

2015

SANTA MONICA PIER ACCESS & USE STUDY



Pier Board Recommendations

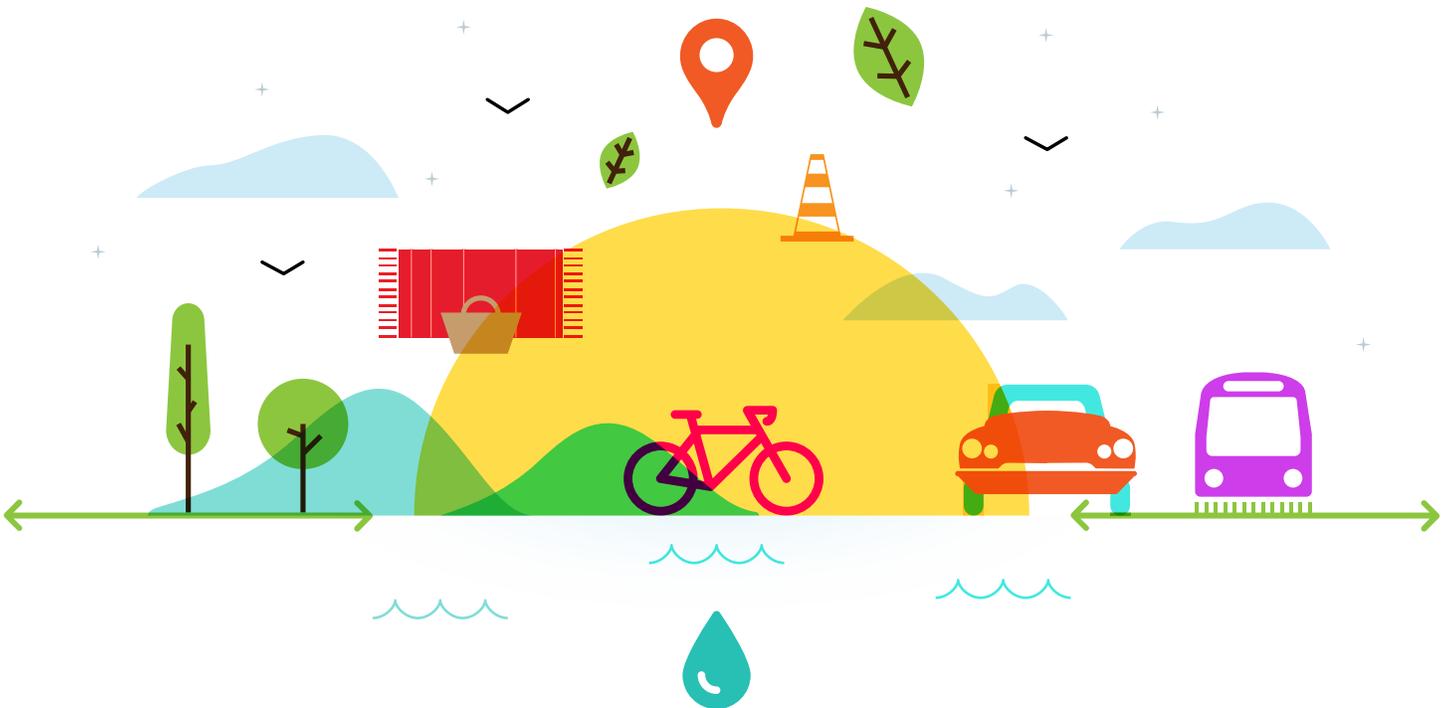


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In recognition of the changes that have taken place in Santa Monica and those that are about to take place (Expo, Colorado Esplanade), the recommendations in the pages that follow are needed to enhance accessibility to the Pier for everyone.

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There are today many possibilities and opportunities to improve the quality and diversity of activities on the Pier. These opportunities can also contribute to revenues that are needed to help off-set the capital improvement, management and maintenance costs which will increase over time with expanded visitation and from the forces of nature.

Financial Sustainability 5

The Pier's ability to generate additional revenues is critical to continuing diverse and vibrant programming accessible to all people at no or little cost. To the extent additional revenues are produced on the Pier, additional funds would be available to support activities and amenities for the citizens of Santa Monica and the public at large.

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In response to climate change, sea level rise and in alignment with good environmental stewardship, the Pier will need to appropriately adapt in order to maintain and protect this iconic resource for the enjoyment of future generations.

