



# THE DOWNTOWN COMMUNITY PLAN

A City of Santa Monica Specific Plan

*Maintaining character and vitality at the historic crossroads of community, culture and commerce.*

**Planning and Community Development  
Department**

ADOPTED JULY 2017

AMENDED NOVEMBER 2024





## FROM THE PLANNING DIRECTOR



Dear Friends,

After an extensive community engagement process, we are excited to present the Downtown Community Plan! Based upon direction from the City Council, Planning Commission and listening to the many perspectives and voices that have an interest in Downtown Santa Monica, this adopted Plan includes:

- A predictable process to encourage housing, both market-rate and significantly more affordable housing
- New protections for historic resources and incentives for their adaptive reuse
- Eliminated parking minimums making it easier for local businesses to thrive
- A rigorous process for projects on three Established Large Sites allowing no more than 130'

As planners, it is our job to be a filter for the many voices that have shaped this Plan and it is our responsibility to balance these interest and provide our best recommendation. Six years ago, we set out with a goal for the Plan to bring the community together around a shared set of expectations. We asked and you answered loudly that:

- You love Downtown – locals visit Downtown with great frequency and prefer social activities
- We need more public space – creation and enhancement of public space is the top priority

- We must maintain our sense of history – historic preservation is important
- Let's keep it local – a preference for small-scale and local businesses
- It should be easy to get around – people mostly get around by walking, bike, or car and there should be convenient and reliable transportation choices
- There are many ideas about height – support for the general strategy of protecting the historic core and establishing density near the Expo station but divergent ideas about exceeding 84 feet

We would like to thank the thousands of community partners and residents that have given their time to attend workshops and discussions, join walking tours, take a questionnaire, and send us written comments. Your dedication has undoubtedly resulted in a better Plan.

Sincerely,

A handwritten signature in black ink that reads "David Martin". The signature is fluid and cursive, with a long horizontal stroke at the end.

David Martin

Director of Planning and Community Development

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THE SANTA MONICA COMMUNITY

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Participation and assistance from a wide range of organizations, including::

Christian Towers Senior Residences  
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Downtown Study Group  
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North of Montana Association  
Ocean Park Association  
Pico Neighborhood Association  
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<b>1 INTRODUCTION</b>		<b>2D PATHWAYS AND PUBLIC SPACES</b>	
1.1 A Vision for the Future .....	1	2D.1 Downtown’s Public Realm Network.....	79
1.2 Santa Monica’s Downtown Community Plan .....	3	2D.1A Publicly Accessible Spaces .....	80
1.3 Historic Planning Context .....	5	2D.1B New Public Spaces.....	81
1.4 The Focused Strategy .....	7	2D.1C Public Spaces Amenities and Activities .....	85
1.5 What Will Change in 20 Years? .....	10	2D.1D Operations, Maintenance and Management .....	87
1.6 Public Outreach Process.....	12	2D.2 The Pedestrian Realm.....	88
1.7 Downtown’s Standards and Guidelines .....	16	2D.2A Improving the Sidewalk Experience .....	89
<b>2A DOWNTOWN DISTRICTS</b>		2D.2B Sidewalk Design and Function.....	90
2A.1 Downtown Land Use Districts.....	19	2D.2C Paseos and Parklets.....	92
Lincoln Transition.....	20	2D.2D Signature Sidewalks .....	94
Neighborhood Village .....	21	Goals, Policies and Actions.....	102
Transit Adjacent.....	21	<b>2E SUPPORTIVE INFRASTRUCTURE</b>	
Bayside Conservation .....	22	2E.1 A Supportive Infrastructure Network.....	107
Wilshire Transition .....	24	2E.1A Water Supply and Conservation .....	108
Ocean Transition .....	24	2E.1B Water Distribution .....	109
2A.2 Gateway Master Plan.....	25	2E.1C Stormwater Management .....	110
2A.3 Community Benefits .....	26	2E.1D Wastewater and Sewer .....	112
2A.4 Entitlement and Tier System.....	28	2E.1E Electricity .....	113
Goals and Policies .....	31	2E.1F Wired and Wireless Broadband .....	113
<b>2B COMMUNITY, CULTURE, PROSPERITY</b>		2E.1G Resource, Recovery and Recycling .....	115
2B.1 An Inclusive Community .....	37	Goals, Policies and Actions.....	116
2B.2 A Residential Neighborhood .....	38		
2B.3 A Diverse and Sustainable Economy .....	43		
2B.4 A Culture of Creativity.....	48		
Goals, Policies and Actions.....	54		
<b>2C HISTORIC PRESERVATION</b>			
2C.1 Downtown’s History and Resources.....	61		
2C.2 Coastal Resort Beginnings.....	62		
2C.3 A Balanced Strategy for Urban Design .....	67		
2C.4 Tools for Preservation .....	68		
Goals, Policies and Actions.....	73		

3 ACCESS AND MOBILITY

- 3.1 Introduction ..... 123
- 3.2 Existing Conditions ..... 125
- 3.3 The Way Forward ..... 137
  - 3.3A Community Values ..... 138
  - 3.3B Prioritize Pedestrians ..... 139
  - 3.3C Increasing Reliability ..... 140
  - 3.3D Carrying Capacity ..... 144
  - 3.3E Transportation Diversity ..... 146
  - 3.3F Innovation ..... 148
  - 3.3G Complete Streets ..... 151
  - 3.3H Parking Management ..... 152
- Goals, Policies and Actions ..... 155

4 DEVELOPMENT STANDARDS & REGULATIONS

- 9.10.010 Purpose ..... 173
- 9.10.020 Types of Regulations ..... 176
- 9.10.030 Applicability and Relationship to Municipal Code ..... 176
- 9.10.040 Land Use Regulations..... 177
- 9.10.050 Application Thresholds.....177
- 9.10.060 Development Standards.....178
- 9.10.070 Project Requirements.....196
- 9.10.080 Established Large Sites Overlay.....196
- 9.10.100 Gateway Master Plan Interim Standards.....197
- 9.10.110 Modifications to Standards.....197
- 9.10.120 General Regulations.....197
- 9.10.130 Downtown Community Plan Definition of General Terms..198

5 DESIGN GUIDELINES

- 5.1 Buildings Guidelines ..... 201
- 5.2 Public Space Guidelines ..... 208
- 5.3 Public Space Types ..... 213
- 5.4 Open Space Amenities ..... 222
- 5.5 Open Space Furnishings ..... 229

6 IMPLEMENTATION ACTIONS

- 6.1 A Phased Implementation Program ..... 235
  - Table 6.1 DCP Actions ..... 246

APPENDIX

- Build-Out Analysis ..... 280

The Downtown Community Plan is organized for readability and visual access to the key concepts that make up the Plan. Chapters 2A-E are concerned with the Plan's core components, while later chapters (Chapters 3-6) focus on mobility, development standards, design guidelines, community benefits and implementation.

**Chapter 1: Introduction**

Introduces the vision for Downtown Santa Monica, and provides some background for the development of the principles that guide the Plan's goals and policies. This chapter is useful to the reader who wishes to understand the larger planning context and anticipated outcomes over the 20 year time horizon of the Downtown Community Plan.

**Chapter 2A: Downtown Districts**

This chapter introduces the Downtown's six land use districts and provides information on the community's priorities for benefits. The process and structure of the DCP entitlement system is also described.

**Chapter 2B: Community, Culture, Prosperity**

Describes the Plan's overarching commitment to developing a long-term, sustainable community in the Downtown. Provides detail on strategies for improving housing choices, and maintaining and enhancing Downtown's existing diversity of businesses and economic health into the future. This substantive chapter also outlines the importance of building upon the existing

public art and event program to nurture cultural activities, including an anchor museum, live music and performances, theater and cinema and other creative enterprises.

**Chapter 2C: Historic Preservation**

History plays a central role in Downtown's character. This chapter underlines the importance of Downtown's historic resources, and describes the protections that are provided in the DCP to retain important or character-defining buildings, as well as incentives that make adaptive reuse an attractive option to redevelopment.

**Chapter 2D: Pathways and Public Spaces**

Sidewalks form the framework for pedestrian movement through the City, often to public places for gathering, recreation or entertainment. This chapter strengthens the relationship between sidewalks and public spaces with guidance for design, orientation, and access. Importantly, this chapter outlines strategies for increasing public space offerings Downtown.

**Chapter 2E: Supportive Infrastructure**

This chapter examines the condition of existing utilities in the Downtown and provides strategies for implementing improvements necessary for realizing the Plan's vision and supporting the projected increase in residents.

**Chapter 3: Access and Mobility**

People get to - and move throughout - the Downtown in many different ways. This chapter looks at Downtown circulation as a network of

interconnected parts and defines a coordinated set of actions for creating a walkable and transit-oriented neighborhood that connects to regional circulation networks, optimizes access to light rail, addresses vehicle congestion, and supports bicycling and walking as well as diverse first and last-mile connections.

**Chapter 4: Standards and Regulations**

For property owners and designers, this Chapter defines the standards regulating site changes for new and renovated buildings. Standards and requirements outline allowable density, building height, open space and sidewalk widths.

**Chapter 5: Design Guidelines**

Instructive design guidelines provide a framework for high-quality urban design, including building design and public open space.

**Chapter 6: Implementation Actions**

Outlines the funding and financing options for implementing the Downtown Community Plan, and provides a comprehensive phasing recommendation for the combined actions. This chapter also describes the development cap and a monitoring program that will allow the City and community to evaluate the impact of Plan policies.

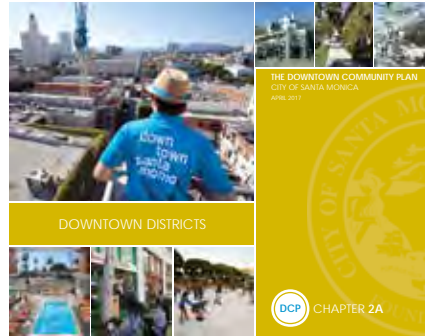
**Appendix**

Staff has included the build-out analysis developed for the Environmental Impact Report as the appendix to provide the reader with an understanding of what is likely to change over the next 20 years.





Chapter 1: Introduction



Chapter 2A: Downtown Districts



Chapter 2B: Community, Culture, Prosperity



Chapter 2C: Historic Preservation



Chapter 2D: Pathways and Public Spaces



Chapter 2E: Supportive Infrastructure



Chapter 3: Access and Mobility



Chapter 4: Standards and Regulations



Chapter 5: Design Guidelines



Chapter 7: Implementation Actions



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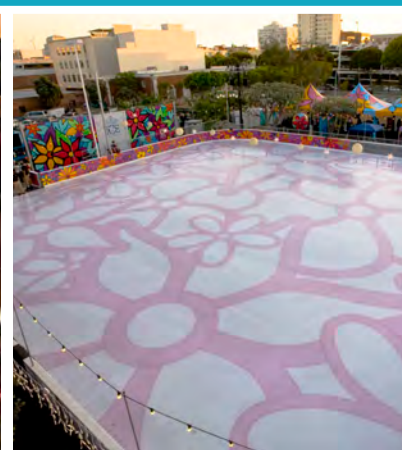
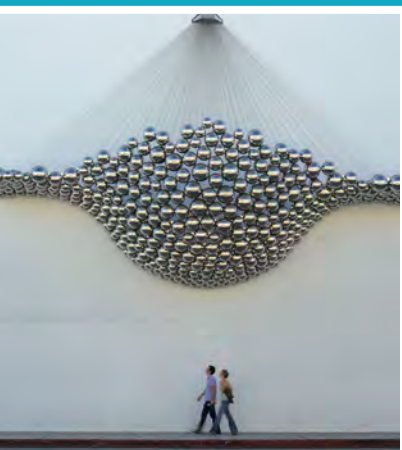


MINUTES  
ON FOOT  
FROM HERE

- ↕ Promenade
- ↔ Transit Mall
- Palisades Park
- ← Library

# THE DOWNTOWN COMMUNITY PLAN CITY OF SANTA MONICA

## INTRODUCTION TO THE PLAN



CHAPTER 1





*MAINTAINING CHARACTER AND VITALITY AT THE  
HISTORIC CROSSROADS OF COMMUNITY,  
CULTURE AND COMMERCE.*



## A VISION FOR THE FUTURE

Walking through the streets of Downtown in 20 years, the legacy of effective community planning is all around you. The overall scale has changed little, although some striking new architectural landmarks compliment the well-preserved historic fabric of Santa Monica's civic heart. The vitality of the Downtown core now extends well beyond the Third Street Promenade and Ocean Avenue. You have a sense of arrival when you see vibrant activity on Lincoln Boulevard spurred on by new housing apartment projects and witness scores of pedestrians strolling down the widened sidewalks on Wilshire Boulevard. If you are coming from another part of Santa Monica, you have a myriad of choices of how to get there. Walking, biking, transit and driverless cars all offer pleasant and convenient options for getting around.

The Expo Station, now the iconic Downtown access point, is a hub of pedestrian activity. People throng the Esplanade, guided by colorful signage on their way to the Santa Monica Pier, Downtown destinations and the seamlessly connected Civic Center and nearby neighborhoods. Everyone loves the energy on Downtown's sidewalks, alleys and public spaces, but there are also quiet green respites (that complement urban life).

Santa Monica Place, the Third Street Promenade and the surrounding Downtown core continue to be well-maintained, clean and safe, with new public artwork and a host of venues for cultural



and entertainment. The Downtown scene has something for everyone. Youth fill the clubs, theaters and unique local restaurants, while Baby Boomers enjoy their active retirement and savor outdoor life in Downtown's cafes, parks, public plazas and farmers markets. Generations come together at the outdoor ice rink in the winter – a cherished tradition that brings out longtime residents and eager newcomers. New Downtown museums that have opened as a result of the policies in the 2017 Downtown Community Plan. Downtown remains a “hometown Downtown,” the center of active community life with a rich range of civic, educational, spiritual and artistic activities to squeeze into a visit to Downtown Santa Monica.

Downtown is an even more successful economic engine for the community. Co-working spaces have transformed the face of business and when and how people work. The five-day week has morphed into a flexible confluence of emerging entrepreneurs and established companies coexisting in a symbiotic relationship that caters to both flourishing local interchange and Santa Monica's global connections. Talent is drawn like a magnet to Downtown, ensuring opportunities for every young person coming out of our world-class schools and Santa Monica College – and new educational institutions drawn to Santa Monica's reputation a place to “Learn + Thrive.”

Downtown also continues to be a place where visitors from all over the world come to enjoy the natural beauty and the “sustainability first”



## 1 >> INTRODUCTION

lifestyle of a unique coastal community. Search “sustainable tourism” on your smart device and Santa Monica tops the list as a place where you can stay car-free, enjoy gorgeous beaches and patronize green businesses. The search turns up articles in numerous news and travel publications highlighting the achievements of a zero-waste community. They also show the beautiful architecture of Downtown’s buildings as well as their energy efficiency, on-site power generation and cutting-edge water conservation feature.

With all this vibrant activity, it is remarkable that Downtown accommodates more people – residents, employees, and visitors – but with fewer automobiles as a typical day back in 2017. Because of policies and incentives included in the Downtown Community Plan, the Downtown residential population has grown, yet many residents use their cars infrequently. Some live car-free, taking advantage of carshare opportunities that provide them with wheels when they need them. Residents who don’t own a car appreciate that they can reduce their rent by not paying for parking they don’t need. For some, this makes the difference, along with other transportation savings, in affording to rent an apartment in Downtown Santa Monica. And while it is still difficult for a moderate income family to buy a home on the Westside, citizen activists take pride in the fact that Santa Monica has consistently pursued creative tools to make life affordable for people of all economic stations to take part in the rich and culturally-diverse Downtown community.



*Downtown Santa Monica is the heart of the City, and a shared space where residents, employees and visitors mingle among bustling streets, active public spaces and unique destinations catering to all walks of life.*



## SANTA MONICA'S DOWNTOWN COMMUNITY PLAN

Santa Monica's Downtown serves as the community's shared living room. As the heart of the local community, Downtown is visited more than once per week by the majority of Santa Monicans. The quality and charm of its buildings, public spaces and streets make it a destination not only for locals and Angelenos who seek a vibrant, exciting and urban-scale ambiance, but also for world travelers who come here to enjoy easy access to beaches, hotel accommodations, culture, shopping and the larger region. The careful stewardship by city leaders of Downtown's economic engine has proven successful, and Santa Monica's Downtown has weathered economic difficulty well. This resilience is due to thoughtful urban planning, management and preservation of the district's eclectic but urbane charm and walkability.

### Plan Boundaries and Setting

Downtown Santa Monica is one of Los Angeles county's most recognizable city centers. Framed by the Santa Monica Bay and mountains, the Downtown is located centrally at the western edge of the city, providing convenient retail, entertainment and employee destination for all of the city's neighborhoods. The Downtown area

Illustration 1.1 Downtown Community Plan Area Boundaries



is bounded by the Wilshire Boulevard corridor along its northern edge, Lincoln Boulevard along its eastern edge, the I-10 Freeway to the south, and Ocean Avenue and Palisades Park to the west. The designated Downtown boundaries established by the Land Use and Circulation Elements (LUCE) and reinforced by the DCP

encompass Santa Monica's urban core, and are significantly larger than the area considered by previous General Plans and Zoning Ordinances. The DCP also evaluates the edges of the planning area to consider boundaries and appropriate ways to transition to the lower-intensity residential areas.

## PRINCIPLES GUIDING THIS PLAN

A series of six guiding principles, born from the comments and ideas of the community, shape the vision for the continued evolution of our City's Downtown "living room." These over-arching principles are implemented through goals, policies and actions that form the bedrock of the Downtown Specific Plan.

### 1. MAINTAIN THE "OUR TOWN" CHARACTER OF DOWNTOWN SANTA MONICA

Preserve Downtown Santa Monica's charm and character by requiring new development to contribute high standards of architecture, urban design and landscaping.

### 2. CREATE A NEW MODEL OF MOBILITY

Provide mobility enhancements that address all forms of circulation while prioritizing the pedestrian and maintaining vehicle traffic flow for the benefit of cars and buses destined for Downtown.

### 3. PROMOTE NEW HOUSING OPPORTUNITIES

Prioritize the production of new housing units for a diverse range of income levels, and encourage infill development that efficiently utilizes Downtown's limited land resources.

### 4. FOCUS PUBLIC/PRIVATE INVESTMENTS TO SERVE RESIDENTS, VISITORS AND EMPLOYEES

Focus public and private enhancements to bring a higher level of services and community amenities to support Downtown and its growing community.

### 5. HONOR DOWNTOWN'S HISTORY THROUGH PRESERVATION AND CONTEXT SENSITIVE URBAN DESIGN

Require an urban form and building character that is consistent with the existing Downtown fabric, preserving historic resources and allowing for improved architectural design and building diversity in new buildings.

### 6. CULTURAL AND ECONOMIC VITALITY

Maintain and enhance the cultural and economic diversity that allows for the continuing success of the Downtown.



### Purpose

A planning legacy stretching back half a century has facilitated the success of Santa Monica's Downtown, and has provided the context for the Downtown Community Plan (DCP) to address the challenges of modern day. The Downtown Community Plan (DCP) builds on the strengths of previous planning efforts that have given shape to this important community center, in

which generations of activists, planners, and city leaders have worked collaboratively to incentivize housing, revitalize the Third Street Promenade, preserve historic assets, stimulate art and cultural activities, and address the need for sustainability to guide future decisions. The DCP expands on the expectations of adopted documents, like the 1996 Bayside District Specific Plan, which expressed clear goals to generate pedestrian

activity, add new housing projects and maintain the area's character while allowing for its continued evolution. The DCP provides specific results-oriented actions to make Downtown more vibrant and accessible to a larger section of residents and visitors, and it promotes urban sustainability by accommodating future residential and employee populations within a pedestrian-friendly and transit-oriented district.



## HISTORIC PLANNING CONTEXT

### The 1957 General Plan

In 1957, the Council adopted new General Plan Land Use and Circulation Elements that envisioned a highly urbanized future anticipating the arrival of the I-10 freeway. It focused on development in the coastal area including Downtown, particularly Ocean Avenue, together with Ocean Park redevelopment. The 1957 Plan also envisioned higher, denser buildings — goals typical of this period, characterized by a nationwide optimism about going beyond previous boundaries and limitations. Although it took a decade, the vision began to come to fruition in the 1970s on the northwestern edge of Downtown with the construction of some of the city's tallest buildings, some nearly as large at 300 feet high. However, while new office buildings brought more jobs and people to Downtown, their construction coincided with an era of environmental awareness. The preservation movement began to grow, galvanized by a Council decision to demolish the Santa Monica Pier. In 1976, a Landmarks Ordinance was adopted by a Council that pledged to save and restore the Pier. By the early 1980s, the community's concerns about changes in Ocean Park spurred a change in policy. The Council put the brakes on the 1957 vision, and in 1982, the Planning Department was directed to prepare new Land Use and Circulation Elements with a different way forward, culminating in adoption of the 1984 Land Use and Circulation Elements.



*Downtown has been in a constant state of evolution for the past 150 years. Above, Third Street looking south towards the Clock Tower Building in the late 1940s. Today, this area hosts the Third Street Promenade.*

### The 1984 General Plan and the 1996 Bayside District Specific Plan

In 1984 the City shifted to a new model that embraced the state-of-the-art techniques and approaches of its time to address a sense of growing urgency in regard to the city's growth and development. The 1984 General Plan recommended increased commercial office, retail and waterfront development in and near Downtown, and made key urban design recommendations that were further evaluated in the 1996 Bayside District Specific Plan (BDSP).

The BDSP and Alternative Roadway Circulation Environmental Impact Report (EIR) re-envisioned Downtown's streets as a pedestrian and transit-friendly environment. The BDSP's economic goal was to spread the activity to 2nd and 4th Streets through urban design that promoted walkability. Subsequent Zoning Code amendments provided floor area ratio (FAR) incentives for residential uses to encourage housing development for a mixed-use Downtown. As a result, the number of Downtown residential units doubled over the next 15 years to approximately 2,800 units.

## 1 >> INTRODUCTION

### The 2010 General Plan

The 2010 LUCE set forth goals and policies for an expanded Downtown and called for the DCP to propose strategies to create the conditions for a sustainable urban environment. This vision included expanding cultural arts offerings and adding both intimate and larger open spaces to a growing residential community. It addressed traffic, congestion and pedestrian safety by upgrading streetscapes, optimizing the circulation network and integrating the Exposition Light Rail into the physical and social fabric of the community in order meet the needs of all people navigating Downtown. Priority was given to public improvements that would enhance the pedestrian experience and for standards and programs to foster trip reduction goals by encouraging transit, walking and biking. Transportation Demand Management (TDM) measures are central features of the LUCE.

Key signs that the LUCE vision is already coming to fruition include the construction of the Expo Line Terminus station at 4th Street and Colorado Avenue and the completion of the Colorado Esplanade. The revitalization of Santa Monica Place, the construction of new up-to-date cinemas, the completion of city Parking Structure #6, the enormous success of the Downtown Bike Center, and the recent launch of the Breeze bike share system are just a few examples of the city's commitment to upholding the LUCE goals.



*I ♥ Downtown Because....During outreach in 2016, this public information campaign asked residents to describe why they were so passionate about what happens Downtown.*



## THE FOCUSED STRATEGY

Since declaring its commitment to sustainability through the adoption of the 1994 Sustainable City Program, Santa Monica's policy decisions have been based on the essential goal of sustainability. The DCP's central objective is to realize this goal within the context of the Downtown and all that it has to offer to existing and future generations. Six core strategies derived from the Plan's principles form the framework from which goals, policies and — most importantly — future actions are generated to usher Downtown into its next era.

### Nurturing a Complete Community

Planning policy contained within the Plan recognizes the need for Downtown to be home to a long-term community. Through the lens of the Well-being Index, this plan joins together the interconnected spheres of residential and work life, and provides complementary actions to expand cultural offerings. In the future, new places, events and activities, and publicly or privately-sponsored programs, will help round out the daily routine and set the stage for Downtown to continue to develop as the city's most exciting neighborhood.

Housing, as a primary component of mixed-use development, is strongly incentivized in order to promote quality living options for people of diverse backgrounds. With the chance to live car-free, or car-lite, in an urban setting with clean air and access to clean beaches, living and



*Two weekly farmers markets draw scores of local residents, restaurateurs, and curious onlookers who come in search of some of the nation's finest produce. Open air activities at the Third Street Promenade and other locations make Downtown an ideal place to spend an afternoon.*



## 1 >> INTRODUCTION

working Downtown may be a logical choice for many, including families with children. It could mean the opportunity to walk or bike to local recreational and cultural activities to use transit to access the region to patronize local businesses or to become involved in a new neighborhood association that stewards change.

### Creating a Variety of Places

Downtown's transition into a high quality urban neighborhood is addressed through careful land-use planning and the creation of six distinct land-use districts. These districts nurture a variety of experiences, places and buildings and are supported by specific standards and land-use regulations. The vision for each sub-area builds on its existing character and geographic location.

### Preserving Character and History

The careful integration of the new with the best of the old is a significant aspect of sustainability. The DCP aims to carefully maintain and nurture Downtown's character and sense of the past through enhanced historic preservation incentives and protective measures that include new demolition review procedures, adaptive reuse and context sensitive infill, as well as the creation of a Neighborhood Conservation Overlay District in the historic heart of Downtown.



*Whether one comes Downtown to eat, shop or gather with friends, Downtown is always an active and engaging location in the heart of Santa Monica.*



## PRESERVING OUR CHARACTER-DEFINING RESOURCES

The DCP strongly encourages the preservation and adaptive reuse of many older, character-defining buildings Downtown. To accomplish this, the Plan establishes a unique framework of incentives and protections that will conserve historic resources for many years to come.



### Ensuring High Quality Development and Community Benefits

The City expects new development to build sustainably and contribute to the improvement of Downtown through the provision of new public spaces, cultural experiences and destinations, circulation improvements and affordable housing. The DCP supports the evolution of memorable streets and public spaces, framed by elegant, human-scaled buildings. Standards that are context specific to the Downtown’s unique conditions and setting are included in Chapter 4.

### Making Streets and Public Spaces Great

Drawing on the successful models of the Third Street Promenade, Palisades Park and the Colorado Esplanade, the DCP identifies new streetscape and infrastructure projects and a solid strategy for increasing the amount of active – and public – open space within Downtown.

### A New Model for Mobility

The DCP builds on the bike and pedestrian improvements identified by the City’s Action Plan for Downtown locations and encourages everyone to access Downtown by alternate transportation. The emphasis is on moving people in every mode, with the goal of getting everyone safely and comfortably to their destinations.

WHAT WILL CHANGE IN 20 YEARS?

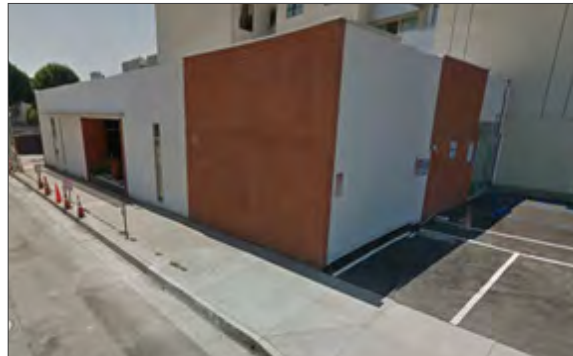
The vision presented at the beginning of this Introduction describes the future Downtown environment that this plan strives to create. But what are the incremental changes that the community should expect to see on the ground over the next 20 years?

The answer to this question may seem surprising: Less than 20% of Downtown’s property area will likely see change. This conclusion is based on extensive analysis of Downtown’s largely built-out condition, which was conducted for the DCP EIR. Each new project will be guided and reviewed so that it complies with the intent and requirements of the DCP. Significantly, this relatively small number of major projects will be required to provide community benefits and a mix of residential and commercial uses, including affordable housing and new cultural and public open space amenities. New projects will be required to contribute funding for parks and transportation improvements. They also must be designed for large and small open spaces, better connectivity and safety and other features that benefit the community.

Major projects will be accompanied by many small-scale upgrades that property owners will initiate in response to demand for new uses and a pedestrian-oriented environment. These



Existing Downtown Santa Monica’s built form, which is largely characterized by a three-four story building scale punctuated by a variety of tall structures, including designated historic Landmarks.



Likely to change: Small, unassuming one-story buildings.



Likely to change: Surface parking lots, which detract from the pedestrian experience.





*Projected built form in the year 2030, which shows a largely recognizable Downtown with the exception of several new buildings that have replaced mostly one- and two-story buildings, or surface parking lots.*

projects, over a twenty-year period, will be within the context and character of Downtown, with special consideration for protecting properties on which a significant historic resource exists.

Privately-initiated development projects will be supplemented by a host of public works and infrastructure projects, with city implementation guided by the DCP’s requirements and priorities as well as by the Bicycle and Pedestrian Action Plans. These projects will include street and sidewalk improvements and traffic light adjustments that promote safety for pedestrians and cyclists and accommodate transit movement, while assisting drivers to navigate more efficiently in and out of Downtown. Funding allocations based on this Plan’s call for supporting cultural arts and entertainment initiatives, together with developer contributions, will seed the envisioned more vibrant cultural environment in Downtown.

Importantly, in twenty years, the Downtown residential neighborhood will grow, fostered through DCP land-use and design requirements, as well as guidelines and incentives for new housing projects. The Downtown lifestyle will attract a diverse population of all ages, as a trend toward preferences for urban living picks up in the coming century. The presence of more residents is anticipated to attract a full spectrum of local-serving amenities, similar to those found in other city neighborhoods.



*Likely to change: Limited-serving retail on the boulevards that have low improvement to land value.*



*Likely to change: Older commercial buildings at the end of their economic life cycle.*

## THE PUBLIC OUTREACH PROCESS

Downtown’s future has inspired community dialogue since the formation of the LUCE that began in 2005. From that point onward, public engagement has been key to informing the Downtown Community Plan process, and has served as a reminder of the passion that Santa Monicans feel for the city’s common gathering space.

Debate over the future character and composition of Downtown has been spirited. It has shaped the vision of this Plan through numerous community workshops, stakeholder interviews, focus groups, meetings with the business community, design charrettes, online surveys as well as public hearings with many Boards and Commissions and the City Council.

### Five Years in the Making

The community, the Planning Commission, the City Council and professional staff have contributed to an active discussion of the Downtown Specific Plan since early 2012. Since that time, public outreach has included a wide range of events and public input opportunities that have provided valuable input to this Plan.

In 2016, staff led a major effort to reinvigorate the conversation on Downtown, and deployed an unprecedented outreach effort that involved many different formats including online participation, social media and in-person workshop events.

### What We Learned

- **We ♥ Downtown!** Downtown Santa Monica is clearly a favored part of the city for residents, employees and visitor alike. Recent outreach and online surveys revealed that locals visit Downtown with great frequency and participate in a variety of activities that are highly social, such as shopping, dining, entertainment, coastal viewing and people watching.
- **Let’s Keep It Local.** One of Downtown’s inherent tensions is the degree to which it caters to the diverse needs of residents, visitors and employees. Because Downtown is now an established residential neighborhood as well as a local and regional entertainment center and an international tourist destination, the challenge ahead is to ensure that it remains a place that works for everyone. We learned that both locals and visitors alike prefer smaller scale land uses that serve daily needs. Visitors want to go where the locals go. This preference is also colored by a desire to see more independent business operators and to foster local entrepreneurialism.



*Favorite locations Downtown. Nearly 1200 people provided information on where they like to eat, relax, play, and people watch.*



*The authenticity of Downtown as a local retail area is what makes it attractive to many. Smaller shops and storefronts are preferred over large retailers or big box.*



## NURTURING A COMPLETE AND LONG-TERM COMMUNITY DOWNTOWN

Downtown is now a bustling mixed-use neighborhood that supports a permanent residential population in addition to thousands of local Santa Monicans, employees and visitors. Strong housing incentives seek to increase the number of residents Downtown, and supports their well-being through a comprehensive planning approach that integrates public space, mobility, historic preservation and arts and culture.



### WELLBEING INDEX RESULTS FOR DOWNTOWN

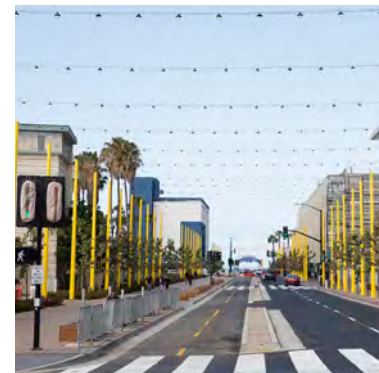
<b>Good</b>			
	<b>Greater Access to Stores + Services</b>	<b>Spend more Time Outdoors/Public</b>	<b>More Availability of Cultural Experiences</b>
<b>Needs Work</b>	<b>Highest Use of Transit</b>	<b>Greater Access to Healthy Foods</b>	<b>More Vibrant Nightlife</b>
	<b>Concern over Rent</b>	<b>Less Feeling of Community</b>	<b>Less Life/Work Balance</b>
	<b>Concern over Job Security</b>	<b>More Stress</b>	<b>Meet Socially Less Often</b>



*New public spaces and places will emerge from in-fill opportunities.*



*Powerful incentives for building preservation will retain historic fabric.*



*Street and public spaces will be enlivened with new activities.*



*A new model for mobility will provide more choices for moving around.*

## AN UNPRECEDENTED OUTREACH EXPERIENCE

The five year process of making the Downtown Community Plan required many different methods of communicating with the community and gathering input to form the proposals for mobility, historic preservation, development, public space, and arts and culture.

## MANY WAYS TO WEIGH-IN!

- Topical workshops on mobility, placemaking, historic preservation, and development
- Study sessions at the Planning Commission and City Council to gain insight and direction on the Plan’s core concepts
- Meetings with Landmarks, ARB, Disabilities Commission, Housing Commission, Social Services Commission, Recreation and Parks Commission, Commission on the Status of Women, Arts Commission, Senior Commission, Coastal Commission, and the Pier Board
- Over 50 presentations to neighborhood groups, local advocacy groups, employees, non-profits, service organizations, and property owners
- Walking Tours of the Downtown in coordination with the Santa Monica Conservancy
- “Community Conversations” focus groups to address the challenging issues
- Online questionnaires and surveys
- Online and social media outreach, logging over 5 million impressions



- **Maintain Our Sense of History.** Historic preservation is important to Santa Monicans. Popular walking areas, such as the Third Street Promenade and neighboring 2nd and 4th Streets largely retain a number of older, character-defining buildings, which will be preserved through the Plan’s adaptive reuse incentives and conservation measures.
- **We Need More Public Spaces.** Because Downtown was largely developed as a commercial district it contains very few dedicated public spaces where groups can congregate. We heard that enhancement or creation of public space is the number one priority for Downtown’s evolution. Smaller scale public spaces, such as pocket parks, courtyards and plazas generated more interest than larger open spaces such as a central park or recreation fields. Additionally, you want to improve the quality of Downtown’s streetscapes, emphasizing their role as public spaces and the opportunity they provide to make walking more comfortable, safe and enjoyable through wider sidewalks, improved street lighting, a larger more verdant urban forest and street furnishings.



- **There Are a lot of Ideas About Height.** Overall, the broad community is generally supportive of the building height strategy represented in the DCP to limit height in the historic core anchored by the Third Street Promenade, and to establish higher densities near the transit station. However, the community demonstrated a wide range of opinions on the subject of whether to continue the 84-foot height limit of the last 30 years. Many support increased heights in return for more public open space, while others seek generally lower heights than 84 feet.
- **Walking Is How We Get Around.** The top three ways people arrive Downtown is on foot, on a bike or in a car. However, once in Downtown, over 70% get around by walking. Pedestrian counts collected in 2013 and 2015 confirm that walking is trending upwards. Downtown and on many streets there are more people on foot than there are people in vehicles. To this end, you prioritized improved pedestrian crossings and sidewalks above many other infrastructure projects, and identified key pedestrian thoroughfares for streetscape enhancements, such as Wilshire, Lincoln and Santa Monica Boulevards, as well as 4th Street.



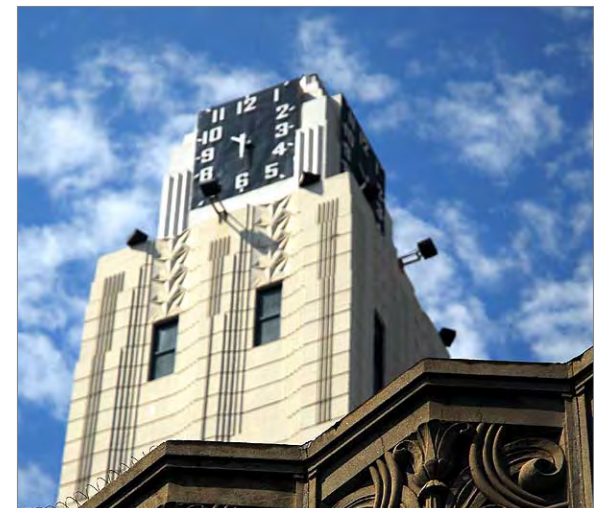
*Historic Preservation rose to the top of the discussion when contemplating the scale and character of Downtown.*



*New public spaces emerged as the #1 priority for Downtown. The Plan addresses this through development requirements for new projects.*



*Walking is the way most people get around Downtown. Pedestrian improvements are planned for many intersections and thoroughfares.*



*Building height continues to be a subject of great debate within the community, and a challenging issue for new development.*

**DOWNTOWN'S STANDARDS AND GUIDELINES**

Chapters 4 and 5 contain “standards” and “guidelines” that respond to the DCP’s vision and principles, and that will direct future development and infrastructure within the Downtown Plan area. Standards are requirements that must be followed by project applicants, unless an exception to a standard is otherwise noted. Standards are typically written with “shall” statements. Some standards include numeric requirements (such as floor area ratio and height) that cannot be exceeded.

Guidelines are the City’s expectations for how site, building and infrastructure design and improvements should be designed. Projects should demonstrate how they address each guideline. However, there is flexibility in how projects meet guidelines depending on project-specific design and location. These guidelines are typically written with “should” statements. In some instances, guidelines support or recommend an activity, but would allow alternatives. These guidelines are written with “may” statements.

**Authority**

This Community Plan is adopted under the authority of the City’s Charter, which establishes Specific Plans as a tool to regulate land use and development.

The Downtown Community Plan represents the implementation of the General Plan’s goals and policies for Downtown Santa Monica. The Downtown Community Plan establishes the area’s regulations and standards and shall guide all land use and development and circulation-related decision-making processes for the area.

The Community Plan does not replace or augment building safety codes or other non-planning related codes. All applications for new construction, substantial modifications to existing buildings and changes in land use shall be reviewed for conformance with this Community Plan and other City code provisions.

**The Local Coastal Program (LCP)**

The State Coastal Act defines Coastal Zone areas all along California’s coastline and grants authority to the California Coastal Commission (CCC) to issue coastal development permits (CDPs) for projects in those zones. The purpose is to protect natural resources and views and ensure coastal access and visitor services. The CCC transfers review authority to local jurisdictions through certification of a Local Coastal Program. The City of Santa Monica currently has partial certification, received



*The protections for Downtown in this Plan will continue to make it a vibrant and dynamic destination.*

in 1992, and is in the process of updating and preparing a complete LCP to allow local issuance of CDPs.

In Downtown, the Coastal Zone includes the area between Ocean Avenue and the 4th St. right-of-way (inclusive) from the north to south district borders. Policies are included herein for consistency with the State Coastal Act and future LCP.





## THE DOWNTOWN COMMUNITY PLAN CITY OF SANTA MONICA

### DOWNTOWN DISTRICTS



CHAPTER 2A



## INSIDE THE DOWNTOWN DISTRICTS CHAPTER

### • DOWNTOWN'S NEW LAND-USE DISTRICTS

This chapter describes the land-use districts established by the Downtown Community Plan. In addition to defining the location and setting for each land use district, this chapter also outlines the desired character and uses to provide a basis for the regulations and development standards included in Chapter 4 as well as the design guidelines that are included in Chapter 5. The six land-use districts are the following:

- Lincoln Transition
- Neighborhood Village
- Transit Adjacent
- Bayside Conservation
- Wilshire Transition
- Ocean Transition

### • THE GATEWAY MASTER PLAN

Santa Monica's City Council identified the area adjacent to the I-10 freeway as possessing special conditions that require additional analysis and planning to help resolve critical circulation and access issues. Serious consideration will be given to capping over some or all of the I-10 Freeway to better link the Downtown

with the Civic Center and Main Street. This section discusses an upcoming effort, the Gateway Master Plan, which will be led by a public process to identify critical access improvements and exploration of various funding models for implementation, which may include participation by properties within the Gateway Master Plan area.

### • INTRODUCTION TO THE DCP'S ENTITLEMENT, COMMUNITY BENEFITS AND FEE PROGRAMS

This chapter also includes a discussion of the process thresholds for various development types as well as the required community benefits and fees. Housing, particularly Affordable Housing, is strongly desired Downtown, and therefore encouraged through standards, such as floor area ratio increase, and process incentives. Private property owners and/or developers should read this section before commencement of design, to better understand what permit type to apply for, and what the City might require from projects to meet the community's long-term expectations. Community benefit formulas for Tier 2 and Tier 3 non-housing projects are included in Chapter 4, Standards and Regulations.

## PRINCIPLES GUIDING THIS CHAPTER

### MAINTAIN THE "OUR TOWN" CHARACTER OF DOWNTOWN SANTA MONICA

Preserve and enhance Downtown Santa Monica's charm and character by requiring new development to contribute high standards of architecture, urban design and landscaping.

### FOCUS PUBLIC REALM INVESTMENTS TO SERVE RESIDENTS, VISITORS AND EMPLOYEES

Focus on enhancements to the public realm that bring a higher level of amenities to the Downtown community, and utilize key investment sites identified in the LUCE to provide district-wide enhancements to circulation, open space and affordable housing.

*Goals, policies and actions designed to achieve the Plan principles stated above can be reviewed at the end of this chapter.*



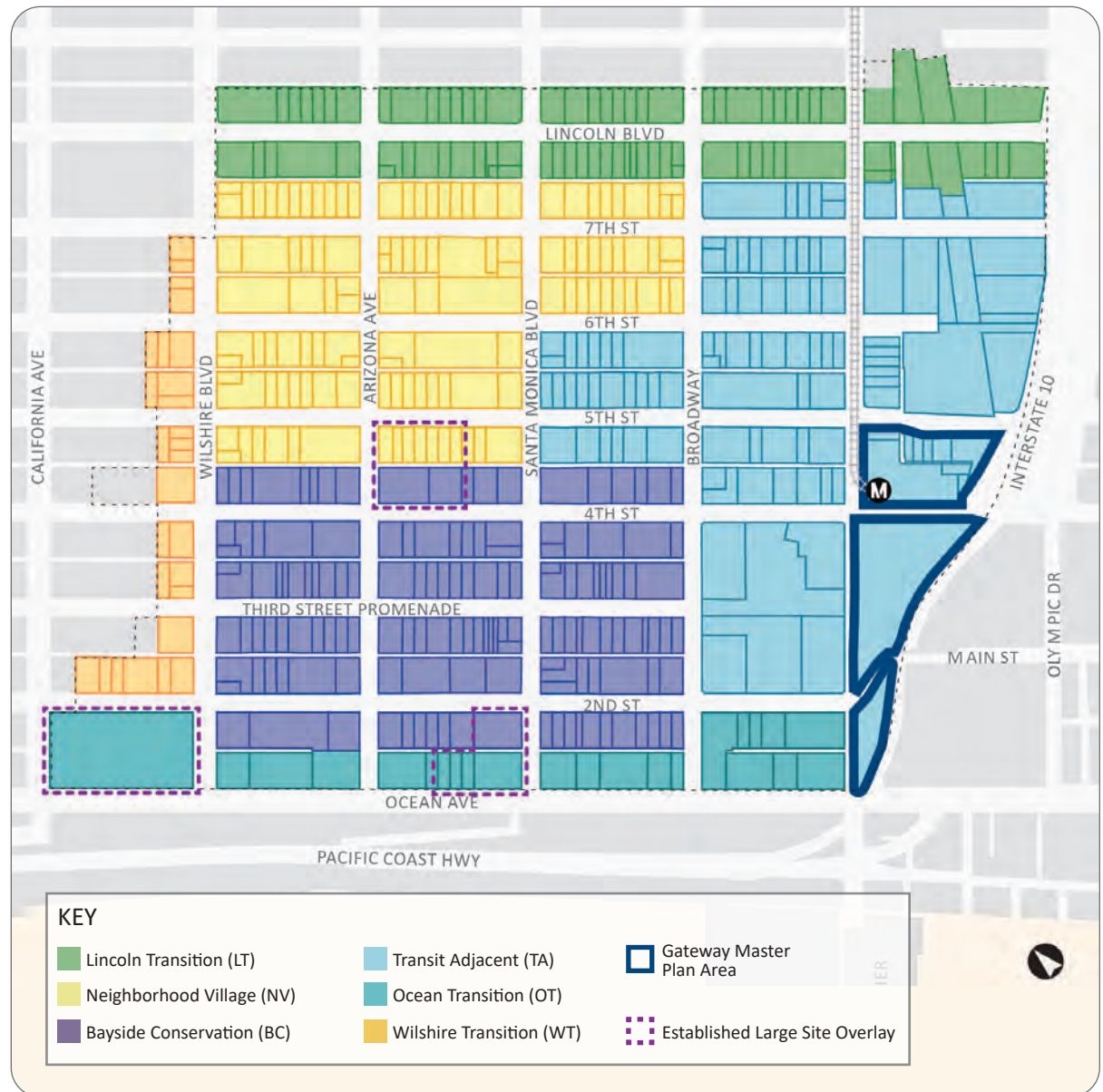
**2A.1 DOWNTOWN LAND-USE DISTRICTS**

The community’s expectation for the Downtown area to expand as an energetic, equitable and sustainable urban neighborhood is addressed through physical land-use planning integrated with circulation policies, and a well-rounded emphasis on community services and amenities. Many of the policies and actions throughout this document aspire to nurture neighborhood and economic prosperity, and are reinforced through the standards and guidelines included in Chapter 4: Standards and Regulations, such as scale, height and design.

The Downtown area is made up of different character areas varying in overall density, land-use mix, height, massing and the permeability of the buildings along the street. The walk down Santa Monica Boulevard or Arizona Avenue from Ocean to Lincoln reveals clearly legible ‘layers’ with distinct character. This variety is reflected in the Plan’s standards and guidelines. At the same time, the DCP expands the boundaries of areas of the Downtown that are not covered in the Bayside District Plan (1996) while combining the careful concepts of that plan with LUCE strategies.

Reflecting these existing conditions as well as the new Expo Line transit station, the Downtown Community Plan establishes six land-use Districts: Lincoln Transition, Neighborhood Village, Transit Adjacent, Bayside Conservation, Wilshire Transition and Ocean Transition. For

Illustration 2A.1 Downtown Community Plan Land Use Districts



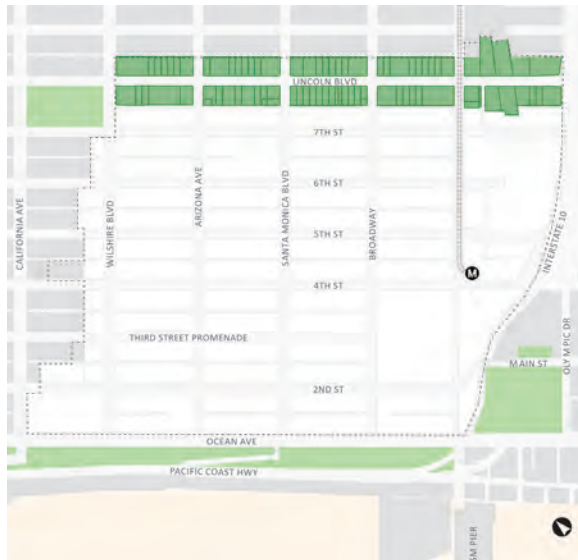
## 2A >> DOWNTOWN DISTRICTS

the most part these Districts follow north-south streets. The standards and regulations found in Chapter 4 ensure appropriate variations in land-use mix as well as in the scale and density of new buildings to ensure transitions to protect adjacent residential districts.

The following describes the location and setting of each of the six Districts, and provides a general description of types and character of uses to be permitted in each. Development standards describing height, floor area ratio and other requirements can be found in Chapter 4

### 2A.1.A LINCOLN TRANSITION (LT)

#### Illustration 2A.2 LINCOLN TRANSITION



#### Location and Setting

Lincoln Boulevard is a major artery that moves large amounts of traffic along the eastern edge of the District. In its current form, the street consists mostly of a mix of auto-oriented uses – gas stations, fast food and stand-alone restaurants and durable goods providers – with some medium-size office developments. The 2010 LUCE designated this area as a Mixed-Use Boulevard and provided standards that allow this part of the Downtown to transition to become a Downtown gateway while respecting the lower-scale residential neighborhood to the east. Recently completed and current applications illustrate the demand for neighborhood restaurants and outdoor dining serving the area.

#### Defining Character and Uses

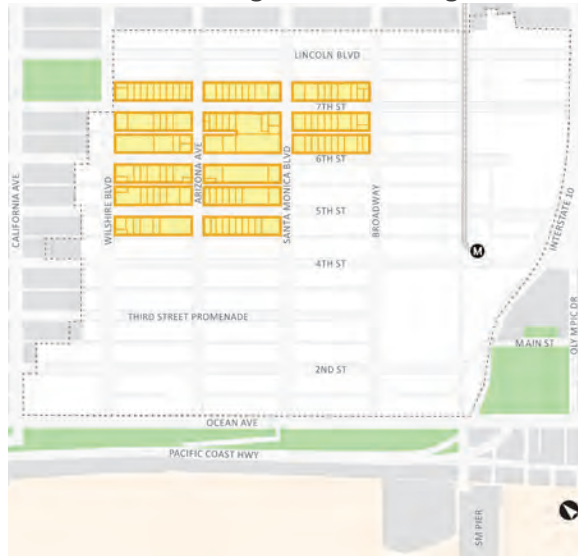
As this former state highway continues to evolve as the eastern gateway to the Downtown District, the pedestrian realm and open-space standards presented in Chapter 2D: Pathways and Public Spaces, will guide new investment making Lincoln Boulevard a more walkable street while still performing as a major vehicular and transit connector. The DCP continues to encourage the creation of multi-family housing to increase the vibrancy of the boulevard, create foot traffic for local shops and services and allow convenient access to transit. To that end, a height and floor area ratio incentive is provided

for housing projects to promote new residential uses in this district. Ground floor uses for this area should activate the street and serve the local community with a mixture of cafes, smaller restaurants, grocery stores and convenient shops and services. Office and other uses that are not intended for walk-up services should include pedestrian-oriented design and animate the street. Additional pedestrian amenities such as street trees and landscaping will enliven the character and provide physical buffers between pedestrians on the sidewalk and cars in the street. On Lincoln Boulevard's eastern edge, where it abuts the mid-city neighborhood, height and density standards guide a sensitive transition in building form so as not to overshadow adjacent one-, two- and three-story residential uses.

Lincoln Boulevard is within walking distance of the Expo station and the Bayside Conservation district, but it has the perception of much greater distance due to the harshness of the auto-oriented development and heavy traffic along the corridor. Creating a human scale environment along the boulevard, and encouraging pedestrian-oriented east/west connections will support access to the light rail as well as the peripheral parking strategy that locates sites for significant new public parking along the Downtown peripheries (see Chapter 3: *Access and Mobility*).

### 2A.1.B NEIGHBORHOOD VILLAGE (NV)

Illustration 2A.3 Neighborhood Village



#### Location and Setting

This district extends from 7th Court to 4th Court and from the south side of Wilshire Boulevard to Broadway between 7th Court and 6th Street, then to Santa Monica Boulevard from 6th Street to 4th Court. This area consists mostly of older residential, small floor plate office, retail, religious, and restaurant uses, as well as civic and neighborhood serving uses such as the Main Library and the YMCA.

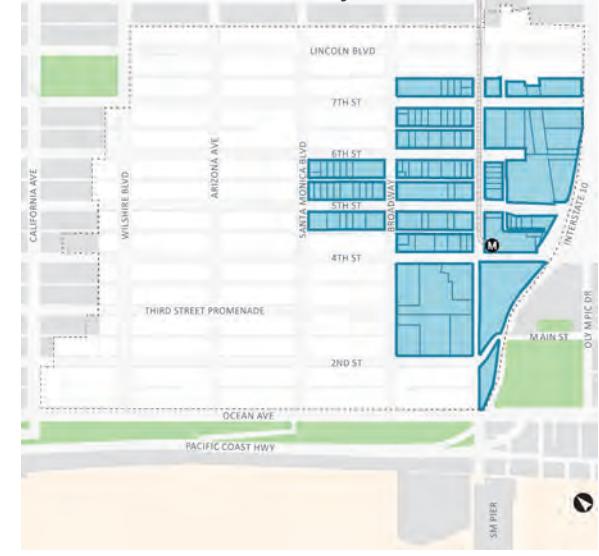
#### Defining Character and Uses

In addition to the existing mix of housing and commercial uses, more opportunities for local serving pedestrian uses are desired to activate the streets. Ground-floor residential uses are desired for mid-block projects, and all new uses should be incorporated in a way that respects existing residential uses.

There are a number of surface parking lots and underutilized parcels in this area that could accommodate mixed-use residential and smaller office uses. Smaller floor plate office, with lower rents in this area could be optimal for start-up office users, creative businesses or non-profits. A few larger sites in this area, such as the Whole Foods site at 5th and Wilshire, should be considered as locations for providing shared parking that could service the northern end of the district. A portion of the city-owned site on Arizona Avenue between 4th and 5th Streets will be located in this district. It could introduce significant landscaped public open space, cultural uses, affordable housing, public parking and a new hub in this area of Downtown. Multi-modal access to the district is critical as it is located further from the freeway and Lincoln Boulevard entrances.

### 2A.1.C TRANSIT ADJACENT (TA)

Illustration 2A.4 Transit Adjacent



#### Location and Setting

The Transit Adjacent district roughly covers the area within a two-and-a-half-block radius from the Light Rail Station at the intersection of 4th Street and Colorado Avenue. The approximate boundaries of this district are the I-10 freeway on the southern edge (including all freeway adjacent properties west of 7th Court), 7th Court to the east, Santa Monica Boulevard to the north and the eastern part of 4th Street (where it intersects with the Bayside Conservation District) and Santa Monica Place to the west. This area abuts a number of different character areas of Downtown, ranging from the Bayside Conservation district, through transitional mixed-use areas, to the primarily residential sections on



## 2A >> DOWNTOWN DISTRICTS



Rendering of the light rail station at 4th and Colorado.

the eastern edge of Downtown. It encompasses the Big Blue Bus yards and freeway-adjacent sites, including the Light Rail terminus station, all of which will be planned in greater detail through the Gateway Master Plan process. The Gateway Master Plan is discussed later in this chapter.

### Defining Character and Uses

To minimize new automobile trips, this area utilizes a land-use strategy that supports increased activity in close proximity to transit. This area includes large properties adjacent to the freeway and the light rail station that can accommodate a broad mix of uses and services such as local and regional serving retail, multi-family housing, Class-A office, creative employment, hospitality uses and community gathering spaces. Two new hotels that have just opened at the corner of Colorado Ave. and 5th Street bring new visitors to the area with convenient access to the Expo Light Rail. The Colorado Esplanade is a key factor in accommodating the anticipated increase of pedestrians as they become transit

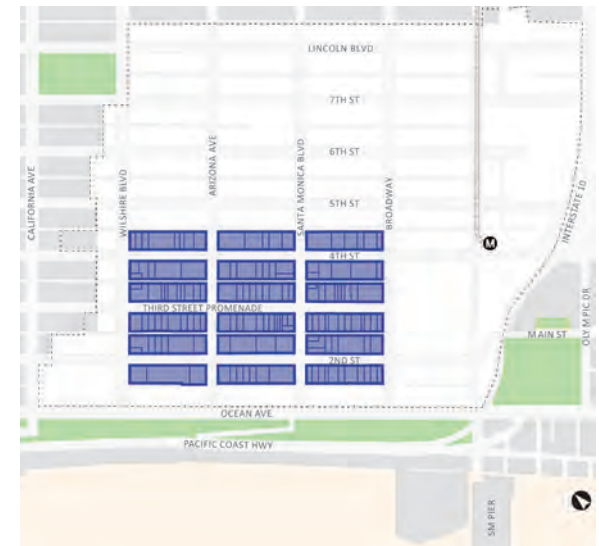
patrons entering and exiting the station. The DCP standards encourage a mix of convenient goods and services in proximity to the station so that local residents and visitors may shop on their walk to and from the station. The standards also anticipate additional employment sites near transit so employees may commute to and from work via light rail. In recent years, Downtown has seen the loss of some office space due to demolition and replacement for residential and hotel uses, while demand for new jobs is increasing. The Transit Adjacent district presents the opportunity to meet some of the demand near light rail so that new office uses will have fewer vehicle trips than in the past. The Transit Adjacent district also allows for larger sites that can accommodate additional new shared parking opportunities, especially for properties south of Colorado with immediate access to the freeway.

The Esplanade, completed in 2016, realigns 2nd and Main Streets allowing a seamless transition. It completes 2nd Street as a north/south route and improves direct local access between Downtown and the Civic Center. In the future, the DCP circulation strategy calls for off-ramp improvements and the Olympic Crossover freeway bridge. This would allow vehicle traffic to exit the freeway and proceed directly to Main Street and/or Ocean Avenue via the newly completed Olympic Drive extension, bypassing the station area. This will relieve pressure on the intersections at 4th and Colorado and 5th and Colorado, and allow it to shift character to accommodate additional pedestrians and

Downtown-destined vehicles. These strategies, including the potential for capping the I-10 Freeway will be explored in the Gateway Master Plan process.

### 2A.1.D BAYSIDE CONSERVATION (BCD)

#### Illustration 2A.5 Bayside Conservation



### Location and Setting

This district extends from 4th Court to the west side of 2nd Street and the south side of Wilshire Boulevard to the east side of Broadway. The Bayside Conservation district is considered the pedestrian and economic heart of the City. Anchored by the Third Street Promenade, it is a vibrant urban atmosphere supported by a broad mix of building types, office space, entertainment, retail, restaurants, cafes, salons and exercise studios. The DCP supports the

continued expansion of the central retail district by increasing the energy and pedestrian traffic on streets around the Promenade. The Bayside Conservation district has eleven City Landmarks and several identified as potentially eligible for designation. The district is well served by the largest concentration of public parking in the city with municipal parking structures #1-#10 located on 2nd and 4th Streets. Fourth Street is currently Downtown's transit priority street, and is also a main vehicle access route to the I-10 Freeway. Even so, this area hosts a high concentration of pedestrians who outnumber vehicles at some intersections during peak hours. 2nd Street also has a mixture of small floor plate and office space interspersed with small retail including restaurants, cafes, yoga studios and a newly renovated art-house theater. Housing multiple public parking structures, including the recently reconstructed and expanded Structure #6, and active ground floor uses, this street is busy with pedestrian and vehicle movement. It also serves as a key transition from Downtown to the Beach and Palisades Park. With the completion of the Esplanade this street has become an even more critical north/south route for many vehicles, bicycles and pedestrians as it provides direct local access to the Civic Center and the freeway via the Olympic Drive extension.

### **The Promenade**

The iconic Promenade is one of the most successful urban environments in Southern California. It is a central three block-long pedestrian open space located in the Bayside Conservation district between Wilshire Boulevard and Broadway. With active storefronts, restaurants, services and regular street entertainment, the Promenade is a walk street whose vitality radiates outward to the rest of the district with active storefronts, restaurants, services and regular street entertainment. The southern end of the Promenade connects seamlessly to Santa Monica Place, the City's urban mall, which re-opened as an open-air shopping center in August 2010. The Promenade resulted from the closure of a vehicular street that was converted to a pedestrian walk street in 1965. The authentic urban retail, dining and cinema experience has proven to be extremely successful and is enjoyed year-round due to Santa Monica's generally mild weather conditions. The success of the Promenade also relies on the human-scale environment created by the buildings, representing the traditional height and scale of the early 20th century. Some of these buildings retain their historic façades at ground level or on upper floors. Newer building forms are set back at upper floors to maintain the Promenade's historic scale. It is generally considered that the Promenade's success is also based on the city's parking strategy, which 50 years ago produced the multiple parking structures adjacent to the Promenade. These provide an easily accessible "park once" opportunity that allows visitors to leave their car in one place and enjoy multiple activities.

### **Defining Character and Uses**

This area should continue as a lively mix of pedestrian-oriented uses with dynamic activity day and night and promote a 17 hour/7 day active district. The 4th/5th and Arizona site will be a catalyst development anchoring the north-central part of the district, creating a new local destination. Development on this site should serve the local community through the provision of new job opportunities, shopping and dining options, and social experiences including ample programmable public open space and cultural uses. The land use regulations for this District support a diversity of entertainment and cultural options, in particular the addition of cultural amenities such as museums, theaters and cinemas. The development standards limit height and FAR to preserve the ambiance of this well-loved, human-scaled environment that is integral to Santa Monica's identity and image. Specific preservation goals for this area focus on retention and rehabilitation of the remaining buildings listed on the Historic Resources Inventory and restoration of existing façades which may be hidden or obscured.

Taking into account changes in retailing, the Promenade should continue to encourage a mix of dining, retail and entertainment uses with an emphasis on promoting new restaurants and cafés. The circulation vision proposes contemporary updates to wayfinding programs, strategic public realm improvements and other infrastructure upgrades that will build on the street's success and support the integration of

## 2A >> DOWNTOWN DISTRICTS

visitors arriving by light rail. The DCP supports activities that enrich the Promenade, including street performances and events that enliven the street and provide memorable experiences for visitors, while also seeking to expand cultural opportunities including live music venues and upgraded state-of-the-art cinemas.

### 2A.1.E WILSHIRE TRANSITION (WT)

Illustration 2A.6 Wilshire Transition



#### Location and Setting

This district consists of properties on the north side of Wilshire Boulevard between the east side of 2nd Street and west side of 7th Street. This area currently hosts a multitude of different building types and heights with both large Class-A office developments and smaller two- and three-story structures that house a mixture

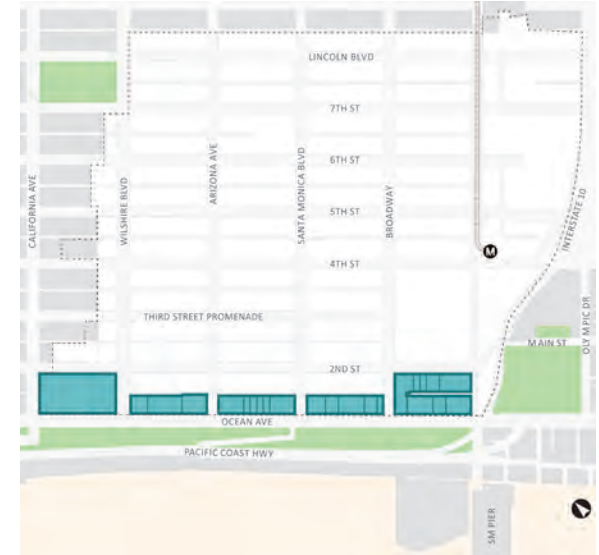
of small neighborhood serving retail and dining. This transition area is located on the northern most edge of the DCP boundary adjacent to the Wilmont neighborhood. The new standards reduce the height and density from the adjacent Downtown core, recognizing this as a unique and important transition area that functions both as a local neighborhood area for convenience goods and dining and a critical northern anchor for the Downtown business and commercial center.

#### Defining Character and Uses

This district should continue to support the smaller local serving uses that provide easily accessible goods and services to the surrounding neighborhood. The proposed urban scale is designed to be complementary to the area and steps down to the adjacent residential uses. There is an opportunity to invigorate the area with a program to allow the vacant courtyard space at 401 Wilshire Boulevard to be enlivened with convenient goods and activities (see Chapter 2D: *Open Space*, Illustration 4D.5) through the privately-owned public spaces revitalization program (“POPS”), which allows for the addition of pedestrian-oriented uses at the ground floor along existing urban plazas.

### 2A.1.F OCEAN TRANSITION (OT)

Illustration 2A.7 Ocean Transition



#### Location and Setting

This district essentially captures all parcels located on Ocean Avenue between California Avenue to the north and Colorado Avenue to the south. This district includes a number of buildings that have been designated as City Landmarks or identified as potentially eligible.

Ocean Avenue includes an eclectic mix of dense housing developments, hotels, restaurants and small retail. It enjoys an unparalleled natural setting with expansive views of the beach, the Pier and Palisades Park. While the pedestrian experience should be on a par with the world’s great beach cities, it is marred on the east side due to multiple curb cuts, valet operations and inconsistent frontages and inactive plazas.



**Defining Character and Uses**

Public and private enhancements are encouraged in this district to make the Ocean Transition area a more consistently enjoyable walking experience. Underutilized plazas and frontages should be permitted to have limited additional retail square footage to encourage walking and to enliven inactive spaces as outlined in Chapter 2D: Pathways and Public Spaces. Chapter 3: Access and Mobility, calls for the exploration of improvements to the Ocean Avenue streetscape and limited sidewalk widening at the southern end to accommodate pedestrians transitioning to the Pier and Esplanade. For the two large sites under consideration along Ocean Avenue it will be important to contribute to the overall improvement of the pedestrian experience and integrate Ocean Avenue into the larger Downtown multi-modal circulation network. With the arrival of the light rail, additional pedestrians seek access to Ocean Avenue, the Pier and the beach. Improvements should capitalize on the increased pedestrian traffic throughout the Downtown, and promote a comfortable connection northward along Ocean Avenue to Wilshire Boulevard and east toward the Promenade, further activating and enlivening the northern edge of the Downtown.

**2A.2**

**GATEWAY MASTER PLAN (GMP) PROJECTS**

The Gateway Master Plan will address the comprehensive planning for the area adjacent to the I-10 Freeway that links Downtown to the Civic Center. There is a unique opportunity for a full or partial capping of the airspace over the freeway right of way. This would provide multiple benefits, including:

- Mitigate noise and pollution from through-traffic
- Seamlessly link the historic Downtown and historic Civic Center, removing a visual and physical divide
- Allow for better freeway entry and exit, relieving the often congested traffic bottlenecks
- Provide peripheral parking opportunities that could reduce vehicular impacts on the Downtown core
- Create beautiful new park and park life through new public open spaces
- Provide a framework for orderly development of currently vacant or underutilized areas

Development of the Gateway Master Plan will be an open process facilitated by staff, and include participation from the community, land owners, and decision-makers as priorities for the area are refined. Entering the city from this key location should become an experience that reflects the city’s values of community,

**Table 2A.1 Gateway Master Plan Sites**

GATEWAY SITES
120 Colorado Avenue (Wyndham)
302 Colorado Avenue (Sears)
402 Colorado Avenue/1640 5th Street (Downtown Station Site)
1334 5th Street (Big Blue Bus Site)

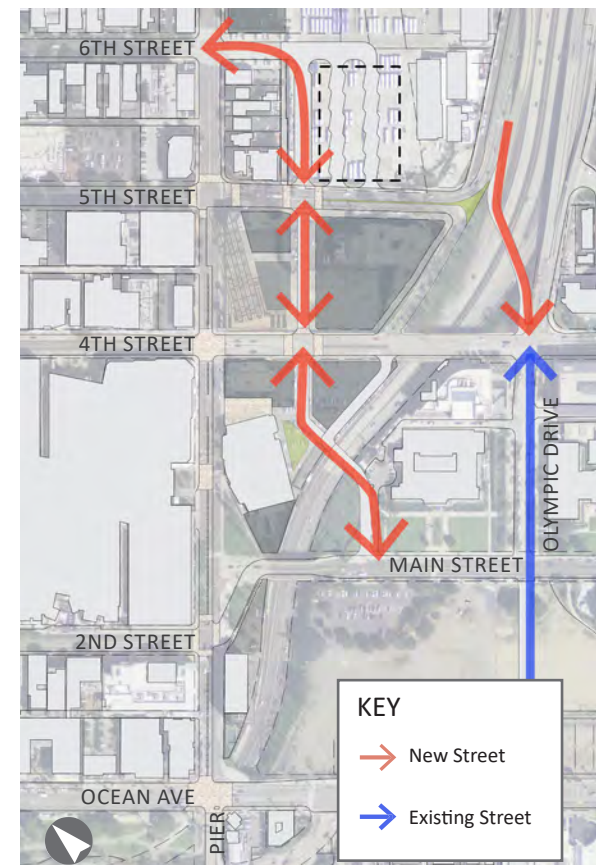


Diagram showing opportunity to coordinate development of Gateway Master Plan area to achieve significant Roadway capacity circulation improvements.

sustainability and pride of place. The Gateway Master Plan would provide a roadmap for a phased, comprehensive evolution of circulation improvements and provide decision-makers with a clear path for maintaining a balance between protection, conservation, and growth. It allows for opportunities to aggregate community benefits for the benefit of the City as a whole. It also provides a key opportunity to tie into the regional circulation systems of the 1-10 freeway, the Big Blue Bus and the Expo Light Rail terminus site.

The GMP will provide an opportunity to determine how properties within the Plan area can participate in implementation of the necessary access and circulation improvements. Community discussion has shown a desire for extra planning efforts to ensure properties within the GMP area work together efficiently and effectively to improve circulation, re-allocate density where necessary and provide amenities such as open space, shared parking and preservation of historic structures. Besides designing circulation improvements and exploring the feasibility of freeway capping alternatives, the Gateway Master Plan will coordinate with the DCP for regulation of land use and zoning. Existing technical and feasibility analyses from the City-owned Expo terminus site (4CO) will be used as the basis for working with Caltrans and addressing freeway bridging, capping and off-ramp relocation. The 4CO work will underlie the urban design, land use and policy process of the GMP.

Pending completion of the Gateway Master plan, interim development standards for properties within the GMP boundaries can be found in Chapter 4.

### 2A.3

### PROJECT REQUIREMENTS AND NEGOTIATED COMMUNITY BENEFITS

Project requirements for development projects reflect the priorities of a community. These requirements can have many forms, but typically support programs, services and physical improvements that achieve public objectives under city policy. Recognizing that all development, rather than just negotiated development improvements, should be tasked with improving the community, the Land Use and Circulation Element identified public open space, trip reduction, and affordable housing, to be instrumental to Santa Monica's long-term success and viability. The LUCE sets development baselines that align with lower intensity development, and allows for increase in height and density congruent with the area context, in accordance with a tiering system.

In addition, the City of Santa Monica has historically negotiated with landowners and developers to provide community facilities and services through the state approved development agreement process. Some of the most visible benefits derived from these agreements have been public spaces, including the Santa Monica Swim Center, public art,

affordable housing, community meeting spaces and child-care facilities. Less visible, but also important, are contributions for numerous community-oriented endeavors such as local hiring programs, living wages afforded to workers, funding for the city's public arts program and critical public infrastructure improvements. Negotiated community benefits can fund or provide a number of different improvements, ranging from affordable and middle-income housing to targeted streetscape enhancements. Negotiated benefits may be used in conjunction with other funding and financing mechanisms where appropriate. However, negotiations for community benefits have a downside as well. Lack of certainty and clarity on what is expected from new development can create lengthy and contentious disagreements about the nature and value of specific community benefits. To the maximum extent possible, therefore, the DCP seeks to establish a policy-based approach to setting transparent and consistent expectations for negotiated community benefits. Each development would be expected to have supplemental economic analyses that provide a general sense of the scale of community benefits that could be negotiated beyond those required by local and state law.

The DCP prioritizes project requirements and negotiated community benefits that reflect the multi-year community outreach process. Provision of community benefits is just one of many funding tools available to the city to achieve the enhancements outlined in this Plan, but it is important because it links development with civic improvements to fulfill the expectation that all new development will provide clear and substantial benefits to the community. Any project negotiated through a development agreement would be reviewed against the Plan carefully to ensure that it advances the goals and vision of the DCP. Project negotiations should focus on the improvements identified in the project area and provide them in a manner that enhances the district as a whole.

The system of project requirements and negotiated community benefits laid out in this chapter creates the opportunity to meet the public objectives for an equitable and beneficial environment in keeping with the long-standing community traditions of creating complete neighborhoods, circulation improvements, affordable housing and other programs that support a Santa Monica that is enjoyed by people of all economic strata.

### 2.3A NEGOTIATED COMMUNITY BENEFIT PRIORITIES FOR DOWNTOWN

As part of the Downtown Community Plan outreach process, the City and Planning Commission hosted many community workshops and public hearings in addition to focus groups and one-on-one meetings and online surveys. Community members voiced their top priorities for improvements to be provided in the Downtown area at these workshops in addition to providing written comments. While the community outreach process elicited a broad and varying range of desired enhancements for Downtown, the most significant items that were discussed as priorities were:

1. **Publicly Accessible Open Space.** Add outdoor open space where local residents can gather and enjoy a “back yard” type of space within a very short walk from where they live and pedestrians can enjoy amenities that add greenery, art and public gathering places.
2. **Affordable Housing.** Provide a range of housing options at varying affordability levels to accommodate the city’s diverse residents and workforce.
3. **Mobility and Circulation.** Improve and diversify circulation through incentive programs and facilities for active transportation, circulation network upgrades (wayfinding and ramps), and provision of a Downtown circulator that allows easier access to and throughout Downtown.
4. **Cultural Institutions.** Develop a museum, performance space and a few signature art pieces of the level of the public art in Millennium Park in Chicago.
5. **Historic Preservation.** Allow for the preservation and adaptive reuse of landmarked and/or character-defining structures identified on the Historic Resource Inventory (HRI).



**2A.4 DCP ENTITLEMENT AND TIER SYSTEM**

The LUCE addresses the Downtown area from a broad policy perspective, outlining goals and objectives, but defers the specific land-use standards to the Downtown Community Plan. The DCP implements a modified version of the LUCE Tiering system, which provides distinct entitlement processes for projects of certain sizes and/or land uses.

The DCP entitlement system differentiates between housing projects and commercial projects, and relies upon process thresholds to create distinct entitlement pathways for each project type, which are summarized in Chapter 4, 9.10.050, Application Thresholds Table. Downtown housing projects are strongly encouraged to support a strong and economically diverse residential neighborhood component to Downtown vitality. These are consequently provided more generous floor area thresholds than their commercial counterpart. Housing projects are defined in Chapter 4, Standards and Regulations, 9.10.050.

**“Base” Projects**

Typically, developments that conform to Tier 1 standards are referred to as “base” projects. Base projects must meet minimum project requirements for setbacks, design and open space, and pay adopted fees for items such as affordable housing, trip reduction, cultural arts and child-care fees.

- 1. **Housing Projects**  
Any streamlined housing project on parcel(s) up to 43,560 sq. ft. may be processed through an Administrative Approval.
- 2. **Commercial Projects**  
Smaller commercial projects that conform to Tier 1 standards may be processed through an Administrative Approval.

**Development Review Projects**

Certain commercial projects and housing projects on parcel(s) that are 43,560 sf or greater are permitted by Development Review Permit (DRP), allowing these projects to be approved through discretionary review and a Planning Commission public hearing that gives community members a venue to share thoughts and input on proposed projects. By law, Planning Commission decisions are appealable to the City Council. This system of project requirements is intended to ensure greater discretionary review for larger housing projects and commercial projects.

- 1. **Housing Projects on Parcel(s) that are 43,560 Square Feet or Greater**  
Housing projects on parcel(s) that are 43,560 sf or greater are considered non-negotiated discretionary projects. These projects are required to comply with affordable housing requirements and affordability mix as established in Zoning Ordinance Chapter 9.64.
- 2. **All Other Projects Between 10,000-30,000 SF**  
Tier 2 projects between 10,000-30,000 square feet are considered non-negotiated discretionary projects that must contribute to the community benefits program at Tier 2 levels.

**Development Agreement Projects**

Development Agreements are used to process specific properties where special conditions of size, shape, geography or existing or desired development require particular attention and additional analysis. This approach allows the city to address the specific physical conditions and challenges posed by these sites and negotiate for significant benefits from larger individual development projects. In the Downtown district, several project types will require a negotiated development agreement, regardless of proposed height and tier, with negotiated community benefits approved by the City Council. Guidelines for on-site benefits that are aligned with the community benefit priorities for Downtown are listed in Table 2A.4.

**Table 2A.3 Community Benefit and Fee Priorities for Development Agreements**

LARGE SITES	PREFERRED ON-SITE COMMUNITY BENEFITS
LEED® Certification	Developer should design the Project so that, at a minimum, the Project should achieve LEED® “Platinum” certification under the LEED® Rating System
Affordable Housing	Housing projects should provide substantially more affordable housing units than required for qualified Tier 3 projects by the DCP
Middle-Income Housing	No less than 10% of the units should be available for residents who make 130% - 180% of AMI, provided RHNA obligations have been met.
Local Hiring	Contractors should make a good faith effort to hire qualified individuals who are residents of the City of Santa Monica to comprise not less than 25% of each contractors’ total construction workforce
Water Conservation	In addition to water neutrality requirements, developer should achieve a Water Conservation Requirement, defined as (i) fifty percent (50%) below the CALGreen (Title 24) baseline for exterior water use and landscaping, and (ii) thirty percent (30%) below the CALGreen (Title 24) baseline, for interior building water use
Energy Conservation	Developer should install photovoltaic panels on the roof deck of the Project sufficient to generate energy to power the Project’s common areas, excluding elevator shafts.  The Project should be designed to use and should achieve 15% less energy than required by the California Energy Code.
Transportation Demand Management (TDM) Plan	For employees of the commercial tenants, Developer should achieve an average vehicle ridership (AVR) of 2.2 within two years of Certificate of Occupancy. The 2.2 AVR should continue to be achieved and maintained thereafter.  Developer should submit an annual monitoring report on the TDM Plan (“TDM Annual Status Report”) starting on the first anniversary of issuance of the project’s Certificate of Occupancy
Additional Fees	Transportation Management Organization contribution, Big Blue Bus contribution, Early Childhood Initiatives contribution, Historic Preservation contribution, Water Conservation program contribution

## 2A >> DOWNTOWN DISTRICTS

### All Other Projects

**All Tiers.** Non-housing projects greater than 30,000 square feet of floor area shall be required to be processed through a development agreement.

All development agreement projects are expected to provide community benefits that contribute to Downtown’s priorities and fees in excess of Tier 3 fee requirements. Table 2A.3 provides guidelines to priority areas that should guide development agreement negotiations. These priority areas are a baseline for further negotiation.

### Established Large Site Overlay.

The DCP identifies three sites in the Downtown that, given parcel size and development standards, could potentially provide significant community benefits for the circulation, open space and cultural facilities that would otherwise not be anticipated from smaller projects. These significant enhancements are identified as part of an overall strategy for potential economic and functional improvements to address anticipated future needs.

The maximum height for the Downtown is 84’. The DCP establishes a rigorous public process

for projects on Established Large Sites to request consideration up to an absolute height limit of 130 feet, subject to the following requirements:

1. Shall be processed through a development agreement
2. Additional environmental review
3. Although not required per CEQA, shade and Shadow analysis of the project’s impacts on adjacent uses
4. Include in the application submittal comprehensive responses to how the project meets each of the priorities described in this chapter.

Guidelines for significant on-site benefits that are aligned with the community benefit priorities for Downtown are listed in Table 2A.4. A significant improvement, including but not limited to a publicly accessible open space, a cultural facility or a significant circulation element could also be considered as a community benefit feature.

**Goal LU1: The Downtown Community Plan area is a high quality, mixed-use district**

**Table 2A.4 Preferred On-site Community Benefits for Established Large Sites Overlay**

LARGE SITES	PREFERRED ONSITE COMMUNITY BENEFITS
4th Street & Arizona Avenue	Affordable Housing, Public Open Space, Cultural Institution
1133 Ocean Avenue	Affordable Housing, Public Open Space, Historic Preservation
101 Santa Monica Boulevard	Affordable Housing, Cultural institution, Historic Preservation

**offering opportunities for housing for**



## DOWNTOWN DISTRICTS - GOALS AND POLICIES

people across the income spectrum, jobs, arts and culture, local-serving retail and community/visitor gathering places.

**Policy LU1.1** Accommodate the development of public, civic and private uses that contributes to the quality of life and wellbeing of residents of all ages and abilities and the sense of a “complete neighborhood,” including such uses as arts and cultural facilities, childcare facilities, parks, senior and youth facilities and meeting facilities, while adhering to the desired scale and character of development.

**Policy LU1.2** Accommodate the development of uses that support a 17 hours a day/7 days a week environment that meets the needs of businesses and residents; such uses include retail goods and services, food stores, restaurants and cafés, hotels, health clubs, entertainment and comparable uses.

**Policy LU1.3** Promote the development of uses and facilities that enable and encourage mobility by alternative modes to the automobile; these include businesses for sale, service, rental and sharing of bicycles, as well as rideshare, flex vehicle leasing and rental services.

**Policy LU1.4** Leverage the availability of citywide and neighborhood-level data sources, including but not limited to those available through the Santa Monica Wellbeing Project, to advance a diverse and thriving multigenerational

Downtown community.

**Policy LU1.5** Promote the distribution of land uses such that the most active ground floor uses are provided in the historic core and areas served by transit, while the least active ground floor uses are provided in the transition areas adjacent to residential neighborhoods.

**Goal LU2: Downtown is a thriving creative and cultural center with a unique concentration of innovative businesses, performance spaces, museums and programmed events.**

**Policy LU2.1** Enhance creative and cultural uses, including spaces for artists, performers, writers and musicians, and consider development of a prominent museum space.

**Policy LU2.2** Promote the retention of existing creative arts/entertainment uses, and provide opportunities for the founding, nurture and growth of these enterprises, including new spaces in future development projects.

**Goal LU3: Santa Monica’s Downtown continues to be the economic center for the City, providing a diverse and flexible mix of uses that can meet future resident, business**

**and visitor demand.**

**Policy LU3.1** Encourage new office space to serve the growth needs of existing and start-up businesses, and provide jobs for Downtown’s workforce, such as professionals and high-tech workers who currently commute elsewhere.

**Policy LU3.2** Provide increased cultural and visitor-serving uses; encourage a range of accommodation types and affordability levels to provide overnight accommodations to the broadest spectrum of visitors.

**Policy LU3.3** For the portion of the Downtown that is located in the Coastal Zone, strive to achieve the goals of the State Coastal Act in regard to low-cost visitor accommodations.

**Goal LU4: Downtown is an attractive residential neighborhood with a range of housing opportunities, that emphasizes on affordable and family housing.**

## 2A >> DOWNTOWN DISTRICTS

**Policy LU4.1** Encourage the production of new housing projects through standards and process incentives.

**Policy LU4.2** Expand Affordable and Middle-income Housing opportunities available for families, seniors and others in the Downtown area.

**Policy LU4.3** Accommodate a significant portion of Santa Monica’s share of regional housing growth as defined by Regional Housing Needs Assessments (RHNA) within the Downtown Community Plan Area, as compared with other appropriate areas in the City.

