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CITY OF SANTA MONICA
BERGAMOT AREA PLAN

ADOPTED SEPTEMBER 11, 2013
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Executive Summary

A 21ST CENTURY PLAN GROUNDED IN HISTORY AND CULTURE

This Plan envisions creating the city’s most sustainable neighborhood—one that both conserves the authentic, industrial character that has charmed its current occupants and fostered a creative community and removes barriers to housing, local restaurants and services to take full advantage of opportunities generated by the arrival of the Exposition Light Rail in 2016. The combination of these two distinct experiences can produce a unique place provided that neither overpowers the other and that there is room to grow together.

This Plan, which came together through extensive community outreach and public participation, describes a unique Santa Monica future that blends the most successful examples of transit-supportive neighborhoods with new ideas, addressing the area’s individuality in order to move toward a vibrant and interesting vision for each of the four districts that comprise the Bergamot Plan area.
Two new “Conservation Districts” protect the scale and character of the Bergamot Plan area, and provide small, affordable spaces for creative businesses.

The Bergamot art center will continue to be a world-class destination for fine art, and will also serve as a gateway into the Plan area for thousands of daily Expo riders.

Why a Plan?

When the 2010 LUCE was developed, it was clear that although it redesignated the land in the former industrial area as “Bergamot Transit Village” and “Mixed-Use Creative,” these intentions left space for more detailed and thoughtful planning to ensure the necessary transition and to protect and encourage the creative sector, which has populated the landscape of buildings, streets and warehouses. The LUCE determined that along with the city’s Downtown, the Bergamot Plan area would be one of the most important evolving areas in the city because of its connection with the Exposition Light Rail and the potential to knit together a community “place” that serves the surrounding residential neighborhoods and the employees of existing businesses. Both land uses and streets are important components of this future place to connect people internally, to the surrounding Santa Monica neighborhoods, and to the greater Los Angeles region through transit improvements. This important shift requires guidance and nurturing to balance the inevitable pressures of the market to develop the most profitable uses against the community’s expressed desire to retain the area’s low-key character and its role as a place that fosters art and creativity. This Plan includes standards, guidelines and implementation measures that aim to fill in missing retail uses, introduces a residential neighborhood, and conserves and fosters a full spectrum of creative industries and artists, from start-ups to established successes. It does so using tools such as community benefit requirements and incentives to include appropriate space in projects for creative uses, large and small.

This Plan reflects a community vision developed through outreach, dialogue and respect for diverse opinions.

The community has been vocal about its expectations for this area. Multiple outreach efforts have included five major workshops, four focus group meeting events, 25 one-on-one meetings with Bergamot art center gallerists, dozens of stakeholder interviews with property owners and businesses in the planning area, communication through the project website (www.bergamotplan.net) and online surveys presented to area employees. Overall, it is estimated that 700 members of the community, in addition to numerous Boards and Commissions have contributed to the ideas found in these pages.

Conservation and creativity are at its heart.

In recognition of the assets that define the area’s unique character, two new land use districts are established to conserve authenticity and retain the small-scale creative businesses and art resources valued by the Santa Monica community. The first, the Conservation: Creative Sector District (CCS), in the northeast corner of the Mixed-Use Creative District, provides sanctuary amidst the changing landscape for creative individuals and their businesses to push innovation, and to partner with larger more established companies in the Bergamot Transit Village and Mixed-Use Creative Districts. In this area, the Plan does not increase the FAR and height limits from the current levels. New uses are allowed, however, and properties in the area that maintain their existing buildings benefit from some significant incentives, including the ability to add mezzanines that are not considered floor area toward the FAR, additions,
within the maximum FAR without providing more parking, and use of the State Historic Building Code. The goal is to provide room to meet these businesses’ needs without major redevelopment.

This Plan’s name comes from its “spiritual” center, Bergamot Station, which is the location of the second conservation district, the Conservation: Art Center (CAC) District.

The Bergamot art center, which over the past 20 years has thrived as a center of high quality galleries and other arts-related uses, includes 5.6 acres of property owned by the City, and 1.8 privately-owned acres, adjacent to the Expo Station. The Santa Monica Museum of Art has become an anchor of the Bergamot art center, with potential to grow in a transit-rich context. The planning process has yielded a vision for the future of the City-owned portion of Bergamot Station to develop as a place with attractive public open space, increased opportunities to enjoy the arts and new uses and amenities that serve art lovers, families and visitors of all kinds.

The CAC District provides standards consistent with that vision for the City-owned parcel as well as the other parcels that together create the district’s character. The FAR has been kept low (1.0) for larger parcels, while the height limit has increased (86’ maximum) to achieve the district’s goals. The art center vision is already guiding the City’s search for the right partner to design and build it in a sustainable way—economically, environmentally and creatively. As in the CCS, mezzanines may be added to existing buildings without counting as FAR and the State Historic Building Code may be applied to facilitate expansion while retaining the area’s character.

The first order of business in this Plan is to help people get around.

The public realm needs streets that serve pedestrians, cars, bicycles and buses, conveying transit users safely and comfortably from their points of origin to their end destinations. This vision contrasts sharply with the current network, which is greatly lacking in streets, pathways, sidewalks and the signalized crossings that will be needed to transition into a more walkable area. The LUCE has guided the planning process with its call to break down the large industrial-era parcels and develop a street grid that is more like the rest of Santa Monica. From there, this Plan takes circulation to a level of detail that classifies all streets, including the potential for 10 new streets and 15 pedestrian and bicycles pathways, into new types that match the purpose of the particular area.

Olympic Boulevard has its own designation as a Landscape Emphasis Street that acknowledges its role as a major thoroughfare and builds on its green character by adding sidewalks and street trees. There are Complete Streets for the major connecting streets, like Stewart and 26th Streets and Michigan Avenue, which help automobiles, buses and non-motorized movers alike to get in and out of the Plan area. As the new “main street,” Nebraska Avenue is primarily a Flexible Street that utilizes its wide right-of-way to maximize functionality for all users, including generous landscaped and furnished sidewalks, while still maintaining on-street parking. Nebraska Avenue also has a central Shared Street section that demarcates the center of district activity and can be easily closed off for events like fairs, farmers’ markets and special celebrations. The Shared Street type is also used on
Executive Summary

Nebraska Avenue: Local-Serving Main Street

A new streetscape for Nebraska Avenue featuring wide sidewalks, rows of verdant street trees, open space and retail shops will create connectivity from the Expo Station to all parts of the Plan area. Nebraska Avenue forms the majority of the Pedestrian Priority Corridor (PPC) overlay.

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narrower, less travelled blocks like Berkeley Street and the future extensions of Pennsylvania and Nebraska Avenues. These deliberately slow-speed streets will give more priority and comfort for pedestrians and bicyclists, without losing their purpose for motorists who need to access them.

Bicycle-riding is also encouraged in the Plan through a host of facilities that help the cyclist navigate and safely store the bike upon arrival, like bike sharing, short- and long-term bicycle parking and a Bike Center to service the needs of the anticipated 35% mode share for bikes at Plan build-out.

A district designed to promote health and wellbeing through active transportation.

Santa Monica aims to become a City of Wellbeing—a national model for measurably improving the quality of life for all members of our community. The type of built environment that the Santa Monica community has envisioned for the Bergamot Plan area is one that interacts with those who use it through shared spaces and activities that sustain neighborhood life, engage residents to interact with one another, and support healthy, dynamic lifestyles. The Plan’s comprehensive approach to designing for active transportation—walking and biking—will yield health benefits for area workers and for new and nearby neighborhood residents. For instance, the shift in travel modes away from driving toward more walking and biking reduces air pollution from automobiles, with corresponding health improvements. Safer sidewalks, street crossings and lower vehicle speeds reduce incidents of conflict between cars, bikes and pedestrians, also contributing

Active Transportation

Five health metrics related to transportation were evaluated to understand the benefits of the multimodal environment on wellbeing.

VMT Reduction Dividends

A 13% reduction in VMT will eliminate 70 estimated cases of respiratory ailments and reduce potential vehicle/pedestrian collisions per capita by 13% in the Bergamot Area Plan.

92% of rail riders walk to transit

29% will achieve their daily physical activity by walking to/from the train

Disability-Adjusted Life Years

Increasing walking and biking as a means of active transportation would reduce DALYs by an estimated 4-6%

Safety

As bicycle and pedestrian volumes increase, individual accident risk declines

17%

9%
to a healthier environment. The Bergamot Plan area’s active physical lifestyle will help its residents and workers to control their weight and avoid obesity, cardiovascular disease, type II diabetes and some cancers, leading to a longer and healthier life.

The graphic on the previous page contains some of the metrics that illustrate the health benefits of the Bergamot Area Plan’s focus on active transportation as part of daily life. The City plans to track these benefits by measuring certain indicators over the long term as the Plan is implemented. Measurable reductions in disease and other health problems can be achieved in this new neighborhood that offers a fresh, alternative lifestyle.

This Plan designs Santa Monica’s First New Neighborhood since the Post-WWII era. This Plan’s vision seeks to take the area from a monoculture of workplaces to a diverse social, cultural and economic neighborhood. The Plan removes prior prohibitions on housing, restaurants and services that will improve quality of life and opportunity. The mixed-use neighborhood that will offer new lifestyle choices, like the opportunity to live virtually car-free, must offer these choices to everyone: the young single in their first job, the family at any economic level with a parent that works in Santa Monica, the couple that wants to move in from the suburbs and spend less time in the car and the seniors who decide to sell the house they no longer need and live a comfortable but compact lifestyle based on more walking and use of transit. This Plan encourages and creates opportunities to develop appropriate housing for all of these members of the community, with a target of

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**How the Plan Benefits the Pico and Mid-City Neighborhoods**

The Bergamot Area Plan actively supports and enhances adjacent neighborhoods through a spectrum of physical, land use and transportation enhancements.

**JOBS & HOUSING**
- New job opportunities, internships and skills training.
- Range of housing options catering to different income levels, family situations and lifestyles.

**QUALITY OF LIFE**
- Enhanced landscaping and tree species.
- New open spaces and streetscapes designed for public use.
- New uses and amenities that bring daily services closer to people’s homes.

**NEIGHBORHOOD SCALE**
- Street frontage based standards that set buildings back from the street.
- Development standards that create human-scaled buildings to ensure a vibrant walking environment.

**ENHANCED ACCESS TO THE BERGAMOT PLAN AREA**
- New pedestrian pathways, bike lanes and streets.
- Transportation Demand Management measures to manage congestion and reduce vehicle trips.
- Parking restrictions to protect neighborhoods from spillover.

**PRESERVATION OF CHARACTER**
- Regulations and “Transition Zones” that conserve character and scale.
- Design guidelines that direct the use of familiar materials (i.e. brick, metal) in the redevelopment or reuse of buildings.
at least 30% of housing affordable to people earning 30-180% of area median income. It emphasizes the role of expressive and high quality contemporary architecture that is human-scaled, designed to meet stringent environmental performance standards, and which artfully merges the private and public realms into a seamless network of open spaces designed for community gathering. And of equal importance, the Plan area will begin to be developed with services that will be viable because they serve not only the new population, but also the underserved surrounding residential communities. Neighbors in the Pico and Mid-City neighborhoods will benefit from availability of additional nearby amenities that they, too, can walk and bike to in the daytime or at night.

The key is implementation.

Reaction to the Plan’s vision from the Council, Boards, Commissions and community members has been overwhelmingly positive. They are excited to see this neighborhood come alive and embrace the creative culture that characterizes the area and support for safe streets, bike and pedestrian prioritization, more trees and wider sidewalks, new crossings on Olympic Boulevard and connectivity from Expo and the Bergamot art center to all destinations. The big questions have been: How do we get there from here? What makes this Plan happen?

This Plan is not designed to sit on a shelf. Once adopted, it is structured to be used on a daily basis at the Planning Counter and in the City’s multi-year work plan. The “motor” of the Bergamot Area Plan is found in Chapters 5 through 8 (see graphic to left).
Implementation is a shared responsibility. There is not one individual source or tool that alone holds the key to the realization of the community’s vision for the Bergamot Plan area. Some measures will be privately initiated and guided by the Planning & Community Development Department through the permit or development agreement process. Some key catalyzing projects will depend on the City to either finance or coordinate financing from numerous parties, including potentially organizing an assessment district. For instance, one possible component of the strategy is a Community Facilities District (CFD), which would require a 2/3 vote of those assessed, so collaboration and cooperation amongst the district’s property owners will need to be an ongoing process.

Sustainability as a community objective underlies the entire plan. The City of Santa Monica has adopted many plans that all work in the same direction: toward addressing environmental issues that need to be confronted with action to ensure the long-term survival of the community and the region. Integrated land use and transportation planning is a critical implementation measure to achieve the goals of the Sustainable City Plan and the 2013 Climate Action Plan. The LUCE has moved the City forward on this path, and the Bergamot Area Plan, which designs and regulates the largest new, mixed-use neighborhood designated in the LUCE, takes the next step toward sustainability in the most comprehensive meaning of the word. In fact, the importance of this plan as a sustainability tool was recognized by the US Department of Housing and Urban Development (HUD) when it selected the project in 2010 to receive one of its first Sustainable Communities Challenge Program grants.

A Phased Approach

Implementation will occur over an extended period of time. Critical improvements are identified for the near-term, while new infrastructure and streetscapes will happen as opportunities arise.

A Model of Sustainability

Through its comprehensive policies, this Plan meets the economic, environmental and social goals of the Sustainable City Plan, and specifically addresses climate change through integrating land use and transportation and moving the City forward towards net zero energy use. This Plan also represents Santa Monica’s contribution to the federal Sustainable Communities Challenge Program, which substantially funded this effort.
Executive Summary

• Finding places for those starting up in the creative sector and recognizing that finding those places not only helps artists and creative individuals but also the greater community;

• Harnessing the potential of every square inch of the public realm for use as open space that elevates the quality of life;

• Guiding large projects seeking development agreements to include physical improvements or funding contributions that will benefit the community to the greatest extent possible;

• Optimizing parking resources and minimizing parking excess to discourage, but accommodate at a reduced level, automobile commuting;

• Supporting cyclists through provision of superior, comprehensive travel, storage and wayfinding facilities;

• Allowing a process to evaluate and permit fine architecture that may not meet prescriptive standards;

• Building connections between businesses and with residents to encourage cooperative endeavors to address congestion and foster community; and

• Expanding technological infrastructure, like dark fiber for high-speed internet connection, that creative businesses require in order to attract and retain high level companies of all sizes.

Communities grants. The City can take pride that this Plan reinforces the City’s regional and even national role as a leader in promoting sustainability.

A SUSTAINABLE PLAN FULL OF INNOVATIONS AND CREATIVITY

If there is one overriding message in this Plan, it is this: that innovation and creativity, which have driven this area’s gradual transition in the last twenty years, are exactly the features that need to be employed for the somewhat faster transition that is anticipated when the Expo connects the area to the greater region. Business as usual cannot adequately protect and guide this area. This Plan contains innovative policies, backed by standards, requirements and incentives to address:

• Advancing sustainability by creating a green mixed-use neighborhood with housing, jobs and services that provides more transportation choices and reduces the need for vehicle trips; fostering local innovation and high performance built environment; promoting human health through walking/biking; reducing greenhouse gas emissions (GHG); capturing stormwater and urban runoff, and requiring a higher level of solar energy provision;

• Designing, funding and building new and/or improved streets with multiple travel modes and users in mind;

• Conserving the area’s character without specific designation through the Landmarks process;

• Finding places for those starting up in the creative sector and recognizing that finding those places not only helps artists and creative individuals but also the greater community;

• Harnessing the potential of every square inch of the public realm for use as open space that elevates the quality of life;

• Guiding large projects seeking development agreements to include physical improvements or funding contributions that will benefit the community to the greatest extent possible;

• Optimizing parking resources and minimizing parking excess to discourage, but accommodate at a reduced level, automobile commuting;

• Supporting cyclists through provision of superior, comprehensive travel, storage and wayfinding facilities;

• Allowing a process to evaluate and permit fine architecture that may not meet prescriptive standards;

• Building connections between businesses and with residents to encourage cooperative endeavors to address congestion and foster community; and

• Expanding technological infrastructure, like dark fiber for high-speed internet connection, that creative businesses require in order to attract and retain high level companies of all sizes.

A District-Wide Approach to Manage and Reduce Vehicle Trips

This Plan includes almost 30 Transportation Demand Management (TDM) strategies, including the highly prioritized establishment of a Transportation Management Association (TMA), which can oversee a wide range of activities to reduce trips, incentivize transit and manage area-wide parking resources.

Vehicle Parking Duties:
Manage shared parking spaces, control and adjust parking pricing and provide real-time information about location and availability of parking spaces.

Bike Parking Duties:
Manage district-wide bicycle parking and a new Bike Center at Bergamot Art Center.

Trip Reduction Duties:
Monitor AVR of TMA Members, provide subsidized transit services and assistance and host events to broadcast programs and services. Funding for the TMA’s operational needs and diverse programs needs to be identified through a variety of funding sources.
Establishing a Higher Standard in Urban Sustainability through New Projects and Adaptive Reuse/Conservation

Throughout this document, you will see the components that contribute to the area’s sustainability:

1. A sustainable neighborhood with a mix of commercial, retail, market-rate and affordable housing
   (See Land Use Policies and Affordable Housing policies)

2. Strategies for projects to reduce greenhouse gas emissions by reducing vehicle miles travelled
   (See Circulation and Mobility Policies)

3. Guidance for projects to contribute to a compact, walkable mixed-use urban environment
   (See Land Use and Economic Development Policies)

4. Direction to excel in green building design
   (See Urban Form and Land Use policies and Design Guidelines)

5. Incentives for preservation and conservation of existing buildings
   (See Land Use policies and Conservation District standards)

6. Requirements for greening streets and open spaces for shade and heat island reduction
   (See Urban Form and Street Network policies and Urban Design Guidelines)

7. Alternative energy production, such as solar panel installation, will be required for some projects
   (See Development Standards, B14)
HOW THIS PLAN SHOULD BE USED

The Introduction (Section 1.D) summarizes the Plan chapters and major sections.

For property owners and developers:
It is important to read Chapters 2 and 3 to become familiar with the area’s history and character, to sense the community spirit that supports the Plan’s policies and to understand from this background the vision for the area’s future. Chapter 4, Core Components, provides background and the philosophical underpinnings of the Plan in regard to the most important aspects of the area’s development and should be reviewed for its goals and policies.

Finally, the key chapters that regulate development on private property are Chapters 5 and 6. Confirm the property’s location in respect to Zoning District and review permitted land uses, height and FAR maximums; parking requirements (automobile and bicycle); open space and other standards. Carefully study the Design Guidelines before beginning architectural concept development.

The most successful projects will be those that consult the Plan and reflect the community’s vision that the Plan embodies.

For the City:
This Plan provides guidance for public improvements, setting priorities and outlining the implementation resources that may be pursued. Chapter 7, Street Guidelines, and Chapter 8, Implementation, are the key chapters to consult as the City plans for capital improvements, grant applications and other funding sources.

Two of the highest priority activities are the establishment in the area of both a Community Facilities Assessment District to fund higher levels of public improvements and a Transportation Management Association, or TMA, because a major factor in the area’s success will be the ability to reduce future trips and absorb new uses without creating additional peak hour trips, and the TMA is an ideal vehicle for organizing activities that will lead to reduced future vehicle trips. The City will need to support initiation of an assessment district and the TMA’s formation as a non-profit agency. Both of these processes may take a few years or more (see Chapter 4, Section C: Circulation and Mobility). The groundwork for a new park is also to be started in this first phase.

The City should monitor and annually report on the progress being made on public projects in the Plan area.

A higher standard for the inclusion of bicycle facilities, like bikeshare docking stations, is emphasized. Additional facilities such as long-term bike parking rooms, bike lanes and street markings, and a new Bike Center are also planned.

To increase mobility for people of all ages, the pedestrian environment will be enhanced through miles of new sidewalks, six new crosswalks and improvements to existing intersections.
INTRODUCTION
Introduction

With the opening of the Expo Light Rail, the Bergamot Plan area—already a cutting-edge, unique collection of places and activities—will inevitably change. The purpose of the Bergamot Area Plan is to lay out a vision for how the district will be transformed in a way that will benefit the community, and to provide a roadmap for how that vision can be achieved.

As Santa Monica’s Land Use and Circulation Element (LUCE) makes clear, almost all of the city’s land area—96% to be exact—should be conserved and land use changes in the city should be directed to commercial and industrial areas that comprises only 4% of the land area, including the Bergamot Plan area. In order for Santa Monica to achieve the goals for sustainability and prosperity contained in the LUCE, areas such as the Bergamot Plan area cannot merely change, they must be guided and nurtured to function in a completely different and much more sustainable way.
Beyond providing merely for physical change, this Plan also promotes a diversity of uses, creates a lively street environment, protects and extends the creative sector and assures compatible transitions with adjoining neighborhoods. Above all else, circulation patterns must change to take advantage of both the Expo Light Rail and new internal circulation patterns that promote many different modes of travel, especially walking.

Given the area’s history and current form, it might seem difficult to envision the transformation called for in the Bergamot Area Plan. Yet in fact, the Plan area is an ideal location for the Santa Monica community to implement the goals of the Land Use and Circulation Element (LUCE), which forms the basis of the Plan.

A. A TRANSIT-ORIENTED, CREATIVE ARTS NEIGHBORHOOD

The Bergamot Plan area has always been a distinctive area—a broad-shouldered industrial district bounded by quiet residential neighborhoods and intersected by two notable connectors, Olympic Boulevard and Stewart Street. Yet even as the area has remained physically the same, it has undergone a fundamental shift in the nature of its commerce and its role in the city’s economy. This is no longer a factory district but, instead, a hub for art, culture and the burgeoning creative economy.

Over the past several years, City planning efforts have engaged community stakeholders and City leadership in a discussion about what the former industrial areas should become. This Plan is the culmination of those efforts. It seeks to coordinate the coming change in the Bergamot Plan area in a way that is sensitive to the community and compatible with community goals, while at the same time allowing creative flexibility for businesses and encouraging transformative change in the street-level environment and circulation patterns in order to implement the LUCE vision.

