



THE DOWNTOWN COMMUNITY PLAN

A City of Santa Monica Specific Plan

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

Planning and Community Development Department

February 2016



City of
Santa Monica®

1 INTRODUCTION

1.1 A Vision for the Future.....	1
1.2 A Downtown Community Plan.....	2
1.3 Historic Planning Context	2
1.4 The Focused Strategy.....	3
1.5 What Will Change in 20 Years?	4
1.6 Public Outreach Process	5
1.6 How to Use the Plan	6

2A DOWNTOWN DISTRICTS

2A.1 Downtown Land Use Districts.....	8
Mixed Use Boulevard	8
Neighborhood Village	9
Transit Adjacent	9
Bayside Conservation.....	10
Wilshire Transition	11
Ocean Transition	12
2A.2 Gateway Master Plan	12
2A.3 Community Benefits	13
Goals and Policies	15

2B COMMUNITY, CULTURE, PROSPERITY

2B.1 An Inclusive Community	18
2B.2 A Residential Neighborhood	18
2B.3 A Diverse and Sustainable Economy.....	21
2B.4 A Culture of Creativity	25
Goals, Policies and Actions	28

2C HISTORIC PRESERVATION

2C.1 Embracing Downtown’s History and Resources	33
2C.2 Coastal Beginnings	33
2C.3 A Balanced Strategy for Urban Design.....	36
2C.4 Tools for Preservation.....	37
Goals, Policies and Actions	38

2D PATHWAYS AND PUBLIC SPACES

2D.1 Downtown’s Public Realm Network.....	42
2D.1A Publicly Accessible Spaces	42
2D.1B New Public Spaces	43
2D.1C Public Spaces Amenities and Activities...44	
2D.1D Operations, Maintenance and Management	45
2D.2 The Pedestrian Realm.....	46
2D.2A Sidewalk Width.....	46
2D.2B Sidewalk Design and Function	47
2D.2C Paseos and Parklets	47
2D.2D Signature Sidewalks.....	48
Goals, Policies and Actions	48

2E SUPPORTIVE INFRASTRUCTURE

2E.1 A Supportive Infrastructure Network	52
2E.1A Water Supply and Conservation	52
2E.1B Water Distribution	53
2E.1C Stormwater Management.....	53
2E.1D Wastewater and Sewer.....	54
2E.1E Electricity.....	56
2E.1F Wired and Wireless Broadband.....	56
2E.1G Resource, Recovery and Recycling.....	57
Goals, Policies and Actions	58

3 ACCESS AND MOBILITY

3.1 Introduction	63
3.2 Existing Conditions	63
3.3 The Way Forward.....	66
3.3A Community Values	67
3.3B Prioritize Pedestrians	68
3.3C Increasing Reliability	69
3.3D Carrying Capacity	71
3.3E Transportation Diversity.....	72
3.3F Innovation	74
3.3G Complete Streets	74
3.3H Parking Management.....	75
Goals, Policies and Actions	77

4 DEVELOPMENT STANDARDS & REGULATIONS

4.1 Land Use Regulations.....	91
4.2 Community Benefits	100
4.3 Development Standards	103

5 DESIGN GUIDELINES

5.1 Buildings Guidelines.....	118
5.2 Publicly Accessible Open Space Guidelines .	121
5.3 Public Space Types.....	124
5.4 Open Space Amenities.....	129
5.5 Open Space Furnishings.....	135
5.6 Historic Preservation Guidelines.....	137

6 IMPLEMENTATION ACTIONS

6.1 A Phased Implementation Program.....	138
--	-----

A VISION FOR THE FUTURE

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

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

Santa Monica Place, Third Street Promenade and the surrounding Downtown Core continue to well-maintained, clean and safe, with new public artwork and a host of venues for cultural and entertainment. The Downtown scene has something for everyone. Youth fill the clubs, theaters and unique local restaurants, while Baby Boomers enjoy their active retirement as they savor outdoor life in Downtown's cafes, parks, public plazas and farmers markets. Generations come together at the outdoor ice rink in the winter – a cherished tradition that brings out longtime residents and eager newcomers. New Downtown museums that have opened as a result of the policies in the 2016 Downtown Community Plan. Downtown remains a “hometown Downtown,” the center of active community life with a rich range of civic,

educational, spiritual and artistic activities to squeeze into a visit to Downtown Santa Monica.

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

Downtown also continues to be a place where visitors from all over the world come to enjoy the natural beauty and the “sustainability first” lifestyle of a unique coastal community. Search “sustainable tourism” on your smart device and Santa Monica tops the list as a place where you can stay car-free, enjoy gorgeous beaches and patronize green businesses. The search turns up articles in numerous news and travel publications that highlight the achievements of a zero-waste community and images of Downtown buildings that exemplify not only beautiful architecture but also energy-efficiency, on-site power generation, and cutting-edge water conservation features.

With all this vibrant activity, it is remarkable that Downtown accommodates more people – residents, employees, and visitors – with fewer automobiles as a typical day in 2016. The Downtown residential population has grown, yet many residents use their cars infrequently. Some live car-free, taking advantage of carshare opportunities that provide them with wheels when they need them. Residents who don't own a car appreciate that they can reduce their rent by not paying

for parking they don't need. For some, this makes the difference, along with other transportation savings, in affording to rent an apartment in Downtown Santa Monica. And while it is still difficult for a moderate income family to buy a home on the Westside, citizen activists take pride in the fact that Santa Monica has consistently pursued creative tools to make life affordable for people of all economic stations to take part in the rich and culturally-diverse Downtown community.

As successful as Downtown Santa Monica remains in 2036, there are still challenges and room for improvement. That's why citizens in that far-off time are actively engaged in the fourth five year-revision of the original 2016 Downtown Community Plan.

A DOWNTOWN COMMUNITY PLAN

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

Purpose

To continue the success that has marked Santa Monica's Downtown over the past several decades, the City should have a clear and realistic vision of what Downtown is and can become. The Downtown Community Plan (DCP) builds on the strengths of previous planning efforts geared at revitalizing the Third Street Promenade, preserving historic assets, stimulating art and cultural activities, and addressing sustainability. It expands on

the expectations of the 1996 Bayside District Specific Plan, which expressed clear goals to generate pedestrian activity, incentivize housing and maintain the area's character while allowing for its continued evolution. The DCP provides specific results-oriented actions to make Downtown more vibrant and accessible to a larger section of residents and visitors, and it promotes urban sustainability by accommodating future residential and employee populations within a pedestrian-friendly and transit-oriented district.

Plan Boundaries and Setting

Downtown Santa Monica is one of Los Angeles' most recognizable city centers. Framed by the Santa Monica Bay and mountains, the Downtown is located centrally at the western edge of the City, providing a convenient retail, entertainment and employee destinations for the all of the City's neighborhoods. The Downtown area is bounded by Wilshire Boulevard along its northern edge, Lincoln Court along its eastern edge, the I-10 Freeway to the south, and Ocean Avenue to the west. The designated Downtown boundaries established by the LUCE and reinforced by the DCP are significantly larger than the area considered by previous General Plans and Zoning Ordinances (the 2015 Zoning Ordinance is consistent with the new boundaries). The DCP also evaluates the edges of the planning area to consider boundaries and appropriate ways to transition to the lower-intensity residential areas.

HISTORIC PLANNING CONTEXT

The 1957 General Plan

In 1957, the Council adopted new General Plan Land Use and Circulation Elements that envisioned a highly urbanized future anticipating the I-10's arrival and focusing on development in the coastal area including Downtown, particularly Ocean Avenue, together with Ocean Park redevelopment. The 1957 Plan envisioned higher, denser buildings with goals typical of this period that were characterized by a nationwide optimism about going beyond previous boundaries and limitations. Although it took a decade, the vision began to come to fruition in the 1970s on the northwestern edge of Downtown. However, while new office buildings

brought more jobs and people to the Downtown, their construction coincided with an era of environmental awareness. The preservation movement began to grow, galvanized by a Council decision to demolish the Santa Monica Pier. In 1976, a Landmarks Ordinance was adopted by a council that pledged to save and restore the Pier. By the early 1980s, the community's concerns about changes in Ocean Park spurred a change in policy. The Council put the brakes on the 1957 vision, and in 1982, the Planning Department was directed to prepare new Land Use and Circulation Elements with a different way forward, culminating in adoption of the 1984 Land Use and Circulation Elements.

The 1984 General Plan and the 1996 Bayside District Specific Plan

In 1984 the City shifted to a new model that embraced the state-of-the-art techniques and approaches of its time to address a sense of growing urgency in regard to the City's growth and development. The 1984 General Plan recommended increased commercial office, retail and waterfront development in and near the Downtown, and made key urban design recommendations that were further evaluated in the 1996 Bayside District Specific Plan (BDSP). The BDSP and Alternative Roadway Circulation EIR re-envisioned Downtown's streets as a pedestrian and transit-friendly environment. The BDSP's economic goal was to spread the activity to 2nd and 4th Streets through urban design that promoted walkability. Subsequent Zoning Code amendments provided FAR incentives for residential uses to encourage housing development for a mixed-use Downtown. As a result, the number of Downtown residential units doubled over the next 15 years to approximately 2,800 units.

The 2010 General Plan

The 2010 Land Use and Circulation Element (LUCE) set forth goals and policies for an expanded Downtown and called for the DCP to propose strategies to create the conditions for a sustainable urban lifestyle. This vision included expanding cultural arts offerings, and adding both intimate and larger open spaces to a growing residential community. It addressed traffic, congestion and pedestrian safety by upgrading streets, optimizing

the circulation network, integrating the Exposition Light Rail into the physical and social fabric of the community in order to meet the needs of all people navigating the Downtown. Priority was given to public improvements that would enhance the pedestrian experience and for standards and programs to foster trip reduction goals by encouraging transit, walking, and biking as well as Transportation Demand Management (TDM) measures are central features of the LUCE.

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

THE FOCUSED STRATEGY

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

Nurturing a Complete Community

Planning policy contained within the Plan recognizes the need for Downtown to be home to a long-term community. The seemingly separate, but interconnected spheres of residential and work life are joined together in this document, and are complemented by actions that potentially expand cultural offerings. New places, events and activities, and publicly or privately-sponsored programs will help round out the daily routine, and could optimistically set the stage for Downtown to develop as the City's most exciting neighborhood.

Housing, as a primary component of mixed-use development is strongly promoted. With the chance to live car-free, or car-lite, in an urban setting with clean air and access to clean beaches, living and working Downtown may be a logical choice for many, including families with children. It could mean the opportunity to walk or bike to enjoy local recreational and cultural activities; to use transit to access the region; to patronize local businesses, or to become involved in a new neighborhood association that stewards change.

Creating a Variety of Places

Downtown's transition into a high quality urban neighborhood is addressed through careful land use planning and the creation of 6 new land use districts. These land use districts nurture a variety of experiences, places and buildings and are supported by distinct standards and land use regulations. The vision for each sub-area is derived from its existing character, and its geographic location.

Preserving Character and History

The careful integration of the new with the best of the old is a significant aspect of sustainability. The DCP aims to carefully maintain and nurture Downtown's character and sense of the past through historic preservation measures that include landmark designation, adaptive reuse and context sensitive infill.

Ensuring High Quality Development and Community Benefits

The City expects new development to build sustainably and contribute to the improvement of the Downtown through the provision of new public spaces, cultural experiences and destinations, circulation improvements and affordable housing. This Plan represents an important step in the continuum of Santa Monica's sustainability efforts and showcases them in the heart of the community by supporting the evolution of memorable streets and public spaces, framed by elegant, human-scaled buildings. Standards and land use regulations that are context specific to the Downtown's unique conditions and setting are included in Chapter 4.

Making Streets and Public Spaces Great

Downtown's streets were first laid out in the late 1800's, establishing Downtown as the entertainment, shopping and strolling center of the City. Public spaces – some lively, some quiet – exist within the Downtown and around its perimeter. New streetscape and infrastructure projects identified in this Plan, and a solid strategy for increasing the amount of active – and public – open space within the Downtown combine to create a network of attractive pathways to vibrant and energetic destinations for all modes and users entering or moving through the Downtown.

A New Model for Mobility

The DCP builds on the bike and pedestrian improvements identified by the City's Action Plan for Downtown locations and encourages everyone to access Downtown by alternate means. It leverages future investments in physical and operational infrastructure to accomplish multiple benefits by optimizing mobility for those traveling by foot or on any number of wheels. The emphasis is on moving people in every mode, with the goal of getting everyone safely and comfortably to their destinations, including publicly accessible parking facilities.

WHAT WILL CHANGE IN 20 YEARS?

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

The answer to this question may seem surprising: Less than 15% of Downtown's property area will redevelop to achieve the DCP vision. This conclusion is based on extensive analysis of Downtown's largely built-out condition, which was conducted for the DCP EIR. Each of these projects will be significant, and will be guided and reviewed so that it complies with the intent and requirements of the DCP. Significantly, this relatively small number of major projects will be required to provide community benefits and a mix of residential and

commercial uses, including affordable housing and new visitor-serving attractions. The contributions anticipated over twenty years include large and small open spaces, funding for priority programs, design for better connectivity and safety and other features that benefit the community.

The major projects will be accompanied by many smaller-scale upgrades that property owners will initiate in response to demand for new uses and a pedestrian-oriented environment. These projects, over a twenty year period, will be within the context and character of Downtown, with special consideration for properties on which a significant historic resource exists.

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

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

THE PUBLIC OUTREACH PROCESS

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

Debate over the future character and composition of Downtown has been spirited, and has helped shape the vision of this Plan in numerous community workshops, stakeholder interviews, and meetings with the business community, design charrettes, and public hearings with a various Boards and Commissions and the City Council.

Four Years in the Making

The community, the Planning Commission, the City Council and staff have actively discussed the Downtown Specific Plan since early 2012. Since that time, public outreach has included:

- Four (4) community workshops, most of which were hosted by the Planning Commission
- Nine (9) presentations and study sessions at the Planning Commission provided insight and direction on the Plan's formation
- Two (2) presentations and study sessions with the City Council members
- Multiple meetings with Landmarks, ARB, Housing Commission and the Pier Board

The Framework Draft and the 2014 Plan

In September 2013, staff released The Framework Draft to summarize the direction of the Plan and respond to the community's concerns. This framework plan became the basis of a project description for the Program Environmental Impact Report (PEIR).

In February 2014, the Draft DSP was published as a standalone document that included a complete set of regulatory and policy-based instruments to guide the Downtown's evolution. The 2014 Draft was widely discussed within the community and with the City's

Planning Commission. This 2016 Draft DCP is the further revision of those ideas stemming from the Framework and 2014 Plan.

ABOUT STANDARDS AND GUIDELINES

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

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

Authority

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

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

The Community Plan does not replace or augment building safety codes or other non-planning related codes. All applications for new construction, substantial modifications to existing buildings, and changes in land

use shall be reviewed for conformance with this Community Plan and other City code provisions.

The Local Coastal Plan

The State Coastal Act defines Coastal Zone areas all along California’s coastline and grants authority to the California Coastal Commission (CCC) to issue coastal development permits (CDPs) for projects in those zones. The purpose is to protect natural resources and views and ensure coastal access and visitor services. The CCC transfers review authority to local jurisdictions through certification of a Local Coastal Program. The City of Santa Monica currently has partial certification, received in 1992, and is in the process of updating and preparing a complete LCP to allow local issuance of CDPs.

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

HOW TO USE THE DOWNTOWN COMMUNITY PLAN

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

Chapter 1: Introduction

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

Chapter 2A: Downtown Districts

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

Chapter 2B: Community, Culture, Prosperity

Describes the Plan’s overarching commitment to developing a long-term, sustainable community in the Downtown. Provides detail on strategies for improving housing choices, and maintaining and enhancing Downtown’s existing diversity of businesses and economic health into the future. This substantive chapter also outlines the importance of building upon the existing public art and event program to nurture cultural activities, including an anchor museum, live music and performances, theater and cinema and other creative enterprises.

Chapter 2C: Historic Preservation

History plays a central role in Downtown’s character. This chapter underlines the importance of Downtown’s historic resources, and describes strategies to raise the profile of historic or potentially historic contributors through new programs and strategies.

Chapter 2D: Pathways and Public Spaces

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

Chapter 2E: Supportive Infrastructure

This chapter examines the condition of existing utilities in the Downtown and provides strategies for implementing improvements necessary for realizing the Plan’s vision.

Chapter 3: Access and Mobility

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

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

Chapter 4: Standards and Regulations

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

Chapter 5: Design Guidelines

Instructive design guidelines provide a framework for high-quality urban design.

Chapter 6: Implementation Actions

Outlines the strategies for funding and financing the implementation of the Downtown Community Plan, and provides a comprehensive phasing recommendation for the combined actions.

CHAPTER 2A DOWNTOWN DISTRICTS

2A.1 DOWNTOWN LAND USE DISTRICTS

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

The Downtown area is made up of different character areas that vary in overall density, land use mix, height, massing, and permeability of the buildings along the street. The walk down Santa Monica Boulevard or Arizona Avenue from Ocean to Lincoln reveals clearly legible 'layers' of character areas. This variety is reflected in the Plan's standards and guidelines. At the same time, the DCP enhances those areas of the Downtown that are not covered in the Bayside District Plan (1996) and combines the careful concepts of that plan with LUCE strategies to capture new areas of the Downtown created by the expanded boundaries.

Reflecting these existing conditions as well as the new Expo Line transit station, the Downtown Community Plan establishes six (6) land use districts, or sub-areas: Mixed-Use Boulevard, Neighborhood Village, Transit Adjacent, Bayside Conservation, Wilshire Transition, and Ocean Transition. The Districts correlate with the differences in existing character in these areas and adjacencies to established neighborhoods with the policy objectives prioritizing a transit-supportive level of density in the vicinity of the new station. For the most part these Districts follow north-south streets reflecting the existing character differences mentioned above. The standards found in Chapter 4 ensure subtle variations in land-use mix as well as in the scale and density of new buildings to ensure appropriate transitions between commercial and

residential districts, which are often only separated by an alley.

One of the exceptions to this pattern is the Transit Adjacent district, which introduces increased density around the station. The other exception is the Wilshire Transition district, which includes the north side of Wilshire Boulevard and is designed to provide a gentle transition to the lower scale residential neighborhood to the north. Design Guidelines (Chapter 5) focus on massing options for new development to provide further support for achieving the anticipated character of each sub-area.

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

2A.1.A MIXED-USE BOULEVARD (MUB)

Location and Setting

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

Defining Character and Uses

As this former state highway continues to evolve as the eastern gateway to the Downtown District, the pedestrian realm and open space standards presented in Chapter 2D, Sidewalks and Open Space, will guide new

investment to make Lincoln Boulevard a more walkable street that comfortably serves the growing residential population while still performing as a major vehicular and transit connector. The DCP continues to encourage the creation of multi-family housing to increase the vibrancy of the boulevard, create foot traffic for local shops and services, and allow convenient access to transit. Ground floor uses for this area should activate the street and be local-serving in nature, containing a mixture of cafes, smaller restaurants, grocery stores and convenient shops and services. Office and other uses that are not intended for walk-up services should include pedestrian oriented design and animate the street. Additional pedestrian amenities such as street trees and landscaping will enliven the character and provide physical buffers between pedestrians on the sidewalk and cars in the street.

Lincoln Boulevard is within walking distance of the Expo station and the Bayside Conservation district, but has the perception of much greater distance due to the current inconsistent conditions, and the automobile character of the boulevard itself. Creating a human scale environment along the boulevard, and encouraging pedestrian oriented east/west connections will support access to the light rail and the peripheral parking strategy that locates sites for significant new public parking along the Downtown peripheries (see Chapter 3: Access and Mobility).

2A.1.B NEIGHBORHOOD VILLAGE (NV)

Location and Setting

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

Defining Character and Uses

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

There are a number of surface parking lots and underutilized parcels in this area that could accommodate mixed-use residential and smaller office uses. Smaller floor plate office, with lower rents in this area could be optimal for start-up office users, creative businesses, or non-profits. As the surface parking lot sites fill in, the DCP vision encourages the commercial uses to participate in the expanded Parking In-lieu Fee program to allow the creation of centralized parking for the area. A few larger sites in this area, such as the Whole Foods site, should be considered as locations for providing shared parking that could service the northern end of the district. A portion of the City-owned project site on Arizona Avenue between 4th and 5th Streets will be located in this District. This catalyst project will enliven the area, while providing an anchor to the north/central part of the Downtown. It would introduce significant public open space, cultural uses, public parking and a new hub for locals to enjoy local shops and a seasonally programmed gathering space. Multi-modal access to the district is critical as it is located further from the freeway and Lincoln Boulevard entrances.

2A.1.C TRANSIT ADJACENT (TA)

Location and Setting

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

the Bayside Conservation district, through transitional mixed-use areas, to the primarily residential sections on the eastern edge of the Downtown. It encompasses the Big Blue Bus yards and freeway adjacent sites, which will be discussed in the Gateway Master Plan. The Light Rail terminus station will be in operation beginning in 2016 and provide new opportunities and challenges for the area. The completion of the Colorado Esplanade will be a key factor in accommodating the anticipated increase of pedestrians as they become transit patrons entering and exiting the station.

Defining Character and Uses

To minimize new automobile trips, this area utilizes a land use strategy that supports increased activity in close proximity to transit. This area includes large properties adjacent to the freeway and the light rail station that can accommodate a broad mix of uses and services such as local and regional serving retail, multi-family housing, Class-A office, creative employment, hospitality uses and community gathering spaces. Two new hotels currently under development at the corner of Colorado Ave. and 5th Street will bring new visitors to the area with convenient access to the Expo Light Rail. The DCP standards encourage a mix of convenient goods and services in proximity to the station serving the local residents and visitors so they may shop on their walk to and from the station. The standards also anticipate additional employment sites near transit so employees may commute to and from work via light rail. In recent years Downtown has seen the loss of some office space due to demolition and replacement for residential and hotel uses. At the same time, demand for new jobs through both traditional and creative office is increasing. The Transit Adjacent district presents the opportunity to meet some of the demand near light rail so that new office uses will have fewer vehicle trips than in the past. The Transit Adjacent district also allows for larger sites that can accommodate additional new shared parking opportunities, especially for properties south of Colorado with immediate access to the freeway.

The Esplanade realigns 2nd and Main Streets allowing a seamless transition and completing 2nd Street as a

north/south route and improving direct local access between Downtown and the Civic Center. The DCP circulation plan calls for off ramp improvements and the Olympic Crossover freeway bridge that would allow vehicle traffic to exit the freeway and proceed directly to Main Street and/or Ocean Avenue via the newly completed Olympic Drive extension allowing through traffic to bypass the station area. This will relieve pressure on the intersections at 4th and Colorado and 5th and Colorado and allow it to shift character to accommodate additional pedestrians and Downtown destined vehicles.

2A.1.D BAYSIDE CONSERVATION (BCD)

Location and Setting

This District extends from 4th Court to the east side of 2nd Street and the south side of Wilshire Boulevard to the east side of Broadway. The Bayside Conservation district is considered the economic heart of the City, anchored by the Third Street Promenade and branded by a vibrant urban atmosphere supported by a broad mix of building types, office space, entertainment, retail, restaurants, cafes, salons and exercise studios. The DCP supports the continued expansion of the central retail district which, increasing the energy and pedestrian traffic on streets around the Promenade. The Bayside Conservation district has three (3) City Landmarks and several identified as potentially eligible for designation. The district is well served by the largest concentration of public parking in the city with municipal parking structures #1-#10 located on 2nd and 4th Streets. Fourth Street is currently Downtown's transit priority street, and is also a main vehicle access route to the I-10 Freeway. Even so, this area hosts a high concentration of pedestrians that outnumbers vehicles at some intersections during peak hours.

The Promenade

The Promenade is a central three (3) block-long pedestrian open space located in the Bayside Conservation district between Wilshire Boulevard and Broadway. The Promenade is a walk street that provides vitality that radiates outward to the rest of the district with active storefronts, restaurants, services and regular

street entertainment. The southern end of the Promenade connects seamlessly to Santa Monica Place, the City’s urban mall, which re-opened as an open-air shopping center in August 2010. The Promenade resulted from the closure of a vehicular street that was converted to a pedestrian walk street in 1965. The authentic urban retail, dining and cinema experience has proven to be extremely successful and is enjoyed year-round due to Santa Monica’s generally mild weather conditions. The success of the Promenade also relies on the human-scale environment created by the buildings, representing the traditional height and scale of the early 20th century. Some of these buildings retain their historic façades at ground level or on upper floors. Newer building forms set back at upper floors to maintain the Promenade’s historic scale. It is generally considered that the Promenade’s success is also based on the City’s parking strategy, which 50 years ago produced the multiple parking structures adjacent to the Promenade, providing an easily accessible “park once” opportunity that allows visitors to leave their car in one place and enjoy multiple activities.

Defining Character and Uses

This area should continue as a lively mix of pedestrian-oriented uses with dynamic activity daytime and evening hours and promote a 17/7 active district. The 4th/5th and Arizona project will be a catalyst development anchoring the north-central part of the district, creating a new local and regional destination. Development on this site should serve the local community through the provision of new job opportunities, shopping and dining options, and social experiences including programmable public open space and cultural uses. The land use regulations support a diversity of entertainment and cultural options, in particular the addition of a cultural institution such as a museum and enhanced cinema facilities in appropriate locations. The development standards limit height and FAR to preserve the ambiance of this well-loved, human scaled environment that is integral to Santa Monica’s identity and image, but allow some exemptions for particular land uses such as housing, cinema, and shared parking facilities. Specific preservation goals for this area focus on retention and

rehabilitation of the remaining buildings listed on the Historic Resources Inventory and restoration of existing façades which may be hidden or obscured.

The Promenade should continue to encourage a mix of dining, retail and entertainment uses with an emphasis on promoting new restaurant and café uses to rebalance the food service/retail ratio. The circulation vision proposes contemporary updates to wayfinding programs, strategic public realm improvements, and other infrastructure upgrades that will build on the street’s success and support the integration of visitors arriving by light rail. The DCP continues to support activities that have branded the Promenade, including street performances, events and activities that enliven the street and provide memorable experiences for visitors, while seeking to expand cultural opportunities including live music venues and upgraded state-of-the-art cinemas.

2A.1.E WILSHIRE TRANSITION (WT)

Location and Setting

This district consists of properties on the north side of Wilshire Boulevard between the east side of 2nd Street and west side of 7th Street. This area currently host a multitude of different building types and heights with both large Class-A office developments and smaller two (2) and three (3) story structures that house a mixture of small neighborhood serving retail and dining. This transition area is located on the northern most edge of the DCP boundary adjacent to the Wilmont neighborhood. The new standards reduce the height and density from the adjacent Downtown Core, recognizing this as a unique and important transition area that functions both as a local neighborhood area for convenience goods and dining and a critical northern anchor for the Downtown business and commercial center.

Defining Character and Uses

This district should continue to support the smaller local serving uses that provide easily accessible goods and services to the surrounding neighborhood. The proposed urban scale is designed to be complementary to the area and step down to the adjacent residential

uses. There is an opportunity to invigorate the area with a program to allow the vacant courtyard space at 401 Wilshire Boulevard to be enlivened with convenient goods and activities (see Chapter 2D: Open Space, Illustration 4D.5) through the privately-owned public spaces revitalization program (“POPS”) which allows for the addition of pedestrian oriented uses at the ground floor along existing urban plazas as long as certain guidelines are met.

2A.1.F OCEAN TRANSITION (OT)

Location and Setting

This district extends from the west side of 2nd Street to Ocean Avenue and California Avenue to the north and Colorado Avenue to the south. 2nd Street maintains local serving uses and is currently district with a lower height limit in order to preserve access to western light and ocean air. This district includes a number of buildings that have been designated as City Landmarks or identified as potentially eligible. 2nd Street also has a mixture of small floor-plate and office space interspersed with small retail including restaurants, cafes, yoga studios and a newly renovated art-house theater. Housing multiple public parking structures, including the recently reconstructed and expanded Structure 6, and active ground floor uses, this street is busy with pedestrian and vehicle movement. It also serves as a key transition from Downtown to the Beach and Palisades Park. With the completion of the Esplanade this street will become an even more critical north/south route for many vehicles, bicycles and pedestrians as it provides direct local access to the Civic Center and the freeway via the Olympic Drive extension.

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

Defining Character and Uses

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

2A.2 GATEWAY MASTER PLAN PROJECTS

The Gateway Master Plan will address the comprehensive planning for the freeway adjacent sites that link the Downtown to the Civic Center. These sites include the TOD (4CO) site, the Wyndham, SEARS, and potentially a portion of the BBB site. Community discussion has shown a desire for extra planning efforts to ensure the sites work together efficiently and effectively to improve circulation, re-allocate density where necessary, and provide amenities such as open space, shared parking, and preservation of historic structures.

The Gateway Master Plan would provide a roadmap for a phased comprehensive evolution of those sites to

provide decision makers with a clear path for maintaining a balance between protection, conservation, and growth, and allow for opportunities to aggregate community benefits for the benefit of the City as a whole, and tie into the regional circulation systems of the 1-10 freeway, the Big Blue Bus, and the Expo Light Rail terminus site.

The Gateway Master Plan will coordinate with the DSP for regulation of land use and zoning, and the ongoing 4CO project for the technical and feasibility analysis for working with Caltrans and addressing freeway bridging, capping and off-ramp relocation. The 4CO work will underlie urban design, land use, and policy process of the GMP.

Development of the Gateway Master Plan will be an open process facilitated by staff, and include participation from the community, land owners, and decision makers as priorities for the area are refined. The GMP will provide guidance to accomplish a community vision provided for these three potential catalyst sites that would create a main portal to the Downtown while enhancing circulation. Entering the City from this key location should become an experience that reflects the City's values of community, sustainability, and pride of place.

2A.3 COMMUNITY BENEFITS

Community benefits requirements for development projects shape an environment that reflects the priorities of a community. These benefits have many forms, but typically support programs, services and physical improvements that achieve public objectives under City policy. Recognizing the provision of community benefits, such as open space, trip reduction, and affordable housing, to be instrumental to Santa Monica's long-term success and viability, the Land Use and Circulation Element (LUCE) outlines a system that tasks all development, rather than just negotiated development agreements, with improving the community. The LUCE sets development baselines that align with lower intensity development, and allows for increase in height

and density within the area context, in accordance with a tiering system.

The City of Santa Monica has historically negotiated with landowners and developers to provide community facilities and services through the state approved development agreement process. Some of the most visible benefits derived from these agreements have been public spaces, including the Santa Monica Swim Center, public art, affordable housing, community meeting spaces, and child care facilities such as Hill and Dale and Bright Horizons. Less visible but also important are contributions for numerous community-oriented endeavors such as local hiring programs, living wages afforded to workers, funding for the City's public arts program, and critical public infrastructure improvements. Community benefits can fund or provide a number of different improvements, ranging from affordable and middle-income housing to targeted streetscape enhancements. Negotiated benefits may be used in conjunction with other funding and financing mechanisms where appropriate.

The DCP also identifies priority categories for community benefits reflecting the multi-year community outreach process. Provision of community benefits is just one of many funding tools available to the City to achieve the enhancements outlined in this Plan, but it is important because it links development with civic improvements to fulfill the expectation that new development will provide benefits to the community.

Any project negotiated through a development agreement would be reviewed against the Plan carefully to ensure that it advances the goals and vision of the DCP. Project negotiations should focus on the improvements identified in the project area, and provide them in a manner that enhances the district as a whole.

The Community Benefits system laid out in this chapter creates the opportunity to meet the public objectives for an equitable and beneficial environment in keeping with the long-standing community traditions of creating complete neighborhoods, circulation improvements,

affordable housing and other programs that support a Santa Monica that is enjoyed by people of all economic strata. These benefits are measured by the extent they exceed the minimal mandatory requirements, such as minimum open space, building setbacks, pedestrian realm improvements, and affordable housing required by the City's Affordable Housing Production Program (AHPP). They are intended to protect the public welfare and achieve the community's vision of an exemplary environment.

2.3A PRIORITIES FOR DOWNTOWN

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

1. **Affordable Housing.** Provide a range of housing options at varying affordability levels to accommodate the City's diverse residents and workforce.
2. **Mobility and Circulation.** Improve and diversify circulation through incentive programs and facilities for active transportation, circulation network upgrades (Wayfinding and ramps), and provision of a Downtown circulator that allows easier access to and throughout Downtown.
3. **Publicly Accessible Open Space.** Adding outdoor open space where local residents can gather and enjoy a "back yard" type of space within a very short walk from where they live.
4. **Cultural Institutions.** Developing a museum, performance space, and a few signature art pieces of the level of the public art in Millennium Park in Chicago.
5. **Historic Preservation.** Allowing for the preservation and adaptive reuse of Landmarked

and/or character-defining structures identified on the HRI.

2.3B DCP TIER SYSTEM

The LUCE addresses the Downtown area from a broad policy perspective, outlining goals and objectives, but defers the specific land use standards to the completion of the Downtown Community Plan. The Downtown Community Plan implements the LUCE Tiering program as described below, and integrates the Zoning Ordinance's codified system for Tier 2 discretionary projects to comply with community benefits requirements. Additionally, the DCP provides a non-negotiated Tier 3 program.

Tier 1. Tier 1 developments are referred to as "base" projects. Base projects are not required to provide community benefits but still must meet minimum project requirements for setbacks, design, and open space, and pay adopted fees for items such as affordable housing, trip reduction, cultural arts and child care fees. Projects that provide the percentage of AHPP required affordable housing on site are allowed an additional floor of housing for a maximum of three (3) stories and 39 feet.

Tier 2. Tier 2 projects are projects that propose height and FAR above the Tier 1 base standards but are less than the Tier 3 allowances described in Chapter 4, *Standards and Regulations*. Tier 2 projects that are less than 100,000 SF are considered discretionary projects that are required to contribute to the community benefits program at Tier 2 levels. Specific benefit formulas for achieving non-negotiated Tier 2 projects are provided in Chapter 4, *Standards and Regulations*.

Tier 3. Tier 3 projects are projects that propose height and FAR above the Tier 2 standards described in Chapter 4, *Standards and Regulations*. Tier 3 projects that are less than 100,000 SF are considered discretionary projects that are required to contribute to the community benefits program at Tier 3 levels. Specific benefit formulas for achieving non-negotiated Tier 3 projects are provided in Chapter 4, *Standards and Regulations*.

Tier 2 and Tier 3 projects proposed up to 100,000 square feet are permitted by Development Review (DR), allowing mixed-use projects typical of the Downtown to be approved through discretionary review with a Planning Commission public hearing that gives community members a venue to share thoughts and input on proposed projects.

Negotiated Projects. Future public and private improvements on specific properties where special conditions of size, shape, geography or existing or desired development require particular attention and additional analysis beyond other anticipated infill sites. Special care needs to be taken to address the specific physical conditions and challenges posed by these sites and present key strategies for their successful integration into the fabric of the area and the temporal context of the day. In the Downtown District, any proposed project that is greater than 100,000 square feet will require a negotiated development agreement, regardless of proposed height and tier, with community benefits approved by the City Council. This approach will allow the City to negotiate for significant benefits from larger individual development projects even at a lower height

The DCP identifies four sites in the Downtown that, given parcel size and development standards, could potentially produce projects 100,000 square feet in size or greater, while remaining within the maximum FAR parameters established by this Plan. These are identified in Table 2A.2. The development of these sites could provide significant community benefits for the circulation, open space, and cultural facilities that would otherwise not be anticipated from smaller projects. These significant enhancements are identified as part of an overall strategy for economic and functional improvements to address anticipated future needs.

Guidelines for additional onsite benefits are listed in Table 2A.4. A significant improvement, including but not limited to a publicly accessible open space, a cultural facility, or a significant circulation element could also be considered as a community benefit feature.

Goal LU1: The Downtown Community Plan area is a high quality, mixed-use district offering opportunities for jobs, housing for people across the income spectrum, arts and culture, local-serving retail and community/visitor gathering places.

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

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

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

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

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

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

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

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

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

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

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

Policy LU4.1 Expand Affordable and Middle-class Housing opportunities available for families, seniors and others in the Downtown Area.

Policy LU4.2 Accommodate a significant portion of Santa Monica’s share of regional housing growth as defined by Regional Housing Needs Assessments (RHNA) within the

Downtown Specific Plan Area, as compared with other appropriate areas in the City

Policy LU4.3 Work with the business community to understand and incorporate the housing needs of their employees and gain support for marketing efforts toward Downtown employees.

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

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

Policy LU5.2 Promote visitor use of the Expo Line as a convenient and hassle-free way to visit the area.

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

Policy LU5.4 Explore options for the flexible, adaptive re-use of buildings over the life of the Plan.

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

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

Policy LU6.1 Provide appropriate reductions in building mass for properties that abut existing residential districts.

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

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

Policy LU7.1 Encourage developers to provide uses and facilities that benefit the business employees, residents, vitality and quality of the Downtown Plan area.

Policy LU7.2 Require that community benefit uses for which additional building height and density are awarded are consistent with the community's priorities and exceed those that are normally required through the base standards of the Downtown Community Plan.

