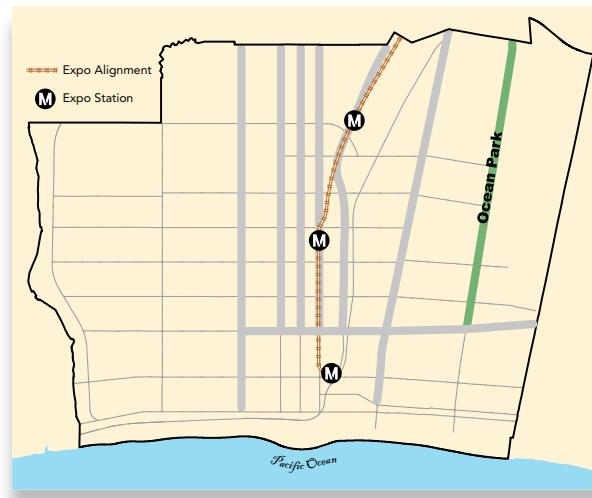


# Ocean Park Blvd

## Location

Ocean Park Boulevard extends from the eastern City limit at Centinela Avenue to Lincoln Boulevard, where the Ocean Park neighborhood begins. The boulevard has two distinct commercial areas: the area east of Clover Park and the area around 17th Street. The remainder of the boulevard is a combination of single family and multi-family residential uses within the Ocean Park and Sunset Park neighborhoods.



## Vision

Ocean Park Boulevard, supported by the Sunset Park and Pico neighborhoods, is a local-serving boulevard with two vibrant, neighborhood-serving commercial areas. The boulevard is a complete street for pedestrians, bicycles, transit and autos, with an enhanced streetscape and dining, retail and service needs within walking distance of the neighborhoods. Where new development occurs on the boulevard, it is in scale with the existing neighborhood. West of Lincoln, the boulevard becomes part of the Ocean Park neighborhood.

*"This area should favor small-scale neighborhood retail...height limits should be low: 2-3 stories."*

-COMMENT FROM LAND USE BOULEVARDS WORKSHOP

## CENTINELA TO 25TH STREET:

### Office Campus, Neighborhood Commercial, Parks and Open Space

The small shops and restaurants in this area are an asset to the nearby businesses and the surrounding neighborhood. As development occurs, new buildings include ground floor commercial uses and local-serving offices or housing on the upper floors, which strengthen the area's role as a neighborhood center. The height and scale of projects are limited to provide an appropriate transition to the surrounding residential neighborhood. The office park's surface parking lots facing the well-defined street façade on the north side is replaced by subterranean parking structures beneath new buildings. These parking structures will help create an active pedestrian-oriented environment.

#### Current Conditions, Trends and Issues

Ocean Park Boulevard from the eastern City limits to Clover Park serves a large office park on its southern edge with smaller offices, restaurants and retail shops on the north side. The smaller businesses on the north attract employees from the office park during the day and serve nearby residents in the evening and on weekends. The landscaped median facilitates mid-block pedestrian crossing and serves as a traffic calming device. The median



**CENTINELA TO 25TH STREET:** Over time, this area will gradually evolve into a stronger neighborhood center with a diverse mixture of commercial, residential and retail services.

limits left turns and traffic cutting through the residential neighborhoods to the north. The office park has limited access from Ocean Park Boulevard and much of the land is surface parking, which creates an undefined street edge more characteristic of a suburban development.

#### Strategic Approach

Santa Monica Airport/Business Park Specific Plan is prepared to transition the stand-alone office park into an integrated part of the City. New roadways and pedestrian paths link the property to the City's grid system, enhance the boulevard, and connect to future uses at the airport property. Options include

subterranean parking to free up land for buildings that define the southern edge of the boulevard. The businesses on the north side of Ocean Park Boulevard are supported by customers from the office park and surrounding neighborhoods, and parking standards are modified to reflect the local origin of the customers. New development in the office park provides shared parking and participates in TDM strategies. The landscaped median is maintained to minimize cut-through traffic to the northern residential neighborhood.

#### Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)

## 25TH STREET TO 18TH STREET:

### Medium-Density Housing

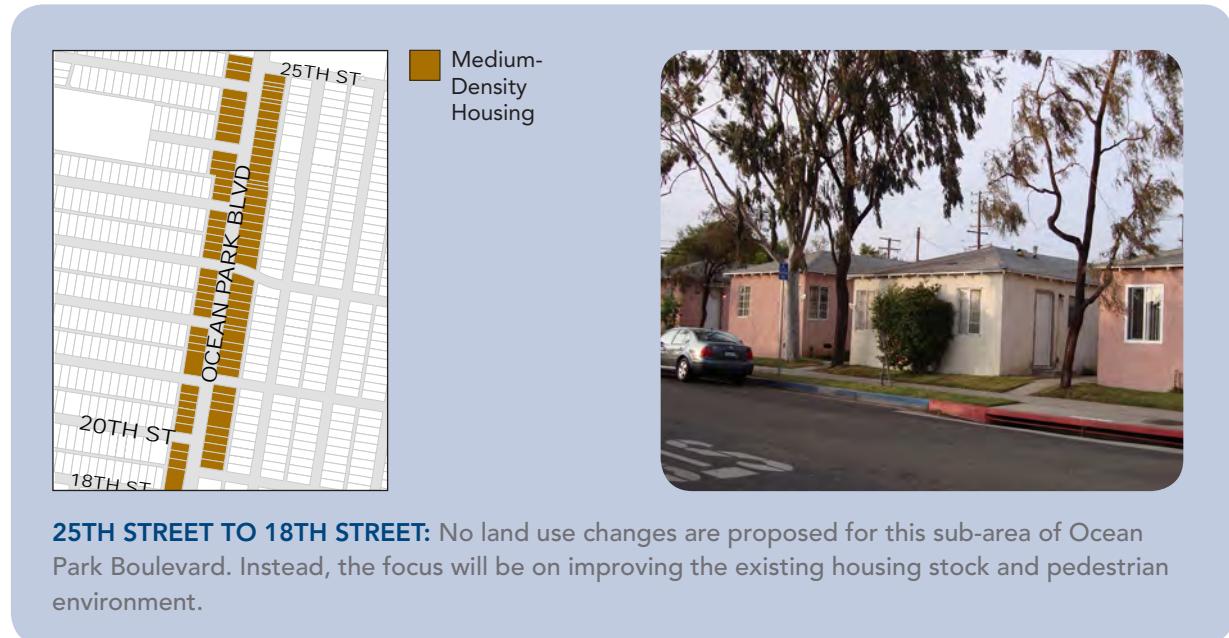
No land use changes are proposed for the existing multi-family residential areas between the key neighborhood centers on Ocean Park Boulevard. The primary focus is on revitalizing and improving the existing housing stock and enhancing the pedestrian environment through an improved landscaping and streetscape plan.

### Current Conditions, Trends and Issues

This segment of Ocean Park Boulevard includes residential uses with a variety of architectural styles and building heights. The existing streetscape does not contribute to the pedestrian experience of the area.

### Strategic Approach

Preservation of neighborhood housing is encouraged. Properties that redevelop within the natural evolution of the area accommodate affordable, workforce and market-rate housing compatible with the existing context and character. A streetscape improvement plan improves the quality of the street environment with an emphasis on pedestrian and bike safety, and additional green space.



### Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)

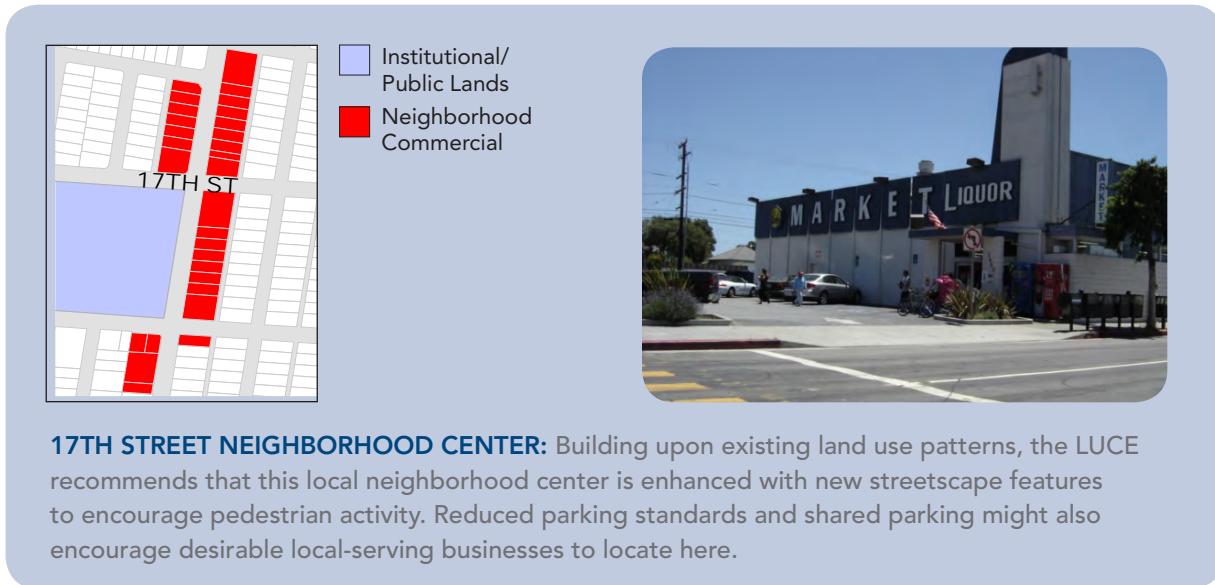
## 17TH STREET NEIGHBORHOOD CENTER:

Neighborhood Commercial,  
Institutional/Public Lands

This small-scale neighborhood retail district is preserved and enhanced with improvements to the visual character and quality of the existing buildings, uses that support the local neighborhoods and opportunities for new shared parking. New streetscape features enhance the pedestrian experience and encourage a unique sense of place.

### Current Conditions, Trends and Issues

Ocean Park Boulevard between 18th and 16th Streets consists of a mixture of small shops, services and restaurants serving the surrounding neighborhoods. Despite concerns about traffic conditions, businesses attract pedestrians from nearby neighborhoods. The boulevard is the same width as Montana Avenue, but it appears wider and is not as inviting or visually cohesive. The pedestrian experience is diminished along John Adams Middle School by the tall chain-link fencing and lack of pedestrian amenities. On-street parking is located on both sides of the boulevard.



**17TH STREET NEIGHBORHOOD CENTER:** Building upon existing land use patterns, the LUCE recommends that this local neighborhood center is enhanced with new streetscape features to encourage pedestrian activity. Reduced parking standards and shared parking might also encourage desirable local-serving businesses to locate here.

### Strategic Approach

The aesthetic character of the small-scale neighborhood retail district between 18th and 16th Streets is improved to ensure the continued success of uses that support the neighborhoods. Parking standards are modified for local-serving uses, as appropriate, to account for customers who do not drive to the business. The pedestrian environment is enhanced through measures aimed at providing safer bicycle and pedestrian crossings at key boulevard locations. Options to improve the pedestrian experience along John Adams Middle School are considered.

### Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)



**Ocean Park neighborhood center:** The existing neighborhood commercial district between 18th and 16th Streets has a variety of shops and restaurants situated on a wide street. Due to the speed and volume of traffic and lack of pedestrian amenities, the environment is not particularly inviting and lacks visual cohesiveness. A photosimulation concept of the 17th Street neighborhood center shows that streetscape improvements could include a signage and streetlight program, tree planting, and enhanced crosswalk paving to make the environment safer and more attractive for pedestrians.

## 16TH STREET TO LINCOLN BOULEVARD:

Medium-Density Housing, Mixed-Use Boulevard Low, Neighborhood Commercial, General Commercial

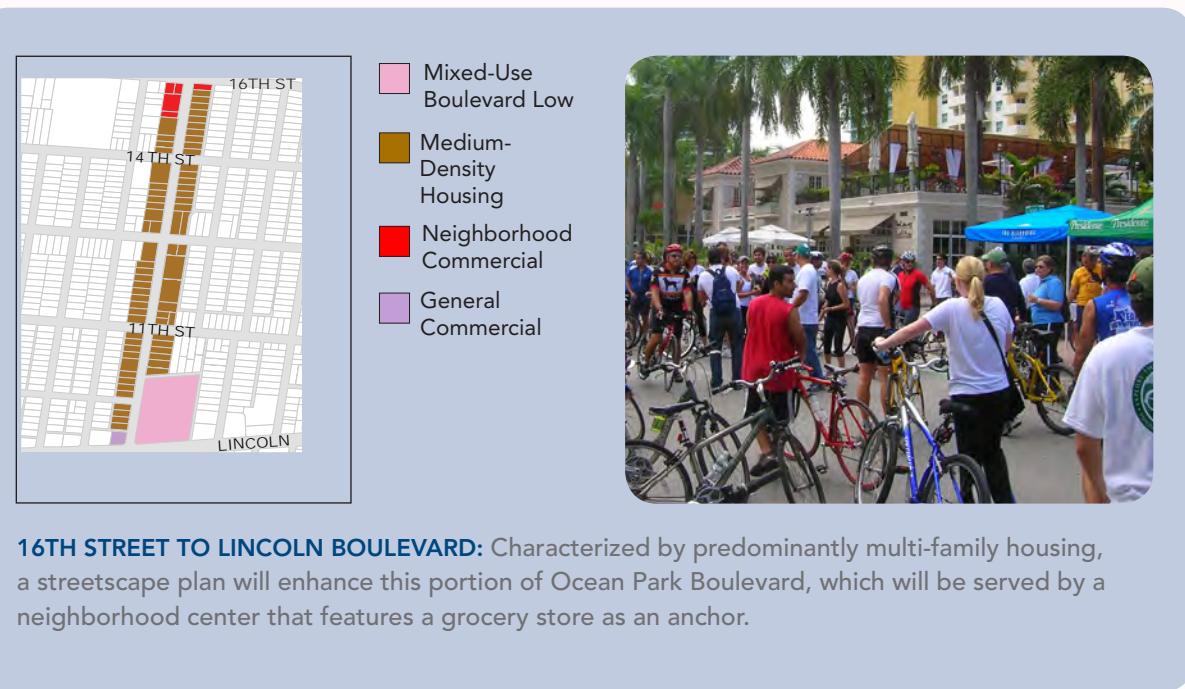
No land use changes are proposed for the existing multi-family residential areas between the key neighborhood centers on Ocean Park Boulevard. The primary focus is on revitalizing and improving the existing housing stock and enhancing the pedestrian environment through an improved landscaping and streetscape plan.

### Current Conditions, Trends and Issues

This segment of Ocean Park Boulevard includes residential uses with a variety of architectural styles and building heights. The existing streetscape does not contribute to the pedestrian experience of the area.

### Strategic Approach

Preservation of neighborhood housing is encouraged. Properties that redevelop within the natural evolution of the area accommodate affordable, workforce and market-rate housing compatible with the existing context and character. A streetscape improvement plan improves the quality of the street environment with an emphasis on pedestrian and bike safety and additional green space.



### Land Use Parameters

(See chapters 2.1 Land Use Policy and Designations for further information.)

## OCEAN PARK BOULEVARD GOALS AND POLICIES

**GOAL B21:** Establish Ocean Park Boulevard as a local-serving boulevard with distinctive neighborhood centers east of Clover Park and around 17th Street, featuring land uses that cater primarily to the daily needs of the adjacent Sunset Park and Pico neighborhoods, with improved transit, pedestrian and cycling routes.

### POLICIES:

**B21.1** Ensure that buildings fronting Ocean Park Boulevard have their primary façades facing the street and located on the property line or back side of the sidewalk. However, to encourage a lively streetscape with places for people to socialize, small landscaped gathering spaces and plazas are encouraged.

**B21.2** Scale buildings to the pedestrian to create an intimate sidewalk walking/shopping experience. Ground floor façades should include enhanced materials and detailing where they will be perceived by passing pedestrians.

**B21.3** Design buildings with a variety of heights, architectural elements and shapes to create visual interest along the boulevard. Walls should have meaningful combinations of materials and articulation to engage the eye.



**B21.4** In order to create an interesting skyline, avoid uniformly flat roofs.

**B21.5** Ensure that new commercial or mixed-use buildings adjacent to residential districts are contained within a prescribed building envelope that steps down toward the residential district to maintain access to light and air.

**B21.6** Limit ground floor uses to mostly active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

**B21.7** Ensure that mixed-use developments have active ground floor uses that face the boulevard with predominantly residential uses located on the upper floors.

**B21.8** Discourage general office and other limited pedestrian access uses on the ground floor facing Ocean Park Boulevard. Entrances to upper-level uses, such as lobbies, shall be limited in length along the sidewalk.

**B21.9** Encourage affordable and workforce housing in proximity to transit and major employment centers.

**B21.10** Encourage sidewalk dining where it meets established criteria.

**B21.11** Require new incentivized development above the base to participate in a shared parking district and TDM strategies.

**B21.12** Encourage the retention and aesthetic improvement of local businesses at neighborhood centers.

**B21.13** Encourage a balance of dining, retail and service uses at the neighborhood centers.

**B21.14** Encourage a proactive dialogue between property owners, tenants, developers and the surrounding neighborhood to promote the enhancement of neighborhood centers around Ocean Park east of Clover Park and around Ocean Park at 17th Street.



denotes sustainable policy

**B21.15** In conjunction with a shared parking district and TDM strategies, adjust parking standards to ensure the continued success of the many small businesses that serve the Pico, Ocean Park and Sunset Park neighborhoods and Santa Monica Business Park.