**Policy LU4.4** Work with the business community to understand and incorporate the housing needs of their employees and gain support for marketing efforts toward Downtown employees.

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**Goal LU5: The Downtown Plan area demonstrates the highest levels of environmental, economic and social sustainability through appropriate land use and design.**

**Policy LU5.1** Leverage the economic, environmental and social value of the Expo Line terminus by providing additional mixed-use development opportunities on nearby sites; also provide affordable housing, local employment, and robust community benefits emphasizing a walkable district through design and the application of extensive TDM measures.

**Policy LU5.2** Promote visitor use of the Expo Line as a convenient and safe way to visit the area.

**Policy LU5.3** Set project standards requiring designers and developers to consider and integrate sustainable practices on site, infrastructure and building design beginning early in the design process, and throughout the project’s life cycle.

**Policy LU5.4** Explore options for the flexible, adaptive reuse of buildings over the life of the Plan.

**Policy LU5.5** Incorporate Green Street features into public right-of-way improvements.

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**Goal LU6: The scale and character of existing adjacent residential neighborhoods are respected through transitions in building form and intensity of activity.**

**Policy LU6.1** Provide appropriate reductions in

building mass for properties that abut existing residential districts.

**Policy LU6.2** Encourage smaller floor plates and neighborhood-serving ground floor uses near existing residential uses to limit spillover of incompatible, more intense activity.

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**Goal LU7: New development, infrastructure and land-use changes contribute to the enhancement of the social, cultural, physical and environmental quality of Downtown.**

**Policy LU7.1** Encourage developers to provide uses and facilities that benefit the business

employees, residents, vitality and quality of the Downtown Plan area.

**Policy LU7.2** Require that community benefit uses for which additional building height and density are granted are aligned with available citywide and neighborhood-level wellbeing data, are consistent with the community's priorities and exceed those that are normally required through the base standards of the Downtown Community Plan.

**Policy LU7.3** Address the community's concern about circulation and congestion management Downtown by focusing the additional community benefits required for "Infill Opportunities" projects on improving the circulation network to enhance Downtown connectivity, through such things as the provision of new streets and or pathways through the sites.

**Policy LU7.4** When sites identified as key opportunities for achieving a well-distributed public space network are developed, prioritize the provision of public space that functions like a public park or plaza, and seek a sustainable funding source for their ongoing maintenance and operations.

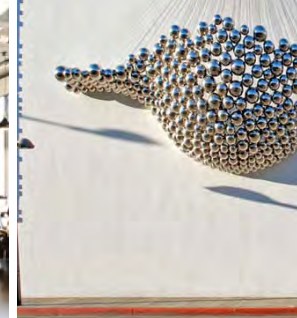
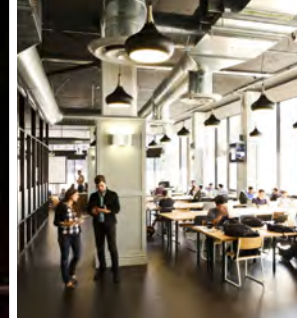
**Policy LU7.5** Encourage the restoration,

rehabilitation and adaptive reuse of historic resources, both designated and those identified on the Historic Resource Inventory, to ensure that the physical fabric of Downtown integrates and respects our historic assets as it continues to evolve.





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THE DOWNTOWN COMMUNITY PLAN  
CITY OF SANTA MONICA

COMMUNITY, CULTURE, PROSPERITY



CHAPTER 2B



## INSIDE THE COMMUNITY, CULTURE, PROSPERITY CHAPTER

### ❖ CREATING A LONG-TERM DOWNTOWN COMMUNITY

Downtown is already home to thousands of individuals. In the coming years, a new supply of residential units will add even more diversity and character to this growing neighborhood. This chapter provides information for private property owners, developers and the city about ways to better serve the needs of these existing and future populations in ways that contribute to their wellbeing, from affordable housing to community services and local-oriented land uses.

### ❖ JOBS AND ECONOMIC SUSTAINABILITY

The Downtown workforce constitutes 25% of the city's total employee population. In addition, many services that residents and visitors need are located in Downtown. To remain a vital economic engine, Downtown will be tasked to expand options and experiences centered around office, retail, dining and entertainment, and hospitality and tourism. This chapter defines Downtown's needs for economic health, and qualifies the types of land uses and spaces that are desired most by Downtown consumers.

### ❖ ARTS, CULTURE AND ENTERTAINMENT

As the Downtown community grows, so will the need for additional arts, culture and entertainment options to support a vibrant urban neighborhood. New facilities, cultural institutions, public art and festivals and other program details are described in this chapter.

## PRINCIPLES GUIDING THIS CHAPTER

### PROMOTE NEW HOUSING OPPORTUNITIES FOR DOWNTOWN RESIDENTS

Prioritize the production of new housing units for a diverse range of income levels, and encourage infill development that efficiently utilizes Downtown's limited land resources.

### CULTURAL AND ECONOMIC VITALITY

Maintain and enhance the cultural and economic diversity that allows for Downtown's continuing success.

*Goals, policies and actions designed to achieve the Plan principles stated above can be reviewed at the end of this chapter.*



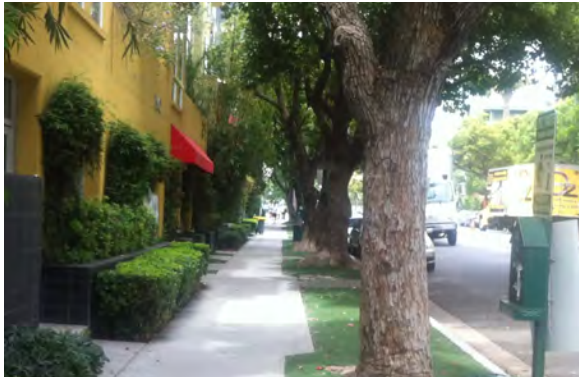
**2B.1 AN INCLUSIVE COMMUNITY**

Since the mid-1990s Downtown has emerged as one of the City’s most vibrant neighborhoods, featuring a growing array of housing, employment and entertainment options that appeal to many members of our community. Individuals seeking a walkable urban lifestyle come to Downtown to live, work and play within the heart of Santa Monica, and to relish in the varied cultural and entertainment experiences that are built in to the daily routine. What makes it all work for Downtown’s nearly five thousand residents is the easy transition between home life, work and entertainment. This quality is unique, and represents an opportunity for the city to expand this lifestyle choice to a broader section of Santa Monica through the Downtown Community Plan.

This chapter provides the framework for nurturing a complete and long-term Downtown community based on an appreciation of how housing, jobs, services, cultural institutions and other activities all relate to one another and contribute to the wellbeing of residents. Policies and actions found at the end of this chapter prioritize a range of housing (affordable, middle-income and family-sized) amidst new cultural venues and programs. Skills training, entrepreneurial development and job creation are also tied to building community and fostering “work local” opportunities for Downtown’s resident base and aspiring entrepreneurs. Similarly, it is important



*Downtown hosts a diversity of offices and other activity.*



*Recently built residential buildings have added a new population to Downtown’s fabric, and have created the conditions for a truly mixed-use urban neighborhood.*



*The Third Street Promenade is not only a global attraction, but also a popular recreation choice for Los Angeles area residents.*



*The “Whale” at Santa Monica Place is one of the City’s only indoor playgrounds.*

to create more opportunities for Downtown’s business owners and employees to find housing opportunities within the city so that they can “live local.” This chapter also seeks to strengthen Downtown as a civic space for the broader

Santa Monica community who enjoy coming here to dine, shop or be entertained. Additional Downtown experiences and new places to go create exciting reasons for the city’s residents to come together Downtown.

### 2B.1A A RESIDENTIAL NEIGHBORHOOD

Downtown is the area in which the largest share of new housing production is anticipated in the city over the next 20 years. In many ways, Downtown is already becoming a “complete neighborhood,” with a sizable residential population blossoming within its borders. Yet despite its growth, challenges exist to the vision of a stable Downtown neighborhood. As density increases, so does the need for supporting services, public space and parks, safety measures and local-serving amenities to serve individuals and families. Some of these new neighborhood features and services will be implemented by the city, while a far greater number will need to be included in private development projects. This includes the creation of larger, more affordable apartments and condominiums.

The compact, mixed-use environment of Downtown presents an opportunity to increase the availability of housing in a more efficient and less impactful way than in other parts of the city. Higher density apartment buildings, condominiums, and townhomes work well within the walkable city-block structure. Immediate access to transit and social services make Downtown an attractive option for low-income or fixed-income people, as well as for individuals interested in living car-free or car-lite. These groups include young adults, seniors, families

with children, and Santa Monica’s workforce, who largely commute to Downtown from outside the city limits (only 5 percent of Santa Monica residents work Downtown). Creating an inclusive neighborhood will ultimately strengthen and support the existing economic and cultural base, which will be supported by the additional programs recommended by this Plan.

#### Community Wellbeing

The City’s Wellbeing Project is a public initiative that uses the science of wellbeing to better understand the community by looking beyond traditional performance measures or economic indicators and using a new method to gain an understanding of how all of these factors interact and affect residents’ quality of life. The core of the project is the Wellbeing Index, which provides the city with a snapshot of its current wellbeing strengths and needs by analyzing data collected from residents, city departments and social media to gain a robust understanding of how the people of Santa Monica are doing across multiple measures known to influence wellbeing.

As the heart of the city, Downtown plays a vital role in helping the community balance these objectives by providing opportunities for upward mobility in an environment that is safe, beautiful and equitable. Nurturing this “social capital” can provide the community with strong connections



*According to the findings of the Wellbeing Project, Downtown community enjoys many positive attributes, but is also vulnerable to a few negative ones as well.*

among inhabitants to flourish in good times and withstand the tough ones. An analysis of the results of the Wellbeing Index for zip code 90401, which wholly encompasses Downtown and 4-square blocks of the Mid-City neighborhood demonstrate that Downtown residents benefit from many positive dimensions measured in the Wellbeing Index, such as access to healthy food, proximity to culturally enriching experiences and institutions, use and enjoyment of Downtown’s outdoor spaces, and frequent use of the many mobility options provided. However, the Index also points to areas of concern that highlight the growing pains of a residential neighborhood. The metrics for stress, stability and work-life

balance all register slightly higher Downtown than any other neighborhood in the city. One indicator of particular concern to the planning team reveals that Downtown residents do not feel connected to one another in the way that fosters community, trust among neighbors and social interaction.

Identifying these strengths and weaknesses provides the opportunity to envision the Downtown Community Plan with an eye toward improving the wellbeing of its residents. Tying the results of the Index to Plan policies and standards strengthens the logic for prioritizing affordable housing, public open space, new neighborhood serving uses and youth and senior services.

**Housing Mix**

The vision for the Downtown neighborhood embraces families of all sizes and ages. The studio and one bedroom units that have been developed over the past half-decade are a desired residential type and appropriate to Downtown for people seeking more independence from driving, and better access to entertainment and cultural venues; however, these unit types do not cater to all living situations that would nurture a complete and long-term community. This Plan envisions a greater mix of housing options.

Further, the new housing stock is almost entirely rental units, and market rate housing is priced at the high end of the market. Current Downtown monthly rents are not a typically viable option for lower- and middle-income households (See Table 2B.1), and very few for-sale units are currently available or being developed. Strategies and requirements for increased housing affordability Downtown are discussed in the next section, *A Spectrum of Affordability*.

Families with children occupy less than 3 percent of existing units Downtown, compared to 17 percent citywide. Two-bedroom units, and some larger units of three or more bedrooms are needed. Accessible units that accommodate seniors and persons with disabilities should also be included in new developments. Downtown has the greatest opportunity to accommodate new housing construction in the city. Implementing the following will promote housing variety and a stock of “stabilized” units for both low-income and middle-income individuals and households, as well as households with multiple occupants.

**Table 2B.1 2015 Downtown Rents**

BDRS	MARKET	RENT CONTROL	CITYWIDE
1	\$3,296	\$2,701	\$3,206
2	\$5,276	\$3,138	\$3,898

*Source: City of Santa Monica Rent Control Board, 2015; Strategic Economics; RealAnswers*



*New housing development can provide options for low- and middle-income households in the workforce.*



*Recently constructed housing in the Downtown has focused on the creation of studio and one-bedroom units. Larger units are desired to nurture a long-term community.*





Luxury housing with high rents have frustrated many who wish to move into the Downtown.



The Expo Light Rail presents the opportunity to create more transit- and pedestrian-oriented housing that is available to a wider group of households and income levels, particularly in the Transit Adjacent District.

### Ownership

Ownership housing in Downtown is scarce, with less than 4 percent of units being owner-occupied. Outreach conducted for this Plan indicates that the community is also interested in seeing residential ownership opportunities in the district. As the lending market for condominiums improves, the Plan encourages units to be constructed that cater toward permanent Downtown residents of all ages, and particularly those working in the Downtown or Oceanfront districts. A modicum of condominium development that does not displace existing rental housing is encouraged, and should be marketed towards the Santa Monica workforce.

### A Spectrum of Housing Affordability

Downtown is a microcosm of the Santa Monica housing market and an example of the challenges that the community faces to foster diversity and inclusivity. High land values, low vacancy rates and the appeal of the Downtown Santa Monica lifestyle has resulted in the highest rent levels in Los Angeles County. As a result up to 91 percent of Downtown’s workforce, even those in the “middle-income” range, live elsewhere.

The City’s Affordable Housing Production Program (AHPP) has been instrumental in adding to Downtown’s inventory of permanently affordable units, but deeper involvement and contributions from private development are necessary to create a more consistent range of units affordable to all income levels. The 2013-2021 Housing Element reinforces the city’s

commitment to providing a range of housing types and affordability levels, particularly for those employed in the city.

Renters constitute the other 96 percent of Downtown households, compared to 73 percent citywide. In Downtown, where rents average \$2,700 – \$3,300 per month for a one-bedroom apartment, over half of households spend at least one-third of their income on housing costs, with many spending upwards of half their income on housing alone. New developments are not included under rent control, and rents may increase unpredictably as dictated by the market. While the AHPP program requires the construction of deed-restricted, below-market units, it does not provide assistance to the large number of households just above the restricted-income levels who do not qualify for subsidized housing.

In response to community input heard during the outreach effort, this Plan provides a mechanism to fill the gap in the housing market for middle-income households as a means to achieving a more permanent and stabilized Downtown community.

### Community Benefits – Negotiated Projects (see Chapter 2: *Downtown Districts*)

Negotiated projects are encouraged to include some residential units deed-restricted to 130%–180% of Area Median Income (AMI) with regulated minimal rent increases. This approach provides financial assurance to persons and

Table 2B.2 Workers and Employed Residents: Downtown and the City of Santa Monica

	DOWNTOWN				CITY OF SANTA MONICA			
	Workers		Employed Residents		Workers		Employed Residents	
	Count	% of Total	Count	% of Total	Count	% of Total	Count	% of Total
<b>Total Jobs</b>	22,064	100%	1,720	100%	86,520	100%	45,359	100%
<b>Jobs by Age</b>								
29 or younger	6,917	31%	375	22%	20,560	24%	8,541	19%
30 to 54	11,958	54%	1,009	59%	50,274	58%	26,638	59%
55 and older	3,189	14%	336	20%	15,686	18%	10,179	22%
<b>Jobs by Earning</b>								
\$15K or less	5,370	24%	482	28%	17,316	20%	11,320	25%
\$15K to \$40K	7,129	32%	372	22%	26,004	30%	10,057	22%
More than \$40K	9,565	43%	866	50%	43,200	50%	23,981	53%

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics Program, 2013

Table 2B.3 Middle Income Housing Affordability

FAMILY SIZE	PERCENT OF AMI	MAX HOUSEHOLD INCOME	MAXIMUM RENT (2 BDR)
3 members	130%	\$75,816	\$1,895
3 members	150%	\$87,480	\$2,187
3 members	180%	\$104,976	\$2,624

Source: Strategic Economics Downtown Santa Monica Occupational-Wage and Rental Affordability Analysis, 2016



Overlooking the Expo alignment, a new housing project offers the opportunity to bridge jobs, housing and transportation.



The DCP promotes the creation of middle-class housing that caters to individuals and families who earn too much to qualify for Affordable Housing and too little to afford market rents. Many of these people work in the Downtown.





Recently constructed Affordable Housing projects provide diversity in Downtown's stock of residential options.

families at lower-middle income levels and creates the long-term opportunity to remain in Downtown as part of the neighborhood community. Table 2B.2 uses 2013 affordability measures provided by the State and modified for the Los Angeles region, and extrapolates further to understand how much middle-income earners can afford to pay in rent (a family of three individuals is used as an example).

### **Deed-Restricted Affordable Housing**

Pressures on the existing housing stock in Santa Monica from market forces and changes to state and federal laws impact affordable housing opportunities for low- and moderate-income persons and families. This is true for existing residential properties and residents living Downtown. The City's Housing Division works with affordable housing providers and multifamily property owners to ensure that economic diversity, a hallmark of Santa Monica, continues to flourish and that longtime residents can remain in their households.

As new residential and commercial projects are proposed, the DCP's modified projects requirements will generate additional deed-restricted units either on-site, off-site or through linkage fees to build affordable housing. With the State's elimination of Redevelopment Agency funding, building new deed-restricted affordable housing Downtown will increasingly rely on requirements applicable to new development and on partnerships using Federal, State and local funding sources that emerge to fill the gap.

Some additional units may be obtained through the development agreement negotiation process on a site-by-site basis, particularly on large properties.

### *Affordable Housing Requirements* (see Zoning Ordinance)

Tier 2 and Tier 3 housing projects are required to provide an augmented percentage of on-site or off-site deed-restricted below-market units.

### *Community Benefits – Negotiated Projects* (see Chapter 2A: *Downtown Districts*)

Chapter 2A prioritizes Affordable Housing as the city's number one community benefit. Negotiated projects should provide substantially more affordable housing than otherwise required by base standards.

### *Special Incentives for 100% Affordable Housing Projects*

To incentivize the production of affordable housing, 100% Affordable projects are provided the following incentives districtwide:

- Administrative Approval for all projects regardless of number of units;
- Height and FAR bonuses.

### **Community Services**

The city's range of supportive services, programs and projects help sustain many individuals' cultural, social and physical needs. Accessible public facilities are available throughout Downtown for those in need, including children, families, seniors, people with disabilities and low-income or homeless individuals.

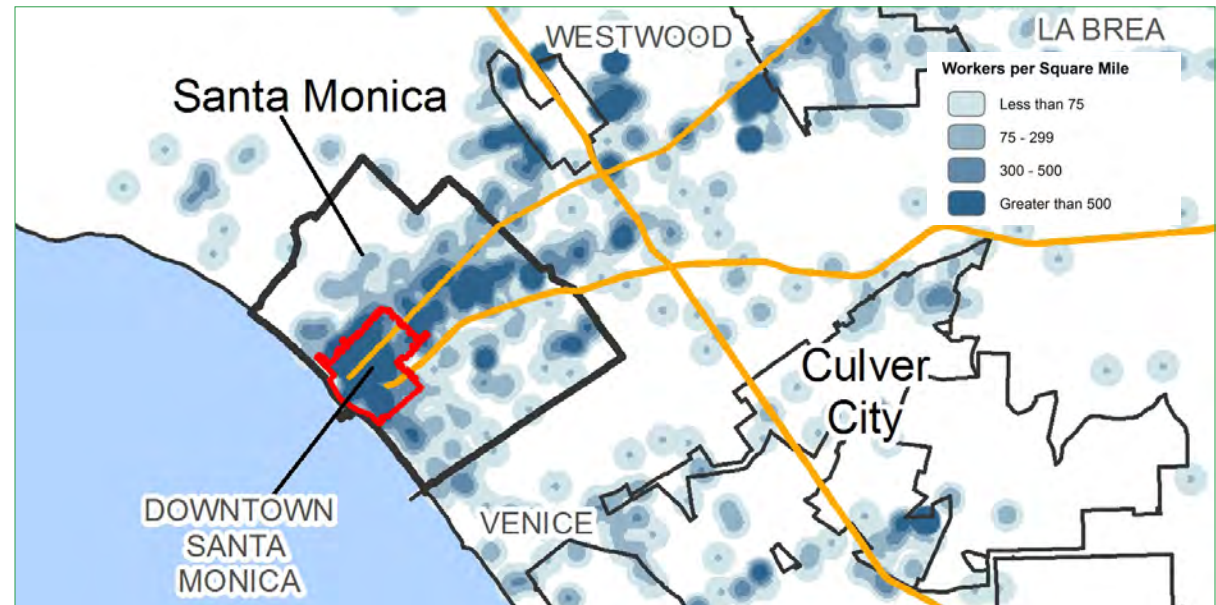


As the Downtown neighborhood grows over time to include a wider range of households, the city and its partners will need to evaluate the sufficiency of existing services. These include childcare and early education centers, an expansion to the WISE senior assistance programs, employment training and placement organizations, physical and mental health care services such as OPCC, recovery services and support for families and individuals challenged by physical disabilities. Similarly, as more children are raised within Downtown, the city and the Santa Monica Malibu Unified School District should monitor the availability of classrooms for this demographic. Currently, adequate school facilities exist within the city. Proximity to the city's public schools — Roosevelt Elementary, Lincoln Middle School and Santa Monica High School — as well as a number of private schools, provide sufficient choices and access to nearby academic facilities for families living in Downtown.

## 2B.2 A DIVERSE AND SUSTAINABLE ECONOMY

Downtown's economic success is a major component of the city's fiscal sustainability, which supports high levels of community infrastructure, financial assistance to the local school district, and social services, events and programs that Santa Monicans enjoy on a daily basis. This plan promotes an economic vision that supports the continuity of local businesses while welcoming new investment to serve Downtown's

Illustration 2B.1 Workers per Square Mile (Source: LEHD "On the Map," 2013)



local community and visitors. The combination of a world-class retail district encompassing the Third Street Promenade and Santa Monica Place, a variety of different types of work places and hotels, and a growing residential market — all in a walkable, beach proximate setting — provides a solid economic base for the City and must be nurtured.

Over the past few decades, Downtown Santa Monica has evolved into a unique and popular place, attracting a growing number of high-tech creative businesses and entrepreneurs that have formed a cluster known as "Silicon Beach." As with housing costs, commercial rents in the Downtown have risen significantly in recent

years, exceeding the increases in occupancy rates, absorption and rent levels experienced in neighboring submarkets and Los Angeles County as a whole. The scarcity of available office space and the shortage of space with the characteristics and amenities offered to creative businesses elsewhere in the region poses a challenge to Downtown's economic sustainability in the coming years.

Downtown also holds great appeal for locals and out-of-town visitors alike. This Plan provides the policies and standards to support economic success by retaining important businesses, encouraging new visitor uses, diversifying entertainment and cultural attractions (e.g. live

Illustration 2B.2 Occupancy Rates for Commercial Office in Santa Monica and Downtown



music venues) and enhancing accessibility and mobility features in order to help people arrive and get around comfortably. The Plan’s emphasis on transportation demand management (TDM), supporting non-vehicular modes of transport in order to reduce traffic and greenhouse gas (GHG) emissions, aims to improve the Downtown experience for everyone.

The following analysis of regional and local-serving retail, employment, office, and hospitality uses is followed by goals and policies to increase Downtown’s diversity to ensure continuing economic strength, diversification and sustainability.

**Employment**

There are approximately 27,000 – 29,000 workers employed in Downtown today with a broad range of professional, creative, retail, construction, government, hospitality and service industry jobs, all of which generally reflect the composition of the larger city economy. In 2010, the LUCE projected that the local job market would grow by approximately 150 net new jobs per year citywide. It is anticipated that the majority of new jobs will be located Downtown, in the Healthcare District and in the Bergamot Plan area.

**Business Development**

This Plan aims to continue a flexible “local business-friendly” environment in Downtown that can provide space for a broad mix of job opportunities in new and expanding industries. Policies support programs like “Buy Local Santa Monica” and “Green Business Certification,” which were created by the Santa Monica business community, the local merchant/business organizations (including DTSM, Inc.) and the City of Santa Monica. These programs help raise awareness about the economic, environmental and community benefits of shopping, eating and playing locally, and in promoting best practices in business greening and sustainability. There are currently over 850 businesses citywide that are actively involved in the Buy Local campaign with 180 of those located in the Downtown district.

**Downtown Office Space**

In the last decade, Santa Monica has gained the nickname “Silicon Beach” for its ability to attract and grow technology companies. With a limited supply of Class-A office space in a walkable, mixed-use urban environment, Downtown occupancy rates are holding at 94 percent compared to 93 percent for the westside market and 90 percent for Los Angeles County (Source: CoStar). Office rents in Downtown Santa Monica average 59 percent higher than countywide averages. This is true despite the aging quality of the office supply, in part because the continued increases in demand for space exists in an environment in which there has been almost no additional office space added (entitled or constructed) in the last 20 years.

Downtown has already experienced the loss of several significant employers, including Google and Riot Games due to lack of available office space to accommodate their growth needs. Many other local businesses are constrained by the lack of larger contiguous work space availability and are at risk of leaving. Limited space also drives higher rents, which poses barriers to entry. Small businesses, in particular, face a challenge in entering the westside office market due to high rents and limited availability and work spaces that are suitable for start-up ventures. This shortage is exacerbated when office space is lost through redevelopment and/or conversion to residential or hotel use. As long as demand continues to exceed supply, the rents will continue to escalate, running the risk of pricing out local businesses of any size. This, in turn, impacts the quantity of available jobs and services for the city’s residents and impacts the city’s overall fiscal health.

Furthermore, Downtown has lost some of its current office supply as the aging office space stock is being replaced by other uses, such as housing, through repurposing and competing demands. Recognizing the importance of these businesses for the city’s economic sustainability, this Plan supports a balance of uses to retain a wide spectrum of jobs and remain consistent with the City’s *Strategy for a Sustainable Local Economy*.

As the regional economy continues to improve, demand will continue to grow for new office

spaces. Small and incubator businesses, as well as medium- and large-sized businesses should be accommodated within Santa Monica to allow the City to be regionally competitive and provide new job opportunities for local residents. The economic analysis conducted for this Plan concluded that the superior transit access provided by the proximity of the Expo Light Rail terminus station will further accelerate the demand for Santa Monica office space during the second half of this decade.

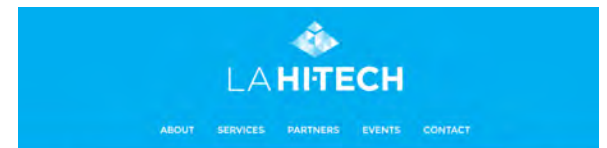
Most future office growth in Santa Monica is anticipated to be located near the Expo Light Rail stations. For optimal trip reduction, special consideration is given to opportunities for new Downtown office space in the Transit Adjacent district, which allows higher density within the immediate area of the Light Rail Station. Because of the daytime pattern of office uses, parking associated with these buildings can be shared with nighttime and weekend uses.

**Creative Office and Local Education**

Santa Monica’s youth are the future creative workforce. The Los Angeles High Impact Information Technology, Entertainment & Entrepreneurship, and Communications Hubs (LA HI-TECH) Regional Consortium works with Santa Monica High School students to prepare them for higher education in the technology field. This innovative entity provides students with pathways towards the following areas: 1) Design, Visual and Media Arts; 2) Information Support and Services; and 3) Software Systems



*Downtown office space is changing as the way that people work changes. Recent additions to the City’s co-working spaces include WeWork off the Third Street Promenade.*



**LINKING STUDENTS TO ICT CAREER PATHWAYS**



*Creating pathways from education to employment is vitally important. Local organizations, like LA HI-TECH help create those connections.*





*The Third Street Promenade is the center of Downtown's social life and a retail force. Potential future events and public works projects will maintain its relevancy.*

and Development, and the Information and Communication Technology (ICT) Industry. Many success stories can be attributed to LA HI-TECH efforts and with nearly 2,000 SMC students anticipated to graduate in 2017 – some with Associates Degrees, others with certificates – many will move on to universities while others will go directly into the job market. Santa Monica's Silicon Beach firms are also placing emphasis on hiring local and fostering the important work-life balance and quality of life that Santa Monica offers. A major factor in locating to Santa Monica is the high-quality, skilled local workforce and the locational benefit that Santa Monica offers in helping these companies recruit top talent from the region and globe.

### Retail, Dining and Entertainment

Downtown is Santa Monica's premier retail and entertainment district, with significant pedestrian activity and market-setting rents. Sales per-square-foot perform among the top tier of U.S. retail districts. Downtown's retail sector:

- Provides a wide array of goods and services for local residents
- Serves as a source of recreation and entertainment for both residents and visitors
- Offers an important source of employment at a range of skill levels
- Generates retail sales taxes that currently constitute 12-14% of the City's General Fund
- Generates 34% of the City's total taxable sales

Downtown's restaurants, open space and its movie theaters are also a draw, as are the Farmers' Markets and the seasonal winter ice rink. There is potential to further build the connections with beach visitors, with positive consequences for Downtown's economic vitality, through better access, signage and wayfinding, and the new public spaces such as Tongva Park, the Colorado Esplanade as well as other public pedestrian and roadway improvements.

In particular, expanded retail and restaurant options are desirable east of 4th Street to meet the growing needs of the blossoming mixed-use residential populations who are occupying new buildings on 5th, 6th and 7th Streets and Lincoln Boulevard.

### The Third Street Promenade

The center of Downtown activity is focused on the Third Street Promenade, which deserves special consideration in discussing Downtown's economic sustainability. The Promenade's success is well established, largely in part to the management of Downtown Santa Monica, Inc., (DTSM) the business improvement district whose mission is to promote and market the area. It also maintains the physical spaces and enhances the pedestrian environment through programming, signage and special events. Building off the Promenade's wide array of retail and dining experiences, DTSM has successfully nurtured a vibrant street life by managing and monitoring outdoor performers, who appeal to a diverse audience, both local and non-local. In 2016, DTSM recorded over 16 million footfalls on the Promenade alone.

The Third Street Promenade is anchored on the south end by Santa Monica Place, the city's only shopping center. The 2010 "open-sky" remodel of Santa Monica Place created a seamless connection to the Promenade, further strengthening its vibrancy, particularly along the southern blocks. This area benefits from the Expo Light Rail transit system and Downtown station. It will be important in the future for the Promenade's management to continually reevaluate and refresh this important public space so that it remains attractive and exciting. Opportunity exists to continue to strengthen the vibrancy of the northernmost block of the Promenade, between Arizona and Wilshire



People visit the Promenade for a variety of reasons. To shop, eat, be entertained or just to pass a few hours taking in the local sights and sounds.



Hotels are a valuable contributor to Santa Monica’s fiscal health. New hotels are under construction near the Expo Station.

Boulevard, because it is generally less active than other sections despite quality retail and restaurant destinations (some independently owned and local-serving) both on the Promenade and along Wilshire Boulevard.

Improvement projects to maintain the Promenade’s vibrancy, and to address activating the northern blocks are proposed in Chapter 2D, *Pathways and Public Spaces*. These include exploring the creation of a fund to implement capital improvements that will improve the Promenade’s sidewalk areas to create a more uniform experience. The expansion of the sidewalk on Wilshire Boulevard between 2nd Street and the Third Street Promenade on the southern edge is also proposed as a “Signature Sidewalk” that could serve to activate the northern border of the Promenade, connecting it to Palisades Park and a potential public space at the Miramar property. Signage and wayfinding, along with year-round street performance and other outdoor event programming (e.g. DTSM Cinema on the Street) will further help support an overall vibrant Promenade, at both ends of the pedestrian street.

**Cinemas**

A key source of Downtown’s success has been its concentration of movie theaters, which were sited on the Third Street Promenade to serve as a catalyst for pedestrian-oriented activity. This Plan encourages the continued retention and further renovation of the two existing Third Street movie theaters to reinforce the Promenade’s position as an entertainment center. In 2016, a new multi-screen ArcLight theater was added to Santa Monica Place. As cinemas evolve, Santa Monica should continue to provide new state-of-the-art entertainment venues.

**Hospitality**

As a top destination for regional, national and worldwide travelers visiting the Los Angeles area, the Hotel and Tourism sector is a major employment and tax contributor to the City of Santa Monica. Downtown Santa Monica’s hotels generated almost \$15 million in transient-occupancy tax (TOT) in 2015. International tourism is an important component of the visitor profile in Santa Monica, and foreign tourist counts are projected to increase during the Plan period. Studies have identified the burgeoning middle class of China, India and Brazil to be a major influence on worldwide travel patterns and will become one of the primary demand drivers for new hotel rooms forecasted between 2017 and 2030.

Market demands put strains on Downtown’s existing portfolio of hotel properties, which are generally older and mostly built before 1970. In some cases, room sizes are smaller than current market standards for premium beachfront properties, which constitute the majority of overnight accommodations in the Downtown and near the beach. Downtown hotel room rates are amongst the highest in the region. Two new hotels adjacent to the Downtown terminus station have opened. Additional overnight accommodations are desirable, particularly those that cater to lower incomes, youth, and visitors on a budget. Demand remains robust to support additional rooms beginning late this decade and continuing into the next.

Hospitality uses, and hotels in particular, are very compatible with other Downtown businesses and have been shown to contribute economically with minimal traffic impacts. Patrons of hotels are a constant consumer group that supports the local restaurants, stores, and entertainment venues, adding to the pedestrian vitality and experience. Surveys conducted by Santa Monica Travel and Tourism (SMTT) have consistently shown that over 70 percent of hotel visitors do not use a car once they arrive in Santa Monica.

**Table 2B.4 Tourism and Visitor Profile**

	2012	2013
<i>Total Annual Visitor</i>	7,311,000	7,298,857
<i>International</i>	4,136,567	3,880,100
<i>US Domestic</i>	3,174,373	3,418,800
<i>Total Overnight</i>	916,977	962,380
<i>Annual Spending</i>	\$694,934,500	\$827,667,000
<i>Daily Per Person</i>	\$286	\$310

*Source: Santa Monica 2013 Tourism Economic and Fiscal Impacts and Visitor Profile*

**2B.3 A CULTURE OF CREATIVITY**

Santa Monica’s residents have a strong interest in the arts, as more than 40 percent of working residents are employed in creative industries. Reflecting this statistic, Santa Monica’s arts and entertainment community has grown over the past several decades, with many film and media, music, art gallery, theater, internet and non-profit organizations opening in Santa Monica, especially in the Bergamot Plan area and the Olympic Boulevard corridor. Many have also moved into Downtown Santa Monica. As more creative businesses locate Downtown, the demand for new and more diverse art, cultural and entertainment activities is increasing.

To establish Downtown’s identity as a major cultural center, the City must carefully consider new opportunities for cultural engagement to stretch Downtown’s vibrancy to a full 17/7 weekly calendar. Building from the traditionally retail-centered economic base, events, major artworks, unique creative expressions, and live music will infuse the street and public spaces to strengthen Santa Monica as a cultural destination. Combining the established retail experience with diverse cultural and entertainment destinations will offer multiple reasons for local workers, residents and visitors alike to spend time Downtown and increases the viability of the traditional drop-in and destination-dependent retail. As brick and mortar retail continues to compete with Internet shopping and online delivery conveniences, the overall visitor interactive experience of Downtown is paramount.



Additional entertainment choices Downtown, particularly nighttime venues, will provide residents, employees and visitors with a wider array of destination experiences than in the past, such as live performance spaces for theater and live music. Some of these spaces will be new, integrated into mixed-use projects that are developed within the Downtown core. Others will be adapted from existing spaces, such as unutilized basements (with ample access), which provide natural noise insulation.

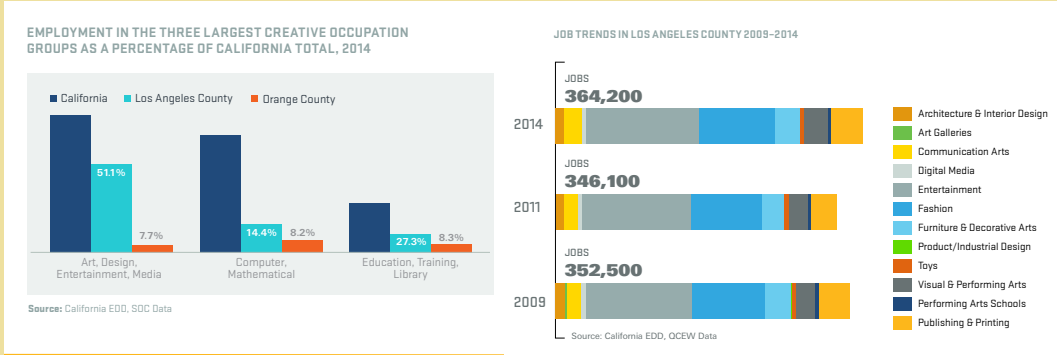
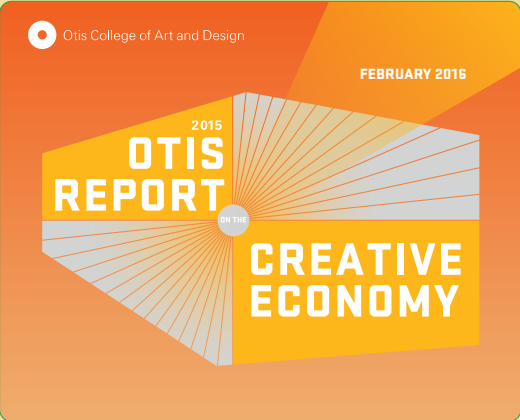
**2B.3A CREATIVE PLACES AND SPACES: ENHANCING DOWNTOWN’S ART AND ENTERTAINMENT OFFERINGS**

The contributions of the arts and culture are integral to the identity of Santa Monica. Thoughtful planning provides an opportunity to strengthen and build upon support for the arts to achieve something unique in the Downtown that will enhance our cultural landscape for years to come. This Plan describes the need for new cultural spaces, clean, safe and well-furnished streetscapes, and for interesting artwork and performances to help activate existing and new public spaces. Support for many types of creative enterprises—design, architecture, advertising, film and video, performing arts, software development, writing and publishing – is provided through land use regulations and Plan policies to ensure that Downtown will continue to grow and develop as a prominent local and regional cultural destination. Ongoing commitments to nurture the arts are reinforced through the prioritization of spaces for non-

**A REGIONAL CENTER FOR THE CREATIVELY INCLINED**

The creative economy and Santa Monica’s cultural landscape are intrinsically connected. More creative businesses and individuals are moving Downtown and, according to the 2016 *Otis Report on the Creative Economy*, growth in these industries is expected to increase.

- ▶ **Digital Media** is expected to grow the fastest with employment rising by 16%. Considering the strong demand for video games, smartphones and table computers there is good reason to expect a healthy rate of growth through 2019.
- ▶ **Product/Industrial Design** is forecast to grow by 20.9%. Consumers are increasingly demanding products that are unique and well designed.
- ▶ **Entertainment** will also post robust growth (3.6%). Much of this improvement flows from L.A. County’s signature motion picture production industry
- ▶ **Architecture & Interior Design** employment will increase by 16.8% as a direct result of growth in residential and nonresidential construction.



The largest component of the creative economy in Los Angeles County is the entertainment industry, which is not surprising considering the region’s billing as “entertainment capital of the world.”

## 2B >> COMMUNITY, CULTURE, PROSPERITY

profit cultural organizations and the city's support of public art (murals, sculptures) on the city-owned properties are key to the success of attracting larger arts-related investments. Further, expanded opportunities for outdoor cultural programming (as permitted by the City's event laws and policies) are promoted through the Plan's actions to enhance the existing cultural options.

Downtown is also fortunate to have exceptional architectural and historic assets. Moving forward, it will be important to build on the foundation that these assets represent, as Downtown's cultural competitiveness depends on the unique sense of place that its historic and architectural treasures afford.

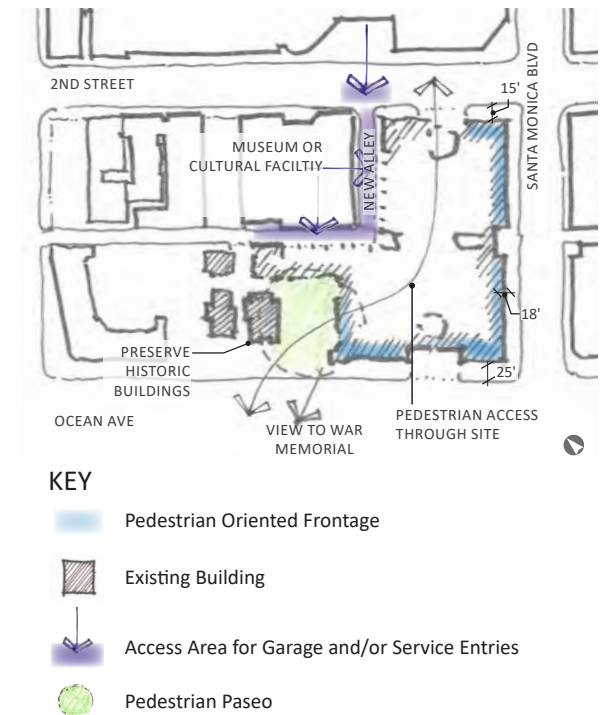
The following eight strategies outlined in this chapter combine the placement of visible and stimulating public art that supports the walking experience with creative and cultural facilities, educational programs, live outdoor events and other features that could serve as a model to preserving and enhancing Downtown's cultural and entertainment offerings.

### Museum or Cultural Anchor

The community expressed a desire for an anchor institution, such as an art museum, to provide an alternative attraction to Downtown. Several identified sites could help to catalyze and provide synergies with other activities around it. The city-owned site at 4th/5th and Arizona is a critical venue to consider, because a project at this location would anchor the northern edge of Downtown. Similarly, a grouping of 11 parcels at 101 Santa Monica Boulevard presents the opportunity to integrate a cultural space into a comprehensively designed site that also includes historic preservation, multifamily housing, open space and possibly a hotel.

Identifying possible collections, collectors and/or interested institutions seeking a permanent location, a better location, or a new branch location could be undertaken by the City or any other interested party with a feasible business plan for capital and ongoing operations. Foundations who have an interest in establishing partnerships with the City to attract and fund the construction of a new museum (or a new branch of an established museum) are encouraged to come forward with a business plan.

Illustration 2B.3 Potential Site for Museum



Artist's interpretation of potential community benefits, including a new cultural institution, on a collection of parcels at the corner of Santa Monica Boulevard and Ocean Avenue.

Table 2B.4 Potential Major Public Art Locations

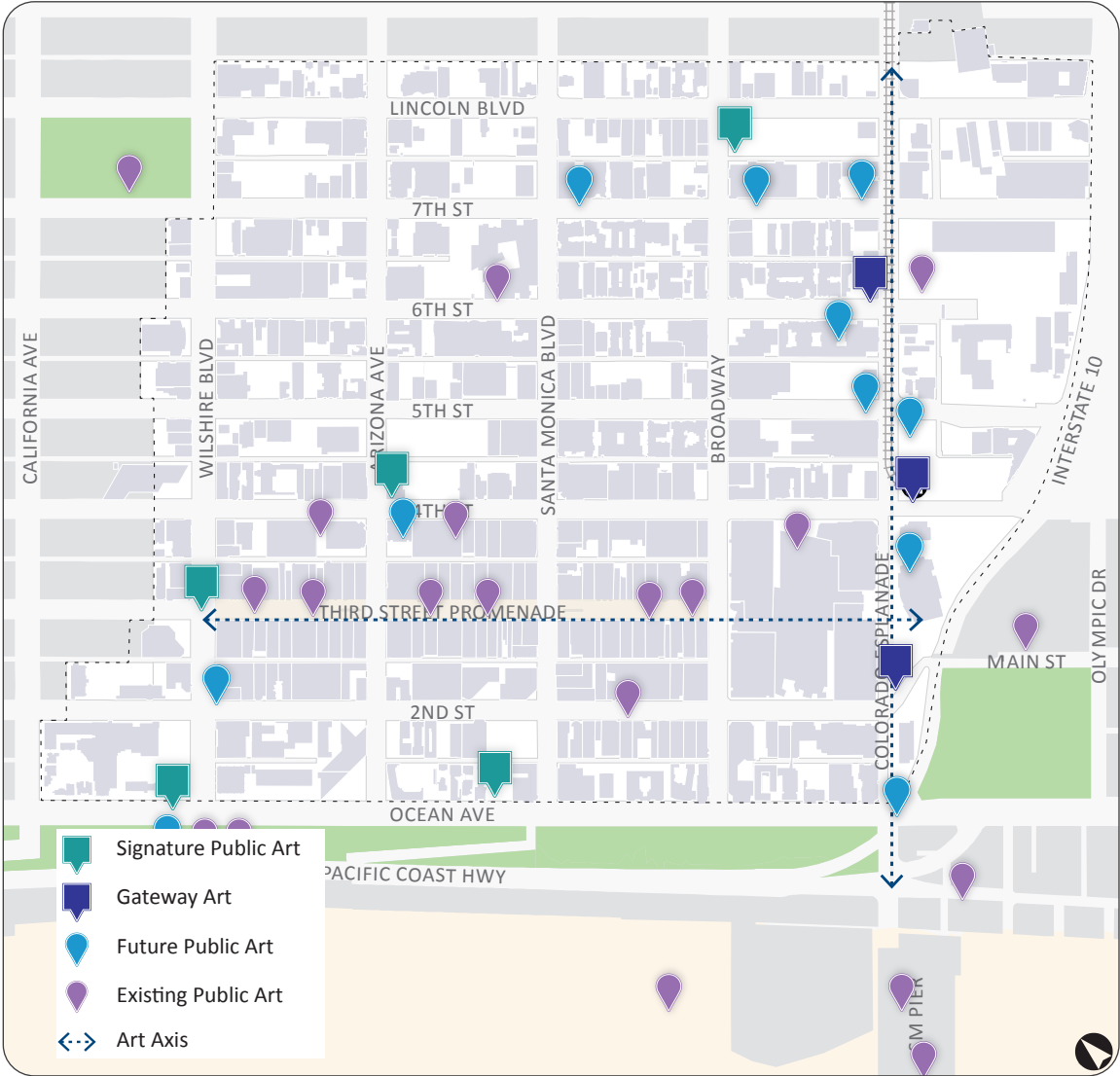


Illustration 2B.4 shows the conceptual location of new signature pieces of public art.

**Major Works of Art**

Infusing the visual arts into the Downtown experience by thoughtfully siting major public art pieces is a component of the urban design strategy that has been underway for some time. Recent additions to the City’s public art inventory at Santa Monica Place and Tongva Park, as well as public art integrated into Downtown Parking Structures are examples of how the City is already activating Downtown’s public buildings and public spaces through public art.

The purchase of new major pieces of art would likely exceed any contribution that could be received from a single project. Negotiated development agreement contributions, private donations and grants could be aggregated to acquire one or more signature works of public art. In addition, the City could consider holding an international competition to inspire additional private donations and consider allocating resources, possibly in conjunction with a private entity, to initiate a program for curating and siting significant works of public art for the Downtown district.

**Banners and Signage**

The Third Street Promenade currently has bespoke banner columns to help promote local events and also to display visual art. These banners, along with new signage at the parking structures, could further help support the display of art and the promotion of cultural events. Consideration should also be given to





*“Cloud Gate” referred to by locals as “The Bean” by Anish Kapoor, Millennium Park, Chicago, IL.*



*“Big Sweep”, Denver Art Museum, Claes Oldenburg and Coosje van Bruggen.*

re-instating an over-the-street banner column near 4th/Arizona or 4<sup>th</sup>/Colorado intersections to help promote art and events.

#### Street Furniture

Street furniture typically takes on a utilitarian purpose within streetscape design, providing seating, lighting and trash/recycling functions. However, opportunities exist to customize these objects into functional art that serves a variety of purposes beyond their original use. Streetlights that are artistically designed, such as those on 4th Street between Colorado and Broadway, could dramatically transform the pedestrian experience Downtown. In some instances it may be appropriate to add charging stations for mobile phones to the functionality of a streetlight, too.

#### Festivals and Events

To strengthen and diversify Downtown’s role as a vital event and activity space, the City and major Downtown stakeholders could design a program of activities to complement the City’s regularly sponsored events such as Coast, the Twilight Dance Series, farmers markets, Library programs, and gardening and eco-themed programs. Additional events and festivals geared to the unique context of the beloved community gathering places, like the Third Street Promenade, Santa Monica Place, and other landmark Downtown destinations would help to enhance Downtown’s cultural prominence. Key event related concepts include:

- **Art Festivals, Street Festivals and Open Air Events.** With a mild climate and a communal appreciation for experiencing the outdoors, Santa Monica’s Downtown is an ideal place for open-air events. Outdoor art shows, pop-up installations organized by top museum curators and gallery directors, music festivals, food festivals and other outside expressions could enliven Downtown public open spaces and streets. Opportunities to showcase local businesses and Santa Monica artists are also encouraged.
- **Culinary Events and Food Festivals.** The City is renowned for its multitude of dining establishments. Top-end eateries that focus on fresh, local ingredients combine with local favorites to provide an extraordinary menu of dining options. Similarly, fresh local produce and seafood are abundant, which has made Santa Monica’s farmers markets the subject of national attention for many years. Events that celebrate the city’s culinary scene would help to enhance the variety of cultural offerings in the Downtown.
- **Horticulture and Gardening Events.** Santa Monica’s mild climate has also provided inspiration to generations of gardeners. City programs targeted to horticulture sciences are extremely popular, and have set the tone for sustainable, climate-appropriate gardening throughout the region. Downtown could host a regional symposium or retail event geared toward native and other eco-friendly plantings.

### Live Performances and Theater

One of the often-repeated themes heard during Plan outreach was the need for more nighttime entertainment choices, particularly live performance spaces for theater and live music. Historically, zoning in the Downtown area has discouraged live music venues out of concerns about noise, so these spaces are currently limited to a handful of grandfathered venues such as Harvelle's on 4th Street.

Several Downtown locations, particularly a number of insulated basement level spaces that are either unused or under-utilized, lend themselves to these activities, and naturally mitigate noise concerns due to their location. Other venues may be developed as a component of a mixed-use or commercial project. Potential live performance options could include performing arts and live theater space, cabaret, dinner theaters, bars, nightclubs or cocktail lounge (with appropriate conditions), and restaurants with live music.

### Creative Space in New Development

Downtown's creative identity should be enhanced by including spaces for creative and arts-related uses in new or existing developments. Flexible spaces that incorporate creative uses into ground floor, basement space or upper level spaces (where appropriate) could contribute to Downtown's land-use diversity and help to further integrate the arts into the community fabric. New developments proposing projects at the Development Agreement level may consider

the provision of subsidized below-market rental space for arts-related uses as a community benefit, including:

- **Arts & Craft Center.** Space for non-profit arts organization(s) utilized for programmed activities and office space
- **Art - Crafts Handmade Gallery / Retail Space.** This will include established criteria approved by the Arts Commission to ensure quality
- **Non-profit.** A performance space, including basement uses
- **Artist Studios** or live/work spaces in upper levels. Also, a photographic studio (appropriate for basements and upper level spaces)

### Art Walks and Artistic Wayfinding

As the Downtown area expands so do the opportunities for art at entrances and gateways. Additional public art enhancements along public rights of way and in local gathering places should support a fun, walkable network Downtown. Design elements could be used to enhance projects and public right-of-way at points of entry and on designated corridors. This may be implemented through public art works, urban design features such as fountains and pocket parks or seating areas, street lighting, historical walking routes, or other right-of-way features. These opportunities invite partnerships between public and private sectors.



*Small theaters could be created in the basement of existing cinema spaces.*

### Culturally Compatible Uses

To further promote Downtown as an evening destination, the land use regulations and development standards in governing Downtown seek to expand the range of uses that provide entertainment and culture. Uses such as new cinemas, restaurants and art and entertainment venues are permitted in nearly every district, and public space policies seek to program underutilized spaces with unique land uses and cultural offerings to diversify activities and create a collaborative environment that mixes housing, jobs and public space with art and entertainment.

## COMMUNITY, CULTURE, PROSPERITY: GOALS, POLICIES AND ACTIONS

### Goal CCP1: Downtown evolves as a diverse and complete neighborhood, with housing opportunities available to households of all sizes and income levels.

**Policy CCP1.1** Accommodate a significant portion of Santa Monica’s share of regional housing growth as defined by Regional Housing Needs Assessments (RHNA) within the Downtown Community Plan area, as compared with other appropriate areas in the City.

- ◇ **Action CCP1.1A** Adopt DCP in the Downtown area.  
*Lead Agency: City Council*  
*Timeframe: 2017*

**Policy CCP1.2** Encourage projects to provide a variety of housing types and sizes to serve individuals, families, seniors and persons living with disabilities.

- ◇ **Action CCP1.2A** Evaluate possible tools and incentives for encouraging housing for persons who are elderly and/or have disabilities, especially those that incorporate supportive services. Apply the most promising tools and incentives to Downtown.  
*Lead Agency: PCD*  
*Supporting Agency: CCS*  
*Timeframe: Short-Term*

**Policy CCP1.3** Explore stabilized rents for households with incomes at 130% to 180% of AMI for negotiated projects giving priority to RHNA obligations.

- ◇ **Action CCP1.3A** Achieve a minimum of 30% Affordable Housing for residential development.  
*Lead Agency: PCD*  
*Timeframe: Ongoing*

**Policy CCP1.4** Encourage development of housing ownership opportunities to complement the rental housing stock in order to develop a strong residential community with longer tenure.

**Policy CCP1.5** Provide a floor area ratio (FAR) bonus for qualifying mixed-use residential projects for each district.

**Policy CCP1.6** Work with the business community to understand and incorporate the housing needs of their employees and gain support for marketing efforts toward Downtown employees.

- ◇ **Action CCP1.6A** Interview Downtown employers to understand the housing needs of their employees and to support Downtown employees moving into Downtown.  
*Lead Agency: HED*  
*Supporting Agency: PCD, DTSM*  
*Timeframe: Short-Term*

- ◇ **Action CCP1.6B** Explore establishing a preference for Santa Monica workers and residents in Downtown housing units provided that this preference does not result in any unintended discrimination and other legally adverse impacts.  
*Lead Agency: HED*  
*Supporting Agency: CAO*  
*Timeframe: Short-Term*

### Goal CCP2: Downtown continues to be a thriving and diverse economic force that supports the city’s vitality, fiscal stability and high levels of community services.

**Policy CCP2.1** Strengthen the retail experience by supporting cultural and art uses, connections to the Expo Light Rail, and attractive streets and public spaces.

- ◇ **Action CCP2.1A** Partner with merchants, property owners, residents and community supporters of Downtown Santa Monica to share responsibility for implementing this Community Plan and achieving its goals.  
*Lead Agency: All*  
*Timeframe: Ongoing*

**Policy CCP2.2** Accommodate emerging businesses, such as co-working or new forms of creative business that can benefit the local economy and are compatible with other Downtown uses.



- ◇ **Action CCP2.2A** Support entrepreneurial activity and emerging industries, such as co-working spaces to determine specific needs necessary to promote continued job growth.

*Lead Agency: HED, Library*  
*Supporting Agency: PCD*  
*Timeframe: Short-Term*

**Policy CCP2.3** Support Downtown’s role as a visitor destination by encouraging uses that appeal to both locals and tourists, including food, retail, entertainment and overnight accommodations.

- ◇ **Action CCP2.3A** Evaluate regulatory incentives to establish a broader base of affordable overnight accommodations Downtown.

*Lead: PCD, HED*  
*Timeframe: Mid-Term*

**Policy CCP2.4** Support the expansion and enhancement of community and social services that contribute to the wellbeing of residents, including youth and families, seniors, persons with disabilities, individuals experiencing homelessness and members of our most vulnerable populations.

- ◇ **Action CCP2.4A** Collaborate with the Santa Monica Boys and Girls Club to identify and resolve obstacles to the renovation of their facilities on Lincoln Boulevard.

*Lead Agencies: CCS, PCD*  
*Timeframe: Mid-Term*

**89%**  
**OF SANTA MONICA**  
**PARENTS BELIEVE**  
**THE CITY’S**  
**ARTS & CULTURE**  
**MAKE THE CITY A**  
**BETTER PLACE TO**  
**RAISE CHILDREN**



*-From Santa Monica Creative Capital Plan*

- ◇ **Action CCP3.1A** Expand outreach of the Buy Local Santa Monica to connect Downtown residents, businesses and visitors with local sources of products, services and healthful foods.

*Lead Agency: HED*  
*Timeframe: Ongoing*

- ◇ **Action CCP3.1B** Evaluate potential to reduce or eliminate parking requirements, permit fees or other obstacles for businesses under 5,000 square feet.

*Lead Agency: HED, PCD*  
*Supporting Agency: DTSM*  
*Timeframe: Mid-Term*

**Policy CCP3.2** Encourage retailers and events that provide access to fresh food, and support organizations that promote farmers’ markets, “community supported agriculture,” and buy-local initiatives.

- ◇ **Action CCP3.2A** Monitor demand for Downtown’s twice weekly farmers’ markets to identify need for expansion or alternative locations.

*Lead Agency: HED*  
*Timeframe: Ongoing*

- ◇ **Action CCP3.2B** Review city regulations and procedures to encourage additional outdoor dining opportunities and to identify obstacles to sidewalk/courtyard standards.

*Lead Agency: PCD*  
*Supporting Agencies: HED, DTSM, CAO*  
*Timeframe: Short-Term*

**Goal CCP3: Local-serving uses, including office uses, have the support they need to sustain themselves in Downtown Santa Monica.**

**Policy CCP3.1** Seek to maintain and increase locally-based, independent small retailers that allow residents and employees to meet their daily needs on foot.

## 2B >> COMMUNITY, CULTURE, PROSPERITY

**Policy CCP3.3** Encourage mixed-use development to accommodate local-serving businesses east of 4th Street as a means of expanding the retail concentration of the Third Street Promenade eastwards.

**Policy CCP3.4** Foster local-serving office uses, including creative office, real estate, financial, and insurance uses, and encourage properties to provide space that can be adapted to serve smaller, local-market tenants.

**Goal CCP4: Downtown has a diversity of uses and attractions that reinforce its role as the city's shared "living room."**

**Policy CCP4.1** Continue to work with local agencies, property owners and DTSM to promote good design and management of public amenities and open spaces.

◇ **Action CCP4.1A** Develop a matrix of physical upgrades and program improvements to public spaces and right-of-way for evaluation by a joint committee of DTSM and City representatives.

*Lead Agency: PW*

*Supporting Agencies: DTSM, PCD, CCS, PW*

*Timeframe: Mid-Term*



*2008 Glow Festival, Santa Monica. Photo by Michael Kang.*



*Digital Art is incorporated, temporarily on the façade of a building.*

◇ **Action CCP4.1B** Identify funding sources and partnership opportunities to implement physical upgrades to public infrastructure and space.

*Lead Agency: PCD, PW*

*Supporting Agencies: DTSM, HED*

*Timeframe: Mid-Term*

◇ **Action CCP4.1C** Reevaluate event and activity guidelines and regulations and management policies to identify potential for more joint sponsorship of events on the Third Street Promenade and other public spaces between the City and non-governmental agencies, such as DTSM.

*Lead Agency: CAO*

*Supporting Agencies: CCS, DTSM*

*Timeframe: Mid-Term*

**Policy CCP4.2** Develop the public realm along Wilshire Boulevard near the Third Street Promenade with pedestrian-oriented, locally-focused improvements to enliven the northern end of the Promenade and support local-serving businesses.

◇ **Action CCP4.2A** Implement Signature Sidewalk project on Wilshire Boulevard.

*Lead Agencies: PCD, PW*

*Timeframe: Mid-Term*

**Goal CCP5: The Third Street Promenade continues to anchor the Downtown's retail and public space experience with updated features and activities.**

**Policy CCP5.1** New public art should be encouraged and located to enhance the pedestrian experience and create an immersive arts experience.

- ◇ **Action CCP5.1A** Install Pathway Art, Banners and Urban Design Features to support the walking experience and to promote awareness of Downtown’s cultural offerings.

*Lead Agencies: CCS*

*Supporting Agencies: DTSM, PCD, HED*

*Timeframe: Mid-Term*

**Policy CCP5.2** Consider opportunity for negotiated development agreement art contributions to be aggregated in order to facilitate the acquisition of significant public art pieces.

- ◇ **Action CCP5.2A** Develop standard language for art contributions associated with negotiated development agreements to allow for aggregating funds.

*Lead Agencies: CCS, Finance*

*Supporting Agency: PCD*

*Timeframe: Short-Term*

- ◇ **Action CCP5.2B** Aggregate the Arts contributions made through development agreement negotiations to acquire a major work or works of art.

*Lead Agencies: Finance*

*Supporting Agency: PCD*

*Timeframe: Mid-Term*

**Goal CCP6: Downtown offers a wide variety of entertainment, including both live performance and cinema.**

**Policy CCP6.1** Encourage live entertainment venues in the Downtown if they include features that reduce/mitigate noise and other impacts on surrounding neighbors.

- ◇ **Action CCP6.1A** Identify and create streamlined review procedure and conditions of approval for live theater, and live entertainment designed in a manner to mitigate hours of operation, noise, public safety and other potential adverse impacts.

*Lead Agencies: PCD*

*Timeframe: Mid-Term*

- ◇ **Action CCP6.1B** Establish regulations to enable existing restaurants to provide amplified music in a non-stage setting.

*Lead Agencies: PCD*

*Timeframe: Mid-Term*

**Policy CCP6.2** Encourage multiple types of cinemas and entertainment venues with a broad range of appeal.

- ◇ **Action CCP6.2A** Recruit uses that complement Downtown as an evening destination, including new cinemas, restaurants and art and entertainment venues.

*Lead Agencies: HED, DTSM*

*Supporting Agency: PCD*

*Timeframe: Ongoing*

**Goal CCP7: Santa Monica continues to be known for its role in the arts and its high-quality cultural events, activities and institutions.**

**Policy CCP7.1** On larger sites prioritize the inclusion of a new museum as a community benefit, particularly where a partnership for its ongoing operation can be identified and achieved.

- ◇ **Action CCP7.1A** Seek and identify appropriate parties who are interested in bringing a new museum to Downtown Santa Monica.

*Lead Agencies: CCS, HED*

*Supporting Agency: PCD, DTSM*

*Timeframe: Mid-Term*

- ◇ **Action CCP7.1B** Assist potential museum partners demonstrating capital and ongoing operations funding viability.

*Lead Agencies: CCS, HED*

*Supporting Agency: PCD*

*Timeframe: Mid-Term*

**Policy CCP7.2** Guide art investment in accordance with the goals of the Public Art Master Plan and Creative Capital, the city’s cultural programming vision document.

- ◇ **Action CCP7.2A** Update Creative Capital Plan.

*Lead Agency: CCS*

*Timeframe: Mid-Term*



## 2B >> COMMUNITY, CULTURE, PROSPERITY

**Policy CCP7.3** Support the ability for non-city entities to consider/propose a program of recurring events, such as the city produced Coast, which enhance the Santa Monica's reputation as an exciting cultural venue.

- ◇ **Action CCP7.3A** Coordinate with DTSM and SMTT to evaluate opportunities to promote cultural programs that capitalize on the City's unique cultural strengths.

*Lead Agencies: DTSM, CCS*

*Supporting Agencies: CAO, HED*

*Timeframe: Mid-Term*

- ◇ **Action CCP7.3B** Develop a Public Art Master Plan that incorporates a process for temporary artworks, events and installations, and identify specific opportunities in the Downtown.

*Lead Agency: CCS*

*Timeframe: Short-Term*



*A cut scene from the video game, "Mass Effect" as seen at "The Art of Video Games" exhibit, Smithsonian American Art Museum, Washington, DC, March -September, 2012.*

- ◇ **Action CCP7.3C** Provide ongoing support to City partners to hold additional fine arts events and competitions for temporary installations in Downtown locations throughout the year.

*Lead Agency: CCS*

*Supporting Agency: DTSM*

*Timeframe: Ongoing*

**Policy CCP7.4** Encourage small and medium-sized gathering spaces in new developments to be utilized for a range of art activities, including both visual and performance art.

- ◇ **Action CCP7.4A** When new gathering spaces are proposed as part of new development, the applicant should illustrate how the proposed space(s) can be utilized for at least two different types of activities, and proposals should be evaluated accordingly.

*Lead Agency: PCD*

*Supporting Agencies: CCS, PW*

*Timeframe: Ongoing*

**Policy CCP7.5** Explore accommodating artists within ground floor residential units, including consideration of live/work units as residential spaces, provided that these classifications do not result in any unintended discrimination impacts.



**"THE INK WELL"**  
Place of Celebration and  
Near this site between Bay and Bicknell Streets, known as "The Ink Well" was an important gathering place for African American groups from Santa Monica, Venice and Long Beach. In the 1920s to the end of the Jim Crow era in the 1940s, people would come here to enjoy the sun and surf here because they encountered less racial harassment than at other Southland beaches. In the 1940s, Nick Gabaldon, a Santa Monica High School student and the first documented black surfer, taught himself how to surf here.

# HISTORIC PRESERVATION



## CHAPTER 2C



## INSIDE THE HISTORIC PRESERVATION CHAPTER

### HISTORY AND SETTING OF DOWNTOWN SANTA MONICA

Downtown has experienced several major changes throughout the life of the City, with each era helping to shape the form, character and quality of this beloved community space. This chapter explores Downtown’s past, and makes the case for respecting the scale and character of Downtown by preserving critical resources as a way to maintain a connection to Santa Monica’s rich heritage of buildings, open spaces and cultural experiences. It also highlights the need to sharpen our tools for the preservation and maintenance of historic resources through new review processes, incentives and funding mechanisms, as well as the formal establishment of standards and guidelines to protect Downtown’s historic core.

Advocates of Historic Preservation as well as property owners who own historic resources should review the toolkit that is described in this chapter, and familiarize themselves with the policies that guide site improvements. Historic resources include those properties identified on the City’s Historic Resources Inventory (“HRI-listed properties”) and designated Landmarks and Structures of Merit (“City-designated historic resources”). Owners of properties within the Bayside Conservation District should pay attention to policies and actions directed at the creation of a Neighborhood Conservation Overlay in the 43 acre area bound by Wilshire and Broadway, and 4th Court to 1st Court.

Property owners who own historic resources may also find direction within this chapter for how to design projects in a way that is sensitive to the scale, views and context of an historic resource.

### PRINCIPLES GUIDING THIS CHAPTER

#### HONOR DOWNTOWN’S HISTORY THROUGH PRESERVATION AND CONTEXT-SENSITIVE URBAN DESIGN

Require an urban form and building character that is consistent with the existing Downtown fabric, preserving historic resources and allowing for improved architectural design and building diversity in new buildings.

#### MAINTAIN THE UNIQUE CHARACTER OF DOWNTOWN SANTA MONICA

Preserve Downtown Santa Monica’s unique character by requiring context sensitive new development that responds and contributes to high standards of architecture, urban design and landscaping.

*Goals, policies and actions designed to achieve the Plan principles stated above can be reviewed at the end of this chapter.*



**2C.1 DOWNTOWN'S HISTORY AND RESOURCES**

Downtown has a rich past and architectural history and there is an extensive concentration of City-designated historic resources and other historic resources within the City. While many new buildings have been constructed throughout the years, a significant number of existing buildings have been successfully repurposed with new uses.

The Third Street Promenade is a good example of how historic building fabric can change and adapt over time, as much of the building stock is largely intact. Despite several renovations, demolitions, and earthquake-related changes, this historic section of Downtown has retained its basic visual character. In other cases, contemporary architectural treatments have altered the character and compromised the historical value of many Downtown commercial buildings. At street-level, several older buildings have not maintained their original appearance, and in limited instances have surrendered the entire façade to a modern-day style. Preservation of Downtown's most important structures is an integral component of the planning process. The City's existing Historic Preservation program

**A RICH PAST RECORDED IN BUILDINGS AND PUBLIC SPACES**

Since the City's early days, there has been a high interest in creating buildings of exceedingly high quality and beauty, which has resulted in an impressive diversity of landmark structures located Downtown. As of April 2017, 24 Downtown properties have been designated as City Landmarks:



*The Georgian Hotel:  
Designated 1995.*



*710 Wilshire Boulevard:  
Designated 2004.*



*Bay Cities Guaranty Building:  
Designated 2004.*



*Rapp Saloon:  
Designated 1975.*



*1501 4th Street:  
Designated 2009.*



*Former USPS Post Office:  
Designated 2014*

- ▶ 1305 2nd St
- ▶ 1438 2nd St
- ▶ 1202 3rd St
- ▶ 1210 4th St
- ▶ 1424 4th St
- ▶ 1455 4th St
- ▶ 1501 4th St
- ▶ 1248 5th St
- ▶ 227 Broadway
- ▶ 302 Colorado Ave
- ▶ 1133 Ocean Ave

- ▶ 1301 Ocean Ave
- ▶ 1323 Ocean Ave
- ▶ 1333 Ocean Ave
- ▶ 1337 Ocean Ave
- ▶ 1415 Ocean Ave
- ▶ 212 Santa Monica Blvd
- ▶ 225 Santa Monica Blvd
- ▶ 301 Santa Monica Blvd
- ▶ 301 Wilshire Blvd
- ▶ 312 Wilshire Blvd

- ▶ 431 Wilshire Blvd (Zucky's Wall Sign)
- ▶ 507 Wilshire Blvd
- ▶ 710 Wilshire Blvd

**Landmark objects/sites:**

- ▶ Miramar Moreton Bay Fig Tree
- ▶ Oregon Ave. Sign (5th and Santa Monica)
- ▶ Terrazzo Sidewalk at Mayfair Theatre

## 2C >> HISTORIC PRESERVATION

includes the Historic Preservation Element that is implemented by the Landmarks and Historic District Ordinances. Designated Landmarks are considered to have the highest level of individual social, cultural or architectural significance. Therefore, along with contributing buildings located within historic districts, Landmarks are offered the highest protection with respect to alterations and demolitions. Structures of Merit are historic resources with a more limited degree of individual significance with limited protections in place. This designation requires special review for demolition permits.

By embracing preservation strategies and protecting Downtown's historic resources, the City can successfully evolve in a way that preserves character and allows the thoughtful introduction of new buildings, public open spaces, and streetscape elements that support the District's economic development and vitality as a social center.



Corner of 3rd Street and Broadway 1924.



Corner of Third Street and Broadway 2014.

### 2C.2

## COASTAL RESORT BEGINNINGS

Santa Monica's beginnings as a modern town famously began with an auction. In July 1875 the City founders, John P. Jones and Colonel R.S. Baker, began to sell off their land holdings, promising sunsets, sailboats, a perfect climate and the delivery of rail lines to connect this paradise by the sea to downtown Los Angeles. Santa Monica instantly became a diverse community, with properties purchased by people from many different countries, religions and parts of the U.S. The first residential and commercial buildings followed quickly in what would become Downtown Santa Monica, including a small brick commercial building erected in 1875 by William Rapp on 2nd Street. Today, the Rapp Saloon is a remnant of this era, recalling both the humble beginnings and the hopes and dreams of the emerging community in Santa Monica. On its 100th birthday, it would eventually be honored as the first City-designated Landmark.

The City founders' ambitious efforts to become the Los Angeles region's major port city ultimately failed, losing out to the Ports of Long Beach and San Pedro. Santa Monica developed instead as an active resort community with a dense and busy environment of many piers, amusements, hotels, summer cottages and services catering to a variety of visitors. The hub of the resort was up on the bluffs in Downtown, with the wealthiest families building homes on Ocean Avenue. Prime land on the west side of Ocean Avenue was set aside for public use in 1892 and Palisades Park was established (designated as a Landmark in 2007). The community has always taken great pride in this green and open interface between Downtown, the beach and ocean below.

### A Rich Past

Among Downtown's few remaining 19th century structures is the Romanesque Revival-style Keller Block, built on the corner of 3rd Street and Broadway in 1893 and designated as a City Landmark in 2008. Featured in photographs from the City's earliest days, this building with its brick façade and distinctive corner tower illustrates the highs and lows of Downtown's history. The Keller Block opened as a grand structure containing the Clarendon Hotel and a corner drug store. The hotel changed ownership and was operated as the Santa Monica Hotel until the 1960s. Street-level uses changed over time with a series of businesses including tailors, pawn brokers and barbers and, in the 1950s an Army-Navy surplus store dominated the corner as the white-painted building bore witness to an economically depressed Downtown. A 1980s restoration, spurred by the City's revitalization efforts, brought the Keller Block back to its original glory, adjacent to the contemporary Santa Monica Place. Since the open-sky remodel of Santa Monica Place, the mixed retail/office building that anchors the 3rd Street Promenade is now a highly visible Landmark.



*Downtown Santa Monica, 1939.*

### The Roaring 20s – and 30s!

As early as 1896, a reliable interurban rail line made it possible to commute to Los Angeles. As a permanent population settled into new neighborhoods to the north, a mixed batch of commercial buildings sprang up. In 1929, two important buildings were completed: on Santa Monica Boulevard, the City's first tall building was built at a height of 196 feet (Bay Cities Guaranty or clock tower building); and the 102-foot high Art Deco Central Tower building on 4th Street. Both are now designated Landmarks.

Hotels were constructed all over Downtown as Santa Monica held its popularity as a resort community. While not a designated historic resource, The Carmel (1922) on 2nd Street is one of the earlier examples existing today. Other multi-story structures to follow included the



*4th Street, 1938.*

Georgian Hotel at 1415 Ocean Avenue and the Lido Hotel at 1455 4th Street (both designated Landmarks, built in 1931) and several apartment hotels, including the Sovereign, Charmont, El Cortez and Embassy in the residential blocks north of Downtown. The Palisades Wing of the Miramar Hotel (a designated Landmark) was built at this time at the corner of Wilshire Boulevard and Ocean Avenue. Although the former mansion of John P. Jones was demolished in the process, the grand Moreton Bay fig tree he planted was retained and incorporated into the hotel's site design. The Moreton Bay fig was designated as a Landmark in 1976 and is known as "The Founders Tree."

Lower-scale two and three-story structures in various revival styles filled up the Downtown blocks in the years leading up to World War II, and many of these buildings, although altered



**2C >> HISTORIC PRESERVATION**

and remodeled over the years, still line the Third Street Promenade and other Downtown streets. The City built a Mission Revival-style City Hall in a central location at 4th Street and Santa Monica Boulevard. The building was demolished sometime after the City moved to accommodate growing space needs in 1938. The new Art Deco-style City Hall was placed south of Downtown in what would become Santa Monica's new Civic Center.

It is evident by Santa Monica's Landmarks from this era that Downtown was a bustling business environment and a popular tourist destination, attracting a diversity of scale and a variety of architectural styles, even through the Depression years. This entire era, from City establishment through the 30s and early 40s has generally been considered a significant timeframe for evaluating historic resource eligibility Downtown, although new potential resources have recently been identified that are outside of this time frame. Downtown's remaining historic resources consist of 75 resources on the City's Historic Resources Inventory that appear eligible for local designation, of which 27 are already City-designated historic resources. There are 48 remaining resources that appear individually eligible for designation.

**CHANGING RETAIL PATTERNS, CHANGING LANDSCAPES**



*Pedestrian-oriented: Henshey's department store, 1924.*

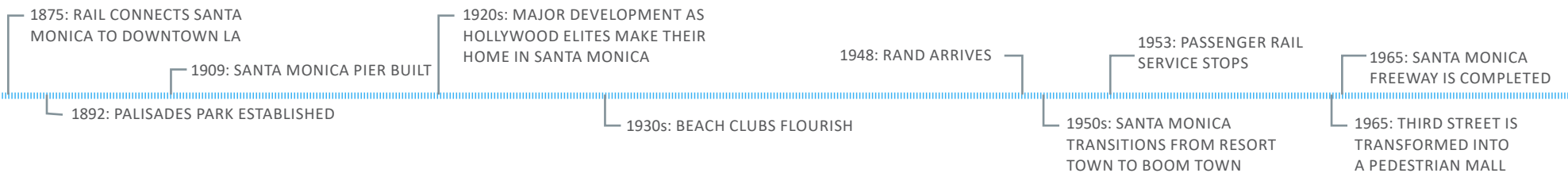


*Auto-oriented: Sears department store, 1947.*

**Catering to Automobile Drivers**

Responding to growing automobile dependence, Sears opened a large department store on Colorado Avenue in 1947. It had a 200-space parking lot, a stark contrast to Henshey's on 4th Street, Santa Monica's first "metropolitan department store" which had opened as the Bay Department Store in 1925. The Sears building

and other department stores opened during this time were tailored to a driving lifestyle. In 2004, the Late Moderne-style building was designated as a City Landmark. It is now poised to adapt and blend into the pedestrian-oriented Colorado Esplanade connects Expo passengers with their Downtown and beach destinations.



**Post-War: Decline in an Auto-Oriented World**

The pace of development slowed nationwide in the 1940s as the United States focused all efforts on defeating the Axis powers and winning the Second World War. After the war, American economic activity picked up again, rising to new levels of prosperity. Locally, a housing boom stretched across the Los Angeles region and sub-divisions filled up Santa Monica’s remaining vacant land reserves with housing for returning soldiers, families and the growing workforce. The Interstate 10 expanded westward reaching completion when the last stretch opened in Santa Monica in 1965.

Regional decentralization and automobile-oriented shopping patterns ushered in Downtown’s least prosperous era, spanning a good part of the next three decades. These years were characterized by vacant storefronts, limited occupation of buildings and a general loss of economic vitality. The area around Broadway was known as “skid row,” dividing the core retail area in two, and further disconnecting it from the Civic Center. As the City got to work in the mid-50s to consider how to address its problems, the Central Business District was considered an area of blight and depreciation.



*Third Street Promenade, 1968.*

The ‘60s and ‘70s also saw the city in the midst of overall commercial expansion including the transformation of Wilshire Boulevard into a location for high-rise financial services and corporate headquarters in the city. Two such examples are the 21-story General Telephone Co. Headquarters building at 100 Wilshire Boulevard and the 7-story City National Bank Plaza (now Soka Gakkai International – USA) at the corner of 6th Street and Wilshire Boulevard. In the same era, interest also grew in the Downtown for high-rise multi-family development with examples such as the 13-story Christian Towers senior apartments at 1233 6th Street, the 15-story Pacific Plaza apartments at 1431 Ocean Avenue and the 16-story Champagne Towers at 1221 Ocean Avenue.



*Third Street Promenade.*

**The Third Street Promenade**

In the 1960s, as retail activity languished in the face of retail flight, it became clear that a more aggressive strategy was needed to bring Downtown out of the doldrums. City leaders’ response to the moribund character of Downtown showed initiative and innovation as they tried new ideas such as pedestrian-only streets and, later, an enclosed Downtown shopping mall aimed at bringing retail sales back to the central business core.

The first iteration with the closure of 3rd Street to motor vehicles was the “Third Street Mall,” which was completed in 1965 along with large parking structures along 2nd and 4th Streets.

1986: THIRD STREET MALL SPECIFIC PLAN IS APPROVED

1980: SANTA MONICA PLACE OPENS

1992: HENSHEY’S DEPARTMENT STORE CLOSES

1989: RENOVATED THIRD STREET PROMENADE OPENS

1996: BAYSIDE DISTRICT SPECIFIC PLAN

1997: DOWNTOWN URBAN DESIGN PLAN BRINGS STREETSCAPE IMPROVEMENTS

2010: SANTA MONICA PLACE REOPENS AS AN OPEN AIR MALL

2010: LUCE IS ADOPTED



The development was bold, but it never quite managed to attract the businesses and achieve the kind of commercial success that was envisioned. By the late 1970s, the Third Street Mall still lacked activity. A strategy visualized in the 1957 Plan was acted on: to “revitalize (the Central Business District) with the features and amenities which are being built into new regional shopping centers.” A suburban-style indoor mall, classically anchored by major department stores, Santa Monica Place (an early design by Frank Gehry), was constructed and opened in 1980, enclosing two city blocks and absorbing 3rd Street between Broadway and Colorado Avenue.

Santa Monica Place succeeded in bringing shoppers back to Downtown. However, while the early success of this indoor mall was welcome, it did not have spillover benefits for the Third Street Mall, particularly as some of the most viable Downtown businesses relocated to Santa Monica Place. In 1979, traffic congestion caused by the Mall prompted the City to turn Broadway and 5th Street into one-way streets to improve automobile traffic flow. The one-way streets were later converted back to two-way in 1998 to address changing circulation priorities.

With a new human-scale vision for Downtown articulated in the 1984 General Plan, the City went back to the drawing board to inject new energy into the Third Street Mall, and a Specific Plan was adopted in 1986 to hasten its revival, enhancing economic activity throughout Downtown. Entertainment and restaurant

## NORTHRIDGE EARTHQUAKE: ONE DAY IN JANUARY 1994

In the early 1990s, City preservationists rallied to prevent the demolition of two historic buildings damaged in the Northridge earthquake: Henshey’s on 4th Street, the Westside’s first department store, which had closed in 1992 after 67 years for economic reasons, and the Mayfair Theater on Santa Monica Boulevard. Although red-tagged and vacant, the Landmarks Commission designated both properties the following summer as City Landmarks. Eventually, Henshey’s was demolished by order of the Building Official and replaced with a new building. After prolonged negotiations, the Mayfair Theater was permitted to redevelop as a mixed-use building, retaining the façade and its terrazzo that had previously greeted theater patrons.



*Damage caused by the Northridge earthquake affected many communities around the region.*



*The Henshey’s building, built in 1924, was critically damaged in the earthquake. This site is now the location of R.E.I.*



*R.E.I. (formally Toys”R”Us) replaced the earthquake-damaged Henshey’s building.*



uses were encouraged with the hope of creating an environment that would become a center for evening activity. The plan encouraged movie theaters to locate Downtown, and took the radical step of not permitting new movie theaters in any other Santa Monica locations. After extensive renovation, the Third Street Mall reopened in 1989 as the hugely successful “Third Street Promenade,” anchoring a 25-year rise for Downtown as the City’s economic engine.

#### **Growing Success, More Pedestrians**

The Third Street Promenade’s success could be seen and measured by the increasing numbers of pedestrians on Downtown streets. The Promenade had finally now achieved what the City had set out to do in 1964. However, this resulted in a new set of concerns. In the early 1990s, a re-evaluation of the City’s circulation policies was undertaken. Originally created by City Council in 1986, the Third Street Development Corporation was established as the area’s Business Improvement District (BID) to promote economic stability, growth and community life within Downtown Santa Monica. This corporation, later re-named Downtown Santa Monica, Inc. (DTSM, Inc.), has been instrumental in the management and coordination of programs, projects and services contributing to the District’s success.

The Bayside District Specific Plan (1996) and the Downtown Urban Design Plan (adopted by the Council in 1997) illustrates the changed attitudes towards Downtown traffic:

*Congestion is a fact of life in successful urban places [...] and the physical changes required to increase traffic capacity inevitably degrade and diffuse the street-level pedestrian environment[...]*

Policies and measures such as encouraging on-street parking, widening sidewalks, tightening intersections, increasing the number of crosswalks and various streetscape improvements all combine to send drivers a “go slow” message and make for a safer and more pedestrian-friendly place.