The Plan seeks to achieve this vision in several ways: It encourages a mix of land uses that will activate the neighborhood and minimize the overall need for travel. It creates a framework for urban form, establishing the character of several distinct districts within the Plan area, including two conservation districts. It lays out a circulation network capable of transforming the way people get around, with a special focus on walking, connections to the Expo Line, and bicycling. It initiates changes in the road network to encourage automobile use only when it is the most appropriate mode of travel. It promotes improvement to the quality of area streets—the predominant existing public space in the area—while adding a new network of open space throughout the district. It includes policies to ensure economic sustainability, emphasize arts and culture, and promote a variety of housing types that will accommodate different living arrangements and income levels.

The implementation of the Bergamot Area Plan vision will be achieved using a combination of private funding and targeted public investment. The Plan extends the LUCE concept of requiring community benefits for higher levels of development. Additionally, new development standards contained in the Plan will ensure that new buildings and improvements will have attractive, human-scale, pedestrian-friendly street frontages that will promote pedestrian activity. The standards also encourage architecture to respond to the industrial character. Finally, because the next twenty years will inevitably bring change in workplace and living paradigms, room for flexibility is built into the Plan.
In all these ways, the Bergamot Area Plan represents an ambitious effort to implement the LUCE by transforming an older, auto-oriented district into a lively, compact and walkable neighborhood in a way that minimizes the need for automobile trips. The Plan also represents Santa Monica’s contribution to the national goals laid out in the federal Sustainable Communities Challenge Grant Program which substantially funded this effort, especially the goal of creating more walkable, sustainable neighborhoods that integrate affordable housing into economically successful districts.

B. PURPOSE OF THE BERGAMOT AREA PLAN

The Bergamot Area Plan will implement the vision and goals described in the LUCE for the two districts contained within the Plan area boundary: the Bergamot Transit Village district and the Mixed-Use Creative district. The LUCE envisions a distinct purpose and set of uses for each of these districts, helping to solidify them as uniquely defined areas with distinct character and culture.
The City sought input from the community in five workshops during the Bergamot Plan process. Additional outreach was conducted in focus groups, one-on-one interviews, survey, stakeholder meetings and public hearings on a variety of subjects.
The Bergamot Area Plan builds upon and refines these concepts, and creates two additional districts, the Conservation: Art Center District and the Conservation: Creative Sector District, that will provide space for small-scale creative arts to flourish. The Area Plan will also serve as both the policy and regulatory authority for the area. The City’s staff and decision-makers will use the Plan to guide public works projects, such as streets and open space. Property-owners and developers will use it to guide their proposals for both new development projects and renovations.

C. THE COMMUNITY’S ROLE IN CREATING THE PLAN

At its core, the Bergamot Area Plan is a plan for the people of Santa Monica—the people who live in the city, the people who work in the city and the people who visit the city to enjoy all it has to offer. For this reason, the people of Santa Monica—and especially the people who live and work in the Bergamot Plan area and nearby neighborhoods—have been intimately involved in this plan’s preparation.

Planning for the Bergamot Plan area began in 2005, with a study of Industrial Lands during the LUCE planning process. The vision for the area was crafted with involvement from a wide variety of community members over six years. The LUCE identified key goals for the two districts designated within the Bergamot Plan area.

Using the LUCE as the groundwork, the planning team conducted an outreach program that provided the community with maximum opportunity to participate in the creation of the Bergamot Area Plan. Hundreds of community members took part in events, including stakeholder interviews and focus groups, several meetings with the Bergamot Station business community, five community workshops, an on-line survey, public hearings and Expo Station design charrettes. A project website (www.bergamotplan.net) has been maintained throughout the process, with presentations, reports and summaries of meetings, and the project e-mail, Bergamotplan@smgov.net, has received e-mail comments throughout the process.

This extensive community involvement yielded four concepts that served as the groundwork for this plan:

1. A rich mix of uses and activities
   By encouraging a rich mix of creative employment, housing and commercial uses and activities throughout the Bergamot Plan area, the Plan should foster a much more active and vibrant community than exists today. By adding new community spaces and meeting places, the Bergamot Area Plan affords the opportunity to develop a rich variety of new activities, including arts activities and restaurant uses, that can help keep the neighborhood active not only during the workday, but in the evening as well.

2. A walkable neighborhood
   The Bergamot Area Plan should ensure pedestrian-scale improvements at the street level throughout the district to foster a more walkable environment. A wide variety of opportunities for ground floor retail and restaurant uses, all scaled to create a comfortable and safe walking environment should be developed to help lay the foundation for a pedestrian-oriented circulation system.

3. Human-scaled building and environment
   Architecture and urban design should strive to create human-scaled buildings and environments that enrich the experience of the area. To this end, such principles as 360-degree design—design that considers how the building looks from all angles—as well as variation in building features, scale, form and materials should be included in the Area Plan.

4. A connected neighborhood
   The community made clear that it places a high priority on a pedestrian environment with many alternative ways to get around. By putting daily errands within walking distance of homes and jobs, and by connecting the neighborhood through walking, biking and transit, the Bergamot Area Plan should lay the foundation for a transformational circulation system that no longer relies solely on the car, but offers a wide variety of travel choices.
D. STRUCTURE AND CONTENT OF THE BERGAMOT AREA PLAN

The Bergamot Area Plan is organized to enable the reader to understand the key concepts quickly. Early chapters are concerned with the Plan vision and goals, while later chapters focus on standards, guidelines and implementation. The content of the Plan is organized as follows:

Chapter 1: Introduction and Purpose
Introduces the purpose and background of the Bergamot Area Plan, and its relationship to the LUCE, and also describes the planning process, including community engagement efforts.

Chapter 2: Setting the Stage
Describes the setting of the Bergamot Plan area; provides a brief historic context; discusses land uses, urban form, mobility, parking and economics existing at the time of the Plan’s preparation; and summarizes critical issues and opportunities that inform the Plan’s goals and polices.

Chapter 3: Vision and Guiding Principles
Presents the underlying themes for the Bergamot Area Plan that will guide the evolution of the area into the future.

Chapter 4: Core Components
The Bergamot Area Plan’s key strategies, goals and policies are presented in six sections covering the following:

A. Urban Form, Open Space and Street Network
Guides the location, scale, intensity and character of buildings; provides strategies for creating effective open spaces; and describes street improvements that will increase pedestrian, bicycle and transit accessibility.

B. Land Use
Defines the distinct character of the four Bergamot Plan area districts and their respective mix and intensity of land uses.

C. Circulation and Mobility
Includes strategies for creating a walkable and transit-oriented neighborhood that capitalize on connections to existing regional circulation networks within and around the Bergamot Plan area.

D. Art and Culture
Outlines the importance of the existing creative arts focus for the Bergamot Plan area and provides strategies for maintaining and extending this focus.

E. Economic Sustainability
Describes strategies for maintaining the existing concentration of creative enterprise businesses and for connecting local residents to jobs.

F. Utility Infrastructure
Examines existing utilities in the Bergamot Plan area and strategies for implementing improvements necessary for realizing the Plan’s vision.

Chapter 5: Development Standards and Land Use Regulations
Defines the standards regulating site changes and new and renovated buildings to ensure that all proposed development supports the goals and vision of the Plan. Standards cover topics including intensity, building height and open space.

Chapter 6: Design Guidelines
Presents the guidelines and performance concepts for a three-dimensional network of vibrant and active public spaces framed by high-quality architecture.

Chapter 7: Street Standards and Design Guidelines
Includes standards and guidelines for new streets and renovation of existing streets into a walkable, sustainable travel network.

Chapter 8: Implementation
Outlines the strategies for funding and financing the implementation of the Bergamot Area Plan.
SETTING THE STAGE
Setting the Stage

The Bergamot Plan area was identified in the Land Use and Circulation Element (LUCE) as an ideal location to implement the vision of a balanced community with activities and mobility options for a wide range of people. It is a walkable size, and the area has a few civic institutions, a variety of creative arts and culture businesses and residences around its periphery. It has areas of intense activity in a relatively low-rise setting including the Bergamot art center, as well as concentrated employment areas. And soon, this area will be forever changed by the arrival of the Exposition Light Rail at Bergamot Station. The completed Expo Line will connect Santa Monica’s three stations (Downtown, Memorial Park and Bergamot Station) with a transit route that not only connects to nearby West Los Angeles, Culver City and Downtown Los Angeles, but to a larger regional network of urban and commuter rail lines that extend into five surrounding counties (see Figure 2.01).

The buildings in the Bergamot Plan area reflect a period of the city’s early history when manufacturing and industry provided economic strength and fortitude during uncertain times. Today, many of these buildings remain, but have been repurposed for a new generation of uses.
A. REGIONAL AND LOCAL SETTING

Santa Monica is a beachfront community on the western edge of the Los Angeles basin, with a population just under 90,000 residents in the 2010 Census. With the Pacific Ocean directly to the west, the remaining three sides of the city are bounded entirely by the Los Angeles neighborhoods of Venice, Mar Vista, West LA, Brentwood and Pacific Palisades. Downtown Los Angeles is 14 miles to the east.
Despite comprising an area of only 8.3 square miles, the city possesses an abundance of distinct neighborhoods that provide unique mixtures of land use, urban form, landscaping and architecture. The Bergamot Plan area occupies an approximately 140-acre inland industrial portion of the city, nestled within the Pico neighborhood in Santa Monica and a residential West LA neighborhood, which also includes a large utility site, to the east across Centinela Avenue (see Figure 2.02).

The Mid-City neighborhood is made up of a sizeable number of mid-twentieth century apartment buildings sharing leafy streets with older bungalows and duplexes. North of these residences are the medical campuses of Santa Monica-UCLA Medical Center and St. John’s Health Center. Mid-City has retail services along its three major boulevards, Santa Monica, Broadway and Wilshire, but these uses are primarily auto-oriented. Mid-City’s primary parks are Douglas Park on its northern edge and Memorial Park on its western edge, although there are a variety of smaller pocket parks and community gardens that serve the area. The few pedestrian-oriented retail zones within this neighborhood are not located near the Bergamot Plan area.

The Pico neighborhood has a rich cultural tradition that draws from its diversity of ethnic backgrounds. The Pico neighborhood has a number of amenities, including Stewart and Virginia Avenue Parks, a new library under construction and Santa Monica College. It also has challenges, including many families that struggle financially amidst rising housing costs and the amount of burdensome infrastructure located in and around the neighborhood. One example of this is the I-10 Freeway, whose mid-twentieth century construction divided the neighborhood streets and removed many homes. The Pico neighborhood could benefit from better connectivity for pedestrians and bicyclists to neighborhood-serving retail, transit and jobs.

The Bergamot Plan area itself occupies a historically industrial region in the central-eastern portion of Santa Monica that is developing into an important center for the creative and entertainment sectors within the Los Angeles region. Existing buildings and street patterns allude to the manufacturing and shipping uses that the area was known for in the early to mid-twentieth century, while uses and inhabitants of these buildings now include a wide variety of creative arts and design professions and their employees. This blending of the industrial and creative sectors, fused with the arrival of the Bergamot Expo Station informs the vision and goals of this plan.
B. HISTORIC SETTING\(^1\) – FROM LIMA BEANS TO INDUSTRIAL STRENGTH

The Plan area’s industrial character began to take shape in 1875, when the first steam trains came through, but grew as the town expanded through the twentieth century. Available Sanborn maps and research performed by City consultants indicate that development along Colorado Avenue during the late 19th and early 20th centuries was haphazard—partly residential and partly industrial following the railroad tracks.

Lima bean farming was one of the largest agricultural industries in Santa Monica in the late 1800s, occupying much of the Plan area. Santa Monica won a silver medal at the World’s Fair for the City’s lima bean exhibit in 1904. The advent of the electrified railroad in the early twentieth century spurred development of several prominent industrial factories and warehouses, which were constructed adjacent to the Southern Pacific Railroad tracks to take advantage of newly available land and transportation. These businesses provided products and services necessary to sustain a developing city, including lumber yards, laundries, utility plants and agriculture. In 1904, the Simons Brick Company established a factory for the manufacture of pottery, brick, tile and clay shingles alongside the Southern-Pacific tracks and adjacent to the Sunset Brick and Tile Manufacturing Company.

Meanwhile, the expansive parcel between Nebraska Avenue and Olympic Boulevard was largely unimproved prior to 1946, when several industrial buildings were erected in the newly subdivided property. Today, four architecturally unified buildings from this era remain; all are one-story industrial buildings characterized by brick construction with prominent mortar lines, raised piers and Late Moderne detailing.

\(^1\)Sources include PCR Services, Preliminary Historic Assessment: 1681 26th Street, June 3, 2009; PCR Services, Preliminary Historic Assessment & Memorandum, 3030 Nebraska, January 2, 2008/February 4, 2008.
Also in 1946, John Drescher purchased several parcels between Nebraska Avenue and Olympic Boulevard. He developed two parcels with industrial buildings; first, the very large property at 1810 Berkeley Street in 1946, and then the adjacent 3060 Nebraska Avenue parcel in 1953. Starting in 1972, with the founding of SCI-Arc at the 3060 Nebraska Avenue building, Drescher’s industrial properties became associated with a bohemian arts community informally known as “Drescherville,” with frontage on Nebraska Avenue, Berkeley Street and Olympic Boulevard. Architects, artists, designers and technology innovators looking for affordable industrial space to turn into offices and lofts have colonized the plan area. As a result, the area has transitioned over the past 40 years from manufacturing and shipping uses to technology and creative industries.

Although the area’s exterior appearance maintains the industrial character of its railroad and manufacturing past, these structures now feature light-filled, creatively designed interiors, making them highly sought-after, flexible office spaces. Due to its stock of converted industrial buildings, convenient location, easy access to freeways and existing concentration of entertainment and technology industries, commercial real estate brokers report that the Bergamot Plan area is among the strongest locations for creative office in the region.

The name “Bergamot Station” is a reference to the native bergamot flower (Monarda fistulosa) that once flourished in the area. This name dates back to 1875, when the area was a train stop and car-storage area on the steam-powered Los Angeles and Independence Railroad from Santa Monica to Downtown Los Angeles. Bergamot Station continued to be a stop on the Santa Monica Air Line, an electric railway system opened in 1909 and run by Pacific Electric. With the then sparse population along much of the route, it was used primarily for freight trains. Even in 1924 service on the Air Line was limited, with passenger cars running only during rush hours. At that point, most passengers travelled to Santa Monica on a different rail line, which ran primarily down Santa Monica Boulevard.

Passenger service on the Air Line was completely discontinued on September 30, 1953; however, freight service remained. Because the Air line route was also connected to the Santa Monica Boulevard line via tracks on Sepulveda Boulevard, it was the only way for freight trains to reach warehouses in West Los Angeles, Beverly Hills and Hollywood. Nevertheless, as the overall use of rail for transporting freight gradually declined, the tracks along Santa Monica and Sepulveda Boulevards were removed and service became sparse. The final freight run was to Fisher Lumber in Santa Monica in 1987.

The property purchased by the City in 1989 includes many warehouse buildings used for freight storage and industrial activities over the years. The City leased the space in 1993 to a partnership that turned it into an art center that now defines the existing character of Bergamot Station.
An Industrial Pattern of Development

The adjacent map shows the building footprints of existing structures located in the Bergamot Plan area. Large blocks and building footprints that are typical of industrial areas characterize much of the Bergamot Transit Village and Mixed-Use Creative Districts.

Even so, some smaller, “finer grain” structures exist in the northern/eastern portions of the Plan area. Of particular significance are the one-story industrial buildings that were built in the early 1950s during the area’s expansion and development and which are characterized by brick construction with prominent mortar lines, raised piers and Late Moderne detailing. Located on Berkeley and Stanford Streets, these buildings constitute a new land use district, known as the Conservation: Creative Sector District.

Figure 2.03
Figure Ground Diagram
C. URBAN FORM AND CHARACTER

The physical form of a place is shaped by its geography, history, economy and the collective actions of the people who live and work. These forces must be understood and respected in order to set the stage for positive change.

1. Block Size and Parcelization

The Bergamot Plan area is characterized by a small number of large blocks and parcels. Consequently, there are only a few streets providing access to the area, with Olympic Boulevard being the dominant east-west connector that also divides the Plan area into two parts. The exception to this large, unbroken block pattern and street grid is found in the northeastern part of the Plan area around Stanford Street and Berkeley Street, where block sizes are smaller and streets are narrower. This area abuts a residential neighborhood to its north and east and is regarded as a transition zone. The existing urban form with regard to block size and spacing between buildings is illustrated in Figure 2.03, with the smaller, fine-grained blocks highlighted.

2. Street Character

The streets that provide access to and within the Plan area can be categorized into three key types: Regional Connecting Streets, Boundary Streets and Local Connector Streets. Their existing conditions are briefly described below, and they are shown in Figure 2.04.

Regional Connecting Streets

Regional connecting streets are the main thoroughfares within the Bergamot Plan area that provide service to the surrounding neighborhoods and major highways. These streets include Olympic Boulevard, Stewart Street, Cloverfield Boulevard and Centinela Avenue. Two of them, Olympic and Stewart, traverse the Plan area and divide it into smaller subareas. All three streets are characterized by wider (80- to 117-foot) rights-of-way and intermittent or non-existent pedestrian and bicycle amenities. Olympic Boulevard is particularly notable for its wide, planted median and mature trees and for its lack of sidewalks both along the north side of the street and on the south side between Stewart and 26th Streets.

Boundary Streets

Boundary streets play an important role as a transitional buffer between the Bergamot Plan area and the surrounding existing residential neighborhoods and other commercial areas. These streets, which include Exposition Boulevard, Colorado Avenue and 26th Street, vary both in width and in their pedestrian amenities. They typically feature shade trees and, in some cases, large, closely-spaced palm trees define the character of the street.

Local Connector Streets

Local connector streets fall within the outer framework of the regional connecting streets and the boundary streets. These narrower and shorter rights-of-way allow for circulation within the Plan area, but rarely
connect to areas outside of the Plan area boundary. Local connector streets include: Pennsylvania Avenue, Nebraska Avenue, Michigan Avenue, Berkeley Street and Stanford Street. They generally feature 50- to 80-foot rights-of-way with on-street parking and narrow sidewalks, and they typically possess buildings that front the street directly with smaller setbacks.

Some of the local connector streets originally laid out in the area east of Stewart Street were never completed as public rights-of-way, and were at some point sold to adjacent property owners. These portions of Stanford, Berkeley and Franklin Streets do not connect to Olympic Boulevard, resulting in an uninterrupted corridor with no connectivity to the district. There is also a lack of local connector streets to the west of Stewart Street. The only through street is Pennsylvania Avenue, currently running one-way east, and there are no north-south local connector streets.
3. Built Form

Existing building footprints, massing and heights vary throughout the Bergamot Plan area, resulting in a heterogeneous fabric that lacks continuous edges along streets. This effect is amplified by large, underutilized parcels with vast expanses of surface parking lots. Figure 2.06 illustrates the range of building footprint sizes within the Plan area, clearly distinguishing areas with smaller, tightly-spaced buildings from those with larger, loosely-spaced buildings.

Most buildings in the Bergamot Plan area are one- to two-story, low-slung, industrial-style structures with large, customizable floor-plates, exposed beams, concrete floors and ceilings of at least 15 feet. Building heights within the Plan area are illustrated in Figure 2.05.

In the area west of Stewart Street, older, large-scale industrial buildings with two stories and high ceilings characterize the blocks north of Olympic Boulevard. Building setbacks in this area vary from none to 30 feet. In general, most buildings in this area open to an interior parking lot and do not have a front door opening onto the street. Generic commercial buildings with large floor plates are predominant, and their massing is typically broken up through some degree of building and façade articulation. The Bergamot art center, located south of Olympic Boulevard, consists of mainly one-story former warehousing structures.

The area east of Stewart Street has a different character. Although still predominantly industrial in character with one- and two-story buildings, the smaller blocks and the variety of building sizes and uses on the north side of Olympic Boulevard contribute to a more walkable environment and visually interesting fabric. South of Olympic Boulevard, the
As Figure 2.07 indicates, the Bergamot Plan area is home to a wide variety of creative sector business. In fact, owing to the industrial nature and relative anonymity of the Plan area the buildings around the Bergamot art center have the densest concentration of creative businesses in the Los Angeles region.

For this reason, the Plan places a great emphasis on retaining, attracting and enhancing the creative economy through a variety of strategies aimed at small and large businesses.
pattern of large building footprints resumes. The location of buildings behind parking lots or building orientation toward a rear parking lot, with no front access, reflects a suburban character that is unlikely to substantially change in the near future, unless redevelopment occurs.

Most buildings in the Bergamot Plan area are industrial or office buildings designed to function in an efficient manner, with little façade articulation. However, more recent remodels have integrated subtle but effective architectural features, such as awnings, windows and recesses, that hint at the innovative work going on inside.

This is also true of the reused warehouse buildings in the area around Berkeley Street and Nebraska Avenue, which have been enhanced by such features including awnings, planters, art pieces and furniture such as benches and café tables. At the Bergamot art center, graphic signage and the use of primary accent colors further contribute to the art center’s contemporary character.

4. Existing Land Uses

The mix of land uses within the Bergamot Plan area differentiates it from the mainly single-use neighborhoods that bound it. The Plan area is adjacent to additional large, campus-style business park developments, including 2700 Colorado Avenue (MTV), the Colorado Center and Water Garden west of 26th Street. Many well-known companies have located in the area, including Lionsgate, MTV, Yahoo, Sony and Red Bull North America. Together with the many smaller, post-production specialists, these form a cluster of interdependent high-tech and media production services (see Figure 2.07). Among other uses that co-exist with these businesses in the area north of Olympic Boulevard are a private school, a ballet school, the Santa Monica College satellite campus, a pre-school and a handful of small eateries. On the south side of Olympic Boulevard, the City’s properties contain the Bergamot art center and Agensys, a medical equipment manufacturer. Other uses south of Olympic Boulevard include Lantana, the Recording Academy (“Grammys”), a self-storage facility and additional creative office space. The City’s municipal yards are located directly adjacent the Bergamot Plan area, on the south side of Michigan Avenue.