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Implementation of many of the recommendations contained in this document is integrally tied to infrastructure improvements such as the two bridge proposal, policy development, and on land use planning which will require close coordination with the State Coastal Commission, CalTrans, and City departments, boards, commissions and Council.

KEY

Short term implementation 

Mid-term implementation 

Long-term implementation 

ACCESS & CIRCULATION



GUIDING PRINCIPLE: The Pier will provide improved access for pedestrians and cyclists and users of public transit while minimizing the adverse environmental and safety impacts of vehicles on the Pier.

In recognition of the changes that have taken place in Santa Monica and those that are about to take place (Expo, Colorado Esplanade), the following improvements are needed to the Pier to enhance accessibility to the Pier for everyone.

RECOMMENDATIONS

The Bridge Replacement Project

- M** 1. Pursue the two bridges alternative for the Pier bridge proposal which will improve access and separate pedestrians and bicycles from vehicles

New Colorado Ave. bridge would serve pedestrians and bicyclists while maintaining emergency and limited delivery access.

New Moss Ave. bridge would provide vehicle and delivery access to the Pier parking lot.

- M** 2. Separate pedestrians from vehicles to accommodate the continuous and high capacity flow of pedestrians on to and off the Pier. The elimination of vehicle access from Colorado Ave. will unlock new opportunities for pedestrian-oriented activities along the entire length of the “Pier Walk” – the area in front of pier establishments from the Carousel at the east to the fishing and viewing decks on the west.

- M** 3. Design the Colorado Ave. bridge to provide pedestrian and ADA access to the East end of the Pier in a manner that engages more fully East-end landmarks like the Carousel and the Aquarium. Carefully evaluate incorporating an elevator, three escalators as well as a staircase into the design. The Colorado Ave. bridge improvement should also provide access for bicycles as well as for emergency and service vehicles and improve synergy between the Pier and Ocean Front Walk.

Pedestrian/ADA Access

- S** 4. Improve existing and add additional pedestrian/ADA access on to the Pier from multiple points as identified in the Study Map (pg 4) and coordinate way-finding to improve flow and circulation around the Pier.
- S** 5. Redesign the Pier parking lot layout to reduce conflicts between pedestrians and vehicles by setting back the parking area on the north and south sides to allow for 20’ pedestrian pathways. Add north-south pedestrian pathways through the lot to connect to the “Pier Walk”.
- S** 6. Improve visibility of pedestrian access points at the East end of the Pier and Ocean Front Walk from the 1550 Lot.