The Downtown Urban Design Plan envisioned further streetscape and circulation improvements throughout Downtown, including a Downtown Transit Mall, sidewalk widening on Santa Monica Boulevard, reconfigured crosswalks and pedestrian lighting fixtures that encourage today’s high level of pedestrian traffic.

In another trend reversal, as residents and visitors rediscovered the streets and outdoor spaces of Downtown, foot traffic in the enclosed Santa Monica Place shopping mall declined, and its outdated format clearly needed rethinking. In 2010, Santa Monica Place re-opened after extensive renovations as an open-air shopping center that seamlessly transitioned into the Third Street Promenade. The shopping center that had been conceived as a suburban-style antidote to retail flight is connected to the Colorado Esplanade, Expo Station and rejuvenated Civic Center.

2010 also witnessed the adoption of an updated Land Use and Circulation Elements (LUCE) of the City’s General Plan. As with the 1984 plan, the LUCE reestablished Downtown as the economic engine and entertainment center of Santa Monica, suggesting new goals, policies and strategies for fortifying a pedestrian-oriented environment, resolving the challenges for automobile access, particularly on days with events or good weather, and requiring a Specific Plan for Downtown.

2C.3

### **A BALANCED STRATEGY FOR URBAN DESIGN**

Through the ups, downs, and changes that have characterized Downtown Santa Monica’s history, an economic, social and architectural vitality has emerged that today is the envy of most cities of similar size. An integral part of that vitality can be attributed to the continued marriage of old and new, blending over time with new additions, some of which have become remarkable in their own right. Downtown contains a historic core anchored by the Third Street Promenade, which has a strong visual identity, in part due to concentrations of older-era buildings. This visual identity also extends to 2nd and 4th Streets.

Other Downtown subareas contain fewer historic buildings and lack a strong visual identity, which is a consequence of the substantial demolition and rebuilding that characterized much of the Downtown during the 1950s and 60s. In these areas, parking lots and other under-utilized sites interrupt the urban fabric.

This Plan seeks to actively embrace and protect Downtown’s historic character and celebrate the diversity and visual interest that they create. As Downtown heads into its next era, the DCP provides a framework and approach that takes its cue from Santa Monica’s history to support new buildings that embody the quality of timeless architecture and design. This Plan supports the preservation of existing resources and context sensitive infill on under-utilized parcels through a balanced urban design strategy that:

- Conserves the character of the historic core, while recognizing that context sensitive infill development and, in appropriate cases, additions to designated Landmarks can occur; and
- Directs much of Downtown’s new development into the areas adjacent to the Expo Line, such as the Transit Adjacent district.

Encouraging adaptive reuse helps preserve and conserve the historic building stock and promotes sustainable use of materials. At a minimum, extant historic fabric should be maintained and/or rehabilitated and the scale and character of additions must be compatible with the historic building.

New development should reinforce the character of Downtown’s commercial and mixed-use streets. The orientation, design, and scale of new buildings should take into account neighboring structures and public spaces.

### 2C.4

## TOOLS FOR HISTORIC PRESERVATION

The DCP’s approach to implementing the urban design strategy includes both regulatory protections and incentives for adaptive re-use.

### Protections

*Updated Downtown Historic Resources Inventory*  
An indispensable tool to ensure that preservation is integrated into the Planning process is the Historic Resources Inventory (HRI). When used in the processing of development applications, the HRI provides information regarding characteristic features of a potential resource that can be used in the Planning process to help avoid the complete loss or degradation of structures that contribute to the community’s historic character. The net effect is that a building can continue to be used in different ways while still preserving its exterior character. The Plan includes Action HP1.2C that requires that the Downtown HRI be submitted to the State Office of Historic Preservation within 45 days of the effective date of the Plan. This means that the HRI-listed properties are presumptive historic resources pursuant to the California Environmental Quality Act and therefore, alterations must comply with the Secretary of the Interior’s Standards for the Treatment of Historic Properties. If alterations are not in compliance with the Standards, an Environmental Impact Report will be required.

### *Procedural Change to Demolition Review*

As an application submittal requirement, a project that proposes demolition of any property over 40 years old would require Landmarks Commission review of a demolition permit application, prior to Planning Commission review as a means to identify whether the property warrants designation as a City-Designated Historic Resource prior to submitting an application. This would have the effect of identifying potential historic resources much earlier in the Planning process. In addition, because applications for demolition permits expire one year from the date the permit application is filed, this is often insufficient time for an applicant to complete the entitlement and plan check process, which has acted as a disincentive to seek early Landmarks Commission demolition permit review. In order to accommodate this process change, an increase to the lifespan of a demolition permit application would be required.

### *Bayside Conservation District Special Standards*

Special standards applicable to the Bayside Conservation District recognize that Downtown’s historic core is a unique place. Compared to existing height regulations, the maximum allowable height has been lowered to 60 feet. In order to maintain the predominant 3-story street wall, no building modulation is required below 39 feet. On the Third Street Promenade, no open space or minimum side interior stepback is required.

*Future Regulatory Actions*

In order to ensure that historic resources are provided with the appropriate protections, two future actions have been included in the Plan:

- Update to Landmarks Ordinance: An update to the Landmarks Ordinance is needed to explore additional pathways for HRI-listed properties to become City-designated historic resources. An additional possibility is to explore strengthening of the review process for the Structure of Merit designation.
- Neighborhood Conservation Overlay District (NCOD): The NCOD is a zoning tool for a specific geographic area that can be used to maintain existing character. The NCOD will expand upon special consideration given to properties listed on the Historic Resources Inventory under category 6L, which are properties not considered eligible for future designation but which may still contribute to the character of the district. Building from the special standards applicable to the Bayside Conservation District, the NCOD will encompass the Bayside Conservation District and identify unifying design features such as dominant rhythms for structural bays or windows, cornice lines, materials, texture, and landscaping.

**THE DCP'S SIX POINT APPROACH TO PRESERVATION**

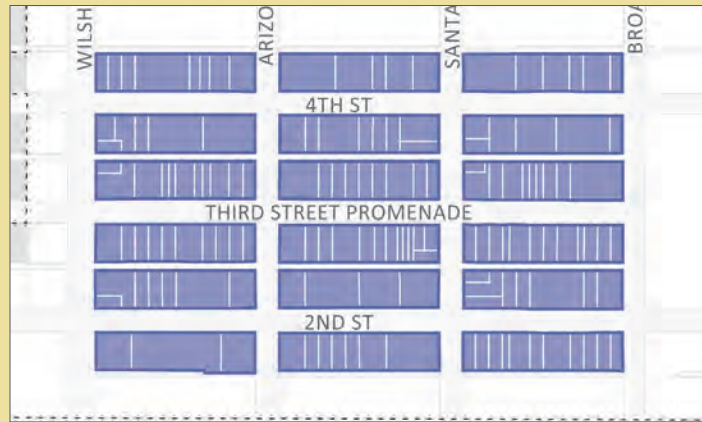
Preservation requires multiple approaches that both incentivize adaptive reuse and discourage unnecessary redevelopment. The DCP establishes a unique framework of “carrots and sticks” to achieve a balanced measure of old and new buildings.





## A NEIGHBORHOOD CONSERVATION OVERLAY DISTRICT

Downtown is not eligible to become a designated historic district because of the lack of historic continuity among buildings. However, on 2nd, 3rd and 4th Streets the opportunity exists to create a Neighborhood Conservation Overlay District (NCOD) that could preserve certain features and scale of this famous walking area. A future action (see **Action HP1.1A**) of this plan will identify specific boundaries and preservation features of the Downtown NCOD.



*The proposed NCOD would overlay the Bayside Conservation District.*

## ESSENTIAL PRESERVATION TOOLS FOR DOWNTOWN

The local preservation movement began as the City of Santa Monica responded to the increased development pressures taking place in Southern California cities during the 1960s and 1970s. The City Council, following the community interest in preserving local landmarks, adopted the Landmarks and Historic District Ordinance on March 24, 1976.

Several important tools exist to promote preservation. Chief among them is the Historic Resources Inventory (HRI), which is used to provide both property owners (or potential buyers) and decision-makers with information about properties that are for sale or being considered for demolition or major alterations.

Another tool used by the City includes the Landmarks process, which designates structures or features of the City that must be preserved in perpetuity. Historic Districts, too, are utilized to recognize areas of heightened preservation, and several exist throughout the City.

such as the California Historical Building Code, which recognizes older buildings often have additional needs in meeting fire and life safety requirements.

### Incentives

Historic preservation is not solely about regulations that prevent inappropriate change to historic resources. Successful historic preservation programs also make available positive incentives, providing property owners financial and technical tools that help give new life to historic properties.

- Economic incentives are available to historic preservation projects at the local, state and federal levels. The Historical Property Contract (Mills Act) Program provides property tax abatement to qualified City-designated historic resources. The Federal government offers rehabilitation tax credits to qualified projects and properties. Property owners

often find that property values increase when historic preservation standards are used in rehabilitating their buildings.

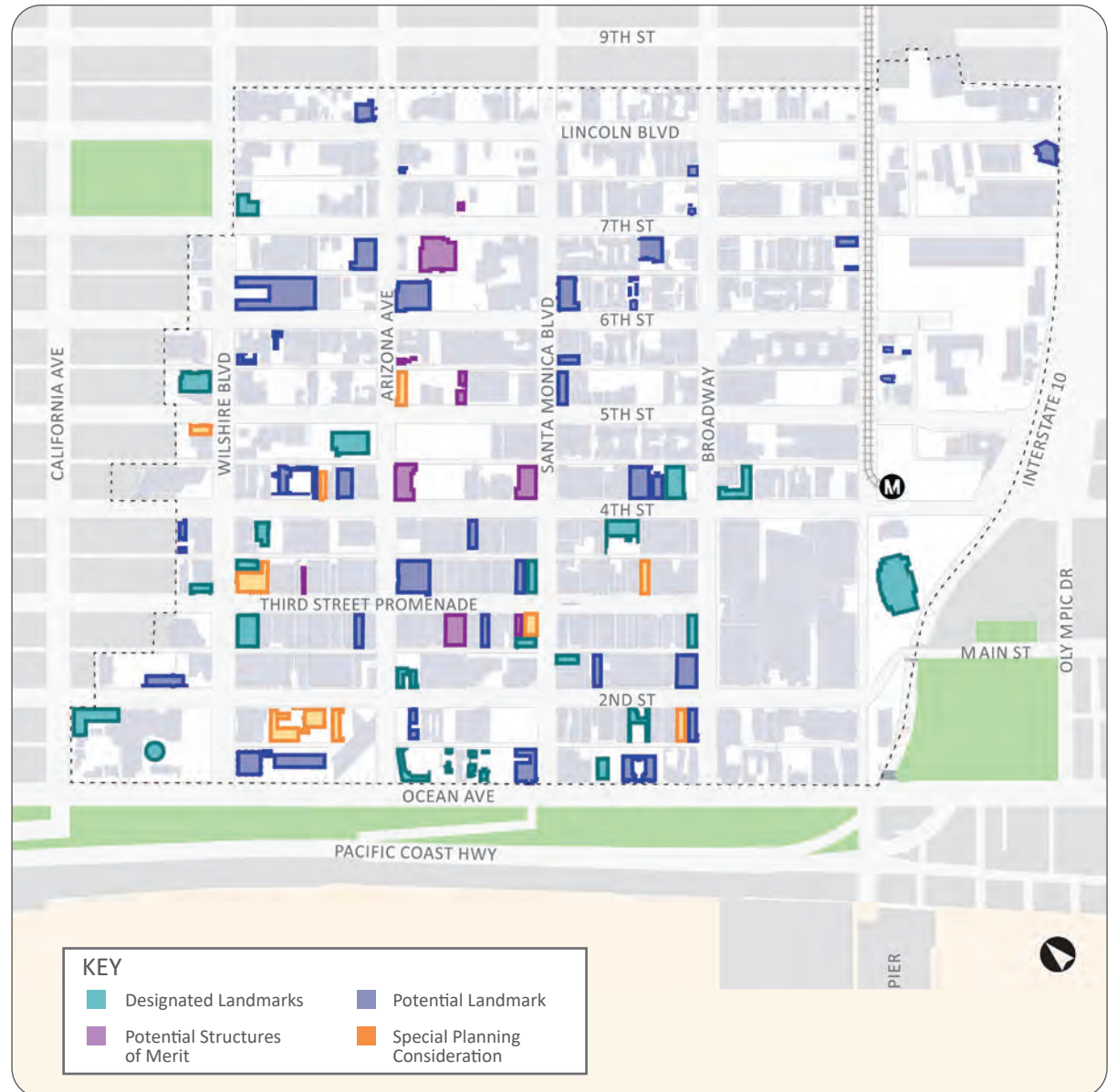
- Technical incentives are those that allow flexibility in restoring a historic buildings. These structures are often made of older materials that can be rehabilitated to increase their useful lifespan. Chapter 4, *Standards and Regulations*, Table 4.4, contains a variety of these technical incentives for HRI-listed and/or City-Designated Historic Resources addressing parking, open space, and certain use regulations that would create barriers to adaptive reuse. Other technical incentives are available through state-level programs

## CALIFORNIA HISTORICAL BUILDING CODE

The California Historical Building Code (CHBC) recognizes the unique construction issues inherent in maintaining and adaptively reusing historic buildings. The CHBC provides alternative building regulations for permitting repairs, alterations and additions necessary for the preservation, rehabilitation, relocation, related construction, change of use, or continued use of a “qualified historical building or structure.”

The CHBC’s standards and regulations are intended to facilitate the rehabilitation or change of occupancy so as to preserve their original or restored elements and features, to encourage energy conservation and a cost effective approach to preservation, and to provide for reasonable safety from fire, seismic forces or other hazards for occupants and users of such buildings, structures and properties and to provide reasonable availability and usability by the physically disabled.

Illustration 2D.1 Map of the Downtown Historic Resources Inventory



## SUPPORTING DOWNTOWN’S CHARACTER BY PROTECTING BUILDINGS THAT STRENGTHEN IDENTITY

The City’s first effort to develop a comprehensive HRI was initiated in 1983. The City of Santa Monica Historic Resources Inventory, Phases I and II Final Report, which included documentation of potentially eligible historic structures in the Downtown area, was released in 1985. In addition to potential individual Landmarks, structures throughout Downtown were identified as contributing to a “Central Business District” potential historic district. Following the 1994 Northridge earthquake, an Inventory Update was undertaken in the Central Business District (1995), noting buildings that had either lost their historic integrity or had been destroyed by the earthquake.

A comprehensive Downtown HRI update, released in 2017, evaluated all structures constructed by 1977 for possible historic significance. Altogether, 17 ineligible properties were removed and 8 newly identified potential landmark structures or structures of merit were added. Importantly, the HRI Update also found that sufficient integrity does not exist to continue to identify a potential Downtown Historic District. As a result, properties included in the inventory have been identified as individually eligible instead of potential District contributors. The HRI now identifies 76 properties within the Downtown Community Plan boundaries as being potentially significant. The Downtown HRI will be submitted to the State Office of Historic Preservation pursuant to **Action HP1.2C**.



520 Wilshire Boulevard



127-131 Broadway



1314 7th Street

- ▶ 1137 2nd St
- ▶ 1216 2nd St
- ▶ 1308 2nd St
- ▶ 1417 2nd St
- ▶ 1452 2nd St
- ▶ 1254 3rd St
- ▶ 1301 3rd St
- ▶ 1336 3rd St
- ▶ 1349 3rd St
- ▶ 1227 3rd St
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- ▶ 1354 3rd St
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- ▶ 1330 4th St
- ▶ 1433 4th St
- ▶ 1443 4th St
- ▶ 1301 4th St
- ▶ 1231 4th St
- ▶ 1327 5th St
- ▶ 1211 6th St

- ▶ 1218 6th St
- ▶ 1433 6th St
- ▶ 1314 7th St
- ▶ 1444 7th St
- ▶ 1457 7th St
- ▶ 1331 7th St
- ▶ 604 Arizona Ave
- ▶ 625 Arizona Ave
- ▶ 720 Arizona Ave
- ▶ 520 Arizona Ave
- ▶ 510 Arizona Ave

- ▶ 127 Broadway
- ▶ 201 Broadway
- ▶ 719 Broadway
- ▶ 516 Colorado Ave
- ▶ 528 Colorado Ave
- ▶ 631 Colorado Ave
- ▶ 1255 Lincoln Blvd
- ▶ 1670 Lincoln Blvd
- ▶ 1221 Ocean Ave
- ▶ 1431 Ocean Ave
- ▶ 101 Santa Monica Blvd
- ▶ 502 Santa Monica Blvd
- ▶ 518 Santa Monica Blvd
- ▶ 602 Santa Monica Blvd
- ▶ 401 Santa Monica Blvd
- ▶ 100 Wilshire Blvd
- ▶ 520 Wilshire Blvd
- ▶ Main Street Bridge
- ▶ McClure Tunnel



## HISTORIC PRESERVATION: GOALS, POLICIES AND ACTIONS

### Goal HP1: Downtown's historic resources are protected and maintained and development and alterations on properties with potential historic resources meet the Secretary of Interior's Standards for the Treatment of Historic Properties.

**Policy HP1.1** Ensure City regulations adequately address preservation of character in the Downtown.

- ◇ **Action HP1.1A** Establish a Neighborhood Conservation Overlay District over the Bayside Conservation District to preserve features of scale, massing, materials and landscaping, and streetscape.  
*Lead Agency: PCD*  
*Supporting Agency: CAO*  
*Timeframe: Mid-Term*
- ◇ **Action HP1.1B** Update the City's Landmarks Ordinance (SMMC 9.56), including the addition of a refined process, and criteria for the designation of different classifications of historic resources.  
*Lead Agency: PCD*  
*Supporting Agency: CAO*  
*Timeframe: Short-term*

**Policy HP1.2** The Historic Resources Inventory (HRI) should be consulted in the Planning review process for all applications.

- ◇ **Action HP1.2A** Use the HRI as a planning tool to ensure consideration is given to a property's historic potential when any new development involving a historic resource, or involving those with a 6L status, which are properties not considered eligible for future designation but which may still contribute to the character of the district, to ensure appropriate efforts towards designation, protection or adaptive reuse are made.  
*Lead Agency: PCD*  
*Timeframe: Ongoing*
- ◇ **Action HP1.2B** Provide a height incentive for City-designated historic resources in conjunction with preservation of the resource.  
*Lead Agency: PCD*  
*Timeframe: Ongoing*
- ◇ **Action HP1.2C** Submit the Downtown HRI to State Office of Historic Preservation within 45 days of the effective date of this Plan.  
*Lead Agency: PCD*  
*Timeframe: Short-Term*

- ◇ **Action HP1.2D** Explore waiver of outdoor dining license fees for City designated historic resources  
*Lead Agency: PCD*  
*Supportive Agency: HED*  
*Timeframe: Short-term*

**Policy HP1.3** Projects on HRI-listed properties should be reviewed for conformance with the Secretary of the Interior's Standards for the Treatment of Historic Properties when alterations to the exterior or to interior space regularly open to the general public or demolition of any historic structure is proposed.

- ◇ **Action HP1.3A** Review potential for the retention or reveal of historic facades in the Downtown, including those with ground level or upper level features.  
*Lead Agency: PCD*  
*Timeframe: Mid-Term*

**Policy HP1.4** Owners of HRI-listed properties with a status code of 5S3 or 5S3\* should be encouraged to apply for consideration by the Landmarks Commission.

- ◇ **Action HP1.4A** Evaluate the Landmarks Commission recommendation to include the Structure of Merit classification as a permanent second-tier designation.  
*Lead Agency: PCD*  
*Timeframe: Short-Term*

## 2C >> HISTORIC PRESERVATION



The Criterion Building, built in the 1920s on what is today's Third Street Promenade, has enjoyed nearly 100 years of use and has served as a mixed-use retail/residential space for countless users.



**Policy HP1.5** Historic properties should be encouraged to maintain and upgrade their energy efficiency to ensure long-term usefulness and value.

◇ **Action HP1.5A** Provide information and incentives for improving energy efficiency of historic structures, such as the Secretary of the Interior's Guidelines for Sustainability in Historic Properties, with guidance to avoid removal of historic features such as windows.

*Lead Agency: PCD*

*Supporting Agency: OSE*

*Timeframe: Short-Term*

**Policy HP1.6** When substantial repairs or alterations to historic properties are proposed, the City will encourage the restoration and repair of any lost or damaged historic features when feasible and appropriate.

◇ **Action HP1.6A** Allow flexibility in parking, green building, and other zoning standards, such as exemption from on-site parking and open space requirements, when buildings are substantially and appropriately preserved or restored as part of a development project. Review and, if necessary, revise standards that may discourage historic rehabilitation and adaptive reuse.

*Lead Agency: PCD*

*Supporting Agencies: PW, OSE*

*Timeframe: Ongoing*

◇ **Action HP1.6B** Promote and expedite use of the California State Historic Building Code for HRI-listed properties.

*Lead Agency: PCD*

*Timeframe: Ongoing*

◇ **Action HP1.6C** Evaluate and, if needed, strengthen recommendations relating to substantial alterations contained within the Downtown Design Guidelines.

*Lead Agency: PCD*

*Timeframe: Short-Term*

◇ **Action HP1.6D** For the most common practices and alterations, encourage interaction with the Santa Monica Conservancy and its new Preservation Resource Center to compile reference materials that describe appropriate maintenance and façade improvements in a document. Make these materials available to property owners, contractors, and architects.

*Lead Agency: PCD*

*Timeframe: Short-Term*

◇ **Action HP1.6E** Encourage property owners, developers, and other stakeholders to use preservation architects for projects on HRI-listed properties. Encourage use of archives and other resources to guide the design of appropriate restorations and repairs. Support the maintenance of and encourage public access to archives with information on older Downtown buildings.

*Lead Agency: PCD*

*Timeframe: Ongoing*

◇ **Action HP1.6F** When an application is submitted for projects that involve HRI-listed properties with a status code of category 5 or better, encourage the applicant to seek courtesy feedback from the Landmarks Commission.

*Lead Agency: PCD*

*Timeframe: Ongoing*

**Goal HP2: The character of Downtown is enhanced by visual elements that convey and celebrate its history.**

**Policy HP2.1** Projects on properties that do not contain a historic resource should identify any adjacent historic resources and consider impacts of the proposed project on the adjacent historic resource.

**Policy HP2.2** City-designated historic resources should be identified with signage (such as a plaque) that provides information about the resource, and highlighted in marketing efforts related to the attractions of Downtown.

- ◇ **Action HP2.2A** Work with preservation organizations, such as the Santa Monica Conservancy, to develop a program to highlight City-designated historic resources within Downtown, including place recognition, an educational component and information to direct visitors to find points of historic interest.  
*Lead Agency: PCD*  
*Supporting Agency: ISD, CMO, DTSM*  
*Timeframe: Ongoing*
- ◇ **Action HP2.2B** Provide street furniture, street lamps, benches and other amenities that are compatible with historic elements in appropriate areas Downtown.  
*Lead Agency: PW*  
*Supporting Agency: PCD*  
*Timeframe: Ongoing*

- ◇ **Action HP2.2C** Develop a process for distributing funds collected for community benefits for historic preservation.  
*Lead Agency: PCD*  
*Timeframe: Mid-Term*

**Policy HP2.3** Where appropriate, Downtown Signage, events, art installations and other activities should include interesting and engaging information that educates the public about Santa Monica’s history.

- ◇ **Action HP2.3A** Work with the Santa Monica Conservancy to update and expand its “Downtown Walking Tour” brochure and explore digital and other interactive methods of presenting information about Downtown’s historic resources. Encourage broad distribution of these materials by other community organizations.  
*Lead Agency: PCD*  
*Timeframe: Ongoing*
- ◇ **Action HP2.3B** Implement and coordinate public improvements to emphasize Downtown’s strong sense of place.  
*Lead Agency: PW*  
*Supporting Agency: PCD, DTSM*  
*Timeframe: Ongoing*

**Policy HP2.4** Adaptive reuse of older buildings should be considered for new construction and rehabilitation projects, when the scale, materials or method of construction evokes Downtown’s history, and where the building contributes to a continuous streetscape.

**Goal HP3: Downtown has a dedicated funding source that can be used to maintain and enhance its historic resources.**

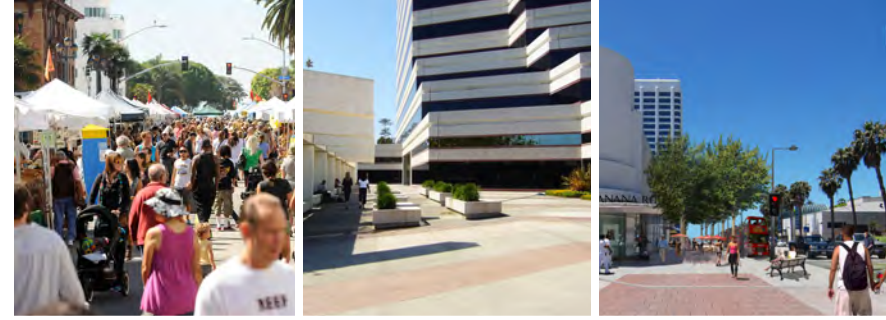
**Policy HP3.1** Recognizing Downtown Santa Monica’s significant concentration of the City’s historic resources, the City should consider creating a developer-funded fund to assist with preservation-related activities in the Downtown area.

- ◇ **Action HP3.1A** Evaluate the potential for community benefits from all discretionary development to contribute toward Downtown preservation programs.  
*Lead Agency: PCD*  
*Timeframe: Short-Term*
- ◇ **Action HP3.1B** Identify funding for the ongoing preservation of City-owned historic resources within Downtown and provide incentives for private preservation efforts.  
*Lead Agency: PCD*  
*Timeframe: Mid-Term*

**Policy HP3.2** The City should pursue funding opportunities for Downtown preservation activities including grants, community benefits, partnership opportunities and other sources available to the City.



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## THE DOWNTOWN COMMUNITY PLAN CITY OF SANTA MONICA

### PATHWAYS AND PUBLIC SPACES



CHAPTER 2D



## INSIDE THE PATHWAYS AND PUBLIC SPACES CHAPTER

### INCLUSIVE PUBLIC SPACES

Publicly accessible and inclusive open space is necessary in all communal environments. Downtown Santa Monica is home to several existing gathering spaces that cater to residents, visitors and employees, but requires more to meet the needs of a growing urban neighborhood. In fact, a 2016 citywide survey found that the number one priority identified for Downtown was new public open space. Several opportunities to realize this vision are discussed in this chapter, and key locations for potential new public or privately-owned open spaces are identified.

This chapter also discusses how enhancements to Downtown’s existing public spaces, often underutilized, can be facilitated and encouraged through new incentives that generate activity and interest.

### PATHWAYS AND SIDEWALKS

The largest public open space Downtown is, in fact, the network of public sidewalks. Recognizing this, the DCP’s public space strategy focuses on making sidewalks perform better for pedestrians of all abilities as they journey from destination to destination. Designers, property owners and City staff will want to read about the “Signature Sidewalks” concept, which proposes four new streetscape projects on Ocean Avenue, Wilshire Boulevard, Lincoln Boulevard and 4th Street. A future action of this Plan is the *Downtown Streets Manual*, which will provide high-level guidance on the design, materials, furnishings and amenities of future streetscape projects conducted within Downtown.

Similarly, guidance is provided on improving existing sidewalks and building setbacks with landscaping, lighting and pedestrian-friendly activity, like outdoor dining.

## PRINCIPLES GUIDING THIS CHAPTER

### MAINTAIN THE "OUR TOWN" CHARACTER OF DOWNTOWN SANTA MONICA

Preserve Downtown Santa Monica’s charm and character by requiring new development to contribute high standards of architecture, urban design and landscaping.

### CREATE A NEW MODEL OF MOBILITY

Provide mobility enhancements that address all forms of circulation while prioritizing the pedestrian and maintaining vehicle traffic flow for the benefit of cars and buses destined for Downtown.

### FOCUS PUBLIC REALM INVESTMENTS TO SERVE RESIDENTS, VISITORS AND EMPLOYEES

Focus on enhancements to the public realm that bring a higher level of amenities to the Downtown community, and utilize key investment sites identified in the LUCE to provide district-wide enhancements to circulation, open space and affordable housing.

*Goals, policies and actions designed to achieve the Plan principles stated above can be reviewed at the end of this chapter.*



**2D.1 DOWNTOWN'S PUBLIC REALM NETWORK**

Downtown's thriving public space network is composed of interconnected streets and public open spaces that provide a place for community socializing and recreation. On any given day, but especially during weekends and farmers' market events, Downtown's streets, park, and pedestrian areas are teeming with life. Members of the community rub elbows with one another while casually shopping, dining or taking a stroll. Public spaces, like the Third Street Promenade, and publicly accessible private spaces, like Santa Monica Place, support Downtown's continuing role as Santa Monica's premier social and cultural gathering space. Together, they also promote and enhance economic health, which largely depends on the quality of the city's pedestrian environments and the experience they provide to users *en route*. From a physical and psychological perspective, the well-being of residents and workers, too, depends on the availability of green and attractive public spaces as well as lively and inviting streets and sidewalks. This chapter discusses public open spaces, whether publicly or privately owned, and describes the strategic framework for enhancing and maintaining these spaces and right-of-way environments for people of all abilities.

Downtown Santa Monica contains significant public spaces along its periphery, such as Palisades Park, Tongva Park, Reed Park, and the Pier and Beach. However, more public spaces are need within Downtown to support the growing needs of its residents, employee populations and visitors. This Plan recognizes the benefits of this investment, and seeks to increase the amount of public spaces Downtown through a network of interconnected courtyards, plazas and other public spaces woven together through improved streets, sidewalks and pathways. Leveraging existing assets, the DCP seeks a more complete public space network by providing a series of strategies to increase the inventory of community gathering spaces and strengthen the connections that serve them, which include:

- Sizeable open air spaces of diverse character created through City-initiated public/private projects, as well as benefits resulting from private investment in new development
- Revitalized public plazas, courtyards and other privately owned public spaces ("POPS") that can feature small local-serving uses, events or flexible activities
- A network of well-designed streets, pathways, paseos and sidewalks that link to new and existing public spaces, and which double as public spaces in their own right

**GUIDANCE ON PATHWAYS AND PUBLIC SPACES**

This chapter outlines the vision and potential projects that might occur to deliver additional public space and streetscapes within the Downtown. Designers, property owners, and City staff should also review:

- ▶ **Chapter 3, Access and Mobility**, for information on the City's "Great Streets" policy, to maximize the comfort, usability, and aesthetics for pedestrians creating complete streets.
- ▶ **Chapter 4, Standards and Regulations**, for specific requirements for private open space.
- ▶ **Chapter 5, Design Guidelines**, for consideration of the desired variety of public spaces large and small.



**Chapter 3: Access and Mobility**

**Chapter 4: Standards and Regulations**



**Chapter 5: Design Guidelines**

2D.1A PUBLICLY ACCESSIBLE SPACES

Downtown Santa Monica is rich with significant, civic and regionally-scaled public space along its borders. However it lacks public spaces at a more intimate scale suitable for local neighborhood gathering, as found in Hotchkiss Park, Goose Egg Park or Ozone Park. Green, landscaped space is also in short supply, as many of Downtown’s public spaces are hardscape plazas and pedestrian thoroughfares in reclaimed right-of-ways.

Not all of Downtown’s existing public spaces are owned and maintained by the City. Many Downtown plazas, courtyards and walkways are on private land. On the Third Street Promenade, several paseos that connect the City’s parking structures to the Promenade’s retail activity cut through private property, where access has been negotiated or voluntarily provided. These privately-owned public spaces, called “POPS” (identified in Illustration 2D.1) are sprinkled throughout Downtown, and represent early attempts at providing pedestrian linkages within Downtown. In examining these spaces today, it is clear that while they lack the amenities and furnishings that would be included in most new projects, they have potential to be reimagined and revitalized. The DCP provides guidelines for redesigning and activating these spaces, and also creates targeted exemptions from certain standards to allow for small-land uses, events and other programming that serve the community.

THERE ARE MORE THAN A FEW TYPES OF OPEN SPACE

There are three types of public spaces. Completely public, completely private, and the partnership of the two - public-private spaces. The type of public space dictates who owns and operates the space, who is allowed to use the space, and when.

COMPLETELY PUBLIC SPACES



Public spaces that are owned by the City and open to all (i.e. Santa Monica Central Public Library Courtyard).

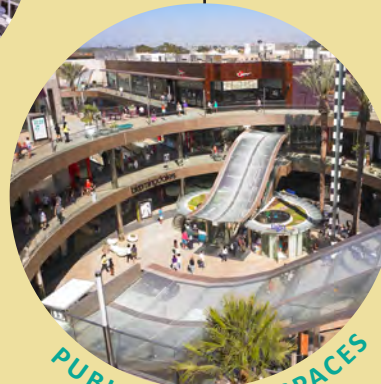
Spaces that are publicly accessible, but owned and operated privately (i.e. Santa Monica Place).

COMPLETELY PRIVATE SPACES



Spaces that are not freely open to the public and only accessible to private entities (i.e. Sway Apartments).

PUBLIC-PRIVATE SPACES



The following public space proposal integrates new and existing public spaces and POPS into a cohesive network. This is supported by the complementary matrix of streets, sidewalks and paseos that serve as the connective tissue

in the comprehensive public space system. Implementation of the full network would provide public space within a 2 ½ minute walk to all those who live, work and visit Downtown.

### 2D.1.B NEW PUBLIC SPACES

In a 2016 survey conducted for this Plan, the creation of new public spaces Downtown was identified as a top priority. To accomplish this within a mostly built-out environment, several strategies must be pursued that take advantage of public and private opportunities. While the exact location, orientation and size of many future public open spaces are unknown, the DCP anticipates several new public spaces to be introduced throughout the District over the next 20 years. As new projects are proposed, including redevelopment on City-owned land, applicants will be encouraged to incorporate public open space into their package of community benefits and work with the City on a comprehensive design process to ensure access and activation of the space. Illustration 2D.2 identifies six potential sites on both public and private property, which are based on their strategic location, size of property and likelihood for redevelopment. Potential opportunities for new public spaces Downtown include:

#### Public/Private Partnerships

These opportunities can be shaped by City participation and investment in coordination with private development interests.

- 4th/5th and Arizona – a City-owned property with the potential for sizeable public activities and gathering spaces, such as a permanent ice rink and major public plaza and landscaped green spaces.

- Expo TOD Site – a City-owned property whose character will be greatly influenced by transit users who will need a dynamic range of services, sitting areas and mixing zones.

#### Private Development and Community Benefits.

These new publicly accessible small parks or plazas can be created through community benefit contributions.

- 5th and Broadway – an approved mixed-use project where housing, retail and public space will nurture Downtown’s livability and community focus.
- Ocean and Wilshire (The Miramar) – potential exists to make public a sizable area of the Miramar property through redevelopment and connection with the activity of both the Third Street Promenade and Palisades Park.
- Lincoln and Broadway (Von’s) – Lincoln Boulevard’s incorporation into the Downtown district may result in this 2.5-acre site redeveloping to serve new residents, as well as those in adjacent neighborhoods. Public space and art have been identified as priorities at this site.
- 101 Santa Monica Boulevard – this 11-parcel site has the ability to provide a cultural institution as well as a significant amount of public space, including mid-block paseos and pedestrian pathways.

The identified sites are located so most Downtown residents and employees would be within a 2 ½ minute walk of opportunities for passive recreation and/or places where children can play. A 2 ½ minute walk, or approximately 1/8 mile, is understood as the range that urban residents, especially those living with children in a multi-family dwelling, will typically walk to access public open space. Thus, a distribution of usable green space toward the east side of Downtown is particularly necessary, as the largest concentration of residences are located between 4th Street and Lincoln Boulevard.

#### Public/Private Partnerships

The City of Santa Monica is not a major landowner in Downtown, save for the public parking structures that have contributed to Downtown’s economic success. However, the City does own a handful of well-located and potentially catalytic sites that could provide a variety of public spaces that could be programmed with events, festivals, outdoor markets or other activity. In collaboration with a design/development team, a public-private partnership could be formed to incorporate locally and regionally significant public space into future projects at the 4th/5th and Arizona site, and at the Exposition Light Rail Terminus station.

#### *4th/5th and Arizona*

The multi-year community vision process for this City-owned property has identified a number of desired community benefits, including the permanent addition of a seasonal community ice rink that would occupy a large public gathering



## PUBLIC SPACES: CAN YOU SPOT THE DIFFERENCES?

The two maps adjacent to one another frame the Downtown's existing and future public space outlook. See if you can notice the difference between them.

Over time, policies and priorities for public open space contained in the DCP will help to fill in the gaps between today's existing public spaces. Both large and small scale public spaces will emerge from projects, or potential City investment in land.

Streets and pathways will undergo some change as well, as the City responds to the increase in pedestrians and bicycles through the DCP's Signature Sidewalk plan, parklet concept, and mid-block pedestrian passages.

As Downtown embraces its new distinction as a mixed-use neighborhood, these public spaces will serve residents from all around, and provide those who visit (including employees) a respite from the bound environment.

Illustration 2D.1 Existing Publicly Accessible Open Space

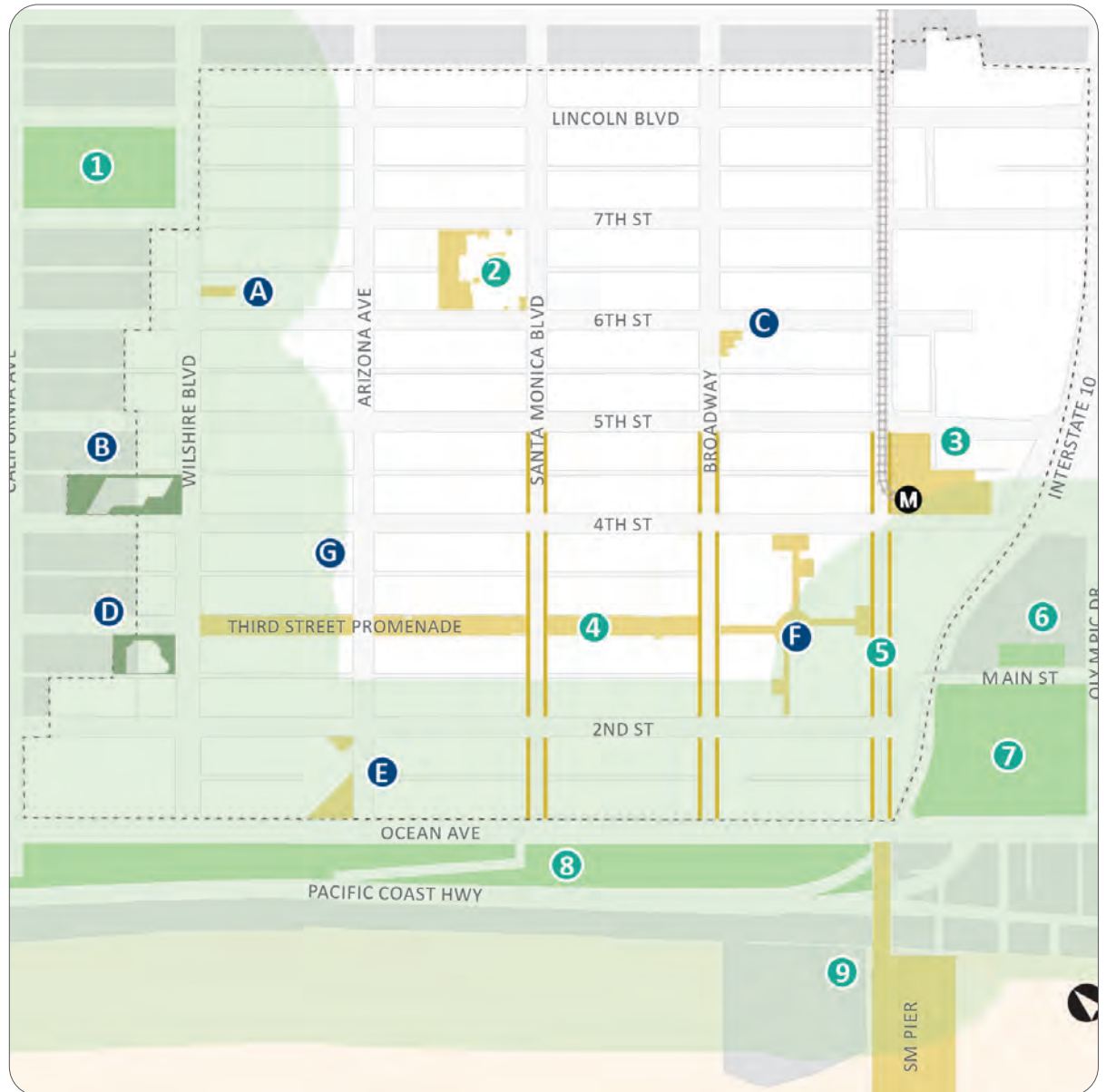
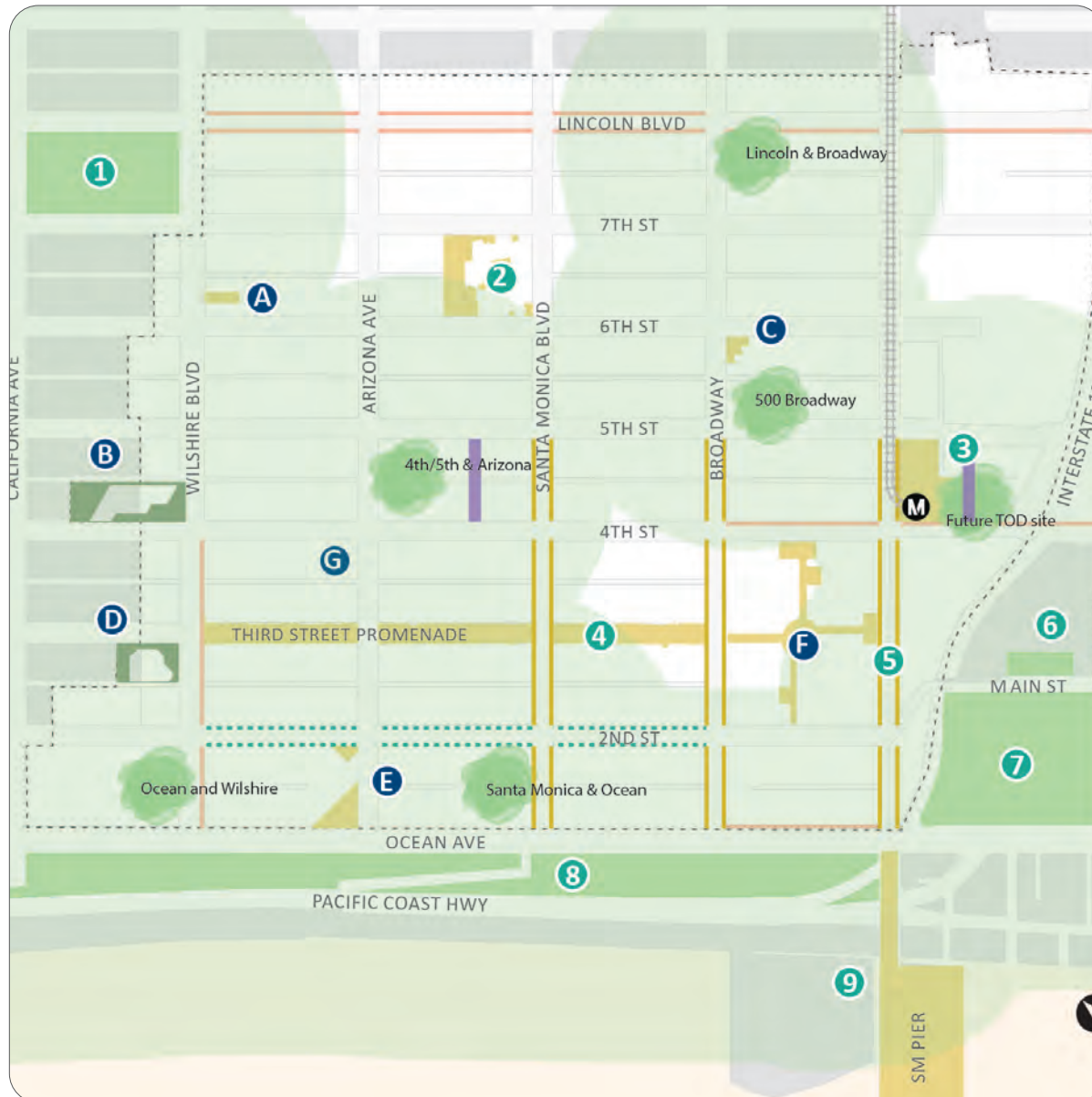


Illustration 2D.2 Future Public Space Vision Plan



**City Properties**

- 1 REED PARK
- 2 CENTRAL LIBRARY COURTYARD
- 3 EXPO STATION TRANSIT PLAZA
- 4 3RD STREET PROMENADE
- 5 COLORADO ESPLANADE
- 6 KEN GENSER SQUARE
- 7 TONGVA PARK
- 8 PALISADES PARK
- 9 SANTA MONICA PIER

**Private Properties with Public Access**

- A 606 WILSHIRE
- B 401 WILSHIRE
- C 520 BROADWAY
- D 233 WILSHIRE
- E 1299 OCEAN
- F SANTA MONICA PLACE
- G 1250 4TH STREET



## 2D >> PATHWAYS AND PUBLIC SPACES

space. During warmer weather, this public space could be programmed with events and activities in conjunction with the Promenade.

### *Expo TOD Site*

The location of the Downtown terminus of the Exposition Light Rail plays a key role in the City's circulation network as a critical hub and point of interchange between train, bus and pedestrian. Its relationship to the Colorado Esplanade and proximity to public space destinations make it an ideal candidate for an urban plaza and mixing zone that can provide a place of brief respite between destinations.

### **Privately Owned Public Spaces (POPS)**

Better use of existing POPS throughout Downtown is strongly encouraged. Small, but significant incentives are offered through the DCP's development standards to assist property owners in activating underutilized plazas and courtyards.

### *Incentives for POPS*

(see **Chapter 4, Standards and Regulations**)

- The allowance of outdoor dining areas fronting the publicly accessible plaza without a requirement for additional parking.
- The ability to install small structures of 750 square feet or less within an existing plaza regardless of the site's existing floor area ratio (FAR); the height of these small structures shall be no greater than 15 feet.



*This POPS plaza at 4th and Wilshire is largely unused during the day and evening. Its size could easily accommodate a small food-oriented structure or group activities like a craft fair or market.*

- The ability to stage temporary events, such as farmers' markets or craft fairs within a publicly accessible plaza .

To qualify for these incentives, property owners will need to work with City staff to evaluate the

condition of their existing POPS and propose changes that meet the goals of the DCP for increased utilization of publicly accessible private spaces. Improvements should address seating, shade, landscaping, and land uses, as well as the ability of the POPS to cater to daytime



and evening neighborhood needs. These newly activated spaces should be predominantly open to the sky. In addition, publicly accessible spaces may be provided above ground level on roof decks that are easy to reach and provide further views of the city, ocean, and mountains. Negotiations should allow for public programming, like classes, occasional events, and other activities, while the responsibility for maintenance would remain with the property owner.

The specific process for implementing this policy is a future action recommended within this chapter’s goals and policies (see **Action PPS2.1C**). Guidelines for POPS improvements are further described in Chapter 5, *Design Guidelines*. Those guidelines establish use, transparency, location, height and signage preferences.

**2D.1C PUBLIC SPACE AMENITIES AND ACTIVITIES**

As ideas for these new and existing spaces evolve, designers should consider amenities and programming that are currently under-provided in Downtown. This Plan’s focus on building a long-term community requires variety, and suggests the need for new courtyards, plazas, children’s play areas, a seasonal skating rink, and flexible outdoor spaces to accommodate performances, event programming, and street vendors. In these locations, moveable tables and chairs, water features, landscaping and shading should be provided to allow for comfortable and meaningful gathering during all seasons and times of day.

Guidelines given in Chapter 5 provide a set of parameters for programming elements that have been identified as most desired by local Santa Monicans, and which could provide a valuable contribution to the public space network in Downtown Santa Monica, including:

- **Courtyards.** Courtyards are unroofed areas that are completely or mostly enclosed by the walls of a large building. They often serve as gathering space and/or outdoor dining spaces with potential for scheduled performances, fairs or movie screenings. Space needs vary by venue.
- **Plazas.** Plazas are open hardscapes that are typically incorporated into the ground floor of a development, and which are designed and programmed for recreational or entertainment uses. Ranging between 7,500 -20,000 square feet, a plaza is infinitely rearrangeable to serve seasonal needs, or temporary programming.
- **Pocket Park.** These small open spaces are typically framed by buildings on a least two sides, and provide a break from the streetwall at opportune moments. Typically at least 7,500 square feet, a pocket park is roughly the size of a single lot Downtown, which could be converted to open space use through minimal landscaping and seating interventions.



*Rooftop Garden at the Curren House designed by Landscape Architect, Andrea Cochran.*



*Girard Fountain Park, Philadelphia, PA*

## WHAT IS INCLUSIVE PUBLIC OPEN SPACE DESIGN?

The ideals of public spaces are that they are open and free to enjoy by all. Public spaces in theory do not exclude anyone from using them, but in reality their design doesn't always meet everyone's needs. One way to help protect the foundation of public space for all is inclusionary design. Inclusive design is consciously designing a space so that a diversity of users, whether women, men, children, elderly, or people with limited abilities, feel comfortable and safe. Six core inclusive design principles will guide the creation of new public spaces Downtown.



- 1 Include good lighting and clear signs in public spaces and along exit paths.
- 2 Provide transportation access to public spaces that is safe and inclusive of disabilities.
- 3 Position sensitive staff at the public spaces.
- 4 Incorporate clear and smooth pathways for entering and navigating the public spaces.
- 5 Eliminate hiding places in public spaces.
- 6 Provide necessary amenities for users.

These six core principles will help ensure more people feel that they can be part of the space and the Downtown Santa Monica community. Principles addressing lighting, signage, and location may support feelings of safety and security. Clear and ample signage, in addition to open and smooth pathways, can help those with limited abilities navigate through the space better. Providing transportation access with safety amenities such as emergency lights, and with more points of access to the public space offers more reasons for people to step out the door and enjoy their backyard.

- **Parklets.** A parklet is a small seating area or green space created as a public amenity on or alongside a sidewalk, especially in a former roadside parking space. As this space is part of the right-of-way and the local transportation network, no vendors or privatized use is permitted in a parklet.
- **Craft/Artisan Fair.** Wide-open spaces, like unused plazas or parking lots, provide an opportunity for temporary events and festivals. Pop-up booths, tables and vendor carts can easily turn a quiet corner into a bustling marketplace. This use could be accommodated in an area of approximately 4,000-12,000 square feet.
- **Outdoor Performance Venue.** Requiring some seating and shading amenities, an outdoor performance venue can be temporary or permanent in nature. Consistent with the community's desire for more live music and performance, spaces within POPS and public parks should be considered for this type of activity. Space needs vary by venue.

### 2D.1E PUBLIC SPACE OPERATIONS, MAINTENANCE, AND MANAGEMENT

Successful public environments need constant monitoring and review so that they are up-to-date and well maintained. The long-term sustainability of Downtown public spaces depend largely on funding, staffing and oversight for operation and maintenance, whether maintained by the City, by another public agency, or by a private entity. Downtown Santa Monica, Inc. (DTSM) is the Business Improvement District responsible for the district's active management. DTSM's public focus is to ensure that public open spaces are clean, safe, well-lit and accessible to users of all capabilities. The highly successful Downtown Ambassador program is just one example of DTSM's management approach to curating a positive public space experience.

In situations where private property owners and tenants are responsible for the maintenance and management of POPS, these individuals should post a performance bond to assure compliance with maintenance measures and signage implementation. It may also be helpful to leverage DTSM's existing relationships with



*Water Park: Jamison Park Portland, OR*

property owners and organizational capacity to create a stakeholder committee, non-profit or other group (i.e., Friends of POPS) to help promote the success of POPS in Downtown. In coordination with DTSM, this group would be responsible for monitoring and programming. It would visit sites to assure they are accessible, well maintained and have appropriate signage. It would also allow for public and private event programming to be scheduled in the space. Some portion of fees from renting these spaces for private events during non-public hours would go directly to additional public programming for the spaces.



**2D.2 THE PEDESTRIAN REALM**

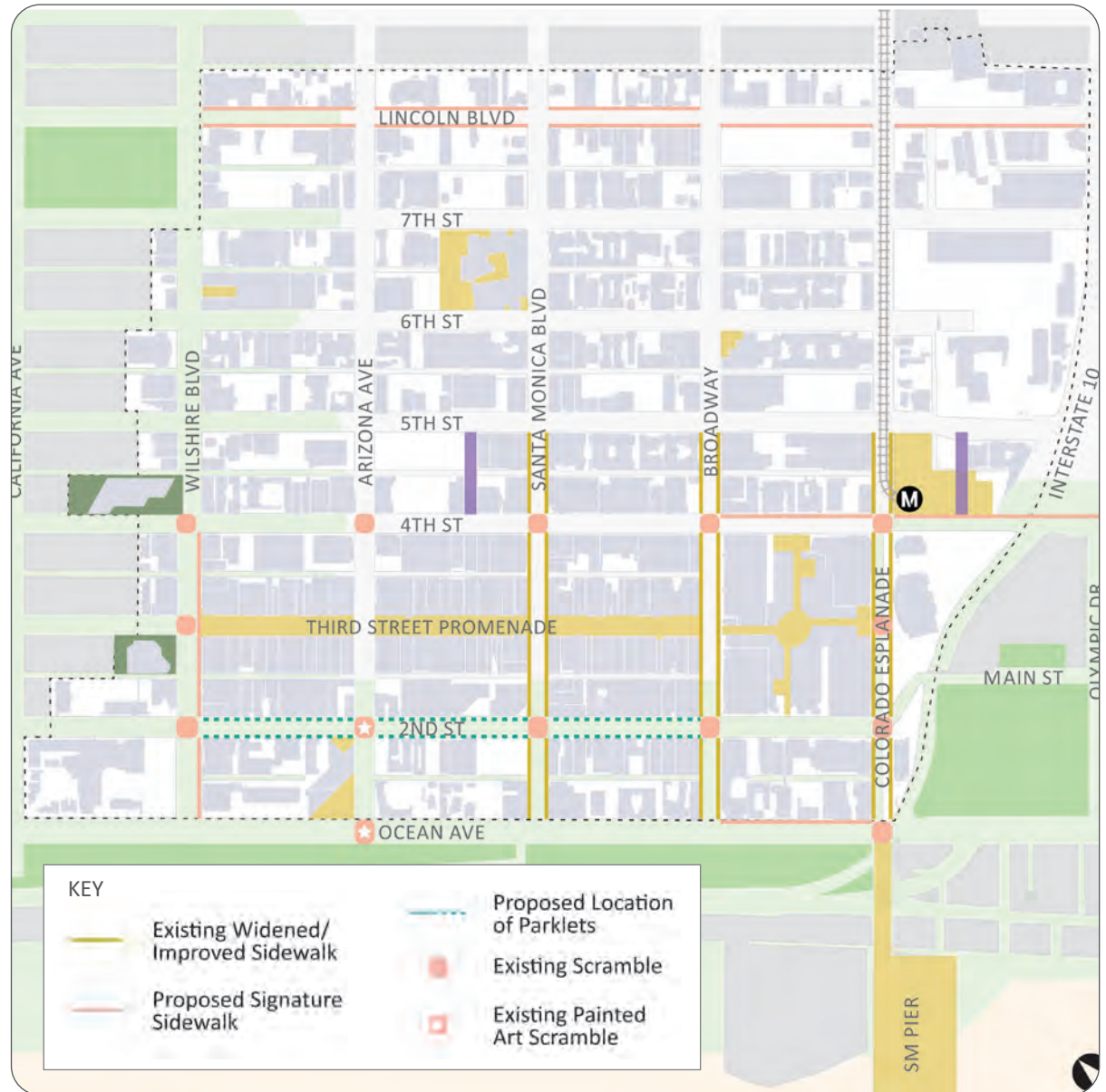
Public spaces are linked together and to the larger fabric of the community through a network of streets, pathways, and paseos that help determine the character of a place.

The City has direct control over streets and can, through its investments, dramatically shape the quality of the pedestrian realm. The Colorado Esplanade is an example of a major public project that recognizes the potential of the street right of way to function as a significant public open space, providing an enhanced pedestrian experience linking the public spaces of the Expo station, the Santa Monica Pier and beach, Santa Monica Place, and Tongva Park.

The sidewalk is the public place where pedestrians connect on their journey to destinations within the Downtown, and therefore special attention must be paid to ensure that streets, sidewalks and other pathways are well designed with the pedestrian in mind. In conjunction with Chapter 3, *Access and Mobility*, this Plan proposes specific strategies to balance the needs of trains, buses, and bikes to allow people to switch from one mode to another easily, while always giving priority to people walking.

This section provides guidance on sidewalk design and function to designers of private projects affecting the right-of-way, as well as Planning and Public Works staff who may be

Illustration 2D.4 Location for Pedestrian Improvements



## DOWNTOWN STREET DESIGN

A major action of this chapter is to create a comprehensive streetscape manual for the future renovation or development of Downtown Streets. This "manual" would provide guidance on the various elements of streetscape design so that the function, aesthetics and management of Downtown right-of-way spaces are coordinated (see Action PPS1.1A)

responsible for future streetscape improvement projects. The "Signature Sidewalk" concept proposed for Wilshire Boulevard, Ocean Avenue and Lincoln Boulevard recommends a set of design requirements to enhance the pedestrian realm as new development occurs or as the City determines in the course of more detailed studies.

### 2D.2.A IMPROVING THE SIDEWALK EXPERIENCE

The majority of Downtown sidewalks are unchanged from their original construction, which occurred when residential, employee and visitor populations in the District were far less than they are today. A handful have been widened or updated with trees, lighting, or street furniture as part of a streetscape project, such as on 2nd and 4th Streets, but by and large Downtown's sidewalks, especially those on major Boulevards, do not allow several people to walk side-by-side together. A number of different sidewalk conditions are documented in Illustrations 2.4 -

2.9 to provide examples of how sidewalk width affects the quality of experience for pedestrians. Incremental enhancements to the sidewalk experience will be realized by a combination of public investment in streetscapes and requirements for private development that require increased setbacks at the ground-floor. Except for the Signature Sidewalk proposed on Wilshire Boulevard between 4th Street and Ocean Avenue, which utilizes available roadway space, all other improvements to the sidewalk experience will be provided through setback requirements on private property as redevelopment occurs. The desired curb-to-building width is documented in the Proposed Building Frontage Line Map from Chapter 4, Standards and Regulations, which specifies exactly how much buildings shall setback in order to achieve potentially more space at the sidewalk level. Because the space created by set backs will be on private property, it will be incumbent upon the property owner to determine how that space is used and managed either as an extension of the sidewalk itself, or as outdoor dining, vending space or other features that promote a quality pedestrian environment. Sidewalk design and function is discussed on the following pages so that over time, as new private development occurs throughout Downtown, it is clear what kind of streetscape amenities and enhancements are needed, and what is the desired curb-to-building width in the Downtown. Since being proposed in 2012, these setback requirements have been applied successfully to numerous projects.



*The existing improved sidewalk on Santa Monica Blvd, between 4th and 5th, allows for trees, bike racks, seating and ample space for pedestrians.*



*8' Sidewalk typical of many pathways within the Downtown. This sidewalk is too narrow for an active street frontage.*

**2D.2.B SIDEWALK DESIGN AND FUNCTION**

Great sidewalks are not solely defined by their width but by their composition and amenities. Within the curb-to-building face lies three zones, as shown in Illustration 2.4:

- Zone 1 is adjacent to the curb
- Zone 2 is the traditional sidewalk or pedestrian path of travel and
- Zone 3 is the space next to buildings or private property

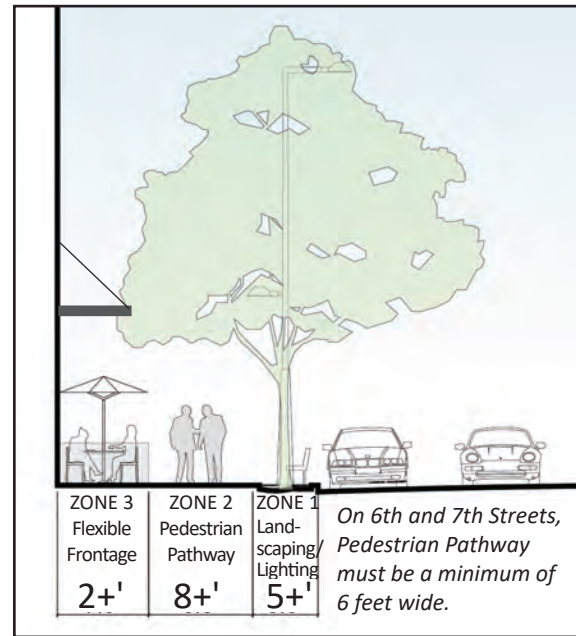
Within these zones, a variety of different activities and furnishings can be accommodated, such as:

**Zone 1**

*Landscaping.* Street trees provide shade, beauty, and act as a buffer between pedestrians and traffic. A row of street trees is required on every street in Downtown Santa Monica. Along some wider sidewalks, a double row of trees is desired. Most Downtown streets will continue to have tree wells, which should be designed for proper tree growth and for pedestrian flow with grates where needed to protect both pedestrians and trees. Tree species appropriate for the Downtown area are outlined in the Urban Forest Master Plan.

*Pedestrian Lighting.* Consistent pedestrian-oriented lighting on sidewalks can improve the walking experience for pedestrians. Lights should illuminate the pedestrian pathway to maximize pedestrian safety without being too distracting,

Illustration 2D.5 Sidewalk Zones



be selected for function, and be designed to add to the pedestrian character. Private property should be encouraged to add ground floor lighting as part of pedestrian-oriented façades.

*Street Furniture.* Numerous amenities ranging from benches and news racks to bike share and water stations can be located next to the curb.

*Signage/Wayfinding.* Wayfinding helps visitors navigate the Downtown. Properly scaled and of a consistent palette, these signs will direct pedestrians to significant landmarks and amenities in the Downtown and to the beach, Pier and Civic Center.

**Zone 2**

*Pedestrian Pathways.* The pedestrian travel zone should be a minimum width of eight feet, except on 6th and 7th Streets where it should be a minimum of six feet. However, many areas require additional space to accommodate pedestrian demand. The Building Frontage Lines prescribing building setbacks in Chapter 4, *Standards and Regulations*, are designed to accommodate this requirement.

**Zone 3**

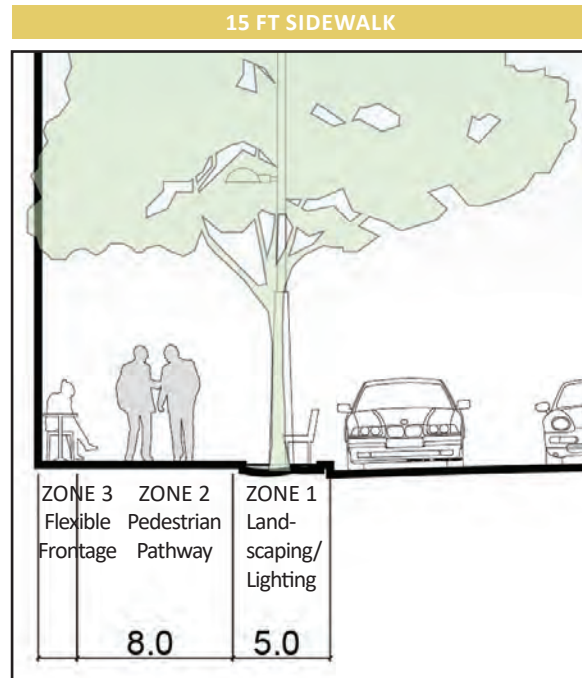
*Vendors.* Ranging from street performers to small carts selling goods or services, this activity enlivens the sidewalk. Vendors must obtain City permits and require management to ensure compatibility with surrounding businesses and activities. Also compatible with Zone 1.

*Outdoor Dining.* Outdoor Dining activates the sidewalks and celebrates Santa Monica’s favorable climate. These areas are maintained by individual business owners. Outdoor Dining Permits are obtained through the City and, in certain circumstances, dining may be located in Zone 1, provided the establishment complies with state law in regard to sales of alcoholic beverages.



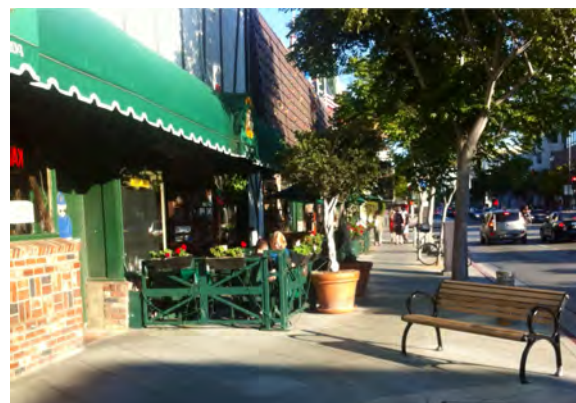
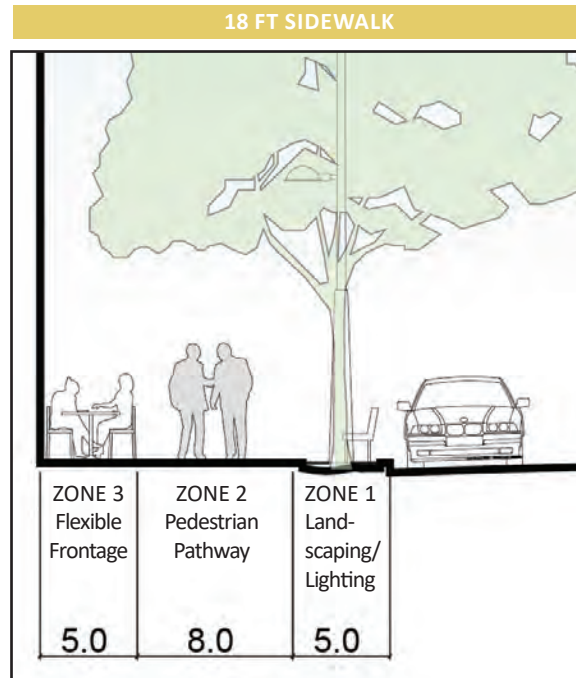
## DOWNTOWN SIDEWALK WIDTHS

Illustration 2D.6 Sidewalk Width 15 feet



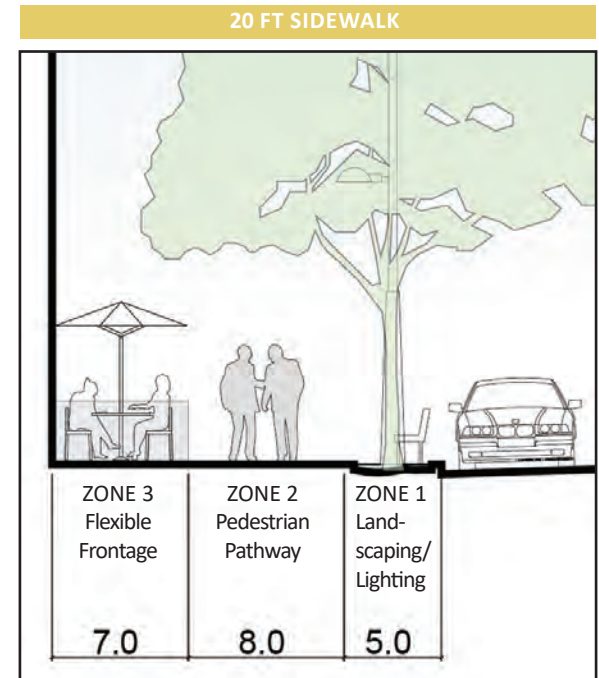
15' Sidewalk along east side of 2nd Street. Where parked cars. This is the minimum width for one row of tables.

Illustration 2D.7 Sidewalk Width 18 feet



18' Sidewalk = Minimum width for cordoned off cafe with tables against building edge.

Illustration 2D.8 Sidewalk Width 20 feet



20' from edge of porch to curb.

## 2D >> PATHWAYS AND PUBLIC SPACES

### 2D.2.C PASEOS AND PARKLETS

Paseos are linear public spaces located between blocks with access for pedestrians only. Several examples of these exist on the Third Street Promenade, where paseos connect pedestrians from the alleys and parking garages on 2nd and 3rd Courts to the retail activity of the Promenade. Paseos are encouraged in new development where there is continuous building frontage over 300 feet in length to break down the block size and provide a more pedestrian-scaled experience. Mid-block paseos should be located to enhance linkages to the public space network, and may be counted toward meeting open space requirements in new developments. In particular, paseos are highly appropriate at the 4th/5th Arizona and Expo Station sites.

Parklets are located within an on-street parking lane with raised seating at grade with the sidewalk, as shown in Illustration 2D.8. Tactical insertions of parklets, with no more than two per block, are a great way to provide more capacity to a narrow sidewalk or activate the space. The City recently approved a parklet pilot project on Main Street that will be maintained by adjacent businesses, but will be open to anyone as an extension of the City’s public space network. Parklets are suggested especially along 2nd and 4th Streets between Colorado and Wilshire.

#### PASEO DETAILS

Size	Min. 20 ft in width.
Access	From sidewalk or building.
Public Availability	All times unless otherwise restricted by property owner.
Landscaping	Hardscape surface with landscaping in pots, planters, flower baskets, etc.
Seating	Fixed or movable seating along edge of Paseo facing open space.
Sunlight/Wind	Awnings, canopies, or trellis.
Vendors	N/A
Public Art	Maybe integrated into design of paving, planters, and lighting.
Programming	Gathering/walking space with potential for scheduled performances or fairs.



*Pedestrian Paseo located in Downtown Los Angeles, CA*



*Pedestrian Paseo with Storefronts*



**PARKLET DETAILS**

Size	Approximately 22 ft (1 parking space long) or 44 ft (2 spaces long) in length and 8 ft in width.
Access	From sidewalk.
Public Availability	Publicly Accessible.
Landscaping	Hardscape surface with planters or other buffer separating parklet from street travel lanes.
Seating	Moveable chairs and tables.
Sunlight/Wind	Shade structure, trellis, trees or umbrellas.
Vendors	May be used for restaurant seating of adjacent restaurant.
Public Art	May be integrated into design of seating and landscaping or buffer between parklet and street.
Programming	Gathering space or outdoor dining space.

Illustration 2D.9 Parklet Diagram



The City is constructing several parklets on Main Street in 2017.



San Francisco, CA



Valencia Street, San Francisco, CA



## 2D >> PATHWAYS AND PUBLIC SPACES

### 2D.3.E SIGNATURE SIDEWALK CONCEPT

Four major streetscape improvement projects will help to define the character of Downtown as a place where pedestrians come first. These “Signature Sidewalks” are proposed on Wilshire Boulevard, Lincoln Boulevard, Ocean Avenue, and 4th Street. They have been selected based on their role as major connectors and access corridors between surrounding neighborhoods, key Downtown destinations, and the regional transportation network. The implementation of these streetscape projects will complement the efforts of the Colorado Esplanade and future circulation network improvements to enhance access and connections from the Downtown district to the Pier, Beach, and Civic Center.



Ocean Avenue.

### OCEAN AVENUE

Despite being the widest sidewalk in Downtown, the east side of Ocean Avenue could yet be expanded between Colorado and Broadway to accommodate pedestrian, bike or transit demand associated with access to the Pier. However, at times this wide sidewalk feels isolated due to a lack of active ground floors. Chapter 4, *Standards and Regulations* addresses ways to activate Ocean Avenue through building use and frontage design, but proposed enhancements to the sidewalk can also help to enliven the area. An improved streetscape might include: innovative furnishing, outdoor dining locations, lighting, consolidated valet operations, wayfinding signage to other destinations, protected bikeways, additional bike racks, curbside pick-up/drop-off and transit improvements. In this way, Ocean Avenue facilitates better connection between the Pier and Expo Light Rail Station and to the rest of Downtown via the Colorado Esplanade or to the Civic Center via Tongva Park.

#### Illustration 2D.10 Ocean Existing Plan View

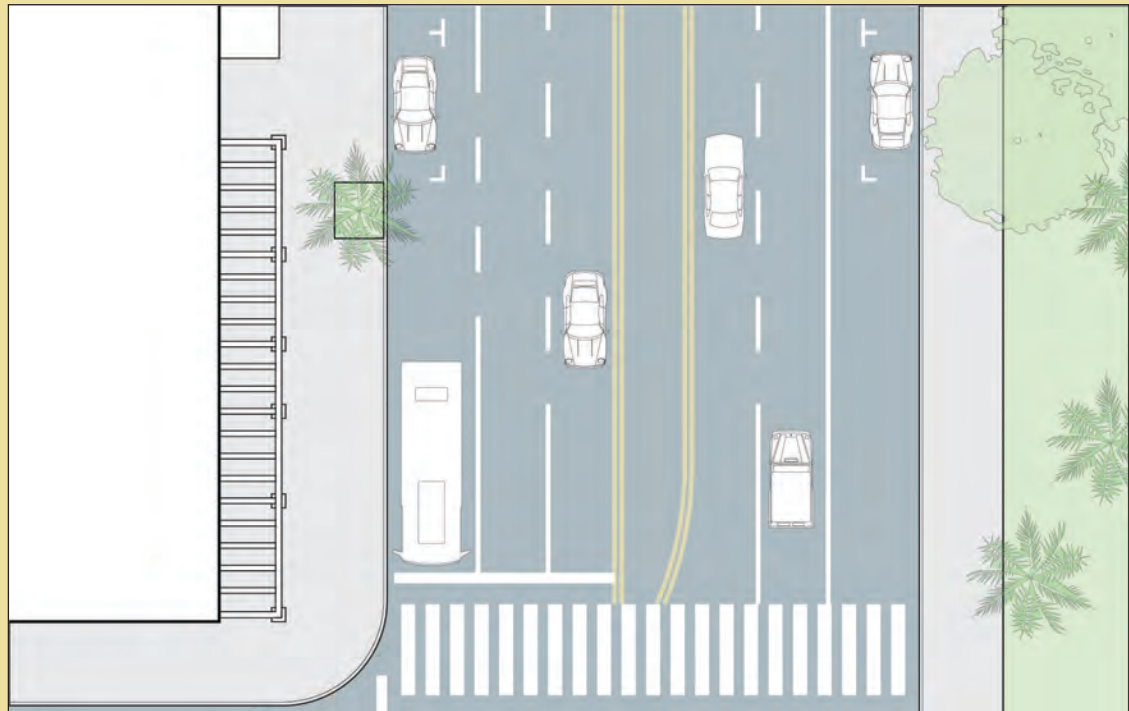
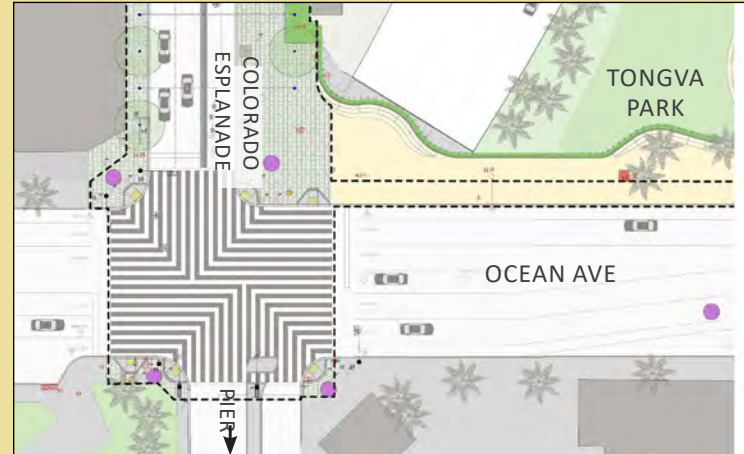
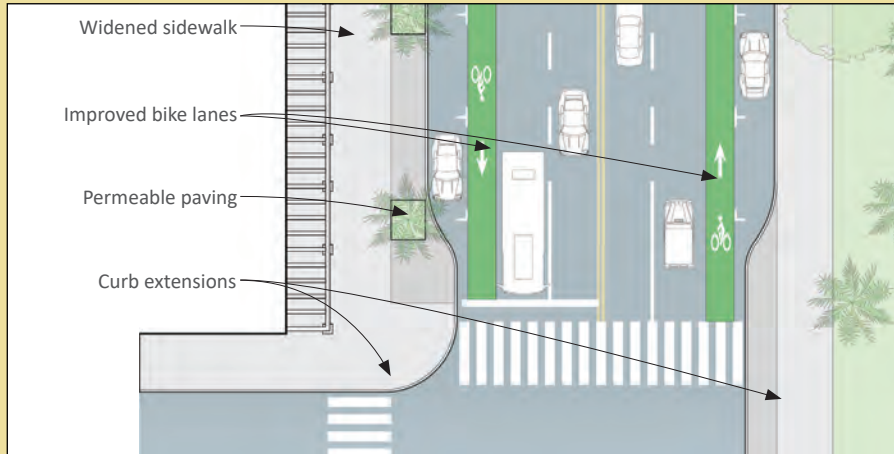
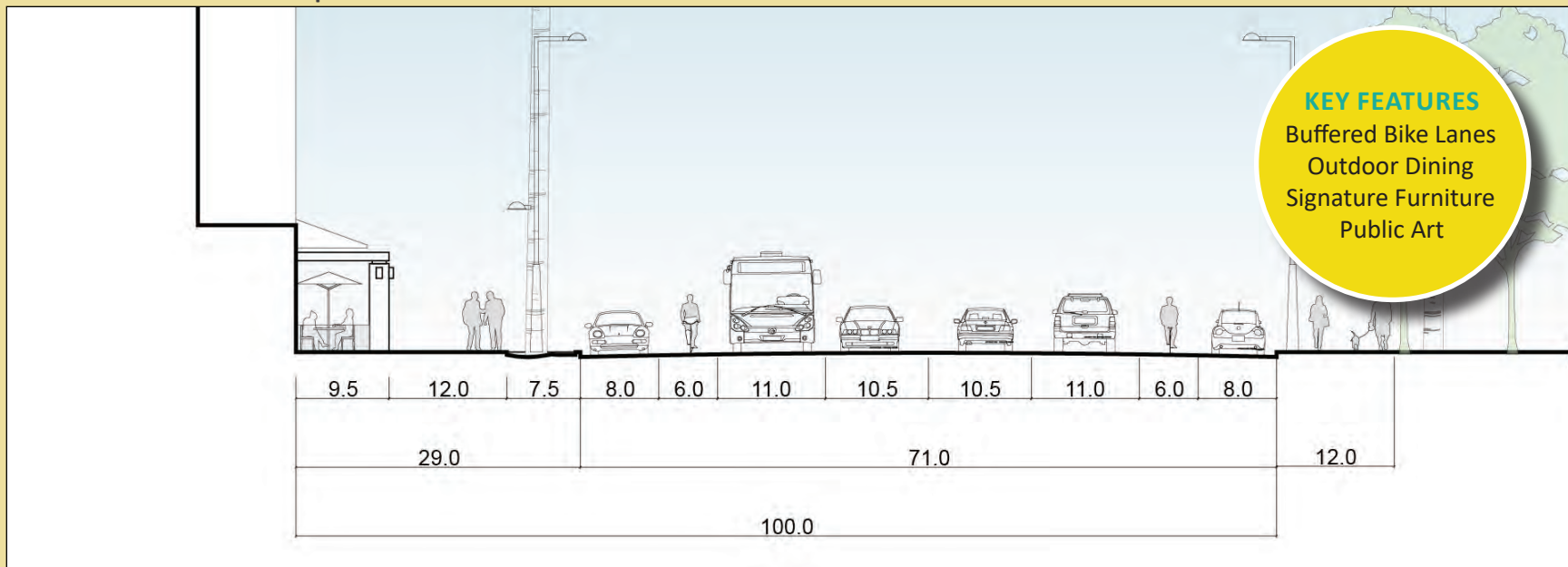


Illustration 2D.11 Ocean Proposed Plan View



Colorado Esplanade Plan for Ocean/Colorado Intersection.

Illustration 2D.12 Ocean Proposed Section



## WILSHIRE BOULEVARD

Though Wilshire Boulevard is the grand street of Los Angeles, at this termination point the roadway space is not as highly utilized by automobiles, and vehicle trips drop off significantly west of 4th Street. Thus, an opportunity exists to provide terminus to the Boulevard by either creating an esplanade experience to better connect the Promenade to Palisades Park and Ocean Avenue. Widening the sidewalk and improving the interface between Wilshire and Third Street would allow for expanded outdoor dining, public art, or by enhancing the roadway with transit stops, tour and local bus access, street vendors, protected bikeways, bike racks, bike share stations, and other outdoor activity, or a combination, thereby providing the grand culmination at the Pacific Ocean that Wilshire Boulevard deserves.