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

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

CHAPTER 2B COMMUNITY, CULTURE, PROSPERITY

2B.1 AN INCLUSIVE COMMUNITY

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

This chapter provides the framework for nurturing a complete and long-term Downtown community based on an appreciation of how housing, jobs, services, cultural institutions and other activities all relate to one another. Policies and actions found at the end of this chapter prioritize a range of housing (affordable, middle-class and family sized) amidst new cultural venues and programs. Skills training, entrepreneurial development and job creation are also tied to building community and fostering "work local" opportunities for Downtown's resident base and aspiring entrepreneurs. Similarly, it is important to create more opportunities for Downtown's business owners and employees to find housing opportunities within the City so that they can "live local." This chapter also seeks to strengthen Downtown as a civic space for the broader Santa Monica community who enjoy coming here to dine, shop, or be entertained. Additional Downtown experiences, and new places to go create exciting reasons for the City's residents to come together Downtown.

2B.1A A RESIDENTIAL NEIGHBORHOOD

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

The compact, mixed-use environment of Downtown presents an opportunity to increase the availability of housing in a more efficient and less impactful way than in other parts of the city. Higher density apartment buildings, condominiums, and townhomes work well within the walkable city-block structure. Immediate access to transit and social services make Downtown an attractive option for low-income or fixed-income people, as well as for individuals interested in living car-free or car-lite. These groups include young adults, seniors, families with children, and Santa Monica's workforce, who largely commute to Downtown from outside the city limits (only 5 percent of Santa Monica residents work Downtown). Creating an inclusive neighborhood will ultimately strengthen and support the existing economic and cultural base, which will be supported by the additional programs recommended by this Plan.

Housing Mix

The vision for the Downtown neighborhood embraces all family types, sizes and ages. The studio and single bedroom units that have been developed over the past

half-decade are a desired residential type and appropriate to Downtown for people seeking more independence from driving, and better access to entertainment and cultural venues; however, these unit types do not cater to all living situations that would nurture a complete and long-term community. This Plan envisions a greater mix of housing options.

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

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

Bedroom Mix Requirements (see Chapter 4, Standards and Regulations)

Non-negotiated Tier 2 and Tier 3 “average bedroom factor” requirements will result in a larger diversity of units within the Downtown. Tier 2 and Tier 3 projects must incorporate a minimum average of 1.2 bedrooms in their unit mix, regardless of project size.

Community Benefit Priorities – Negotiated Projects (see Chapter 2, Downtown Districts)

In addition to conforming to the Tier 2 and Tier 3 average bedroom factor requirements, negotiated projects provide the opportunity to increase the number of larger

units suitable for families to the maximum extent feasible. These additional units could be paired with deed-restrictions on rent to make them affordable to workforce and middle-income households.

Incentives for Housing Construction (see Chapter 4, Standards and Regulations)

To encourage the production of housing in the Downtown, projects proposing more than 50 percent residential uses above the ground floor may qualify for a floor area ratio bonus of 0.5 FAR.

Ownership

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

A Spectrum of Housing Affordability

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

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

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

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

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

Community Benefits – Negotiated Projects (see Chapter 2, Downtown Districts)

Negotiated projects are encouraged to include some residential units deed-restricted to 130% – 180% of Area Median Income (AMI) with regulated minimal rent increases. This approach provides financial assurance to persons and families at lower-middle income levels and creates the long-term opportunity to remain in Downtown as part of the neighborhood community. Table 2B.2 uses 2013 affordability measures provided by the State and modified for the Los Angeles region, and extrapolates further to understand how much middle-income earners can afford to pay in rent (a family of three individuals is used as an example).

Deed Restricted Affordable Housing

Pressures on the existing housing stock in Santa Monica from market forces and changes to state and federal laws impact affordable housing opportunities for low and moderate income persons and families. This is true for existing residential properties and residents living in the

Downtown. The City's Housing Division works with affordable housing providers and multifamily property owners to ensure that economic diversity, a hallmark of Santa Monica, continues to flourish and that longtime residents can remain in their households.

Under Municipal Code Section 9.64.050, as new residential and commercial projects are proposed, the Affordable Housing Production Program (AHPP) is applicable to generate additional deed-restricted units either on-site, or through fees to build affordable housing. With the State's elimination of Redevelopment Agency funding, building new deed-restricted affordable housing Downtown will increasingly rely on requirements applicable to new development and on partnerships using Federal, State and local funding sources that emerge to fill the gap. Some additional units may be obtained through the development agreement negotiation process on a site-by-site basis, particularly on large properties.

Affordable Housing Requirements (see Chapter 4, Standards and Regulations)

Non-negotiated Tier 2 and Tier 3 housing and mixed-use projects are required to provide at least 50 percent more deed-restricted below market units in excess of the AHPP.

Community Benefits – Negotiated Projects (see Chapter 2, Downtown Districts)

Chapter 2 prioritizes Affordable Housing as the City's number one community benefit. Negotiated projects should provide substantially more affordable housing than otherwise required by base standards and non-negotiated Tier 2 and Tier 3 levels.

Community Services

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

As the Downtown neighborhood grows over time to include a wider range of households, the City and its partners will need to evaluate the sufficiency of existing services. These include childcare and early education centers, senior assistance, employment training and placement organizations, physical and mental health care, recovery services and support for families and individuals challenged by physical disabilities. Similarly, as more children are raised within Downtown (currently, only 3 percent of Downtown households have children), the City and the Santa Monica Malibu Unified School District should monitor the availability of classrooms for this demographic. Currently, adequate school facilities exist within the city, and proximity to the City's public schools; Roosevelt Elementary, Lincoln Middle School and Santa Monica High School, as well as a number of private schools, provide sufficient choices and access to nearby academic facilities for families living in Downtown.

Community Wellbeing

The City's Wellbeing project identifies strengths and weaknesses in fulfilling an individual – and a community's – potential to attain a high quality of life across a variety of categories such as health, economics, education and sense of place. As the heart of the city, Downtown plays a vital role in helping the community balance these objectives by providing opportunities for upward mobility in an environment that is safe, beautiful, and equitable. Nurturing this “social capital” can provide the community with strong connections among inhabitants to flourish in good times and withstand the tough ones.

2B.2 A DIVERSE AND SUSTAINABLE ECONOMY

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

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

Over the past few decades, Downtown Santa Monica has evolved into a unique and popular place, attracting a growing number of high-tech creative businesses and entrepreneurs that have formed a cluster known as “Silicon Beach.” As these businesses grow, they will need additional spaces to remain in Downtown Santa Monica, which has emerged as one of the premier real estate markets in the country. As discussed in the Housing section, rents (both residential and commercial) in the Downtown have risen significantly in recent years, exceeding the increases in occupancy rates, absorption, and rent levels experienced in neighboring submarkets and Los Angeles County as a whole. The scarcity of available office space and the shortage of space with the characteristics and amenities offered to creative businesses elsewhere in the region poses a challenge to Downtown's economic sustainability in the coming years.

Downtown also holds great appeal for locals and out of town visitors, alike. The Third Street Promenade has become a “must-visit” destination for domestic and international tourists as well as a top Westside recreation choice for Los Angeles area residents. This Plan provides the policies and standards to support economic success by retaining important businesses, encouraging missing visitor uses, and diversifying entertainment and cultural attractions (e.g. live music venues), and enhancing accessibility and mobility features in order to help people arrive and get around comfortably. The Plan's emphasis on transportation demand management (TDM), supporting non-vehicular modes of transport in order to reduce traffic and greenhouse gas (GHG) emissions, aims to improve the Downtown experience for everyone.

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

Employment

There are approximately 23,000 – 25,000 workers employed in Downtown today with a broad range of professional, creative, retail, construction, government, hospitality and service industry jobs, which generally reflects the composition of the larger city economy. In 2010, the LUCE projected that the local job market would grow by approximately 150 net new jobs per year Citywide. It is anticipated the majority of new jobs will be located Downtown, in the Healthcare District, and in the Bergamot Plan area.

Business Development

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

Downtown Office Space

In the last decade, Santa Monica has gained the nickname “Silicon Beach” for its ability to attract and grow technology companies. With a limited supply of Class-A office space in a walkable, mixed-use urban environment, Downtown occupancy rates are holding at 93 percent compared to 87 percent for both the Westside market and Los Angeles County (*Source: CoStar*). Office rents average 30 percent higher than countywide averages. This is true despite the aging

quality of the office supply, in part because the continued increases in demand for space exists in an environment in which there has been almost no additional office space added (entitled or constructed) in the last 20 years. Downtown has already experienced the loss of several significant employers, including Google and Riot Games, due to lack of available office space to accommodate their growth needs. Many other local businesses are constrained by the lack of larger contiguous work space availability and are at risk of leaving. Limited space also drives higher rents, which poses barriers to entry. Small businesses, in particular, face a challenge in entering the Westside office market due to high rents and limited availability and work spaces that are suitable for start-up ventures. This shortage is exacerbated when office space is lost through redevelopment and/or conversion to residential or hotel use. As long as demand continues to exceed supply, the rents will continue to escalate further thereby running the risk of pricing out local businesses of any size. This, in turn, impacts the quantity of available jobs and services for the City’s residents and impacts the City’s overall fiscal health.

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

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

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

Creative Office and Local Education

Santa Monica's youth are the future creative workforce. The Los Angeles High Impact Information Technology, Entertainment & Entrepreneurship, and Communications Hubs (LA HI-TECH) Regional Consortium works with Santa Monica High School students to prepare them for higher education in the technology field. This innovative entity provides students with pathways towards the following areas: 1) Design, Visual, and Media Arts; 2) Information Support and Services; and 3) Software Systems and Development, and the Information and Communication Technology (ICT) Industry. Many success stories can be attributed to LA HI-TECH efforts and with nearly 2,000 SMC students anticipated to graduate in 2016— some with Associates Degrees, others with certificates – many will move on to universities while others will go directly into the job market. Santa Monica's Silicon Beach firms are also placing emphasis on hiring local and fostering the important live/work balance and quality of life that Santa Monica offers. From local youth internships to permanent employment opportunities, there continues to be strong links between local education and employment opportunities. A major factor for locating to Santa Monica is the high-quality, skilled local workforce and the locational benefit that Santa Monica offers in helping these companies recruit top talent from the region and globe.

Retail, Dining, and Entertainment

Downtown is Santa Monica's premier retail and entertainment district, with significant pedestrian activity and market-setting rents and sales per square

foot performance reportedly among the top tier of US retail districts. Downtown's retail sector:

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

Downtown's restaurants, open space and its four movie theaters are also a draw, as are the twice-weekly Farmers Markets and the seasonal winter ice rink. Visitors to Downtown are further drawn by the Santa Monica Conservancy's tours of historic Santa Monica, private tour buses and other programmed activities, as well as spillover from those visiting the Pier and beach. There is potential to further build the connections with beach visitors, with positive consequences for Downtown's economic vitality, through better access, signage and wayfinding, and the new public spaces such as Tongva Park, and the Colorado Esplanade as well as other public pedestrian and roadway improvements.

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

The Third Street Promenade

The center of Downtown activity is focused on the Third Street Promenade, which deserves special consideration in discussing Downtown's economic sustainability. The Promenade's success is well established, largely in part to the management of Downtown Santa Monica, Inc., (DTSM) the business improvement district whose mission is to promote and market the area as well as maintain the physical spaces and enhance the pedestrian environment through programming, signage and special events. Building off the Promenade's wide array of retail and dining experiences, DTSM has successfully nurtured

a vibrant street life by managing and monitoring outdoor performers, who appeal to a diverse audience, both local and non-local.

The Third Street Promenade is anchored on the south end by Santa Monica Place, the city's only shopping center. The 2010 "open-sky" remodel of Santa Monica Place created a seamless connection to the Promenade, further strengthening its vibrancy, particularly along the southern blocks. This area will further benefit from the Expo Light Rail transit system and Downtown station with an anticipated increase in pedestrian traffic. It will be important in the future for the Promenade's management to continually reevaluate and refresh this important public space so that it remains attractive and exciting. Opportunity exists to continue to strengthen the vibrancy of the northernmost block of the Promenade, between Arizona and Wilshire Boulevard, is generally less active than other sections despite quality retail and restaurant destinations (some independently owned and local-serving) both on the Promenade and along Wilshire Boulevard.

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

Cinemas

A key source of Downtown's success has been its concentration of movie theaters, which were sited on

the Third Street Promenade to serve as a catalyst for pedestrian-oriented activity. This Plan encourages the continued retention and further renovation of the two existing Third Street movie theaters to reinforce the Promenade's position as an entertainment center. Additionally, in order to offer a variety of cinema experiences and expand the area of pedestrian activity to other possible Downtown sites, new cinemas might be added in other locations in the Downtown, including at the site of Parking Structure #3 on 4th Street.

Hospitality

As a top destination for regional, national and worldwide travelers visiting the Los Angeles area, the Hotel and Tourism sector is a major employment and tax contributor to the City of Santa Monica. Downtown Santa Monica's hotels generated almost \$13 million in transient-occupancy tax (TOT) in 2012. International tourism is an important component of the visitor profile in Santa Monica, and foreign tourist counts are projected to increase at a notable pace during the Plan period. Studies have identified the burgeoning middle class of China, India and Brazil to be a major influence on worldwide travel patterns and will become one of the primary demand drivers for new hotel rooms forecasted between 2014 and 2030.

Market demands put strains on Downtown's existing portfolio of hotel properties, which are generally older and mostly built before 1970. In some cases, room sizes are smaller than current market standards for premium beachfront properties, which constitute the majority of overnight accommodations in the Downtown and near the beach. Downtown hotel room rates are amongst the highest in the region. Two new hotels adjacent to the Downtown terminus station are under construction, and are entitled to provide mid-range pricing options (around \$200 per night). Additional overnight accommodations are desirable, particularly those that cater to lower incomes, youth, and visitors on a budget. Demand remains robust to support additional rooms beginning late this decade and continuing into the next in the following categories.

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

2B.3 A CULTURE OF CREATIVITY

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

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

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

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

The contributions of the arts and culture cannot be overestimated. Thoughtful planning provides an opportunity to strengthen and build upon support for the arts to achieve something unique in the Downtown that will enhance the City’s cultural landscape for years to come. This Plan describes the need for new cultural spaces, clean, safe and well-furnished streetscapes, and for interesting artwork to help activate existing and new public spaces. Support for many types of creative enterprises – design, architecture, advertising, film and video, performing arts, software development, writing and publishing – is provided through land use regulations and Plan policies to ensure that Downtown will continue to grow and develop as a prominent local and regional cultural destination. Ongoing commitments to nurture the arts are reinforced through the prioritization of spaces for non-profit cultural organizations, and the City’s support of public art (murals, sculptures) on the City-owned properties are key to the success of attracting larger arts related investments. Further, expanded opportunities for outdoor cultural programming (as permitted by the City’s event laws and policies) are promoted through the Plan’s actions to enhance the existing cultural options. These moves will have beneficial effects on the Downtown’s economy with spillover dining, retail and incidental spending by those who come to enjoy the cultural environment.

Downtown is also fortunate to have exceptional architectural and historic assets. Moving forward, it will

be important to build on the foundation that these assets represent, as Downtown's cultural competitiveness depends on the unique sense of place that its historic and architectural treasures afford.

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

Museum or Cultural Anchor

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

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

Major Works of Art

Infusing the visual arts into the Downtown experience by thoughtfully siting major public art pieces is a component of the urban design strategy that has been underway for some time. Recent additions to the City's public art

inventory at Santa Monica Place and Tongva Park, as well as public art integrated into Downtown Parking Structures are examples of how the City is already activating Downtown's public buildings and public spaces through public art. As Downtown's contemporary design renaissance attracts a wider range of major architects, attracting the same level of interest from major public artists to celebrate the arts and showcase the harmony between culture and commerce in Santa Monica should be encouraged.

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

Banners and Signage

The Third Street Promenade currently has bespoke banner columns to help promote local events and also to display visual art. These banners, along with new signage at the parking structures, could further help support the display of art and the promotion of cultural events. Consideration should also be given to re-instating an over-the-street banner column in the Downtown (e.g. near 4th/Arizona) intersection or 4th/Colorado to help promote art and events.

Festivals and Events

To strengthen and diversify Downtown's role as a vital event and activity space, the City and major Downtown stakeholders could design a program of activities to compliment the City's regularly sponsored events such as Glow, the Twilight Dance Series, weekly farmers markets, Library programs, and gardening and eco-themed programs. Additional events and festivals geared to the unique context of the beloved community gathering places, like the Third Street Promenade, Santa Monica

Place, and other landmark Downtown destinations would help to enhance Downtown’s cultural prominence. Key Event related concepts include:

Art Festivals, Street Festivals and Open Air Events. With a mild climate and a communal appreciation for experiencing the outdoors, Santa Monica’s Downtown is an ideal place for open air events, including outdoor art shows, pop-up installations organized by top museum curators and gallery directors, and other outside expressions that enliven Downtown public open spaces and streets. Opportunities to showcase local businesses and Santa Monica artists are also encouraged.

Horticulture and Gardening Events. Santa Monica’s mild climate have provided inspiration to generations of gardeners. City programs targeted to horticulture sciences are extremely popular, and have set the tone for sustainable, climate-appropriate gardening throughout the region. Downtown could host a regional symposium or retail event geared toward native and other eco-friendly plantings. In previous years, DTSM Inc. partnered with Brit Week LA to host a pop-up garden exhibit competition on Third St Promenade. These types of events should be encouraged, where feasible.

Culinary Events and Food Festivals. The City is renowned for its multitude of dining establishments. Top-end eateries that focus on fresh, local ingredients combine with local favorites to provide an extraordinary menu of dining options. Similarly, fresh local produce and seafood are abundant, which has made Santa Monica’s farmers markets the subject of national attention for many years. Events that celebrate the City’s culinary scene would help to enhance the variety of cultural offerings in the Downtown. Building upon successful partnerships between DTSM Inc, The Gourmandise Cooking School and the SM Farmers Market (e.g. Follow That Chef series, DTSM Restaurant of the Week vendor, SM Wellbeing Buy Local Festival Chef Cooking Demos) should also be encouraged.

Live Performances and Theater

One of the often-repeated themes heard during Plan outreach was the need for more night-time entertainment choices, particularly live performance spaces for theater and live music. Historically, zoning in the Downtown area has prohibited live music venues out of concerns about noise, so these spaces are currently limited to a handful of grandfathered venues.

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

Creative Space in New Development

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

Art Center - Space for non-profit arts organization(s) utilized for programmed activities and office space

- Art - Crafts Gallery / Retail Space including established criteria approved by the Arts Commission to ensure quality
- Non-profit performance space, including basement uses
- Artist Studios in upper level spaces
- Photographic Studio (appropriate for basements and upper level spaces)

Art Walks and Artistic Wayfinding

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

Culturally Compatible Uses

To further promote Downtown as an evening destination, the land use regulations and development standards in Chapter 4 seek to expand the range of uses that provide entertainment and culture. Uses such as new cinemas, restaurants and art and entertainment venues are permitted in nearly every district, and public space policies seek to program under-utilized spaces with unique land uses and cultural offerings to diversity activities and create a collaborative environment that mixes housing, jobs and public space with art and entertainment.

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

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

Action CCP1.1A Adopt DCP which anticipates up to 2500 new units in the Downtown area.

Lead Agency: City Council

Timeframe: Ongoing

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

Action CCP1.2A Require Tier 2 and Tier 3 projects to provide an increased average bedroom factor of at least 1.2.

Lead Agency: PCD

Timeframe: Ongoing

Action CCP1.2B Evaluate possible tools and incentives for encouraging housing for persons who are elderly and/or have disabilities, especially those that incorporate supportive services. Apply the most promising tools and incentives to Downtown.

Lead Agency: PCD

Supporting Agency: CCS

Timeframe: Short-Term

Policy CCP1.3 Encourage projects to address the need for a continuum of housing from very-low income to units that would offer stabilized rents for households with incomes at 130% to 180% of Area Median Income (AMI).

Action CCP1.3A Achieve a minimum of 30% Affordable Housing for residential development.

Lead Agency: PCD

Timeframe: Ongoing

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

Policy CCP1.5 Provide a 0.5 floor area ratio (FAR) bonus for qualifying mixed-use residential projects within maximum FARs for each district.

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

Action CCP1.6A Interview Downtown employers to understand the housing needs of their employees and to support Downtown employees moving into Downtown.

Lead Agency: HED

Supporting Agency: PCD, DTSM

Timeframe: Short-Term

determine specific needs necessary to promote continued job growth.

Lead Agency: HED, Library

Supporting Agency: PCD

Timeframe: Short-Term

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

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

Action CCP2.1A Partner with merchants, property owners, residents and community supporters of Downtown Santa Monica to share responsibility for implementing this Specific Plan and achieving its goals.

Lead Agency: All

Timeframe: Ongoing

Policy CCP2.2 Leverage the economic value of the Expo Line terminus by prioritizing additional mixed-use development on nearby sites that can provide new jobs and retail activity.

Policy CCP2.3 Accommodate emerging businesses, such as co-working or new forms of creative businesses that can benefit the local economy and are compatible with other Downtown uses.

Policy CCP2.4 Continue to attract businesses and employers to Downtown by nurturing an environment that puts people first and emphasizes a walkable district.

Action CCP2.4A Support entrepreneurial activity and emerging industries, such as co-working spaces to

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

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

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

Lead Agency: HED

Timeframe: Ongoing

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

Lead Agency: HED, PCD

Timeframe: Mid-Term

Action CCP3.1C Conduct surveys to identify retail businesses for which there may be market demand, such as retailers that would serve Santa Monica residents, workers, and students

Lead Agency: HED

Timeframe: Short-Term

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

Action CCP3.2A Monitor demand for farmers markets to identify need for expansion of Downtown’s twice weekly markets.

Lead Agency: HED

Timeframe: Ongoing

Action CCP3.2B Through the public art planning process, review City regulations and procedures to encourage outdoor dining opportunities and to identify obstacles to sidewalk/courtyard produce standards.

Lead Agency: PCD

Supporting Agencies: HED, DTSM, CAO

Timeframe: Short-Term

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

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

Goal CCP4: Downtown has a diversity of uses and attractions that reinforce its role as the City’s shared “living room.”

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

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

Lead Agency: PW

Supporting Agencies: DTSM, PCD, CCS, PW

Timeframe: Mid-Term

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

Lead Agency: PCD, PW

Supporting Agencies: DTSM, HED

Timeframe: Mid-Term

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

Lead Agency: CAO

Supporting Agencies: CCS, DTSM

Timeframe: Mid-Term

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

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

Lead Agencies: PCD, PW

Timeframe: Mid-Term

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

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

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

Lead Agencies: CCS

Supporting Agencies: DTSM, PCD, HED

Timeframe: Mid-Term

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

Action CCP5.2A Develop standard language for art contributions associated with negotiated Development Agreements to allow for aggregating funds.

Lead Agencies: CCS, Finance

Supporting Agency: PCD

Timeframe: Short-Term

Action CCP5.2B Set curatorial priorities for the Downtown, including site specific requirements with a preferred order of acquisition.

Lead Agencies: CCS

Supporting Agency: PCD

Timeframe: Short-Term

Action CCP5.2C Develop a process to select an artwork for the optimal location.

Lead Agencies: CCS

Supporting Agency: PCD

Timeframe: Mid-Term

Action CCP5.2D Aggregate the Arts contributions made through development agreement negotiations to acquire a major work(s) of art.

Lead Agencies: Finance

Supporting Agency: PCD

Timeframe: Mid-Term

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

Policy CCP6.1 Encourage live entertainment venues in the Downtown if they include features that

reduce/mitigate noise and other impacts on surrounding neighbors.

Action CCP6.1A Identify and create special review procedure and conditions of approval for live theater, and live entertainment in below-grade spaces to mitigate hours, noise, public safety and other potential adverse impacts.

Lead Agencies: PCD

Timeframe: Mid-Term

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

Lead Agencies: PCD

Timeframe: Mid-Term

Policy CCP6.2 Encourage multiple types of cinemas with a broad range of appeal, including but not limited to, an art house cinema.

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

Lead Agencies: HED, DTSM

Supporting Agency: PCD

Timeframe: Ongoing

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

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

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

Lead Agencies: CCS, HED
Supporting Agency: PCD
Timeframe: Mid-Term

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

Lead Agencies: CCS, HED
Supporting Agency: PCD
Timeframe: Mid-Term

Policy CCP7.2 Guide art investment in accordance with the goals of Creative Capital, the City’s cultural programming vision document.

Action CCP7.2A Update Creative Capital Plan.

Lead Agencies: CCS
Timeframe: Mid-Term

Policy CCP7.3 Support the ability for non-City entities to consider/propose a program of recurring events, such as the City produced Glow festival, which enhance the Santa Monica’s reputation as an exciting arts venue.

Action CCP7.3A With DTSM and SMTT explore the idea of creating an “interactive experiences” task force to develop strategies and partnerships between Downtown Santa Monica Inc., Santa Monica Travel and Tourism and the City to market the Downtown and its environs as a cultural destination.

Lead Agencies: CCS, DTSM, SMTT, Library
Supporting Agency: HED
Timeframe: Short-Term

Action CCP7.3B Coordinate with DTSM and SMTT to evaluate opportunities to promote cultural programs that capitalize on the City’s unique cultural strengths.

Lead Agencies: DTSM, CCS
Supporting Agencies: CAO, HED
Timeframe: Mid-Term

Action CCP7.3C Develop a Public Art Master Plan that incorporates a process for temporary events and

installations, and identify specific opportunities in the Downtown.

Lead Agencies: CCS
Timeframe: Short-Term

Action CCP7.3D Provide ongoing support to City partners to hold additional fine arts events and competitions for temporary installations in Downtown locations throughout the year, as identified in the Public Art Plan.

Lead Agencies: CCS
Timeframe: Ongoing

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

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

Lead Agencies: PCD
Supporting Agencies: CCS, PW
Timeframe: Ongoing

2C.1 EMBRACING DOWNTOWN'S HISTORY AND RESOURCES

Downtown has a rich past and architectural history which has resulted in an extensive concentration of landmarks and contributing historical structures within the City. While new buildings have been added throughout the years, a significant number of existing buildings have been successfully repurposed with new uses.

The Third Street Promenade is a good example of how historic building fabric can change and adapt over time, as much of the building stock is basically intact. Despite several remodelings, demolitions and earthquake related changes, this historic piece of the Downtown has retained its basic visual character. In other cases, contemporary architectural treatments have altered the character and compromised the historical value of many Downtown commercial buildings. At street-level, several older buildings have not maintained their original appearance, and in limited instances have surrendered the entire façade to a modern-day style. Nevertheless, Downtown's historic scale remains largely intact.

Preservation of Downtown's most important structures is an integral component of the planning process. By embracing preservation strategies and protecting Downtown's resources, the City can successfully evolve in a way that preserves character and allows the thoughtful introduction of new buildings, open spaces, and streetscape elements that support the District's economic development and vitality as a social center.

2C.2 COASTAL RESORT BEGINNINGS

Santa Monica's beginnings as a modern town famously began with an auction in July 1875 at which the City founders, John P. Jones and Colonel R.S. Baker, began to sell off their land holdings, with the promise of sunsets, sailboats, a perfect climate and the delivery of rail lines to connect this paradise by the sea to downtown Los Angeles. Santa Monica instantly became a diverse

community, with properties purchased by people from many different countries, religions and parts of the U.S. The first residential and commercial buildings followed quickly in what would become Downtown Santa Monica, including a small brick commercial building erected in 1875 by William Rapp on Second Street. Today, the Rapp Saloon is a remnant of this era, recalling both the humble beginnings and the hopes and dreams of the emerging community in Santa Monica. On its 100th birthday, it would eventually be honored as the first City-designated Landmark.

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

A Rich Past

Among Downtown's few remaining 19th century structures is the Romanesque Revival-style Keller Block, built on the corner of Third Street and Broadway in 1893 and designated as a City Landmark in 2008. Featured in photographs from the City's earliest days, this building with its brick façade and distinctive corner tower illustrates the highs and lows of Downtown's history. The Keller Block opened as a grand structure containing the Clarendon Hotel and a corner drug store. The hotel changed ownership and was operated as the Santa Monica Hotel (and furnished rooms) until the 1960s. Street-level uses changed over time, with a series of businesses including tailors, pawn-brokers and barbers

and, in the 1950s an Army-Navy surplus store dominated the corner as the white-painted building bore witness to an economically depressed Downtown. A 1980s restoration, spurred by the City's revitalization efforts, brought the Keller Block back to its original glory, adjacent to the contemporary Santa Monica Place. Since the open-sky remodel of Santa Monica Place, the mixed retail/office building that anchors the 3rd Street Promenade is now a highly visible landmark.

The Roaring 20s – and 30s!

As early as 1896, a reliable interurban rail line made it possible to commute to Los Angeles. As a permanent population settled into new neighborhoods to the north, a mixed batch of commercial buildings sprang up. In 1929, two (2) important buildings were completed: on Santa Monica Boulevard, the City's first tall building was built at a height of 196 feet (Bay Cities Guaranty or clock tower building); and the 102-foot high Art Deco Central Tower building on 4th Street. Both are now designated Landmarks.

Hotels were constructed all over the Downtown as Santa Monica held its popularity as a resort community. While not a designated historic resource, The Carmel (1922) on 2nd Street is one of the earlier examples existing today. Other multi-story structures to follow included the Georgian Hotel at 1415 Ocean Avenue and the Lido Hotel at 1455 4th Street (both designated landmarks, built in 1931) and several apartment hotels, including the Sovereign, Charmont, El Cortez and Embassy in the residential blocks north of Downtown. The Palisades wing of the Miramar hotel (a designated landmark) was built at this time at the corner of Wilshire Boulevard and Ocean Avenue. Although the former mansion of John P. Jones was demolished in the process, the grand Moreton Bay Fig Tree he planted was retained and incorporated into the hotel's site design. The Moreton Bay fig was designated as a landmark in 1976 and is known as "The Founders Tree."

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

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

It is evident by Santa Monica's landmarks from this era that Downtown was a bustling business environment and a popular tourist destination, attracting a diversity of scale and a variety of architectural styles, even though the Depression years. This entire era, from City establishment through the 30s and early 40s has generally been considered Downtown's "period of significance" for evaluating historic resource eligibility, although new potential resources have recently been identified that are outside of this time frame. Downtown's remaining historic structures consist of approximately 88 buildings listed on the City's Historic Resources Inventory, of which 23 are City-designated landmarks.

Post-War: Decline in an Auto-Oriented World

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

Regional decentralization and automobile-oriented shopping patterns ushered in Downtown's lowest era, spanning a good part of the next two (2) to three (3) decades. These years were characterized by vacant storefronts, limited uses occupying buildings and a general loss of economic vitality in the Downtown. The

area around Broadway was known as “skid row,” dividing the core retail area in two, and further disconnecting it from the Civic Center. As the City got to work in the mid-50s to consider how to address its problems, the Central Business District was considered an area of blight and depreciation.

The Third Street Promenade

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

The first iteration with the closure of 3rd Street to motor vehicles was the “Third Street Mall,” which was completed in 1965 along with large parking structures along 2nd and 4th Streets. The development was bold but never quite managed to attract the businesses and achieve the kind of commercial success envisioned. By the late 1970s, the Third Street Mall still lacked activity. A strategy visualized in the 1957 Plan was acted on: to “revitalize (the CBD) with the features and amenities which are being built into new regional shopping centers.” A suburban-style indoor mall, classically anchored by major department stores, Santa Monica Place (an early design by Frank Gehry), was constructed and opened in 1980, enclosing two (2) city blocks and absorbing 3rd Street between Broadway and Colorado Avenue.

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

With a new human-scale vision for Downtown articulated in the 1984 General Plan, the City went back to the drawing board to inject new energy into the Third Street Mall, and a Specific Plan was adopted in 1986 to hasten its revival, enhancing economic activity throughout Downtown. Entertainment and restaurant uses were encouraged with the hope of creating an environment that would become a center for evening activity. The plan encouraged movie theaters to locate Downtown, and took the radical step of not permitting new movie theaters in any other Santa Monica locations. After extensive renovation, Third Street Mall reopened in 1989 as the hugely successful “Third Street Promenade,” anchoring a 25 year rise for Downtown as the City’s economic engine.

Growing Success, More Pedestrians

The Third Street Promenade’s success could be seen and measured by the increasing numbers of pedestrians on Downtown streets. The Promenade had finally achieved what the City had set out to do in 1964. However, this resulted in a new set of concerns. In the early 1990s, a re-evaluation of the City’s circulation policies was undertaken.

Originally created by City Council in 1986, the Third Street Development Corporation was established by the City Council as the area’s Business Improvement District (BID) to promote economic stability, growth and community life within Downtown Santa Monica. This corporation, later re-named Downtown Santa Monica, Inc. (DTSM, Inc.), has been instrumental in the management and coordination of programs, projects and services contributing to the District’s success.

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

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

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

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

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

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

Buildings and Remodels

Through the ups, downs and changes that have characterized Downtown Santa Monica’s history, an economic, social and architectural vitality has emerged that today is the envy of most cities of similar size. An integral part of that vitality can be attributed to the continued marriage of old and new, blending over time with new additions, some of which have become

remarkable in their own right. This Plan seeks to actively embrace and protect Downtown’s historic character and celebrate the diversity and visual interest that they create. As Downtown heads into its next era, the DCP provides a framework and approach that takes its cue from Santa Monica’s history to support new buildings that embody the quality of timeless architecture and design.

2C.3 A BALANCED STRATEGY FOR URBAN DESIGN

Downtown’s history provides the context for the integration of preservation of historic resources into the vision for Downtown’s future. Downtown contains a variety of diverse subareas. Some of them, like the Promenade, have a strong visual identity, in part due to concentrations of historic buildings. Other potential historic resources are sprinkled throughout the Downtown district, noticeably along 2nd and 4th Streets, Ocean Avenue and Wilshire Boulevard.

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

This Plan supports the preservation of existing resources and sensitive infill on underutilized parcels through a balanced urban design strategy that

- Conserves the character of buildings and subareas that have a strong historic identity, while recognizing that sensitive infill development and, in appropriate cases, additions to designated Landmarks can occur; and
- Directs much of Downtown’s new development into areas, like the Transit Adjacent district, now lacking a strong visual identity.

Adaptive Reuse

Encouraging adaptive reuse helps preserve and conserve the historic building stock and promotes sustainable use of materials. Recent years' additions to the Mayfair Building (at 210 Santa Monica Boulevard) illustrate how sensitive design and development can both respect and enhance a historic resource.

Designers should pay special attention to a project's context, including the character of adjacent properties and the district as a whole. The Design Guidelines (Chapter 5) provide guidance to better protect and reinforce the overall character of historic resources and districts.

When evaluating potential modifications, adaptive reuse or intensification of designated or sufficiently documented historic resources, in addition to applying the Landmarks Preservation Ordinance, the proposed work must also be evaluated for conformance with the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings. Where applicable, the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for the Treatment of Cultural Landscapes, must also be applied. At a minimum, historic facades should be maintained and/or rehabilitated and the scale and character of additions must be compatible with the historic building.

For districts without a thematic historic character, historic evaluations, design review, and landmarking should be used to protect individual historic buildings and the general Downtown cityscape, while allowing for a lively variety of good architecture.

Context Sensitive Infill

New development should reinforce the character of Downtown's commercial and mixed-use streets. The orientation, design and scale of new buildings should take into account neighboring structures and public spaces. Infill buildings in the Downtown should maintain existing street walls and be brought up to the sidewalk, maintain continuous storefronts, continue dominant rhythms for structural bays or windows, and continue

dominant cornice lines. While contextual design can be perceived as limiting, solutions can be highly creative.

2C.4 TOOLS FOR HISTORIC PRESERVATION

Historic Preservation Element

The Historic Preservation Element establishes a long-range vision for the protection of the City's history and provides implementation strategies to achieve that vision. The Element is part of the Santa Monica General Plan and it is organized into goals, objectives, and policies to focus attention on the preservation of historic resources and devote special consideration to planning involving these resources.

The Historic Preservation Element is a policy guide for decision makers, City staff, and the community. It establishes broad policies for implementation through the City's Landmarks and Historic Districts Ordinance.

Historic Resources and Landmarks Inventory

An indispensable tool to ensure that preservation is integrated into the Planning process is the Historic Resources Inventory, or HRI. The City's HRI identifies properties of potential historic importance and helps to identify sensitive areas of the City where adaptive reuse could be prioritized for older structures.

A comprehensive Citywide HRI update, released in 2011, evaluated all structures constructed by 1968 for possible historic significance. Altogether, 247 ineligible properties (39 in Downtown) were removed and 428 newly identified potential landmark structures or contributors to historic districts (6 in Downtown) were added. The HRI now identifies 88 properties within the Downtown Specific Plan boundaries as being potentially significant. An update to the HRI is anticipated in 2016 or early 2017.

When used in the processing of development applications, the HRI provides clues to help the City to avoid the complete loss or degradation of structures that contribute to the community's historic character. Preservation does not necessarily freeze a building in time, but rather carefully guides development so that a

building can be used in different ways while still preserving the character-defining features for which it was identified as a potential resource.

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

In the last decade, the City's Landmarks Commission has undertaken a focused effort to preserve Downtown, systematically considering many of its most significant structures for designation. As of January 2016, 23 of the Downtown properties listed on the HRI (26%) were designated as City Landmarks.

The remaining resources that attest to Downtown Santa Monica's rich history provide a context for Downtown's future. The area's historic resources will continue to play an important role in Downtown's development.

Landmarks and Historic Districts Ordinance

The ordinance established criteria and procedures for designating historic resources and instituted requirements for Certificates of Appropriateness for alterations or demolitions of historic resources. Other sections of the ordinance include an economic hardship provision, requirements and exemptions for maintenance and repair of resources, and procedures to respond to unsafe conditions.

