

WHAT NEIGHBORS SAID: CONSERVING AND ENHANCING SANTA MONICA'S RESIDENTIAL NEIGHBORHOODS

Key Issues Citywide

The LUCE outreach process was instrumental in helping to articulate the LUCE neighborhoods strategy. The community identified not only issues specific to their own neighborhoods, but general land use policies that are shared citywide. The citywide issues identified are:

- Inappropriate and piecemeal development that is eroding the unique character and quality of life in the neighborhoods
- Demolition of existing homes and the loss of affordable residential units
- Loss of significant character-defining buildings, particularly courtyard buildings
- The size, scale, intensity and price of new infill development is inconsistent with surrounding neighborhood patterns
- Need for new housing to be high quality, to be compatible with existing neighborhood development patterns, and to provide appropriate transitions in scale and height
- Need for respectful transitions between commercial corridors and adjacent neighborhoods
- Desire for better management of the existing parking supply and for alternative parking solutions in residential areas with shortages
- Need to reduce cut-through traffic and congestion

Importantly, the LUCE proposes an innovative program of incentives and restraints designed to redirect intensive residential market pressure away from existing neighborhoods by the creation of significant new housing opportunities (replacing regional commercial growth) in a few specific locations along the City's boulevards and transit corridors.



The residential neighborhoods define Santa Monica and give the city a diverse cultural and historical texture.

residents. This statistic is evidence of Santa Monica's powerfully inclusive housing policy goals.

The high quality of life, unique character and strong community values within Santa Monica's neighborhoods create a sense of place and foster residents' pride in their hometown. Renters and homeowners alike advocate for neighborhood conservation so that future generations may enjoy the same benefits and experiences. Their expectation is to live in one of the best natural and built environments—one that is complemented by a sophisticated array of services and amenities. Not surprisingly, the desirable character of the City's neighborhoods is treasured by all Santa Monicans.

Despite the strength and vitality of the neighborhoods, care must be taken to ensure that they continue to be conserved and enhanced in the coming years.

NEIGHBORHOOD POLICY AND NEIGHBORHOOD CONSERVATION APPROACH

The LUCE responds to these issues by outlining both citywide and specific neighborhood goals, policies and actions that aim to preserve the scale, character and quality of life of the existing neighborhoods. This Plan establishes the policy of protecting the City's residential



The Neighborhood Conservation strategy uses a menu of solutions, not just one, to preserve and protect the residential neighborhoods from deleterious impacts.

neighborhoods as well as their local-serving commercial areas such as Main Street and Montana Avenue.

Importantly, the LUCE proposes an innovative program of incentives and restraints designed to redirect intensive residential market pressure away from existing neighborhoods through the creation of significant new housing opportunities, replacing regional commercial growth, in a few specific locations along the City's boulevards and transit corridors. This will act as a release valve for residential investment pressure which currently has nowhere else to locate but in the City's neighborhoods.

In tandem with this initiative, the LUCE proposes a comprehensive neighborhood conservation strategy composed of a wide



In addition to providing new protections for City Landmarks and Structures of Merit, the Neighborhood Conservation Program seeks to preserve neighborhood character-defining features like mature trees.

variety of tools designed to give residents more control over the type of changes occurring in their neighborhoods.

Neighborhood conservation is an adopted policy to manage the pace, timing and type of change allowed in a neighborhood. It assumes that a neighborhood's physical, social and economic attributes are linked, and it identifies strategies and tools to conserve them. These attributes create a cohesive identifiable setting and character which is recognizable both by its residents and by the community at large. The neighborhood may be characterized by:

- Distinctive building features (scale, mass)
- Distinctive land use and architectural features
- Distinctive streetscape features
- Distinctive site planning and natural features (historic development pattern and topography)

LUCE PROGRAMS AND POLICIES THAT STRENGTHEN THE CITY'S NEIGHBORHOODS:

Neighborhood Compatibility

- Requiring that new buildings:
 - Be of a compatible scale and character with the existing neighborhood
 - Provide respectful transitions between new and existing structures
 - Conform to building envelopes that preserve access to light and air and require appropriate setbacks along neighborhood streets, transitioning in size and scale toward adjacent residential structures
 - Provide ground level open space



The preservation of older housing, like bungalows and courtyard buildings, ensures that vital elements of neighborhood life and character are preserved.

Incentives for Preservation

- Establishing a program of incentives to preserve historic and character-defining residential structures that may not be otherwise Landmark eligible.

Parking Management

- Implementing an expanded parking management program to ensure adequate parking availability for residents on residential streets at all times of the day.

Complete Neighborhoods

- Recommending that neighborhoods should be "complete," with easy walking access to daily needs. The Plan seeks to create an optimal array of local services within existing districts and foster new local-serving retail in areas of the City that are currently lacking such services.

Increased Connectivity

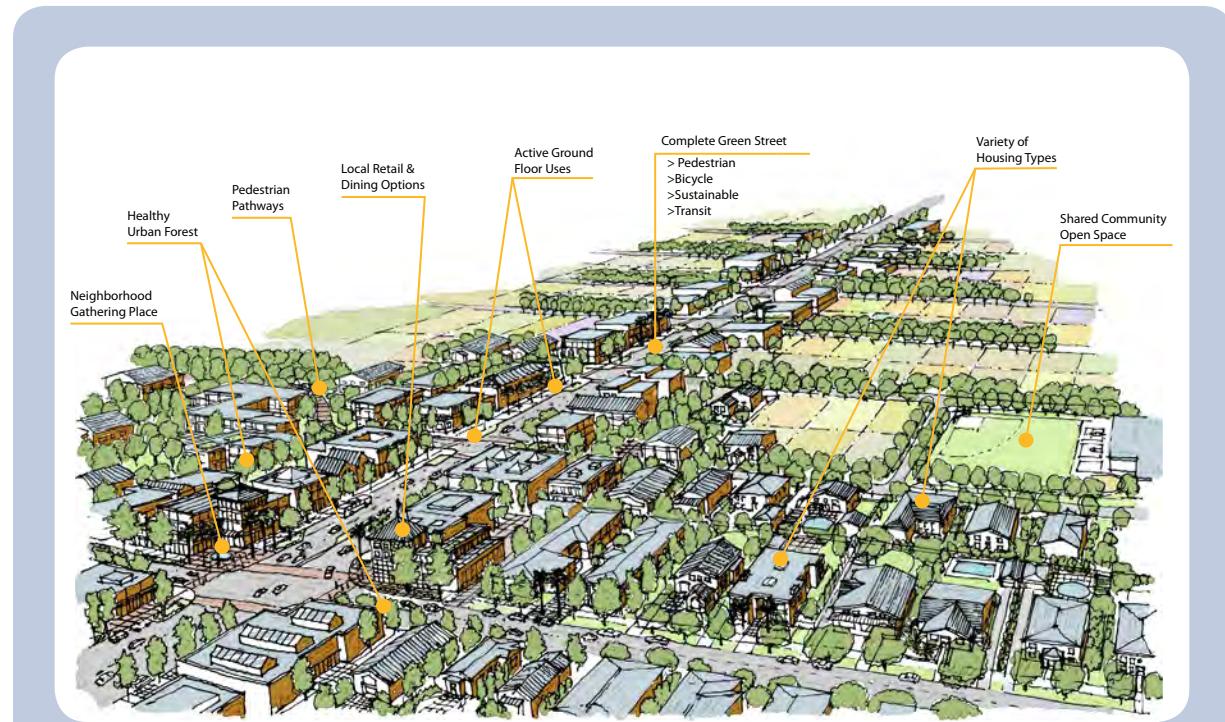
- Encouraging connectivity between and among residential neighborhoods and nearby boulevards through the provision of improved pedestrian walkways, greenways, plazas, bikeways and open space.

The LUCE also recommends the creation of a Transfer of Development Rights (TDR) program as an incentive for the preservation of historic and character-defining structures within the City's neighborhoods. Preservation of these buildings would be identified as a specific community benefit. TDR is a program that allows developers to purchase development rights from one property (the sending area or sending site) to allow greater development on a new site (the receiving area). (See chapter 2.3 Historic Preservation for further information.)

Building on these principles, this chapter outlines the overall vision for Santa Monica's neighborhoods, establishing goals, policies and proposed actions which may be applied, as appropriate, throughout the City. Subsequently, there is a discussion of the character of each of the City's eight neighborhoods, the neighborhood vision and the specific neighborhood goals, policies and actions to ensure their preservation and enhancement.

A Vision for Santa Monica's Residential Neighborhoods

Santa Monica's neighborhoods will continue to offer the same high-quality lifestyle and community experience that make them exceptional places to call home. These qualities will be retained by a comprehensive



Complete neighborhoods provide residents with access to the necessities of daily life. The LUCE promotes locating services and activities within walking distance of the residential neighborhoods, while also advocating for more green spaces and safer streets.

program designed to protect and preserve the existing residential neighborhoods. Neighborhood conservation will also occur through rethinking how we design our streets to minimize the impact of the automobile and reclaim them as multi-purpose public spaces. The LUCE promotes harmony among buildings so that new buildings are attractive and compatible in size and scale with adjacent structures. New development activity will be restricted to ensure that building envelopes

and transitions between structures preserve access to light and air. Buildings will not only be of high architectural quality, but in areas where some commercial development is allowed, buildings will provide a mix of uses and services that support the needs of everyday life. Strong parking management measures will be implemented to provide additional parking for residents and limit the impact of visitor and employee parking on nearby areas.



Protecting and preserving the residential neighborhoods is one of the key features of the LUCE. Providing services and amenities within walking distance of the neighborhoods, and facilitating pedestrian and bicycle circulation are also crucial components.

CITYWIDE GOALS AND POLICIES

The citywide land use goals and policies for Santa Monica's residential neighborhoods reflect the community sentiment and outline the existing physical conditions documented during the extensive LUCE community outreach sessions and discussed at numerous public workshops, including the Neighborhood Conservation workshop. These goals have been refined by the Santa Monica community, Planning Commission and City Council. They represent overarching principles and a long-term vision for healthy, complete

neighborhoods that benefit from a symbiotic relationship with the rest of the City.

The purpose of these goals and policies is to promote land use patterns that maintain safe residential neighborhoods, support economic prosperity, protect open space and preserve the overall quality of life. These goals, which are applicable citywide, are followed by proposed policies and actions which the City may choose to implement on a citywide or targeted neighborhood basis.

GOAL N1: Protect, preserve and enhance the residential neighborhoods.

POLICIES:

N1.1 Respect and preserve the existing housing stock for its vitality, character and existing affordability to the extent feasible.

N1.2 Encourage enhancement of neighborhood services to achieve the goal of creating complete neighborhoods containing an optimal array of local-serving retail and services within walking distance, and fostering new local-serving retail and services in areas currently lacking them.

N1.3 Create active places in existing neighborhoods to promote sociability and human interaction.

N1.4 Preserve and protect existing neighborhoods against potential impacts related to development: traffic, noise, air quality and encroachment of commercial activities.

N1.5 Encourage and incentivize preservation or adaptive reuse of historic structures and older apartment buildings.

N1.6 Manage the parking system to better balance the number of vehicles in the neighborhood with existing parking resources, including limiting the impact of visitor and

employee parking from nearby commercial areas, and using pricing policies and limiting permits to increase parking supply.

N1.7 Make new development projects of compatible scale and character with the existing neighborhoods, providing respectful transitions to existing homes, including ground level open spaces and appropriate building setbacks and upper-floor step backs along neighborhood streets.

N1.8 Make a range of housing options available in multi-family neighborhoods, to suit the spectrum of individual lifestyles and space needs.

N1.9 Consider new trees and parkland for all existing and proposed residential districts through the City's urban forest program.

N1.10 Design neighborhood streets to be pedestrian- and bicycle-friendly, to minimize the negative impacts of the automobile, and to be safe and well illuminated.

N1.11 Offer superior landscaped environments that include tree-lined sidewalks, landscaped setbacks, courtyards and parkways (where appropriate). Avoid front yards visually dominated by the automobile.

GOAL N2: Promote and maintain distinctive existing neighborhoods that are defined by their character, design and pattern of development and the high-quality living environment they provide for a diversity of households through the establishment of a Neighborhood Conservation Program.

POLICIES:

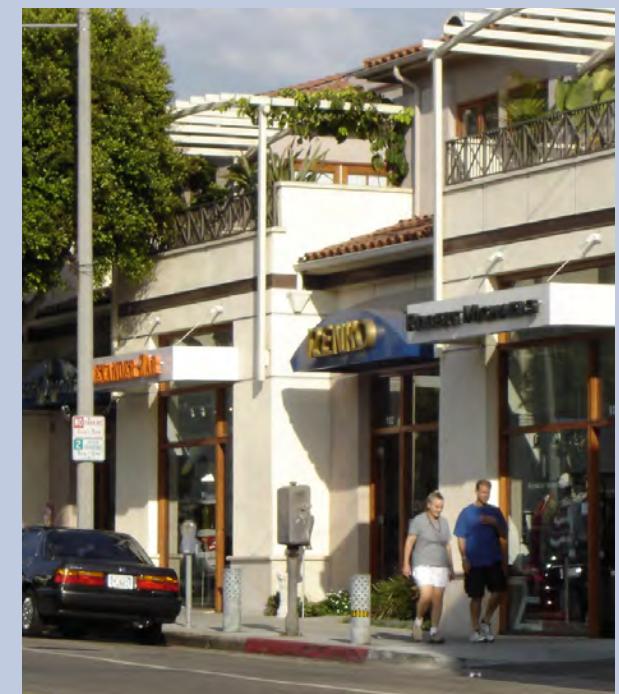
N2.1 Maintain the distinguishing features and diversity of existing residential neighborhoods by protecting character-defining buildings and older smaller-scale multi-family and single family structures.

N2.2 Manage the City's residential resources to ensure continued availability of the range of housing opportunities necessary to sustain a diverse labor force and to meet the needs of all segments of the community, to the extent feasible.

N2.3 Promote the preservation and maintenance of existing affordable housing as a resource essential to protecting community diversity, maintaining community stability, meeting the varied needs of the City's workforce and its residents, and meeting its goal of reducing automobile commuting and controlling GHG emissions.



Character, design, pattern of development and quality of living environment are protected by a variety of conservation tools.



Access to services that are within walking or biking distance of residences is a critical component of the LUCE philosophy.



Freedom of expression is encouraged, tempered by the criterion that it be sensitive to the scale, mass and character of the neighborhood.



The continued preservation of historic structures identified in the City's Historic Resource Inventory is a capital concern of the community. Addressing these concerns and others related to the conservation of neighborhood character, the LUCE recommends increased regulatory and discretionary controls.

N2.4 Establish a demolition process which meets the goals and purposes of neighborhood conservation, consider the definition of "demolition," and modify the definition if appropriate.

GOAL N3: Locate services and amenities within walking distance of neighborhoods.

POLICIES:

N3.1 Encourage commercial uses that provide goods and services to support daily life within walking distance of neighborhoods.

N3.2 Allow small-scale retail uses in neighborhoods with a land use designation of Low-Density Residential, Medium-Density Residential or High-Density Housing.

N3.3 Create direct and safe pedestrian and bicycle connections between residential areas and nearby boulevards through the provision of improved walkways, greenways, plazas, bicycle trails and open space.

GOAL N4: Ensure compatible design to preserve and enhance neighborhoods.

POLICIES:

N4.1 Design new development to be compatible with the existing scale, mass and character of the residential neighborhood. New buildings should transition in size, height and scale toward adjacent residential structures.

N4.2 Ensure that new buildings are compatible in scale and size, and are fully designed and articulated with entry doors, porches, windows or similar features that face the front yard.

N4.3 Orient all new development in multi-family residential districts to enhance the public street realm.

N4.4 Design new development or redeveloped structures in such a manner as to minimize impacts on or disruptions to neighbors.

N4.5 Ensure that new development or redevelopment of existing properties respects the neighborhood history and culture.

N4.6 Incorporate sustainable building practices, and encourage redevelopment to consider adaptive reuse as an alternative to demolition.

N4.7 Buffer residential uses, particularly those at the edges of a neighborhood from non-residential development located along boulevards and in districts by requiring such development to step down in size and scale toward the neighborhood.

N4.8 Encourage and incentivize sustainable building practices when homes are renovated and new buildings are constructed.

GOAL N5: Preserve and conserve Santa Monica's historic resources and character-defining structures through development of incentive and disincentive programs.

POLICIES:

N5.1  Establish a program for the Transfer of Development Rights (TDR) for significant historic resources as well as character-defining structures, as defined by the City (such as courtyard buildings.) Program components to be explored include:

- Identifying designated preservation zone(s)—such as the Downtown District or a Neighborhood Conservation Overlay District, i.e., the sending area
- Identifying receiving areas on specified boulevards, transit corridors and activity center overlays
- Identifying historic resources and/or courtyard housing as a community benefit
- Identifying procedures for determining valuation of the TDR, approving the transfer and recordation of the exchange, and ensuring maintenance of the historic resources or character-defining property
- Establishing criteria for courtyard building participation in the program possibly in conjunction with a Neighborhood Conservation Overlay District or as individual structures

N5.2 Consider a conservation easement program to allow owners of historic properties to earn a one-time income tax deduction

through the donation of a property easement to a qualified preservation organization.

N5.3  Regulate the demolition of housing within designated Neighborhood Conservation Overlay Districts and/or character-defining housing (such as courtyard buildings) to promote neighborhood conservation goals.

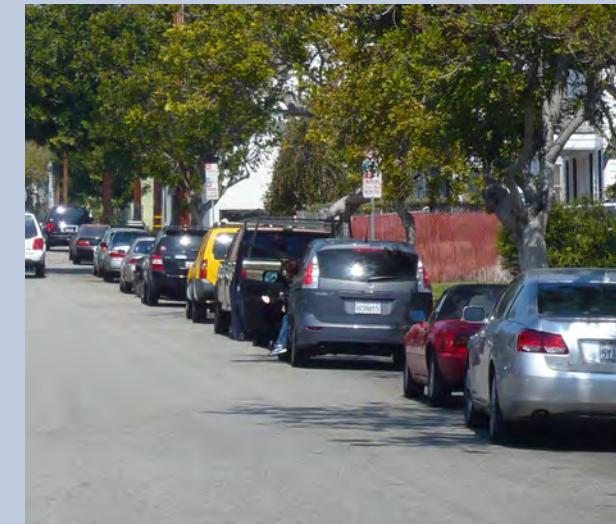
N5.4 Initiate a public education program that explains the benefits of the incentive programs available for historic resources and neighborhood character-defining structures and the procedures property owners can use to receive the economic benefits. Real estate professionals, architects and developers should also be included in this education program.

GOAL N6: Ensure adequate parking availability for residents on residential streets at all times of the day.

POLICIES:

N6.1 Expand the parking management program to implement the policies supporting Goal T22 and Goal T23 of the Circulation Element.

N6.2 Prioritize neighborhoods with the greatest on-street parking scarcity for implementation of expanded parking management options.



Parking supplies are limited in many areas of the City, like WilMont and Ocean Park. The LUCE seeks solutions through better management of resources, shared parking strategies and Transportation Demand Management policies.



Bike Boulevards: Pedestrians and bicyclists enjoy parity with the personal automobile when the City makes decisions on streetscape, circulation and access.

GOAL N7: Ensure that walking and bicycling are safe and comfortable on all neighborhood streets at all times of the day.

POLICIES:

N7.1  Implement the policies in the walking and bicycling sections of the Circulation Element.



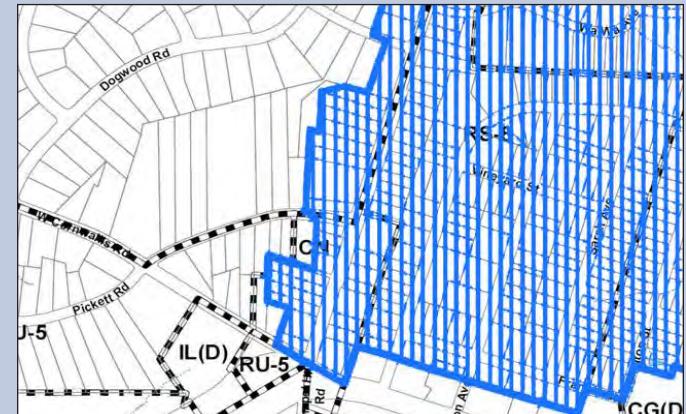
New infill development must be compatible with the existing neighborhood character. Designing for compatibility includes being sensitive to the mass, scale and character of the existing built environment.

CITYWIDE ACTIONS

The City shall explore the following actions in order to implement the neighborhood conservation and enhancement goals and policies of the LUCE. Based on further research and community outreach, the City may determine to apply these actions citywide or to specific neighborhoods or sub-areas.

Neighborhood Conservation Overlay Districts

Establish and develop a Neighborhood Conservation Overlay District Zone and criteria. These protective conservation districts could cover an entire neighborhood or encompass a small neighborhood sub-area that contains residences that share similar characteristics and/or could suffer similar adverse impacts.



Neighborhood Conservation Overlay Districts, like the one in another city illustrated above, provide additional standards for underlying zones to retain distinctive neighborhood characteristics that are not typically addressed by a Zoning Ordinance.

- Prepare zoning regulations that allow the creation of Neighborhood Conservation Overlay Districts for neighborhoods or sub-areas of neighborhoods to conserve and enhance their distinctive neighborhood characteristics. Such characteristics might include: distinctive building features (e.g., scale, mass), distinctive land use and architectural features, distinctive streetscape features (e.g., trees, sidewalks, landscape, streets, lighting), and/or distinctive site planning and natural features (e.g., historic development patterns and topography).
- Establish procedures for a Neighborhood Conservation Overlay District designation, including but not limited to:
 - A neighborhood participation and outreach program
 - District boundaries
 - Criteria-specific regulations for each district
- Review development standards to ensure compatibility of size, scale and intensity of new infill



Courtyard housing is a Southern Californian architectural style. In Santa Monica, this property type promotes the distinctive character and quality of existing neighborhoods and communities.

development and rehabilitation/expansion, and modify as necessary to address:

- Consistency with surrounding neighborhood patterns
- Impact on light and air
- Design quality and compatibility
- Prepare language for a Real Estate Contract Rider for use in the sale/purchase of all properties within a Neighborhood Conservation Overlay District which informs the purchaser of the conservation designation, unique characteristics and any applicable regulations.
- Define terms such as "historic resource," "historic character," "landmark," "character-defining resources," and similar terms in the neighborhood conservation program.

Courtyard Housing Protections

Establish a program of special protections for the conservation and retention of the City's

inventory of courtyard housing—a uniquely Southern Californian architectural type. Modify development standards for the creation of new courtyard housing with ground level open space.

- Identify the goals of the courtyard housing program. Such goals could include:
 - Promoting the distinctive character and visual quality of existing neighborhoods
 - Assisting the improvement or maintenance of the visual attractiveness of multi-family courtyard housing available to meet the needs of all social and economic groups within the community
 - Discouraging the development of buildings that are not of acceptable scale, exterior design or appearance
 - Ensuring that new development provides a sense of place visually consistent with existing courtyard design and setting

An identifying feature of courtyard housing is a communal open space. This characteristic provides a place for social interaction and strengthens a building's relationship to the street.

- Prepare a definition and criteria for identification of courtyard housing, including but not limited to:
 - The courtyards shall contain site planning characteristics with the courtyard as main character-defining feature of the type, providing a sizeable outdoor room or ground level open space for common use and enjoyment.
 - The courtyards should provide the major means of circulation in and through the buildings. The significant majority of dwelling units shall have a front door directly on the courtyard, or be accessed directly through a stairway or exterior walkway that is accessed from and faces the courtyard (as development standards).
 - The courtyard shall either be mostly enclosed by buildings and landscaping or it must have a landscaped side yard onto which the unit entrances face.
 - The courtyard should be clearly visible from the street, and must be reached directly from the public right-of-way by pedestrian path.

- Establish procedures for application of designation as courtyard housing including but not limited to:
 - Designation of an area of courtyard housing concentration as a Neighborhood Conservation Overlay District, or
 - Identification of individual structures throughout the City for conservation and retention.
 - Upon further study, the City's significant collection of bungalow courts, which were the precedent for courtyard housing, may be suitable for designation within this program.
 - Establish notification and outreach procedures for owners and renters of properties to be designated.
- Establish incentives for conservation and retention of courtyard housing, including possible establishment of a:
 - Transfer of Development Rights program, identifying conservation of courtyard housing as a specific community benefit and as a sending site with receiving areas along transit corridors, in activity centers, Transit Villages and Mixed-Use Creative Districts.
 - Conservation easement program to allow owners of courtyard properties to earn a one-time income tax deduction through the donation of a property easement to a qualified preservation organization.
 - Design review assistance program for owners of qualified courtyard housing.
 - Application program to the State Historic Building Code which allows for less stringent code compliance for qualified courtyard buildings, as appropriate.



The LUCE recommends new criteria and procedures to evaluate the demolition of buildings within the neighborhood context. This program includes revised noticing requirements.

- Establish regulations for conservation and retention of courtyard housing, and the construction of new courtyard housing, including but not limited to:
 - Create new review criteria for demolition, including an analysis of their contribution to the City's unique historic, developmental and architectural context.
 - In the case of new construction, revise development criteria requiring a centered, landscaped courtyard on large lot development. The purpose of revised design criteria would be to ensure that the resulting new development meets the spirit of the open courtyards that they may be replacing, and may require setback changes or a greater ground level open space than is currently required.

