 4) Circulation and Mobility
- 5) Economic Sustainability, and
- 6) Arts and Culture
- 7) Public Engagement
- 8) Affordable and Work Force Housing

The following table presents the desired outcomes of the Plan and outlines the measures that will be used to monitor the plan for success in each of these areas.

Table 8.03 Monitoring and Performance Measures

A. Measuring the Street Network
<p>Outcome: An enhanced and complete street network that will facilitate safe and efficient circulation for all modes of travel.</p> <p>To monitor and measure this outcome, staff will:</p>
<ul style="list-style-type: none"> • Create a GIS street network that specifies street types (e.g., complete street, flexible street, shared space street, etc.) and monitor build out of the network. • Create a GIS bicycle facilities layer and monitor the installation of Bergamot Plan area facilities on a city-wide map. • Use the City’s Travel Demand Forecast Model to conduct a review of the performance of the street network, based on indicators such as trip volumes and corridor travel time. • Create inventory of streetscape amenities such as pedestrian pathways, sidewalks, etc., starting from Plan adoption baseline. <p>Conduct yearly assessments of the walkability of the new neighborhoods using methods outlined in the Pedestrian Action Plan and services such as www.walkscore.com.</p>
B. Measuring Open Space
<p>Outcome: An expanded network of passive and active recreational space that will encourage an active lifestyle, connect destinations, and provide opportunities for people to gather outdoors.</p> <p>To monitor and measure this outcome, staff will:</p>
<ul style="list-style-type: none"> • Inventory open space amenities and recreational facilities, including acreage and types of open space (e.g., active vs. passive spaces). • Monitor Development Agreement compliance to ensure that negotiated requirements for open space and pedestrian pathways are being met. • Track investment of Open Space Impact fees in the Plan area. • Monitor the health of urban forest utilizing the Urban Forest Inventory. • Use surveying methods (such as the City-wide Resident Survey) to assess current recreational demand and needs.
C. Measuring Land Uses
<p>Outcome: Adequate and convenient access to desired local neighborhood-serving retail uses, restaurants and community facilities.</p> <p>To monitor and measure this outcome, staff will:</p>
<ul style="list-style-type: none"> • Monitor the performance of executed Development Agreements to ensure that negotiated “community benefits” such as community facilities are provided. • Monitor land use changes through the TDM input process, including neighborhood-serving retail uses and community facilities in the Bergamot Area Plan. • Conduct surveys with operators to review the existing capacities of community services and facilities (e.g., childcare, health care, human services, cultural meeting spaces). • Use surveying methods (such as the City-wide Resident Survey) to assess whether the day-to-day needs of residents are being met.
<p>Outcome: A housing stock offering a mix of affordable housing, housing that is affordable to the workforce, and market-rate housing that meets the housing demands of existing and future residents.</p> <p>To monitor and measure this outcome, staff will:</p>
<ul style="list-style-type: none"> • Monitor the demolition, conversion, and development of new housing units in the Bergamot Plan area based on Certificates of Occupancy. • Perform occupational wage analysis of average incomes within Bergamot Plan area to better align housing choices with earnings. • Review American Communities Survey data for trends in average household size and percentage of housing occupancy.

Table 8.03 Monitoring and Performance Measures (continued)

D. Measuring Circulation and Mobility
<p>Outcome: A significant shift in travel modes away from the personal automobile.</p> <p>To monitor and measure this outcome, staff will employ these data sources:</p>
<ul style="list-style-type: none"> • The Travel Demand Forecasting Model, which will provide data regarding vehicle and pedestrian/bicycle volumes and vehicle miles traveled on a district-wide per capita basis. • Annual Employer Emission Reduction Plan Survey, which includes yearly reporting on employee mode split, and average vehicle to employee ratio. • Ridership numbers. <ul style="list-style-type: none"> • The City's Big Blue Bus system ridership numbers for each of its bus lines, including data on bus stop volumes. • Expo Light Rail ridership numbers.
<p>Outcome: Expanded facilities and infrastructure to support the use of alternative transportation.</p> <p>To monitor and measure this outcome, staff will:</p>
<ul style="list-style-type: none"> • Create a GIS layer to monitor the development of the bicycle and pedestrian network, including bike lanes, pedestrian paths and sidewalks. • Inventory the installation of public bike parking spaces, bicycle rental stations and bikeshare stations. • Using GIS, monitor the availability of transit services for residents within ¼, ½ and 1 mile of transit stations. • Monitor the inventory of shared parking spaces and overall parking demand using planning permits, annual Development Agreement monitoring and data from Smart Parking technologies.
E. Measuring Economic Sustainability
<p>Outcome: Development of affordable creative office space that will generate revenue and provide valuable employment opportunities within walking distance to transit.</p> <p>To monitor and measure this outcome, staff will:</p>
<ul style="list-style-type: none"> • Starting from baseline at Plan adoption, monitor the number of creative businesses in the Plan area. • Monitor level of employment based on State employment data. • Use the American Communities Survey, Department of Finance data, and other relevant sources to track vacancy rates of creative office space. • Conduct periodic interviews with selected businesses to understand how well the area is working and to assess what the City could be doing to make the area more "business friendly." • Conduct periodic meetings with commercial real estate brokers to understand what is or is not working in the area and what the City can do to help. This would include monitoring the creation of different types of office spaces by size and price to see how well this market activity is either fostering or inhibiting the area's business diversity by industry type and business size.
<p>Outcome: The Bergamot Plan area sustains businesses that serve the local business and residential community within walking distance of offices and homes.</p> <p>To monitor and measure this outcome, staff will:</p>
<ul style="list-style-type: none"> • Monitor the number of restaurants, personal services and other retail outlets in the Plan area, starting from the baseline at Plan adoption. • Monitor tax receipts for these types of businesses within the Plan area.

Table 8.03 Monitoring and Performance Measures (continued)

F. Measuring Arts And Culture	
Outcome: An arts community centered on the Bergamot art center with additional arts activities in other Plan area locations.	
To monitor and measure this outcome, staff will:	
	<ul style="list-style-type: none"> Starting from baseline at Plan adoption, monitor the number of artists and arts-related businesses in the Plan area.
Outcome: The Bergamot Plan area is clearly identified throughout the community as an area of innovation.	
To monitor and measure this outcome, staff will:	
	<ul style="list-style-type: none"> Measure number of visitors to arts destinations. Conduct periodic interviews with select businesses and resident groups.
G. Measuring Public Engagement	
Outcome: Participation of the adjacent neighborhoods, local stakeholders, art community and creative sector in the ongoing implementation of the Bergamot Area Plan.	
To measure the success of the planning effort in achieving these objectives, staff will:	
	<ul style="list-style-type: none"> Monitor the number of participants engaged in implementing the Plan, such as TMA representatives, employers contributing to trip reduction initiatives, artists and art community members. Monitor participation in community processes for public and private implementation efforts.