5. Parks and Open Space

Existing open spaces within the Plan area are limited to the landscaped medians that run the length of Olympic Boulevard, the Bergamot art center parking lot that is converted into an informal “plaza” for events, and the small park at 2700 Colorado Avenue, which is required by a development agreement to be open to the public. Bordering the Plan area are additional public open spaces, most notably the Pico Neighborhood’s Stewart Park, which includes active recreational facilities, and the Water Garden, which is also required to be open to the public in its development agreement. The Pico neighborhood will soon also have an approximately 2-acre “Buffer Park” that will abut the Expo Line maintenance yard and provide a new open space. Additionally, SMC’s AET campus is being redeveloped with a new plaza at Stewart Street and Pennsylvania Avenue, adding to the area’s open space network. Both projects are due to be completed within the next three years.
D. ECONOMIC OVERVIEW

1. Bergamot Plan Area’s Economic Character

The Bergamot Plan area is a major creative office employment center both in Santa Monica and regionally. With a concentration of jobs in creative industries, the Plan area represents a critical asset for the city’s current economy and for its long-term sustainable economic development strategy. This strategy, as identified in the Santa Monica Creative Capital Plan, prioritizes supporting and growing these creative industries, strengthening the arts and fostering opportunities for interaction.

2. Expo Light Rail Economic Impact

Although not yet complete, the arrival of the Expo Line is an existing condition, made more apparent each day as the community witnesses construction along the Expo right-of-way and over Olympic Boulevard. By connecting the Bergamot Plan area to a range of destinations both outside the area (e.g., Downtown Santa Monica) and beyond Santa Monica to other places where new jobs and potential housing developments will be located, the Expo Light Rail will boost demand for a variety of uses, ease the commute of employees working in the area and enable local businesses to draw talent from a wider area. Local brokers and real estate developers cite Santa Monica’s quality of life as one of the city’s major assets. By better connecting the Plan area to local attractions such as Downtown Santa Monica and the beach, the arrival of the Expo Light Rail will strengthen the Bergamot Plan area’s competitive position among businesses, employees and visitors alike. Additionally, the Expo Light Rail will better connect many of the Plan area’s existing employees to their jobs, while also enabling Bergamot businesses to draw new talent.

3. Office Market

The Plan area, together with adjacent business parks, is a strong office location and is particularly known for its entertainment, design and technology industries. The creative office space and employment in the area is an important economic generator for the City of Santa Monica and the jobs base is consistent with priorities identified in the City’s strategy for a Sustainable Local Economy. The Bergamot Transit Village and the Mixed-Use Creative District are identified in the LUCE as focus areas for new creative office employment. More information about creative office can be found in Chapter 4, Section E: Economic Sustainability.

4. Retail Market

The City of Santa Monica has one of the strongest retail markets in Los Angeles County, with activity primarily concentrated in pedestrian-oriented retail nodes like the Third Street Promenade, Main Street and Montana Avenue, or along auto-oriented commercial corridors, such as Wilshire or Pico Boulevards. With the exception of the galleries located in the Bergamot art center, the Bergamot Plan area has not been developed as a retail destination because retail and food service uses have been prohibited by zoning until now, with minor exceptions for accessory uses, such as factory outlets. Even so, there are some important retail uses nearby that will serve the anticipated new residential population in the Plan area. These include a full-service supermarket (Ralph’s) on Olympic...
Boulevard just west of the Plan area and within easy walking distance; and, slightly further east, another supermarket (Trader Joe’s), Walgreen’s and some large-scale retailers in the City of Los Angeles.

It is anticipated that this paradigm will change considerably when the Plan is adopted, permitting retail at a scale that serves local residents and the daytime population. There is already pent-up demand for local retail activity that caters to local workers such as a small market/pharmacy, restaurants, cafés, bars, dry cleaners and gyms.

5. Hotel Market
There are no hotels in the Plan area or even within reasonable walking distance, which is not surprising considering the area’s industrial history and the preference to locate hotels near the ocean and Downtown Santa Monica. However, as of January 2012, market indicators suggested that there is sufficient demand for a new mid-scale hotel serving the Bergamot Plan area. Some unmet demand is already generated by nearby office parks. After 2016, this demand will be bolstered by the transition brought by the Expo Line, which will provide a transit-adjacent location for local business and offer visitors convenient access to Downtown Santa Monica, the beach and even Downtown Los Angeles. The City’s recently released request for proposals for the Bergamot art center included a requirement to include a mid-size, boutique hotel. A hotel would have natural synergy with new restaurants and nightlife planned in the area.

6. Housing in an Employment District
Up until now, zoning in the Bergamot Plan area has prohibited construction of housing within its boundaries, with the exception of the mobile home park in the former RMH district. Although the Bergamot Plan area hosts an important employment concentration, many of the employees working in these industries cannot afford to live in Santa Monica. At 2012 housing prices and wage levels, only about 45% of Bergamot Plan area workers could afford to rent a home in the city as a single person, only about 19% could afford to purchase a condominium and only about 1% could afford to purchase a single-family home. Couples and households with more than one wage earner would be slightly more able to afford to rent a home in Santa Monica. Providing housing options affordable to a wider range of area workers would allow more people to both live and work in Santa Monica, thus creating additional opportunities to reduce commute times, vehicle trips and total vehicle miles traveled.

Ensuring a range of housing options affordable to a continuum of household incomes will require ongoing support and involvement on the part of the City. Units for low-income households, including low-income seniors, will continue to be produced through the City’s mandatory affordable housing production program. Some public subsidies are also available to assist with housing production, although these sources are shrinking and affordable housing production may require more local contributions or other sources to continue. But units for households earning 120-180% of the area median income (AMI), where there are no public sources of funds and yet where these incomes are still too low to afford most housing units in Santa Monica, will require creativity and various kinds of partnerships between the public and private sectors to develop. And yet, during the planning process, many community members, as well as the City Council, articulated the need for the Bergamot Plan area to include non-deed restricted housing at rent levels that more households could afford including at the upper income range. The Plan includes policies that lay the groundwork for these kinds of partnerships and looks to other possible options for addressing the area’s diverse housing needs.
While a variety of Big Blue Bus and Metro service lines run near the area, the Expo Light Rail (shown in blue on the adjacent map) will provide an efficient and inexpensive regional connection to many areas outside of Santa Monica.

Ridership on the Expo Light Rail is anticipated to reach approximately 3,400 people per day at the Bergamot Expo Station, with nearly 65,000 daily riders along the entire alignment.

The implementation of additional supporting services, like bikeshare, vanpool, new bus connections and private shuttles will provide viable alternatives to using a personal automobiles for commuting.
E. TRANSPORTATION AND MOBILITY

Given the current limited options for travel modes, the work commute in the Bergamot Plan area still follows the typical pattern of car dominance in the region. A 2012 survey of employees found that 78% of them drive alone to work—a slightly smaller number than the city as a whole, but still very high. Even the busiest bus stop in the entire Bergamot Plan area attracts only about 150 riders per day. Following is a brief description of existing transportation facilities in and around the Bergamot Plan area.

1. Automobile

Traffic and congestion is a recurring community concern in this area of Santa Monica, particularly near the Cloverfield off-ramp of the I-10 Freeway, where peak hour commuting patterns clog the local network. Although intersections closest to the freeway show the poorest levels of service, other intersections operate more functionally and permit a steady flow of vehicles through the Plan area. Intersection congestion is exacerbated by the coarse roadway network, which funnels all vehicles through a limited number of intersections.

2. Transit Service

The Bergamot Plan area is currently served by the Big Blue Bus Line 5, which runs along Olympic Boulevard, 26th Street and Colorado Avenue; and the Big Blue Bus Sunset Ride, which runs along Stewart Street and Colorado Avenue. The highest number of boardings within the Bergamot Plan area occur at Pennsylvania Avenue and Stewart Street, and Exposition Boulevard and Stewart Street, both with more than 150 daily boardings. Additional bus lines providing local service near the Bergamot Plan area include Big Blue Bus Lines 1, 2, 7, 8, 10, 11 and 14, and Metro Lines 20 and 4. High-quality and frequent express service near the Bergamot Plan area is provided by Big Blue Bus Super 7 and Metro Lines 704 and 720 (see Figure 2.08).

3. Pedestrian and Bicycle Network

The Bergamot Plan area is bounded by largely walkable districts to the north and south, which feature human-scale and fine-grained street grid networks (see the Existing Circulation Network diagram in Figure 2.09.). There are few connector streets that “punch through” the larger arterials in the Bergamot Plan area, and those that do are largely unwalkable due to a lack of well-marked sidewalks and/or crosswalks. Despite these conditions, informal pedestrian nodes have formed along alleys and driveways in the Mixed-Use Creative District, in areas within the Bergamot art center and along Pennsylvania Avenue in the Transit Village District, where a large number of food trucks offer lunch.

Similarly, the bicycle network is lacking in comparison to that which is found along the more fine-grained street grid networks to the north and south of the Plan area. In the 20 Year Vision from the City of Santa Monica’s Bicycle Action Plan (BAP), several streets have been identified for future bicycle improvements that will help to facilitate safe bicycle connections into the Bergamot Plan area.
“From Worst to First”
Improving the Situation for Pedestrians, Bikes and Cars

Roads in the Bergamot Plan area were designed originally to serve industry and goods movement, and did not anticipate the level of commuter traffic experienced today. These unique historic conditions isolate the area from the rest of the city street grid.

The Bergamot Plan Street Network (Chapter 4, Section C: Circulation and Mobility) provides for all users, with five street types. These will make the area walkable and bikeable while ensuring that car traffic flows where necessary, with most cars parked in shared facilities at the edges of the Plan area.

Figure 2.09
Existing Circulation Network
The Bergamot Area Plan calls for bike facilities along Stewart Street and Nebraska Avenue, and a multi-use path along the Expo Line that will connect Stewart Street to the Bergamot Expo Station and the Bergamot art center. Exposition Boulevard and Michigan Avenue are also identified as potential key east-west connections that will comprise of a network of various bicycle-friendly facilities between Downtown Santa Monica and the eastern edge of the city, and through the Bergamot art center.

4. Alternative Transportation and TDM

The City’s LUCE establishes a series of goals and policies with the intent to substantially increase the implementation of transportation demand management (TDM) strategies to reduce future trip-making within the city. Strategies such as the establishment of Transportation Management Associations or Organizations (TMAs/TMOs), parking pricing, parking management, universal transit passes, subsidized transit passes, tailored private transit services, carpool/vanpool programs, personalized travel assistance, land use mix and local services, and safe routes to school programs are all available for application in the Bergamot Plan area. Subsequent to the adoption of the LUCE, the City has been requiring aggressive TDM programs as part of conditions of approval for new developments, particularly those subject to Development Agreements in the Plan area.

Private shuttle services, carshare services and bikeshare services have historically not been available in Santa Monica. The City is currently engaged in a study to establish a city-wide bikeshare program, with implementation anticipated to begin by 2014.

5. Parking

Paradoxically, the Bergamot Plan area has both parking resources and parking problems. The area’s limited supply of on-street parking—much of it metered—is very heavily used, particularly in the Mixed-Use Creative District. Yet despite the fact that many complain that there is no available parking in the district, the City’s off-street parking survey identified that many of the existing off-street spaces are not fully utilized. However, these off-street parking areas are largely controlled by private property owners and tenants who only make their spaces available to those who are coming specifically to do business on their premises.

On-street parking on Nebraska Avenue is heavily used by employees who do not have another parking alternative. The proposed Bergamot Parking strategy seeks to provide resources for long-term parkers in shared facilities.

Off-street parking in both the Bergamot Transit Village and Mixed-Use Creative District is typically gated and for private use only. The above picture shows a relatively empty private parking lot that could accommodate additional vehicles if opened for shared use.
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VISION & GUIDING PRINCIPLES
On the surface, the Bergamot Plan area doesn’t look much different than it did a half-century ago. Indeed, if a factory worker from the early 1960s returned to the neighborhood today, it would seem pretty familiar. Some new buildings have been built, but most of the district’s fabric—low-slung industrial buildings—remains the same. There may be more cars on the streets, but the street grid itself hasn’t changed much. The right-of-way for the old Santa Monica “Air Line” interurban train route is still there, cutting behind properties and through brush, but new construction reveals that rail service will be back soon.

Yet for all the physical similarities, this area is a fundamentally different place today because of what goes on inside the buildings. A few industrial businesses remain, but most of the older buildings have been transformed into creative workshops for the new economy, including post production labs for the entertainment industry, architectural offices and fine art galleries, among others. In many cases, an anonymous building exterior masks an interior that has been dramatically upgraded; yesterday’s shop floor has become the high-end workplace of today.
Despite this remarkable economic transformation, the Bergamot Plan area today is a fragile ecosystem. It contains very small businesses and very large ones; many with lots of resources and some just getting by; those that prefer to be hard to find and others that are very visible. Maintaining this ecosystem through a period of transformation is a key challenge for the Bergamot Area Plan. Change is coming. First from the opening of the Bergamot Station in 2016, and second from development pressure to place new residences and commercial development in one of the few areas in Santa Monica that is allowed to accommodate it. Improving Bergamot in the future requires striking a delicate and well-planned balance between all of these forces.

Santa Monica’s Land Use and Circulation Element (LUCE) sets out a vision for the entire city that leads toward a sustainable future of neighborhoods containing commercial and residential places, coordinated with improvements to the transportation network. The LUCE also contains high-level thinking about the Bergamot Plan area. The Bergamot Area Plan takes the next step of providing more detail on what is needed and desired in the area. Discussions with the community, creative businesses, property-owners, stakeholders and thought leaders have led to the creation of a vision that will balance the forces acting on the Bergamot Plan area.

Envision the area twenty years from now; it will again seem pretty familiar. Many of the buildings remain, and the same streets and avenues still connect the Bergamot Plan area with other neighborhoods. The area continues to thrive as a center of the creative arts and culture. But the largest change over twenty years is the area’s transformation into a “17-hours a day/7-days a week” place that has life after the workday has ended. Bergamot evolved from its predominant single use character into a richer, mixed-use district where people work, live, eat, entertain and create. It is a thriving district where flexible employment arrangements encourage collaboration with other companies in the area. Interesting cafés, restaurants and neighborhood stores serve employees and residents. Bergamot museums, galleries and entertainment venues are well attended in the daytime as well as in the evening.

We now experience the Bergamot Plan area as a complete community. Its creative arts and entertainment businesses are economically strengthened with the addition of a diversity of supporting businesses, ranging from sole proprietors, to start-ups and incubators, to large companies. The historic heart of the community, the Bergamot art center, is energized by new galleries, an expanded museum, and a plaza that serves as an activity center for cultural events. Residences distributed throughout the area are occupied by a diversity of households including singles and families, renters and owners and a range of income levels. Small retail establishments, restaurants and cafés and professional service enterprises are located within walkable distance of...
the arts and entertainment businesses and residents. Educational facilities that existed in 2013, such as New Roads School and Santa Monica College, are integrated into the life of the neighborhood and supplemented by additional educational and cultural institutions, such as a community kitchen serving food and drink from the cultures of the Pico neighborhood. Completing the district are the parks, public plazas and open spaces where people recreate, socialize with their neighbors and enjoy the out-of-doors.

Nebraska Avenue has emerged as the center of commerce and living for the Bergamot community. Extending through the area and connected with the Expo Station, it is actively used by pedestrians in the daytime and early evening. Buildings are concentrated along its length, and to assure compatibility, building intensities and heights decrease toward adjoining residential neighborhoods. Nebraska Avenue’s wide, landscaped sidewalks are fronted by buildings containing active uses, cafés and restaurants spilling into the street creating an attractive environment for walking, casual meetings with friends and people-watching.

People who work and live in the Bergamot Plan area find it convenient and preferable to use transit, ride their bicycles, walk on well-landscaped streets and, if they drive, park and leave their cars in centralized structures. The grid of multi-use streets and short blocks facilitates access, slows traffic within the area and reduces the need to use the automobile. Transit use, as well as access to and from outside destinations, is a particularly attractive option incentivized by passes offered by local employers and businesses.

Business employees and residents enjoy a high quality of life and health through active use of the network of greenways and small parks. Most of the open spaces are linked together by two corridors: Stewart Street and Nebraska Avenue. Both of these provide enjoyable walking and bicycling connections for Bergamot and nearby residents to enjoy both open spaces within the area and nearby open spaces, including the Water Garden, Stewart Park and Exposition Boulevard Buffer Park. Employees and residents enjoy active recreation on a new park developed on a portion of a previously under-utilized utility yard between Stewart and Stanford Streets. The small public parklets and plazas integrated into private development projects are also easily accessible to all. Olympic Boulevard is an attractive greenway, with improvements distinguishing the entry to the Bergamot Plan area at Centinela Avenue and public art in the grassy median. The Bergamot Plan area’s new development exhibits the innovation and creativity expected in a district dominated by arts- and entertainment-related businesses. For both new buildings and adaptively reused older buildings, several examples of exciting contemporary architecture have been realized. Other forms of innovation are visible as well, including new forms of sustainable streetscape that equally share space between vehicles, bicycles and walkers; and new sustainable and recycled materials for furniture, streetscape and buildings.

All of these incremental changes to the Bergamot Plan area are attributable to a transformation that resonates on a global scale: In 2033, the carbon footprint of those who work or live in this neighborhood has shrunk significantly from 2013. The use of private
Vision & Guiding Principles

Automobiles is greatly replaced by increased use of transit, bicycles and feet. New landscape and street trees help with carbon sequestration. Buildings are built to sustainable design standards which reduce energy use and conserve water; and the area makes abundant use of alternative energy generation.

This particular vision of Bergamot twenty years ahead of 2013 will probably not be realized exactly, but it is the target for the Bergamot Area Plan. The Plan sets out a framework of policies and standards that will help achieve this vision and they flow directly from the Guiding Principles listed below. The main thrust originates from the LUCE and other City documents, but the resulting principles were refined with extensive community input and are tailored specifically to the Bergamot Plan area. Even so, continual engagement by the community and decision-makers will be necessary to ensure that new development and public investment support these principles.

A. BERGAMOT AREA PLAN GUIDING PRINCIPLES

A set of ten guiding principles have been used to shape the development of goals and policies, and will go on to govern their application. The Partnership for Sustainable Communities livability principles (briefly discussed in Chapter 1, Introduction) were used as inspiration, but were tailored to the specific challenges and opportunities for the Bergamot Plan area.

1. Maintain and enhance the Bergamot Plan area as a center for the creative sector in the city and the region.

Nationally and regionally, the art and creative media industries already respect the Bergamot Plan area as a home for creative enterprise. Creative businesses in the Bergamot Plan area have shown an ability to prosper, and have provided economic stability to the city during the recent recession. As an employment center in Santa Monica, it is very important to the overall economic health of the city that the Bergamot Plan area retain existing creative economy businesses, provide places for them to grow and also attract new businesses.

2. Achieve a rich mix of residential, creative sector and neighborhood-serving retail land uses that support each other.

The vision for the Bergamot Plan area is of a vibrant place that includes small and large workplaces, residential development of different configurations and retail uses that serve the area with restaurants, cafés and small stores. It will be a place that actively cycles through the day and has people out and on the street from early morning through the evening. By providing places to both live and work, there will be opportunities for employees to live close to workplaces, reducing stress on the city and regional transportation system.
3. Promote an equitable neighborhood with affordable housing and working space.

All income levels, ethnic groups and age groups should have opportunities to live in complete neighborhoods such as the Bergamot Plan area where there are a range of transportation choices. In addition, affordable working space for artists and creative entrepreneurs will provide opportunities for equity in the workplace. The resulting diversity in housing and employment will bring energy and interaction among all groups, benefiting the Bergamot Plan area, the larger neighborhood and the city.

4. Within the Bergamot Plan area, create a mosaic of places with individual interest and character.

Two major districts within the Bergamot Plan area, the Transit Village and the Mixed-Use Creative District, will have different scales and character, as outlined in the LUCE. In addition are two new districts, the Conservation: Art Center District and the Conservation: Creative Sector District, which will conserve areas featuring high-quality built fabric and creative uses within the Bergamot Plan area. Taken all together, the area will be a collage of old and new, tall and small, funky and polished. The visual variety will reward exploration and provide interest for residents and visitors.

5. Make the Bergamot Plan area a safe, comfortable and interesting place to walk and bicycle.

Residents that want to walk, employees that want to bicycle and visitors that want to get off the Expo Line at the Bergamot Station should all find a well-connected place that conveniently accommodates their travel choice. The transformation of Bergamot into a transit-oriented neighborhood will begin with improvements to existing connections, as well as a set of new connections that are safe, comfortable and lined with pedestrian-friendly building frontages.

6. Ensure that the Bergamot Plan area is a place where residents, visitors and employees drive vehicles less, or not at all.

Steps should be taken to address traffic congestion and create a robust network of transportation options that encourages alternate modes. Simply put, it should not be more convenient to drive than to use other means of transportation. From the design of the Bergamot Expo Station, to good bus transit, to the physical layout of walkable/bikeable streets, to other policies that require transit supportive development, all aspects of the Area Plan should be geared to relieving visitors, residents and employees from the requirement to use an automobile. New projects should lead the way with aggressive vehicle trip reduction strategies and investment in transportation resources.
7. Implement a network of public open spaces of varying sizes and characters that are linked together by green streets.

Santa Monica is proud of its urban forest and park system. The Bergamot Plan area should build on that foundation with a system of public open spaces. This system should include seamless connections between: public parks, such as Stewart Street Park and the Exposition Boulevard Buffer Park; existing public space on private property, such as Colorado Center Park and the Water Garden; and newly created, privately provided but publicly accessible green space and plazas. In order to augment the variety of new open spaces and plazas provided by new development, opportunities for new consolidated open space should also be sought.

8. Respect and protect residential neighborhoods surrounding the Bergamot Plan area.

The Bergamot Plan area is surrounded by attractive residential neighborhoods. Development of the area will bring neighborhood amenities for nearby residents to enjoy, including safe and comfortable access to the Expo Light Rail, new open space and retail shops and cafés. At the same time, the Plan ensures that new development respects the existing neighbors. Where the Plan area is adjacent to existing residential neighborhoods, new development shall respect the smaller scale and tree-lined character of such residential contexts. Vehicle access and parking policies shall avoid negative impacts on surrounding neighborhoods.