Illustration 2D.13 Wilshire Existing Plan View

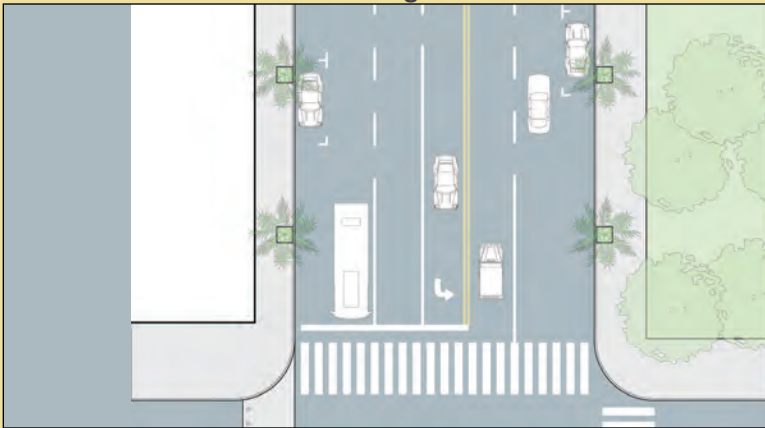


Illustration 2D.15 Wilshire Existing Section

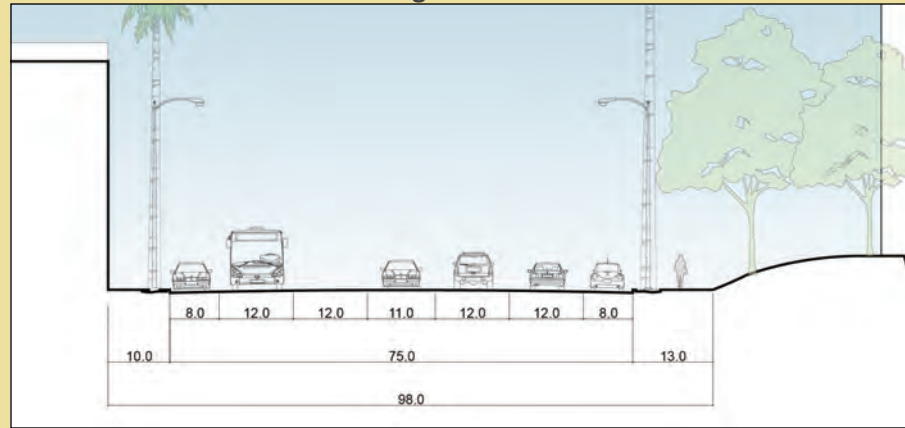


Illustration 2D.14 Wilshire Proposed Section

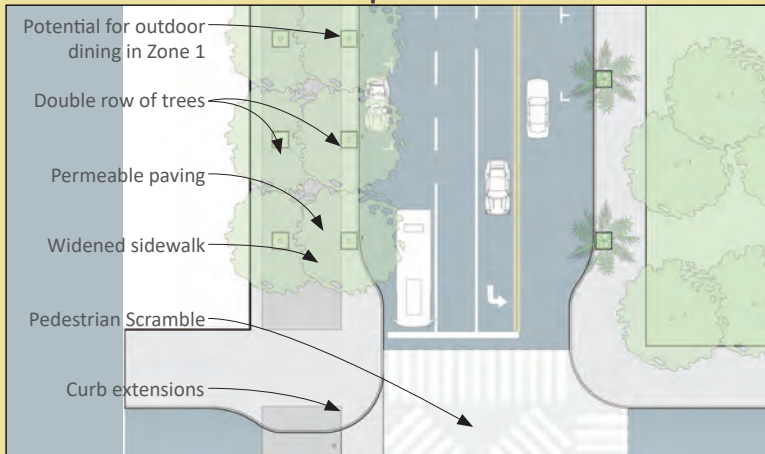
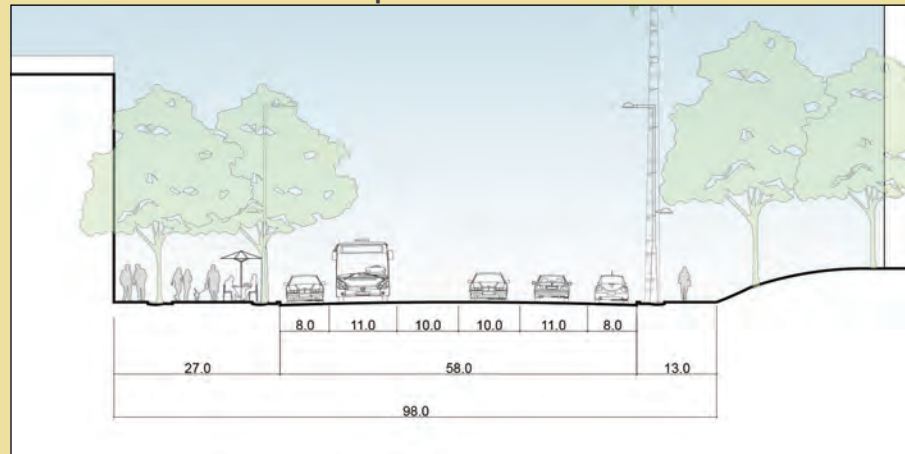


Illustration 2D.16 Wilshire Proposed Section





*Wilshire Boulevard: existing conditions.*



**KEY FEATURES**

- 25ft South Sidewalk
- Curb Extensions
- Alee of Trees
- Outdoor Dining



*Wilshire Boulevard after sidewalk widening on south side of street.*

## LINCOLN BOULEVARD

A thoughtful streetscape on Lincoln Boulevard would improve the pedestrian experience for the expanding residential neighborhood and the neighborhood directly east of Downtown while creating new gateways from Lincoln Boulevard to Downtown. Anticipated land-use changes and expanded sidewalk areas, as prescribed in Chapter 4, Standards and Regulations, will accommodate pedestrians walking from the new residential buildings on Lincoln Boulevard to the nearby Expo Light Rail station. Attractive streetscape amenities such as decorative lighting, pedestrian-oriented ground floors and bus service accommodation, will encourage people to walk to the station.

Illustration 2D.17 Lincoln Existing Plan View

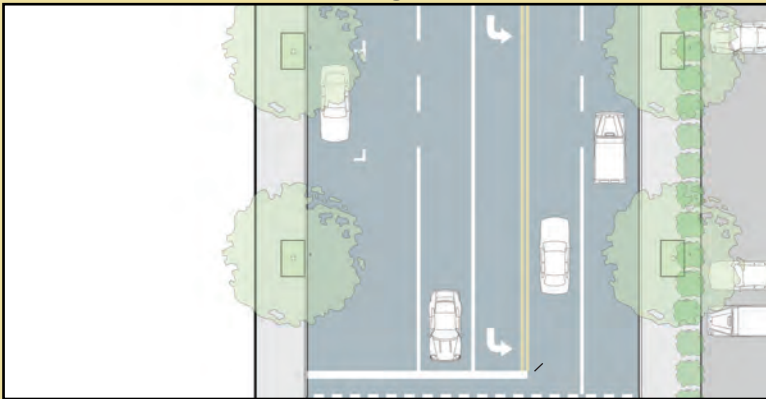


Illustration 2D.19 Lincoln Existing Section

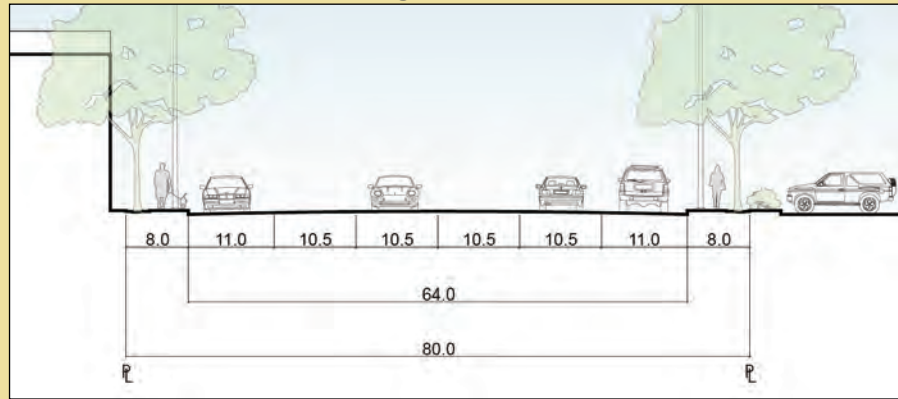


Illustration 2D.18 Lincoln Proposed Section

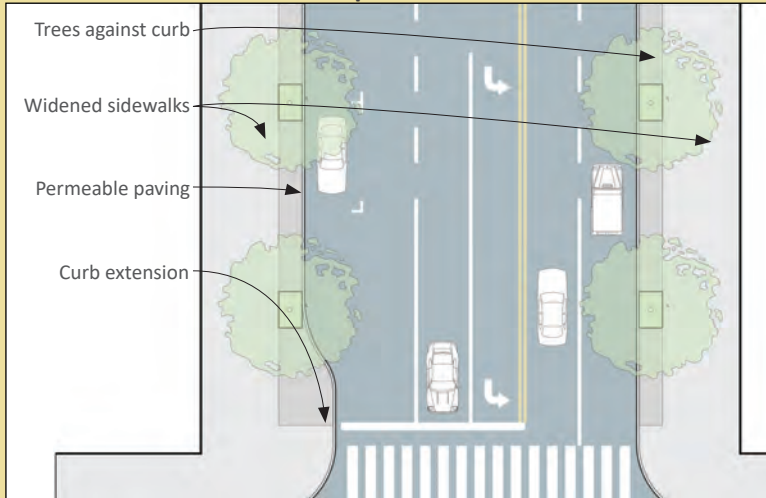
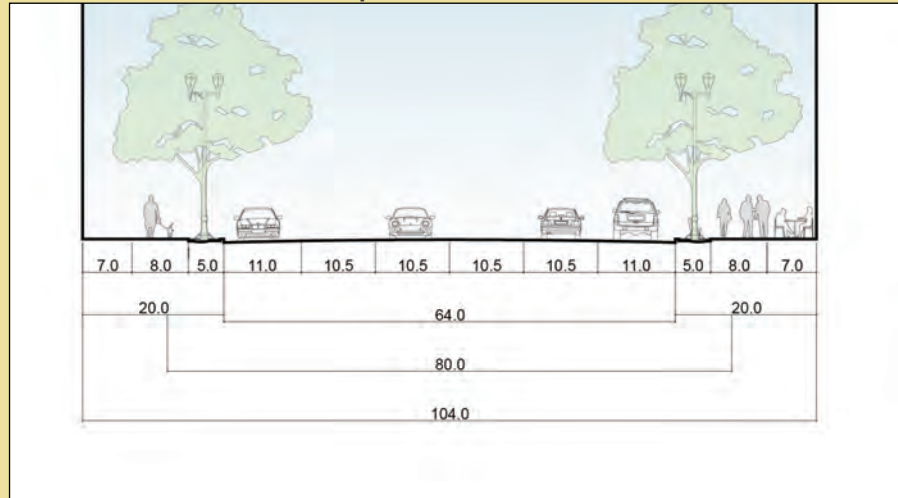


Illustration 2D.20 Lincoln Proposed Section







**KEY FEATURES**  
Expanded Pedestrian Zone  
Decorative Lighting  
Colored Sidewalks

Lincoln as it might appear with an expanded building setback.



## 4TH STREET

4th Street has long been the most direct and convenient access to the freeway, Ocean Park, Santa Monica High School, the Civic Center and some hotels. Demand will continue to increase now that the terminus station of the Expo Light Rail is added to that list. Short-term improvements include lighting, bus amenities, landscaping and attractive bridge railings over the freeway. The long-term action is to widen the bridge to accommodate the anticipated level of pedestrian and bicycle activity. Improvements should be coordinated with new access to development near the station and the prospective realignment of the 4th Street freeway exit (discussed in Chapter 3).

Illustration 2D.21 4th Street Bridge Existing Plan View

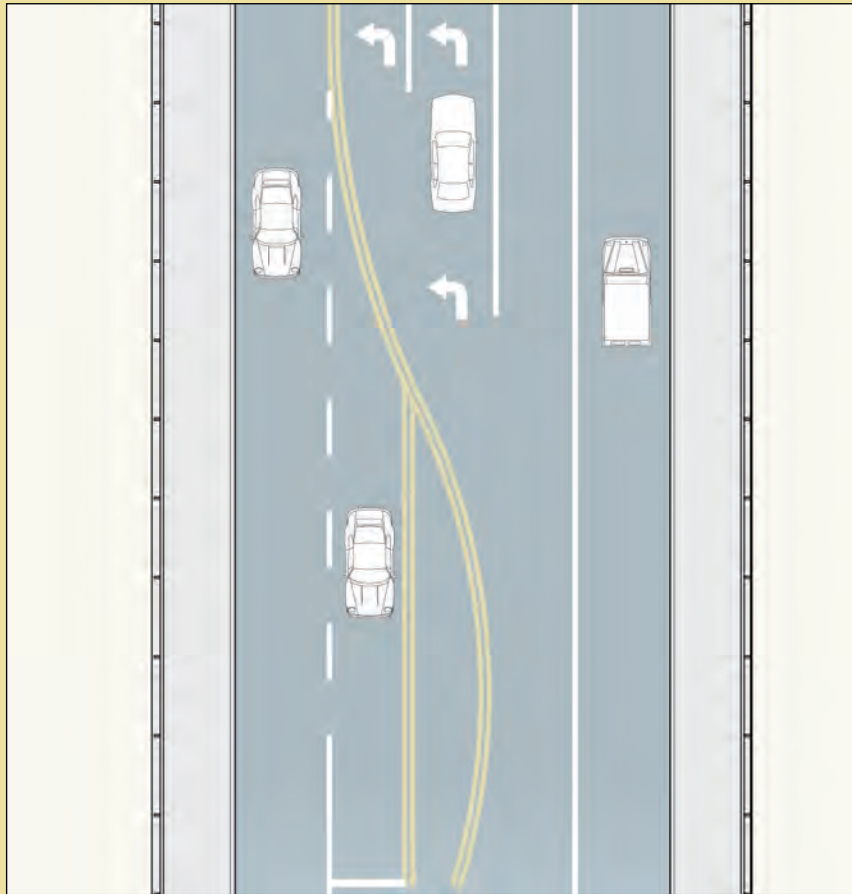
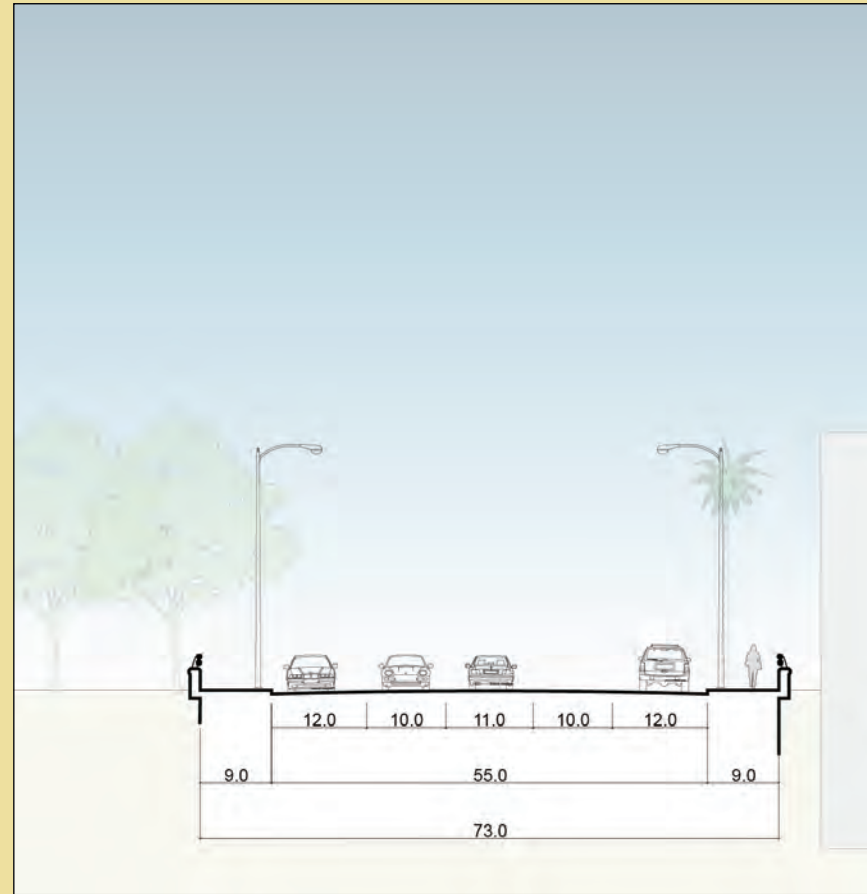


Illustration 2D.22 4th Street Bridge Existing Section





Sketch of what the improvements might look like along the 4th Street bridge.

## PATHWAYS AND PUBLIC SPACES - GOALS, POLICIES & ACTIONS

**Goal PPS1:** Downtown’s public space network is composed of a variety of public open spaces linked through comfortable and inviting pedestrian-friendly sidewalks, pathways and passages.

**Policy PPS1.1** Provide guidance for future streetscape projects Downtown to coordinate pedestrian improvements including sidewalk widening, landscaping, seating and street furniture, wayfinding and Americans with Disabilities Act (ADA) compliance.

◇ **Action PPS1.1A** Develop a Downtown Streets Manual for Planning, Public Works and private development to follow when changes to the public right-of-way are considered as part of a capital project, or a redevelopment effort.  
*Lead Agencies: PCD, PW*  
*Supporting Agency: CCS*  
*Timeframe: Short-Term*

**Policy PPS1.2** Downtown Sidewalks should be scaled and designed so they are comfortable with enough room for activity, amenities and landscaping.

◇ **Action PPS1.2A** Adhere to the Building Frontage Line Map provided in Chapter 4, *Standards and Regulations*. In areas that are anticipated to have higher volumes of pedestrians, provide as much space as necessary above what is required by *Standards and Regulations*.  
*Lead Agency: PCD*  
*Timeframe: Ongoing*

◇ **Action PPS1.2B** Ensure Zone 2, the Pedestrian Pathway, is at least 8 feet wide, where practicable, except on 6th and 7th Street where it must be 6 feet wide.  
*Lead Agency: PW*  
*Timeframe: Ongoing*

◇ **Action PPS1.2C** Provide landscape and amenities in Zone 3 for utility and as buffers from moving vehicles in conformance with the new Downtown Streets Manual, described in *Action PPS1.1A*.  
*Lead Agency: Private Property Owners as new projects are built*  
*Timeframe: Ongoing*

**Policy PPS1.3** Encourage paseos and passageways where better mid-block connections are required to improve the public space network and access to key public gathering places.

◇ **Action PPS1.3A** As part of their approval, new developments in locations described in Section 2D.2.C *Paseos and Parklets*, should include these paseos as part of their plan, and these developments should include public use agreements.  
*Lead Agency: Private Property Owners*  
*Supporting Agencies: PD, CCS*  
*Timeframe: Ongoing*

**Policy PPS1.4** Allow parklets along 2nd and 4th Streets to provide visual interest and expand the usable area of the sidewalk consistent with City guidelines.

◇ **Action PPS1.4A** Determine permitting, design and maintenance requirements of parklets.  
*Lead Agency: PCD*  
*Supporting Agency: CCS*  
*Timeframe: Short-Term*

**Policy PPS1.5** Develop Signature Sidewalk projects to enhance connections throughout and beyond Downtown.

◇ **Action PPS1.5A** Create coordinated schematic-level plans for the Signature Sidewalk locations.  
*Lead Agencies: PW, PCD*  
*Supporting Agency: CCS*  
*Timeframe: Mid-Term*





- ◇ **Action PPS1.5B** Implement Signature Sidewalk construction efforts opportunistically as funding allows.  
*Lead Agency: PW*  
*Supporting Agency: CCS*  
*Timeframe: Mid-to Long-Term*

**Goal PPS2: Downtown Santa Monica has a diverse and balanced system of high-quality, inclusive public open spaces that are well-utilized and enjoyed by a diverse constituency of residents and visitors.**

**Policy PPS2.1** Expand the inventory of publicly accessible community gathering spaces so that all residents are within a short walking distance of a park or recreational area.

- ◇ **Action PPS2.1A** Partner with interested property owners to develop new publicly accessible open green spaces or plazas as identified in Section 2D.1.B *New Public Spaces*, such that no site in the Downtown area is more than a 2 ½ minute walk (1/8 mile) from open air, publicly accessible, and programmable at-grade open space.  
*Lead Agencies: PCD, CCS*  
*Supporting Agencies: DTSM, PD*  
*Timeframe: Ongoing*
- ◇ **Action PPS2.1B** Develop public use agreements with private property owners to guarantee public access and community policing of new spaces, and to define terms of liability.  
*Lead Agency: CCS*  
*Supporting Agencies: PCD, PD, DTSM*  
*Timeframe: Ongoing*
- ◇ **Action PPS2.1C** Establish a detailed Privately Owned Public Space (“POPS”) plan that includes an evaluation of existing POPS and a list of site appropriate incentives, support and marketing to activate the space.  
*Lead Agency: PCD*  
*Supporting Agencies: DTSM, CCS*  
*Timeframe: Mid-Term*

- ◇ **Action PPS2.1D** Evaluate the potential to close or partially close Arizona avenue to vehicles from 2nd Street to 5th Street to create a "slow street" for increased pedestrian and bicycle use.  
*Lead Agency: PCD*  
*Supporting Agency: PW*  
*Timeframe: Mid-Term*
- ◇ **Action PPS2.1E** Evaluate the use of the public right-of-way for non-contiguous outdoor dining.  
*Lead Agency: PCD, PW*  
*Supporting Agency: CAO*  
*Timeframe: Mid-Term*

**Policy PPS2.2** Ensure that new public spaces add to the variety of public space types and are appropriate to location, use, and size, including hardscape plazas, active parks, passive space, play lots and dog parks.

- ◇ **Action PPS2.2A** Provide opportunities for passive recreation and places where children can play in Downtown’s public space network, and develop agreements with private property owners that clarify use, role of public safety, as per **Action PPS2.1B**.  
*Lead Agency: Private Property Owners*  
*Supporting Agencies: CCS, PD*  
*Timeframe: Ongoing*

## 2D >> PATHWAYS AND PUBLIC SPACES

- ◇ **Action PPS2.2B** Incorporate art and cultural event opportunities into the design of publicly accessible open space.

*Lead Agency: Private Property Owners*  
*Supporting Agencies: DTSM, CCS*  
*Timeframe: Ongoing*

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### Goal PPS 3: Downtown's public space network serves to improve ecological health and the environmental sustainability of the area.

**Policy PPS3.1** Provide well-considered landscaping as part of the public space network.

- ◇ **Action PPS3.1A** Maintain the urban forest by planting new street trees, as needed, of the species and size required in the City's Urban Forest Master Plan in empty tree wells or in areas that can accommodate additional trees.

*Lead Agency: PW*  
*Timeframe: Ongoing*

- ◇ **Action PPS3.1B** Where sidewalk widths are at least 18 feet, provide native or climatically adapted, low-growing landscape as part of the Zone 1 of the streetscape and in accordance with the Downtown Streets Manual for Planning, Public Works per *Action PPS1.1A*.

*Lead Agency: PW*  
*Timeframe: Ongoing*

**Policy PPS3.2** Facilitate a more sustainable streetscape and public space network.

- ◇ **Action PPS3.2A** Develop a stormwater management plan for Downtown to facilitate rainwater storage and infiltration in sidewalk landscaping, including in curb extensions to the extent practicable in areas where infiltration is desired.

*Lead Agency: PW*  
*Timeframe: Short-Term*

- ◇ **Action PPS3.2B** Create a new policy for sustainably irrigating vegetation in the public space network.

*Lead Agency: PW*  
*Timeframe: Short-Term*

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### Goal PPS 4: Downtown's public space network is operated, maintained, and managed well.

**Policy PPS4.1** New public spaces created as a result of these policies, should have dedicated funding sources for operation and maintenance, whether maintained by the City, another public agency or a private entity.

**Policy PPS4.2** Continue to support active management practices by Downtown's assessment district (DTSM, Inc.) to ensure that public spaces are clean, safe, well-lit and accessible to users of all capabilities.

## WALKING

IS THE MOST POPULAR

## Outdoor Recreational Activity OF SANTA MONICA Residents



*-From the City of Santa Monica Open Space Element.*

**Policy PPS4.3** Ensure that the Third Street Promenade is regularly updated to remain consistent with the surrounding areas in terms of infrastructure, landscaping, signage and aesthetic upgrades.

- ◇ **Action PPS4.3A** Continue to work with DTSM, Inc. to evaluate the necessary upgrades to Third Street Promenade.

*Lead Agencies: PCD, PW, HED, CCS, PD*  
*Timeframe: Ongoing*

- ◇ **Action PPS4.3B** Evaluate and prioritize necessary capital improvement and infrastructure upgrades to the Third Street Promenade.

*Lead Agencies: PCD, PW, DTSM*  
*Supporting Agency: CAO*  
*Timeframe: Mid-Term*





## THE DOWNTOWN COMMUNITY PLAN CITY OF SANTA MONICA

## SUPPORTIVE INFRASTRUCTURE



CHAPTER 2E





## INSIDE THE SUPPORTIVE INFRASTRUCTURE CHAPTER

This chapter provides an analysis of and information on the ability of the City’s existing utility infrastructure networks to service Downtown through the 15-20 year time horizon of the Downtown Community Plan (Plan). This chapter also identifies key actions that the City will implement during this period to maintain a supportive infrastructure system. Because the Downtown Community Plan is a living document designed to accommodate both identified and emerging challenges City staff will periodically review this chapter utilizing forecasting and backcasting methods to keep the Plan relevant. In this way the Plan will be a useful reference for future Capital Improvement Program (CIP) Projects and for grant and other funding and project applications. The utility systems and programs described in this chapter include:

- WATER SUPPLY AND CONSERVATION**  
A reliable, drought resilient and sustainable supply of potable water made possible by forward-thinking conservation measures and the innovative use and reuse of all locally available water resources.
- WATER DISTRIBUTION SYSTEM**  
The planning, improvement and maintenance of water treatment infrastructure and water distribution lines with adequate capacity to meet the forecasted demand for potable and non-potable water throughout the City.
- STORM WATER MANAGEMENT**  
The harvesting, treatment and reuse of storm water to assist the City in meeting

its triple objectives of independence from the environmentally costly practice of importing water from distant watersheds, improving beach water quality by reducing discharges to the ocean, and the reuse of all local water resources to help meet forecasted water demand.

- WASTEWATER AND SANITARY SYSTEM**  
The planning, improvement and maintenance of a wastewater treatment and collection system with sufficient capacity to accommodate forecasted wastewater flows as well as the pursuit of new advanced facilities to reuse treated wastewater as permitted by State law.
- ENERGY**  
An economically feasible and reliable source of grid power and associated electrical distribution system, in tandem with the continued expansion of solar and other alternative sources of sustainable energy throughout the City.
- WIRED AND WIRELESS BROADBAND**  
Expansion of CityNet fiber network and City Wi-Fi services to support broadband to residents and businesses. This includes offering service to cellular carriers, providing free Wi-Fi within public open spaces, supporting public safety cameras, smart bus shelters and kiosks, EV charging stations, pedestrian counters and smart city assets.
- RESOURCE RECOVERY AND RECYCLING**  
A comprehensive trash and recycling program that services the Downtown and helps the City achieve the targets established in the Zero Waste Strategic Plan.

## PRINCIPLES GUIDING THIS CHAPTER

### FOCUS PUBLIC/PRIVATE INVESTMENTS TO SERVE RESIDENTS, VISITORS AND EMPLOYEES

Focus public and private enhancements to bring a higher level of services and community amenities to support Downtown and its growing community.

*Goals, policies and actions designed to achieve the Plan principles stated above can be reviewed at the end of this chapter.*

**2E.1 A SUPPORTIVE INFRASTRUCTURE NETWORK**

As envisioned in the Plan, new residential and commercial development along with exciting cultural venues will shape Downtown into a more diverse, active and complete district. The DCP realizes that this vision of Downtown will require investments into the City’s public infrastructure to ensure that the basic needs of future residents, workers and visitors are met.

In addition, the DCP also seeks to set the stage for utility and infrastructure systems to be environmentally sustainable, and potentially restorative, in their nature. The Plan’s strategies for infrastructure align with the City’s adopted sustainability goals such as Water Shelf Sufficiency, Zero Waste and Net Zero Energy. Other sustainability goals are found in adopted City documents such as the City’s Climate Action Plan, the Watershed Management Plan and the Santa Monica Bay Jurisdictional Groups 2 and 3 Enhanced Watershed Management Program (EWMP).

**Table 2E.1 Infrastructure Adequacy Assessment**

UTILITY	METHOD OF ASSESSMENT	RESULT
<i>Water</i>	Water Distribution System numerical modeling, GIS mapping of existing water infrastructure and potential demand.	<i>Anticipated need for pipe “upsizing” and booster pumps to be provided by new development to increase static pressure in some locations.</i>
<i>Sewer</i>	Sewage flow modeling and analysis of existing and future needs.	<i>Anticipated need for sewer I upgrades. to increase hydraulic capacity. Further, when completed, the Sustainable Water Infrastructure Project (SWIP) will produce 1MGD of advanced treated water for immediate non-potable reuse, and when properly permitted, for indirect potable reuse via aquifer recharge.</i>
<i>Gas</i>	In-house assessment by SoCal Gas.	<i>Macro distribution system deemed adequate, but new projects will trigger need for localized gas service upgrades.</i>
<i>Electricity</i>	GIS mapping, field observation and Southern California Edison performed an in-house assessment.	<i>Macro distribution system deemed adequate, but new projects will trigger need for localized power service upgrades.</i>
<i>Storm Drain</i>	GIS mapping of existing storm drain infrastructure framework.	<i>Macro distribution system is adequate as is, but additional project-specific opportunities, such as the Clean Beaches Initiative Project and the Sustainable Water Infrastructure Project (SWIP) will enhance water quality and beneficial reuse.</i>
<i>Fiber Optic/Wireless</i>	GIS mapping of existing fiber optic infrastructure framework coupled with City ISD assessment.	<i>Macro distribution system does not cover Plan Area and recommended extensions of the fiber optics ‘backbone’ and local wireless hub stations.</i>

## 2E >> SUPPORTIVE INFRASTRUCTURE

### 2E.1A WATER SUPPLY AND CONSERVATION

The City has long recognized that water is an important natural resource that must be conserved and managed efficiently. In 2014, the City adopted the Sustainable Water Master Plan which outlines a plan to achieve water self-sufficiency (i.e., no reliance on imported water) by 2020. In support of the City's water self-sufficiency goal, the City's Water Resources Division and Office of Sustainability and the Environment (OSE) are jointly exploring innovative solutions to improve water supply reliability and promote water conservation. The City has embarked on a multifaceted strategy that employs the conjunctive reuse of non-conventional water resources such as stormwater runoff and/or wastewater, new ground water supply and distributed treatment, and innovative conservation programs and policies to encourage developers to incorporate water saving devices into their designs. This combined approach will have the effect of increasing local supply while simultaneously moderating demand and prolonging the useful life of the City's existing infrastructure.

#### Existing Conditions

The City's primary source of water supply includes groundwater drawn from the 50.2-square mile Santa Monica Groundwater Basin (SMGB), which covers portions of Los Angeles County including the cities of Santa Monica, Culver City, Beverly Hills, and western Los Angeles. Faulting and differing geology divides the SMGB into five

sub-basins: Arcadia Sub-Basin; Olympic Sub-Basin; South Santa Monica or Coastal Sub-Basin; Charnock Sub-Basin; and Crestal Sub-Basin (City of Santa Monica 2010). The City operates 10 wells within three of the sub-basins of SMGB. The SMGB and its sub-basins provide local groundwater resources for approximately 70% of the City's water supply, including Downtown. The remainder of the City's water supply currently comes from imported water with a small percentage (less than 8%) coming from the Santa Monica Urban Runoff Recycling Facility (SMURFF).

In recent years, the state of California experienced the worst drought in over a century. As a result of historically low rainfall, water supplies were reduced to critically low levels. Despite the heavy rainfall experienced in the winter of 2016-2017, the City will continue to be a leader in setting aggressive water conservation and water efficiency regulations. In response to extended drought conditions, the City adopted a Water Shortage Response Plan in 2015. The Water Shortage Response Plan established mandatory water conservation regulations and has been a key component in reducing water use during the drought. Additionally, the City is taking steps towards adoption of a new Water Neutrality Ordinance. Anticipated to be adopted in summer 2017, the Water Neutrality Ordinance will require new development projects to offset net new water demand.

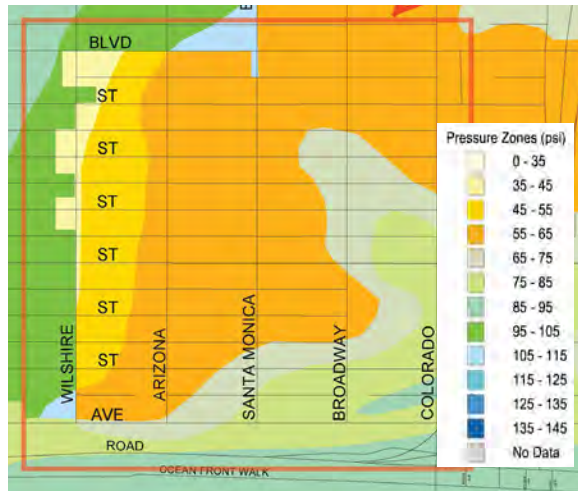
#### Anticipated Need

Water demand city-wide is anticipated to increase anywhere from 1% (2014 Sustainable Water Master Plan) to 7.5% (2010 LUCE Water Supply Assessment) by 2030. The City's 2015 Urban Water Management Plan concludes that future water demand through 2040 can be accommodated through a combination of local groundwater supplies, imported MWD water, and implementation of the Sustainable Water Master Plan and other water reuse projects in planning.

However, meeting the City's 100% water self-sufficiency goal, will require more than water conservation efforts alone. Recent drought conditions, which affect the natural recharge to the City's groundwater aquifers, has emphasized the need to supplement the City's groundwater supply with a drought resilient and sustainable source of local water. The City is actively seeking alternative sources of local water, including the construction of small scale, distributed projects that blend into the City's built environment, and which treat and reuse all non-conventional water resources available for beneficial reuse as permitted by State law (i.e. runoff, brackish groundwater and municipal waste water). As an example, the City is currently pursuing the Clean Beaches Initiative Project (CBI) and the Sustainable Water Infrastructure Project (SWIP), which will increase opportunities for water recycling and reuse. The CBI Project will harvest up to 1.6 MG of stormwater runoff from any single storm for treatment and reuse at the City's



Illustration 2E.1 Static Pressure Zones



SMURRF. The CBI project is currently in design with construction set to begin in summer 2017. The SWIP will involve upgrades to the SMURRF with the installation of a reverse osmosis unit, the construction of a below grade 1MGD recycled advanced water treatment facility beneath the Civic Center parking lot, and installation of two below grade stormwater harvest tanks at the Civic Center and Memorial Park with a combined capacity of 4.5MG. Taken together the SWIP elements will have the ability to produce up to 1,680 acre feet per year (AFY) of advanced treated water for immediate non-potable reuse, and when properly permitted, for potential indirect potable reuse via aquifer recharge. The City is currently in the process of securing State funding for the SWIP, with a planned start to design in winter 2017.

Table 2E.2 Low Static Pressure (minimum estimates\*)

LOCATION OF WATER LINE	LIMITS	PIPE DIAMETER	PRESSURE
Wilshire Boulevard	Lincoln Boulevard/3rd Street	16"	35-45 psi
7th Court	Wilshire Boulevard/Arizona Avenue	12"	35-65 psi
6th Court	Wilshire Boulevard/Arizona Avenue	12"	35-65 psi
5th Court	Wilshire Boulevard/Arizona Avenue	12"	35-65 psi
4th Court	Wilshire Boulevard/Arizona Avenue	12"	35-65 psi

The DCP supports the proactive approach that the City continues to take toward water conservation and sustainable water projects. New projects Downtown will be required to meet, at the very least, CalGreen water efficiency standards. Furthermore, adoption of the Water Neutrality Ordinance will ensure that new projects Downtown will not further strain the City’s water resources.

**2E.1B WATER DISTRIBUTION SYSTEM Existing Conditions**

Downtown is served by approximately 67,000 linear feet of water lines, ranging in 6 to 16 inches in diameter. Water lines within Downtown generally follow the grid-pattern within existing streets and alleys. A preliminary analysis of Downtown’s water distribution system was conducted to analyze the ability

water distribution system and its ability to accommodate existing water demands.

The preliminary analysis also analyzed static water pressure in the distribution system. Illustration 2E.1 and Table 2E.2 present the static pressure zones relevant to the Downtown area and identify areas of potential low pressure. Although some zones within the Downtown area may be identified as having low water pressure, this in itself does not always indicate a need to replace or upgrade the existing water distribution system because water pressure deficiencies can often be resolved through established operational measures. For example, static pressure zones that fall below 50 psi, considered to be low (but not unusable), may be effectively improved using an on-site pump or by building a loop line to ensure adequate flows to



SMURRF Facility. (Photo: Richard Turner)



SMURRF Facility. (Source: City of Santa Monica)

a property as part of a development project. Based on currently available data, static water pressure in the Downtown area is within accepted industry operational parameters.

**Anticipated Need**

As development occurs in Downtown through the life of the DCP, water demand is expected to increase. A preliminary analysis was conducted to determine if the water system would have capacity to accommodate forecasted water demand. The analysis used mapping and planning level comparison of the capacity of existing systems against forecasted water demand in Downtown. A preliminary analysis of the Downtown’s water distribution system did not identify any existing deficiencies in Downtown’s water system at this time. For the purpose of the Plan, deficiency is defined as the inability of a water distribution line to provide adequate dynamic pressure under peak day demands or to provide the required fire flow.

As a second-level analysis, a hydraulic model of the distribution system is currently being developed and will serve as the baseline for future infrastructure planning efforts. When the hydraulic model becomes available, the City will continue to assess water demand and the capacity of the system, utilizing its results to determine any necessary improvements to the water distribution system. Water main infrastructure needs will also be updated and revised as necessary as part of the review of the aforementioned hydraulic modeling and reviews of any planned future development in the Downtown area.

**2E.1C STORMWATER MANAGEMENT**

**Existing Conditions**

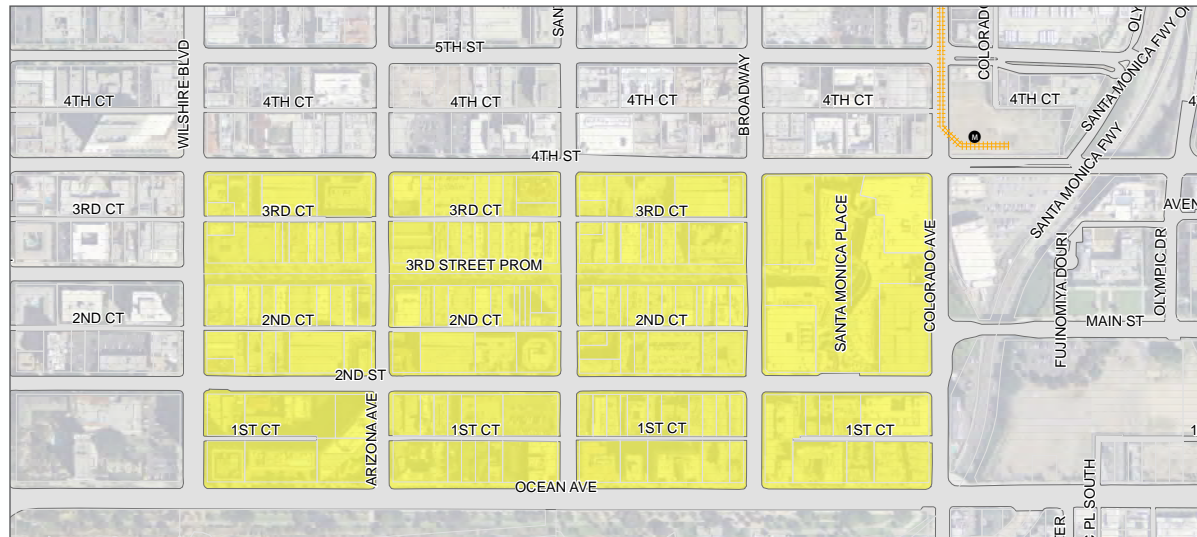
Stormwater runoff Downtown is collected by a municipal separate storm sewer system (MS4). The MS4 is comprised of all the various channels, gutters, drains, catch basins and pipes which convey storm water discharge to Santa Monica Bay. The majority of the Downtown area drains to the Pico-Kenter Storm Drain, which discharges at the west end of Pico Boulevard. Areas west of 4th Street, from Wilshire Boulevard to Colorado Avenue, drain to the Pier storm drain which discharges near the Santa Monica Pier.

Dry weather runoff refers to runoff when there is no precipitation. Dry weather runoff occurs from excess irrigation, spills, construction sites, pool draining, car washing, washing down paved areas and residual wet weather runoff. Dry weather runoff from the Pico-Kenter and Pier storm drain systems is treated by the SMURRF before release to the Santa Monica Bay. The SMURRF treats dry weather urban runoff to remove pollutants, including sediment, oil, grease and pathogens. The processed non-potable water is sold to the City and corporate customers for irrigation and toilet operations at a cost rate equal to potable water rates.

**Anticipated Need**

The City’s strategy and policy direction is to reduce stormwater and dry weather runoff discharges through investments into new city-owned rainwater harvest and treatment projects, improvement of existing stormdrain systems,

Illustration 2E.2 Map of Areas Where Water Infiltration is NOT Allowed



and ensuring that new developments incorporate design features to minimize stormwater runoff (e.g., bioswales, rainwater harvest basins, etc.). Development and redevelopment projects Downtown will consider design provisions to enable on-site non-potable water uses such as irrigation and toilet flushing.

Urban runoff (stormwater and dry weather) represents a large untapped water resource which the City plans to harvest for beneficial reuse in the coming years. Recently, the City received a \$3.8 million grant from the State Water Board to help fund the CBI Project. The CBI project consists of a 1.6MG below grade stormwater harvest tank to be constructed immediately north of the Pier. Harvested runoff will be supplied to the Santa Monica Urban Runoff Recycling Facility (SMURRF) for treatment and non-potable uses

such as irrigation and toilet flushing. The CBI Project is anticipated to begin construction in summer 2017. The harvesting of this stormwater will improve beach water quality by virtually eliminating all discharges at the Pier Outfall. In addition, the City’s SWIP project will harvest and advance treat an additional 4.5MG from any single storm event for immediate non-potable reuse, and when properly permitted for indirect potable reuse via aquifer recharge. The SWIP is in the process of securing construction funding from the State. Design is expected to begin in winter 2017, and the project is scheduled to be completed by winter 2020. Together these projects will provide approximately 1,680AFY of new water. To maximize the opportunities for reusing treated urban runoff, especially for the purpose of aquifer recharge, there is a need to expand the current recycled water (i.e., purple pipe) distribution system.

The following documents establish the City’s stormwater policies and will serve as the foundation for the planning and design of future public and private development projects within the Downtown area:

- *The City’s Urban Runoff Pollution Control Ordinance requires all new development to implement stormwater best management practices (BMPs) to contain, infiltrate and/or treat and reuse rainwater.*
- *The Watershed Management Plan will help identify potential upgrades to the City’s MS4 necessary to keep pace with forecasted development Downtown and city-wide. It also provides for the implementation of Green Streets, parking lot BMPs, tree well infiltration pits, below grade street storage and rain barrels and cisterns.*
- *The Santa Monica Bay Jurisdictional Groups 2 and 3 Enhanced Watershed Management Program (EWMP) provides for the implementation of multi-benefit regional and sub-regional harvest and reuse projects such as the City’s innovative CBI Project and the SWIP. Writ large, the objective of the EWMP is to improve beach water quality by significantly reducing discharges of stormwater to the ocean. *California Regional Water Quality Control Board Order No. R4-2012-0175, NPDES Permit No.CAS004001, establishes the waste discharge and monitoring requirements for MS4 discharges within the**



## 2E >> SUPPORTIVE INFRASTRUCTURE

coastal watersheds of Los Angeles County (except Long Beach). The CBI Project and the SWIP are, among other benefits, specifically designed to help the City meet non-point source discharge regulatory requirements.

### 2E.1D WASTEWATER AND SANITARY SEWER

#### Existing Conditions

Sewage (municipal wastewater) from Downtown is collected by the City’s wastewater system and is conveyed to the City of Los Angeles’ Hyperion Treatment Plant for treatment. The City actively monitors and maintains the sanitary sewer system elements to ensure that there is sufficient capacity for dry weather peak flow conditions, as well as for appropriate design for storm or wet weather events.

Downtown is served by 192 sewer pipe segments, totaling 49,338 linear feet (9.3 miles). Sewer pipes in the Downtown range in size from 6 to 36 inches in diameter. The sewer system in Downtown convey wastewater from a variety of residential, commercial, institutional and mixed-use buildings. They run southerly to the Colorado Ocean Relief Sewer, an approximately 500-foot section of sewer line consisting of two sewer segments each of which exit the Downtown carrying wastewater south from two points along Colorado Boulevard between 1st Street and 2nd Street.

A planning level analysis, including limited sewer flow monitoring, was prepared to assess

**Table 2E.3 Existing Sewer Line Deficiencies (minimum estimates\*)**

MANHOLE ID	LOCATIONS	PIPE DIAMETER	d/D RATIO
11-330 (N)	2nd Street at Broadway	27"	0.52
11-330 (S)	2nd Street at Broadway	10"	0.54
17-707	Broadway at Lincoln Court	12"	0.54

the Downtown’s sewer system. A 2015 flow monitoring study conducted at 25 key locations within the City’s sewer system determined that only four sewer monitoring locations had peak day depth of flow to pipe diameter (d/D) ratios greater than 0.5 (or 50% design capacity), the City’s ideal maximum for sewage capacity for any given line. No segments exceeded 0.75 d/D, the City’s screening criteria for short-term peak flow in any given sewer line which is a typical indication that a particular segment should be prioritized for replacement (see Table 2E.3).

In addition to the four sewer segments facing existing constraints within Downtown, there are also sewer segments outside Downtown that are tangentially affected by flows traveling from Downtown Santa Monica to the Hyperion Treatment Plant. These include a 1.2-mile section of sewer lines leading from just outside the southern edge of Downtown to the southern edge of the city. This corridor runs from the intersection of Ocean Avenue and Seaside Terrace, along Ocean Avenue to Pico Boulevard, east along Pico Boulevard to Main Street, and then along Main Street from its intersection with Pico Boulevard until it exits the city to the south.

#### Anticipated Need

As development occurs in Downtown through the life of the DCP, increased wastewater flow volumes will be generated to the sewer systems. Preliminary analysis indicates that additional flows anticipated Downtown are expected to result in some sewer segments approaching or exceeding the ideal maximum d/D of 0.5 or greater. Taking into account future wastewater loads from land-use changes occurring as a result of the Plan, some segments of sewer lines in or adjacent to the Downtown, including the Ocean/Main Corridor, will eventually require upgrading and/or replacement.

The City’s planned hydraulic model will provide more refined data regarding existing and projected flow capacity of the sewer systems. The model will consider past studies and ongoing sewer monitoring to help quantify project-related waste-water flows for developments under the Downtown Community Plan. Sewer infrastructure needs will also be updated and revised as necessary as part of the review of the aforementioned hydraulic modeling and reviews of any future development in the Downtown area.

It is expected that construction of the future SWIP, which will mine approximately 1MGD of municipal wastewater from the force main on Ocean Boulevard near Vicente Terrace, will provide some additional hydraulic capacity relief to several of the lines with elevated d/D ratios. The SWIP is now in the final phases of review for State funding. Assuming funding is provided, construction is scheduled to begin in 2018.

### 2E.1E ELECTRICITY

In 2015, Governor Brown recognized the importance of the electricity sector in meeting California's ambitious GHG reduction goals by integrating "more distributed power, expanded rooftop solar, microgrids, an energy imbalance market, battery storage, the full integration of information technology and electrical distribution and millions of electric and low-carbon vehicles." As the confluence of economic activity, transportation demands, technology and urban living, the Downtown district is uniquely positioned to experiment and advance ideas to promote a low carbon economy and lifestyle.

#### Existing Conditions

Santa Monica is adequately served by five substations operated by Southern California Edison. Downtown is served by the Santa Monica substation located near Lincoln Boulevard and Colorado Avenue. Most, but not all, transmission cables are installed underground with other utilities such as phone, cable and internet. Several buildings in Downtown have solar photovoltaic systems, battery storage and electric vehicle chargers.

#### Anticipated Need

As new housing is constructed and new businesses move Downtown, there will be an increased demand for energy and power. Additionally, warmer temperatures due to climate change will add increased demand for a building's cooling load.

Increased demand may require additional utility infrastructure, which is the responsibility of the Southern California Edison utility provider.

Innovative energy production and recycling systems like solar and battery storage could also be utilized to create microgrids that can help meet increased demand, improve grid reliability and resilience, as well as support building loads during outages or emergencies. District-scale systems that supply heating and cooling can also significantly reduce building energy load.

An action of this Plan is to explore the feasibility and cost of undergrounding all electricity transmission lines, particularly in Downtown's alleys.

### 2E.1F WIRED AND WIRELESS BROADBAND

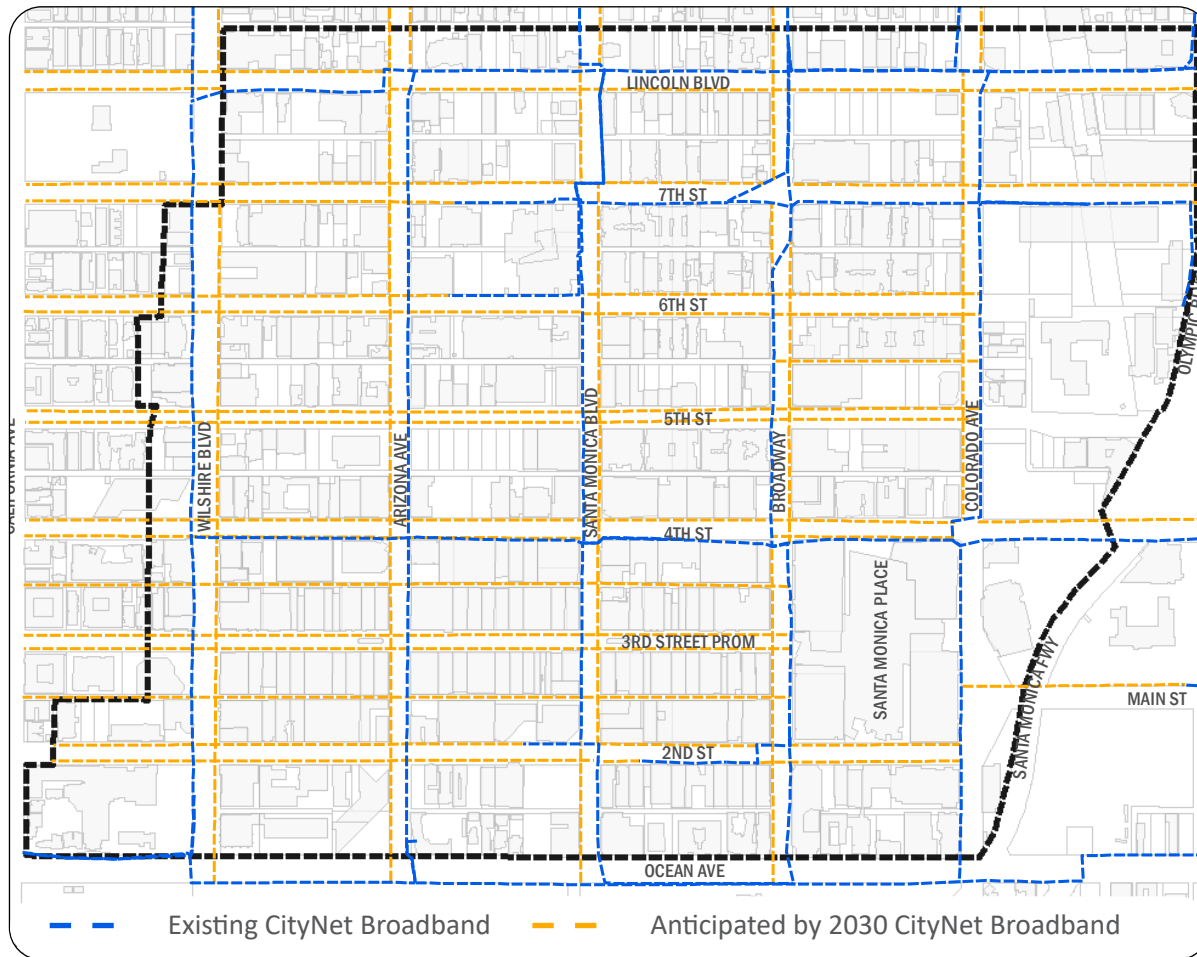
#### Existing Conditions

The City's fiber optic network is used to provide fiber services for the City's broadband program to connect the City's traffic control synchronization systems, traffic management center, parking management systems, pay-on-foot stations, real-time parking availability system, high definition traffic and public safety video cameras, and free public Wi-Fi (City Wi-Fi). Adoption of the City's Telecommunications Master Plan in 1998 and the City's Right of Way Management Ordinance in 2004 has resulted in new fiber optic conduit on most of the main transit corridors such as Wilshire Boulevard, Lincoln Boulevard, 4th Street, Santa Monica Boulevard, Broadway, Colorado Avenue, Ocean Avenue, Olympic Boulevard, Pico Boulevard, Ocean Park Boulevard and Main Street. These conduit runs coupled with fiber optic cabling spans, pullboxes and cabinets constitute the City's fiber optic infrastructure.

The City's broadband program, Santa Monica CityNet, currently offers fiber optic services, at speeds up to 100 Gigabits per second, to businesses in Santa Monica. Customers requesting new fiber services are required to pay for the construction costs to extend the City's fiber network to their commercial building. Currently tech companies and businesses located near the City's fiber network are able to obtain globally competitive broadband speeds at a cost-effective rate. CityNet is expanding its services to residents by connecting multi-dwelling units via the Digital Inclusion Program Pilot. The pilot

## 2E >> SUPPORTIVE INFRASTRUCTURE

Illustration 2E.3 CityNet Fiber Infrastructure



is concentrated on offering gigabit broadband services to low income housing units citywide. However, the Downtown area currently lacks fiber optic infrastructure on the North/South streets, particularly on pedestrian streets with a high density of residential buildings.

### Anticipated Need

Today's businesses increasingly rely on data and internet connections that are fast, reliable, and secure. Future broadband needs for these industries are only expected to increase and require additional fiber optic infrastructure

to meet those needs. The emergence of new Technology, Post Production, Financial and Digital Media companies locating offices in the Downtown area require a globally competitive broadband infrastructure to ensure their global network operations meet operational demands. Tech companies with operational requirements to host their online services require both primary and diverse physical network infrastructure route for redundancy. In addition, there is much interest by Wireless Communication companies to install micro-cellular network nodes throughout the city, including Downtown and the surrounding areas. With limited space in the public right-of-way that is used to accommodate traditional infrastructure assets (water, sewer, electricity, etc.), it is prudent for a Downtown Area Fiber Expansion project to designate and construct fiber optic infrastructure in traditional and non-traditional public right-of-way, such as sidewalks. New and expanded services supported by expansion of the City's fiber network include broadband to businesses, free Wi-Fi services for the public, public safety cameras, smart bus shelters and kiosks, real time and directional parking signage and smart grids, EV charging stations, pedestrian and bike counters and smart City assets.



### 2E.1G RESOURCE RECOVERY AND RECYCLING

In January 2014, the City of Santa Monica adopted the Zero Waste Strategic Operations Plan, one of the measures called for in the City's Climate Action Plan. Aiming to achieve zero waste by the year 2030, this Citywide program contains a number of strategies applicable to Downtown's particular condition, such as its diversity of uses, its preponderance of restaurants, hotels, and multi-family buildings, and its large number of visitors. Implementation of the City's waste reduction strategies in Downtown has the potential to tremendously impact the Zero Waste program and reach its targets. The tourism component also provides a public relations opportunity to advertise the City's ambitious sustainability goals. For example, Downtown could be used as a showcase for the following programs:

- Requiring sufficient trash enclosure space. Due to mandatory State recycling and organics regulations, businesses and institutions are required to divert recyclables and organics from their trash. To be in compliance with these regulations all new construction and tenant improvement projects shall plan for sufficient trash enclosure space to separately collect solid waste, recycling and organics. Sufficient space is based on the quantity of materials generated by the tenants on the property. The Resource Recovery and Recycling staff can help determine sufficient space.
- Developing a sustainable strategy and investing in programs that address waste management. Include alternative organics processing technologies on-site at restaurants and hotels.
- Requiring food establishments to participate in the City's food scraps diversion program (restaurants could denote their participation with a window sticker).
- Requiring hotels in the Downtown area as well as those near the beach to implement a recycling program in all guest rooms and common areas.
- Developing educational materials for residents and requiring multi-family building managers to inform tenants about recycling resources upon move-in.
- Construction recycling requirements are already in place, but Downtown construction recycling could be analyzed with the goal of exceeding the City's minimum standards.
- Installing recycling and composting containers on all city blocks in the Downtown district.

#### Anticipated Need

The City's Resource Recovery and Recycling Division provides solid waste management and services to Santa Monica residents and businesses including collecting, sorting, processing green waste, and e-waste collections. Currently, Santa Monica achieves a high diversion rate of approximately 75 percent. The Zero Waste Strategic Operations Plan, intended to identify the policies, programs and infrastructure that will enable the City to reach its Zero Waste goal of 95 percent diversion, will further reduce per capita solid waste and reduce the effect of residents, visitors and employees on required land fill.

## SUPPORTIVE INFRASTRUCTURE - GOALS, POLICIES AND ACTIONS

**Goal SI1: Water use in Downtown Santa Monica is reduced through water efficiency and conservation programs and standards consistent with the City's goal of achieving water self-sufficiency by 2020.**

**Policy SI1.1** Require new development to meet or exceed the City's water conservation and water neutrality requirements of the water self-sufficiency programs.

◇ **Action SI1.1A** Incorporate Cal Green interior and exterior water usage standards into the requirements for all projects developing Downtown.

*Lead Agency: PCD*

*Supporting Agency: OSE*

*Timeframe: Short-Term (immediately)*

◇ **Action SI1.1B** Coordinate with the Office of Sustainability and Public Works on all new development proposals to ensure each project is doing its share to help the City achieve water self-sufficiency.

*Lead Agency: PCD*

*Supporting Agency: OSE*

*Timeframe: Ongoing*

◇ **Action SI1.1C** Create marketing materials targeting Downtown residential and commercial tenants, including hotels, demonstrating ways to reduce water demand through small changes in habits and behaviors.

*Lead Agency: OSE*

*Supporting Agency: PCD*

*Timeframe: Short-Term (immediately)*

**Policy SI1.2** Where purple pipe is accessible to new development, require the use of recycled water for irrigation.

◇ **Action SI1.2A** Expand purple pipe network throughout the Downtown to provide more recycled water to future development projects, with participation by project applicants, as appropriate.

- The developer and/or City can demonstrate that all necessary facilities will be adequately financed and installed prior to project occupancy (through fees or other means); and
- The Facilities improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.

*Lead Agency: PW*

*Timeframe: Ongoing*

**Goal SI2: Utility systems have adequate capacity to serve Downtown's future residential and commercial uses.**

**Policy SI2.1** Include water system upgrades in the City's Capital Improvement Program (CIP) as necessary to serve increased demand in the Downtown area.

◇ **Action SI2.1A** Monitor the growth of water demand to ensure that generation and transmission facilities are considered adequate to serve new uses, and replace water lines as necessary as future conditions dictate.

*Lead Agency: PW*

*Timeframe: Ongoing*

**Policy SI2.2** Maintain and enhance public utility systems in partnership with utility providers to promote good urban design.

◇ **Action SI2.2A** Explore undergrounding of utilities in Downtown alleys and develop cost estimates for phasing purposes.

*Lead Agency: PW*

*Supporting Agency: Edison*

*Timeframe: Mid-Term*

**Goal SI3: Consistent with the City's Watershed Management Plan and the Santa Monica Bay Jurisdictional Groups 2 and 3 Enhanced Watershed Management Program, Downtown Santa Monica's dry weather and first flush wet weather runoff is harvested wherever possible to reduce runoff pollution in the Santa Monica Bay.**

**Policy SI3.1** Maintain or enhance stormwater management systems, including infiltration planters at feasible locations within the public right-of-way to reduce storm water runoff volume and provide first flush capture capabilities.

- ◇ **Action SI3.1A** When sidewalk improvements and potential curb extensions are proposed, analyze the feasibility for maximizing stormwater treatment, capture and/or infiltration.  
*Lead Agency: PW*  
*Supporting Agency: PCD*  
*Timeframe: Ongoing*

**Policy SI3.2** Require that new development meet or exceed the City's Green Building standards for stormwater retention/infiltration, and encourage consideration of new technologies and superior practices in Tier 2 and 3 projects and on large sites with potential to incorporate such facilities.

**Policy SI3.3** Ensure that all development complies with the requirements of the City's Urban Runoff Pollution Ordinance.

- ◇ **Action SI3.3A** Require all development in the areas bounded by Ocean Avenue, 4th Street, Colorado Avenue and Wilshire Boulevard to consider all Best Management Practices (BMP) options, except infiltration strategies to prevent subsurface water increase close to the Palisades Bluff.  
*Lead Agency: PW*  
*Timeframe: Ongoing*

**Policy SI3.4** Collaborate with Developers to implement the requirements of the Santa Monica Bay Jurisdictional Groups 2 and 3 Enhance Watershed Management Program.

- ◇ **Action SI3.4A** Require developers of parcels greater than 20,000 sq. ft. to capture offsite street runoff for infiltration or for treatment and non-potable use on-site.  
*Lead Agency: PW*  
*Supporting Agency: OSE*  
*Timeframe: Ongoing*

**Goal SI4: Santa Monica's wastewater and sewer system has capacity to serve Downtown's growing residential and commercial uses.**

**Policy SI4.1** Provide adequate wastewater and services to serve new development and maintain current levels of service.

- ◇ **Action SI4.1A** Where existing facilities are inadequate, new development shall only be approved when:
  - The developer and/or City can demonstrate that all necessary facilities will be adequately financed and installed prior to project occupancy (through a potential Downtown infrastructure financing program, security bonds or other means); and
  - The proposed improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.

*Lead Agency: PW*  
*Timeframe: Ongoing*

- ◇ **Action SI4.1B** Include sanitary sewer upgrades in the City's Capital Improvement Program (CIP) as required to serve development in the Downtown area.  
*Lead Agency: PW*  
*Timeframe: Ongoing*

- ◇ **Action SI4.1C** Continue to develop, and update as necessary a hydraulic model that will provide more refined information regarding the existing and future capacity of the sanitary sewer system and any additional improvements that may be necessary.  
*Lead Agency: PW*  
*Timeframe: Short-Term*



## 2E >> SUPPORTIVE INFRASTRUCTURE

- ◇ **Action SI4.1D** Monitor sewer lines that have been identified as deficient under future conditions to determine whether improvements are necessary as future conditions evolve.

*Lead Agency: PW*

*Timeframe: Ongoing*

**Goal SI5: Consistent with the City's Climate Action Plan and Sustainable City Plan, Downtown maximizes opportunities at the building and neighborhood scale to create a low-carbon and low-energy district.**

**Policy SI5.1** Explore the feasibility of district energy systems to serve building heating and cooling loads.

- ◇ **Action SI5.1A** Develop a demonstration project and toolkit to promote microgrids.

*Lead Agency: PW*

*Supporting Agency: OSE*

*Timeframe: Short-Term*

- ◇ **Action SI5.1B** Establish a challenge program that would encourage buildings over 25,000 sq. ft. to benchmark and disclose their energy usage and reduce their energy consumption.

*Lead Agency: OSE*

*Supporting Agency: PW*

*Timeframe: Mid-Term*

**Policy SI5.2** Promote virtual net-metering to building landlords as an option to provide solar for building tenants.

**Policy SI5.3** Encourage private property owners to partner with the City to reduce carbon and energy consumption

- ◇ **Action SI5.3A** Work with building landlords to install electric vehicle charging stations with cost-recovery systems.

*Lead Agencies: OSE, HED*

*Timeframe: Ongoing*

- ◇ **Action SI5.3B** Establish a pilot program to facilitate the deployment of solar and battery storage systems to improve building resilience and energy independence.

*Lead Agency: OSE*

*Timeframe: Short-Term*

- ◇ **Action SI5.3C** Develop unique partnerships with the private sector to deliver interactive energy programs and projects (i.e., solar phone charging stations, EV charging streetlights, kinetic charging tiles, etc.)

*Lead Agency: OSE*

*Timeframe: Ongoing*

- ◇ **Action SI5.3D** Develop a green lease program to educate and encourage landlords to incorporate energy and water efficiency into leases, removing the problem of the split incentive.

*Lead Agency: HED*

*Supporting Agency: OSE*

*Timeframe: Short-Term*

**Policy SI5.4** Encourage businesses to keep their doors closed to prevent the loss of cooling or heating.

**Goal SI6: Downtown maintains a globally competitive broadband infrastructure to meet the global network demands of today's businesses for internet connections that are fast, reliable and secure.**

**Policy SI6.1** Continue expansion of CityNet, the City's broadband network by installing fiber optic cable and new outside plant (OSP) equipment to meet the broadband needs of businesses and residents in the Downtown.

**Policy SI6.2** The Downtown area's CityNet dark fiber network should be completed with service provided along all north-south streets with pullboxes and fiber enclosures installed every 200 linear feet. New north-south routes should be built along: 2nd Street between Wilshire Blvd. and Colorado Ave., 3rd Street Promenade between Wilshire Blvd. and Broadway, 5th Street between Wilshire Blvd. and Colorado Ave., 6th Street between Wilshire Blvd. and Colorado Ave., and 7th Street between Wilshire Blvd. and Colorado Ave.

- ◇ **Action SI6.2A** Initiate a feasibility study for a Dark Fiber Expansion project to designate and construct fiber optic infrastructure to complete north-south routes to connect to existing infrastructure running west-east.

*Lead Agency: ISD*

*Supporting Agency: PW*

*Timeframe: Short-Term*

**Policy SI6.3** Expand CityNet broadband service to include “fiber to the home” and digital inclusion services.

◇ **Action SI6.3A** Connect all new affordable housing buildings in the CityNet fiber optic pilot project.

*Lead Agency: ISD*

*Timeframe: Short-Term*

◇ **Action SI6.3B** Connect mixed-use buildings with high-speed broadband services in close proximity to the CityNet fiber network.

*Lead Agency: ISD*

*Timeframe: Long-Term*

**Policy SI6.4** Provide free City Wi-Fi in public locations, and along the public right-of-way, including existing and new Downtown open spaces

◇ **Action SI6.4A** Install infrastructure to provide free City Wi-Fi within designated open spaces and along transit corridors Downtown.

*Lead Agency: ISD*

*Timeframe: Short-Term*

**Policy SI6.5** Construct fiber optic cable to connect to public safety cameras, smart bus shelters and kiosks, EV charging stations, pedestrian and bike counters and smart City assets.

◇ **Action SI6.5A** Conduct a study of where public safety cameras, smart bus shelters and kiosks, EV charging stations, real time directional parking signs, people counters, smart streetlights and smart grids are to be located or are feasible, and connect them to the CityNet fiber optic network.

*Lead Agency: ISD*

*Supporting Agency: DTSM*

*Timeframe: Short-Term*

**Policy 16.6** Require all new development to construct fiber infrastructure including vaults, primary and redundant conduit systems internal and extending to the City’s outside plant fiber network infrastructure in the public right-of-way.

◇ **Action SI6.6A** Continue to enforce fiber optic network infrastructure in Planning review of new residential, commercial and mixed-use development.

*Lead Agency: PCD*

*Timeframe: Ongoing*

**Goal SI7: The Downtown community is educated about and actively participates in measures to achieve the City’s zero-waste target by the year 2030.**

**Policy SI7.1** Consider using Downtown as a showcase area for certain strategies included in the recently adopted Zero Waste Strategic Plan.

◇ **Action SI7.1A** Provide educational outreach that can provide enhanced technical assistance to owners and managers of multi-family complexes in order to encourage them to initiate or expand recycling and waste reduction practices at their complexes, and to make tenants aware of the move-in/move-out program.

*Lead Agency: PW*

*Supporting Agency: OSE*

*Timeframe: Short-Term*

◇ **Action SI7.1B** Provide guidelines for Downtown businesses to determine trash enclosure space needed to separately collect solid waste, recycling and organics based on expected output of materials.

*Lead Agency: PW*

*Supporting Agencies: DTSM, OSE*

*Timeframe: Short-Term*

◇ **Action SI7.1C** Identify techniques and develop an implementable strategy to address waste management at restaurants and hotels to include alternative organics processing technologies on-site.

*Lead Agency: PW*

*Supporting Agencies: DTSM, OSE*

*Timeframe: Short-Term*



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# THE DOWNTOWN COMMUNITY PLAN CITY OF SANTA MONICA

## ACCESS AND MOBILITY



CHAPTER 3



## INSIDE THE ACCESS AND MOBILITY CHAPTER

### CREATE A NEW MODEL FOR MOBILITY

This plan proposes mobility enhancements that address all forms of circulation. The plan considers all modes of circulation, but prioritizes the pedestrian, bike, and public transit. The DCP encourages people to try all the diverse options. It leverages future investments in physical and operational infrastructure and services to move people conveniently and smoothly as they use multiple modes. The emphasis is on people, with the goal of getting everyone safely and comfortably to their destinations, using traditional modes as well as new ones enabled by innovation and technology.

### CIRCULATION IN THE DOWNTOWN AREA

People go to Downtown for many purposes and activities. This chapter looks at Downtown circulation as a network of interconnected parts that meets the needs of diverse users and activities. It defines a coordinated set of actions for creating a walkable and transit-oriented neighborhood that connects to regional circulation networks, optimizes access to light rail, addresses vehicle congestion and supports bicycling and walking as well as diverse first- and last-mile connections.

### PARKING

Downtown has an inventory of over 10,000 existing parking spaces in a combination of accessible public parking structures, private parking facilities and on-street parking spaces. The DCP encourages efficient use of these valuable resources, and integration of public and private spaces into a shared network with real-time information. Active review of parking data helps to use pricing, information to meet changing parking needs. It also maximizes the use and efficiency of parking spaces and avoids the development of excess parking that contributes to vehicle congestion. Caution should guide new public capital investments given the uncertain impact of car services and increasing vehicle automation.

## PRINCIPLES GUIDING THIS CHAPTER

### CREATE A NEW MODEL FOR MOBILITY

Provide mobility enhancements that address all forms of circulation while prioritizing the pedestrian and maintaining vehicle traffic flow for the benefit of cars and buses destined for Downtown.

*Goals, policies and actions designed to achieve the Plan principles stated can be reviewed at the end of this chapter.*

### ACCESS AND MOBILITY ACTIONS

In Chapter 6, *Implementation Actions*, detailed descriptions of these actions and more can be reviewed.

- A Gateway Master Plan for the freeway-adjacent sites to create and improve connections between Downtown and the Civic Center over the freeway.
- Peak period and special event transportation management strategies.
- Strong first/last mile connections and multi-modal links to the Expo Light Rail station.
- A Complete Street and Vision Zero program to increase the comfort and feeling of safety for everyone Downtown.
- Regular review of parking utilization and active use of pricing and management strategies to achieve efficient parking use.
- Promoting Downtown as a walking district, and the richest transportation environment in Los Angeles County.



### 3.1 INTRODUCTION

Santa Monica residents deeply value Downtown, making one trip for every ten to or from Downtown and frequenting it at least once per week on average. Downtown also welcomes a growing residential population, employees of all sectors, from service to executive and millions of visitors. This is due in part to the desirability of its climate, natural context adjacent to the Pacific Ocean and the vibrancy of its walkable streets. The Santa Monica Pier, another popular destination is directly adjacent to Downtown. As a result, even though it is a mid-sized city with just over 90,000 residents, Santa Monica experiences urban transportation challenges typical of much larger cities.

The character of Downtown is fundamentally defined by its walkability; it is well known as a place that people go specifically to walk, often with friends and family, and enjoy a social experience that is accessible and affordable to all. Downtown is a transportation hub well-served by public transit, on-demand services and active transportation that provide many options for getting around. The Big Blue Bus (BBB) plays a key role in Downtown access, providing over 10,000 daily trips in and out of Downtown. Expo Light Rail serves over 50,000 daily trips on weekdays and over 35,000 daily on weekends, and public transit is particularly well used among employees Downtown. LA Metro also serves Downtown with seven bus routes, terminating

three major Rapid routes that extend to Downtown Los Angeles. Bike trips to and within Downtown are rising steadily, along with new on-demand car services.

There are approximately 6,280 spaces in Downtown public parking structures and on-street spaces and an estimated 5,200 parking spaces at private facilities. Downtown parking demand is consistently high as is peak weekend traffic volume, particularly at key entry intersections.

Downtown flourished in the early 20th Century as a beachfront community and visitor destination accessible because of Los Angeles's extensive street car system. In 2016 the Expo Light Rail reconnected Santa Monica to a budding countywide rail system. Santa Monicans can now reach Downtown Los Angeles in a reliable 50 minute ride, and West LA and Culver City in even less time. Sidewalks in Downtown are lively with people walking throughout the expanded district. Ubiquitous mobile information and curated smart phones applications enable people to discover things, navigate, and communicate quickly whether they are new to Downtown or have been going there their whole lives.

The nature of how people get around will continue to change. For many trips, people are looking for options that are faster, cheaper and more convenient, efficient, enjoyable and reliable. Expo Light Rail, Breeze Bike Share, and Big Blue Bus have introduced added mobility options for people to get to and around



*Santa Monica Boulevard sidewalk.*

Downtown especially for short trips. Flexible on-demand services are also growing in use from car services (Lyft and Uber) to carsharing (ZipCar, WaiveCar) and the Free Ride. Technology and software development have unleashed new ways to move including autonomous vehicles, and Santa Monica can be well-served by these new options if they advance community values of sustainability, diversity and wellbeing. Carefully directing this innovation is key to Downtown's long-term resilience and success.





*Broadway at Lincoln Boulevard.*

In the future, the superlative pedestrian experience of the Third Street Promenade will have spread to all corners of Downtown. This is already evidenced by the changes visible on 7th Street, with the renovation of the Verizon Building to include popular restaurants, and the Santa Monica Professional building into a new hotel on Wilshire Boulevard. These projects have enhanced the pedestrian realm with added vibrancy and safety by adding eyes on the street. The stitching together of Downtown into a cohesive, walkable whole will continue with parklets to provide visual interest, public art, added public space, and signature sidewalks.

As with any thriving downtown, streets will still experience congestion in the peak periods, but locals and visitors alike will have more options than ever to travel with ease. Ongoing improvements to bus stops and routes, even new dedicated lanes, make transit a fast and convenient option. The continued rapid evolution in transportation technology and communications supports shared trips and vehicles, and puts it all at your fingertips. Additional bike trips into and around Downtown will bring more destinations into reach while making everyone on two wheels feel more comfortable in numbers.

Expanded car share and new-resident transportation marketing and incentives will make Downtown among the most beautiful places to live a car-lite lifestyle in Southern California. Neighbors gather and connect while walking in parks and at farmers markets. Businesses that meet the necessities of daily life

such as markets, gyms, bakeries, and restaurants to create an exciting home one need rarely leave. The mix of uses will benefit area employees as well, allowing them to grab a meal and run errands without ever hopping in the car. On-demand shared rides services integrated parking resources and clear wayfinding make navigating downtown by car more predictable and less stressful.

An extensive network of electric vehicle chargers and increased use of transit, walking and biking, contributes to improved community health, not just for Downtown residents, but all of Santa Monica and the L.A. region as a whole. Two-thirds of the greenhouse gas emissions in Santa Monica comes from transportation, but in the future, the community will meet sustainability goals and current cases of adult onset asthma are down. The views of Catalina and the Santa Monica Mountains are clearer than they have been in years.

Streets are Downtown's most utilized and critical public assets, comprising 50 acres, or 20%, of its land area. How this valuable land is used will shape the future of Downtown, its character, its resilience and its diversity. The Downtown Community Plan outlines a multi-modal mobility approach that ensures that Downtown can be accessed by people of all abilities, and all income levels and through the use of all modes. The Plan identifies goals and actions that prioritize sustainable, safe and human-scale solutions rooted in Santa Monica values.

### 3.2 EXISTING CONDITIONS

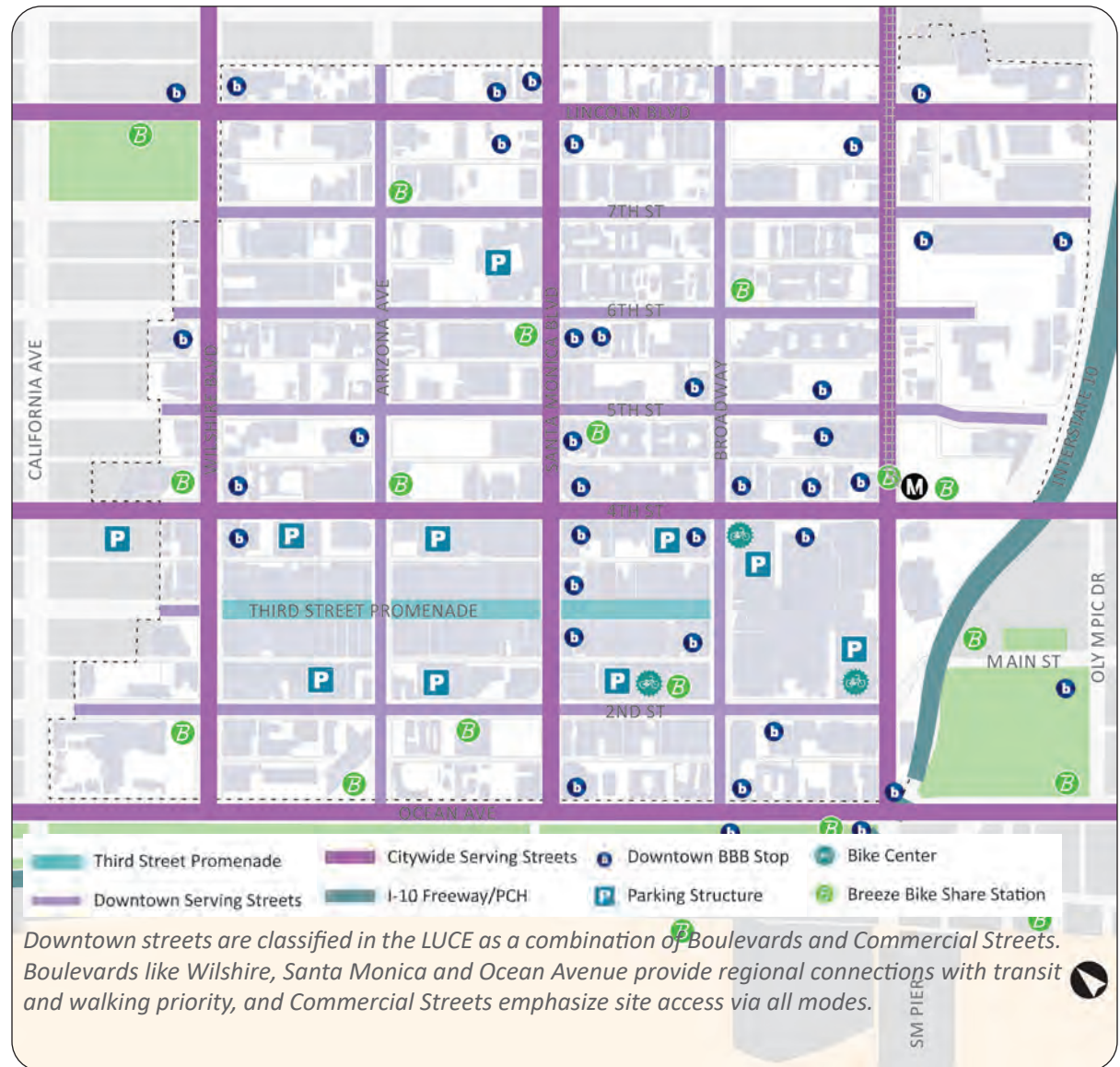
#### Physical Layout

Downtown Santa Monica is crisscrossed with a regular grid of north-south and east-west streets. Within the grid is the pedestrian-only Third Street Promenade and the double-block consisting of Santa Monica Place. This layout creates pressure on 2nd and 4th Streets – exacerbated by their function to provide access to more than 4,000 public parking spaces in parking structures 1 through 9.

4th Street is also the Downtown’s busiest transit corridor, accommodating most high frequency Big Blue Bus routes as well as major Metro bus routes. A Transit Mall with dedicated bus lanes and wide sidewalks was created in the 1990s along Santa Monica Boulevard and Broadway, between 5th Street and Ocean Avenue.

The Downtown is bordered on two sides by major features that block access – the Pacific Ocean and the I-10/Pacific Coast Highway. This creates pressure at certain freeway gateways, such as 4th Street and Lincoln Boulevard. Drivers often experience congested conditions at these locations as they transition from the freeway to downtown surface streets. For trips on local streets, the Main Street bridge and Ocean Avenue connection over PCH relieve some of the pressure.

Illustration 3.1 Downtown Transportation Network



**Employee Community**

Many Downtown businesses, particularly large employers, have successful programs to incentivize employees to commute by means other than driving alone during peak traffic periods. Per the Transportation Demand Management Ordinance (Santa Monica Municipal Code chapter 9.53), employers with 30 or more employees must annually report AVR and consistently offer employees assistance and incentives to reduce the frequency of driving alone to work. Increasing AVR can help to reduce parking demand, greenhouse gas emissions and vehicle miles travelled. Data for 2016 show Downtown employers with 50 or more employees achieved an Average Vehicle Ridership (AVR) of 1.63 during the evening peak period.

**PERCENT OF RESIDENT TRIPS BY MODE**

Santa Monicans took a resident travel survey in 2016, before Expo Light Rail opened. The survey gives a glimpse into how people travel throughout their day – what mode they choose, how far they travel and for what purposes. The survey confirmed that Santa Monica’s love to walk – choosing walking for almost 1 in 5 trips overall and 1 in 3 trips to or from Downtown. Just over half of trips Downtown were driving, and seven percent by bicycle.

**Table 3.1 Modal Split Comparison for Residents, 2017**

MODE	TO/FROM DOWNTOWN	ALL OTHER TRIPS
Drive	57%	72%
Walk	30%	18%
Bike	7%	5%
Public Transit	4%	3%
Motorcycle/moped/scooter	1%	1%
Taxi/Ride Hailing	1%	1%

*Source: City of Santa Monica Transportation Survey, February 2017*



*Vanpooling is a TDM option to reduce vehicles per person*



**WHAT IS AVERAGE VEHICLE RIDERSHIP?**

Average Vehicle Ridership (AVR) statistics are workplace commuting patterns calculated by dividing the number of employees at a given worksite by the number of vehicles driven by those employees. A higher AVR indicates that more people are ridesharing, taking transit, or walking and biking to work.

AVR only includes employees who report to work during peak hours (between 6am and 10am) and it is calculated over a five-day survey period.



**Pedestrians**

People walking often outnumber all other modes of transportation Downtown. Walking Downtown is both a recreational and a functional activity, and walking is a way that many families and groups spend time together. Tourists and residents throughout Santa Monica walk to Downtown, and people who arrive via other modes rely on walking for the remainder of their visit. Among Santa Monica residents, 31% of trips to Downtown and 29% of trips from Downtown are made by walking. While some commercial corridors have sidewalks up to 12 feet wide, 31% of the citywide street network warrants sidewalk improvements. This includes many sidewalks in Downtown that may need increased width to meet changing demand. About 100 reported injury collisions occurred citywide per year between 2001 and 2012. Vigilance by all road users combined with changes to the streets are essential to make walking even more safe.