In addition to regulatory requirements, the ordinance provides for preservation incentives including waivers of fees and zoning regulations, use of the California Historical Building Code, and the Mills Act property tax reduction contracts.

This Plan proposes modifications to the Landmarks Ordinance to provide stronger protections for potential historic resources in the Downtown (see [Action 1.1A](#)).

Landmarks and Structures of Merit

Landmarks are considered to have the highest level of individual social, cultural or architectural significance. Therefore, along with contributing buildings located within historic districts, Landmarks are offered the highest protection with respect to alterations and demolitions.

Structures of Merit are historic resources with a more limited degree of individual significance with limited protections in place. This designation requires special review for demolition permits.

California Historical Building Code

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

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

Goal HP1: Downtown's historic resources are protected and maintained and development and alterations on properties with potential historic

resources are done in a compatible manner that meets the Secretary of Interior’s Standards for the Treatment of Historic Properties.

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

Action HP1.1A Update the City’s Landmark Ordinance (SMMC 9.56) to create a process and criteria for the designation of different classifications of historic resources.

Lead Agency: PCD
Supporting Agency: CAO
Timeframe: Mid-Term

Action HP1.1B Establish a process to review alterations of designated historic resources.

Lead Agency: PCD
Supporting Agency: CAO
Timeframe: Mid-term

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

Action HP1.2A Use the HRI as a planning tool to ensure consideration is given to a property’s historic potential when new development is proposed to ensure appropriate efforts towards designation, protection or adaptive reuse are made.

Lead Agency: PCD
Timeframe: Ongoing

Action HP1.2B Complete HRI update.

Lead Agency: PCD
Timeframe: Short-Term

Action HP1.2C Provide a height incentive on designated Landmark properties in conjunction with preservation of the resource.

Lead Agency: PCD
Timeframe: Ongoing

Policy HP1.3 For properties on the HRI, the property should be reviewed by the Landmarks Commission for designation when alterations to the exterior or to interior space regularly open to the general public or demolition of any historic structure is proposed.

Action HP1.3A Review potential for the retention or reveal of historic facades in the Downtown, including those with ground level or upper level features.

Lead Agency: PCD
Timeframe: Mid-Term

Policy HP1.4 Owners of properties with a designation of 5S3 or 5S3* should be encouraged to apply for consideration by the Landmarks Commission.

Action HP1.4A When an application is submitted on properties that contain a 5S3 structure, have the Landmarks Commission consider designation these structures.

Lead Agency: PCD
Timeframe: Ongoing

Action HP1.4B Evaluate the Landmarks Commission recommendation to include the Structure of Merit classification as a permanent second tier designation.

Lead Agency: PCD
Timeframe: Short-Term

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

Action HP1.5A Provide information and incentives for improving energy efficiency of historic structures, such as the Secretary of the Interior’s Guidelines for Sustainability in Historic Properties.

Lead Agency: PCD
Supporting Agency: OSE
Timeframe: Short-Term

Policy HP1.6 When substantial repairs or alterations are proposed for structures on the HRI, the City will encourage the restoration and repair of any lost or

damaged historic features when feasible and appropriate.

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

Lead Agency: PCD

Supporting Agencies: PW, OSE

Timeframe: Ongoing

Action HP1.6B Permit use of the California State Historic Building Code for structures that are identified in the HRI as 5S3 or 5S3* contributors.

Lead Agency: PCD

Timeframe: Ongoing

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

Lead Agency: PCD

Timeframe: Short-Term

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

Lead Agency: PCD

Timeframe: Short-Term

Action HP1.6E Encourage property owners, developers, and other stakeholders to use preservation architects when involving a building on the HRI. Encourage use of archives and other resources to guide the design of appropriate restorations and repairs. Support the maintenance of

and encourage public access to archives with information on older Downtown buildings.

Lead Agency: PCD

Timeframe: Ongoing

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

Policy HP2.1 Projects on properties that do not contain a historic resource should identify any adjacent resources and, where appropriate, consider impacts in the context of the adjacent resource.

Policy HP2.2 Downtown historic properties should be identified with Signage (such as a plaque) that provides information about the resource and highlighted in marketing efforts related to the attractions of Downtown.

Action HP2.2A Develop a program to highlight Downtown landmarks, including place recognition, an educational component and information to direct visitors to find points of historic interest.

Lead Agency: Santa Monica Conservancy

Supporting Agency: PCD

Timeframe: Ongoing

Action HP2.2B Provide street furniture, street lamps, benches and other amenities that are compatible with historic elements in appropriate areas of the Downtown.

Lead Agency: PW

Supporting Agency: PCD

Timeframe: Ongoing

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

Action HP2.3A Work with the Santa Monica Conservancy to update and expand its “Downtown Walking Tour” brochure. Encourage distribution of this brochure by Downtown Santa Monica Inc., the Convention and Visitors Bureau, Santa Monica College, and other organizations.

Lead Agency: Santa Monica Conservancy

Supporting Agency: PCD

Timeframe: Ongoing

Action HP2.3B Work with the Santa Monica Conservancy to develop an enhanced public engagement program that includes holiday events, open houses, guest speakers, etc.

Lead Agency: Santa Monica Conservancy

Supporting Agency: PCD

Timeframe: Ongoing

Action HP2.3C Implement and coordinate public improvements to emphasize Downtown’s strong sense of place.

Lead Agency: PW

Supporting Agency: PCD

Timeframe: Ongoing

Action HP3.1A Evaluate the potential for community benefits to contribute toward Downtown preservation programs.

Lead Agency: PCD

Timeframe: Mid-Term

Action HP3.1B Identify funding for the ongoing preservation of City-owned historic resources in the Downtown and provide incentives for private preservation efforts.

Lead Agency: PCD

Timeframe: Mid-Term

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

Policy HP2.4 Adaptive reuse of older buildings or facades should be considered for new construction and rehabilitation projects, when the scale, materials or method of construction evokes Downtown’s history.

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

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

CHAPTER 2D PATHWAYS AND PUBLIC SPACES

2D.1 DOWNTOWN'S PUBLIC REALM NETWORK

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

Downtown Santa Monica contains significant public spaces along its periphery, but needs more to support the growing needs of its residents and employee populations, as well as the community at large and those who visit the city. This Plan recognizes the benefits of this investment, and seeks to increase the amount of public spaces within the Downtown through a framework of interconnected courtyards, plazas, and public spaces woven together through improved streets, sidewalks and pathways. Leveraging existing assets, the DCP seeks a more complete public space network by providing a series of strategies to increase the inventory of

community gathering spaces and strengthen the connections that serve them:

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

The implementation of these strategies will help objectives of the 2001 Open Space Element come to fruition by achieving a diverse and balanced system of quality spaces for people of all ages and abilities to gather, relax, and recreate.

2D.1A PUBLICLY ACCESSIBLE SPACES

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

Not all of Downtown's existing public spaces are owned and maintained by the City. Many Downtown plazas, courtyards and walkways are on private land. On the Third Street Promenade, several paseos that connect the City's parking structures to the Promenade's retail

activity cut through private property, where access has been negotiated or voluntarily provided. These privately-owned public spaces, called “POPS” (identified in Illustration 2D.1) are sprinkled throughout Downtown, and represent early attempts at providing pedestrian linkages within the Downtown. In examining these spaces today, it is clear that while they lack the amenities and furnishings that would be included in most new projects, they have potential to be re-imagined and revitalized. The DCP provides guidelines for redesigning and activating these spaces, and creates targeted exemptions from certain standards to allow for small land uses, events and other programming that serve the community.

The following public space proposal integrates new and existing public spaces and POPS into a cohesive network. This is supported by the complementary matrix of streets, sidewalks and paseos that serve as the connective tissue in the comprehensive public space system. Implementation of the full network would provide public space within a 2 ½ minute walk to all those who live, work, and visit Downtown.

2D.1.B NEW PUBLIC SPACES

As new projects are proposed, including redevelopment on City-owned land, applicants will be encouraged to incorporate public open space into their package of community benefits and work with the City on a comprehensive design process to ensure access and activation of the space. While the exact location, orientation and size of many future public open spaces are unknown, the DCP anticipates several new public spaces to be introduced throughout the District over the next 20 years. Illustration 2D.2 identifies six potential sites on both public and private property, which are based on their strategic location, size of property, and likelihood for redevelopment. Potential opportunities for new public spaces in the Downtown include:

Public /Private Partnerships – these opportunities can be shaped by City participation and investment in coordination with private development interests.

- 4th/5th and Arizona – a City owned property with the potential for sizable public activities and gathering spaces, such as a permanent ice rink and major public plaza
- Expo TOD Site – a City owned property whose character will be greatly influenced by transit users who will need a dynamic range of services, sitting areas and mixing zones

Private Development and Community Benefits – these new publicly accessible small parks or plazas can be created through community benefit contributions

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

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

toward the east side of Downtown is particularly necessary, as the largest concentration of residences are located between 4th Street and Lincoln Boulevard.

Public/Private Partnerships

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

4th/5th and Arizona

The multi-year community visioning for this City-owned property has identified a number of desired community benefits, including the permanent addition of a seasonal community ice rink that would occupy a large public gathering space. During warmer weather, this public space could be programmed with events and activities to relate to the Promenade. This project would likely be required to follow the entitlement process proposed in Chapter 2, *Downtown Districts* for negotiated projects.

Expo TOD Site

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

Privately Owned Public Spaces (POPS)

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

Incentives for POPS (see Chapter 4, Standards and Regulations)

- The allowance of outdoor dining areas fronting the publicly accessible plaza without a requirement for additional parking.
- The ability to install small structures of 1,500 square feet or less within an existing plaza regardless of the site's existing floor area ratio (FAR).
- The ability to stage temporary events, such as farmers markets or craft fairs within a publicly accessible plaza.

To qualify for these incentives, property owners will need to work with City staff to evaluate the condition of their existing POPS and propose changes that meet the goals of the DCP for increased utilization of publicly accessible private spaces. Improvements should address seating, shade, landscaping, and land uses, as well as the ability of the POPS to cater to daytime and evening neighborhood needs. These newly activated spaces should be predominantly open to the sky. In addition, publicly accessible spaces may be provided above ground level on roof decks that are easy to reach and provide another experience of the city, ocean, and mountains. Negotiations should allow for public programming, like classes, occasional events, and other activities, while the responsibility for maintenance remains with the property owner.

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

2D.1C PUBLIC SPACE AMENITIES AND ACTIVITIES

As ideas for these new and existing spaces evolve, designers should consider amenities and programming that are currently under provided in Downtown. This Plan's focus on building a long-term community requires

variety, and suggests the need for new children’s play areas, a seasonal skating rink, and flexible outdoor spaces to accommodate performances, event programming, and street vendors. In these locations, moveable tables and chairs, water features, landscaping and shading should be provided to allow for comfortable and meaningful gathering during all seasons and times of day.

Guidelines in Chapter 5 provide a set of parameters for programming elements that could provide a valuable contribution to the public space network in Downtown Santa Monica, including:

- **Playgrounds.** Playgrounds are exceptional amenities that gather people of many ages and serve families. A small playground or tot lot requires at least 1,000 square feet and should be universally accessible and include amenities for shade and seating.
- **Craft/Artisan Fair.** Wide open spaces like unused plazas or parking lots provide an opportunity for temporary events and festivals. Pop-up booths, tables and vendor carts can easily turn a quiet corner into a bustling marketplace. This use could be accommodated in an area 4,000-12,000 square feet.
- **Outdoor Performance Venue.** Requiring some seating and shading amenities, an outdoor performance venue can be temporary or permanent in nature. Consistent with the community’s desire for more live music and performance, spaces within POPS and public parks should be considered for this type of activity. Space needs vary by venue.
- **Snippets.** Of varying sizes, a snippet is a small, sunny place to sit and comes in many varying sizes. Snippets attract people to relax and enjoy the space and passerby.
- **Community Gardens.** Santa Monica has a total of 121 individual community garden plots; however, no plots are located within Downtown.

Opportunities for gardening should be explored by new development and the City, either on rooftops or within available space on public land.

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

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

In situations where private property owners and tenants are responsible for the maintenance and management of POPS, these individuals should post a performance bond to assure compliance with maintenance measures and signage implementation. It may also be helpful to create a stakeholder committee, non-profit or other group (i.e. Friends of POPS) to help promote the success of POPS in Downtown. This group would be responsible for monitoring and programming. It would visit sites to assure they are accessible, well-maintained, and have appropriate signage. It would also allow for public and private event programming to be scheduled in the space. Some portion of fees from renting these spaces for private events during non-public hours would go directly to additional public programming for the spaces.

2D.2 THE PEDESTRIAN REALM

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

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

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

This section provides guidance on sidewalk design and function to designers of private projects affecting the right-of-way, as well as Planning and Public Works staff who may be responsible for future streetscape improvement projects. The “Signature Sidewalk” concept proposed for Wilshire Boulevard, Ocean Avenue and Lincoln Boulevard recommends a set of design requirements to enhance the pedestrian realm as new development occurs or as the City determines in the course of more detailed studies.

2D.2.A SIDEWALK WIDTH

The majority of Downtown sidewalks are unchanged from their original construction, which occurred when residential, employee and visitor populations in the District were far less than they are today. A handful have been widened or updated with trees, lighting, or street furniture as part of a streetscape project, such as on 2nd

and 4th Streets, but by and large Downtown’s sidewalks, especially those on major Boulevards, do not allow several people to walk side by side together. A number of different sidewalk conditions are documented in Illustrations 2.5 - 2.10 to provide examples of how sidewalk width affects the quality of experience for pedestrians.

Incremental sidewalk widening and streetscape enhancement will be realized by a combination of public investment in streetscape projects and requirements for private development. There are two ways to achieve wider sidewalks – through development standards that require increased setbacks at the ground-floor, and by annexing portions of the roadway into the pedestrian realm (similar to the Colorado Esplanade). Except for the Signature Sidewalk proposed on Wilshire Boulevard between 4th Street and Ocean Avenue, all other sidewalk increases will be provided through setback requirements as properties turn over. The sidewalk widths documented in Illustration 4D.3 for incremental sidewalk enhancements are taken from the Proposed Building Frontage Line Map from Chapter 4, *Standards and Regulations*, which specifies exactly where buildings shall be setback in order to achieve desired sidewalk widths throughout Downtown. These sidewalks are of particular interest due to the likelihood for new development and the potential necessity of streetscape guidelines to create a more cohesive pedestrian experience. Sidewalk design and function is discussed on the following pages so that over time, as new private development occurs throughout Downtown, it is clear what kind of streetscape amenities and enhancements are needed, and what is the desired width of each sidewalk in the Downtown. Since being proposed in 2012, the expanded sidewalk requirement has been applied to numerous projects.

2D.2.B SIDEWALK DESIGN AND FUNCTION

Great sidewalks are not solely defined by their width but by their composition and amenities. Within the curb to building face lies three zones, as shown in Illustration 2.2:

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

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

Zone 1.

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

Pedestrian Lighting - Consistent pedestrian-oriented lighting on sidewalks can improve the walking experience for pedestrians. Lights should illuminate the pedestrian pathway to maximize pedestrian safety without being too distracting, be selected for function, and be designed to add to the pedestrian character. Private property should be encouraged to add ground floor lighting as part of pedestrian-oriented façades.

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

Signage/Wayfinding - Wayfinding helps visitors navigate the Downtown. Properly scaled and of a consistent palette, these signs will direct pedestrians to significant

landmarks and amenities in the Downtown and to the beach, Pier, and Civic Center.

Zone 2

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

Zone 3

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

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

2D.2.C PASEOS AND PARKLETS

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

Parklets are located within an on-street parking lane with raised seating at grade with the sidewalk, as shown in Illustration 2D.9. Tactical insertions of parklets, with no more than two per block, are a great way to provide more capacity to a narrow sidewalk or activate the space. The City recently approved several parklets on Main Street that will be managed by adjacent businesses, but will be open to anyone as an extension of the City’s public space network. Parklets are suggested especially along 2nd and 4th Streets between Colorado and Wilshire.

2D.3.E SIGNATURE SIDEWALK CONCEPT

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

Ocean Avenue

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

Wilshire Boulevard

Though Wilshire Boulevard is the grand street of Los Angeles, at this termination point the roadway space is not as highly utilized by automobiles and vehicle trips drop off significantly west of 4th Street. Thus, an opportunity exists to culminate the Boulevard by creating an

esplanade experience and better connect the Promenade to Palisades Park and Ocean Avenue. Widening the sidewalk and improving the interface between Wilshire and Third Street would allow for expanded outdoor dining, public art, transit stops, tour and local bus access, street vendors, and other outdoor activity, thereby providing the grand terminus at the Pacific Ocean that Wilshire Boulevard deserves.

Lincoln Boulevard

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

4th Street

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

Goal PPS1: Downtown’s Public Space network is composed of a variety of Public Open Spaces linked through comfortable and inviting pedestrian-friendly sidewalks, pathways and passages.

Policy PPS1.1 Provide guidance for future streetscape projects in the Downtown to coordinate pedestrian improvements including sidewalk widening, landscaping, seating and street furniture, wayfinding and ADA compliance.

Action PPS1.1A Develop a Downtown Streets Manual for Planning, Public Works and private development to follow when changes to the public right-of-way are

considered as part of a capital project, or a redevelopment effort.

Lead Agencies: PCD, PW

Timeframe: Mid-Term

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

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

Lead Agency: PCD

Timeframe: Ongoing

Action PPS1.2B Ensure Zone 2, the Pedestrian Pathway, is at least 8' wide, where practicable, except on 6th and 7th Street where it must be 6' wide.

Lead Agency: PW

Timeframe: Ongoing

Action PPS1.2C Provide landscape and amenities in Zone 3 for utility and as buffers from moving vehicles in conformance with the new Downtown Streets Manual, described in *Action PPS1.1A*.

Lead Agency: Private Property Owners as new projects are built

Timeframe: Ongoing

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

Action PPS1.3A As part of their approval, new developments in locations described in Section 2D.2.C *Paseos and Parklets*, should include these paseos as part of their plan, and these developments should include public use agreements.

Lead Agency: Private Property Owners

Supporting Agency: PD

Timeframe: Ongoing

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

Action PPS1.4A Determine permitting, design, and maintenance requirements of parklets.

Lead Agency: PCD

Timeframe: Short-Term

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

Action PPS1.5A Create coordinated schematic-level plans for the Signature Sidewalk locations.

Lead Agencies: PW, PCD

Timeframe: Mid-Term

Action PPS1.5B Implement Signature Sidewalk construction efforts opportunistically as funding allows.

Lead Agencies: PW

Timeframe: Mid to Long-Term

Goal PPS 2: Downtown Santa Monica has a diverse and balanced system of high-quality public open spaces that are well-utilized and enjoyed by a diverse constituency of residents and visitors.

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

Action PPS2.1A Partner with interested property owners to develop new publicly accessible open green spaces or plazas as identified in Section 2D.1.B *New Public Spaces*, such that no site in the Downtown area is more than a 2 and a half minute walk (1/8 mile) from open air, publicly accessible, and programmable open space.

Lead Agencies: PCD, CCS

Supporting Agency: PD

Timeframe: Ongoing

Action PPS2.1B Develop public use agreements with private property owners to guarantee public access and community policing of new spaces, and to define terms of liability.

Lead Agency: CCS

Supporting Agency: PCD, PD

Timeframe: Ongoing

Action PPS2.1C Establish a detailed Privately Owned Public Space ("POPS") plan that includes an evaluation of existing POPS and a list of site appropriate incentives, support and marketing to activate the space.

Lead Agency: PCD

Supporting Agency: CCS

Timeframe: Mid-Term

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

Action PPS2.2A Provide opportunities for passive recreation and places where children can play in Downtown's public space network, and develop agreements with private property owners that clarify use, role of public safety, as per **Action PPS2.1B**.

Lead Agency: Private Property Owners

Supporting Agency: CCS, PD

Timeframe: Ongoing

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

Lead Agency: Private Property Owners

Supporting Agency: CCS

Timeframe: Ongoing

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

Policy PPS3.1 Provide well-considered landscaping as part of the Public Space network.

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

Lead Agency: PW

Timeframe: Ongoing

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

Lead Agency: PW

Timeframe: Ongoing

Policy PPS3.2 Facilitate a more sustainable streetscape and Public Space network.

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

Lead Agency: PW

Timeframe: Short-Term

Action PPS3.2B Create a new policy for sustainably irrigating vegetation in the Public Space Network.

Lead Agency: PW

Timeframe: Short-Term

Goal PPS 4: Downtown’s Public Space Network is operated, maintained, and managed well.

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

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

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

Action PPS4.3A Continue to work with DTSM INC to evaluate the necessary upgrades to Third Street Promenade.

Lead Agencies: PCD, PW, HED, CCS, PD

Timeframe: Ongoing

CHAPTER 2E SUPPORTIVE INFRASTRUCTURE

2E.1 A SUPPORTIVE INFRASTRUCTURE NETWORK

This Plan contemplates a 15-20 year evolution of Santa Monica's Downtown. New residential and commercial buildings, new land uses and cultural venues, and new visitor experiences are expected to shape the district into a more diverse and complete community space than at any other time in the past. All this will require adequate utility and public infrastructure to support the area and to ensure that basic services are considered in the Plan's strategic improvements and implementation measures.

In addition to committing to ensuring that Downtown's infrastructure is sufficient to meet current and future demands, the DCP also seeks to set the stage for utility and infrastructure systems to be environmentally sustainable, and potentially restorative, in their nature. The infrastructure strategies coordinate with the City's overall sustainability objectives found in a variety of adopted policy documents, such as the City's Climate Action Plan, which includes requirements for zero waste/water self-sufficiency, as well as Net-Zero energy consumption to help implement the City's Waste Reduction plans. Other policy documents guiding these strategies include the City's Watershed Management Plan and the Santa Monica Bay Jurisdictional Groups 2 and 3 Enhanced Watershed Management Program (EWMP).

2E.1A WATER SUPPLY AND CONSERVATION

The City's Water Resources Division and Office of Sustainability and the Environment are jointly exploring innovative solutions to improve water supply reliability and conservation, including water recycling and reuse and ways for new development to offset existing water demand to help the City meet its water neutrality objectives. Implementation of current water reduction policies, including the recently adopted Water Shortage Response Plan, will expand the capacity of the water

system to serve future needs and is a key component of the City's drive for long-term sustainability. The Water Shortage Response Plan was enacted by Council in January 2015 in response to extended drought conditions in California and is subject to modification, or rescission, as drought conditions require. All projects that are developed in the DCP area will be required to meet Cal Green interior and exterior water usage standards.

Existing Conditions

The Downtown is underlain by the 50.2-square mile Santa Monica Groundwater Basin (SMGB), which covers portions of Los Angeles County including the cities of Santa Monica, Culver City, Beverly Hills, and western Los Angeles. Faulting and differing geology divides the SMGB into five sub-basins: Arcadia Sub-Basin; Olympic Sub-Basin; South Santa Monica or Coastal Sub-Basin; Charnock Sub-Basin; and Crestal Sub-Basin (City of Santa Monica 2010). The SMGB and its sub-basins provide groundwater resources for the City's water supply, including the Downtown. The City operates 10 wells within three of the sub-basins of SMGB.

Anticipated Need

Water demand city-wide is anticipated to increase anywhere from 1% (2014 Sustainable Water Master Plan) to 7.5% (2010 LUCE Water Supply Assessment) by 2030. Most of this increase in water demand would occur in Downtown, however, water conservation requirements and possible water demand offsets are expected to maintain overall city water demand within established projections. The City's Water Self-Sufficiency Plan established a goal to meet the City's demand entirely through local sources (wells, conservation, recycled water, etc.) by 2020.

The City's Climate Action Plan and Water Self-Sufficiency Plan identify pathways toward residents and businesses changing their water use habits to reduce demand for water, and City incentives and regulations are already showing signs of success. Implementation of current water reduction policies and of new policies that may be adopted in order to reach established targets will expand the capacity of the water system to serve future needs and is a key component of the City's drive for long-term sustainability.

2E.1B WATER DISTRIBUTION SYSTEM

An analysis was conducted that compared existing and future demands on the City's water system resulting from the proposed land uses for the Downtown Community Plan. For the purposes of this analysis, future demands and the impact on the water system were assessed using mapping and planning level comparison of existing systems and anticipated demand. A hydraulic model is currently being developed, and will be available for refined analysis in 2017.

Existing Conditions

The existing water distribution system was analyzed in order to identify potentially undersized pipes for the Downtown area. The conclusion was that at this time deficiencies are not known to exist in the Downtown area and existing water lines are considered adequate to serve existing uses. However, the hydraulic model, as it becomes available, will be utilized to address specific new demand in the Downtown area in order to identify possible future deficiencies in the water distribution system for this area.

Static water pressure was also analyzed. Illustration 2E.1 and Table 2E.2 indicate static pressure zones and identify areas of low pressure. Although some zones within the Downtown area may be identified as having low water pressure, this in itself does not substantiate a need to replace or upgrade the existing water distribution system because water pressure deficiencies can be resolved through established measures. Static pressure zones that fall below 50 psi, considered to be low (but not unusable), may be effectively improved using an on-site

pump or by building a loop line to ensure adequate flows to a property as part of a development project. Therefore, the static water pressure in Downtown is not considered to constitute a problem for the future.

Recently, a segment of water line, along 3rd Court extending from Wilshire Boulevard to Broadway, was upgraded (FY2009/10). In addition, as part of the Expo Light Rail construction, the water line along Colorado Avenue was upgraded to a 12-inch line; this line was formerly a 10 inch line

Anticipated Need

The City's 2010 Asset Management Plan identified water main deficiencies city-wide. The Asset Management Plan did not identify deficiencies in the Downtown area. However, based on evaluation of proposed Plan development and expected demand increase, along with a hydraulic analysis to be completed once the hydraulic modeling capability is available, some Downtown water lines may be deficient to meet future demand. Deficiency is defined as the inability of a water distribution line to provide adequate dynamic pressure under peak day demands or to provide the required fire flow.

2E.1C STORMWATER MANAGEMENT

Existing Conditions

Stormwater runoff within the study area is collected in a system of street catch basins and underground storm drain pipes that join with other regional stormwater drains and discharge to the Santa Monica Bay. The majority of the Downtown area drains to the Pico-Kenter Storm Drain, which discharges at the west end of Pico Boulevard. Areas west of 4th Street, from Wilshire Boulevard to Colorado Avenue, drain to the Pier storm drain which discharges at the end, near the Santa Monica Pier.

Stormwater runoff represents a large untapped water resource which the City plans to harvest for beneficial reuse in the coming years. Recently, the City received a \$3.8 million grant from the State Water Board to help fund a set of subgrade tanks immediately north of the Pier which are capable of retaining 1.6 million gallons of

runoff from any single storm event. Harvested runoff in these tanks will be supplied to the Santa Monica Urban Runoff Recycling Facility for treatment and eventual distribution for non-potable uses such as irrigation and toilet flushing. These tanks, known as the Clean Beaches Initiative Project, are in design with construction anticipated to be completed by 2018. The harvesting of this stormwater will improve beach water quality by virtually eliminating all discharges at the Pier Outfall. Two additional projects in other areas of the City, which will harvest an additional 4.5 million gallons of stormwater for treatment and reuse, are contemplated by 2020.

Anticipated Need

The City's policy direction is to reduce urban runoff discharge by designing new projects, retrofitting existing buildings and investing in public facilities that minimize stormwater runoff, avoid over watering of landscaping, infiltrate rainwater, or treat and reuse stormwater where feasible, rather than release this resource into the collection system. Development and redevelopment projects Downtown should need to consider design provisions to enable onsite non-potable water uses such as irrigation and toilet flushing. To support the anticipated future demand for treated urban runoff, there is a need to expand the distribution system of the Santa Monica Urban Runoff Recycling Facility (SMURRF).

Several existing documents establish the City's stormwater policies that should be considered in the design of future public and private development projects within the Downtown area:

- *The City's Urban Runoff Pollution Control Ordinance* requires all new development to implement stormwater infiltration runoff capture and treatment, permeable paving, water recycling and other mitigation measures to decrease runoff quantities, reduce pollution in receiving waters caused by urban runoff and to avoid exceeding capacity on the existing storm drain infrastructure.

- *The Watershed Management Plan* identifies minor deficiencies in storm drain infrastructure segments along Santa Monica Boulevard, Lincoln Boulevard, Ocean Avenue, 3rd Street, 4th Street, Broadway and Colorado Avenue. However, it is anticipated that no upgrade or replacement of the City's storm water collection system will be required as a result of potential future land use changes based on this plan. The plan also provides for the implementation of Green Streets, parking lot retrofits, tree well infiltration pits, street storage, rain barrels and cisterns.
- *The Santa Monica Bay Jurisdictional Groups 2 and 3 Enhanced Watershed Management Program* (EWMP) provides for the implementation of multi-benefit regional projects, green streets, and other low impact development strategies in a watershed wide effort to prevent discharge of the first flush (defined as the runoff volume generated by an 85th percentile, 24-hour storm event) into the Santa Monica Bay.

Developments in the Downtown area are typically built property line to property line and consist of impervious surfaces. New developments are unlikely to increase imperviousness and subsequently will not contribute to increased urban runoff. In the application of infrastructure strategies prescribed in this section, consideration must be given to developments west of 4th Street. Best Management Practices involving runoff infiltration is not allowable for these properties due to their proximity to the Palisades Bluff where dewatering for slope stability is an ongoing operation.

2E.1D WASTEWATER AND SANITARY SEWER

Sewage (municipal wastewater) from the Downtown is collected by the City's wastewater system and is conveyed to the City of Los Angeles' Hyperion Treatment Plant for treatment. A planning level analysis, including limited sewer flow monitoring, was prepared to assess the City of Santa Monica's wastewater collection system

and its ability to accommodate future wastewater generation anticipated by the Downtown Specific Plan.

Each future development within the Downtown Specific Plan area is expected to generate wastewater flows based on the proposed land use. Anticipated future flows from future development were estimated using regionally developed sewage generation rates. Based on a sewer pipe's d/D value, which is the ratio of depth of sewer flow (d) to the pipe's diameter (D), the City of Santa Monica considers pipes with an average day d/D of 0.5 or greater to be at or over design capacity.

Existing Conditions

A 2015 flow monitoring study was conducted at 25 key locations within the City's collection system. This assessment provides a planning-level review of existing infrastructure capacity serving the Downtown area assessing only the performance of the conveyance systems (sewer lines), and an estimation of future water demand and wastewater generation from the proposed Downtown Community Plan. The results of the flow monitoring demonstrated that in 2015 during dry weather, only four sewer monitoring locations had peak d/D ratios greater than 0.5 (or 50% design capacity), the City's ideal maximum for sewage capacity for any given line. No segments exceeded 0.75 d/D, the City's screening criteria for short term peak flow in any given sewer line which is a typical indication that a particular segment should be prioritized for replacement (see Table 2E.3).

Another component of Downtown's sewer line capacity is a segment of sewer pipe crossing under the I-10 Freeway at Colorado and 2nd Street, referred to as the Colorado Ocean Relief Sewer (CORS). This inverted siphon sewer was built between 2008 and 2009 to replace an existing 30" sewer, approximately 200 feet west of CORS, which was damaged in the 1994 Northridge earthquake. As a part of the CORS project, the existing 30" gravity sewer line was lined and preserved as a potential backup line. A new 30" and (2) new 42" lines are now operational and convey 2/3 of all city sewage to the Hyperion treatment plant. As an

inverted siphon sewer line, the CORS is meant to always have full flows and therefore, currently operates above d/D of 0.50, within capacity.

In addition to the sewer segments facing existing constraints within the Downtown, there are also sewer segments outside the Downtown that are affected by flows traveling from Downtown Santa Monica to the Hyperion Treatment Plant. After wastewater is carried out of Downtown by the CORS, lines discharge into the Ocean/Main Corridor, a 1.2-mile section of sewer lines leading from just outside the southern edge of the Downtown to the southern edge of the City. This corridor runs from the intersection of Ocean Avenue and Seaside Terrace, along Ocean Avenue to Pico Boulevard, east along Pico Boulevard to Main Street, and then along Main Street from its intersection with Pico Boulevard until it exits the City to the south.

Anticipated Need

The City is currently developing a hydraulic model that will provide more refined information regarding the existing and future capacity of the wastewater systems, and any additional improvements that may be necessary. This future model will consider past studies and ongoing sewer monitoring to help identify project-related wastewater flows for developments under the Downtown Community Plan to establish a fair share fee for individual projects. Taking into account future wastewater loads from land use changes occurring as a result of the Plan, some segments of sewer lines in the Downtown would need to be upgraded or replaced. In addition, it is anticipated that the Ocean/Main Corridor would be potentially deficient with Plan development. An innovative small scale below grade municipal wastewater recycling facility is currently in preliminary design. The facility would be capable of harvesting approximately 1.0 million gallons/day of municipal wastewater from selected City sewers for treatment and reuse. When constructed, this facility would provide for some additional hydraulic capacity in the sewer lines. The City is in the process of applying for State funding for this project. The City and development applicants will determine the applicable funding for growth-related

projects based on the need for improvements as related to new development.

2E.1E ELECTRICITY

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

Existing Conditions

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

Anticipated Need

Increased density in Downtown will require more electricity to power this growth. Additionally, warmer temperatures due to climate change will add increased demand for a building’s cooling load. Increased demand may require additional utility infrastructure, which is the responsibility of the Southern California Edison utility provider.

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

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

2E.1F WIRED AND WIRELESS BROADBAND

Existing Conditions

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

The City’s broadband program, Santa Monica CityNet, currently offers fiber optic services at speeds up to 100 Gigabits per second, to businesses in Santa Monica. Customers requesting new fiber services are required to pay for the construction costs to extend the City’s fiber network to their commercial building. Currently tech and tech-centric businesses located near the City’s fiber network are able to obtain globally competitive broadband speeds at a cost effective rate. CityNet is expanding its services to residents by connecting multi-dwelling units through Fiber to the Home (FTTH) and low-income housing units through its Digital Inclusion Program Pilot. However, the Downtown area currently lacks fiber optic infrastructure on the North/South streets, particularly on pedestrian streets with a high density of residential buildings.

Anticipated Need

Today’s businesses increasingly rely on data and internet connections that are fast, reliable, and secure. Future broadband needs for these industries are only expected to increase and require additional fiber optic infrastructure to meet those needs. The emergence of new technology, post production, financial, and digital media companies locating offices in the Downtown area, require a globally competitive broadband infrastructure to ensure their global network operations meet operational demands. Tech companies with operational requirements to host their online services require both primary and diverse redundant network connections as a best practices standard. In addition, there has been much interest to construct micro-cellular networks throughout the city, including downtown, that route cellular data to and from fiber networks. With limited space in the public right of way that is used to accommodate traditional infrastructure assets (water, sewer, electricity, etc.), it is prudent for a Downtown Area Fiber Expansion project to designate and construct fiber optic infrastructure in non-traditional public right of way, including sidewalks. New and expanded services supported by expansion of the CityNet fiber network include broadband to businesses, free internet services for the public, additional HD video, smart bus shelters and kiosks, real time and directional parking signage and smart grids, EV charging stations, people counters and smart streetlights.

2E.1G RESOURCE RECOVERY AND RECYCLING

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

sustainability goals. For example, Downtown could be used as a showcase for the following programs:

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

Anticipated Need

The City’s Resource Recovery and Recycling Division provides solid waste management and services to Santa Monica residents and businesses including collecting,

sorting, processing green waste and e-waste collections. Currently, Santa Monica achieves a high diversion rate of approximately 75 percent. The Zero Waste Strategies Plan intended to identify the policies, programs and infrastructure that will enable the City to reach its Zero Waste goal of 95 percent diversion, will further reduce per capita solid waste and reduce the effect of residents, visitors and employees on required land fill.

Timeframe: Short-Term (immediately)

Goal SI1: Consistent with the City’s Climate Action Plan, Downtown Santa Monica utilizes and conserves water efficiently, helping the City achieve its goals of water self-sufficiency by 2020.

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

Policy SI1.1 Require new development to meet or exceed the City’s water conservation standards of the water self-sufficiency programs.

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

The developer and/or City can demonstrate that all necessary facilities will be adequately financed and installed prior to project occupancy (through fees or other means); and

The Facilities improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.

Lead Agency: PW

Timeframe: Ongoing

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

Lead Agency: PCD

Supporting Agency: OSE

Timeframe: Short-Term (immediately)

Goal SI2: Santa Monica’s utility and water distribution system has capacity to serve Downtown’s growing residential and commercial uses.

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

Lead Agency: PCD

Supporting Agency: OSE

Timeframe: Ongoing

Policy SI2.1 Include water system upgrades in the City’s Capital Improvement Program (CIP) as required to serve development in the Downtown area.

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

Lead Agency: PW

Timeframe: Ongoing

Action SI1.1C Create marketing materials to Downtown residential and commercial tenants demonstrating ways to reduce water demand through small changes to habits and behaviors.

Lead Agency: OSE

Supporting Agency: PCD

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

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

Lead Agency: PW

Supporting Agencies: Edison

Timeframe: Mid-Term

Action SI3.3A Require all development in the areas bounded by Ocean Avenue, 4th Street, Colorado Avenue and Wilshire Boulevard to consider all BMP options, except infiltration strategies to prevent subsurface water increase close to the Palisades Bluff.