Demolition Regulations

Modify demolition regulations to develop and adopt new noticing requirements and specific criteria to evaluate buildings in Neighborhood Conservation Overlay Districts. The goals of the new regulations are to promote and maintain distinctive existing neighborhoods and the high-quality living environment they provide for a diversity of households, as well as the preservation of existing housing as a resource essential to maintain a community diversity and meeting the needs of the City's workforce and residents. The City shall:

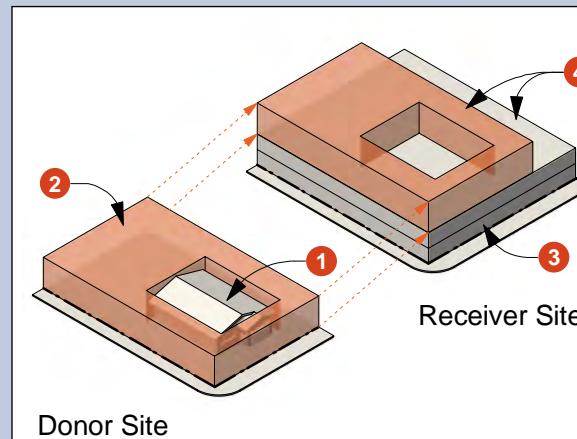
- Establish a new definition of "demolition" and a process which meets the goals and purposes of neighborhood conservation.
- Establish specific criteria and procedures which evaluate the demolition of buildings in Neighborhood Conservation Overlay Districts for their contribution to each district's distinctive character. Amend the Zoning Ordinance to:
 - Require findings for demolition approvals that require consideration of the full range of issues that define neighborhood character including aesthetic, social and cultural attributes
 - Provide determination on demolition request at earliest stage of development application review process

- Establish new and revised noticing requirements, including but not limited to:
 - Written notification to all adjacent and abutting property owners upon the filing of an application for a demolition permit
 - The written notice should describe the proposed demolition, identify the building or structure to be demolished or removed, and specify the process for issuing the permit and the time limit to appeal the issuance of the permit.
 - Larger notice of intent to demolish signs to be posted prominently on the property
 - Demolition applications to be posted on an appropriate Web site

Development Standards

Modify development standards to maintain and conserve residential neighborhood character. The purpose of revised design criteria would be to ensure that resulting new development meets the spirit of the open courtyards. Such modifications should consider:

- Providing for height and setback transitions between new and existing residential buildings
- Providing appropriate upper-floor step backs along neighborhood streets
- Providing for appropriate height and setback transitions between commercial uses and the residential neighborhood
- Requiring an amount or percentage of ground level open space for new multi-family buildings



Transfer of Development Rights

- ① Architecturally/Historically Significant Building
- ② Unused Floor Area
- ③ Allowable Development
- ④ Allowable Development with Transfer of Development Rights

A Transfer of Development Rights (TDR) program encourages the preservation and conservation of historic, or culturally significant resources by allowing homeowners to sell their development rights.

- Requiring a centered courtyard on large lot development

Establish a Transfer of Development Rights Program

The City shall establish a TDR to encourage the preservation of significant landmark properties and character-defining structures such as courtyard housing.

(See chapter 2.3 Historic Preservation for further information.)

- Identify designated preservation zone(s) such as, but not limited to, the Downtown or a Neighborhood Conservation Overlay District—the sending area. Define historic preservation and courtyard housing preservation as a community benefit.
- Identify receiving areas such as boulevards, transit corridors, activity centers and the Mixed-Use Creative Districts identified in the LUCE.

- Identify how the market in TDRs would work, how valuation would be established, and how the City would approve the transfer of development rights.

- Identify when the permanently reduced development easement and the maintenance agreement would be recorded.

- Establish criteria for participation of courtyard housing in the program, possibly in conjunction with a Neighborhood Conservation Overlay District or as an individual structure.

- Create the legislation to implement the TDR program.

Establish a Neighborhood Comprehensive and Coordinated Parking Management Program

The City shall expand upon its existing programs to pursue all of the policies of the Parking section of the Circulation Element in



A comprehensive and coordinated parking management program includes constraining residential permits, providing access to commercial spaces, and ensuring that new development improves parking availability.



LUCE policies protect residential neighborhoods from the effects of nearby construction by requiring that construction vehicles steer clear of local streets where possible.

an integrated approach focused on residential neighborhoods. Implementation would be prioritized in areas with the greatest on-street parking scarcity, and with the greatest resident support, such as, but not limited to, portions of the Wilshire-Montana and Ocean Park neighborhoods.

Reduce Traffic Impact of Construction Vehicles

Establish policy limiting impact of construction vehicles on residential neighborhoods for large projects along major corridors and in mixed-use centers.

- Modify building permit applications for large projects to require a circulation plan for construction vehicles that requires use of the City's truck route network and avoids residential streets.
- Include a circulation plan as part of the pre-application phase of community outreach.
- Provide for appropriate enforcement resources.

Prepare Pattern Book

Prepare a pattern book to provide extensive illustrations and explanations of how to make sensitive modifications/additions to different housing types in the City.

- Specific chapters should be developed focusing on each of the City's eight neighborhoods.

- Building and alteration permits will be reviewed for consistency with identified neighborhood characteristics and the pattern book.

Establish Educational Programs

To expand awareness of the character-defining attributes of the City's neighborhoods, as well as the programs and regulations designed to protect them, establish a series of educational programs and materials directed toward:

- Real estate professionals
- Architects and developers
- New residents
- The community's youth and children

Develop a Neighborhood Improvement Program

In order to provide transparency and visibility of the neighborhood conservation effort, the City should develop a neighborhood improvement program for each of the City's neighborhoods that would describe City programs and infrastructure improvement actions that are planned for the intermediate-term and long-term periods in each neighborhood.

THE CITY'S NEIGHBORHOODS

Santa Monica's eight residential neighborhoods represent 96 percent of the City's land area and are the focus of the strong conservation measures of the LUCE. They each have unique identifying characteristics and exemplify what makes Santa Monica such a desirable place. From the City's origins as a beachfront and resort town to its present incarnation as an internationally recognized destination, the City has always drawn its charm and character from the quality of its residential areas.

The eight residential neighborhoods that are the focus of this chapter are: (1) North of Montana, (2) Wilshire-Montana (WilMont), (3) Pico, (4) Sunset Park, (5) Ocean Park, (6) Mid City, (7) Northeast, and (8) Downtown.

The location, character and key issues for these neighborhoods are discussed in detail on the following pages, along with goals and policies that are specific to each particular neighborhood. These goals and policies are in addition to citywide neighborhood goals and policies discussed previously. It is anticipated that a medley of both citywide and specific neighborhoods policies may be implemented. The LUCE recognizes that neighborhood-specific strategies and actions, developed in partnership with residents and property owners, are essential to maintain and enhance the City's neighborhoods.

SANTA MONICA'S RESIDENTIAL NEIGHBORHOODS



NORTH OF MONTANA

Location

The North of Montana neighborhood lies just north of Santa Monica's Montana Avenue shopping district and is bound by the City limit at Santa Monica Canyon to the north, the City limit at Centinela Avenue to the east where it borders Brentwood, Montana Avenue to the south, and Ocean Avenue to the west.



Neighborhood Character

Famous for its tree-lined streets and architecturally appealing homes, the North of Montana neighborhood is characterized as a peaceful residential area where large lots and pleasant landscaped avenues combine to form a quiet and secluded environment. It incorporates several sub-areas with distinct characteristics.

South of San Vicente Boulevard, typical lot sizes in North of Montana east of 7th Street range from 7,500 to 9,000 square feet. Large lots (and homes) are also common, particularly in the area known as Gillette's Regent Square, which derives its name from the inventor of the Gillette safety razor, King C. Gillette. Today it is an area of great architectural variety, containing some of the most picturesque homes in the Los Angeles area.

The Palisades Tract, the City's largest subdivision, is central to the development history of Santa Monica, and is distinguished by its large, older homes surrounded by substantial yards and gardens. Bounded by Ocean Avenue, Georgina Avenue, 7th Street and Palisades Avenue, the Palisades Tract contains four east-west streets along which most of the development is oriented.

North of San Vicente Boulevard is a residential area that typically consists of large, irregularly shaped lots that benefit from views of the Pacific Ocean, or scenic Santa Monica Canyon. This area combines exceptional architecture with unique landscape expressions. Several homes are noted as historically significant, and streets such as Adelaide Drive and La Mesa Drive are considered potential historic districts.

San Vicente Boulevard Garden Courtyard Apartments are concentrated along



Elegant single- and multi-family homes enjoy verdant natural surroundings in the North of Montana neighborhood.

picturesque and tree-lined San Vicente Boulevard between 7th Street and Ocean Avenue. A wonderful example of garden courtyard apartments, they are typically two to three stories in height and oriented around common courtyards that open up to San Vicente Boulevard. Styles range from the 1930s Streamline Moderne to the 1940s Minimal Tradition to the modern vernacular architecture



Architectural variety is celebrated in this area, which includes many historic homes built by well-known architects.

of the 1950s. This area was identified as significant in the 1983 citywide Historic Resources Inventory and again in 2002 in the *North of Montana Historic Resources Inventory Update*. The courtyard apartment is a uniquely Southern Californian architectural type. Ocean Avenue between the City's northern limit at Adelaide Drive to Montana Avenue includes

a narrow band of high-density multi-family structures ranging from two to six stories in height. The buildings in this portion of the City are oriented west, giving the occupants spectacular views of Palisades Park and the Pacific Ocean.

Montana Avenue, which defines the southern edge of the neighborhood, serves as its local retail, commercial and entertainment street. This commercial district also draws regional visitors who enjoy its many cafes and boutique stores.

North of Montana Neighborhood Vision

North of Montana continues to be a distinct residential neighborhood that provides for a diversity of lifestyles, activities and architectural expressions. The neighborhood's character is preserved and enhanced, and new construction is consistent with the scale and massing of adjacent structures. Historical homes and landscape features are preserved, and valued property types, like courtyard housing, is protected through a menu of neighborhood conservation approaches. Mature trees that form distinguished street corridors and contribute to the character of the neighborhood are preserved. Where parking supplies are limited, the City will seek to provide solutions that alleviate the impact on the neighborhood.



The Gillette Regent Square area contains a concentration of important residential structures that speak to Santa Monica's rich past.



Mature tree canopies and pleasantly landscaped parkways contribute to the distinctive character of the North of Montana neighborhood. These features should be preserved for future generations to enjoy.

NORTH OF MONTANA NEIGHBORHOOD GOALS AND POLICIES

In addition to the citywide neighborhood goals and policies identified earlier in this section, the following goals and policies apply to the North of Montana neighborhood.

GOAL N8: Protect, preserve and enhance the attributes of the North of Montana residential neighborhood and ensure compatible design.

POLICIES:

N8.1 Develop a program to encourage the protection of existing single family residential neighborhoods in the North of Montana neighborhood. Options that could be explored include the following citywide actions:

- Modifying development standards
- Developing a Neighborhood Conservation Overlay District
- Developing a pattern book

N8.2 Explore a range of opportunities to protect and conserve areas such as the Gillette Regent Square neighborhood area. Options that could be explored include:

- Designating those areas as historic districts based on required analysis
- Developing a Neighborhood Conservation Overlay District for these areas

N8.3 Develop a program to encourage the protection of the significant concentration of the character-defining courtyard buildings in the North of Montana neighborhood located between Ocean Avenue and 7th Street, bordered by San Vicente Place North to the north and Georgina Place North to the south. Options that could be explored include:

- Designating a Neighborhood Conservation Overlay District for this area designed to protect distinctive building features; distinctive landscape and streetscape features; and distinctive site planning features based on the analysis identified in the September 2009 report San Vicente Apartments: Courtyard Housing Study; or designating a San Vicente Historic Overlay District
- Applying modified demolition regulations to this area which include specific criteria to evaluate the demolition of courtyard buildings for: (a) their contribution to the neighborhood's distinctive character, (b) establishing that their demolition will not have an impact on the City's range of housing opportunities
- Establishing preservation incentives through a Transfer of Development Rights program: identifying this area as a designated "conservation area"; identifying conservation of courtyard housing as a specific community benefit; and identifying the receiving areas along boulevards, transit corridors, in activity center and in the Bergamot Transit Village and Mixed-Use Creative Districts

denotes sustainable policy



The San Vicente Courtyard Apartments study area is within the blue boundary; courtyard apartments are shaded in green. The San Vicente courtyard apartment cluster is an intact example of a unique Southern Californian architectural style.

- Revising new development design criteria to require a courtyard centered on large lot development to ensure that the resulting new development replicates the open courtyards that they are replacing
- Replacing non-courtyard buildings in the event that they are demolished in the Neighborhood Conservation Overlay District with new buildings that incorporate typical courtyard apartment plans, and with massing that is generally two stories, including ground floor open space
- Preserving site planning attributes of San Vicente Boulevard, including:
 - Protecting the landscaped median of San Vicente Boulevard, its coral trees and lawn—properly maintaining and replanting as needed
 - Preserving the pedestrian sidewalks lining the boulevard and the mature trees in the landscaped parkways
 - Maintaining consistent lot setbacks for new construction

N8.4 Maximize protections of the existing tree canopy that lends distinction to the North of Montana neighborhood. Options that could be explored include:

- Identification of street trees that contribute to the unique character of the neighborhood
- Identification of trees on residential property that contribute significantly to neighborhood character
- Developing a program of protections which may include specific conservation measures and restrictions

WILSHIRE-MONTANA

Location

Wilshire-Montana (WilMont), the City's largest multi-family neighborhood, is conveniently nestled between the commercial corridors of Montana Avenue to the north, 21st Street to the east, Wilshire Boulevard to the south, and Ocean Avenue to the west. The neighborhood includes a variety of building types, architectural styles, densities and amenities.



Neighborhood Character

The Wilshire-Montana neighborhood includes many of the City's memorable cultural, architectural and geographical characteristics—from the bluffs of Palisades Park to the palm tree-lined avenues and the grand apartment hotels dating back to the 1920s and 1930s. The interplay between West Wilshire's residential buildings and the idyllic Southern California outdoor environment makes the neighborhood a highly desirable place to live.

Along its western edge at Ocean Avenue, luxury hotels and high-density condominiums possess enviable views of Palisades Park and the Pacific Ocean as well as easy connections to the Santa Monica Beach and Downtown.

East of 4th Court, residential density decreases slightly as does the makeup of the architectural collection. Residences comprise an assortment of early 20th century single family homes and bungalows together with duplexes, mid-century courtyards and hotel-style apartments common to Southern California. These are set amongst 21st century homes and condominiums designed in a variety of contemporary styles. Found among the residential areas are numerous places of worship, private schools and child care services. The area is also home to National Blue Ribbon Award-winning Lincoln Middle School.



Wilshire Montana (WilMont) is home to a wide variety of building types and architectural styles. It is also richly endowed with parks, open space and areas of historical and cultural interest.



The WilMont neighborhood contains a wide array of housing, ranging from small-scale California bungalow courts to elegant multi-family apartment buildings.

of the neighborhood. New or rehabilitated development is consistent with the scale and mass of existing adjacent structures and with the surrounding neighborhood context. Adequate parking availability for residents, guests and retail businesses is managed through aggressive parking demand strategies. Improvements to street lighting, sidewalks, parkway strips and street trees enhance the aesthetic quality of WilMont, and encourages walking, biking and social interaction throughout the area.

Throughout the entire WilMont neighborhood, an orderly grid pattern consisting of sidewalks, parkways, and rows of mature trees make it pedestrian-friendly. Bicyclists also enjoy the bicycle lane along California Avenue, allowing an easy route to the ocean, schools and parks.

Wilshire-Montana Neighborhood Vision

Wilshire-Montana continues to offer a wide range of housing options, from small-scale California bungalows and courtyard apartment buildings to higher-density townhomes and condominiums to ensure diversity in the demographic composition



The LUCE addresses WilMont's parking and traffic issues by expanding management options of parking resources and by considering traffic calming measures on local streets.



LUCE policies seek to protect existing single and multi-family residential properties in the WilMont neighborhood. Among the strategies are revised demolition regulations, increased public input and conservation incentives.

WILSHIRE-MONTANA NEIGHBORHOOD GOALS AND POLICIES

In addition to the citywide neighborhood goals and policies identified earlier in this section, the following goals and policies apply to the Wilshire-Montana neighborhood.

GOAL N9: Protect, preserve and enhance the Wilshire-Montana residential neighborhood, and ensure available parking and compatible design.

POLICIES:

N9.1 Prioritize the Wilshire-Montana neighborhood, or a portion of the neighborhood, for implementation of Neighborhood Parking Management techniques identified in the Parking section of the Circulation Element. Implementation shall include a neighborhood outreach program and various policies on a trial basis.

N9.2 Expand management options for residential parking permit districts in order to increase on-street parking availability for Wilshire-Montana residents and detailed in the Circulation Element. Specific options to be explored in Wilshire-Montana include:

- Consider allowing overnight parking at metered spaces on commercial streets by limiting restrictions aimed at street sweeping to specific days rather than all weekdays.

- Exclude new residential buildings that provide their own parking from participating in existing residential permit programs.

- Once distribution of residential permits is constrained, consider means to expand on-street parking supply, such as adding diagonal parking on streets with sufficient width and not part of the bicycle network.

- On residential streets abutting commercial areas, provide pay-and-display machines for visitors, setting the price so that employees are discouraged from parking all day.

N9.3 Facilitate, via market mechanisms, the efficiency of existing off-street parking and make the parking available to Wilshire-Montana residents, particularly those with insufficient on-site parking. Options that could be explored include:

- Facilitate a community shared parking program for joint use of church, school, or office parking during evening/weekend hours.
- Consider leasing privately owned lots to facilitate additional parking availability to residents.
- As funding allows, consider an online residential parking rental service, matching residents who need off-street parking with those who have excess off-street parking. By helping to create a market for residential off-street parking, some residents may be encouraged to remove non-vehicular storage from their garages.

(See chapter 4.0 Circulation Element for further information.)

N9.4 Investigate ways to reduce the volume of cut-through traffic on the residential streets in the Wilshire-Montana neighborhood. Options that could be explored include:

- Considering traffic calming measures on some local residential streets
- Routing construction vehicles to major avenues and boulevards
- Limiting commercial employee and customer on-street parking in the residential neighborhood

N9.5  Develop a program to encourage the protection of existing single family and multi-family residential properties in the Wilshire-Montana neighborhood. Options that could be explored include the following citywide actions:

- Modifying development standards
- Developing a Neighborhood Conservation Overlay District
- Modifying demolition regulations
- Establishing a Transfer of Development Rights program for historic properties and City-identified courtyard housing
- Developing a pattern book

N9.6 Develop a neighborhood improvement program for the Wilshire-Montana



The Wilshire-Montana neighborhood will continue to offer a wide range of housing options to ensure diversity in the demographic composition of the neighborhood. New or rehabilitated development will be consistent with the scale and mass of existing structures, and with the surrounding neighborhood context.

neighborhood that would describe city programs and infrastructure improvement actions that are planned for the intermediate-term and long-term periods. The improvements could include street lighting, sidewalks, park strips and street trees.

GOAL N10: Ensure that walking and bicycling are safe and comfortable on all Wilshire-Montana streets at all times of day.

POLICIES:

N10.1  Implement the Wilshire-Montana neighborhood bicycle and pedestrian actions and policies detailed in the Circulation Element.

PICO

Location

The Pico neighborhood is located in the central part of the City, adjacent to Santa Monica's industrial areas to the north and sharing Pico Boulevard with the residents of Sunset Park to the south. Its northern borders are geographically defined by Colorado Avenue between Centinela Avenue and 20th Street, and by Santa Monica Boulevard between 19th Court and Lincoln Boulevard. Centinela Avenue defines the eastern boundary, Pico Boulevard the southern boundary and Lincoln Boulevard defines the western boundary.



Neighborhood Character

The Pico neighborhood has a rich cultural heritage and social diversity. Named for Pio Pico, the last Governor of Mexican California before it became part of the United States, the community draws its identity from a rich ethnic and cultural history that is evident in its lively parks and open spaces.

Home to Virginia Avenue Park, Stewart Street Park, Memorial Park, Euclid Park and Woodlawn Cemetery, the neighborhood has expansive open spaces for community activities, and passive enjoyment. The low-scale character of the neighborhood fosters a strong sense of community. The neighborhood is also home to Santa Monica College's main campus, an active place of learning and interaction.

This neighborhood strives to maintain its culturally diverse and family-oriented resident base in the face of increasing redevelopment pressure. Maintaining the character of the community and diversity of residents, as well as continuing the commitment to improve the quality of affordable housing are all important to this community and the City. New investment interest in some of the community's multi-family structures and older single family homes has addressed issues of vacant or poorly-maintained sites, and should foster the community's other important values.



The Pico neighborhood is home to a diverse range of people who frequently gather at Virginia Avenue Park to interact and celebrate.



Interior courtyards and public open space amenities are desirable aspects of the Pico neighborhood.



Pico neighborhood: This mural is painted on a neighborhood teen center and depicts the area's rich cultural and historic background.

Pico Boulevard plays an important role in the neighborhood. It serves a twin role as a neighborhood-serving street and a major boulevard. The City has made significant investments along Pico Boulevard in the last decade, including streetscape improvements (median, landscape, and signature lighting) and renovation and expansion of Virginia Avenue Park, including the popular farmer's market.

Pico Neighborhood Vision

The Pico neighborhood maintains its culturally and economically diverse character by employing a variety of neighborhood conservation programs, including striving to maintain affordable housing units, thereby retaining long-term residents and social diversity. New or rehabilitated development is consistent with the scale and mass of existing adjacent structures and with the surrounding neighborhood context. Owners of vacant or neglected properties are encouraged to convert their properties into uses that benefit the community.

The quality and character of Pico Boulevard is enhanced with additional neighborhood-serving retail, amenities and services in addition to streetscape enhancements like wider sidewalks and land transit facilities. A new library in Virginia Avenue Park serves all residents. Businesses, residents and school facilities have sufficient parking resources and adhere to parking demand programs to reduce the impact on the surrounding neighborhood.

New north-south connections throughout the Pico neighborhood, particularly over the I-10 Freeway, promote crosstown circulation as well as access to and from the area. Enhanced bicycle and pedestrian connections will strengthen Pico Boulevard.



Infrastructure improvements to streets, sidewalks and landscaping enhance the neighborhood livability. In the artist rendering above, Pico Boulevard features local services and amenities, an enhanced streetscape and facilities for multi-modal transportation.

PICO NEIGHBORHOOD GOALS AND POLICIES

In addition to the citywide neighborhood goals and policies identified earlier in this section, the following goals and policies apply to the Pico neighborhood.

GOAL N11: Provide protections to the Pico neighborhood and Pico Boulevard through an area planning process.

POLICIES:

N11.1 Prioritize the Pico residential neighborhood and its adjacent commercial Pico Boulevard for the preparation of an area plan designed to address key neighborhood issues and implement solutions.

N11.2 To implement the goals and policies outlined in the Boulevards Chapter for Pico, consider a program to reinvest in the north side of Pico Boulevard between 17th Street and Virginia Avenue Park , between Cloverfield and 28th Street, and 31st Street to Centinela as

a low-scale Neighborhood Commercial mixed-use area to improve access to local services and address commercial parking issues. This program could include:

- A public/private reinvestment partnership including the City, Pico Improvement Organization and local business representatives and Santa Monica College representatives to facilitate the consolidation of lots and recruitment of appropriate local-serving uses.
 - Analyzing the feasibility of locating a bank and post office in this area to serve local residents
 - Providing student-oriented housing, and encouraging workforce housing development for SMC faculty and support staff
 - Encouraging of local family restaurants to be used as alternatives to fast food restaurants
 - Encouraging family-friendly services and a reduction in the number of liquor stores
 - Implementing TDM programs to address circulation and parking challenges
 - Promoting a viable, vibrant boulevard with active street frontages
- N11.3** Improve multi-family housing facilities in the Pico Neighborhood, preserve housing opportunities, and provide for community gardens.
- N11.4** Explore options and incentives to encourage better exterior maintenance of multi-family housing serving low-and moderate-income residents. An option that could be explored is

the expansion of the low-interest rehabilitation loan program to improve the exterior façade of poorly-maintained multi-family properties and improve conditions for rent-controlled unit tenants. Establish criteria for qualifying structures, which might include:

- Creation of a Neighborhood Conservation Overlay District
- Documentation of housing opportunities for low-and moderate-income households including seniors and the disabled
- Development of a City-facilitated leasing program of long-term vacant lots for use as community gardens

N11.5  Develop a program to encourage the protection of existing single family and multi-family residential properties in the Pico neighborhood and preserve its character. Options that could be explored include the following citywide actions:

- Modifying development standards
- Developing a Neighborhood Conservation Overlay District
- Establishing a Transfer of Development Rights program for historic properties and City-identified courtyard housing
- Modifying demolition regulations
- Developing a pattern book

N11.6  Acknowledging the historic burden on the Pico Neighborhood of community and regional infrastructure, evaluate future development changes in terms of environmental justice and cumulative impact. This could include:

- Minimizing further facility and infrastructure burdens;
- Further protecting residents from air, water, and soil pollution associated with existing infrastructure uses; and
- Pursuing opportunities for increased green space, parks, and community gardens.

GOAL N12: Ensure that walking and bicycling are safe and comfortable on all Pico neighborhood streets at all times of the day, and improve the appearance and quality of locations where streets terminate because of the freeway or transit right-of-way.

POLICIES:

N12.1  Implement the Pico neighborhood policies and actions detailed in the Circulation Element. Implementation of the Michigan Avenue "Bicycle Boulevard"/Safe Routes to School and improved pedestrian crossing at Lincoln/Michigan and along Pico at Santa Monica College should be prioritized.

N12.2  Improve the appearance and quality of residential street ends adjacent to the I-10 Freeway. Options could include:



Pico Area Plan: The LUCE encourages an area planning process to address neighborhood priorities like providing local services that are accessible on foot or by bicycle.

- Landscaping street ends
- Adding plantings along freeway fencing/walls
- Discouraging trash and inappropriate long-term parking through monitoring and maintenance

N12.3 Develop a neighborhood improvement program for the Pico neighborhood that would describe City programs and infrastructure improvement actions that are planned for the intermediate-term and long-term periods. These improvements could include street lighting, sidewalks, street trees and marked pedestrian crossings.

SUNSET PARK

Location

Sunset Park is one of the largest residential neighborhoods in Santa Monica, bound by Pico Boulevard to the north, the eastern City limits, the southern City limits, and Lincoln Boulevard to the west.



Neighborhood Character

Sunset Park enjoys a rich history steeped in local and international events. The expansion of the Douglas Aircraft Company during the 1930s sparked a building boom in southeast Santa Monica; the area immediately surrounding tiny Sunset Park at 17th Street and Ashland Avenue expanded to include the entire area south of Pico Boulevard and east of Lincoln Boulevard. During World War II, the Sunset Park area witnessed a dramatic change as thousands of war-related production jobs sprang up in Santa Monica and surrounding areas. In response, builders constructed hundreds of housing units to meet the growing demand from blue-collar and middle-class workers. These developments made Sunset Park a suburban community for working individuals and families.

Sunset Park has matured into a distinct neighborhood featuring schools, parks, small businesses and employers. Its development pattern is comprised of orderly single family homes with deep front setbacks oriented to quiet tree-lined streets. Some areas contain a limited number of multi-family buildings, as well as one- and two-story courtyard apartments.



The smaller single family homes of Sunset Park reflect the area's history as a working class residential neighborhood.

The neighborhood is walkable, and it contains two preschools, two elementary schools, a middle school, Fairview Library, parks, family-owned neighborhood-serving restaurants and businesses, and two grocery stores.