**Illustration 3.2 Pedestrian Volumes, 2015**



### 3 >> ACCESS AND MOBILITY

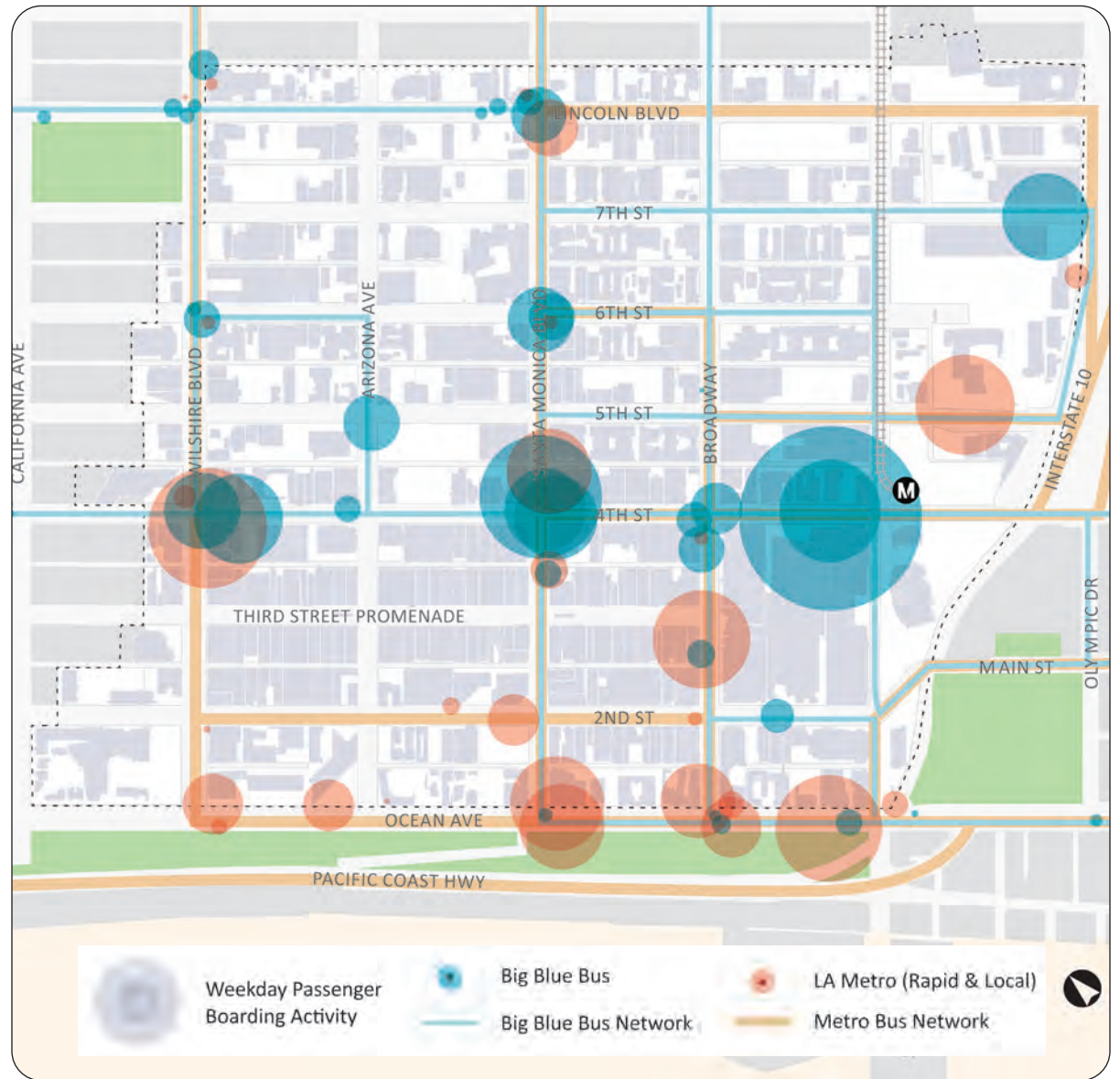
#### Bus Service

Buses are highly utilized in Downtown Santa Monica, carrying tens of thousands of people to and from Downtown daily. Almost all major boulevards in Downtown are served by bus transit and many BBB and Metro bus routes terminate Downtown. This creates a transit hub, enabling travelers to reach many parts of greater Los Angeles with direct service and fewer transfers. Twelve BBB routes serve Downtown, providing access across Santa Monica and the region, including Pacific Palisades, UCLA and Westwood, Century City, Metro Purple Line and Expo Line stations, Venice, and LAX. BBB serves more than 51 square miles of greater Los Angeles, moving more than 15 million riders per year. Metro’s highly utilized 720 and 733 rapid bus routes connect Downtown to the Wilshire Boulevard and Venice Boulevard corridors. Metro Local offers additional service for frequent stop, late night and early morning trips. With the addition on the Expo Light Rail station, 18 BBB routes reoriented their routes to create transfer points with the station, increasing the bus presence on the streets around the station.



Bus drop off in Downtown

Illustration 3.3 Weekday Bus Passenger Boarding Activity, 2016





**Illustration 3.4 Measure M Funding**



Source: <http://theplan.metro.net/>

**Expo Light Rail**

The 6.6 mile extension of Metro’s Expo Light Rail along the old Pacific Electric Exposition right-of-way from Culver City into Downtown Santa Monica brought passenger rail back to Santa Monica for the first time in over 50 years. Three Expo Line Stations are located in Santa Monica: 26th St/Bergamot, 17th St/Santa Monica College, and 4th Street/Downtown Santa Monica. In 2017, approximately 50,000 people per day board the Expo Line on weekdays and 35,000 per day on weekends.

Expo Light Rail runs high capacity trains every six minutes during peak periods and 12 minutes off-peak, and provides service from 4 a.m. to 1 a.m. daily. The Downtown station is Santa Monica’s most heavily used station, and generates significant activity as people walk, bike and ride transit to and from the station. People using the

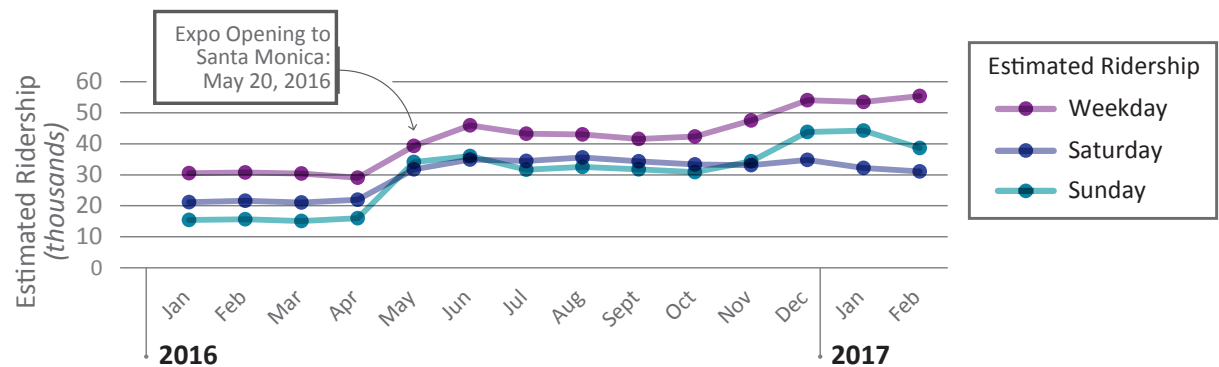
Expo Line increased demand for other modes as well, as they transfer or simply choose a different way to return home.

People travelling within Santa Monica and West Los Angeles can use the Expo Line for local travel but the service also connects to the regional network providing access to destinations across Los Angeles County. With the passage of Measure M (a half-cent sales tax for transportation) in 2016, the regional transit network will expand at an accelerated rate, making access to this network a long-term growing asset for mobility in Downtown Santa Monica.



Expo Light Rail Station.

**Illustration 3.5 Estimated Daily Boardings on Expo Line**



Source: <http://isotp.metro.net/MetroRidership/IndexRail.aspx>



### 3 >> ACCESS AND MOBILITY

#### Parking Resources — Public, Shared and Private

The guiding transportation philosophy at the end of the 20th Century promoted parking once and enjoying all Downtown has to offer on foot. Dubbed ‘Park Once, Pedestrians First,’ this set the stage for shared parking and walkability in Downtown. There are approximately 6,300 spaces in Downtown public parking structures used by shoppers, visitors, and employees, plus 980 on-street spaces and an estimated 5,200 parking spaces at private facilities, 3,800 of which are available to the public. The public parking structures experience high utilization,

especially during the weekend. On a typical weekday, utilization for public parking structures is approximately 67%, around 50% for on-street metered spaces, and about 70% for privately owned public parking facilities. Parking fees for short-term users have been free or kept low-cost. Pricing is an increasingly effective strategy to manage this valuable resource efficiently for visitors, residents, and employees.

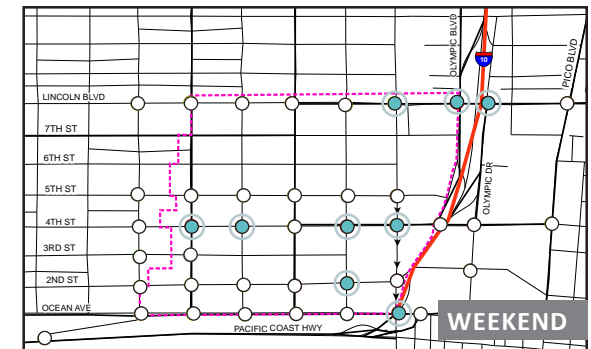
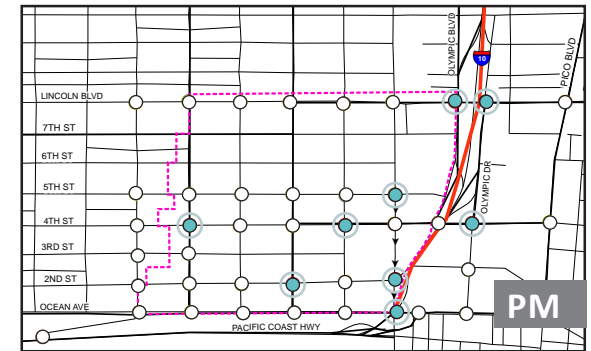
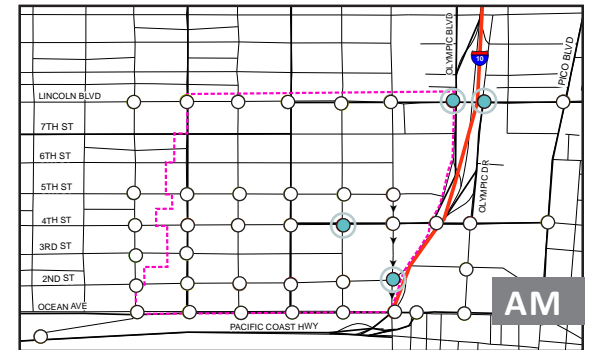
Table 3.2 Parking Occupancy Rates, July 2016

STRUCTURE	THURSDAY OCCUPANCY		SATURDAY OCCUPANCY	
	11:00AM	4:00PM	11:00AM	4:00PM
1	60%	85%	68%	97%
2	57%	59%	39%	86%
3	80%	95%	79%	101%
4	57%	83%	49%	98%
5	49%	71%	37%	83%
6	47%	67%	46%	83%
7	36%	82%	47%	88%
8	27%	80%	46%	85%
9	44%	44%	37%	64%
Library	76%	77%	40%	56%
Civic Center*	67%	72%	30%	52%

\*excluding Civic Auditorium Lot

#### Illustration 3.6 Downtown Intersections with E/F Level of Service By Peak Period, 2016

E or F level occurs when vehicle flow is irregular or experiencing severe congestion



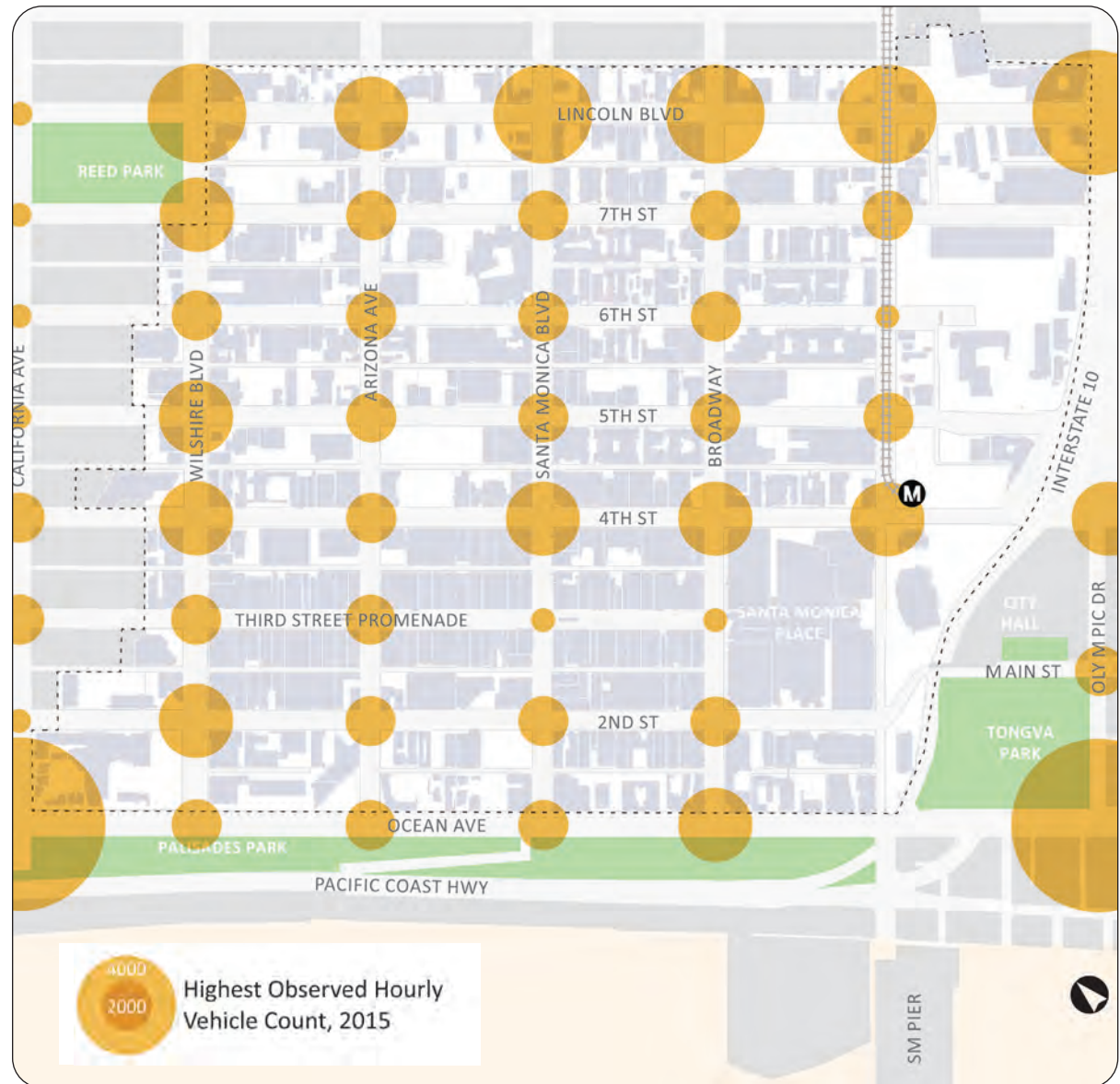
**Vehicle System Performance**

Automobiles are accommodated everywhere Downtown and vehicle circulation and parking use the majority of public roadway. Most streets provide curbside parking and three to five vehicle travel and turn lanes. Freeway access is provided at Lincoln Boulevard, 4th Street, 5th Street and Moomat Ahiko.

In spite of the significant allocation of space to vehicles, it is common that on busy weekends roadway lanes are full and the freeway traffic, Pacific Coast Highway congestion and special events can make travelling by car a frustrating experience. Downtown has a state of the art traffic signal management system that can accommodate complex programming and be remotely monitored. The system is connected with data communications and video to a Traffic Management Center at City Hall. This allows for real-time traffic flow observation and adjustments to facilitate peak events or adjust to unexpected conditions.

Intersections that cause the longest delay for drivers are those closest to the freeway exits and entrances. Unlike other urban downtowns, summer weekends experience the most congested conditions and delay. A program called “Go With the Flow” has been created for summer weekend and holidays, and is deployed for special events emphasizing circulation patterns that reduce conflicts and improves flow as people move in and out of Downtown. Communications and marketing go out to prepare visitors, and day of management includes staffing of the control center, additional traffic officers at intersections and management of parking structure driveways.

**Illustration 3.7 Downtown Car Volumes, 2015**



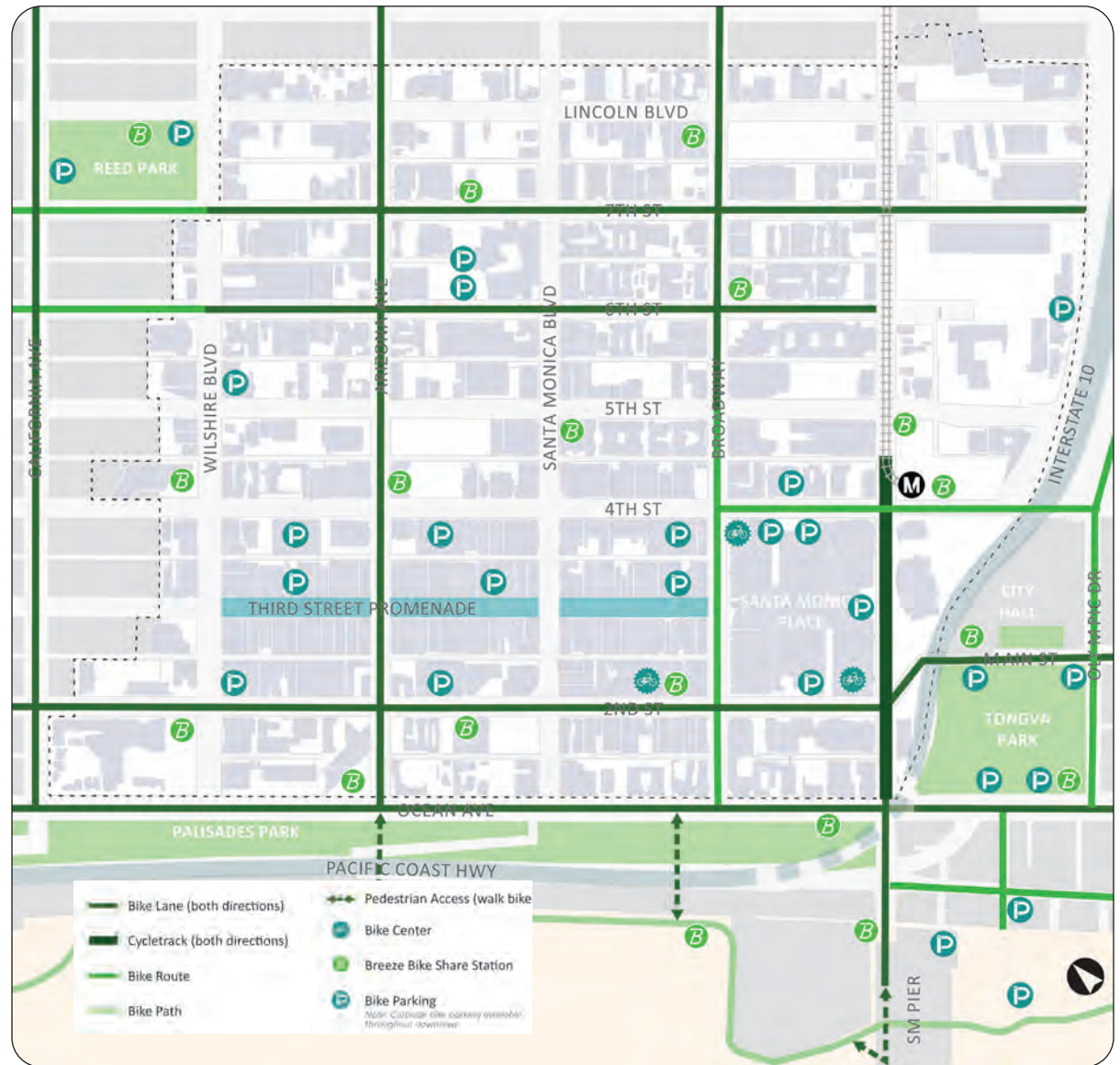
### 3 >> ACCESS AND MOBILITY

#### Bikes and Bike Share

The number of people riding bicycles to and within Downtown is on the rise. Bicycles are unencumbered by congestion and able to navigate freely even during the busiest times. New bicycle lanes and facilities on Colorado Avenue, 2nd, 6th, and 7th Streets reinforce the ability to bicycle in the city’s most popular destination. Bikes provide a convenient way to traverse Downtown without searching for parking or waiting for transit, or function as a “pedestrian accelerator” for those in a hurry. The Bike Center is located Downtown and serves commuters and thousands of annual users who also enjoy its repair services, bike valet and shower facilities.

Breeze Bike Share enables quick sign-up on the spot and the ability to ride immediately. This encourages people to spontaneously choose to ride a bike for short trips around downtown and complements trips that may also include public transit, shared ride or other mode. Breeze Bike Share provides 17 stations in Downtown, the highest concentration of bike share stations in the service area. In its first year of operations Breeze riders traveled over 630,000 miles in 285,846 trips. 38% of Breeze trips were taken to, from or within Downtown Santa Monica. Santa Monica residents made up roughly 20% of Breeze members, but rode 45% of the total Breeze trips in the first year. Bike share also supports “park once” Downtown, unlocking access to more distant destinations without the need to drive.

Illustration 3.8 Downtown Bike Infrastructure



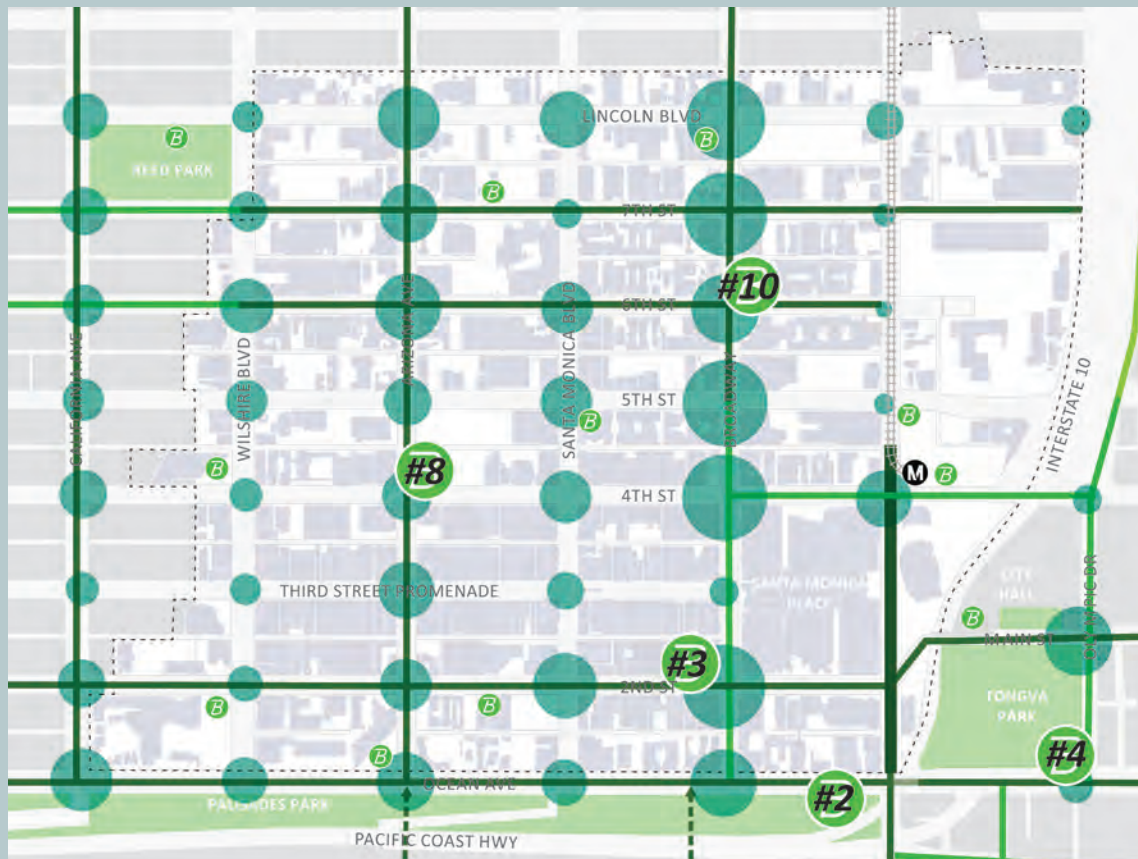




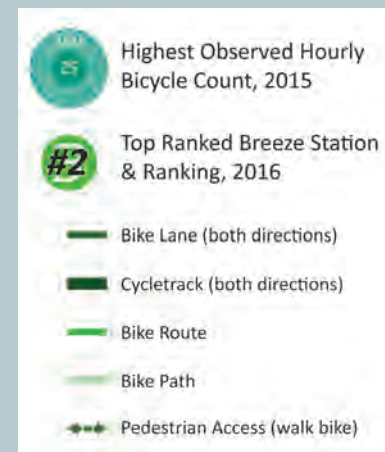
## SEE HOW MANY BICYCLISTS ARE DOWNTOWN EACH WEEKEND

Every two years the City conducts weekend counts of bicyclists riding at each intersection around downtown. Below are the most popular routes observed in 2015.

Illustration 3.9 Downtown Weekend Bike Ridership



109,880 (38%) of all Breeze Bike Trips in 2016 were generated in Downtown Santa Monica



### 3 >> ACCESS AND MOBILITY

#### Car Share

Car sharing services are present in Downtown, including a pilot partnership with ZipCar that provides a range of vehicle types available for use by the hour. Cars are available in Downtown at the Main Library and in other citywide public parking spaces. ZipCar works with private property owners to create additional off-street publicly-accessible shared cars. Waive Car is a private car sharing operator with its headquarters Downtown, offering a fully electric fleet. Waive Car operations are typically point-to-point, meaning that vehicles can be released in locations other than the pick-up space.

#### Tour Bus, Taxi, Car Service, and Curb Space Use

Many visitors reach Downtown via tour buses, shuttles and taxis. Starline Tours offers six stations and numerous other tour companies serve Downtown and utilize curb space. The explosion of demand-based transportation technology, such as Lyft and Uber, are challenging existing policy, regulatory, and curb management practices. These companies provide a highly convenient and flexible service at a price that is currently competitive with taxis. Cities have few regulatory tools for these services but are increasingly engaged in cooperative efforts to encourage safer pick-up and drop-off practices, data sharing, as well as incentives to encourage services to disabled, low-income and first/last mile passengers.

#### Emerging Mobility Technology

Advances in mobile and mobility technology require municipal and private sector investments in communication assets such as conduits, signal boxes and broadband fiber. In order for the digital infrastructure to meet performance expectations, rapid connection speeds need to be available to everyone. The City of Santa Monica has ample supply of interconnected broadband fiber in the right-of-way, which is anticipated to meet future demand placed on it by communication and transportation providers.

#### Commercial Delivery, Service and, Alley Use

Downtown users need commercial goods loading (delivery and customer pick-up) and services such as solid waste collection that occur throughout the day. Much of the loading and back-of-house service occurs in Downtown alleys. City vehicles service each alley Downtown multiple times a day for solid waste and recycling collection and maintenance services. Alleys provide important vehicle access as well which reduces conflicts with pedestrians at the sidewalk. Some commercial loading and delivery still tries to use curb space or center turn lanes, which can pose circulation conflicts.

### SMART STREET FURNITURE



Source: Business Insider



Some cities provide street-level broadband service through smart furniture, such as kiosks. LyncNYC's program provides access to city services, maps and directions, free phone calls, dedicated 911 access, phone charging and a platform to view public service announcements.

### GoSaMo Mobility Outreach

In Spring 2016, Santa Monica launched the GoSaMo outreach concurrently with the arrival of the Expo Light Rail. GoSaMo promotes Santa Monica's mobility options and complements the City's investments in new facilities. GoSaMo includes a visual identity that increases use and awareness through high visibility activations, event, and leveraged social media campaigns such as #CarFreeFriday. While the initial campaign was rooted in the introduction of Expo Light Rail, Breeze and new BBB service, GoSaMo created a strong mobility identity that organizes ongoing outreach and efforts.

### GoSaMo Transportation Management Organization (TMO)

The GoSaMo TMO works to reduce drive-alone trips by promoting the increased use of transit, carpooling, ridesharing, biking, skateboarding and walking. It works with employers, residents and visitors to make getting around Santa Monica easier, safer and more sustainable. The Downtown offices of the TMO provide a venue for public-private partnerships, leveraging business and government resources to provide innovative mobility options. The TMO creates a forum for communication and collaboration, provides efficiencies in service provision and can work specifically with Downtown stakeholders. These include employers and property managers with the goal of educating, equipping, and exciting commuters, residents and visitors.



### TRAVEL CHOICES AND INFORMATION

When people are experiencing life transitions such as a new job or apartment, they are often open to new habits. There are unique opportunities to build habits of active transportation and auto independence for Downtown residents because many activities are close together with ample mobility options available. The TMO is reaching out to new residents Downtown with care packages that included transportation information, and incentives such as a free hour on Breeze and a Big Blue Bus pass. This program was conceived by the TMO Advisory Board as a first step in communicating travel choices, and could be extended to other Santa Monicans who are making decisions about mobility as they enter new chapters of life.

Welcome to the newly connected  
**Santa Monica**

Expo Light Rail has rolled into town. Breeze Bikes are thriving. Big Blue Bus connects you with more stops and more friends. New bike lanes and walkways let you find your flow. Zipcar provides you options when you want them, and ridesharing services reduce emissions but feel your options. Whether it's for work, play, or every day, it's never been easier to navigate Santa Monica.

2016 will be a year of new choices for mobility in Santa Monica—Expo Light Rail to Downtown Santa Monica, Breeze bike share, direct bus routes with real-time information, car share, expanded shared-ride services, and safer walking and biking. This strategic goal pulls all these options together into a new model for mobility and attractive and convenient choices for people to get where they are going, while helping to reduce vehicle congestion and climate change.

**GoSaMo**  
Simply APP it, MAP it, and TAP it!

**Choose Your Apps**  
Like the innovative tech startups that dot our shores, stay connected in more ways than one with smartphone apps and websites that help you navigate the City's public transportation options. Your next adventure is just a download away.

**Map Your Route**  
Make new discoveries and connections with these car-free routes and caffeine spots, all local favorites picked by residents, workers, and visitors. And don't forget to share your favorite things to do and see on Facebook, Twitter, and Instagram by tagging #GoSaMo!

**Get Your TAP Card**  
It's your key to unlocking new opportunities. Travel seamlessly throughout Santa Monica and the Greater Los Angeles area by tapping your card as you move from Metro's Expo Line, Big Blue Bus, Breeze Bike Share, and more.

**Want More? Reach Out**  
Enter your email address    
Select Language: ▼  
City of Santa Monica  
1050 Main Street, Santa Monica, CA 90402



### 3 >> ACCESS AND MOBILITY

#### A Continued History of Investments

Downtown is poised to become one of the most diverse transportation environments in Los Angeles County as it provides travel options that are more efficient, convenient, reliable, flexible, social and relaxing. This is not just a sustainable ideal, but an economic strength and advantage for Downtown Santa Monica. Attention must be paid to actively coordinating this shift so it serves the area and its people in the best way possible. Investments in transportation will need to continue as demand increases. There will be a need for innovation in services to move people effectively, and management techniques to orchestrate the growing diversity of travel options and information sources. Management will become increasingly crucial to create an environment in which the easiest choice is also the most sustainable and healthy.

Streets and infrastructure will also evolve as new circulation patterns caused by the Expo Light Rail continue to mature. Streets will need to adapt to more people walking, and the demands of new transportation services and communications. New connections will be needed like the “Olympic Crossover,” a redesign of the freeway entrances and exits at 4th and 5th Streets. The Gateway Master Plan will provide a broader analysis of freeway capping and bridging opportunities and will look for new connections across the freeway that has historically divided the area and created bottlenecks.



*The Expo Line allows employees, residents, and visitors to enjoy Downtown Santa Monica without a vehicle.*

The potential of people to rely less on their own cars and be more opportunistic about making trips will change the transportation landscape as well. It is likely that the resident, employee or visitor of tomorrow will use a combination of driving — be it their own car, a shared car or driven by someone else — with bicycling, walking and transit to travel in Downtown Santa Monica.

Local users — residents, businesses, and employees — and many types of visitors will rely on an effective and resilient Downtown circulation system that provides for these multiple users who arrive and get around in many different ways.

### 3.3 THE WAY FORWARD

Santa Monica's Downtown deserves an extraordinary transportation system serving the people who live, work and visit the neighborhood. The transportation system should make Downtown more livable, sustainable, prosperous and attractive. It should offer exceptional travel choices that meet diverse needs. The transportation approach adopted in the 2010 LUCE recognizes that Santa Monica's overall public health, economic diversity and environmental stability is interrelated with City investments in streets, sidewalks, public transit, bicycle infrastructure and other mobility improvements.

With more options than ever before, the Downtown of the future will offer a safe and reliable transportation network. It will be easier for travelers to avoid peak period congestion by riding a Breeze bike in a protected bikeway, walking along a wide sidewalk with parklets and public art to provide interest or riding a bus zipping along in a bus-only lane. Shared rides will help with traveling along with friends and family or when parking is a peak price or inconvenient. And when driving, signage will help navigate quickly to a parking space so you can quickly begin to enjoy what you came to do Downtown.

This Plan reaches beyond single-issue safety and mode-based improvements to envision that all mobility options are well-integrated into one

system and evaluated on the basis of how this system works for people — not just a single vehicle or bus or bicycle. The Plan proposes that mobility, urban design, arts and land uses are implemented as an ensemble to result in an optimally effective network. For example, this Chapter lays the foundation for the Open Space and Pathways improvements described in Chapter 2, defining the circulation approach that underlies these efforts to create great places for people and cultural experiences. The Plan also looks to measure performance through multimodal metrics including:

- Congestion Reduction: Achieve a 65% non-SOV mode share among employees, and target a 50% mode share for visitors.
- Safety and Health: Achieve zero roadway fatalities and serious injuries of people walking, biking and driving in Downtown.
- Person Capacity: Increase the proportion of people walking, biking, using public transit Downtown.
- Sustainability: Reduce per-capita Vehicles Miles Traveled (VMT) below 2008 levels and achieve net zero Greenhouse Gas Emissions (GHG) emissions by 2050.

Each of these measures requires a coordination of action and intent. The following sections describe the approach to transportation planning in Downtown that would support achieving the desired measures:

- A. Transportation is a key part of realizing Community Values.
- B. Prioritize Pedestrians.
- C. Reduce the frustration of vehicle congestion by increasing reliability and shortening driving distances.
- D. Increase the carrying-capacity of public streets for all users.
- E. Create a Downtown that enjoys the richest diversity of transportation options.
- F. Lead innovation and strategically incorporate meaningful new technologies.
- G. Complete, high-quality, and safe streets for all modes.
- H. Carefully manage parking as part of the transportation system.



Green bike lane on Main Street.

### 3.3A TRANSPORTATION IS A KEY PART OF REALIZING COMMUNITY VALUES

How we design our streets says a lot about who we are as a community. They are our front door, and one of our primary shared community resources. Some may look at a street and see nothing more than asphalt; however, a more thorough reading reveals the community values at the core of Santa Monica:

- **Sustainability:** Transportation accounts for 64% of Santa Monica’s greenhouse gas emissions due to decades of investment in vehicle lanes and parking spaces. In recent years, Santa Monica started redesigning streets to include green bike lanes, improved sidewalks and additional trees. Improving the experience for shared, sustainable trips is part of the plan to reduce emissions and stem climate change along with investments in transit service.
- **Wellbeing:** Santa Monica’s Wellbeing project highlights how human wellbeing is impacted by our physical, social and cognitive environment. Today only half of Santa Monicans get enough physical activity. Walking or biking as part of one’s commute is the easiest way to add more activity to your routine. Human-scale streets can be both your commute and your gym.
- **Safety:** Santa Monica loses community members every year in roadway crashes, with seniors and children disproportionately represented in collisions. The days of accepting deaths and injuries as an inevitable part of traveling on our roads are over, as evidenced by the City Council’s commitment to Vision Zero. Road design improves safety by reducing dangerous behaviors, and by increasing awareness.
- **Inclusivity and Diversity:** Providing limited options leaves our most vulnerable neighbors behind. The costs of owning, maintaining, insuring, parking and filling up a car eat up money that could be used on rent, education and food. Transportation services and walkable places that connect people and jobs, school, friends, and family create the foundation for opportunity and diversity.
- **Innovation:** Technology is rapidly changing our world. Transportation innovation can have big impacts on our climate, equity and safety for the better or for the worse. Strategic selection of technology, careful monitoring and conscious alignment can lead to implementation that serves people and the planet.





*Pedestrians friendly Montana Avenue.*

### 3.3B PRIORITIZE PEDESTRIANS

Pedestrians come first in Downtown. Walking is the defining activity in Downtown and people walking outnumber vehicles. Pedestrians outnumber vehicles at many intersections. Families come from all over our city and the region to enjoy walking as a no-cost social activity in Downtown's friendly environment.

A safe pedestrian realm for people of all abilities and ages is fundamental to a successful transportation system because every trip starts and ends on foot.

Downtown should have great streets and sidewalks that feel safe and comfortable, provide enough width to meet growing demand and allow people to walk side-by-side. They also should provide such an interesting environment that distance goes unnoticed and people end up walking further than expected. They can be beautiful and inviting places to be, with landscaping, vibrant street art and whimsical features that invite you to enjoy the trip.

The Plan takes a systematic approach to defining and creating the pedestrian experience. Chapter 2 discusses the preferred width and character of every sidewalk in Downtown to create a pedestrian-friendly network and improve mobility. Sidewalk improvements will be realized by a combination of public investment in streetscape projects and requirements for private development.

#### Bridges

Although so close to the ocean, Downtown is separated from the beach to the west by the dramatic elevation of the Palisades bluffs and the Pacific Coast Highway (PCH) immediately below. To the south, the I-10/PCH cuts Downtown off from the Civic Center and Main Street Commercial District. The limited connections at Lincoln Boulevard, 4th Street and Main Street have very narrow sidewalks and low lighting. Bridge improvements should be a priority starting with lighting, widening and art on existing bridges such as 4th Street, Main Street and Lincoln Boulevard. In the long-term, look at freeway capping and additional bridges over I-10/PCH to create meaningful and valuable connections between Downtown, and the Civic Center.

#### Lighting

Existing lighting Downtown is predominantly safety lighting for automobiles or private property illumination. Consistent pedestrian-oriented sidewalk lighting would vastly improve the experience for pedestrians, whether walking for pleasure, to their vehicle, to transit, or to another destination. Projects to increase pedestrian lighting Downtown should be implemented to increase feelings of comfort while walking and reduce the need for people to depend upon vehicles for evening travel.



Cars driving south on Ocean Avenue.

### 3.3C REDUCE THE FRUSTRATION OF VEHICLE CONGESTION BY INCREASING RELIABILITY AND SHORTENING DRIVING DISTANCES

Private vehicles, including cars, taxis and trucks, are vital components of Downtown’s transportation system. As a major destination, the management of private vehicles prioritizes getting to Downtown rather than traversing the district to reach outside destinations. Proactive management of vehicles helps to avoid gridlock, and supports access and commercial loading needs. The Plan approaches traffic flow by considering the overall need for people to get where they are going in a predictable way. The goal is to direct drivers along the most efficient and reliable path to their destinations.

Santa Monica’s commitment to No Net New Peak Hour Trips is a guiding principle behind the management of limited roadway space by encouraging transit, ridesharing, walking and biking. This approach releases roadway capacity so that vehicles on the road move more efficiently. The Plan leverages Downtown’s streets with new services and infrastructure to support the 10% shift away from single-occupancy vehicles to other modes identified in the LUCE. This shift is integral to preserving vehicle.

Plan strategies for improved vehicle movement, based on the LUCE, include a proposed realignment of the 4th Street exit from the I-10 freeway, wayfinding and real-time information technology, event and peak period traffic management, and signal timing. Taken together, the strategies will serve to distribute cars efficiently to shared Downtown parking facilities, including new public parking resources at peripheral locations such as Lincoln Boulevard.

#### Active Management of Vehicle Travel

Santa Monica’s Advanced Traffic Management System (ATMS) enables staff to remotely monitor roadway conditions and make continual adjustments to traffic signal and metering systems to optimize vehicle flow. ATMS has had an immediate effect on traffic flow and will continue to be an important tool for monitoring, adjusting and improving efficiency, reliability and safety.

The City’s ATM system will be used to actively manage vehicle flow, such as redirecting vehicles around congested intersections and moving transit vehicles through digital communications and dynamic signage. It can also support efficient transit operations and emergency service.

### **Balanced Event, Holiday, and Peak Period Traffic Management**

Downtown's popularity on peak summer days, holidays and for special events requires careful management to keep streets flowing for all users while preserving the wonderful walkability and human scale of Downtown. A comprehensive set of transportation management and wayfinding tools can help people access and exit parking. Downtown streets serve a wide range of users and trip types and Downtown benefits from its diversity of activities from early morning to evening. Tools to manage peak periods should leverage Downtown's mobility options and reinforce Downtown's appeal as a place made for people. A predictive program should be developed that considers holidays, seasons, events and weather conditions to determine the level of peak period management to deploy.

The City has implemented a periodic "Go With the Flow" traffic management system since summer 2014. This program was designed to move vehicles more quickly through the network and could be enhanced through coordination with transit and multi-modal alternatives, coupled with high-impact traveler information distribution. A data-driven evaluation of the program should be undertaken to inform ongoing changes. The extended program should also actively consider impacts on pedestrian quality and comfort.

### **Wayfinding**

Wayfinding helps people navigate, reducing confusion and the length of time that drivers must cruise to find parking. Direct routing reduces demand at intersections and improves the driving experience. Downtown drivers will utilize static and dynamic signs to get real-time parking availability and routing, and dynamic message signs at Downtown's perimeter provide information on unusual street or event conditions. The next advancement is complex technology-based communication strategies on smart phones that provide real-time information. Over time, as vehicle-to-infrastructure and vehicle-to-human communication increases, these messages can be transmitted to vehicles directly for earlier decision making. An integrated system should provide guidance to all motorists, transit riders, cyclists, and pedestrians.

### **Gateway Master Plan**

Among the few opportunities to expand the street network in Downtown is freeway capping and bridging along Downtown's southern border. Larger sites near the freeway can accommodate new connections and enable construction of bridges that would otherwise be difficult or impossible to construct. This Plan supports the creation of a Gateway Master Plan to identify opportunities and strategies to improve circulation reconnect destinations, add open space and significantly move parking to Downtown's periphery (see call out page 154).

### **Maintenance and Timing**

Curb space is one of the Downtown's most sought-after transportation resources. Competition is high among new transportation services, bus stops, short-term parking, commercial delivery, valet, bike parking and much more. Actively managing the public right-of-way means allocation of curb usage that is dynamic and updates consistently. Management should strategically encourage and attract desired services and uses, and discourage conflicts that add congestion and frustration. Enforcement will be needed to minimize abuse, especially during periods of change.

Downtown's popularity takes a toll on infrastructure. Regular maintenance is needed to keep streets, sidewalks and public spaces in a state of good repair. Partnership with Downtown Santa Monica Inc. continues to bring valuable focused attention and resources to ensure Downtown's appeal and economic strength.

The City will continue to manage the way deliveries are made, the way resource recovery operations are conducted and the timing of construction projects. The City and its partners must anticipate and prepare for new concepts for use of the Downtown right-of-way, like parklets.



## ONE-WAY STREETS

Extensive work was done during development of the Downtown Community Plan on circulation alternatives that could improve the consistency and reliability of vehicle flow in the Downtown. Starting in 2012 a team of staff and industry professionals from Transportation, Parking Traffic Engineering, Economic Development and Transit began meeting to identify options. The team identified a number of alternative roadway treatments, connections and pathways, intersection operations, parking structure operations and one-way streets options. One-way streets were included in the toolbox of treatments, resulting in studies of four primary configurations that included:

- A couplet of northbound 2nd Street and southbound 4th Street
- A couplet of northbound 5th Street and southbound 4th Street
- A network of streets including: northbound 2nd and 5th Streets and southbound 4th and 6th Streets, westbound Colorado and Santa Monica and eastbound Broadway and Arizona.

Each was studied using Santa Monica’s detailed Travel Demand forecast model. A sample of 18 intersections were studied for the first couplet option, finding that it did

not significantly improve the intersection Level of Service (LOS) nor increase the person capacity of the intersections. Seven intersections functioned at LOS E or F with or without the one-way street conversion.

The lack of improved performance generated additional investigation into alternatives that might address the issue. A second couplet was studied for 4th and 5th Streets, using a total of 44 study intersections and this analysis was included in the DCP Draft Program EIR. This analysis showed similar results for existing conditions, and future conditions with approximately 13 to 16 intersections operating at LOS D, E or F regardless of the one-way street conversion.

After the initial release of the draft Downtown Specific Plan, public input led to the analysis of network of one-way streets Downtown. This alternative included the following one-ways: Arizona Avenue eastbound, Santa Monica Boulevard westbound, Broadway eastbound, 2nd Street northbound, 4th Street southbound, 5th Street northbound. Counter flow transit lanes were included on Santa Monica, Broadway and 4th Street to allow buses to continue to efficiently route and reach the stops.

Similar to the prior analyses, this network expansion of one-way streets resulted in a similar number of impacts with or without the one-way network — although the location of impacts would differ and be more severe in some gateway intersections. This

Illustration 3.10 Analyzed One-Way Couplet



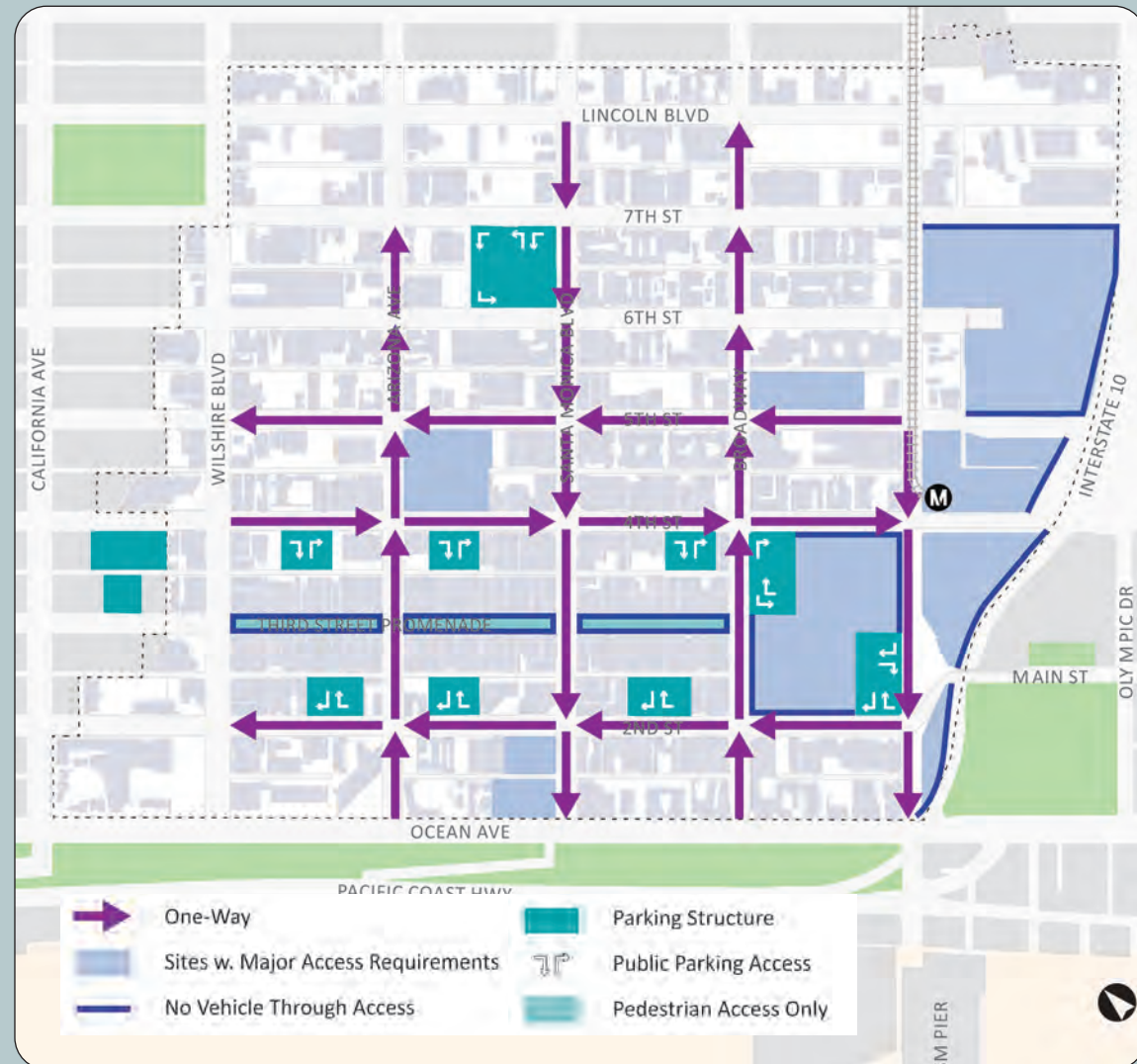
analysis again studied at least 44 intersections and is included in the DCP Draft Program EIR. It showed increased turning movements at the termini of the one-way street segments, such as 4th and Broadway, 5th and Wilshire, 4th and Wilshire, Broadway and Lincoln, and Lincoln and Santa Monica. These intersection operations degraded under pressure.

One-way streets also do not provide the most direct routes to destinations, increasing the average driving distance between origin and destination. This increases the number of intersections that each trip uses, and the duration of trips. Even with the same number of trips using the system, estimated daily Vehicle Miles Traveled would increase due to increased round-the-block travel to access destinations along the one-way corridors.

Furthermore, the expanded one-way street operation would result in greater motorist confusion as drivers try to navigate to their destination(s). This could be particularly problematic for Downtown, which has many for out-of-town visitors who are not familiar with the transportation network. Drivers are more likely to be distracted as a result of one-way streets and there may be a greater potential for conflicts with other vehicles and pedestrians. Converting the existing two-way streets to one-way would require effective wayfinding and a high level of driver alertness to detect and understand signage.

Of particular concern is the effect on the perception of character and safety. One-way streets can result in increased automobile speeds that could create potential safety concerns and an uninviting environment for pedestrians and bicyclists. Pedestrians also prefer crossing two-way streets since drivers tend to travel more slowly on them and vehicular conditions and movements are more predictable with less driver distraction. One-way street networks can also cause confusion for transit riders. On two-way streets, transit riders can easily locate the transit stop for a return trip — in almost all cases, the bus stop is located across the street. On one-way networks, however, the stop for the return trip is usually on another street, which may confuse visitors and cause them to get lost.

Illustration 3.11 Studied One-Way Streets Network, including Contraflow Bike and Bus Lanes





Streets should be designed to support multimodal travel.

### 3.3D INCREASE THE CARRYING CAPACITY OF PUBLIC STREETS FOR ALL USERS

Downtown has limited roadway space. It is an established district with a fixed street grid, so Santa Monica must focus on using the existing streets and sidewalks wisely. This means prioritizing the movement of people with the smallest footprint possible to enable all vehicles to more effectively. This means filling empty vehicle seats through ride-sharing, facilitating the movement of buses and shuttles carrying 10 to 100 people each, and making room for people traveling without vehicles.

For decades engineers have evaluated roadways in terms of “vehicle capacity” regardless of the number of persons per vehicle. Instead the Plan outlines an evaluation of “person capacity” which considers how many people are moving along a roadway. A person-capacity approach designs and operates roadways to serve the most people in the most efficient modes. It also uses demand management strategies like incentives and pricing, as well as outreach and encouragement to shift the timing or mode of some trips. This reduces surges and the frustration everyone feels from congestion. In addition to promoting resource management, person capacity supports values of sustainability and safety.

Physical and demand management opportunities to improve person capacity should be considered throughout the life of the Plan. For example, many Downtown streets currently have a center turn lane

and street parking. The central turn lane and/or street parking could be converted into a dedicated bus lane or wider sidewalk. These alternatives would increase person carrying capacity within the same right of way.

#### Bus & Rail System

With the arrival of the Expo Light Rail thousands of additional weekday and weekend pedestrians arrive without a personal vehicle looking for quality sidewalks and well-lit pathways to the station, and for connections to bus, bike or shared ride services to get to their destination. Providing space for these people walking and transferring will support people making the choice to arrive on Expo Light Rail and bus.

Buses operated by BBB and Metro are highly utilized in Downtown Santa Monica, carrying tens of thousands of people to and from Downtown daily. The existing Transit Mall supports on-time bus service by reducing buses sitting in traffic congestion during peak periods. But on Downtown’s busiest bus corridor, Fourth Street, buses are routinely competing with private vehicles. Continued investment in dedicated facilities and well-located stops and layover zones will increase reliability and ridership, decrease travel times and ensure rider safety and comfort on all legs of the journey.



## SANTA MONICA'S TDM ORDINANCE



With the adoption of the City's Transportation Demand Management Ordinance, employers with 30 or more employees are tasked with striving for an average vehicle ridership (AVR) of 2.2, while developers are required to provide additional TDM program strategies and the achievement of a 2.2 AVR for non-residential projects. This means for every five employees arriving to a worksite alone by car, an additional six employees must arrive at the worksite without a vehicle. The recently formed GoSaMo TMO, in collaboration with the City, will continue to assist in the formation of carpools and vanpools, promotion of transit services, shifting trips to bicycling and walking, making telecommuting and alternative work schedules viable to appropriate businesses and providing information about local housing opportunities to employees.

### Transportation Demand Management

Transportation Demand Management (TDM) seeks to maximize travel options through incentives programs and services aimed at reducing single-occupancy car trips. TDM communications and outreach can inspire people to use multiple ways to get around, investments in services and infrastructure. The Plan strengthens the role and availability of TDM programs hand-in-hand with installing better networks and facilities for non-motorized modes so the system is well-used and works as a whole. Sustained TDM efforts will allow more people per vehicle to access downtown, thus increasing the person capacity of the network.

GoSaMo created an easy to identify and understand mobility communications tool. Continued expansion of the GoSaMo toolkit and expanded TDM programs can reach more businesses and a broader spectrum of trip types beyond the journey to work. These include recreational, social, school, medical, shopping and other trips. With a high volume of regional visitors, Downtown would benefit from visitor-oriented TDM done in concert with regional partners to reduce peak seasonal congestion without reducing access. The TDM program is intended to be ongoing, building over time, with the TMO incorporating new ideas, technologies and innovations as they become available.

### Bicycles

Downtown bicycle usage has been on the rise as bike lanes have grown. Citywide bike lanes extend into Downtown from every direction, and the Downtown bike network works well in some locations but also has gaps that should be closed. Residents consistently ask for a greater sense of security when riding, which indicates a need for more physically protected facilities. Identifying safe places for bicycles on all Downtown streets will help to ensure cyclists are not tempted to ride on sidewalks. Additional bike capacity may be found by allowing bicyclists to ride in transit-only lanes.

Breeze Bike Share's concentration of stations Downtown and ability to lock up anywhere makes the system perfect for short, convenient trips. Breeze should continue to expand Downtown with bikes on public and private properties and increased use of employee bulk purchase discounts. Continued marketing of Breeze to visitors through DTSM Inc, and Santa Monica Travel and Tourism can increase awareness for travelers who chose to be car-lite.

People on bikes also need secure parking. Additional bike parking should be located so as not to conflict with pedestrian flow, looking to higher capacity bike corrals in the street and to private properties to provide off-street bike racks and secure bike rooms accessible to the public. City provided valet service for the Downtown Farmers' Market and special events have been popular. These facilities and bike valet should be expanded through a private and public investments as demand grows.



Expo Line light rail at Downtown Santa Monica Station

### 3.3E CREATE A DOWNTOWN THAT ENJOYS THE RICHEST DIVERSITY OF TRANSPORTATION OPTIONS

Downtown currently enjoys the most diverse array of transportation options available in Santa Monica and arguably the entire Westside. What other locations allow you to arrive on regional light rail and transfer to a pedicab or a free electric on-demand mini-shuttle? New services are exploding through private sector and technology innovation, creating an even richer transportation environment. The Plan recommends continuing to expand transportation options for people of all needs, abilities and incomes. Downtown is uniquely positioned to test new strategies, facilitate integration of modes, and catalyze innovation to improve the experience of mobility. The City of L.A. recently proposed an Urban Mobility Strategy that looks at “transportation happiness” which would measure the convenience, quality and customer experience of mobility. A reframing of mobility efforts around the consumer, expanded choice and creating a high-quality and seamless service can help guide efforts to create Downtown’s new model of mobility. Downtown is uniquely positioned with a dynamic transportation environment and technology cluster to refine and adapt mobility to better serve customer needs.

#### Prioritizing the Customer Experience

The meteoric rise of on-demand car services revealed a latent demand for convenient alternatives to driving alone that offer flexibility, real-time communication, and integrated payment. Public services have been moving in that direction with real-time arrival information and TAP cards, but slowly. Continued efforts to integrate payment, communicate regularly and accurately with customers, and tailor service can increase use of options. The Plan encourages ongoing public efforts to improve integrated real-time information, cashless fare payment and convenient services for the benefit of travelers. Tools should help people understand trade-offs of time, cost and emissions/efficiency. Downtown can also develop goods delivery or travel concierge help services to support multi-modal travel. The TMO can play a role in mobility outreach and training.

### Communications

Communication is essential to convey safety and service information, including choices that address varying user needs and languages. Downtown should continue to update physical signage and wayfinding that uses recognizable images and symbols, along with the increase in virtual communications. Signs can include real time service displays and integrated providers like Transit Screen that show multiple options available nearby. With an increasing dependence on smart phones, travelers who run out of power will be like cars out of gas, and efforts should be made to provide opportunities for recharging to help people get on their way again.

### Continue Expanding Travel Options

Many in the community have expressed support for creating a circulator that provides a transit option to get quickly from one end of Downtown to the other, and particularly to the Expo Station. A circulator would be helpful for new people and those unable to walk long distances. It could have its own unique look for easy identification, such as a small bus or tram, or build upon existing services like the Free Ride.

Metro has discussed a “Subway to the Sea” for decades, although current projections show it advancing only to the Veteran’s Administration property in spite of studies that show significant ridership. Downtown area residents would benefit from the ability to connect to destinations along Wilshire Boulevard. While Expo and a Subway to the Sea appear close in Santa Monica, they diverge quickly in West L.A. to serve very distinct and physically separate areas. The Plan encourages continued advocacy for the subway to extend all the way to the sea, as well as exploration of regional connections in the bay such as a water-based ferry.

### Car Services

Taxis and car services (Uber, Lyft, Hop/Skip/Drive, GoGoGrandparent) serve various transportation needs and provide people with choices. Santa Monica should continue to work with regional agencies and State-regulated providers to identify functional improvements, such as creating more predictable pick-up and drop-off locations, as well as identifying partnerships for data sharing and subsidy for services that meet unmet transportation needs.



Visualization of a realtime parking availability signs.





Bicycle counter south of the Main Street Bridge.

### 3.3F. LEAD INNOVATION AND STRATEGICALLY INCORPORATE MEANINGFUL NEW TECHNOLOGIES

The list of new technologies impacting transportation expands every day. Changes in communications and technology are changing the architecture of our transportation network, even if the roadways still look the same. Being able to anticipate the changes of tomorrow, while still meeting the mobility needs of today requires a focused goal to innovate. The DCP outlines approaches to evaluate new mobility technologies and actions to test, evaluate, and strategically incorporate them.

And the need for change is imminent. Congestion is draining people’s valuable time, health, income and wellbeing and transportation contributes 65 percent of Santa Monica’s greenhouse gas emissions. Downtown can lead Santa Monica’s sustainable, safe, and healthy mobility future by strategically engaging with new technology – structuring incentives, projects and regulations to encourage technologies that contribute to community goals, and discouraging those that don’t. Downtown’s residents, businesses and visitors can be the biggest beneficiaries from the economic, environmental and wellbeing outcomes.

#### Using Data to Inform Change

Data is becoming increasingly available to understand how people move and, in turn, help them do so efficiently. Transit and Bike Share systems across the country are already making

their data publicly available so developers can use it to create the next “must-have” app. Cellular phones and vehicle navigation systems are creating private data about travel speed, trip origins, destination, and flow that are available for purchase. The Plan encourages integrating these sources so they can be effectively used, and transportation planners need to continue working on systems that can standardize new data across agencies and service providers. Data can be a powerful tool once it is analyzed, and once structures exist to effectively apply the information to old areas of business.

#### Private and Public Sector Collaboration

The private sector is effecting the world of transportation in new and more far-reaching ways. They are creating new tools and services automating existing functions and collecting more information about how we travel. Government and private sectors working together can create a framework that merges commercial innovation with civic goals such as effective options for the working poor, reduced vehicle miles traveled and roadway safety. Collaboration will also help government establish appropriate rules and practices. The Plan recommends regular communication and flexible working groups to engage and collaborate. Similar collaboration across government agencies can increase the effectiveness of public sector advocacy as well as consistency across boundaries, which aids the work of each agency.

**Influencing Outcomes**

New transportation options want to use the public right-of-way, which is regulated for public safety and in the public interest. In Downtown, strategies to manage lanes and curb space in the public right-of-way can be deployed as tools to serve public goals and work toward desired outcomes of affordability, diversity, sustainability and access.

The area of the street adjacent to the curb is an access zone. Space in the access zone is limited and valuable – it supports sidewalk function, and is required for buses, drop-off, valet, shared cars and bikes and loading. Access zones should ensure that green, low-impact and higher-capacity transportation modes have preferential treatment such as bus and public shuttle, consolidated valet, car and bike share, public bike parking, and shared rides. They should also protect pedestrians or provide complete street features using elements such as vehicle parking, bike parking corrals, bike share stations, and parklets.

**Vehicle Automation, Electrification and Sharing**

Nowhere is the need for government and private sector collaboration felt more strongly than in the development of autonomous vehicles. The private sector is jockeying through the partnerships necessary to bring this technology to market. How cities deploy and manage these changes will make the difference between whether it results in improved mobility or simply increased congestion. The possible advantages are in increased mobility for people living with

disability, reduced injury from roadway crashes, increased roadway efficiency from smaller vehicles and closer spacing, and reduced vehicle ownership. Possible disadvantages are increased commute distances, congestion, vehicle miles traveled and associated greenhouse gas emissions. Automation could also undermine the transit networks that move people most efficiently.

Vehicles are regulated by a complex landscape of federal, state and local government. The Plan recommends creating a transportation planning team to carefully follow this regulatory landscape, to identify strategic actions that can support local goals (including incentives and/or regulations), while also recognizing the need for vehicle standards and rules that are consistent state and nationwide. The focus should be on strategies to and opportunities to create an electrified, shared and transit-supportive implementation that increases access for people of all abilities and incomes.

Rapid advances are also being made in electric, fuel cell and hybrid powertrain technology. Regulations and climate change require communities to proactively provide the infrastructure to enable electric vehicle (EV) adoption. Under new environmental legislation 15% of all new vehicles sold by manufacturers must be zero- or near-zero emissions by 2025. This would bring a significant increase of electric vehicles within less than 10 years. Downtown is an appropriate location to build out the EV-charging network.

**Smart and Connected Community**

Technologies such as wireless sensors, digital government portals, crowd sourcing and mobile phone apps create efficiencies across all sectors of administration. As technologies and data systems advance, Santa Monica city services will be increasingly connected by smart technologies, leading to new opportunities for innovation, improved services and enhanced quality of life. Santa Monica can harness these technologies to benefit Downtown's future. The Plan outlines initial steps and recommends ongoing work in local and regional partnerships to stay abreast of this changing landscape.

A smart and connected city can use data to understand where, how and why conditions or events occur and develop more effective street design solutions targeted to eliminate them. Data will be an essential way that we collectively manage and continually improve Downtown. Finally, Downtown streets are conduits for digital communications, fiber and connectivity tools providing an accessible grid for city residents and businesses that reduce the digital divide.



Autonomous vehicles on busy downtown streets

### SMART AND CONNECTED SANTA MONICA

The confluence of rapid advances in communications, technology and data availability are redefining mobility. New transportation innovations include autonomous vehicles, vehicle to vehicle and vehicle to infrastructure communications, business deliveries by drone, on-demand ridesharing, and microtransit. Communication innovations make it possible to plan travel on the spot.

The Downtown Community Plan is an opportunity to ensure Santa Monica stakeholders prepare for and adapt to these changes in a way that is equitable, integrated, and supportive of community values.

Many of these anticipated mobility changes will rely on access to wireless communication and smart phones. The City’s free Wi-Fi service, Wi-FiSM offers several free hot zones Downtown, including the Third Street Promenade, Ken Edwards Square, and the Library. Anyone with a smart phone can use free Wi-Fi to research, work, update social networking accounts, and enjoy the Santa Monica atmosphere and cultural vibe. The City’s broadband, and security-filtering appliances, in open spaces and public buildings, provides broad access to portable

devices without incurring the prohibitive expense of costly cellular data plans. This in turn provides access to travel and traveler information.

The City must plan to provide opportunities for people to get information publically at all hours with and without smart phones. Downtown Santa Monica should still provide mobility information to guide people whose phones run out of power, who don’t have them, or who speak different languages. For example, Link NYC provides fast, free wifi, in parallel with access to city services and maps that provide graphic, easy to understand information. Link NYC also provides device charging at kiosks on the sidewalk.

This plan starts to rethink our use the right of way - both above and below the ground – to balance the needs of people travelling, enjoying the street itself, and the data infrastructure and access points. As we continue to rely more heavily on technology, we can work to ensure our streets are packed with assets that allow smart mobility, while continuing to ensure diverse people, goods, and information can flow freely along and across Downtown streets.

	<b>Metro Bus</b> 2 min. walk	● Southbound 3 min. ● Eastbound 7 min. ● Westbound 6 min.
	<b>Metro Expo Station</b> 5 min. walk	● Station Southbound 17 min. ● Station Northbound 9 min.
	<b>Big Blue Bus</b> 2 min. walk	● Station Southbound 19 min. ● Station Northbound 3 min.
	<b>Santa Monica Bike Share</b> 6 min. walk	<b>3 bikes available</b>
	<b>Zipcar</b>	● Southbound 3 min. walk ● Northbound 6 min. walk
	<b>Lyft</b>	2 min away 7 min away

Information availability makes mobility choices easier than ever before





### INTERSECTION ‘SCRAMBLES’

“All way” crossings that stops all vehicular traffic and allows pedestrians to cross in every direction, including diagonally, at the same time is called a pedestrian scramble. Pedestrian scrambles move many pedestrians at once across heavily-used intersections by simplifying operations, decreasing vehicle turning delays and increasing safety for all by completely separating vehicles and pedestrians. Pedestrian scrambles at intersections of 2nd and 4th Streets between Wilshire Boulevard and Colorado Avenue, and the intersections of Ocean/Colorado Avenues, and 3rd Street/Wilshire Boulevard were installed in Summer 2016.

### 3.3G. COMPLETE, HIGH-QUALITY AND SAFE STREETS FOR ALL MODES

The Complete Streets movement, which seeks to reverse decades of street design that catered predominantly to the needs of motorists at the expense of others, has begun to gain momentum in the United States. This new approach to street design ensures that transportation planners and engineers consistently design and operate roads for all users including bicyclists, transit riders, pedestrians of all ages and abilities and drivers. This results in streets that are safer, more livable and welcoming to everyone.

Santa Monica is committed to Complete Streets, yet some streets are still uncomfortable for vulnerable users and each year people are involved in fatal crashes. The Plan seeks to design streets and intersections and manage vehicle speeds so that they are appealing to people regardless of their mode of travel and to support efforts to achieve Vision Zero – the community strategy of eliminating all traffic fatalities and severe injuries, while increasing safe, healthy, equitable mobility for all. A complete streets approach underlies the Signature Sidewalks strategies in Chapter 2. Additionally, efforts to increase “person capacity” through bike lanes, transit facilities and pedestrian improvements are essential to the Complete Streets approach.

### Manage Vehicle Speed for Safety and Efficiency

Downtown can emphasize safety through vehicle speed management by designing streets to meet target speeds of 20 to 25 miles per hour or less. Lower vehicle speeds result in fewer severe crashes while providing operational benefits for automobiles. Many people believe that lower speeds result in more congestion, but in most instances this is not true. The stop-and-go nature of urban driving, combined with the limits of intersection capacity, results in an optimum urban street capacity at a speed of approximately 20-25 mph. Speed limits in excess of 25 mph should be evaluated to assess the trade-offs between travel time and safety.

### Intersections

Intersections are the most common location for crashes. Designs should provide space for everyone waiting, especially in areas of high peak demand, and increase the visibility of those on foot and bike. Intersections should have generous visible crosswalks and, where appropriate, have bulb-outs and medians to shorten pedestrian crossing times and serve as refuge areas. Reducing vehicle and pedestrian conflicts may also include programming traffic signals with leading pedestrian intervals to give pedestrians a head start to cross the intersection.



Public parking structure #6.

### 3.3H. CAREFULLY MANAGE PARKING AS PART OF THE TRANSPORTATION SYSTEM

The Plan seeks to manage the overall Downtown parking supply by providing the right amount of parking at the right price to serve the needs of people living, working and visiting Downtown. This will be achieved by continuing the emphasis on shared parking, expanding the in-lieu fee district and pricing strategies.

Downtown parking should be actively managed, in terms of availability, price and maintenance. On and off-street parking data can be regularly reviewed and adjustments made to encourage efficient use. Ensuring that parking facilities are maintained, well-lit, attractively designed, clearly designated with signs, and located to reduce traffic congestion can help improve sharing and efficient utilization. As a valuable resource for Downtown, parking should be managed to discourage use as Park and Ride for Expo riders.

#### Expanding Shared Parking Opportunities

Parking construction is not the only way to increase supply. With thousands of existing private parking spaces Downtown, the Plan seeks to unlock these spaces which remain underutilized even during peak periods. Encouraging private parking lots to open to the public at market rates during evenings and weekends by displaying City-issued signs can increase supply without the major public capital investment required to build new parking. Districtwide valet parking can also increase parking supply with benefits to users and businesses alike.

In order to encourage more shared parking, the Plan anticipates continued outreach to private property owners as well as permitting pathways that facilitate opening parking spaces to additional use during underutilized periods. The Plan recommends a detailed evaluation of operational needs to do this work consistently and effectively such as staffing, insurance, communications, or hardware and software. The goal will be to encourage private property owners to provide public parking spaces that are seamlessly incorporated into the City's shared public parking network so they can be dynamically used and managed.

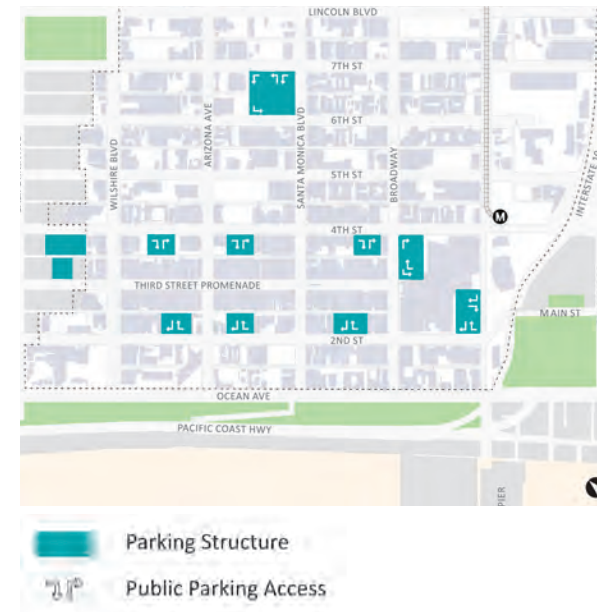
Additional public parking may be negotiated through development agreements to develop public parking on private property that would then function as part of the City’s public parking network. This could involve agreements to finance and privately build parking that operates as part of the overall public network or a model for partnership, like Parking Structure #9. These spaces consider over-concentration that could degrade the pedestrian environment and tax the vehicle network, and the need for spaces as mobility options change.

**Parking Management and Pricing**

The City consistently surveys and monitors occupancy of its parking resources. Ongoing monitoring is important to manage use and maximize the value of this resource. Five Downtown structures have occupancies above 85% at various times throughout the day, with at least one consistently approaching 100% capacity on a regular basis (see Table 3.2 Parking Occupancy Rates, July 2015). This level is above optimal and future efforts will need to consider how to redistribute demand so drivers can park in lots with more availability on the periphery of Downtown. This option will receive priority consideration as part of the Gateway Master Plan.

Pricing adjustment effectively manages the utilization of parking, incentivizing behavior, such as parking close to retail for short periods and parking further away for longer periods by charging lower rates at peripheral locations. City policies allow flexibility for varying parking fees to better distribute usage between central and peripheral parking. The DCP supports regular evaluation of parking pricing. New technology installed in structures can help the City react to situations and continually redirect people parking to more available facilities, using variable pricing as an incentive as needed.

**Illustration 3.12 Parking Structure Locations**





## GATEWAY MASTER PLAN

The DCP process identified the capping of the Santa Monica Freeway adjacent to Downtown as an opportunity for further exploration. A comprehensive planning effort that evaluates the unique access, site configuration and circulation challenges and opportunities to better link the Downtown to the Civic Center through a series of landscaped pathways and road connections is the next step. The study area includes the area between Colorado Avenue and the I-10 freeway from Ocean Avenue to 7th Street. These sites are currently home to the Expo Downtown terminus station at 4th Street and Colorado Avenue, the Wyndham Hotel and Sears building. This planning effort will be an open process, and include participation from the community, land owners and decision-makers as priorities for the area are refined.

Community discussion to date has shown a desire for extra planning efforts achieve improved circulation, and provide amenities such as open space, shared parking and preservation of historic structures.

The Gateway Master Plan will coordinate with the DCP for regulation of land use and zoning. They will also coordinate the ongoing 4th/Colorado Station Site Studies (4CO) project for the technical and feasibility analysis for

**Illustration 3.13 Potential New Connections, Open Space and Pathways**



working with Caltrans and addressing freeway bridging, capping, and off-ramp relocation. The 4CO work will underlie the urban design, land use and policy processes of the Gateway Master Plan.

Opportunities for connections, open space and

pathways to be explored in the Gateway Master Plan include:

- New connections through the transit-oriented 4CO site adjacent to the Expo station
- New signalized intersection(s) to facilitate vehicle circulation in the vicinity of the 4CO and BBB sites
- New connection through the BBB site to link 5th Street to 6th Street
- Additional connections across the freeway between the 4th Street and Main Street bridges, including potential coordination with the 4CO and Sears sites
- Landscaped space for passive and organized recreation

Entering the city from this key location should become an experience that reflects the City's values of community, sustainability and pride of place.

The Colorado Esplanade is an example of advance planning that synthesizes circulation, multi-modal transportation and urban design for placemaking and station access. The Gateway Master Plan should invite similar exceptional design and pride of place to the station area, making circulation legible, efficient and safe for everyone.

## ACCESS AND MOBILITY - GOALS, POLICIES, AND ACTIONS

**Goal AM1: People come first in Downtown. Streets are designed and operated so that people want to walk because it feels enjoyable, social, comfortable and safe.**

**Policy AM1.1** Expand the capacity of walking infrastructure to promote safety, encourage first/last mile connections and create an exceptional walking experience.

- ◇ **Action AM1.1A** Design and manage sidewalks to accommodate multiple pedestrians walking together. Consolidate or remove street furniture and other infrastructure to expand capacity.  
*Lead Agency: PW*  
*Supporting Agencies: PCD, DTSM*  
*Timeframe: Short-Term*
- ◇ **Action AM1.1B** Require frontage line setbacks on private property to expand usable space for people walking.  
*Lead Agency: PCD*  
*Timeframe: Short-Term*
- ◇ **Action AM1.1C** Widen sidewalks to accommodate changing pedestrian demand.  
*Lead Agency: PCD*  
*Supporting Agencies: PW, Caltrans*  
*Timeframe: Long-Term*

- ◇ **Action AM1.1D** Make operational changes at driveways and intersections to accommodate changing pedestrian demand.

*Lead Agency: PCD*  
*Supporting Agency: PW*  
*Timeframe: Short-Term*

- ◇ **Action AM1.1E** Regularly collect and evaluate information about people walking Downtown.

*Lead Agency: PCD*  
*Supporting Agency: DTSM*  
*Timeframe: Short-Term*

**Policy AM1.2** Enhance the comfort and safety of sidewalks and intersections in Downtown for people of all ages and abilities.

- ◇ **Action AM1.2A** Establish street design criteria that provide buffers that protect people from vehicle traffic using tools such as parking, bike lanes, street trees, street furniture, etc.

*Lead Agency: PCD*  
*Supporting Agencies: DTSM, PW*  
*Timeframe: Mid-Term*

- ◇ **Action AM1.2B** Install pedestrian scaled lighting in phases throughout Downtown. Work with property owners to provide complementary sidewalk and alley illumination.

*Lead Agencies: PW, PCD*  
*Supporting Agency: DTSM*  
*Timeframe: Mid-Term*

- ◇ **Action AM1.2C** Modify signals or turn restrictions to facilitate pedestrian access and reduce vehicle conflicts such as:

- Implement leading pedestrian interval signalization
- Extend the crossing time for seniors and people living with disabilities
- Eliminate yielding left turns

*Lead Agency: PCD*  
*Supporting Agency: PW*  
*Timeframe: Mid-Term*

- ◇ **Action AM1.2D** Program signals throughout Downtown to provide the 'walk' indication without having to push the button.

*Lead Agency: PCD*  
*Timeframe: Short-term*

- ◇ **Action AM1.2E** Develop protocols for minimizing temporary disruption of sidewalks and bikeways.

*Lead Agencies: PW, PCD*  
*Supporting Agency: DTSM*  
*Timeframe: Short-Term*

- ◇ **Action AM1.2F** Provide direct and well-marked alternative routes when closures are necessary.

*Lead Agencies: PW, PCD*  
*Supporting Agency: DTSM*  
*Timeframe: Ongoing*

### 3 >> ACCESS AND MOBILITY

**Policy AM1.3** Encourage people to walk throughout Downtown to explore its range of uses and activities that complement the Third Street Promenade.

◇ **Action AM1.3A** Promote walking in Downtown as a recreational and social activity, linked to wellbeing and the district's unique experience, in marketing materials.

*Lead Agency: DTSM*

*Supporting Agencies: PCD, SMTT, CCS*

*Timeframe: Short-Term*

◇ **Action AM1.3B** Create pedestrian wayfinding throughout Downtown that identifies points of interest and major transportation connections.

*Lead Agency: PCD*

*Supporting Agencies: PW, DTSM*

*Timeframe: Short-Term*

◇ **Action AM1.3C** Identify and promote walking paths and programs in Downtown, such as historic walking tours, fitness walks, Safe Routes for Seniors and other activities.

*Lead Agency: DTSM*

*Supporting Agencies: PCD, SMTT, CCS*

*Timeframe: Short-Term*

◇ **Action AM1.3D** Incorporate Downtown into open streets events to encourage walking and biking.

*Lead Agency: CCS/PCD*

*Supporting Agencies: Police, Fire, PW, DTSM*

*Timeframe: Mid-Term*

◇ **Action AM1.3E** Locate and design open spaces and public art to provide visual interest and human scale landmarks to encourage walking.

*Lead Agency: CCS*

*Supporting Agencies: DTSM, PCD, PW*

*Timeframe: Mid-Term*

◇ **Action AM1.3F** Develop an improvement program for the Third Street Promenade that maintains its iconic role in the Downtown.

*Lead Agencies: PW, DTSM*

*Supporting Agencies: PCD, CCS, HED*

*Timeframe: Mid-Term*

◇ **Action AM1.3G** Pilot creative physical installations and activities that surprise and delight people walking, such as parklets.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, PW, Police*

*Timeframe: Mid-Term*

**Policy AM1.4** Complete streets is the guiding principle for all changes on public streets and sidewalks. Complete streets support multiple needs including placemaking, multi-modal mobility, sustainability, emergency access, social gathering and economic strength.

◇ **Action AM1.4A** Develop and maintain great new public places, city streets and sidewalks that convey the identity of the Downtown, consistent with 'Pathways and Public Spaces' chapter.

*Lead Agency: PCD*

*Supporting Agencies: Police, PW, CCS, HED*

*Timeframe: Long-Term*

◇ **Action AM1.4B** Require new construction and public right-of-way maintenance projects to reduce redundant equipment and to design solutions that meet multiple user needs with a priority on roadway users.

*Lead Agency: PW*

*Supporting Agencies: PCD, DTSM*

*Timeframe: Long-Term*

◇ **Action AM1.4C** Invest in amenities, including seating, water fountains, pet watering stations, and landscaping and publicly accessible bathrooms.

*Lead Agency: PW*

*Supporting Agency: DTSM*

*Timeframe: Long-Term*

◇ **Action AM1.4D** Develop a data-driven methodology for evaluating trade-offs specific to downtown street design decisions, including consideration of person-capacity, safety and quality of experience.

*Lead Agency: PCD*

*Supporting Agencies: PW, BBB, HED, Police*

*Timeframe: Mid-Term*

◇ **Action AM1.4E** Coordinate projects so that when a street is resurfaced, improvements called for in City policy documents are incorporated.

*Lead Agency: PW*

*Supporting Agency: PCD*

*Timeframe: Short-Term*





Dance on Ocean Ave.

**Goal AM2: Downtown is renowned for mobility options and low Single Occupancy Vehicle (SOV) travel, particularly during peak periods. Downtown achieves 65% of commute trips and 50% of non-commute trips by modes other than SOV.**

**Policy AM2.1** Reduce employee SOV commute trips to Downtown through the City’s TDM program.

- ◇ **Action AM2.1A** Expand employer TDM education, outreach and program auditing.  
*Lead Agencies: PCD, TMO*  
*Supporting Agencies: DTSM, BBB, Metro, Bike Center, Breeze, SCAQMD*  
*Timeframe: Ongoing*

- ◇ **Action AM2.1B** Expand GoSaMo Transportation Management Organization (TMO) to market and promote trip reduction programs, policies, products, and services, and develop a sustainable long-term operations plan.

*Lead Agency: PCD*  
*Supporting Agencies: OOC, DTSM*  
*Timeframe: Short-Term*

- ◇ **Action AM2.1C** Create partnerships with employers, organizations and service providers to increase transit ridership.

*Lead Agency: PCD*  
*Supporting Agencies: DTSM, BBB, Metro, TMO*  
*Timeframe: Short-Term*

- ◇ **Action AM2.1D** Promote and facilitate the utilization of ride matching platforms to support carpooling and vanpooling.

*Lead Agency: PCD, TMO*  
*Supporting Agencies: DTSM, Metro*  
*Timeframe: Short-Term*

- ◇ **Action AM2.1E** Develop a platform to monitor the performance of employer TDM programs and mode share to identify what works, and identify new opportunities to fill gaps, such as a regional commuter service. Track performance of employee non-SOV travel annually.

*Lead Agency: PCD, TMO*  
*Supporting Agency: DTSM*  
*Timeframe: Mid-Term*

- ◇ **Action AM2.1F** Require all new development to implement 100 percent employee transportation allowance programs.