Lead Agency: PW

Timeframe: Ongoing

Goal SI3: Consistent with the City’s Watershed Management Plan and the Santa Monica Bay Jurisdictional Groups 2 and 3 Enhanced Watershed Management Program, Downtown Santa Monica’s dry weather and first flush wet weather runoff is harvested wherever possible to reduce runoff pollution in the Santa Monica Bay.

Policy SI3.1 Maintain or enhance stormwater management systems including infiltration planters at feasible locations within the public right of way to reduce storm water runoff volume and provide first flush capture capabilities.

Action SI3.1A When sidewalk improvements and potential curb extensions are proposed, analyze the feasibility for maximizing stormwater treatment, capture and/or infiltration.

Lead Agency: PW

Supporting Agency: PCD

Timeframe: Ongoing

Policy SI3.2 Require that new development meet or exceed the City’s Green Building standards for stormwater retention/infiltration, and encourage consideration of new technologies and superior practices in Tier 2 and 3 projects and on large sites with potential to incorporate such facilities.

Policy SI3.3 Ensure that all development complies with the requirements of the City’s Urban Runoff Pollution Ordinance

Policy SI3.4 Collaborate with Developers to implement the requirements of the Santa Monica Bay Jurisdictional Groups 2 and 3 Enhance Watershed Management Program.

Action SI3.4A Require developers of parcels greater than 20,000 SF to capture offsite street runoff for infiltration or for treatment and non-potable use onsite.

Lead Agency: PW

Supporting Agency: OSE

Timeframe: Ongoing

Goal SI4: Santa Monica’s wastewater and sewer system has capacity to serve Downtown’s growing residential and commercial uses.

Policy SI4.1 Provide adequate wastewater and services to serve new development and maintain current levels of service.

Action SI4.1A Where existing facilities are inadequate, new development shall only be approved when:

The developer and/or City can demonstrate that all necessary facilities will be adequately financed and installed prior to project occupancy (through a potential Downtown infrastructure financing program, security bonds or other means); and
The proposed improvements are consistent with applicable facility plans approved by the City or other agencies in which the City is a participant.

Lead Agency: PW

Timeframe: Ongoing

Action SI4.1B Include sanitary sewer upgrades in the City’s Capital Improvement Program (CIP) as required to serve development in the Downtown area.

Lead Agency: PW

Timeframe: Ongoing

Action SI4.1C Continue to develop, and update as necessary, a hydraulic model that will provide more refined information regarding the existing and future capacity of the sanitary sewer system, and any additional improvements that may be necessary.

Lead Agency: PW

Timeframe: Short-Term

Action SI4.1D Monitor sewer lines that have been identified as deficient under future conditions to determine whether improvements are necessary as future conditions evolve.

Lead Agency: PW

Timeframe: Ongoing

Supporting Agency: PW

Timeframe: Mid-Term

Policy SI5.2 Promote virtual net-metering to building landlords as an option to provide solar for building tenants.

Policy SI5.3 Encourage private property owner to partner with the City to reduce carbon and energy consumption

Action SI5.3A Work with building landlords to install electric vehicle charging stations with cost-recovery systems.

Lead Agency: OSE, HED

Timeframe: Ongoing

Action 15.3B Establish a pilot program to facilitate the deployment of solar and battery storage systems to improve building resilience and energy independence.

Lead Agency: OSE

Timeframe: Short-Term

Action SI5.3C Develop unique partnerships with the private sector to deliver interactive energy programs and projects (i.e. solar phone charging stations, EV charging streetlights, kinetic charging tiles, etc.)

Lead Agency: OSE

Timeframe: Ongoing

Action SI5.3D Develop a green lease program to educate and encourage landlords to incorporate energy and water efficiency into leases, removing the problem of the split incentive.

Lead Agency: HED

Supporting Agency: OSE

Timeframe: Short-Term

Policy SI5.4 Encourage businesses to keep their doors closed to prevent the loss of cooling or heating.

Goal SI5: Consistent with the City’s Climate Action Plan and Sustainable City Plan, Downtown maximizes opportunities at the building and neighborhood scale to create a low-carbon and low-energy district.

Policy SI5.1 Explore the feasibility of district energy systems to serve building heating and cooling loads.

Action SI5.1A Develop a demonstration project and toolkit to promote microgrids.

Lead Agency: PW

Supporting Agency: OSE

Timeframe: Short-Term

Action SI5.1B Establish a challenge program that would encourage buildings over 25,000 sq ft to benchmark and disclose their energy usage and reduce their energy consumption.

Lead Agency: OSE

Goal SI6: Downtown maintains a globally competitive broadband infrastructure to meet the global network demands of today’s businesses for internet connections that are fast, reliable and secure.

Policy SI6.1 Continue expansion of CityNet, the City’s broadband network by installing fiber optic cable and new outside plant (OSP) equipment to meet the broadband needs of businesses and residents in the Downtown.

Policy SI6.2 The Downtown area’s CityNet dark fiber network should be completed with service provided along all north-south streets with pullboxes and fiber enclosures being installed every 200 feet. New north-south routes should be built along: 2nd Street between Wilshire Blvd and Colorado Ave, 3rd Street Promenade between Wilshire Blvd and Broadway, 5th Street between Wilshire Blvd and Colorado Ave, 6th Street between Wilshire Blvd and Colorado, and 7th Street between Wilshire Blvd and Colorado.

Action SI6.2A Initiate a feasibility study for a Dark Fiber Expansion project to designate and construct fiber optic infrastructure to complete north-south routes to connect to existing infrastructure running west-east.

Lead Agency: ISD

Supporting Agency: PW

Timeframe: Short-Term

Policy SI6.3 Expand CityNet broadband service to include “fiber to the home” and digital inclusion services.

Action SI6.3A Connect all new affordable housing buildings in the CityNet fiber optic pilot project.

Lead Agency: ISD

Timeframe: Short-Term

Action SI6.3B Connect mixed-use buildings with high-speed broadband services in close proximity to the CityNet fiber network.

Lead Agency: ISD

Timeframe: Short-Term

Policy SI6.4 Provide free City Wi-Fi in public locations, and along the public right-of-way, including existing and new Downtown open spaces

Action SI6.4A Install infrastructure to provide free City Wi-Fi within designated open spaces and along transit corridors within the Downtown.

Lead Agency: ISD

Timeframe: Short-Term

Policy SI6.5 Construct fiber optic cable to connect to HD video, smart bus shelters and kiosks, EV charging stations, people counters and smart streetlights.

Action SI6.5A Conduct a study of where HD video, smart bus shelters and kiosks, EV charging stations, real time directional parking signs, people counters, smart streetlights and smart grids are to be located or are feasible and connect them to the CityNet fiber optic network.

Lead Agency: ISD

Timeframe: Short-Term

Policy 16.6 Require development to provide on-site infrastructure including vaults, conduit and other forms of access to CityNet.

Goal SI7: The Downtown community is educated about and actively participates in measures to achieve the City’s zero-waste target by the year 2030.

Policy SI7.1 Consider using Downtown as a showcase area for certain strategies included in the recently adopted Zero Waste Strategic Plan.

Action SI7.1A Provide educational outreach that can provide enhanced technical assistance to owners and managers of multi-family complexes in order to encourage them to initiate or expand recycling and waste reduction practices at their complexes, and to make tenants aware of the move-in/move-out program.

Lead Agency: PW

Supporting Agency: OSE

Timeframe: Short-Term

Action SI7.1B Provide guidelines for Downtown businesses to determine trash enclosure space needed to separately collect solid waste, recycling and organics based on expected output of materials.

Lead Agency: PW

Supporting Agency: OSE

Timeframe: Short-Term

Action SI7.1C Identify techniques and develop an implementable strategy to address waste management at restaurants and hotels to include alternative organics processing technologies onsite.

Lead Agency: PW

Supporting Agency: OSE

Timeframe: Short-Term

3.1 INTRODUCTION

For a mid-sized city with just over 90,000 residents, Downtown Santa Monica experiences urban transportation challenges typical of much larger cities. This is due to the desirability of its climate and natural context adjacent to the Pacific Ocean, and appeal of mixed activities and walkable public streets. Downtown's diversity also welcomes a growing residential population; employees from multiple sectors, from service to executive; and millions of visitors. For example, the Pier, which is directly adjacent, welcomes over 7 million visitors per year and over 700 service workers.

Downtown parking and access demand is high; weekend peak traffic volumes are high particularly at key entry intersections; and transit is a well-used access mode particularly among employees. BBB plays a key role in Downtown access, delivering over 10,000 trips in and out of Downtown daily. Bike trips to and within Downtown are rising steadily, along with new shared ride services that complement existing taxi services. But the character of Downtown is fundamentally defined by its walkability, and it is well known as a place that people go specifically to walk, often with friends and family and to enjoy a social experience that is accessible and affordable to all.

Santa Monica residents value the Downtown and frequent its many attractions and commercial establishments at a rate of at least once per week on average. This Plan aims to increase the Downtown's draw and accessibility to residents through land use, open space, and community benefit strategies that are complemented by a multi-modal mobility approach that ensures the Downtown can be accessed by people in all modes, of all abilities, and of all incomes. "Why does Downtown Santa Monica need a multi-modal transportation plan and strategy?" Streets make up 50 acres of land in Downtown, approximately 20% of the land area, and are its most utilized and most critical public assets. How the competing demands on those

assets are balanced will shape the future of Downtown, its character, its resilience, and its diversity.

And the nature of how people get around is changing. Cars are no longer the only option for many trips, and are increasingly surpassed by other modes that are more convenient, faster, cheaper, efficient, enjoyable, or reliable. The addition of Expo Light Rail will catalyze even greater mobility changes. Concurrent with local investment in light rail, bus and active transportation, the regional and national landscape of transportation is changing as technological and business innovation are delivering new models and modes of mobility, from ride hailing (i.e. Uber, Lyft) to bike share and on-demand shuttles. Internal and external circulation patterns and opportunities are changing and can be harnessed for the benefit of Downtown, to ensure its long term resilience and success with a flexible approach that welcomes innovation and change.

3.2 EXISTING CONDITIONS

PHYSICAL LAYOUT

Downtown Santa Monica is crisscrossed with a regular grid of north-south and east-west streets. Within the grid is the pedestrian-only Third Street Promenade and the double-block consisting of Santa Monica Place. Along 2nd and 4th Streets are public parking structures 1 through 8 offering over 4,000 spaces. This layout creates pressure on both streets that flank the Third Street Promenade and provide access to users seeking public parking.

4th Street also serves as the Downtown's busiest bus transit corridor, serving most Big Blue Bus lines as well as some Metro service. In the 1990s, a Transit Mall was constructed along Santa Monica Boulevard and Broadway, roughly between 5th Street and Ocean Avenue, that provides reliable bus service and wide sidewalks that meet growing pedestrian demand.

The Downtown is bordered on two sides by the Pacific Ocean and I-10/PCH freeway, limiting access and creating pressure at certain gateways. Historic connections over the I-10/PCH at Main Street and the Ocean Avenue freeway cap relieve some of the pressure. I-10 on- and off-ramps at 4th Street and Lincoln Boulevard, as well as the off-ramp at 5th Street, often experience congested conditions due to the transition from freeway to surface street conditions typical for an urban downtown.

Pedestrians

The presence of people walking permeates the Downtown. People travel great distances to walk in Santa Monica. Residents throughout Santa Monica walk to Downtown. When one arrives in Downtown, the remainder of the visit can be successfully accomplished by walking. The combination of downtown activity, access to the beach, and scenic vistas of the Pacific Ocean often lead to pedestrians outnumbering all other modes of transportation in the Downtown. Crashes do occur and vigilance by all road users and changes to the streets is of the essence to make walking even more safe.

Employees - Essential to the Business Community and the Entire Community

Some Downtown businesses, particularly large employers, have programs that successfully incentivize employees to travel to work by means other than driving alone during peak traffic periods. Downtown employers with 50 or more employees currently achieve an Average Vehicle Ridership of 1.63 during the pm peak period.

Parking Resources - Public, Shared, and Private

Circulation strategies in the second half of the 20th Century promoted parking in one place and enjoying the Downtown on foot, dubbed 'Park Once, Pedestrians First,' which set the stage for shared parking and walkability in Downtown. Currently, there are approximately 5,500 spaces in Downtown public parking facilities, almost 800 on-street spaces and an estimated 3,500 private parking spaces. The spaces are used by visitors and shoppers, as well as some monthly and daily employees. The parking structures experience high

utilization, especially during the weekend. Parking rates for short-term users have been free or kept low-cost, and pricing is increasingly used to manage this valuable resource to balance demand among visitors and employees.

Bus Service

Downtown Santa Monica has long established itself as a nucleus of transit. Big Blue Bus serves more than 51 square miles of greater Los Angeles, providing transportation to more than 18 million riders each year. Twelve BBB lines serve Downtown, providing access throughout Santa Monica and to locations outside the city as they service major boulevards going toward Pacific Palisades, UCLA/Westwood, Century City, Metro Purple Line and Expo Line stations, Venice, and LAX. Metro's highly utilized 720 and 733 rapid bus lines connect Downtown to the Wilshire Boulevard and Venice Boulevard corridors. In addition to major regional rapid bus, Metro continues to provide additional local bus service, with service throughout the day and night, fulfilling late night and early morning trips and providing popular rapid bus or express service from east of Downtown Los Angeles. Buses are highly utilized in Downtown Santa Monica, carrying tens of thousands of people to and from Downtown daily. Almost all major boulevards in Downtown are served by bus transit, with the exception of Lincoln Boulevard. 100% of the DCP area is within a 10-minute walk to a BBB or Metro bus stop.

Bikes and Bike Share

Riding bicycles to and within Downtown continues to rise in popularity. Bicycles are unencumbered by congestion and able to navigate freely even in the busiest periods, which have increased their desirability in Downtown. Recent investments in bicycle lanes and facilities on 2nd, 6th, and 7th Streets Downtown reinforce the ability to bicycle in the city's most popular destination. Downtown also serves as a launching point for visitors to explore the oceanfront and many choose to do so via bicycle from Downtown's Bike Center. Commuters and thousands of annual users also enjoy the Bike Center's repair, services, valet, and shower facilities. In 2015, Breeze Bike Share launched with the highest concentration of bike share

stations in the Downtown. Bike share functions as a convenient way to traverse the Downtown without the need to relocate a parked vehicle, or wait for public transit. It functions both as a “pedestrian accelerator” as well as a convenient complement to travel that may include a transit trip, vehicle trip, shared ride, or other mode.

Shared Mobility and Other Users - Tour Bus, Shuttle, Taxi, and Delivery Services

This launching point for visitors takes the form of a high usage of tour buses, shuttles, and taxis. As a destination, demand is high for on-demand and transportation services that meet the diverse demand of all users. Tour buses and tour-based services have long been a part of Downtown circulation and curb space allocation. Ride hailing services like Uber and Lyft have become prevalent in Downtown, taking advantage of mobile technology that provide a highly convenient service. Cities have few regulatory tools with these services, known as transportation network companies, but are increasingly engaged in cooperative efforts to encourage safer pick-up/drop-off practices, data sharing, and subsidies to encourage services to disabled, low-income, and first/last mile passengers.

Car sharing services are also growing after some challenges to establish in the LA region, including a City-initiated agreement for car sharing in public parking spaces with Zip Car. Simultaneously, Zip Car is engaged with private property owners for additional spaces and other providers are seeking a foothold in this market. Recent advertising-based car share services have been seen that subsidize operations cost with vehicle advertising. What is clear is that this market is actively growing with the explosion of transportation technology advances, and innovation and change are guaranteed going forward.

Commercial Delivery, Service, and Alley Use

Downtown users need goods loading and services such as solid waste collection that occurs throughout the day. Much of the loading and back of house services occurs in Downtown alleys. Some commercial loading and delivery

still tries to use curb space or center medians which can conflict with other operators. Many alleys are busy during peak commercial hours but provide important vehicle access as well, that reduces pedestrian driveway conflicts.

Vehicle System Performance

Automobiles are accommodated everywhere Downtown with the exception of the pedestrian-only Third Street Promenade. Freeway access is provided at both Lincoln Boulevard and 4th Street and busy weekends, freeway traffic, Pacific Coast Highway congestion, and special events can make travelling by car a frustrating experience. Downtown streets are classified in the LUCE as a combination of Boulevards and Commercial Streets. Boulevards like Wilshire, Santa Monica, and Ocean Avenue provide regional connections with transit and walking priority, and Commercial Streets emphasize site access of all modes.

Intersections which cause drivers to wait the longest are those closest to the freeway exits and entrances. Peak periods in Downtown (AM, PM, weekends) experience variable conditions, with weekday AM periods having the least delay, and summer weekends having the most documented delays.

DOWNTOWN IN TRANSITION

The nature of how people meet their daily needs is changing. Cars are no longer the only option, they aren't the best option for many trips and with the proliferation of choices to purchase items remotely, it is possible to meet more daily needs from home. However, Downtown remains a destination for residents and visitors alike for its unique character and combination of activities, entertainment, stores and restaurants.

The land use and transportation landscape of Downtown is maturing to include a greater number of options as well. The arrival of Expo Light Rail service has precipitated changes to what is being built near Colorado Avenue. It will be a permanent symbol of a link to the greater Los Angeles region, much as the Santa Monica Freeway does today. The light rail service will solidify the

link and enable permanence in transit service that has not been available in over a generation.

Santa Monica has enthusiastically prepared for the arrival of light rail service, reinforcing traditional and new pathways in Downtown. In preparation, the Colorado Esplanade created a safer and more gracious space for the thousands of pedestrians who will be traveling to and from the Expo Station to destinations on the Pier, on Main Street and in Downtown. The Esplanade also resolved a frustration of the physical disconnect of streets by realigning Main Street with Second Street. The westbound only automobile lanes continue the lanes established by the Expo terminus and bicycles can navigate both directions in separated bicycle lanes. This project redefined a street that was difficult to navigate for people walking and biking, and also functioned poorly for drivers even though the majority of roadway was dedicated to vehicles.

A Continued History of Investments

Investments in transportation will continue as demand increases. There will be a need for innovation in management techniques to orchestrate the growing diversity of travel options and information sources. Downtown is poised to become one of the most diverse transportation environments in Los Angeles County with the increasing demand for travel options that are more efficient, convenient, reliable, flexible, social and relaxing. This is not just a sustainable ideal, but will be an economic strength and advantage for Downtown Santa Monica. And attention must be paid to actively coordinate this shift so it serves the area and its people in the best way possible.

The attention to meeting pedestrian demand in Downtown continues, with the Summer 2016 installation of pedestrian scrambles or “all way” phases at intersections to enhance safety and reduce conflicts. These are crossings that stop all vehicular traffic and allow pedestrians to cross in every direction, including diagonally, at the same time. These changes to intersections along 2nd Street and 4th Street from

Colorado to Wilshire Boulevard can reduce vehicle-pedestrian conflicts, long a tension Downtown.

Streets and infrastructure will also evolve as the prepared-for circulation pattern changes anticipated with Expo Light Rail continue to mature. The future holds the reconfiguration of the Expo station adjacent property and a new vision of the 4th Street freeway entrances and exits “the Olympic Crossover,” and a broader analysis of circulation immediately south of the downtown between Colorado Avenue and Olympic Drive to look for new connections across the freeway that divides the area and blocks people from efficiently getting to their destination.

The potential of people to rely less on their own cars and be more opportunistic about making trips will change the transportation landscape as well. It is likely that the resident, employee or visitor of tomorrow will use a combination of driving—be it their own car, a shared car or driven by someone else—with bicycling, walking and transit to travel in Downtown Santa Monica.

The Downtown circulation network must serve local users—residents, businesses, and employees—and many types of visitors. Downtown’s continuing success relies on the effectiveness of its circulation system for these multiple users who arrive and get around in many different ways.

3.3 THE WAY FORWARD

Santa Monica’s Downtown deserves a world-class transportation system serving the people who live, work, and visit the city. The transportation system should make the city more livable, sustainable, prosperous, and attractive. It should offer everyone exceptional travel choices. The transportation approach adopted in the 2010 LUCE recognizes that Santa Monica’s overall public health, economic diversity, and environmental stability is interrelated with City investments in streets, sidewalks, public transit, bicycle infrastructure, and other mobility improvements.

This Plan reaches beyond single-issue safety and efficiency improvements to ensure all mode networks are well-integrated into one system and evaluated on the basis of how this system works for people—not just a single vehicle or bus or bicycle. The Plan ensures that they are implemented as an ensemble to result in an optimally effective network. For example, this Chapter lays the foundation for the Open Space and Pathways improvements described in Chapter 2, defining the circulation approach that underlies these efforts.

Going forward, work in the Downtown should be coordinated with the City’s efforts to create a new model for mobility, and seek to contribute to the following metrics:

- Congestion Reduction: Achieve a 65% non-SOV mode share among employees, and target a 50% mode share for visitors.
- Safety and Health: Achieve zero fatalities and serious injuries of people walking, biking, and driving in Downtown.
- Person Capacity: Increase Downtown bicycle and pedestrian counts.
- Sustainability: Reduce per-capita VMT and GHG emission below 2008 levels.
- Maximize system reliability and capacity for moving people and goods, to support vitality and economic development

To achieve these objectives, the Plan identifies a series of goals, policies, and actions informed by a coordinated approach that is described below. The approach is organized into the following sections:

- A.** Transportation is a key part of realizing Community Values.
- B.** Prioritize Pedestrians.
- C.** Reduce the frustration of vehicle congestion by increasing reliability and shortening driving distances.
- D.** Increase the carrying-capacity of public streets for all users.

- E.** Create a Downtown that enjoys the richest diversity of transportation options.
- F.** Lead innovation and actively incorporate new technologies.
- G.** Complete, high-quality, and safe streets for all modes.
- H.** Carefully manage parking as part of the transportation system.

3.3A. TRANSPORTATION IS A KEY PART OF REALIZING COMMUNITY VALUES

How we use the streets and public right-of way in Downtown should reflect Santa Monica’s values as a community. Streets are our community’s front door and shared resource, and the balance of how we manage, design and improve the streets says a lot about us as a community. The balance should reflect the following community values:

- Sustainability: Santa Monica has pioneered sustainable practices and values. Evidence of escalating global climate change introduces new challenges. Transportation accounts for 35-40% of our greenhouse gas emissions and any solution will require change not only in fuel efficiency and energy sources, but also how we travel and how we organize our lives. The DCP helps realize the vision of the Sustainable City Plan and the 2010 LUCE to create a multi-modal transportation system that minimizes and, where possible, eliminates pollution and motor vehicle congestion through per capita greenhouse gas emissions and vehicle miles traveled reduction.
- Wellbeing: Santa Monica’s Wellbeing project synthesized diverse information that highlights how human wellbeing is impacted by our social, physical and cognitive environment. Today less than 50% of Santa Monicans get a healthy amount of daily movement or time outside. Safe and inviting streets are essential to encouraging

active lifestyles and giving residents opportunities to enjoy the outdoors.

- **Safety:** Santa Monica cannot accept traffic deaths as an inevitable part of traveling together, and seeks to eliminate serious and fatal crashes. Older Santa Monicans as well as children are disproportionately represented in traffic collisions. All roadway users have a responsibility for attentiveness that cares for other vulnerable users, and how we design and manage our roads can help to promote that attention.
- **Diversity:** Santa Monica has championed diversity through affordable housing and supportive services. As fuel costs have risen in recent years, there is an increasing realization that auto dominated transportation systems create economic stress particularly on low-income households. Providing high-quality and low-cost transportation options allows people to spend their money on things other than transportation, especially housing and education.
- **Innovation:** Demographic changes and technological innovation are radically reshaping transportation options and information exchange. Santa Monica's tradition of leadership and innovation is needed to adapt to, but more importantly to engage with, the changes of tomorrow. These changes can provide great opportunity for all segments of the population, and for the efficiency of the streets and buildings, if informed by public values.

3.3B. PRIORITIZE PEDESTRIANS

Walking is the defining characteristic and activity in Downtown Santa Monica. Pedestrians outnumber vehicles at many intersections, and people come to Downtown specifically to enjoy walking as a no-cost social activity. Every trip starts and ends as a walking trip—even if another mode is used at some point in the trip. Pedestrian safety and mobility for people of all

abilities and ages is essential to a successful multi-modal transportation system. Pedestrians come first in Downtown Santa Monica. The sidewalk is the public place where pedestrians connect. This Plan examines how these areas work today and provides strategies and actions to facilitate these connections more effectively.

SIDEWALK DESIGN AND FUNCTION

The Plan calls for a variety of capacity and quality enhancements to create great streets and sidewalks in Downtown. A street with great sidewalks is one that feels safe and comfortable, provides width to meet demand and allow people to walk side by side, is visually stimulating, and provides such an interesting walk that distance goes unnoticed and people end up walking further than expected.

The plan takes a systematic approach to determining the desired widths of sidewalks, considering the quality of experience for pedestrians. Chapter 2 discusses the preferred width and character of every sidewalk in the Downtown District, and preferred widths needed to create a pedestrian-friendly environment and improve Downtown mobility. The Downtown sidewalk improvements will be realized by a combination of public investment in streetscape projects and requirements for private development. Chapter 2 discusses the priorities for sidewalk enhancement including four key streetscape improvement projects—4th Street, Ocean Avenue, Wilshire Boulevard, and Lincoln Boulevard—will help to define the character of Downtown as a place where pedestrians come first.

Bridges

Although so close to the ocean, Downtown is separated from the beach to the west by the dramatic elevation of the Palisades bluffs and Pacific Coast Highway (PCH) immediately below. To the south, the freeway cuts Downtown off from the Civic Center and Main Street beyond, with bridges connecting at 4th Street and Main Street. Both bridges across the Santa Monica Freeway have very narrow sidewalks and are not comfortable for pedestrians. 4th Street in particular lacks lighting and feels unsafe due to the proximity to high volumes of fast-

moving vehicles accessing the freeway, and the relatively low balustrade which does not foster a sense of separation from the freeway traffic beneath. Improvements to the 4th Street Bridge are an immediate need for pedestrian safety and comfort, and should be coupled with a longer term collaboration with CalTrans on sidewalk widening. Similarly short-term improvements to Main Street would foster connections to the Civic Center and Main Street Commercial District. In the long-term phasing, perhaps beyond the horizon of this Plan, additional bridges over PCH to the beach and a pedestrian and bicycle crossing over the freeway at 7th Street would also provide a valuable connections.

Lighting

Lighting of public space Downtown focuses predominantly on safety lighting for automobiles or private property. However, consistent pedestrian-oriented lighting on sidewalks, installed with new or remodeled buildings, would vastly improve the walking experience for pedestrians, whether walking for pleasure, to their vehicle, to transit, or to another destination. Public projects to increase pedestrian lighting Downtown should be pursued in phases to increase the effective walking distance and reduce the need for people to depend upon vehicles for evening travel.

3.3C. REDUCE THE FRUSTRATION OF VEHICLE CONGESTION BY INCREASING RELIABILITY AND SHORTENING DRIVING DISTANCES

Private vehicles, including cars, taxis, and trucks, are a vital component of the Downtown’s transportation system. They require proactive management to support the needs of the transportation system without resulting in congestion and gridlock. The Plan includes strategies to encourage effective use of the vehicular transportation system. The Plan approaches traffic flow by considering the overall need for all people to get where they are going in a predictable, consistent way. A goal is to direct drivers along the shortest path to their destinations to minimize impact on the street while they

are arriving or departing. Active Transportation Management Systems (ATMS) and wayfinding contribute to reducing driver frustration by providing clear information to reduce the need to circle, and moving vehicles through the network efficiently through automated and actively managed systems.

Another way this Plan protects driving as an effective option is by making walking, biking and transit more attractive choices, thereby releasing capacity for automobiles and moving toward Santa Monica’s No Net New Peak Hour Trips target. The Plan leverages Downtown’s circulation assets with new programs and infrastructure improvements to create a robust alternative transportation network that produces at least a 10% shift from single-occupancy vehicles to other modes. This will result in the preservation of vehicle throughput in the Downtown area and allow the City to achieve its No Net New Trips goal.

Plan strategies for improved vehicle movement, based on the LUCE, include a proposed realignment of the 4th Street exit from the I-10 freeway, wayfinding and real-time information technology (that complements the beach Wayfinding Signage installed in 2014), active events and peak period vehicle management, and signal timing to optimize flow along a corridor. Taken together, the strategies will serve to distribute cars directly and efficiently to shared Downtown parking facilities, including new public parking resources at peripheral locations such as Lincoln Boulevard.

Event Management and Peak Period Vehicle Management

Downtown’s popularity on peak summer days, holidays, and for special events requires careful management to balance the movement of all people. Events like the LA Marathon and Glow, must also be taken into consideration. Special traffic management is necessary. A wide set of traffic management and wayfinding tools should be used to help motorists park without infringing on the ability of others to access Downtown. A predictive program should be developed that considers holidays,

seasons, events and weather conditions to determine the level of peak period management to deploy.

The City has engaged in active peak period management through the “Go with the Flow” system since Summer 2014. Data should be collected from the Go with the Flow program to evaluate the performance of the program and to make adjustments that improve its success and movement of people. This program was initially defined to move vehicle more quickly through the network and could be enhanced through a coordination with transit and multi-modal alternatives. The extended program should also actively consider impacts on pedestrian quality and comfort.

Signal Timing and Active Management of Vehicle Travel

Automated Transportation Management Systems (ATMS), deploys context sensitive roadway management that uses the roadway as efficiently as possible, enhancing vehicular capacity. Downtown has a state of the art system that can accommodate complex programming and be remotely monitored. ATMS has had an immediate effect on traffic flow and will continue to be an important tool for monitoring, adjusting, and improving flow. ATMS should be used to move traffic efficiently and safely by optimizing traffic signal operations on all major roadway corridors. The system will better support emergency and event operations and services. Corridor traffic signal timing should be updated on a regular basis.

The system should utilize the transit beneficial features such as transit signal priority and pre-emption. The ATMS system is connected to a Transportation Management Center (TMC) at City Hall. The TMC should be used to actively manage vehicle flow, such as evening flush of exiting vehicles or redirecting vehicles around congested intersections through digital communications and responsive signage. Strategies to fund on-going operations of the TMC for peak periods and events should be explored.

The management system should prioritize the needs of trips that start and/or end in the Downtown over those

that use Downtown as a through route. The Downtown needs to preserve existing capacity to ensure a balanced system that offers modal choice for residents and visitors within the district. This should guide priority over any trips that use Downtown as a through route.

Wayfinding System

Wayfinding helps people navigate the Downtown, reducing confusion and reducing the length that drivers must drive to find parking. Direct routing reduces demand at intersections and improves the driving experiences. The most basic aspect of wayfinding is physical signage that communicates static information. More dynamic messaging can be used to inform people of parking availability, routing to destinations, and unusual street or sidewalk conditions. The next advancement would be complex technology-based communication strategies on smart phones that provides real-time information. An integrated system provides guidance to all motorists, transit riders, cyclists, and pedestrians.

Gateway Master Plan

Going forward, there are a limited number of new opportunities to expand the street network or widen roads in Downtown. These opportunities are primarily located in the southern part of Downtown on larger sites near the freeway. The Plan calls for the creation of a Gateway Master Plan to identify the opportunities and strategies for new streets and connections that would improve circulation and reconstruct the street grid along the south side of Downtown (see call out page 136).

Maintenance and Timing

Actively managing the public right of way means allocation of time usage as well as maintenance. It must be available for intended uses and kept in a state of good repair. For instance, the City will continue to manage the way deliveries are made, the way resource recovery operations are conducted, and the timing of construction. Furthermore, the City must anticipate new concepts for use of the right of way, like parklets.

3.3D. INCREASE THE CARRYING-CAPACITY OF PUBLIC STREETS FOR ALL USERS

Because we are an established city with a fixed street grid, our focus must be on using the streets and sidewalks we have in the most efficient way possible. Efficiency means prioritizing uses of street space that serve the most people, at the most times of day, in the most ways. It also means smart operation of our streets using new traffic signal timing technology to help move people and goods.

The complex network of multi-modal options and constrained physical footprint of Downtown requires a more systematic and integrated review of resources in terms of “person capacity.” A person-capacity approach designs streets and intersections to serve the most people, in the most efficient modes. Opportunities to improve person capacity should be considered throughout the life of the Plan. For example, many Downtown streets currently have two through lanes, a center turn lane, street parking, and a 10-foot sidewalk. These streets could convert the central turn lane and/or street parking into a dedicated bus lane, wider sidewalk, or a striped Bicycle Lane. These alternate alignments would use the same right of way width but increase person capacity.

Bus & Rail System

Transit is a critical element of the Downtown’s transportation environment, and the arrival of Expo Light Rail is a catalytic event. More than just a connection to the Expo Line, this station unlocks access to the whole network of countywide rail transit. This \$1.5 billion investment brings rail back to Santa Monica for the first time in over 50 years. Since the street car connection left, the streets have been repurposed increasingly for vehicles. Thousands of additional daily pedestrians will be looking for quality sidewalks and lit pathways to the station, and for connections to bus, bike or shared ride services to get to their destination. Streets in Santa Monica can help to make this transition easy and legible in a way that ultimately reduces traffic and vehicle congestion.

The City of Santa Monica currently has one of the most extensive public bus systems of any city of its size in the nation. Buses operated by BBB and Metro are highly utilized in Downtown Santa Monica, carrying tens of thousands of people to and from Downtown daily, and extending the range of activity for Santa Monica residents. These transit services provide access to essential services, jobs, housing and recreation and reduce the demand for automobile trips. Continued investment in dedicated facilities and well-located stops and layover zones will increase reliability, decrease travel times, and ensure rider safety and comfort on all legs of the journey which is essential to meeting congestion management and sustainability goals.

Transportation Demand Management (TDM)

The entire transportation network operates best when supply and demand are managed. Transportation Demand Management (TDM) complements the previously identified efforts to increase person-capacity. TDM seeks to maximize travel opportunities within the transportation system through strategic programs, policies, and services. This Plan encourages congestion management through travel mode shift because studies have shown additional vehicles using the network are not linearly related to additional congestion. Thus, a reduction of 10% of auto trips, relatively achievable, can actually improve the overall flow of the whole circulation system. The Plan seeks to strengthen the role of TDM programs while simultaneously installing better networks and facilities for non-motorized modes.

Expanded TDM programs seek to reach more businesses and a broader spectrum of trip types beyond the journey to work including recreational, school, and shopping trips. With a high volume of regional visitors, Downtown would benefit from visitor-oriented TDM that could be done in concert with regional partners to reduce peak seasonal congestion without reducing access. Extending management of customer, visitor, and non-“journey to work” trips in Downtown is a new frontier and poses an interesting challenge, beginning with reinforcement of Santa Monica’s reputation as a location where it is

possible to be car-free. The TDM program is intended to be long-term and ongoing, building over time. A concerted effort is necessary to maintain existing investments, with the TMO incorporating new ideas, technologies, and innovations as they become available. The resulting impact of sustained TDM efforts allows more people per vehicle to access the downtown thus increasing the carrying capacity of the network.

Supporting a Transportation Management Organization (TMO)

Downtown’s collection of employers and the history of combined efforts by property owners, employers, and stakeholders makes it a natural fit for a Transportation Management Organization (TMO). A TMO provides a public-private partnership to leverage business and government resources toward addressing mobility options and congestion management. Creating a forum for collaboration, the TMO can provide efficiencies in service provision and marketing to Downtown stakeholders and can even assist businesses and developers in efforts to comply with the City’s transportation demand management requirements.

Bicycles

Bicycles are an important form of transportation that provide mobility at low cost, provide access that is unencumbered by parking constraints and mobility that can bypass congestion. Bicycling is also beneficial economically, because it brings customers to Downtown businesses without the tremendous expense of providing automobile parking.

Within Downtown, bicycle usage is robust and growing. Downtown is the hub of Citywide bicycle activity with lanes extending from the edges of Downtown to every part of the City. The network works well in some locations but otherwise has gaps that must be closed. Additional bike capacity may be found by allowing bicyclists to ride in transit-only lanes. Riding a bike to the Expo Station will be challenging unless better links are made on 4th Court and/or 5th Street. Identifying safe places for bicycles on all Downtown streets will help to ensure cyclists are not tempted to ride on sidewalks.

Breeze bike share opened in Downtown in November 2015. Downtown has the most dense network of stations (as close as 500 feet) because it is the City’s greatest concentration of activity and uses. Bike share provides a “pedestrian accelerator” within Downtown, allowing access to destinations quickly and conveniently, unencumbered by congestion like a pedestrian but at a faster speed. Bike share supports the “park once” Downtown, unlocking access to more distant destinations without the need to move a vehicle. Bicycling presents opportunities for downtown mobility that support a higher “person capacity” and can continue to grow with the right encouragement and support.

Bicycle Parking

As additional people access Downtown by bike, the discussion of public parking has to expand to convenient, safe bicycle parking and bike valet. The City has installed hundreds of on-street racks which are well used. Additional bike parking should be located so as not to conflict with pedestrian flow, looking to higher capacity bike corrals in the street and to private properties to provide off-street bike racks and secure bike rooms accessible to the public.

In 2011, Downtown welcomed the nation’s largest full-service Bike Center. Commuters and visitors alike use the facility’s lockers, commuter showers, repair, safe parking, and bike rental services. The City has introduced valet service for the Saturday Farmers’ Market and numerous special events. These facilities and bike valet services should be expanded as demand grows for bicycling to and within Downtown through a combination of private and public investments.