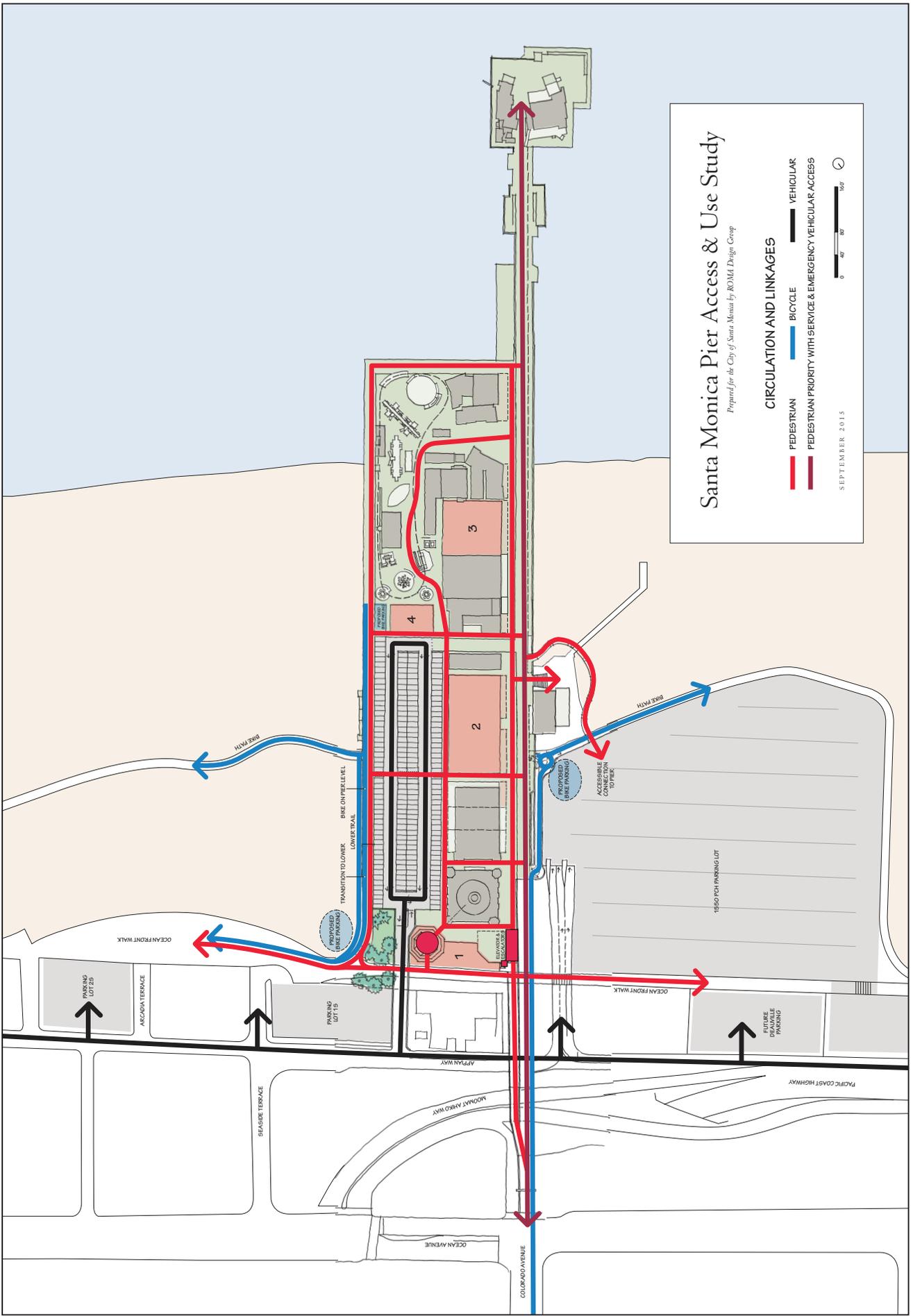
- M** 7. Maintain the wood decking that gives the Pier its distinctive quality, but explore options to provide smoother surfaces better suited for wheelchairs and strollers.

Bicycle Access

- S** 8. Extend the Colorado Esplanade bike lanes via the Colorado Ave. bridge and connect with the Beach Bike Path.
- S** 9. Improve access from Ocean Front Walk to the Pier’s southern perimeter for bicycles and pedestrians.
- S** 10. Add additional bicycle parking in the 1550 Lot, the area adjacent to Ocean Front Walk and along the south side of the Pier.

Vehicular Access and Parking

- S** 11. Improve pedestrian and bicycle movement on to the Pier, however recognize that vehicle access and parking will continue to be an important component of accessibility.
- S** 12. Recognize that the area devoted to parking on the Pier is an important resource for open space, and event space as a source of revenue which all contributes positively to the pier as a whole.
- S** 13. Redesign the parking area to provide clarity and convenience of movement, accommodate drop-off for mobility impaired, provide adequate disabled parking, and be organized in a manner that allows for flexible use as an events area.
- S** 14. Recognize parking as a use that can evolve over a period of time to better serve the needs of the Pier for other activities.
- M** 15. Replace parking spaces lost by the redesign of the Pier deck parking lot at the Deauville site that is owned by the City.
- S** 16. Increase signage and the use of parking technology including “real time” parking availability systems that identify and provide directional information to maximize on the significant amount of nearby parking resources.