Based on topographical and zoning patterns, the Sunset Park neighborhood contains two sub-areas: Sunset Park South and Sunset Park North. Sunset Park South contains the majority of the neighborhood's single family homes but also provides some multi-family housing. Sunset Park North demarcated by Lincoln Boulevard east to 16th Street and Pico Boulevard south to Ocean Park Boulevard, offers a mix of low-density multi-family and single family housing options. Many of the hillside homes south of Ocean Park Boulevard have scenic views of Marine Park, Penmar Golf Course, Marina del Rey and the ocean. Many streets are lined with beautiful trees.

Sunset Park is serviced by three commercial corridors: Pico Boulevard, which it shares with residents of the Pico neighborhood, Ocean Park Boulevard and Lincoln Boulevard.



Sunset Park enjoys many shady tree-lined streets that add to neighborhood character and walkability.

Sunset Park Neighborhood Vision

Sunset Park maintains its semi-suburban character and continues to provide distinct single and multi-family housing opportunities. New or rehabilitated development, particularly on the adjacent boulevards is sensitive to the scale and mass of existing structures and with the surrounding neighborhood context. Character-defining features, like mature street trees, are preserved to perpetuate the quality of Sunset Park's outdoor environment.

Traffic congestion and parking issues—especially as they relate to Santa Monica College—are mitigated by a mixture of transportation and parking demand management programs to reduce the impact of cut-through traffic and parking shortages. The mixture of neighborhood-serving amenities near residential areas along Pico and Ocean Park Boulevards features a range of retail, dining and entertainment options and is easily accessible by foot, bicycle or car.



Conserving and protecting the quality and character of Sunset Park's single and multi-family housing stock is a primary objective of the LUCE.



The LUCE seeks to preserve character-defining features of the Sunset Park neighborhood, such as its mature street trees.

SUNSET PARK NEIGHBORHOOD GOALS AND POLICIES

In addition to the citywide neighborhood goals and policies identified earlier in this section, the following goals and policies apply to the Sunset Park neighborhood.

GOAL N13: Protect, preserve and enhance the Sunset Park residential neighborhood and ensure compatible design.

POLICIES:

N13.1 Develop a program to encourage the protection of existing single family and multi-family residential properties in the Sunset Park neighborhood. Options that could be explored include:

- Developing a pattern book
- Modifying development standards
- Developing a Neighborhood Conservation Overlay District in areas such as, but not limited to:
 - Areas that could be identified in the citywide Historic Resources Inventory Update
 - Bryn Mawr neighborhood
 - Multi-family courtyard buildings
- Modifying demolition regulations
- Establishing a Transfer of Development Rights program for historic properties and City-identified courtyard housing

- Exploring the benefits and impacts of modifying development regulations to allow existing single family garage conversions to other uses

- Analyzing the benefits and impacts of allowing tandem and otherwise non-independently accessible single family residential parking spaces on a driveway to meet the parking requirement

N13.2 Maximize protection of the existing tree canopy which lends such distinction to the Sunset Park neighborhood. Options that could be explored include:

- Identifying street trees that contribute to the unique character of the neighborhood
- Developing a program of protections which may include specific conservation measures and restrictions

GOAL N14 Ensure adequate parking availability for residents on residential streets at all times of day.

POLICIES:

N14.1 Prioritize the Sunset Park neighborhood, especially the area around Santa Monica College, for implementation of Neighborhood Parking Management techniques identified in the Parking section of the Circulation Element. Implementation shall include a neighborhood outreach program and various policies on a trial basis.



New parking management strategies provide increased options for residents in Sunset Park. Enhanced alternatives to driving are also promoted in the LUCE.

N14.2 Expand management options for the residential parking permit district in order to increase on-street parking availability for Sunset Park residents, as detailed in the Circulation Element. Specific options that should be explored in Sunset Park include:

- Excluding new residential buildings that provide their own parking from participating in existing residential permit programs
- Eliminating the one or two hours of free parking allowed, and instead creating mechanisms for residents to easily purchase guest permits
- Providing pay-and-display machines for visitors and students, and setting the prices so that visitors and students are discouraged from parking all day

GOAL N15: Reduce the impacts of through traffic on residential streets.

POLICIES:

N15.1 Strive to reduce the impacts on residential streets in Sunset Park by managing the major boulevards and avenues so that they provide shorter travel times than parallel avenues or neighborhood streets. Options that could be explored include:

- Prioritizing traffic calming treatments on residential streets with high traffic speeds and/or high volumes of through traffic
- Investigating feasibility with Big Blue Bus and Santa Monica College of consolidated drop-off points along Pico Boulevard

- Coordinating with Santa Monica College to mitigate impacts of garage access from alleyways near residential properties
- Coordinating with Los Angeles to improve Centinela Avenue traffic flow at the I-10 Freeway to better manage peak period surges

GOAL N16: Locate local services and amenities within walking distance of the Sunset Park neighborhood.

POLICIES:

N16.1 Foster the provision of enhanced local services and amenities to serve the residents of the Sunset Park neighborhood. Options that could be explored include:

- Establishing a City program to reinvest in the north side of Pico Boulevard between 17th Street and Virginia Avenue Park
- Continuing to support and enhance the existing neighborhood-serving retail on Pico and Ocean Park Boulevards

GOAL N17: Ensure that walking and bicycling are safe and comfortable on Sunset Park streets at all times of day.

POLICIES:

N17.1 Implement the Sunset Park policies and actions detailed in the Circulation Element. Implementation of the bicycle facility through the Santa Monica College campus along the 17th Street corridor should be prioritized.

OCEAN PARK

Location

The Ocean Park neighborhood is located at the City's southwest border, neighboring Venice in the City of Los Angeles, the Santa Monica Civic Center and the Pacific Ocean. The neighborhood is bounded by Pico Boulevard to the north, Lincoln Boulevard to the east, the southern City limit to the south and the Pacific Ocean on the west.



Neighborhood Character

One of the City's oldest neighborhoods, Ocean Park sprang to life at the turn of the 20th century when land developer Abbot Kinney bought a sandy strip of land in Santa Monica's southwestern edge and began building roads, homes, parks and piers. Because of its history and location, the Ocean Park neighborhood has developed a distinct identity that residents characterize as the "other Santa Monica,"—a diverse and eclectic beach community in the middle of a thriving urban environment.

Ocean Park is largely a residential neighborhood that can be viewed as three sub-areas: Ocean Park proper, South Beach (South Neilson), and the Borderline area (a small enclave along the City's border with Los Angeles, east of Highland Avenue, and west of Lincoln Boulevard). All three sub-areas contain a mixture of residential building types that range from older single family homes, duplexes and triplexes to 1970s-era multi-family developments. The Ocean Park neighborhood is also home to a fine collection of Craftsman, Mediterranean and Modernist International style structures, some of which are located within the Third Street Neighborhood Historic District.



The Ocean Park neighborhood is one of the city's oldest residential areas, and it features many fine historic homes.



Hotchkiss Park has been an Ocean Park oasis for generations of people who enjoy taking in the ocean views or relaxing on the expansive turf.



The Edgemar Complex on Main Street provides the community with a vital gathering space.



Main Street: Local businesses cater to locals and visitors from all over. Boutique shops, restaurants and specialty businesses combine to make Main Street a beloved neighborhood street.



The South Beach area, pictured above, is reminiscent of Ocean Park's heritage as a small beach-oriented neighborhood. Small homes with lots of character exist in many areas of Ocean Park.

Ocean Park Neighborhood Vision

Ocean Park continues to be an eclectic residential neighborhood and maintains its identity as a beach-oriented community with close ties to neighboring Venice. The neighborhood benefits from a balanced approach toward preservation and conservation that emphasizes maintenance of existing multi-family housing. New or rehabilitated development is sensitive to the scale and mass of existing adjacent structures and with the surrounding neighborhood context. New pedestrian and bicycle enhancements facilitate nonmotorized transit through the neighborhood and to the beachfront, and additions to the community forest provide green relief, shade and environmental benefits. Parking shortages and cut-through traffic issues are resolved through transportation and parking demand management strategies. The South Beach neighborhood character benefits from neighborhood conservation strategies designed to maintain the historic character of this area.

Many of the older beach houses and Craftsman structures are located in the South Beach area, which is reminiscent of the neighborhood's fabric at the beginning of the 20th Century.

In the heart of Ocean Park is Main Street, a neighborhood commercial street that is home to many boutiques, restaurants and neighborhood-serving businesses. Like Montana Avenue, Main Street has both local and regional appeal, providing an eclectic mix of activities that is unique to Southern California.

OCEAN PARK NEIGHBORHOOD GOALS AND POLICIES

In addition to the citywide neighborhood goals and policies identified earlier in this section, the following goals and policies apply to the Ocean Park neighborhood.

GOAL N18: Protect, preserve and enhance the Ocean Park residential neighborhood and ensure compatible design.

POLICIES:

N18.1  Develop a program to encourage the protection of existing single family and multi-family residential properties in the Ocean Park neighborhood. Options that could be explored include:

- Developing a pattern book
- Modifying development standards
- Developing a Neighborhood Conservation Overlay District
- Modifying demolition regulations
- Revising and updating the Ocean Park Neighborhood Development Guide. Review the OP design standards to ensure that new development criteria are achieving the goals of existing neighborhood character and architectural styles
- Reviewing commercial development standards for the length of Main Street and

consider modifications to ensure that new development is compatible with the adjacent residential neighborhoods

- Ensuring appropriate transitions in scale and height, with step downs toward the neighborhood
- Considering design guidelines for new commercial development

N18.2  Provide additional protections for areas within Ocean Park with distinctive groupings of character-defining structures, such as, but not limited to the South Beach area and the Borderline area. Options could include:

- Requiring architectural review of development application projects focusing on scale and massing and architectural details to ensure compatibility with neighborhood character
- Designating areas as Neighborhood Overlay Conservation Districts
- Designation as a Historic District

GOAL N19: Manage the parking system to ensure adequate supply and availability to residents and mitigate impacts of visitors and employees.

POLICIES:

N19.1 Prioritize the Ocean Park neighborhood or a portion of the neighborhood for implementation of Neighborhood Parking Management techniques identified in the



Through improved controls and regulations, the LUCE seeks to protect, preserve and enhance the Ocean Park residential neighborhood, and ensure compatible design.

Parking section of the Circulation Element. Implementation shall include a neighborhood outreach program and various policies may be implemented on a trial basis.

N19.2 Expand management options for the residential parking permit district in order to increase on-street parking availability for Ocean Park residents and their guests, and limit on-street parking by beach visitors and retail business customers. At the same time, the City should provide parking options for beach visitors and business customers of Main Street businesses. Options that could be explored, in addition to those in the Circulation Element include:

- Prioritizing the residential streets adjacent to Main Street for implementation of Neighborhood Parking Management program improvements to provide greater flexibility in developing pilot parking program solutions
- Establishing an effective employee off-site parking program
- Providing shared parking arrangements for new buildings
- Managing the parking inventory through such approaches as Real Time Electronic Space Availability signs for adjacent public lots, better public directional signage appropriately located on Main Street; and consolidated pay stations for meter spaces
- Excluding new residential buildings that provide their own parking from participating in existing residential permit programs
- Eliminating the one or two hours of free parking allowed, and instead creating mechanisms for residents to easily purchase temporary guest permits
- Providing pay-and-display machines for visitors on the most impacted residential streets priced so that visitors are discouraged from parking all day
- Providing shuttle service to bring beach visitors from parking garages to the beach

GOAL N20: Reduce the impact of through traffic on residential streets.

POLICIES:

- N20.1**  Recognized streets and sidewalks



***Improving the pedestrian and bicycle environment in the Ocean Park neighborhood is highly desirable.** The LUCE also seeks to increase the tree canopy in this area, putting the “park” back in Ocean Park.*

as important green open space with improved quality and enhanced connectivity for bicyclists and pedestrians.

N20.2 Strive to manage the major boulevards and avenues so that they provide shorter travel times than parallel minor avenues or neighborhood streets, and implement traffic calming measures on residential streets.

GOAL N21: Ensure that walking and bicycling are safe and comfortable on Ocean Park streets at all times of day.

POLICIES:

- N21.1**  Implement the Ocean Park neighborhood improvements in the Circulation Element, including the Shared Streets program.

GOAL N22: Improve the existing tree canopy in the Ocean Park neighborhood.

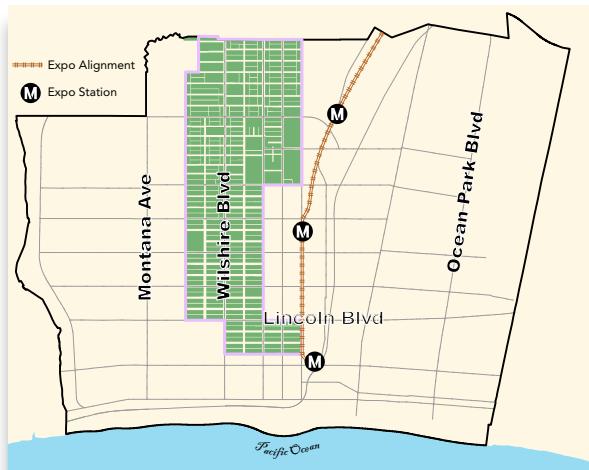
POLICIES:

- N22.1**  Use the City’s new inventory of trees to identify streets and areas in need of more plantings. Such areas might include: a) Hill Street and surrounding area, and b) Neilson Way.

MID-CITY

Location

Mid-City is geographically defined by Washington Avenue to the north, Centinela Avenue to the east, Colorado Avenue (adjacent to the industrial areas) and Santa Monica Boulevard to the south and 5th Street to the west. The area to the east of this neighborhood connects central Santa Monica to the West Los Angeles area, while the area to the west is a dense urban area characterized by its wide variety of architectural styles.



Neighborhood Character

The Mid-City neighborhood is composed of two sub-areas: Mid-City East—an area defined by Wilshire Boulevard to the north, Centinela Avenue to the east, Colorado Boulevard to the south and 25th Street to the west (including two small residential blocks of Berkeley and Franklin Streets)—and Central City which occupies land in the core of Santa Monica.

The residential component of the Mid-City neighborhood is made up of a large number of well maintained mid-20th century apartments. More recent 21st century contemporary Californian Spanish-Mediterranean and modern design styles are also woven into the architectural fabric. A number of single family homes remain as well—there are California bungalows and duplexes sprinkled throughout the area.

Mid-City is intersected by three major boulevards (Broadway, Santa Monica Boulevard and Wilshire Boulevard), and has an array of neighborhood- and regional-serving businesses and amenities within a short walk of most homes. The commercial services not only provide the neighborhood with products and services, but they also offer an assortment of employment opportunities for area residents.



Multi-family structures come in all varieties and provide housing opportunities for individuals and families. Well-sized streets are furnished with trees, sidewalks and curbside parking.

A significant feature of Mid-City is Santa Monica's medical industry, which is anchored by Santa Monica-UCLA Medical Center and Saint John's Health Center. These large complexes draw thousands of workers and patients to their locations every day.



A mix of housing types, architectural styles and neighborhood amenities, like the Santa Monica Community Garden on Park Avenue, contributes to the diversity of Mid-City's urban fabric.

Mid-City Neighborhood Vision

The Mid-City neighborhood continues to offer a range of housing types for a wide range of income levels. New or rehabilitated development is sensitive to the scale and mass of existing adjacent structures and with the surrounding neighborhood context. Commercial development on the boulevards transitions in height and intensity so as not to disrupt the residential character of the neighborhood. Residential neighborhoods adjacent to proposed districts benefit from additional conservation measures designed to protect the neighborhood quality of life. Mature trees and other forms of landscaping are preserved, and improvements to street lighting, sidewalks, parkways and other features enhance livability. Parking demand management programs are initiated to provide residents and businesses alike with sufficient resources.

MID-CITY NEIGHBORHOOD GOALS AND POLICIES

In addition to the citywide neighborhood goals and policies identified earlier in this section, the following goals and policies apply to the Mid-City neighborhood.

GOAL N23: Protect, preserve and enhance the Mid-City residential neighborhood and ensure compatible design.

POLICIES:

N23.1  Develop a program to encourage the protection of existing single family and multi-family residential properties in the Mid-City neighborhood. Options that could be explored include the following citywide actions:

- Developing a pattern book.
- Modifying development standards
- Modifying demolition regulations
- Establishing a TDR program for historic properties and courtyard housing

N23.2 Provide additional protections for areas within Mid-City that are adjacent to the proposed Healthcare District and the Mixed-Use Creative District. Such protections could include:

- Protections for the neighborhood in the development of the *Healthcare Specific Plan* and the Area Plan for the Mixed-Use Creative District Area Plan

■ Working with the Santa Monica-UCLA Medical Center and Saint John's Health Center on the development of a comprehensive circulation and parking strategy for the districts, employing aggressive Transportation Demand Management programs to mitigate potential impacts on adjacent residential neighborhoods and providing enhanced parking enforcement in the neighborhoods

- Designating adjacent residential areas as Neighborhood Conservation Overlay Districts
- Requiring clear edges and additional landscaping between the districts and the neighborhoods
- Increasing connectivity between the districts and the neighborhoods through enhanced pedestrian and bicycle facilities
- Ensuring that streets and sidewalks are recognized as important green open space with improved quality and enhanced connectivity

N23.3 Develop a neighborhood improvement program for the Mid-City neighborhood that would describe City programs and infrastructure improvement actions that are planned for the intermediate-term and long-term periods. The improvements could include street lighting, sidewalks, and street trees.

GOAL N24: Ensure that walking and bicycling are safe and comfortable on all neighborhood streets at all times of day.

POLICIES:

N24.1  Implement the Mid-City neighborhood improvements detailed in the Circulation Element.



The Mid-City neighborhood includes Saint John's Health Center. The LUCE makes a point of recommending appropriate transitions in scale and mass to preserve access to light and air.

 denotes sustainable policy



A mix of housing types, including courtyard apartments, defines the Mid-City neighborhood as an area of the City where individuals and families can live in a variety of settings.

NORTHEAST

Location

The Northeast neighborhood is bounded by Montana Avenue on the north, Centinela Avenue on the east, Wilshire Boulevard on the south, and 21st Street on the west.



Neighborhood Character

The Northeast residential neighborhood features mostly single family homes with a small mix of multi-family buildings that rim the Wilshire commercial corridor. Residents of Northeast enjoy a quiet suburban environment, enhanced by a natural tranquility that stems from their mature tree-lined and beautifully landscaped boulevards and avenues as well as a lack of intense traffic and automobile noises. Residents of this neighborhood have access to a wide range of amenities that support a variety of lifestyles. The neighborhood is served by commercial facilities located on Wilshire Boulevard at its southern edge.

Northeast Neighborhood Vision

The Northeast neighborhood maintains its suburban character and charm, and continues to provide safe and comfortable housing options that conform to neighborhood scale, architectural quality, pedestrian orientation and context. Mature trees in the public right-of-way that contribute to the character of the neighborhood are preserved. Cut-through traffic stemming from Wilshire Boulevard and Centinela Avenue is reduced through a variety of parking and TDM programs. Commercial development activities on Wilshire transition in height and intensity so as not to disrupt the residential character of the neighborhood.



The Northeast neighborhood features comfortable homes within close proximity to services and amenities.

NORTHEAST NEIGHBORHOOD GOALS AND POLICIES

In addition to the citywide neighborhood goals and policies identified earlier in this section, the following goals and policies apply to the Northeast neighborhood.

GOAL N25: Protect, preserve and enhance the Northeast residential neighborhood and ensure compatible design.

POLICIES:

N25.1 Develop a program to encourage the protection of existing single family and multi-family residential properties in the Northeast neighborhood. Options that could be explored include:

- Developing a pattern book
- Modifying development standards
- Developing a Neighborhood Conservation Overlay District
- Modifying demolition regulations

N25.2 Provide additional protections for areas within the Northeast neighborhood that are adjacent to Wilshire Boulevard. Such protections could include:

- Designating adjacent residential areas as Neighborhood Conservation Overlay Districts

- Requiring clear edges and additional landscaping between the districts and the neighborhoods
- Increasing connectivity between the districts and the neighborhoods through enhanced pedestrian and bicycle facilities
- Recognizing streets and sidewalks as important green open space with improved quality and enhanced connectivity

N25.3 Maximize protections of the existing tree canopy which lends such distinction to the Northeast neighborhood. Options that could be explored include:

- Identifying of street trees that contribute to the unique character of the neighborhood
- Developing a program of protections which may include specific conservation measures and restrictions

N25.4 Expand management options for the residential parking permit district in order to increase parking availability for Northeast residents. Options that could be explored are included in the Circulation Element.



Views from Franklin Hill in the Northeast neighborhood extend to the Pacific Ocean, downtown Los Angeles and the Santa Monica Mountains.

denotes sustainable policy

DOWNTOWN

Location

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



Neighborhood Character

As the economic and cultural heart of the City, Santa Monica's Downtown is the center of transportation, commerce and entertainment. It is best characterized as a vibrant mixed-use, pedestrian-oriented urban center with amenities ranging from retail, dining and entertainment to office, tourist and residential. A detailed description of Downtown's comprehensive mix of uses can be found in the Districts chapter.

While commercial development has largely characterized the identity of the Downtown throughout the City's history, residential and mixed-use buildings have always been a part of the urban fabric. In the tradition of many early American cities, the development of retail buildings in Downtown Santa Monica was often accompanied with residential units above the ground level. The Criterion building located at 3rd and Arizona (built in 1924) is an intact example of this building type. Despite this early pattern of mixed-use development, the construction of residential units in the Downtown waned as speculators subdivided large tracts of land in what are now the City's residential neighborhoods.

An emphasis on transforming Downtown into an urban neighborhood was not revisited until the adoption of the 1986 *Third Street*



Downtown Santa Monica is home to many mixed-use buildings, including the historic Criterion Building constructed in 1924.



Over 90 percent of the mixed-use buildings built in Santa Monica over the last decade have been in the Downtown. Above is 503 Colorado, a 100 percent affordable housing project that is also a green building.



Downtown continues to evolve into an exciting urban neighborhood that features distinctive architecture, local services, and access to everything Santa Monica has to offer.



Active ground floor uses contribute to Downtown's livability, energy and completeness.

Mall Specific Plan. This plan was intended to reverse the pattern of decline, deterioration and disinvestment which had characterized the downtown core area since the 1960s. The plan focused on providing a diversity of uses, activities, business and job opportunities, and underlined the need for a pedestrian-oriented, mixed-use, open-air environment. An update in 1996 provided significant incentives for the development of housing.

Since the late 1980s, the Downtown has made a comeback as an active and vital urban neighborhood and as a major area for new residential growth. From 1995–2005 roughly one third of all multi-family housing and over 90 percent of the mixed-use units built in Santa Monica were located in the Downtown. Focused primarily along 5th, 6th and 7th Streets, new residential and mixed-use projects have transformed this area into an attractive neighborhood featuring buildings with diverse architectural styles, landscaping and, in many cases, ground floor retail. The redevelopment of Santa Monica Place and the relatively low intensity of some parcels suggest the continued evolution of this area.

Downtown Neighborhood Vision

The Downtown neighborhood continues to evolve into a mixed-use urban center featuring a wide variety of housing types that cater to diverse lifestyles. Care is taken to preserve architecturally or culturally significant buildings, and where new buildings are proposed they conform to the City's development standards to ensure that all residents have access to air and light. In the Downtown, development is informed by a new Downtown Specific Plan that guides growth and development, encourages economic diversity, and creates a lively center of activity for the enjoyment of the entire Santa Monica community. Residential development also adheres to the new Downtown Specific Plan. The Expo Light Rail line minimizes residents' dependence on the automobile.

DOWNTOWN NEIGHBORHOOD GOALS AND POLICIES

In addition to the citywide neighborhood goals and policies identified earlier in this section, the following goals and policies apply to the Downtown neighborhood.

GOAL N26: Protect, preserve and enhance the Downtown residential neighborhood and ensure that structures of historical significance are preserved.

POLICIES:

N26.1  Develop a program to encourage the protection of existing historical properties in the Downtown neighborhood. Options that could be explored include:

- Developing a pattern book
- Modifying development standards
- Modifying demolition regulations
- Identifying an area or specific historic resources (e.g., old theaters) in the Downtown as a community benefit and a sending area for the TDR program
- Establishing a façade easement program that would preserve historic façades in return for a cash payment to the owner

GOAL N27: Provide standards and regulations for the development of the Downtown as a mixed-use urban neighborhood through a specific planning process.