**B21.16** Evaluate parking requirements for local-serving uses and modify as appropriate to account for customers who do not drive to the businesses.

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**GOAL B22:** Create a safe and attractive pedestrian experience on Ocean Park Boulevard that supports and encourages pedestrian and bicycle activity.

**POLICIES:**

**B22.1** Develop a streetscape improvement plan that encourages attractive and safe pedestrian and bicycle routes and crossings.

**B22.2** Maintain the landscaped median on Ocean Park Boulevard east of Clover Park to minimize cut-through traffic to the northern residential neighborhood.



*A neighborhood center at the intersection of Ocean Park Boulevard and Lincoln Boulevard is recommended to provide both Ocean Park and Sunset Park residents with services and amenities to enhance the neighborhood.*

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**GOAL B23:** Create a specific plan for the Santa Monica Airport/Business Park that addresses the need for greater connectivity to Ocean Park Boulevard with new buildings that address the street, create an active pedestrian environment and complement the uses on the north side of the boulevard.

**POLICIES:**

**B23.1** Develop a Santa Monica Airport/Business Park Specific Plan to transition the stand-alone office park into an integrated part of the City with new roadways and pedestrian paths linking the property to the City's street grid system, enhancing the boulevard and

connecting to future uses at the airport property.

**B23.2** Include buildings with active ground floor uses that address Ocean Park Boulevard in the redevelopment of the office park.

**B23.3** Ensure that buildings fronting Ocean Park Boulevard have their primary façade facing the boulevard and located on the property line or back side of the sidewalk. However, to encourage a lively streetscape with places for people to socialize, small landscaped gathering spaces and plazas are encouraged.

**B23.4**  Convert surface parking for the Santa Monica Business Park to subterranean parking to make land available for additional landscaping, gathering places and other amenities.

**B23.5**  Require new development above the base height in the office park to provide shared parking and participate in TDM strategies.

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**GOAL B24:** Encourage the ongoing maintenance and improvement of the aesthetic quality of existing residential areas on Ocean Park Boulevard.

**POLICIES:**

**B24.1**  Encourage the maintenance and preservation of existing housing stock.

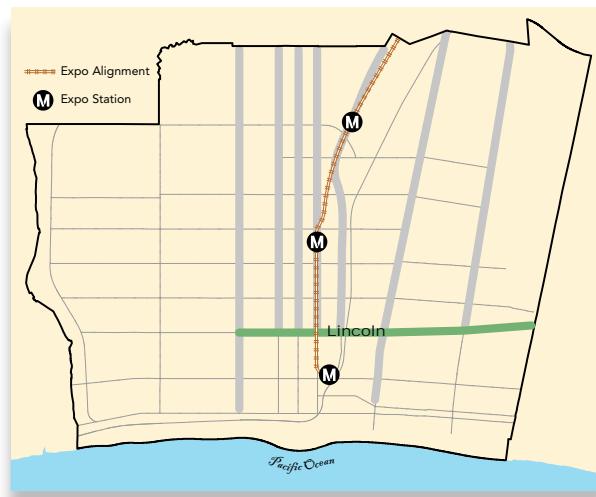
**B24.2** Ensure that new construction is sensitive to the existing scale and character of the surrounding environment.

**B24.3**  Encourage affordable, workforce and market-rate housing as properties redevelop over time.



**A greener street:** Continued improvements to Ocean Park Boulevard will better integrate the neighborhoods that share this important local and regional street.

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## Location

Lincoln Boulevard serves as an important regional artery that links Los Angeles International Airport to the northbound Pacific Coast Highway. The approximately two-mile-long corridor in Santa Monica extends from the southern City limits to Wilshire Boulevard. North of Wilshire Boulevard, Lincoln Boulevard transitions into a multi-family residential neighborhood.

*“Lincoln Boulevard has an image problem...it’s undesirable from the perspective of pedestrians, bicyclists, and motorists.”*

-COMMENT FROM PLACEMAKING WORKSHOP

# Lincoln Blvd

## Vision

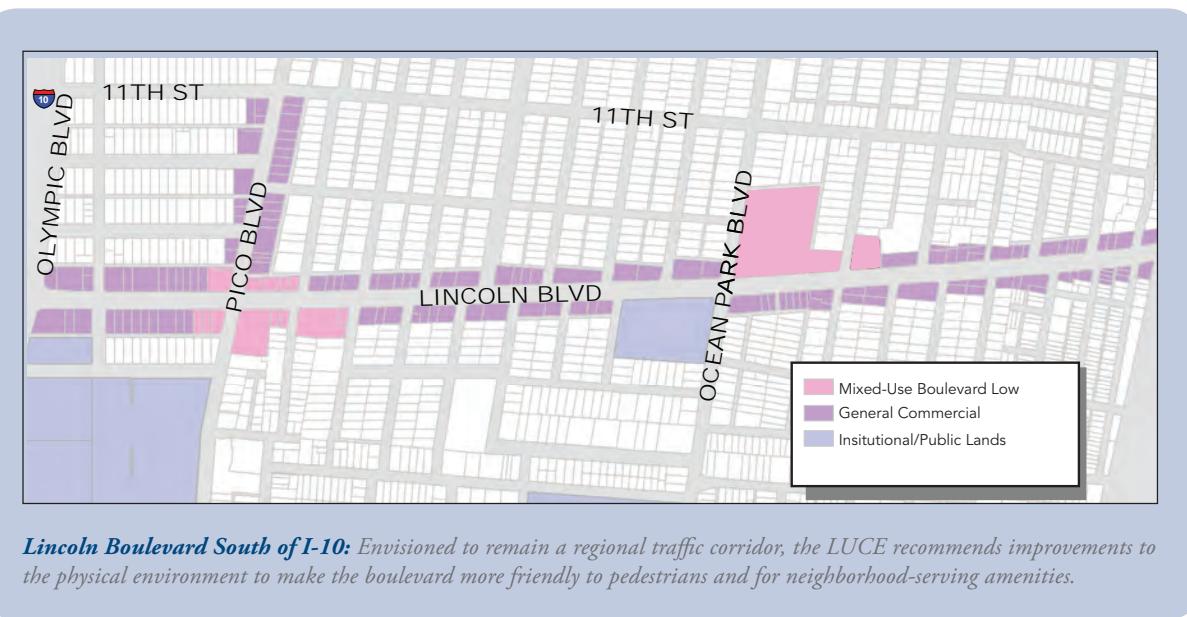
Lincoln Boulevard is a major route linking Santa Monica and communities to the north to Los Angeles International Airport and the South Bay. The boulevard has two distinct characters; south of I-10, it is a distinct commercial corridor with an improved streetscape and a variety of commuter- and local-serving retail and services. The boulevard's streetscape will be enhanced to link the Sunset Park and Ocean Park neighborhoods with an active pedestrian environment, while maintaining its role as a functional regional roadway. Lincoln Boulevard north of I-10 is included in an expanded Downtown District and emerges as an ideal location for mid-priced hotels, workforce housing and visitor-serving retail uses. The scale and height of buildings step down from the Downtown to provide a transition to the residential neighborhoods to the east.

A focus is the transit crossroads at Pico Boulevard. Residents from Sunset Park and Ocean Park benefit from the availability of evolving convenience retail and services within walking distance, thereby reducing vehicle trips. Shared parking at the Transit Crossroads support nearby businesses.

## LINCOLN BOULEVARD SOUTH OF I-10:

General Commercial, Mixed-Use Boulevard Low, Institutional/Public Lands

Improvements focus primarily on the public realm, with the installation of a gateway feature at the southern entrance to the City, improved transit and streetscape enhancements. The existing commercial uses continue to be allowed, but with an enhanced pedestrian environment uses will transition over time to more pedestrian-oriented, local-serving businesses. Existing uses are encouraged to make façade improvements, reduce curb cuts on the boulevard and increase window transparency. As sites redevelop, residential uses such as affordable and workforce housing are encouraged on the upper floors. With consolidated parcels and the potential for shared parking, the opportunity exists to create a distinctive commercial district. The intersection of Lincoln and Pico Boulevards is a transit hub with enhanced transit amenities, expanded ground floor retail and upper-level housing.



**Lincoln Boulevard South of I-10:** Envisioned to remain a regional traffic corridor, the LUCE recommends improvements to the physical environment to make the boulevard more friendly to pedestrians and for neighborhood-serving amenities.

### Current Conditions, Trends and Issues

Lincoln Boulevard is visually cluttered, unattractive and devoid of coordinated streetscape or landscaping. Land uses include a mix of auto-related businesses and miscellaneous retail/services. The general pattern of use is strip commercial and drive-in facilities, requiring direct auto access via curb cuts across the sidewalk. The predominant auto access pattern discourages pedestrian activity, limits on-street parking and interrupts traffic flow. The volume of traffic and an absence of pedestrian amenities negatively impact the urban character of Lincoln Boulevard. The overall topography, auto-oriented businesses, and limited depth and

size of parcels discourage redevelopment of properties along Lincoln. Many of the businesses fronting on Lincoln Boulevard have blank walls or surface parking lots that do not appropriately engage the public realm. Lincoln's role as a regional highway and major transit route further limits options for an enhanced pedestrian environment. The existing transit crossroads at Pico Boulevard lacks adequate facilities to serve the volume of bus passengers.

## Strategic Approach

Lincoln Boulevard transitions slowly from an auto-dominated boulevard to a pedestrian-oriented boulevard servicing the adjacent neighborhoods. A new aesthetic order will be established for the streetscape and buildings along the boulevard. Traffic flow is improved and on-street parking is increased through elimination of driveway curb cuts. Façade improvements are encouraged for existing commercial uses, including clearly defined entries and the use of window glazing to provide visual transparency. As sites redevelop, there are opportunities for residential uses such as affordable, workforce and market-rate housing on the upper floors. Shared parking facilitates redevelopment of small sites, and area-wide TDM strategies reduce the number of vehicle trips.

## Land Use Parameters

(See chapters 2.1 Land Use Policy and Designations and 2.5 Activity Centers for further information.)



*The intersection of Lincoln Boulevard and Pico Boulevard* is where proximity to I-10 results in some of the highest traffic volumes in the City. Current development is auto-oriented and lacks architectural identity.



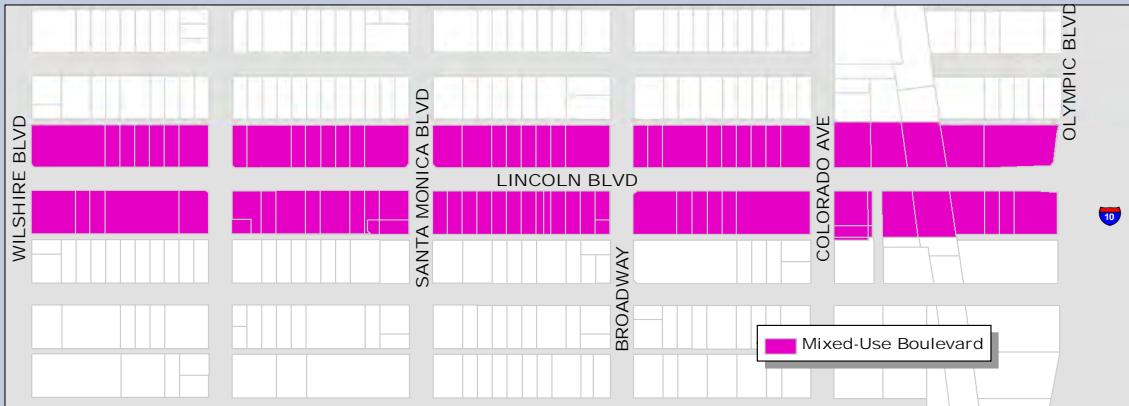
*A photosimulation of the intersection of Lincoln Boulevard and Pico Boulevard.* New development should anchor each corner of the intersection and provide active ground floor uses with the potential for housing on the upper floors.



**An artist interpretation of a better functioning Lincoln Boulevard.** The enhanced pedestrian environment is accompanied by landscaping, lighting, local-serving uses and transit options. Redevelopment provides pedestrian- and transit-oriented benefits such as housing, retail and open space.



**Due to its proximity to the I-10 Freeway and Santa Monica High School, the Pico/Lincoln transit crossroads** is an area that experiences high traffic and pedestrian volumes, but is critically underserved by services and amenities. The LUCE envisions redevelopment providing pedestrian- and transit-oriented benefits such as housing, retail and open space.



**Lincoln Boulevard in the Downtown:** As a gateway to Santa Monica's Downtown District, Lincoln Boulevard will provide a range of experiences and offer critical services to the adjacent neighborhoods. Buildings on Lincoln Boulevard will begin to transition in height downwards to meet the scale of nearby residential buildings.

## LINCOLN BOULEVARD IN THE DOWNTOWN:

### Mixed-Use Boulevard

As the gateway entry into the Downtown, this segment of Lincoln Boulevard becomes part of the Downtown District. Uses include ground floor local-serving retail and upper-level housing.

### Current Conditions, Trends and Issues

This portion of Lincoln Boulevard contains a mix of uses, including auto-related businesses, office buildings, and local-serving stores and restaurants. The area has not experienced a significant amount of redevelopment, but lot sizes and depths could allow projects that provide upper-level housing and subterranean parking.

### Strategic Approach

Lincoln Boulevard is integrated into the Downtown and facilitates a transition between the taller buildings in the Downtown to the west and the lower-scale residential neighborhood to the east. The existing auto



**Lincoln Boulevard transitions into an urban boulevard** as it enters Santa Monica's Downtown. The LUCE promotes integrating it more into the City fabric.

dealership at Lincoln and Santa Monica Boulevard remains a permitted use. The property at the southwest corner of Lincoln Boulevard and Broadway is redeveloped to eliminate the surface parking lot and provide a new grocery store, housing and other uses.

### Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)



**North of the I-10 Freeway, in the City's Downtown area, Lincoln Boulevard** is expected to integrate better into the urban fabric, and provide a more diverse range of amenities like housing, neighborhood-serving retail and service commercial uses. Building regulations will ensure that commercial development does not encroach on the adjacent residential neighborhoods.

## LINCOLN BOULEVARD GOALS AND POLICIES

### **GOAL B25:** Redevelop Lincoln Boulevard as a distinct and visually-cohesive mixed-use commercial boulevard.

#### POLICIES:

**B25.1** As businesses turnover, encourage façade improvements such as clearly defined signage and storefront glazing that are compatible with the character of the boulevard.

**B25.2** Encourage mid-price range hotels and other visitor-serving uses on Lincoln Boulevard.

**B25.3** Encourage aggregation of smaller parcels to facilitate sites to create an active mix of uses and provide opportunities for shared parking in subterranean structures.

**B25.4** In order to provide an incentive for redevelopment on Lincoln Boulevard, explore parking strategies such as encouraging shared parking between adjacent properties and land uses and parking reductions in association with parking districts.

**B25.5** Ensure that buildings fronting Lincoln Boulevard have primary façades facing the street and located on the property line or back side of the sidewalk. However, to encourage a lively streetscape with places for people to socialize, small landscaped gathering spaces and plazas are encouraged.

**B25.6** Scale buildings to the pedestrian to create an intimate sidewalk walking/shopping experience. Ground floor façades should include enhanced materials and detailing where they will be perceived by passing pedestrians.

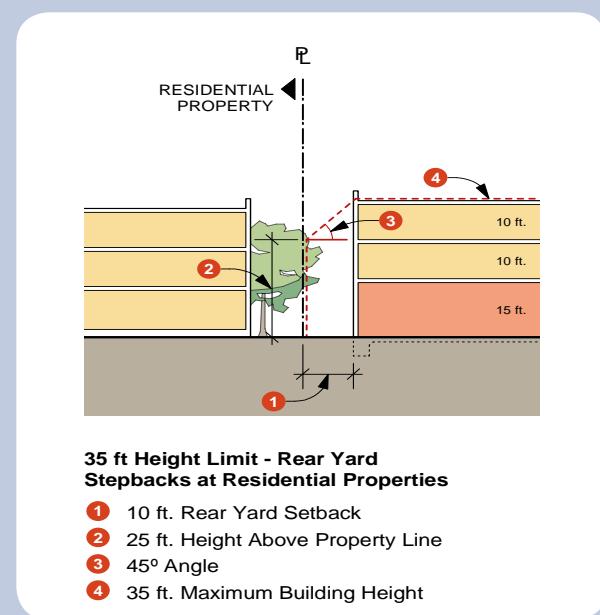
**B25.7** Design buildings with a variety of heights, architectural elements and shapes to create visual interest along the boulevard. Walls should have meaningful combinations of materials and articulation to engage the eye.

**B25.8** In order to create an interesting skyline, avoid uniformly flat roofs.

**B25.9** Ensure that new commercial or mixed-use buildings adjacent to residential districts are contained within a prescribed building envelope that steps down toward the residential district to maintain access to light and air.



*Mid-price range hotels and other visitor-serving uses are encouraged to locate on Lincoln Boulevard.*



*Access to light and air is maintained through the enforcement of a building envelope that requires mixed-use or commercial buildings conform to development heights and angles.*

**B25.10**  Limit ground floor uses to mostly active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

**B25.11**  Ensure that mixed-use developments have active ground floor uses that face the boulevard with residential or small floor plate, local-serving office uses located on the upper floors.

**B25.12** General office and other limited pedestrian access uses are discouraged on the ground floor facing Lincoln Boulevard. Entrances to upper-level uses, such as lobbies, should be limited in length along the sidewalk.

**B25.13**  Encourage affordable and workforce housing in proximity to transit and major employment centers.

**B25.14** Encourage sidewalk dining where it meets established criteria.

**B25.15**  Require new incentivized development above the base height to participate in a shared parking district and TDM strategies.