9. Create a physical environment where innovative public space and architecture flourishes.

The historic pattern of development in the Bergamot Plan area has resulted in physical characteristics that set the Plan area apart from its surroundings. These include larger parcel sizes and longer blocks, a directional shift in the grid of streets and a “hidden” or “insider” quality that results from not being visible from major corridors. More recently, the Bergamot Plan area has been the location for creative appropriation of portions of streets, alleys and small courtyards with unconventional paving and signage. New public space and street improvements should continue to innovate. New architecture should build off of the existing industrial character that is rooted in simple materials such as sheet metal and brick, while incorporating innovative solutions for new and more sustainable patterns of living and working.

10. Prioritize environmental sustainability within the Bergamot Plan area.

The Bergamot Plan area should serve as a model for sustainable development in Santa Monica and the region. Reduced carbon footprint should be achieved by using strategies that include: lessening dependence on vehicle trips, increasing the amount of landscape and urban forest, fostering green buildings that reduce resource consumption and encouraging alternative energy generation.
The transition of the Bergamot Plan area into a “complete” new neighborhood featuring a finely-scaled network of pedestrian streets, open space amenities and an identifiable art-based character relies upon the considered and careful design of the districts’ physical form and layout. Streets, public open spaces and buildings must follow a coordinated pattern that reinforces the community’s expectations for the Bergamot Plan area to serve local residents and employees through new uses, connections and access to arts and culture, while also respecting the scale and quality of life of the existing neighborhoods that surround it. Achieving this balance is a fundamental objective of the Bergamot Area Plan, which places great emphasis on restoring the primacy of placemaking to the district through the following components:

- **Urban Form**: this section provides guidance on the location, scale, intensity and character of redeveloped, remodeled or adaptively reused buildings, connections and spaces so as to achieve a high-quality human-scaled neighborhood that does not infringe upon existing adjacent residential.
A newer project in the Bergamot art center refers to the industrial heritage of the area.

Contemporary buildings in Petaluma utilizing simple metal facades relate to the surrounding industrial character.

- **Open Space**: this section describes strategies for expanding the presence of public parks, plazas and green spaces in the Plan area, and for ensuring that open space is the first consideration in site design.

- **Street Network**: this section outlines how existing streets will be improved through streetscape enhancements and how new connections will be created to provide a more walkable and bikeable system that contributes to the character of the area and encourages maximum use of transit.

Together, these sections provide a physical framework that guides changes for private property—including new buildings, additions and adaptive reuse of existing structures—while also shaping future public investment.

1. **Urban Form**

The existing urban form of the Bergamot Plan area typically is characterized by one- and two-story small, medium and large industrial buildings, many now containing creative uses, surrounded on three sides by residential neighborhoods and connecting to large office parks to the west. Many of the existing parcels in the Bergamot Plan area are large in comparison to those observed in the adjacent neighborhoods, due to their former industrial use. The northwest/southeast grid of streets so predominant elsewhere in Santa Monica changes direction and scale within the Plan area boundaries, shifting diagonally to respond to the original agricultural layout, and the old “Air Line” right-of-way (re-emerging in 2016 as the Exposition Light Rail) and Olympic Boulevard. Building massing and scale within the Plan area is also generally larger than the surrounding community.
Over the next twenty years, the urban form for the Bergamot Plan area will be defined by several distinct elements that will create a vibrant and energetic network of urban spaces:

The community has endorsed this approach as a way to organize the area and as a means to provide opportunities for placemaking, open space, exciting architecture and meaningful connections between places of interest.

The adjacent diagram has been translated into a set of development standards and design guidelines, which can be viewed in Chapter 5, Development Standards and Chapter 6, Design Guidelines.
The architectural character in the Plan area is decidedly industrial. Simple metal and brick facades, straightforward massing and geometries, and utilitarian doors and windows establish a sense of functional directness that has attracted new creative uses where the buildings serve as a backdrop to new activities. During the community engagement process of creating the Bergamot Area Plan, it became evident that the existing physical character is essential to its attractiveness to creative enterprises. The Plan seeks to retain this character while allowing new uses, connections and amenities.

Over the next twenty years, the physical form of the Bergamot Plan area will be redefined by several distinct urban design elements that work in unison to shape the area’s evolution into a vibrant and energetic network of urban spaces. The new urban form will facilitate pedestrian movement, provide flexible community gathering spaces, increase transit access and enhance the existing creative industry identity of the Bergamot Plan area. These urban design elements are: Pedestrian Priority Corridor, Greenways, Conservation Anchors, Transition Zones and Focal Points. These are shown as a diagram in Figure 4.A.01.

**Pedestrian Priority Corridor.**

The “Pedestrian Priority Corridor” (PPC) overlay shown in Figure 4.A.01 will provide connectivity from the Bergamot Expo Station to all parts of the Bergamot Plan area. The goal for the PPC is to create an active ground floor environment framed by upper floors of commercial and residential uses. It will start with an active new plaza at the Bergamot art center fronting the Bergamot Expo Station and head north on a new crossing of Olympic and up a new street (“A” Street) to Pennsylvania Avenue. The full length of Nebraska Avenue, including the extension behind the former Papermate site, forms an east/west segment of the PPC, which is complemented by increased ground floor activity on Olympic Boulevard’s northern edge between 26th Street and Stewart Avenue. Both of these linear overlay areas will bring pedestrians and bicycles across Stewart Street into the heart of the Mixed-Use Creative District.

The ground floors along these two corridors will have concentrations of retail shopfronts, shown in Figure 4.A.01 as “Retail Nodes.” At these nodes, a building’s ground level will be required to have an active retail use. Where retail does not occur along the PPC, ground floor frontages are still required to engage pedestrian interest by providing multiple entries to buildings, having tall ground floors that could accommodate future commercial uses, incorporating transparent materials and other architectural and landscape elements that reward the interest of passers-by. The PPC will be punctuated by a series of active open spaces, fronted by restaurants and cafes.

**Greenways**

All streets in the Bergamot Plan area will be part of an area-wide “Greenway” network as shown in Figure 4.A.01. These streets will include greenscape and street trees, enhancing the city’s urban forest in this presently tree-poor area. Trees will provide a welcome respite from the existing experience of buildings and hardscape for employees, new residents and others. Street trees will also be an integral part of a new open space network that will provide pedestrians and

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A restaurant with an outdoor seating area along the ground floor helps to activate the pedestrian realm.

The existing landscaped median along Olympic Boulevard introduces some greening and creates a refuge when crossing the street.
bicyclists with inviting, shaded routes throughout the district and beyond.

Olympic Boulevard, with its coral tree-filled median and wide right-of-way, will be a primary greenway in the Plan area. As it evolves, the present-day automobile-oriented through street will function as a “green boulevard” that better accommodates all travel modes while providing significant landscape features. The Expo Light Rail will introduce many more pedestrians to this street, and the handsome median will be complemented on both sides of the street by new crossings and sidewalks sheltered by landscaping and a leafy tree canopy. The median will become a location for display of rotating art exhibits, already scheduled to debut in 2013.

Conservation Anchors

Two districts will serve as “Conservation Anchors” to the Plan area: the Bergamot art center and a “creative sector” area centered on Berkeley and Stanford Streets, north of Nebraska Avenue, as shown in Figure 4.A.01. Both of these districts have a concentration of creative enterprises and interesting, finely scaled industrial architecture. The Bergamot art center is well known as a locus for fine arts galleries, with reused corrugated metal-clad buildings arranged around a central parking courtyard. The area around Berkeley and Stanford Streets (including the “digital bungalows” fronting the south side of Nebraska near Stanford) is notable for relatively small parcels with simple one- or two-story brick and metal buildings containing a large concentration of small businesses with a media, design and architecture focus. These important districts will be conserved as regional incubators for the creative and cultural sector. To accomplish this, this Plan includes strategies for retention of creative individuals and businesses, as well as policies and standards that require new development and additions located in these particular districts to be in scale and character with the existing built fabric.

Transition Zones

To the north and south, the Plan area borders lower scale residential uses in the Mid-City and Pico residential neighborhoods. These areas are shown in Figure 4.A.01 as “Transition Zones.” In these situations the Bergamot Area Plan provides standards and guidelines to modulate transitions in height,
setbacks and scale. The Plan also incorporates policies, strategies and proposed improvements that benefit surrounding neighbors including improved bicycle and pedestrian connectivity from the surrounding community to the Expo Station, new open spaces (including a new buffer park along Exposition Avenue), management of parking to prevent spillover parking in residential areas and new neighborhood-serving retail.

Focal Points
The Bergamot Area Plan proposes three “Focal Points” (shown in Figure 4.A.01) along Olympic Boulevard, a major connector between Los Angeles and Downtown Santa Monica. These focal points are located in highly visible areas that merit extraordinary attention to building site and landscape design, wayfinding and the visibility of the creative arts identity of the area. The focal points at Centinela Avenue, Stewart Street and 26th Street present the following opportunities:

- **Centinela at Olympic.** This location serves as a gateway to both the Bergamot Plan area and the City of Santa Monica, with a median on Olympic that is broad enough for a striking piece of landscape architecture or public art. New buildings at the intersection of Centinela on either side of Olympic Boulevard should architecturally express the importance of this gateway location.

- **Stewart Street at Olympic.** The northwestern corner of Olympic at Stewart is an important junction in the Bergamot Plan area. It is the transition from the Bergamot Transit Village to the Mixed-Use Creative district. With the extension of Nebraska Avenue west of Stewart Street and the proposed streetscape improvements and retail focus to Nebraska Avenue east of Stewart Street, pedestrian activity at this corner is expected to be high. Here there is an opportunity to create a major focal point to activate the intersection. This focal point should include a public park or plaza on the northwest corner activated by retail and backed up by a carefully designed “flatiron” building facade (see photo, left) that respects the high visibility of its key location. Another focal point feature may also be located across Stewart Street on the northeast corner, on the smaller, triangular parcel located there.

- **26th Street.** The Expo Station will be a busy transit portal with several thousand daily boardings. Connections and gathering space in the art center on the south side of the station will receive riders throughout the day. On the north side of Olympic Boulevard, a public plaza on the former Papermate site will be animated by retail uses and programmed with events and displays. Connecting the south and north sides of Olympic Boulevard will be two crosswalks that bookend the entrances to the Bergamot Expo Station—one existing crossing at 26th Street and another, new crossing about 400’ to the east that introduces a more walkable block scale to the area. Between these intersections, the 30’ wide Olympic Boulevard median should be improved with landscape that enhances the existing coral trees along with a program of rotating public art installations.
Sustainability and Innovation

The Bergamot Area Plan promotes two broad concepts that will actively impact urban form and architecture: sustainability and innovation. These concepts are linked together to stress the goal of innovative architectural approaches that meet sustainability objectives.

- **Sustainability.** State-of-the-art green building technologies are encouraged to minimize energy and water inputs, conserve resources by using renewable or recycled building materials and generate alternative energy. Pedestrian, bicycle and transit use will be prioritized to reduce consumption of carbon fuels that generate greenhouse gases. New street trees (based on the City’s Urban Forest Plan) and landscaping of open spaces, green walls and rooftops will also help to improve air quality and reduce greenhouse gas emissions. Goals, policies and standards throughout the Bergamot Plan area make sustainability a foundation.

- **Innovation.** Creative designs that explore new, more sustainable patterns of working and living are supported. The Plan encourages architecture and landscape designs that arise from innovative solutions to contemporary problems. For this reason, “traditional” building styles such as Craftsman or Spanish-style are discouraged. Instead, sustainable building technology should be expressed in the physical form of the architecture. Some examples include window shading devices, narrow floor plates to allow penetration of natural light inside buildings, creative use of traditional building materials and use of newly-developed building materials. Development standards in the Bergamot Area Plan include an innovation path that allows standards to be relaxed if findings are made that a project supports the objectives of the Plan creatively.

2. Open Space

The Bergamot Area Plan prioritizes the creation of open space. As the area transitions from its past industrial use into a complete neighborhood with new creative commercial, retail and residential uses, it will need “green infrastructure” to provide places
Open space is a priority of the Bergamot Area Plan, which includes a variety of strategies for both public and private projects to address existing and future needs.

With limited City-owned parcels in the Plan area, future opportunities lie in the streets and plazas on private properties. One new park currently in the planning phase is the “Buffer Park,” adjacent to the Expo Maintenance Facility.

Figure 4.A.02
Open Space
Core Components: A. Urban Form, Open Space and Street Network

for human interaction, activity, visual relief and air quality filtering. New open spaces, and the greenways that link them together, will play an integral role in the functioning of the Bergamot Plan area, where there is currently little public open space.

There are challenges to implementing this goal. Other than the public streets and a portion of Bergamot art center, the City does not own property in the Bergamot Plan area, so a large city-controlled public park will be challenging to achieve. Smaller privately owned but publicly accessible parks and plazas will be realized when properties are redeveloped through development agreements. In the future, a neighborhood park on an existing industrial parcel between Stewart and Stanford Streets may be feasible. Area streets will be made greener and more usable for people. It will be necessary to utilize all of these opportunities to create a strong, vibrant and accessible open space network that ties the district together and achieves a sum that is greater than the parts.

With these challenges and opportunities in mind, the Open Space Strategy for the Bergamot Plan area has been developed with five components. See Figure 4.A.02 for illustration:

- Primacy of Open Space in Site Design
- A Series of Smaller Plazas and Parks on Large Parcels
- Shared Streets as Public Open Space
- One New Neighborhood Park Space
- Connect New and Existing Open Space

**Primacy of Open Space in Site Design**

This Plan challenges developers and design teams to first consider the design and purpose of public and private open space and then design buildings that enhance these spaces. By inverting the usual site design priorities, open space in the Bergamot Plan area will be designed as “positive space.” The function, orientation and location of the open space and its connectivity to a larger green network will be the primary factor in site design. Development standards in the Plan focus on the relationship between buildings and adjacent open space through requirements for use of space, environmental benefits, physical access, visibility, hierarchy of size and site security.

*Figure 4.A.02:

A small, privately-owned public space provides the public with usable open space in an urban setting.

Open space threads between taller buildings, providing space for art installations and offering connections to a larger green network.

A plaza offers a break in the urban form and a gathering space with an inviting tree canopy.
A Series of Smaller Plazas and Parks on Large Parcels

Most new development in the Bergamot Plan area will be required to provide open space. These spaces will not be large, but linked together they will create a constellation of individual open spaces. Figure 4.A.02 shows potential locations for these places; actual locations may be different. Standards will ensure that these spaces are visible, accessible and activated by ground floor uses including retail stores and restaurants. The spaces will also be coordinated so that variety is provided: a plaza, a tot lot, a sculpture garden, etc. Many of these spaces will be on or set just off of Nebraska Avenue in both the Mixed-Use Creative and Transit Village districts, serving as green punctuation for what will be a well-landscaped pedestrian- and bicycle-friendly connector.

Shared-Space Streets as Public Open Space

All of the streets in the Bergamot Plan area will be part of the open space network. However, some streets have a special emphasis: they are planned to be shared-space streets (see Figure 4.A.02). These are passageways that have a single horizontal surface (typically with no curbs or sidewalks) that are designed to be shared between pedestrians, bicyclists and cars. This arrangement allows the street to function as open space, accommodates impromptu interaction and gatherings and further slows down through traffic. Shared-space streets will also be well suited for temporary closures, festivals and events.

One New Neighborhood Park Space

The Bergamot Area Plan has a goal of achieving at least one larger park space. One possibility is to explore the potential for a nearly two-acre park on a portion of an industrial parcel between Stewart and Stanford Streets in the Mixed-Use Creative district (see Figure 4.A.02). At this location, a surface parking lot and the existing one-story
office building could be consolidated to free up land for a meaningful open space amenity for the area. Existing mature eucalyptus trees at the Stewart Street frontage of this parcel could frame a handsome entry to a park in this location. The resulting area would be large enough to accommodate active recreation and would be comparable in size to Hotchkiss Park in the Ocean Park neighborhood. It would also have the benefit of providing an additional connection from Stewart Street to Stanford Street. Some funding for the park could come from the open space fees collected from smaller sized projects in the area or may be provided through community benefits of a project on or near the site.

Connect New and Existing Open Space
In order to make the most of the open space network, the Bergamot Area Plan emphasizes the inclusion of nearby existing parks and open space. These include Stewart Park, the Water Gardens with its 1 ½ acre lake and Colorado Center Park. At the time of the formulation of the Area Plan, two other open spaces were being discussed: a plaza on the campus of the Santa Monica College Academy of Entertainment and Technology, on Stewart Street, and the planned Exposition Boulevard Buffer Park between the Expo Maintenance Facility and the Pico neighborhood. As demonstrated in the Open Space Network diagram (Figure 4.A.02), a large proportion of these green open spaces will be located to provide access from either Stewart Street or Nebraska Avenue. To fully realize a green network in the Plan area, these two streets will become primary pedestrian and bicycle links. Bicycle lanes will be part of proposed improvements to Stewart Street. Improvements to Nebraska Avenue are also a Plan priority, including the new stretch from Stewart Street to 26th Street.
The proposed Bergamot Plan Street Network represents a dramatic shift in the role of streets within the Plan area. The five street types and pathways indicated in the adjacent map strive to create an environment that is walkable, pleasant and welcoming to bicycles and cars as well.

Opportunities to build out the proposed street network are discussed in Chapter 8, Implementation.
3. Street Network

Of all the improvements proposed by the Bergamot Area Plan, perhaps the most transformative will be the street network. The streets in the network serve two major functions: as a circulation network and as a framework of public space that buildings and open spaces will face onto and activate. With new cross connections, the long industrial blocks of past years will be broken down into a walking and biking scale. By merit of being lively, diverse and vital, the streets will breathe life into the Bergamot Plan area. As shown in Figure 4.A.03, the network will consist of a finely scaled set of existing and new streets, each designated as a street type that is calibrated to its intended use. This section of the Area Plan describes the street network strategy and includes brief descriptions of five street types along with overarching goals and policies for the network. Street standards and guidelines are found in Chapter 7.

The Street Network Concept

Since the time of the earliest cities, streets have served as an organizing principle for urban society. City street networks have developed in many ways: some have arisen organically; others have been created expeditiously by commercial interests without coordinated planning; some have been crafted through master planning. Their form and use communicates the economic and civic priorities of a community. In the case of the Bergamot Plan area as it exists today (as in most places in the United States) the function of the existing streets has been weighted towards movement of private motor vehicles for transportation and commerce. In contrast, the street network concept for the Bergamot Plan area provides for a balance between private motor vehicles and transit users, pedestrians and bicyclists. When implemented, it will transform the existing local serving streets (and some new connections) into safer, more gracious, pedestrian- and bicycle-friendly civic open space amenities.

Street Types

For the Bergamot Plan area, five distinct street types are defined. Each of these street types has been calibrated to the existing street context, the proposed use of the street (automobile use vs. pedestrian orientation), and the goals of the Area Plan (see Figure 4.A.03). Conceptual street cross-sections are provided for each street type. Detailed street standards and guidelines for each of the types can be found in Chapter 7.

- **Complete Street.** A street important to the overall circulation requirements of the district as well as city-wide vehicle movement. Complete streets also provide mobility, access, safety and comfort for pedestrians and bicyclists. Some will have bicycle lanes and interface with transit facilities. Complete streets incorporate wide sidewalks with furnishings, street trees, pedestrian-scale lighting and bulb-outs at corners where parking lanes are present.

- **Flexible Street.** A street where a contiguous space on one side of the street is designed for flexible use either for seating, gathering and similar activities or for diagonal or parallel vehicle parking. Flexible Streets are not symmetrical in cross section: the through lanes are off-set from the side of the street with the flexible space. This street type may include wide sidewalks, additional rows of street trees, bulb-outs, pedestrian-scale lighting and calmed traffic. Traffic is calmed sometimes by the use of “chicanes” or barriers. A chicane allows for the flexible space to be moved from one side of the street to the other.

A shared street offers clear pedestrian markings and landscaping that buffers the pedestrian realm from the street.
Shared-Space Street. A combined public open space and street that emphasizes walking and public space in the entirety of the right-of-way. Vehicles are allowed but are mixed with pedestrian and bicycle movements. Because the space is fully shared between pedestrians, bicycles and vehicles, vehicle traffic moves cautiously and slowly. To distinguish the special use of these streets, they include decorative and permeable paving, bollards and in-street trees to further slow traffic and ensure safe passage for all.

Landscape Emphasis Street. The Bergamot Area Plan includes one Landscape Emphasis Street: Olympic Boulevard. The beautiful median will remain, but will also be complemented by continuous sidewalks and parkways on both sides of the Boulevard. The envisioned design includes single or double rows of street trees on both sides.

Pedestrian and Ped/Bike Paths. A network of pedestrian and bicycle pathways where vehicular access to properties is not needed or is a very low priority. Good lighting, clear visibility to adjacent
uses and regular access points are important along Pedestrian and Ped/Bike Paths to ensure the comfort and safety of users.

**Streets and the Parking Concept**
The street network supports the Bergamot Area Plan’s parking and parking management concepts by increasing opportunities for vehicular ingress and egress points. The Plan’s Parking strategy can be found in section Chapter 4, Section C. Implementation of this strategy will minimize the need for automobiles to travel through the Plan area and surrounding neighborhoods to access parking.

**Street Trees for the Street Network**
Using the City’s Urban Forest Master Plan as a starting point, the Bergamot Area Plan promotes the benefits of a full and healthy urban forest. Everyone will enjoy the increased attractiveness and shade from street trees. Other benefits of an enhanced tree canopy in the Bergamot Plan area include increased carbon sequestration, reduction of pollution, as well as lessening of the urban heat island effect. The Plan proposes species and locations for street trees in Chapter 7.

Octavia Boulevard in San Francisco is a major thoroughfare with a landscape emphasis.
Urban Form Goals and Policies

The following goals and policies are designed to implement the core values of the community for the Bergamot Plan area’s urban form and physical layout. These complement and are correlated with the goals and policies presented in other sections of this Plan, including land use, economic development, arts and culture and circulation.

Goal UF1. A neighborhood with activity at its center.

Policy UF1.1. Establish Nebraska Avenue as a Pedestrian Priority Corridor that will become a spine for Bergamot, linking the Bergamot Transit Village district with the Mixed-Use Creative district.