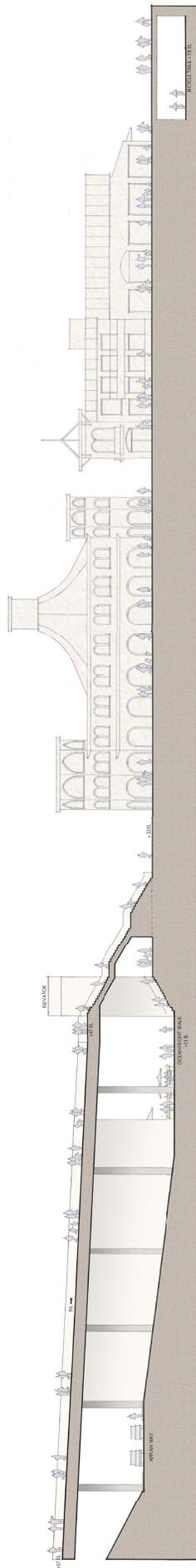
Santa Monica Pier Access & Use Study

Prepared for the City of Santa Monica by ROMA Design Group

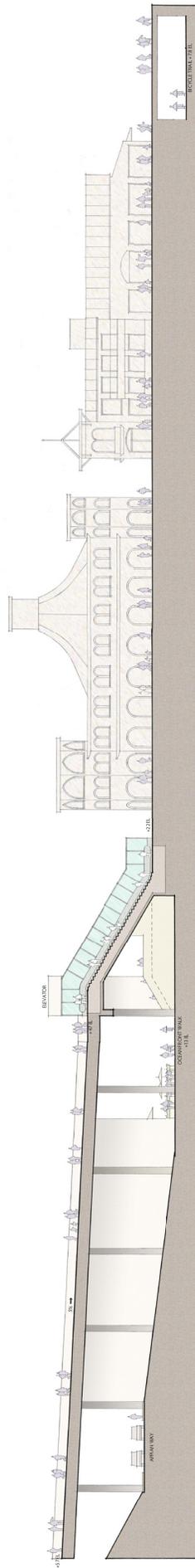
- CIRCULATION AND LINKAGES**
- PEDESTRIAN
 - BIKE
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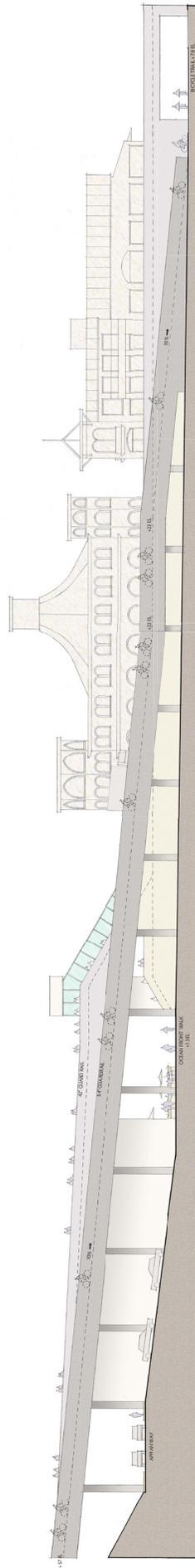
SEPTEMBER 2015



SECTION THROUGH PEDESTRIAN BRIDGE AND STAIRWAY



SECTION THROUGH PEDESTRIAN BRIDGE AND ESCALATOR



ELEVATION OF VEHICULAR/BICYCLE BRIDGE

COLORADO AVENUE MOVEMENT AND ACCESS CONCEPTS

Santa Monica Pier Access & Use Study

Prepared for the City of Santa Monica by ROMA Design Group and Economic & Planning Systems

SEPTEMBER 2015

USES & ACTIVITIES

GUIDING PRINCIPLE:

The Pier will provide services and uses which contribute to the economic viability of the Pier.

The mix of uses will provide attractions and offerings for visitors of all income levels.

There are today many possibilities and opportunities to improve the quality and diversity of activities on the Pier. These opportunities can also contribute to revenues that are needed to help off-set the capital improvement, management and maintenance costs which will increase over time with expanded visitation and from the forces of nature. Any modifications or additions would conform to the existing approved 1988 design guidelines.

RECOMMENDATIONS

Education/Children's Activity Area (#1)

- L** 1. Reorganize and improve the area adjacent to Ocean Front Walk so that it complements the activities related to the historic Carousel and to the educational activities in the Aquarium.
- L** 2. Create a more attractive and visible setting that would anchor the landside end of the Pier and create a distinctive area with a combination of indoor and outdoor facilities oriented to young children and families.

Coordinate with the Aquarium to initiate programming, design and fundraising for expansion and develop a funding and financing approach to improve the Ocean Front Walk frontage of the Pier to create a more attractive and engaging environment.

Increase amount of public gathering space for events, children's play.

Market Place/Event Space Activity Area (#2)

- L** 3. Without losing lines of sight and permeability from North to South of the Pier, create a continuous pedestrian Pier Walk experience with new ground level Market Hall, shops and second level Event Center in place of the area currently used as the parking lot entrance/exit, maintenance workshop, substation and storage shed. Relocate uses to other locations – possibly under new Pier Bridge.