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**GOAL B26:** Create a transit-oriented, multi-modal boulevard that provides a safe and engaging environment for pedestrians with improved transit amenities while also allowing for efficient transit and traffic circulation.

**POLICIES:**

**B26.1**  Prepare a streetscape master plan to transform Lincoln Boulevard's pedestrian environment into a high-quality landscaped environment.

**B26.2**  Improve pedestrian crosswalks along the length of the corridor.

**B26.3**  Collaborate with transit agencies on finding ways to improve the frequency and capacity of transit service.

**B26.4**  Improve transit amenities along the boulevard with an emphasis on the intersection of Lincoln and Pico Boulevards.

**B26.5** Design new development projects to eliminate existing curb cuts on the boulevard to the greatest extent feasible, minimize the creation of new curb cuts by consolidating parcels to provide circulation on private property, and provide access for service and parking from available rear alleys.

**B26.7** Locate on-site surface parking at the rear of buildings or in a subterranean garages.



*Affordable and workforce housing is desirable in proximity to the transit crossroads, and other areas served by public transportation.*



*Sidewalk dining opportunities should be encouraged in order to promote increased pedestrian activity as well as an enlivened commercial and retail environment.*

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**GOAL B27:** Create a vibrant shopping and gathering place at the intersection of Lincoln Boulevard and Pico Boulevard that capitalizes on the high-frequency of available transit service.

**POLICIES:**

**B27.1**  Actively work to create a transit hub focused on the southwest corner that serves the dual purpose of providing comfortable transit amenities, convenience retail and services for the surrounding neighborhood.

**B27.2**  In consultation with Big Blue Bus, provide improvements to transit facilities including benches, landscaping and shelters.

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**GOAL B28:** Create an opportunity site at the intersection of Lincoln Boulevard and Broadway.

**POLICIES:**

**B28.1**  Encourage the redevelopment of the site at the southwest corner of Lincoln Boulevard and Broadway to include a new grocery store and other uses to serve nearby residents and visitors and eliminate the surface-level parking lot.

# activity centers

The activity center overlay areas provide a strategic opportunity for property owners and/or the City to engage in true Placemaking at appropriate locations along the City's boulevards. The activity center overlays foster dynamic spaces by enabling the creation of mixed-use development at transportation crossroads on parcels of sufficient size to support creative design, and to provide active and passive open space, affordable and market-rate housing, and shared parking facilities. The shared parking facilities service the new uses and provide parking for adjacent neighborhoods that lack sufficient parking. The activity centers provide focal points for community services and improved vitality at strategic places within the City.



## CITYWIDE GOALS AND POLICIES FOR ACTIVITY CENTER OVERLAYS

**GOAL AC1:** Create activity center overlays in selected areas well served by transit that can support a coordinated Transportation Demand Management (TDM) strategy and include local-serving uses such as a grocery store, a drugstore, neighborhood retail uses, small floor plate offices, a mix of housing types and a shared parking district.

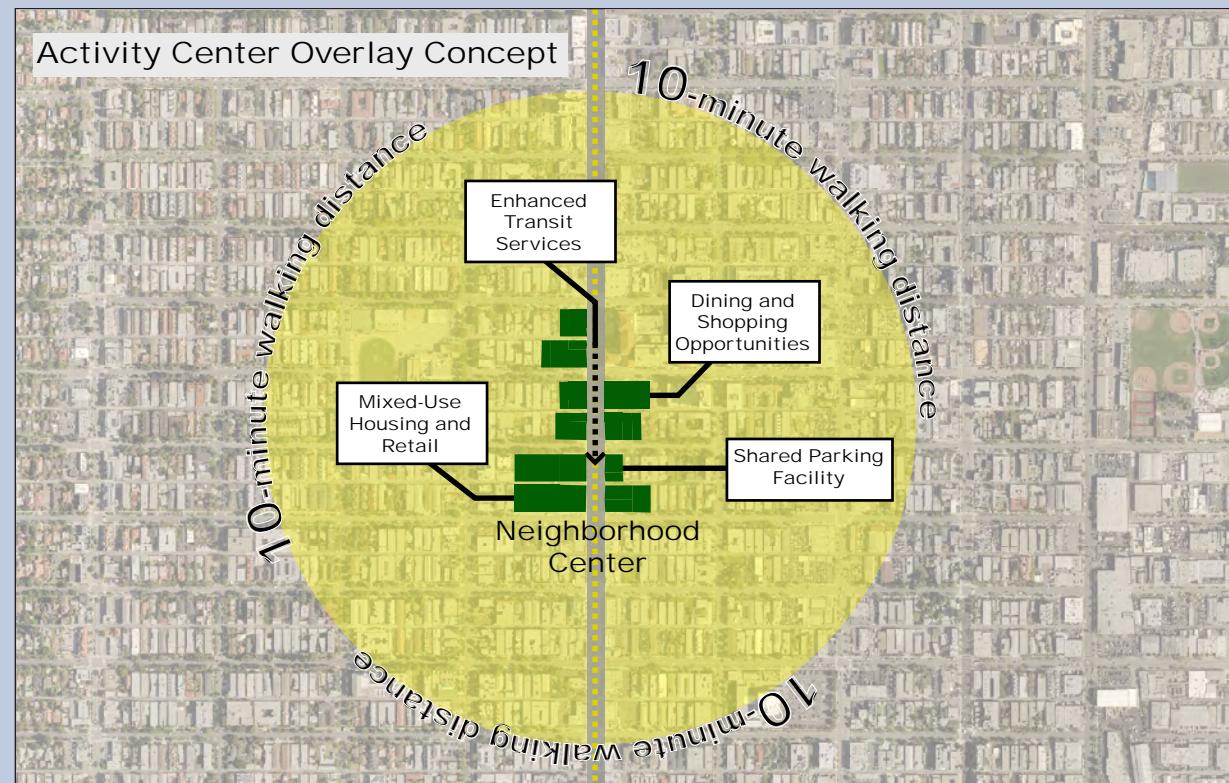
### POLICIES:

**AC1.1** An activity center overlay should create a true mixed-use development including uses such as a drugstore; local serving retail and convenience services; with a moderately-priced, full-service grocery store/supermarket as a required anchor; and small floor plate, local-serving offices and a wide range of new housing.

**AC1.2** An activity center overlay shall be located adjacent to major public transportation services.

**AC1.3** The location of an activity center overlay shall be on parcels of land sufficient in size to accommodate the requirements of the activity center overlay.

**AC1.4** The potential to plan, construct and operate a shared parking district to support the businesses, residences and neighborhood



*An activity center overlay is proposed by the LUCE. Served by transit, this area will contain a variety of services and amenities including affordable and workforce housing, retail and dining options and some commercial offerings.*

deficiencies shall be an integral component of the activity center overlay.

**AC1.5** Activity center overlays shall create logical transitions to and interfaces with existing residential neighborhoods.

**AC1.6** Activity center overlays shall include community benefits such as plazas and/or gathering places along with widened sidewalks, transit facilities, public art and decorative landscaping.

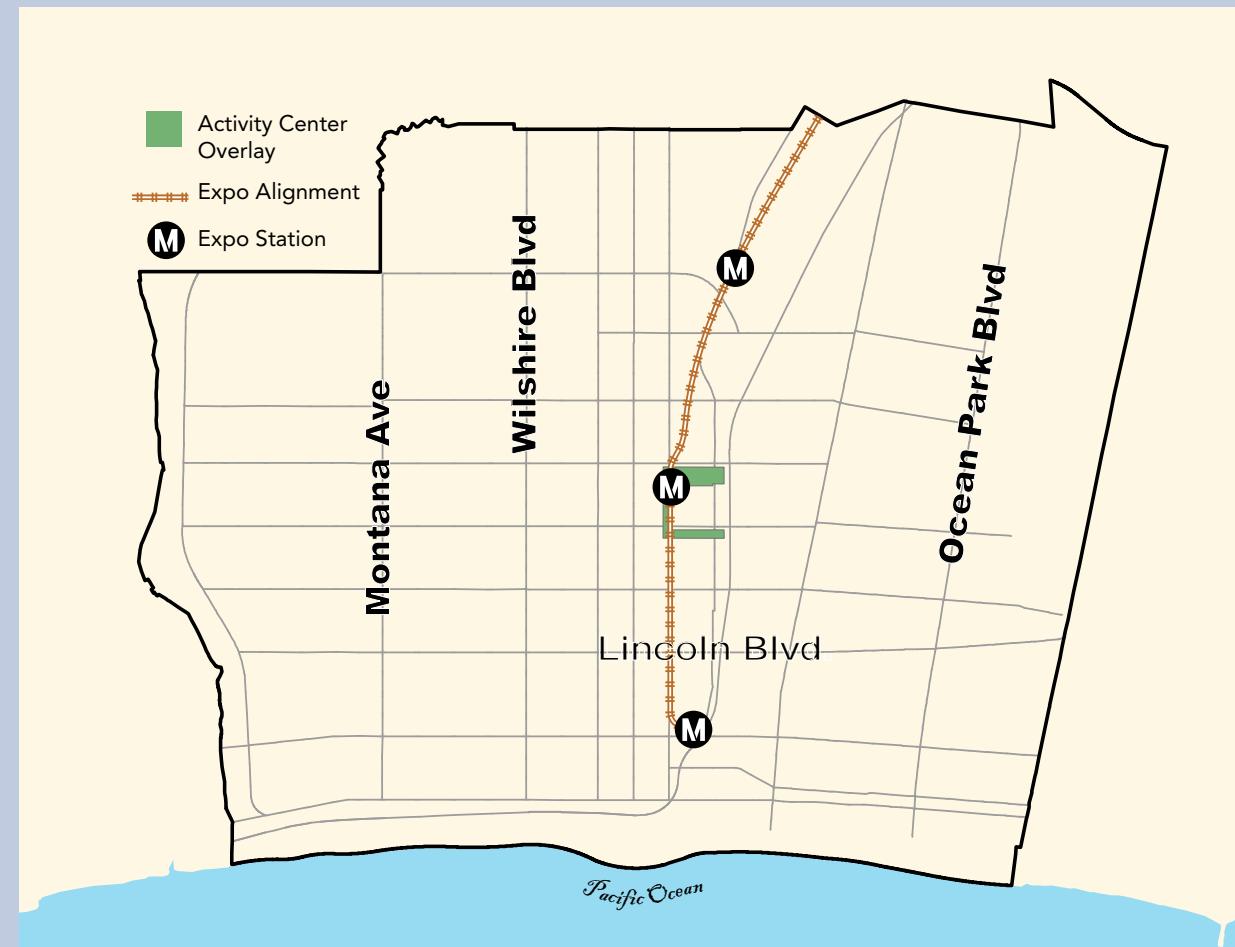
**AC1.7** An area plan shall be created for each activity center overlay for the land contained within the area as well as a Development Agreement for each defined project.

**AC1.8** A shared parking program and implementation strategy along with a TDM program shall be completed as an integral part of the area plan.

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## SANTA MONICA'S ACTIVITY CENTER OVERLAY

The activity center overlay area requires the preparation of an area plan by the City pursuant to a public process that includes the participation of the property owner(s) for the land contained within the overlay and a Development Agreement for each defined project. A shared parking program and implementation strategy along with a TDM program is an integral part of the area plan. In general, the activity center overlay can provide up to one additional residential story (10 feet in height) with designated step backs from the boulevard and conformance with regulations requiring logical transitions to, and interfaces with, existing residential neighborhoods. The maximum allowable FAR is indicated in the description of the individual activity center overlay. The Activity center overlay may be required to dedicate additional sidewalk width along the boulevard to accommodate the expected increase in pedestrian activity.



## ACTIVITY CENTER OVERLAY SUMMARY

The Activity center overlay is strategically located as a focal point of mixed-use retail and housing designed around open spaces to create community gathering places within walking distance of most neighborhoods. The following visions, policies and suggested actions represent the community's aspirations for renewed energy and activity on the City's major streets while contributing to a reduction in citywide traffic.



### MEMORIAL PARK

- Mixed-use neighborhood
- Expanded open space
- Memorial Park Light Rail Station
- Increased neighborhood connections

## MEMORIAL PARK ACTIVITY CENTER LOW OVERLAY

The lower-scale Memorial Park Activity Center Low Overlay is bounded by 17th Street on the east, Euclid Court on the west, properties fronting on Colorado Avenue to the north, and the I-10 Freeway to the south. The area includes Memorial Park and the Expo Light Rail Station at 17th Street. The Memorial Park Activity Center Low Overlay capitalizes on the attributes of these two key resources to create an active mixed-use neighborhood. The activity center low overlay provides the opportunity for a joint-development program incorporating City, Metro, Santa Monica-Malibu Unified School District (SMMUSD) and perhaps private land to construct new school district offices and educational facilities, other offices, and a range of residential units, and local-serving retail and services. Most significantly, there is an opportunity to extend the park open space across the freeway between 14th and 17th Streets by decking over the freeway.

Through the creation of the area plan, a parking district is established to create a shared parking facility to serve these new uses as well as the park and surrounding smaller parcels too small to efficiently meet parking requirements. Further, the City's new infrastructure requirements, such as the underground water reservoir, are planned and implemented



*The Memorial Park Activity Center Low Overlay provides Santa Monica with new opportunities to create a focal point outside of the Downtown and Beach and Oceanfront Districts for the community to enjoy.*

concurrently with the area plan and the expansion and revitalization of Memorial Park. With the City's ownership of the Fisher Lumber property and Metro's acquisition of the property at the corner of Colorado Avenue and 17th Street, Colorado Avenue has the potential to open onto Memorial Park, allowing the park to be viewed and the open space to be enjoyed from the surrounding streets. The activity center overlay will be complemented by its physical proximity to the park's recreational activities, new transit facilities and the visual amenity of the park's expansive open space. The insertion of new local retail,

a variety of residential units and the potential joint development to accommodate new school district offices and shared parking will combine to form a new urban neighborhood around an expanded and enhanced Memorial Park.

## MEMORIAL PARK ACTIVITY CENTER LOW OVERLAY GOALS AND POLICIES

**GOAL AC5:** Create a lower-scale activity center overlay at Memorial Park.

### POLICIES:

**AC5.1** The Memorial Park Activity Center Low Overlay shall involve collaborative planning and implementation over time with the Memorial Park Light Rail Station and the revitalization and expansion of Memorial Park, including the potential to deck over the freeway.

**AC5.2** Involved parties should consider a joint venture to bring together the land resources of the private sector, the City, the SMMUSD and Metro to provide offices and educational facilities for the school district, additional open space, other local-serving offices and retail, and affordable and workforce housing to serve nearby employment centers including the school district and the healthcare community.

**AC5.3** The Memorial Park Activity Center Low Overlay shall include local-serving retail and services at the street with enhanced pedestrian walkways and open space to improve the street life and to create a more active pedestrian environment and enhance use of the light rail.



*The redevelopment of the area adjacent to Memorial Park on Colorado Avenue and 14th Street will create opportunities for underground parking, an enhanced sidewalk experience, ground floor retail, and affordable and workforce housing. Decking over I-10 from 17th Street to 14th Street will reconnect the Pico neighborhood to the larger city fabric, while creating an additional recreational amenity for all of Santa Monica.*



*The Freeway Park in Seattle provides a space where residents, shoppers, office workers, hotel visitors and an array of people from all backgrounds who make up the downtown population come together to enjoy the social elements of a city park.*

**AC5.4** The Memorial Park Activity Center Low Overlay shall include a shared parking district that provides efficiently sized and managed shared parking facilities either underground or in a surface parking lot that is screened from public view.

**AC5.5** Enhanced transit services on 17th Street and Colorado Avenue to support the light rail station with new transit facilities integrated into the streetscape and implementation of TDM programs to minimize new vehicle trips shall be included in the development of the Memorial Park Activity Center Low Overlay.

**AC56.5** With the approval of an area plan and with the approval of a Development Agreement and appropriate community benefit requirements, the height may be increased up to one residential floor or 10 feet with compliance to step back and setback conditions for the underlying land use district and the FAR increased by 0.75 FAR. Additional front setbacks or additional sidewalk width along the boulevard may be required to accommodate the expected increase in pedestrian activity.



*Artist's rendering of an expanded Memorial Park that is encircled by mixed-use housing and a variety of services and amenities.*

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# santa monica's districts

In addition to its residential neighborhoods and interconnected network of boulevards, the LUCE focuses on Santa Monica's distinct commercial, civic, institutional and recreational/open space districts. The LUCE vision establishes special districts based upon defined areas that have a common set of uses or purpose. The districts are identified and described in this chapter, in the following order:

- Downtown District
- Civic Center District
- Beach and Oceanfront District
- Bergamot Transit Village District
- Mixed-Use Creative District
- Industrial Conservation District
- Healthcare District
- Montana Avenue District
- Main Street District
- Santa Monica Airport and Business Park District



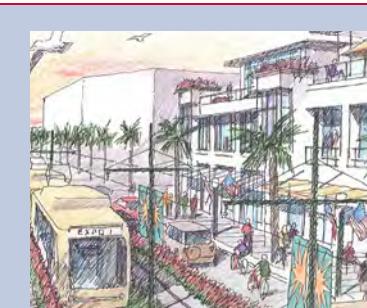
## SANTA MONICA'S DISTRICTS



## DISTRICTS IN SUMMARY

### Downtown District

The Downtown District includes the broadest mix of uses and activities in



Santa Monica and is located adjacent to the Beach and Oceanfront District. The Downtown has evolved over time with the addition of new commercial and residential development. Today's challenge is to maintain its vibrancy while acknowledging the community's desire to retain the flavor of Santa Monica's small-town roots. The extension of the Expo Light Rail line from Los Angeles to Santa Monica will infuse new energy into the Downtown and reduce automobile dependence. The revitalization of Santa Monica Place, and new up-to-date theaters and parking will maintain the Downtown's position as an entertainment center. Perhaps most importantly, recently completed and planned residential development assures that the Downtown is a complete neighborhood, serving both local residents and the region.