*Lead Agency: PCD*  
*Supporting Agencies: Metro, BBB, TMO*  
*Timeframe: Short-Term*

**Policy AM2.2** Increase visitors and customers using active, public and sustainable travel modes.

- ◇ **Action AM2.2A** Develop a framework for regularly collecting and evaluating visitor and customer travel mode share data.

*Lead Agency: PCD*  
*Supporting Agencies: DTSM, BBB, Other service providers (e.g., Free Ride, Taxis, Metro, Uber, Lyft)*  
*Timeframe: Mid-Term*

- ◇ **Action AM2.2B** Develop protocol to require events to provide bike valet, coordinate shared ride access, encourage transit use, and promote easy access for pedestrians and bicyclists.

*Lead Agency: PCD*  
*Supporting Agencies: DTSM, HED, CCS*  
*Timeframe: Short-Term*

- ◇ **Action AM2.2C** Encourage the provision of visitor and customer-focused incentives for non-SOV travel with increased incentives for the busiest times in Downtown.

*Lead Agency: PCD, TMO*  
*Supporting Agencies: DTSM, HED*  
*Timeframe: Mid-Term*

### 3 >> ACCESS AND MOBILITY



Downtown Mobility Workshop, 2016

- ◇ **Action AM2.2D** Develop and implement strategies and marketing for regional and long-distance mobility options to visitors. Promote Santa Monica’s public transit accessibility to other Los Angeles attractions, and bike-friendly environment.  
*Lead Agency: PCD*  
*Supporting Agencies: DTSM, SMTT, BBB, Metro*  
*Timeframe: Short-Term*
- ◇ **Action AM2.2E** Integrate active living and well-being into Downtown’s mobility marketing.  
*Lead Agency: PCD*  
*Supporting Agencies: DTSM, Metro, SMTT*  
*Timeframe: Short-Term*

- ◇ **Action AM2.2F** Refine consumer marketing messages targeted at youth and senior travel through the GoSaMo consumer marketing programs.  
*Lead Agency: PCD*  
*Supporting Agency: DTSM*  
*Timeframe: Short-Term*
- ◇ **Action AM2.2G** Facilitate “seamless” journey combinations between travel modes and overlapping options to meet many user needs. Look at virtual and physical integration, open data, services and products.  
*Lead Agency: PCD*  
*Supporting Agencies: Metro, BBB, Service Provers*  
*Timeframe: Mid-Term*
- ◇ **Action AM2.2H** Equip Downtown Santa Monica, Inc. ambassadors to provide robust travel and mobility information.  
*Lead Agency: DTSM*  
*Supporting Agency: PCD*  
*Timeframe: Short-Term*

**Policy AM2.3** Expand TDM programs for resident access and mobility options Downtown.

- ◇ **Action AM2.3A** Require all new development to implement 100 percent resident transportation allowance programs.  
*Lead Agency: PCD*  
*Supporting Agencies: Metro, BBB, TMO*  
*Timeframe: Short-Term*

- ◇ **Action AM2.3B** Develop requirements for the provision of shared mobility facilities in developments such as car share, bike share and ride share.  
*Lead Agency: PCD*  
*Supporting Agency: DTSM*  
*Timeframe: Short-Term*
- ◇ **Action AM2.3C** Require development projects to support multi-modal public infrastructure, implement project TDM measures, pay development impact fees, and provide additional circulation benefits.  
*Lead Agency: PCD*  
*Supporting Agencies: PW, BBB, PW, TMO*  
*Timeframe: Ongoing*

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### Goal AM3: People in vehicles experience improved reliability and predictability while traveling on Downtown streets.

**Policy AM3.1** Move people efficiently and safely in Downtown, prioritizing trips that start and/or end in Downtown over those that use Downtown as a through route.

- ◇ **Action AM3.1A** Maintain updated traffic signal technology including Advanced Traffic Management Systems (ATMS), traffic signals and controllers, and active management practices that support predictable flow.  
*Lead Agency: PCD*  
*Supporting Agency: PW*  
*Timeframe: Short-Term*

- ◇ **Action AM3.1B** Establish Traffic Management Center operations protocol during peak periods and events to better manage traffic, prioritize transit service, and provide incident response.

*Lead Agency: PCD*  
*Supporting Agencies: Police, PW*  
*Timeframe: Mid-Term*

- ◇ **Action AM3.1C** Manage vehicle speeds through design and enforcement.

*Lead Agency: PCD*  
*Supporting Agency: Police*  
*Timeframe: Short-Term*

- ◇ **Action AM3.1D** Capture and share real time information for parking, transit, bike share, car share, and traffic conditions.

*Lead Agency: PCD*  
*Supporting Agencies: PW, DTSM*  
*Timeframe: Mid-Term*

- ◇ **Action AM3.1E** Install signs to encourage use of Lincoln Boulevard as an entry into Downtown to relieve pressure on congestion points.

*Lead Agency: PCD*  
*Supporting Agencies: PW, DTSM, Caltrans*  
*Timeframe: Short-Term*

- ◇ **Action AM3.1F** Evaluate Resource Recovery and Recycling pick up timing in relation to peak traffic hours.

*Lead Agency: PW*  
*Supporting Agency: PCD*  
*Timeframe: Mid-Term*

- ◇ **Action AM3.1G** Review and revise commercial delivery policy.

*Lead Agency: PCD*  
*Supporting Agencies: DTSM, Police*  
*Timeframe: Mid-Term*

- ◇ **Action AM3.1H** Implement Council direction to reinvest a portion of public parking revenues into sustainable mobility options including transit, walking, biking and electric ride-sharing.

*Lead Agency: PCD*  
*Supporting Agencies: DTSM, FIN*  
*Timeframe: Short-Term*

**Policy AM3.2** Increase “person capacity” of the roads to move people more efficiently, especially during special events and peak periods. Seek to maintain public transit performance during peak times.

- ◇ **Action AM3.2A** Develop and deploy special management protocols during special events and peak periods, and collect data to inform operations.

*Lead Agency: PCD*  
*Supporting Agencies: DTSM, PW, Police, BBB*  
*Timeframe: Short-Term*

- ◇ **Action AM3.2B** Maintain bicycle, pedestrian and transit facilities and pursue additional dedicated lanes/facilities during special events and peak periods, and collect data to inform operations.

*Lead Agency: PCD*  
*Supporting Agencies: Police, DTSM, BBB, PW*  
*Timeframe: Short-Term*

- ◇ **Action AM3.2C** Use parking pricing and access tools to manage vehicle behavior for special events and peak periods.

*Lead Agency: PCD*  
*Supporting Agency: Police*  
*Timeframe: Short-Term*

**Policy AM3.3** Reduce gaps in the circulation grid along Downtown’s I-10/PCH edges to improve connections to the Civic Center and Beach.

- ◇ **Action AM3.3A** Create a Gateway Master Plan that examines feasibility of full or partial freeway capping to increase public space and improve mobility, connectivity, and multi-modal transit access through new streets and pathways, including:

- Connections through the publicly-owned site adjacent to the Downtown Expo station
- Signalized crossings on 4th and 5th Streets
- Freeway crossings between Ocean Avenue and Lincoln Boulevard.

*Lead Agency: PCD*  
*Supporting Agencies: PW, CCS, BBB, Caltrans*  
*Timeframe: Short-Term*



### 3 >> ACCESS AND MOBILITY

- ◇ **Action AM3.3B** Pursue realignment of the Fourth Street off ramp with Olympic Drive.

*Lead Agency: PCD*

*Supporting Agencies: PW, Caltrans*

*Timeframe: Short-Term*

- ◇ **Action AM3.3C** Study Lincoln Boulevard I- 10/ PCH interchange improvement options.

*Lead Agency: PCD*

*Supporting Agencies: PW, Caltrans*

*Timeframe: Mid-Term*

- ◇ **Action AM3.3D** Improve pedestrian and bike facilities on the Main Street, Fourth Street and Lincoln Boulevard bridges.

*Lead Agency: PCD*

*Supporting Agencies: PW, Caltrans*

*Timeframe: Short-Term*

- ◇ **Action AM3.3E** Monitor conditions on Olympic Drive and consider peak hour or permanent use of curb lanes for vehicle traffic between 4<sup>th</sup> Street and Ocean Avenue to create additional east and westbound through-lanes.

*Lead Agency: PCD*

*Supporting Agencies: PW, Police*

*Timeframe: Short-Term*

**Policy AM3.4** Reduce vehicle miles traveled for Downtown trips, and direct vehicles destined for Downtown to available parking as efficiently as possible.

- ◇ **Action AM3.4A** Install dynamic parking wayfinding that directs drivers to available spaces efficiently, with signage located at all highway and major boulevard entrances Downtown.

*Lead Agency: PCD*

*Supporting Agencies: PW, DTSM*

*Timeframe: Short-Term*

- ◇ **Action AM3.4B** Provide services for short distance trips to/from and within Downtown such as bike share, shuttle, transit and shared valet.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, BBB*

*Timeframe: Short-Term*

**Policy AM3.5** Maximize the use of existing parking to address parking needs and avoid development of excess parking contributing to vehicle congestion.

- ◇ **Action AM3.5A** Require shared parking be open to all drivers, regardless of whether they are destined for a building, with the same parking prices, restrictions and privileges as building occupants. Pursue mechanisms to address management, zoning ordinance changes, signage, access controls and overall integration of parking on private property with City-owned parking facilities.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, HED*

*Timeframe: Mid-Term*

- ◇ **Action AM3.5B** Develop a handbook for private property representatives about how to create publicly-available parking that addresses revenue control equipment function, pedestrian access, payment options, utilization tracking and differentiation by user, real-time data and signage.

*Lead Agency: PCD*

*Supporting Agencies: HED, DTSM*

*Timeframe: Short-Term*

- ◇ **Action AM3.5C** Identify what management systems are needed to maximize shared parking. Identify options, estimate staff and resources needs, and propose a strategy that can increase the efficient use of existing parking.

*Lead Agency: PCD*

*Supporting Agency: DTSM*

*Timeframe: Short-Term*

- ◇ **Action AM3.5D** Re-evaluate private property parking guidelines after 1,500 new parking spaces have been approved.

*Lead Agency: PCD*

*Timeframe: Ongoing*

**Policy AM3.6** Use pricing, concentration, time restrictions, and location as tools to manage vehicle congestion in Downtown and make Downtown accessible for short-term users.

- ◇ **Action AM3.6A** Establish demand-sensitive variable parking pricing, time limits and marketing.

*Lead Agency: PCD*

*Supporting Agency: DTSM*

*Timeframe: Short-Term*

- ◇ **Action AM3.6B** Encourage use of convenient parking for short-term use through pricing and time restrictions, including installation of meters on 6th and 7th Streets.

*Lead Agency: PCD*

*Timeframe: Short-Term*

- ◇ **Action AM3.6C** Enable the phased development of up to 800 public parking spaces in peripheral locations to address future demand without incentivizing additional vehicle trips Downtown.

*Lead Agency: PCD*

*Supporting Agencies: PW, FIN, HED*

*Timeframe: Short-Term*

- ◇ **Action AM3.6D** Evaluate pricing impacts on vehicle congestion especially during peak periods.

*Lead Agency: PCD*

*Supporting Agency: DTSM*

*Timeframe: Ongoing*

- ◇ **Action AM3.6E** Pursue using the increased revenue generated as parking fees rise to exclusively fund transportation improvements Downtown.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, FIN*

*Timeframe: Ongoing*

- ◇ **Action AM3.6F** Develop coordinated marketing of transportation options and parking pricing for Downtown and the beach in order to facilitate public access.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, CCS*

*Timeframe: Short-Term*

- ◇ **Action AM3.6G** Publicly provided parking shall be built entirely outside of the Bayside Conservation District, including building sites that are partially within the District. Replacement of public parking spaces may be included in the 4th/5th Arizona site before the existing parking is removed.

*Lead Agency: PCD*

*Timeframe: Ongoing*

- ◇ **Action AM3.6H** Pursue the reduction of 600 public parking spaces in the Bayside Conservation District by 2027.

*Lead Agency: PCD*

*Timeframe: Long-Term*

### 3 >> ACCESS AND MOBILITY

**Policy AM3.7** Manage curb space to increase transportation options, prioritize shared and public transit, and strategically allocate this valuable resource.

◇ **Action AM3.7A** Develop a coordinated curbside management strategy that prioritizes sustainable and high capacity mobility modes and addresses:

- Flexibility to respond to unique situations like the Expo station, and priority for sustainable and high capacity mobility modes.
- Curb space for new mobility modes such as bike corrals, ride sharing, EVs, car share and shuttles.
- Taxi stand and rideshare drop-off and pick-up locations near major destinations.

Monitor performance and revise periodically to address changing demand.

*Lead Agency: PCD*

*Supporting Agencies: Police, BBB, Metro, PW*

*Timeframe: Short-Term*

◇ **Action AM3.7B** Enforce passenger loading regulations to reduce conflicts with public transit and other road users. Review off-street passenger loading requirements as demands change.

*Lead Agency: PCD*

*Supporting Agency: Police*

*Timeframe: Short-Term*

◇ **Action AM3.7C** Limit on-street commercial loading to early morning hours if alley-accessed loading is not sufficient. Enforce regulations limiting double parking of delivery vehicles in the travel lanes and bicycle lanes.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, Police*

*Timeframe: Short-Term*

◇ **Action AM3.7D** Pursue and encourage coordinated valet services to be pursued by 2018.

*Lead Agency: DTSM*

*Supporting Agencies: PCD, Police*

*Timeframe: Short-Term*

◇ **Action AM3.7E** Pilot test smaller delivery vehicles and/or human powered transport, including cargo bikes, for goods distribution.

*Lead Agency: PCD*

*Supporting Agency: DTSM*

*Timeframe: Mid-Term*

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**Goal AM4: Downtown is an outstanding hub of local and regional mobility, providing an excellent experience for all customers travelling there.**

**Policy AM4.1** Provide diverse and connected high- quality mobility options for all users in Downtown and maximize the utility of the rail line beyond the half-mile mile radius.

◇ **Action AM4.1A** Expand and diversify GoSaMo outreach and marketing efforts to increase awareness and sustained utilization of mobility options, and leverage investments in facilities and services.

*Lead Agency: PCD*

*Supporting Agencies: OOC, TMO, DTSM, SMTT*

*Timeframe: Ongoing*

◇ **Action AM4.1B** Provide bike share, car share, car-pool and van-pool, shared rides, shuttle and transit service, in Downtown, in locations that are visible and identifiable.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, BBB*

*Timeframe: Short-Term*

◇ **Action AM4.1C** Study the feasibility of a circulator that serves short-distance trips at a competitive price and service level by 2019 that addresses the needs of residents accessing Downtown.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, SMTT*

*Timeframe: Short-Term*

◇ **Action AM4.1D** Develop an appealing mobility options map for Downtown coordinated with the wayfinding system.

*Lead Agency: PCD*

*Supporting Agencies: PW, DTSM*

*Timeframe: Short-Term*



- ◇ **Action AM4.1E** Update City policies and procedures regarding transportation for hire services (taxi, pedicab, etc.). Prioritize low and no-emission vehicles, shared rides and transit connections.  
*Lead Agency: PCD*  
*Supporting Agency: DTSM*  
*Timeframe: Short-Term*
- ◇ **Action AM4.1F** Develop uniform guidance on street maintenance, design, and operations that encourages human-scaled streets for walking and biking (i.e. modified vehicles and substations for service, integrated equipment, scheduling).  
*Lead Agency: PCD*  
*Supporting Agency: PW*  
*Timeframe: Mid-Term*
- ◇ **Action AM4.1G** Integrate smart and connected infrastructure into the streetscape, such as having mobile device charging and interactivity portals in street furniture or EV charging stations.  
*Lead Agency: PW*  
*Supporting Agencies: PCD, DTSM*  
*Timeframe: Long-Term*
- ◇ **Action AM4.1H** Pursue creation of a Santa Monica resident transportation pass or credit usable for select mobility services and parking access Downtown, especially during off-peak periods.  
*Lead Agency: TMO*  
*Supporting Agency: DTSM*  
*Timeframe: Mid-Term*
- Policy AM4.2** Maintain Downtown as a hub of public transit in Santa Monica with excellent connections locally and regionally.
- ◇ **Action AM4.2A** Maintain bus stops in locations that encourage ridership, support system operations and reduce delays from stopping and loading. Incorporate concerns of seniors, disabled and transferring riders.  
*Lead Agency: BBB*  
*Supporting Agencies: PCD, Police, Metro, PW*  
*Timeframe: Short-Term*
- ◇ **Action AM4.2B** Provide bus stops with real-time arrival signs, better seating and lighting. Consider additional rider amenities such as charging and destination information.  
*Lead Agency: BBB*  
*Supporting Agencies: PW, Metro*  
*Timeframe: Mid-Term*
- ◇ **Action AM4.2C** Prioritize public transit. Pursue operational improvements that make public transit convenience, cost and time competitive such as:
- Bus queue jumps at intersections
  - Stop relocations
  - Curb extensions
  - Transit signal priority for bus and emergency vehicles
  - Dedicated lanes in high demand and service corridors
  - Targeted enforcement of lanes and stops so buses can operate effectively
  - Layover zones that minimize vehicles miles.
- Lead Agency: PCD*  
*Supporting Agencies: PW, BBB, Metro*  
*Timeframe: Mid-Term*
- ◇ **Action AM4.2D** Adjust dedicated bus lanes and facilities to align with highest demand BBB service areas, such as 4th Street. Consider providing BBB service on Lincoln Boulevard in the Downtown area.  
*Lead Agency: BBB*  
*Supporting Agency: PCD*  
*Timeframe: Mid-Term*
- ◇ **Action AM4.2E** Pursue the siting of a Metro rider relief application center in Downtown to facilitate applications for reduced transit fares.  
*Lead Agency: BBB*  
*Supporting Agencies: Metro, PCD*  
*Timeframe: Mid-Term*

### 3 >> ACCESS AND MOBILITY

- ◇ **Action AM4.2F** Pilot new fare payment technologies and integrated payment options to increase transit convenience.

*Lead Agency: BBB*

*Supporting Agencies: Metro, PCD*

*Timeframe: Mid-Term*

- ◇ **Action AM4.2G** Prioritize bus connectivity between Downtown and other Santa Monica residential neighborhoods.

*Lead Agency: BBB*

*Timeframe:*

**Policy AM4.3** Provide a robust bicycle network in Downtown that is comfortable for riders of diverse ages and abilities.

- ◇ **Action AM4.3A** Eliminate bicycle network gaps in Downtown including Broadway bike lane west of 6th Street and connections to the Expo Light Rail station. Give special attention to bikeways for residents to and from popular Downtown destinations.

*Lead Agency: PCD*

*Supporting Agency: PW*

*Timeframe: Short-Term*

- ◇ **Action AM4.3B** Create protected bike facilities on the west side of Ocean Avenue extending beyond the Downtown Community Plan area, 2nd Street and Broadway and along pathways that connect residents to popular Downtown destinations such as the library and farmers' market. Install the first pilot segment in 2018.

*Lead Agency: PCD*

*Supporting Agencies: PW, Police*

*Timeframe: Short-Term*

- ◇ **Action AM4.3C** Clarify state law regarding bicycle riding in dedicated bus only lanes for consistency with area local agencies.

*Lead Agency: CAO*

*Supporting Agency: PCD*

*Timeframe: Short-Term*

- ◇ **Action AM4.3D** Increase enforcement of bike lane blockage by valet and delivery vehicles.

*Lead Agencies: Police, PCD*

*Timeframe: Short-Term*

- ◇ **Action AM4.3E** Create consolidated bike parking to meet growing demand, including service facilities like the Bike Center, and bike parking corrals to preserve sidewalk space for pedestrians.

*Lead Agency: PCD*

*Supporting Agency: PW*

*Timeframe: Mid-Term*

**Policy AM4.4** Promote and strengthen Downtown's connections to regional mobility networks that provide access to destinations in all directions.

- ◇ **Actions AM4.4A** Create Transit Screen displays at 10 sites to distribute access to transit information, and raise awareness of options.

*Lead Agency: PCD*

*Supporting Agencies: PW, BBB, HED, DTSM*

*Timeframe: Mid-Term*

- ◇ **Action AM4.4B** Strengthen connections from the Pier, including water-based mobility options.

*Lead Agency: PCD*

*Supporting Agencies: PW, Pier, Metro*

*Timeframe: Long-Term*

- ◇ **Action AM4.4C** Advocate for extension of the Subway to the Sea so that it extends fully to Downtown Santa Monica.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, Chamber, BBB*

*Timeframe: Long-Term*

- ◇ **Action AM4.4D** Pursue regional express transit service to high demand employer and visitor destinations outside Santa Monica with regional partners and funders.

*Lead Agency: PCD*  
*Supporting Agencies: BBB, HED*  
*Timeframe: Medium-Term*

**Policy AM4.5** Engage private development to contribute to mobility network options and service quality.

- ◇ **Action AM4.5A** Require new development to provide physical and/or programmatic improvements, and include additional circulation improvements as primary community benefits.

*Lead Agency: PCD*  
*Supporting Agency: HED*  
*Timeframe: Short-Term*

- ◇ **Action AM4.5B** Revise development standards as needed to create short-term bike parking, bike rooms, bike share and car share on private property throughout Downtown.

*Lead Agency: PCD*  
*Supporting Agency: HED*  
*Timeframe: Long-Term*

- ◇ **Action AM4.5C** Facilitate collaboration among individual employer and developer TDM efforts to pool resources for greater impact through the Transportation Management Organization.

*Lead Agency: TMO*  
*Supporting Agencies: PCD, HED*  
*Timeframe: Short-Term*

- ◇ **Action AM4.5D** Require private property access via alleys. Maintain updated regulations for loading of goods and people that consider changing technologies and trends and emergency vehicle access.

*Lead Agency: PCD*  
*Supporting Agency: PW*  
*Timeframe: Short-Term*

- ◇ **Action AM4.5E** Pilot solutions to reduce the impact of commercial delivery on network function such as coordinated times, restricted hours, mandatory alley access and additional enforcement.

*Lead Agencies: PCD*  
*Supporting Agencies: Police, PW*  
*Timeframe: Mid-Term*



What is your big idea?

**Goal AM5: Downtown streets are well managed, maintained and regulated for people as they are walking, bicycling, riding transit, driving, and ride-sharing.**

**Policy AM5.1** Reduce exposure to crashes that result in severe and fatal injuries to any road user.

- ◇ **Action AM5.1A** Evaluate crash data regularly, identify appropriate and effective countermeasures and implement feasible modifications to reduce exposure.

*Lead Agency: PCD*  
*Supporting Agencies: Police, PW, Fire*  
*Timeframe: Short-Term*



### 3 >> ACCESS AND MOBILITY

- ◇ **Action AM5.1B** Use design and administrative techniques to manage travel speeds to avoid collision and reduce severity of injuries when crashes occur, in coordination with emergency personnel.

*Lead Agency: PCD*

*Supporting Agencies: Police, PW, Fire*

*Timeframe: Mid-Term*

- ◇ **Action AM5.1C** Maintain pavement markings, replace aging signs, upgrade crosswalks and add lighting to enhance visibility and increase safety.

*Lead Agency: PCD*

*Supporting Agencies: DTSM, Police, PW*

*Timeframe: Short-Term*

- ◇ **Action AM5.1D** Identify priority locations to pursue improvements that reduce exposure to crashes and conflicts such as:

- Consolidated curb cuts
- Driveway access from the alley
- Shorter pedestrian crossing distances
- Protected bikeways
- Leading or dedicated pedestrian signal phases
- Removal of yielding left turns

*Lead Agency: PCD*

*Supporting Agencies: DTSM, Police, PW*

*Timeframe: Short-Term*

- ◇ **Action AM5.1E** Continue to assess and repair damaged sidewalks on a regular schedule, taking into consideration the volume of usage.

*Lead Agency: PW*

*Supporting Agency: DTSM*

*Timeframe: Ongoing*

**Policy AM5.2** Implement education, enforcement and street redesign to address safety of roadway users.

- ◇ **Action AM5.2A** Identify areas with higher crash numbers and conduct routine enforcement of unsafe driving practices.

*Lead Agency: Police*

*Supporting Agency: PCD*

*Timeframe: Short-Term*

- ◇ **Action AM5.2B** Discourage bicycling on the sidewalk by providing continuous bicycle lanes on streets, removing network gaps and expanding protected bicycle facilities.

*Lead Agency: PCD*

*Supporting Agencies: Police, PW*

*Timeframe: Mid-Term*

- ◇ **Action AM5.2C** Develop driver education outreach, and conduct enforcement operations to reduce blockage of loading zones, transit stops and lanes, bike lanes and crosswalks.

*Lead Agency: Police*

*Supporting Agencies: PCD, DTSM*

*Timeframe: Short-Term*

- ◇ **Action AM5.2D** Provide education programs to help all road users use legal best practices to travel safely and efficiently.

*Lead Agency: PCD*

*Supporting Agencies: Police, DTSM, TMO*

*Timeframe: Mid-Term*

**Policy AM5.3** Use regular communications and technology upgrades to improve roadway safety.

- ◇ **Action AM5.3A** Develop and regularly distribute public information and marketing campaigns to encourage mutual respect among all road users.

*Lead Agency: PCD*

*Supporting Agencies: Police, DTSM, BBB, Metro*

*Timeframe: Short-Term*

- ◇ **Action AM5.3B** Modify signal timing to favor pedestrians with consideration of emergency response. Use new traffic engineering practices as they become available to create a safer travel environment.

*Lead Agency: PCD*

*Supporting Agencies: Police, Fire*

*Timeframe: Short-Term*

- ◇ **Action AM5.3C** Monitor and incorporate new vehicle technology that fosters sustainable, shared mobility and that can reduce VMT and improve access, efficiency and safety for all roadway users.

*Lead Agency: PCD*

*Supporting Agencies: Police, ISD, PW*

*Timeframe: Mid-Term*



Police directing traffic

**Goal AM6: Downtown is prepared for emerging mobility and technology changes that serve a meaningful purpose and support Santa Monica’s values such as sustainability, wellbeing, safety, and diversity.**

**Policy AM6.1** Expand the accessibility of real-time transportation information for services and amenities in the Downtown (transit, bike share, car share, Transportation Network Company services, taxi, bike routes and parking, loading zones, LAX flyaway routes, and demand-response services).

◇ **Action AM6.1A** Extend the availability of information through real time information displays, Transit Screens, etc. and create a consolidated customer-focused City website for one-stop mobility information.

*Lead Agencies: PCD, ISD*

*Supporting Agencies: DTSM, PW, HED, BBB*

*Timeframe: Short-Term*

◇ **Action AM6.1B** Track availability of broadband network capacity to meet transportation data needs.

*Lead Agency: ISD*

*Supporting Agencies: PCD, PW, Police*

*Timeframe: Ongoing*

◇ **Action AM6.1C** Continue the City’s General Bikeshare Feed Specification and General Transit Feed Specification efforts. Consider releasing additional transportation data streams as they become available (ride-sharing, employer shuttles, demand-response services, connected vehicles, etc.).

*Lead Agency: ISD*

*Supporting Agencies: BBB, PCD*

*Timeframe: Short-Term*

◇ **Action AM6.1D** As vehicle-to-infrastructure, vehicle-to-vehicle, and vehicle-to-human communication improves, look for opportunities to collect data to inform and improve system performance.

*Lead Agency: ISD*

*Supporting Agencies: PCD, DTSM, PW*

*Timeframe: Mid-Term*

**Policy AM6.2** Prepare for critical emerging technologies. Prioritize efforts that advance community values.

◇ **Action AM6.2A** Partner with regional transit providers, cities and other potential partners to explore automated transit vehicles and the use of electric or low-emissions fleets to reduce carbon emissions.

*Lead Agency: PCD*

*Supporting Agencies: BBB, PW, Metro*

*Timeframe: Mid-Term*

◇ **Action AM6.2B** Work with local employers, business representatives and other agencies on the provision of micro-transit or demand-response services.

*Lead Agency: PCD*

*Supporting Agencies: HED, PW, BBB*

*Timeframe: Short-Term*

### 3 >> ACCESS AND MOBILITY

- ◇ **Action AM6.2C** Explore the provision of water-based transportation services, electric powered transportation, and alternative power vehicles.

*Lead Agency: PCD*

*Supporting Agencies: BBB, PW*

*Timeframe: Long-Term*

- ◇ **Action AM6.2D** Establish a transportation innovations team to actively monitor transportation technology and communication advances and new services and evaluate for appropriateness in Downtown.

*Lead Agency: PCD*

*Supporting Agencies: PW, BBB*

*Timeframe: Long-Term*

- ◇ **Action AM6.2E** Participate in regional efforts and interagency groups to share knowledge, build consistency between systems, develop harmonious policy and share in problem-solving for issues that cross jurisdictional boundaries such as data systems, safety, and mobility services.

*Lead Agency: PCD*

*Supporting Agencies: BBB, ISD*

*Timeframe: Ongoing*

- ◇ **Action AM6.2F** Develop a practice to routinely scope projects to be ready for future technology and mobility changes, such as zero-emission technologies, automation, ITS, and new mobility service models.

*Lead Agency: PCD*

*Supporting Agencies: PW, BBB*

*Timeframe: Long-Term*

- ◇ **Action AM6.2G** Establish an autonomous and connected vehicles working committee that engages with representatives from local and regional private industry, research institutions, and community stakeholders, to recommend policies and testing activities in support of Downtown Santa Monica goals. Areas of focus for the task force could include:

- Assess the potential benefits and impacts of automated and connected vehicles for Santa Monica.
- Identify local policies, codes and laws that might inhibit the use of new mobility options, investigate best practices and recommend changes.
- Work with transit agencies to reevaluate their fleet and management plans in order to incorporate the impacts of automated vehicles.
- Protect the safety of people walking, on bikes and in construction zones or unusual conditions.
- Promote equitable access to automated vehicles

- Communications and data infrastructure readiness.
- Increase sharing of rides and vehicles, and decrease single ownership and parking demand.
- Integrate in fleet vehicles and transit services.
- Increase EV and very low-emissions vehicles.
- Decrease vehicle miles traveled
- Create hubs for driverless vehicle pick up and navigation.

*Lead Agency: PCD*

*Supporting Agencies: PW, BBB*

*Timeframe: Short-Term*

**Policy AM6.3** Monitor the performance of mobility services and mobility patterns in Downtown.

- ◇ **Action AM6.3A** Conduct biennial citywide and Downtown vehicle, pedestrian, and bicycle trip counts and track data trends.

*Lead Agency: PCD*

*Supporting Agency: ISD*

*Timeframe: Short-Term*

- ◇ **Action AM6.3B** Monitor on-street and off-street parking occupancy and utilization to guide decision and pricing to ensure efficient parking utilization.

*Lead Agency: PCD*

*Supporting Agency: ISD*

*Timeframe: Ongoing*



- ◇ **Action AM6.3C** Develop and regularly publish a downtown mobility report card that captures a snapshot of system performance over time, such as mode share, program evaluation and customer service.

*Lead Agency: PCD*

*Supporting Agencies: ISD, DTSM, TMO*

*Timeframe: Short-Term*

- ◇ **Action AM6.3D** Seek new data sources from private entities and regional agencies and incorporate new data that can meaningfully inform decisions supportive of City goals.

*Lead Agency: PCD*

*Supporting Agencies: ISD, TMO*

*Timeframe: Ongoing*

**Policy AM6.4** Support the adoption and use of electric vehicles (EVs).

- ◇ **Action AM6.4A** Install public EV charging infrastructure that is available to residents, employees, and visitors.

*Agency: PW*

*Supporting Agency: PCD*

*Timeframe: Mid-Term*

- ◇ **Action AM6.4B** Implement a rebate program for EV supply equipment (EVSE) installation in multi-unit dwellings.

*Lead Agency: PW*

*Supporting Agency: PCD*

*Timeframe: Short-Term*

- ◇ **Action AM6.4C** Pilot EV charging through streetlights or other existing street furniture.

*Lead Agency: PW*

*Supporting Agency: PCD*

*Timeframe: Short-Term*

- ◇ **Action AM6.4D** Update parking policies and practices to promote efficient EVcharging station use and mobility.

*Lead Agency: PW*

*Supporting Agency: PCD*

*Timeframe: Short-term*

- ◇ **Action AM6.4E** Promote advanced energy technologies like energy storage and solar photovoltaic (PV) to augment EVcharging.

*Lead Agency: PW*

*Timeframe: Short-Term*

- ◇ **Action AM6.4F** Market available EV resources and provide information to local residents, property owners and business owners.

*Lead Agency: PW*

*Supporting Agency: PCD*

*Timeframe: Mid-Term*



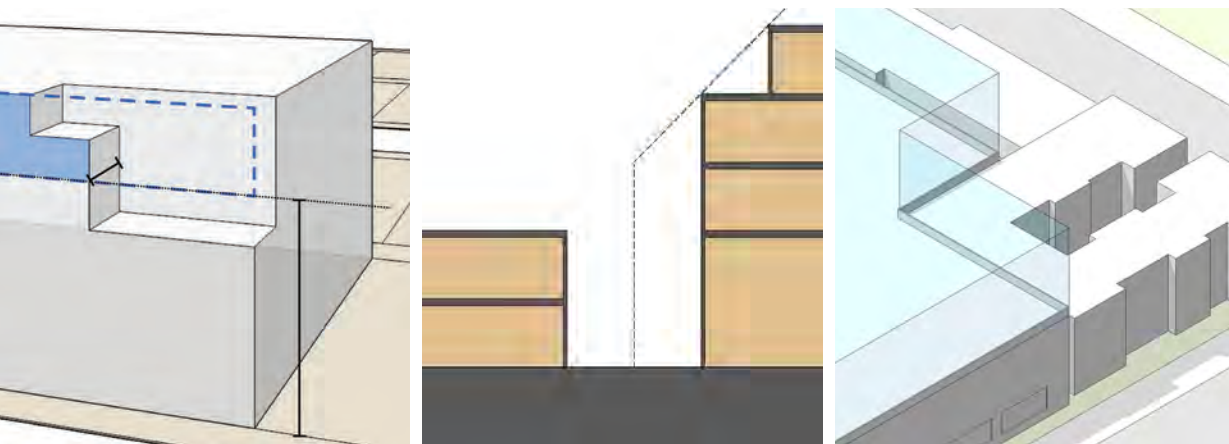
Breeze Bike Station

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## THE DOWNTOWN COMMUNITY PLAN CITY OF SANTA MONICA

# STANDARDS AND REGULATIONS



CHAPTER 4





## INSIDE THE STANDARDS AND REGULATIONS CHAPTER

### DEVELOPMENT STANDARDS

Development standards regulate new site and building development by establishing standards for intensity, building height, frontage, open space, and other elements.

### RELATIONSHIP TO SANTA MONICA MUNICIPAL ZONING ORDINANCE

If provisions in the Downtown Community Plan and the Zoning Ordinance are in conflict, the provisions in the Downtown Community Plan shall be applied. Where Zoning Ordinance provisions are not specifically addressed by the Downtown Community Plan, the Zoning Ordinance shall be applied.

### AUTHORITY OF STANDARDS AND REGULATIONS

This Community Plan is adopted under the authority of the City’s charter, which establishes Specific Plans as a tool to regulate land use and development. The Downtown Community Plan establishes the area’s regulations and standards and shall guide all land use and development and circulation-related decision-making processes for the area. It replaces regulations contained in the Santa Monica Municipal Code.

The Community Plan does not replace or augment building safety codes or other non-planning related codes. All applications for new construction, substantial modifications to existing buildings, and changes in land use shall be reviewed for conformance with this Community Plan and other City code provisions.

### LAND USE REGULATIONS

Land use regulations for Downtown are included in the Santa Monica Zoning Ordinance, section 9.10.040.

## PRINCIPLES GUIDING THIS CHAPTER

### MAINTAIN THE “OUR TOWN” CHARACTER OF DOWNTOWN SANTA MONICA.

Preserve Downtown Santa Monica’s charm and character by requiring new development to contribute high standards of architecture, urban design, and landscaping.

*Goals, policies and actions designed to achieve the Plan principles stated can be reviewed at the end of this chapter.*

### 9.10 Title and Authority

Chapter 4 of the City of Santa Monica Downtown Community Plan shall be known and cited as the “Downtown Community Plan Development Standards and Regulations”, “DCP Development Standards and Regulations”.

The City of Santa Monica Downtown Community Plan is adopted pursuant to its corporate powers as a Charter City, California Constitution, Article XI, Sections 5 and 7, and the authority contained in Section 65850 of the California Government Code. In addition, the provisions of this Chapter 4 relating to the regulation and control of subdivisions are adopted pursuant to the authority contained in Title 7, Division 2 of the California Government Code, commencing with Section 66410, hereinafter referred to as the “Subdivision Map Act,” as may be amended from time to time, and pursuant to the City’s authority to regulate subdivisions not regulated by the Subdivision Map Act as authorized by Government Code Section 66411.

#### 9.10.010 Purpose

The purposes of the “Downtown” Districts are to:

- Ensure that new development is transit- and pedestrian-oriented and enhances the Downtown as an enticing destination for Santa Monica residents, employers, and visitors.
- Encourage a mix of uses; open space, educational cultural amenities; and services that support and strengthen Downtown’s residential community and family orientation.
- Ensure adequate light, air, privacy, and open space for all who live, work, or visit the area.

- Increase housing for all income levels and for all household sizes and types, including families and seniors.
- Encourage a mix of uses that promote convenience, economic vitality, fiscal stability, and a pleasant quality of life.
- Maintain Downtown’s competitive advantages as a premier local and regional shopping, dining, and entertainment destination, and support its evolution to respond to changing market conditions.
- Transform auto-oriented boulevards into complete streets that 1) are framed by appropriately scaled buildings and ground floor frontages with pedestrian-scaled detail; and 2) are lined by sidewalks of sufficient dimension to support pedestrian amenities that achieve an active social environment and promote a culture of walking.
- Ensure that new development enhances pedestrian activity by improving the connections to and attractiveness of the public realm by providing places, including open space, for relaxation, shopping, living, and dining.
- Ensure that new development and alterations to existing structures are sensitive to the area’s existing sense of place and character and provide respectful transitions that minimize impacts on or disruptions to adjacent residential neighborhoods – Wil-Mont and Mid-City.
- Encourage preservation, adaptation, and/or reuse of historic buildings and buildings of City-designated historic resources and HRI-listed properties that reflect the historic significance of Santa Monica’s past by providing flexibility for parking, open space, and other requirements.
- Provide opportunities for a high level of architectural innovation and creativity to enhance the downtown as a place of beauty and sophistication.

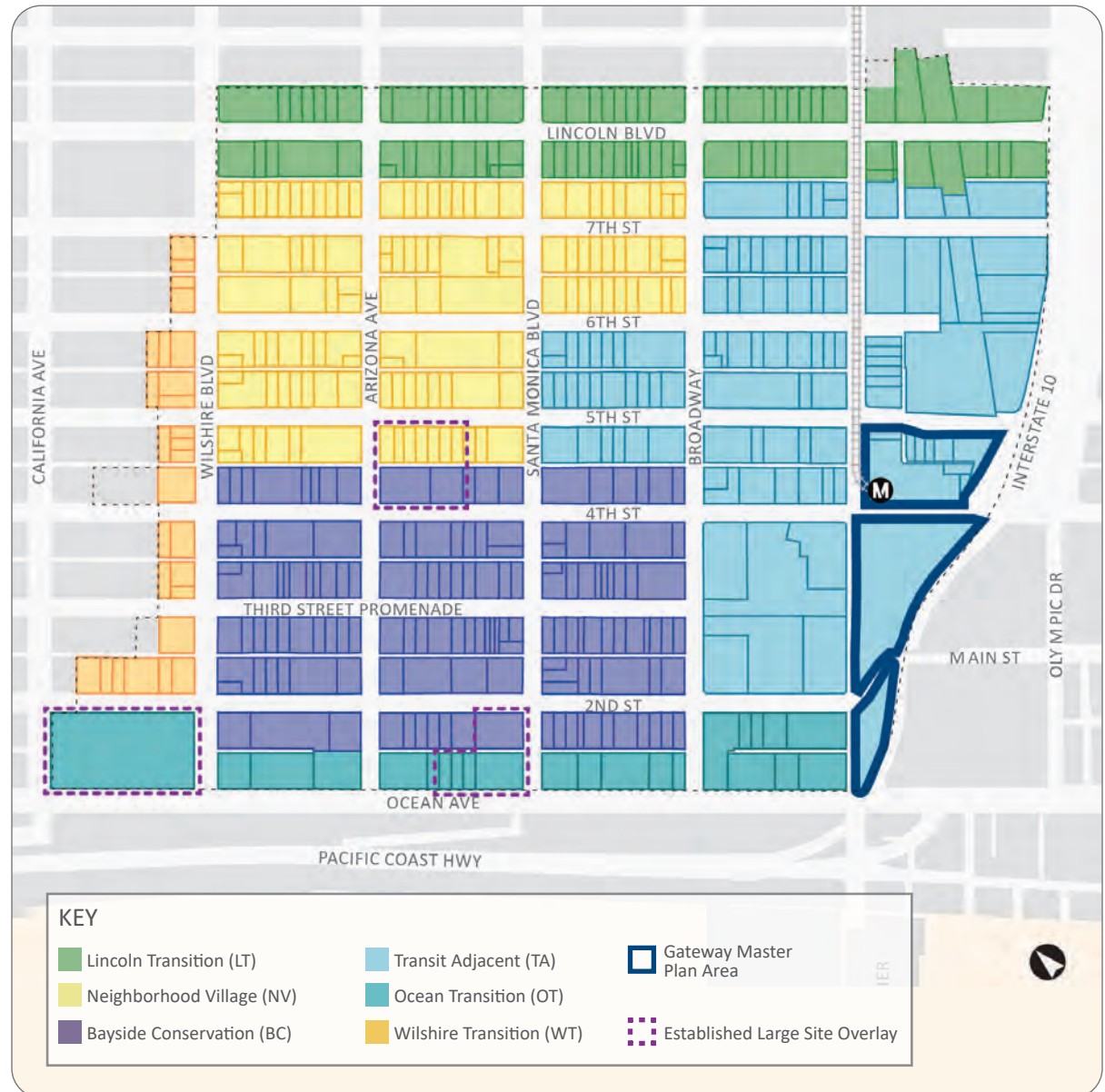
## 4 >> STANDARDS AND REGULATIONS

The specific designations and the additional purposes of the Mixed-Use and Commercial Districts are:

**Lincoln Transition (LT).** This Zoning District is intended to facilitate the transformation of underutilized and auto-oriented sections of Lincoln Boulevard into a vibrant, diverse, and pedestrian-friendly mixed-use boulevard that supports local-serving retail and a diversity of housing types. The Lincoln Transition District provides an environment that will accommodate housing and mixed-use development that steps down in height and mass when adjacent to residential neighborhoods to the east, and provide a variety of commercial uses. Allowable ground floor uses include local-serving retail uses, ground floor open spaces such as small parks and plazas, service-oriented commercial uses, and some small-scale office uses with housing on upper building floors.

**Bayside Conservation (BC Promenade).** This Zoning District is intended support the existing mix of pedestrian-oriented retail, restaurant, and services on the Third Street Promenade and maintain the human-scale environment created by the buildings, representing the traditional height and scale of the early 20th century. Some of these buildings retain their historic façades at ground level or on upper building floors. Newer building forms are required to be set back at upper floors to maintain the Promenade’s historic scale.

Illustration 4.1 Downtown Districts





**Bayside Conservation (2<sup>nd</sup> and 4<sup>th</sup> Streets).** This Zoning District is intended to preserve the ambiance of this well-loved, human-scaled environment along 2<sup>nd</sup> and 4<sup>th</sup> Streets in the Downtown. This District supports a lively mix of active storefronts, restaurants, pedestrian-oriented services with the opportunity for housing and office uses on upper building floors. This District promotes adaptive re-use of existing buildings and maintenance of the traditional storefront development pattern at the ground floor.

**Neighborhood Village (NV).** This Zoning District is intended to maintain the existing mix of housing and commercial uses and provide more opportunities for local serving pedestrian-activating uses to activate the street. Ground-floor residential uses are desired for mid-block projects, and all new uses should be incorporated in a way that respects existing residential uses in the District.

**Transit Adjacent (TA).** This Zoning District is intended to support increased activity near the Expo Light Rail. This area includes large properties adjacent to the freeway and the light rail station that can accommodate a broad mix of uses and services such as local and regional serving retail, multi-family housing, Class-A office, creative employment, hospitality uses, and community gathering spaces. This District provides a mix of convenient goods and services in proximity to transit serving residents and visitors so they may shop on their walk to and from the station. Additional employment sites are accommodated near transit so employees may commute to and from work via light rail to reduce single-occupancy vehicle trips associated with office and other employment uses.

**Wilshire Transition (WT).** This Zoning District is intended to support the smaller, local-serving uses that provide easily-accessible goods and services to the surrounding neighborhood and also to provide opportunity for housing above the ground floor of new development. The proposed scale for the District is established to be complementary to its urban context in the Downtown and provide new buildings that are consistent with the scale of nearby residential uses.

**Ocean Transition (OT).** This Zoning District is intended to promote public and private enhancements to make Ocean Avenue a more consistently enjoyable walking experience and more integrated into the larger Downtown multi-modal circulation network. Standards for the District support the overall improvement of the pedestrian experience, restaurants with outdoor dining, small-scale retail and services, and housing and office uses on upper floors.

### 9.10.020 Types of Regulations

A. **Types of Regulations.** This Chapter includes three types of regulations that control the use and development of property in the Downtown Community Plan area:

1. *Development Standards.* These regulations control the height, bulk, location, and appearance of structures and site improvements on development sites in the Downtown Community Plan area. Development standards for base Zoning Districts and Overlay Districts are set forth in this Chapter 4. Certain development standards applicable to some or all Districts and/or specific uses are set forth in Santa Monica Municipal Code Article 9 (“Zoning Ordinance”). These include general site development regulations, performance standards, standards applicable to specific land uses, and regulations for parking, signs, telecommunications facilities, and nonconforming structures.
2. *Administrative Regulations.* These regulations contain procedures for the administration of this Chapter 4 of the Downtown Community Plan. They include procedures, processes, standards, and findings for discretionary entitlement applications and other permits and may also refer to administrative regulations set forth in Division 4 of Santa Monica Municipal Code Article 9 (“Zoning Ordinance”).
3. *Definition of General Terms and Use Classifications.* Chapter 4 of the Downtown Community Plan sets forth definitions of general terms that specifically apply to the Downtown Districts. Division 5 of Santa Monica Municipal Code Article 9 (“Zoning Ordinance”) provides a list of and definitions for use classifications and a list of terms and definitions used in the Zoning Ordinance and are also applicable to the Downtown Community Plan.

### 9.10.030 Applicability and Relationship to Santa Monica Municipal Code and Other Regulations

A. **Applicability.** The Downtown Community Plan establishes the area’s regulations and standards and shall guide all land use and development and circulation-related decision-making processes for the Plan area.

### B. Relationship to Santa Monica Municipal Code and Other Regulations.

1. *General.* If provisions in the Downtown Community Plan and Article 9 of the Santa Monica Municipal Code (“Zoning Ordinance”) are in conflict, the provisions in the Downtown Community Plan shall be applied. Where land use regulations, development standards, administrative regulations, and general terms and definitions are not specifically addressed by the Downtown Community Plan, Article 9 of the Santa Monica Municipal Code (“Zoning Ordinance”) shall be applied. Land use regulations for DCP land use districts may be found in Chapter 9.10 of the Zoning Ordinance.
  - a. Projects that include affordable housing on City-Owned properties shall be exempted from the Downtown Community Plan and Zoning Ordinance pursuant to Section 9.01.040(A)(1)(d).
2. *Permit Streamlining Act.* All actions taken by the decision-making body pursuant to this Downtown Community Plan shall be consistent with the provisions of Government Ordinance Section 65920 et seq. (the Permit Streamlining Act) to the extent applicable.
3. *Relation to Private Agreements.* Where this Downtown Community Plan imposes greater restriction than imposed by an easement, covenant, or agreement, this Downtown Community Plan shall control.
4. *Relation to Prior Specific Plan.* The provisions of this Downtown Community Plan supersede all prior Specific Plans and regulations and development standards previously codified in Article 9 of the Santa Monica Municipal Code and all prior amendments and interim ordinances applicable to the Downtown Community Plan area. No provision of this Downtown Community Plan shall validate any land use or structure established, constructed, or maintained in violation of the prior regulations, unless such validation is specifically authorized herein.

5. *Application during Local Emergency.* The City Council may authorize a deviation from a provision of this Downtown Community Plan during a local emergency declared and ratified under the Santa Monica Municipal Code.

C. **Consistency with the General Plan.** The Downtown Community Plan and any amendment thereto shall be consistent in principle with the goals, objectives, policies, land uses, and programs specified in the adopted General Plan.

D. **Effect on Previously Approved Projects and Projects in Progress.** The following projects shall have a vested right to proceed without complying with this Downtown Community Plan:

1. *Previously Approved Development.* The erection, construction, enlargement, demolition, moving, conversion of, and excavation and grading for any building or structure for which a valid permit or building permit was issued prior to the effective date of this Downtown Community Plan and which does not subsequently expire. A permit that does not contain an express limit on the time for exercising the permit shall be deemed valid only if a building permit is obtained within one year of the effective date of this Downtown Community Plan;
2. *Development Agreement.* Development in accordance with the terms and conditions of a development agreement approved by the City Council pursuant to Chapter [9.60](#) of the Municipal Code and effective prior to the effective date of this Downtown Community Plan;
3. *Vesting Tentative Maps.* Any residential project for which a vesting tentative map application was determined complete prior to the effective date of this Downtown Community Plan; and
4. *Applications for Projects in Progress.* Any application for a Planning entitlement complete on or before November 16, 2016.

**9.10.040 Land Use Regulations**

See Zoning Ordinance.

**9.10.050 Application Thresholds Table**

	Housing Project	All Other Projects
<i>Administrative Approval</i>	Subject to Chapter 9.39, Administrative Approval	Less than 10,000 sf
<i>Development Review Permit</i>	Subject to Chapter 9.40, Development Review Permit	10,000 – 30,000 sf
<i>Development Agreement</i>	N/A	Greater than 30,000 sf

A. Notwithstanding Section 9.10.050, a Development Review Permit shall be required for any new non-profit youth-serving community assembly use replacing an existing facility or expansion of an existing facility if such replacement building or expansion exceeds 35,000 square feet and is located on land occupied by the non-profit youth-serving community assembly use as of July 25, 2017.



**9.10.060 Development Standards**

Table 4.2 prescribes the development standards for Downtown districts, exclusive of State or local density bonuses. Additional regulations are denoted with Section numbers in the right hand column or with individual letters in parentheses. Section numbers refer to other Sections of this Ordinance, while individual letters in parentheses refer to subsections that directly follow the table.

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Table 4.2 Development Standards—Downtown Districts

<i>Standard</i>	<i>LT (East)</i>	<i>LT (West)</i>	<i>NV</i>	<i>BC (Promenade)</i>	<i>BC (2<sup>nd</sup> &amp; 4<sup>th</sup> Streets)</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>	<i>Additional Regulations</i>
<b>Parcel and Intensity Standards</b>									
<i>Minimum Parcel Size (sq. ft.)</i>	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	
<i>Minimum Parcel Width (ft.)</i>	50	50	50	50	50	50	50	50	
<i>Minimum Parcel Depth (ft.)</i>	150	150	150	150	150	150	150	150	
<b>Maximum FAR</b>									SMMC Section 9.04.080, Determining FAR
<i>Housing Projects</i>	3.00	3.00	4.00	3.00	3.50	4.00	3.00	3.25	SMMC Section 9.31.195, Multiple-Unit Dwelling Projects
<i>100% Affordable Housing Projects</i>	3.50	3.50	4.50	3.50	4.0	4.50	3.5	3.75	
<i>Tier 1</i>	1.25	1.25	1.75	1.75	1.75	1.75	1.75	1.5	
<i>Tier 2</i>	1.75	2.25	2.75	2.75	3.0	3.0	2.25	1.75	SMMC Section 9.10.070, Project Requirements for Tier 2 and Tier 3 Projects
<i>Tier 3</i>	-	-	-	-	-	3.5	-	-	SMMC Section 9.10.070, Project Requirements for Tier 2 and Tier 3 Projects
<b>Building Form and Location</b>									
<b>Maximum Building Height (ft.)</b>									SMMC Section 9.04.050, Measuring Height
<i>Housing Projects</i>	65'	65'	84'	65'	65'	84'	65'	70'	
<i>100% Affordable Housing Projects</i>	75'	75'	94'	75'	75'	94'	75'	80'	
<i>Tier 1</i>	32'	32'	32'	32'	32'	32'	32'	32'	SMMC Section 9.31.195, Multiple-Unit Dwelling Projects
<i>Tier 2</i>	40'	50'	60'	60'	60'	60'	50'	40'	
<i>Tier 3</i>	-	-	-	-	-	84'	-	-	
<i>Height Transitions to Residential Districts</i>	See (A) (1)	See (A) (1)	N/A	N/A	N/A	N/A	N/A	See (A) (1)	SMMC Section 9.21.060, Height Exceptions
<i>Minimum Ground Floor Height</i>	11'								

#### 4 >> STANDARDS AND REGULATIONS

<i>Standard</i>	<i>LT (East)</i>	<i>LT (West)</i>	<i>NV</i>	<i>BC (Promenade)</i>	<i>BC (2<sup>nd</sup> &amp; 4<sup>th</sup> Streets)</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>	<i>Additional Regulations</i>
<b>Building Form Regulated by Building Type</b>									
<i>Minimum Stepbacks (ft.) Required Above Ground Floor</i>	15% of façade	15% of façade	15% of façade	N/A	N/A	15% of façade	15% of façade	15% of façade	See (C)(2)
<i>Build-to-Line</i>	See (C)(1)								
<i>Minimum Upper Level Stepbacks</i>	35% of façade, see (C)(3)								
<i>Minimum Open Space</i>	Varies by lot width, see (B)(1)	Varies by lot width, see (B)(1)	Varies by lot width, see (B)(1)	N/A	Varies by lot width, see (B)(1)	Varies by lot width, see (B)(1)	Varies by lot width, see (B)(1)	Varies by lot width, see (B)(1)	
<i>Minimum Side Interior</i>	15% of façade, see (C)(5)	15% of façade, see (C)(5)	15% of façade, see (C)(5)	N/A	15% of façade, see (C)(5)	15% of façade, see (C)(5)	15% of façade, see (C)(5)	15% of façade, see (C)(5)	
<i>Maximum Unbroken Primary Façade Length</i>	See (C)(7)								
<b>Setbacks</b>									
<i>Building Frontage Line (Ground Floor Setback)</i>	See (D)	See (D)	See (D)	See (D)	See (D)	See (D)	See (D)	See (D)	
<i>Minimum Interior Side and Rear—Adjacent to Residential District</i>	10' see (A)(1) Illustr. 4.2	10' see (A)(1) Illustr. 4.2	N/A	N/A	N/A	N/A	N/A	10' see (A)(1) Illustr. 4.2	
<i>Rear Adjacent to Alley</i>	2' for first 16' of building height measured from the rear property line								
<b>Parking</b>	<b>See SMMC Chapter 9.28, Parking, Loading, and Circulation</b>								
<b>Active Design</b>									
<i>Pedestrian Oriented Design</i>	See (E)								



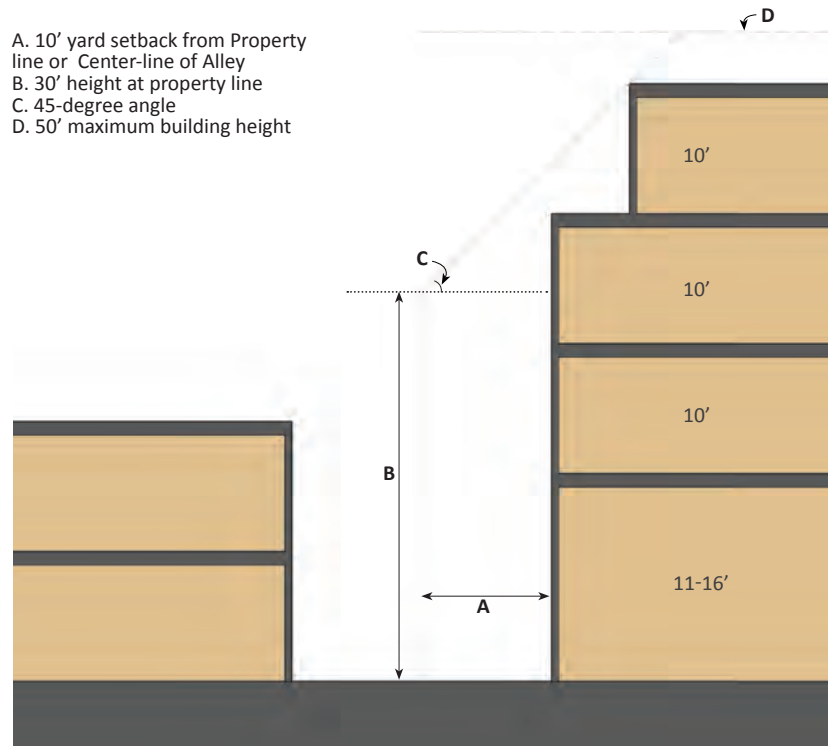
<b>Additional Standards</b>	
<i>Accessory Dwelling Unit</i>	SMMC Section 9.31.025, Accessory Dwelling Units and Junior Accessory Dwelling Units
<i>Accessory Food Service</i>	SMMC Section 9.31.030, Accessory Food Service
<i>Accessory Structures</i>	SMMC Section 9.21.020, Accessory Buildings and Structures
<i>Affordable Housing Production Program</i>	SMMC Chapter 9.64, Affordable Housing Production Program
<i>Automobile/ Vehicle Sales, Leasing, and Storage</i>	SMMC Section 9.31.070, Automobile/Vehicle Sales, Leasing, and Storage
<i>Bicycle Parking</i>	SMMC Section 9.28.140, Bicycle Parking
<i>Density Bonus</i>	SMMC Chapter 9.22, Density Bonus
<i>Exceptions to Height Limits</i>	SMMC Section 9.21.060, Height Exceptions
<i>Fences, Walls and Hedges</i>	SMMC Section 9.21.050, Fences, Walls, and Hedges
<i>Home Occupation</i>	SMMC Section 9.31.160, Home Occupation
<i>Junior Accessory Dwelling Units</i>	SMMC Section 9.31.025, Accessory Dwelling Units and Junior Accessory Dwelling Units
<i>Landscaping and Street Trees</i>	SMMC Subsection 9.11.030(F), Chapter 9.26, Landscaping
<i>Lighting</i>	SMMC Section 9.21.080, Lighting
<i>Multiple-Unit Dwelling Projects</i>	SMMC Section 9.31.195, Multiple-Unit Dwelling Projects
<i>Multiple-Unit Dwelling Projects Located on Community Assembly Surface Parking Lots</i>	SMMC Section 9.31.196, Multiple-Unit Dwelling Projects Located on Community Assembly Surface Parking Lots
<i>Off-Street Parking and Loading</i>	SMMC Chapter 9.28, Parking, Loading, and Circulation
<i>Refuse and Recycling Screening and Enclosure</i>	SMMC Section 9.21.130, Resource, Recovery, and Recycling Standards
<i>Signs</i>	SMMC Chapter 9.61, Signs
<i>Screening</i>	SMMC Section 9.21.140, Screening
<i>Solar Energy Systems</i>	SMMC Section 9.21.150, Solar Energy Systems
<i>Sustainability</i>	SMMC Chapter 8.106, Green Building Standards Code

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**A. BUILDING HEIGHT TRANSITION TO RESIDENTIAL DISTRICTS**

1. In the Wilshire Transition District and along the east side of Lincoln Boulevard, buildings shall not extend above a plane starting at 30 feet in height directly above the parcel line abutting any residentially-zoned parcel, or where there is an alley, the centerline of the alley, and from that point, extending in at a 45-degree angle from vertical toward the interior of the site, up to the maximum building height (see Illustration 4.2). The 30 foot height measurement shall be taken from the same reference grade as determined for the subject site pursuant to SMMC Section 9.04.050.

**Illustration 4.2**



**B. OPEN SPACE**

1. Minimum Open Space Requirements, per (B)(2)

<i>Lot width of 50 feet or less</i>	None
<i>Lot width between 51 and 150 feet</i>	20% total: 10% located at Ground Floor or Podium at 1 or 2 Levels above Ground and 10% without regulated location
<i>Lot widths greater than 150 feet</i>	25% total: 12.5% located at Ground Floor or Podium at 1 or 2 Levels above Ground and 12.5% without regulated location

The open space requirements established in this subsection B supersede the open space requirements established in Section 9.21.090 of the Zoning Ordinance.

2. The minimum area required for open space is expressed as a percentage of the buildable area (i.e. remaining parcel after required setbacks) and is based on lot width. Unless otherwise noted, this open space may be public or private.
3. Required open space can be accommodated at-grade, on a podium one or two levels above the ground floor, in private exterior balconies that are a minimum of 35 sf each, roof gardens, or any combination thereof.
4. 25% of the overall open space required for a project must be designed as common open space.
5. Ground floor building setbacks resulting from compliance with subsection (D) shall not be counted towards compliance with this requirement. Building setbacks that exceed the minimum requirement may be included towards compliance with this requirement, provided any overhanging encroachments have a minimum vertical clearance equivalent to the ground floor height requirement.
6. Stepbacks resulting from compliance with subsections (C)(2) and (C)(3) may be counted towards compliance with this requirement.



## 4 >> STANDARDS AND REGULATIONS

7. For lot widths greater than 50' in width, the maximum height to width ratio of any Courtyard is 1.7:1 (e.g. a Courtyard within a 60' tall structure must have a minimum dimension of 35'). Where sides of a Courtyard are unequal in height, they may be averaged to determine the effective height. The minimum Courtyard dimension on any side shall be 20 feet.
8. Projections and Encroachments into the Courtyard are permitted on all sides, provided that the minimum dimension of 20' is maintained.
9. Breaks in buildings required by Maximum Unbroken Primary Facade Length of subsection (C)(7), shall count toward Open Space Requirements if it connects to an interior open space.
10. All visible portions of a required setback, not used for vehicular or pedestrian access to the building, shall consist of hardscape, planting areas, and/or pedestrian amenities like entry courtyards, plazas, entries, outdoor eating and display areas, or other uncovered areas designed and accessible for public use.

### C. BUILDING MODULATION STANDARDS

In order to modulate building mass and express a design concept, new buildings or additions to existing buildings shall be designed in three dimensions on the front and sides to ensure light and air into buildings and down to the street.

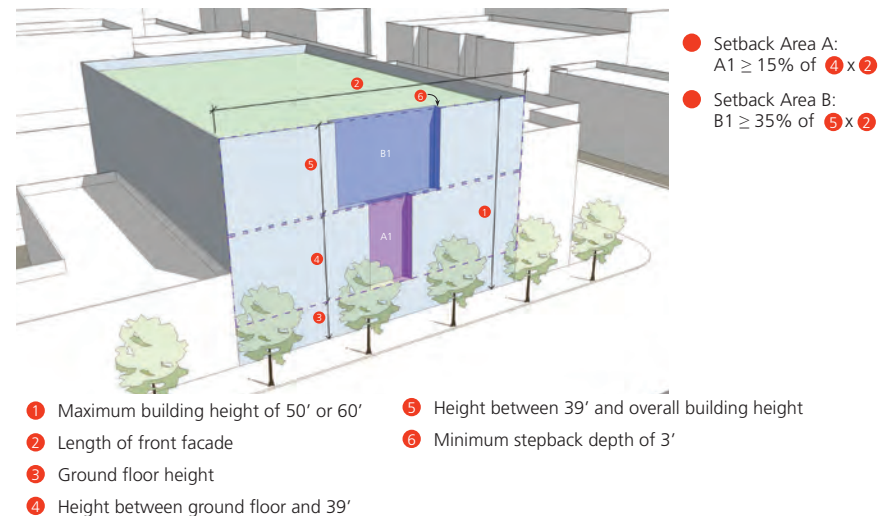
1. **Build-To Line.** Buildings with nonresidential uses on the ground floor and not facing a residential district shall be constructed at the building frontage line for 70 percent of linear street frontage. Building entries required to be recessed due to technical codes may be counted towards this requirement. This requirement may be modified upon finding that:
  - a. An alternative configuration can be approved based on the findings in Chapter 9.43.020, Minor Modifications.
  - b. The alternative configuration meets the objectives of the DCP Design Guidelines.

- c. Entry courtyards, plazas, small parks, entries, outdoor eating and display areas, or other uncovered areas designed and accessible for public use are located between the build-to line and building, provided that the buildings are built to the edge of the courtyard, plaza, small park, or dining area; and
- d. The building incorporates an alternative entrance design that creates a pedestrian-oriented entry feature facing the street.

### 2. Minimum Required Stepbacks Above Ground Floor.

- a. **Districts with up to 70 Feet Maximum Allowable Height Limit.** Minimum required stepbacks from the building frontage line are established above the ground floor. The Minimum Required Stepback Above the Ground Floor and below 39 feet shall be 15% of the front façade area. Stepbacks shall be a minimum of 5 feet and are not required to be open to the sky. Projections into the required stepbacks are permitted pursuant to 9.10.120(A).

Illustration 4.3 Modulation for 50 or 60 ft Districts

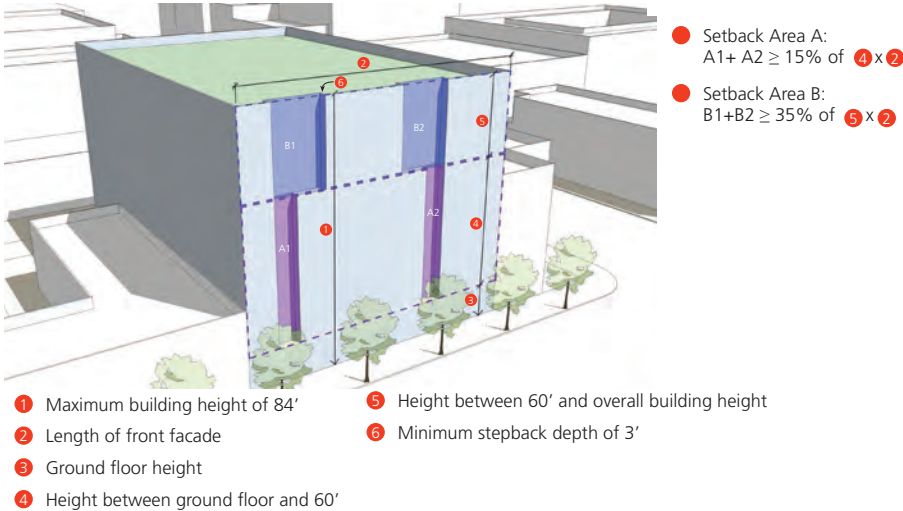


- b. **Districts with 84 Feet Maximum Allowable Height Limit.** Minimum required setbacks from the building frontage line are established above the ground floor. The Minimum Required Stepback Above the Ground Floor and below 60 feet shall be 15% of the front façade area. Stepbacks shall be a minimum of 5 feet and are not required to be open to the sky. Projections into the required setbacks are permitted pursuant to 9.10.120(A).
- c. **Bayside Conservation District.** In order to maintain a consistent streetwall, a stepback is not required below 39 feet.
- d. **Corner Lots of 50 feet or Less in Width.** All corner lots with a width of 50 feet or less are permitted to measure setbacks from the property line above the ground floor provided that:
  - i. A minimum ground floor height of 16 feet is provided.
  - ii. No architectural structure, form or feature including but not limited to, columns, piers, and wing walls shall occupy the ground floor setback area.

3. **Minimum Upper Level Stepbacks.**

- a. **Bayside Conservation District and Districts with up to 70 Feet Maximum Allowable Height Limit.** Minimum required setbacks from the building frontage line are established for the upper levels of proposed buildings. The Minimum Upper Level Stepback above 39 feet shall be 35% of the front façade area. Stepbacks shall be a minimum of 5 feet and are not required to be open to the sky. Projections into the required setbacks are permitted pursuant to 9.10.120(A).
- b. **Districts with 84 feet maximum allowable height limit.** Minimum required setbacks from the building frontage line are established for the upper levels of proposed buildings. The Minimum Upper Level Stepback above 60 feet shall be 35% of the front façade area. Stepbacks shall be a minimum of 5 feet and are not required to be open to the sky. Projections into the required setbacks are permitted pursuant to 9.10.120(A).
- c. **Corner lots of 50 feet or less in width.** All corner lots with a lot width of 50 or less are permitted to measure setbacks from the property line above the ground floor provided that:
  - i. A minimum ground floor height of 16 feet is provided.
  - ii. No architectural structure, form or feature including, but not limited to, columns, piers, and wing walls shall occupy the ground floor setback area.

Illustration 4.4 Modulation for 84 ft Districts



## 4 >> STANDARDS AND REGULATIONS

4. **Alternative Stepback Compliance for Districts with up to 70 feet maximum allowable height limit.** In order to provide flexibility for compliance with the stepback requirements in subsections (C)(2) and (C)(3), building modulation above the ground floor for 25% of the front façade (on corner lots of 50 feet or less in width, the setbacks shall be measured from the property line) area may be approved pursuant to the procedures set forth in Section 9.10.110, but shall be subject to only the following finding:

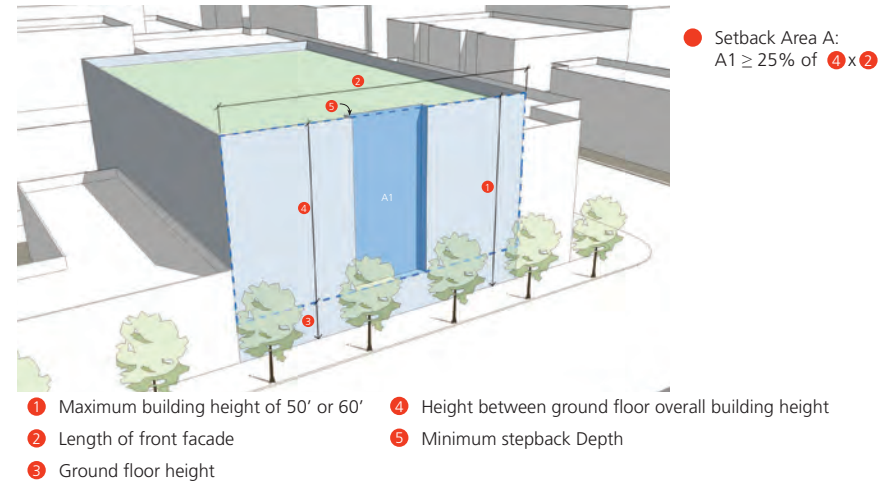
a. The alternative compliance creates a three-dimensional frontage which reinforces the architectural concept and is appropriate to its unique location and context.

5. **Minimum Side Interior Stepback.** A minimum of 15% of the exposed side interior building façade area above 39 feet shall be setback a minimum of 5 feet from the side property line.

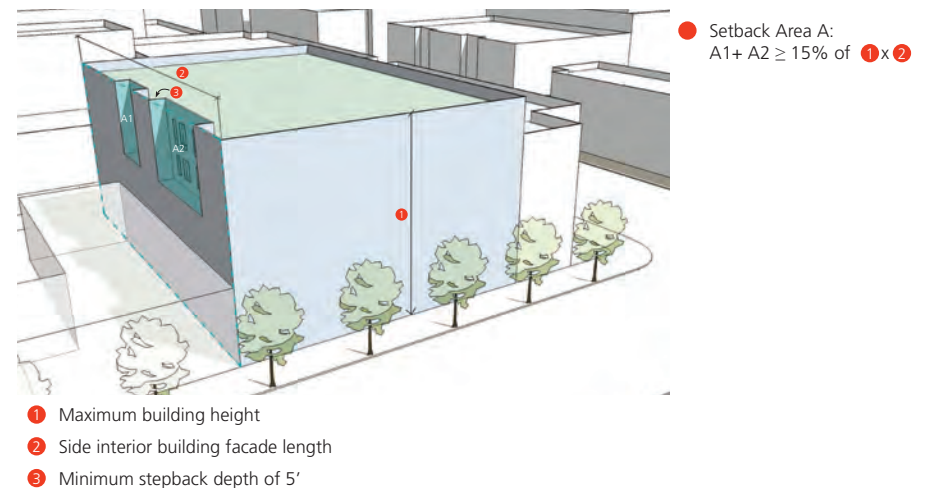
6. **Alternative Side Interior Stepback Compliance for All Districts.** In order to provide flexibility for compliance with the side interior stepback requirements in subsection C(5), in all districts the side interior stepback may be reduced to 12" provided that the open space requirements established in 9.10.060 B(1) are increased to the following:

<i>Lot width of 50 feet or less</i>	None
<i>Lot width between 51 and 150 feet</i>	25% total
<i>Lot widths greater than 150 feet</i>	30% total

**Illustration 4.5 Alternative Stepback for 50 or 60 ft Districts**



**Illustration 4.6 Minimum Side Interior Stepback**





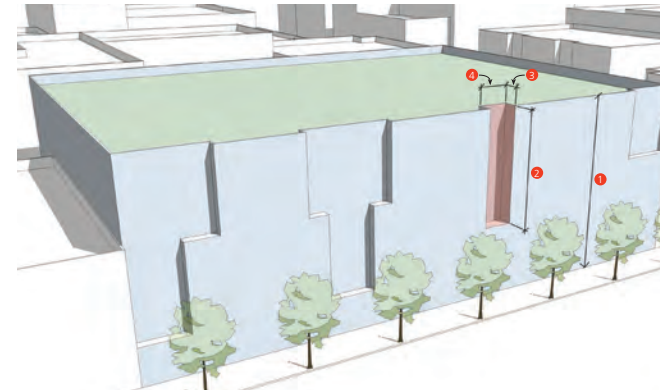
### 7. Maximum Unbroken Primary Facade Length.

- All new or modified buildings shall orient the primary facade to the Frontage Line. Secondary facades orient to the side and rear yards.
- Corner buildings shall have a primary facade fronting each sidewalk.
- For facades that are greater than 150', a break of 10% of the facade length, with a 5 foot minimum depth, is required. This dimension can be broken into two breaks, provided each break is a minimum of 10 feet in width. The break must extend from above the ground for 60 percent of the height of the project. The break is not required to be continuous.

### 8. Special Building Types.

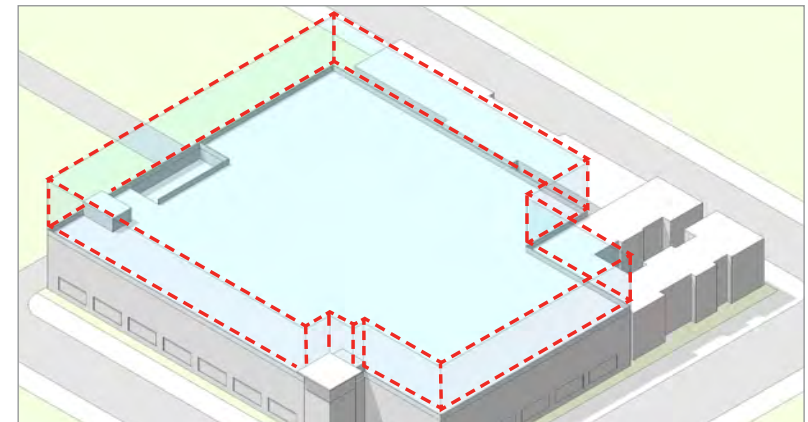
- Urban “Large Format” Type.** A building that allows for large scale retail, office, or entertainment uses of at least 40,000 square feet per floor for a single tenant, like a grocery or department store. For a quality pedestrian realm, parking is accommodated below ground or is integrated into the building so that it is not visible from the street. Unlike “Big Boxes” in more suburban areas, these typically have storefronts, that create a pedestrian scaled environment, and they may have other uses above, like office or residential.
  - Parking and service shall reduce pedestrian conflicts by minimizing curb cuts and façade breaks for garage entries for pedestrian safety. Parking shall be located in a below grade garage, on the roof, or integrated into the building so as to be not visible from the street.
  - The driveway opening of public parking accessed from the street must be 24' or less, subject to circulation review.
  - When separate garage entries are provided for other uses, they shall be off of an alley.

Illustration 4.7 Maximum Unbroken Primary Facade Length



- Maximum building height of 50' or 60'
- Minimum facade break height to be 60% of overall building height
- Minimum break depth of 5'
- Minimum break width of 5'

Illustration 4.9 Urban “Large Format” Building



## 4 >> STANDARDS AND REGULATIONS

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- iv. Service access shall be from an existing alley or access driveway. Truck docks shall be screened from public view.
- v. Ensure a high-quality pedestrian environment by adequately framing the streets and other public spaces with sufficient building enclosure particularly on the first two floors.
- vi. Maintain visual interest by avoiding blank, windowless or opaque glazing and display cases that are divided from the store interior (like department store windows). Comply with Active Design standards.
- vii. Entrances to upper floors shall be accessed through an interior lobby directly via a public sidewalk or publicly accessible Open Space to animate the ground floor.
- viii. If ground floor residential units or office tenant spaces are part of the project, they shall be accessed directly from the sidewalk in order to animate the building edges along the ground floor.

- b. **Urban Theater.** A multi-story building that allows for a set of auditorium spaces of differing sizes, with a large floor to ceiling height and common lobby areas. Transparency is rarely provided beyond the main theater entrance, though secondary lobbies above the first floor may provide some. Loading is typically accommodated off an alley. Unlike suburban-style multiplexes, Urban Theaters shall be lined with storefronts of other retailers to avoid blank walls. While this building type is defined by its internal volumes and primary uses, it is possible to have other uses connected to it or within it, including restaurants and cafes. Retail may be accommodated below the theater and office and residential may be accommodated above.
  - i. Subsection (C)(7)(a) applies to the Urban Theater Building Type.
  - ii. Display cases, like for movie posters, are appropriate for blank frontages, where present, and shall be oriented to pedestrians.
  - iii. At least one entrance per building frontage shall be provided directly from the public sidewalk.
  - iv. Access to accessory retail tenant spaces shall also be provided directly from the public sidewalk.

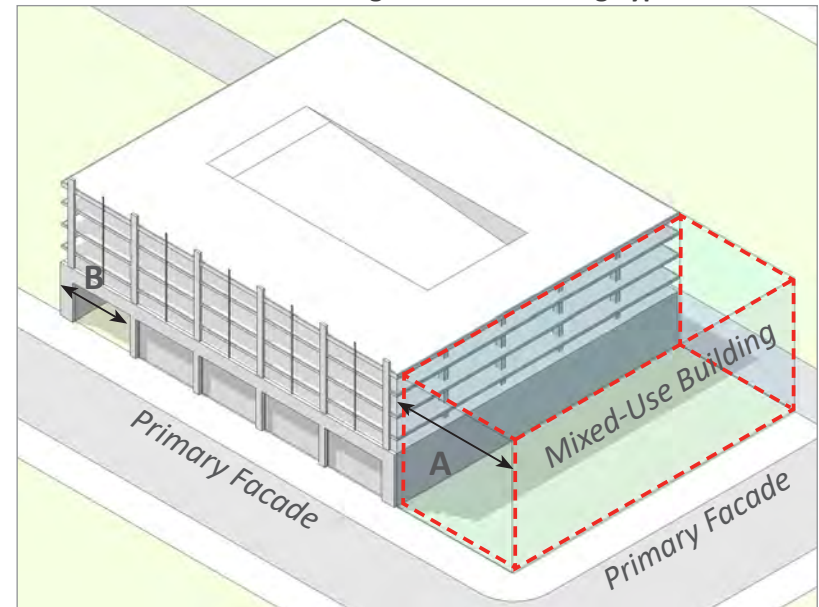
c. **Public Parking Structure.** An above ground structure for municipal vehicle public parking designed to accommodate ground floor retail or office space facing a public street. This building type accommodates shared public parking. Additional public uses shall be considered for the top floor where pleasant views may occur.

- i. Only one primary facade can be parking.
- ii. Vehicular entrances/exits shall be no more than three lanes or 30' wide at the sidewalk. They are best located off alleys where adequate Signage and alley clearance permits.
- iii. Ticket and payment machines should be recessed to allow significant stacking room within the structure.
- iv. Service access should be from an existing alley or access driveway.
- v. Upper level parking should have architectural/green screening.
- vi. Where possible, parking levels above the mixed-use ground floor should be set back at least 10' so it becomes secondary. This provides room for planters and/or other screening devices.
- vii. Adequately frame the streets and public spaces with sufficient building enclosure particularly on the first floor.
- viii. The ground floor should be lined with retail or office uses having their own entry from the sidewalk.
- ix. Primary Entries to ground floor tenant spaces should occur a maximum interval of 60 feet in order to animate the ground floor.

d. **General Requirements.**

- i. **Minimum Open Space.** Special Building Types are exempt from Open Space requirements. Where Residential or Office Uses are accommodated above the special use, requirements for lot widths of greater than 150' apply.