Recreation & Amusement Activity Area (#3)

- M** 4. Utilize the area that is now devoted to the Trapeze School for a permanent recreational/amusement/spectator use that complements adjacent uses and is capable of improving pedestrian flow.

Flexible-Open Space Activity Area (#4)

- M** 5. Repurpose the west side of the pier parking lot and the eastern edge of Pacific Park to create an important gateway to the amusement activities and create a more positive connection to the parking area as a flexible open space.

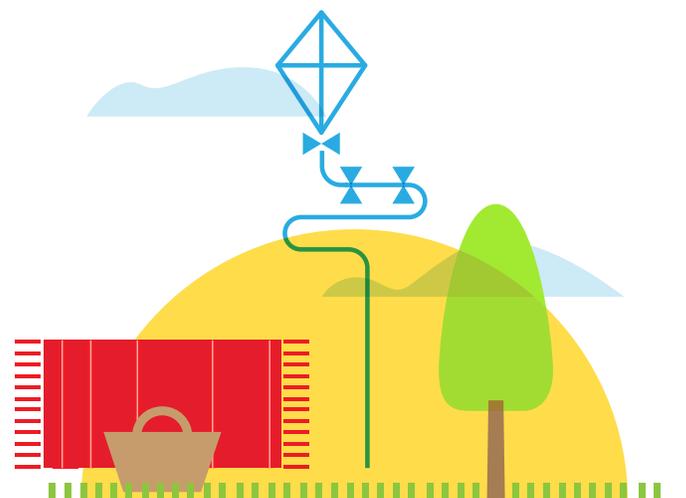
Vending Cart & Outdoor Dining Zones (#5)

- M** 6. Create additional vending cart opportunities and outdoor dining extension zones to bring more activity and continuity to pedestrian movement along the length of the Pier Walk.

Additional

- S** 7. Program year-round calendar of events, retaining the Twilight Concert Series in the summer, but offering more off-season programming that will continue to attract people of all backgrounds, interests and incomes to the Pier.
- L** 8. Restore the Carousel Onion Dome to support and further the historic heritage of the landmark building and the Pier.
- S** 9. Uphold Constitutionally protected artistic expression on the Pier by providing fair and equal opportunities to perform.
- S** 10. Recognize the pier is not a purely commercial platform. The Pier should be viewed as a community amenity and a public gathering space with revenue producing activities that can minimize support from the General Fund.

refers to opportunity areas on following page map



Santa Monica Pier Use Study

Prepared for the City of Santa Monica by ROMA Design Group
SEPTEMBER 2, 2015



OPPORTUNITY AREA 1:

This site provides the opportunity to strengthen uses and activities along Ocean Front Walk, create a stronger pedestrian connection to users to and along the north and south sides of the pier, and, in conjunction with the Carousel, Aquarium and adjacent deck areas, establish a larger activity area at the entry to the pier that can become an attractive destination for children and families. This area could include additional ground level uses along Ocean Front Walk with a two-story portion, canopy configurations to construct views to the Marina Carousel building. Estimated footprint of site: 7,000 square feet.

OPPORTUNITY AREA 2:

This area is central within the pier and is critical in creating pedestrian connectivity and opportunities for activities that will strengthen the appeal and diversity of year-round visitation. This area also has the greatest potential for revenue generating uses that can help offset costs for public benefit activities on the pier. One program for this area could include a ground floor of active commercial uses would be used and others would be subleased on floor. Two high bay floors within the 35-foot height limit are envisioned on the 16,000 square foot site, for a total of 32,000 square feet.

OPPORTUNITY AREA 3:

Potential site for activities that will help to create continuity and distribute pedestrian activity more evenly along the length of the pier. Estimated footprint of site: 10,000 square feet.

OPPORTUNITY AREA 4:

Potential reuse of a 5,000 square foot portion of the existing parking lot for outdoor recreation and special events.

OPPORTUNITY AREA 5:

Cafe extension zones and cart opportunities within an expanded Pedestrian Boardwalk along length of the pier. Within this area, up to 24 carts are assumed within an 8-foot zone along the north side of the pier plus curbed carts for adjacent businesses (one each) and 12-foot cafe extension areas along business frontages, assume 6,000 square feet.