POLICIES:

N27.1  Prioritize the preparation of a Downtown Specific Plan designed to address key issues related to the height, density, use and other land use or transportation regulations. Items that could be explored include:

- Land use, urban design and development standards that prescribe:
 - Preservation of access to light and air through graduated transitions between buildings and between the Downtown and adjacent residential neighborhoods
 - Height, density and mix of uses of new development including ground floor uses
 - Orientation of, and relationship to, the street in new development
- Development strategies for revitalizing aging components of the Downtown's economic base
- Circulation and transportation improvements, with particular emphasis on the Expo Light Rail terminus station and linkages to new and existing multi-modal systems
- Shared parking resources



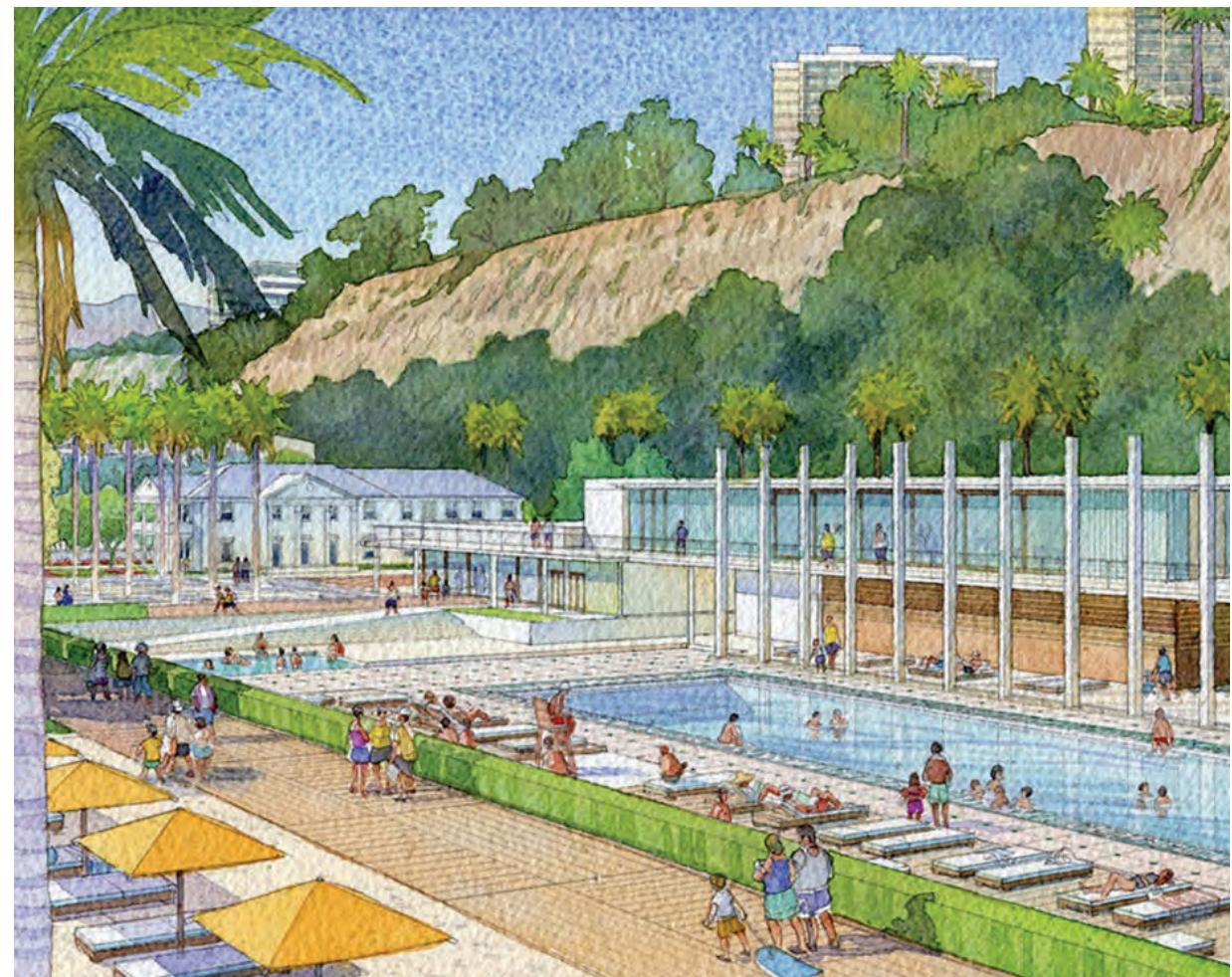
A specific planning process will ensure the continued viability of the Downtown, and will also provide protections to adjacent neighborhoods to promote harmony in mass, scale and land use.

 denotes sustainable policy

historic preservation

From the first sale of lots along Santa Monica's golden coast in 1875 until today, Santa Monicans have been engaged in constructing a city of beauty, harmony and great variety. These features are reflected in a mix of architectural styles from different periods of the community's growth as the City evolved along the coastline, the beach and rail lines. The City's founders created a famed resort with national visitor attractions including beaches, piers, the Palisades Bluffs, the Looff Hippodrome and a City of vision with lively and elegant architecture.

From these auspicious beginnings, Santa Monica has evolved to be one of California's most architecturally, culturally and historically significant communities. In order to protect what is unique and valued within the City, the LUCE land use policies ensure that Historic Preservation is a fundamental community value incorporated throughout the Plan. The recommendations in this chapter, in the Neighborhood Conservation chapter and in the policies for retaining Santa Monica's



Adaptive reuse of historic structures, like the Annenberg Community Beach House, preserves and enhances Santa Monica's character.



The Third Street Neighborhood Historic District was designated in 1990 and consists of 43 contributing buildings constructed between 1875 and 1930.



The Historic Preservation Element integrates existing programs and policies and creates new avenues for the preservation of Landmarks like the Parkhurst Building at 185 Pier Avenue.

established urban form on its boulevards and in its districts, are all designed to work in concert to ensure that the City's past inspires its future, and gives it meaning. In this way, the LUCE provides a comprehensive range of preservation and conservation measures designed to protect the defining features that make the City unique. These goals and policies are consistent with the City's Historic Preservation Element and will assist in achieving its vision.

Over the years, the community began to note that the bright vision of its early founders was beginning to dim. In the early 1970s, residents concerned about the potential demolition of the Santa Monica Pier focused their attention on preserving the structure that has been one of the major contributors to Santa Monica's unique character and heritage. Their actions were successful, and it was from these beginnings, led by a handful of dedicated citizens, that a strong historic preservation program evolved. In 1975, the City Council created a Historical Site Committee which began to develop standards and procedures for landmark designation. A year later, on March 24, 1976, the Committee's work culminated with the Council's adoption of the Landmarks and Historic District Ordinance.

In 1990, Santa Monica designated its first historic district—a small neighborhood

in Ocean Park called the Third Street Neighborhood Historic District consisting of 43 contributing buildings constructed between 1875 and 1930. A second, much smaller district, the Bay Street Craftsman Cluster (also in Ocean Park) was later designated. Through the beginning of 2009, the Landmarks Commission designated 89 individual City Landmarks, four Structures of Merit and two historic districts.

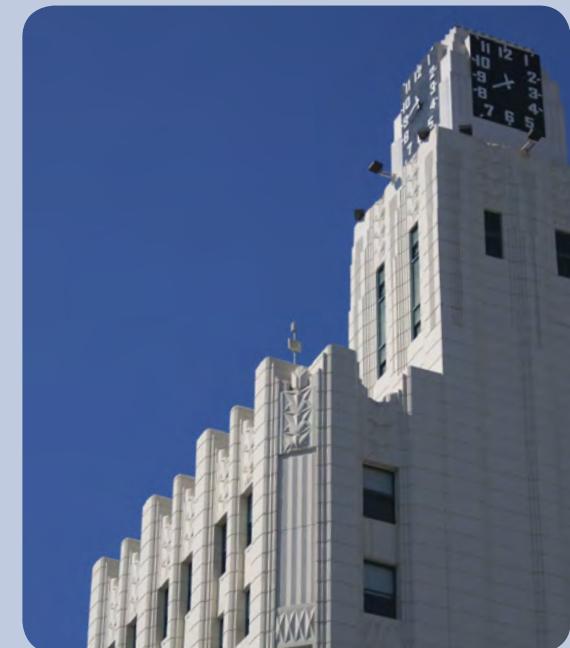
Since 1992, the City of Santa Monica has maintained its status as a Certified Local Government under the provisions of the National Historic Preservation Act. The City's preservation program was greatly enriched with the adoption of the Historic Preservation Element of the General Plan in September 2002. The Element now serves as a blueprint to guide the work of the City's Landmarks Commission and to promote historic preservation through integration with the City's planning processes.

In addition, the periodic updates to the City's Historic Resources Inventory are a valuable tool for understanding the location and status of key historic structures and resources. The updates will inform the development of policies and programs in the Land Use Element such as neighborhood conservation, specific planning and consideration for the future activity centers and Expo Light Rail stations.

KEY PRESERVATION ISSUES

City residents and public officials have identified the following historic preservation issues:

- Great strides have been made in the preservation program. However, interpreting the historic designation criteria continues to challenge those who care about Santa Monica's important resources.
- There is a need for other preservation mechanisms that deter demolition or allow recognition of resources that embody an aspect of the City's historical fabric, but may not meet the Landmark designation threshold.
- There is a need for mechanisms to ensure compatibility between the City's design objectives for new buildings in the character-defining areas that comprise Santa Monica's sense of place (e.g., Downtown, "The Gold Coast," and Ocean Park) that will prevent further loss of the historic fabric.
- There is a need to offer more tangible economic incentives for property owners to help retain structures that embody the City's diverse architectural and cultural history.
- There is a desire for the development of staff review guidelines for changes to resources such as an alteration, renovation and/or window replacement to safeguard against degradation of historic resources due to lack of maintenance or inappropriate maintenance.
- There is a need to modify demolition regulations to provide for a process of enhanced public noticing requirements and administrative review of written documentation.
- There is a need to acknowledge the importance of courtyard housing and its ground floor open space to the fabric of the City's neighborhoods.
- A conservation approach which provides both protections to character-defining neighborhood attributes and allows evolution over time is needed.
- There is a desire to acknowledge the importance of maintaining and nurturing mature trees and landscaping on the adjacent public streetscape and the sensitive maintenance and replacement of historic lights and sidewalks.



Historic buildings are located throughout most areas of the City and speak to Santa Monica's colorful past. A study of the homes, buildings and landmarks reveals much about the City and its former inhabitants.

The LUCE supplements the City's Historic Preservation Element by actively integrating the preservation of historic resources into planning efforts throughout the City. The Plan includes policies to ensure that the City continues to protect what is unique and valued on a citywide and neighborhood level, including Palisades Park and the bluffs; Santa Monica Pier; and neighborhood streetscapes, architecture, and building scale.

VISION

Santa Monica continues to celebrate its past by preserving attributes that characterize and represent the City's rich history. The City is aware that its historic resources are irreplaceable and help to form the core of its being. Through the LUCE, preservation and conservation efforts are integrated into the planning process and the City employs an expanded range of tools and incentives to ensure that preservation of historic properties is economically feasible.

Some owners of historic properties need economic incentives to be able to afford the repairs required to adequately maintain their properties. Without these incentives, historic properties could be lost by neglect or sale and redevelopment. Accordingly, the City examines incentives such as the Transfer of Development Rights (TDR), whereby the property owner of a historic structure receives cash for selling its unused development rights to owners of



Sustainable adaptive reuse benefits the entire region. Transforming the aged Marion Davies Estate into the award-winning Annenberg Community Beach House provides an excellent example of this practice.

properties in growth areas. Other options available offer tax deductions under a conservation easement program and property tax reductions under the Mills Act.

There is also a need to regulate the demolition or redevelopment of historic or character-defining structures, especially those within a designated Neighborhood Conservation Overlay District. Regulation changes may also be needed to preserve the orientation and site planning characteristics of the ground level open space typical of courtyard housing.

Sustainable Benefits from Historic Preservation

The benefits of historic preservation are widely accepted in terms of aesthetic, cultural and

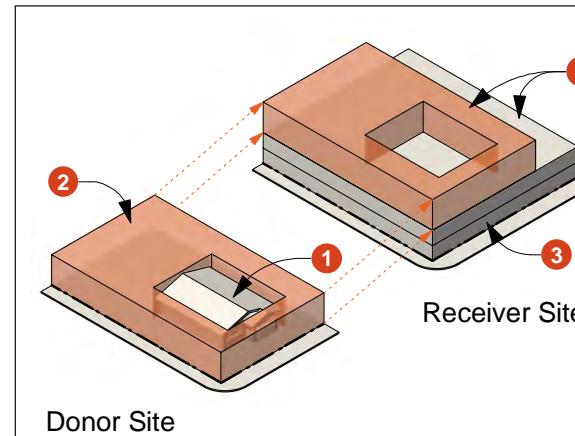
social results, but the inherent sustainability aspects of this conservation approach have often not been fully appreciated. Today, however, it is widely recognized that the most sustainable building is the one already built and that the adaptive reuse or rehabilitation of existing buildings and the preservation of historic structures reduces consumption of raw materials, material production and the resulting carbon impact. The LUCE embraces historic preservation not only for its important role in preserving the character-defining features which make Santa Monica unique, but also for the critical contribution it makes in helping the community achieve its sustainability goals.

Transfer of Development Rights

A program that can provide additional financial incentives for the preservation of historic or character-defining neighborhood resources. The excess development rights from a site containing an historic resource are sold to another site located on the transit corridors or in activity center overlays.

Transfer of Development Rights Program:

In order to provide additional financial incentives for the preservation of historic resources, the LUCE identifies historic preservation as a core value of the community and a key community benefit. To ensure that future development contributes to the City and the community, the LUCE lowers the ministerial base height of new development and requires any building that wishes to go above the base height to contribute a variety of significant, tangible community benefits. As an identified community benefit, a historic structure could participate in a program of TDR along selected transit corridors and districts (receiving areas) identified within the LUCE. Frequently, the lack of capacity in a receiving area inhibits the implementation of such a program. However, the LUCE has identified a



Transfer of Development Rights

- ① Architecturally/Historically Significant Building
- ② Unused Floor Area
- ③ Allowable Development
- ④ Allowable Development with Transfer of Development Rights

select number of suitable sites with proximity to transit, particularly along the Expo Light Rail line, for new development. It is important to understand that the goal of the TDR program is to assist in implementing community goals.

In essence, the TDR program allows developers to purchase development rights (e.g. additional floor area, or other development rights) from one property (the sending area/site) to allow additional development on a new site (receiving area). The sale of unused development rights from properties with historic resources can provide important financial compensation for retaining older and smaller-scale historic structures. The sale is officially recorded and typically accompanied by a permanent maintenance agreement which also restricts future development. This accomplishes two things: (1) it provides an economic incentive for the resources needed

for preserving and maintaining a historic resource, and (2) it ensures the permanent maintenance of the resource.

The Downtown core contains the highest concentration of commercial buildings in the City with historic and cultural value. This area may be suitable for priority designation as a sending area. However, jurisdictions are not only limited to designating areas but may also designate a category of structure, such as a Landmark structure or character-defining courtyard structure as a sending site. Sending area owners do not have to participate in the program, but should they participate, they must record a covenant which requires the resource to be maintained and restrict future development. They then are allowed to sell their unused development rights. There are many variations in the operations of a TDR program, but a central challenge is



The Neighborhood Conservation program includes tools to preserve character-defining architectural, landscape and contextual features in residential neighborhoods.

the establishment or assignment of correct valuation to the "right" being sold.

Conservation Easement Programs

A second form of economic incentive available for the preservation and maintenance of historic resources is the establishment of a conservation easement program. Whereas the TDR program entails the sale of development rights, a conservation easement involves a "donation" of development rights, providing the donating owner with consideration by the Internal Revenue Service (IRS) for a tax deduction of this "gift."

A historic preservation easement is a voluntary legal agreement made between a property owner (donor) and a qualified easement holding organization (donee) to protect a

significant historic property by restricting future changes to and/or development of the property. The donor may gift an entire site or a portion thereof, such as the façade or significant interior rooms. Each easement is tailored to the individual needs and requirements set forth by the property owner and agreed upon by the accepting organization. Under the IRS Qualified Conservation Contribution, the owner of a qualified real property can receive income tax deductions equivalent to the value of the rights given away to a qualified charitable or governmental organization. Depending on the jurisdiction, additional financial benefits may be available in the form of reduced estate, gift and local property taxes.

Easements are granted in perpetuity. Once recorded in the property records, an easement becomes part of the property's chain of title and "runs with the land." The easement transfers upon sale to the new owners.

A qualified organization is recognized by the IRS as one that is committed to protecting the historic preservation purposes of the donation. It is generally a governmental agency or a charitable organization (501(c)(3)), such as a historic preservation organization. A preservation easement gives the organization that holds it the legal authority to enforce the restrictions written in the easement

document. The grantee organization monitors the property at least once a year, maintaining written records of the visit, and ensuring that the terms of the easement are being followed. For example, the San Francisco Architectural Heritage organization plays such a role in San Francisco.

Neighborhood Conservation Programs

In addition to the Historic Preservation goals and policies in this chapter, the LUCE also provides a Neighborhood Conservation Program for protection of character-defining structures that embody an aspect of the City's historical or cultural fabric, but may not meet the landmark designation threshold. The Plan also proposes that a new definition of "demolition" be developed along with a process for implementation which is designed to achieve community goals. This process could require findings for demolition applications that require consideration of the full range of issues that define neighborhood character, including aesthetic, social and cultural attributes. It also requires administrative review of written documentation provided in support of the demolition application.

(See chapter 2.2 Neighborhood Conservation for further information.)

CITYWIDE GOALS AND POLICIES

GOAL HP1: Preserve and protect historic resources in Santa Monica through the land use decision-making process.

POLICIES:

HP1.1 Follow policies for historic preservation contained in the Historic Preservation Element when making land use decisions.

HP1.2 Maintain and regularly update the Historic Resources Inventory.

HP1.3 Ensure that new development, alterations or remodeling on, or adjacent to, historic properties are sensitive to historic resources and are compatible with the surrounding historic context.

HP1.4 Continue to support Landmarks Commission review and public input for all structures proposed for demolition that are more than 40 years old.

HP1.5 Support rehabilitation and restoration of historic resources through flexible zoning policies and modifications to development standards, as appropriate, subject to discretionary review, required findings, and neighborhood compatibility such as: the in-kind replacement of

nonconforming features, reduced parking requirements, building height, parcel coverage, and building envelope requirements.

HP1.6 Promote awareness of adopted historic preservation policies, and the greenhouse gas reduction value of historic preservation and adaptive reuse.

HP1.7 Develop tools to address the conservation of unique and valued character-defining features in residential neighborhoods to preserve and enhance the existing architecture, scale, landscape and context.

HP1.8 Encourage the preservation and regular maintenance of mature trees and landscaping that contribute to the unique character of a neighborhood.

HP1.9 Promote the availability of financial incentives for historic preservation such as tax abatement, economic development, the Transfer of Development Rights, and conservation easements.

HP1.10 Review proposed developments for potential impacts on unique archaeological resources, paleontological resources, and incorporate appropriate mitigation measures to protect or document the resource.

 denotes sustainable policy



The new Neighborhood Conservation Program promises to employ a variety of tools to preserve, protect and enhance the quality and character of the City's residential neighborhoods.



Updating the Historic Resources Inventory is an important ongoing task that provides additional protections against demolition of significant buildings.

GOAL HP2: Preserve and protect historic resources through the development of economic incentives and neighborhood conservation approaches.

POLICIES:

HP2.1 Establish a program for the Transfer of Development Rights for specified categories of significant historic resources and character-defining structures, which will be considered a community benefit. Identify receiving areas such as boulevards, transit corridors, activity centers, and Districts.

HP2.2 Pursue and support a conservation easement program to allow owners of historic properties to earn a one-time income tax deduction through the donation of a property easement to a qualified preservation organization.

HP2.3 Establish Neighborhood Conservation Overlay Districts where appropriate but particularly in areas that contribute to Santa Monica's sense of place, and develop criteria for protection of neighborhood historic resources and character-defining structures and features such as streetscape, architecture, and scale in such a district.



Neighborhood Conservation Overlay Districts and other programs like Transfer of Development Rights and conservation easements combine to form a menu of solutions to preserve and protect valued historic or cultural resources.

HP2.4 Continue to encourage the preservation of homes with historic and architectural significance.

GOAL HP3: Integrate historic preservation practices into sustainable development decisions.

POLICIES:

HP3.1 Develop incentives to encourage preservation and adaptive reuse of historic buildings as a means of reducing the use of raw materials and realizing sustainable development goals.

HP3.2 Ensure that the promotion of sustainability technologies, such as solar panel installations and sustainable retrofitting are incorporated in such a way as to not adversely impact historic resources.

HP3.3 Incorporate conservation of historic resources located within the boundaries of specific plans into the Plan's overall design.

HP3.4 Support inclusion of historic preservation as a community benefit in development above the base.



The LUCE recommends providing incentives that encourage preservation and adaptive reuse. This former church in the Ocean Park neighborhood was converted into a house—a sustainable approach to repurposing older buildings.

ACTIONS

- Revise the Historic Preservation Element to include goals and indicators as appropriate to reflect LUCE policies.
- Update the Historic Resources Inventory (HRI) on an ongoing basis.
- Develop a Transfer of Development Rights program to promote preservation and maintenance of the City's historic resources, including those listed on the HRI and designated Landmarks and Historic Districts.
- Pursue a conservation easement program to promote preservation and maintenance of the City's historic resources.
- Coordinate Neighborhood Conservation Overlay Districts with the HRI.
- Incorporate the HRI into the City's permits system and update appropriately.
- Define terms such as "historic resource," "landmark," "historic character," "character-defining resources," and similar terms in the preparation of area plans and specific plans.
- Develop administrative procedures and staff review guidelines to ensure that alterations to properties listed on the HRI are reviewed for compliance with the Secretary of the Interior's Standards for the treatment of historic properties.
- Develop measures in the Santa Monica Zoning Ordinance to address appropriate additions to, and adaptive reuse of historic buildings.
- Continue to require that all demolition permit applications for structures that are more than 40 years old are reviewed by the Landmarks Commission and ensure consistency with requirements of the revised demolition definition and administrative review procedures.
- Incorporate indicators to measure achievement of historic preservation goals into the *Sustainable City Plan*.

The City will continue to oversee preservation of designated historic properties through the planning and zoning process. Community awareness of Landmark and historic preservation programs will be expanded and promoted.

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santa monica's boulevards

Taken together, Santa Monica's boulevards represent the City's largest public space. They are an integral part of the circulation system and development pattern that was established in the Los Angeles Basin prior to the development of the freeway and interstate system. Historically, these boulevards provided the major crosstown and through-town routes, and many accommodated the Pacific Electric Railway streetcar system that was removed in the 1950s. Today, I-10 provides the only east-west freeway route from the Pacific Ocean to Downtown Los Angeles, and traffic levels on I-10 usually exceed capacity at peak hours. Consequently, the boulevards have reemerged as important and necessary connections for transportation, open space and community activities.





North of I-10, the City's key east-west boulevards include:

- Wilshire Boulevard
- Santa Monica Boulevard
- Broadway
- Colorado Avenue
- Olympic Boulevard

South of I-10, the City's major east-west boulevards include:

- Pico Boulevard
- Ocean Park Boulevard

Santa Monica's only major north-south boulevard is **Lincoln Boulevard**, which serves as an important regional artery linking Los Angeles International Airport to the northbound Pacific Coast Highway.

OVERALL VISION

Many of Santa Monica's boulevards provide major routes for both the regional Rapid Bus system as well as Santa Monica's Big Blue Bus system. The LUCE's vision is to reconfigure the boulevards from automobile-oriented retail to a mix of residential, pedestrian and neighborhood-serving uses in order to achieve an active social environment within a revitalized streetscape. The Plan emphasizes additional incentives for the private sector to increase housing along the boulevards, with a specific focus on much-needed affordable and workforce housing in proximity to transit and neighborhood services. The Plan introduces the key concept of providing usable ground level open space as a community asset for all new boulevard development.

Active Gathering Spaces

The vision blends the boulevards' transportation role with the transformation of the public realm into areas with attractive storefronts, wider sidewalks and open space. Boulevards are envisioned as neighborhood assets, where goods and services oriented to the adjacent residential neighborhoods will encourage walking instead of driving and, in most cases, will be accessible by less than a ten-minute walk from homes. The LUCE envisions that new gathering spaces will be strategically located along the boulevards as part of a community benefit program that includes "greening" of streets.



The Expo Light Rail will provide a key connection between Santa Monica and the Los Angeles region.

Enhanced Transit Facilities

Transit along the boulevards is a defining element of the LUCE strategy as it creates an opportunity for a significant reduction in auto trips and congestion. Bus facilities will be enhanced on many of the boulevards—especially Wilshire, Santa Monica, Pico, and Lincoln Boulevards that have the highest level of transit service—with stations strategically located in proximity to open spaces, retail and institutions. Transit patrons will be encouraged to stop and shop along the boulevards on their way to other destinations.

Expo Light Rail Line

One of the most powerful influences affecting Santa Monica's future is the Expo Light Rail line, which promises to restore a critical transit link between Los Angeles' west side and the greater region. The Expo Light Rail line to Santa Monica is targeted to be operational in FY 2015. The line will have stations at Olympic and 26th Street, Colorado and 17th Street, and a terminus station at Colorado and 4th Street. The station locations are an opportunity to transform the character of these major roadways into centers of complete neighborhoods featuring additional affordable, workforce and market-rate housing; neighborhood services; and jobs in proximity to

high-frequency transit. Additionally, planning is in the early stages for another regional rail transit system that will serve Santa Monica. Preliminary plans for the "Subway to the Sea" have operations commencing in approximately 2030 or earlier and potentially located down Wilshire Boulevard.

Boulevard Activity Center Overlay

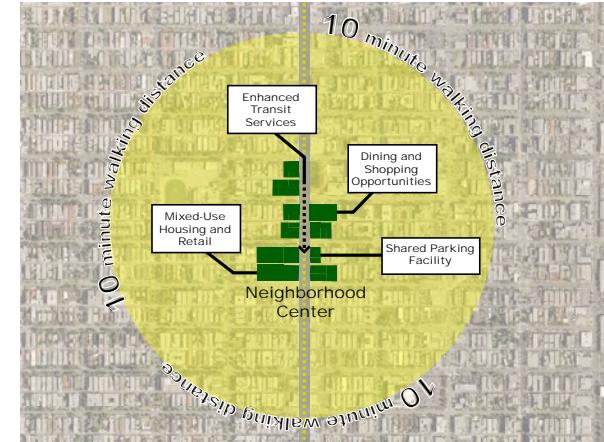
The Activity center overlay is strategically located as a focal point of retail and convenience services as well as housing, designed around public open space, to create a community gathering place within walking distance of adjacent neighborhoods.

The Activity center overlay is planned for the area near Memorial Park. The Bergamot Transit Village District, while not subject to an activity center overlay, is intended to include the characteristics of the activity centers. The site for the activity center overlay was carefully chosen after assessing the ability of the land to accommodate new mixed-use development containing housing and local-serving retail, as well as the potential to create parking and Transportation Demand Districts to provide for shared parking and significantly reduced private vehicle trips.

The general criteria for locating the activity center overlay includes the ability to:

- Support neighborhoods with retail and services, including a grocery store/drugstore as an anchor
 - Support neighborhoods through the creation of a community gathering space and a sense of place
 - Support existing transit and support-service enhancements—especially at intersections of north-south and east-west transit routes
 - Generate and support a pedestrian environment
 - Support a parking district that reduces trips by creating shared parking, the ability to park only once while shopping at multiple stores, and parking that can be used for off-peak residential use
 - Combine parcels to create efficient, synergistic development that includes needed public amenities
 - Recognize areas where existing land uses, and the age and condition of structures are appropriate for redevelopment or revitalization
 - Assure effective transitions in height and mass to adjacent residential units
 - Generate extensive community benefit
- (See chapter 2.5 Activity Centers for further information.)*

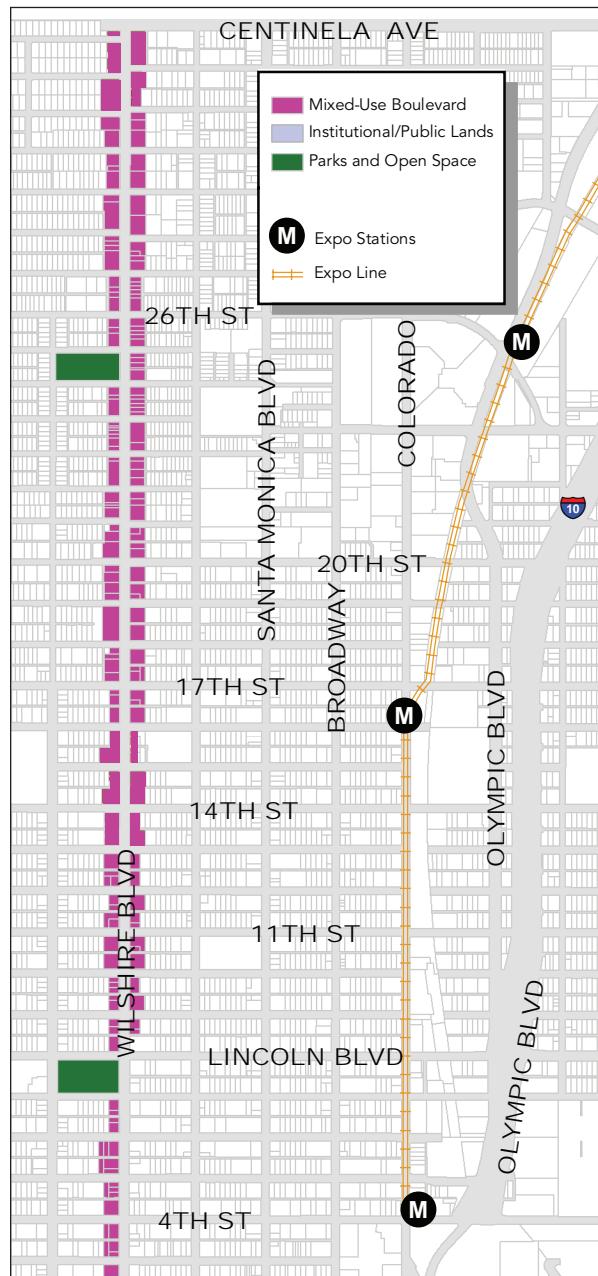
The following visions, policies and suggested actions for each of Santa Monica's prominent boulevards represent the community's aspirations for renewed energy and activity for the City's major streets while contributing to a reduction in citywide traffic.