Policy UF1.2. Encourage pedestrian activity from the Bergamot Expo Station northward into the heart of the Bergamot Transit Village district by providing for active frontage and greater building scale along the Pedestrian Priority Corridor, and by including a new extension of Nebraska Avenue from Stewart Street to 26th Street and a new street perpendicular to Olympic Boulevard from Olympic Boulevard to Pennsylvania Avenue.

Policy UF1.3. Create a sense of enclosure along the street by requiring new development to provide continuous street building frontages along the Pedestrian Priority Corridor for the first two floors, excepting setbacks for open space.
Policy UF1.4. Require a substantial amount of transparency at the ground level along the Pedestrian Priority Corridor through use of storefronts, windows, courts, open entries, gracious ground floor heights and other means to provide pedestrian interest.

Policy UF1.5. Site and design new buildings and renovate existing buildings to emphasize retail uses at key nodes in the Bergamot Transit Village and Mixed-Use Creative districts in order to focus economic activity.

Policy UF1.6. Require structures be built so they immediately front the street, with little to no setback and with parking in subterranean garages, on roofs or in shared facilities in order to maintain a pedestrian scale and character for the district.

Policy UF1.7. Ensure that the number of driveways into parking areas is minimized in order to foster a safer, more continuous pedestrian environment. Where there are driveways, ensure the width of driveways crossing sidewalks is also minimized.

Goal UF2. The existing quality of physical character within the Bergamot Plan area is acknowledged and enhanced.

Policy UF2.1. Capitalize on the widely recognized creative arts nexus at the Bergamot art center in the Bergamot Transit Village district by establishing a “Conservation: Art Center District” that will retain much of the existing physical fabric and ensure that new development is sensitive to the qualities and characteristics of the existing site and buildings.

Policy UF2.2. Establish a “Conservation: Creative Sector District” promoting the retention, adaptive re-use and limited expansion of existing buildings in the Mixed-Use Creative district in order to provide a place for the continuing vitality of creative arts businesses.

Policy UF2.3. Protect and enhance the existing greenway character of Olympic Boulevard from Centinela Avenue to 26th Street by: preserving the existing median (except where modifications are needed for crossings), protecting existing heritage trees and requiring setbacks for new development to create space for pedestrian walks, landscaping and canopy trees (except for the Pedestrian Priority Corridor along the north side of Olympic from Stewart to 26th Street).
Policy UF2.4. Require that new architecture throughout the Bergamot Plan area build upon the industrial character of existing structures while also providing creative and innovative design that responds to contemporary needs.

Goal UF3. The scale and character of surrounding residential neighborhoods are respected by new development.

Policy UF3.1. Reduce building heights of new development at Plan area boundaries that adjoin residential neighborhoods to assure appropriate transitions between mixed-use and commercial uses and residential neighborhood uses.

Policy UF3.2. Ensure access from surrounding neighborhoods to Bergamot Plan area amenities, such as new open space, neighborhood-serving retail and transit.

Goal UF4. Innovative architecture and landscape designs emphasize the Bergamot Plan area identity as a nexus of creativity.

Policy UF4.1. Require private development to incorporate creative and responsive architectural elements at key locations along Olympic Boulevard that will serve as markers or gateways to travelers.

Policy UF4.2. Promote the use of public art to communicate and enhance the identity of the Bergamot Plan area.

Policy UF4.3. Encourage creative architectural design for private development projects by providing flexibility in project review under Bergamot Area Plan development standards and guidelines.

Goal UF5. Sustainable design solutions are evident in the creative realization of architecture and open space.

Policy UF5.1. Encourage private development of buildings, sites and infrastructure to strive and be designed for the highest levels of environmental sustainability that exceed Santa Monica’s standards.

Policy UF5.2. Ensure that projects in the public realm, such as utility infrastructure and streets, meet the highest levels of environmental sustainability.

Policy UF5.3. Explore opportunities for expanding the purple pipe system and using more recycled, non-potable water, subject to availability, in the Bergamot Plan area.

Policy UF5.4. Ensure that new buildings contribute towards attaining a level of solar energy production that significantly furthers the City’s goal of achieving net zero energy use by 2020.

Open Space Goals and Policies

The following goals and policies are designed to implement the core values of the community for the provision of open space. These complement and are correlated with the goals and policies presented in other sections of this Plan, including urban form, economic development, arts and culture and circulation.
**Goal OS1.** High quality open spaces with a range of purposes, from active gathering to quiet contemplation, are developed in the Bergamot Plan area.

**Policy OS1.1.** Ensure creation of a wide variety of open space types, including hardscape plazas, active parks, passive spaces, sculpture gardens, dog parks, community gardens and play lots.

**Policy OS1.2.** Require new private development to contribute public open space at each project to the maximum extent feasible.

**Policy OS1.3.** Ensure that new open space contributes to the realization of a district-wide pathway and open space network.

**Policy OS1.4.** Ensure that the building fabric supports new open space and the open space network.

**Policy OS1.5.** Require that new privately-provided open space is clearly visible and open to surrounding streets and is welcoming to passers-by.

**Goal OS2.** New public streets and existing rights-of-way in the Bergamot Transit Village and the Mixed-Use Creative district are designed to support both enhanced circulation and the establishment of the open space network.

**Policy OS2.1.** Improve streets in the Bergamot Plan area to include generous sidewalks, furnishings, street trees and landscaping to encourage use as public open space.

**Policy OS2.2.** Require Shared-Space Streets (as shown on Figure 4.A.03) to be developed as attractive, shared spaces to be used by slow-moving vehicles, pedestrians, bicycles and others; capitalize on the shared street space as open space and allow them to be closed for special events.

**Goal OS3.** The majority of open spaces in and near the Bergamot Plan area are connected and linked.

**Policy OS3.1.** Focus on circulation improvements to Stewart Street to connect new public open space to existing open space.

**Policy OS3.2.** Improve Nebraska Avenue to serve a circulation function as a connection between new privately developed open spaces, the majority of which will be oriented to Nebraska Avenue.

**Goal OS4.** A new neighborhood park is established to serve as an active recreation amenity for residents, employees and visitors to the Bergamot Plan area is established.

**Policy OS4.1.** Prioritize the acquisition of an open space that is greater than one acre in size in the Bergamot Plan area and explore funding alternatives that include the use of assessment districts and land swaps (including City-owned land).
**Street Network Goals and Policies**

The following goals and policies are designed to implement the core values of the community for the street network in the Bergamot Plan area. These complement and are correlated with the goals and policies presented in other sections of this Plan, including urban form, economic development, arts and culture and circulation.

**Goal SN1.** A high-quality network of complete streets is provided that people use to drive, access transit, walk and bike.

**Policy SN1.1.** Create a hierarchy of streets that serve regional to local needs for all travel modes.

**Policy SN1.2.** Ensure the reduction of the industrial scale of the existing block structure by providing new streets and pedestrian paths that break up the larger blocks and improve walkability and bikeability.

**Policy SN1.3.** Design individual streets and the overall circulation network to manage traffic to achieve the desired vehicle speeds and increase safety within the Bergamot Plan area.

**Policy SN1.4.** Make the auto-oriented travel corridors of Olympic Boulevard, 26th Street and Stewart Street less of a barrier to walking by improving the environment along these streets, and by providing frequent and safe places to cross them.

**Policy SN1.5.** Enhance the vehicular network and street grid with additional streets to increase options for direct access to parking garages while minimizing impacts to the pedestrian and bicycling environment.

**Goal SN2.** Street designs contribute to the unique identity of the Bergamot Plan area.

**Policy SN2.1.** Establish a variety and hierarchy of street types throughout the network to build an identifiable character for the Bergamot Plan area.

**Policy SN2.2.** Provide for functional flexibility within the street network to allow for temporary uses, such as special events and recreation, that will add to the life of the streets within the Bergamot Plan area.

**Policy SN2.3.** Work within the framework of the City’s Urban Forest Master Plan to implement a palette of street trees that provide an identity for street segments throughout the Bergamot Plan area.

**Goal SN3.** The street network supports continuing economic vitality in the Bergamot Plan area and the city.

**Policy SN3.1.** Provide a street environment that provides a broad range of access and mobility choices for residents, workers and visitors.

**Policy SN3.2.** Design new streets and redesign existing streets so that they foster desired uses such as restaurants with outdoor dining and galleries that open onto sidewalks and other flexible street space.
Policy SN3.3. Provide convenient access to parking garages and street parking to support business activities within the area and further the parking management goals of the Plan.

Goal SN4. New streets are designed and existing streets are redesigned to support City sustainability policies.

Policy SN4.1. Encourage sustainable streetscape through installation of permeable paving and reduction of hardscape surfaces.

Policy SN4.2. Encourage sustainable stormwater filtering where feasible, with subsurface collection and the use of appropriate barriers where there are contaminated soils.

Policy SN4.3. Design green infrastructure to work with the existing hydrology, topography and soil conditions of the area and seek opportunities for rain gardens or other features that allow for ground infiltration of runoff.

Policy SN4.4. Ensure the development of a robust urban canopy in the Bergamot Plan area that will create shade, reduce the heat island effect, improve air quality and sequester carbon.
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Core Components:

B. Land Use

The community’s expectation for the Bergamot Plan area to transition to an energetic, equitable and sustainable new urban neighborhood is addressed through careful land use planning that is integrated with circulation policies. Many of the land use policies in this section are implemented through the Development Standards in Chapter 5 that govern scale, height, and permitted mix of uses or designed for further development in later implementation phases. Maintaining the targets identified in the LUCE for the balance of commercial and residential uses (60/40 in the Bergamot Transit Village and 50/50 in the Mixed-Use Creative District) promotes a more walkable, less auto-dependent land use pattern that meets the City’s broad social, economic and environmental goals. These integrated land use and circulation policies will foster a neighborhood that is designed from the outset to support the City’s broad Sustainable City Plan objectives to reduce the community’s carbon footprint and GHG emissions.

The transition from an area in which the only allowable uses for more than 50 years have been industrial, with creative offices (light manufacturing and studios) added within the last twenty years, will be significant.
The removal of long-standing regulatory barriers to a range of uses, like housing and local-serving retail and services, will promote a broader range of activities for which there is clearly local demand. This will result in some job creation, and new opportunities to participate in arts, cultural activities and other offerings for nearby residential neighborhoods, new members of the community and users of the Expo Station. The changes will usher in the new era of the Bergamot Area Plan “complete” community.

New and existing businesses that build upon the strength and identity of the area as a center for the creative arts, entertainment and high technology/digital industries are encouraged. A crucial strategy is to promote the development of new galleries, arts-supporting uses and a hotel to sustain and vitalize the area’s hub, the Bergamot art center. Capacity is also increased for the development of both affordable and market-rate housing to both enable employees to live in the area and offer new lifestyle choices connected to transit. Parking for all uses will be encouraged to consolidate into shared facilities. To make Bergamot a healthy place for working and living, a network of greenways, public plazas and parks will be developed.

The Bergamot Plan area is divided into four districts: the Bergamot Transit Village (BTV), Mixed-Use Creative (MUC), Conservation: Creative Sector (CCS), and Conservation: Art Center (CAC) (Figure 4.B.01). All emphasize creative arts and local employment opportunities, cultural enrichment, housing (except for in the CAC) and supportive retail businesses.

The districts differ in their physical character and, as described in the preceding section, in their scale and urban form. The two Conservation Districts are delineated as separate districts from the BTV and MUC districts shown in the LUCE, and the permitted uses, heights and densities of the Conservation Districts will strive to conserve their existing buildings and uses.

Although supporting retail and service uses may occur throughout the area, specific focal areas (the Pedestrian-Priority Corridor and Retail Priority Overlays) have been established in which a pedestrian and retail focus is required, at least initially, in order to establish a critical mass of local-serving economic activity that responds to the needs of local residents and area workers and accelerates the transformation of major planned pedestrian streets, such as Nebraska Avenue.

The following describes the Bergamot Area Plan districts and their general intended uses. A complete listing of permitted uses is presented in Chapter 5, Land Use Regulations and Development Standards.

**Description of Land Use Districts:**

The following describes the types, densities and character of uses to be permitted in each of the districts. Densities for each district are shown in Figure 4.B.02.

1. Bergamot Transit Village District

Development in the Bergamot Transit Village District (BTV) is directed to create the underlying urban fabric for a new mixed-use neighborhood that supports a range of uses, activities, open spaces and built forms, and which deeply integrates the new Bergamot Expo Station and the adjacent Bergamot art center into community life. The district’s evolution into a pedestrian-oriented, mixed-use destination containing jobs, housing, retail, services, entertainment and open spaces will build upon Santa Monica’s long-standing practice of crafting strong urban places.

**Permitted Uses**

This district allows for the creation of a vibrant concentration of retail and services, multi-family housing and creative employment and community gathering spaces, especially in proximity to transit. For the Bergamot Transit Village, a mix of 60% commercial and 40% residential use is established as the target for new development. The permitted densities for the Bergamot Transit Village were determined so as to achieve a scale that is consistent with the community vision for a pedestrian-oriented district that provides high quality open spaces, and that is oriented to and accessible by transit. Consequently, densities have been reduced from those described in the LUCE. Permitted development densities are:

- Tier I: 1.75 Floor Area Ratio (FAR)
- Tier II: 2.0 FAR
- Tier III: 2.5 FAR
The blend of uses that may be developed in the BTV are more completely described in Table 5.02 in Chapter 5, but are summarized below:

- Creative offices and media production facilities
- Housing units with an emphasis on opportunities for employees of local businesses, including live/work units that combine a work space with incidental residential occupancy
- Employee- and resident-supporting retail uses and services, including restaurants and cafés, entertainment, day-care, personal services and comparable uses
- Artist studios, exhibition spaces, commercial galleries and performance venues
- Parks, open spaces, public facilities and educational uses
- Transportation-related uses, such as shared parking structures, bicycle support facilities, designated vehicle sharing spaces and similar facilities
Housing Development
A combination of affordable housing, housing affordable to the workforce and market-rate residential units that provide a variety of unit sizes, number of bedrooms and amenities, and which falls within the land-use mix targets is encouraged in the BTV District. Residential uses may be located throughout the district, except for the ground floor of buildings within the “Retail Priority” overlay.

District Edges
Properties along the south side of Colorado Avenue in the BTV District face smaller scale residential uses. Should these properties be redeveloped, they should have uses that do not cause adverse noise, lighting, visual, traffic or other impacts on the adjoining residential neighborhood. Standards that govern height and setbacks for these transitional edges are found in Chapter 5. Other edges and boundaries of the BTV face large commercial developments, Cloverfield Boulevard and the City’s maintenance yard, so these surroundings are not as sensitive to impacts.
2. Mixed-Use Creative District

The Mixed-Use Creative District (MUC) will emphasize the continuation of the area’s diverse creative and cultural offerings. It will also encourage the infill of new, complementary uses as a way to provide a more balanced and sustainable land use pattern that connects residents, employees and visitors to the district, the neighboring BTV, the Bergamot Expo Station and the Bergamot art center. Existing uses are encouraged to remain and will be bolstered by the balance of new creative arts jobs, housing affordable to the workforce and supportive local-serving retail and services. In consideration to their size and the character of existing development, smaller parcels will be developed at lower densities and smaller building scales than those of the BTV District. As in the BTV, the Mixed-Use Creative District’s evolution as a pedestrian-oriented environment is promoted through policies and standards. The eastern edge of the MUC will also be easily accessible from the new Bundy Expo Station in the City of Los Angeles.

Permitted Uses

A mix of 50% commercial and 50% residential use is established as the target for new development in the MUC District. The permitted densities for the MUC District were determined in order to achieve a scale that is consistent with the community vision for a pedestrian-oriented district that provides high-quality open spaces, and that is oriented to and accessible by transit. Consequently, densities have been reduced from those described in the LUCE. Permitted development densities are:

- Tier I: 1.5 Floor Area Ratio (FAR)
- Tier II: 1.7 FAR
- Tier III: 2.2 FAR

As described for the BTV, a blend of uses will be accommodated, including new affordable housing, housing affordable to the workforce and market-rate housing. These housing types are more completely described in Table 5.02 in Chapter 5.

District Edges

Properties along the south side of Colorado Avenue, the eastern side of Stanford Street and the north side of Exposition Boulevard all face onto or abut existing smaller-scale residential uses. In the MUC District, these edges should be developed with uses and building scales that are compatible with and respectful of adjoining residential neighborhoods.

The Mixed-Use Creative District is home to many different types of creative people—from digital artists and production specialists, to dancers and gardeners.
3. Conservation: Creative Sector District

Within the Conservation: Creative Sector (CCS) District, emphasis will be placed on small-scale creative arts, media production, entertainment uses, digital technology, incubators, business services and supporting uses, such as restaurants and cafés, as defined in Table 5.02. To protect the scale and character of this important creative cluster within the Plan area, permitted development densities shall be limited to (Tier I) 1.5 FAR. This restriction is balanced by incentives that can assist creative businesses in meeting their needs for a certain amount of on-site expansion.

4. Conservation: Art Center District

As an area-wide anchor for the creative sector, the Conservation: Art Center (CAC) District shall feature uses which contribute to and enhance both the arts and cultural functions of the Bergamot art center and the identity it establishes. These uses may include art galleries, studios, exhibition halls, performance spaces, museums, restaurants and cafés, visitor accommodations and similar uses. Small-scale creative office uses are also permitted. Distinct densities in the Conservation: Art Center District are based on parcel size, as described below:

Parcels over 100,000 SF
- Tiers I-III: 1.0 Floor Area Ratio (FAR)

Parcels under 100,000 SF
- Tier I: 1.0 Floor Area Ratio (FAR)
- Tier II: 1.5* FAR
- Tier III: 2.5* FAR

*0.5 FAR must be devoted to space for arts-related and arts-compatible uses. Artist live/work could be considered provided the primary space is used for work.

Description of Land Use Overlays:

Pedestrian-Priority Corridor Overlay

The Pedestrian-Priority Corridor (PPC) is established to encourage an interesting and vibrant walking street along the existing and planned Nebraska Avenue and portions of Olympic Boulevard. Street-fronting ground floor uses in the PPC overlay shall be limited to: retail, personal service, creative office (subject to standards regarding transparency), live/work, artist gallery and exhibition, entertainment, restaurants and cafés, multi-family housing with entries for each unit facing the street and other uses that activate the pedestrian realm. Other uses shall be limited to the second floor and higher, or to the rear of the street-facing uses. Design standards to ensure pedestrian orientation, including minimum heights for ground floors, are found in Table 5.04 in Chapter 5.

Retail Priority Overlay

The Retail Priority (RP) overlay is established to incentivize desired uses to quickly infuse the Bergamot Plan area with active, street-fronting ground floor uses. In areas designated with the RP overlay, uses shall be limited to retail commercial, personal service, restaurants, small food and beverage stores, cafés and comparable uses. Other District areas may be developed for retail uses as the market demands and in accordance with the standards specified in Chapter 5, but in this overlay retail frontages are required.
Community Benefits:

The intensity of development and the building heights permitted on properties in the BTV and MUC are correlated with a project’s provision of community benefits. A base density and height are defined (Tier I), above which additional density and height may be considered through a discretionary permit or Development Agreement based on the type and quality of benefits provided. Categories of benefits include:

- Social and cultural facilities (e.g., inclusion of arts and cultural facilities in a building; child care, senior or youth facilities; community meeting rooms; etc.).
- Housing that is affordable to the workforce in excess of Santa Monica’s base affordable housing requirements specified by the Municipal Code.
- Community physical improvements (e.g., connected streets and pedestrian paths, streetscape improvements, public parks, etc.) in excess of Plan standards and open space requirements.
- Vehicle trip reduction and traffic (congestion) management strategies that exceed requirements specified by the Municipal Code and the Bergamot Area Plan TDM/TMA requirements.
- Historic preservation (e.g., adaptive re-use, rehabilitation, etc.).
- Development practices exceeding Santa Monica’s standards and requirements for sustainability, such as projects conforming to the objectives of the Living Building Challenge (http://living-future.org/lbc).

Although a particular community benefit is not required on any specific parcel, there are locations in which highly desirable and strongly encouraged community benefit opportunities have been identified. These include:

- A Bike Center and potential Transportation Management Association (TMA) facility near the Expo Station on either the north or south side of Olympic Boulevard (i.e., the former Papermate property or Bergamot art center).
- A public path and/or large neighborhood park in the Mixed-Use Creative District that provides connectivity between Stewart Avenue and Stanford Street.
- New pedestrian and vehicle crossings across Olympic Boulevard at several locations specified on the Bergamot Street Network map.
- Physical improvements to Big Blue Bus facilities, improved bus stops and real time signage at or near the Expo Station, and at or near the proposed crosswalk at the intersection of Olympic Boulevard and Berkeley Street.
- New streets and/or streetscape enhancements, including lighting, landscaping, bicycle facilities, street furniture and as specified on the Bergamot Street Network map associated cross-sections.
- Major public art installations in visible locations throughout the Plan area, such as the Olympic Boulevard median and the intersection of Olympic Boulevard and Stewart/Nebraska Avenues.
- Below market-rate creative incubator or artist space in the BTV and the MUC district.

Affordable housing in Santa Monica, CA. The Bergamot Transit Village will provide housing for individuals and families of all ages and income levels.

In order to ensure that Tier II and Tier III projects in the Bergamot Plan area provide useful and desirable community benefits, the planning approval authority (Planning Commission or City Council) must make the following finding, in addition to any required Zoning Ordinance findings:

- That the project contributes a level of the community benefits prioritized in the Bergamot Area Plan sufficient to provide improvement to the district as a whole and to adequately contribute to the creation of a complete neighborhood in the project’s zoning district.
Land Use Goals and Policies:

The following goals and policies are designed to implement the core values of the community related to the types, mix and character of land uses in the Bergamot Plan area. These complement and are correlated with the goals and policies presented in other sections of this Plan, including urban form, economic development, arts and culture and circulation.

**Goal LU1:** The Bergamot Plan area is a high quality, mixed-use, creative-sector district offering opportunities for jobs, housing, arts and culture and community-serving retail, and which benefits from access to the Exposition Light Rail Station and the area’s creativity and innovation.

**Policy LU1.1:** Prioritize the development, growth and expansion of creative arts, entertainment and related uses that build upon and enhance the critical mass and economic vitality of the Bergamot Plan area's existing uses, while adhering to the desired scale and character of development.