- ADJACENT BUSINESS CARDS
- INDEPENDENT CARTS
- CAFE EXTENSION OPPORTUNITIES

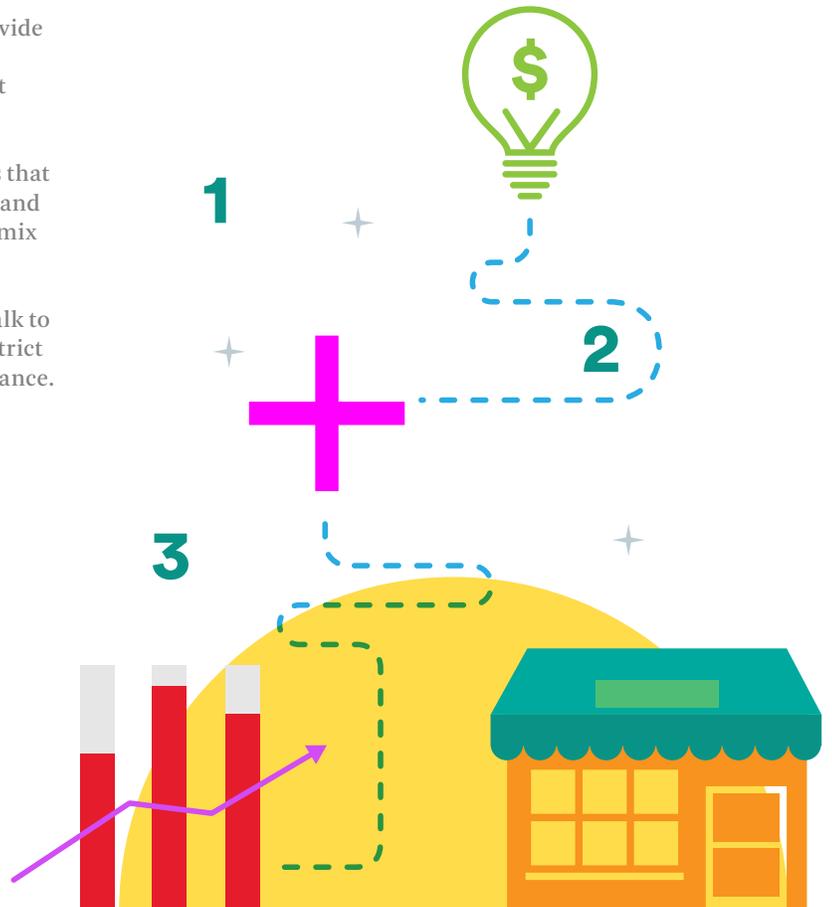
FINANCIAL SUSTAINABILITY

GUIDING PRINCIPLE: The Pier will provide services and uses which contribute to the economic viability of the Pier.

The Pier's ability to generate additional revenues is critical to continuing diverse and vibrant programming accessible to all people at no or little cost. To the extent additional revenues are produced on the Pier, additional funds would be available to support activities and amenities for the citizens of Santa Monica and the public at large.

RECOMMENDATIONS

- S** 1. Consider a partnership-based funding incorporating a revenue-share model for SMPC as future enhancements generate additional revenues to the Pier Fund.
- M** 2. Utilize the Deauville site for pier parking and distribute equitably the revenues from this lot between the Beach Fund and the Pier Fund.
- M** 3. Ensure that Common Area Maintenance (CAM) fees for new leases will appropriately correlate to any addition costs for maintaining common areas.
- L** 4. Recognize that certain capital improvement costs associated with new uses may need to be financed by private entities, private donors, or by grants in addition to the Pier Fund or General Fund.
- M** 5. Support the reuse of proposed activity areas to provide opportunities for additional activities, events, and commercial uses that could result in estimated net revenues to both the Pier Fund and SMPC.
- M** 6. Enforce Council-approved Pier Leasing Guidelines that call for rents to be market rate as old leases expire and as new uses are added, while ensuring a balanced mix of uses that remains affordable to all Pier visitors.
- S** 7. Encourage merchants on Pier and Ocean Front Walk to consider establishing a business improvement district to fund ambassadors and higher levels of maintenance.