## Civic Center District

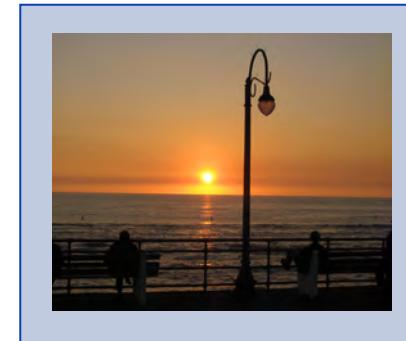
The Civic Center District is integral to the Downtown, uniting commerce and civic activities. Recently approved and soon-to-be-built residential development, along with new parklands and open space will provide 17 hours per day/7 days per week activity to the Civic Center. Shared planning efforts between the SMMUSD and the City will strive to provide linkages between Santa Monica High School and the Civic Center campus.



## Beach and Oceanfront District

The Beach and Oceanfront District reflects the City's unique location on the Pacific Ocean. This district with the ocean and wide sandy beaches is complemented by Palisades Park and Ocean Avenue with dramatic views of the ocean and Santa Monica's distinct Pier.

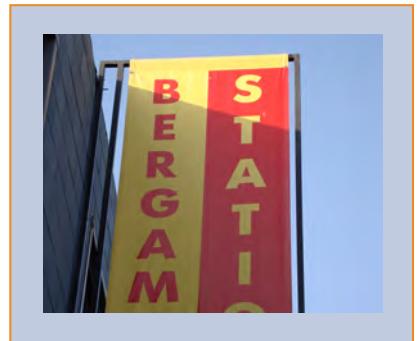
This district includes not only the recreational amenity of the ocean, the beaches and Palisades Park, but it is also the center of Santa Monica's important tourist and visitor industry.



## Bergamot Transit Village

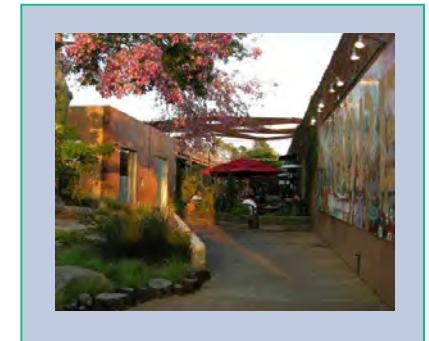
The Bergamot Transit Village District capitalizes on a new light rail transit station at the eastern end of the City by creating a mixed-use village that will attract creative arts uses, along with a variety of housing types and local-serving retail to establish a vital new complete neighborhood.

Planning for the district includes the creation of a new roadway grid in this formerly large-parcel industrial area. A parking district with shared parking and transportation management provisions is proposed to significantly reduce vehicle trips. The Bergamot Station Arts Center will be enhanced and will benefit from the new transit access.



## Mixed-Use Creative District

The Mixed-Use Creative District located to the east of the Bergamot Transit Village provides the opportunity for the creative arts uses in a mixed-use neighborhood. Through a cooperative community planning process, a new grid of green streets would be established to integrate the district with the existing street pattern and residential building scale to the north and east. New housing and local-serving retail will create a complete neighborhood.



## Industrial Conservation District

The Industrial Conservation District incorporates land between Lincoln Boulevard and Cloverfield Boulevard that has traditionally been zoned M-1, Industrial Conservation, and has been occupied by light industrial and small commercial uses. This district responds to community concerns that small industrial uses and low-cost space for start-ups, "incubator" industries and community services are being replaced by residential and studio uses. This conservation district was identified to assure the stability of small industrial businesses within the City. In general, residential uses are prohibited; however, a residential overlay has been established where 100 percent affordable housing projects could be permitted in selected areas.



## Healthcare District

The Healthcare District provides Santa Monica with a unique economic and community service opportunity. Santa Monica is fortunate to have two major healthcare institutions, Saint John's Health Center and Santa Monica-UCLA Medical Center, as an integral part of the community. Each of the institutions is in the process of redeveloping while also planning for new ways to provide up-to-date healthcare services and employee housing opportunities.



## Montana Avenue and Main Street Districts

The Montana Avenue District and the Main Street District are two neighborhood-oriented and regional retail streets. Each area has its own character and flavor that is uniquely Santa Monica.

Montana Avenue contains upscale stores and restaurants in an attractive pedestrian environment. Main Street serves as the neighborhood shopping area for the Ocean Park neighborhood and also supports visitors of Santa Monica's beaches. The street environment is pedestrian-oriented and there is a diverse mix of uses that includes restaurants, retail and residential.



## Santa Monica Airport and Business Park District

The Santa Monica Airport and Business Park District occupies contiguous parcels in the southeast corner of the City. The existing business park is a traditional self-contained, office park with little interface with the City streetscape.

The future of Santa Monica Airport is under discussion, and the LUCE recommends a specific plan process for the district to identify the best use, configuration and relationship with the residential neighborhoods that surround this area.



## DOWNTOWN

### Location

Downtown is bound by Wilshire Boulevard on the north; Lincoln Boulevard on the east; the Santa Monica Freeway and the Civic Center District on the south; and Ocean Avenue and Palisades Park on the west.



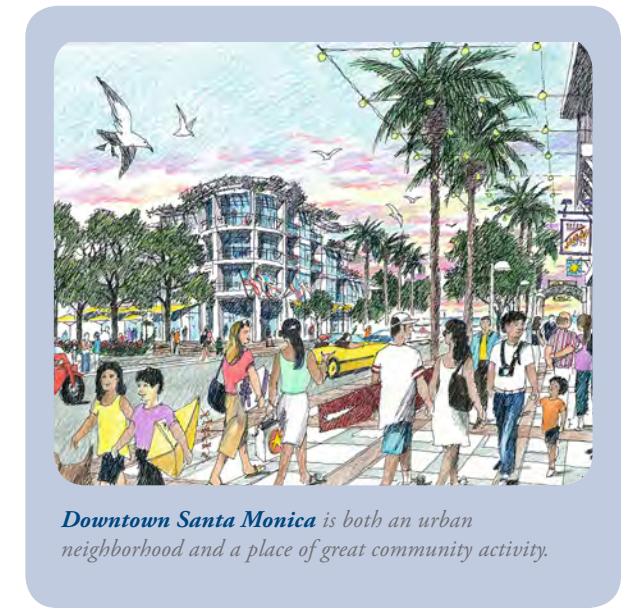
*"I see this area in particular as a sophisticated beach community... a place for good food and get-togethers, a place symbolic of California coastal life."*

-RESIDENT'S COMMENT FROM A DISCOVER SANTA MONICA GUIDEBOOK

### Vision

Downtown is a thriving, mixed-use urban environment for people to live, work, be entertained and be culturally enriched. The area has the greatest concentration of activity in the City, anchored by the core commercial district, including the Third Street Promenade and a revitalized Santa Monica Place open-air mall. Downtown continues to expand as a residential area, with a diversity of residential types, forms, and sizes, including ownership and rental units, in mixed-use projects with incentives for affordable and workforce housing units.

The Downtown Light Rail Station establishes a sense of arrival as the final destination on the regional light rail line from Downtown Los Angeles. The Expo Light Rail station at Colorado Avenue and 4th Street serves as a gateway to Downtown, the Civic Center and coastal destinations. It transforms the southern edge of the Downtown District. The station is the focal point for transit interface, and increases pedestrian activity as a result of the large number of transit riders arriving and departing from the station. The transit, pedestrian, bicycle and other connections to the light rail system are well integrated within the City's fabric. The station area is activated with mixed-use retail and residential development adjacent to the station site.



**Downtown Santa Monica** is both an urban neighborhood and a place of great community activity.

### Current Conditions, Trends and Issues

Santa Monica's Downtown, located near the edge of the Palisades Bluffs with dramatic views of the ocean, is the City's center of transportation, commerce, and entertainment. The mixed-use pedestrian-oriented district is characterized by a vibrant urban atmosphere with retail, dining, entertainment, office, residential and tourist activities. Third Street Promenade is a central pedestrian open space that provides vitality to the Downtown, with active storefronts, restaurants and services radiating outward. Santa Monica Place is located at the southern end of the Promenade and is being redeveloped as an open-air shopping mall that will connect the Promenade to the Civic Center District.



**Live where you work!** In recent years, the Downtown has absorbed more residential units, which have enlivened the streets.



**Retail and entertainment uses in the Downtown** area bring local and regional visitors into the city's core.

Downtown is used heavily by both local residents and visitors. The variety of uses contributes to the high activity level throughout the day and into the evening hours. Downtown development is most intense between Ocean Avenue and 6th Street and becomes less dense as one travels eastward, with residential uses primarily concentrated along 5th, 6th and 7th Streets. The majority of ground floor street frontages contain pedestrian-oriented uses. The buildings feature pedestrian-friendly elements such as extensive glazing, frequent entries, and sidewalk dining. Downtown's form is a dense urban environment where the streets serve as both pedestrian activity spaces and integral elements of the open space pattern. The buildings are generally the tallest in the city with the highest development intensity. Downtown also contains the potential Central Business Historic District, where there are a number of buildings that have either been designated as City Landmarks or identified as potentially eligible for landmark designation.

The I-10 Freeway provides access to the Downtown and Civic Center Districts, but it also creates a divide between them. Access ramps are at Lincoln Boulevard, 5th Street and 4th Street. Ocean Avenue provides access to Pacific Coast Highway via ramps.

Visitors who drive to the area are able to park in one of the City's shared public

parking facilities, and then walk to multiple destinations, thereby contributing to the Downtown's pedestrian character.

Downtown is the focal point of Big Blue Bus (BBB) transit service, with almost every line routing through Downtown and a high amount of service on 4th Street. The Transit Mall is a dedicated 10-block transit loop on Broadway and Santa Monica Boulevard between Ocean Avenue and 5th Street. Metro Local and Rapid Bus lines, together with BBB lines, currently serve over 15,000 transit users per day in the Downtown. Expo Light Rail will bring a substantial number of additional transit riders to the Downtown, Civic Center, and Beach and Oceanfront Districts.

Surveys indicate that over 15 percent of Santa Monica residents walk to Downtown. There is also a growing demand for bicycle parking in the Downtown which will continue to increase with the arrival of the light rail.

### **Strategic Approach**

The Downtown District continues to enjoy a lively pedestrian-oriented mix of uses and activities, and a spectacular location adjacent to the Beach and Oceanfront District. Today's challenge is to maintain Downtown's vibrancy while acknowledging the community's desire to retain the flavor of Santa Monica's beach town character. The revitalization of Santa



**Downtown should continue to be the City's "living room"** and the center of commerce and entertainment.

Monica Place and the addition of new up-to-date movie theaters in Downtown maintains the area's position as a premium shopping and entertainment center. Continued residential mixed-use development, with complementary uses assures that the Downtown develops as a complete neighborhood, serving both local residents and the region. Visitor-serving uses and amenities continue to be a focus.

The boundaries of the Downtown District are extended to include Wilshire Boulevard to the north, Lincoln Court on the east, and the southern



**The Expo Light Rail line** will terminate in Santa Monica's Downtown a short distance from the Pacific Ocean and at the intersection between the Downtown and the Civic Center.

edge of the I-10 Freeway to the south. Wilshire and Lincoln Boulevards provide an opportunity to establish mixed-use neighborhoods on the edge of the district and transition from the intensity of the Downtown to the adjacent residential neighborhoods to the north and the east. Strategies for the southern edge of the Downtown District are integrally linked to the new Expo Light Rail station and the neighboring Civic Center—the City's cultural and institutional core—and the Oceanfront area—the City's most well-known and actively used recreational destination.

The extension of the Expo Light Rail line from Downtown Los Angeles to Santa Monica will infuse new energy into the Downtown and reduce automobile dependence. The Downtown Light Rail Station will necessitate improved multi-modal connectivity with the Civic Center and the Pier. There will be times and days, certainly during special events, when up to 400 passengers per train will arrive or depart via the light rail system, creating surges of pedestrians fanning out from the light rail station.



**Adaptive reuse of historic buildings** acknowledges that change can occur while preserving Downtown's history.

Additional bus and shuttle service is required, primarily on 4th Street, to accommodate the light rail passengers transferring to north-south destinations. Currently traffic on 4th Street operates as low as 6 MPH during peak periods, which is essentially a walking pace. Fourth Street is also a primary connector to/from the I-10 Freeway, both the eastbound on-ramp and westbound off-ramp. Key to accommodating the additional vehicle and foot traffic is the diversion of vehicular traffic from the intersection of 4th Street and Colorado Avenue. Initiatives in the LUCE focus on the extension of the 4th Street off-ramp from I-10 West to Main Street to provide an alternate vehicle route into the Downtown, combined with other strategies to divert traffic away from the 4th Street and Colorado Avenue intersection.



**The variety of uses and activities in the City's Downtown should be connected to plentiful transit options.**

New enhanced pedestrian and transit interfaces are planned to enhance the passenger arrival and departure experience and to facilitate the flow of transit vehicles and pedestrians. The pedestrian flow is enhanced with the implementation of a new pedestrian plaza at the Downtown Light Rail Station that provides a welcoming experience for those arriving in downtown Santa Monica and transitions pedestrians from the station platform down to the natural grade at the intersection of 4th Street and Colorado Avenue. The new Colorado Esplanade, a pedestrian-enhanced street, lined with active uses, street furnishings and street trees includes new pedestrian priority intersections at 4th Street and Colorado Avenue and at Colorado and Ocean Avenues where the Esplanade meets the Santa Monica Pier, Palisades Park and the Beach.

The Downtown Light Rail Station presents the opportunity for development on land adjacent to the station, including City-owned land not required for the transit operations and possible adjacent private property. With the stimulus of the new transit facility and exploration into the feasibility of decking the freeway from 4th Street to Ocean Avenue, opportunities are presented for new development on the Sears department store site and other sites along the Esplanade, including the hotel on the south side of Colorado Avenue at the intersection with 2nd Street. The decking over the freeway also presents opportunities for creating expansion of open space over the freeway to Colorado Avenue completing the physical and aesthetic integration of the Downtown and the Civic Center.

A parking management approach for the Downtown, the Expo Light Rail station and the Civic Center areas, and potentially the Beach and Oceanside Districts utilizes a shared pool of parking resources, creating a true shared parking district, which balances variable parking demand and economic return. This will require an optimal mix of investment in new parking, coordinated management of existing parking, access improvements and transit augmentation. A trolley, or other transit augmentation, connecting the Downtown Light Rail Station to the Pier and key points in

the Civic Center and the Downtown supports shared parking opportunities, and provides enhanced visitor and tourist services.

The LUCE has addressed the Downtown area from a broad policy perspective. The Downtown has been evolving with the direction set by the *Bayside District Specific Plan* (1996) and the *Downtown Urban Design Plan* (1997). While much of the tenor of these plans is still relevant and should be continued, there are a number of new planning issues that need to be addressed in a new specific plan. The issues include: the appropriate range of building heights in the district, the lack of open space, the need for affordable and workforce housing, the quality of pedestrian access from areas south of the Downtown core, the constrained linkages from Downtown to the Beach and the incorporation of the Expo Light Rail line station at 4th Street and Colorado Avenue into the fabric of the Downtown.

### Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)



**Colorado Avenue Pedestrian Esplanade:** A reenergized Colorado Avenue (between 4th Street and Ocean Avenue) will provide visitors with an active link to the Civic Center, the Beach and Pier, and Downtown Santa Monica.

## DOWNTOWN DISTRICT GOALS AND POLICIES

**GOAL D1:** Maintain Downtown's competitive advantage as a premier local and regional shopping, dining, and entertainment destination, and support its evolution in order to respond to changing market conditions.

### POLICIES:

**D1.1**  Create a diversity of retail opportunities including local- and regional-serving retail and dining in the Downtown.

**D1.2** Encourage the construction of new or rehabilitated movie theaters in the Downtown to assure that these entertainment venues are competitive in the marketplace.

**D1.3** Maintain and support the Third Street Promenade as an important asset that serves the diverse needs of the community, from a regional destination to an important center of activity.

**D1.4** Encourage new or expanded hotel and other visitor-serving uses in the Downtown.

**D1.5**  Focus new investment in the areas of the Downtown District that are accessible to transit, accommodate mixed-use development, contribute to the pedestrian-oriented environment, and support substantial community benefits in areas such as:



*Maintaining and enhancing the walkability of Downtown is integral to the long-term sustainability of Santa Monica.*

- Near the proposed Expo Light Rail station
- At the south side of 7th Street and Wilshire Boulevard including the preservation of the Landmark Wilshire Professional Building
- At the southwest corner of Lincoln Boulevard and Broadway
- Along Lincoln and Wilshire Boulevards to establish a seamless transition between the Downtown and the adjacent residential neighborhoods to the north and east
- On and around the site of the existing Holiday Inn hotel near 2nd Street and Colorado Avenue, including the possibility of decking over the freeway to create expanded opportunities for shared parking, open space, and potentially new development with linkages to the Civic Center District

- The 4.5-acre site at the northeast corner of Wilshire Boulevard and Ocean Avenue which, due to its prominent location and unobstructed ocean views could be a site of exceptional planning and design
- The area near 2nd Street and Santa Monica Boulevard

**D1.6** Establish Wilshire and Lincoln Boulevards and the Downtown hotel properties immediately north of Wilshire as new perimeters of the Downtown to the north and east, and provide transitions between the higher intensities of the Downtown and lower intensity residential areas to the east and north.