**Policy LU1.2:** Promote the retention of existing, small, incubator and start-up creative arts/entertainment uses, and provide opportunities for the founding, nurture and growth of these enterprises.

**Policy LU1.3** Strive to achieve land use targets established by the LUCE for the Bergamot Transit Village (60% commercial, 40% residential) and the Mixed-Use Creative District (50% commercial, 50% residential). The calculation shall be based on total floor area, which shall not subtract existing/demolished floor area on an area-wide basis.

**Policy LU1.4:** Strive to achieve a target of 30% of new housing that is affordable to households earning between 30% and 180% of area median income.

**Policy LU1.5:** 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 and comparable uses.

**Policy LU1.6:** Strive to concentrate the initial development of retail and service uses in the ground floors of buildings at key nodes along Nebraska Avenue (between Berkeley and Stanford Streets, and around the Stewart Street intersection), along the planned street connecting Olympic Boulevard with Pennsylvania Avenue east of 26th Street, and along Colorado Avenue east of Stewart Street; continue to also allow retail development in other locations.

**Policy LU1.7:** Accommodate the development of uses that contribute to the quality of life of residents and the sense of a “complete neighborhood,” including such uses as arts and cultural facilities, libraries, childcare facilities, parks, schools, senior and youth facilities and meeting facilities.
Policy LU1.8: 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 carshare, flex vehicle leasing and rental services.

Policy LU1.9: Prohibit the development of new automobile repair services and dealerships and their associated storage operations.

Policy LU1.10: Development on parcels of 120,000 square feet and larger should include a mix of non-residential and residential uses in accordance with the percentages specified in Table 5.B.03 in Section 5.03 of Chapter 5; theses uses may be distributed horizontally or vertically integrated into a building.

Policy LU1.11: Allow the flexible, adaptive re-use of buildings as economic conditions and market demands evolve over the life of the Plan.

Policy LU1.12: Ensure compliance with CEQA in reviewing development in the BTV and MUC district; in particular, analyze potentially significant off-site and cumulative project impacts not addressed in the Bergamot Area Plan environmental review.

Policy LU1.13: Monitor development periodically to ensure that it is consistent with the vision and desired qualities for the Bergamot Plan area and modify Plan standards and implementation procedures should deficiencies be identified.

Goal LU2: The Bergamot art center is a focus of culture within the Bergamot Plan area and its character suffuses the entire district.

Policy LU2.1: Support adjustments to the Bergamot art center and its existing arts uses in order to: respond to the Bergamot Expo Station, increase the Center’s visibility and pedestrian access from Olympic Boulevard, provide a beneficial interface for existing uses and make the Bergamot art center a focal point of community activities and events.

Policy LU2.2: Preserve and enhance creative arts uses and working spaces for artists, and consider development of a prominent museum space.

Policy LU2.3: Accommodate the development of uses that complement and contribute to the economic vitality, sustainability and continuation of the Bergamot art center’s activities and cultural identity; such uses include galleries, museums, performance venues, education, cafés and restaurants and a hotel, as well as the limited addition of creative office space.

Policy LU2.4: Facilitate the redesign and redevelopment of parking and open areas between the Bergamot art center’s existing buildings in order to create an active and vital space supporting arts-related and cultural events and activities.

Policy LU2.5: Establish pedestrian and bicycle connections with the Expo Light Rail Station that respect the character of the Bergamot art center and also provide direct transit access to its uses and events.
An industrial structure in San Diego, CA has been expanded with new uses while the historic brick facade has been preserved to maintain its character.

Policy LU2.6: Consider development of a parking structure that consolidates existing on-site Bergamot art center parking spaces, provides for the needs of other new development and potentially acts as a shared facility that supports adjoining public uses.

Goal LU3: Vibrant, small-scale creative arts, entertainment, media and supporting uses are conserved and have increased opportunities for expansion within the area.

Policy LU3.1: Establish a Conservation: Creative Sector (CCS) District and limit the type and scale of development in the District for the benefit of incubator, start-up and other small-scale creative arts and supporting uses.

Policy LU3.2: Establish a physical character of development in the Conservation: Art Center (CAC) District so as to promote the retention, adaptive re-use, and limited expansion of existing buildings.

Policy LU3.3: Require that new development be designed to fit contextually with the lot coverage, footprints, massing and industrial character of existing structures within the CCS District.

Policy LU3.4: Require buildings be constructed with active street frontage with parking designed for shared use in subterranean structures, on roofs or in above-grade structures either located in the rear of a property or designed with a “liner” frontage to maintain the character of the CCS District.

Goal LU4: New development and land use changes contribute to the enhancement of the social, cultural, physical and environmental quality of the Bergamot Plan area.

Policy LU4.1: Encourage developers to provide uses and facilities that benefit the business employees, residents, vitality and quality of the Bergamot Plan area community by considering additional building height and density (floor area ratio) consistent with the development tiers specified in Table 5.02.

Policy LU4.2: Require that community benefit uses for which additional building height and density are awarded exceed those that are normally required through the base standards of the Bergamot Area Plan.

Goal LU5. An active, pedestrian-oriented, mixed-use district concentrates activity, connects with all uses, and provides convenient pedestrian access to the Expo Light Rail Station.

Policy LU5.1: Concentrate the most active ground floor development along Nebraska Avenue.

Policy LU5.2: Construct streetscape improvements to enhance urban character and emphasize that pedestrian and bike travel is at parity with vehicles in this district.

Goal LU6: The Bergamot Plan area demonstrates the highest levels of environmental, economic, and social sustainability.

Policy LU6.1: Encourage developers to exceed Santa Monica’s environmental sustainability standards for buildings, sites and infrastructure.

Policy LU6.2: Accommodate a range of housing units and types affordable to employees of businesses in the Bergamot Plan area, and market these units to existing employees.

Policy LU6.3: Accommodate a diversity of creative arts and supporting uses that sustain and enhance the economic activity of the Bergamot Plan area and provide quality jobs for local residents.

Policy LU6.4: Incorporate green street features into public right-of-way improvements.
Core Components: C. Circulation and Mobility

In July 2010, the City Council adopted the Land Use and Circulation Element (LUCE), following a six year public process. The LUCE called for addressing congestion, air quality, greenhouse gas emissions, housing affordability, and sustainability through transportation policy and included a target of no net new PM peak vehicle trips. To meet these targets, the LUCE included policies for:

- Making more efficient modes of transportation—walking, biking, transit and carpooling—more attractive,
- Meeting needs locally and reducing the need to travel long distances by car, and
- Implementing targeted congestion and demand management measures using tools such as dynamic parking pricing, real-time travel information and transportation management associations.

This transportation approach recognizes that circulation is not an end in itself, but rather that a structure and other investments that improve mobility help us to achieve Santa Monica’s community goals. Transportation choices can help, or hurt, efforts to reduce global climate change, improve personal health and ensure mobility for older adults and youth.
Santa Monica’s LUCE and Sustainable City Plan direct the City to manage its transportation resources in a new way, consistent with the community’s vision, so that everyone enjoys greater access and mobility choices. Transportation choices are key to the high quality of life and strong economy in Santa Monica, and transportation policies and facilities should reflect the different needs and desires of the city’s diverse population.

There is no single solution to the transportation needs of Santa Monica’s many residents, businesses, institutions and visitors. Vehicle access will continue to be important for many functions and trips, and the street network must facilitate these movements. People in Santa Monica use streets in many ways, depending on the day, the time, the immediate need and type of trip. Just as a driver is also a pedestrian when walking to and from a parked car, transit users may also cyclists to the final destinations.

Santa Monica is integrated into a growing region and economy; over 1.5 million new residents are projected for Los Angeles County by 2030. Recognizing this challenge, along with the financial and land constraints upon highway and roadway infrastructure expansion, State and County agencies have increased efforts to diversify transportation options so that personal mobility and access to jobs, goods and services is not compromised. Carpooling and vanpooling, train and bus transit, bicycling, walking and transportation demand management are increasingly recognized as critical means of preserving to the region’s quality of life, environmental health and economic vitality.

Santa Monica is addressing these challenges and has adopted aggressive policies to coordinate programs and investments to manage vehicle congestion and expand active transportation options. The first step is a good land use plan; by placing a diversity of land use types and intensities near transit, and by creating compact walkable neighborhoods and districts, the LUCE strives to put most daily needs within walking distance of jobs and residences, thus reducing demand for vehicle trips. The Bergamot Area Plan is at the heart of LUCE implementation; as a district, it leads the city-wide effort to concentrate change in less than 4% of Santa Monica’s land area, located near future Expo Light Rail stations and other high-frequency transit corridors. This protects established neighborhoods and also creates the fundamental conditions necessary to reduce future vehicle trips. In the Bergamot Plan area, this effort to maximize reductions in vehicle trips is catalyzed through standards and programs such as:

1. Making “Places for People” within former industrial lands
2. Fostering conditions for walking to become a larger part of everyday life and mobility
3. Providing facilities to support short-, medium- and long-range bicycle trips within and around the area
4. Embracing the opportunities and mobility enhancements created by the Expo Light Rail
5. Managing congestion actively to enable continued auto access for critical vehicle trips
6. Utilizing all available transportation demand management strategies to reduce new and existing vehicle trips
7. Managing parking dynamically as a limited and valuable resource
Through carefully coordinated private and public investments, the Bergamot Plan area will become a high-performing, sustainable district where residents, visitors, and employees alike enjoy—indeed, thrive on—a wide range of mobility options, each one suited to a different aspect of their daily needs. In other words, as the Bergamot Area Plan is implemented, the district’s mobility performance can go from “worst” to “first”—the first district in Santa Monica outside of Downtown that meets the long-term sustainability and mobility goals contained in the LUCE.

A Place for People

Creating a “place for people” means building an urban fabric and overall environment which provide comfortable, rewarding experiences for individuals who visit, travel through, and use an area. This contrasts with areas that may be designed for maximum throughput of traffic, intense industrial activity, or some other purpose that is incompatible with creating places that can be easily enjoyed.

Although the Bergamot Plan area originally developed primarily for isolated industrial uses, this Plan supports a shift to an integrated transportation and land use strategy that is focused on people and is responsive to the local and regional context. A core commitment is to breaking down the industrial scale of superblocks and making streets, paths, parks and places for people.

Today, the experience of a person traversing the Bergamot Plan area can be poor at best and hostile at worst. With a shortage of sidewalks, bicycle facilities and transit service, Bergamot is still mired in the problems of the auto era, especially rush-hour traffic congestion. This current situation is already challenging and ill-suited for the emerging Bergamot Plan area economy and lifestyle.

Coordinated sidewalk improvements and more sensitive, active streetscape design will enhance public spaces and the pedestrian experience. New streets and pedestrian paths will remove barriers and bring a more comfortable scale to the blocks and buildings. Equally important, daily destinations will be located throughout the district, so that regular errands—to restaurants, markets, cleaners, shops, vendors—will all be within a short and pleasant walk or bike ride from homes or workplaces. New or renovated buildings will encourage walking by including visible open space, creative visual interest and providing living, working and shopping spaces in the right amounts and in the right locations.

Creating great places and experiences for people can encourage them to arrive without a car, thereby relieving traffic congestion and promoting more active lifestyles. Although an estimated four out of five commuters to Bergamot currently reach the area by driving alone, the design and management of the Bergamot Plan area will seek to reduce this proportion and encourage other modes of travel. Instead of arriving by car, thousands of Plan area employees and visitors could use the new Expo light rail to access Bergamot’s job opportunities and cultural amenities, including the galleries and performance spaces of the nearby Arts Center. Others could arrive via enhanced

Improvements to the quality of the streetscape, like those completed for Ocean Park Boulevard (above) redefine the role of streets to also include public spaces for recreation, gathering and connectivity.
“Day in the Life” Series: When the Bergamot Area Plan is implemented, what will these changes mean for the daily routine of typical employees, residents and visitors? Using four imaginary test cases, these changes were analyzed in terms of vehicle miles traveled (VMT), greenhouse gas (GHG) emissions and calories burned. These “day in the life” examples help to put these metrics in perspective.

Consider a couple with children who lives in the Bergamot Plan area, and bicycle to work at Red Bull on Stewart Street. They drop the children off at child care within a new facility nearby. For lunch, they walk to the Bergamot art center. After work, they pick up their children and stop at a new corner grocery on the way home.

This scenario requires a wide variety of changes within the Bergamot Plan area — good jobs, better bicycling facilities, more child care options, and most importantly: appropriate housing options for this family.

But the benefits would be great. In the present, this family probably lives somewhere else in Los Angeles’ Westside or beyond; each spouse makes car trips to commute, shuttle the children and run daily errands. In our imagined future, the increased density of amenities means errands can be combined into one walking or biking trip with the use of active transportation modes. VMT and GHG emissions drop to zero, and burned calories increase.
Big Blue Bus service or by riding bicycles along the new Expo Regional Bike Path and Santa Monica’s improved bicycle network.

Because of the way it will alter how travelers arrive in the district, the new Expo Station requires an innovative approach to placemaking. Once riders step off the train they must still transport themselves to offices, studios, homes, art galleries, museums, hotels, and other destinations that are usually not immediately adjacent to the station itself.

The Bergamot Area Plan envisions creating an interconnected community that is comfortable, well designed, and which facilitates an array of new transit options, so that whether someone is walking, biking, taking transit, or simply enjoying the neighborhood, they may do so as a first-class citizen. Residents and visitors will be able to freely choose among transit options which have been made equitably convenient, so that shorter journeys can easily be made on foot and longer journeys can be easily made by transit, bicycle, car, or even a shared car or bicycle.

Auto access will still be important in this area. Many employees will continue to commute and carpool to work by automobile, and new residents in the Bergamot Plan area will also travel to a variety of destinations by car. However, inbound commuters will have more incentives to take transit or to carpool, while residents and employees who travel elsewhere during the day can use short-term car-sharing services. Rather than attempting to serve as the solution to every mobility need, the private automobile will serve only those mobility needs for which it is well-suited, as well as those individuals whose physical limitations preclude using more active forms of transit.

By giving people travel choices, taking advantage of transportation options, and creating an appropriate role for auto travel, the Bergamot Area Plan will transform mobility in the district. This will serve to achieve the LUCE’s goal of “no net new PM peak hour trips,” even while accommodating additional creative jobs, cultural amenities, and housing that will protect the district’s role as Santa Monica’s arts and culture center, strengthen its identity as the center of the city’s creative economy, and enhance its appeal as an attractive place to visit and live.

Walking in the Bergamot Plan area

As one of the healthiest, least expensive, and most sustainable ways to travel, walking must be at the very core of the Bergamot Area Plan’s mobility strategy. The Plan envisions a future where most people will make the majority of their local trips on foot simply because doing so has become the most convenient and enjoyable way to reach nearby destinations. Even people who travel to the area from elsewhere in the region by car, bike or train will find themselves walking once they have arrived. It is the walking environment that will support all the other sustainable transportation networks: shared vehicle and bicycle parking networks, and the transit system.

The Bergamot Area Plan incorporates strategies to support walking in every respect, including urban form, design guidelines, mix of permitted uses, a reconfigured street network, and the requirement that the design of every other transportation network respect and support people who walk.

Implementing the plan will increase Bergamot’s pedestrian facilities—sidewalks, pathways, and shared pedestrian paths—from 5.8 miles to 10.2 miles. New and redesigned streets will create smaller blocks; discourage speeding and cut-through vehicle traffic; and, together with a well-designed, green streetscape and generous sidewalks, make walking a pleasant experience (see Figure 4.A.03). Through-block pedestrian connections on remaining larger blocks and a new multi-use path along the Expo line will complete the pedestrian network.

This enhanced pedestrian network will increase connectivity and shorten distances (see Figure 4.C.01 for sample routes). For example, a walking trip from the intersection of Nebraska Avenue and Franklin Streets to the Expo Station—currently a one-mile walk—will be 25% shorter.
Direct connections to the Bergamot Expo Station will be provided from the Bergamot art center to the south, and from the north via new pedestrian crossings of Olympic Boulevard between 26th Street and Stewart Street. The expanded pedestrian network will provide straightforward connections to the station from any point in the district and conversely, will provide easy walking access from the station to local retail, services, and shared facilities (see Figure 4.C.02).

More broadly, the land use strategy concentrates new retail and pedestrian-oriented uses along three main streets: Nebraska Avenue, Olympic Boulevard near the Expo Station, and a new north-south street leading to the station. In these locations and a few others, retail, cafes, restaurants, entertainment, galleries, cultural and community facilities, services, small offices and workshops, and housing will transform the district into a place that is comfortable for walking 17 hours a day, 7 days a week.

The Development Standards (Chapter 5) focus on pedestrians first by emphasizing well-designed street frontages and investment in street upgrades with sidewalks and landscaping. Community benefits in the largest projects will contribute to this improved walking environment through provision of pathways and open spaces, along with higher-level facilities that may be negotiated.

Figure 4.C.01
Directness of Travel for Pedestrians
The finer-grained pedestrian network will complement the area’s architecture and urban design elements to produce an interesting and enjoyable experience for people. The three-dimensional spaces that are formed by buildings are just as important as the buildings themselves in creating a comfortable walking environment. Buildings will include all kinds of active ground floor uses that can spill onto the widened sidewalks. New buildings will showcase interesting, contemporary designs that catch the eye of passersby. Instead of walking along long, blank building walls and on narrow, obstructed sidewalks, people will find themselves strolling through appealing places, where they can meet other people, enjoy the open spaces, find something interesting to look at on every block, and see creativity at work.

**Biking in Bergamot**

Bicycling has become the fastest-growing travel mode in Los Angeles County, and as the Westside economy continues to thrive and the area grows more vibrant, this trend is expected to continue. For trips too long to walk and too short to justify transit, bicycling is just right.

There are a few reasons to anticipate increased popularity of bicycling in the Plan area. First, bicycling provides tremendous flexibility for travel within the area and to adjacent locations. Almost the entire City of Santa Monica, including Santa Monica College campuses and major commercial and shopping districts, is located within a 10-15 minute bike ride of the Bergamot Plan area.
Second, given the cost associated with driving, parking and traffic congestion on the Westside, bicycling is being seen more and more as an inexpensive and sensible choice for able-bodied people who are traveling 5 miles or less—a 30-minute bike ride at a comfortable pace, extending beyond Santa Monica’s boundaries for employees who live in nearby Westside neighborhoods.

Third, bicycling will offer a quick way to connect to the Expo Station from the edges of the Plan area that are just a little too far to walk. Bicycling can be the ideal way to cover the “first and last mile” between the origin, the transit stops, and the destination. Bicycles for transit users can be accommodated through secure bike parking at the Expo Station and places of employment; use of bike-sharing programs throughout the area; and the ability to take a bike on buses and light rail cars.

**Figure 4.C.03**

 Proposed Bike Facilities
The Plan incorporates complete bicycle infrastructure, including a bikeway network within the area that links to the city and regional network; convenient parking; secure parking; commuter amenities; shared public bicycles; and a bike center/mobility hub offering programs and information relating to regional transit and local resources (see Figure 4.C.03).

**Bikeway Network**

Each street, existing or planned, in the Bergamot Plan area is part of the bikeway network. The Expo Regional Bike Path and the Michigan Avenue Neighborhood Greenway will provide high-quality access to downtown Los Angeles, Santa Monica College and the Santa Monica State Beach. Designated Class II bike lanes will be available on LUCE designated primary bikeway streets, including Stewart Street, 26th Street, and Michigan Avenue near the Bergamot art center, providing connections to the larger bike network in Santa Monica. For example, an employee living in the Pico neighborhood will be able take the bike lane along Michigan Avenue and reach a workplace on Berkeley Street in about 10 minutes. A resident in the Bergamot Plan area will be able to ride to Downtown Santa Monica on designated bike lanes and routes and to Downtown Culver City on the Regional Bike Trail.

All other streets in the area are designated as “slow” streets and will be designed for both cars and bicycles to share the road at a more moderate speed that is compatible with a cyclist’s pace. People are more likely to ride bikes to local destinations if they feel safe and can easily get where they want to go, and a network of “slow” streets can provide better access to the entire district as called for in the Bike Action Plan toolkit (see Figure 4.C.04 Directness of Travel for Bikes for sample routes).

**Bikesharing**

Shared bicycles are publicly available bikes that are docked to a station and which can be taken for short or longer rides by bikeshare members by swiping a card through an automated pay system. The bikes can then be dropped off at any compatible bikeshare station in the system, which will extend through all of Santa Monica and possibly into neighboring Los Angeles in the future. Shared bicycles will be available throughout the Plan area. Seven to ten bikeshare stations are envisioned, dispersed through the Plan area, accommodating a total of approximately 70-100 bicycles. However, available public space will be sufficient to accommodate additional bicycles and sharing stations, if the demand is there. Employers may also provide shared bikes for their employees.

**Bike Parking**

In addition to an extensive bikeway network and availability of bikes, ample, convenient, and secure bike parking will support the success of biking in the Plan area. Significant new short- and long-term bicycle parking locations are planned throughout the area to accommodate growing demand.

- **Convenience Parking**: Short-term bike parking will be provided in visible locations on sidewalks and private property near building entrances. Figure 4.C.03 identifies over 20 potential locations for bike corrals, providing prominent and convenient street-front locations for bike racks, grouped and located so as to minimize pedestrian conflicts and improve visibility for pedestrian crossings.
• Secure Parking: Secure parking will be available for employees and residents in bike rooms and lockers, and/or at a district bike center. It is anticipated up to 875-1,000 new secure spaces will be provided by developers pursuant to property development standards. Secure bike parking and management is encouraged so it is available to a wide variety of bicyclists, not just those who work at a particular building.

• Bicycle Commuter Amenities: Bicycle commuters require showers and personal lockers. Showers and lockers are required along with secure bicycle parking for mid- and large-size employers. Incentives will encourage the operation of these facilities, where appropriate, as shared facilities.

• Bike Center: A Bike Center will be located near the Expo Station and may be operated in conjunction with the area transportation management association (TMA). It will offer long- and short-term bike parking, a bikeshare station, commuter amenities including showers, lockers, and maintenance facilities as well as visitor information and support to people who want to go by bike, bus or walk.