Neighborhood activity centers: Dining, shopping, and convenience service opportunities will be within walking distance of adjacent neighborhoods.



The activity center will include housing and active ground floor uses centered around people-gathering places.



Wilshire Blvd

Location

The Wilshire Boulevard corridor stretches from Centinela Avenue on the eastern edge of the City to Lincoln Boulevard, where it becomes part of the Downtown District.



*"Wilshire has no 'there' there...
the street feels too long. This is an
opportunity to create a real 'place'
for everyone to enjoy."*

- COMMENT FROM WILSHIRE PLACEMAKING WORKSHOP

Vision

Wilshire Boulevard is Southern California's grand street, connecting Downtown Santa Monica to Downtown Los Angeles. The installation of a gateway feature on Wilshire Boulevard at the border of Santa Monica creates a distinct and elegant entryway into the City. Wilshire Boulevard is envisioned as a vibrant complete street with a continuous landscaped center median, enhanced pedestrian sidewalks and crosswalks and efficient transit services coordinated with improved vehicle circulation. The boulevard transitions over time from a vehicle-dominated, regional-serving commercial street to a transit/pedestrian priority boulevard lined with a mix of local-serving retail and residential uses. The ground floor includes retail and services catering to adjacent residential neighborhoods with attractive display windows along the length of the street. The upper levels will be devoted predominantly to a variety of affordable and market-rate housing types, stepped back from the face of the ground level stores to facilitate sun access to the sidewalk, provide privacy to the residential units and contribute to a sense of openness along the street. Trees, seating, comfortable sidewalks, safe and accessible crosswalks, and interesting shops and display windows will create a world-class pedestrian street environment.

New transit shelters and state-of-the-art electronic information kiosks add to the streetscape while making the Big Blue Bus and Metro transit more convenient, inviting and pleasant to use. Enhanced pedestrian circulation in the adjacent neighborhoods and leading to Wilshire will facilitate access to boulevard shops, services, and the transit system. The transit system becomes more efficient and timely through the use of sophisticated signal timing, and if deemed necessary, through the use of dedicated travel lanes to further facilitate the transit service.

In cooperation with property owners, the City may over time create new shared parking facilities to provide parking consistent with the enhanced transit environment, reduce vehicular traffic circulation, provide parking for adjacent under-parked neighborhoods and mitigate the intrusion of shoppers who seek parking in residential neighborhoods. The boulevard's character is enhanced with community benefits in the form of gathering areas, open space, enhanced landscaping and affordable and workforce housing. These community amenities contribute to the creation of a true sense of place, complete neighborhoods and a vibrant 17 hours per day/7 days per week boulevard scene.

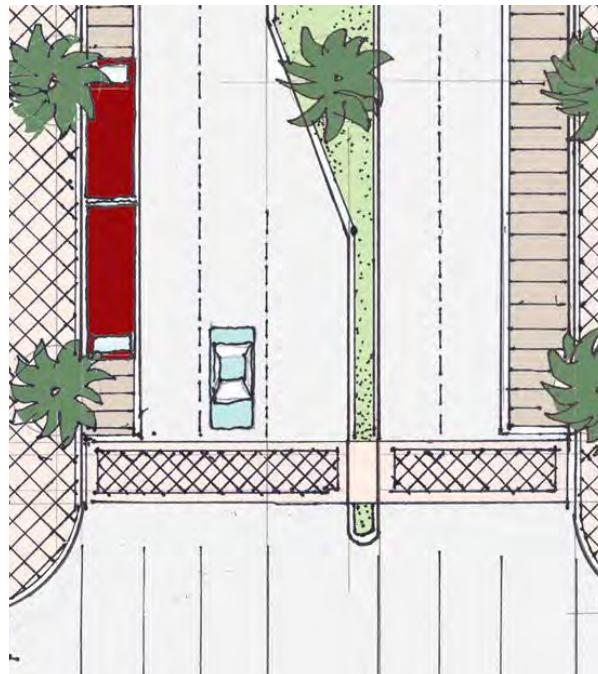


Wilshire is envisioned as a lively pedestrian-oriented boulevard featuring a mix of housing, retail and other important services.



Neighborhood grocery stores with residential and other uses are encouraged.

The Mixed-Use Boulevard designation provides the framework for Wilshire Boulevard to transition over time from a predominantly regional-serving commercial street to a mixed-use street with retail to service a diversity of residential uses along the boulevard, as well as adjacent residential neighborhoods.



A widened, landscaped median will visually narrow the width of the street and contribute to the “greening” of the streetscape.

Current Conditions, Trends and Issues

Wilshire Boulevard is the primary gateway into Santa Monica. It enters the City with the character and traffic volume of a regional automobile arterial. The street width and lack of continuous urban form contribute to the dominance of the vehicle. The lack of sidewalk amenities and compelling stores and display windows combine with the predominantly auto-oriented office and regional retail uses to limit pedestrian activity to business hours. Residential uses on the boulevard are limited. Small parcel size hinders the ability to provide



Enhanced transit services will provide alternatives to the automobile.

adequate parking and results in multiple vehicle entrances on Wilshire Boulevard. The boulevard is a key regional transit corridor, served by Big Blue Bus, Metro Rapid and the potential future “Subway to the Sea,” but it currently lacks adequate transit support facilities.

Strategic Approach

Wilshire Boulevard’s Mixed-Use Boulevard designation is designed to encourage mixed-use development providing ground floor local-serving retail and predominantly residential uses on the upper levels. New buildings should include varied heights, and architectural elements and shapes to create visual interest. Projects that provide community benefits that enhance the boulevard, such as shared parking, plazas, added green space or other neighborhood amenities, are given the opportunity to increase their development potential. Where limited parcel size impedes the redevelopment of a property, policies encourage joint-venture partnerships to facilitate shared parking.

Land Use Parameters

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

WILSHIRE BOULEVARD GOALS AND POLICIES

GOAL B1: Transform Wilshire Boulevard from a vehicle dominated street into a livable, enhanced pedestrian open space that is well served by transit and includes a local-serving mix of uses.

POLICIES:

B1.1  Establish Wilshire Boulevard as a dynamic mixed-use boulevard with a continuous landscaped center median, an enhanced pedestrian experience and improved transit facilities and traffic circulation.

B1.2  Include a mix of uses in new and redeveloped projects including ground level local-serving retail and neighborhood services. Land uses above the ground floor should predominantly include a wide range of market-rate and affordable housing units. Small floor plate and local-serving office uses are encouraged on the south side of Wilshire Boulevard within the boundaries of the *Healthcare Specific Plan* area.

B1.3 Existing automobile dealerships on Wilshire may remain as permitted uses and may expand if developed according to the urban automobile dealership format as described for Santa Monica Boulevard. New automobile dealerships are discouraged.

 denotes sustainable policy



Wilshire's character will improve from an auto-dominated corridor into a more livable and multi-modal boulevard that is activated with local-serving amenities.

B1.4 Encourage mid-price range hotels along the boulevard.

B1.5 In order to create an interesting skyline, avoid uniformly flat roofs.

B1.6  Ensure that buildings fronting Wilshire Boulevard have primary façades 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.

B1.7  Scale buildings to the pedestrian to create an intimate sidewalk walking/shopping experience. Ensure that ground floor façades include enhanced materials and detailing where they will be perceived by passing pedestrians.

B1.8 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.

B1.9 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.

B1.10  Mostly limit ground floor uses to active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

B1.11  Ensure that mixed-use developments include active ground floor uses that face the boulevard with residential as the predominant use located on the upper floors. Medical uses may be located on the south side of Wilshire within the boundaries of the Hospital Area Specific Plan.

B1.12  Ensure that mixed-use areas contain a mix of local-serving retail (or healthcare uses within the *Healthcare Specific Plan* boundaries) and predominantly upper-level residential uses to create distinct neighborhood environments with 17 hours per day/7 days per week pedestrian activity.



A variety of rooflines and building shapes are encouraged.
Larger projects will be required to transition in scale and mass to adjacent structures so as to weave into the existing city fabric.

B1.13 Offices and other limited pedestrian access uses are discouraged on the ground floor facing the boulevard. Entrances to upper-level uses, such as lobbies, shall be limited in length along the sidewalk.

B1.14 Encourage affordable and workforce housing in proximity to transit and major employment centers.

B1.15 Encourage sidewalk dining where it meets established criteria.

B1.16 Require new incentivized development above the base to participate in shared parking and Transportation Demand Management strategies.

GOAL B2: Transform Wilshire Boulevard into Santa Monica's premier pedestrian/transit boulevard including a quality landscaped environment, improved transit service, enhanced traffic circulation, and a safe, attractive and inviting pedestrian experience.

POLICIES:

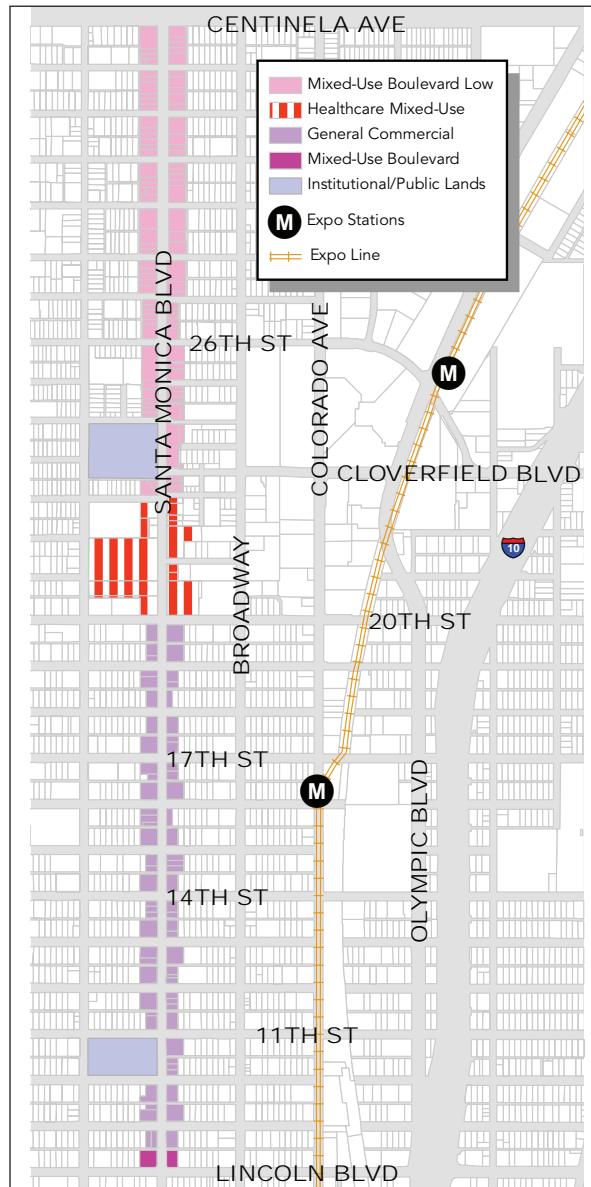
B2.1 Install a landscaped median the length of Wilshire Boulevard to reduce the apparent visual width of the street and "green" the length of the boulevard. The median should provide a "pedestrian harbor" at crosswalks to shorten the pedestrian crossing distance.

B2.2 Enhance the streetscape environment to create an inviting pedestrian experience with bus shelters, open plazas, bike parking and street level activity.

B2.3 Improve pedestrian crosswalks along the length of the boulevard.

B2.4 Discourage north-south alley access to Wilshire Boulevard and explore alternative routing.

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Santa Monica Blvd

Location

The Santa Monica Boulevard corridor begins at Centinela Avenue on the eastern edge of the City and extends west to Lincoln Boulevard, where it transitions to the Downtown District.



"We should require as much as possible...essential characteristics like setbacks, appropriate heights, landscaping...and allow a variety of ground floor uses like outdoor cafes."

-COMMENT FROM LAND USE BOULEVARDS WORKSHOP

Vision

Santa Monica Boulevard from its eastern entrance into the City westward to Lincoln Boulevard and the Downtown is envisioned as a pedestrian-preferred transit street with a mix of local-serving commercial and retail uses, a variety of residential opportunities, and regional healthcare and auto-related retail/service. The current random mix of land uses will be organized into three distinct sub-areas integrated with their adjoining neighborhoods. As change occurs, the boulevard will be improved with enhanced sidewalks, crosswalks, streetscape and transit amenities.

Santa Monica Boulevard's three sub-areas include: Centinela Avenue to 26th Street—a mixed-use local-serving retail/services and residential area; 26th to 20th Streets—a mixed-use commercial and residential area to support the healthcare activities in the area; and 20th Street to Lincoln Boulevard—a General Commercial area and the home to Santa Monica's important retail automobile sales and service companies.

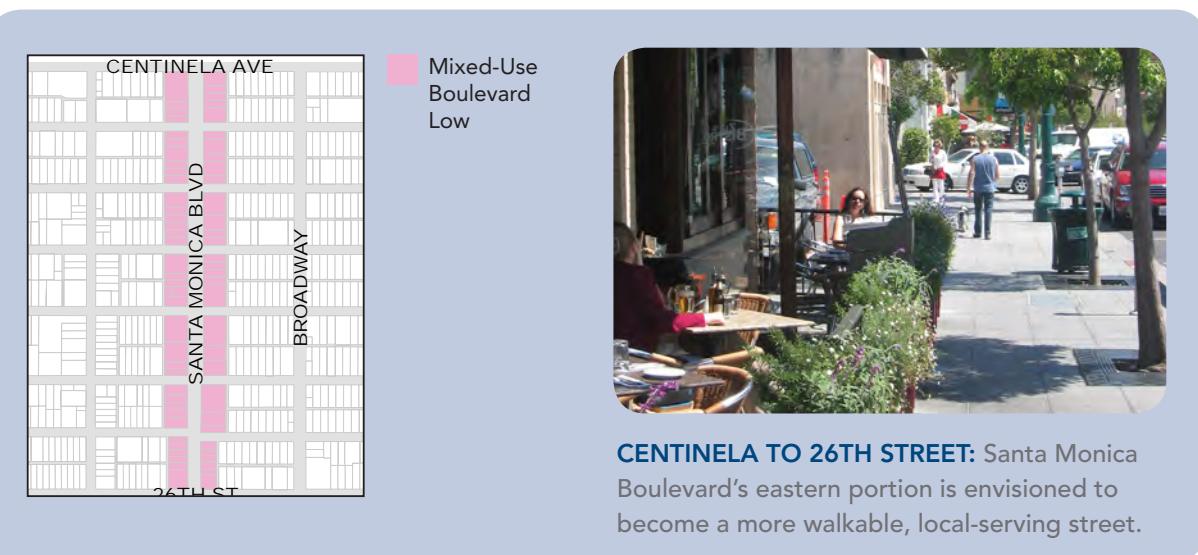
CENTINELA TO CLOVERFIELD:

Mixed-Use Boulevard Low

The eastern end of Santa Monica Boulevard is envisioned as evolving into a vibrant pedestrian and transit corridor with a mix of local and regional-serving retail offerings and services. The residential development that in recent years has emerged in this area will add to the character and enliven the eastern end of the boulevard. The Mixed-Use Boulevard Low land use designation will ensure the incorporation of local-serving retail uses, a variety of residential types and community spaces such as plazas and outdoor dining that will add vitality to the street and enable a wider range of neighborhood activities. The two existing automobile dealerships located in the sub-area are permitted to remain.

Current Conditions, Trends and Issues

This portion of Santa Monica Boulevard has existed as a nondescript thoroughfare with an uninviting mix of auto-related business, medical offices and a smattering of retail outlets and restaurants serving a primarily auto-based clientele. The physical condition of the streetscape lacks pedestrian amenities and provides little relief in the form of trees or plantings. While there has been a recent increase in the number of residential developments, current standards do not



provide sufficient incentives to promote housing and upgrade underutilized properties. Additionally, development standards do not provide the flexibility to require ground floor neighborhood-serving retail uses that could enhance the pedestrian experience and engage the neighborhood by providing needed services.

Strategic Approach

For this portion of Santa Monica Boulevard, standards will be revised to encourage mixed-use developments that provide ground floor local-serving retail uses and predominantly upper-level housing. In this Mixed-Use Boulevard Low area, new buildings will be encouraged to include varied heights, and architectural elements and shapes to create



CENTINELA TO 26TH STREET: Santa Monica Boulevard's eastern portion is envisioned to become a more walkable, local-serving street.

visual interest. Projects that provide community benefits that enhance the boulevard, such as shared parking, plazas, added green space, affordable/workforce housing or other neighborhood amenities, will be given the opportunity to request approval to build above the base height. Where limited parcel size impedes the ability to provide shared parking, policies encourage joint-venture partnerships. The existing auto dealerships located in this sub-area may remain and expand, if developed according to the urban auto dealership form as described for the area of Santa Monica Boulevard between 20th Street and Lincoln Boulevard.

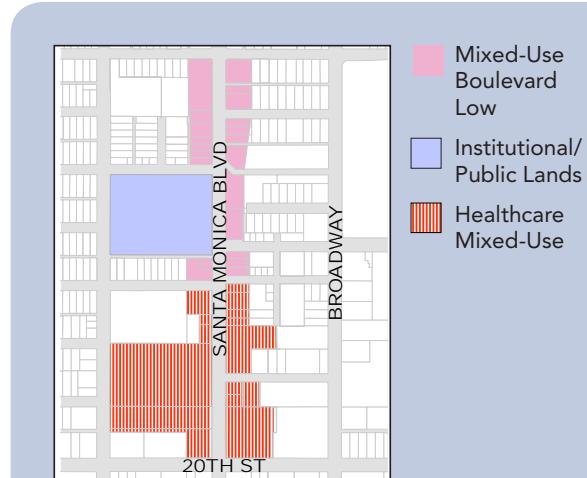
Land Use Parameters

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

CLOVERFIELD TO 20TH STREET:

Mixed-Use Boulevard Low, Healthcare Mixed-Use, Institutional/Public Lands

The predominance of healthcare uses will continue to shape the personality and character of this segment of the boulevard. New healthcare and support facilities, open spaces and additional community benefits are envisioned to emerge over time. Additional open space in the form of a green corridor along the boulevard will assist in accommodating the high volume of pedestrian traffic. The size, scale and intensity of development are determined following the completion of an updated *Hospital Area Specific Plan*. This sub-area of Santa Monica Boulevard is characterized by an enhanced, active pedestrian environment with landscaped open space and pedestrian areas with ground floor patient-oriented retail and "storefront" out-patient medical uses. Less intensive medical facilities and workforce housing designed to serve employees in the healthcare industry will be located on upper floors. A parking district ensures adequate parking and an efficient shared parking program. An integrated TDM program for the Healthcare District, including shuttles to the Memorial Park Light Rail Station, will result in a substantial reduction in vehicle trips.



26TH TO 20TH STREETS: With its predominantly healthcare-related and medical uses, this area is envisioned to include new open spaces, housing, and better transportation alternatives.

Current Conditions, Trends and Issues

This portion of the boulevard is focused primarily on Saint John's Health Center and related medical facilities and offices. The Saint John's Health Center campus has an existing Development Agreement and has undergone a multimillion dollar reconstruction over the past several years and future development is anticipated. However, the pedestrian experience of the street is in need of improvement and there are insufficient pedestrian linkages between the hospital and surrounding neighborhoods. With disconnected storefront retail, ground floor office uses and surface-level parking lots, this stretch of the boulevard offers little to nearby residents or the hospital community in the way of shopping,

services or dining opportunities. Additionally, there is an opportunity to coordinate parking operations in the area and implement TDM measures.

Strategic Approach

To ensure that the Saint John's Health Center campus is developed in a way that meets the needs of the hospital and addresses the concerns of nearby residents, a joint hospitals/City planning process will be undertaken with community involvement to update the existing *Hospital Area Specific Plan*. Careful consideration will be given toward protecting the adjacent residential neighborhoods, enhancing the pedestrian experience along Santa Monica Boulevard, meeting the day-

to-day needs of the hospital community and nearby residents and creating a parking district and a coordinated TDM program. (See chapter 2.6 *Districts* for further information.)

Land Use Parameters

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

20TH STREET TO LINCOLN BOULEVARD:

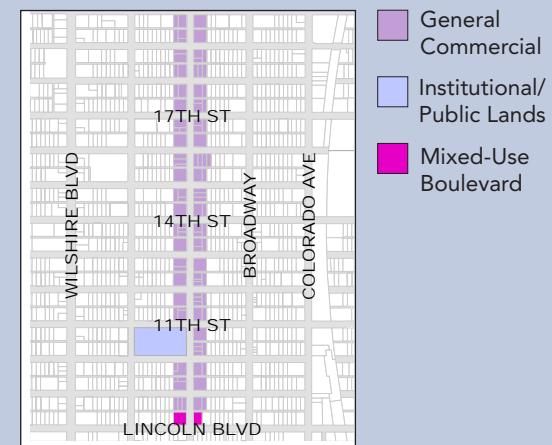
General Commercial, Institutional/
Public Lands, Mixed-Use Boulevard

For many years, Santa Monica Boulevard from 20th Street to Lincoln Boulevard has been Santa Monica's "auto row" and it remains vital to the economic health of the City as an area dedicated to the sales and service of automobiles. This sub-area will continue to accommodate the predominant automobile dealership land use. However, it will redevelop over time into a new urban auto dealer format that more efficiently utilizes land, thereby creating a quality pedestrian environment and a cohesive and visually attractive street frontage. The new paradigm includes attractive

showrooms abutting the sidewalk with inventory storage, vehicle service and customer parking located to the rear of the property or in multilevel structures.

Current Conditions, Trends and Issues

This area of Santa Monica Boulevard is home to many successful and long-standing auto dealership. Most are built in a suburban auto dealership format with large, open lots adjacent to the boulevard, a minimal amount of landscaping, and sales and service buildings located toward the rear of the properties. Because of the lack of landscaping and preponderance of parking lots and car displays adjacent to the sidewalks, the pedestrian and transit experience of the area is severely compromised.



20TH STREET TO LINCOLN BOULEVARD: A reimaged "auto row" will feature attractive pedestrian amenities.



Strategic Approach

As existing auto dealerships are upgraded or replaced, they are required to redevelop in an urban auto dealership format that more efficiently utilizes the site and creates a cohesive and visually attractive street front. The upgraded facilities are encouraged to be built with inventory storage, customer parking and service areas located in subterranean or multi-level parking structures at the rear of the showrooms. Requirements for step backs and noise mitigation ensure an appropriate interface with adjacent neighborhoods.

To incentivize existing auto dealerships to redevelop and upgrade, a slight increase in building height and FAR can be requested for projects that are urban in form and/or provide community benefits, such as shared parking, plazas, added green space or other neighborhood amenities. When auto dealerships are upgraded, they are required to do so in a way that contributes to the desired character and pedestrian experience of the area and that protects nearby residential neighborhoods.

Land Use Parameters

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

Existing



The existing automobile dealership format includes surface parking on the street frontage that does not actively engage the public.

LUCE Concept



The LUCE recommends rethinking the showroom and service facility design of automobile dealerships.

SANTA MONICA BOULEVARD GOALS AND POLICIES

GOAL B4: Create an enhanced multi-modal, mixed-use boulevard that provides residents, employees and visitors with an inviting pedestrian environment.

POLICIES:

B4.1 Ensure that buildings fronting Santa Monica Boulevard have their primary façades facing the boulevard and located on the property line or back side of the sidewalk. However, to support a lively streetscape with places for people to socialize, small landscaped gathering spaces and plazas are encouraged.

B4.2 Scale buildings to the pedestrian to create an intimate sidewalk walking/shopping experience. Include enhanced materials and detailing where ground floor façades are perceived by passing pedestrians.

B4.3 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.

B4.4 In order to create an interesting skyline, avoid uniformly flat roofs.



Outdoor dining opportunities are encouraged to locate in areas that cater to residential areas and the Healthcare District.



A safe pedestrian realm requires better infrastructure and improvements. The LUCE recommends new streetscape amenities that include enhanced crosswalks.

B4.5 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.

B4.6 Mostly limit ground floor uses to active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

B4.7 Ensure that mixed-use developments have active ground floor uses that face the boulevard with residential as the predominant use located on the upper floors east of 23rd Street. Small floor plate, local-serving medical offices may also be located on the upper floors within the Healthcare Mixed-Use designation.

B4.8 Offices and other limited pedestrian access uses are discouraged on the ground floor facing the boulevard. Entrances to upper-level uses, such as lobbies, shall be limited in length along the sidewalk.

B4.9 Encourage affordable and workforce housing in proximity to transit and major employment centers.

B4.10 Encourage sidewalk dining where it meets established criteria.

B4.11 Require new incentivized development above the base height to participate in a shared parking district and Transportation Demand Management (TDM) strategies.

B4.12 Enhance the streetscape environment to create an inviting pedestrian environment.

B4.13 🌱 Improve pedestrian crosswalks along the length of the boulevard.

B4.14 Discourage north-south alley access to Santa Monica Boulevard and explore alternative routing.

GOAL B5: Transform Santa Monica Boulevard into an attractive, mixed-use boulevard that recognizes the distinct character of its three sub-areas and contributes to the well-being of the healthcare and auto-related segments of the City's economy.