**Illustration 4.10 Public Parking Structure Building Type**



A. Setback from east/West Street - 60' Min.

B. Entrance/Exit Lanes - max 30' or 3 lanes



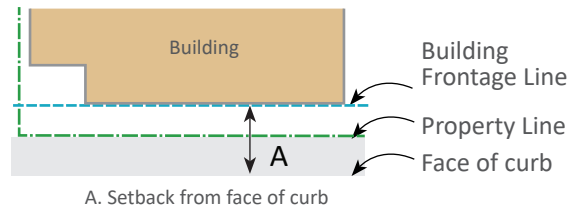
## 4 >> STANDARDS AND REGULATIONS

### D. BUILDING FRONTAGE LINE.

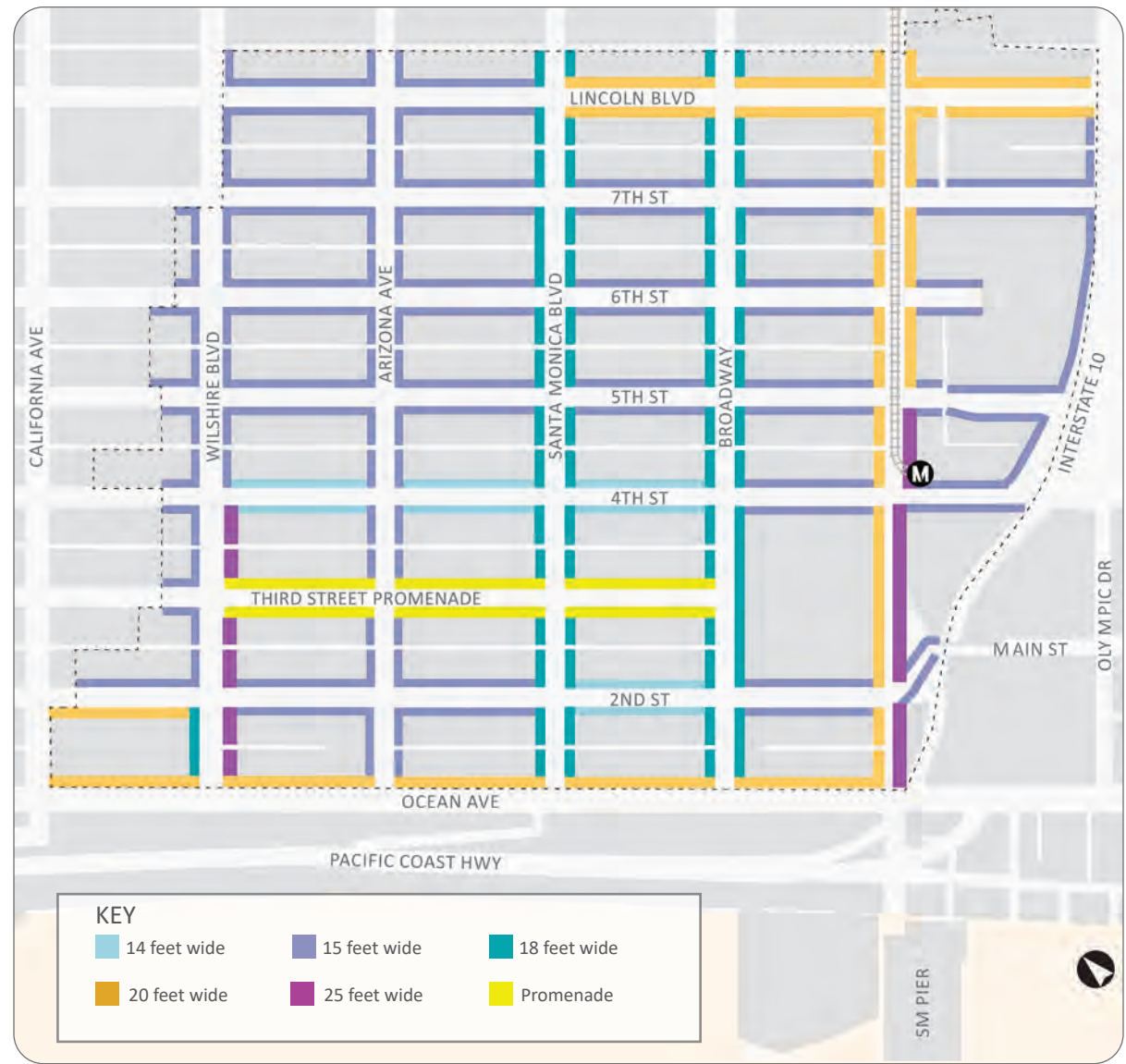
Building setbacks and stepbacks are not dependent on District. Rather, Illustration 4.11 prescribes the required setback from face of curb to Building Frontage, by block.

1. **Corner Lots with Lot Width of 50' or Less.**  
Up to 30% of the ground floor building frontage that is parallel to the street side property line may project into the required setback to accommodate mechanical rooms, utilities, required parking garage access, and other essential building functions.

**Illustration 4.12 Minimum Pedestrian Level Building Frontage Occupancy**



**Illustration 4.11 Building Frontage Line**



**E. PEDESTRIAN-ORIENTED DESIGN STANDARDS.**

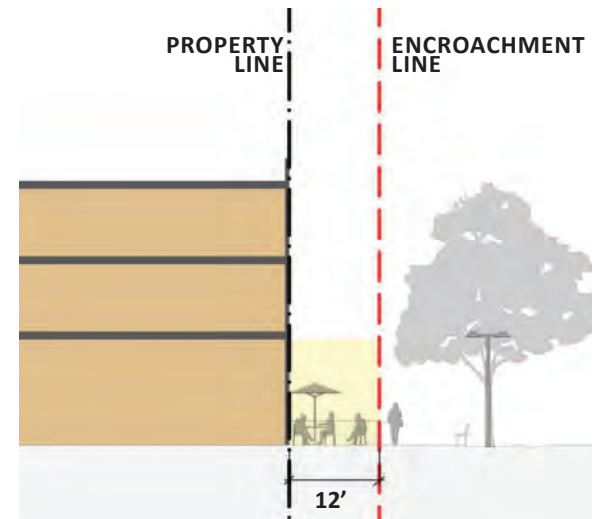
Ground floor pedestrian orientation is required for all projects throughout the Downtown and where applicable, shall be designed to accommodate commercial uses and activities. 100% Affordable Housing projects are exempt from the provisions of this subsection (E).

1. **Outdoor Dining.** Dining areas may encroach into building setbacks as long as a minimum unobstructed pedestrian pathway of 8’ in width is maintained. On 6th and 7th Streets, the minimum width is 6’.
    - a. On the Promenade, dining may encroach up to 12 feet from the abutting property frontage to accommodate outdoor dining. Uses located in the Promenade encroachment zone shall be in accordance with approved Third Street Promenade outdoor dining standards and subject to an encroachment permit.
2. **Pedestrian-Oriented Frontage Design for New Development.**

Where commercial space is required, the following shall apply:

    - a. A minimum of 50’ depth of ground floor commercial space shall be provided in the Lincoln Transition, Neighborhood Village, and Wilshire Transition Districts.
    - b. A minimum of 50% of the Frontage shall be transparent and include windows, doors, and other openings.
      - i. Sill height should be no higher than 2.5’ and head height should be no lower than 8’ above finished grade.
      - ii. Openings shall have transparent glazing or openings that provide views into work, display, or sales areas, lobbies, or similar active spaces, or into windows displaying merchandise or items other than signs. Such display windows shall be at least 3’ deep. This requirement may be modified by the Architectural Review Board if it can be demonstrated that the fulfillment of this requirement materially interferes with the project’s ability to meet the requirements of Municipal Code Chapter 8.36 – The Energy Code.
    - c. Building Frontages shall be designed to be divided into 30 foot bays or less for commercial leasing flexibility and functionality and to create a fine-grained rhythm along the street.

**Illustration 4.13 Promenade Encroachment Area for Outdoor Dining**



**Illustration 4.14 Minimum Pedestrian Pathway for Outdoor Dining**



### 3. Pedestrian-Oriented Ground Floor Design for New and Existing Development

All new development not required to have active commercial frontages shall include the following pedestrian-oriented standards:

- a. No more than 20% of a building's street-level frontage, but in no case exceeding 75', may be continuously blank or featureless.
- b. The following design elements shall be incorporated into the street facing façades at the ground floor level:
  - i. Variations in visual interest designed to be experienced by the pedestrian point of view, which may include, but not necessarily require, such measures as, change of materials in a complimentary manner, sensitive composition and juxtaposition of openings and solid wall and/or building frame and projecting elements such as awnings and marquees to provide shade and shelter;
  - ii. Exterior lighting which provides for a secure nighttime pedestrian environment by reinforcing entrances, public sidewalks and open areas with a safe level of illumination which avoids off-site glare;
- c. Residential uses at the ground floor street frontage shall incorporate primary entries, which may include planted areas, front stairs and/or other elements that contribute to a pleasant pedestrian environment. Pedestrian-oriented design elements may also include street furniture or other seating surfaces on private property and design amenities scaled to the pedestrian such as awnings, drinking fountains, paseos, colonnades, plazas, noncommercial community bulletin boards, public or private art and alternative paving materials in areas of pedestrian access.
- d. Leasing galleries associated with a housing project shall not exceed 20 linear feet of ground floor street frontage.
- e. Mirrored and highly reflective glass shall not be permitted at any level of the structure.
- f. Entries shall be spaced at a maximum of 100 feet.
- g. Entries shall be articulated by one or more of the following: a canopy, awning or other covering, signage, or recessed doorway.
- h. When storefront security grates or grilles are provided, they shall be: located inside exterior windows; retractable into pockets or overhead cylinders; and completely concealed when retracted.
- i. The ***Raised Terrace*** is a frontage type permitted in the Ocean Transition District. They are defined by raised shop frontages with café dining in Zone 3, so the eye of the sitter is approximately at level with walking passerby.



- i. The raised platform shall be between 7 and 36 inches in height as measured from the sidewalk grade.
- ii. This type is suitable for Restaurant and Hotel uses.
- iii. The floor to floor height of the Raised Terrace Frontage shall be between 16 to 21 feet tall as measured from the terrace grade to the top of the finished floor.
- iv. Fenestration shall be a minimum of 65% of the Facade's first floor wall area.
- v. Awnings shall only cover windows and doors.
- vi. The dining area shall be enclosed with a permeable fence and or a row of planters to delineate the space.
- vii. Primary pedestrian access to upper stories with Ground Floor Active Frontages is flexible and may be from the raised terrace, from a side, or any other pedestrian space.
- j. Materials for fences, walls, and gates should be durable and complement the building and site design. Vinyl shall not be used.

## F. HISTORIC PRESERVATION

1. **Review of Proposed Alterations to City-Designated Historic Resources and HRI-Listed Properties.** The Zoning Ordinance and Downtown Community Plan provide development incentives

for HRI-listed properties and City-designated historic resources as listed in Table 4.3. Projects that include proposed alterations to City-designated historic resources and HRI-listed properties are subject to review as listed in Table 4.4.

- a. Demolition is defined and demolition applications shall be reviewed and processed pursuant to SMMC Chapter 9.25. Note that as an application submittal requirement for a project that proposes demolition of any property over 40 years old, Landmarks Commission review of a demolition permit application is required as a means to identify whether the property warrants designation as a City-designated historic resource.
2. **Provision of a Historic Landmark Plaque.** Prior to final permit issuance, projects involving City-Designated Historic Resources that obtain Landmarks Commission approval of a Certificate of Appropriateness shall require the installation of a historic plaque with design, language, and placement approved by the Landmarks Commission. Staff-approved Certificates of Appropriateness and properties already containing a historic plaque shall be exempt from this requirement.
3. **Height Limits for Tier 2 Projects on City-Designated Historic Resource Parcels.** Tier 2 projects on parcels that contain a City-Designated Historic Resource may extend up to the Tier 3 height maximum of the underlying district provided the project complies

## 4 >> STANDARDS AND REGULATIONS

with all other Tier 2 thresholds and requirements and that the project is consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties and the project design preserves the setting and views of the character-defining features of the on-site City-Designated Historic Resource.

4. **Adaptive Reuse Incentives for HRI-Listed Properties and City-Designated Historic Resources in the Downtown.** When a project is consistent with the Secretary of the Interior’s Standards for the Treatment of Historic Properties, the following incentives are provided in the Downtown, in addition to the incentives provided by the Zoning Ordinance as listed in Table 4.3:
- Open Space.** The project shall retain all existing open space, but shall not be required to provide additional open space as required by in DCP 4.3.
  - Extended Time to Resume Abandoned Non-Conforming Use.** Resumption, reestablishment, or reopening of a nonconforming use shall comply with SMMC section 9.27.050 except as modified by this section F.4. If a non-comforming use of a building, structure, or parcel identified as a City-designated historic resource or an HRI-listed property ceases for a continuous period of two years or more, the use shall be considered, abandoned, and the building, structure, or parcel shall thereafter be used only in accordance with the regulations for the District in which it is located pursuant to SMMC Section 9.27.050.

### G.AUTO DEALERS

Other than the maximum allowable FAR and height prescribed by Table 4.2 of this Plan, expansions to, or the redevelopment of, auto dealerships existing as of July 6, 2010 shall not be required to comply

**Table 4.3 Incentives for HRI-Listed Properties and City-Designated Historic Resources**

ZONING ORDINANCE INCENTIVES AND EXEMPTIONS FOR HRI		ELIGIBILITY	
Description	SMMC Code Section	HRI Properties	Designated
<i>Replacement of Non-Conforming Features or Portions of Building that Contribute to a Building’s Historic Architectural Integrity</i>	9.27.030(C)	X	X
<i>Demolition and Rebuilding of Nonconforming Building</i>	9.27.030(F)(1)	X	X
<i>Reuse of Abandoned City-Designated Historic Resource</i>	9.27.050(B)(5)		X
<i>Required Parking Exemption for City-Designated Historic Resource</i>	9.28.180(B)		X
<i>Variance from Development Standards</i>	9.42.040(A)		X
<i>Modifications and Waivers from Dimensional Requirements</i>	9.43.020(C)		X
<i>Definition of Attic – Habitable for City-Designated Resources</i>	9.52.020.0180		X
<i>Use of Historic Building Code</i>	9.56	X	X
DCP INCENTIVES FOR DOWNTOWN HRI LISTED PROPERTIES AND DESIGNATED HISTORIC RESOURCES - ADAPTIVE REUSE PROJECTS			
<i>No Open Space Requirements for Adaptive Reuse Projects</i>	DCP F.4(a)	X	X
<i>Extended Time to Resume Abandoned Use</i>	DCP F.4(c)	X	X

**Table 4.4 Historic Preservation Requirements**

RESOURCE	ALTERATIONS - REVIEW AUTHORITY	PROJECT REQUIREMENTS
City-Designated Historic Resources - Landmarks	Landmarks Commission	<p><b>Scope of Work:</b> Any exterior alteration to a Landmark: Certificate of Appropriateness requirements set forth in SMMC Chapter 9.56 (Landmarks Ordinance)</p>
City-Designated Historic Resources - Structures of Merit	Architectural Review Board	<p><b>Scope of Work:</b> Exterior in-kind replacement to a Structure of Merit: Proposed in-kind replacement that complies with the Secretary of the Interior’s Standards for the Treatment of Historic Properties requires review by the ARB or ARB Liaison in consultation with the Landmarks Commission Secretary.</p> <p><b>Scope of Work:</b> All other alterations and additions to Structure of Merit: The proposed project must meet the Secretary of the Interior’s Standards for the Treatment of Historic Properties. The project application must include a written evaluation of the project’s compliance with the Standards prepared by a qualified professional who meets the Secretary of the Interior’s Historic Preservation Professional Qualification Standards. This evaluation report shall be provided to the ARB to assist in the evaluation of the proposed project.</p>
HRI-Listed Properties	Architectural Review Board	<p><b>Scope of Work:</b> In-kind replacement to HRI-listed properties: Proposed in-kind replacement and that complies with the Secretary of Interior’s Standards for the Treatment of Historic Properties requires review by the ARB or ARB Liaison in consultation with the Landmarks Commission Secretary.</p> <p><b>Scope of Work:</b> For All other Alterations and Additions to HRI-listed properties: The proposed project must meet the Secretary of Interior’s Standards for the Treatment of Historic Properties. The project application must include a written evaluation of the project’s compliance with the Standards prepared by a qualified professional who meets the Secretary of the Interior’s Historic Preservation Professional Qualification Standards. This evaluation report shall be provided to the ARB to assist in the evaluation of the proposed project.</p>



with any of this Plan's development standards or its design guidelines contained in this Chapter 4 and Chapter 5. Instead, for expansions or redevelopment of existing auto dealerships in the Urban Auto Dealership Format, the applicable standards shall be those contained in SMMC Section 9.31.070 (Automobile/Vehcile Sales, Leasing and Storage) and SMMC Section 9.10.070. The Development Review Threshold contained in SMMC Section 9.31.070(C)(5) applicable to auto dealership projects involving the replacement or expansion of an existing auto dealer facility shall apply (in-lieu of those contained elsewhere in this Plan). Except for Tier 3 projects, development agreements shall not be required for the expansion or redevelopment of auto dealerships existing as of July 6, 2010. The special rules for FAR calculation contained in SMMC Section 9.31.070(C)(4) shall govern.

### 9.10.070 PROJECT REQUIREMENTS

See Zoning Ordinance.

### 9.10.080 ESTABLISHED LARGE SITES OVERLAY

Projects within the Established Large Sites Overlay will be processed as a development agreement. These projects must provide, at minimum, Tier 3 project requirements and community benefits. Additional onsite uses, features, fees, programs or benefits expected for these projects are described in Chapter 2, *Downtown Districts*. Projects within Established Large Sites shall only be required to comply with development standards for Height Limit, Maximum Floor Area, and Open Space as required by 9.10.080.

A. **Height Limit.** Projects on Established Large Sites may be authorized up to an absolute height limit of 130' subject to the following requirements:

1. Shall be processed through a development agreement
2. Additional environmental review to the extent not analyzed in the Downtown Community Plan Final EIR.
3. Shade and Shadow analysis of the project's impacts on adjacent uses
4. Include in the application submittal comprehensive responses to how the project meets each of the priorities described in the Downtown Districts Chapter

B. **Maximum Floor Area.**

1. 1133 Ocean Avenue shall have a maximum Floor Area Ratio of 3.0.
2. 101 Santa Monica Boulevard shall have a maximum Floor Area Ratio of 4.0.
3. 4<sup>th</sup> Street/Arizona Avenue shall have a maximum Floor Area Ratio of 3.5.

C. **Open Space Requirements.**

1. 50% of total parcel area comprised of the following: 25% located at Ground Floor and 25% without a regulated location.

### 9.10.090 RESERVED

### 9.10.100 GATEWAY MASTER PLAN INTERIM STANDARDS

All projects on parcels within the Gateway Master Plan area may request Tier 2 development standards until the completion of the Gateway Master Plan, or until January 1, 2021, whichever comes first.

**9.10.110 MODIFICATIONS TO STANDARDS**

A. The procedures established in SMMC Chapter 9.43 for modifications shall be used for Minor and Major modifications to the following development standards established in 9.10.060 or SMMC Chapter 9.28:

**1. Minor Modifications.**

- a. **Parking, Loading, and Circulation.** Modifications to dimensional and design standards that do not result in a reduction of required parking and loading spaces.
- b. **Maximum Ground Floor Height.** Maximum ground floor height up to 2 feet.
- c. **Minimum depth of commercial space in Lincoln Transition, Neighborhood Village, and Wilshire Transition Districts.** Up to 20 percent of the required minimum depth of commercial space.
- d. **Modulation Standards.** Up to 10% of the required facade area to be modulated and required depth of minimum setback for any modulation standard without an alternative compliance option.

**2. Major Modifications.**

- a. **Maximum Ground Floor Height.** Maximum ground floor height up to 4 feet.
- b. **Minimum Ground Floor Height.** Minimum ground floor height up to 1 foot.

**B. Development Agreements.**

Development Agreements may negotiate modifications to any standard except for height and FAR.

**9.10.120 GENERAL REGULATIONS**

**A. Projections.**

Architectural elements may not extend beyond the building façade or into the public right-of-way except as provided below:

- 1. **Awnings/Canopies** should project no more than 8 feet from the building face or 33% of the distance between the building face and the curb, whichever is less. Minimum vertical clearance for awnings and canopies should be 8 feet if it is removable or retractable and 12 feet if it is fixed or permanent.
- 2. **Theater Marquees** can encroach beyond the Property Line to within 6’ of the curb line, provided there is adequate height clearance over the public right-of-way.
- 3. **Signage.** Where the width from the curb to the building face is 18’ or less, signage should not project more than 3’ from the building face. Where the width from the curb to the building face is greater than 18’, signage should not project more than 4’ from the building face. Where signage sits on a canopy, (G)(1) applies and see Awnings/Canopies above.
- 4. **Combined Length of Habitable and Non-Habitable Spaces.** The total combined length of projections into the building frontage line should not exceed 65% of the building face to which they are attached. However, no more than 50% of this combined length may be Habitable Projecting Space.
- 5. **Underground Parking.** Underground parking may extend past the building frontage line, up to the property line.

**B. Development on Multiple Parcels.**

- 1. A building or use may cross property lines only if:

## 4 >> STANDARDS AND REGULATIONS

- a. The building site shall be subject to all requirements of this Specific Plan as though the total area comprised in the site were a single parcel; and
  - b. A covenant by the owner(s) of the parcels shall be filed with the Director and recorded with the County Recorder's office before any use or combination of parcels occurs. The covenant shall state the intention of the owner(s) to develop the parcels as a single building site and shall be in the form required by the Director.
2. A proposed mixed-use development that includes multi-family housing above ground floor commercial uses may cross property lines for parking and access purposes without complying with (I)(1) above, provided it satisfies the following criteria:
- a. The proposed project is located on a single parcel that does not exceed 7,500 square feet of lot area;
  - b. The proposed project is located adjacent to an existing mixed-use or multi-family housing development with subterranean parking;
  - c. The proposed project would share a combined subterranean garage with the adjacent, existing mixed-use/residential development that would only cross lot lines below grade; and
  - d. Access to the combined subterranean parking garage would occur only from the adjacent, existing mixed-use/residential project site.
3. A mixed-use development with multi-family residential units above ground floor commercial uses that satisfies criteria 1-4 above shall be treated as an independent development project for the purpose of applying all applicable Specific Plan development standards.

### 9.10.130 DOWNTOWN COMMUNITY PLAN DEFINITION OF GENERAL TERMS

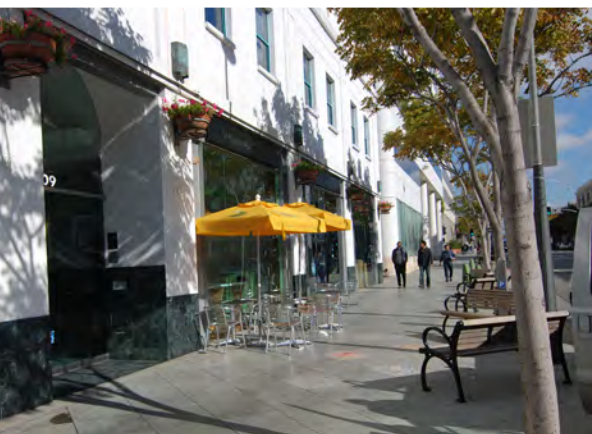
- A. Building Frontage.** The portion of a building that faces a street.
- B. Building Frontage Line.** A line on a parcel that extends the maximum allowable height of the building, parallel to a street frontage, where the required building setback is established between a building frontage and the street curb face.
- C. Pedestrian Level Building Frontage Occupancy.** The portion of a building frontage below 32 feet in height that is located at the building frontage line.
- D. Unbroken Primary Façade Length.** The horizontal distance of a building wall located at the Building Frontage Line without any break or change in the wall plane of more than 10 feet wide, as measured perpendicular to the street frontage. Typical architectural features such as windows, doors, or other physical elements of the building façade shall be considered part of the building wall.
- E. Stepback.** An area of exterior wall that is recessed from the primary exterior wall of a building.
- F. Floor Area Ratio.** See SMMC Section 9.04.090, Determining Floor Area Ratio. The following shall not be included when calculating a project's floor area ratio ( FAR): after the establishment of a POPS program described in Action PPS2.1C, structures under 650 square feet at existing Publically-Accessible Private Open Spaces (POPS) are exempt from Floor Area Ratio calculations.
- G. Mid-Block Parcel.** A parcel of land on a numbered street (e.g. 5<sup>th</sup>, 6<sup>th</sup>, or 7<sup>th</sup> Street) that is not a Corner Parcel.
- H. Façade.** The face of the exterior wall of a building exposed to public view or that wall viewed by persons not within the building. The portion of any exterior elevation of a building extending vertically from the grade to the top of roof and horizontally across the entire width of the building elevation.





## THE DOWNTOWN COMMUNITY PLAN CITY OF SANTA MONICA

## DESIGN GUIDELINES



CHAPTER 5



## INSIDE THE DESIGN GUIDELINES CHAPTER

• The design guidelines chapter provides a range of advice on project design, landscaping, public space and historic preservation techniques. This chapter is not prescriptive, but aims to provide guidance to property owners, architects, design professionals, residents and other interested parties. It includes the following topics:

- Building Guidelines
- Publicly Accessible Space Guidelines
- Public Space Types
- Open Space Amenities
- Open Space Furnishings
- Historic Preservation Guidelines

## PRINCIPLES GUIDING THIS CHAPTER

### MAINTAIN THE “OUR TOWN” CHARACTER OF DOWNTOWN SANTA MONICA

Preserve Downtown Santa Monica’s charm and character by requiring new development to contribute high standards of architecture, urban design and landscaping.

### HONOR DOWNTOWN’S HISTORY THROUGH PRESERVATION AND CONTEXT-SENSITIVE URBAN DESIGN

Require an urban form and building character that is consistent with the existing Downtown fabric, preserving historic resources and allowing for improved architectural design and building diversity in new buildings.

*Goals, policies and actions designed to achieve the Plan principles stated can be reviewed at the end of this chapter.*



## 5.1 BUILDING GUIDELINES

The Design Guidelines for Downtown Santa Monica are intended to promote an attractive and inviting public realm with active building frontages, lush landscaped streets and general excellence in architecture and urban design.

The Guidelines fulfill objectives as outlined below, which guide development to embody high standards for urban design. These objectives are:  
**Objective 1:** Maximize architectural integrity and quality.

**Objective 2:** Create human-scaled buildings that contribute to a pedestrian-oriented public realm.

**Objective 3:** Create visual interest and variety in building and landscape design along every street.

**Objective 4:** Animate building frontage on the ground floor to create an inviting public realm.

**Objective 5:** Respect the small-scale increment of development Downtown, based on a historical parcel width of 50 feet, which provides variety and visual interest for the pedestrian.

**Objective 6:** Create ambiance and a safe environment along the street at night that encourages pedestrian activity.

**Objective 7:** Create enjoyable shared private open spaces.

### How to Use these Guidelines

Those involved with developing, designing, approving and constructing buildings in the Downtown Community Plan area should be familiar with these Guidelines. They provide criteria for fulfilling the community's vision of a Downtown characterized by generous and well-landscaped pedestrian spaces, framed by human-scaled buildings. As proposals come before the Architectural Review Board, the Planning Commission, and/or the City Council, these Guidelines will provide a predictable set of advisory criteria by which to review the submission.

Most of the guidelines are specific in nature, while others are a matter for broad interpretation; however, none should be confused with imposing a mandate style or motif.

### 5.1.A ARCHITECTURAL STYLE

There is no preferred style or historic period for buildings in the Downtown area. All buildings should demonstrate an architectural concept/idea to provide coherence and integrity to the design. However, where an Historic Architectural Style is proposed, the applicant should document how the proposed building is in keeping with that style, particularly in regards to: overall massing, overhangs, expressions of structure, wall thickness, materials and other details.



*Mixed-use building at the corner of Santa Monica and 6th Street that demonstrates façade articulation and visual interest.*



*Corner buildings have two primary façades as shown on this contemporary mixed-use building in Boulder, CO.*



### 5.1.B PEDESTRIAN ACCESS

Primary pedestrian access to buildings should be provided along the sidewalk or permitted Open Spaces. Primary entries to ground floor tenant spaces or residential units should be directly accessible from the sidewalk and frontages with retail uses should provide tenant spaces with their own entry from the sidewalk, open space or from a pedestrian paseo, where one is provided.

#### Paseos and Pedestrian Passages

Parcels longer than 300 feet should be developed with a mid-block pedestrian passage or open space. Where pedestrian passages are utilized, they should be placed to connect to other passages, alleys, or mid-block crossings for greater street grid connectivity.

- a. Pedestrian passages should be no less than 15 feet wide.
- b. If pedestrian passages are covered, the floor to ceiling height should be at least 1.5 times the width of the paseo.

### 5.1.C GROUND FLOOR PERMEABILITY

#### Window and Entry

- a. On corner sites, residential lobby entries should be on north/south streets where practical in keeping with their quieter nature, allowing uninterrupted retail frontages on east/west streets. The exception to this is for corner sites along Lincoln Boulevard where residential lobbies should be accessed from east/west streets.
- b. Residential entries should be designed to have architectural hierarchy within the façade, be well-marked and easy to find. For example, recessed entry doors articulate the entrance, adding depth to the façade and ensuring doors do not swing into the sidewalk.
- c. Residential and/or Hotel pedestrian entries may be accessed from courtyards, which provide additional richness to the streetscape experience.
- d. Window glazing should be transparent with clear or limited UV tint to provide sight lines into and out of the building. Highly-reflective, mirrored, heavily-tinted and opaque glazing is strongly discouraged (except that opaque glazing can be used as spandrel glass).

- e. Large expanses of glass (or curtain walls) at the ground floor should be subdivided.
- f. Recessed windows are encouraged to increase the depth of the shadow that is cast. Emphasizing wall thickness provides an impression of mass and stability.
- g. Residential windows should be operable.
- h. Windows should be detailed consistent with the project design to provide a sense of human scale, proportion, texture, shade and shadow.

#### Storefronts

- i. A transition between storefronts, such as a change in plane, addition of a column or other vertical element should be provided between storefronts.
- j. Transoms, which can accommodate a business address, should be incorporated above entry doors.
- k. Entry doors should be commercial grade with clear glazing framed in metal, wood or frameless.
- l. Building and store entries should be clear to the pedestrian. Consider using awnings, canopies, architectural lighting, and pedestrian signage to articulate entrances.

### Interior Courtyards

When provided, interior courtyards should be designed to encourage common and shared use by residents. Consider including the following amenities:

- a. Seating and planting areas.
  - Landscape is a necessary component to soften outdoor space in an urban setting.
  - Planters shall be designed to enhance the usable space. Large, tall planters can prevent optimal use of open space by making the space feel crowded. 18" high planters are optimal as edges can be used as seat walls.
  - Low walls and steps may be used for seating.
  - Landscaping should include shade trees or shading devices, where space permits.
- b. Lighting
  - Should illuminate the Courtyard, but does not negatively impact surrounding buildings.
  - Lighting should illuminate walkways, planting areas and architectural and landscape features.

Blank walls should be avoided inside the perimeter of the courtyard.



*On corner sites, the residential lobby should be located on north/south streets, where practical leaving the east/west streets for uninterrupted storefronts.*



*Pedestrian entrance to this hotel is off courtyard, adjacent to public sidewalk, creating privacy from street.*



*Recessed windows add depth to façade.*



*Tall ground floor contributes to an inviting streetscape and improves the visibility and viability of retail.*



*Use of awnings, architectural lighting and pedestrian signage enhance pedestrian experience, while columns distinguish separate storefronts in same buildings.*

## 5 >> DESIGN GUIDELINES

### 5.1.D ROOFS

- a. “Cool roofs,” using white paint or other lightly colored surfaces to reflect the sun and reduce building temperatures and need for cooling, are recommended.
- b. Roof forms and materials should be kept in character with the rest of the building.
- c. Consider “green roofs,” which treat stormwater and provide a visual amenity.
- d. Roof-top mechanical equipment and roof-vent penetrations should be set back 10 feet from the edge of the building and properly screened behind a parapet or in an enclosure so it is not visible from the street in order to improve building appearance from other taller buildings.
- e. Rooftop equipment not within an enclosure should be painted to match the roof top.
- f. Use of roofs as amenity spaces is encouraged, provided impacts on neighboring properties are minimized. Place noise-generating amenities away from neighboring buildings. Provide landscaping around edges of occupied roofs to provide a buffer to neighboring properties.
- g. Hotels are encouraged to provide publicly accessible rooftops, such as sitting areas, restaurants and bars.



*Color variation differentiates the building base from body. Offsets and recesses along the façade break up the building’s mass.*

### 5.1.E FAÇADE ARTICULATION

#### Massing Offsets

- a. Breaks in buildings are utilized to reinforce the architectural idea and provide appropriate mass and scale. Break the building mass with differing heights and widths to avoid monolithic buildings.
- b. Regular breaks along the building façade should create a visual rhythm along the street with offsets, recesses, stepped façades, varying materials or colors, and architectural ornaments such as balconies, awnings, projections, etc., while ensuring a pleasing composition as a whole.
- c. Corner buildings require unique architectural treatments like increased height and/or building mass or interesting entry designs, such as angled entries, to help “anchor” corner buildings and further define the street.



*Subtle variations in roof lines along street add interest to the skyline.*

- d. When adaptively reusing a historic structure or incorporating a historic facade into new construction, new floor levels above the cornice of the original facade should be set back sufficiently to preserve the street presence of the original facade.

#### Colors and Materials

Changes of exterior color, texture or material can be used to reinforce the architectural formal idea and are best accompanied by changes in plane or occur at an inside corner.

- a. Recommended materials are those durable and quality materials that give the building a sense of authenticity, weight, texture, and mass, such as:
  - Precast concrete or poured-in-place concrete, unitized ceramic panels, high quality metal panels, brick (full or face brick), cementitious panel siding,



wood panel plank or siding, green walls, smooth plaster, tile, terrazzo, stone veneer and low reflectivity glass and other durable, high quality materials should be used.

- b. Discouraged building materials and elements:
  - Plywood siding, T-1-11 siding, vinyl siding, wood shingles, and thin layers of stone or unit masonry that appear veneer-like should not be used.

**Awnings and Shade Devices**

- a. Placement should be limited to above windows and doors, not walls in-between, and should not interfere with pedestrian signage for shops and businesses.
- b. Awning mounting heights should be consistent along the façade, unless supporting architectural concept.
- c. Colors should complement the building.
- d. Durable materials that complement other building materials are recommended, like:
  - Canvas, high quality fabric, and metal
- e. Discouraged materials:
  - Vinyl and plastic
- f. Mounting hardware should complement building hardware.



*Awning color-coordinated with brackets, signs and light fixtures add harmony to the façade, but is too shallow to provide meaningful shade for shoppers.*



*Canopy materials are durable, complement entry materials/colors and provide opportunity for recessed lighting at entry.*



*Canopy materials are durable, complement building materials and provide shade and shelter.*



*Metal trellis adds additional interest and shade in paseo without obstructing signing on awnings.*



*Awning design is consistent along business windows to reinforce identity of space.*



*Shuttered wood awning adds texture to building façade and provides durable surface to add signing.*

## 5 >> DESIGN GUIDELINES

### Balconies

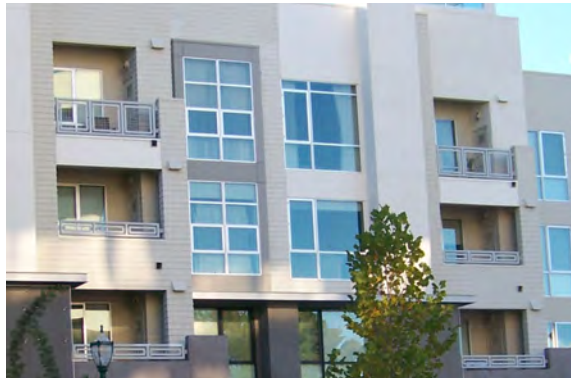
Balconies should be closely integrated into building design and not create a confusing and cluttered street wall.

- a. Projecting balconies should not dominate the façade. Recessed balconies are an option for providing outdoor space without dominating the façade.

### 5.1.F ARCHITECTURAL LIGHTING

Frontages, entrances, arcades, pathways and adjacent pedestrian public rights-of-way should be illuminated for pedestrian safety.

- a. Architectural lighting, incorporated into building design, should highlight and accent architectural details.
- b. Decorative lighting could be added at entrances and window displays to activate pedestrian realm at night.
- c. Light fixtures should complement the style of the building.
- d. Building lighting for pedestrian passages, courtyards, roof gardens and corner plazas should be focused on serving the pedestrian and also be tamper-proof.
- e. Lighting along alleys should operate independently of other lighting in and around the building
- f. Lighting sources should be shielded, aiming light downward or back to the building wall, to reduce glare.



*Balconies accent, but do not dominate façade.*



*Projecting balconies used sparingly.*



*French balconies add architectural interest to upper floors of garage.*



*Fully recessed balconies.*



- g. Recommended Materials:
  - LED lighting and solar-powered lights
- h. Discouraged Materials:
  - Incandescent exterior lights and high-pressure sodium lights

### 5.1.G SERVICE AND AUXILIARY CRITERIA

- a. Service, utility and mechanical functions, including retail loading, should be located in alleys whenever present. When alleys are not present, service functions should be placed behind buildings. Building design should accommodate equipment with niches or insets.
- b. Service, utility, and mechanical equipment (e.g., utility box transformers and standpipes) visible from the street should be screened from view with landscaping or enclosures.
- c. Screening should be compatible with the architecture, materials and colors of adjacent buildings.
- d. Trash and storage enclosures should be architecturally integrated the project design. Landscaping should be provided adjacent to enclosures for screening and deterring graffiti.
- e. Trash enclosures and retail loading areas should be sited to minimize nuisance to adjacent properties.
- f. The location of trash enclosures should be easily accessible for trash collection and should not impede general site circulation patterns during loading operations.
- g. Mechanical equipment should vent to an alley wherever possible.



*Decorative lights that complement architecture.*



*Illustrative image: Mechanical equipment attractively screened at the rear of the building facing Alley.*



*Light source shielded from street to minimize glare.*



*Decorative enclosure built into building façade can screen transformers and other utilities in an attractive manner.*



*Recessed canopy lights illuminate entrance.*



## 5.2 PUBLIC SPACE GUIDELINES

The ideals of public spaces are that they are open and free to be enjoyed by all. Public spaces do not exclude anyone from using them, but in reality design doesn't always meet everyone's needs. One way to help protect the foundation of public space for all is inclusive design. Inclusive design is consciously designing a space so that a diversity of users, whether women, men, children, elderly, or people with limited abilities, feel comfortable and safe in public spaces. Inclusive design principles will guide the creation of new public spaces Downtown, and will help ensure more people feel they can be part of the space and the Downtown Santa Monica community. Principles addressing lighting, signage, and location alleviate feelings of safety and security. Clear and ample signage helps everyone and those with limited abilities to navigate through the space better; in addition to open and smooth pathways. Providing transportation access with safety amenities such as emergency lights, and with more points of access to the public space offers more reasons for people to step out the door and enjoy public space as if it were their backyard.

### 5.2.A PUBLIC SPACE GUIDELINES

#### Size and Location

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. A minimum size of 7,500 square feet is adequate to create a functional small park. Smaller spaces, along pedestrian passages for example, might be more intimate. Public space should be surrounded by mixed-uses to maintain diverse users throughout the day and week. Design all new public spaces around a "purpose." Categories of purposes could include education, socializing, exercise and relaxation. The location should allow the space to have multiple entrances and exits.

#### Design

- a. Integrate the design of the public space with the overall design and architectural character of surrounding buildings.
- b. Limit the use of walls and enclosures to reduce places where someone might hide. This also helps keep the space open and accessible with clear sightlines of entrances and exits.
- c. From landscaping to seating to paving, everything about the design of the space should consider long-term implementation for durability and maintenance.



*Pioneer Square in Portland is designed with purpose as a community gathering place and mixing zone.*



*Access to publicly accessible space should be provided directly from the right of way.*



*Landscaping in this privately-owned public space creates an inviting environment and a sense of enclosure.*



*The use of variety in simple paving materials creates an interesting texture to this plaza.*

### Access

Public space must be accessible from the public right-of-way and also be inviting. Public spaces must meet Americans with Disabilities Act (ADA) requirements so that they are accessible to all citizens. Public transportation providing access to and from public spaces should include shelters to protect from weather, especially sun and wind in Santa Monica. Transit stops should also include seating, emergency phones for safety and security, and a screen displaying the time of the next arriving train or bus. This helps people plan their trips better, feel safe when traveling, and reduces barriers to accessing public spaces making them more willing to embark on the outing.

### Signage

Direct pedestrians to the space and provide information about the spaces.

- a. Install wayfinding signage along the sidewalk to direct pedestrians to open spaces and transit access;
- b. Install an informational plaque within the spaces. The plaque should be a minimum of 21 inches by 21 inches made of a non-reflective material and the lettering should be easy to read. The information on the plaque should include: “the space is for public use;” the name of the owner of the building; the name, address, and phone number of the person designated to maintain the open space; and a statement that complaints regarding the open space may be addressed to named City agencies.

### Art and Amenities

Open spaces should integrate public art and amenities.

- a. Public restroom facilities that accommodate mobility-assisting instruments and changing tables, or signs to the nearest public restroom not located in the public space, should be provided.
- b. Art should be fully integrated into design of public space. “Plop Art” should be avoided.

### Landscaping

Landscaping is a necessary component of outdoor space in an urban setting. Because landscaping has a significant impact on the experience, texture and temperature of an open space, it needs to be appropriate to the intended use of the space, and be comfortable, attractive and complement the surrounding architecture.

- a. Open spaces should include landscaping and trees. They should be appropriately selected based on location, volume and use.
- b. Open spaces should provide both shaded and sunlit areas. Shade can be provided with trees, shade structures, awnings, canopies and/or umbrellas.
- c. Planters shall be designed to enhance the usable space. Large, tall planters can prevent optimal use of open space by making the space feel crowded. 18” high planters are optimal as edges can be used as seat walls.



## 5 >> DESIGN GUIDELINES

- d. Less voluminous and tall landscaping should be planted near the pathways, and tall trees and hedges should be planted away from pathways to maintain clear sightlines throughout the space and reduce hiding places that might make users feel unsafe.
- e. Landscaping should be used to activate building façade, soften building contours, highlight important architectural features, screen less attractive elements, add color, texture and visual interest, and provide shade.

### Sustainability

Sustainability is an important City goal and should be fully incorporated into all and public spaces.

- a. Landscaping and appropriate paving strategies should contribute to local stormwater management strategies. Plazas, as open expanses of paved material, can capture, filter and recycle rainwater from their surface and adjacent buildings. Consider permeable paving and stormwater retention areas.
- b. Native and drought-resistant landscaping should be used.

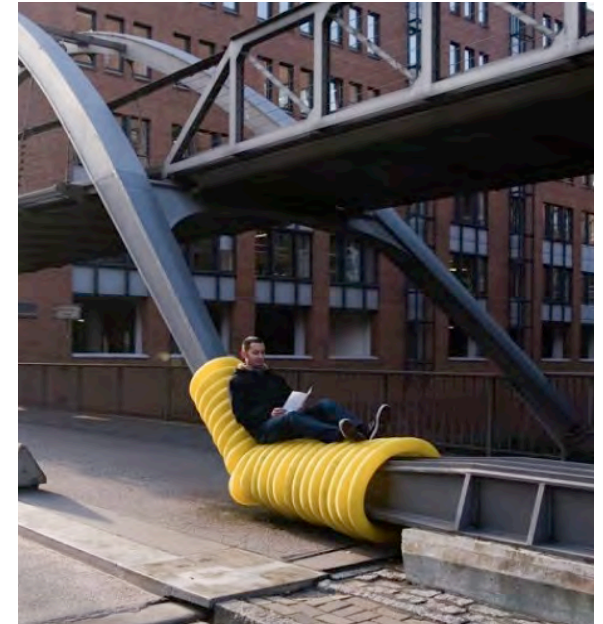
### Paving

- a. Paving should complement the architectural character and materials of surrounding buildings.
- b. Paving should not be slippery when wet.
- c. Utility grills and vents should be in character with paving and character of surrounding buildings.
- d. Paving should be smooth and flat to assist the mobility challenged to easily move throughout and enter and exit the space.

### Seating

Public spaces should include an abundance of well-designed seating of different varieties.

- a. Ideas for seating include: seat walls, planter ledges, free-standing elements, fountain borders, benches, moveable seating, fixed seating and seating steps.
- b. Movable seating provides people with the flexibility to sit in groups or alone and be in the sun or shade.
- c. Seating should also accommodate those who are wheelchair-bound, offering tables where a wheelchair can be situated and used.
- d. Seating can also be incorporated in free-flowing, sculptural forms that are part of the landscape design.
- e. Seating should be appropriate to the scale of the space, as well as designed to human proportions for comfort. On the other hand, when integrated as public art, seating may play with scale and form.



*Creative seating design can help to scale down the built environment to the pedestrian level.*



*Movable furniture provides users with a variety of arrangement options to suit individual needs.*



## DOWNTOWN COMMUNITY PLAN GUIDANCE ON PUBLIC OPEN SPACE DESIGN

This chapter provides design guidance on public open space, which was identified as the community's number one priority for Downtown. Property owners and developer's should take a thoughtful approach to the design of public open space by employing several, or all, of the elements described in this graphic to create inclusionary spaces that cater to women, men, children elderly or people with limited abilities.



- 1 Include paths and entrances have lighting.
- 2 Provide safe and sheltered access to public transportation.
- 3 Position Helpful staff conscious of sensitivities in public spaces.
- 4 Incorporate smooth pathways for navigating the public spaces with multiple entrances and exits.
- 5 Place trees and hedges away from paths to eliminate hiding places in public spaces.
- 6 Provide amenities in public spaces for more comfortable use.

The public space elements shown in the graphic are drawn from examples of successful public spaces around the world, and showcase how careful planning can create quality experiences that enhance a sense of community. This is particularly important for Downtown Santa Monica, which must address its resident's well-being through new public spaces that cater to the diverse makeup of this neighborhood of nearly 5000 people.

## 5 >> DESIGN GUIDELINES

### Lighting

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. Lighting helps users see who else is using the space as well as be seen, making them feel safer. Beyond ensuring sufficient light levels, lighting is encouraged to be used as public art. Lighting should illuminate the open space, but not negatively impact surrounding buildings. Lighting should illuminate walkways, planting areas and architectural and landscape features.

### 5.2.B PRIVATELY OWNED PUBLIC SPACE (POPS) GUIDELINES (EXEMPT FROM FAR)

#### Land Use

Uses should be limited to cafes, (including small restaurants and bars), bike shares and bike stations, art galleries, newsstands, bookshops, florists and tourist information centers. Other uses not listed here may be appropriate and should be subject to the approval of the Director of Planning or his/her designee.

#### Design

Permanent structures should be designed with significant transparency, with as many operable doors and windows as practical so as to minimize the barrier between inside and out.

- a. “Back of house” operations, like kitchens, requiring less transparency, should be oriented away from the sidewalk.

- b. Shading devices should not diminish the apparent transparency.
- c. Uses requiring sunlight control, such as gallery spaces, should make the effort to allow transparency into the structure.

#### Location

Permanent structures should be detached from the primary building on the site.

- a. Where connections are required for proper operation, the connection should be minimal so as to appear like a pavilion addition to the space.
- b. Where the existing space is narrow, direct attachment to the primary building is permitted if it is the only way to provide the new amenity.
- c. These conditions should be reviewed by the Director of Planning or his/her designee.

#### Height

The height of any permanent structure that is added into an existing POPS should generally be limited to 15 feet. In some instances, small portions of the structure may exceed that height, particularly where the roof of the structure can be occupied for seating.

#### Signage

The City should design and adopt a logo and a plaque for all POPS that have been incentivized under this rule to help the public understand the individual spaces are part of a larger network. Installing the plaque at every pedestrian entrance will direct the public to these spaces.



*This popular cafe in Sacramento is located inside a public space. Locals and commuters mix in this area.*



*Signage that describes the rules for public access should accompany all POPS.*



### 5.3 PUBLIC SPACE TYPES

Privately owned and publicly accessible open spaces (POPS) come in many different sizes, ranging from a small pocket park to a large ground floor plaza. Each is a valuable contribution to the Open Space Network in Downtown Santa Monica. Chapter 2D, *Pathways and Public Spaces*, proposes the creation of new public open spaces at strategic sites in the Downtown. Many of these may potentially be sited on privately-owned property, but should function like public parks based on Development Agreement negotiations. The following guidelines apply to these various open space types:

- Green
- Plaza
- Courtyard
- Pocket Park
- Sun Deck/View Terrace
- Parklet
- Paseo
- Esplanade

#### GREEN



#### PLAZA



#### COURTYARD



#### POCKET PARK



#### SUN DECK/VIEW TERRACE



#### PARKLET



#### PASEO



#### ESPLANADE

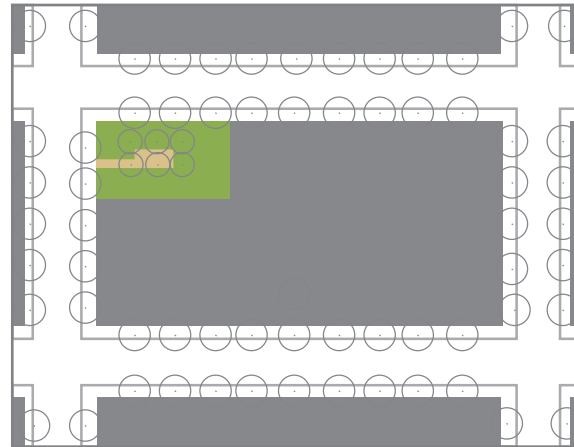




## 5 >> DESIGN GUIDELINES

### 5.3.A GREEN

OPEN SPACE GUIDELINES	
Description	Designed and programmed for recreational uses.
GUIDELINES	
Access	From Sidewalk.
Public Availability	Per Public Park Regulations.
Vendors	Food and drink, only.
Landscaping	Yes.
Seating	Provide formal and informal seating along pathways or in designated gardens, lawns, etc. Movable chairs desirable.
Sunlight/Wind	May include trellis, canopies or other shade structures as well as trees & cafe table umbrellas.
Public Art	Yes.



Green Space Diagram



Artist's Rendering of a Community Green at 5th & Broadway.



Jamison Park, Portland, OR.



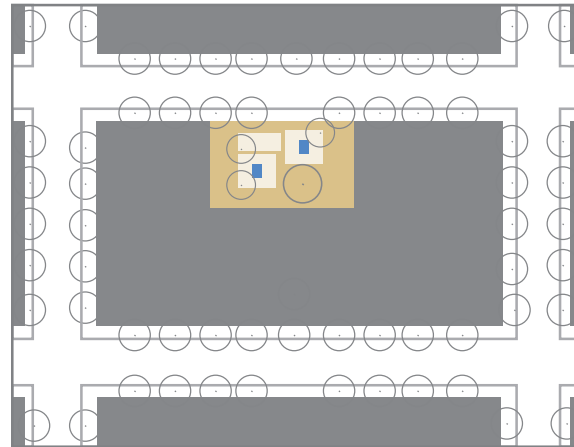
Georg-Freundorfer-Platz, Munich, Germany.



Lawn Bowling Club, Douglas Park, Santa Monica, CA.

5.3.B PLAZA

OPEN SPACE GUIDELINES	
Description	Designed and programmed for recreational uses.
GUIDELINES	
Access	From Sidewalk or Pedestrian passage.
Public Availability	All times.
Vendors	Permitted restaurant seating taking up no more than 30% of the seating provided.
Landscaping	Yes.
Seating	Provide formal and informal seating along pathways or in designated gardens, etc. Movable chairs desirable.
Sunlight/Wind	May include shade trees, awnings/canopies from building & cafe table umbrellas.
Public Art	Yes.
Programming	Gathering space with potential for scheduled performances and/or fairs.



Plaza Diagram.



Artist's Rendering of 4th/5th Arizona Ice Rink Plaza.



West Hollywood Gateway by Jerde Partnership.



Reston Town Center, Reston, VA.



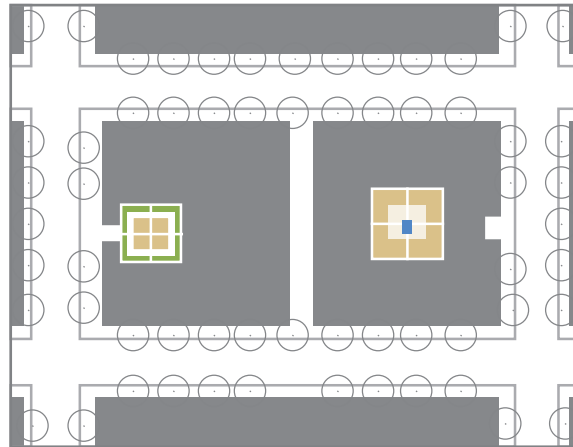
St. Ann's Square, Manchester, UK.



## 5 >> DESIGN GUIDELINES

### 5.3.C COURTYARD

OPEN SPACE GUIDELINES	
Description	Primarily hardscaped open space framed by building on at least three sides.
GUIDELINES	
Access	From public sidewalk or internal development corridor.
Public Availability	Determined by building owner or by negotiated contract.
Vendors	Permitted.
Landscaping	Yes.
Seating	Provide mix of formal and informal seating. Movable seating encouraged.
Sunlight/Wind	Umbrellas or awnings, trellises, or canopies integrated with building or over courtyard, as well as shade trees.
Public Art	Yes.
Programming	Gathering space and/or outdoor dining space with potential for scheduled performance space, fairs or movie screenings.



Courtyard Diagram.



Artist's Rendering of the Luxe@Broadway Apartment Courtyard.



One Colorado, Pasadena, CA.



Pendlewood Square Bench.

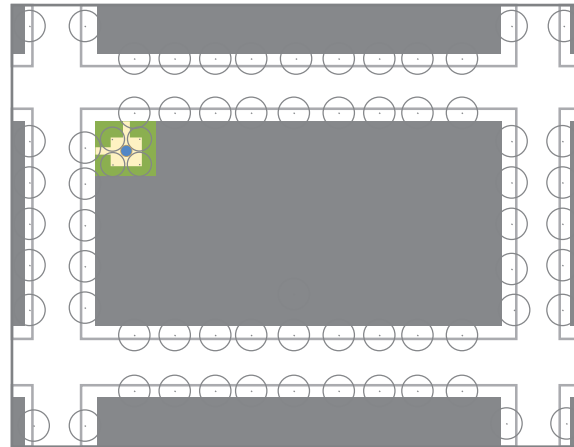


Uptown Dallas Apartment Courtyard, Dallas, TX.



5.3.D POCKET PARK

OPEN SPACE GUIDELINES	
Description	Small open space in urban areas with shade and seating framed by buildings on at least two sides.
GUIDELINES	
Access	From Sidewalk or Paseo per public park regulations.
Public Availability	Sunrise to sundown or determined by owner or by negotiated contract.
Vendors	Food vendors allowed. Restaurant seating taking up no more than 50% of the seating provided.
Landscaping	Yes.
Seating	Provide movable seating with tables along edges of park or near shaded areas.
Sunlight/Wind	May include shade trees, awnings or canopies from building, and cafe table umbrellas.
Public Art	Yes.
Programming	Gathering space.



Pocket Park Diagram.



Artist's Rendering of a Pocket Park at Lincoln & Broadway.



Girard Fountain Park, Philadelphia, PA.



6th Ave Vest Pocket Park, New York City, NY.

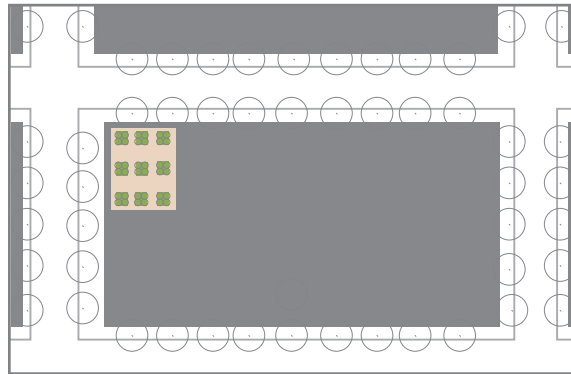


Paley Park, New York City, NY.

## 5 >> DESIGN GUIDELINES

### 5.3.E SUN DECK/VIEW TERRACE

OPEN SPACE GUIDELINES	
Description	An open space that provides views of the Downtown from an elevated spaces.
GUIDELINES	
Access	From public stairway, elevator and/or internal private corridor.
Public Availability	Open during business hours or as determined by property owner or by negotiated contract.
Vendors	Food vendors allowed. Restaurant seating taking up no more than 30% of the seating provided.
Landscaping	Yes.
Seating	Fixed and movable seating.
Sunlight/Wind	Trellis, shade structure or shade trees.
Public Art	Yes.
Programming	Gathering space and/or outdoor dining space.



Sun Deck or View Terrace Diagram.



Artist's Rendering of a Rooftop Garden at the Wyndam hotel.



Rooftop plaza at First and Mission St, San Francisco, CA.



Westfield's Sky Terrace, San Francisco, CA.

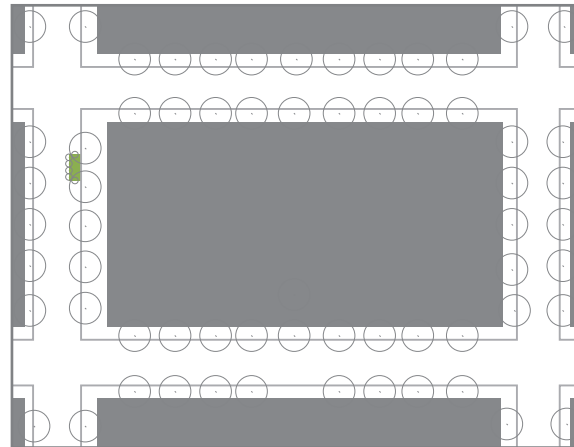


Highline Park, New York City, NY.



5.3.F PARKLET

OPEN SPACE GUIDELINES	
Description	Mini-park located within an on-street parking lane with seating that is raised to be at the sidewalk grade.
<b>GUIDELINES</b>	
Access	From sidewalk.
Public Availability	Publically accessible.
Vendors	No, except may be used for restaurant seating or cafe seating for fronting establishment.
Landscaping	Yes.
Seating	Movable chairs and tables.
Sunlight/Wind	Shade structure, trellis, trees or umbrellas.
Public Art	Yes.
Programming	Gathering space or outdoor dining space.



Open Space Type Diagram.



Artist's Rendering of a Parklet at 6th & Broadway.



San Francisco, CA.



Valencia Street, San Francisco, CA.



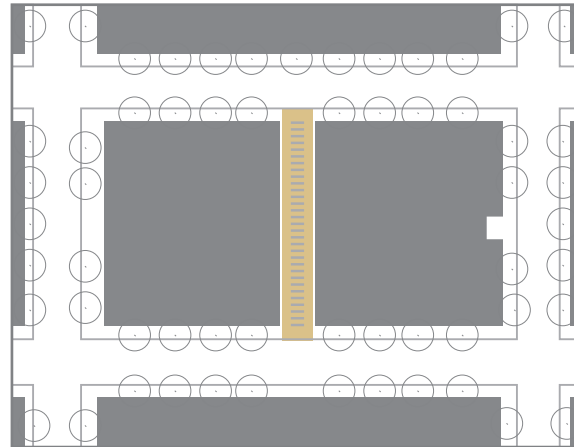
A Parklet along a narrow sidewalk in New York.



## 5 >> DESIGN GUIDELINES

### 5.3.G PEDESTRIAN PASEO

OPEN SPACE GUIDELINES	
<b>Description</b>	A linear open space located between blocks with special paving, landscaping and access for pedestrians only. Encouraged where there is over 300 ft of continuous building frontage.
GUIDELINES	
<b>Access</b>	From sidewalk, building and/or alley.
<b>Public Availability</b>	All times unless otherwise restricted by property owner.
<b>Vendors</b>	Stores may front passageway.
<b>Landscaping</b>	Yes.
<b>Seating</b>	Fixed or movable seating along edge of Paseo facing open space.
<b>Sunlight/Wind</b>	Awnings, canopies, or trellis.
<b>Public Art</b>	Yes.
<b>Programming</b>	Gathering/walking space with potential for scheduled performances or fairs.



*Paseo Diagram.*



*Artist's Rendering of Pedestrian Paseo between 4th and 5th.*



*Paseo with shopfronts and furnishings.*



*Pedestrian Paseo located in Downtown Los Angeles, CA.*

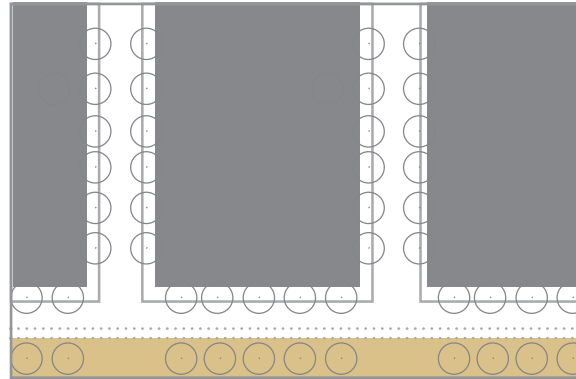


*Unique framed entry leading from a paseo to a plaza.*

5.3.H ESPLANADE

OPEN SPACE GUIDELINES	
Description	A linear open space along Colorado Ave with a generous sidewalk defined by special paving, a cycle track for bicyclists, and or one-way travel lane westbound that connects the Expo Station to the Pier.
GUIDELINES	

Access	From Colorado Ave or intersection street.
Public Availability	All times.
Vendors	Permitted.
Landscaping	Yes.
Seating	Fixed or movable seating.
Sunlight/Wind	Shade trees.
Public Art	Yes.
Programming	Promenading



Esplanade Diagram.



Artist's Rendering of Wilshire Blvd sidewalk expansion.



PWP Landscape Architecture's rendering of the Colorado Esplanade.



Wilshire Boulevard present condition.

**5.4 OPEN SPACE AMENITIES**

Open Space Amenities are major programming elements that can exist in the open space types. Each open space type can host a variety of potential permanent or temporary amenities that include:

- Playground
- Community Garden
- Snippet (Small Sunny Sitting Spot)
- Ice Rink
- Outdoor Performance Venue
- Craft/Artisan Fair

The following pages provide guidelines for each amenity space:

- Open space type within which the amenity is appropriate
- Size of the amenity
- Access to the space
- Public availability to space
- Vendors permitted in space
- Landscaping within space
- Seating within space
- Sunlight and wind considerations in space
- Public Art integrated in space

OPEN SPACE AMENITIES						
OPEN SPACE TYPES	PLAYGROUND	COMMUNITY GARDEN	SNIPPET	ICE RINK	OUTDOOR PERFORMANCE VENUE	CRAFT/ARTISAN FAIR
Plaza	✓	✓	✓		✓	✓
Green			✓			
Parklet			✓			✓
Paseo			✓			✓
Esplanade	✓	✓	✓		✓	✓
Courtyard			✓			
Pocket Park	✓	✓	✓			
Sun Deck						



5.4.A PLAYGROUND

PLAYGROUND GUIDELINES	
Description	Designed and equipped with play elements for children.
GUIDELINES	
Location	Can be located within a Plaza, Community Green, Courtyard, Sun Deck/ View Terrace or along the central axis of a Promenade.
Access	From space within which it sits.
Public Availability	Sunrise to Sunset.
Vendors	Permitted along the perimeter of the space within which it sits.
Landscaping	Yes.
Seating	Provide formal seating facing play areas for parents to have direct view of children.
Sunlight/Wind	May include shade trees, shade structures or cafe umbrellas.
Public Art	Yes.



Tongva Park, Santa Monica .



Jamison Park Portland, OR.



Fruit and Scent Playground, Liljeholmen, Sweden.



Playground in The Hague, Netherlands.

## 5 >> DESIGN GUIDELINES

### 5.4.B COMMUNITY GARDEN

COMMUNITY GARDEN GUIDELINES	
Description	Garden space designed for growing fruits, vegetables, flowers, herbs, etc.
GUIDELINES	
Location	Can be located within a Courtyard or Sun Deck/View Terrace
Access	From rooftop, sidewalk or Courtyard.
Public Availability	Determined by building owner.
Vendors	N/A
Landscaping	Yes.
Seating	Seating limited to educational gathering space, if present.
Sunlight/Wind	Shade structure or trellis near educational space and/or garden supply and tool storage area.
Public Art	Yes.



*Raised Sidewalk Vegetable Garden Bed.*



*Rooftop Garden at the Curren House designed by Landscape Architect, Andrea Cochran.*



*Rooftop Garden in New York City, NY.*

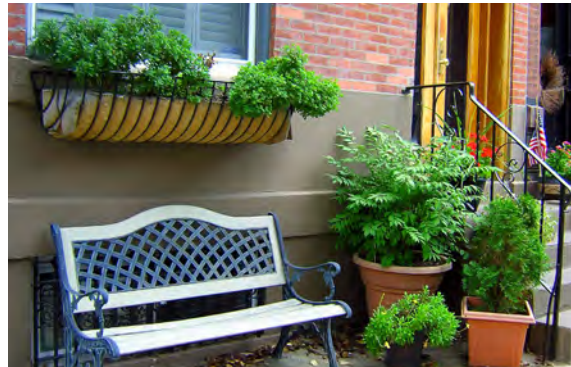


*Rooftop Garden in Los Angeles, CA.*



5.4.C SNIPPET

SNIPPET GUIDELINES	
Description	A small, sunny place to sit.
GUIDELINES	
Location	Can be located in any of the open space types
Access	From sidewalk, Paseo, Esplanade or Courtyard.
Public Availability	All times unless otherwise restricted by property owner.
Vendors	N/A
Landscaping	Yes.
Seating	Fixed or movable seating.
Sunlight/Wind	Awnings, canopies from adjacent buildings or shade tree.
Public Art	Yes.



Philadelphia, PA.



Mark Reigelman's "Stair Squares"  
Borough Hall, Brooklyn, NY.



Peter Newman's "Skystation", Hayward Gallery, London, UK.



Open Space furniture at Santa Monica Place.



## 5 >> DESIGN GUIDELINES

### 5.4.D ICE RINK

ICE RINK GUIDELINES	
Description	Temporary outdoor ice skating arena used for recreation during the winter months.
<b>GUIDELINES</b>	
Location	Can be located within a Plaza.
Access	From sidewalk, Esplanade and/or Paseo.
Public Availability	Business hours & limited to the winter months.
Vendors	Food and beverage vendors permitted as well as skating equipment rental.
Landscaping	Yes.
Seating	Provide formal seating facing ice rink arena for spectators to watch and informal fixed or movable seating for skaters to gather or for surrounding uses facing the Plaza.
Sunlight/Wind	Awnings, canopies from adjacent buildings, shade trees or cafe umbrellas.
Public Art	Yes.



*Santa Monica Ice Skating Rink, 5th St and Colorado.*



*Nathan Philips Square, Toronto, CAN.*



*Millennium Park, Chicago.*



*Millennium Park, Chicago.*

5.4.E OUTDOOR PERFORMANCE VENUE

OUTDOOR PERFORMANCE GUIDELINES	
Description	Temporary Outdoor Performance Venue or movie screen.
<b>GUIDELINES</b>	
Location	Can be located within a Plaza or Community Green or Courtyard.
Access	From sidewalk, Esplanade and/ or Paseo.
Public Availability	By admission.
Vendors	Permitted.
Landscaping	Yes.
Seating	Seating requirements vary.
Sunlight/Wind	Shade structure or trellis near educational space and/or garden supply and tool storage area.
Public Art	Yes.



Old Pasadena Film Festival, Historic Downtown Pasadena.



Project Dance, Times Square New York City, NY.



Summer Concert Series, Santa Monica Pier.



Outdoor performance in Bryant Park, NY.



## 5 >> DESIGN GUIDELINES

### 5.4.F CRAFT/ARTISAN FAIR

CRAFT / ARTISAN FAIR GUIDELINES	
Description	Temporary outdoor vendor fair.
<b>GUIDELINES</b>	
Location	Can be located within a Plaza, Community Green, Courtyard, Esplanade, or Paseo.
Access	From sidewalk or through a private building if located within a interior Courtyard.
Public Availability	Determined by building owner
Vendors	Craft or artisan vendors and food / beverage vendors.
Landscaping	Yes.
Seating	Provide formal seating facing ice rink arena for spectators to watch and informal fixed or movable seating for skaters to gather or for surrounding uses facing the Plaza.
Sunlight/Wind	Awnings, canopies from adjacent buildings, shade trees or cafe umbrellas.
Public Art	Yes.



American Crafts Festival, Lincoln Center Plaza, New York City.



Art Star Craft Bazaar, Philadelphia, PA.



Orange Park Fine Art Festival, Jacksonville, FL.



Rittenhouse Craft Fair, Philadelphia, PA.



## 5.5 OPEN SPACE FURNISHINGS

Open space furnishings contribute comfort and/or utility to each open space type. Starting on page 220 example images are shown of high quality furnishings that make Downtown open space network an inviting, safe, attractive and comfortable place in which to spend time.



*Open space furniture in Santa Monica.*



*Pedestrian lighting on 4th Street.*



*Sidewalk benches in Sidewalk Width Zone 3.*

## 5 >> DESIGN GUIDELINES

### 5.5.A EXAMPLES OF OPEN SPACE FURNISHINGS

#### BENCHES



#### TABLES & CHAIRS



#### PLANTERS



#### LIGHTING



#### NEWS RACKS







BOLLARDS



PUBLIC ART



SHADE



WATER FOUNTAIN



STORMWATER MANAGEMENT



# 5 >> DESIGN GUIDELINES

## BIKE CORRAL



## BIKE CENTER



## BIKE SHARE



## BIKE PARKING



## BIKE LOCKERS







# THE DOWNTOWN COMMUNITY PLAN CITY OF SANTA MONICA

## IMPLEMENTATION ACTIONS



CHAPTER 6



### INSIDE THE IMPLEMENTATION ACTIONS CHAPTER

This Downtown Community Plan presents a vision of a sustainable, multi-modal and vibrant Downtown that continues to retain its charms and assets while accommodating the needs of our future. This vision of Downtown will require the commitment of the City, stakeholders, neighborhood groups and the community. This chapter brings together the “Actions” presented in the preceding chapters of this Plan and provides a clear roadmap for implementing, funding and measuring success of the Actions.

#### ACTIONS

The Plan identifies a number of Actions that aim to achieve the goals of the Plan. The Actions in the Plan can be categorized into the following:

- ▶ Capital Projects: streetscape and public infrastructure projects
- ▶ Plan-wide Initiatives: studies, analysis, monitoring or independent research projects
- ▶ Changes in regulations and ordinances: modifications to existing rules to help Downtown realize the community vision
- ▶ Ongoing Programs: programmatic activities to enhance capital investments that have been or will be made.
- ▶ Private Sector Applications: actions for new development subject to the requirements of this Plan and the Zoning Ordinance.

#### PHASING

Each Action in the Plan has a timeframe for implementation. Three timeframes have been established: 1) Short-Term, 2) Mid-Term and 3) Long-Term. These timeframes may be adjusted depending on changing priorities and/or funding.

#### POTENTIAL FUNDING SOURCES

Where possible, types of funding available for various projects and programs has been identified.

#### MEASURING & MONITORING

A measuring and monitoring program is key to ensuring that the vision of the Plan stays on track. Actions of the Plan will be measured and monitored to chart its progress toward achieving the Plan’s adopted goals. To this end, this Plan includes a requirement that the Planning Department produce five-year reports evaluating progress towards completing proposed projects and programs, as well as in-depth monitoring of new development Downtown, fees that have been collected, public and private investments in community benefits and supportive infrastructure.



## 6.1

## A PHASED IMPLEMENTATION PROGRAM

The Plan's Actions will be undertaken by a variety of entities – private developers, the City, DTSM, BBB, non-profit organizations and others.

In addition to coordinating efforts of many parties, ensuring that the Downtown Santa Monica continues to evolve in accordance with the vision of the Plan requires the best work and cooperation of City departments, talented designers and builders, as well as the community and its leaders.

## 6.1.A PHASING

This plan outlines a 14-year horizon to the year 2030. Most actions and projects identified in the Plan will be successfully completed through immediate compliance with the DCP standards. For example, development will, in some cases, establish new Building Frontage Lines that will have the effect of widening sidewalks. In other cases, the complexity of the projects and/or programs may necessitate pre-planning efforts such that implementation will occur in the middle or later DCP phases (e.g., the Olympic Crossover).

Additionally, some programs, projects and improvements described in this plan will be implemented in later phases, either due to the need to acquire financing, market fluctuations, and/or the community's desire to implement other projects and programs as higher priorities.



*Phasing is an important aspect of project design, particularly for long-range planning documents that span many years and contain a great deal of implementation actions. The Colorado Esplanade, a project, was phased to allow for traffic to continue on Colorado while the street was transformed.*

Plan implementation is shown in three phases. For discussion purposes, the phases are identified as three separate and discrete time periods. However, in reality, these phases may be overlapping or their timing may be different, depending on such variables as development timing and funding availability from non-development driven sources. In addition, there are ongoing activities such as measuring and monitoring that will span the life of the Plan.

Accordingly, the Plan's programs and projects are phased as follows:

1. Short-Term (S). To be pursued immediately upon plan adoption through 2018; Major publicly-funded projects and programs that are identified as "short-term" priority are intended to ensure that infrastructure,

including pedestrian and bicycle facilities, are in place in order to realize the full benefit of the light rail and concurrent private sector development. Completion of these projects should allow immediate trip reduction to succeed.

2. Mid-Term (M). Before 2022: This period encompasses those improvements that require more complete funding or phasing, and have additional pre-project actions, or will primarily be associated with and/or funded by new development.
3. Long-Term (L). 2022 through the life of the Plan: Long-term improvements include those that require significant coordination, project development or funding or that are associated with later development projects and funding

## 6 >> IMPLEMENTATION ACTIONS

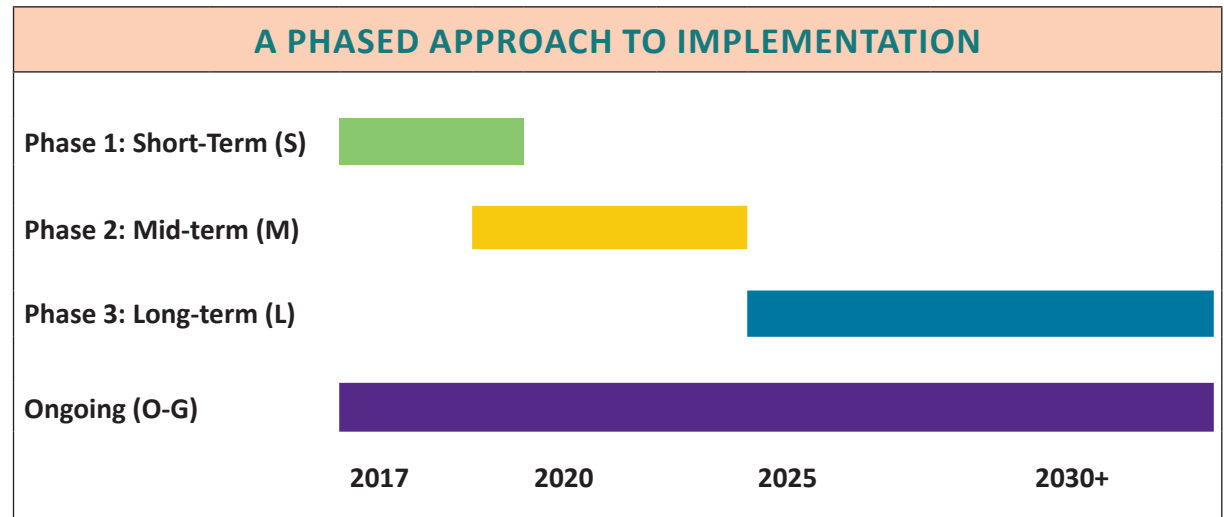
and management mechanisms that may be established as a result of DCP policies.

4. Ongoing: (O-G). Ongoing improvements include new programs and those programs already in place which will span the life of the Community Plan, including ongoing monitoring and maintenance.
5. Projects and programs in all phases can be pursued by:
  - a. Listing a project on the Capital Improvement Plan, funded by a combination of grant or other funding sources.
  - b. Requiring public improvements as a condition of development.
  - c. Incorporating improvements into development agreement negotiations for private development.
  - d. Making necessary policy or regulatory adjustments.
  - e. Budgeting staff time to implement a program.

Projects that are designated as having “mid-term” or “long-term” priority can become “short-term” as sufficient funds become available. Also, certain projects that are identified to move forward in the short term may be delayed, due to changing priorities or lack of financing. The City and the community decide the priority of projects and when they proceed.

Detailed actions, projects and programs are described their respective chapter.

**Illustration 6.1 A Phased Approach to Implementation**



*Plan implementation will occur over an extended period of time. As opportunities arise, the Plan will pursue additional improvements to infrastructure, circulation, landscaping and lighting, streetscapes and many other district enhancements.*

### 6.1.B PUBLIC LEADERSHIP

Many public agencies and entities will have important roles in funding and managing specific elements of this Implementation program, with a primary role for the City of Santa Monica and its associated/affiliated organizations such as DTSM and SMTT. Public coordination, management and strategic investment are key to contributing to the District’s success.

Following up on their strong participation in the development of this Plan, these entities will play important roles in implementing the projects and programs identified:

#### Santa Monica City Departments

- Big Blue Bus
- Community & Cultural Services
- Finance
- Housing & Economic Development
- Planning & Community Development
- Public Works
- Fire and Police Departments

#### Quasi Governmental Agencies

- Downtown Santa Monica, Inc.
- Santa Monica Travel & Tourism
- The Chamber of Commerce

**Private Interests**

- Individual developers and investors
- Non-profit organizations

**Other public agencies**

- Metro
- CalTrans
- Coastal Commission

City regulations create a framework for Private investment that will have a key role in implementing the vision. These guiding regulations for the private investors are found in Chapter 4, *Standards and Regulations* and Chapter 5, *Design Guidelines* of this Community Plan and Section 9.10 of the City’s Zoning Ordinance. It is critical that public and private investments are coordinated so that the strategic investment of modest amounts of public funds are leveraged for the greatest value of the community.

**IMPLEMENTATION IS A SHARED RESPONSIBILITY**

Projects led by public entities will advance the Downtown vision, but often will require working in concert with private and nonprofit entities. This Plan’s success is dependent upon a shared responsibility for its implementation. Some of the programs described in this Plan are outlined below:

- Affordable housing through several public and private programs.
- New public art installations and facilitation of a potential new museum in concert with private and non-profit operators.
- Six new publicly accessible parks and/or plazas and a network of pedestrian linkages between open spaces in the form of sidewalks in cooperation with private properties.
- As-needed upgrades to the existing infrastructure system to accommodate the uses identified by the Plan.
- Transportation Demand Management (TDMs) policies and the creation of a Transportation Management Organization (TMO) with businesses, shared parking with private property, and transit service provider actions.





## 6 >> IMPLEMENTATION ACTIONS

### 6.1.C FUNDING SOURCES

Public improvements that have been identified in this Plan will be financed by a number of funding sources, including impact fees, assessment districts, private investment, direct City financing, and other government funding sources. In the past, the City has successfully leveraged private development to fund public improvements through impact fees and development agreements. Although these tools will continue to play an important part in funding, a broader set of financing mechanisms will be required to undertake the full suite of improvements proposed for the Downtown. Each funding and financing mechanism, including community benefits, that could potentially be deployed to implement the plan has a different structure, such as rules that dictate how the mechanism can be established, when payments are collected, and how funds can be utilized.

1. **The LUCE and Community Benefits.** Using the Plan’s framework for community benefits allows the City to create greater synergies among individual development projects and engage each incremental development project to assist in achieving the Plan’s overarching goals for the district.

Historically, the City has used development agreements to negotiate community benefits on a project-by-project basis. This Plan will apply the LUCE tiering community benefits structure which requires community benefits of most new projects. The strategy of using

the DCP framework for negotiations provides the development community with a level of predictability around the desired community benefits associated with proposed projects throughout the Plan area. As projects in the Downtown Community Plan area are submitted for Planning review, City staff will work with applicants to ensure that the community benefits offered to justify additional height and intensity associated with Tier 2 or Tier 3 projects match the Plan priorities and achieve its goals.

This Plan identifies specific infrastructure projects and programmatic activities that fulfill its goals and priorities and how the community benefits process will make a significant contribution towards completing these projects.

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. 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 infrastructure assessment district, or taxing mechanism, would have to follow a prescribed establishment process that will occur outside of the Plan adoption process.

Each of the major funding sources is described below and *Illustration 6.2* shows how these sources work as a complete “spectrum” of opportunity for Plan implementation.

- a. **Developer Contributions.** The far left column of *Illustration 6.2* illustrates the multiple mechanisms used to ensure that developers contribute to area improvements in a manner that is commensurate with project impacts. The three lower mechanisms (development standards, environmental 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 tier.

Community benefits are provided by projects requesting height and density that exceed Tier 1 threshold, including those requiring a negotiated development agreements. Each of these mechanisms is described in detail.

- (i) **Development Standards.**

Development standards regulate a project’s land uses, height, density, Building Frontage Line and associated sidewalk widths, onsite open space and other features. The standards provided in this plan must be satisfied in order for a project to be granted approval. These standards will significantly shape the interface between private buildings and the public realm.

Illustration 6.2 Spectrum of Financing and Funding Tools

FINANCING THE VISION - A RANGE OF TOOLS FOR DOWNTOWN					
Who Pays?	Developer	Homeowners, Property Owners and/or Businesses	Users Fees	City	Federal, State and Regional Agencies
					Other Grants
	Public Private Partnerships				Tax Credits
	LUCE Community Benefits	CFDs or IFDs	Public Facility Rental	Bonds	TEA
	Impact Fees	Downtown Parking District	Parking Fees	CDBG / HOME	CM4Q
	Environmental Mitigation	DTSM	Water and Sewer	Measure V	Prop 42
	Development Standards	Area-Wide Assessment Districts	TMA's	C.I.P.	CTF
When?	One-Time	Ongoing	Ongoing	Ongoing	One-Time

(ii) **Development Impact Fees** are one-time fees imposed on new developments. They ensure that new development pays for facility and infrastructure improvements necessary to directly support the proportional demand created by that project. Based on the Mitigation Fee Act, the City must 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.

(iii) **In-lieu fees.** Provide the developer the choice to satisfy a design or development standard, or impact mitigation through a fee. One such example already in use in parts of the Downtown area is the Parking in-lieu fee, which has been very successful in creating a “park-once” environment and mitigating the impact of new development on parking supply. These fees provide funds to increase the number of parking spaces in Santa Monica in direct relation to the need created by new development.

(iv) **Community Benefits (CB).** CB contributions may also be used in conjunction with other funding and financing mechanisms. Community benefits can be used to fund any number

of different improvements, ranging from streetscape enhancements such as the Esplanade, to publicly accessible open spaces, affordable housing, arts and cultural institutions, program and operations funding, among others. In some cases the City may choose to aggregate community benefits/financial contributions, or use them in conjunction with other funding and financing mechanisms where necessary, to pay for significant improvements.

**(v) Public-Private Partnerships (PPP).** A PPP is a government service or private business venture which is funded and operated through a partnership of government and one or more private entities. PPPs involve a contract between a public sector authority and a private party, in which the private party provides a project and assumes substantial financial, technical and operational risk in the project. In some types of PPPs, capital investment is made by the private sector on the basis of a contract with government to provide agreed benefits or existing assets such as land for the project.

**b. Area-Based Strategies**

**(i) Assessment District (AD).** Under the Improvement Act of 1911 and the Improvement Bond Act of 1915, a city may establish an assessment district to levy additional taxes in order to issue bonds to fund public facilities and improvements that directly benefit property owners in the district. An AD is a useful tool in financing public facilities, infrastructure and maintenance and services costs that benefit a specific area. Eligible projects may include: street paving and grading; curbs and gutters; streetlights and landscaping; water supply systems; storm drains; sanitary sewers; and/or parks and recreation facilities.

**(ii)** Unlike a Mello-Roos district, the formation of the AD requires a majority vote of property owners that is weighted proportionate to their assessed value of their property. In addition, AD bonds may only fund improvements within the district, and a nexus must be established between the improvements to be financed and benefits to the district’s property owners. ADs are typically used as financing mechanisms for installing public improvements in areas of new development, but it is also possible to use them for existing development if a nexus can be established between the

**CURRENT FEE/ONSITE REQUIREMENTS**

The City of Santa Monica currently charges several fees, including:

1. In-lieu options for community objectives that could also be provided onsite:

- ▶ Affordable Housing Production Program
- ▶ Childcare Linkage Program
- ▶ Develop Arts Contribution
- ▶ Downtown Parking District In-lieu fee
- ▶ Parks and Housing Fees (update anticipated)

2. Impact fees:

- ▶ Transportation Impact Fee
- ▶ Urban Runoff Mitigation Fee
- ▶ Water and Waste Water Demand Fee

amount of the assessment, the public facility or improvement to be funded, and the benefit to property owners in the AD.