Bike Parking: A Higher Standard in the Plan Area

The LUCE calls for bike facilities and connecting transit to provide strong local and regional access for cyclists, and desires an overall bike usage rate of up to 35%. In response, the Bergamot Area Plan calls for an increase in bicycle facilities: short-term bike parking in private developments and in on-street corrals; bike rooms in private developments; a mobility hub, including bike amenities; bikeshare stations; and street designs throughout that accommodate bicyclists along with other road users.

Short-term bicycle parking is designed for parking of less than three hours and consists of bicycle racks securely anchored to the ground, located as close as possible to the entrance of the facility served. Bike corrals in the street are an example of short-term bike parking.

Long-term bicycle parking is designed for parking needs over three hours and is enclosed. It consists of bike rooms, bike cages, attended bike facilities and bike lockers.

All bike parking except lockers and attended bike facilities must provide a means of securing the bicycle frame and at least one wheel to a securely anchored rack. Bike facilities will be dispersed throughout the plan area as development occurs.

For existing buildings, up to 10% of automobile parking spaces required under established requirements in the Municipal Code may be replaced at a ratio of one automobile parking space for every eight short-term or five long-term bicycle parking spaces.
The most profound change anticipated in the Bergamot Plan area over the next few years is the opening of the Expo Station at 26th Street and Olympic Boulevard. Indeed, more than any other single factor, it is the arrival of the Expo Station that is driving the need to plan for other likely changes in the area.

Experience in Los Angeles and elsewhere suggests that the arrival of a rail station is not simply the addition of another transit stop to a neighborhood. Rather, it is an opportunity to seed a network of transportation options that can serve people of all ages and abilities, and begin to alleviate traffic congestion and the associated air quality and health impacts. With investments in design, complementary transportation infrastructure and outreach programs, Santa Monica can take maximum advantage of the opportunity created by the arrival of the Bergamot Expo Station.

The Plan area will enjoy a much-expanded suite of public transit services revolving around the Bergamot Expo Station and other major activity centers in the district, such service could include Big Blue Bus service and a system of shuttles. Today, Big Blue Bus service consists of a north/south shuttle connection between Colorado Avenue and Pico Boulevard via Stewart Street, as well as more frequent east/west service on Olympic Boulevard. Future transit connections north to Santa Monica and Wilshire Boulevards or south to the Santa Monica Business Park could be developed to link employment centers with the Bergamot Expo Station.

Figure 4.C.04
Directness of Travel for Bicyclists
The Street Network (see Figure 4.C.05) includes a new Big Blue Bus stop at Berkeley Street and Olympic Boulevard at the proposed signalized crosswalk, which will allow an easy connection to New Roads School and the employment center on the south side of Olympic Boulevard. Further, as the design and development of the Bergamot art center comes into focus, careful consideration should be given for a layover space adjacent to the Expo Station, possibly on 26th Street, that can be used for Big Blue Bus operations, or by private shuttle services and taxis. The expanded Big Blue Bus service to other destinations in and around the eastern portion of Santa Monica is vital to maximize the value of the Bergamot Expo Station and to increase transit ridership.

In addition to the public transit system, private shuttle service could provide connections to employment and activity centers just outside walking distance. Although the general need for shuttles is expected to be minimal, due to the pedestrian-friendly environment and high level of activity close to the station, there may be some segments of the community, such as older seniors and persons with disabilities, for whom shuttles may be an ideal form of transit connection. If the demand for shuttle service arises, private shuttles could augment the public transit system without creating unnecessary congestion, provided they are coordinated by a central transportation demand management entity, rather than by individual employers or agencies.
Auto Travel in Bergamot

In spite of the anticipated transformation in mobility, auto travel will still play an important role in the Bergamot Plan area in the future. Many people will arrive in Bergamot via the Expo Line, bus, or bicycle, and if the Bergamot Area Plan is effectively implemented, it will be possible to accomplish to most everyday errands and activities simply by walking or bicycling. Nevertheless, the larger metropolitan structure of Los Angeles, within which Santa Monica is situated, makes it unrealistic to expect that those who come and go to this area will do so without automobiles altogether. There will still be routes and locations, especially in residential neighborhoods, that will remain more difficult to access from Bergamot by transit or bicycle. Successful efforts to shift people to bikes, walking and transit may allow a majority of commuters to continue to drive. Also, people who do not use cars on a daily basis—including those who live in housing that will be constructed in the Bergamot Plan area in the future—will sometimes need the use of a private vehicle.

Therefore, the transformation of auto use is not focused on eliminating car use from the Bergamot Plan area, but instead creating a pleasant driving environment for those who choose to drive by developing incentives to reduce excessive demand. The evolving street network itself will be designed with these goals in mind:

- Designing the network to discourage cut-through trips in order to encourage people making regional auto trips to stay on the freeway system and major corridors.
- Continuing to optimize the function of existing intersections, signal systems and roadway networks.
- Designing streets with safety in mind at all times for all modes of travel.
- Providing excellent wayfinding for motorists, including signs to facilitate their way in and out of the district and real-time parking information.

The coarse network of streets in the Bergamot Plan area today contributes to congestion and traffic delay. Unlike most of Santa Monica which has a pattern of 200-300 feet block lengths in the Bergamot Plan area can be as long as 1,400 feet. Limited roadways force all vehicles though a much more limited network of intersections, creating the conditions for intersection delay. This is exacerbated by limited crossings of the Olympic Boulevard median, which results in u-turning...
A fundamental strategy of the Bergamot Area Plan is to introduce new streets, pathways and crossings which allow for shorter and more direct routes. This will relieve pressure on existing intersections, and the finer-grained street network will create opportunities for other travel routes and improved capacity.

The Bergamot Plan circulation network creates a range of streets designed for the safety of all users. Design speeds are identified to allow adequate vehicle capacity while also creating comfortable conditions for other roadway users. Improvements to neighborhood streets should discourage cut-through traffic. The Plan relies on optimized efficiency of the major boulevards through the City’s continued investment in the synchronization of traffic signals, and other timing and management systems to improve flow within the existing roadways. Access to shared parking for the district is directed to locations near major corridors to encourage people entering the district to park once and then walk within the area to multiple destinations.

Along with traffic flow strategies the Bergamot Area Plan emphasizes Transportation Demand Management and Parking Management.

1. Transportation Demand Management
Transportation Demand Management (TDM) strategies have proven effective throughout California in reducing single-driver automobile trips, especially during congested commute periods. TDM strategies carefully manage transportation resources through incentives, employer regulation, communication, marketing and other techniques. These strategies are inseparable, and must be pursued coherently in order to provide traffic congestion relief, achieve the goal of no net new PM peak hour trips, and provide a complete set of mobility options. Over 40 TDM strategies are incorporated into this Plan, including the creation of a Transportation Management Association (TMA) to pursue them in a coordinated manner. The TMA will ensure that those who live in, work at, and visit the Bergamot Plan area contribute to the achievement of the highest goals for TDM performance. A broader discussion of the TMA is included on the following page. The following strategies are the focus of the Bergamot TDM program:

- Raise transportation performance goals and targets for large employers. Many employers already achieve mandated TDM targets. As the Bergamot Plan area develops stronger facilities and services for transit, bicycling and walking, TDM performance targets should be increased to levels typically attained in transit-oriented areas.
- Coordinate services to include and provide strong performance targets for small businesses and employers, and include institutions and activities that are not covered by current regulations. Incorporate TDM measures into visitor facilities, event permits, use permits and changes of use.
- Monitor ongoing efforts and results. Review information on transportation choices, traffic congestion, parking availability, transit ridership and bicycle access. Develop and improve strategies to reduce auto trips and improve access to and within the district.
Table 4.C.01 Summary of Plan Policies for Managing Transportation Demand to Reduce Vehicle Trips (TDM)

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<tr>
<th>POLICY</th>
<th>DESCRIPTION</th>
<th>CHAPTER/SECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support More Active Transportation Trips</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expand pedestrian path network</td>
<td>Improve pedestrian conditions and connectivity in the plan area by adding new street connections and providing mid-block pedestrian paths through new developments</td>
<td>4C, 5/B.10, 7/A</td>
</tr>
<tr>
<td>Streetscape redesign for active transportation</td>
<td>Construct streetscape improvements to enhance the character and emphasize that pedestrians and bike travel is at parity with vehicles</td>
<td>4C, 5/B.10, 7/A</td>
</tr>
<tr>
<td>Improve pedestrian signalizations</td>
<td>Prioritize pedestrians with more signalized crossings and traffic signal management, especially across Olympic Boulevard to access the Expo Light Rail station</td>
<td>4C</td>
</tr>
<tr>
<td>Enhance bikeway network</td>
<td>Provide bike lanes and paths that connect to the rest of the city and region</td>
<td>4C, 7</td>
</tr>
<tr>
<td>Bikesharing</td>
<td>Provide shared bicycles throughout the plan area that can be rented for a small fee for short trips</td>
<td>4C</td>
</tr>
<tr>
<td>Short term bike parking</td>
<td>Development standards require new buildings and uses to include short term (convenience) bike parking for visitors in priority locations near building entrances and in parking structures.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Long term secure bike parking</td>
<td>Development standards require new buildings and uses to include secure bike parking for employees and residents in bike rooms or a bike center</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Bicycle commuter amenities</td>
<td>Showers and lockers for bicycle commuters will be required along with secure bicycle parking for mid- and large-size employers</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Bike center/mobility hub</td>
<td>A bike center should be located near the Expo station and offer long- and short-term bike parking, a bikeshare station, and commuter amenities</td>
<td>4C, 8</td>
</tr>
<tr>
<td>Require bike facility integration in all projects</td>
<td>Integrate bicycle access and parking facilities into the initial concept for building projects</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td><strong>Support Area-Wide Transportation Demand Management Led and Monitored by a Coordinating Agency</strong></td>
<td></td>
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<tr>
<td>Establish Transportation Management Associations/Organizations</td>
<td>Establish TMA/O funded by new development to help promote, market and encourage alternative transportation options for the Bergamot Plan area, and require new developments to join and fund the TMA</td>
<td>4C, 5/B.14, 8</td>
</tr>
<tr>
<td>Providing an on-site TDM coordinator</td>
<td>Require large employers and new developments to implement a basic TDM program, including an on-site TDM coordinator to provide information on non-automobile travel options and coordinate TDM programs</td>
<td>4C</td>
</tr>
<tr>
<td>Expand TDM participation to more businesses</td>
<td>Provide strong incentives for small businesses and employers that are not covered by current regulations to participate in trip reduction programs</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Emphasize strong marketing of TMA services and incentives</td>
<td>Strengthen the marketing and promotion of non-auto transportation to residents, employees and visitors.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Monitor TDM programs</td>
<td>Monitor results of ongoing TDM efforts on transportation choices, traffic congestion, parking availability, transit ridership and bicycle access</td>
<td>4C, 5/B.14, 8</td>
</tr>
<tr>
<td>Provide multimodal wayfinding and district signage</td>
<td>Provide wayfinding signage for all travel modes, including bike path signs, real-time parking information signs, and directional signs for motorists</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Offer transit pass subsidies</td>
<td>Develop incentives that encourage employers to offer transit pass subsidies to employees</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Raise TDM performance targets and develop strong programs to achieve higher average vehicle ridership (AVR)</td>
<td>Set higher AVR requirements in the Plan area. AVR is a measure to monitor how carpooling and mode shift are reducing single-person vehicle trips</td>
<td>4C</td>
</tr>
</tbody>
</table>
Table 4.C.01 Summary of Plan Policies for Managing Transportation Demand to Reduce Vehicle Trips (TDM)

<table>
<thead>
<tr>
<th>POLICY</th>
<th>DESCRIPTION</th>
<th>CHAPTER/SECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking Management to Match Supply and Demand without Incentivizing Driving</td>
<td>Commercial and residential parking requirements based on observed parking demand that are reduced over time as optimal parking facilities to support goals of plan are constructed.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Use minimum and maximum parking requirements to build the right amount – and not too much – parking.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Park once / shared parking</td>
<td>Coordinate with developers to ensure that parking facilities are built in appropriate locations. Require shared parking in Tier III projects and for all parking over minimum requirement.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Unbundled parking for commercial and residential uses</td>
<td>Require full cost of parking to be unbundled from the cost of the housing or commercial space itself by creating a separate parking charge.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Reduced parking construction with TDM trade-offs</td>
<td>Opportunities to build less parking based on an established process and criteria, including an in-lieu fee and TMA participation.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Disincentivize commuting by single-occupancy vehicle through parking pricing</td>
<td>Set the price of parking for different uses at a rate that will achieve desired occupancy targets and encourage use of alternative modes, and price parking at an hourly rate.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Provide parking cashout option for employees</td>
<td>Encourage (or require where possible) employers to provide employees with the option to receive a cash payment in lieu of a parking space.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Carpool and vanpool parking spaces</td>
<td>Developments with off-street parking shall provide designated parking for any combination of zero-emission and carpool/ vanpool vehicles as specified.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Introduce car-sharing in the area</td>
<td>Encourage or require (for Tier III projects) carsharing services that provide shared vehicles on a membership basis in plan area and can reduce car ownership.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Require parking facility technology</td>
<td>Make paying for parking more convenient by introducing technology that expands the range of payment options, including credit cards.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Use parking revenue to support trip reduction</td>
<td>Through the TMA, use parking revenue to support travel by transit, bike, walking and other modes.</td>
<td>4C, 5/B.14</td>
</tr>
<tr>
<td>Residential parking permit restriction</td>
<td>Prohibit residents of new buildings in plan area from participating in Residential Parking Permit programs through building deed restrictions.</td>
<td>5/B.14</td>
</tr>
<tr>
<td>Event parking management</td>
<td>Develop a Bergamot Event Parking Management Plan to provide event organizers with guidelines.</td>
<td>4C</td>
</tr>
</tbody>
</table>
Transportation Management Association (TMA)
The City of Santa Monica plays a role in TDM implementation through the regulation of existing employers pursuant to State Air Quality regulations. The City regulates over 30,000 employees and is actively updating the TDM ordinance for greater effectiveness. Non-profit and business groups, often referred to as Transportation Management Associations (TMA), can also play a valuable role in vehicle trip reduction through TDM programs. A TMA to help promote, market and encourage alternative transportation options will be established for the Bergamot Plan area and funded by new development and a variety of other financing mechanisms.

The TMA will play a key role in working on a day-to-day basis in the area, being an active and available advocate, and provide a menu of incentives to encourage participation of businesses. The TMA will lead the business coordination that is needed to implement TDM measures for trip reduction above baseline requirements, as well as to ensure that all development meets basic TDM requirements.

A key function of the TMA may be to facilitate a shared parking district. This can be accomplished by using TMA funds to actively engage existing and future parking lot and garage owners to join the TMA and lease or sell reserved spaces. As part of this process, the TMA should ensure that the transaction is cost-effective for both the lot/garage owner as well as the TMA, and addresses important issues such as liability coverage, enforcement, and maintenance, all of which the TMA, as a larger body, can provide more cost-effectively than individual lots. If reserved space holders do not wish to lease or sell spaces, the TMA can pursue alternative arrangements such as providing enforcement or liability coverage in exchange for making spaces publicly-available, even if it is only during off-peak hours for that business.

The district’s shared parking pool will be strengthened as parking operators become members of the TMA. The TMA will be the entity which can provide key advantages to members, such as supplying prominent real-time availability information, wayfinding signage, data collection, and a coordinated competitively-priced parking system, all of which will benefit the public by providing more available parking and financially benefit the shared parking district members, which will act as an incentive to make the concept work.

As the Bergamot Plan area develops, there are also opportunities to look at other innovative programs or regulatory tools to manage vehicle trips within and around the area.
Imagine a future young adult of the “Millennial Generation” who lives outside the Bergamot Plan area and bikes to another Expo Station. She parks her bike at the Farmland Expo Station, travels five stops, gets off the Expo at Bergamot Station, and walks to her workplace on Nebraska Avenue. At noon, she walks to a lunch counter in a renovated warehouse on Berkeley Street and gets lunch to go, and eats in a small park on Nebraska. After work she walks over to the Santa Monica College AET Campus to meet friends and see a performance. After the show she rides Expo back to her bike and rides home.

In the present this young woman probably drives from Los Angeles to the Plan area at rush hour, eats lunch at the Pennsylvania Avenue food trucks or at another location in West Los Angeles for lunch, and drives to a different destination for after-work activities. In addition to the need for safe bicycle parking facilities at the Farmland Expo Station, this scenario requires a safe and comfortable walking environment throughout the Bergamot area.
2. Parking Management Strategy

Sufficient automobile parking is necessary for the success of Santa Monica’s mixed-use commercial and residential business districts. Parking and traffic congestion are linked, however, as too much parking can incentivize driving and a lack of parking information can create traffic congestion and pollution from drivers circling as they look for spaces. The LUCE identifies parking policies as a powerful management tool to create targeted incentives and disincentives to reduce traffic congestion and optimize parking.

Parking is an expensive resource. At estimated construction costs of $25,000-$40,000 per space, the provision of parking affects the cost of housing, commercial lease rates, and, ultimately, all consumer goods, as prices are passed through to patrons. Parking that is constructed and reserved for a single use is likely to sit vacant much of the time. Thus it is necessary to identify the right amount of parking and to ensure that it is managed well to maximize its use.

Parking will be managed in the Plan area so there are enough parking spaces to ensure the healthy functioning of the area while not providing more parking than necessary. Balance in this respect will help to achieve community affordable housing goals, reduce costs for creative enterprises in the area, and support the success of a pedestrian-friendly district. A combined approach of shared parking, unbundling of parking costs, dynamic parking pricing, flexible standards and management strategies will optimize the use and value of existing and future parking. It is important to actively monitor the parking implementation and to pursue these strategies in unison to ensure a coherent and successful overall approach.

Park Once and Shared Parking

A successful approach for parking in the Bergamot Plan area starts with sharing. Shared parking facilities within easy walking distance (1,000 feet or 4 minutes) of each other and various destinations can be very effective in optimizing the use of parking supply, and limiting the number of vehicle trips and local congestion, while improving the built environment.

There is no public funding available to build parking, nor does the City own land in the Plan area other than the Bergamot art center. Therefore, private development must provide its fair share of the parking supply. This strategy entails coordination between developers and City staff to ensure that new parking facilities are built in the right locations and are efficiently shared between adjacent projects and with the public. Figure 4.C.06 illustrates the optimal distribution for existing parking facilities to remain and private parking facilities to be built through this coordinated effort.

In all cases, shared parking shall be defined as meeting the following characteristics:

- No individual spaces or parking areas will be reserved for any individual, tenant, or class of individuals, except for persons with disabled placards or users of special vehicles such as low-emission or carshare vehicles.
- The price of parking is the same for all users, except that district residents and employees of businesses registered with the TMA will have rates that vary from those of park-and-ride transit users.
- Commercial property owners may exclude daytime parking by residents who do not live on-site, but must offer overnight parking for nearby off-site residents at a cost equal to or lower than the daily rate. Commercial property owners may exclude anyone other than on-site residents from parking for more than 24 hours.
- Public, visitor, and shopper parking may be separated from employee or resident parking, but all should enjoy the same parking rates and privileges, regardless of whether they are doing business at the site or elsewhere in the vicinity.
- Parking at non-peak times (evenings and weekends) may be made available at lower rates to optimize use of the parking supply for visitors and transit riders.

Minimum & Maximum Parking Requirements

A survey of existing parking utilization demonstrates that the built supply of spaces was constructed based on antiquated parking requirements that exceed demand, as many off-street spaces were shown to be unused during peak parking times. Adjusting these requirements to comport with observed demand and proximity to transit and removing barriers to making these parking spaces available will make the Bergamot Plan area a more attractive district for transit- and pedestrian-oriented mixed-use development. The following approach was developed based on a review of existing utilization coupled with findings from other transit-oriented districts.
Commercial Uses
The definition of commercial uses for purposes of calculating parking standards in the Bergamot Plan area includes all permitted uses that are non-residential. Grouping retail, office, and supporting services under the broad definition of a commercial use simplifies the parking standards, facilitating the opportunity for district-wide shared parking among land uses of different sizes that reach their peak use at different times of day or different days of the week.

• Tier 1 and Tier 2 Projects
For commercial Tier 1 and Tier 2 projects at Plan adoption, a minimum of 2.0 spaces per 1,000 square feet are required, which can be any blend of reserved and voluntarily shared spaces. If a developer voluntarily chooses to build more than the maximum allowable 2.0 reserved spaces per 1000 SF during this period, then those additional spaces over 2.0 per 1000 SF shall be shared. Once 5,000 net new spaces have been constructed, no minimum amount of parking is required for Tier 3 projects.

Over the life of the Bergamot Area Plan, parking requirements will be adjusted. It is assumed that parking demand will be higher in the early years of district development than in later years, due to the implementation of transportation demand management and increased utilization of transportation alternatives. Also, it is assumed that early projects will provide more parking to allow for sharing with adjacent uses. Over the long run, the total commercial parking ratio may not be more than 2.0 spaces per 1,000 square feet in the entire Bergamot Plan Area. This is seen as a “District Parking Target” that strikes the optimal balance demand for new parking supply and the City’s “No Net New Trips” goal. It is assumed that more of this parking will be built and provided in the early phases of Bergamot development, with development in later phases buying into the already built parking supply through leasing or in-lieu fee participation. As the overall plan area reaches 50% of the built parking target, the minimum required parking would stay constant but the maximum would decline. Once the full parking target is reached, minimum required parking requirements would be removed but new projects could provide parking based on their own market studies. Maximums will be maintained at the desired parking ratio, with higher allowances for shared than for reserved parking. Periodic monitoring of the area’s total parking supply and demand will inform the community on the progress towards this target. Additional strategies below address related issues, such as avoiding spillover into surrounding neighborhoods.

Residential Uses
Residential parking works differently than commercial parking. For residential parking, there is a weaker connection between parking provided and peak period vehicle trip generation, although there are additional home-based trips that may occur at non-peak periods. For residential parking, maximums are a less important tool than unbundling. Unbundling addresses the core issue of housing cost savings from reduced automobile ownership and parking, which is discussed more below. Nevertheless, it is valuable for residential parking spaces to be shared as well as unbundled, allowing off-site residents and even employees to use parking spaces when they are not needed by on-site residents.