3.3E. CREATE A DOWNTOWN THAT ENJOYS THE RICHEST DIVERSITY OF TRANSPORTATION OPTIONS

Transportation innovation and new services are exploding through private sector and technological innovation. Downtown can leverage its high quality Big Blue Bus, Metro Bus and Expo Light Rail services to

become the richest transportation environment in Los Angeles County. Downtown should actively engage with existing and new transportation options to reduce barriers to connections, provide incentives, facilitate innovation, and catalyze availability of new transportation to people of all needs, abilities, and incomes.

Much of this new landscape of transportation innovation plays out at the curbside. Many of these services exist outside the realm of local regulation, but require physical curb space to function. Competition for curb space will become more intense as additional providers seek to use it. Santa Monica should play an active role in establishing curb space allocation to facilitate new modes, reduce degradation of bus service, and actively manage new providers to the benefit of more users and needs.

First/last mile connections will demand a change of transportation options, especially near the Downtown station. Space needs to be provided for drop-off and pick-up as well as future new shuttle and shared ride services. Thousands of new pedestrians and hundreds of bicyclists will be using the station daily requiring a rebalancing of intersection and roadway needs to ensure high-quality service and to increase person-capacity.

Potential for a Circulator

Many in the community have expressed support for creating an internal circulator that provides a transit option to get quickly from one end of Downtown to the other, and particularly to the Expo Station. A circulator would also assist visitors to navigate the Downtown, transport those unable to walk long distances and connect pedestrians back to a transit line or parked car. Visitors less familiar with Downtown may find it particularly helpful. A Downtown transit circulator could have its own unique look for easy identification, such as a small bus, wheeled trolley or tram, or signature vehicle. More assessment of demand for such services would be needed before routes might be established.

Vehicles for Hire and Short Distance Services

Taxis, private shuttles, tour vehicles, and most recently pedicabs all serve some transportation need Downtown and provide people with choices. For example, a person who walked to Downtown to a show or to shop could choose to take a taxi, Uber/Lyft, or pedicab home if it's late or they are carrying larger packages. Expo Light Rail patrons will add to the demand for short distance rides, whether by shuttle, taxi, pedicab, or private vehicles, and accommodating this activity must be part of the proactive access zone management. Santa Monica should continue to work with State-regulated providers to identify functional improvements such as creating more predictable pick-up/drop-off locations, as well as looking at partnerships for data sharing and subsidy for services that meet unmet transportation needs.

Access Zones – More than Parking Lanes

The area of the street adjacent to the curb is an access zone. The function and use of this space can be designed and programmed to support sidewalk function and enable smooth connections. Space in the access zone is limited and valuable, and is required for buses, drop-off, valet, shared cars and bikes, and loading. As mobility diversifies, this area will be increasingly used by many modes.

Access zones must be designed to prevent impact on adjacent traffic flow and to improve visibility among motorists, buses, bikes, and pedestrians. They should ensure that green, low-impact and higher-capacity transportation modes have preferential treatment such as bus and public shuttle, consolidated valet, car and bike share, public bike parking, taxi, and shared rides.

Access zones also function to protect pedestrians or provide complete street features. Vehicle parking, bike parking and bike share stations are located curbside to buffer pedestrians and to avoid conflicts with pedestrian sidewalk flow. In some cases, the zone can also be used for parklets, which can be extensions of outdoor activity related to adjacent businesses. Such features would enhance the walkability and vitality of Downtown.

3.3F. LEAD INNOVATION AND ACTIVELY INCORPORATE NEW TECHNOLOGIES

The future of transportation is on the brink of unprecedented change. After a half century of little technological change, innovation is providing an explosion in new transportation options. Being able to anticipate the changes of tomorrow, while still meeting the mobility needs of today requires a focused goal to innovate. The list of new technologies impacting transportation expands every day. More than any other innovation, the smart phone is changing transportation. People can use it to find the most convenient bus route, understand when the next bus is coming, and read the news or a book on the way to their destination. This technology boom is reshaping transportation.

Tastes are changing too – everyone from millennials and baby boomers want to live where they can easily walk and use transit. Whether it's motivated by traffic congestion fatigue, or desire for a new lifestyle, it's clear that everyone wants new transportation options. People are driving less, and are demanding new options that are convenient, fast, affordable, diverse and enjoyable.

Using Data to Inform Change

Big data is increasingly key to understanding how people move, and helping them do so most efficiently. And there is ever more data available. Everyone's got a smartphone, which can provide, and collect, vast amounts of information. Transit systems across the country are making their data available to everyone, letting the public see when the No. 4 bus will arrive. What's needed now is a way to crunch all that data and make it useful to anyone trying to determine the best way of getting from Point A to Point B. Data can be a powerful tool if we pay attention to it and learn to apply new data to old areas of business, using data to drive future decisions.

Private Sector Innovation is Driving Change

Our private sector partners are impacting the world of transportation in new ways. They are adding more choice to the system through networks like car share and bike

share. They are adding more tools to find these choices through smart phone apps. They are working to provide their employees incentives to commute differently. We need to create a collaborative framework where these private sector innovations are working towards the common goal of effective options for all people.

New businesses and services are popping up every day, some big, some small – and many of them want to use the public right of way. We work to regulate the right of way to allow innovation and new business, while ensuring that the public benefits. The City's role is to regulate the public resources such as the public right-of-way and curb spaces to encourage innovation, and to provide subsidies to encourage development that increases the affordability, diversity, sustainability and access to new modes of transportation.

3.3G. COMPLETE, HIGH-QUALITY, AND SAFE STREETS FOR ALL MODES

For the past few years, a concept known as "Complete Streets" has begun to gain momentum in the United States. The movement seeks to reverse decades of street design which catered predominantly to the needs of motorists at the expense of other users. A Complete Streets approach to street design ensures that transportation planners and engineers consistently design and operate the entire roadway with all users in mind, including bicyclists, public transportation riders, and pedestrians of all ages and abilities, as well as motorists. This results in streets that are safer, more livable, and welcoming to everyone.

Santa Monica is committed to the concept of Complete Streets in the Downtown Community Plan, however, some streets are still uncomfortable, don't feel safe, or are inconvenient for more vulnerable users. The Plan seeks to design streets and intersections and manage vehicle speeds so that they are appealing for people of all ages and abilities. A complete streets approach underlies the Signature Sidewalks strategies in Chapter 2. Additionally, efforts to increase "person capacity" through bike lanes, transit facilities and pedestrian

improvements are essential to the complete streets approach.

Manage Vehicle Speed for Safety and Efficiency

The Downtown should emphasize safety and vehicle speed management by designing streets to meet the posted speed limit. Speed limits in excess of 25 mph should be evaluated to assess the trade-offs between travel time and safety. In addition to traffic operational benefits of a steady vehicle speed profile, lower vehicle speeds tend to result in fewer and less severe crashes for all modal users. In the case of pedestrians and bicycles, vehicular speeds of less than 20 mph result in fewer crashes involving fatality or severe injury. Many people believe that the regulation of the transportation network to promote low vehicular speeds results in longer travel time and more congestion along a given street. In most instances, this is not true. The stop-and-go nature of urban driving, combined with the practical matter of intersection capacity, results in an optimum urban street capacity at a speed of approximately 20-25 mph.

Intersections

Intersection designs in Downtown will emphasize safety, address the time and delay of people in each travel mode, and allow engineers to operate in consideration of whole trips to improve the Downtown transportation experience of all users. Intersection improvements include providing space for everyone waiting and improving the visibility of those on foot and bike. Intersections will have generous, visible crosswalks. Where appropriate, they may have bulb-outs and medians to shorten crossing times and serve as refuge areas. Reducing vehicle-pedestrian conflicts will also be approached in some locations by strategies to program traffic signals with lead pedestrian intervals giving pedestrians a head start to cross the intersection.

3.3H. CAREFULLY MANAGE PARKING AS PART OF THE TRANSPORTATION SYSTEM

Fostering the “Park Once, Pedestrians First” district is the goal of the Downtown Community Plan. It seeks to plan, manage and operate the overall supply of parking

throughout the district (both public and private) in a manner that will provide the right amount of parking at the right price to serve the needs of people living, working and visiting Downtown. This is done through continuing the emphasis on shared parking, expanding the in-lieu fee district and active management and pricing strategies.

Downtown parking should be actively managed, in terms of availability, price and maintenance. Data should be regularly reviewed for on and off-street facilities, and adjustments made based on data to encourage efficient use. In addition parking facilities should be well-lit, designed and maintained attractively, should be located strategically to reduce traffic congestion, and encourage walking Downtown. Shared parking should provide real-time information and clear signage that encourages public use and efficiency. Because parking is a valuable resource for the Downtown, parking should be managed to discourage use as Park and Ride for Expo riders.

Shared public parking means Downtown, as a whole, requires less parking than it would if each use or business provided its own separate parking. Overall, parking utilization studies have found shared parking Downtown is very efficient, since a single parking space may be utilized by several different users in one day. Shared parking has helped to encourage vibrant storefronts and pedestrian-oriented urban form.

Expanding Shared Parking Opportunities

Parking construction is not the only way to increase supply. With over 3,000 existing private parking spaces in the Downtown, the Plan seeks to unlock these spaces through active management strategies. Even during peak periods, there are thousands of parking spaces still underutilized in Downtown. Encouraging private parking lots to open to the public at market rates during evenings and weekends by displaying City-issued signs will increase supply without construction or major public capital investment. Universal valet parking could also better increase parking supply with public and private benefits. Furthermore, it is important to recognize that the Civic Center contains a supply of parking particularly

useful for long-term parking and special events. As the Civic Center evolves and connectivity with Downtown grows, it is important to consider their interrelationship, including their parking and circulation network.

Additional public parking may be negotiated through development agreements to develop public parking on private property that would function as part of the City's public parking network. This could involve agreements to finance and privately build parking that operates as part of the overall public network or a model for partnership, like Parking Structure #9. These spaces should be built with appropriate signage and pricing, as well as with consideration of overconcentration that could degrade the pedestrian environment.

In order to encourage more shared parking, the Plan anticipates continued outreach to private property owners as well as permitting pathways that facilitate opening parking spaces to additional use during underutilized periods. Another effort to increase utilization of privately owned parking spaces is to create a parking management system that includes policies and programs, like revenue sharing, to encourage private property owners to provide public parking spaces that are incorporated into the City's shared public parking network.

Expanding In-lieu fee Parking District

In 2013, the Council revised the Parking-In-Lieu Fee program, updating fees to reflect contemporary costs of developing parking and endorsing the expansion of the parking district following the adoption of the Downtown Specific Plan. Over the life of the plan, the fees are likely to generate seed money for at least one additional parking structure. The Plan anticipates that approximately 800 additional public parking spaces will need to be added to the public network to keep pace with land use changes that opt to participate in the parking in-lieu fee program. Most of this new parking will be built in peripheral locations at the edges of Downtown and near freeway exits to reduce vehicle trips into the center.

This Plan encourages expansion of the in-lieu parking district beyond the previous Bayside District to the boundaries of the Downtown District as defined in the LUCE. This will enable new buildings and uses to meet demand using shared parking instead of building single use parking spaces on-site. Extending the district enables investment in critical areas like Lincoln Boulevard, where surface parking could be replaced with shared parking so pedestrian-friendly uses like restaurants could locate in existing buildings on the periphery of Downtown.

Parking Management and Pricing

The City consistently surveys and monitors occupancy of its parking resources. On-going monitoring is important to manage use and maximize the value of this resource. Five Downtown structures have occupancies above 85% at various times throughout the day, with at least one consistently approaching 100% capacity on a regular basis (see Table 3.2 Parking Occupancy Rates, July 2015). This level is above optimal and future efforts will need to consider how to distribute demand, so drivers can park in lots with more availability. For example, the successful relocation of over 1,000 daily or monthly parkers, mostly district employees, to the Civic Center by reducing the Civic's monthly parking pass rate freed up spaces in the most popular structures in Downtown. The results serve as a powerful reminder that management of resources through pricing is a low-cost, effective way to increase parking availability.

Pricing adjustment effectively manages the utilization of parking, incentivizing behavior such as parking close to retail for short periods and parking further away for longer periods by charging lower rates and lower maximum daily rates at peripheral parking locations. City policies allow flexibility for varying parking fees to better distribute usage between central and peripheral parking structures. New technology installed in structures can help the City react to situations and continually redirect to more available facilities, using pricing as an incentive as needed.

Goal AM1: People come first in Downtown. Streets are designed and operated so that people feel comfortable and safe on foot, and accommodate cars, buses, trains, and bikes.

Policy AM1.1 Expand the capacity of walking infrastructure to ensure safety, encourage first/last mile connections and create an exceptional walking experience.

Action AM1.1A Widen sidewalks and enhance key connections within Downtown, and between Downtown, the Expo Light Rail, major transit stops, the Civic Center, the beach, Palisades Park and the Pier, including connections across PCH and the I-10 freeway.

Lead Agency: PCD

Supporting Agencies: PW, Caltrans

Timeframe: Long-Term

Action AM1.1B Design and manage sidewalks to accommodate multiple pedestrians walking together, while accommodating street furniture and outdoor activity. Consider removal or consolidation of street furniture and other infrastructure to expand capacity.

Lead Agency: PW

Supporting Agencies: PCD, DTSM

Timeframe: Short-Term

Action AM1.1C Expand usable space for people walking by implementing frontage line setbacks on private property.

Lead Agency: PCD

Timeframe: Long-Term

Action AM1.1D Monitor the number of people walking Downtown, and prioritize physical and operational changes that improve conditions on key corridors.

Lead Agency: PCD

Supporting Agencies: DTSM, PW

Timeframe: On-Going

Policy AM1.2 Enhance the comfort and safety of sidewalks and intersections in Downtown, for people of all ages and abilities.

Action AM1.2A Establish street design criteria that provide buffers that protect people from vehicle traffic with tools such as parking, bike lanes, street trees, street furniture, etc.

Lead Agency: PCD

Supporting Agency: PW

Timeframe: Short-Term

Action AM1.2B Install pedestrian scaled lighting in phases throughout the Downtown, including strategies that increase lighting in collaboration with adjacent property owners.

Lead Agency: PW

Supporting Agencies: PCD, DTSM

Timeframe: Mid-Term

Action AM1.2C Modify signals or turn restrictions to facilitate pedestrian access and reduce vehicle conflicts such as:

Implement leading pedestrian signalization at select locations

Consider the crossing time for seniors and people living with disabilities in signal timing

Install overlapping right-turn signalization when left-turn phasing present

Eliminate left turns to reduce pedestrian-auto conflicts

Consider adding pedestrian scrambles at intersections where pedestrians outnumber vehicles

Lead Agency: PCD

Supporting Agency: PW

Timeframe: Mid-Term

Action AM1.2D Incorporate most direct pedestrian and bicycle routes into sidewalk and roadway detours when closures are necessary.

Lead Agency: PW

Supporting Agencies: DTSM, PCD

Timeframe: Short-Term

Timeframe: Mid-Term

Policy AM1.3 Encourage walking in Downtown for functional and recreational trips.

Action AM1.3A Promote the experience of walking as recreation and entertainment, and highlight Downtown as a walking district in promotional and marketing materials.

Lead Agency: DTSM

Supporting Agencies: PCD, SMTT, CCS, Police

Timeframe: Short-Term

Action AM1.3B Provide pedestrian wayfinding throughout Downtown that identifies points of interest and major transportation connections.

Lead Agency: PCD

Supporting Agencies: PW, DTSM

Timeframe: Short-Term

Action AM1.3C Identify and promote walking paths and programs in Downtown, like the historic walking tours, Safe Routes for Seniors and other activities that encourage walking.

Lead Agency: DTSM

Supporting Agencies: PCD, Police, CCS

Timeframe: Short-Term

Policy AM1.4 Support the expansion of pedestrian activity throughout the Downtown District, and Third Street Promenade as its most unique pedestrian realm.

Action AM1.4A Locate and design open spaces and public art to provide visual interest and human scale landmarks to encourage walking.

Lead Agency: CCS

Supporting Agencies: DTSM, PCD, PW

Timeframe: Mid-Term

Action AM1.4B Develop an improvement program for the Third Street Promenade that maintains its iconic role in the Downtown.

Lead Agency: PW

Supporting Agencies: PCD, CCS, DTSM, HED

Goal AM2: Foster sustainability and health in Downtown - Achieve 65% of all commute trips and target 50% of all non-commute trips in the Downtown by modes other than single occupancy vehicle (SOV) modes.

Policy AM2.1 Strengthen the City's TDM program to reduce SOV trips among downtown employees.

Action AM2.1A Expand employer TDM education, outreach and program auditing.

Lead Agency: PCD

Supporting Agencies: DTSM, BBB, Metro

Timeframe: Short-Term

Action AM2.1B Track performance of employee SOV reduction annually, and adjust plan strategies accordingly.

Lead Agency: PCD

Supporting Agency: DTSM

Timeframe: On-Going

Action AM2.1C Create a Transportation Management Organization (TMO) to coordinate and support trip reduction policies and programs and develop a sustaining operations plan for the TMO.

Lead Agency: PCD

Supporting Agency: DTSM

Timeframe: On-Going

Action AM2.1D Encourage developers, employers, and businesses, in partnership with the TMO, Big Blue Bus, and Metro to create strategies for increasing transit ridership.

Lead Agency: PCD

Supporting Agencies: DTSM, BBB, Metro

Timeframe: Short-Term

Action AM2.1E Support information networks and work cultures that enable telecommuting and alternative work schedules.

Lead Agency: PCD

Supporting Agencies: DTSM, ISD

Timeframe: Short-Term

Action AM2.1F Establish and promote the utilization of ride matching platforms to support carpooling and vanpooling.

Lead Agency: PCD

Supporting Agencies: DTSM, Metro

Timeframe: Short-Term

Policy AM2.2 Actively market and promote options for mobility in Downtown that reduce visitor and customer SOV trips.

Action AM2.2A Collect visitor travel mode share data regularly.

Lead Agency: PCD

Supporting Agencies: DTSM, BBB

Timeframe: On-Going

Action AM2.2B Require events to provide bike valet and facilitate active transportation facilities.

Lead Agency: PCD

Supporting Agencies: DTSM, HED, CCS

Timeframe: Short-Term

Action AM2.2C Distribute multi-modal mobility information to visitors through the TMO, visitor facilities, and hospitality businesses.

Lead Agency: PCD

Supporting Agencies: DTSM, BBB, SMTT, Metro

Timeframe: Short-Term

Action AM2.2D Encourage the provision of visitor and customer-focused incentives for mode shift with increased incentives for the busiest times in Downtown.

Lead Agency: PCD

Supporting Agencies: DTSM, HED

Timeframe: Short-Term

Action AM2.2E Work with local agencies to encourage Downtown hospitality businesses to provide incentives and conveniences to help tourists avoid rental car use within Santa Monica and promote Santa Monica's light rail accessibility to other Los Angeles attractions.

Lead Agency: PCD

Supporting Agencies: DTSM, SMTT, BBB, Metro

Timeframe: Short-Term

Action AM2.2F Work with local and regional agencies to promote visitor use of the Expo Line as a convenient and hassle-free way to visit the area and Downtown Santa Monica as "bike-friendly" particularly in international marketing efforts.

Lead Agency: PCD

Supporting Agencies: DTSM, Metro, SMTT

Timeframe: Short-Term

Action AM2.2G Integrate active living and wellbeing into Downtown's mobility marketing.

Lead Agency: PCD

Supporting Agencies: DTSM, Metro, SMTT

Timeframe: Short-Term

Policy AM2.3 Strengthen TDM requirements and amenities in private development.

Action AM2.3A Require all new development to implement 100% employee and resident transportation allowance programs.

Lead Agency: PCD

Supporting Agencies: Metro, BBB

Timeframe: Short-Term

Action AM2.3B Facilitate the provision of car share and bike share facilities in developments.

Lead Agency: PCD

Supporting Agency: DTSM

Timeframe: Short-Term

Action AM2.3C Ensure that development projects advance the No Net New P.M. Peak Trips goal through

contributions to multi-modal public infrastructure, implementing project and employer TDM measures, payment of development impact fees, and additional circulation benefits.

Lead Agency: PCD

Supporting Agencies: PW, BBB, PW

Timeframe: On-Going

Lead Agency: PCD

Supporting Agency: Police

Timeframe: Long-Term

Action AM3.1D Implement infrastructure to capture real time information for parking, transit, bike share, car share, and traffic conditions, and develop methods to share real time information with travelers.

Lead Agency: PCD

Supporting Agencies: PW, DTSM

Timeframe: Short-Term

Action AM3.1E Expand use of real-time information and signage to encourage Lincoln as entry into Downtown, including access to new peripheral parking locations.

Lead Agency: PCD

Supporting Agencies: PW, DTSM, Caltrans

Timeframe: Short-Term

Action AM3.1F Address Resource Recovery and Recycling pick up timing in relation to peak traffic hours.

Lead Agency: PW

Supporting Agency: PCD

Timeframe: Mid-Term

Action AM3.1G Review and revise commercial delivery policy.

Lead Agency: PCD

Supporting Agency: Police

Timeframe: Mid-Term

Action AM3.1H Implement Council direction to use a portion of the City's parking revenues to achieve more sustainable transportation choices including transit, walking and biking.

Lead Agency: PCD

Supporting Agencies: DTSM, FIN

Timeframe: Short-Term

Goal AM3: Make travel in the Downtown more predictable and convenient by improving system reliability and capacity for moving people.

Policy AM3.1 Move people efficiently and safely throughout the network, providing access to their destinations within the Downtown, prioritizing trips that start and/or end in Downtown over those that use Downtown as a through route.

Action AM3.1A Prioritize and monitor the latest traffic signal technology including Advanced Traffic Management Systems (ATMS), upgraded traffic signals, traffic signal controllers and active management, to achieve signal synchronization and flow upgrades.

Lead Agency: PCD

Supporting Agency: PW

Timeframe: Short-Term

Action AM3.1B Establish Traffic Management Center operations protocol during peak periods and events to better manage traffic, maintain travel speeds, prioritize transit service, and provide incident response.

Lead Agency: PCD

Supporting Agencies: Police, PW

Timeframe: Mid-Term

Action AM3.1C Manage vehicular speeds for safety and efficiency through regularly reviewing speed survey data, using design strategies that encourage safe speeds, and enforcement.

Policy AM3.2 Increase person capacity during special events and peak periods to move people more efficiently

within the Downtown. Find ways to maintain average transit travel speeds during peak times.

Action AM3.2A Develop and deploy special management protocols for circulation during special events and peak periods.

Lead Agency: PCD

Supporting Agencies: PW, Police, BBB

Timeframe: Short-Term

Action AM3.2B Maintain bicycle, pedestrian and transit facilities and pursue additional dedicated lanes/facilities.

Lead Agency: PCD

Supporting Agencies: Police, DTSM, BBB, PW

Timeframe: Short-Term

Action AM3.2C Integrate parking into management of vehicle behavior for special events and peak periods.

Lead Agency: PCD

Supporting Agency: Police

Timeframe: Short-Term

Action AM3.2D Collect and evaluate data from special events and peak periods to inform mobility improvements.

Lead Agency: PCD

Supporting Agencies: PW, Police, Fire, DTSM

Timeframe: Short-Term

Policy AM3.3 Reduce gaps in the circulation grid along Downtown's I-10 and PCH edges to improve connections to the Civic Center and Beach through the Gateway Master Plan.

Action AM3.3A Study potential opportunities for the large sites adjacent to the I-10 Freeway to support mobility, connectivity, and multi-modal transit access. New connections through the transit oriented design site adjacent to Expo station.

New 5th Street signalized intersection to facilitate vehicle circulation in the vicinity of Downtown Station and BBB sites.

Consider a connection along the Big Blue Bus site connecting 5th to 6th Streets (bus only)

Additional connections across the freeway between 4th Street and Main Street including potential coordination with the Expo Station and Sears sites.

Lead Agency: PCD

Supporting Agencies: PW, CCS, BBB, Caltrans

Timeframe: Long-Term

Action AM3.3B Create a Gateway Master Plan that considers the freeway adjacent sites as an ensemble and expanding the street grid with additional streets and crossings to improve access to Downtown.

Lead Agency: PCD

Supporting Agencies: PW, Caltrans

Timeframe: Short-Term

Action AM3.3C Pursue realignment of Fourth Street off ramp and reallocate former ramp with consideration of circulation network to improve functionality of the Fourth Street I-10/PCH off ramp.

Lead Agency: PCD

Supporting Agencies: PW, Caltrans

Timeframe: Short-Term

Action AM3.3D Initiate study of Lincoln Boulevard I-10/PCH interchange improvement options.

Lead Agency: PCD

Supporting Agencies: PW, Caltrans

Timeframe: Short-Term

Action AM3.3E Improve pedestrian and bike facilities on the Main Street, Fourth Street and Lincoln Boulevard bridges.

Lead Agency: PCD

Supporting Agencies: PW, Caltrans

Timeframe: Long-Term

Action AM3.3F Monitor conditions on Olympic Drive and consider peak hour or permanent use of curb lanes for vehicle traffic between 4th and Ocean to create additional east and westbound through-lanes.

Lead Agency: PCD

Supporting Agencies: PW, Police

Timeframe: Short-Term

Policy AM3.4 Reduce vehicle miles traveled for Downtown trips, and get vehicles destined for Downtown to parking as efficiently as possible.

Action AM3.4A Implement a comprehensive wayfinding program visible to all modes of travel so that people can navigate confidently in Downtown; consider the needs of international visitors.

Lead Agency: PCD

Supporting Agency: PW

Timeframe: Short-Term

Action AM3.4B Distribute public vehicle parking facilities at the periphery of the district to reduce trip distance and congestion in the Downtown core.

Lead Agency: PCD

Supporting Agency: HED

Timeframe: Long-Term

Action AM3.4C Reduce the need for short vehicle trips within Downtown with strategies like bike share, transit, wayfinding, and shared valet.

Lead Agency: PCD

Supporting Agencies: DTSM, BBB

Timeframe: Short-Term

Action AM3.4D Direct drivers to public parking with the most availability, with first priority as soon as they enter the Downtown area, with signage located at all entrances into the Downtown, including: Lincoln Boulevard freeway off ramp, 4th/5th Street freeway off ramp, Wilshire Boulevard, and at entrances from the Pacific Coast Highway.

Lead Agency: PCD

Supporting Agency: Caltrans

Timeframe: Short-Term

Policy AM3.5 Encourage parking efficiency strategies that allow optimal use of excess parking to help alleviate parking shortages and avoid development of excess parking that contributes to vehicle congestion.

Action AM3.5A Encourage shared parking and discourage reserved parking by requiring shared parking be open to all motorists, regardless of whether they are customers, employees or tenants of a building, with the same parking prices, restrictions, and privileges as building occupants.

Lead Agency: PCD

Supporting Agencies: DTSM, HED

Timeframe: Short-Term

Action AM3.5B Invest in maintenance of the public parking supply to extend its useful life.

Lead Agency: PW

Supporting Agencies: PCD, DTSM, Macerich

Timeframe: Long-Term

Action AM3.5C Pursue expansion of the parking in-lieu fee district to reflect current Downtown boundaries with an appropriate fee and increased flexibility for use of fees collected.

Lead Agency: HED

Supporting Agency: PCD

Timeframe: Short-Term

Action AM3.5D Provide flexibility in meeting required parking through unbundled parking, shared parking, in-lieu fees, and off-site parking for changes of use in existing buildings.

Lead Agency: PCD

Supporting Agency: HED

Timeframe: Short-Term

Action AM3.5E Develop criteria for integrated public and private parking management such as revenue control equipment function, pedestrian access, payment options, utilization tracking and differentiation by user, real-time data integration including availability to third-parties, signage and integration into wayfinding systems.

Lead Agency: PCD

Supporting Agency: HED

Timeframe: Mid-Term

Policy AM3.6 Use parking pricing, concentration, and location as tools to manage vehicle congestion in Downtown.

Action AM3.6A Establish pricing and marketing incentives to encourage area employees who park in public structures to park near the periphery of Downtown.

Lead Agency: PCD

Supporting Agency: DTSM

Timeframe: Short-Term

Action AM3.6B Maintain and actively manage higher on-street parking rates to reflect the increased convenience and desire for the greatest turnover at on-street parking and expand the program to 5th, 6th, and 7th Streets.

Lead Agency: PCD

Supporting Agency: Police

Timeframe: Short-Term

Action AM3.6C Enable the phased development of up to 800 public parking spaces in peripheral locations to address future demand without incentivizing additional vehicle trips in Downtown.

Lead Agency: PCD

Supporting Agencies: PW, FIN, HED

Timeframe: Short-Term

Policy AM3.7 Manage curb space to increase transportation options and fairly allocate this valuable resource.

Action AM3.7A Develop a coordinated curbside management approach, with flexibility to respond to unique situations like the Expo station, and priority for sustainable and high capacity mobility modes.

Lead Agency: PCD

Supporting Agencies: Police, BBB, Metro, PW

Timeframe: Short-Term

Action AM3.7B Create curb space for new mobility modes as part of a coordinated approach such as bike

corrals, ride sharing and ride hailing, car share, and shuttles.

Lead Agency: PCD

Supporting Agencies: PW, Police

Timeframe: Short-Term

Action AM3.7C Provide passenger loading opportunities that allow convenient drop-off and pick-up without delaying other road users.

Lead Agency: PCD

Supporting Agency: Police

Timeframe: Short-Term

Action AM3.7D Limit on-street commercial loading to early morning hours if alley-accessed loading is not sufficient.

Lead Agency: PCD

Supporting Agency: Police

Timeframe: Short-Term

Action AM3.7E Define taxi stand locations focusing primarily on major destinations, and revise periodically to address changing demand.

Lead Agency: PCD

Supporting Agencies: FIN, Police

Timeframe: Short-Term

Action AM3.7F Pursue and encourage coordinated valet services.

Lead Agency: DTSM

Supporting Agencies: PCD, Police

Timeframe: Short-Term

Goal AM4: Downtown is an outstanding hub of local and regional mobility, providing the most diverse, robust and connected transportation environment in LA County for local and regional trips.

Policy AM4.1 Provide diverse and connected high-quality mobility options for all users in Downtown and maximize the utility of the rail line beyond ½ mile radius.

Action AM4.1A Expand bike share, car share, car-pool and van-pool, shuttle, and transit in downtown, in locations that are visible and identifiable.

Lead Agency: PCD

Supporting Agencies: DTSM, BBB

Timeframe: Short-Term

Action AM4.1B Study the feasibility of a circulator that provides trips at a competitive price per passenger and coordinated with Big Blue Bus service.

Lead Agency: DTSM

Supporting Agency: PCD

Timeframe: Long-Term

Action AM4.1C Develop an iconic transportation options map for Downtown coordinated with the wayfinding system.

Lead Agency: PCD

Supporting Agencies: PW, DTSM

Timeframe: Short-Term

Action AM4.1D Consider all transportation options and their prices to ensure that sustainable and high-capacity modes are competitively priced.

Lead Agency: PCD

Supporting Agency: BBB

Timeframe: Short-Term

Action AM4.1E Update City policies and procedures regarding transportation for hire services (taxi, pedicab, etc.) to address new types and increased demand for connections near the Expo station.

Lead Agency: PCD

Supporting Agency: DTSM

Timeframe: Short-Term

Policy AM4.2 Support Downtown as a hub of bus transit in Santa Monica with connections locally and regionally.

Action AM4.2A Establish bus stops in locations that encourage ridership and support operations, and adjust service to provide high quality connection to rapid and rail services.

Lead Agency: PCD

Supporting Agencies: Police, BBB, Metro, PW

Timeframe: Short-Term

Action AM4.2B Upgrade bus stops with real-time information signs, seating and better lighting.

Lead Agency: BBB

Supporting Agencies: PW, Metro

Timeframe: Mid-Term

Action AM4.2C Design and locate bus stops to reduce delays associated with stopping and loading.

Lead Agency: PCD

Supporting Agencies: PW, BBB, Metro

Timeframe: Mid-Term

Action AM4.2D Prioritize all buses.

Consider queue jumpers, stop relocation, and curb extensions

Explore the creation of a Traffic Signal Priority system for regional bus service and emergency vehicles

Install transit priority improvements at pinch points and implement targeted enforcement to ensure buses and emergency vehicles can operate effectively

Lead Agency: PCD

Supporting Agencies: PW, BBB, Metro

Timeframe: Mid-Term

Action AM4.2E Identify bus layover zones that support efficient bus routing, and dedicate bus layover space on perimeter of BBB site.

Lead Agency: PCD

Supporting Agencies: BBB, Metro

Timeframe: Short-Term

Action AM4.2F Consider providing BBB service on Lincoln Boulevard in Downtown area.

Lead Agency: BBB

Supporting Agencies: PCD

Timeframe: Mid-Term

Action AM4.2G Adjust dedicated bus facilities to align with highest demand BBB service areas.

Lead Agency: BBB

Supporting Agencies: PW, Metro, PCD

Timeframe: Mid-Term

Lead Agency: PCD

Supporting Agency: PW

Timeframe: Mid-Term

Policy AM4.3 Provide a bicycle network in Downtown that is comfortable for riders of all ages and abilities.

Action AM4.3A Eliminate bicycle network gaps in Downtown including Broadway bike lane west of 6th Street and connections to the Expo Light Rail station.

Lead Agency: PCD

Supporting Agency: PW

Timeframe: Mid-Term

Action AM4.3B Enhance protection of bike facilities on Ocean Avenue and evaluate the potential for other streets to convert to protected or buffered facilities such as Arizona Avenue, 6th and 7th Streets.

Lead Agency: PCD

Supporting Agencies: PW, Police

Timeframe: Mid-Term

Action AM4.3C Clarify state law discussing bicycle riding in dedicated bus only lanes.

Lead Agency: CAO

Supporting Agency: PCD

Timeframe: Short-Term

Action AM4.3D Increase enforcement of bike lane blockage by valet and delivery vehicles; develop protocols for rerouting and temporary closure of bike facilities that minimize network disruption.

Lead Agency: Police

Supporting Agency: PCD

Timeframe: Short-Term

Action AM4.3E Expand bike parking to meet growing demand, including facilities like the Bike Center, and bike parking corrals to preserve sidewalk space for pedestrians.

Policy AM4.4 Continuously strengthen Downtown's connections to regional mobility networks that provide access to destinations in all directions.

Action AM4.4A Continuously expand travel information to residents, visitors and employees through coordinated signage, marketing, maps, wayfinding and digital communications.

Lead Agency: PCD

Supporting Agencies: DTSM, SMTT, BBB, Metro

Timeframe: Mid-Term

Actions AM4.4B Create Transit Screen displays at 10 sites to improve access to transit information.

Lead Agency: PCD

Supporting Agencies: PW, BBB, HED, DTSM

Timeframe: Mid-Term

Action AM4.4C Strengthen connections from the Pier, including water-based mobility options.

Lead Agency: PCD

Supporting Agencies: PW, Pier, Metro

Timeframe: Long-Term

Action AM4.4D Advocate for extension of the Subway to the Sea so that it extends fully to Downtown Santa Monica.

Lead Agency: PCD

Supporting Agencies: DTSM, Chamber, BBB

Timeframe: Long-Term

Action AM4.4E Pursue regional express transit service to outside popular employer and visitor destinations with regional partners and funders.

Lead Agency: PCD

Supporting Agencies: Police, HED

Timeframe: Short-Term

Policy AM4.5 Ensure private development contributes to mobility network completeness and upgrades.

Action AM4.5A Require that new development strengthens access to pedestrian, bicycle and transit facilities through physical and/or programmatic improvements, and include circulation improvements as primarily community benefits.

Lead Agency: PCD

Supporting Agency: HED

Timeframe: Long-Term

Action AM4.5B Distribute short-term bike parking, bike rooms, bike share and car share on private property throughout Downtown.

Lead Agency: PCD

Supporting Agency: HED

Time Frame: Long-Term

Action AM4.5C Increase high-quality short-term and long-term bike parking on private property to supplement on-street and public access off-street facilities.

Lead Agency: PCD

Supporting Agencies: PW, HED

Timeframe: Short-Term

Action AM4.5D Provide access to new development via alleys and include a design for all modes and needs such as loading of goods and emergency vehicles so it will not overload the street system.

Lead Agency: PCD

Supporting Agency: PW

Timeframe: Long-Term

Action AM4.5E Seek solutions to reduce the impact of commercial delivery on network function such as coordinated times, restricted hours, mandatory alley access, and additional enforcement.

Lead Agencies: PCD

Supporting Agencies: Police, PW

Timeframe: Mid-Term

Goal AM5: A safe travel environment for all people walking, people bicycling, people riding transit and people driving by increasing inclusive design and mobility availability.

Policy AM5.1 Reduce exposure to crashes that result in severe and fatal injuries to any road user.

Action AM5.1A Continue to evaluate crash data annually, identify appropriate and effective countermeasures, and implement feasible modifications to reduce exposure.

Lead Agency: PCD

Supporting Agencies: Police, PW, Fire

Timeframe: Short-Term

Action AM5.1B Use design and administrative techniques to influence speeds of passenger vehicles when in free flow conditions, to increase the ability for vehicles to avoid collision and reduce severity of injuries when crashes occur, in coordination with emergency personnel.

Lead Agency: PCD

Supporting Agencies: Police, PW, Fire

Timeframe: Mid-Term

Action AM5.1C Continue to evaluate crash locations and address safety concerns quickly and effectively.