**(iii)** The Downtown area already has Downtown Santa Monica Inc (DTSM), and the Downtown Parking District in place covering parts of the area encompassed by the DCP. However, the boundaries of these districts could be expanded.



(iv) **Downtown Santa Monica Inc. (DTSM)** is a Business Improvement District which is a type of Assessment District that levies taxes on businesses and real property within its boundaries. Under the Property and Business Improvement District Law of 1994, revenues from its assessments may be used to fund capital improvements and maintenance costs for projects such as: street furnishings, fountains; parks; street improvements; sidewalks; plazas and wayfinding.

(v) **Downtown Parking District.** Another type of Assessment District in the Downtown is the Downtown Parking District which contributes to financing for the development of parking facilities and trip reduction strategies. New developments in the existing district have the option of paying an in-lieu fee as a substitute for providing on-site parking. Following the adoption of this Plan, a strategy will be proposed to expand the in-lieu fee district to the LUCE defined Downtown boundaries. Revenue generated by the in-lieu fee program issued to fund the construction of parking facilities as well as maintenance and operations.

**c. 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 cover expansion of the sewage system associated with larger scale development.

(i) Parking fees at public garages and on-street meters are a type of user fee that supports the operations and maintenance of these facilities and can also provide the revenue to service bonds utilized in their construction. Parking revenues can also be invested in strategies that reduce demand such as TDM.

(ii) Outdoor cafes, whether on the sidewalk, or on a Parklet can also provide a revenue stream, as restaurants pay “rental” of the public right-of-way of this space. Typically these funds are directed at maintaining and improving the streetscapes of the area. This could include tree replacement and the cost of furnishings.

(iii) Transportation Management Organizations (TMOs), such as CommuteSM, represent yet another form of user fee. Funded by business and property developer membership fees, CommuteSM provides free transportation services to local residents, visitors and workers.

(iv) Many jurisdictions have been able to partially finance construction of new facilities such as parks, by using bonds funded through user revenues for public facilities whose principal source of financing is a public or non-profit agency. For example, selected Parklets could be “rented” by adjacent cafes, with revenues supporting additional park spaces recommended in this plan.

**d. City Funds**

(i) **Capital Improvement Program (CIP).** Capital projects identified in the DCP 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 (for example, Measure V funds) and User Fees sometimes supplemented or matched by other sources listed above, to pay for improvements to City facilities such as local streets. Projects for earliest inclusion in the Capital Improvements Program in the next three to five years include the Pedestrian Scrambles and 4th Street streetscape projects.

(ii) **Measure V Funds.** Measure V funds the cost of implementing the City of Santa Monica’s Watershed Management Plan, which includes financing the operation; administration; and maintenance. It also funds

## 6 >> IMPLEMENTATION ACTIONS

improvements such as environmental restoration, storm drain conveyance system upgrades, upgrade and replacement of the existing and future storm drainage systems, installing on-site stormwater management systems and multipurpose capital improvement projects. Priorities for funding are stormwater management projects in the Pier Basin and Kenter Canyon Basin and other regional, multi-benefit projects that capture the 85th percentile storm runoff volume. To date, this parcel tax has funded pervious concrete alleys and street gutters, green streets, storm drain infrastructure retrofits and upgrades, rain barrel and cistern rebate programs, and regional multi-benefit projects.

### e. Grants

#### (i) **Community Development Block Grants (CDBG) and HOME Investment Partnerships Program (HOME) funds.**

While these funds originate at the federal level and are administered by the U.S. Department of Housing and Urban Development (HUD), they are awarded annually (subject to Congressional appropriation) to local governments. Locally these funds are administered by the City's Community and Cultural Services Department and the Housing and Economic Development Department.

(ii) **Other Sources including Federal, State and Local One-Time Grants.** Various federal, State and regional programs distribute grant funds for public improvement projects. For example, at the edge of the Downtown Community Plan area the City has already been granted funds to improve the Colorado Esplanade linking Downtown with the Expo station to improve "First Mile, Last Mile" station connectivity. Beyond this, the City is likely to be very competitive for transportation funds, which can be used to make local improvements for bicycle and pedestrian facilities such as those included in the DCP. Funds are typically awarded on a competitive basis through programs run by regional transportation agencies, such as Metro, CalTrans or metropolitan planning organizations, such as the Southern California Association of Governments (SCAG).

(iii) **Local Transportation Fund (LTF).** Under the Transportation Development Act (TDA) of 1971, 0.25% was added to the statewide sales tax rate in order to fund local transportation. Known as the Local Transportation Fund (LTF), the State returns this revenue to its county of origin for use in operating transit systems.

(iv) **Proposition 42 Funds (42).** Under Proposition 42, the Transportation Congestion Improvement Act of 2002, revenue from the State sales and use tax on the sale of motor vehicle fuel is dedicated to transportation improvements and services including public transit and mass transportation, city and county street and road improvements (including road reconstruction and storm drainage repair), and state highway improvements.

(v) **Transportation Enhancement Activities (TEA) Program.** The Transportation Enhancement Activities (TEA) Program receives 10% annually from each state's Surface Transportation Program (STP). Three of the twelve categories defined within the TEA are related to bicycle and pedestrian projects.

(vi) **Congestion Mitigation and Air Quality Improvement Program (CMAQ).** CMAQ funds transportation projects to reduce ozone and carbon monoxide pollution and meet national ambient area air quality standards (NAAQS) in Clean Air Act non-attainment areas.

### 6.1.D LONG-RANGE PLANNING RECOUP FEES

Costs for city planning documents, such as general plans and specific plans are, generally, reimbursed by pro rata allocation of fees to developers applying for development permits in the plan area. To enable continued long-range planning for the activity centers, and to recoup the significant investment in the DCP, the City should explore and prepare any studies necessary to establish a pro rata and comprehensive planning to ensure careful design and implementation of the Plan visions.

### 6.1.E MEASURING AND MONITORING

The task of achieving the Plan vision for Downtown is an endeavor that will span many years and involve the cooperation and dedication of the entire Santa Monica community. It will require ongoing oversight to ensure that changes Downtown are consistent with the community's expectations for sustainable, respectful growth that maintains the District's unique charm while providing for future housing needs and economic success. Monitoring the Downtown's performance using multiple indicators is critical to ensuring that the Plan is delivering on its intended goals and objectives.

#### Development Cap

The Plan continues the LUCE commitment to achieve the citywide goal of No Net New PM Peak Hour Trips by 2030. As analyzed in the Program EIR for the Plan, the Downtown could accommodate a total maximum of 3.22 million square feet of net new floor area while still achieving the goal of No Net New PM Peak Hour Trips. This number is based on modeling results from the City's travel demand forecasting model.

Therefore, the Plan includes a cap of 3.22 million square feet of net new floor area Downtown. Any project proposal that results in Downtown exceeding the cap would not be consistent with the Plan and therefore, would not be able to be approved until necessary additional environmental analysis and amendments to the have been completed.

#### Monitoring

To evaluate the performance of the Plan's actions and policies, the Planning Department shall prepare a monitoring report every four years in coordination with the LUCE monitoring report detailing the housing supply and development, commercial activities, and transportation trends in Downtown. This information shall address (1) development trends in the Downtown Community Plan area, (2) the effects of that development (3) the effectiveness of the policies set forth in the Downtown Community Plan in achieving the vision set forth and (4) recommendations deemed necessary to ensure the success of the Plan.

1. **Time Period and Due Date.** Reporting shall be presented in coordination with the LUCE monitoring report, which is produced every five years, and shall address the preceding five years.
2. **Data Sources.** The Planning Department shall assemble data for the purpose of providing the reports. City records shall be used wherever possible. Outside sources shall be used when data from such sources are reliable, readily available and necessary in order to supplement City records.
3. **Categories of Information for Monitoring and Reporting.** The analysis of the categories Residential, Non-Residential, Mobility and Historic Preservation will compare Plan Area trends to existing conditions, citywide trends, and regional trends, when relevant. The comparisons will indicate the degree that the City is able to accommodate new development as projected within the Plan Area. Based on this data, the Department shall analyze the effectiveness of policies governing Downtown growth and shall recommend any additional measures deemed appropriate. The following categories of information shall be included:
  - a. **Residential**
    - (i) **Housing.** The amount of residential units "Completed," "Approved," and "Under Construction" during the preceding 4 years.



## 6 >> IMPLEMENTATION ACTIONS

(ii) **Unit size.** An estimate of the number and mix of unit sizes in the Plan.

(iii) **Affordable Housing Production.** An estimate of the number of new affordable housing units approved and constructed in the Plan Area, including development of subsidized housing, below market rate units, off-site inclusionary housing, affordable housing built with in-lieu fee payments, and other types of affordable housing.

(iv) **Rent Control.** The number of rent controlled units within the Downtown.

- Ellis Act Evictions. The number of Downtown residential units withdrawn from rent control through the Ellis Act process.

### b. Non-Residential

(i) **Commercial Space and Employment.** The net new amount of traditional and creative office space “Completed,” “Approved,” and “Under Construction” during the preceding five years.

(ii) **Retail and Restaurant Space.** An estimate of the net increment of retail and restaurant space within the Downtown.

(iii) **Cultural Facilities.** An estimate of the net increment of cultural space within the Downtown.

### c. Transportation

(i) **Mode Share Downtown Residents.** An estimate of the percentage of Downtown Residents using a particular type of transportation.

(ii) **Mode Share Downtown Employees.** An estimate of the percentage of Downtown Employees using a particular type of transportation.

(iii) **Average Vehicle Ridership.** An estimate of the average number of persons within a vehicle during a commute to work.

(iv) **Intersection Counts.** The number of vehicles, pedestrians or bicycles counted at a signalized Downtown intersections during peak commuting hours, which include 7:30 a.m - 9:30 a.m, and 5:00 p.m -7:00 p.m on weekdays, and from 1:00 p.m - 5:00 p.m on weekends. Counts will be collected for the following mode types:

- Vehicles
- Pedestrians
- Bicycles

(v) **Vehicle Parking Inventory.** An estimate of the off-street vehicle parking spaces in Downtown.

(vi) **Vehicle Parking Utilization.** A report on the average utilization of City-owned off-street public parking facilities.

(vii) **Bicycle Parking Inventory.** An estimate of the off-street bicycle parking spaces in Downtown.

(viii) **Breeze Bikeshare Ridership.** An estimate of Breeze bicycle trips for the following:

- Originating in Downtown
- Terminating in Downtown
- Originating and Terminating in Downtown.

(ix) **Transit Ridership.** An estimate of transit ridership originating or terminating Downtown.

- Expo Light Rail
- Big Blue Bus

(x) **Transportation Management Organization.** A report on the effectiveness of the TMO in reducing employee vehicle trips Downtown.

### d. Historic Preservation

(i) **Landmark Designation.** Report the number of Landmark and Structures of Merit designations in the Downtown.

(ii) **Adaptive Reuse.** Report the number of structures adaptively reused that recorded deed-restrictions to utilize Plan exemptions/incentives for conservation.

- (iii) **Neighborhood Conservation Overlay District.** Report on the formation of a Neighborhood Conservation Overlay District, and which features are included within its criteria.
- Including a report on development activity within the established Neighborhood Conservation Overlay District.
4. **Community Improvements.** The Plan outlines major community improvements in the areas of open space, pedestrian realm, public art, transportation and community services. Implementation of proposed projects and programming will be documented, including a focus on the following:
- a. **Public Open Space**
    - (i) **New Publicly Accessible Open Spaces.** An estimate of the net increase in publicly accessible open spaces created by new development or public investment.
    - (ii) **Improvements to Privately Owned Public Spaces (POPs).** A description of improvements to POPS, including new permitted square footage, programming activities, etc.
  - b. **Pedestrian Realm**
    - (i) **Streetscapes and Paseos.** A summary of progress on streetscape projects Downtown.
  - c. **Art and Culture**
    - (i) **Public Art.** A report of new Public Art added to the City's inventory that is located Downtown.
    - (ii) **Cultural Facilities.** A summary of cultural facilities Downtown.
  - d. **Transportation**
    - (i) **Transit infrastructure and capacity improvements.** A summary of transit infrastructure and capacity improvements Downtown and affecting the Downtown area.
    - (ii) **Bicycle Network Completeness.**
    - (iii) **Pedestrian Network Completeness.**
    - (iv) **Parking Programs.** Report on implementation strategies, including cooperation with relevant agencies, and success of program as implemented.
  - e. **Community Services and Infrastructure**
    - (i) **Utility Infrastructure.** A report on the adequacy of existing utilities and public infrastructure to support the residential, employee, and visitor populations in Downtown.
    - (ii) **Water Usage Per Capita.** An estimate of residential water usage per capita for Downtown residents compared to other neighborhoods throughout the city.
5. **Enforcement of Project Entitlements.** A summary of successful compliance with conditions and design standards for development projects approved in the Plan Area and any enforcement actions taken to ensure compliance or adjudicate complaints
- a. Review the design quality of Downtown projects to ensure diverse design typologies, innovation and quality design.
6. **Fees.** Monitor collection and expenditure of all fees. Report on studies and implementation strategies for additional fees and programming.
7. **Mode Share Visitors.** An estimate of the percentage of overnight visitors and day visitors using a particular type of transportation.
8. **Vision Zero.** The number of roadway users who have died or had serious injuries.

## 6 >> IMPLEMENTATION ACTIONS

**Table 6.1 Implementation Actions**

						Potential Funding Sources			
ACTIONS			Partners	Cost Estimate	Timing	Developer Contributions	User Fees	City Funds	Other Sources
COMMUNITY, CULTURE AND PROSPERITY (PAGES 54-58)	CCP1.1A	Adopt DCP which anticipates at least 2500 new units in the Downtown area.	Lead: City Council	NC	2017			X	
	CCP1.2A	Evaluate possible tools and incentives for encouraging housing for persons who are elderly and/or have disabilities, especially those that incorporate supportive services. Apply the most promising tools and incentives to Downtown.	Lead: PCD Supporting: CCS	NC	S				
	CCP1.3A	Achieve a minimum of 30% Affordable Housing for residential development.	Lead: PCD	NC	O-G	X		X	X
	CCP1.6A	Interview Downtown employers to understand the housing needs of their employees and to support Downtown employees moving into Downtown.	Lead: HED Supporting: PCD, DTSM	NC	S				
	CCP1.6B	Explore establishing a preference for Santa Monica workers and residents in Downtown housing units provided that this preference does not result in any unintended discrimination and other legally adverse impacts.	Lead: HED Supporting: CAO	NC	S				
	CCP2.1A	Partner with merchants, property owners, residents and community supporters of Downtown Santa Monica to share responsibility for implementing this Community Plan and achieving its goals.	Lead: All	NC	O-G				
	CCP2.2A	Support entrepreneurial activity and emerging industries, such as co-working spaces to determine specific needs necessary to promote continued job growth.	Lead: HED, Library Supporting: PCD	NC	S				
	CCP2.3A	Evaluate regulatory incentives to establish a broader base of affordable overnight accommodations Downtown.	Lead: PCD, HED	NC	M				
	CCP2.4A	Collaborate with the Santa Monica Boys and Girls Club to identify and resolve obstacles to the renovation of their facilities on Lincoln Boulevard	Lead: CCS, PCD	NC	M				



Table 6.1 Implementation Actions

ACTIONS		Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
COMMUNITY, CULTURE AND PROSPERITY (PAGES 54-58)	CCP3.1A	Expand outreach of the Buy Local Santa Monica to connect Downtown residents, businesses and visitors with local sources of products, services, and healthful foods.	Lead: HED	NC	O-G				
	CCP3.1B	Evaluate potential to reduce or eliminate parking requirements, permit fees or other obstacles for businesses under 5,000 square feet.	Lead: HED, PCD Supporting: DTSM	NC	M			X	
	CCP3.2A	Monitor demand for Downtown’s twice weekly farmers’ markets to identify need for expansion or alternative locations.	Lead: HED	NC	O-G				
	CCP3.2B	Review city regulations and procedures to encourage outdoor dining opportunities and to identify obstacles to sidewalk/ courtyard standards.	Lead: PCD Supporting: HED, DTSM, CAO	NC	S				
	CCP4.1A	Develop a matrix of physical upgrades and program improvements to public spaces and right-of-way for evaluation by a joint committee of DTSM and City representatives.	Lead: PW Supporting: DTSM, PCD, CCS, PW	NC	M				
	CCP4.1B	Identify funding sources and partnership opportunities to implement physical upgrades to public infrastructure and space.	Lead: PCD, PW Supporting: DTSM, HED	NC	M	X		X	X
	CCP4.1C	Reevaluate event and activity guidelines and regulations and management policies to identify potential for joint sponsorship of events on the Third Street Promenade and other public spaces between the City and non-governmental agencies, such as DTSM.	Lead: CAO Supporting: CCS, DTSM	NC	M				
	CCP4.2A	Implement Signature Sidewalk project on Wilshire Boulevard.	Lead: PCD, PW	\$\$	M	X		X	X
	CCP5.1A	Install Pathway Art and Urban Design Features to support the walking experience and to promote awareness of Downtown’s cultural offerings.	Lead: CCS Supporting: DTSM, PCD, HED	\$	M	X	X	X	X

## 6 >> IMPLEMENTATION ACTIONS

Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
COMMUNITY CULTURE AND PROSPERITY (PAGES 54-58)	CCP5.2A	Develop standard language for art contributions associated with negotiated development agreements to allow for aggregating funds.	Lead: CCS, Finance Supporting: PCD	NC	S				
	CCP5.2B	Aggregate the Arts contributions made through development agreement negotiations to acquire a major work or works of art.	Lead: Finance Supporting: PCD	NC	M	X	X	X	X
	CCP6.1A	Identify and create streamlined review procedure and conditions of approval for live theater, and live entertainment designed in a manner to mitigate hours of operation, noise, public safety and other potential adverse impacts.	Lead: PCD	NC	M				
	CCP6.1B	Establish regulations to enable existing restaurants to provide amplified music in a non-stage setting.	Lead: PCD	NC	M				
	CCCP6.2A	Recruit uses that complement Downtown as an evening destination, including new cinemas, restaurants and art and entertainment venues.	Lead: HED, DTSM Supporting: PCD	NC	O-G				
	CCP7.1A	Seek and identify appropriate parties who are interested in bringing a new museum to Downtown Santa Monica.	Lead: CCS, HED Supporting: PCD, DTSM	NC	M				
	CCP7.1B	Assist potential museum partners demonstrating capital and ongoing operations funding viability.	Lead: CCS, HED Supporting: PCD	NC	M	X	X	X	X
	CCP7.2A	Update Creative Capital Plan.	Lead: CCS	\$	M			X	

Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
COMMUNITY, CULTURE AND PROSPERITY (PAGES 54-58)	CCP7.3A	Coordinate with DTSM and SMTT to evaluate opportunities to promote events and festivals that capitalize on the City's unique cultural strengths.	Lead: DTSM, CCS Supporting: CAO, HED	NC	M				
	CCP7.3B	Develop a Public Art Master Plan that incorporates a process for temporary artworks, events and installations, and identify specific opportunities in the Downtown.	Lead: CCS	\$	S			X	
	CCP7.3C	Provide ongoing support to City partners to hold additional fine arts events and competitions for temporary installations in Downtown locations throughout the year.	Lead: CCS Supporting: DTSM	NC	O-G	X		X	X
	CCP7.4A	When new gathering spaces are proposed as part of new development, the applicant should illustrate how the proposed space(s) can be utilized for at least two different types of activities, and proposals should be evaluated accordingly	Lead: PCD Supporting: CCS, PW	NC	O-G				



## 6 >> IMPLEMENTATION ACTIONS

**Table 6.1 Implementation Actions**

					Potential Funding Sources				
ACTIONS			Partners	Cost Estimate	Timing	Developer Contributions	User Fees	City Funds	Other Sources
HISTORIC PRESERVATION (PAGES 73-75)	HP1.1A	Establish a Neighborhood Conservation Overlay District over the Bayside Conservation District to preserve features of scale, massing, materials and landscaping, and streetscape.	Lead: PCD Supporting: CAO	NC	M				
	HP1.1B	Update the City’s Landmark Ordinance (SMMC 9.56), including the addition of a refined process, and criteria for the designation of different classifications of historic resources.	Lead: PCD Supporting: CAO	NC	S				
	HP1.2A	Use the HRI as a planning tool to ensure consideration is given to a property’s historic potential when any new development involving a historic resource, or involving those with a 6L status, which are properties not considered eligible for future designation but which may still contribute to the character of the district, to ensure appropriate efforts towards designation, protection or adaptive reuse are made.	Lead: PCD	NC	O-G				
	HP1.2B	Provide a height incentive on designated Landmark properties in conjunction with preservation of the resource.	Lead: PCD	NC	O-G				
	HP1.2C	Submit the Downtown HRI to State Office of Historic Preservation within 45 days of the effective date of this Plan.	Lead: PCD Supporting: HED	NC	S				
	HP1.2D	Explore waiver of outdoor dining license fees for City designated historic resources.	Lead: PCD	NC	S				
	HP1.3A	Review potential for the retention or reveal of historic facades in the Downtown, including those with ground level or upper level features.	Lead: PCD	NC	M				
	HP1.4A	Evaluate the Landmarks Commission recommendation to include the Structure of Merit classification as a permanent second-tier designation.	Lead : PCD	NC	S				

Table 6.1 Implementation Actions

ACTIONS					Potential Funding Sources				
					Partners	Cost Estimate	Timing	Developer Contributions	User Fees
HISTORIC PRESERVATION (PAGES 73-75)	HP1.5A	Provide information and incentives for improving energy efficiency of historic structures, such as the Secretary of the Interior’s Guidelines for Sustainability in Historic Properties , with guidance to avoid removal of historic features such as windows.	Lead : PCD Supporting : OSE	NC	S				
	HP1.6A	Allow flexibility in parking, green building, and other zoning standards, such as exemption from onsite parking and open space requirements, when buildings are substantially and appropriately preserved or restored as part of a development project. Review and, if necessary, revise standards that may discourage historic rehabilitation and adaptive reuse.	Lead : PCD Supporting: PW, OSE	NC	O-G				
	HP1.6B	Promote and expedite use of the California State Historic Building Code for HRI-listed properties.	Lead : PCD	NC	O-G				
	HP1.6C	Evaluate and, if needed, strengthen recommendations relating to substantial alterations contained within the Downtown Design Guidelines.	Lead : PCD	NC	S				
	HP1.6D	For the most common practices and alterations, encourage interaction with the Santa Monica Conservancy and its new Preservation Resource Center to compile reference materials that describe appropriate maintenance and façade improvements in a document. Make these materials available to property owners, contractors, and architects.	Lead : PCD	NC	S				
	HP1.6E	Encourage property owners, developers, and other stakeholders to use preservation architects for projects on HRI-listed properties. Encourage use of archives and other resources to guide the design of appropriate restorations and repairs. Support the maintenance of and encourage public access to archives with information on older Downtown buildings.	Lead : PCD	NC	O-G				
	HP1.6F	When an application is submitted for proejects that involve HRI-listed properties with a stauks code of category 5 or better, encourage the applicant to seek courtesy feedback from the Landmarks Commission.	Lead : Santa Monica Conservancy Supporting : PCD	\$	O-G	X			

## 6 >> IMPLEMENTATION ACTIONS

**Table 6.1 Implementation Actions**

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
HISTORIC PRESERVATION (PAGES 73-75)	HP2.2A	Work with preservation organizations, such as the Santa Monica Conservancy, to develop a program to highlight City-designated historic resources within Downtown, including place recognition, an educational component and information to direct visitors to find points of historic interest.	Lead : PCD Supporting: DTSM	\$	O-G	X			
	HP2.2B	Provide street furniture, street lamps, benches and other amenities that are compatible with historic elements in appropriate areas Downtown.	Lead : PW Supporting : PCD	NC	O-G	X		X	
	HP2.2c	Develop a process for distributing funds collected for community benefits for historic preservation.	Lead : PCD	NC	M	X		X	
	HP2.3A	Work with the Santa Monica Conservancy to update and expand its “Downtown Walking Tour” brochure and explore digital and other interactive methods of presenting information about Downtown’s historic resources. Encourage broad distribution of these materials by other community organizations.	Lead : Santa Monica Conservancy Supporting : PCD	NC	O-G				
	HP2.3B	Implement and coordinate public improvements to emphasize Downtown’s strong sense of place.	Lead: PW Supporting: PCD, DTSM	NC	O-G	X		X	X
	HP3.1A	Evaluate the potential for community benefits from all discretionary development to contribute toward Downtown preservation programs.	Lead: PCD	NC	S				
	HP3.1B	Identify funding for the ongoing preservation of City-owned historic resources Downtown and provide incentives for private preservation efforts.	Lead: PCD	NC	M				



Table 6.1 Implementation Actions

	ACTIONS	Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
PATHWAYS AND PUBLIC SPACES (PAGES 102-104)	PPS1.1A	Develop a Downtown Streets Manual for Planning, Public Works and private development to follow when changes to the public right-of-way are considered as part of a capital project, or a redevelopment effort.	Lead : PCD, PW Supporting: CCS	\$	S			X	X
	PPS1.2A	Adhere to the Building Frontage Line Map provided in Chapter 4: <i>Standards and Regulations</i> . In areas that are anticipated to have higher volumes of pedestrians, provide as much space as necessary above what is required by <i>Standards and Regulations</i> .	Lead : PCD	NC	O-G				
	PPS1.2B	Ensure Zone 2, the Pedestrian Pathway, is at least 8 feet wide, where practicable, except on 6th and 7th Street where it must be 6 feet wide.	Lead : PW	NC	O-G	X	X	X	
	PPS1.2C	Provide landscape and amenities in Zone 3 for utility and as buffers from moving vehicles in conformance with the new Downtown Streets Manual, described in <i>Action PPS1.1A</i> .	Lead : Private Property Owners as new projects are built	\$	O-G	X	X	X	X
	PPS1.3A	As part of their approval, new developments in locations described in Section 2D.2.C <i>Paseos and Parklets</i> , should include these paseos as part of their plan, and these developments should include public use agreements.	Lead : Private Property Owners Support: PD, CCS	NC	O-G				
	PPS1.4A	Determine permitting, design and maintenance requirements of parklets.	Lead : PCD Supporting: CCS	NC	S				
	PPS1.5A	Create coordinated schematic-level plans for the Signature Sidewalk locations.	Lead: PW, PCD Supporting: CCS	\$\$	M			X	
	PPS1.5B	Implement Signature Sidewalk construction efforts opportunistically as funding allows.	Lead: PW Supporting: CCS	\$\$\$	M-L	X	X	X	X

## 6 >> IMPLEMENTATION ACTIONS

Table 6.1 Implementation Actions

ACTIONS		Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
PATHWAYS AND PUBLIC SPACES (PAGES 102-104)	PPS2.1A	Partner with interested property owners to develop new publicly accessible open green spaces or plazas as identified in Section 2D.1.B <i>New Public Spaces</i> , such that no site in the Downtown area is more than a 2 1/2 minute walk (1/8 mile) from open air, publicly accessible, and programmable at-grade open space.	Lead : PCD, CCS Support: PD, DTSM	NC	O-G	X		X	
	PPS2.1B	Develop public use agreements with private property owners to guarantee public access and community policing of new spaces, and to define terms of liability.	Lead : CCS Support: PCD, PD, DTSM	NC	O-G				
	PPS2.1C	Establish a detailed Privately Owned Public Space (“POPS”) plan that includes an evaluation of existing POPS and a list of site appropriate incentives, support and marketing to activate the space.	Lead : PCD Supporting : CCS, DTSM	\$	M			X	
	PPS2.1D	Evaluate the potential to close or partially close Arizona avenue to vehicles from 2nd Street to 5th Street to create a “slow street” for pedestrian use.	Lead: PCD Supporting: PW	\$	M				
	PPS2.1E	Evaluate the use of the public right-of-way for non-contiguous outdoor dining.	Lead: PCD, PW Supporting: CAO	NC	M				
	PPS2.2A	Provide opportunities for passive recreation and places where children can play in Downtown’s public space network, and develop agreements with private property owners that clarify use, role of public safety, as per Action PPS2.1B.	Lead: Private Property Owners Supporting: CCS, PD	NC	O-G				
	PPS2.2B	Incorporate art and cultural event opportunities into the design of publicly accessible open space.	Lead: Private Property Owners Supporting: CCS, DTSM	NC	O-G				
	PPS3.1A	Maintain the urban forest by planting new street trees, as needed, of the species and size required in the City’s Urban Forest Master Plan in empty tree wells or in areas that can accommodate additional trees.	Lead: PW	\$	O-G				

Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
PATHWAYS AND PUBLIC SPACES (PAGES 102-104)	PPS3.1B	Where sidewalk widths are at least 18 feet, provide native or climatically adapted, low-growing landscape as part of the Zone 1 of the streetscape and in accordance with the Downtown Streets Manual for Planning, Public Works per <i>Action PPS1.1A</i> .	Lead : PW	NC	O-G	X		X	
	PPS3.2A	Develop a stormwater management plan for Downtown to facilitate rainwater storage and infiltration in sidewalk landscaping, including in curb extensions to the extent practicable in areas where infiltration is desired.	Lead : PW	\$	S			X	
	PPS3.2B	Create a new policy for sustainably irrigating vegetation in the public space network.	Lead : PW	NC	S				
	PPS4.3A	Continue to work with DTSM, Inc. to evaluate the necessary upgrades to the Third Street Promenade.	Lead: PCD, PW, HED, CCS, PD	NC	O-G				
	PPS4.3B	Evaluate and prioritize necessary capital improvement and infrastructure upgrades to the Third Street Promenade.	Lead: PCD, PW Support: CAO	NC	M				



## 6 >> IMPLEMENTATION ACTIONS

Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Developer Contributions	User Fees	City Funds	Other Sources
SUPPORTIVE INFRASTRUCTURE (PAGES 116-119)	SI1.1A	Incorporate Cal Green interior and exterior water usage standards into the requirements for all projects developing Downtown.	Lead: PCD Supporting: OSE	NC	S				
	SI1.1B	Coordinate with the Office of Sustainability and Public Works on all new development proposals to ensure each project is doing its share to help the City achieve water self-sufficiency.	Lead : PCD Supporting : OSE	NC	O-G				
	SI1.1C	Create marketing materials to Downtown residential and commercial tenants demonstrating ways to reduce water demand through small changes in habits and behaviors.	Lead : OSE Supporting : PCD	\$	S			X	
	SI1.2A	Expand purple pipe network throughout the Downtown to provide more recycled water to future development projects, with participation by project applicants, as appropriate. <ul style="list-style-type: none"> <li>The developer and/or City can demonstrate that all necessary facilities will be adequately financed and installed prior to project occupancy (through fees or other means); and</li> <li>The Facilities improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.</li> </ul>	Lead : PW	\$\$	O-G	X		X	
	SI2.1A	Monitor the growth of water demand to ensure that generation and transmission facilities are considered adequate to serve new uses and replace water lines as necessary as future conditions dictate.	Lead: PW	\$	O-G	X	X	X	
	SI2.2A	Explore undergrounding of utilities in Downtown alleys and develop cost estimates for phasing purposes.	Lead : PW Supporting: Edison	NC	M				
	SI3.1A	When sidewalk improvements and potential curb extensions are proposed, analyze the feasibility for maximizing stormwater treatment, capture and/or infiltration.	Lead : PW Supporting : PCD	NC	O-G				
	SI3.3A	Require all development in the areas bounded by Ocean Avenue, 4th Street, Colorado Avenue and Wilshire Boulevard to consider all Best Management Practices (BMP) options, except infiltration strategies to prevent subsurface water increase close to the Palisades Bluff.	Lead: PW	NC	O-G				

Table 6.1 Implementation Actions

	ACTIONS	Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
SUPPORTIVE INFRASTRUCTURE (PAGES 116-119)	SI3.4A	Require developers of parcels greater than 20,000 sq. ft. to capture offsite street runoff for infiltration or for treatment and non-potable use onsite.	Lead: PW Supporting: OSE	NC	O-G	X	X	X	X
	SI4.1A	Where existing facilities are inadequate, new development shall only be approved when: <ul style="list-style-type: none"> <li>The developer and/or City can demonstrate that all necessary facilities will be adequately financed and installed prior to project occupancy (through a potential Downtown infrastructure financing program, security bonds or other means); and</li> <li>The proposed improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.</li> </ul>	Lead : PW	NC	O-G	X		X	
	SI4.1B	Include sanitary sewer upgrades in the City’s Capital Improvement Program (CIP) as required to serve development in the Downtown area.	Lead: PW	NC	O-G		X	X	
	SI4.1C	Continue to develop and update as necessary a hydraulic model that will provide more refined information regarding the existing and future capacity of the sanitary sewer system and any additional improvements that may be necessary.	Lead : PW	NC	S		X	X	
	SI4.1D	Monitor sewer lines that have been identified as deficient under future conditions to determine whether improvements are necessary as future conditions evolve.	Lead: PW	NC	O-G		X	X	
	SI5.1A	Develop a demonstration project and toolkit to promote microgrids.	Lead: PW Supporting: OSE	\$	S			X	
	SI5.1B	Establish a challenge program that would encourage buildings over 25,000 sq. ft. to benchmark and disclose their energy usage and reduce their energy consumption.	Lead: OSE Supporting: PW	NC	M				
	SI5.3A	Work with building landlords to install electric vehicle charging stations with cost-recovery systems.	Lead: OSE, HED	NC	O-G				

## 6 >> IMPLEMENTATION ACTIONS

Table 6.1 Implementation Actions

ACTIONS					Potential Funding Sources				
					Partners	Cost Estimate	Timing	Developer Contributions	User Fees
SUPPORTIVE INFRASTRUCTURE (PAGES 116-119)	SI5.3B	Establish a pilot program to facilitate the deployment of solar and battery storage systems to improve building resilience and energy independence.	Lead : OSE	NC	S			X	
	SI5.3C	Develop unique partnerships with the private sector to deliver interactive energy programs and projects (i.e., solar phone charging stations, EV charging streetlights, kinetic charging tiles, etc.)	Lead : OSE	NC	O-G				
	SI5.3D	Develop a green lease program to educate and encourage landlords to incorporate energy and water efficiency into leases, removing the problem of the split incentive.	Lead : HED Supporting : OSE	NC	S			X	
	SI6.2A	Initiate a feasibility study for a Dark Fiber Expansion project to designate and construct fiber optic infrastructure to complete north-south spans to connect to existing infrastructure running west-east.	Lead : ISD Supporting: PW	\$	S			X	
	SI6.3A	Connect all new affordable housing buildings in the CityNet fiber optic pilot project.	Lead: ISD	\$	S	X		X	
	SI6.3B	Connect mixed-use buildings with high-speed broadband services in close proximity to the CityNet fiber network.	Lead: ISD	\$	L	X		X	
	SI6.4A	Install infrastructure to provide free City Wi-Fi within designated open spaces and along transit corridors Downtown.	Lead : ISD	\$	S			X	



Table 6.1 Implementation Actions

ACTIONS					Potential Funding Sources				
					Partners	Cost Estimate	Timing	Developer Contributions	User Fees
SUPPORTIVE INFRASTRUCTURE (PAGES 116-119)	SI6.5A	Conduct a study of where public safety cameras, smart bus shelters and kiosks, EV charging stations, real-time directional parking signs, people counters, smart streetlights and smart grids are to be located or are feasible, and connect them to the CityNet fiber optic network.	Lead : ISD Supporting: DTSM	\$	S				
	SI6.6A	Continue to enforce fiber optic network infrastructure in Planning review of new residential, commercial and mixed-use development.	Lead : PCD	NC	O-G				
	SI7.1A	Provide educational outreach that can provide enhanced technical assistance to owners and managers of multi-family complexes in order to encourage them to initiate or expand recycling and waste reduction practices at their complexes, and to make tenants aware of the move-in/move-out program.	Lead : PW Supporting : OSE	NC	S				
	SI7.1B	Provide guidelines for Downtown businesses to determine trash enclosure space needed to separately collect solid waste, recycling and organics based on expected output of materials.	Lead : PW Supporting : OSE, DTSM	\$	S				
	SI7.1C	Identify techniques and develop an implementable strategy to address waste management at restaurants and hotels to include alternative organics processing technologies onsite.	Lead : PW Supporting : OSE, DTSM	NC	S			X	

## 6 >> IMPLEMENTATION ACTIONS

Table 6.1 Implementation Actions

					Potential Funding Sources				
ACTIONS			Partners	Cost Estimate	Timing	Developer Contributions	User Fees	City Funds	Other Sources
ACCESS AND MOBILITY (PAGES 155-169)	AM1.1A	Design and manage sidewalks to accommodate multiple pedestrians walking together. Consolidate or remove street furniture and other infrastructure to expand capacity.	Lead: PW Supporting: PCD, DTSM	\$ \$	S			X	
	AM1.1B	Require frontage line setbacks on private property to expand usable space for people walking.	Lead: PCD	\$	S	X			
	AM1.1C	Widen sidewalks to accommodate changing pedestrian demand.	Lead: PCD Supporting: PW,	\$ \$	L	X	X	X	X
	AM1.1D	Make operational changes at driveways and intersections to accommodate changing pedestrian demand.	Lead: PCD Supporting: PW	\$	S				
	AM1.1E	Regularly collect and evaluate information about people walking Downtown.	Lead: PCD Supporting: DTSM	\$	O-G			X	
	AM1.2A	Establish street design criteria that provide buffers that protect people from vehicle traffic using tools such as parking, bike lanes, street trees, street furniture, etc.	Lead: PCD Supporting: PW, DTSM	\$	M			X	
	AM1.2B	Install pedestrian scaled lighting in phases throughout the Downtown. Work with property owners to provide complementary sidewalk and alley illumination.	Lead: PW/PCD Supporting: DTSM	\$ \$ \$	M	X	X	X	X
	AM1.2C	Modify signals or turn restrictions to facilitate pedestrian access and reduce vehicle conflicts such as: <ul style="list-style-type: none"> <li>Implement leading pedestrian interval signalization</li> <li>Extend the crossing time for seniors and people living with disabilities</li> <li>Eliminate yielding left turns</li> </ul>	Lead Agency: PCD Supporting: PW	\$	M		X	X	X
	AM1.2D	Program signals throughout Downtown to provide the 'walk' indication without having to push the button.	Lead: PCD	\$	S				
	AM1.2E	Develop protocols for minimizing temporary disruption of sidewalks and bikeways.	Lead: PW, PCD Supporting: DTSM	\$	S				

Table 6.1 Implementation Actions

ACTIONS		Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
ACCESS AND MOBILITY (PAGES 155-169)	AM1.2F	Provide direct and well-marked alternative routes when closures are necessary.	Lead: PW, PCD Supporting: DTSM	\$	O-G				
	AM1.3A	Promote walking in Downtown as a recreational and social activity, linked to well-being and the district’s unique experience, in marketing materials.	Lead: DTSM Supporting: PCD, SMTT, CCS	\$	S			X	X
	AM1.3B	Create pedestrian wayfinding throughout Downtown that identifies points of interest and major transportation connections.	Lead: PCD Supporting: PW, DTSM	\$	S	X	X	X	X
	AM1.3C	Identify and promote walking paths and programs in Downtown, such as historic walking tours, fitness walks, Safe Routes for Seniors and other activities.	Lead: DTSM Supporting: PCD, SMTT, CCS	\$	S			X	X
	AM1.3D	Incorporate Downtown into open streets events to encourage walking and biking.	Lead: CCS/PCD Supporting: Police, Fire, PW, DTSM	\$	M				
	AM1.3E	Locate and design open spaces and public art to provide visual interest and human scale landmarks to encourage walking.	Lead: CCS Supporting: DTSM, PCD, PW	\$ \$	M	X		X	
	AM1.3F	Develop an improvement program for the Third Street Promenade that maintains its iconic role in the Downtown.	Lead: PW, DTSM Supporting: PCD, CCS, HED	\$ \$ \$	M			X	X
	AM1.3G	Pilot creative physical installations and activities that surprise and delight people walking, such as parklets.	Lead: PCD Supporting: DTSM, PW, Police	\$	M				
	AM1.4A	Develop and maintain great new public places, city streets and sidewalks that convey the identity of the Downtown, consistent with ‘Pathways and Public Spaces’ chapter.	Lead: PCD Supporting: Police, PW, CCS, HED	\$ \$ \$	L		X	X	X



## 6 >> IMPLEMENTATION ACTIONS

**Table 6.1 Implementation Actions**

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
ACCESS AND MOBILITY (PAGES 155-169)	AM1.4B	Require new construction and public right-of-way maintenance projects to reduce redundant equipment and to design solutions that meet multiple user needs with a priority on roadway users.	Lead: PW Supporting: PCD, DTSM	\$	L				
	AM1.4C	Invest in amenities, including seating, water fountains, pet watering stations and landscaping and publicly accessible bathrooms.	Lead: PW Supporting: DTSM	\$ \$	L				
	AM1.4D	Develop a data-driven methodology for evaluating trade-offs specific to Downtown street design decisions, including consideration of person-capacity, safety and quality of experience.	Lead: PCD Supporting: PW, BBB, HED, Police	\$	M				
	AM1.4E	Coordinate projects so that when a street is resurfaced, improvements called for in City policy documents are incorporated.	Lead: PW Supporting: PCD	\$	S		X	X	
	AM2.1A	Expand employer TDM education, outreach and program auditing.	Lead: PCD/TMO Supporting: DTSM, BBB, Metro, Bike Center, Breeze, SCAQMD	\$ \$	O-G		X		
	AM2.1B	Expand GoSaMo Transportation Management Organization (TMO) to market and promote trip reduction programs, policies, products, and services, and develop a sustainable long-term operations plan.	Lead: PCD Supporting: OOC, DTSM	\$ \$	S				
	AM2.1C	Create partnerships with employers, organizations and service providers to increase transit ridership.	Lead: PCD Supporting: DTSM, BBB, Metro, TMO	\$	S				

Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
ACCESS AND MOBILITY (PAGES 155-169)	AM2.1D	Promote and facilitate the utilization of ride matching platforms to support carpooling and vanpooling.	Lead: PCD/TMO Supporting: DTSM, Metro	\$	S	X	X		X
	AM2.1E	Develop a platform to monitor the performance of employer TDM programs and mode share to identify what works and identify new opportunities to fill gaps, such as a regional commuter service. Track performance of employee non-SOV travel annually.	Lead: PCD/TMO Supporting: DTSM	\$	M				
	AM2.1F	Require all new development to implement one-hundred percent employee transportation allowance programs.	Lead: PCD Supporting: BBB, Metro, TMO	\$	S				
	AM2.2A	Develop a framework for regularly collecting and evaluating visitor and customer travel mode share data.	Lead: PCD Supporting: DTSM, BBB, Other service providers (e.g., Free Ride, Taxis, Metro, Uber, Lyft)	\$ \$	M				X
	AM2.2B	Develop protocol to require events to provide bike valet, coordinate shared ride access, encourage transit use and promote easy access for pedestrians and bicyclists.	Lead: PCD Supporting: DTSM, HED, CCS	\$	S		X		
	AM2.2C	Encourage the provision of visitor and customer-focused incentives for non-SOV travel with increased incentives for the busiest times in Downtown.	Lead: PCD, TMO Supporting: DTSM, HED	\$	M	X	X		
	AM2.2D	Develop and implement strategies and marketing for regional and long-distance mobility options to visitors. Promote Santa Monica's public transit accessibility to other Los Angeles attractions, and bike-friendly environment.	Lead: PCD Supporting: DTSM, SMTT, BBB, Metro	\$ \$	S			X	
	AM2.2E	Integrate active living and well-being into Downtown's mobility marketing.	Lead: PCD Supporting: DTSM, Metro, SMTT	\$	S			X	
	AM2.2F	Refine consumer marketing messages targeted at youth and senior travel through the GoSaMo consumer marketing programs.	Lead: PCD Supporting: DTSM	\$	S				

## 6 >> IMPLEMENTATION ACTIONS

Table 6.1 Implementation Actions

ACTIONS		Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
ACCESS AND MOBILITY (PAGES 155-169)	AM2.2G	Facilitate “seamless” journey combinations between travel modes and overlapping options to meet many user needs. Look at virtual and physical integration, open data, services and products.	Lead: PCD Supporting: Metro, BBB, Service Providers	\$ \$	M				
	AM2.2H	Equip Downtown Santa Monica, Inc. ambassadors to provide robust travel and mobility information.	Lead: DTSM Supporting: PCD	\$	S				
	AM2.3A	Require all new development to implement 100 percent resident transportation allowance programs.	Lead: PCD Supporting: Metro, BBB, TMO	\$	S	X			
	AM2.3B	Develop requirements for the provision of shared mobility facilities in developments such as car share, bike share and ride share.	Lead: PCD Supporting: DTSM	\$	S	X			
	AM2.3C	Require development projects to support multi-modal public infrastructure, implement project and employer TDM measures, pay development impact fees, and provide additional circulation benefits.	Lead: PCD Supporting: PW, BBB, TMO	\$	O-G	X	X		
	AM3.1A	Maintain updated traffic signal technology including Advanced Traffic Management Systems (ATMS), traffic signals and controllers, and active management practices that support predictable flow.	Lead: PCD Supporting: PW	\$ \$	S	X	X	X	X
	AM3.1B	Establish Traffic Management Center operations protocol during peak periods and events to better manage traffic, prioritize transit service, and provide incident response.	Lead: PCD Supporting: Police, PW	\$ \$	M			X	



Table 6.1 Implementation Actions

ACTIONS		Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
ACCESS AND MOBILITY ( PAGES 155-169)	AM3.1C	Manage vehicle speeds through design and enforcement.	Lead: PCD Supporting: Police	\$ \$	S			X	
	AM3.1D	Capture and share real time information for parking, transit, bike share, car share, and traffic conditions.	Lead: PCD Supporting: PW, DTSM	\$ \$	M	X	X		X
	AM3.1E	Install signs to encourage use of Lincoln Boulevard as an entry into Downtown to relieve pressure on congestion points.	Lead: PCD Supporting: PW, DTSM, Caltrans	\$ \$	S	X	X		X
	AM3.1F	Evaluate Resource Recovery and Recycling pick up timing in relation to peak traffic hours.	Lead: PW Supporting: PCD	\$	M			X	
	AM3.1G	Review and revise commercial delivery policy.	Lead: PCD Supporting: Police, DTSM	\$	M			X	
	AM3.1H	Implement Council direction to reinvest a portion of public parking revenues into sustainable mobility options including transit, walking, biking and electric ride-sharing.	Lead: PCD Supporting: DTSM, FIN	\$	S			X	
	AM3.2A	Develop and deploy special management protocols during special events and peak periods, and collect data to inform operations.	Lead: PCD Supporting: PW, Police, BBB, DTSM	\$ \$	S			X	
	AM3.2B	Maintain bicycle, pedestrian and transit facilities and pursue additional dedicated lanes/facilities during special events and peak periods and collect data to inform operations.	Lead: PCD Supporting: Police, DTSM, BBB, PW	\$	S	X	X	X	X
	AM3.2C	Use parking pricing and access tools to manage vehicle behavior for special events and peak periods.	Lead: PCD Supporting: Police	\$	S			X	

## 6 >> IMPLEMENTATION ACTIONS

Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
ACCESS AND MOBILITY (PAGES 155-169)	AM3.3A	Create a Gateway Master Plan that examines feasibility of full or partial freeway capping to increase public space, improve mobility, connectivity, and multi-modal transit access through new streets and pathways, including: <ul style="list-style-type: none"> <li>• Connections through the publicly-owned site adjacent to the Downtown Expo station</li> <li>• Signalized crossings on 4th and 5th Streets</li> <li>• Freeway crossings between Ocean Avenue and Lincoln Boulevard</li> </ul>	Lead: PCD Supporting: PW, CCS, BBB, Caltrans	\$ \$ \$	S	X	X	X	X
	AM3.3B	Pursue realignment of the Fourth Street off ramp with Olympic Drive.	Lead: PCD Supporting: PW, Caltrans	\$ \$ \$	S	X	X	X	X
	AM3.3C	Study Lincoln Boulevard I-10/PCH interchange improvement options.	Lead: PCD Supporting: PW, Caltrans	\$ \$ \$	M	X	X	X	X
	AM3.3D	Improve pedestrian and bike facilities on the Main Street, Fourth Street and Lincoln Boulevard bridges.	Lead: PCD Supporting: PW, Caltrans	\$ \$ \$	S	X	X	X	X
	AM3.3E	Monitor conditions on Olympic Drive and consider peak hour or permanent use of curb lanes for vehicle traffic between 4th Street and Ocean Avenue to create additional east and westbound through-lanes.	Lead: PCD Supporting: PW, Police	\$	S			X	
	AM3.4A	Install dynamic parking wayfinding that directs drivers to available spaces efficiently, with signage located at all highway and major boulevard entrances Downtown.	Lead: PCD Supporting: PW, DTSM	\$ \$	S			X	X
	AM3.4B	Provide services for short distance trips to/from and within Downtown such as bike share, shuttle, transit and shared valet.	Lead: PCD Supporting: DTSM, BBB	\$ \$	S			X	

Table 6.1 Implementation Actions

ACTIONS					Potential Funding Sources				
					Partners	Cost Estimate	Timing	Developer Contributions	User Fees
ACCESS AND MOBILITY (PAGES 155-169)	AM3.5A	Require shared parking be open to all drivers, regardless of whether they are destined for a building, with the same parking prices, restrictions and privileges as building occupants. Pursue mechanisms to address management, zoning ordinance changes, signage, access controls and overall integration of parking on private property with City-owned parking facilities.	Lead: PCD Supporting: DTSM, HED	\$ \$	M	X		X	
	AM3.5B	Develop a handbook for private property representatives about how to create publicly-available parking that addresses revenue control equipment function, pedestrian access, payment options, utilization tracking and differentiation by user, real-time data and signage.	Lead Agency: PCD Supporting Agency: HED, DTSM	\$	S		X	X	
	AM3.5C	Identify what management systems are needed to maximize shared parking, identify options, estimate staff and resources needs, and propose a strategy that can increase the efficient use of existing parking.	Lead Agency: PCD Supporting Agency: DTSM	\$	S				
	AM3.5D	Reevaluate private property parking guidelines after 1500 new parking spaces have been approved.	Lead: PCD	\$	O-G				
	AM3.6A	Establish demand-sensitive parking pricing, time limits and marketing.	Lead: PCD Supporting: DTSM	\$	S	X		X	



## 6 >> IMPLEMENTATION ACTIONS

Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
ACCESS AND MOBILITY (PAGES 155-169)	AM3.6B	Encourage use of convenient parking for short-term use through pricing and time restrictions, including installation of meters on 6th, and 7th Streets.	Lead: PCD	\$	S			X	
	AM3.6C	Enable the phased development of up to 800 public parking spaces in peripheral locations to address future demand without incentivizing additional vehicle trips Downtown.	Lead: PCD Supporting: PW, FIN, HED	\$\$\$	S	X	X	X	
	AM3.6D	Evaluate pricing impacts on vehicle congestion especially during peak periods.	Lead: PCD Supporting: DTSM	\$	O-G				
	AM3.6E	Pursue using the increased revenue generated as parking fees rise to exclusively fund transportation improvements Downtown.	Lead: PCD Supporting: DTSM, FIN	\$	O-G				
	AM3.6F	Develop coordinated marketing of transportation options and parking pricing for Downtown and the beach in order to facilitate public access.	Lead: PCD Supporting: DTSM, CCS	\$	O-G				
	AM3.6G	Publicly provided parking shall be built entirely outside of the Bayside Conservation District, including building sites that partially within the district. Replacement of public parking spaces may be included in the 4th/5th Arizona site before the existing parking is removed.	Lead: PCD	\$	O-G			X	
	AM3.6H	Pursue the reduction of 600 public parking spaces in the Bayside Conservation District by 2027.	Lead: PCD	\$	L			X	
	AM3.7A	Develop a coordinated curbside management strategy that prioritizes sustainable and high-capacity mobility modes and addresses: <ul style="list-style-type: none"> <li>Flexibility to respond to unique situations like the Expo station, and priority for sustainable and high capacity mobility modes.</li> <li>Curbspace for new mobility modes such as bike corrals, ride-sharing, EVs, car-share and shuttles.</li> <li>Taxi stand and ride-share drop-off and pick-up locations near major destinations.</li> </ul> Monitor performance and revise periodically to address changing demand.	Lead: PCD Supporting: Police, BBB, Metro, PW	\$	S			X	

Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
ACCESS AND MOBILITY (PAGES 155-169)	AM3.7B	Enforce passenger loading regulations to reduce conflicts with public transit and other road users. Review off-street passenger loading requirements as demands change.	Lead: PCD Supporting: Police	\$	S			X	
	AM3.7C	Limit on-street commercial loading to early morning hours if alley-accessed loading is not sufficient. Enforce regulations limiting double parking of delivery vehicles in the travel lanes and bicycle lanes.	Lead: PCD Supporting: Police, DTSM	\$	S			X	
	AM3.7D	Pursue and encourage coordinated valet services to be pursued by 2018.	Lead: DTSM Supporting: PCD, Police	\$	S	X		X	
	AM3.7E	Pilot test smaller delivery vehicles and/or human powered transport, including cargo bikes, for goods distribution.	Lead: PCD Supporting: DTSM	\$	M				
	AM4.1A	Expand and diversify GoSaMo outreach and marketing efforts to increase awareness and sustained utilization of mobility options, and leverage investments in facilities and services.	Lead: PCD Supporting: OOC, TMO, DTSM, SMTT	\$	O-G				
	AM4.1B	Provide bike share, car share, car-pool and van-pool, shared rides, shuttle and transit service, in Downtown, in locations that are visible and identifiable.	Lead: PCD Supporting: DTSM, BBB	\$ \$	S		X	X	X
	AM4.1C	Study the feasibility of a circulator that serves short-distance trips at a competitive price and service level by 2019 that addresses the needs of residents accessing Downtown.	Lead: PCD Supporting: DTSM, SMTT	\$	S			X	X
	AM4.1D	Develop an appealing mobility options map for Downtown coordinated with the wayfinding system.	Lead: PCD Supporting: PW, DTSM	\$ \$	S			X	
	AM4.1E	Update City policies and procedures regarding transportation for hire services (taxi, pedi-cab, etc.). Prioritize low and no-emission vehicles, shared rides and transit connections.	Lead: PCD Supporting: DTSM	\$	S			X	

## 6 >> IMPLEMENTATION ACTIONS

**Table 6.1 Implementation Actions**

ACTIONS		Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
ACCESS AND MOBILITY (PAGES 155-169)	AM4.1F	Develop uniform guidance on street maintenance, street design, and operations that encourages human-scaled streets for walking and biking (i.e., modified vehicles and sub-stations for service, integrated equipment and scheduling).	Lead: PCD Supporting: PW	\$	M				
	AM4.1G	Integrate smart and connected infrastructure into the streetscape, such as having mobile device charging and interactivity portals in street furniture or EV charging stations.	Lead Agency: PW Supporting: PCD, DTSM	\$ \$ \$	L				
	AM4.1H	Pursue creation of a Santa Monica resident transportation pass or credit usable for select mobility services and parking access Downtown, especially during off-peak periods.	Lead: TMO Supporting: DTSM	\$ \$	M				
	AM4.2A	Maintain bus stops in locations that encourage ridership, support system operations and reduce delays from stopping and loading. Incorporate concerns of seniors, disabled and transferring riders.	Lead: BBB Supporting: PCD, Police, Metro, PW	\$	S			X	
	AM4.2B	Provide bus stops with real-time arrival signs, better seating and lighting. Consider additional rider amenities such as charging and destination information.	Lead: BBB Supporting: PW, Metro	\$ \$ \$	M	X	X	X	X



Table 6.1 Implementation Actions

					Potential Funding Sources						
ACTIONS					Partners	Cost Estimate	Timing	Developer Contributions	User Fees	City Funds	Other Sources
ACCESS AND MOBILITY (PAGES 155-169)	AM4.2C	<p>Prioritize public transit. Pursue operational improvements that make public transit convenience, cost and time competitive such as:</p> <ul style="list-style-type: none"> <li>• Bus queue jumps at intersections</li> <li>• Stop relocations</li> <li>• Curb extensions</li> <li>• Transit signal priority for bus and emergency vehicles</li> <li>• Dedicated lanes in high demand and service corridors</li> <li>• Targeted enforcement of lanes and stops so buses can operate effectively</li> <li>• Layover zones that minimize vehicle miles</li> </ul>	Lead: PCD Supporting: PW, BBB, Metro	\$ \$ \$	M		X	X	X		
	AM4.2D	Adjust dedicated bus lanes and facilities to align with highest demand BBB service areas, such as 4th Street. Consider providing BBB service on Lincoln Boulevard in Downtown area.	Lead: BBB Supporting: PCD	\$ \$ \$	M			X			
	AM4.2E	Pursue the siting of a Metro rider relief application center in Downtown to facilitate applications for reduced transit fares.	Lead: BBB Supporting: Metro, PCD	\$ \$	M						
	AM4.2F	Pilot new fare payment technologies and integrated payment options to increase transit convenience.	Lead: BBB Supporting: Metro, PCD	\$	M						
	AM4.2G	Prioritize bus connectivity between Downtown and other Santa Monica residential neighborhoods.	Lead: BBB	\$			X	X	X		
	AM4.3A	Eliminate bicycle network gaps in Downtown including Broadway bike lane west of 6th Street and connections to the Expo Light Rail station. Give special attention to bikeways for residents to and from popular Downtown destinations.	Lead: PCD Supporting: PW	\$ \$	S		X	X	X		
	AM4.3B	Create protected bike facilities on the west side of Ocean Avenue extending beyond the Downtown Community Planning area, 2nd Street and Broadway, and along pathways that connect residents to popular Downtown destinations such as the Library and Farmers Market. Install the first pilot segment in 2018.	Lead: PCD Supporting: PW, Police	\$ \$	S		X	X	X		
	AM4.3C	Clarify state law regarding bicycle riding in dedicated bus-only lanes for consistency with area local agencies.	Lead: CAO Supporting: PCD	\$	S			X			

## 6 >> IMPLEMENTATION ACTIONS

**Table 6.1 Implementation Actions**

ACTIONS		Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
ACCESS AND MOBILITY (PAGES 155-169)	AM4.3D	Increase enforcement of bike lane blockage by valet and delivery vehicles.	Lead: Police, PCD	\$	S			X	
	AM4.3E	Create consolidated bike parking to meet growing demand including service facilities like the Bike Center, and bike parking corrals to preserve sidewalk space for pedestrians.	Lead: PCD Supporting: PW	\$ \$	M	X	X	X	X
	AM4.4A	Create Transit Screen displays at 10 sites to distribute access to transit information, and raise awareness of options.	Lead: PCD Supporting: PW, BBB, HED, DTSM	\$	M	X	X	X	X
	AM4.4B	Strengthen connections from the Pier, including water-based mobility options.	Lead: PCD Supporting: PW, Pier, Metro	\$ \$ \$	L	X	X	X	X
	AM4.4C	Advocate for extension of the Subway to the Sea so that it extends fully to Downtown Santa Monica.	Lead: PCD Supporting: DTSM, Chamber, BBB	\$	L			X	
	AM4.4D	Pursue regional express transit service to high demand employer and visitor destinations outside Santa Monica with regional partners and funders.	Lead: PCD Supporting: BBB, HED	\$	M			X	X
	AM4.5A	Require new development to provide physical and/or programmatic improvements, and include additional circulation improvements as primary community benefits.	Lead: PCD Supporting: HED	\$	S	X		X	X

Table 6.1 Implementation Actions

	ACTIONS	Partners	Cost Estimate	Timing	Potential Funding Sources				
					Developer Contributions	User Fees	City Funds	Other Sources	
ACCESS AND MOBILITY (PAGES 155-169)	AM4.5B	Revise development standards as needed to create short-term bike parking, bike rooms, bike share and car share on private property throughout Downtown.	Lead: PCD Supporting: HED	\$ \$	L	X		X	X
	AM4.5C	Facilitate collaboration among individual employer and developer TDM efforts to pool resources for greater impact through the Transportation Management Organization.	Lead: TMO Supporting: PCD, HED	\$	S				
	AM4.5D	Require private property access via alleys. Maintain updated regulations for loading of goods and people that consider changing technologies and trends and emergency vehicle access.	Lead: PCD Supporting: PW	\$	S	X		X	X
	AM4.5E	Pilot solutions to reduce the impact of commercial delivery on network function such as coordinated times, restricted hours, mandatory alley access and additional enforcement.	Lead: PCD Supporting: Police, PW	\$	M			X	
	AM5.1A	Evaluate crash data regularly, identify appropriate and effective countermeasures and implement feasible modifications to reduce exposure.	Lead: PCD Supporting: Police, PW, Fire	\$ \$	S		X	X	
	AM5.1B	Use design and administrative techniques to manage travel speeds to avoid collision and reduce severity of injuries when crashes occur, in coordination with emergency personnel.	Lead: PCD Supporting: Police, PW, Fire	\$ \$	M			X	
	AM5.1C	Maintain pavement markings, replace aging signs, upgrade crosswalks and add lighting to enhance visibility and increase safety.	Lead: PCD Supporting: Police, PW, DTSM	\$ \$	S		X	X	X
	AM5.1D	Identify priority location to pursue improvements that reduce exposure to crashes and conflicts such as: <ul style="list-style-type: none"> <li>• Consolidated curb cuts</li> <li>• Driveway access from the alley</li> <li>• Shorter pedestrian crossing distances</li> <li>• Protected bikeways</li> <li>• Leading or dedicated pedestrian signal phases</li> <li>• Removal of yielding left turns</li> </ul>	Lead: PCD Supporting: Police, PW, DTSM	\$ \$	S	X		X	



## 6 >> IMPLEMENTATION ACTIONS

**Table 6.1 Implementation Actions**

					Potential Funding Sources				
ACTIONS		Partners	Cost Estimate	Timing	Developer Contributions	User Fees	City Funds	Other Sources	
ACCESS AND MOBILITY (PAGES 155-169)	AM5.1E	Continue to assess and repair damaged sidewalks on a regular schedule, taking into consideration the high volume of usage.	Lead: PW Supporting: DTSM	\$ \$	O-G			X	
	AM5.2A	Identify areas with higher crash numbers, and conduct routine enforcement of unsafe driving practices.	Lead: Police Supporting: PCD	\$	S			X	
	AM5.2B	Discourage bicycling on the sidewalk by providing continuous bicycle lanes on streets, removing network gaps and expanding protected bicycle facilities.	Lead: PCD Supporting: Police, PW	\$ \$	M		X	X	X
	AM5.2C	Develop driver education outreach and conduct enforcement operations to reduce blockage of loading zones, transit stops and lanes, bike lanes and crosswalks.	Lead: Police Supporting: PCD, DTSM	\$	S			X	X
	AM5.2D	Provide education programs to help all road users use legal best practices to travel safely and efficiently.	Lead: PCD Supporting: Police, DTSM, TMO	\$	M			X	X
	AM5.3A	Develop and regularly distribute public information and marketing campaigns to encourage mutual respect among all road users.	Lead: PCD Supporting: Police, DTSM, BBB, Metro	\$ \$	S			X	
	AM5.3B	Modify signal timing to favor pedestrians with consideration of emergency response. Use new traffic engineering practices as they become available to create a safer travel environment.	Lead: PCD Supporting: Police, Fire	\$ \$	S			X	
	AM5.3C	Monitor and incorporate new vehicle technology that fosters sustainable, shared mobility and that can reduce VMT and improve access, efficiency and safety for all roadway users.	Lead: PCD Supporting: Police, ISD, PW	\$ \$	M			X	
	AM6.1A	Extend the availability of information through real time information displays, Transit Screens, etc. and create a consolidated customer-focused City website for one-stop mobility information.	Lead: PCD, ISD Supporting: DTSM, PW, HED, BBB	\$	S				

Table 6.1 Implementation Actions

					Potential Funding Sources				
ACTIONS			Partners	Cost Estimate	Timing	Developer Contributions	User Fees	City Funds	Other Sources
ACCESS AND MOBILITY (PAGES 155-169)	AM6.1B	Track availability of broadband network capacity to meet transportation data needs.	Lead: ISD Supporting: PCD, PW, Police	\$	O-G				
	AM6.1C	Continue the City's General Bikeshare Feed Specification and General Transit Feed Specification efforts. Consider releasing additional transportation data streams as they become available (ride-sharing, employer shuttles, demand-response services, connected vehicles, etc.).	Lead: ISD Supporting: BBB, PCD	\$ \$	S				
	AM6.1D	As vehicle-to-infrastructure, vehicle-to-vehicle, and vehicle-to-human communication improves, look for opportunities to collect data to inform and improve system performance.	Lead: ISD Supporting: PCD, DTSM, PW	\$	M				
	AM6.2A	Partner with regional transit providers, cities and other potential partners to explore automated transit vehicles and the use of electric or low-emissions fleets to reduce carbon emissions.	Lead: PCD Supporting: BBB, PW, Metro	\$ \$	M				
	AM6.2B	Work with local employers, business representatives and other agencies on the provision of micro-transit or demand-response services.	Lead: PCD Supporting: HED, PW, BBB	\$	S				
	AM6.2C	Explore the provision of water-based transportation services, electric powered transportation and alternative power vehicles.	Lead: PCD Supporting: BBB, PW	\$ \$	L		X		X
	AM6.2D	Establish a transportation innovations team to actively monitor transportation technology and communication advances and new services and evaluate for appropriateness in Downtown.	Lead: PCD Supporting: PW, BBB	\$	L	X			X
	AM6.2E	Participate in regional efforts and interagency groups to share knowledge, build consistency between systems, develop harmonious policy and share in problem-solving for issues that cross jurisdictional boundaries such as data systems, safety, and mobility services.	Lead: PCD Supporting: BBB, ISD	\$	O-G				

## 6 >> IMPLEMENTATION ACTIONS

**Table 6.1 Implementation Actions**

						Potential Funding Sources			
ACTIONS		Partners	Cost Estimate	Timing	Developer Contributions	User Fees	City Funds	Other Sources	
ACCESS AND MOBILITY (PAGES 155-169)	AM6.2F	Develop a practice to routinely scope projects to be ready for future technology and mobility changes, such as zero-emission technologies, automation, ITS, and new mobility service models.	Lead: PCD Supporting: PW, BBB	\$	L				
	AM6.2G	<p>Establish an autonomous and connected vehicle working committee that engages with representatives from local and regional private industry, research institutions, and community stakeholders, to recommend policies and testing activities in support of Downtown Santa Monica goals. Areas of focus for the task force could include:</p> <ul style="list-style-type: none"> <li>Assess the potential benefits and impacts of automated and connected vehicles for Santa Monica</li> <li>Identify local policies, codes and laws that might inhibit the use of new mobility options, investigate best practices and recommend changes.</li> <li>Work with transit agencies to reevaluate their fleet and management plans in order to incorporate the impacts of automated vehicles.</li> <li>Protect the safety of people walking, on bikes and in construction zones or unusual conditions</li> <li>Promote equitable access to automated vehicles</li> <li>Communications and data infrastructure readiness</li> <li>Increase sharing of rides and vehicles, and decrease single ownership and parking demand</li> <li>Integrate in fleet vehicles and transit services</li> <li>Increase EV and very low-emissions vehicles</li> <li>Decrease vehicle miles traveled</li> <li>Create hubs for driverless vehicle pick up and navigation.</li> </ul>	Lead: PCD Supporting: PW	\$\$	S				



Table 6.1 Implementation Actions

ACTIONS						Potential Funding Sources			
						Partners	Cost Estimate	Timing	Developer Contributions
ACCESS AND MOBILITY (PAGES 155-169)	AM6.3A	Conduct biennial citywide and Downtown vehicle, pedestrian, and bicycle trip counts and track data trends.	Lead: PCD Supporting: ISD	\$ \$	S			X	
	AM6.3B	Monitor on-street and off-street parking occupancy and utilization to guide decision making and pricing to ensure efficient parking utilization.	Lead: PCD Supporting: ISD	NC	O-G				
	AM6.3C	Develop and regularly publish a Downtown mobility report card that captures a snapshot of system performance over time, such as mode share, program evaluation and customer service.	Lead: PCD Supporting: ISD, DTSM, TMO	\$	S				
	AM6.3D	Seek new data sources from private entities and regional agencies and incorporate new data that can meaningfully inform decisions supportive of City goals.	Lead: PCD Supporting: ISD, TMO	\$	O-G				
	AM6.4A	Install public EV charging infrastructure that is available to residents, employees, and visitors.	Lead: PW Supporting: PCD	\$ \$	M				
	AM6.4B	Implement a rebate program for EV supply equipment (EVSE) installation in multi-unit dwellings.	Lead: PW Supporting: PCD	\$ \$	S				
	AM6.4C	Pilot EV charging through streetlights or other existing street furniture.	Lead: PW Supporting: PCD	\$	S				
	AM6.4D	Update parking policies and practices to promote efficient EV charging station use and mobility.	Lead: PW Supporting: PCD	\$	S				
	AM6.4E	Promote advanced energy technologies like energy storage and solar photovoltaic (PV) to augment EV charging.	Lead: PW	\$ \$	S				
	AM6.4F	Market available EV resources and provide information to local residents, property owners and business owners.	Lead: PW Supporting: PCD	\$	M				

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THE DOWNTOWN COMMUNITY PLAN  
CITY OF SANTA MONICA



APPENDIX



SUPPLEMENTAL



**APPENDIX: BUILD-OUT ANALYSIS**

**BACKGROUND AND DATA SOURCES**

The City faces many policy questions relating to future development and its location and type within Downtown. To inform this discussion, the Planning Department relies on a number of data sources to analyze existing and future land-use trends and possibilities. This “build-out” analysis is an important tool to estimate and describe the amount and the location of future development that may be allowed to occur within Downtown Santa Monica in accordance with the proposed Downtown Community Plan regulations. It is important to note that this build-out analysis is not a prediction of the future, but a reasonable forecast of the growth that is expected to occur. For the purpose of evaluating the environmental impacts of the Downtown Community Plan, a net new of 3.2M square feet was forecasted. This is the amount of potential development that could reasonably occur within the next 15-20 years while still achieving the City’s goal of No Net New P.M. Peak Hour Trips (see section III for more information on the development cap).

The results of the analysis were used as a geospatial tool for understanding possible future development patterns Downtown. Further, a real estate market outlook was developed to understand the potential future demand for office, residential and retail/hospitality uses in Santa Monica’s Downtown. Below are data sets and reports utilized to conduct the build-out analysis.

DATA	SOURCE(S)
Building Square Footage	Assessor’s Office
Parcel Square Footage	Assessor’s Office
Year Built	Assessor’s Office
Public Facilities and Utilities	City of Santa Monica Geographic Information System (GIS)
Landmarks and Historic Resource Inventory	Planning Department
Places of Worship, Institutional	Assessor’s Office, Google Street View
Market Demand	RCLCo 2012 Market Demand Study, 2015 AECOM Economic Peer Review
Long-Term Leases	CoStar, Housing and Economic Development Department, Interviews

**MARKET DEMAND FOR NET NEW LAND USES**

To verify that the potential build-out is aligned with reasonable market absorption and economic activity, the analysis was compared to a real estate market outlook study, which was conducted by RCLCo. This study utilized a wide range of information sources, including demographic, economic and market data real estate industry publications, as well as interviews with real estate industry experts to forecast the square footage amount of typical Downtown uses (hotel, office, housing and retail) that could be reasonably expected to be absorbed Downtown over the life of the Plan. The market outlook findings were peer reviewed by AECOM as part of the 2015 4CO (City-owned TOD site) planning efforts. The AECOM analysis confirmed the market outlook findings.

- The real estate market outlook forecasts the development potential available for capture/location in Downtown Santa Monica as a whole over the next 15 years, assuming an unconstrained development environment.
- The analysis considers all of the major private sector land uses that comprise the existing built environment within Downtown: retail (local- and regional-serving), commercial office, residential (rental apartments and condominiums) and hotel.
- The analysis builds on current and forecasted demographic data and other key regional demand drivers and considers the Downtown’s competitiveness vis-à-vis existing and potential locations in the West Los Angeles area.

The following table summarizes the findings of the 2012 market outlook report.

LAND USE CATEGORY	ABSORPTION POTENTIAL (KSF)
Regional Retail	100-200
Local Retail	43-58
Office	400-500
Residential (units)	1,750 – 2,500 Units
Hotel	1,500 Rooms

### CAP ON FUTURE DEVELOPMENT

Based on the results of scenario testing using the City’s Travel Demand Forecast Model, 3.22 million square feet of net new floor area represents the maximum development that could occur Downtown while achieving its LUCE citywide goal of No Net New P.M. Peak Hour Trips by 2030. This 3.22 million square foot “cap” on development Downtown reflects the City’s commitment to managing and monitoring change by ensuring that new projects are balanced with circulation investments, Transportation Demand Management (TDM) mechanisms, programs and congestion relief measures that will enable the City to achieve the citywide goals of No Net New P.M. Peak Hour Trips. Any project proposal that would result in exceeding the maximum cap of 3.22 million square feet would not be able to be approved consistent with the Downtown Community Plan until it is determined that the project would be consistent with the No Net New P.M. Peak Hour Trips goal of the LUCE.

The following land use totals were studied in the DCP Environmental Impact Report (EIR).

LAND USE CATEGORY	NET NEW SQUARE FOOT (KSF)
Residential	2,326 (2500 units)
Retail/Restaurant/ Entertainment	199
Creative Office	209
Office	204
Hotel	283 (974 rooms)
<b>Totals</b>	<b>3,221</b>

**ASSUMPTIONS – EVALUATING POTENTIAL FOR CHANGE**

Assumptions were developed about the likelihood of change on each Downtown parcel within the 15-20-year time horizon of the Downtown Community Plan. These assumptions, or “filters,” are described below:

<b>SITES NOT CONSIDERED TO HAVE BUILD-OUT POTENTIAL (60% OF TOTAL DOWNTOWN LAND AREA)</b>		<b>DATA SOURCE</b>
Properties Containing Landmark Structures	Sites containing designated City Landmarks are unlikely to change due to protections provided by Landmark designation.	Planning Department
Properties with Buildings that Exceed Current or Proposed Height and Floor Area Ratio Limits	Parcels containing existing buildings that exceed current or proposed zoning standards for height and floor area ratio are not anticipated to change.	Assessor’s Office, Field Study
Places of Worship and Institutional Properties	Existing religious institution-owned properties are unlikely to change. Similarly, some institutional entities, such as the Salvation Army, are unlikely to change.	Assessor’s Office, Field Study
Properties Developed or Significantly Redeveloped Since 1990	Parcels that have experienced new development or significant investment in improvements within the past 25 years are not likely to experience substantial additive change.	Assessor’s Office, City GIS, Field Study
Government-Owned Properties	City- and State-owned properties, such as most Downtown parking garages and the Big Blue Bus site, are not likely to experience development as they provide valuable services to the community.	Assessor’s Office, City GIS
Utility-Owned Properties	Utility owned parcels, such as the Edison sub-station at Lincoln and Colorado are unlikely to change.	Assessor’s Office, City GIS
Properties Containing Structures Identified on the Historic Resources Inventory	Many sites containing buildings on the HRI are unlikely to change due to protections included in the DCP and/or their value as unique commercial properties.	Planning Department



SITES CONSIDERED UNLIKELY TO CHANGE (20% OF TOTAL DOWNTOWN LAND AREA)		DATA SOURCE
Properties with Limited Future Development Potential	Sites that contain existing buildings with a FAR that is equal to 75% of the DCP's proposed FARs are considered to have limited development potential.	Assessor's Office
Single Lot Properties Under Sole Ownership	The development of single 7500 sq. ft. parcels is challenging in the Downtown due to parking and other onsite requirements. While some exceptions are likely to exist, by and large it is not anticipated that the majority of single lot parcels under single ownership will significantly change.	Assessor's Office
Commercial Properties	Commercial office is increasingly scarce in Santa Monica. The assumption is that most existing commercial office and long-standing retail spaces are not likely to change.	Field Study, Assessor's Office

SITES CONSIDERED TO HAVE POTENTIAL FOR CHANGE (20% OF TOTAL DOWNTOWN LAND AREA)		DATA SOURCE
Pipeline Projects (Entitled)	Projects that have received entitlements since 2013.	Planning Department
Pipeline Projects (Proposed)	Projects that are currently proposed but have yet to receive entitlements.	Planning Department
Properties with at Least 2.0 FAR Remaining Within Proposed Building Envelope	Sites that could achieve an increase in FAR of 2.0 or more over existing conditions through redevelopment or the addition of new square feet.	Assessor’s Office, Proposed Zoning Regulations
Properties that have Low Improvement/land Value Ratio	Sites that have an existing improved value that is 50% or less than the overall assessed value of the site.	Assessor’s office



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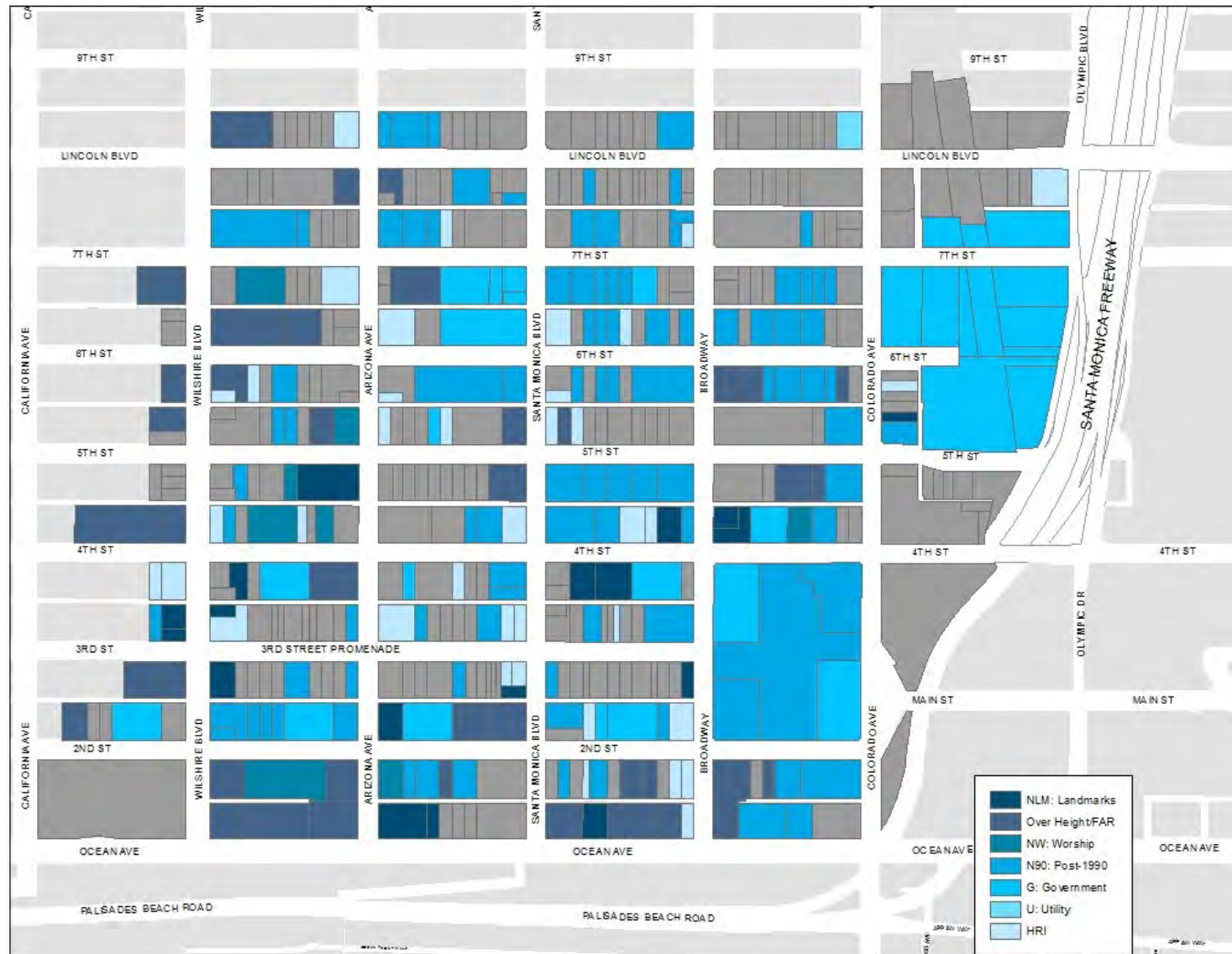
**BUILD-OUT ANALYSIS**

**Sites Not Considered to Have Build-Out Potential**

CODE	ASSUMPTION	LAND AREA	% OF DOWNTOWN
NLM	Properties Containing Landmark Structures	241,968	3.13%
OHFAR	Properties with Buildings that Exceed Current or Proposed Height and Floor Area Ratio Limits	1,257,551	16.29%
NW	Places of Worship and Institutional Properties	176,414	2.28%
N90	Properties Developed or Significantly Redeveloped Since 1990	1,711,991	22.17%
G	Government-Owned Properties	988,469	12.80%
U	Utility-Owned Properties	15,006	0.19%
HRI	Properties Containing Structures Identified on the Historic Resources Inventory	374,049	4.84%
<b>TOTAL</b>		<b>4,765,448</b>	<b>61.70%</b>

## BUILD-OUT ANALYSIS

### Sites Not Considered to Have Build-Out Potential



**BUILD-OUT ANALYSIS**

Sites Considered Unlikely to Change

CODE	ASSUMPTION	LAND AREA	% OF DOWNTOWN
LF	Properties with Limited Future Development Potential	101,926	1.32%
LS	Single Lot Properties under Sole Ownership	425,240	5.51%
LC	Commercial Office Properties	864,525	11.20%
<b>TOTAL</b>		<b>1,391,691</b>	<b>18.03%</b>

## BUILD-OUT ANALYSIS

### Sites Considered Unlikely to Change





**BUILD-OUT ANALYSIS**

Sites Considered to Have Potential to Change

CODE	ASSUMPTION	LAND AREA	% OF DOWNTOWN	DEVELOPMENT POTENTIAL (NET NEW)
PE	Pipeline Projects (Entitled)	203,643	2.64%	535,510
PP	Pipeline Projects (Proposed)	723,707	9.37%	1,591,393
PFAR	Properties with at least 2.0 FAR remaining within proposed building envelope	601,756	7.79%	1,834,694
PV	Properties that have low improvement/land value ratio	35,006	0.45%	57,646
<b>TOTAL</b>		<b>1,564,112</b>	<b>20.25%</b>	<b>4,019,243</b>

*\*The 3.22M square foot development cap would limit potential change (see Section III for more information).*

## BUILD-OUT ANALYSIS

### Sites Considered to Have Potential to Change