## **GOAL D2:** Maximize placemaking opportunities associated with the Expo Light Rail station to create a vibrant Downtown gateway.

### **POLICIES:**

**D2.1**  Develop a pedestrian gateway plaza at 4th Street and Colorado Avenue where riders are greeted, oriented and directed to their destinations.

**D2.2**  Encourage Expo Light Rail station access, including a second entrance at the southern end of the platform, that is well integrated with paths of travel and other functions and amenities in the station area.

**D2.3**  Encourage amenities in the station plaza area to enhance both the transit experience and the Downtown environment.

**D2.4** Capitalize on the Expo Light Rail line's location and arrival at the Pacific Ocean—maximizing the dramatic viewing experience of the Santa Monica Bay as a defining feature of Santa Monica.

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## **GOAL D3:** Ensure high-quality implementation of transit-oriented development adjacent to the station.

### **POLICIES:**

**D3.1** Provide design consistency with streetscape and plaza improvements that address the concept of a gateway.



*The Downtown Specific Plan will seek to better support essential services and amenities in the Downtown area. The artist rendering above shows an upgraded parking garage at Santa Monica Place that includes a bike facility and retail.*

**D3.2**  Ensure pedestrian orientation of ground floor uses in new development.

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## **GOAL D4:** Prioritize transit connections associated with the Expo Light Rail station.

### **POLICIES:**

**D4.1**  Redistribute vehicular traffic to avoid the Colorado Avenue and 4th Street intersection.

**D4.2**  Develop a functional interface for transit, shuttles, taxis and other vehicle drop-off and pick-up associated with the station.

**D4.3**  Evaluate potential changes to vehicular traffic patterns to prioritize transit and pedestrians.

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## **GOAL D5:** Create convenient and comfortable pedestrian linkages to the Expo Light Rail station.

### **POLICIES:**

**D5.1**  Create an inviting and sufficiently wide landscaped pedestrian concourse on Colorado Avenue from the Downtown Light Rail Station to the Pier.

**D5.2**  Identify clear walking routes and provide a quality pedestrian experience such as a diagonal pathway from the station to the Promenade through Santa Monica Place anchor department stores.

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**GOAL D6:** Create convenient and comfortable bicycle linkages to the Expo Light Rail station.

**POLICIES:**

**D6.1**  Create secure, convenient and full-service bike parking to serve the station.

**D6.2**  Identify desirable connections for bicycles to/from the station, linkages to existing bike lanes/paths, including the beach bike path and address the need for additional bike lanes/paths.



***The Expo Light Rail terminus in Downtown Santa Monica:** The Expo Light Rail will terminate in the heart of the City's Downtown, just several hundred yards from the shore of the Pacific Ocean.*

**POLICIES:**

**D7.1**  Encourage a broad mix of uses that creates dynamic activity in both the daytime and evening hours including retail, hotels, office, high-density residential, entertainment and cultural uses in the Downtown.

**D7.2**  Encourage local-serving uses that are an integral part of complete neighborhoods and support an overall trip reduction strategy.

**D7.3** Encourage local-serving office uses in the Downtown, especially in close proximity to the new Expo Light Rail station. Discourages office uses at the ground floor.

**D7.4** Prohibit new auto-related uses, such as gas stations, auto repair and similar uses, in the Downtown.



**Colorado Esplanade:** An active pedestrian plaza at the intersection of 4th Street and Colorado Avenue will accommodate the influx of riders, and will also provide the surrounding areas with options for dining, retail and possibly housing.

**D7.5** Explore options for the adaptive reuse or retention of historic resources. Require new buildings constructed in proximity to existing historic resources to respect the context and character-defining features of the historic resource.

**D7.6** Utilize the Secretary of the Interior's Standards to preserve identified character-defining features of historic resources.

**D7.7** Encourage residential units with a diversity of types, forms, sizes, tenure, and affordability for all income levels.

**GOAL D8:** Ensure that new and remodeled buildings in the Downtown District contribute to the pedestrian character of Downtown and are compatible in scale with existing buildings and the surrounding residential neighborhoods.

**POLICIES:**

**D8.1** Locate the primary façades of buildings fronting the street at the property line or back side of the sidewalk. However, to create a lively streetscape with places for people to socialize, small landscaped gathering spaces and plazas should be encouraged.

**D8.2** Scale buildings to the pedestrian to create an intimate sidewalk walking/shopping experience. Incorporate enhanced materials and detailing in ground floor façades where they will be perceived by passing pedestrians.

**D8.3** Design buildings with a variety of heights, architectural elements and shapes to create visual interest along the street. Walls should have meaningful combinations of materials, and articulation that creates shadow patterns to engage the eye.

**D8.4** Avoid buildings with uniformly flat roofs or cornices in order to create an interesting skyline.

**D8.5** Create a prescribed building envelope for new commercial or mixed-use buildings adjacent to residential districts with step backs to maintain the residential development's access to light and air.

**D8.6**  Limit ground floor uses mostly to active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

**D8.7**  Encourage mixed-use developments to have active ground floor uses that face the boulevard with residential or office uses located on the upper floors.

**D8.8** Discourage offices and other limited pedestrian access uses on the ground floor facing the street. Limit the length of entrances to upper-level uses, such as lobbies.

**D8.9** Encourage sidewalk dining where it meets established criteria.

**D8.10**  Require new incentivized development to participate in shared parking and TDM strategies.

**D8.11** Strip commercial development shall not be permitted. Encourage owners of existing strip commercial developments to redevelop their properties.



**Streetscape design:** Improving the quality and character of the streetscape experience in the Downtown is desired.

Improvements to the Santa Monica Place mall, above, address pedestrian orientation and access issues to better integrate the mall with the Third Street Promenade.

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**GOAL D9:** Enhance the quality and character of the streetscape and urban pattern in the Downtown.

**POLICIES:**

**D9.1**  Design and manage streets to be an integral part of the urban open space in the Downtown by:

- Enhancing the streets by establishing the street as a place of public meeting and exchange

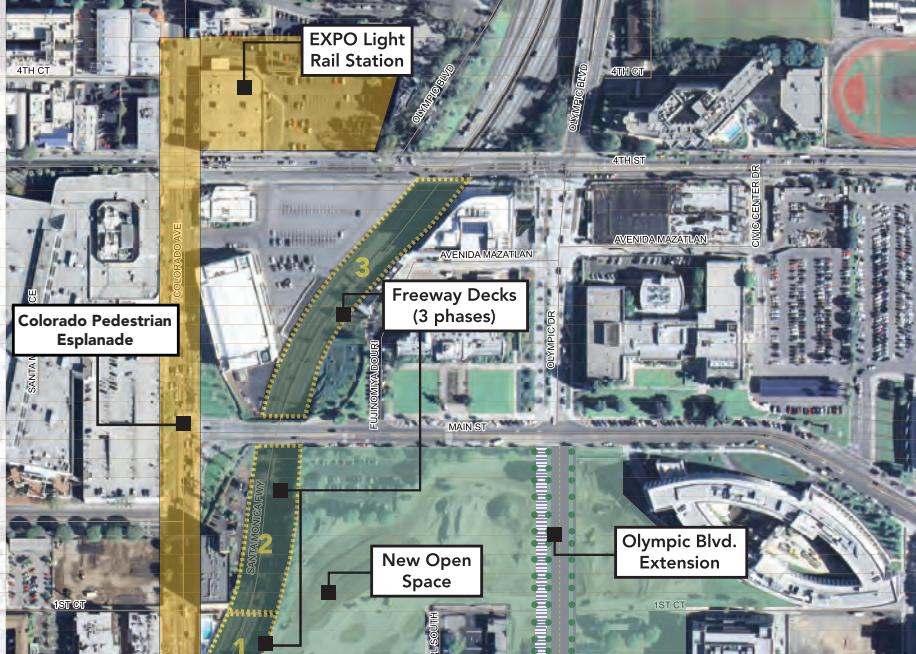
- Encouraging strategies such as maintaining on-street parking, widening sidewalks in key locations, enhancing intersections to reduce pedestrian crossing distances and increasing safety, maintaining the two-way street pattern, improving way-finding signage, providing for activities such as farmer's markets, and accommodating sidewalk dining where appropriate

- Encouraging kiosks and cart vendors by permit on the Third Street Promenade where appropriate

**D9.2** Discourage refuse containers and delivery service on the primary street frontage

## WHAT OPPORTUNITIES WOULD DECKING THE FREEWAY PROVIDE?

- Enlarge open space up to 6 acres
- Provide opportunity to reconfigure the hotel at 120 Colorado Ave.
- Provide opportunity for joint development
- Consolidate city facilities
- Create a more sustainable city
  - Reduce air pollution
  - Provide more plants
  - Reduce noise



**Capping the I-10 Freeway** provides opportunities for new open space, joint uses and consolidated City facilities. Significant sustainability benefits in the form of reduced environmental pollution and increased carbon sequestration are also likely.

and encourage service from the alleys or in specially designated service areas.

**D9.3** Discourage open on-grade parking and on-grade parking visible from the street.

**D9.4** Locate active retail space on a pedestrian street facing the sidewalk at the ground floor.

**D9.5** Encourage public art throughout the Downtown.

**D9.6** Improve the aesthetic appearance of the alleys, and where appropriate incorporate the alleys into the pedestrian system.

**GOAL D10:** Integrate and interconnect the Downtown, the Civic Center, and the Oceanfront with open space linkages and opportunities for shared parking and circulation improvements.



**Park and walk:** The LUCE includes policies promoting comprehensive parking strategies for the Civic Center, the Downtown, and the Beach and Oceanfront Districts.

### POLICIES:

**D10.1** Enhance and/or increase connections from the Downtown to the Pier, Beach and Oceanfront areas.

**D10.2** With new development along the east side of Ocean Avenue, provide landscaping and open space to create a visual connection to Palisades Park.

**D10.3** Explore capping I-10 from the existing Main Street Bridge west to Ocean

Avenue in conjunction with joint development of adjacent land to strengthen the connections between the Civic Center, Palisades Park, the Pier and the Beach.

**D10.4**  Explore capping I-10 from the west side of the 4th Street Bridge to the Main Street Bridge to enhance joint development with the Sears department store site and to expand opportunities for pedestrian linkages and open space.

**D10.5**  Consider shuttles, trams or other transit augmentations to encourage the use of shared parking facilities between Downtown and the Civic Center.

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### **GOAL D11:** Address parking needs comprehensively, identifying shared parking opportunities.

#### **POLICIES:**

**D11.1**  Determine the need for additional parking resources based on shared uses.

**D11.2** Consider locations of additional parking resources such that vehicular access is designed to mitigate impact on 4th Street.

**D11.3**  Identify parking locations that are within walking distance of transit and can serve multiple venues and uses such as the institutional, recreational, open space and cultural uses in and around the Civic Center.

**D11.4**  Pursue opportunities for shared use agreements with private parking facilities.

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### **GOAL D12:** Ensure circulation for the Downtown, Civic Center, and Beach and Oceanfront Districts is interconnected.

#### **POLICIES:**

**D12.1**  Establish the Downtown Light Rail Station as a focus of a network of circulation that connects the Downtown, Civic Center, Main Street, and Beach and Oceanfront Districts.

**D12.2**  Integrate infrastructure improvements with circulation, transit, parking and the parks.

**D12.3**  Refine the street grid in the Civic Center District by adding additional connections/routes where feasible. Explore the Fujinomiya Douri Drive extension of the 4th Street/I-10 off-ramp over the freeway to connect to Main Street to further reintegrate the street grid.

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**GOAL D13:** Provide flexible and functional event strategies to capitalize on related pedestrian shopping and dining opportunities as well as maximizing shared parking.

#### **POLICIES:**

**D13.1** Encourage coordinated programming among event venues.

**D13.2**  Explore opportunities to provide a trolley or other transit enhancement to connect the Downtown Light Rail Station, the Pier and key parking sites in the Downtown and Civic Center Districts.

**D13.3**  Improve the pedestrian experience on routes between the Light Rail and the Civic Center event venues.

**GOAL D14:** Prepare a Downtown Specific Plan that replaces the existing Bayside District Specific Plan and incorporates the relevant goals and policies of the LUCE, addresses ongoing issues in the Downtown and encompasses the expanded boundaries of the Downtown District, from Ocean Avenue to Lincoln Boulevard and from Wilshire Boulevard to I-10.

**POLICIES:**

**D14.1**  Implement a new Downtown Specific Plan to determine the appropriate range of building heights in the district and address the need for open space, affordable and workforce housing, pedestrian access from areas south of the Downtown core, the linkages from Downtown to the Beach and the incorporation of the Downtown Light Rail Station into the fabric of the Downtown.

**D14.2**  In the new Downtown Specific Plan, establish Wilshire and Lincoln Boulevards as mixed-use areas on the edge of the district with the intention of transitioning from the intensity of the Downtown to the adjacent residential neighborhoods to the north and the east.



*Artist's rendition of new open space created by decking over the I-10 Freeway.*

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## CIVIC CENTER DISTRICT

### Location

The Civic Center District is bound by the I-10 Freeway and the Downtown District to the north, 7th Street to the east (including Santa Monica High School), Pico Boulevard to the south, and Ocean Avenue to the west.



*"This area should be the civic heart of the City, a place of great community spirit and energy."*

-RESIDENT'S COMMENT FROM A DISCOVER SANTA MONICA GUIDEBOOK

### Vision

The Civic Center District is the cultural and institutional core of Santa Monica. City Hall and the Village mixed-use housing development anchor and activate the Palisades Garden Walk, a world-class city park designed to create a gateway to the Civic Center and connect the area to the Santa Monica Pier and the Downtown. The Palisades Garden Walk park combines with the potential for new open space created by the decking over I-10 to tie the Civic Center to the Downtown and to the Downtown Light Rail Station at 4th Street and Colorado Avenue, the gateway to the Downtown, Civic Center, and Beach and Oceanfront Districts. The Village, a mixed-use retail/housing neighborhood with a range of unit types to attract families, entry-level workers, seniors and artists adds activity and vitality to the Civic Center with a diverse, full-time population. An early childhood center, operated by Santa Monica College, supports residents and employees in the area. The Civic Auditorium is improved and new facilities added; new cultural activities are enhanced through new public/private operating partnerships. Existing surface parking areas are converted to multipurpose park and recreation uses. The pedestrian experience is inviting and pleasant, and bicycle access is improved by fostering linkages to activities from adjacent neighborhoods and the surrounding city.



**Santa Monica's Civic Center** is home to institutional uses like City Hall, the Public Safety Facility, the County Courthouse, and the Civic Auditorium.

## Current Conditions, Trends and Issues

The Civic Center is characterized by institutional uses, such as City Hall, the Civic Auditorium, the Public Safety Facility, RAND, the County Courthouse and associated parking. Development within the district is governed by the *Civic Center Specific Plan (CCSP)* which was last updated in 2005. The City is actively pursuing implementation of the CCSP which calls for creating a true town center with cultural, civic, residential, educational and recreational components.

Significant changes shaping the Downtown/Civic Center area are underway, including a major remodel of Santa Monica Place mall that provides an improved link from the Third Street Promenade through the mall to the Civic Center, and planning for the Expo Light Rail station at Colorado and 4th Street. The I-10 Freeway acts as a barrier between the Civic Center and Downtown and prevents easy access between the various uses and activities in the area. The potential to cap the I-10 Freeway opens significant new possibilities to increase the size of the Palisades Garden Walk park and create world-class open spaces linking the Civic Center, Santa Monica Pier, the Downtown District, and the Downtown Light Rail station. Some proposals of the CCSP are no longer supported, including the proposed realignment of Main Street with 2nd Street due



***The Village:*** The Civic Center District will transform into a vibrant neighborhood that blends residential, recreational and cultural uses with new forms of transit and usable open space.

to the location of the heritage Moreton Bay Fig tree and the existing hotel, and the proposed roundabout on Main Street in front of RAND.

## Strategic Approach

The CCSP is updated to reflect several proposed changes to circulation in the area, including improved linkages across the freeway to connect the Civic Center to the Oceanfront area, the Downtown and the new Expo Light Rail station. As the vision for the Civic Center is refined through an update of the CCSP and the completion of key projects, the General Plan policies provide flexibility for the potential build-out of each remaining component.

CCSP and LUCE initiatives shaping the evolution of the Civic Center include the following:

### ■ Coordination with the Downtown Expo

**Light Rail Station:** The Civic Center District's strategic location adjacent to the Downtown and the Downtown Light Rail Station provides a complementary relationship between commerce and civic activities. Strategies for the northern edge of the Civic Center District are integrally linked to the neighboring Downtown District, particularly with the arrival of the Expo Light Rail in the Downtown.

**■ Freeway Capping:** A key policy of the LUCE is to explore options for decking over the freeway.



**Decking over the I-10 Freeway** could provide enhanced linkages between the Downtown and the Civic Center as shown in this artist rendering.

- **Open Space/Parkland:** The Palisades Garden Walk is slated to become a world-class park. It is identified in the CCSP as a six-acre park connecting the Civic Center to Downtown. The early stages of park planning are underway. Decking over the freeway, described above, provides new opportunities to link the Civic Center and the Palisades Garden Walk park to the Pier and Downtown.

- **Comprehensive Parking Study:** A comprehensive parking study encompassing the Downtown, the Civic Center, the Downtown Light Rail Station, the Pier and special event parking provides criteria for new shared parking facilities to be located within the Civic Center District.