Lead Agency: PCD

Supporting Agencies: Police, PW, Fire

Timeframe: On-Going

Action AM5.1D Improve pavement markings, replace aging signs, upgrade crosswalks and add lighting to enhance visibility and increase safety

Lead Agency: PCD

Supporting Agencies: Police, PW

Timeframe: Short-Term

Action AM5.1E Reduce conflicts between pedestrians and automobiles by consolidating curb cuts, and minimizing property access from the street.

Lead Agency: PCD
Supporting Agencies: Police, PW
Timeframe: Long-Term

Action AM5.1F Continue to assess and repair damaged sidewalks quickly taking into consideration the high volume of usage.

Lead Agency: PW
Supporting Agency: DTSM
Timeframe: Short-Term

Policy AM5.2 Decrease dangerous behaviors that threaten other roadway users.

Action AM5.2A Continue to conduct routine enforcement of unsafe driving practices in areas with high crash rates.

Lead Agency: Police
Supporting Agency: PCD
Timeframe: Short-Term

Action AM5.2B Discourage bicycling on the sidewalk by providing continuous bicycle lanes on streets, remove network gaps, and increase implementation of protected bicycle facilities.

Lead Agency: PCD
Supporting Agencies: Police, PW
Timeframe: Mid-Term

Action AM5.2C Continue efforts to provide education and enforcement to reduce blockage of loading zones, transit stops and lanes, bike lanes, and crosswalks.

Lead Agency: Police
Supporting Agencies: PCD, DTSM
Timeframe: Short-Term

Action AM5.2D Provide education programs to help pedestrians, bicyclists, transit riders, and motorists travel safely and efficiently

Lead Agency: PCD
Supporting Agencies: Police, DTSM
Timeframe: Mid-Term

Action AM5.2E Create a traffic safety kit for visitors to promote road safety.

Lead Agency: Police
Supporting Agency: PCD
Timeframe: Mid-Term

Policy AM5.3 Use regular communications and technology upgrades to improve roadway safety.

Action AM5.3A Implement ongoing public information and marketing to encourage mutual respect among all road users.

Lead Agency: PCD
Supporting Agencies: Police, DTSM, BBB, Metro
Timeframe: Short-Term

Action AM5.3B Modify signal timing to favor pedestrians with consideration of emergency response. Use new traffic engineering practices as they become available to create a safer travel environment.

Lead Agency: PCD
Supporting Agencies: Police, Fire
Timeframe: Mid-Term

Action AM5.3C Monitor and incorporate new vehicle technology that can improve the mobility function, efficiency and safety for all roadway users.

Lead Agency: PCD
Supporting Agencies: Police, PW
Timeframe: Long-Term

Goal AM6: Complete streets that provide meaningful, sustainable transportation.

Policy AM6.1 Complete streets is the guiding principle for all changes in the public right-of-way.

Action AM6.1A Implement Signature Sidewalks.

Lead Agency: PCD
Supporting Agency: PW

Timeframe: Long-Term

Action AM6.1B Develop a ranking system for project trade-off guidance specific to the Downtown.

Lead Agency: PCD

Supporting Agencies: PW, BBB, HED, Police

Timeframe: Short-Term

Action AM6.1C Develop and maintain great new public places in our streets and sidewalks, consistent with 'Pathways and Public Spaces' chapter.

Lead Agency: PCD

Supporting Agencies: Police, PW, CCS, HED

Timeframe: Long-Term

Action AM6.1D Coordinate projects so that when a street is resurfaced, improvements called for in City policy documents are incorporated.

Lead Agency: PW

Supporting Agency: PCD

Timeframe: Short-Term

Action AM6.1E Launch a new open streets program to encourage people walking and biking.

Lead Agency: PCD

Supporting Agencies: Police, CCS

Timeframe: Mid-Term

Action AM6.1F Work with emergency services and Public Works on equipment and operation changes to provide adequate services and emergency response such as modified vehicles and substations.

Lead Agency: Fire

Supporting Agencies: PW, PCD

Timeframe: Mid-Term

Policy AM6.2 Design, upgrade and/or reconstruct Downtown streets to meet multiple demands including placemaking, biking, walking and transit, in coordination with emergency personnel.

Action AM6.2A Use design and identity elements, as well as location and design patterns, to signal that people are entering Downtown, a walkable district,

and to create a Downtown experience that supports a diverse transportation infrastructure and amenities that make transportation easier.

Lead Agency: PCD

Supporting Agencies: PW, DTSM

Timeframe: Mid-Term

Action AM6.2B Invest in amenities, including seating, water fountains, and landscaping and publicly accessible bathrooms.

Lead Agency: PW

Supporting Agency: DTSM

Timeframe: Long-Term

Action AM6.2C Formalize the City's existing Parklet Program for implementation in the Downtown.

Lead Agency: PCD

Supporting Agencies: Police, PW, CAO

Timeframe: Short-Term

Policy AM6.3 Use streetscape design and amenities (e.g. Wayfinding Signage) to simplify transportation decision-making, ease transfers, make travel part of the downtown experience and link trips between modes.

Action AM6.3A Invite people to enjoy cultural resources by providing information about them on nearby streets and sidewalks as part of a Wayfinding system.

Lead Agency: PCD

Supporting Agencies: DTSM, PW

Timeframe: Short-Term

Action AM6.3B Identify and site Wayfinding and/or streetscape elements to support transit connections, parking access, and visitor information

Lead Agency: PCD

Supporting Agencies: PW, DTSM

Timeframe: Short-Term

Goal AM7: Prepare Downtown for the future by proactively engaging new mobility technologies to achieve the City's core values.

Policy AM7.1 Ensure the accessibility of real-time information for transportation services and amenities in the downtown (transit, bike share, car share, Transportation Network Company services, taxi, bike routes and parking, loading zones, LAX flyaway routes, and demand-response services).

Action AM7.1A Improve and promote the availability of information through smart phone applications and websites, real time information displays, Transit Screens, etc.

Co-Lead Agency: PCD, ISD

Supporting Agencies: DTSM, PW, HED, BBB

Timeframe: Short-Term

Action AM7.1B Continue to make transit and bike share data available to the public in General Bikeshare Feed Specification (GBFS) and General Transit Feed Specification (GTFS) format.

Lead Agency: ISD

Supporting Agencies: BBB, PCD

Timeframe: On-Going

Action AM7.1C Consider releasing additional transportation data streams as they become available such as vanpools, carpools, employer shuttles, demand-response services, etc.

Lead Agency: ISD

Supporting Agency: PCD

Timeframe: Mid-Term

Policy AM7.2 Develop and empower an innovations team of transportation staff to concentrate on critical emerging initiatives that require a nimble, cross-departmental approach.

Action AM7.2A Partner with regional transit providers to explore automated transit vehicles and

expand the use of battery-powered buses to reduce carbon emissions.

Lead Agency: PCD

Supporting Agencies: BBB, OSE, Metro

Timeframe: Mid-Term

Action AM7.2B Work with local employers and business representatives on the provision of micro-transit or demand-response services.

Lead Agency: PCD

Supporting Agencies: HED, OSE, BBB

Timeframe: Short-Term

Action AM7.2C Explore the provision of water-based transportation services, electric-powered transportation, and alternative power vehicles.

Lead Agency: PCD

Supporting Agencies: BBB, OSE, PW

Timeframe: Long-Term

Action AM7.2D Appropriately support the expansion of the City's EV charging network to support a variety of transportation services including personal vehicles and higher-capacity vehicles.

Co-Lead Agency: PW, OSE

Supporting Agency: Police

Timeframe: Short-Term

Action AM7.2E Actively monitor transportation advances and new services, and identify methodologies for incorporating them into Downtown.

Lead Agency: PCD

Supporting Agencies: PW, BBB

Timeframe: Long-Term

Action AM7.2F Allow for future flexibility in the allocation of city resources in the downtown in support of innovations in the transportation industry that are in-line with the City's core values.

Lead Agency: PCD

Supporting Agencies: PW, BBB

Timeframe: Long-Term

Policy AM7.3 Monitor the mobility patterns in Downtown.

Action AM7.3A Conduct biennial citywide and Downtown vehicle, pedestrian, and bicycle trip counts and track data trends.

Lead Agency: PCD

Supporting Agency: ISD

Timeframe: On-Going

CHAPTER 4 STANDARDS AND REGULATIONS

9.10.010 Purpose

The purposes of the “Downtown” Districts are to:

Ensure that new development enhances the overall image of Downtown as an enticing destination for Santa Monica residents, employers, and visitors.

Ensure adequate light, air, privacy, and open space for all who live, work, or visit the area.

Increase housing for all income levels and encourage a mix of uses that promote convenience, economic vitality, fiscal stability, and a pleasant quality of life.

Maintain and enhance the beach area as an important visitor-serving destination with lodging, restaurants, shopping, and recreation that support it as a regional, national, and international tourist destination.

Transform auto-oriented boulevards into complete streets that 1) are framed by appropriately scaled buildings and ground floor frontages with pedestrian-scaled detail; and 2) are lined by sidewalks of sufficient dimension to support pedestrian amenities that achieve an active social environment and promote a culture of walking.

Ensure that new development and alterations to existing structures are sensitive to the area’s existing sense of place and character and provide respectful transitions that minimize impacts on or disruptions to adjacent residential neighborhoods - WilMont and Mid-City.

Ensure that new development enhances pedestrian activity by improving the attractiveness of the public realm and providing places for relaxation, shopping, living, and dining.

Encourage preservation, adaptation, and/or reuse of historic buildings and buildings of architectural merit that reflect the historic significance of Santa Monica’s past by providing flexibility to parking, open space, and other requirements.

9.10.020 Land Use Regulations

Table 4.1 prescribes the land use regulations for Downtown Districts. The regulations for each district are established by letter designations listed below. These designations apply strictly to the permissibility of land uses; applications for buildings or structures may require discretionary review.

“P” designates permitted uses.

“L(#)” designates limited uses, which are permitted by right, provided they comply with specific limitations listed at the end of the table.

“MUP” designates use classifications that are permitted after review and approval of a Minor Use Permit.

“CUP” designates use classifications that are permitted after review and approval of a Conditional Use Permit.

“–” designates uses that are not permitted.

Land uses are defined in Chapter 9.51, Use Classifications of the Zoning Ordinance. Use classifications and sub-classifications not listed in the table are prohibited. Accessory uses are permissible when they are determined by the Zoning Administrator to be necessary and customarily associated with and appropriate, incidental, and subordinate to, the principal uses and which are consistent and not more disturbing or disruptive than permitted uses. The table also notes additional use regulations that apply to various uses. Section numbers in the right hand column refer to other Sections of this Ordinance.

Table 4.1 Land Use Regulations-- Downtown Districts							
Use Classification	MUB	NV	BC	TA	OT	WT	Additional Regulations
Residential Uses							
Residential Housing Types	See sub-classifications below.						
<i>Single Unit Dwelling</i>	P	L(1)(3)	L(1)(2)	L(1)	L(1)	L(1)	
<i>Dwelling, Second Unit</i>	P	L(1)(3)	L(1)(2)	L(1)	L(1)	L(1)	SMMC Section 9.31.300, Second Dwelling Units
<i>Duplex</i>	P	L(1)(3)	L(1)(2)	L(1)	L(1)	L(1)	
<i>Multiple-Unit Structure</i>	P	L(1)(3)	L(1)(2)	L(1)	L(1)	L(1)	
<i>Senior Citizen Multiple-Unit Residential</i>	P	L(1)(3)	L(1)(2)	L(1)	L(1)	L(1)	
<i>Single-Room Occupancy Housing</i>	P	CUP(1)(3)	CUP(1)(2)	CUP(1)	CUP(1)	CUP(1)	
<i>Group Residential</i>	MUP	MUP (3)	MUP(1)(2)	MUP	MUP	MUP	
<i>Congregate Housing</i>	P	MUP (3)	CUP(1)(2)	MUP	MUP	MUP	SMMC Section 9.31.110, Congregate and Transitional Housing
<i>Senior Group Residential</i>	P	MUP(3)	MUP(1)(2)	MUP(1)	MUP(1)	MUP(1)	SMMC Section 9.31.310, Senior Group Residential
<i>Elderly and Long-Term Care</i>	P	L(3)	L(1)(2)	L(1)	L(1)	L(1)	
<i>Emergency Shelters</i>	L(6)/CUP	MUP	L(1)(2)/CUP(9)	MUP(1)	MUP(1)	MUP(1)	
Family Day Care	See sub-classifications below.						
<i>Large</i>	P	L(3)	L(1)(2)	P	L(1)	L(1)	SMMC Section 9.31.140, Family Day Care, Large

<i>Small</i>	P	L(3)	L(1)(2)	P	L(1)	L(1)	
Residential Facilities	See sub-classifications below.						
<i>Residential Care, General</i>	P	L(3)	L(1)(2)	P	L(1)	L(1)	SMMC Section 9.31.270, Residential Care Facilities
<i>Residential Care, Limited</i>	P	L(3)	L(1)(2)	P	L(1)	L(1)	SMMC Section 9.31.270, Residential Care Facilities
<i>Residential Care, Senior</i>	P	L(3)	L(1)(2)	P	L(1)	L(1)	SMMC Section 9.31.270, Residential Care Facilities
<i>Hospice, General</i>	P	L(3)	L(1)(2)	P	L(1)	L(1)	
<i>Hospice, Limited</i>	P	L(3)	L(1)(2)	P	L(1)	L(1)	
<i>Supportive Housing</i>	P	L(3)	L(1)(2)	L(1)	L(1)	L(2)	
<i>Transitional Housing</i>	P	L(3)	L(1)(2)	L(1)	L(1)	L(2)	
Public and Semi-Public Uses							
<i>Adult Day Care</i>	P	CUP	CUP	CUP	CUP	CUP	
<i>Child Care and Early Education Facilities</i>	P	CUP	CUP	CUP	CUP	CUP	SMMC Section 9.31.120, Child Care and Early Education Facilities
<i>Colleges and Trade Schools, Public or Private</i>	CUP	L(1)(2)	L(1)	L(1)	-	L(1)	
<i>Community Assembly</i>	L(7)/CUP	P	L(5)	P	L(1)	L(7)/CUP	
<i>Community Gardens</i>	P	L(2)/MUP	L(1)(2)	L(1)	L(1)	L(2)	
<i>Cultural Facilities</i>	P	P	P	P	P	P	
<i>Hospitals and Clinics</i>	P	P	L(1)(2)	P	-	P	
<i>Park and Recreation Facilities, Public</i>	P	P	P	P	P	P	

<i>Public Safety Facilities</i>	P	P	P	P	P	P	
<i>Schools, Public or Private</i>	CUP	L(1)(2)	L(1)	L(1)	-	L(1)	
<i>Social Service Centers</i>	MUP	MUP	MUP	MUP	MUP	MUP	SMMC Section 9.31.350, Social Service Centers
Commercial Uses							
<i>Animal Care, Sales, and Services</i>	See sub-classifications below.						
<i>Grooming and Pet Stores</i>	P	P	P	P	P	P	No more than 10 dogs or cats can be kept overnight
<i>Pet Day Care Services</i>	MUP	MUP	MUP(2)	MUP	MUP	MUP	
<i>Veterinary Services</i>	MUP	MUP	MUP(2)	MUP	-	CUP	
<i>Automobile/Vehicle Sales and Service</i>	See sub-classifications below.						
<i>Alternative Fuels and Recharging Facilities</i>	CUP	CUP L(8)	CUP L(8)	CUP L(8)	-	CUP L(8)	
<i>Automobile Rental</i>	MUP	L(10)/MUP	L(10)/MUP	L(10)/MUP	L(10)/MUP	L(10)/MUP	
<i>Automobile Storage Use</i>	-	CUP	CUP	CUP	-	L(8)	
<i>New Automobile/Vehicle Sales and Leasing</i>	CUP	L(8)	L(8)	L(8)	-	L(8)	
<i>Additions 7,500 square feet or less to Automobile/Vehicle Sales and Leasing buildings existing as of 07/06/2010</i>	CUP	-	-	-	-	-	
<i>Additions larger than 7,500 square feet to Automobile/Vehicle Sales and Leasing buildings existing as of 07/06/2010</i>	CUP	-	-	-	-	-	
<i>Automobile/Vehicle Repair, Major</i>	-	-	-	CUP	-	-	
<i>Automobile/Vehicle Service and Repair, Minor</i>	-	-	-	L(10)	-	-	

<i>Automobile/Vehicle Washing</i>	-	-	-	L(10)	-	-	
<i>Service Station</i>	CUP	-	-	CUP	-	-	
<i>Towing and Impound</i>	-	-	-	-	-	-	
Banks and Financial Institutions	See sub-classifications below.						
<i>Banks and Credit Unions</i>	P	L(3)	L(2)	P	L(4)	P	
<i>Check Cashing Businesses</i>	-	-	-	-	-	-	
Business Services	P	P	L(2)	P	P	P	
Commercial Entertainment and Recreation	See sub-classifications below.						
<i>Cinemas & Theaters, up to 99 seats</i>	-	CUP	P	P	L(4)	-	
<i>Cinemas & Theaters, more than 99 seats</i>	-	CUP	CUP	CUP	L(4)	-	
<i>Convention and Conference Centers</i>	CUP	CUP	CUP	CUP	CUP	CUP	
<i>Large-Scale Facility</i>	CUP	CUP	CUP(5)	CUP	CUP	-	
<i>Small-Scale Facility</i>	L(11)/CUP	L(11)/CUP	L(5)(11)/CUP	L(11)/CUP	L(11)/CUP	L(11)/CUP	
Eating and Drinking Establishments	See sub-classifications below.						
<i>Bars/Nightclubs/Lounges</i>	CUP	CUP	CUP	CUP	CUP(10)	CUP(10)	
<i>Restaurants, Full-Service, Limited Service & Take-out</i>	P	P	P	P	P	P	SMMC Section 9.31.040, Alcoholic Beverage Sales SMMC Section 9.31.280, Restaurants, Limited Service, and Take-Out Only SMMC Section 9.31.200, Outdoor Dining and Seating

<i>Restaurants, Full-Service, Limited Service & Take-out (2,501 – 5,000 square feet, including Outdoor Dining and Seating)</i>	MUP	P	P	P	P	MUP	SMMC Section 9.31.040, Alcoholic Beverage Sales SMMC Section 9.31.280, Restaurants, Limited Service, and Take-Out Only SMMC Section 9.31.200, Outdoor Dining and Seating
<i>Restaurants, Full-Service, Limited Service & Take-out (greater than 5,000 square feet, including Outdoor Dining and Seating)</i>	CUP	P	P	P	P	CUP	SMMC Section 9.31.040, Alcoholic Beverage Sales SMMC Section 9.31.280, Restaurants, Limited Service, and Take-Out Only SMMC Section 9.31.200, Outdoor Dining and Seating
Equipment Rental	P	-	-	MUP	-	-	
Food and Beverage Sales	See sub-classifications below.						
<i>Convenience Market</i>	CUP	P	P	P	P	P	SMMC Section 9.31.040, Alcoholic

							Beverage Sales
<i>Farmers Market</i>	CUP	P	P	P	P	P	
<i>General Market</i>	L(12)/CUP	L(12)/CUP	L(12)/CUP	L(12)/CUP	L(12)/CUP	L(12)/CUP	SMMC Section 9.31.040, Alcoholic Beverage Sales
<i>Liquor Stores</i>	CUP	CUP	CUP	CUP	CUP	CUP	SMMC Section 9.31.040, Alcoholic Beverage Sales
Funeral Parlors and Mortuaries	CUP	-	-	-	-	-	
Instructional Services	P	P	L(2)	P	L(1)	L(1)	
Live-Work	L(13)	L(3)(13)	L(2)(13)	L(13)	L(1)(13)	L(13)	SMMC Section 9.31.170, Live-Work
Lodging	See sub-classifications below.						
<i>Bed and Breakfast</i>	MUP	MUP	MUP	MUP	MUP	MUP	SMMC Section 9.31.090, Bed and Breakfasts
<i>Hotels and Motels</i>	CUP	CUP	CUP	CUP	CUP	CUP	
Maintenance and Repair Services	P	-	-	CUP	-	-	
Nurseries and Garden Centers	P	P	-	P	-	P	SMMC Section 9.31.220, Outdoor Retail Display and Sales
Offices	See sub-classifications below.						
<i>Business and Professional</i>	L(14)	L(3)	L(1)(2)	P	L(1)	L(1)	
<i>Creative</i>	L(14)	L(3)	L(1)(2)	P	L(1)	L(1)	
<i>Medical and Dental</i>	L(14)	L(3)	L(1)(2)	L(1)	L(1)	L(1)	
<i>Walk-In Clientele</i>	L(14)	L(3)	L(2)	P	P	P	

Outdoor Newsstands	MUP	MUP	MUP	MUP	MUP	MUP	SMMC Section 9.31.210, Outdoor Newsstands
Parking, Public or Private	CUP	CUP	CUP	CUP	-	CUP	
Personal Services	See sub-classifications below.						
<i>General Personal Services</i>	P	P	L(2)	P	-	P	SMMC Section 9.31.230, Personal Service
<i>Physical Training</i>	L(15)	P	L(2)	P	P	P	
<i>Tattoo or Body Modification Parlor</i>	MUP	MUP	MUP(2)	MUP	MUP	-	SMMC Section 9.31.230, Personal Service
Retail Sales	See sub-classifications below.						
<i>Building Materials Sales and Services</i>	-	-	-	MUP	-	-	SMMC Section 9.31.220, Outdoor Retail Display and Sales
<i>General Retail Sales, Small-scale</i>	P	P	P	P	P	P	SMMC Section 9.31.220, Outdoor Retail Display and Sales
<i>General Retail Sales, Medium-scale</i>	CUP	CUP	CUP	CUP	-	CUP	SMMC Section 9.31.220, Outdoor Retail Display and Sales
<i>General Retail Sales, Large-scale</i>	-	-	-	CUP	-	-	SMMC Section 9.31.220, Outdoor Retail

							Display and Sales
<i>Medical Marijuana Dispensaries</i>	L(16)	-	-	-	-	-	SMMC Section 9.31.185, Medical Marijuana Dispensaries
<i>Pawn Shops</i>	-	-	-	-	-	-	
<i>Swap Meets</i>	-	-	-	-	-	-	
Industrial Uses							
Artist's Studio	P	P	L(2)	P	P	P	
Commercial Kitchens	-	CUP	CUP(5)	CUP	-	CUP	
Media Production	See sub-classifications below.						
<i>Support Facilities</i>	L(14)/CUP	L(14)/CUP	L(5)(14)/CUP	L(14)/CUP	-	L(14)/CUP	
Transportation, Communication, and Utilities Uses							
Bus/Rail Passenger Stations	P	P	P	P	-	P	
City Bike Share Facility	P	P	P	P	P	P	
Communication Facilities	See sub-classifications below.						
<i>Antennas and Transmission Towers</i>	-	-	-	-	-	-	
<i>Equipment within Buildings</i>	-	-	-	-	-	-	
Light Fleet-Based Services	-	-	-	MUP	-	-	
Utilities, Major	L(17)	-	-	-	-	-	
Utilities, Minor	P	P	P	P	P	P	

Specific Limitations:

- (1) Limited to Upper Floors and rear 75 feet of Ground Floor of parcel
- (2) On Third Street Promenade, limited to Upper Floors
- (3) Between 4th and 7th Court, permitted in mid-block parcels and rear 50 feet of Ground Floor and Upper Floors of all other parcels
- (4) Limited to 2nd Street Only
- (5) On Third Street Promenade, limited to Basement or Upper Floors
- (6) Limited to shelters containing less than 55 beds; Conditional Use Permit required for emergency shelters with 55 or more beds.
- (7) Any community assembly facility abutting a residential district shall require a Conditional Use Permit.
- (8) Limited to All-electric vehicle Automobile Dealer showrooms only
- (9) CUP on Third Street Promenade only

- (10) Permitted as an ancillary use to support a primary use
- (11) Limited to exercise facilities (e.g. yoga, pilates, martial arts, and dance studios) and arts instruction facilities. Other Small-Scale Commercial Recreation uses require approval of a Conditional Use Permit.
- (12) General Markets greater than 15,000 square feet require a Conditional Use Permit.
- (13) If the commercial use requires a MUP or CUP, an application shall be required in accordance with SMMC, Chapter 9.41. Even if the commercial use would otherwise be permitted, no such use shall be approved where, given the design or proposed design of the Live-Work unit, there would be the potential for adverse health impacts from the proposed use on the people residing in the unit. An example of a potential health impact is the potential for food contamination from uses that generate airborne particulates in a unit with an unenclosed kitchen.
- (14) Permitted if within buildings existing as of the date this Ordinance is effective. All new construction, including new additions of 50% or more additional square footage to an existing building at any one time, or incrementally, after the effective date of this Ordinance, requires approval of a Conditional Use Permit.
- (15) Youth-serving Personal Services, Physical Training requires review and approval of a passenger loading and drop-off plan by the Director.
- (16) Medical Marijuana Dispensaries are limited in the MUB and WT Districts along Wilshire Boulevard between Lincoln Boulevard and Centinela Avenue.
- (17) Limited to electric distribution substations.

Other District Use Specifications

- The conversion of any portion of a food use in existence as of January 24, 2006 to any other new or expanded use located on the ground floor level adjacent to the Third Street Promenade shall obtain a Conditional Use Permit.
- Existing buildings, including historic structures, not designed to accommodate ground floor retail may allow office at ground floor

9.10.030 Development Tiers with Provision of Community Benefits for Proposed Buildings of less than 100,000 square feet.

The purpose of this section is to establish and describe regulations for implementing policies of the General Plan intended to establish a base height and Floor Area Ratio (FAR) to be known as Tier 1. New development is allowed to exceed the base height and FAR of Tier 1 in return for the provision of community benefits that enhance Santa Monica’s highly valued community character.

More specifically, these regulations will implement LUCE policies which require that as development is approved above the base FAR and height, it must be accompanied by a range of community benefits from four priority categories: Affordable Housing, Trip Reduction and

Traffic Management, Community Physical Improvements, and Social and Cultural Facilities. In addition to promoting the development of additional on-site affordable housing and to maintaining existing City programs that provide incentives for the production of affordable housing, these requirements are intended to reduce the additional burdens more intense development allowed by the General Plan will impose on the City by requiring applicants to pay additional fees to mitigate project impacts or, in specific instances, allowing applicants to incorporate features into their projects.

Applicability. Except for 100% Affordable Housing Projects, the requirements of this Chapter apply to all projects involving new development and additions for which applicants propose to exceed the maximum base floor area or height allowed for Tier 1 projects. The provisions of this Chapter establish the requirements under which additional floor area and height may be allowed up to the Tier 2 or Tier 3 maximum standards established in this chapter.

Qualifying Benefits. An applicant seeking approval for a project that exceeds the base floor area or height

allowed in the district where the project is located shall provide community benefits in each of the following categories.

Housing. All Tier 2 and Tier 3 projects must meet the following requirements:

Affordable Housing. Applicants proposing residential and mixed-use projects shall incorporate the following:

Tier 2- At least 50 percent more affordable housing units than would be required pursuant to SMMC Section 9.64.050. Any fractional affordable housing unit that results from this formula shall be provided as a whole affordable housing unit (i.e., any resulting fraction shall be rounded up to the next larger integer).

Tier 3- At least __ percent more affordable housing units than would be required pursuant to SMMC Section 9.64.050. Any fractional affordable housing unit that results from this formula shall be provided as a whole affordable housing unit (i.e., any resulting fraction shall be rounded up to the next larger integer).

Tier 2- On-site affordable housing units shall be affordable to 30%, 50%, or 80% income households depending on the percentage of affordable units being provided and shall not include any Moderate Income units, as defined by SMMC Section 9.64.020. All of the affordable units shall comply with the provisions of SMMC Chapter 9.64.

Tier 3- On-site affordable housing units shall be affordable to __% income households depending on the percentage of affordable units being provided and shall not include any Moderate Income units, as defined by SMMC Section 9.64.020. All of the affordable units shall comply with the provisions of SMMC Chapter 9.64.

Affordable housing units may be provided offsite, pursuant to SMMC Section 9.64.060, if the affordable housing units are owned in whole or part and operated by a non-profit housing provider for the life of the project, and the Final Construction Permit Sign Off or Certificate of Occupancy for the affordable

units is issued prior to or concurrently with the project.

Unit Mix. Applicants proposing residential and mixed-use projects shall incorporate the following:

For market rate units:

At least 15% of the units shall be three-bedroom units;

At least 20% of the units shall be two-bedroom units;

No more than 15% of the units shall be studio units;

The average number of bedrooms for all of the market rate units combined shall be 1.2 or greater; and

Notwithstanding subsections (B)(1)(a)(i) and (ii) above, any fractional housing unit less than 0.5 that results from this unit mix shall be rounded down to the next lower integer. Any fractional housing unit of 0.5 or more that results from this unit mix shall be rounded up to the next larger integer.

For affordable housing units:

The average number of bedrooms for all of the affordable housing units combined shall be equal to or greater than the average number of bedrooms provided for all of the market rate units pursuant to subsection (B)(1)(b)(i) of this Section.

The Director may grant a waiver from this unit mix requirement pursuant to the requirements and procedures for Waivers in SMMC Chapter 9.43.

The requirements of subsection (B)(1)(b) of this Section shall not apply to project applications determined complete prior to the effective date of this Plan.

Impact Fees. Applicants proposing projects above Tier 1 shall pay the following additional fees.

Affordable Housing Commercial Linkage Fee.

Tier 2- Applicants proposing nonresidential and

the commercial portion of mixed-use projects shall pay a housing mitigation fee 14 percent above the base fee as required by SMMC Chapter 9.68, Affordable Housing Commercial Linkage Fee Program for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

Tier 3- Applicants proposing nonresidential and mixed-use projects shall pay a housing mitigation fee ___ percent above the base fee as required by SMMC Chapter 9.68, Affordable Housing Fee for Commercial Development Program for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

Transportation Impact Fee.

Tier 2- Projects shall pay an additional Transportation Impact Fee (TIF) 14 percent above the base fee required by SMMC Chapter 9.66, Transportation Impact Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan

Tier 3- Projects shall pay an additional Transportation Impact Fee (TIF) ___% above the base fee required by SMMC Chapter 9.66, Transportation Impact Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

Open Space.

Tier 2- Projects shall pay an additional Parks and Recreation Development Impact Fee 14 percent above the base fee required by SMMC Chapter 9.67, Parks and Recreation Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

Tier 3- Projects shall pay an additional Parks and Recreation Development Impact Fee ___% above the base fee required by SMMC Chapter 9.67, Parks and Recreation Fee Program, for that portion of the floor area above the maximum Tier 1 floor area allowed by this Plan.

Transportation Demand Management. All Tier 2 and Tier 3 Projects shall include the following Transportation Demand Management measures in addition to those required by SMMC Chapter 9.53, Transportation Demand Management:

For nonresidential components of projects, provide the following:

Tier 2- A Transportation Allowance equivalent to at least 75% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(b)(viii).

Tier 3- A Transportation Allowance equivalent to at least 100% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(b)(viii).

Bike valet, free of charge, during all automobile valet operating hours.

For residential components of projects, provide the following:

Tier 2- A Transportation Allowance equivalent to at least 75% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(c)(iv).

Tier 3- A Transportation Allowance equivalent to at least 100% of the cost of a monthly regional transit pass, in accordance with SMMC Section 9.53.130(B)(2)(c)(iv).

Free on-site shared bicycles intended for resident and guest use. This shall be optional if Citywide bikeshare is available within a 2-block radius of the project site.

9.10.040 Proposed Buildings of more than 100,000 square feet

Projects that propose 100,000 square feet of development or more will be processed as a development agreement. These projects must provide, at minimum, Tier 3 fees and community benefits. Additional onsite uses, features, fees, programs or benefits expected for these projects are described in Chapter 2, *Downtown Districts*.

Height Limit. The maximum height for the Downtown is 84'. Projects that have submitted applications and gone through ARB concept review as of the effective date of this Plan may be considered up to an absolute height limit of 130'.

Applicability. The number of projects throughout the life of the DCP eligible to develop beyond 100,000 square feet within the Downtown Community Plan area boundaries is limited to the four established large sites identified in Table 2.2 (see Chapter 2A, *Downtown*

Districts). Any future applicants that propose a project beyond 100,000 square feet on a site not listed in Table 2.2 must apply for a Text Amendment to the DCP.

9.10.050 Development Standards

Table 4.2 prescribes the development standards for Downtown districts. Additional regulations are denoted with Section numbers in the right hand column or with individual letters in parentheses. Section numbers refer

to other Sections of this Ordinance, while individual letters in parentheses refer to subsections that directly follow the table.

Modifications to Standards. The modification process established in SMMC Chapter 9.43 shall be used for minor and major modifications to the dimensional requirements, design standards, and other requirements of the Downtown Community Plan.

Table 4.2 Development Standards—Downtown Districts							
<i>Standard</i>	<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>	<i>Additional Regulations</i>
Parcel and Intensity Standards							
Minimum Parcel Size (sq. ft.)	7,500	7,500	7,500	7,500	7,500	7,500	
Minimum Parcel Width (ft.)	50	50	50	50	50	50	
Minimum Parcel Depth (ft.)	150	150	150	150	150	150	
Maximum FAR							SMMC Section 9.04.080, Determining FAR Outdoor dining, below grade areas, and structures under 1,500 sq. ft. at existing POPS are exempt from FAR calculations.
<i>Tier 1</i>	1.5	1.75	1.75	1.75	1.75	1.5	
<i>Tier 1—With Housing</i>	1.5	2.25	2.25	2.25	2.25	1.5	
<i>Tier 2</i>	2.25	2.75	3.0 see (A)(1)	3.0	2.25	2.25	Section 9.10.030
<i>Tier 2—With Housing</i>	2.25	3.25	3.5 see (A)(1)	3.5	2.75	2.25	Section 9.10.030
<i>Tier 3</i>	2.75	-	4.0 see (A)(1)	3.5	-	-	Section 9.10.030
<i>Tier 3—With Housing</i>	2.75	-	4.0 see (A)(1)	4.0	-	-	Section 9.10.030
<i>Sites with Qualifying Proposed Buildings over 100,000 square feet</i>	2.75	-	4.0	4.0	3.0	-	See 9.10.040

Building Form and Location							
Maximum Building Height (ft.)							SMMC Section 9.04.050, Measuring Height See (B)(1) for calculating Average Height
<i>Tier 1—Base Standard</i>	32'	32'	32'	32'	32'	32'	
<i>Tier 1- Projects Including On-Site Affordable Housing In Compliance with AHPP</i>	39'	39'	39'	39'	39'	39'	See (B)(1)
<i>Tier 2</i>	50'	60'	60' see (A)(2)	60'	50'	50'	See (B)(1)
<i>Tier 3</i>	60'	74'	84' see (A)(2)	84'	-	-	See (B)(1)
<i>Sites with Qualifying Proposed Buildings over 100,000 square feet</i>	60'	-	84'	84'	84'	-	See 9.10.040 and (B)(1)
<i>Height Transitions to Residential Districts</i>	See (B)(2)	See (B)(2)	See (B)(2)	See (B)(2)	See (B)(2)	See (B)(2)	SMMC Section 9.21.060, Height Exceptions
<i>Minimum First Story Frontage Height</i>	18' floor to floor with up to a 10% variation permitted along streets where Active Frontages are required. 11' floor to floor for all other frontages						
Building Form Regulated by Building Type							
<i>Maximum Floor Plate Ratios</i>	Small Building Types, see (C)(1) Medium Building Types, see (C)(2) Large Building Types, see (C)(3) Special Building Types, see (C)(5)						See (B)(4)
<i>Maximum Upper Level Building Frontage Occupancy</i>							See (B)(5)
<i>Minimum Open Space</i>							See (B)(6)
Setbacks							
<i>Minimum Pedestrian Level Building Frontage Occupancy</i>	70%	70%	90%	70%	60%	90%	See (D); 100% on Third Street Promenade
<i>Front, Build-to-Line</i>	See Illustration 4.9 and (D)						
<i>Minimum Interior Side and Rear—Adjacent to Residential District</i>	10' see (B)(2)	N/A	N/A	N/A	N/A	10' see (B)(2)	
<i>Parking</i>	See Table 4.3 and SMMC Section 9.28.070, Location of Parking						

<i>Active Commercial Design</i>	See (E)	See (E)	See (E)	See (E)	See (E)	See (E)	
<i>Pedestrian Oriented Design</i>	See (F)	See (F)	See (F)	See (F)	See (F)	See (F)	
Additional Standards							
Accessory Food Service	SMMC Section 9.31.030, Accessory Food Service						
Accessory Structures	SMMC Section 9.21.020, Accessory Buildings and Structures						
Automobile/ Vehicle Sales, Leasing, and Storage	SMMC Section 9.31.070, Automobile/Vehicle Sales, Leasing, and Storage						
Exceptions to Height Limits	SMMC Section 9.21.060, Height Exceptions						
Fences and Walls	SMMC Section 9.21.050, Fences, Walls, and Hedges						
Home Occupation	SMMC Section 9.31.160, Home Occupation						
Landscaping and Street Trees	SMMC Subsection 9.11.030(F), Chapter 9.26, Landscaping						
Lighting	SMMC Section 9.21.080, Lighting						
Off-Street Parking and Loading	SMMC Chapter 9.28, Parking, Loading, and Circulation						
Signs	SMMC Chapter 9.61, Signs						
Screening	SMMC Section 9.21.140, Screening						
Solar Energy Systems	SMMC Section 9.21.150, Solar Energy Systems						
Refuse and Recycling Screening and Enclosure	SMMC Section 9.21.130, Resource Recovery and Recycling Standards						
Sustainability	SMMC Chapter 8.106, Green Building Standards Code						

Table 4.3 Minimum Automobile Parking Requirements by Land Use	
Use	Standard
Banks and Credit Unions	1 space per 300 SF
Bars, Nightclubs, Lounges	1 space per 50 SF
Eating and Drinking Establishments	2,500 SF or less = 1 space per 500 SF 2,501-5,000 = 1 space per 300 SF 5,001 or more = 1 space per 200 SF Outdoor dining up to 500 SF = no additional parking Outdoor dining over 500 SF = parking at rate associated with interior use
Food and Beverage Sales	Convenience Market, General Market & Liquor Stores 5,000 SF or less = 1 space per 500 SF 5,001 SF or more = 1 space per 300 SF

Hotels, motels	0.5 spaces per guest room plus 1 space for each 250 SF used for meetings and banquets. Other uses such as bars, restaurants, retail and services which are open to the general public shall provide parking as required for the use at a rate ½ the individual use.
Multi-family residential	Guest = 1 space per 10 units Studio, no bedrooms: 0.5 spaces per unit 1 bedroom: 1 space per unit 2 or more bedrooms: 1.5 spaces per unit Minimum requirements for units with deed restrictions on maximum allowable rent below 120% shall be halved
Offices – Business, Professional, Creative, Research and Development	1 space per 500 SF
Offices – Medical and Dental	1 space per 300 SF
Personal Services, General	5,000 SF or less = 1 space per 500 SF 5,001 SF or more = 1 space per 300 SF
Physical Training – Health Clubs, Indoor Athletic Facilities, Exercise/Dance studios,	2,500 SF or less = 1 space per 500 SF 2,501 SF or more = 1 space per 300 SF
Retail Sales	5,000 SF or less = 1 space per 500 SF 5,001 SF or more = 1 space per 300 SF
Theaters, cinemas (single and multi-screen) and other places of assembly	2,500 SF or less = 1 space for every 8 fixed seats 2,501 SF or more = 1 space for every 5 fixed seats

*Any land use not listed in Table 4.3, refer to SMMC Section 9.28.060, Minimum Required Off-Street Parking (Parking Overlay Area One).