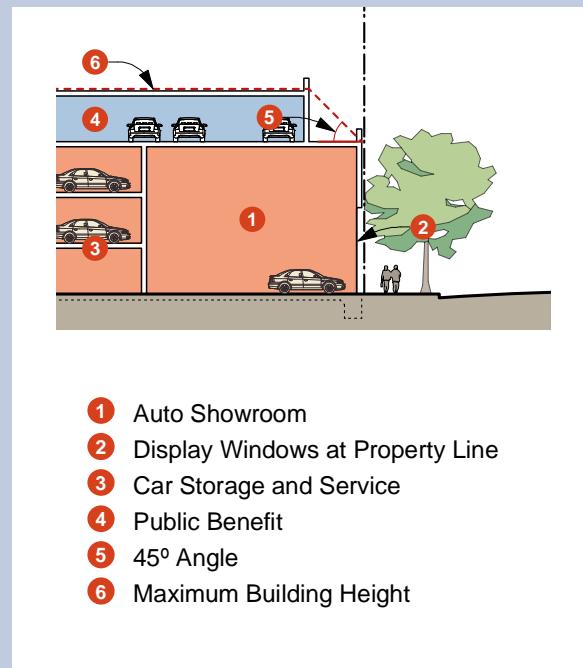
POLICIES:

B5.1 🌱 Encourage affordable and workforce housing in conjunction with new mixed-use development.

B5.2 🌱 Require new incentivized development above the base height to participate in a shared parking district and TDM strategies.

B5.3 🌱 Ensure that mixed-use areas east of 20th Street contain a mix of local-serving retail or healthcare uses and predominantly upper-level residential to create distinct neighborhood environments with 17 hour per day/7 day per week pedestrian activity.

B5.4 🌱 Design healthcare and related facilities with community benefits planned around open spaces and enhanced pedestrian and transit facilities.



A new auto showroom format is required for upgraded or new auto dealerships.



New development beyond the base height will be required to participate in a shared parking program.

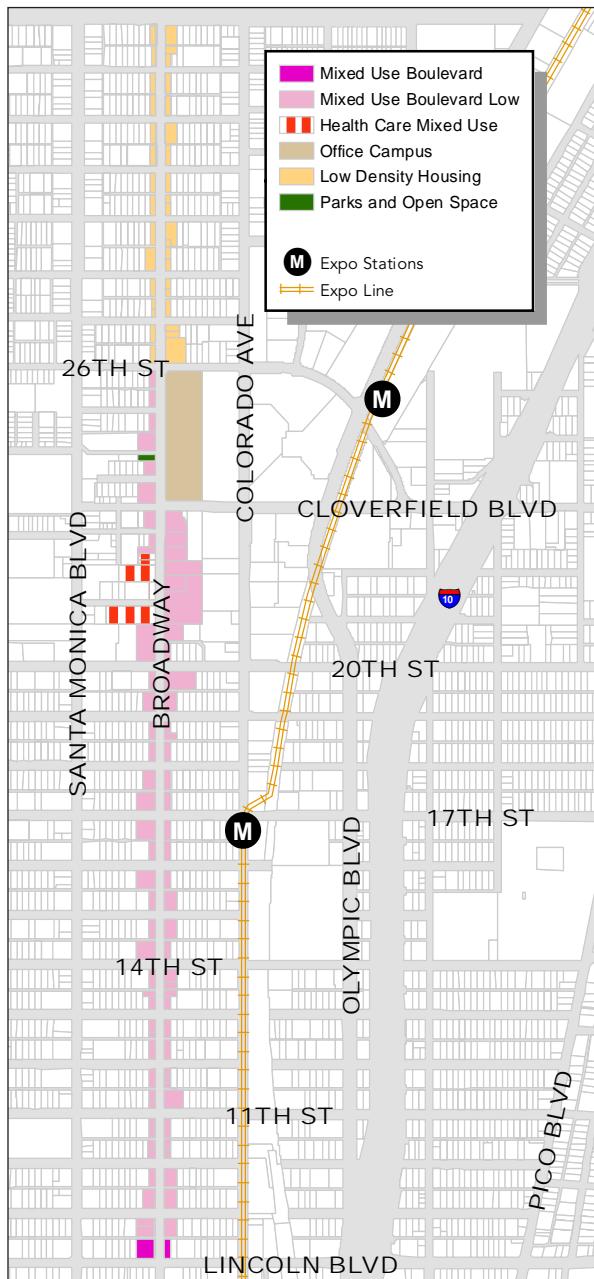
B5.5 Ensure that new and existing auto dealerships from 20th Street to Lincoln Boulevard develop in an urban auto dealership format, locating showrooms adjacent to the sidewalk and new car inventory, customer parking and service facilities either below grade and/or in multi-story facilities to the rear of the retail showrooms.

B5.6 Design new and remodeled auto dealerships to minimize impacts on adjacent residential neighborhoods.

B5.7 New auto dealerships east of 20th Street are discouraged; existing auto dealerships may remain as permitted uses and expand if developed according to the urban auto dealership format.

B5.8 Encourage auto-related uses to contribute to the desired character and pedestrian experience of the boulevard with vehicle service and parking access discouraged from Santa Monica Boulevard.

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Broadway

Location

The Broadway mixed-use commercial corridor is situated at the center of Santa Monica's geographic boundaries and runs east-west from Centinela Avenue at the City's eastern limits to Lincoln Boulevard, where it enters the Downtown.



"It's the heart of Santa Monica. It welcomes those off the I-10 & Lincoln and is where 3rd Street empties out into the community."

-RESIDENT'S COMMENT FROM A DISCOVER SANTA MONICA GUIDEBOOK

Vision

Broadway is envisioned to maintain its current role as a transit and major east-west bicycle route into Downtown. Over time, Broadway west of 26th Street will transition into a mixed-use corridor with residential, creative arts studios, offices and local-serving retail uses. This combination of uses is designed to create a more attractive and inviting street environment by capitalizing on existing landscape assets such as the medians east of 26th Street.

Broadway's existing land uses and the context of the surrounding development define four distinct sub-areas from Centinela to Lincoln Boulevard: Centinela Avenue to 26th Street—a continuation of what is essentially a neighborhood street; 26th Street to Cloverfield Boulevard—transitioning from existing large buildings to Santa Monica's typical boulevard scale; Cloverfield Boulevard to 20th Street—an interface between existing larger-scale development to the south and the emerging healthcare center to the north; and 20th Street to Lincoln Boulevard—a low-scale mixed-use environment continuing the pattern of the City's creative office use with local-serving retail and a variety of new housing types to promote 17 hours per day/7 days per week activity. Broadway features enhanced pedestrian and transit facilities and improved bicycle pathways to enhance Broadway's role as the bicycle gateway to Downtown.

CENTINELA AVENUE TO 26TH STREET:

Low-Density Housing

Broadway's eastern sub-area from Centinela to 26th Street is maintained as a tranquil and comfortably designed residential street. The scale and character of the residential uses lining both sides of this seven-block length of Broadway are conserved with a Low-Density Housing designation. The landscaped medians will be maintained to provide visual relief, and dedicated bike lanes will continue to accommodate bicycle access to Downtown.

Current Conditions, Trends and Issues

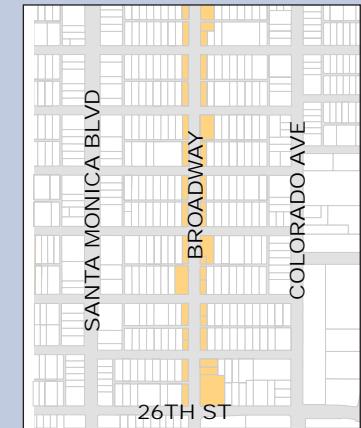
Broadway from Centinela Avenue to 26th Street contains a stable mix of predominantly multi-family residential buildings. The existing streetscape provides a pleasant thoroughfare for pedestrians, cyclists and automobiles. This segment is entirely residential in character and boasts landscaped medians that contribute to the area's charm.

Strategic Approach

No changes are anticipated for this segment of Broadway. Policies will ensure that the neighborhood is protected and not negatively impacted by changes in adjoining districts.

Land Use Parameters

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



Low-Density
Housing

CENTINELA AVENUE TO 26TH STREET:

The character of this sub-area is mainly residential, offering a landscaped median, a bike lane, pedestrian lighting and a variety of housing types.



DEDICATED BIKE LANES ON BROADWAY provide a vital link between West Los Angeles and Santa Monica.

26TH STREET TO CLOVERFIELD BOULEVARD:

Mixed-Use Boulevard Low, Office Campus, Parks and Open Space

West of 26th Street, the heights of new buildings transition down from the taller buildings at Yahoo! Center to lower-scale, mixed-use buildings on the north side of Broadway and beyond to the existing residential development. The ground floor local-serving retail on the north side will open onto an enhanced sidewalk to create a vital pedestrian environment in contrast to the existing south side of the street.

Current Conditions, Trends and Issues

The south side of Broadway in this area is developed with a public access park at the southwest corner of Broadway and 26th Street and Yahoo! Center. No redevelopment of Yahoo! Center is anticipated. On the north side of Broadway there are opportunities for buildings and uses to enhance the area by removing surface parking lots and improving the pedestrian experience. Current development standards lack sufficient incentives to upgrade these properties.



Strategic Approach

To encourage the upgrading of the underutilized properties in this area, additional height above the base height may be requested for projects that include community benefits such as affordable housing, shared parking or open space. The height of new development steps down toward adjacent residential properties. For all new developments, shared parking and participation in area-wide TDM strategies is encouraged.

UNDERUTILIZED PARCELS COULD TRANSFORM INTO NEW OPPORTUNITIES

for local business development, housing, or healthcare and medical offices.

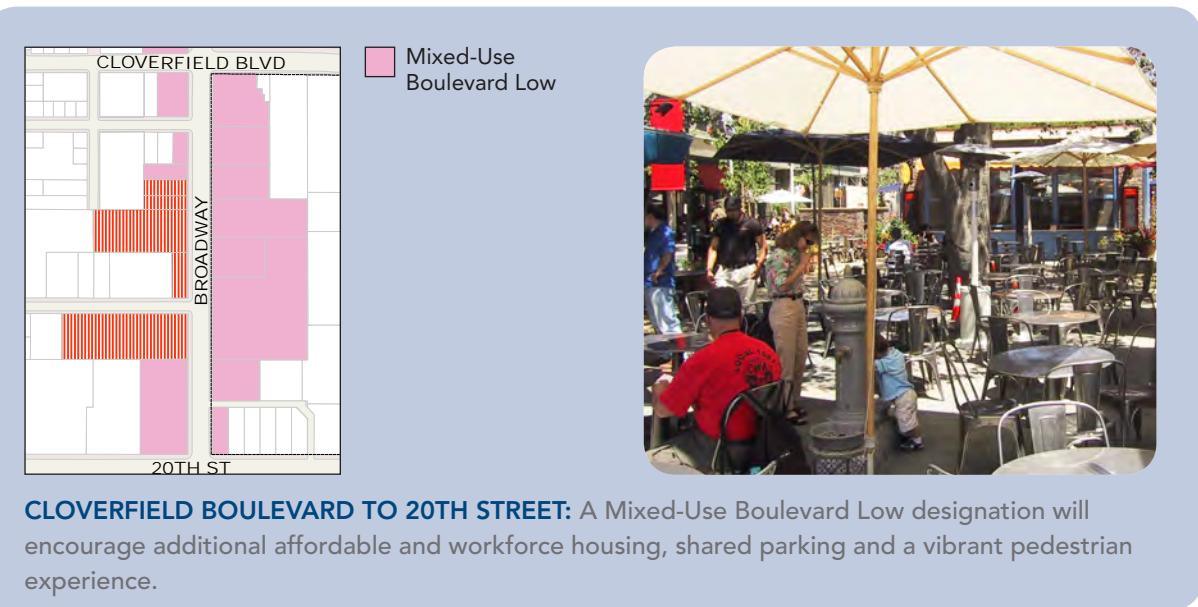
Land Use Parameters

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

CLOVERFIELD BOULEVARD TO 20TH STREET:

Mixed-Use Boulevard Low

Over time, the north side of the street will transition into a mixed-use pattern that provides commercial, health services and residential to support the healthcare center to the north. Mixed-use development on the south side of Broadway creates a lively, vital pedestrian streetscape while providing a transition to the existing tall buildings in the Office Campus District to the south and east and the lower mixed-use sub-area to the west. The land within this Broadway sub-area does not abut existing residential neighborhoods. A coordinated architectural street frontage with opportunities for increased ground level open space contributes to the quality of the street life and supports enhanced transit, pedestrian and bicycle routes. New shared parking facilities and TDM strategies reduce vehicle trips.



Current Conditions, Trends and Issues

The portion of Broadway between Cloverfield Boulevard and 20th Street features a mix of building types and uses, including a row of single-story brick warehouses on the south side of the street that have been converted to media/entertainment-related offices. The north side of the street includes a combination of parking lots and small office uses. The block between Broadway and Santa Monica Boulevard currently contains a variety of residential buildings, offices and hospital-related facilities and interfaces with the Hospital Area Specific Plan.

Strategic Approach

As properties redevelop in this area, new projects are designed in a mixed-use pattern with ground floor commercial space adjacent to the sidewalk and upper-level residential uses.

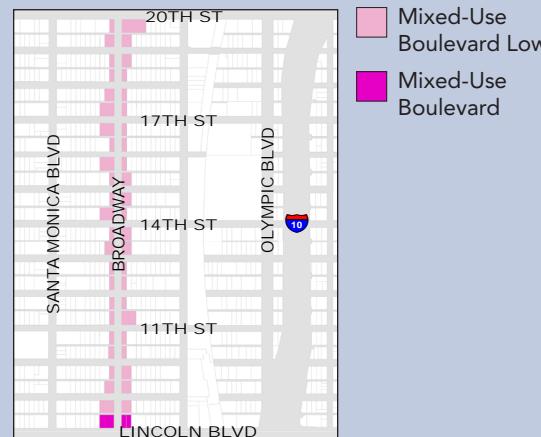
Land Use Parameters

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

20TH STREET TO LINCOLN BOULEVARD:

Mixed-Use Boulevard Low,
Mixed-Use Boulevard

Broadway's traditional one to three-story mixed-use corridor between 20th Street and Lincoln Boulevard is envisioned to expand its prominence in the City by continuing to encourage mostly local-serving retail uses at the ground floor while also allowing flexibility for limited ground floor residential uses designed in a pedestrian-oriented manner. Small creative arts industries that have called Broadway home for years and add to the vitality and variety of housing types are also encouraged. Enhancement of the pedestrian



20TH STREET TO LINCOLN BOULEVARD:

This area is envisioned to retain its prominence as a major bicycle corridor accentuated by a variety of housing types and retail offerings.

Existing



Broadway's built environment is aging, and does not engage the bicyclist or pedestrian consistently along the street.

LUCE Concept



Broadway has the potential to become an interesting and vibrant boulevard that takes advantage of its mixed-use designation to provide spaces for artists, small offices and a variety of housing types.



Ground floor uses on active pedestrian and bicycle corridors take advantage of the pedestrian flow, and contribute to an area's overall livability. Broadway has the potential to evolve into an exciting and vibrant corridor if care is taken to ensure that development remains human-scaled and oriented to the individual.

environment, improvements to the east-west bikeway and new transit facilities will establish Broadway as an important entrance to the Downtown.

Current Conditions, Trends and Issues

This segment of Broadway features residential, retail, small-scale industrial and locally-oriented incubator spaces. Mixed-use buildings have recently been developed in this area, creating some land use conflicts such as automotive repair facilities in close proximity to residential

uses. The 50-foot depth of parcels fronting on Broadway severely limits the development of sufficient parking to support the redevelopment of parcels.

Strategic Approach

To enhance the pedestrian experience, ground level uses are encouraged to have display windows with exhibits that represent the business, and vehicular access is discouraged from Broadway. Ground floor residential uses in limited locations are required to be designed in a pedestrian-oriented manner with features

such as wider sidewalks, street-facing main entrances, stoops, patios, and fenestration. The primary building façades face the street and are located along the property line. Bicycle routes are enhanced to enforce Broadway's role as a primary east-west bicycle thoroughfare.

Land Use Parameters

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

BROADWAY GOALS AND POLICIES

GOAL B6: Create an enhanced mixed-use, pedestrian- and bicycle-oriented boulevard that provides residents, employees and visitors with an inviting landscaped pedestrian environment.

POLICIES:

B6.1 Ensure that buildings fronting Broadway have their primary façades 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.

B6.2 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.

B6.3 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.

B6.4 In order to create an interesting skyline, avoid uniformly flat roofs.



The built and streetscape environment shall be enhanced to create a comfortable pedestrian environment that is inviting to residents, employees and visitors.

B6.5 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.

B6.6 Limit ground floor uses to mostly active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

B6.7 Ensure that mixed-use developments have active ground floor uses that face Broadway with predominantly residential located on the upper floors. Ground floor residential uses may be allowed in limited



To increase the quality of the bicycle network, the LUCE proposes enhancing Broadway's prominence as a bicycle thoroughfare, and as a mixed-use boulevard catering to the creative arts.

areas if designed in a pedestrian-oriented manner with features such as street-facing main entrances, stoops, patios, and fenestration.

B6.8 General office and other limited pedestrian access uses are discouraged on the ground floor facing Broadway. Entrances to upper-level uses, such as lobbies, shall be limited in length along the sidewalk.

B6.9 Affordable and workforce housing should be encouraged in proximity to transit and major employment centers.

B6.10 Encourage sidewalk dining where it meets established criteria.

B6.11  Require new incentivized development above the base to participate in a shared parking district and Transportation Demand Management strategies.

B6.12  Enhance the streetscape environment to create an inviting pedestrian environment. The replacement of character-defining streetscape elements, such as street lamps, should respect the existing character of the boulevard to the greatest extent feasible, and be completed in accordance with City policy.

B6.13  Improve pedestrian crosswalks along the length of Broadway.

B7.3  Encourage a mix of residential, small-scale retail and creative arts uses between 20th Street and Lincoln Boulevard.

GOAL B8: Create a safe and attractive bicycle artery on Broadway that connects the eastern neighborhoods of the City with the Beach.

POLICIES:

B8.1  Design new development along Broadway to complement the street's function as a cycling route through the City.

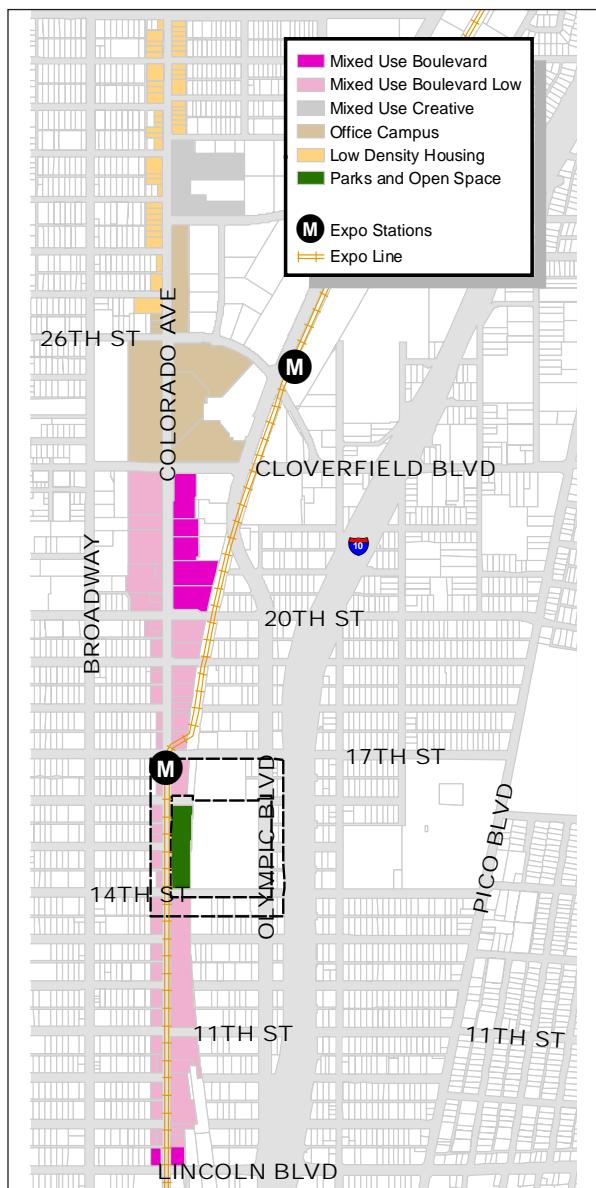
B8.2  Enhance the dedicated bike lane on Broadway to better facilitate east-west bicycle circulation and intersection crossings.

GOAL B7: Develop an integrated pattern of land uses along Broadway to preserve existing low-density residential neighborhoods, create "incubator" spaces for the creative arts, and provide opportunities for affordable and workforce housing to support nearby employment centers.

POLICIES:

B7.1 Preserve existing low-density residential neighborhoods east of 26th Street.

B7.2  Encourage affordable and workforce housing in proximity to major employment centers as a community benefit.



Colorado Ave

Location

Colorado Avenue is located between Broadway and Olympic Boulevard and extends from the eastern City limit at Centinela Avenue to Lincoln Boulevard where it transitions to the interface between the Downtown and Civic Center Districts.



"The City needs mixed-use, strategic planning, and bonuses for low-income housing and open space... it is a work in progress and can be even nicer than it is today."

-COMMENT FROM INDUSTRIAL LANDS WORKSHOP #1

Vision

Colorado Avenue is envisioned to retain much of its diverse character while accepting its new role as a light rail transit corridor west of 17th Street to Downtown. The low-density, variably-scaled character of the residential neighborhoods east of 26th Street will be conserved. The south side of Colorado Avenue between Stanford and Stewart Streets will transition to a mixed-use pattern over time where the northern boundary of the Mixed-Use Creative District (MUCD) meets Colorado. The MUCD provides for effective physical step downs to the residential areas with appropriate design transitions to the adjacent residential areas to the north along with needed neighborhood commercial retail and services. West of Stewart Street the existing major entertainment, industrial and financial service buildings constructed under Development Agreements are unlikely to be redeveloped.

The Expo Light Rail which transitions to Colorado Avenue from a dedicated right-of-way just east of 17th Street presents a special opportunity to enliven and improve the avenue. The Memorial Park Light Rail Station just west of 17th Street within the Colorado Avenue right-of-way provides needed service to the Healthcare District and Santa Monica College. The light rail tracks will be at grade down the center of Colorado Avenue west of

the Memorial Park Light Rail Station to the Downtown Light Rail Station at 4th Street. West of the Memorial Park Light Rail Station, Colorado Avenue transitions from a mix of small office and light industrial uses to a mixed-use pattern with local-serving retail and small office ground floor uses and residential uses above. An enhanced sidewalk and streetscape developed as part of the light rail construction will ensure a spirited pedestrian environment.

The Memorial Park Activity Center Low Overlay capitalizes on the location of the Expo Light Rail station with the potential for shared parking, expansion of Memorial Park and a joint-development opportunity to combine excess Metro, City, and Santa Monica-Malibu Unified School District land. The open space resource of Memorial Park and its proximity to transit presents an opportunity to create a lively mixed-use neighborhood at the activity center overlay .

(See chapter 2.5 Activity Centers for further information.)



This portion of Colorado Avenue contains a variety of industrial and office uses that are auto-oriented.



A new program of activities facilitated by a Mixed-Use Boulevard designation will allow Colorado Avenue to emerge as an attractive and interesting street. Enhanced transit facilities will reduce the need for vehicle trips.

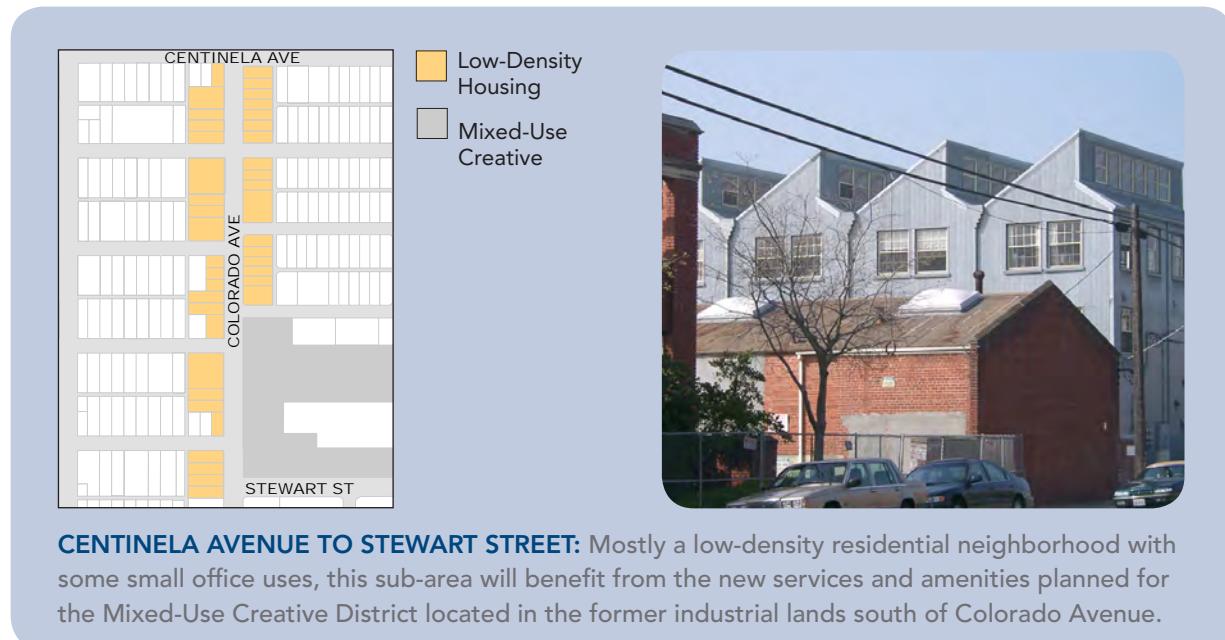
CENTINELA AVENUE TO STEWART STREET:

Low-Density Housing, Mixed-Use Creative

The eastern segment of Colorado Avenue, with the exception of the Mixed-Use Creative District (MUCD) on the south side of the Avenue between Stanford and Stewart Streets, retains its use and character as a low-density residential neighborhood. The MUCD borders the south side of the avenue from Stanford to Stewart Streets. The low scale of Colorado is maintained through controls embodied in the MUCD requiring buildings fronting on Colorado to step down to the existing scale of the street. Ground floor restaurants and local-serving retail provide convenient services for the entire neighborhood within an enhanced pedestrian environment.