- **Housing:** The Village is a mixed-use residential development that provides the desired 17 hours per day/7 days per week atmosphere within the Civic Center. The Village includes more than 300 residential units including a rich mix of affordable and market-rate units. The Village also includes related neighborhood-serving retail uses at the ground level on Ocean Avenue and on the new extension of Olympic Boulevard from Main Street to Ocean Avenue.

- **Coordinated Planning with High School:** The Santa Monica High School Master Plan proposes strengthening the high school's presence adjacent to the Civic Center. The plan proposes improved

bicycle and pedestrian connections with the Civic Center and shared uses to integrate the high school campus both functionally and visually with the Civic Center. Interface approaches include:

- Potential to improve pedestrian and bicycle access facilities by reopening Michigan Avenue as a pedestrian and bicycle pathway through the campus (during non-school hours), connecting through the Civic Center to Main Street
- Pedestrian and bicycle bridge over the I-10 Freeway at 7th Street to connect with the Michigan Avenue alignment and facilitating bike and pedestrian circulation to the north
- Shared use of The Greek Theater and Barnum Hall by the school and the community to enrich the cultural opportunities for the community

- **Child Care:** The Early Childhood Education Center located near the Civic Auditorium includes a child care facility and a teaching facility for Santa Monica College students focusing on childhood education

- **Cultural Facilities:** The City is pursuing a public/private partnership for the Civic Auditorium to increase cultural event programming opportunities and identify necessary renovation and/or expansion

### Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)

## CIVIC CENTER DISTRICT GOALS AND POLICIES

**GOAL D15:** Develop the Civic Center as the institutional and cultural center of Santa Monica taking advantage of surrounding assets such as the Downtown, the new Downtown Light Rail Station, vistas of the Oceanfront and Pier, and the socially diverse Ocean Park neighborhood and Main Street District.

### POLICIES:

**D15.1** Create a diverse mix of uses and activities in the Civic Center, including government uses, parks and open space, affordable, workforce and market-rate housing, retail, office and cultural uses.

**D15.2** Remodel and/or expand the historic Civic Auditorium to increase the opportunities for a wider range of cultural offerings and to activate the area day and night. New cultural facilities may include opportunities for a museum, artist-in-residence studios, and shared arts and entertainment programs with Santa Monica High School.

**D15.3** Update the *Civic Center Specific Plan* to reflect the emergence of the district as an integral open space link between the Downtown, Beach and Oceanfront, and Main Street Districts, and the Ocean Park neighborhood:



**Civic Heart:** Planned improvements to the interface between the Civic Center, the Downtown and other areas of the City will enliven and energize Santa Monica's civic spaces.

- Pursue opportunities to deck the I-10 and identify ways that the district can benefit from its proximity to the Expo Light Rail station.
- Locate pedestrian-oriented activities along the edges of Palisades Garden Walk to activate the park and provide "eyes on the park" for increased comfort and safety.
- Anchor the southern edge of the district with a pedestrian-oriented mixed-use environment along the south side of Pico Boulevard and active retail along Main Street concurrent with the expansion of the Civic Auditorium.
- Strengthen the connection between the Civic Center and Santa Monica high school by improving access and permeability of the high school's campus, and opening views on both sides of 4th Street to provide the High School with an active presence in the district.
- Reconsider the CCSP's designated playing field located to the east of the Civic Auditorium as a location for a shared-use open area (meadow/plaza) which could be used for both active and passive recreational activities by the high school and the community at large.

 denotes sustainable policy

- Eliminate the current CCSP-proposed roundabout in Main Street.
- Eliminate the current CCSP-proposed Main Street to 2nd Street Bridge.
- Incorporate the findings of the I-10 capping study.

**D15.4** Implement a child care facility in collaboration with Santa Monica College to serve the Civic Center District.

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**GOAL D16:** Establish the Civic Center District as an integral pedestrian, bicycle, and open space link between the Beach and Oceanfront, Downtown, and Main Street Districts, and Ocean Park neighborhood.

**POLICIES:**

**D16.1** Develop and improve the visual and physical connections between the Civic Center and Downtown, Beach and Oceanfront and the Main Street Districts, and the Ocean Park neighborhood.

**D16.2** Enhance the quality and character of the pedestrian environment with streetscape improvements including wider sidewalks where possible, benches, landscaping, street trees, and pedestrian safety amenities such as crosswalks.

**D16.3** Develop and enhance the pedestrian areas on 4th Street between Pico Boulevard and Colorado Avenue with landscaping, street trees, pedestrian amenities, and wider sidewalks where possible.

**D16.4** Design and implement the streetscape improvements surrounding the Palisades Garden Walk as an integral part of the park.

**D16.5** Improve the connectivity between the Civic Center, Downtown, Beach and Oceanfront, and Main Street Districts with integrated pedestrian and bicycle pathways.

**D16.6** Explore options for shared-use and funding for the proposed pedestrian/bicycle bridge at 7th Street across the I-10 Freeway.

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**GOAL D17:** The Civic Center should participate in a comprehensive Civic Center, Downtown, and Beach and Oceanfront Districts parking strategy to address the current and future parking needs of these districts, Santa Monica Pier, and Santa Monica High School.

**POLICIES:**

**D17.1** Incorporate new parking facilities into the planning for the Civic Center and the high school according to the criteria identified in the comprehensive parking study.

**D17.2** Locate parking in either subterranean structures or above-grade structures with active, pedestrian-oriented uses on the ground floor and screening on the upper floors.



**Linkages:** Integrating the Civic Center with the Downtown and beachfront is a major component of the LUCE.



**Park once:** The LUCE includes policies promoting comprehensive parking strategies that encourage people to park and walk to their destinations within the Downtown, Civic Center and Beach and Oceanfront Districts.

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## BEACH AND OCEANFRONT DISTRICT

### Location

The Beach and Oceanfront District runs the entire length of the city's western edge along the seaward side of Ocean Avenue and Neilson Way. The district has four defined areas: Palisades Park running from the northern city limits to Colorado Avenue, the Santa Monica Pier, the area north of the Santa Monica Pier, and the area south of the Pier.



*"I still love Palisades Park. It Is Santa Monica."*

-RESIDENT'S COMMENT FROM A DISCOVER SANTA MONICA GUIDEBOOK

### Vision

The Beach and Oceanfront District continues to be a well-used public recreation amenity in a world-class setting that serves Santa Monica and the surrounding region. Consistent with the City's adopted Open Space Element, linkages between the Oceanfront and the City are strengthened through enhancement of east-west streets leading from the beach to Ocean Avenue, maintaining public view corridors to the beach and ocean, and adding pedestrian and bicycle access paths to the beach. The Oceanfront is the terminus of a chain of open spaces that begins with Stewart Street Park and the Bergamot Transit Village and weaves its way through Memorial Park, Santa Monica High School, and the Civic Center District to the Pier. The City interfaces with the Pacific Ocean in numerous ways—at the natural seashore, at the character-defining Santa Monica Pier, at Palisades Park located on the natural bluffs overlooking the Ocean and at various locations in the City where either glimpses of the sea or broad views of Santa Monica Bay are daily reminders that Santa Monica is a beachfront community.

New separated pedestrian and bike paths linking the Annenberg Community Beach House to the Pier create new opportunities to activate this portion of the beach that has been traditionally underserved.



*The Beach and Oceanfront District will continue to entertain locals and visitors for generations to come.*

### Current Conditions, Issues and Trends

The open space provided by the beach and ocean, and the ability to easily walk and bicycle the length of the beach are important community assets. At over 245 acres, the beach is Santa Monica's largest and most character-defining natural asset representing over 50 percent of the City's entire inventory of open space. From the bluff level in Palisades Park, expansive views of the beach, the Pier, and entire beachfront link the City to its spectacular natural setting.

The district includes housing and a number of restaurants, hotels and motels established prior to Proposition S, which established the Beach Overlay Zone that prohibits new hotels

and large restaurants west of Ocean Avenue. The district is united by a path that stretches the entire length of Santa Monica State Beach and is part of a trail system that extends 19 miles south along the coast to the City of Redondo Beach. Palisades Park is a designated Landmark that has ties to Santa Monica's cultural and social history epitomized by the variety of commemorative monuments that have been established in the park throughout its existence. The park is situated east of the bluffs, a dramatic visual feature. Although there are two pedestrian bridges that extend over PCH and provide access from Palisades Park to the beach, the bluffs still form a physical barrier to direct beach access from the Downtown and Palisades Park.

The Santa Monica Pier is another prominent Santa Monica symbol. The Pier is a designated City Landmark and includes the National Historic Landmark Looff Hippodrome. The Pacific Park amusement park includes a ferris wheel that has become one of the most well-known symbols of the Pier. Building and amusement ride heights on the Pier have been long established and are not proposed to change. New construction or modifications to the Pier are subject to the adopted *Pier Design Guidelines* that set forth recommendations intended to guide change on the Santa Monica Pier in ways that are compatible with the Pier's overall character.



**Santa Monica's Beach and Oceanfront District** has been an attraction for well over a century. The opening of the Annenberg Community Beach Club expands attractions at the water's edge.

The area north of the Santa Monica Pier is characterized primarily by single family residences and beach clubs that trace their roots to the "Gold Coast" stretching along the Beach north from Arizona Avenue to the City limits. One of the most notable homes is the estate built by William Randolph Hearst for actress Marion Davies at 415 Palisades Beach Road. The site, which today is owned by the City, has been adaptively reused and transformed into the Annenberg Community Beach House, a public beach, pool and recreation facility. Large surface parking lots for beach goers fill the gap between the "Gold Coast" and the Pier.

The area south of the Santa Monica Pier continues the visitor-serving atmosphere of the Beach and Oceanfront District and consists primarily of resort hotels that existed, or were approved, prior to Proposition S. A number of multi-family and some single family housing is located between Colorado Avenue and Bay Street. In contrast with the area north of the Pier, the topography is gradual and access from Ocean Avenue/Neilson Way to the beach is more direct. In this area are pedestrian walkways, known as "walk streets," which provide pedestrian access and views to the beachfront. The seaward side of Ocean Avenue/Barnard Way consists of large park areas with surface parking lots maintained by the City.

## Strategic Approach

New beach parks are established north of the Pier to create flexible, open green space oriented toward the water. New separated bicycle and pedestrian paths are added to the existing beach network to promote a variety of transit options and accommodate the different travel speeds of pedestrian and bicycle users. Residential districts along Palisades Beach Road (Pacific Coast Highway) and Appian Way are maintained pursuant to their low and medium density housing designations. To better connect the City to the beach area, additional pedestrian bridges are constructed over Pacific Coast Highway. The expansive beach parking lots are enhanced with landscaping to mitigate their visual impact and reduce their heat island effect. Care is taken to ensure that historic resources in the South Beach area are protected.

Through the efforts of the Santa Monica Pier Restoration Commission, a renewed master plan for the Santa Monica Pier supports the continuation of the Pier's unique combination of commercial uses, public space, and celebration of historic character. Opportunities for renewal, potential expansion of existing operations, and new development that are within the existing Pier footprint are identified.

## Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)



*The Beach and Oceanfront District offers a variety of uses that include recreational, residential, commercial, and tourism-related industries. Services and amenities are targeted to both local Santa Monicans and visitors.*

## BEACH AND OCEANFRONT DISTRICT GOALS AND POLICIES

**GOAL D18:** Preserve the low-scale character and appearance of the Beach and Oceanfront District, and ensure its continued role as Santa Monica's character-defining open space.

### POLICIES:

**D18.1**  Preserve the existing residential uses to maintain the existing land use diversity and character.

**D18.2** Respect the scale and character of the district's existing residential areas in the design and construction of new buildings.

**D18.3**  Explore the potential to "green" the City-operated on-grade beach parking facilities with drought-tolerant landscaping.

**D18.4**  Explore the creation of new beach parks and beach greening projects north of the Pier, consistent with the policies in the Open Space Element and *Recreation and Parks Master Plan*.

**D18.5**  Encourage the sensitive rehabilitation of historic resources.

**D18.6** Employ the Secretary of the Interior's Standards, in preserving the identified character-defining features of the resource when modifying historic resources.

**D18.7** Preserve and enhance the Santa Monica Pier as a key component of Santa Monica's history and character.

**D18.8** Encourage visitor serving uses consistent with Proposition S in commercial areas west of Ocean Avenue between Colorado Avenue and Pico Boulevard.

**D18.9** Encourage existing hotels and motels within the Proposition S Beach Overlay area to remodel and upgrade to assure their long term economic viability. To the extent consistent with Proposition S, allow replacement of existing hotels and motels in this area, provided the replacement hotels and motels are not expanded and are subject to discretionary review. If necessary, consider pursuing voter approval to modify Proposition S to allow existing hotels and motels to redevelop provided they are not expanded.

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**GOAL D19:** Strengthen physical and visual connections between the City and Beach by overcoming physical barriers such as the bluffs and Pacific Coast Highway with improved pedestrian, bicycle, and open space linkages.

### POLICIES:

**D19.1** Enhance connections between the City and the Beach in accordance with policies set forth in the Open Space Element.

**D19.2**  Extend pedestrian and bicycle paths the length of the City's beachfront. Where possible, separate pedestrian and bicycle paths to avoid conflicts and to allow for the difference in speed between the bicycle and the pedestrian.

**D19.3**  Explore the implementation of additional routes to the water's edge from the top of the bluff and the Ocean Park neighborhood for pedestrians, skaters, bicyclists, child strollers, and persons with disabilities.

**D19.4**  Consult transit agencies to explore opportunities for more direct transit access to the beach.

**D19.5** Protect the public views and pedestrian access on existing walk streets.

**D19.6** Preserve the public view corridors, including western views to the ocean from the east-west streets and boulevards, views to the ocean and the Pier from Palisades Park, and views from the Pier to the City.

## BERGAMOT TRANSIT VILLAGE

### Location

The Bergamot Transit Village District is generally defined by Colorado Avenue to the north, Stewart Street to the east, Cloverfield Boulevard to the west, excluding the Water Garden complex, and Michigan Avenue to the south.



*“Expand the arts and entertainment hub near Bergamot.”*

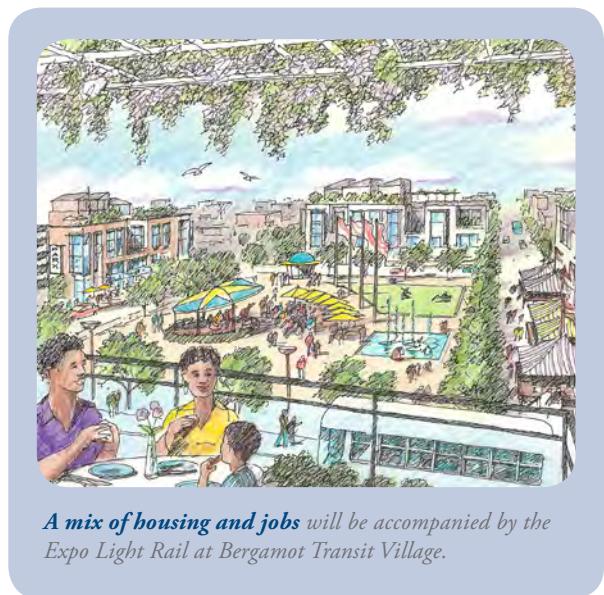
-COMMENT FROM INDUSTRIAL LANDS WORKSHOP #1

### Vision

The Bergamot Transit Village is envisioned as a mixed-use creative arts/entertainment center focusing on the new Bergamot Light Rail Station adjacent to the Bergamot Arts Center. Located on former industrial land, the Bergamot Transit Village establishes a new paradigm that provides expanded housing opportunities, local-serving retail uses, creative arts uses and consolidated parking in a small grid network of green streets and pedestrian pathways. The new transit access offered by the light rail station creates the opportunity to grow the City's creative arts industry with its underlying job base with a balance of affordable, workforce and market-rate residential uses. The mix of creative arts/entertainment jobs, research and development, new transit service, housing opportunities and a rich variety of cultural activities ensures an active, vibrant 17 hours per day/7 days per week neighborhood.

### Current Conditions, Trends and Issues

The Bergamot Transit Village area is located on the existing Light Manufacturing Studio District (LMSD) zoned property which has attracted a wide variety of creative arts and entertainment industry uses, such as traditional art forms, graphic arts, film and music production, post-production, animation and special effects. The district retains the original large parcel land



*A mix of housing and jobs will be accompanied by the Expo Light Rail at Bergamot Transit Village.*

pattern from the City's early development and lacks the urban-scaled, street grid pattern that is prevalent throughout the balance of the City. The district is bisected by Olympic Boulevard, a former state highway with a wide landscaped median and parkway character. A former railroad right-of-way parallels the south side of Olympic Boulevard and will accommodate the Expo Light Rail tracks, the new Bergamot Light Rail Station and a regional bikeway.

Overall, the district is characterized by industrial-style buildings surrounded by significant areas of surface parking. The Bergamot Station Art Center complex's generally one-story metal industrial buildings have been adaptively redeveloped into a

successful art center with a lively gallery scene that is a regional and international destination. The area north of Olympic Boulevard includes a number of one- and two-story warehouse or loft type buildings, some of which have been converted to creative office space and educational facilities. Adjacent to the north side of Olympic Boulevard, the former Papermate site is expected to be redeveloped. A multi-story building occupied by a film company is located on the northern boundary of the district facing Colorado Avenue. Other uses include the Arts, Entertainment and Theater (AET) campus of Santa Monica College.