FLOOR AREA RATIO AND HEIGHT FOR THE BAYSIDE CONSERVATION DISTRICT

Floor Area Ratio (FAR)

The maximum FAR in this District for Tier 2 is 3.0 and for Tier 2- With Housing is 3.5. However, For Third Street Promenade, the maximum FAR may *never* exceed 2.75.

The maximum FAR in this District for Tier 3 is 4.0, with approval of a Development Review Permit and provided that uses above the first floor include one or more of the following uses:

Residential housing (with all inclusionary units provided on site)

Shared parking structure

Movie theaters

Height Limit

The maximum height in this District for Tier 2 is 60'. Third Street Promenade may *never* exceed this height.

The maximum height for the remainder of the District for Tier 3 is 84', with approval of a Development Review Permit and provided that uses above the first floor include one or more of the following uses:

- Residential housing (with all inclusionary units provided on site)
- Shared parking structure
- Movie theaters

reference grade as determined for the subject site pursuant to SMMC Section 9.04.050.

Maximum Unbroken Primary Facade Length.

All new or modified buildings shall orient the primary facade to the Frontage Line. Secondary facades orient to the side and rear yards.

Corner buildings shall have a primary facade fronting each sidewalk.

For Large Building Types, frontages greater than 150 feet shall have breaks measuring at least 15' wide by 15' deep, running the full height of the building frontage, except that:

Breaks in the Mixed-Use Boulevard District must be at least 20' wide;

Breaks in the Wilshire Transition and Ocean Transition Districts must be at least 30' wide;

Where buildings are lined with Stoop Frontages or Studio Entry Frontages, as described in subsections (F)(7-8), the maximum frontage may be increased to 300 feet without a break.

For Special Building Types, no building frontage shall be longer than 300 feet. Frontages greater than 300 feet shall have breaks measuring at least 15' wide by 15' deep, running the full height of the building frontage, except that:

Breaks in the Mixed-Use Boulevard District must be at least 20' wide;

Breaks in the Wilshire Transition District must be at least 30' wide.

The breaks determined by subsection (B)(3) must allow pedestrian access to a paseo, courtyard, building lobby, or commercial space.

Maximum Floor Plate Ratios. In order to modulate building mass, maximum floor plate ratios have been established for floors 3-7. A maximum floor plate ratio is the amount of floor plate divided by total buildable area (i.e. remaining parcel after required setbacks) expressed as a percentage.

The maximum floor plate ratios for Floors 3 and 4 or Floors 4 and 5 may be averaged and applied to those floors included in the average.

Maximum Upper Level Building Frontage Occupancy. The average Building Frontage Occupancy on portions of a building in excess of 54 feet in height (excluding parapets) shall not exceed

BUILDING FORM - ESTABLISHED SITES

Maximum Average Height. Projects that have submitted applications and gone through ARB concept review as of the effective date of this Plan, the Maximum Average Height of a project is calculated per Illustration 4.2, except that:

At no time may any portion of a building exceed 84 feet in height, excluding ornamental features. Calculation of the Average Height shall not include Open Space and, for the purposes of this calculation, *no portion of the building shall be considered to be less than 39 feet in height.*

Ornamental features such as parapets, turrets, corner towers, architectural and landscape screening of mechanical and roof equipment, and sustainability elements such as photovoltaic cells and stormwater catchment equipment shall be exempt from building height requirements, provided their height does not exceed 16 feet above the roof plane on which they sit and they cover no more than 20% of the roof area.

90% of a primary facade shall be a minimum of 21 feet in height.

BUILDING FORM - DOWNTOWN DISTRICTS

Height Transition to Residential Districts In the Wilshire Transition District and along the east side of Lincoln Boulevard, buildings shall not extend above a plane starting at 30 feet in height directly above the parcel line abutting any residentially-zoned parcel, or where there is an alley, the centerline of the alley, and from that point, extending in at a 45-degree angle from vertical toward the interior of the site, up to the maximum building height (see Illustration 4.3). The 30 foot height measurement shall be taken from the same

the Occupancy established in the tables defined by Building Type and Districts found in subsections (C)(1-5)(b). This standard is to maintain the quality of light and air easily accessible to the pedestrian and is tailored for smaller parcels to achieve a higher proportion of building mass at upper levels, intersections, and along east-west streets.

This Standard is only applicable on north - south streets.

The portion of building in excess of the permitted Frontage Occupancy shall be setback at least 20' behind the Building Frontage Line.

Where a project proposes preserving historic structures on site, the percentage of Frontage Occupancy only need apply to the portion of the site with the new building(s).

Open Space.

The minimum area required for open space is expressed as a percentage of the buildable area (i.e. remaining parcel after required setbacks) and is based on Building Type. Unless otherwise noted, this open space may be public or private.

Required open space can be accommodated at-grade, on a podium one or two levels above the ground floor, in private exterior balconies that are a minimum of 35 sf each, roof gardens, or any combination thereof.

Widened sidewalks resulting from compliance with subsection (F) shall not be counted towards compliance with this requirement. Sidewalk widening that exceeds the minimum requirement, excluding areas used for averaging, may be included towards compliance with this requirement, provided any overhanging Encroachments have a minimum vertical clearance below equivalent to the floor to floor ground floor height requirement.

The maximum height to width ratio of any Courtyard is 1.7:1 (e.g. a Courtyard within a 60' tall structure must have a minimum dimension

of 35'). Where sides of a Courtyard are unequal in height, they may be averaged to determine the effective height. The minimum Courtyard dimension on any side shall be 20 feet.

Projections and Encroachments into the Courtyard are permitted on all sides, provided that the minimum dimension of 20' is maintained.

Breaks in buildings required by Maximum Unbroken Primary Facade Length of subsection (B)(3), shall count toward Open Space Requirements. The 1.7:1 height to width ratio does not apply to these Breaks.

All visible portions of a required setback, not used for vehicular or pedestrian access to the building, shall consist of hardscape, planting areas, and/or pedestrian amenities like entry courtyards, plazas, entries, outdoor eating and display areas, or other uncovered areas designed and accessible for public use.

BUILDING TYPE STANDARDS

Building Type Standards define a menu of project types categorized by lot size and, in some cases, by intended use. They recognize the small increment by which Santa Monica developed and provide incentives for infill on the small lots that remain. By contrast, because very large lots have such a profound effect on the pedestrian experience, they recognize the need for additional regulation of building mass and pedestrian-level experience. Certain building types such as grocery stores, movie theaters, and above ground parking structures have unique requirements to allow them to function well. Corresponding standards for those Special Building Types recognize these requirements, yet ensure a vital pedestrian experience. Subsequent sections describe Small, Medium, Large and Special Building Types.

Small Building Types are those with lot widths of 50 feet or less. A building 50 feet in width occupies one typical lot.

Maximum Floor Plate Ratio, per (B)(4)

<i>Floor</i>	<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
--------------	------------	-----------	-----------	-----------	-----------	-----------

3	100	100	100	100	100	100
4	75	75	80	80	75	75
5	55	60	60	70	-	-
6(+)	-	-	40	40	-	-

Maximum Upper Level Building Frontage Occupancy, per (B)(5)

<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
100%	100%	100%	100%	100%	0%

Minimum Open Space, per (B)(6). There are no open space requirements for Small Building Types.

Medium Building Types are those with lot widths between 51 feet and 150 feet. Above, a building 150 feet in width occupies three typical lots.

Maximum Floor Plate Ratio, per (B)(4)

<i>Floor</i>	<i>MUB</i>	<i>Nv</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
3	90	80	100	100	85	85
4	75	75	80	80	65	60
5	55	60	65	70	-	-
6(+)	-	-	40	40	-	-

Maximum Upper Level Building Frontage Occupancy, per (B)(5)

<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
60%	67%	75%	75%	40%	30%

Minimum Open Space, per (B)(6)

<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
20% Total: 10% located at Ground Floor or Podium at 1 or 2 Levels above Ground and 10% without regulated location					

Large Building Types are those with lot widths greater than 150 feet. A building 200 feet in width occupies four typical lots.

Maximum Floor Plate Ratio, per (B)(4)

<i>Floor</i>	<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
3	90	80	100	100	85	85
4	60	75	80	80	60	50
5	55	55	65	70	-	-
6(+)	-	-	35	40	-	-

Maximum Upper Level Building Frontage Occupancy, per (B)(5)

<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
50%	50%	67%	67%	25%	25%

Minimum Open Space, per (B)(6)

<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
25% Total: 12.5% located at Ground Floor or Podium at 1 or 2 Levels above Ground and 12.5% without regulated location					

Sites with qualifying Proposed Buildings of 100,000 square feet or more. Buildings totaling more than 100,000 square feet for which the qualifying community benefits have been met have specific development standards.

Maximum Floor Plate Ratio, per (B)(4)

<i>Floor</i>	<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
3	90	80	100	100	85	85
4	50	75	55	55	50	50
5	50	50	55	55	50	-
6-7	35	-	40	40	35	-

Maximum Upper Level Building Frontage Occupancy, per (B)(5)

<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>
60%	70%	70%	70%	-	40%

Minimum Open Space, per (B)(6)

<i>MUB</i>	<i>NV</i>	<i>BC</i>	<i>TA</i>	<i>OT</i>	<i>WT</i>

50% Total: 25% located at Ground Floor and 25% without regulated location

Special Building Types include Urban “Large Format,” Urban Theater, and Public Parking Structure.

Maximum Floor Plate Ratio, per (B)(4)

Floor	MUB	NV	BC	TA	OT	WT
3	90	80	100	100	85	85
4	50	75	75	55	50	50
5	50	50	55	55	50	-
6-7	35	-	40	40	35	-

Maximum Upper Level Building Frontage Occupancy, per (B)(5)

MUB	NV	BC	TA	OT	WT
60%	70%	70%	70%	-	40%

Minimum Open Space. Special Building Types are exempt from Open Space requirements. Where Residential or Office Uses are accommodated above the special use, requirements for Large Building Types apply.

Urban “Large Format” Type. A building defined by its simple square, “L” or “U” shape that allows for large scale retail, office, or entertainment uses of at least 40,000 square feet per floor for a single tenant, like a grocery or department store. For a quality pedestrian realm, parking is accommodated below ground or is integrated into the building so that it is not visible from the street. Unlike “Big Boxes” in more suburban areas, these typically have storefronts, that create a pedestrian scaled environment, and they may have other uses above, like office or residential.

Parking and service shall reduce pedestrian conflicts by minimizing curb cuts and façade breaks for garage entries for pedestrian safety. Parking shall be located in a below grade garage, on the roof, or integrated into the building so as to be not visible from the street.

The driveway opening of public parking accessed from the street must be 24’ or less, subject to circulation review.

When separate garage entries are provided for other uses, they shall be off of an alley.

Service access shall be from an existing alley or access driveway. Truck docks shall be screened from public view.

For Maximum Floor Plate Ratios, even when the primary use is “wrapped” by two stories of other uses, it will count as one floor.

Ensure a high quality pedestrian environment by adequately framing the streets and other public spaces with sufficient building enclosure particularly on the first two floors.

Maintain visual interest by avoiding blank, windowless or opaque glazing and display cases that are divided from the store interior (like department store windows). No more than 30% of the primary façade shall be blank.

Entrances to upper floors shall be accessed through an interior lobby directly via a public sidewalk or publicly accessible Open Space to animate the ground floor.

If ground floor residential units or office tenant spaces are part of the project, they shall be accessed directly from the sidewalk in order to animate the building edges along the ground floor.

Urban Theater. A multi-story building that allows for a set of auditorium spaces of differing sizes, with a large floor to ceiling height and common lobby areas. Transparency is rarely provided beyond the main theater entrance, though secondary lobbies above the first floor may provide some. Loading is typically accommodated off an alley. Unlike suburban-style multiplexes, Urban Theaters shall be lined with storefronts of other retailers to avoid blank walls. While this building type is defined by its internal volumes and primary uses, it is possible to have other uses connected to it or within it, including restaurants and cafes. Retail may be accommodated below the theater and office and residential may be accommodated above.

Subsections (B)(6)(a-e) apply to the Urban Theater Building Type.

Primary façades shall preferably have a theater marquee. Encroaching elements shall cumulatively occupy at least 20% of the Façade.

Display cases, like for movie posters, are appropriate for blank frontages, where present, and shall be oriented to pedestrians.

At least one entrance per primary frontage shall be provided directly from the public sidewalk.

Access to accessory retail tenant spaces shall also be provided directly from the public sidewalk to animate the building edges along the ground floor.

Public Parking Structure. An above ground structure for municipal vehicle public parking designed to accommodate ground floor retail or office space facing a public street. This building type accommodates shared public parking. Additional public uses shall be considered for the top floor where pleasant views may occur.

Only one primary facade can be parking.

Vehicular entrances/exits shall be no more than three lanes or 30' wide at the sidewalk. They are best located off alleys where adequate Signage and alley clearance permits.

Ticket and payment machines should be recessed to allow significant stacking room within the structure.

Service access should be from an existing alley or access driveway.

Upper level parking should have architectural/green screening.

Where possible, parking levels above the mixed-use ground floor should be set back at least 10' so it becomes secondary. This provides room for planters and/or other screening devices.

Adequately frame the streets and public spaces with sufficient building enclosure particularly on the first floor.

The ground floor should be lined with retail or office uses having their own entry from the sidewalk.

Primary Entries to ground floor tenant spaces should occur a maximum interval of 60 feet in order to animate the ground floor.

BUILDING FRONTAGE LINE.

The width of sidewalks is not dependent on District. Rather, Illustration 4.12 prescribes the desired width of sidewalks from curb to Building Frontage Line, by block. The **Minimum Pedestrian Level Building Frontage Occupancy** requires that the portion of a Building Frontage below 32' in height shall occupy a minimum percentage of the Frontage Line, prescribed in Table 4.2 Development Standards-Downtown Districts.

The Minimum Pedestrian Level Building Frontage Occupancy may be further modified as long as the average equals the Sidewalk Width prescribed by the Proposed Building Frontage Lines in Illustration 4.12.

For Sidewalk Widths of 15 feet, the distance from curb to Building Frontage Line can never be less than 13.5 feet.

For Sidewalk Widths of 18 feet, the distance from curb to Building Frontage Line can never be less than 16 feet.

For Sidewalk Widths of 20 feet, the distance from curb to Building Frontage Line can never be less than 18 feet.

For Sidewalk Widths of 25 feet, the distance from curb to Building Frontage Line can never be less than 22.5 feet.

The ground floor area of Breaks required by Maximum Unbroken Primary Facade can be

excluded from the Minimum Pedestrian Level Building Frontage Occupancy and its averaging.

This requirement may be waived or modified through a Minor Modification Process including a finding that:

Entry courtyards, plazas, small parks, entries, outdoor eating and display areas, or other uncovered areas designed and accessible for public use are provided that the buildings are built to the edge of the courtyard, plaza, small park, or dining area.

Where a project proposes preserving historic structures on site, the percentage of Frontage Occupancy only need apply to the portion of the site with the new building(s).

ACTIVE COMMERCIAL DESIGN.

Active Commercial Frontages are permitted throughout the Downtown area, including those streets where they are not required. The ground-floor street frontage of buildings with required Active Commercial Frontages, as shown in Illustration 4.14, shall be designed to accommodate commercial uses and activities, subject to the following:

Depth of Commercial Spaces.

A minimum average of 50' depth of commercial space shall be provided in the Mixed-Use Boulevard, Neighborhood Village, and Wilshire Transition Districts.

A minimum average of 60' depth of commercial space shall be provided in the Transit Adjacent, Ocean Transition, and Bayside Conservation Districts.

Outdoor Dining. Dining areas may encroach the sidewalk as long as a minimum unobstructed pedestrian pathway of 8' in width is maintained. On 6th and 7th Streets, the minimum width is 6'.

Third Street Promenade Special Standards.

On the Promenade, dining may encroach up to 12 feet from the abutting property frontage to accommodate outdoor dining. Uses located in the Promenade encroachment zone shall be in accordance with approved Third Street Promenade outdoor dining standards and subject to an encroachment permit.

At least 70% of the total width for the first 18 feet of elevation of any new or reconstructed building, parallel to and facing the Promenade, shall be devoted to entrances, show windows, or other displays which are of interest to pedestrians, unless precluded by the presence of significant existing architectural features.

Clear untinted glass shall be used at the ground floor Promenade level to allow maximum visual access to the interior of buildings. Mirrored and highly reflective glass shall not be permitted at any level of the structure.

On Third Street Promenade, walk-up facilities shall be recessed and provide adequate queuing space to avoid interruption of the pedestrian flow.

On Third Street Promenade, the ground floor of a structure may be divided to accommodate uses that provide primary access from the alley.

The **Shopfront/Cafe** is an Active Commercial Frontage Type permitted in all Districts. They may have café dining areas located in Zone 3 and are suitable for Restaurant uses.

The minimum floor-to floor height of the ground floor is 18 feet in all Districts; up to a 10% variation is permitted

A minimum of 65% of a required Active Commercial Frontage shall be transparent and include windows, doors, and other openings.

Sill height should be no higher than 2.5' and head height should be no lower than 8' above finished grade.

Openings shall have transparent glazing or openings that provide views into work, display, or sales areas, lobbies, or similar active spaces, or into windows displaying merchandise or items other than signs. Such display windows shall be at least 3' deep. This requirement may be modified by the Architectural Review Board if it can be demonstrated that the fulfillment of this requirement materially interferes with the project's ability to meet the requirements of Municipal Code Chapter 8.36 – The Energy Code.

Buildings with Shopfront/Café Frontages shall be designed to be subdivided into 30 foot bays or

less for commercial leasing flexibility and functionality and to create a fine-grained rhythm along the street.

Shopfront/Café Frontages may not be recessed more than 8' from the Frontage Line.

Awnings shall only cover windows and doors.

Shopfront/Cafés may have special paving and/or a row of planters, bollards, or a low fence to delineate the dining space or building entrance, but designed with primary consideration of the public right-of-way.

A minimum of one pedestrian entrance along the Active Commercial Frontage shall be provided at least every 60'. Special Building Types are exempt from this requirement.

Entrances to upper floors should be accessed through an interior lobby directly via a public sidewalk or publicly accessible Open Space to animate the ground floor.

The **Raised Terrace** is an Active Commercial Frontage Type permitted in the Ocean Transition District. They are defined by raised shop frontages with café dining in Zone 3, so the eye of the sitter is approximately at level with walking passerby.

The raised platform shall be between 7 and 36 inches in height as measured from the sidewalk grade.

This type is suitable for Restaurant and Hotel uses.

The floor to floor height of the Raised Terrace Frontage shall be between 16 to 21 feet tall as measured from the terrace grade to the top of the finished floor.

Fenestration shall be a minimum of 65% of the Facade's first floor wall area.

Awnings shall only cover windows and doors.

The dining area shall be enclosed with a permeable fence and or a row of planters to delineate the space.

Primary pedestrian access to upper stories with Ground Floor Active Frontages is flexible and maybe from the raised terrace, from a side, or any other pedestrian space.

All new development not required to have active commercial frontages shall include the following pedestrian-oriented standards:

No more than 20% of a building's street-level frontage, but in no case exceeding 40', may be continuously blank or featureless.

The following design elements shall be incorporated into the street-facing façades at the ground floor level:

Articulated façades at the ground floor street frontage, which may include, but not necessarily require, such measures as indentation in plane, change of materials in a complimentary manner, sensitive composition and juxtaposition of openings and solid wall and/or building frame and projecting elements such as awnings and marquees to provide shade and shelter;

Exterior lighting which provides for a secure nighttime pedestrian environment by reinforcing entrances, public sidewalks and open areas with a safe level of illumination which avoids off-site glare;

Residential uses at the ground floor street frontage shall incorporate planted areas, porches, front stairs and/or other elements that contribute to a pleasant pedestrian environment. Pedestrian-oriented design elements may also include street furniture or other seating surfaces on private property and design amenities scaled to the pedestrian such as awnings, drinking fountains, paseos, arcades, colonnades, plazas, noncommercial community bulletin boards, public or private art and alternative paving materials in areas of pedestrian access.

Urban Entries are suitable for residential lobbies or commercial/office uses, defined by a recess from the Frontage Line at grade, characterized by landscaping or a hardscape material that differs from the sidewalk paver.

Entries shall be spaced at a maximum of 200 feet.

Entries shall be articulated by one or more of the following: a canopy, awning or other covering, signage, or recessed doorway.

When storefront security grates or grilles are provided, they shall be: located inside exterior windows; retractable into pockets or overhead

PEDESTRIAN-ORIENTED DESIGN.

cylinders; and completely concealed when retracted.

The **Studio Entry**, a sub-type, is characterized by individualized living or work spaces (or live-work), with each space having a pedestrian entry. Where the maximum width of each separate living or working space is no greater than 25 feet, the total length of a building frontage may be increased to 200 feet without a break.

Stoops are elevated entry porches with stairs placed close to the Frontage Line where the ground floor entry is elevated from the sidewalk. The Stoop is characterized by its repetitive nature, providing access to individualized living or work spaces, with each space having a separate entry or every few spaces sharing an entry. Because windows and doors are raised from the ground floor, a sense of privacy and security is provided to the tenants. As Stoops are typically associated with sitting, they may help to provide “eyes on the street.” It is suitable for ground floor residential uses with shallow setbacks from the Frontage Line.

A porch or shed roof may cover the Stoop.

The Stoop shall be at least 4 feet wide to assure sufficient space for pedestrian entry.

The finished floor of the Stoop may not exceed a height of 3 feet from the sidewalk grade.

Fences or walls defining the Stoop shall not exceed 3 feet in height as measured from the finished grade of the Stoop.

Stoops should not extend more than 8’ from the building face. Stoops should never extend beyond the Property Line. And, the required clearance for pedestrian pathway must be maintained.

Where the maximum width between Stoops is no greater than 25 feet, the total length of a building frontage may be increased to 200 feet without a break.

Where Stoops are parallel to the sidewalk, the total combined length of Stoops should not exceed 40% of the Building Frontage.

Where Stoops are perpendicular to the sidewalk, they may be combined with non-encroaching raised planters.

PROJECTIONS.

Architectural elements that extend beyond the building face may not extend into the public right-of-way except as provided below. The Projections should be as indicated:

Awnings/Canopies should project no more than 8 feet from the building face or 33% of the distance between the building face and the curb, whichever is less. Minimum vertical clearance for awnings and canopies should be 8 feet if it is removable or retractable and 12 feet if is fixed or permanent.

Theater Marquees can encroach beyond the Property Line to within 6’ of the curb line, provided there is adequate height clearance over the public right-of-way.

Signage. Where the width from the curb to the building face is 18’ or less, signage should not project more than 3’ from the building face. Where the width from the curb to the building face is greater than 18’, signage should not project more than 4’ from the building face. Where signage sits on a canopy, (G)(1) applies and see Awnings/Canopies above.

Habitable Projecting Space is any portion of a building used by occupants that are enclosed by walls and a roof that extends beyond the building face, like bay windows and other architectural Projections.

It shall never extend beyond the Property Line. Where the width from the curb to the building face is 18’ or less, Habitable Space should not project more than 3’ from the building face. Where the width from the curb to the building face is greater than 18’, Habitable Space should not project more than 4’ from the building face.

Each space should not exceed 15 feet in length.

Non-Habitable Projecting Space is any portion of a building used by occupants that are not enclosed by walls and a roof, like balconies. Non-Habitable Space should never extend beyond the Property Line and not more than 6’ from the building face.

MAINTAIN THE “OUR TOWN” CHARACTER OF DOWNTOWN SANTA MONICA On commercial frontages, the minimum vertical clearance below permitted Habitable and Non-Habitable Space projected should be equivalent to the floor to floor ground floor height requirement.

Combined Length of Habitable and Non-Habitable Spaces. The total combined length of Habitable and Non-Habitable Projecting Spaces along the building face should not exceed 67% of the building face to which they are attached. However, no more than 40% of this combined length may be Habitable Projecting Space.

Underground Parking. Underground parking may extend past the Frontage Line, up to the property line (see Illustration 4.16).

properties already containing a historic plaque shall be exempt from this requirement.

Height Limits for Tier 2 Projects on City-Designated Landmark Parcels or Located Adjacent to a City-Designated Landmark. Tier 2 projects in these locations may extend up to the Tier 3 height maximum of the underlying district provided the project complies with all other Tier 2 thresholds and requirements and that the design preserves the setting and views of the character-defining features of the Landmark structure on or adjacent to the project site.

Exemptions for Adaptive Reuse when buildings identified on the HRI as 5S3 or 5S3* contributors are substantially and appropriately preserved or restored as part of a development project.

Building Code. The State Historic Building Code may be applied to buildings with all determinations subject to approval of the City's Building Official.

Parking. The project shall retain the existing number of parking spaces, but shall not be required to provide additional parking as required by Table 4.3 and SMMC 9.28.060

Open Space. The project shall retain all existing open space, but shall not be required to provide additional open space as required by Table 4.2.

HISTORIC PRESERVATION

Review of Proposed Alterations to Landmarks and Resources on the HRI. Demolition shall be defined and demolition applications reviewed and processed pursuant to SMMC Chapter 9.25. Applicants should identify a property's HRI status early in the development process and properly incorporate applicable historic resources into any proposal. Proposed alterations to historic resources shall be reviewed according to Table 4.4.

Provision of a Historic Landmark Plaque. Prior to final permit issuance, projects on Landmarks-designated properties that obtain Landmarks Commission approval of a Certificate of Appropriateness (CofA) shall require the installation of a historic plaque with design, language and placement approved by the Landmarks Commission. Staff-approved CofAs and

Table 4.4 Historic Preservation Requirements

RESOURCE	ALTERATIONS - REVIEW AUTHORITY	PROJECT REQUIREMENTS
Designated Landmarks	Landmarks Commission	Certificate of Appropriateness based on the requirements of SMMC Chapter 9.36 (Landmarks Ordinance)
HRI - Individually Eligible or District Contributor (undesignated)	Architectural Review Board	<p>In-kind replacement: Proposed alterations that comply with the Secretary of Interior’s Standards: Review by ARB or ARB staff with input from Landmarks staff.</p> <p>For all other alterations – Require project to meet the Secretary of Interior standards. The project application must include a written evaluation of the proposal by a qualified professional, including City staff and consultants, versant in compliance with the Secretary of Interior standards, which shall be provided to the ARB and the Landmarks Commission ARB liaison.</p> <p>Applicants may submit a full Historic Assessment, which will be shared with the Landmarks Commission Secretary for further distribution.</p>

DEVELOPMENT ON MULTIPLE PARCELS.

A building or use may cross property lines only if:

The building site shall be subject to all requirements of this Specific Plan as though the total area comprised in the site were a single parcel: and

A covenant by the owner(s) of the parcels shall be filed with the Director and recorded with the County Recorder’s office before any use or combination of parcels occurs. The covenant shall state the intention of the owner(s) to develop the parcels as a single building site and shall be in the form required by the Director.

A proposed mixed use development that includes multi-family housing above ground floor commercial uses may cross property lines for parking and access purposes without complying with (l)(1) above, provided it satisfies the following criteria:

The proposed project is located on a single parcel that does not exceed 7,500 square feet of lot area;

The proposed project is located adjacent to an existing mixed use or multi-family housing development with subterranean parking;

The proposed project would share a combined subterranean garage with the adjacent, existing mixed use/residential development that would only cross lot lines below grade; and

Access to the combined subterranean parking garage would occur only from the adjacent, existing mixed use/residential project site.

A mixed use development with multi-family residential units above ground floor commercial uses that satisfies criteria 1-4 above shall be treated as an independent development project for the purpose of applying all applicable Specific Plan development standards.

CHAPTER 5 DESIGN GUIDELINES

The Design Guidelines for Downtown Santa Monica are intended to promote a more attractive and inviting public realm with active building frontages, lush landscaped streets, interesting façades, and design excellence.

5.1 BUILDING GUIDELINES

The Guidelines fulfill objectives as outlined below, which guide development to embody high standards for urban design. These objectives are:

Objective 1: Maximize architectural integrity and quality.

Objective 2: Create human-scaled buildings that contribute to a pedestrian-oriented public realm.

Objective 3: Create visual interest and variety, especially above the ground floor, and ensure streets have adequate access to light and air.

Objective 4: Animate building edges on the ground floor to create an inviting public realm.

Objective 5: Respect the small-scale increment of development in the Downtown, based on a historical parcel width of 50 feet, which provides more variety and visual interest for the pedestrian.

Objective 6: Create ambiance and a safe environment along the street at night that encourages pedestrians to linger and stroll.

Objective 7: Create enjoyable shared private open spaces.

How to Use these Guidelines

Those involved with developing, designing, approving, and constructing buildings in the Downtown Community Plan area should be familiar with these Guidelines. They provide criteria for fulfilling the community's vision of a Downtown characterized by generous and well-landscaped pedestrian spaces, framed by human-scaled buildings. As proposals come before the Architectural Review Board, the Planning Commission, and/or the City Council, these Guidelines will provide a predictable set of advisory criteria by which to review the submission.

As Guidelines, they are discretionary. Proposers may suggest alternatives to these Guidelines, but should be prepared to explain how the alternate solution meets the corresponding Objective.

Most of the guidelines are specific in nature, while others are a matter for broad interpretation; however, none should be confused with mandating a specific style or motif.

5.1.A ARCHITECTURAL STYLE

There is no preferred style or historic period for buildings in the Downtown area. However, where an Historic Architectural Style is proposed, the applicant should document how the proposed building is in keeping with that style, particularly in regards to: overall massing, materials and finishes, overhangs, expressions of structure, wall thickness, etc.

Objective 1.

5.1.B PEDESTRIAN ACCESS

Primary pedestrian access to buildings should be provided along the sidewalk or permitted Open Spaces. Primary entries to ground floor tenant spaces or residential units should be directly accessible from the sidewalk and occur at a maximum interval of 60 feet. Frontages with retail uses should provide tenant spaces with their own entry from the sidewalk, open space, or from a pedestrian paseo, where one is provided.

Paseos

Parcels longer than 300 feet should be developed with a mid-block pedestrian paseo or open space. Where paseos are utilized, the placement of the paseos should attempt to connect to other paseos, alleys, or mid-block crossings for greater street grid connectivity.

Pedestrian paseos should be no less than 15 feet wide.

If pedestrian paseos are covered, the floor to ceiling height must be between 2 to 3 times the width of the paseo.

Objectives 2, 4, and 5.

5.1.C GROUND FLOOR PERMEABILITY

Window & Entry

On corner sites, residential lobby entries should be on north/south streets where practicable in keeping with their quieter nature, allowing uninterrupted retail frontages on east/west streets. The exception to this is for corner sites along Lincoln Boulevard where residential lobbies should be accessed from east/west streets, where practicable.

Residential entries should be well-marked and easy to find.

Recessed entry doors articulate the entrance, adding depth to the Façade and ensuring doors do not swing into the sidewalk.

Residential and/or Hotel pedestrian entries may be accessed from Courtyards, which provide additional richness to the streetscape experience.

Fenestration should occupy a minimum of 65% of the Façade's ground floor wall area.

Window glazing should be transparent with clear or limited UV tint to provide sight lines into and out of the building. Highly-reflective, mirrored, heavily-tinted, and opaque glazing is strongly discouraged (except that opaque glazing can be used as spandrel glass).

Large expanses of glass (or curtain walls) at the ground floor should be subdivided.

Windows should be recessed to increase the depth of the shadow that is cast. Emphasizing wall thickness provides an impression of mass and stability.

Windows should be oriented to maximize cross-ventilation, cooling, and day-lighting.

Upper-story windows should be operable and are typically smaller than ground floor windows.

Lintels, transoms, sills, shutters, special trim detail and/or heavy duty mullions should be encouraged to enhance window elements.

Exterior shutters should be sized and mounted appropriately to fit the window, with appropriate hardware even if non-operable.

Objectives 1, 2, and 4.

Storefronts

Building entries should be at regular intervals.

Ideally, storefronts should be designed to be subdivided at 30 foot intervals for commercial leasing flexibility/functionality and to create a fine-grained rhythm along the street.

A transition between storefronts, such as a change in plane with the addition of a column or other vertical trim element should be provided between storefronts.

Transoms, which can accommodate a business address, should be incorporated above entry doors.

Entry doors should be commercial grade with clear glazing framed in metal or wood.

Consider using awnings, canopies, architectural lighting, and pedestrian signage to articulate shop entrances.

Objectives 1, 4, and 5.

Interior Courtyards

When provided, interior Courtyards should include seating and planting areas. Low walls and steps may be used for seating. Landscaping should include shade trees or shading devices, where space permits. Lighting should be provided that illuminates the Courtyard, but does not negatively impact surrounding buildings. Blank walls should be avoided inside the perimeter of the Courtyard.

Objectives 6 and 7.

5.14.D ROOF TOPS

"Cool roofs," using white paint or other lightly colored surfaces to reflect the sun and reduce building temperatures and need for cooling, are recommended.

Roof forms and materials should keep in character with the rest of the building.

Consider "green roofs," which treat stormwater and provide a visual amenity.

Roof top mechanical equipment and roof-vent penetrations should be setback 10 feet from the edge of the building behind a parapet or in an enclosure so it is not visible from the street and to improve building appearance from other taller buildings.

Rooftop equipment not within an enclosure should be painted to match the roof top.

Encourage rooftop use and provide rooftop articulation. Rooftop amenities such as swimming pools are permitted.

Hotels are encouraged to provide publicly accessible rooftops, such as sitting areas, restaurants, and bars.

Objectives 1, 3, and 7.

5.1.E FAÇADE ARTICULATION

Massing Offsets

Break the building mass with differing heights and widths to avoid monolithic buildings.

Regular breaks along the Building Façade should create a visual rhythm along the street with offsets, recesses, stepped façades, varying materials or colors, and architectural ornaments such as balconies, awnings, projections, etc.

Corner Buildings require unique architectural treatments like increased height and/or building mass or interesting entry designs e.g. angled entries, to help “anchor” corner buildings and further define the street.

Objectives 1, 2, 3, and 5.

Colors and Materials

Changes of exterior color, texture or material should be accompanied by changes in plane.

Recommended Materials are those durable and quality materials that give the building a sense of authenticity, weight, texture, and mass, such as:

Precast concrete, unitized ceramic panels, high quality metal panels, stone, brick, “Hardie” planks (upper floors of residential components only), sand stucco (upper floors only), smooth plaster, tile, terrazzo, granite and low reflectivity glass should be used.

Discouraged Building Materials and Elements:

Plywood siding, T-1-11 siding, vinyl siding, wood shingles, and thin layers of stone or unit masonry that appear veneer-like should not be used.

Objectives 1, 2, and 3.

Awnings and Shade Devices

Mounting hardware should complement building hardware.

Colors should complement the building.

Placement should be limited to above windows and doors, not walls in between and should not interfere with pedestrian signage for shops and businesses.

Awning mounting heights should be consistent along the Façade.

Durable materials that complement other building materials are recommended, like:

Canvas, high quality fabric, and metal

Discouraged Materials:

Vinyl and Plastic

Objectives 1, 2, and 3.