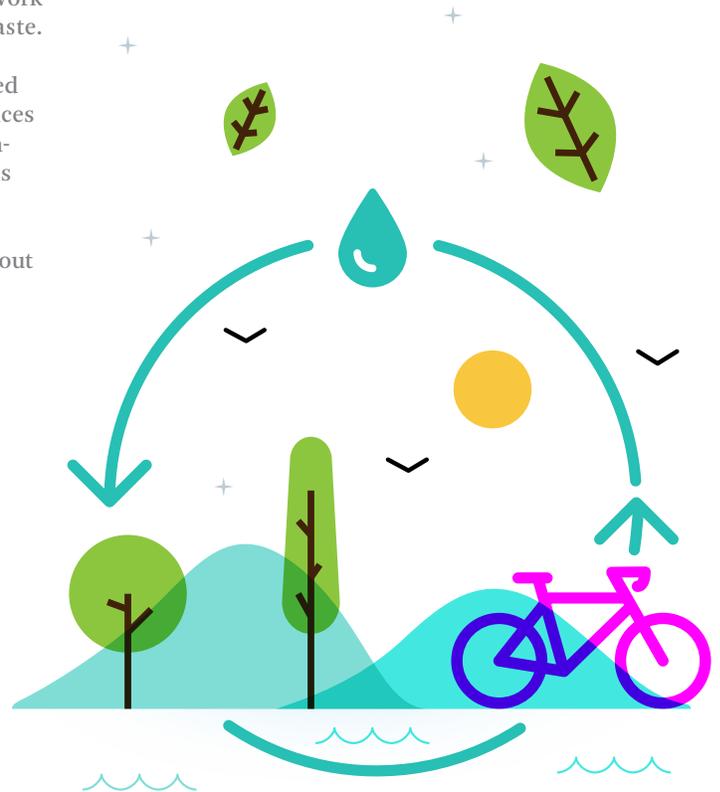
ENVIRONMENTAL SUSTAINABILITY

GUIDING PRINCIPLE: The Pier will provide services and uses which contribute to the environmental sustainability of the Pier, Beach and City.

In response to climate change, sea level rise and in alignment with good environmental stewardship, the Pier will need to appropriately adapt in order to maintain and protect this iconic resource for the enjoyment of future generations.

RECOMMENDATIONS

- S** 1. Develop a Pier focused sustainability strategy and invest in programs on the Pier that addresses water management, waste management, and power generation to achieve better sustainability outcomes than are present today.
- S** 2. Make sure the Pier is integrated in all city sustainability projects and policies such as grey water, recycling, and bio waste digester programs and pilots. Accelerate the Pier's participation on sustainability projects.
- S** 3. Support Pier's credentials as a "Green Pier" through the sustainability efforts of the City and Pier Tenants and create an overall branding/communications campaign to make visible these programs and policies in practice.
- S** 4. Encourage multi-occupancy vehicle trips and prioritize access via transit, walking and bicycling.
- S** 5. Require Tenant participation in recycling, composting and Green Business certification programs offered by the City. Work with Tenants and their vendors to reduce food packaging waste.
- S** 6. Promote the Pier's Healthy Foods Initiative which is designed to procure and promote healthy and sustainable food practices on the Pier. Approaches include utilizing locally and sustainably grown, organic foods from California; offering meatless menu options and food that has been minimally processed.
- S** 7. Educate recreational and subsistence anglers on the Pier about sustainable fishing techniques and practices.



INFORMATION & REGULATORY

Implementation of many of the recommendations contained in this document is integrally tied to infrastructure improvements such as the two bridge proposal, policy development, and on land use planning which will require close coordination with the State Coastal Commission, CalTrans, and City departments, boards, commissions and Council.

RECOMMENDATIONS

- S** 1. Update City's pile inspection to determine condition of pilings and survey the Pier, providing vertical and horizontal information, showing features and locating leasehold limits.
- S** 2. Undertake a parking utilization/management study, including all aspects of the parking resources in the vicinity of the Pier to determine how to most effectively utilize them and to determine the appropriate parking requirements given the regional light rail system.
- S** 3. Propose a revised square footage envelope for the Pier, in consideration of new activities areas and improved transit and parking allocations.
- S** 4. Initiate meetings with City and Coastal Commission staff working on the Local Coastal Plan Update.
- S** 5. Continue to review proposals for the bridges, including the incorporation of escalators, elevator and stair, under the bridge storage areas, and bicycle access to the beach. Monitor environmental review process.
- S** 6. Revisit City's restrictions on temporary outdoor advertising on the Pier to support sponsorship opportunities that would offset costs of free community-oriented events produced by the SMPC.
- S** 7. Provide a system to measure visitation to the Pier and provide estimates on a daily, seasonal, and annual basis.