### **Strategic Approach**

A new network of roadways and pedestrian paths north of Olympic Boulevard establishes the fine grain of the City's street grid throughout the site and forms the framework for Bergamot Transit Village. At the core of the district is the creation of a district-wide parking authority to consolidate existing on-grade parking and future parking needs within efficient parking structures. The new parking reservoir is designed to consolidate and share parking, thus permitting existing on-grade parking lots to be converted to publicly accessible open space, roads and new building sites.



**Bergamot Station** was a stop for the Pacific Electric rail system that served the Los Angeles area from 1875 to 1953. The Expo Light Rail system promises to restore regional connectivity.

An area plan for the transit village created with a public process establishes the location and criteria for new pedestrian and vehicle circulation, and the pattern of mixed-use buildings. New buildings house loft space for large and small creative arts firms, visual and performing arts galleries, research and development and employment uses supporting the creative arts industry. Other uses include a range of affordable, workforce and market-rate residential housing types and local-serving retail and services. The intent is to create a rich, transit-dependent urban neighborhood with a balance of jobs and housing planned around an active pedestrian system of open green space, recreation opportunities, lively pedestrian plazas and supporting retail,

food and entertainment venues. Transient or longer-term hotels may also be appropriate within the Village to serve the businesses and neighborhoods; however, land intensive uses, such as automobile dealerships and their associated operations that do not create a synergistic relationship with desired land uses, are not appropriate for the district.



**Local and regional connections:** An artist's rendering of the Expo Light Rail train arriving at Bergamot Station.



**Urban neighborhood:** An artist's rendering of a mixed-use neighborhood in the Bergamot Transit Village activated by open space, retail and dining, and served by a shared parking facility.

The LUCE envisions the preparation of an area plan for the transit village to guide the location of new automobile, pedestrian and bicycle streets into an interconnected grid to facilitate circulation and support the development of mixed-use, neighborhood-friendly buildings. An integral part of the district is the creation of a new parking authority to create centralized, shared parking for all uses. The Expo Light Rail Station at the Bergamot Transit Village is envisioned as an "urban station." Park and Ride parking facilities are not anticipated as they would contribute additional peak period trips that do not add value to the transit/pedestrian focus. A district wide approach to Transportation Demand Management strategies builds upon the opportunity for new transit access created by the Expo Light Rail station, and develops programs that capitalize on the transit assets, and significantly reduces vehicle trips within the area.



**Affordable and workforce housing focused around the transit node** will allow workers and residents to circulate without a car. New pedestrian and bicyclist pathways further enhance connectivity to local shops, restaurants and open space.

The transit village's interconnected pedestrian environment provides direct access to and from the light rail station and the Bergamot Station Arts Center. The Arts Center is modified to accommodate the Bergamot Light Rail Station, and to create visual access from Olympic Boulevard and the station into the Arts Center. An enhanced Bergamot Art Center with direct access from the Expo Light Rail station, pedestrian access from Olympic Boulevard and new pedestrian courtyards constructed on the former on-grade parking becomes the focal point of community activities and cultural events.

## Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)

## BERGAMOT TRANSIT VILLAGE GOALS AND POLICIES

**GOAL D20:** Create a high-quality, mixed-use creative arts/entertainment transit village centered around the new Expo Light Rail station.

### POLICIES:

**D20.1** Encourage a diverse mix of creative arts/entertainment uses and employment opportunities balanced with a variety of residential types and local-serving uses to establish a 17 hours per day/7 days per week active neighborhood.

**D20.2** Prepare an area plan with a community process to locate a new grid of streets with connections to existing surrounding streets, require a parking district to consolidate parking into a shared facility(ies) and establish a district-wide Transit Demand Management strategy to capitalize on the new Expo Light Rail.

**D20.3** Provide active recreation, gathering places and passive open space in the form of new parks, plazas and ground level landscaped open spaces.



**Photosimulation of the Bergamot Transit Village:** Reconnecting the Bergamot Station area to Santa Monica's uniform street grid is a major objective of the LUCE strategy, which seeks to expand the area's infrastructure through incentive-based projects. Redevelopment, or new development, will provide housing, open space, incubator and office space, and multiple modes of transportation.

**D20.4** Uses include creative arts-related industries, local-serving retail uses, affordable, workforce and market-rate housing, mid-price range business hotels, and businesses engaged in advanced research and development.

**D20.5** Locate active retail-serving uses at the ground floor of buildings where identified pedestrian activity is highest, such as near the light rail station, along active pedestrian routes and around new open spaces.

**D20.6** Encourage sidewalk dining, especially within identified community gathering places where it meets established criteria.

**D20.7** New automobile dealerships and their associated operations are not permitted.

**D20.8** Design buildings to be compatible with the existing industrial and creative arts character of the District with a variety of heights, and architectural building elements and shapes to create visual interest. Create meaningful combinations of materials and incorporate three-dimensional articulation to create shadow patterns.

**D20.9** Scale buildings to the pedestrian to create an enhanced sidewalk shopping or walking environment. Include enhanced materials and detailing on ground floor façades along pedestrian ways.

**D20.10** Encourage a well-landscaped streetscape that facilitates pedestrian movement and creates places for people to gather.

**D20.11** Locate building entrances and primary façades facing and adjacent to perimeter streets or new vehicle/pedestrian streets to encourage an interesting and varied streetscape with places for people to gather.

**D20.12** Encourage well-designed small- and medium-sized outdoor spaces.

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**GOAL D21:** Retain and enhance the Bergamot Station Arts Center as the center of culture within the Bergamot Transit Village.

**POLICIES:**

**D21.1** Reposition the Bergamot Station Arts Center and the existing arts uses to accommodate the new light rail station, to increase visibility and pedestrian access from Olympic Boulevard, and to become the focal point of community activities and cultural events.

**D21.2** Preserve and enhance the creative arts uses and spaces for artists to work.



*Art galleries, restaurants, creative arts offices and studios call Bergamot Station home. The area is a cultural destination that draws visitors from around the world. The LUCE seeks to retain and enhance the cultural resource of Bergamot Station.*

**D21.3** Encourage opportunities to integrate arts programming into new and redeveloped parcels within the Bergamot Transit Village.

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**GOAL D22:** Enhance circulation and transportation in the Bergamot Transit Village with pedestrian, vehicular and transit improvements.

**POLICIES:**

**D22.1** Establish an interconnected grid of vehicle/pedestrian streets and bicycle paths to facilitate circulation including opportunities to extend the street grid into the Mixed-Use Creative District to the east and to Olympic Boulevard. Design the length, width and shape of blocks to provide convenient and safe circulation and access for pedestrians and vehicles, recognizing the constraints and opportunities presented by the existing development.

**D22.2** 🌱 Provide for new 60–65 feet of dedicated or easement right-of-way streets to accommodate appropriate circulation, infrastructure and green pathways.



**D22.3** Identify off-street service areas in the area plan. Encourage the sharing of service areas such as loading between adjacent buildings. Screen all service and utility components from adjacent buildings and public view.



**D22.4** 🌱 Enhance the Olympic Boulevard median along the length of the Bergamot Transit Village (Stewart Street to Cloverfield Boulevard) and implement modifications to accommodate left turns at intersections with new streets. Incorporate “pedestrian harbors” at crosswalks to shorten the pedestrian crossing distance.

*Creative arts spaces for artists will be preserved. The community benefit program will encourage developers to build or rehabilitate spaces to expand the presence of the creative arts.*

### **GOAL D23:** Establish Bergamot Transit Village as a model for the creation of new shared parking facilities and TDM strategies.

#### **POLICIES:**

**D23.1** 🌱 Create a parking district for the Bergamot Transit Village to accommodate centralized, shared parking to serve both the new and existing uses in the area.

**D23.2** 🌱 Create a TDM district for the Bergamot Transit Village area to capitalize upon the new transit assets to reduce overall vehicle trips.

*As redevelopment occurs, new public access pathways will connect neighborhoods together and will promote circulation throughout the district.*

**D23.3** 🌱 Implement the regional bikeway with the Expo Light Rail system.

**D23.4** 🌱 Explore the potential to locate a bicycle transit center in the vicinity of the Expo Light Rail station and the new regional bikeway.

## MIXED-USE CREATIVE DISTRICT

### Location

The Mixed-Use Creative District (MUCD) is bordered on the north by Colorado Avenue, on the east by residential neighborhoods and Centinela Avenue, on the south by Exposition Boulevard and on the west by Stewart Street.



*“City and businesses should promote art destinations; resources in support of this community are greatly needed.”*

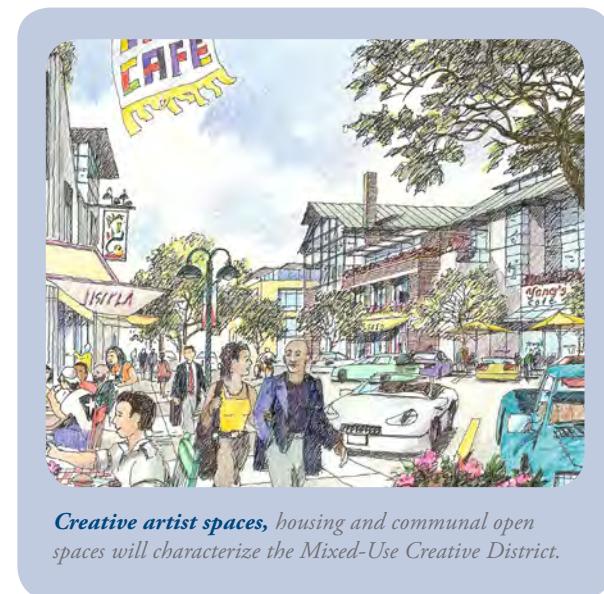
-COMMENT FROM INDUSTRIAL LANDS WORKSHOP #1

### Vision

The MUCD is a mixed-use commercial and residential neighborhood where opportunities for creative arts jobs are balanced with a variety of affordable, workforce and market-rate housing and local-serving retail and services. The MUCD follows the Bergamot Transit Village paradigm of establishing a new roadway and pedestrian grid. The new grid streets facilitate both vehicular and pedestrian circulation and create the framework for the transition of the former large industrial parcels into mixed-use neighborhoods. The district is a rich, transit-dependent urban area with a balance of jobs and housing, and an active 17 hours per day/7 days per week pedestrian environment. The scale of the MUCD will transition down to the existing residential neighborhoods.

### Current Conditions, Trends and Issues

The MUCD is located on former industrial land and, like the Bergamot Transit Village, is characterized by large land parcels, one- and two-story industrial buildings, on-grade parking lots, vacant sites, limited roadway access, lack of residential options, and limited pedestrian and vehicular access. This generally light industrial area includes an eclectic range of uses such as small offices, creative arts studios, educational, production facilities, light manufacturing firms, a mobile home park,



*Creative artist spaces, housing and communal open spaces will characterize the Mixed-Use Creative District.*

utility companies and surface parking lots. The north, east and south perimeters of the district face low-scale residential uses.

### Strategic Approach

The MUCD follows the Bergamot Transit Village paradigm by extending the new network of roadways and pedestrian ways from the Bergamot Transit Village to the east, and streets such as Stanford, Berkeley and Franklin to the south to intersect with Olympic Boulevard. Implicit in the transition of the district into a balanced mix of creative arts, residential- and local-serving uses is the creation of a district-wide parking authority to consolidate existing on-grade parking within efficient shared parking facilities. The



*Image courtesy of Metro © 2009.*

***Neighborhood commercial services*** and dining options will be encouraged to serve the influx of new residents and creative arts businesses.

existing on-grade parking lots are converted to publicly accessible open space, roads, and new building sites. A TDM program builds upon the shared parking and the Expo Light Rail resource to develop programs and strategies to minimize vehicle trips.

An area plan for the MUCD establishes the location, criteria and character of new pedestrian and vehicle circulation and the pattern of mixed-use buildings. New buildings house loft space for creative arts businesses, visual and performing arts galleries, and employment uses supporting the creative arts industry, and research and development. Other uses include ground floor local-serving retail/services and a range of affordable,

workforce and market-rate residential types. A concentration of local-serving retail in the form of a traditional retail street is envisioned along the western end of Nebraska Avenue and northward along Stanford Street with local-serving retail and services on the ground floor of mixed-use buildings with affordable, workforce and market-rate housing on the upper floors. South of Olympic Boulevard and the light rail right-of-way, a maintenance facility to serve the new Expo Light Rail line is proposed by the Expo Construction Authority. If this facility is located here it should have a wide buffer between the maintenance facility and the residential neighborhood south of Exposition Boulevard to provide an effective acoustical and visual buffer. The facility should

be designed with community involvement to ensure sensitivity to the neighbors. Olympic Boulevard is improved with new sidewalks and an enhanced median. A new regional bikeway extends along the Expo Light Rail line from the east end of the City through the district and on to the Memorial Park Light Rail Station.

### **Land Use Parameters**

*(See chapter 2.1 Land Use Policy and Designations for further information.)*

## MIXED-USE CREATIVE DISTRICT GOALS AND POLICIES

**GOAL D24:** Create a transit-focused employment center with mixed-use creative arts and a neighborhood that provides a quality transition to residential neighborhoods to the north, east and south.

### POLICIES:

**D24.1**  Capitalize on the Expo Light Rail station at Bergamot to create a mixed-use neighborhood with a diverse mix of creative arts facilities and residential types as well as local-serving uses to establish a 17 hours per day 7 days per week neighborhood.

**D24.2**  Prepare an area plan for the Mixed-Use Creative District addressing key issues, including a new grid of green streets with connections to surrounding streets, a parking district to consolidate parking into shared facilities and a district-wide TDM strategy.

**D24.3** Provide active recreation and gathering places, and passive open space in the form of new parks, plazas and ground level landscaped open spaces.

**D24.4**  Encourage appropriate uses including existing job-rich uses, new arts-related industries, neighborhood-serving retail and services, and affordable, workforce and market-rate housing.

**D24.5** Encourage existing small businesses to remain.



*The Mixed-Use Creative District focuses on creative art and housing. The district will also provide new internal and external connections, as well as open spaces and local services.*

**D24.6**  Locate active retail-serving uses at the ground floor of buildings where identified pedestrian activity is highest, such as near the light rail station, along active pedestrian routes and around new open spaces.

**D24.7** Automobile dealerships and their associated operations are not permitted.

**D24.8** Design buildings with a variety of heights, and architectural elements and shapes to create visual interest. Walls should have meaningful combinations of materials and three-dimensional articulation to engage the eye.

**D24.9**  Scale buildings to the pedestrian to create an enhanced sidewalk shopping

or walking environment. Include enhanced materials and detailing on ground floor façades along pedestrian ways.

**D24.10**  Encourage a well-landscaped streetscape that facilitates pedestrian movement and creates places for people to gather.

**D24.11**  Locate building entrances and primary façades facing and adjacent to the perimeter streets or the new vehicle/pedestrian streets to encourage an interesting and varied streetscape with places for people to gather.

**D24.12**  Explore appropriate incentives to encourage the sympathetic rehabilitation of

historic resources. Apply the Secretary of the Interior's Standards for preserving identified character-defining features in the review of modifications or additions to historic resources.

**D24.13** Retain the Village Trailer Park to the extent feasible, and permit recycling to other uses that are consistent with the MUCD and in compliance with the City's *Rent Control Charter Amendment* and sections of the California Government Code applicable to recycling mobile home parks.

**D24.14** Explore means to sustain Village Trailer Park's economic viability by incorporating it into a larger multi-property master plan, if feasible, or by the transfer of development rights that have as a goal, preserving existing housing as an integral part of a new mixed-use project.

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**GOAL D25:** Enhance the circulation and transportation in the Mixed-Use Creative District with pedestrian, vehicular and transit improvements.

**POLICIES:**

**D25.1** Plan new streets to form an interconnected grid of vehicle/pedestrian streets and bicycle paths to facilitate circulation in the district. Design the length, width and shape of blocks to provide convenient and safe circulation and access for pedestrians and vehicles, recognizing the constraints

and opportunities presented by the existing development.

**D25.2** Provide for 60–65 feet of dedicated easement rights-of-way streets to accommodate appropriate circulation and infrastructure.

**D25.3** Identify off-street loading spaces in the area plan. Encourage the sharing of service areas between adjacent buildings. Screen all service and utility appurtenances from adjacent buildings and public view.

**D25.4** Enhance the Olympic Boulevard median along the length of the MUCD, and implement modifications to accommodate left turns at intersections with new streets. Incorporate "pedestrian harbors" at crosswalks to shorten the pedestrian crossing distance.

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**GOAL D26:** Establish the Mixed-Use Creative District as a model for the creation of new shared parking facilities and Transit Demand Management strategies.

**POLICIES:**

**D26.1** Create a parking district to accommodate centralized, shared parking to serve both the new and existing uses in the area.

**D26.2** Create a TDM district for the area to capitalize on the new transit assets to reduce overall vehicle trips.

**D26.3** Implement the regional bikeway with the Expo Light Rail system.



*Neighborhood services and amenities will be encouraged to locate throughout the district, particularly on Nebraska Avenue, to create a distinctive local destination for residents and employees.*



*Affordable and workforce housing for individuals working in the creative arts, medical or public service industries will be connected to high-frequency transit service.*



*Artist's rendition of Nebraska Avenue in the Mixed-Use Creative District.*

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## INDUSTRIAL CONSERVATION DISTRICT

### Location

The Industrial Conservation District is located in two non-contiguous areas within Santa Monica's current industrial lands, separated by the Memorial Park Activity Center Overlay. The western area is bounded on the north by the former railroad right-of-way, on the east by Euclid Court, on the south by I-10 and on the west by Lincoln Court. The eastern area is bounded on the north by the former railroad right-of-way and by Michigan Avenue, on the east by Stewart Street, on the south by I-10 and on the west by 17th Street.

