September 16, 2013

TO: The Pier Board

FROM: Rod Merl, Pier Manager
       Jay Farrand, Pier Corporation Administrator

SUBJECT: Community Group Meetings

From February through May of this year we attended a variety of community, civic and City commission meetings. Below is a summary of the remarks that we received from these groups, some from the surveys and some from comments made at the meeting. The first set of items listed for each group is what people like about the Pier and what they do there, and the second are the items they would like to see happen or improved.

*Common Themes*

Not surprisingly there are consistent items generally across groups: likes and activities – view, strolling concerts, history and often also the aquarium and the amusement park. Similarly on the improve/needs side, the big three common themes were better food choices (which seemed to be number one in frequency), improved access/parking, and more and diverse events and entertainment activities.

*Comments by Group*

**Ocean Park**

*Current Use* - Stroll, history, ride the Ferris wheel, entertain out of town visitors, concerts, aquarium, west end, history, Carrousel

*Desired Use* - Better merchandise and restaurants, fewer people, a restaurant boat, bring back the break water, wider walkway by the southside volleyball courts, yoga, amusement park for kids, too many tacky restaurants-no destination dining, more seating for views, a bar at the end, businesses tacky and low quality, more events, easier access; no cars on the Pier, better connection with the adjacent beach, better access for bikes, exercise and dance classes

**Commission on Disabilities:**

*Current Use* - Strolling people watching, ocean view, events and entertainment, dog walking

*Desired Use* - Metal plate and asphalt bad surface for dogs and people, need ADA access, more parking for people with disabilities, better food (eg. eat in and take out like Tender Greens), more entertainment, concerts, movies; public transportation to the Pier (not just Ocean Ave), cleaner, better restaurants and more special events, Pier Bridge design and enhanced accessibility
PIO

*Current Use* - Events and entertainment, views, old Santa Monica

*Desired Use* - Casino cruise ships, better food, more events and range of shops

SMRR

*Current Use* - Stroll, ocean view, food, aquarium, rides, unique character, history

*Desired Use* - More art and music, more free events for kids and adults, keep its character, small percentage of revenues go to schools, aquarium, water quality and sourcing

PAL

*Current Use* - Rides, walking around, arcade, views, variety of people, concerts, hang out, food court

*Desired Use* - More rides, especially more thrill rides, longer rides, lower costs for rides and food, more variety of food, more stuff to do, like it as it is, more concerts, more recycle bins, more healthy food, more teenage events, candy shop, water ride, more like Santa Cruz, place to put up community art, don’t make the Pier too posh, keep its quaint character.

Downtown, Inc.

*Current Use* - Food, stroll, sunsets, concerts, view, iconic recognition

*Desired Use* - Better concerts, year round music, better crowd control, better restaurants, more variety of entertainment and restaurants, a club or bar like Yankee Doodles, better shopping and less tacky, enhanced connection to promenade and downtown.

CVB

*Current Use* - Events, concerts, old school nostalgia

*Desired Use* - Better restaurants and events

Seniors Commission

*Current Use* - Strolling, visitors from out of town, history, dinner at end of Pier, aquarium, entertainment

*Desired Use* - Don’t feel safe after dark, too many people, hard to park, need better restaurants and shops, cheesy vendors and gift shops, safety in general, more and better access with para-transit and BBB, more wheelchair oriented; elevator from the parking level, more sitting areas, better parking that is more convenient.

Friends of Sunset Park
**Current Use** - Views, walking, concerts and events, history, uniqueness

**Desired Use** - More convenient parking and access, cleaner, better restaurants and shops, safer, more events including ones oriented to locals.

**Landmarks**

**Current Use** - Uniqueness, character, history, views, walking, events, sign, relationship to rest of City and Beach

**Desired Use** - Respect for Pier Design Standards, maintain sense of history and unique character, protect the sign, more food choices, more events for children on weekday afternoons, better access, sensitivity to materials used.

**Santa Monica Place tenants**

**Current Use** - Attraction for visitors, amusement park, views, concerts and events

**Desired Use** - Access, cleanliness, safety, more events,

**Arts Commission**

**Current Use** - Uniqueness, views, strolling, people watching, events, relationship to beach, history

**Desired Use** - Maintain special character, places for public art display, more and diverse events and activities, theater, maximize free events, more seating, access

**Conservancy**

**Current Use** - Unique character and views of ocean and city, history, active and passive recreation, fishing, hippodrome, strolling, events

**Desired Use** - Pier Design guidelines, Pier Bridge design and accessibility/compatibility, bike accommodation, more food choices, retain ambience and historic context, pedestrian flow, events diversity.

**Task Force on the Environment**

**Current Use** - Ocean and beach setting, aquarium, strolling, people watching, recreation, history, popularity

**Desired Use** - Informational stations and signage on history and environment, better food, water quality, access, enhanced aquarium, more and varied events and educational programing, passive and active recreation.

**Parks and Recreation Commission**

**Current Use** - Views, strolling, people watching, fishing, running and biking, history, events
Desired Use - Access, bike parking and access to and from beach, diversity of events – especially open to the public ones, more passive and active recreational consideration, more seating particularly at view areas, informational stations, more aquarium, more kid oriented events.

Chamber of Commerce

Current Use - Unique character, views, amusement park, events, icon recognition

Desired Use - Better restaurants and shops, better parking and access, safety, more events throughout the year, better appearance, facilities improvements.

Downtown Ambassadors

Current Use - Amusement park, views, world renown, concerts, people watching, sign, history

Desired Use - Access, crowds, cleanliness, more events, steep ramp

NOMA

Current Use - Events and concerts, walking, bring out of town visitors to see, views and ocean, history

Desired Use - Better restaurants and shops, better access and parking including local transit, more local oriented events and activities, more family entertainment and activities