Current Conditions, Trends and Issues

With the exception of the south side of Colorado Avenue between Stanford and Stewart Streets, this area consists of a modestly-scaled residential neighborhood with a varied mixture of single family, multi-family and mobile home housing types. While the residential buildings are well-woven into the fabric of the adjacent neighborhoods, the buildings on the south side between Stanford and Stewart Streets relate more to



CENTINELA AVENUE TO STEWART STREET: Mostly a low-density residential neighborhood with some small office uses, this sub-area will benefit from the new services and amenities planned for the Mixed-Use Creative District located in the former industrial lands south of Colorado Avenue.

the City's industrial districts and for the most part do not provide services or uses that are compatible with the residential neighborhood. The streetscape in this segment of Colorado Avenue does not enhance the residential character of the neighborhood or encourage pedestrian activity.

Strategic Approach

Streetscape improvements enhance the pedestrian character of the residential portion of this neighborhood. In the MUCD south of Colorado Avenue between Stanford and Stewart Streets, a new commercial/residential neighborhood emerges where opportunities

for creative arts jobs are balanced with a variety of affordable, workforce and market-rate housing and local-serving retail and services. New development along Colorado Avenue is designed to transition down to adjacent residential areas and provide green streets that establish a more pedestrian friendly street grid.

Land Use Parameters

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

STEWART STREET TO 20TH STREET:

Low-Density Housing, Office Campus, Mixed-Use Boulevard Low and Mixed-Use Boulevard

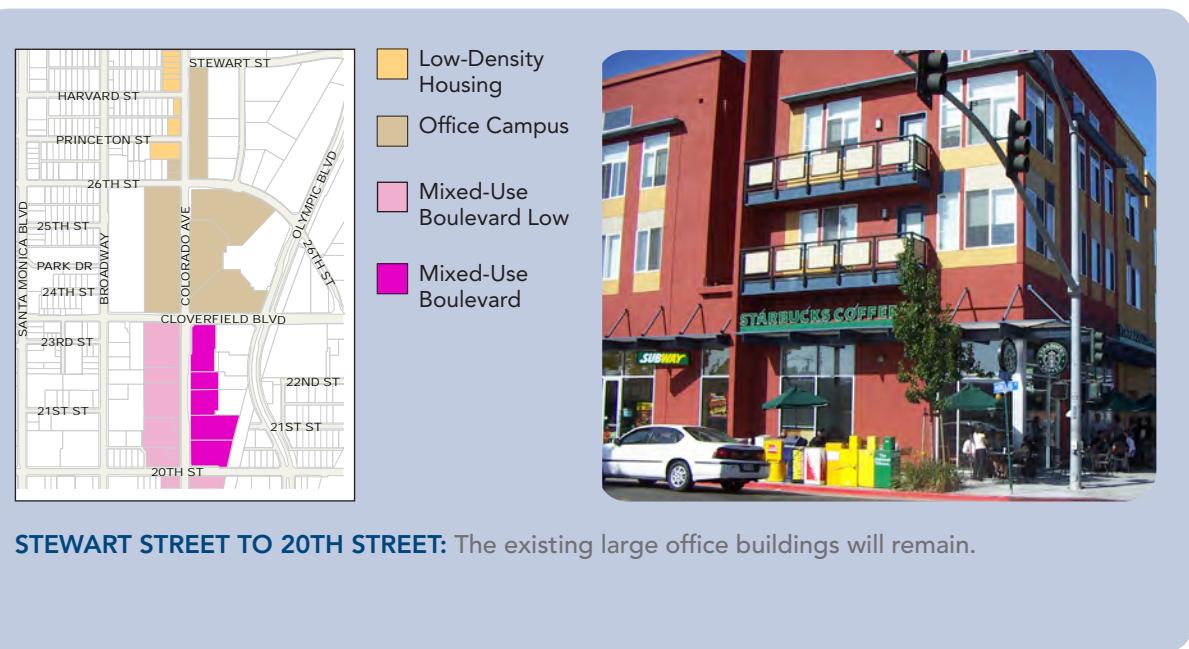
Most of this area of Colorado Avenue is not expected to change as the street proceeds west, bordered by major existing development. The MTV Building, the internally-oriented Water Garden complex and Arboretum on the south side of the street and the Yahoo! Center on the north side will remain, as the useful life of those office complexes are likely beyond the time horizon of this Plan. The existing residential uses on the north side of Colorado between Stewart and 26th Streets are maintained.

Current Conditions, Trends and Issues

The Office Campus and Mixed-Use Boulevard designations reflect existing development at the MTV Building, Water Garden, Yahoo Plaza and Arboretum, which are not expected to redevelop within the time horizon of this Plan.

Land Use Parameters

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



STEWART STREET TO 20TH STREET: The existing large office buildings will remain.

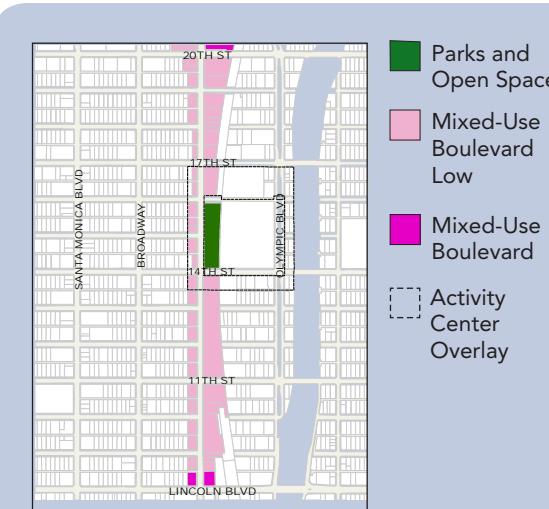
20TH STREET TO LINCOLN BOULEVARD:

Mixed-Use Boulevard Low, Parks and Open Space

Memorial Park is the focal element for a Memorial Park Activity Center Overlay. This activity center overlay capitalizes on the Memorial Park Light Rail Station with connecting bus and shuttle routes. With the City's acquisition of the Fisher Lumber property, and the Los Angeles County Metropolitan Transit Authority's likely acquisition of property at the corner of Colorado Avenue and 17th Street, the avenue visually opens onto Memorial Park. From the Memorial Park Light Rail Station to Downtown, the avenue emerges as a mixed-use corridor with ground floor local-serving uses, small office and upper-level residential uses adjacent to an at-grade segment of the Expo Light Rail line. (See chapter 2.5 Activity Centers for further information.)

Current Conditions, Trends and Issues

From 20th Street west to 17th Street, the area contains a variety of small industrial uses where lot depth is reduced by the Expo right-of-way. West from 17th Street to Lincoln Boulevard, the character is generally low-scale industrial in conformance with the existing light industrial zoning. The former Fisher Lumber facility on the south side of Colorado Avenue between 14th and 16th Streets has been purchased by



20TH STREET TO LINCOLN BOULEVARD:

A comprehensive mix of uses around the Expo Light Rail Station and Memorial Park will be the core of this area.



the City for public use. From 14th Street to Lincoln Boulevard, the street has a decidedly low-scale industrial character, with uses such as auto repair, wholesale and retail outlets related to the construction industry, and the Southern California Edison utility plant on the northeast corner of Colorado Avenue and Lincoln Boulevard.

Strategic Approach

The Activity Center Overlay Area Plan centered on Memorial Park capitalizes on an expanded park, the Memorial Park Light Rail Station, a shared parking facility, and potential joint development for new residential and office uses including new facilities for the Santa Monica-Malibu Unified School District. New local-serving retail and residential units will combine to form a new urban neighborhood around Memorial Park.

The activity center's physical proximity to the recreational activities provided by the park, transit facilities and the visual proximity to the park's expansive open space create an ideal situation for a thriving mixed-use neighborhood. 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 combine to form a new urban neighborhood around an expanded and enhanced Memorial Park. This planned neighborhood accommodates new infrastructure improvements including an underground reservoir. The potential capping of the I-10 Freeway in the area south of Memorial Park offers an opportunity to expand open space and link neighborhoods south of the freeway to the park.

Along the path of the new Expo Light Rail line from 17th Street to Downtown, a new streetscape plan is implemented in conjunction with the construction of the transit line. New mixed-use buildings are encouraged along the transit corridor, and existing service facilities for auto dealerships may remain.

Land Use Parameters

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



The LUCE establishes a goal to translate new transit opportunities into housing creation. Affordable and workforce housing are highly desirable.

COLORADO AVENUE GOALS AND POLICIES

GOAL B10: Create an enhanced mixed-use, pedestrian boulevard that provides residents, employees and visitors with an inviting landscaped pedestrian environment.

POLICIES:

B10.1 Ensure that buildings fronting Colorado Avenue 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.

B10.2 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.

B10.3 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.

 denotes sustainable policy

B10.4 In order to create an interesting skyline, avoid uniformly flat roofs.

B10.5 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.

B10.6 Limit ground floor uses to mostly active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

B10.7 Ensure that mixed-use developments have active ground floor uses that face Colorado Avenue with predominantly residential located on the upper floors. In the activity centers and Mixed Use Creative designation, creative arts uses may also be located on upper floors.

B10.8 General office and other limited pedestrian access uses are discouraged on the ground floor facing Colorado Avenue. Entrances to upper-level uses, such as lobbies, shall be limited in length along the sidewalk.

B10.9 Arts and entertainment uses are encouraged in a mixed-use pattern balanced with residential and local-serving retail to create a complete neighborhood.

B10.10 Encourage affordable and workforce housing in proximity to transit and major employment centers.

B10.11 Encourage sidewalk dining where it meets established criteria.

B10.12 Require new incentivized development above the base to participate in a shared parking district and Transportation Demand Management strategies.

B10.13 Enhance the streetscape to create an inviting pedestrian environment.

B10.14 Improve pedestrian crosswalks along the length of Colorado Avenue.

GOAL B11: Maintain the integrity of the low-density residential area north and east of the Mixed-Use Creative District.

POLICIES:

B11.1 Preserve the existing low-density residential neighborhood on the north side of Colorado, east of 26th Court, and on the south side of Colorado, east of Stanford Street.

B11.2 Design new developments to minimize impacts on adjacent residential neighborhoods.



A walkable environment can be created with quality building design, landscaping, wider sidewalks and accessible transit.

GOAL B12: Build on the existing character of the eastern portion of the avenue by encouraging creative arts and residential uses to create a unique neighborhood with workforce housing and services to support the City's arts and entertainment employers.

POLICIES:

B12.1 Integrate the new Mixed-Use Creative District with the neighborhood to the north of Colorado Avenue by locating local-serving retail and residential uses along the avenue and stepping the mass of the buildings down to provide effective transitions to the adjacent lower-scale residential area.

GOAL B13: Create focal points of activity on Colorado at 17th that provide a variety of residential, community gathering, entertainment and shopping opportunities.

POLICIES:

B13.1  Integrate the activity center overlay at Memorial Park with the Expo Light Rail line and ensure that it contains a mix of local-serving retail, affordable and workforce housing, small office uses, and school district facilities.

GOAL B14: Develop Colorado Avenue as the light rail artery from the Memorial Park Station at 17th Street to Downtown while enhancing the street along the way to create a safe and appealing pedestrian experience.

POLICIES:

B14.1  Design new buildings fronting on the light rail line to have their primary façades facing the avenue to create an enhanced pedestrian experience.

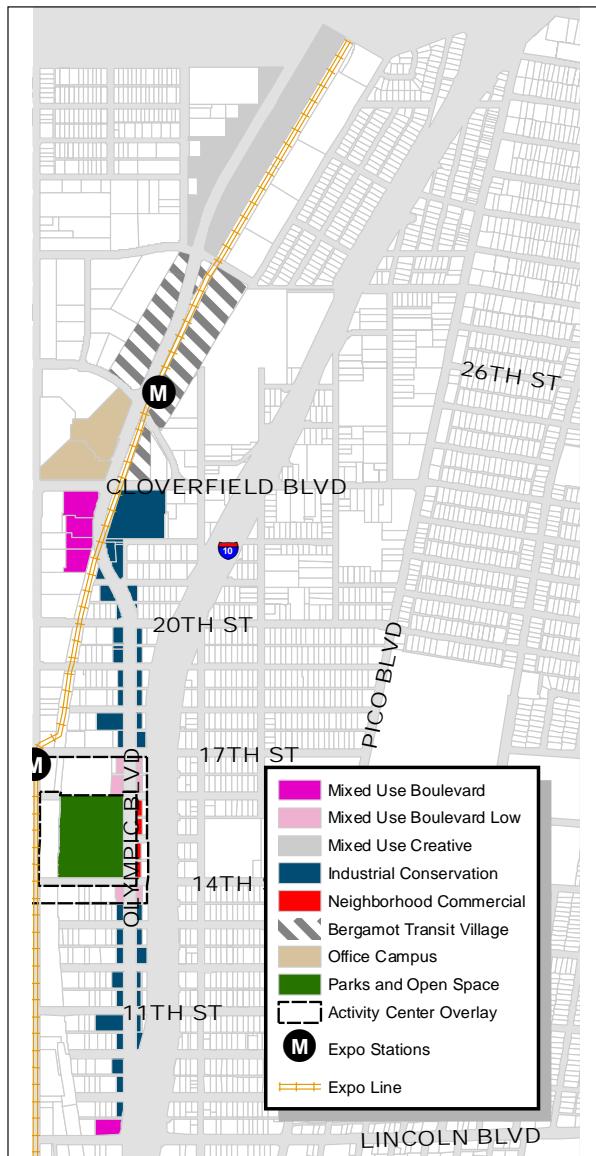


A neighborhood activity center, like that proposed at Memorial Park, will provide the adjacent residential neighborhoods with transit options, open space, employment centers and a variety of housing opportunities.

B14.2  Implement a streetscape plan with the construction of the light rail line for the public right-of-way along the avenue between the Memorial Park Station and Downtown.

B14.3 Where feasible, provide vehicle access from the alley or side street and discourage it from Colorado Avenue.

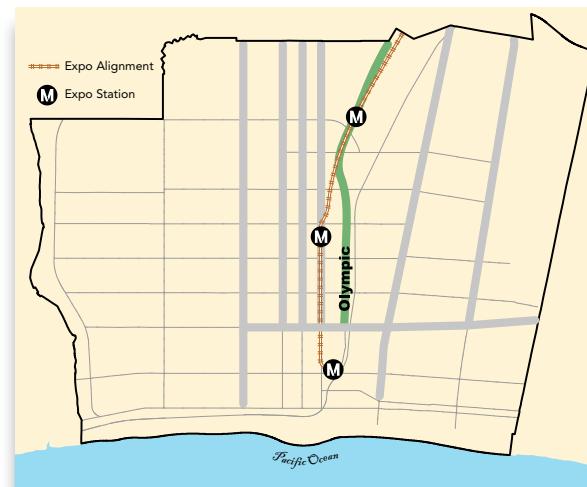
B14.4 Maintain service/storage facilities for automobile dealerships as permitted uses west of 20th Street. A discretionary approval process may be implemented to authorize auto sales at existing dealership service and storage facilities.



Olympic Blvd

Location

Recognized as a major transit corridor from Downtown Los Angeles through West L.A., Santa Monica's Olympic Boulevard transforms from a wide highway into a green, pleasant corridor, highlighted by a procession of mature coral trees in a median that extends from the



City limits at Centinela Avenue to 10th Street. The boulevard becomes one-way westbound after 10th Street, and as its path merges with I-10, ends at 5th Street. Eastbound lanes begin at Main Street (Olympic Drive), run along the south edge of the I-10 Freeway from 4th Street, reuniting with the main part of the boulevard on the north side of the freeway at 11th Street.

Vision

Olympic Boulevard is one of the important eastern gateways to Santa Monica and immediately establishes a sense of arrival through installation of a gateway feature while becoming the spine of the new Bergamot Transit Village District and the Mixed-Use Creative District. Historically, Olympic was part of a state highway network and vehicular access to the boulevard in the form of driveways and curbcuts was limited. The LUCE envisions Olympic as a boulevard that will connect with the traditional street grid pattern introduced into the City's former industrial lands. The new grid streets increase both vehicular and pedestrian circulation and create the framework for the transition of the former large industrial parcels into mixed-use neighborhoods. The new districts on either side of Olympic encourage the expansion of the arts and entertainment industries through enhanced transit services and new shared parking reservoirs with a balance of residential and local-serving retail. The addition of the Expo Light Rail line paralleling Olympic between Stewart Street and Cloverfield, with its new Bergamot Light Rail Station located just east of 26th Street, is key to creating a lively mixed-use, transit-friendly neighborhood in this former industrial area with affordable and workforce housing and new employment

opportunities. This area of the City is envisioned as a pedestrian-friendly precinct that capitalizes on the transit opportunity and the existing Bergamot Station Arts Center. New streetscape amenities, including improved sidewalks, are added to Olympic along with on-street parking where appropriate. Key to the implementation of these new districts is the creation of major shared parking facilities, which will consolidate parking, provide efficiencies through mixed-use sharing of spaces, and permit the redevelopment of existing on-grade parking into a new mixed-use pattern that is appropriate in scale and is environmentally, economically and socially sustainable.

From Cloverfield Boulevard west to 17th Street, land uses to the south of Olympic Boulevard will remain light industrial. West of 26th Street, the Expo Light Rail line tracks rise from grade and cross over Cloverfield and Olympic Boulevards and return to grade within the former railroad right-of-way north of Olympic. The parkway character of the boulevard is maintained with the coral trees preserved and median landscaping enhanced.

Between 17th and 14th Streets, Olympic Boulevard passes by and opens onto Memorial Park before transitioning to existing light industrial uses in the area from 14th Street to the Downtown.

(See chapter 2.5 Activity Centers for further information.)



Olympic is a gateway into Santa Monica from neighboring West Los Angeles, yet it is understated, and lacking in pedestrian infrastructure and urban design amenities.



Adding street-facing retail and housing will enliven the gateway into Santa Monica from West Los Angeles. New sidewalks and possibly a walking trail in the landscaped median will enhance the pedestrian experience as shown in this

CENTINELA AVENUE TO CLOVERFIELD BOULEVARD:

Mixed-Use Creative, Transit Village, Office Campus

The modern Bergamot Light Rail Station provides the focus for this historically isolated industrial area as it converts over time to a sustainable mixed-use neighborhood. A new street grid lined with a mix of local-serving ground floor uses, creative arts facilities and a variety of residential types intersects with Olympic Boulevard to accommodate vehicles and pedestrians while providing direct links to the new light rail station. The new neighborhoods create opportunities to live, work, play and learn within a livable transit-accessible environment. The Plan envisions retaining the scale and character of the existing Bergamot Station Arts Center as a community-gathering place and relocating parking into nearby shared structures. Bergamot Station Arts Center adds to the vitality of the area; the center is opened visually to Olympic and the light rail station with direct pedestrian connections to the transit station. Olympic will intersect with new roadways to establish a traditional grid street pattern. The vehicle-dominated character of the street will change to a walkable environment with new development opening out onto the street, new pedestrian sidewalks and streetscape elements incorporated into the street right-of-way.

Current Conditions, Trends and Issues

Olympic Boulevard enters the City at an angle, then curves through the former industrial area north of I-10. The boulevard's irregular geometry and its lack of intersecting north-south streets in this area is a remnant of its former designation as a state highway route. Consistent with its former role as a highway, the boulevard lacks sidewalks and other pedestrian amenities. This segment of the boulevard contains a variety of older industrial and manufacturing buildings, many of which have been rehabilitated or adaptively reused to accommodate more modern uses such as entertainment production facilities.

Strategic Approach

With the exception of the Water Garden office complex, the area of Olympic Boulevard between Centinela Avenue and Cloverfield Boulevard passes through the Mixed-Use Creative and Bergamot Transit Village Districts. Olympic Boulevard is the spine for these two new districts, which stimulate new energy and expand the existing uses of the creative arts and entertainment industries. These districts combine to create new urban neighborhoods within a livable and transit-accessible environment. Provisions for shared parking create the opportunity to implement a new street grid and open space on existing surface parking lots.



CENTINELA AVENUE TO CLOVERFIELD:

New transit-oriented urban neighborhood districts will contain a mix of affordable, workforce and market-rate housing.

Residents and employees will be linked to the nearby transit station by safe and attractive bikeways and pedestrian pathways. New developments above the base height are required to participate in shared parking programs and TDM strategies.

Land Use Parameters

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

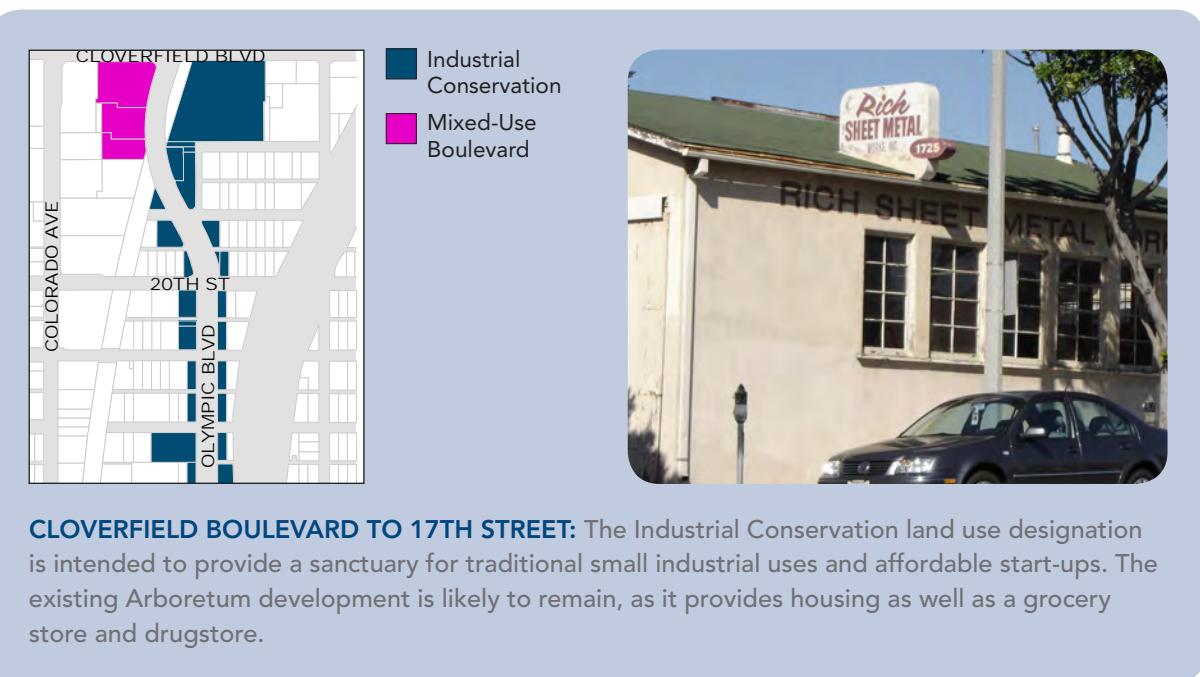
CLOVERFIELD BOULEVARD TO 17TH STREET:

Mixed-Use Boulevard, Industrial Conservation

West of the Bergamot Transit Village District, the parkway character of the boulevard is maintained, the existing coral trees are preserved and the median landscaping is enhanced. A portion of the Arboretum with an existing grocery store abuts Olympic at the point where the Expo Light Rail line crosses over Olympic. To the south, vacant land and under utilized one-story industrial uses are expected to evolve into new light industrial uses. The Industrial Conservation land use designation supports the traditional small industrial uses and affordable start-ups in addition to maintaining important local services and other commercial uses.

Current Conditions, Trends and Issues

Existing uses and buildings in this portion of the Industrial Conservation District include a variety of businesses and services, such as industrial uses, automotive facilities, utility providers, private schools and creative studios. These uses provide a valuable service to the community, and LUCE policies encourage their retention. The land designated Mixed-Use Boulevard includes the site of the Arboretum mixed-use complex, where no new development is anticipated.



CLOVERFIELD BOULEVARD TO 17TH STREET: The Industrial Conservation land use designation is intended to provide a sanctuary for traditional small industrial uses and affordable start-ups. The existing Arboretum development is likely to remain, as it provides housing as well as a grocery store and drugstore.

Strategic Approach

Policies encourage the retention of the existing light industrial, education and creative art uses and the development of new buildings designed to facilitate “incubator” industrial space. While the preservation of industrial uses is the priority for this area, a limited number of sites may be appropriate for 100 percent affordable housing.

Land Use Parameters

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

17TH STREET TO 14TH STREET:

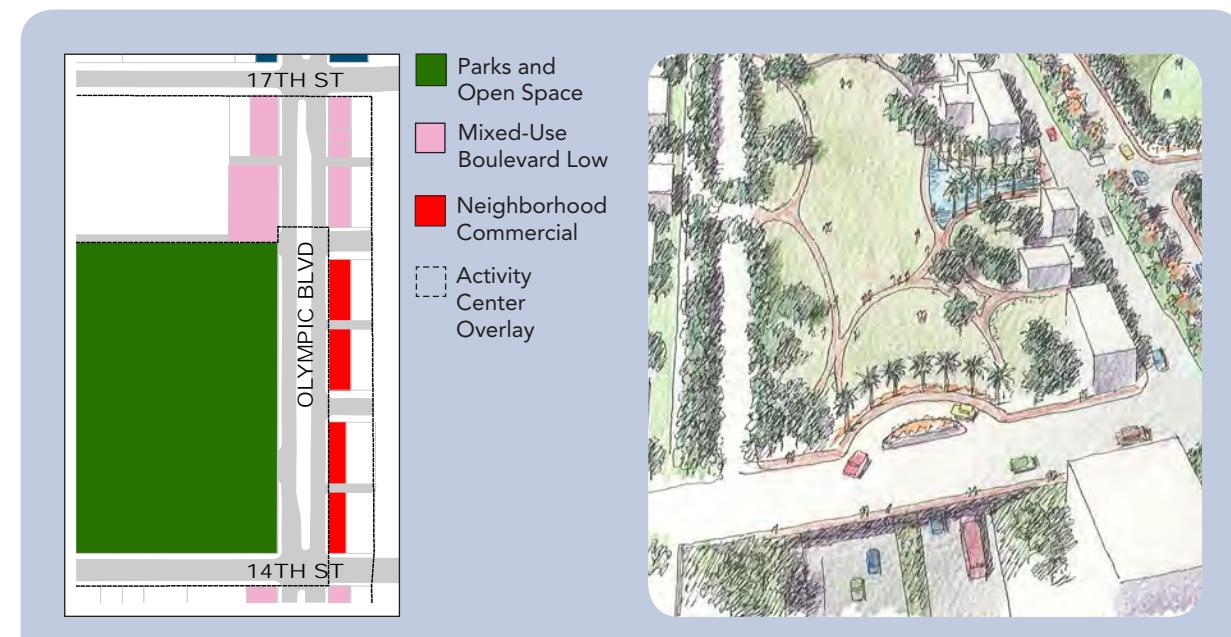
Mixed-Use Boulevard Low,
Neighborhood Commercial,
Parks and Open Space

The LUCE envisions the expansion of Memorial Park south of Olympic and over I-10, which will have a dramatic impact on this portion of the boulevard. The enhanced median landscape and new pedestrian facilities will traverse the expanded park and become an important part of the park. The Memorial Park Activity Center Overlay capitalizes on the park expansion, the Memorial Park Light Rail Station, additional transit routes and key joint-development/shared parking opportunities.