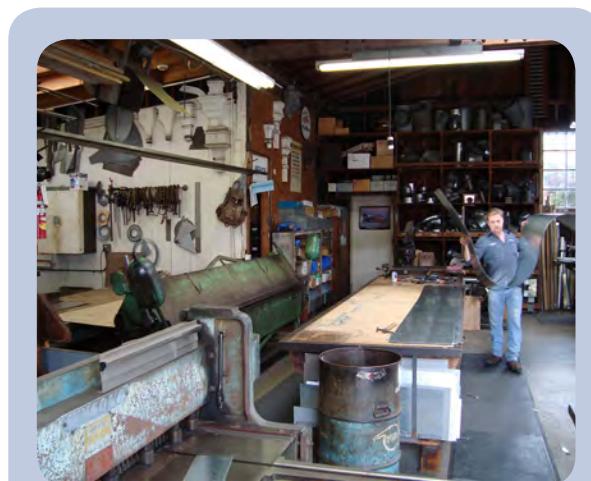


### Vision

The Industrial Conservation District conserves Santa Monica's small light industrial, and service and commercial uses that have traditionally populated the industrial zone. Land use restrictions in this district allow small workshop, warehouse, supply stores and maintenance facilities that provide important community services and employment. These uses assure that the City is able to maintain land where existing and new small businesses can be incubated and supported. West of Euclid Court no housing is permitted and only limited affordable housing may be allowed east of 17th Street. The area west of Euclid Court does not have support retail and services for residential; further, the incursion of residential uses into the industrial district has the potential to drive up land prices and thus discourage industrial uses. In particular, new sustainable industries are encouraged in the Industrial Conservation District.

*"Preserve our industries to support the employment base."*

-COMMENT FROM INDUSTRIAL LANDS WORKSHOP #1



*The Industrial Conservation District* provides low-scale manufacturing and industrial uses.

### Current Conditions, Trends and Issues

East of 17th Street, particularly east of 20th Street, the district is largely zoned Light Manufacturing Studio District (LMSD), and includes a variety of uses. Between 17th Street and Cloverfield Boulevard, new private schools (most notably the Crossroads campus) art centers, a food bank, a synagogue and other non-industrial uses have developed in the last 20 years amidst the older light industrial uses and the Southern California Edison electrical substation. The roadway pattern in this area is a partial grid; however, some roadways are discontinuous, and connections to Olympic Boulevard and Cloverfield Boulevard are limited. Three of the corners of Michigan Avenue and Cloverfield Boulevard are



**Local retailers** in this area rely on the relative affordability of space to make their businesses viable.



**The Industrial Conservation District** is also home to a number of private schools and religious institutions.

occupied by gas stations. Continuing east from Cloverfield, the area has a distinctly different character and is dominated by the City Yards, a combination of one- and two-story maintenance, and material and vehicle storage buildings. Other uses include waste disposal and recycling collection, and transfer facilities. Circulation through this portion of the district is hampered by the lack of public roads and limited cross-town access created by the I-10 Freeway.

The area to the west of 17th is characterized by small-scale industrial and commercial uses, including small manufacturing uses and businesses providing materials and supplies for the building industry. This area includes a typical Santa Monica street grid system. However, 9th, 10th, 12th, Euclid (13th), 15th and 16th Streets are interrupted by the former rail right-of-way and do not connect between Olympic Boulevard and Colorado Avenue.

### Strategic Approach

The industrial area east of Cloverfield Boulevard is reserved for the City Yards and waste management needs for the foreseeable future; the City is initiating a master plan for the City Yards. The master planning process is based upon the City Yards staying at their existing location. However, in the future, if the City Yards are ever relocated, this area may

be annexed to the Bergamot Transit Village District to provide expansion for the creative arts, park space and residential uses. Between Cloverfield Boulevard and 17th Street, the district is devoted to traditional industrial uses. However, some 100 percent affordable housing may be allowed. Private schools, other nonprofit and community uses, and automobile storage and service facilities for auto dealerships continue to be allowed.

The area of the Industrial Conservation District west of Memorial Park is reserved exclusively for traditional small light industrial users, and excludes residential uses. Restrictions to prohibit residential uses in this area are necessary to preserve land for light industrial uses, and to avoid potential land use conflicts and escalating land prices.

### Land Use Parameters

(See chapter 2.1 Land Use Policy and Designations for further information.)

## INDUSTRIAL CONSERVATION DISTRICT GOALS AND POLICIES

**GOAL D27:** Preserve and protect an industrial area, where traditional light industrial uses may prosper and new small businesses can be incubated and supported.

### POLICIES:

**D27.1** Preserve and protect the existing industrial uses and allow for new light industrial uses to locate in the Industrial Conservation District.

**D27.2** Residential development is not permitted within the Industrial Conservation District with the exception that limited 100 percent affordable housing may be allowed between 17th Street and Cloverfield Boulevard. The location of such uses shall be carefully considered to avoid conflicts with existing industrial uses.

**D27.3** Where residential buildings are developed within the industrial zone they should be designed to accommodate and mitigate the impacts from nearby industrial uses.

**D27.4** Existing schools and non-profit/community uses are allowed to continue and expand, including expansion onto other nearby properties in the Industrial Conservation



***Retaining existing industrial uses will preserve and protect the character of this district.*** New complementary uses that are sustainable should be encouraged, and redevelopment should seek to enhance connectivity throughout the area.

District. Such expansion will be subject to the Industrial Conservation Tier 2 discretionary process and development parameters. Rooftop areas used for school activities shall not count in calculating FAR.

**D27.5** Service facilities for automobile dealerships are a permitted use. A discretionary approval process may be implemented to authorize auto sales subject to a project –specific environmental review that considers reasonably foreseeable land use changes within the Industrial Conservation District.

**D27.6** Encourage industries that provide locally-needed goods, that supply components required by other local industries, or local services that create environmentally sustainable products.

**D27.7** Encourage cultural and creative arts facilities and “incubator” uses to locate in the Industrial Conservation District.

**D27.8** Office uses are limited to those associated with the permitted light industrial use. Office uses may not exceed 30 percent of the floor area of the permitted use.

**D27.9** Opportunities to open 9th, 10th, 12th and Euclid Streets between Olympic Boulevard and Colorado Avenue to vehicle and/or pedestrian travel are encouraged.

**D27.10** Utilizing a variety of heights, forms and materials to create visual interest while maintaining the traditional character of the area are encouraged. Building design should avoid uniformly flat roofs or cornices in order to create an interesting skyline.

**D27.11** Ground floor uses along the street are encouraged to place pedestrian entrances, storefronts and offices along the front face of the building to create pedestrian interest.

denotes sustainable policy

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## HEALTHCARE DISTRICT

### Location

The Healthcare District includes the Santa Monica-UCLA Medical Center (SM-UCLA), the Saint John's Health Center (St. John's) and the area immediately around and between these facilities. The district is generally bound by Wilshire Boulevard to the north, 23rd Street to the east, Broadway to the south, and 14th Street to the west.



*"Hospital employees need to...have supporting businesses and housing available in walking distance."*

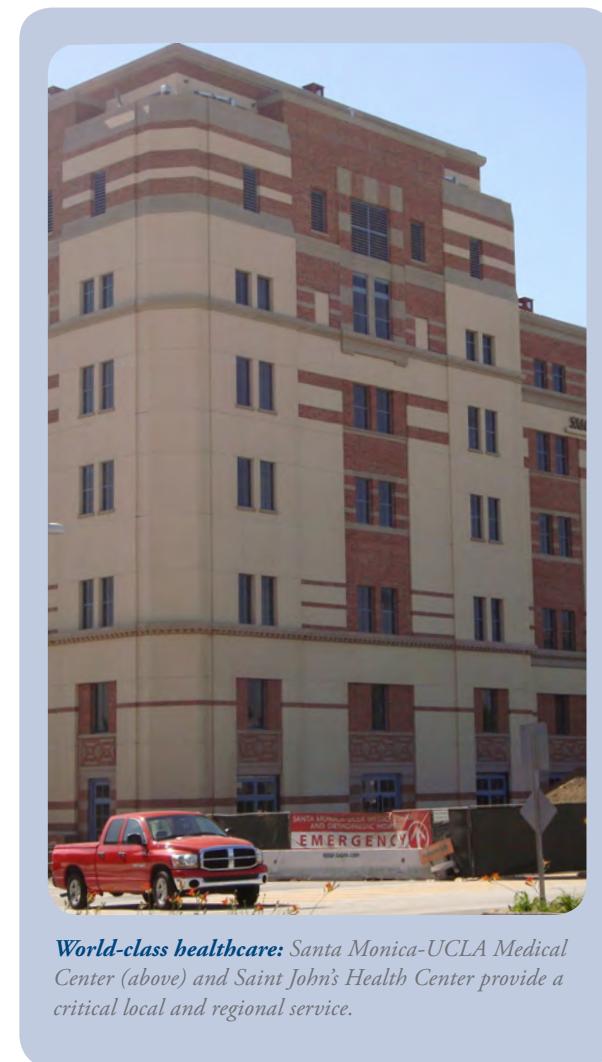
COMMENT FROM INDUSTRIAL LANDS WORKSHOP #2

### Vision

The Healthcare District is viewed as one integrated campus that incorporates both SM-UCLA and St. John's facilities, and the variety of medical and ancillary uses surrounding them, acknowledging the mutually beneficial relationships between all the facilities. An amended *Hospital Area Specific Plan (HASP)* addresses the evolving needs of the healthcare community with expanded medical office uses and outpatient services, along with retail and non-medical services. It is a complete neighborhood that supports the primary healthcare uses while also reducing vehicle trips. The amended HASP incentivizes the creation of affordable and workforce housing to provide housing for medical center and area employees. The amended HASP protects residential properties in the Healthcare District from impacts due to healthcare facility expansion. The entire district is transformed into a cohesive, high-quality, transit-supported environment linked together by a network of pedestrian paths, open spaces and plazas to provide inspiration and respite to all users.

### Current Conditions, Trends and Issues

Saint John's and SM-UCLA are the dominant uses in the Healthcare District. Other related medical uses include healthcare-serving commercial uses, assisted care and



**World-class healthcare:** Santa Monica-UCLA Medical Center (above) and Saint John's Health Center provide a critical local and regional service.

public parking facilities. A variety of existing residential uses are interspersed within the Healthcare District.

Development in and around the area is governed by the *HASP*, which was first approved in 1988 and amended in 1993 and 1998. St. John's also has an existing Development Agreement. The *HASP* amendment in 1998 was completed in conjunction with the St. John's reconstruction that was needed following the 1994 Northridge earthquake. The current *HASP* policies integrate development in the area with the needs of the surrounding neighborhood, recognizing the challenges of hospitals in a competitive and changing healthcare environment.

Lack of nearby housing, particularly housing that is affordable to St. John's and SM-UCLA employees, is a major issue that contributes to a critical shortage of staff. Also important are the relationships of the medical facilities to the surrounding residential areas. While there is a concentration of medical uses in and around the area, the lack of convenient walking routes through the district discourages pedestrian circulation, increases the number of vehicles making short trips between related medical uses and disrupts the residential neighborhoods.

## **Strategic Approach**

The *HASP* will be updated to reflect changing needs and conditions in the healthcare



***Continuum of care:*** *The ability to expand and improve the operation of the major hospitals and associated medical uses is a key goal.*

industry, in the way the facilities relate to surrounding residential areas, comprehensive parking, circulation and housing needs. The *HASP* incentivizes affordable and workforce housing to serve healthcare employees. A comprehensive TDM strategy will be developed to reduce commuter traffic and short distance vehicle trips between medical uses. The entire campus will be transformed into a cohesive, quality environment linked together by a series of convenient walking paths, open spaces and plazas. A key component is the development of a comprehensive parking program to identify shared parking strategies, such as allowing and encouraging properties with existing surplus parking to lease excess parking to neighboring uses.

The amended *HASP* addresses the changing needs of the healthcare community over the next 20 years with expanded hospital uses and support facilities such as medical offices, outpatient services and retail to provide a complete neighborhood that supports the primary use of healthcare and further reduces trips. The Healthcare District also includes the preservation and enhancement of the surrounding residential neighborhood. New development will blend harmoniously with the existing residential neighborhoods and transportation; parking, noise and other impacts from new development are reduced. Specifically, St. John's is encouraged to expand across Santa Monica Boulevard toward Broadway.

As the hospitals' needs evolve, the Healthcare District addresses issues that are germane to hospitals and the variety of land uses that are associated with them. These issues include the provision of workforce housing, employee retention, applicable retail uses, shared parking and district-wide TDM strategies. Workforce housing is a major policy focus as it relates directly to reducing commute times and increasing employee retention.

## **Land Use Parameters**

*(See chapter 2.1 Land Use Policy and Designations for further information.)*

## HEALTHCARE DISTRICT GOALS AND POLICIES

**GOAL D28:** Allow for the continued improvement of the Healthcare District and the ongoing responsible expansion of the Saint John's Health Center (St. John's) and Santa Monica-UCLA Medical Center (SM-UCLA).

### POLICIES:

**D28.1** Accommodate the continued operation and planned responsible expansion of St. John's and SM-UCLA, and associated medical office uses.

**D28.2** Update the Hospital Area Specific Plan (HASP) concurrently with the master planning efforts of both St. John's and SM-UCLA to encourage a holistic view of the growth and diversification of the district.

**D28.3** Consider the projected increase in outpatient services, diagnostic technology, and supportive care such as physical therapy and ancillary services in the amended HASP.

**D28.4** Extend the boundaries of the HASP to encompass both St. John's and SM-UCLA, and their associated uses, to include the south side of Wilshire Boulevard between 14th Street and 26th Street, and extending to the south side of Broadway.

**D28.5** Encourage supportive retail development at key intersections and along major boulevards in the Healthcare District.

**D28.6** Provide flexibility when updating the HASP in order to meet the community's strategic healthcare needs and support the sustainability of both hospitals while protecting the residential neighborhoods.

**D28.7** Encourage hotels and long-term housing that support the hospitals in appropriate locations.

**D28.8** Encourage the development of a comfortable, landscaped pedestrian environment including plazas and usable landscaped open spaces with all major renovations to hospital facilities.

**D28.9** Provide appropriate transitions and buffers between new hospital facilities and the existing residential neighborhoods .

**D28.10** Housing currently owned by the hospital may be displaced provided that replacement housing is provided.

**D28.11** Encourage affordable and workforce housing within the district to support the hospital employees.



**Services and amenities:** A vibrant retail and dining environment in the Healthcare District will support hospital uses.



**Mid-price range hotels** in the Healthcare District are encouraged to provide overnight accommodations for visitors.



***It is important that the neighborhood is respected. The Healthcare District will expand to better serve the community.***



***Shared parking facilities*** provide opportunities for new businesses to locate on the boulevards, and provide parking for healthcare employees.

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**GOAL D29:** Create a comprehensive circulation and parking strategy for the Healthcare District.

**POLICIES:**

**D29.1** Encourage a comprehensive parking district approach in order to determine parking needs on a district-wide basis rather than a project-by-project basis to take advantage of the potential to share parking (including sharing of existing parking) and reduce the total parking requirement.

**D29.2** Locate parking facilities facing Santa Monica Boulevard or Wilshire Boulevard underground or provide active uses on the ground floor and screen the upper floors of above-grade structures.

**D29.3** Provide new and/or improved pedestrian links between the two hospitals within the district, and from the hospitals to major transit stops. Incorporate enhanced crosswalks and signalization as part of the pedestrian system.

**D29.4** Encourage secure bicycle parking and amenities to encourage the use of bicycles.

**D29.5** Encourage the development of an enhanced pedestrian realm with improved sidewalks, landscaping and pedestrian amenities.

**D29.6** Encourage a Transportation Demand Management District at the district level to create and manage TDM programs to reduce vehicle trips for employees, patients, and visitors to and within the district.

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**GOAL D30:** Ensure that new and remodeled buildings in the Healthcare District are compatible in scale and character with existing buildings and the surrounding residential neighborhood.

**POLICIES:**

**D30.1** Encourage the primary façades of buildings to face the street with the building face located on the property line or back side of the sidewalk along sidewalks or pedestrian ways. However, to encourage a lively streetscape with places for people to socialize, small landscaped gathering spaces and plazas are encouraged.

**D30.2** Scale buildings to the pedestrian to create an intimate sidewalk experience. Incorporate enhanced materials and detailing in ground floor façades where they will be in close proximity to passing pedestrians.

**D30.3** Design buildings with a variety of heights, architectural elements and shapes to create visual interest along the street. Incorporate meaningful combinations of materials and three-dimensional articulation to create shadow patterns to engage the eye.

**D30.4** Avoid uniformly flat roofs or cornices in order to create an interesting skyline.

**D30.5** Establish a prescribed building envelope with step backs designed to maintain access to light and air where new healthcare or commercial uses are located adjacent to the existing residential.

**D30.6** Encourage active retail and other ground floor uses with pedestrian interest to incorporate generally continuous, transparent (non-tinted) display windows facing the sidewalk.

**D30.7** Encourage mixed-use developments to have active ground floor uses that face the street with residential or medical office development located on the upper floors. Limit the length of entrances and lobbies to upper-level uses along the length of the sidewalk.



*As the Healthcare District expands to accommodate both local and regional needs, the LUCE will carefully monitor and manage its status to ensure that it is consistent with the community's vision for the area.*

**D30.8** Discourage offices and other limited pedestrian access uses on the ground floor facing the street or pedestrian ways.

**D30.9** Encourage sidewalk dining where it meets established criteria.

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