Balconies

Balconies should be closely integrated into building design and not create a confusing and cluttered street wall.

Projecting balconies should not dominate the façade.

Recessed balconies are an option for providing outdoor space without dominating the façade.

Residential balconies should have a minimum occupiable depth of at least 5 feet.

Balcony railings should be transparent by using thin metal railings or glazing.

Objectives 1 and 3.

5.1.F ARCHITECTURAL LIGHTING

Frontages, entrances, arcades, pathways, and adjacent pedestrian public rights-of-way should be illuminated for pedestrian safety.

Building lighting for paseos, courtyards, roof gardens, and corner plazas should be pedestrian scaled and tamper-proof.

Decorative lighting should be added at shop front entrances and window displays to activate pedestrian realm at night.

Architectural lighting, incorporated into building design, should highlight and accent architectural details.

Light fixtures should complement the style and age of the building.

Lighting along alleys should be connected to a separate circuit.

Lighting sources should be shielded, aiming light downward or back to the building wall, to reduce glare.

Recommended Materials:

LED lighting and solar powered lights

Discouraged Materials:

Incandescent exterior lights and high-pressure sodium lights

Objectives 1, 2, 3, 4, and 6.

5.1.G SERVICE AND AUXILIARY CRITERIA

Service, utility, and mechanical functions, including retail loading, should be located in alleys whenever present. When alleys are not present, service functions should be placed behind buildings.

Service, utility, and mechanical equipment (e.g utility box transformers and standpipes) that is visible from the street should be screened from view with landscaping or enclosures.

Screening should be compatible with the architecture, materials, and colors of adjacent buildings.

Trash and storage enclosures should be architecturally compatible with the project design. Landscaping should be provided adjacent to enclosures for screening and deterring graffiti.

Trash enclosures and retail loading areas should be sited to minimize nuisance to adjacent properties.

The location of trash enclosures should be easily accessible for trash collection and should not impede general site circulation patterns during loading operations.

Mechanical equipment should vent to an alley wherever possible.

Objectives 1, 2, and 4.

5.2 PUBLIC SPACE GUIDELINES

Public space is a key component of any livable city and a public benefit signaling the quality of downtown. The

DCP seeks to provide a variety of open spaces, and variety within those spaces, to accommodate different activities and needs. These public spaces are intended to provide relief from the hardscape and intensity of the rest of the downtown and reinforce Santa Monica's outdoor/indoor living style. Open spaces can aid wayfinding throughout downtown by accenting the typical streetscape and orienting pedestrians. The following guidelines promote user comfort by discussing scale, spatial definition, shade, seating, lighting, etc.

5.2.A PUBLIC SPACE GUIDELINES

Size

Small intimate spaces can offer respite from daily activities, while larger, active open spaces can offer a place for meeting people or for events. Select the type of open space that fits best with the scale and use of the surrounding buildings. A minimum size of 7,500 square feet is adequate to create a functional small park, however larger areas twice that size or more are preferable.

Design

Design all new Public Spaces around a "purpose."

Categories of purposes could include education, socializing, exercise, and relaxation.

Integrate the design of the public space with the overall design and architectural character of surrounding buildings.

From landscaping to seating to paving, everything about the design of the space should consider long-term implementation for durability and maintenance.

Access

Public space must be accessible from the public right-of-way and be inviting. Public spaces must meet ADA requirements so that they are accessible to all citizens.

Signage

Direct pedestrians to the space and provide information about the spaces.

Install wayfinding signage along the sidewalk to direct pedestrians to open spaces;

Install an informational plaque within the spaces.

The plaque should be a minimum of 21 inches by 21 inches; made of a non-reflective material; and the lettering should be easy to read. The information on the plaque should include: the name of the owner of the building; the name, address, and phone number of the person designated to maintain the open space; and a statement that complaints regarding the open space may be addressed to named City agencies.

Art

Open spaces should integrate public art.

Landscaping

Because landscaping has a significant impact on the experience, texture, and temperature of an open space, it needs to be appropriate to the intended use of the space, and be comfortable, attractive, and complimentary with the surrounding architecture.

Open spaces should include landscaping and trees.

They should be appropriately selected based on location, volume, use, etc.

Open spaces should provide both shaded and sunlit areas. Shade can be provided with trees, shade structures, awnings, canopies, and/or umbrellas.

Landscaping should be used to activate building facades, soften building contours, highlight important architectural features, screen less attractive elements, add color, texture, and visual interest, and provide shade.

Sustainability

Where possible, design should consider ecological functionality.

Landscaping and appropriate paving strategies can contribute to local stormwater management strategies. Plazas especially, as open expanses of paved material, can capture, filter, and recycle rainwater from their surface and adjacent buildings.

Native and drought-resistant landscaping is preferred.

Paving

Paving should complement the architectural character and materials of surrounding buildings.

Paving should not be slippery when wet.

Utility grills and vents should be in character with paving and character of surrounding buildings.

Seating

Public spaces should include an abundance of well-designed seating of different varieties.

Ideas for seating include: seat walls, planter ledges, free-standing elements, fountain borders, benches, moveable seating, fixed seating and seating steps.

Movable seating provides people with flexibility--to sit in groups or alone and in the sun or shade.

Seating can also be incorporated in free-flowing, sculptural forms that are part of the landscape design.

Seating should be appropriate to the scale of the space, as well as designed to human proportions for comfort. On the other hand, when integrated as public art, seating may play with scale and form.

Lighting

Open spaces should be designed for day and nighttime use and include a sufficient amount of lighting. Lighting fixtures and systems should act as an integral part of the open space design. Beyond ensuring sufficient light levels, lighting is encouraged to be used as public art.

5.2.B PRIVATELY OWNED PUBLIC SPACE (EXEMPT FROM FAR) GUIDELINES

Land Use

Uses should be limited to cafes, (including small restaurants and bars), bike shares and bike stations, art galleries, newsstands, bookshops, florists and tourist information centers. Other uses not listed here may be appropriate and should be subject to the approval of the Director of Planning or his/her designee.

Design

Permanent structures should be designed with significant transparency, with as many operable doors and windows as practical so as to minimize the barrier between inside and out.

“Back of house” operations, like kitchens, requiring less transparency, should be oriented away from the sidewalk.

Shading devices should not diminish the apparent transparency.

Uses requiring sunlight control, such as gallery spaces, should make the effort to allow transparency into the structure.

Location

Permanent structures should be detached from the primary building on the site.

Where connections are required for proper operation, the connection should be minimal so as to appear like a pavilion addition to the space.

Where the existing space is narrow, direct attachment to the primary building is permitted if it is the only way to provide the new amenity.

These conditions should be reviewed by the Director of Planning or his/her designee.

Height

The height of any permanent structure that is added into an existing POPS should generally be limited to 20 feet. In some instances, small portions of the structure may exceed that height, particularly where the roof of the structure can be occupied for seating.

Signage

The City should design and adopt a logo for all POPs that have been incentivized under this rule to help the public understand the individual spaces as part of a larger network. Installing the plaque at every pedestrian entrance will direct the public to these spaces.

GREEN	
Description	Designed and programmed for recreational uses.
Size	Min. 10,000 SF.
Access	From Sidewalk.
Public Availability	Per Public Park Regulations.
Vendors	Food and drink, only.
Landscaping	Provide lush landscape setting and planting such as trees, shrubs, ground cover, flowers. Delineate pathways with variable paving materials.
Seating	Provide formal and informal seating along pathways or in designated gardens, lawns, etc. Moveable chairs desirable.
Sunlight/Wind	May include trellis, canopies or other shade structures as well as trees, & cafe table umbrellas.
Public Art	Incorporated in paving, seating or stand-alone sculpture in central space.

PLAZA	
Description	Designed and programmed for recreational uses.
Size	7,500 - 12,000 SF.
Access	From Sidewalk or Paseo.
Public Availability	All times.
Vendors	Permitted restaurant seating taking up no more than 30% of the seating provided.
Landscaping	Landscaping is generally secondary to architectural elements. Use trees to strengthen spatial definition and to create peripheral areas of more intimate scale.

Seating	Provide formal and informal seating along pathways or in designated gardens, etc. Moveable chairs desirable.
Sunlight/Wind	May include shade trees, awnings/canopies from building, & cafe table umbrellas.
Public Art	Incorporated in paving or furniture. May include piece of sculpture.
Programming	Gathering space with potential for scheduled performances and/or fairs.

COURTYARD	
Description	Primarily hardscaped open space framed by building on at least three (3) sides.
Size	Min. 50 feet in width.
Access	From public sidewalk or internal development corridor.
Public Availability	Determined by building owner.
Vendors	Permitted.
Landscaping	Provide attractive paving material to create interesting patterns. Use landscaping in planters, pots, flower baskets, etc.
Seating	Provide mix of formal and informal seating. Moveable seating encouraged.
Sunlight/Wind	Umbrellas or awnings, trellises, or canopies integrated with building or over Courtyard, as well as shade trees.
Public Art	May be stand-alone, water feature or integrated into paving materials and lighting.
Programming	Gathering space and/or outdoor dining space with potential for scheduled performance space, fairs, or movie screenings.

POCKET PARK

Description	Small open space in urban areas with shade and seating framed by buildings on at least two (2) sides.
Size	Minimum 7,500 SF.
Access	From Sidewalk or Paseo per public park regulations.
Public Availability	Sunrise to sundown or determined by owner.
Vendors	Food vendors allowed. Restaurant seating taking up no more than 50% of the seating provided.
Landscaping	Primarily hardscape with shade tree and other landscaping.
Seating	Provide moveable seating with tables along edges of park or near shaded areas.
Sunlight/Wind	May include shade trees, awnings or canopies from building, and cafe table umbrellas.
Public Art	Stand-alone, iconic art as central monument or incorporated into paving, seating, landscaping or water feature.
Programming	Gathering space.

SUN DECK/VIEW TERRACE

Description	An open space that provides views of the Downtown from an elevated spaces.
Size	Min. 30 feet in width.
Access	From public stairway, elevator and /or internal private corridor.
Public Availability	Open during business hours or as determined by property owner.
Vendors	Food vendors allowed. Restaurant seating taking up no more than 30% of the seating provided.

Landscaping	Hardscape surface with landscaping in pots, planters, flower baskets, etc.
Seating	Fixed and movable seating.
Sunlight/Wind	Trellis, shade structure, or shade trees.
Public Art	Stand-alone sculptures or other public art.
Programming	Gathering space and/or outdoor dining space.

PARKLET	
Description	Mini-park located within an on-street parking lane with seating that is raised to be at the Sidewalk Grade.
Size	Approx 22 ft or 44 ft in length and 8 ft in width.
Access	From sidewalk.
Public Availability	Determined by Parklet sponsor.
Vendors	No, except may be used for restaurant seating or cafe seating for fronting establishment.
Landscaping	Hardscape surface with planters or other buffer separating Parklet from street travel lanes.
Seating	Moveable chairs and tables.
Sunlight/Wind	Shade structure, trellis, trees or umbrellas.
Public Art	Maybe integrated into design of seating and landscaping or buffer between Parklet and street.
Programming	Gathering space or outdoor dining space.

PEDESTRIAN PASEO	
Description	A linear open space located between blocks with special paving, landscaping and access for pedestrians only. Encouraged where there is over 300 ft of continuous building frontage.
Size	Min. 20 ft in width.
Access	From sidewalk, building and/or alley.
Public Availability	All times unless otherwise restricted by property owner.
Vendors	Stores may front Paseo.
Landscaping	Hardscape surface with landscaping in pots, planters, flower baskets, etc.
Seating	Fixed or movable seating along edge of Paseo facing open space.
Sunlight/Wind	Awnings, canopies, or trellis.
Public Art	Maybe integrated into design of paving, planters, and lighting.
Programming	Gathering/walking space with potential for scheduled performances or fairs.

ESPLANADE	
Description	A linear open space along Colorado Ave with a generous sidewalk defined by special paving, a Cycle Track for bicyclists, and one-way travel lane for
Size	Min. 25 ft of sidewalk.
Access	From Colorado Ave or intersection street.
Public Availability	All times.
Vendors	Permitted.
Landscaping	Hardscape surface with iconic evergreen street trees.

Seating	Fixed or movable seating.
Sunlight/Wind	Shade trees.
Public Art	Maybe integrated into design of streetscape.
Programming	Promenading

5.4 OPEN SPACE AMENITIES

Open Space Amenities are major programming elements that can exist in the Open Space Types. Each Open Space Type can host a variety of potential permanent or temporary amenities that include:

Playground

Community Garden

Snippet (Small Sunny Sitting Spot)

Ice Rink

Outdoor Performance Venue

Craft / Artisan Fair

The following pages provide guidelines for each amenity space:

Guidelines:

Open Space Type within which the Amenity is appropriate

Size of the amenity

Access to the space

Public Availability to space

Vendors permitted in space

Landscaping within space

Seating within space

Sunlight and Wind considerations in space

Public Art integrated in space

PLAYGROUND GUIDELINES	
Description	Designed and equipped with play elements for children.
Location	Can be located within a Plaza, Community Green, Courtyard, Sun Deck/ View Terrace or along the central axis of a Promenade.
Size	Minimum 1000 SF.
Access	From space within which it sits.
Public Availability	Sunrise to Sunset.
Vendors	Permitted along the perimeter of the space within which it sits.
Landscaping	Provide a mix of softscape and hardscape paving surface with shade trees and shrubbery in planters or pots.
Seating	Provide formal seating facing play areas for parents to have direct view of children.
Sunlight/Wind	May include shade trees, shade structures or cafe umbrellas.
Public Art	Incorporated in paving or play features. Water feature encouraged.

COMMUNITY GARDEN GUIDELINES

Description	Garden space designed for growing fruits, vegetables, flowers, herbs, etc.
Location	Can be located within a Courtyard or Sun Deck/ View Terrace
Size	Varying sizes.
Access	From rooftop, sidewalk or Courtyard.
Public Availability	Determined by building owner.
Vendors	N/A
Landscaping	Landscaped areas delineated by plots or raised beds for planting. Gathering/education space may be hardscaped.
Seating	Seating limited to educational gathering space, if present.
Sunlight/Wind	Shade structure or trellis near educational space and/or garden supply and tool storage area.
Public Art	Maybe integrated into design of planter beds or storage structure for tools and supplies.

SNIPPET GUIDELINES

Description	A small, sunny place to sit.
Location	Can be located in any of the Open Space Types
Size	Varying sizes.
Access	From sidewalk, Paseo, Esplanade or Courtyard.
Public Availability	All times unless otherwise restricted by property owner.
Vendors	N/A
Landscaping	Hardscape surface with planters, pots, or trees.
Seating	Fixed or movable seating.
Sunlight/Wind	Awnings, canopies from adjacent buildings or shade tree.
Public Art	Maybe integrated into design of seating and landscaping.

ICE RINK GUIDELINES	
Description	Temporary outdoor ice skating arena used for recreation during the winter months.
Location	Can be located within a Plaza.
Size	Approx 6,000 SF - 12,000 SF.
Access	From sidewalk, Esplanade and/or Paseo.
Public Availability	Business hours & limited to the winter months.
Vendors	Food and beverage vendors permitted as well as skating equipment rental.
Landscaping	Hardscape surface with planters, pots, or trees surrounding the ice rink arena.
Seating	Provide formal seating facing ice rink arena for spectators to watch and informal fixed or movable seating for skaters to gather or for surrounding uses facing the Plaza.
Sunlight/Wind	Awnings, canopies from adjacent buildings, shade trees or cafe umbrellas.
Public Art	Maybe integrated into paving, landscaping or seating of the Plaza that hosts the ice rink or as projected lighting onto the ice itself.

OUTDOOR PERFORMANCE GUIDELINES

Description	Temporary Outdoor Performance Venue or movie screen.
Location	Can be located within a Plaza or Community Green or Courtyard.
Size	Varies.
Access	From sidewalk, Esplanade and/or Paseo.
Public Availability	By admission.
Vendors	Permitted.
Landscaping	Landscaped areas delineated by plots or raised beds for planting. Gathering/education space may be hardscaped.
Seating	Seating requirements vary.
Sunlight/Wind	Shade structure or trellis near educational space and/or garden supply and tool storage area.
Public Art	Maybe integrated into the design of temporary stage area or lighting

CRAFT / ARTISAN FAIR GUIDELINES	
Description	Temporary outdoor vendor fair.
Location	Can be located within a Plaza, Community Green, Courtyard, Esplanade, or Paseo.
Size	Approx 4,000 SF - 12,000 SF.
Access	From sidewalk or through a private building if located within a interior Courtyard.
Public Availability	Determined by building owner
Vendors	Craft or artisan vendors and food / beverage vendors.
Landscaping	Hardscape surface with planters, pots, or trees surrounding the ice rink arena.
Seating	Provide formal seating facing ice rink arena for spectators to watch and informal fixed or movable seating for skaters to gather or for surrounding uses facing the Plaza.
Sunlight/Wind	Awnings, canopies from adjacent buildings, shade trees or cafe umbrellas.
Public Art	Maybe integrated into paving, landscaping or seating of the Plaza that hosts the Craft / Artisan Fair

5.5 OPEN SPACE FURNISHINGS

Open space furnishings contribute comfort and/ or utility to each Open Space Type. Starting on page 335 example images are shown of high quality furnishings to make the Downtown open space network an inviting, safe, attractive, and comfortable place to spend time.

5.6 HISTORIC PRESERVATION GUIDELINES

The DCP area contains a number of historic resources. In addition to the general guidelines, the following are specific guidelines for any new construction, addition, or alteration affecting historic resources.

Retain the existing built fabric and historic resources to the greatest extent feasible. New development is even encouraged to reuse or add on to existing buildings, including by building on top of existing buildings.

New buildings, additions, or alterations should respect the form and materials of the existing buildings. It is also possible to be responsive to the historic resources by juxtaposing different but complementary forms and materials to distinguish between old and new.

Respect the existing patterns of use and spatial configuration.

Location and mass of tall buildings should consider scale and shading impacts on open space. Tall buildings abutting a City-owned parcel should step back from the City-owned parcel above the second story.

CHAPTER 6 IMPLEMENTATION ACTIONS

6.1 A PHASED IMPLEMENTATION PROGRAM

This Community Plan presents a vision achieved through the implementation of actions and projects for the Downtown Plan area. Successful implementation of the actions and projects described in this Plan will ensure that the Downtown continues to evolve in a sustainable, multi-modal, pedestrian-oriented manner. Implementation strategies provide stewardship for the Downtown area, and enhance its connectivity to the Beach, and Santa Monica Pier, Tongva Park, Santa Monica High School and the neighborhoods to the north, east and south.

Over time, the Plan's vision DCP will be achieved by a variety of entities – private developers, the City, DTSM, BBB, non-profit organizations, and others – and funded by a variety of sources. .

In addition to coordinating efforts of many parties, ensuring that Downtown Santa Monica develops in accordance with the Downtown Community Plan requires the best work and cooperation of many talented designers and builders, as well as the sustained attention and support of the community and its leaders.

The critical elements in this Plan will be implemented based on Downtown Santa Monica's significant advantages, including:

- Vision, energy and local leadership, all of which were apparent in the DCP outreach and review process.
- Public investments already underway, including the Expo Line, Colorado Esplanade, California Incline, and Pier Bridge Improvements.
- The Downtown's popularity as a place to live, work and visit.
- Strong local economy and real estate market
-

- Recent and pending projects requiring provision of community benefits.

6.1.A PHASING

This plan outlines a 14 year horizon to the year 2030. Most actions and projects may be completed expeditiously through immediate development compliance with the DCP standards. For example, development will in some cases establish new Building Frontage Lines that will have the effect of widening sidewalks. In other cases immediate attention to project pre-planning is needed in order to achieve implementation in the middle or later DCP phases (e.g., the Olympic Crossover).

Some improvements may need to be funded by several different mechanisms. For example, while development standards require that developers' frontage lines create a wider sidewalk, additional streetscape improvements may need to be funded through a community benefits program, an assessment district like DTSM, and/or through the City's capital improvements program.

Some programs, projects and improvements described in this plan need to be in later phases, either due to the need to acquire financing, market fluctuations, and/or the community's desire to implement other projects and programs as higher priorities.

Plan implementation is shown in three (3) phases. For discussion purposes, the phases are identified as three (3) separate and discrete time periods. However, in reality, these phases may be overlapping or their timing may be different, depending on such variables as development timing and funding availability from non-development driven sources. In addition, there are ongoing activities such as maintenance and monitoring that will span the life of the Community Plan.

Accordingly, the Plan’s programs and projects are phased as follows:

- Short-Term (S). To be pursued immediately upon plan adoption through 2018; Major publicly-funded projects and programs that are identified as “short term” priority are intended to ensure that infrastructure, including pedestrian and bicycle facilities, are in place in order to realize the full benefit of the light rail and concurrent private sector development. Completion of these projects should allow immediate trip reduction to succeed.
- Mid-Term (M). (before 2022): This period encompasses those improvements that require more complete funding or phasing, and have additional pre-project actions, or will primarily be associated with and/or funded by new development.
- Long-Term (L). (2022 to 2038): Long-term improvements include those that require significant coordination, project development or funding or that are associated with later development projects and funding and management mechanisms that may be established as a result of DCP policies.
- Ongoing: (O-G) Ongoing improvements include new programs and those programs already in place which will span the life of the Community Plan, including ongoing monitoring and maintenance.
 - Projects and programs in all phases can be pursued by:
 - Listing a project on the Capital Improvement Plan, funded by a combination of grant or other funding sources.
 - Requiring public improvements as a condition of development.
 - Incorporating improvements into development agreement negotiations for private development.
 - Making necessary policy or regulatory adjustments.

- Budgeting staff time to implement a program.

Projects that are designated as having “mid-term” or “long-term” priority may become “short term” if sufficient funds become available. Also, certain projects that are identified to move forward in the short term may be delayed, due to changing priorities or lack of financing. The City and the community decide the priority of projects and when they proceed.

Detailed actions, projects and programs are described their respective chapter.

6.1.B PUBLIC LEADERSHIP

Many public agencies and entities will have important roles in funding and managing specific elements of this Implementation program, with a primary role for the City of Santa Monica and its associated/affiliated organizations such as DTSM and SMTT. Public coordination, management and strategic investment are key roles that will contribute to the District’s success.

Following up on their strong participation in the development of this Plan, these entities have important implementation roles for many in its implementation:

Santa Monica City Departments

- Big Blue Bus
- Community & Cultural Services
- Finance
- Housing & Economic Development
- Planning & Community Development
- Public Works
- Fire and Police Departments

Quasi Governmental Agencies

- Downtown Santa Monica, Inc.
- The Convention & Visitors Bureau
- The Chamber of Commerce

Private Interests

- Individual developers and investors
- Non-profit organizations

Other public agencies

- Metro
- CalTrans
- Coastal Commission

City regulations create a framework for Private investment that will have a key role in implementing the vision. These guiding regulations for the private investors are found in Chapter 4, *Standards and Regulations* and Chapter 5, *Design Guidelines* of this Community Plan and Section 9.10 of the City's Zoning Ordinance. It is critical that public and private investments are coordinated so that the strategic investment of modest amounts of public funds are leveraged for the greatest value of the community.

6.1.C COLLABORATION

Projects led by public entities will advance the Downtown vision, but often will require working in concert with private and nonprofit entities:

- Housing and Economic Development. Affordable housing through several public and private programs.
- Cultural Arts Actions. New public art installations and facilitation of a potential new museum in concert with private and non-profit operators.
- Open Space Actions. Six (6) new publicly accessible parks and/or plazas and a network of pedestrian linkages between open spaces in the form of sidewalks in cooperation with private properties.
- Infrastructure. As-needed upgrades to the existing infrastructure system to accommodate the uses identified by the Plan.
- Circulation and Mobility Actions. Transportation Demand Management (TDMs) policies and the creation of a Transportation Management Organization (TMO) with businesses, shared parking with private property, and transit service provider actions.

6.1.D FUNDING SOURCES

The implementation of this Community Plan will be financed by a number of funding sources, including impact fees, assessment districts, private investment, direct City financing, and other government funding

sources. In the past, the City has successfully leveraged private development to fund public improvements through the use of impact fees and development agreements. Although these tools will certainly be a major part of the implementation framework for the Downtown Community Plan, a broader set of mechanisms will also be required to undertake the full range of improvements proposed for the Downtown area. Each funding and financing mechanism, including community benefits that could potentially be deployed to implement the plan has a different structure, such as rules that dictate how the mechanism can be established, when payments are collected, and how funds can be utilized.

The LUCE and Community Benefits. Using the Plan's framework for community benefits allows the City to create greater synergies among individual development projects and engage each incremental development project to assist in achieving the Plan's over-arching goals for the district.

Historically, the City has used development agreements to negotiate community benefits on a project-by-project basis. This Plan will apply the LUCE tiering community benefits structure which requires community benefits of most new projects. The strategy of using the DCP framework for negotiations provides the development community with a level of predictability around the desired community benefits associated with proposed projects throughout the Plan area. As projects in the Downtown Community Plan area are submitted for Planning review, City staff will work with applicants to ensure that the community benefits offered to justify additional height and intensity associated with Tier 2 or Tier 3 projects match the Plan priorities and achieve its goals.

This Plan identifies specific infrastructure projects and programmatic activities that fulfill its goals and priorities and how the community benefits process will make a significant contribution towards completing these projects.

“Spectrum” of Funding and Financing Mechanisms.

Beyond community benefits, the City of Santa Monica has several other tools at its disposal to pay for many of the improvements envisioned. One of these mechanisms, known as impact fees, has already been established by the City through existing policies. Other mechanisms, such as an area-wide infrastructure assessment district, or taxing mechanism, would have to follow a prescribed establishment process that will occur outside of the Plan adoption process.

Each of the major funding sources is described below and *Illustration 69.2* shows how these sources work as a complete “spectrum” of opportunity for Plan implementation.

Developer Contributions. The far left column of *Illustration 9.2* illustrates the multiple mechanisms used to ensure that developers contribute to area improvements in a manner that is commensurate with project impacts. The three (3) lower mechanisms (development standards, environmental mitigation and impact fees) represent the baseline of what a developer is required to provide as part of any development project in Santa Monica, regardless of the proposed project tier.

Community benefits are provided by projects requesting height and density that exceed Tier 1 threshold, including those requiring a negotiated development agreements. Each of these mechanisms is described in detail.

Development Standards. Development standards regulate a project’s land uses, height, density, Building Frontage Line and associated sidewalk widths, on-site open space and other features. The standards provided in this plan must be satisfied in order for a project to be granted approval. These standards will significantly shape the interface between private buildings and the public realm.

Environmental Impact Mitigation. The environmental review process provides an assessment of the environmental impacts of a project and identifies measures to reduce or eliminate these impacts. As a

requirement of approval, developers may be required to undertake a number of mitigation measures, such as off-site traffic mitigation, or payment of an infrastructure fee that pays for the necessary infrastructure upgrades to mitigate development impacts. These are not “Community Benefits” in the LUCE sense—they are measures mitigating impacts resulting from the project, and are required to be implemented when feasible in compliance with CEQA.

Development Impact Fees are one-time fees imposed on new developments to ensure that new development pays for facility and infrastructure improvements necessary to directly support proportional demand created by that project. Based on the Mitigation Fee Act, the City must establish the connection between new development, the proposed improvements and the fee level; and each project must pay only its proportional share of the cost for any facility. Fee revenues cannot be used to fund existing deficiencies in infrastructure.

In-lieu fees. Provide the developer the choice to satisfy a design or development standard, or impact mitigation through a fee. One such example already in use in parts of the Downtown area is the Parking in-lieu fee, which has been very successful in creating a “park-once” environment and mitigating the impact of new development on parking supply. These fees provide funds to increase the number of parking spaces in Santa Monica in direct relation to the need created by new development.

Community Benefits (CB) contributions may also be used in conjunction with other funding and financing mechanisms. Community benefits can be used to fund any number of different improvements, ranging from streetscape enhancements such as the Esplanade, to publicly accessible open spaces, affordable housing, arts and cultural institutions, program and operations funding, among others. In some cases the City may choose to aggregate community benefits/financial contributions, or use them in conjunction with other funding and financing mechanisms where necessary, to pay for significant improvements.

Public-Private Partnerships (PPP). A PPP is a government service or private business venture which is funded and operated through a partnership of government and one (1) or more private entities. PPPs involve a contract between a public sector authority and a private party, in which the private party provides a project and assumes substantial financial, technical and operational risk in the project. In some types of PPPs, capital investment is made by the private sector on the basis of a contract with government to provide agreed benefits or existing assets such as land for the project.

Area-Based Strategies

Assessment District (AD). Under the Improvement Act of 1911 and the Improvement Bond Act of 1915, a city may establish an assessment district to levy additional taxes in order to issue bonds to fund public facilities and improvements that directly benefit property owners in the district. An AD is a useful tool in financing public facilities, infrastructure and maintenance and services costs that benefit a specific area. Eligible projects may include: street paving and grading; curbs and gutters; streetlights and landscaping; water supply systems; storm drains; sanitary sewers; and/or parks and recreation facilities.

Unlike a Mello-Roos district, the formation of the AD requires a majority vote of property owners that is weighted proportionate to their assessed value of their property. In addition, AD bonds may only fund improvements within the district, and a nexus must be established between the improvements to be financed and benefits to the district's property owners. ADs are typically used as financing mechanisms for installing public improvements in areas of new development, but it is also possible to use them for existing development if a nexus can be established between the amount of the assessment, the public facility or improvement to be funded, and the benefit to property owners in the AD.

The Downtown area already has Downtown Santa Monica Inc (DTSM), and the Downtown Parking District in place covering parts of the area encompassed by the

DCP. However, the boundaries of these districts could be expanded.

Downtown Santa Monica Inc. (DTSM) is a Business Improvement District which is a type of Assessment District that levies taxes on businesses and real property within its boundaries. Under the Property and Business Improvement District Law of 1994, revenues from its assessments may be used to fund capital improvements and maintenance costs for projects such as: street furnishings, fountains; parks; street improvements; sidewalks; plazas and Wayfinding.

Downtown Parking District. Another type of Assessment District in the Downtown is the Downtown Parking District which contributes to financing for the development of parking facilities and trip reduction strategies. New developments in the existing district have the option of paying an in-lieu fee as a substitute for providing on-site parking. Following the adoption of this Plan, a strategy will be proposed to expand the in-lieu fee district to the LUCE defined Downtown boundaries. Revenue generated by the in-lieu fee program issued to fund the construction of parking facilities as well as maintenance and operations.

User Fees. User fees are charged for the use of public facilities and infrastructure and can be used to cover operating and capital expenses. Existing utility fees, such as sewer and water, are one type of user fee. In Santa Monica, for example, sewer capital facilities fees are charged on a per-unit or per-square foot basis and contribute to the ongoing capital costs associated with the local sewer system. The fees do not cover expansion of the sewage system associated with larger scale development.

Parking fees at public garages and on-street meters are a type of user fee that supports the operations and maintenance of these facilities and can also provide the revenue to service bonds utilized in their construction. Parking revenues can also be invested in strategies that reduce demand such as TDM.

Outdoor cafes, whether on the sidewalk, or on a Parklet can also provide a revenue stream, as restaurants pay “rental” of the public right-of-way of this space. Typically these funds are directed at maintaining and improving the streetscapes of the area. This could include tree replacement and the cost of furnishings.

Transportation Management Organizations (TMOs), such as CommuteSM, represent yet another form of user fee. Funded by business and property developer membership fees, CommuteSM provides free transportation services to local residents, visitors and workers.

Many jurisdictions have been able to partially finance construction of new facilities such as parks, by using bonds funded through user revenues for public facilities whose principal source of financing is a public or non-profit agency. For example, selected Parklets could be “rented” by adjacent cafes, with revenues supporting additional park spaces recommended in this plan.

City Funds

Capital Improvement Program (CIP). Capital projects identified in the DCP as highest priorities need to be included in the City of Santa Monica’s Capital Improvement Program. This program uses some portion of the City’s General Fund and special fund revenues (for example, Measure V funds) and User Fees sometimes supplemented or matched by other sources listed above, to pay for improvements to City facilities such as local streets. Projects for earliest inclusion in the Capital Improvements Program in the next three (3) to five (5) years include the Pedestrian Scrambles and 4th Street streetscape projects.

Measure V Funds. Measure V funds the cost of implementing the City of Santa Monica’s Watershed Management Plan, which includes financing the operation; administration; maintenance; and improvements such as environmental restoration, storm drain conveyance system upgrades, upgrade and replacement of the existing and future storm drainage systems, installing on-site stormwater management

systems and multipurpose capital improvement projects. Priorities for funding are stormwater management projects in the Pier Basin and Kenter Canyon Basin and other regional, multi-benefit projects that capture the 85th percentile storm runoff volume. To date, this parcel tax has funded pervious concrete alleys and street gutters, green streets, storm drain infrastructure retrofits and upgrades, rain barrel and cistern rebate programs, and regional multi-benefit projects.

Grants

Community Development Block Grants (CDBG) and HOME Investment Partnerships Program (HOME) funds. While these funds originate at the federal level and are administered by the U.S. Department of Housing and Urban Development (HUD), they are awarded annually (subject to Congressional appropriation) to local governments. Locally these funds are administered by the City’s Community and Cultural Services Department and the Housing and Economic Development Department.

Other Sources including Federal, State and Local One-Time Grants. Various federal, State and regional programs distribute grant funds for public improvement projects. For example, at the edge of the Downtown Community Plan area the City has already been granted funds to improve the Colorado Esplanade linking Downtown, with the Expo station to improve “First Mile, Last Mile” station connectivity. Beyond this, the City is likely to be very competitive for transportation funds, which can be used to make local improvements for bicycle and pedestrian facilities such as those included in the DCP. Funds are typically awarded on a competitive basis through programs run by regional transportation agencies, such as Metro, CalTrans, or metropolitan planning organizations, such as the Southern California Association of Governments (SCAG).

Local Transportation Fund (LTF). Under the Transportation Development Act (TDA) of 1971, 0.25% was added to the statewide sales tax rate in order to fund local transportation. Known as the Local Transportation

Fund (LTF), the State returns this revenue to its county of origin for use in operating transit systems.

Proposition 42 Funds (42). Under Proposition 42, the Transportation Congestion Improvement Act of 2002, revenue from the State sales and use tax on the sale of motor vehicle fuel is dedicated to transportation improvements and services including public transit and mass transportation, city and county street and road improvements (including road reconstruction and storm drainage repair), and state highway improvements.

Transportation Enhancement Activities (TEA) Program. The Transportation Enhancement Activities (TEA) Program receives 10% annually from each state’s Surface Transportation Program (STP). Three (3) of the twelve categories defined within the TEA are related to bicycle and pedestrian projects.

Congestion Mitigation and Air Quality Improvement Program (CMAQ). CMAQ funds transportation projects to reduce ozone and carbon monoxide pollution and meet national ambient area air quality standards (NAAQS) in Clean Air Act non-attainment areas.

6.1.E LONG-RANGE PLANNING RECOUP FEES

Costs for city planning documents, such as general plans and specific plans are, generally, reimbursed by pro rata allocation of fees to developers applying for development permits in the plan area. To enable continued long-range planning for the activity centers, and to recoup the significant investment in the DCP, the City should explore and prepare any studies necessary to establish a pro rata and comprehensive planning to ensure careful design and implementation of the Plan visions.

6.1.F ONGOING IMPLEMENTATION ACTIONS: MEASURING AND MONITORING

The task of continuing the expansion and evolution of the Downtown area into the type of sustainable, memorable, engaging, accessible, diverse and pedestrian-oriented environment envisioned by the LUCE and this Plan is an endeavor that will span many years and involve the

participation of the entire Santa Monica community. It will require ongoing oversight to ensure that the Plan area evolves at a pace that is consistent with the community’s expectations for careful, managed growth that maintains an innovative, creative character and makes a positive contribution to the City. Monitoring the area’s performance using multiple indicators to ensure that the Plan is delivering on the intended goals and objectives is appropriate protocol for measuring the Plan area’s performance.

The actions listed throughout this Plan make a strong commitment to managing change to ensure changes to Downtown are balanced with:

- Infrastructure investments and programs: ensuring the expanding district has sufficient pipes to deliver water and accommodate sewage; purple pipe expansion to increase recycled water and critical water conservation programs to ensure we can meet the future demand of our community; expanding the Dark Fiber network to ensure sufficient access to the internet meets the need of a 21st Century Downtown.
- Circulation investments and programs: Transportation Demand Management mechanisms, programs, and congestion relief measures that will enable Santa Monica to achieve the Citywide goal of No Net New PM Peak Hour trips. Increased and improved sidewalks and pedestrian realms will be necessary to encourage walking as a primary means of travel throughout the District and to accommodate the growing residential population. As conditions change over the life of the Plan, periodic review will be necessary to ensure that early indicators trigger appropriate measures to address adjustments to the 2014 projections.
- Community, cultural, and prosperity elements: New park space and cultural experiences to ensure the growing Downtown population has amenities that accommodated all demographics including singles, families, and seniors.

The public review process conducted in 2016 will ultimately determine the final actions to be included in the Downtown Community Plan. At that time, the DCP’s monitoring and measuring program will be included in the Final Plan as a way to evaluate and respond to

subsequent projects with an understanding of the then-current balance of uses and infrastructure capacity, watching to ensure that priority is placed on issues of environmental sustainability, water and sewer capacity, vehicle trip management, and minimizing impacts of new development on existing neighborhoods.