(See chapter 2.5 Activity Centers for further information.)

Current Conditions, Trends and Issues

Memorial Park features a wide selection of sports facilities and the Police Activities League building. Uses surrounding the park include a variety of low-scale industrial, office and commercial uses, and the Santa Monica-Malibu Unified School District headquarters. While the park is a valuable resource for the City and provides needed green space, it does not capitalize on its potential to contribute to the pedestrian experience along Olympic Boulevard. The south side of Olympic is a mix of low-scale commercial and limited retail uses.



17TH STREET TO 14TH STREET: New opportunities are envisioned with the expansion of Memorial Park over the I-10 Freeway. A mixed-use environment around the park will focus on the Memorial Park Light Rail Station, which will be complemented by shared parking opportunities and inter-modal transit connections.

Strategic Approach

The Memorial Park Activity Center Overlay creates a geographical and functional central park for Santa Monica within a new urban neighborhood focused around the Expo Light Rail station. The activity center overlay designation reflects the physical proximity to the recreational activities provided by the park, transit facilities, and the visual proximity to the park's expansive open space. New developments above the base height in this area, pursuant to the activity center overlay

incentives, are required to participate in shared parking and TDM strategies to minimize vehicle trips.

Land Use Parameters

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

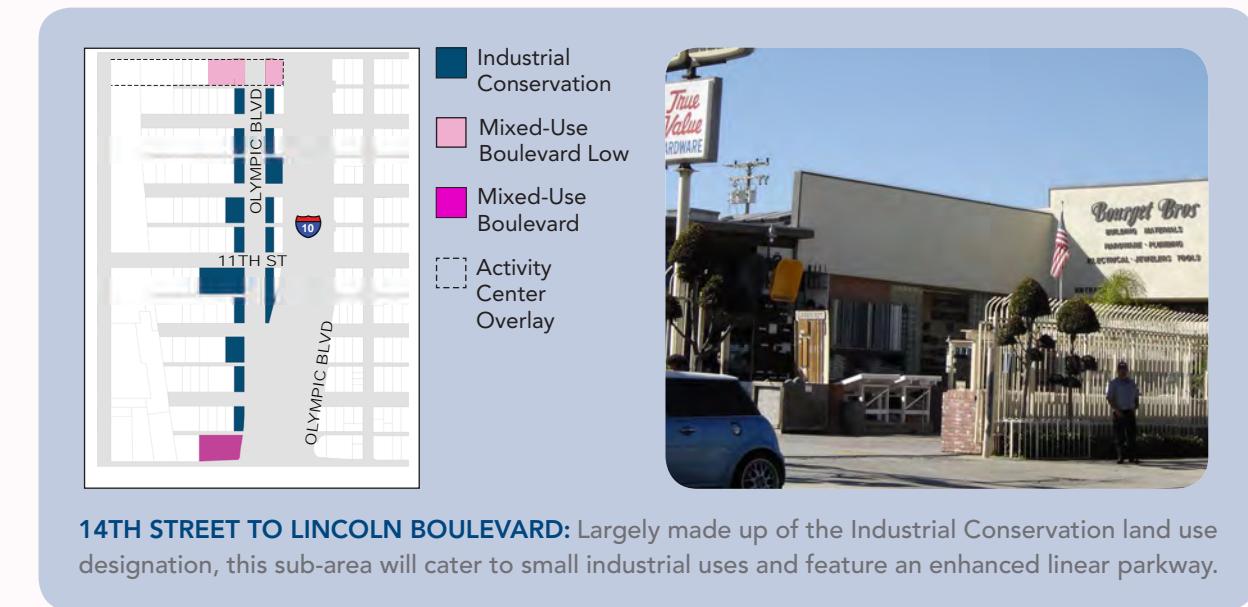
14TH STREET TO LINCOLN BOULEVARD:

Industrial Conservation, Mixed-Use Boulevard Low, Mixed-Use Boulevard

Little change is envisioned for the land uses to the north and south of Olympic Boulevard west of Memorial Park and 14th Street. Small-scale traditional industries continue to provide needed services and amenities to the local community, while also providing a range of employment opportunities for people with various skill levels. This segment of the boulevard is enhanced as a linear park, similar to San Vicente Boulevard. The boulevard transitions to the Downtown at Lincoln Court.

Current Conditions, Trends and Issues

The Industrial Conservation District is characterized by small-scale industrial and commercial uses, including light manufacturing facilities, services and businesses providing materials and supplies for the building industry.



Strategic Approach

The Industrial Conservation area preserves existing light industrial-type services and encourages similar new uses. Residential uses are prohibited and building heights are limited; therefore, except for the enhanced streetscape and median, the boulevard is expected to maintain its existing character. The streetscape enhancements include acknowledgements to the historic terminus of Route 66 at Olympic and Lincoln Boulevards.

Land Use Parameters

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



Preserving spaces for industrial uses adds to the diversity of land uses in Santa Monica and protects small businesses that many residents find invaluable.

OLYMPIC BOULEVARD GOALS AND POLICIES

GOAL B15: Develop an integrated pattern of land uses along Olympic Boulevard to establish a new mixed-use district with opportunities for affordable and workforce housing to support nearby employment centers, and an emphasis on the boulevard's close proximity to the Expo Light Rail line.

POLICIES:

B15.1 Ensure that buildings fronting Olympic 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.

B15.2 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.

B15.3 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.

 denotes sustainable policy



An enhanced Olympic Boulevard will include improved pedestrian amenities such as marked crossings, pedestrian harbors, and wider sidewalks, similar to this boulevard in West Hollywood.

B15.4 In order to create an interesting skyline, avoid uniformly flat roofs.

B15.5 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.

B15.6 In areas where residential uses are found to be appropriate and beneficial to the community along Olympic Boulevard, the first residential floor should be located one half level above the sidewalk and set back to provide for privacy.

B15.7 Limit ground floor uses to mostly active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

B15.8 Mixed-use developments should have active ground floor uses that face the boulevard with residential located on the upper floors. Entrances to upper-level uses, such as lobbies, should be limited in length along the sidewalk. Uses engaged in the creative arts may also be located on the upper floors within the Bergamot Transit Village and Mixed Use Creative designations. Within the Industrial Conservation designation, light industrial uses may be also be located on the upper floors.



An enhanced median will create a prominent gateway into Santa Monica while also providing a community recreational asset.

B15.9 General office and other limited pedestrian access uses are discouraged on the ground floor facing Olympic Boulevard. Entrances to upper-level uses, such as lobbies, shall be limited in length along the sidewalk.

B15.10 Arts and entertainment uses are encouraged in a mixed-use pattern balanced with residential and local-serving retail uses to provide a complete neighborhood.

B15.11 Encourage affordable and workforce housing in proximity to transit and major employment centers.

B15.12 Encourage sidewalk dining where it meets established criteria.

B15.13 Require new incentivized development above the base height to participate in a shared parking district and Transportation Demand Management strategies.

GOAL B16: Convert Olympic Boulevard to a mixed-use pattern on its east end to function as the spine for the new Bergamot Transit Village and the Mixed-Use Creative District.

POLICIES:

B16.1 Convert the eastern portion of Olympic Boulevard from its existing limited access form and function into a City boulevard to interface with an expanded street grid through converted industrial area north of the boulevard.

GOAL B17: Enhance the existing median on Olympic Boulevard along its total length to establish a parkway character comparable to San Vicente Boulevard.

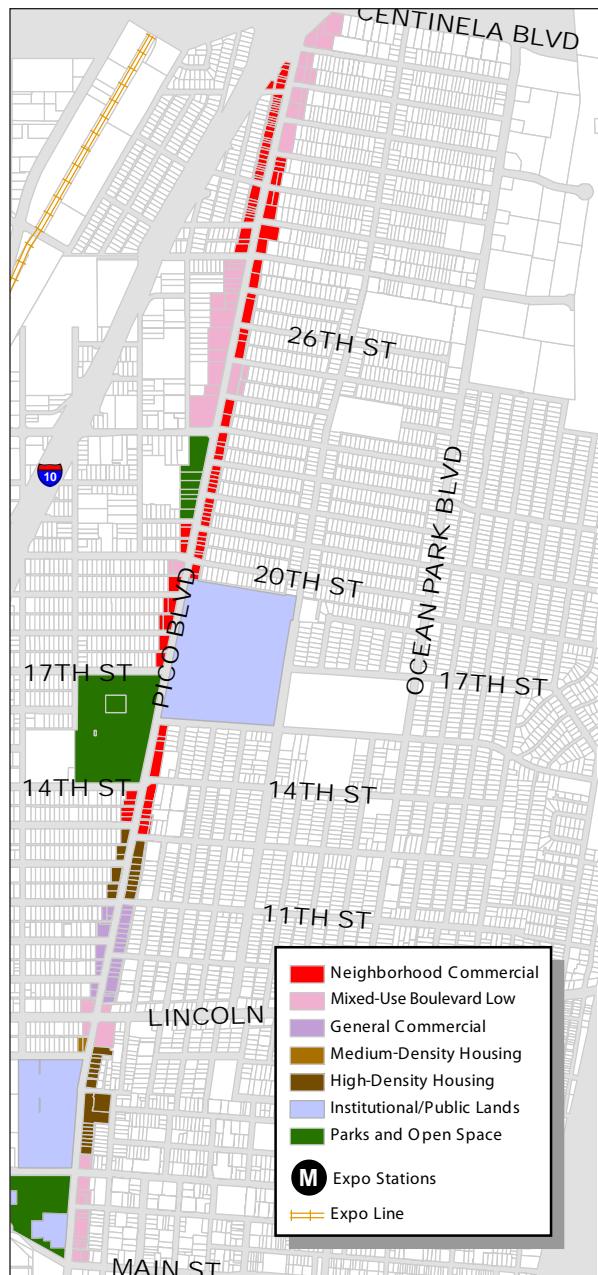
POLICIES:

B17.1 Enhance the streetscape to create an inviting pedestrian environment.

B17.2 Improve pedestrian crosswalks along the length of Olympic Boulevard.

B17.3 Enhance the landscaped median along with the conservation of the existing coral trees to establish a parkway character.

B17.4 Where feasible, ensure that new or redeveloped projects locate vehicle and service access in an alley or side street, and locate surface lots to the rear of buildings and screen from view.



Pico Blvd

Location

Pico Boulevard is an important connection between West Los Angeles, Santa Monica College, Downtown and the Pacific Ocean. Pico Boulevard extends from the City limits at Centinela Avenue west to the Beach at the crossroads between the Civic Center District and the Ocean Park neighborhood.



"Our neighborhood should be clean and safe with...a grocery store in walking distance and coffee houses around the corner."

-COMMENT FROM LAND USE BOULEVARDS WORKSHOP

Vision

Pico Boulevard is envisioned as an attractive, local-serving boulevard that provides an enhanced environment for pedestrians. The vision includes a wider choice of local-serving retail, expanded mobility, shared parking and an enhanced pedestrian environment to create an attractive and cohesive streetscape.

An area plan for the length of the boulevard from Centinela Avenue to 9th Street identifies neighborhood destinations at the eastern edge of the City to serve local shopping needs and at Santa Monica College to serve the needs of the students, faculty and adjacent neighbors. The neighborhood centers establish parking districts that create shared parking opportunities to efficiently provide parking for multiple uses including local-serving retail, housing and open space.

Mixed-use development with ground floor retail and dining is encouraged to better serve local users. Along the length of the corridor, new buildings will form a stronger relationship to the street by bringing buildings forward and locating parking to the rear or underground. Enhanced sidewalks and streetscape improvements along with new transit amenities create a lively local-serving shopping environment.

CENTINELA TO STEWART STREET:

Mixed-Use Boulevard Low,
Neighborhood Commercial

The eastern portion of Pico Boulevard is envisioned as a mixed-use neighborhood center, serving nearby residents with a mix of uses including ground floor local-serving retail and a range of residential types on the upper floors. A parking district is established to facilitate shared parking and TDM strategies, which, coupled with enhanced pedestrian environments, result in reduced vehicle trips. The walking, biking and transit experience is improved with the addition of enhanced pedestrian crossings at key locations and green pathways linking the adjacent neighborhoods to the boulevard.

Current Conditions, Trends and Issues

The eastern end of Pico Boulevard includes a collection of pedestrian-oriented commercial buildings with street-level retail. However, it suffers from a lack of parking and a limited selection of neighborhood sit-down restaurants, retail and services. Limited public parking restricts uses such as neighborhood cafes and small exercise studios from occupying existing buildings. The implementation of the Pico Boulevard Streetscape Plan improved the visual quality



CENTINELA AVENUE TO STEWART STREET: This sub-area of Pico includes some pedestrian-oriented, local-serving uses. However, it still suffers from a lack of parking and urban design amenities.

of the boulevard, but the opportunity remains to enhance the pedestrian experience and linkages to the neighborhoods. The shallow depth of parcels on the north side of the boulevard limits the opportunity for individual parcels to change.

Land Use Parameters

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

Strategic Approach

A Pico Boulevard Area Plan outlines a program of shared parking, transportation improvements, and streetscape enhancements to encourage new mixed-use activity along the boulevard. The Mixed-Use Boulevard Low designation retains a low-scale character while providing an opportunity for joint-venture partnerships for shared parking.



The existing conditions at the eastern end of Pico Boulevard are of low-scale restaurants, cafes and small retail shops. The presence of a grocery store has made the area a popular destination for local and West Los Angeles residents. Context-sensitive redevelopment on appropriate infill properties, particularly on Pico Boulevard's south side, will create opportunities for shared parking and active, neighborhood-serving uses.

STEWART STREET TO 20TH STREET:

Mixed-Use Boulevard Low, Neighborhood Commercial, Parks and Open Space

The character of Pico Boulevard from Stewart Street to 20th Street is transformed from an auto-oriented thoroughfare into a neighborhood-serving boulevard that is activated by local-serving commercial uses and enhanced pedestrian and bicycle connections to and from the neighborhoods. Virginia Avenue Park and the new Pico Branch Public Library provide a catalyst to improve the pedestrian vitality of the nearby neighborhoods and supply a focal point for the area. Mixed-use developments on the north side of the boulevard include pedestrian pathways connecting the boulevard to the adjacent neighborhoods, breaking up the excessively long block between Stewart Street and Cloverfield Boulevard.

Current Conditions, Trends and Issues

This section of Pico Boulevard is dominated by auto-oriented commercial uses with surface parking lots adjacent to the sidewalk and buildings located toward the rear of the parcels. Virginia Avenue Park is an asset to the surrounding area, but it alone cannot mitigate the impacts that result from the heavy automobile traffic on Cloverfield



Boulevard. Development along Pico Boulevard has occurred in a piecemeal fashion with no planned efforts to address the parking and circulation issues in the area or to make needed physical connections to adjacent neighborhoods.

Strategic Approach

The Mixed-Use Boulevard Low designation encourages replacement of the auto-oriented uses along this section of Pico Boulevard while adding new housing and additional community benefits, such as shared parking, plazas and green space. Such benefits may also include new north-south pedestrian pathways to

improve circulation and provide visual relief along the 1,800-foot-long "superblock" on the north side of the boulevard between Stewart Street and Cloverfield Boulevard. To enhance the activity generated by Virginia Avenue Park and the new Pico Branch Public Library, local-serving and pedestrian-oriented retail and sit-down dining uses are encouraged near the intersection of Cloverfield Boulevard.

Land Use Parameters

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

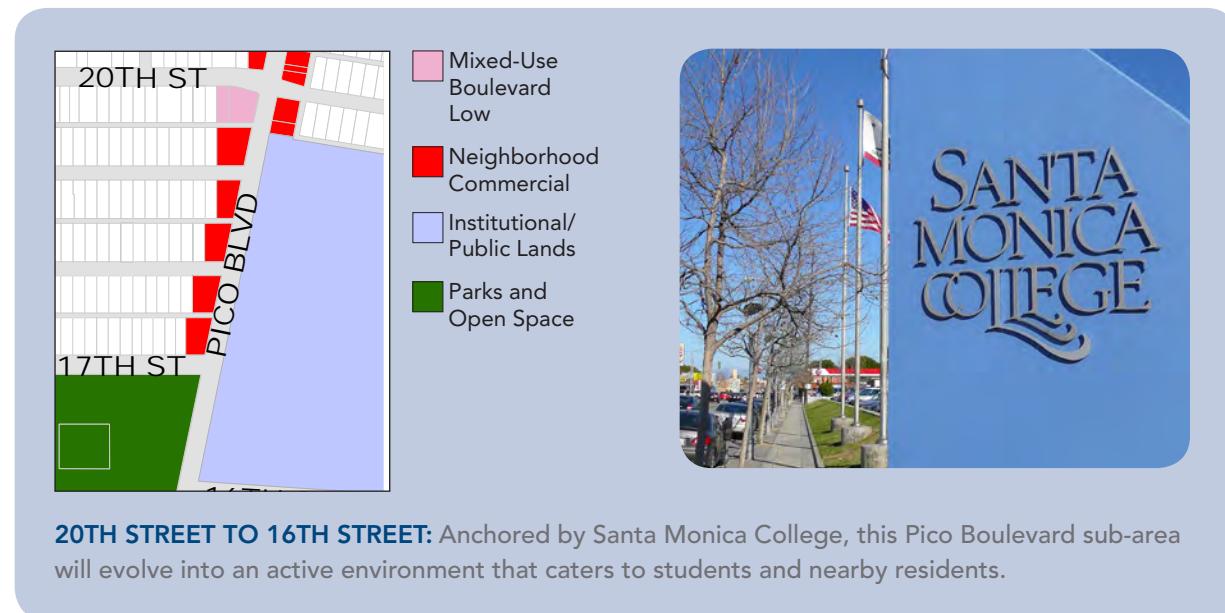
20TH STREET TO 16TH STREET:

Mixed-Use Boulevard Low, Neighborhood Commercial, Parks and Open Space, Institutional/Public Lands

Santa Monica College anchors this stretch of Pico Boulevard. The existing surface parking lots on Pico transition to buildings or landscape features that actively engage the street edge and support pedestrian activity. The new Santa Monica College Student Services Building, fronting on Pico Boulevard near the corner of 20th Street, is an example of how future campus buildings can better relate to the boulevard and the surrounding community. Nearby commercial uses, such as service-oriented retail and cafes, benefit from their proximity to the college and help to form a cohesive neighborhood destination. The Big Blue Bus continues to play a major role in addressing the transportation needs of the students with frequent shuttle connections to the Memorial Park Light Rail Station, rapid bus service and bike parking centers.

Current Conditions, Trends and Issues

Santa Monica College is a leader in the field of education and a community asset, but the interface between Pico Boulevard and the campus represents a missed opportunity for the college to engage the surrounding neighborhood, and for the neighborhood to enjoy the visual assets of the campus. The



campus' frontage along the boulevard includes multi-level parking structures, surface lots, and buildings with little or no pedestrian orientation to the boulevard. As a result, the north side of Pico Boulevard has not developed in a way that would complement the college with student-serving commercial uses and housing. While the college is located along a major Big Blue Bus route and many students use transit to access the campus, traffic and parking remain a problem in the surrounding area. Potential options for traffic reduction through TDM strategies have not been fully realized.

Strategic Approach

Housing and student-oriented retail and service uses across the boulevard from Santa Monica College are encouraged through a reduction of parking requirements. TDM programs, enhanced shuttle bus service to remote parking and the Memorial Park Light Rail Station, incentivized transit use and ridesharing programs and expanded pedestrian and bicycle access and facilities substantially reduce vehicle trips. There is an opportunity for a collaborative effort with the college on these programs.

Land Use Parameters

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



20th Street to 16th Street is largely dominated by Santa Monica College. In this artist rendering, the area around the college is revitalized with a mixture of land uses that supports both the residential neighborhood and the student population. The management of transportation resources is critical to realizing a better functioning Pico Boulevard.

16TH STREET TO LINCOLN BOULEVARD:

Neighborhood Commercial, General Commercial, High-Density Housing, Parks and Open Space

This segment of Pico Boulevard will continue as a predominantly residential area with limited changes to the existing land uses. Over time, some existing underutilized parcels and auto-related uses redevelop into residential uses that may include local-serving retail. More significant changes are planned for the intersection of Pico and Lincoln Boulevards, which are discussed in the Lincoln Boulevard section of this chapter.

Current Conditions, Trends and Issues

This area of Pico Boulevard is primarily a residential area, with a limited amount of neighborhood commercial, office and service uses located near the intersection of Lincoln Boulevard. The pedestrian and bicycle environment of this segment of the boulevard lacks convenient connections to the college to the east and the Lincoln Boulevard corridor to the west.



16TH STREET TO LINCOLN BOULEVARD: Primarily residential in character, this segment of Pico Boulevard is expected to be revitalized into a more attractive neighborhood, benefiting from new services and amenities planned for the Pico/Lincoln transit crossroads (see *Lincoln Boulevard*).

Strategic Approach

As parcels redevelop, they are encouraged to do so in a way that strengthens the residential neighborhood character and improves the pedestrian environment. Bicycle connections to other parts of the City are improved with north-south connections on 11th Street and 14th Street.

Land Use Parameters

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

LINCOLN BOULEVARD TO MAIN STREET:

Mixed-Use Boulevard Low, High-Density Housing, Parks and Open Space, Institutional/Public Lands

A mixed-use transit complex is envisioned at the corner of Pico and Lincoln Boulevards (see Lincoln Boulevard for details). Santa Monica High School and high-density housing face an enhanced pedestrian streetscape from Lincoln to 4th Street. On the south side of Pico between 4th Street and Main Street, dynamic mixed-use developments create active retail on the ground floor and a mix of residential uses on the upper floors. The multifaceted urban character of this revitalized portion of Pico faces and supports the Civic Center and the expanded Civic Auditorium complex described in the amended *Civic Center Specific Plan*, and it creates an inviting entrance to the beachfront area and the Ocean Park neighborhood.



LINCOLN BOULEVARD TO MAIN STREET: The Pico/Lincoln transit crossroads will provide new housing and local-serving amenities, while a revitalized Pico Boulevard between 4th Street and Main Street will support new services planned for the Civic Center.

Current Conditions, Trends and Issues

Lincoln Boulevard to Main Street is currently dominated by vehicular movement. The primary land uses along this segment, including Santa Monica High School and the Civic Center, do not relate to the boulevard or encourage pedestrian circulation. The existing traffic and lack of pedestrian orientation prevents the boulevard from becoming a balanced, mixed-use, pedestrian-oriented corridor that adds to the community's quality of life.

Strategic Approach

An amended *Civic Center Specific Plan* outlines a program of new community and cultural uses on the north side of Pico Boulevard. New mixed-use development on the south side is designed to engage the boulevard with commercial uses that support the Civic Center, add new residential uses and increase community life on the street.

Land Use Parameters

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

PICO BOULEVARD GOALS AND POLICIES

GOAL B18: Support a mixed-use pattern along the entire length of Pico Boulevard to establish a pedestrian-friendly transit corridor with a series of activity nodes.

POLICIES:

B18.1 Prepare a Pico Boulevard Area Plan that provides detailed direction and an implementation strategy for Pico Boulevard.

B18.2 Ensure that buildings fronting Pico 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.

B18.3 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.

B18.4 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.



A mixed-use development pattern provides opportunities for nearby residents to have access to their daily needs within walking or biking distance of their homes.

B18.5 In order to create an interesting skyline, avoid uniformly flat roofs.

B18.6 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.

B18.7 Limit ground floor uses to mostly active retail with generally continuous, transparent (non-tinted) display windows facing the sidewalk.

B18.8 Ensure that mixed-use developments have active ground floor uses that face the boulevard with residential as the predominant use located on the upper floors. Small floor plate, local-serving offices

may also be located on the upper floors within the Neighborhood Commercial and General Commercial designations.

B18.9 Discourage general office and other limited pedestrian access uses on the ground floor facing Pico Boulevard. Entrances to upper-level uses, such as lobbies, shall be limited in length along the sidewalk.

B18.10 Encourage affordable and workforce housing in proximity to transit and major employment centers.

B18.11 Encourage sidewalk dining where it meets established criteria.

B18.12 Require new incentivized development above the base to participate in a shared parking district and TDM strategies.

GOAL B19: Create two mixed-use neighborhood destinations on Pico Boulevard, one between Centinela Avenue and Stewart and the other around Santa Monica College (between 20th and 16th Streets).

POLICIES:

B19.1 Focus the neighborhood center on Pico between Centinela Avenue and Stewart Street on creating a cohesive commercial district that serves the daily needs of the surrounding Pico neighborhood and capitalizes on opportunities to create a shared parking district for businesses and residents.

B19.2 Reduce parking requirements for restaurants and cafes in areas that are served by parking districts and have an associated TDM program.

B19.3 Encourage property at the southeast corner of Pico Boulevard and 34th Street to transform into a gateway project that may include a moderate-priced hotel, local-serving uses, and shared parking opportunities for the eastern portion of Pico Boulevard.

B19.4 Focus the neighborhood center on Pico Boulevard around Santa Monica College on creating a greater mix of shopping, dining and entertainment opportunities that cater to residents and the college community.

B19.5 Encourage retail land uses at the intersection of Pico and Cloverfield Boulevards.

GOAL B20: Establish high-quality pedestrian and bicycle routes to connect Pico Boulevard to the Pico, Sunset Park and Ocean Park neighborhoods.

POLICIES:

B20.1 Require new incentivized development above the base along the 1,800-foot-long “superblock” between Stewart Street and Cloverfield Boulevard to enhance neighborhood connections by facilitating the creation of north-south pedestrian or vehicular access between Pico Boulevard and Kansas Avenue.

B20.2 Transform Pico Boulevard into a high-quality landscaped pedestrian environment with an enhanced pedestrian experience and improved transit service and traffic circulation.

B20.3 Improve pedestrian crosswalks along the length of Pico Boulevard.

B20.4 Where feasible, require new or redeveloped projects to locate vehicle and service access from an alley or side street and surface lots to the rear of buildings and screened from view.



Pedestrian and bicycling amenities, like new crosswalks, pathways and bike connections, are desirable along Pico Boulevard.