• Tier 3 Projects
For commercial Tier 3 projects at Plan adoption, a minimum of 2.0 spaces per 1,000 square feet are required. Of the 2.0 required spaces, a minimum of 1.0 space per 1000 SF shall be shared and a maximum of 1.0 space per 1000 SF may be reserved. No more than 4.0 spaces per 1,000 square feet shall be built, and of that at least 50% shall be shared. Notwithstanding the above, the number of net new existing parking spaces as part of a new Tier 3 project, in excess of the required 2.0 per 1000 SF, may be maintained for the use of on-site tenants for the first five years following initial occupancy, after which 50% of those spaces shall also be shared in the same manner as the other shared spaces. Once 5,000 net new spaces have been constructed, no minimum amount of parking is required for Tier 3 projects.
Key Parking Strategies of the Bergamot Area Plan

Parking Strategies within the Bergamot Area Plan will work together to form a coherent approach to meeting the goals of the District.

Park once. As in Downtown Santa Monica, motorists will be able to drive to the Bergamot Plan area, park their car, and walk to a variety of destinations. The result is more physical and economic activity, less driving and lower parking and transportation costs.

Shared parking. For the “park once” concept to be successful, it is important that most parking in the plan area be shared. A motorist going to one shop should have flexibility to park at another shop’s parking lot across the street. An employee at one office building should be able to pay for parking in a nearby building, where parking may be cheaper or more available.

Flexible minimums. Parking requirements are a frequent barrier to creative reuse and conservation of existing structures. Flexible minimum parking standards that allow for minor additions and changes of use within existing structures support urban design and creative conservation goals. Similarly, in-lieu fees or off-site parking opportunities can provide useful tools to achieve broader goals.

Unbundling. Part of the sharing concept is not forcing anyone to take more parking than they need. Residents with multiple cars should be allowed to lease multiple parking spaces, and residents with no car should not be forced to pay higher rent for parking they don’t want or need.

Management. The Bergamot parking strategy requires strong management to make it work. This means:

- Signage, wayfinding, and design treatments that make all parking spaces in the area look like they are part of one system;
- Pricing strategies that treat all motorists equally, eliminate direct and hidden subsidies for driving, and ensure adequate availability in all areas at all times;
- Reporting mechanisms that allow management adjustments over time and create credibility with the public and policymakers; and
- Promoting sharing of existing parking resources among residents and businesses.

More parking required at the beginning, less as transportation diversifies. “Park once” gets easier to do over time, as a greater mix of uses develops. In addition, parking demand rates will decline over time as Expo service starts, and employers build their Transportation Demand Management (TDM) programs. As a result, it is useful to encourage the earliest projects to build more parking than later projects, provided the extra parking is shared.

Maximums. In order for the city to meet its “No Net New Trips” goal, it is critical that there are not more parking spaces than are needed. Stimulating latent demand with additional parking will simply add vehicle trips on to existing roadways. The Plan outlines maximum parking standards, particularly for “reserved” parking. Maximums should not be set so low as to impact the parking availability goal or jeopardize project financing, and need not be imposed on shared parking.
• Tier 3 Projects
For residential Tier 3 projects at Plan adoption, a minimum of 1.5 spaces per unit, regardless of unit size or number of bedrooms, are required. Of the 1.5 required spaces, a minimum of 0.5 spaces per unit shall be shared and a maximum of 1.0 space per unit shall be reserved. No more than 2.0 spaces per unit shall be built, of which only 1.5 spaces may be reserved. As the plan area approaches build-out, Tier 3 projects must provide a minimum of 1.0 space per unit of shared parking.

Flexibility
The Bergamot Plan area supports numerous vital small businesses and property owners. Conservation strategies in the plan encourage the continuation of these uses, and provide standards and incentives for adaptive reuse and maintenance. The following strategies provide flexibility for smaller developments in regard to parking provisions.

Change of Use Facilitated
Additional parking requirements are typically triggered by a change of use when the new use requires more parking than the previous one. This can be an impediment to achieving land uses that meet dynamic

Figure 4.C.06
Proposed Locations of Shared Parking Garages.
Note: The purple circles indicate a 1000’ radius from each parking facility.
demand including personal service, restaurant and daily needs uses. The singular commercial parking requirement changes this dynamic, as parking no longer defines the limitations of a change of use. For this reason, the parking standards define a threshold of 5,000 square feet, below which a change of use in an existing space may be permitted without providing additional parking spaces. Changes of use in larger commercial spaces must provide the parking required. This is expected to encourage smaller commercial reuse projects, while ensuring that larger projects include parking, which may be provided on-site or through a shared parking arrangement. In all cases, changes of use will trigger the need to provide Plan-required bicycle parking.

Exemptions for Minor Additions of New Floor Area
Minor additions up to 500 square feet of gross floor area have minimal, if not negligible, parking impacts. Exempting these types of small additions from providing additional parking promotes investment in existing tenant spaces by enabling businesses to make minor changes or additions without the potentially prohibitive burden of adding more parking.

In-Lieu Fee
A parking in-lieu fee is a common parking management strategy utilized by cities throughout California, which gives proposed projects or uses the option to pay a designated fee rather than provide some or all on-site parking spaces required by the zoning code. Downtown Santa Monica has had an in-lieu fee program in place since 1986, which is currently undergoing extension. The Plan includes an in-lieu option that could produce funds to be used to address parking and multimodal transportation needs. The Plan allows applicants with projects that have a gross floor area of 15,000 square feet or less to pay a per space fee to meet requirements, and allows projects with a gross floor area of 15,000 square feet or more to pay the same fee per space for up to 50% of the total number of spaces required. The in-lieu fee can fund a host of measures, including parking construction, leasing or purchase of spaces, TDM measures, multimodal improvements, or funding of the TMA to implement transportation programs.

Unbundling
Parking costs are frequently subsumed into the sale or rental price of offices and housing for the sake of simplicity and because that is the traditional practice in real estate. Although the cost of parking is often “hidden” in this way, parking is never free. Unbundling these parking costs from the cost of other goods and services is a critical step for reducing parking demand and vehicle trips, since providing anything for free or at highly subsidized rates encourages use.

The full cost of parking in the Plan area is required to be unbundled from the cost of the housing or commercial space itself by creating a separate parking charge. This practice makes the cost of providing parking clear to residential and commercial tenants and buyers, and allows them to make more informed decisions about their transportation needs. Unbundled parking also makes housing more affordable for tenants or buyers who do not have a vehicle, without affecting the price for others.

Carsharing: One for All

Even with a variety of travel choices, most Southern Californians will want to have some access to a car when they need it for special trips and shopping. Carsharing can fill this need at a lower cost to users than owning and maintaining a personal vehicle and the associated insurance.

Carsharing programs allow people to have on-demand access to a shared fleet of vehicles on an as-needed basis. Car-sharing programs reduce the need for businesses and households to own their own vehicles and reduce personal transportation costs and vehicle miles traveled (VMT). According to the Transportation Research Board, each car-sharing vehicle takes nearly 15 private cars off the road—a net reduction of 14 vehicles.
Residential Permit Parking Protection
The Bergamot Plan area is surrounded by neighborhoods with residential parking permit programs. These neighborhood streets cannot absorb any more residential permits, and it is thus necessary to prohibit residents of new buildings in the Plan area from obtaining permits and parking on the surrounding streets instead of purchasing (unbundled) parking in their buildings. The parking standards include a prohibition on the issuance of on-street parking permits, to be ensured through deed restrictions and enforced through the City’s enforcement mechanisms.

If additional protection from spillover parking is necessary, the City may offer surrounding residents additional tools. For example, to help achieve parking availability targets in the residential permit areas, the City could gradually reduce and then eliminate the hours of free, permit-less parking. To accommodate guests and visitors, the City could allow residents and their guests to purchase hourly and daily visitor parking permits online. Alternatively, if space were available, the City could allow nonresidents to purchase hourly parking directly, and use net revenue for neighborhood improvements.

Parking Pricing
On-street parking is a valuable asset in the Bergamot Plan area. Currently, the on-street parking is more heavily used than off-street supply, with 83% of spaces occupied in the Transit Village and 80% occupied in the Mixed-Use Creative District, primarily by all-day parkers who take advantage of 9-hour time limits and relatively low ($0.75 per hour) fees.

The Bergamot Area Plan calls for developers to provide long-term parking available on the same basis to everyone in shared garages, allowing on-street parking to be reconfigured and managed in ways that stimulate retail activity, increase access and turnover, increase usage of bikeshare and carshare, increase usage of transit, and allow for additional pedestrian amenities at key locations. Management of on-street parking is an essential component of the area’s future, priced so as to promote availability.

The right price for parking is the lowest price that ensures a modest percentage of spaces are available in all locations at all times. In a complex neighborhood such as the Plan area, this means that parking supply has to be segmented depending on the target users.

For parking facilities that are primarily used for residential and employee parking, target occupancies can be very high since demand will be more predictable and stable. A target of 95% is appropriate, allowing some flexibility to reassign spaces when units are rented or sold to another tenant.
For parking facilities that are used by retail customers and other visitors, parking occupancies need to be lower in order to absorb the wider variation in demand, and to ensure that parking is perceived to be plentiful. A target of 85-90% occupancy is appropriate for curb spaces and off-street facilities that are available to retail users.

If target occupancies are regularly exceeded, prices need to be increased. If this relates to a single parking facility or a specific curb segment, the differential with other parking facilities needs to be adjusted or space assignments reviewed, to encourage users to park in places where there is greater availability.

All Bergamot Plan area parking will be charged at an hourly rate (that may be summed to a daily or monthly total) with variable pricing by user group in order to make transit more attractive than driving and discourages Expo riders from using the shared parking facilities as peak-period park-n-ride facilities (see Use of Technology section for greater detail). All parking fees should be adjusted over time based on demand so that off-street facilities are attractive for longer-term users. A lowest rate (or price floor) should be established for facilities, on-street or off-street, with the first hour of parking no more than 1/8th of the daily rate. Frequently used street segments and facilities should have a higher hourly rate in order to meet availability targets. No discounts should be allowed for purchasing parking in bulk. For example, monthly employee permits should be priced at no less than 20 times the maximum daily rate.

<table>
<thead>
<tr>
<th></th>
<th>Conventional Pricing</th>
<th>Unbundled without Parking</th>
<th>Unbundled with Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,800</td>
</tr>
<tr>
<td>Parking</td>
<td>Included in Unit Fee</td>
<td>$0</td>
<td>$200</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Use of Technology
Many complaints about parking charges are unrelated to the principle of paying for parking. Rather, they relate to user-unfriendly payment technologies, whereby parkers need to carry quarters for meters, buy a permit at an inconvenient location during limited hours, or wrestle with confusing time limits and other restrictions. One of the keys to success is therefore the use of user-friendly payment systems.

There are a wide variety of options to charge for on-street and off-street parking, including traditional meters (newer models can take debit and credit cards), multi-space meters, pay-by-cell phone technology and a range of parking lot management systems. The precise technology is less important than its ability to take a range of payment options, including options that all people regularly carry with them.

Parking facilities should also include revenue collection technology, such as key cards and variable message boards to monitor use and provide data to users. Use of innovative parking technologies like robotic parking is also encouraged. Parking systems must be programmed to allow for data collection and reporting.
Park-and-Ride Expo Line Users

The arrival of the Expo Line in Santa Monica represents a great step forward in making the city more accessible and sustainable. However, it does also come with its own set of challenges. A potential problem with locating parking facilities near the Expo Station is the possibility that spaces will be used for peak period commute park-and-ride transit users, reducing parking availability for local employees and visitors and adding more car trips in the peak hours when they are not desirable. To ensure that this does not happen, it will be beneficial to establish both an hourly parking price that is high enough to discourage all park-and-ride use, as well as a preferred daily parking rate for employees in the district who are members of the TMA. The preferred daily rate for district employees should continue to be set high enough to ensure that non-auto modes are competitive travel options.

Establishing a preferred parking rate for workers that are part of the local TMA could be accomplished most effectively by implementing a variety of different systems, such as:

- An automatic license plate reader (LPR) enforcement system, also sometimes referred to as “digital chalk,” allows motorists to either pay by registering their license plate in advance or entering it at a pay station in order to park. In the case of Bergamot, prices for particular users (e.g., employees) can be varied so that the fees charged to TMA employees with registered license plates will be lower than for those who are not in the TMA.
- A more traditional permit system allows employees to purchase a daily, weekly or monthly permit to park in designated areas without paying posted parking meter or garage fees. The permit would be displayed in the windshield or on the bumper of the employee’s vehicle, and checked manually by enforcement officers.
- Parking validations allow employees to take a standard ticket at parking facilities, with employers validating the ticket on a daily basis when the employees arrive at work. Employees then receive a discounted price for parking when paying upon leaving the parking facility.

Events

It is important to distinguish between two types of events: attended events where the participants arrive at the beginning and leave at the end, and open events where the participants arrive and depart freely.

The most apparent way to manage demand peaks associated with the occasional special event is to use parking capacity that is either outside of the event area (e.g., an office complex) and/or underutilized at the time of the event (e.g., residential complex at noon on a Wednesday) and/or parking that is normally private, restricted parking supply (e.g., reserved employee parking).
Circulation and Mobility Goals and Policies

The following goals and policies are designed to implement the core values of the community for Circulation and Mobility, including general goals and goals on walking, bicycling, transit, driving, TDM and parking. These complement and are correlated with the goals and policies presented in other sections of this Plan.

Goal CM 1. Design and manage the Bergamot Area Plan streets to support comprehensive public health and safety.

Policy CM 1.1. Bolster public health by promoting active living and supporting walking and safe bike routes throughout the Bergamot Area Plan.

Policy CM 1.2. Seek to prevent excessive speed by general traffic while ensuring effective emergency vehicle response time.

Policy CM 1.3. Manage automobile speeds to ensure comfort and safety for other roadway users, through appropriate design features, such as smaller lane widths, smaller curb radii, and other traffic calming elements.

Policy CM 1.4. Manage traffic speed and volume on neighborhood streets to reduce the risk for cut-through traffic, including by designating them as “slow” streets designed for both cars and bicycles to share the road at a more moderate speed that is compatible with a cyclist’s pace.

Policy CM 1.5. Prioritize bicycle and pedestrian safety improvements at street crossings to promote walking, biking, and the creation of a “park-once” district, where all users experience a significant part of their trips on the streets as pedestrians.

Policy CM 1.6. Use traffic controls and design features, such as chicanes, to encourage motorists to drive appropriately for the type of street they are using.

Goal CM 2. Support local and regional air quality, sustainability, and GHG emission reduction goals through the management of Bergamot Plan area streets.

Policy CM 2.1. Manage the Bergamot Area Plan transportation system in coordination with the entirety of the city’s transportation system to meet overall CO2 and Vehicle Miles Traveled reduction goals using the strategies set out in the LUCE.

Policy CM 2.2. Strive toward carbon neutrality by encouraging reduced Vehicle Miles Traveled (VMT) per capita to meet the City’s target of no net new PM peak vehicle trips.

Policy CM 2.3. Work with developers to install recharging stations and appropriate infrastructure to support the use of zero-emission vehicles at appropriate activity, employment, and transit centers.

Goal CM 3. Expand high-quality regional rapid transit, including rail service, to improve connections between Santa Monica and the region.

Policy CM 3.1. Create strong connections for transit riders, pedestrians, and cyclists to the Bergamot Expo Station and actively design and implement both public and private improvements to create direct, clear and high-quality Expo access from everywhere in the district to help solve “last mile” connection challenges.

Policy CM 3.2. Integrate the Bergamot Expo Station into the city-wide transit, pedestrian, and bicycle networks, and provide wayfinding and supportive amenities, such as convenient and secure vehicle and bicycle parking; commuter amenities; shared public bicycles; and a bike center/mobility hub offering programs and information relating to regional transit and local mobility resources.

Policy CM 3.3. Work with Metro and Big Blue Bus on Expo Station access strategies that maximize ridership and total transit revenue, including increasing and adjusting bus or shuttle service to deliver more riders at lower cost than building parking.

Policy CM 3.4. Work with Metro and Big Blue Bus to expand Big Blue Bus service to connect the Expo Station to major centers outside the Bergamot area.
Imagine an older adult who lives on Berkeley Street within the Bergamot Plan area: In the late morning, she walks to the weekly Farmer’s Market on Nebraska Avenue and eats her lunch there. Afterwards, she walks to the park located on the Gas Company site to enjoy reading a book in the warm weather. She walks back home from the park in the afternoon. Like the millennial commuter, the senior resident also requires a high-quality walking environment.

In the present, this senior citizen most likely drives around Santa Monica for these activities or depends on dial-a-ride services or friends for her mobility.

In this example, our older adult enjoys greater safety and independence; reduces her VMT and GHG emissions to zero and burns over double the amount of calories all because she can now walk to places directly located in her neighborhood instead of driving to daily destinations outside the city.
Goal CM 4. Manage local and regional congestion affecting Santa Monica.

Policy CM 4.1. Support the Santa Monica LUCE objective of keeping PM-peak period trips generated within Santa Monica at or below 2009 levels through the implementation of mixed-use, transit-oriented development, with local-serving amenities and excellent bicycle and pedestrian connections to the Bergamot Expo Station throughout the plan area.

Policy CM 4.2. Optimize the efficiency of major boulevards in the Bergamot area by continuing to invest in traffic signal synchronization as well as timing, and management strategies to improve flow within the existing roadways.

Policy CM 4.3. Design the street network to discourage cut-through trips and encourage people making regional auto trips to rely on the freeway system and major corridors.

Goal CM 5. Create an integrated transportation and land use program that seeks to limit total peak period vehicle trips with a Santa Monica origin or destination to 2009 levels.

Policy CM 5.1. Focus new land use potential in the Bergamot area, reflecting that it is one of the locations best served by transit in the city.

Policy CM 5.2. Coordinate services to include and provide strong performance targets for small businesses and employers, and include institutions and activities that are not covered by current regulations.

Policy CM 5.3. Work with area employers and the Transportation Management Association to achieve a district-wide Average Vehicle Ridership (AVR) target of 2.0. Raise performance goals and targets for large employers as the district develops stronger facilities for transit, bicycling and walking.

Policy CM 5.4. Encourage a mix of land uses that meet residents’ daily needs within walking distance, including local-serving retail and restaurant uses.

Goal CM 6. Increase transit ridership for all types of trips.

Policy CM 6.1. Establish nodes to concentrate retail and create critical mass along Nebraska Avenue as the future “main street” in the district. As more residents and workers come to the area and demand grows, encourage retail to spread to additional locations.

Policy CM 6.2. Improve bus facilities in the district at existing and new bus stops and layover facilities; improvements could include adequate lighting, security, new bus shelters, wider sidewalks, concrete bus pads, benches, real time information, secure bike parking and waste receptacles.

Policy CM 6.3. Improve connections between transit and bicycling by providing secure bicycle parking at the Bergamot Expo Station and at major bus stops.

Policy CM 6.4. Prioritize pedestrians with more signalized crossings, particularly in proximity to the Expo Station and schools.

Goal CM 7. Maintain a local transportation system that balances the needs of bicyclists, pedestrians, and public transit with those of private cars.

Policy CM 7.1. Make more efficient modes of transportation—walking, biking, transit and carpooling—more attractive in the district in terms of comfort, quality, and time-efficiency.

Policy CM 7.2. Prioritize property access from transit, walking, and bicycling, including by placing bike parking as close as possible to building entrances.

Policy CM 7.3. Encourage new development projects to provide pedestrian and bicycle facilities that connect to existing and planned facilities; encourage large parking facilities to accommodate pedestrian and bicycle circulation, including by providing new bicycle routes or paths in some cases.

Policy CM 7.4. Prioritize pedestrians with more signalized crossings, particularly in proximity to the Expo Station and schools.

Goal CM 8. Ensure that the Bergamot Plan area streets are pleasant for all users.

Policy CM 8.1. Include elements that contribute to comfort and safety from the user’s perspective; for each mode, consider more than just throughput.

Policy CM 8.2. Design and manage all Bergamot Plan area streets so that each street supports the land uses along it and provides optimal accommodation for all modes of transportation.
Policy CM 8.3. Pursue increased transportation impact fees from new or changed uses to facilitate multimodal transportation enhancements in the Bergamot Plan area.

Goal CM 9. Create a street network that is accessible to all modes of transportation.

Policy CM 9.1. Encourage the concept of shared spaces where autos travel slowly enough to mix with people—including children and seniors—on foot and bicycle, through the implementation of shared and flexible streets (on Nebraska Avenue and elsewhere) as designated in the Bergamot Area Plan.

Policy CM 9.2. Redesign portions of Pennsylvania Avenue and Stanford, Berkeley and Franklin Streets as complete streets that provide accessibility, safety, connectivity, and comfort for all modes and users of the system.

Policy CM 9.3. Design roadways that minimize traffic volumes and/or speed within residential neighborhoods, while increasing connectivity on the roadway network for autos, bicycle and pedestrians.

Policy CM 9.4. Encourage new development to finance and construct internal and adjacent circulation improvements as necessary to mitigate project and network impacts, including roadway, transit, pedestrian and bicycle facilities.

Goal CM 10. Enable everyone to walk comfortably everywhere.

Policy CM 10.1. Prioritize enhancements to pedestrian crossings along major boulevards such as Stewart Street and Olympic Boulevard.

Policy CM 10.2. Implement shared street designs as designated in the Bergamot Area Plan circulation network.

Policy CM 10.3. As large industrial blocks are redeveloped or renovated, increase connectivity through direct and safe pedestrian connections, including mid-block connections, as indicated in the Bergamot Area Plan circulation network.

Goal CM 11. Provide a beautiful and attractive pedestrian environment.

Policy CM 11.1. Consider the increased use of development fees for pedestrian improvements, including implementation of the emerging Pedestrian Action Plan.

Policy CM 11.2. Encourage the development of Business Improvement Districts or Community Benefits Districts for the area and leverage pedestrian improvement funds through those districts.

Policy CM 11.3. Design buildings to prioritize pedestrian access from the street or public right-of-way, rather than from parking lots.

Goal CM 12. Create a complete network of high-quality bicycle facilities, with the aim of increasing the number of people who use bicycles for everyday transportation.

Policy CM 12.1. Pursue completion of the elements of the city-wide Bike Action Plan bicycle network that pass through the Bergamot Area Plan. Pursue completion of the additional bicycle elements designated in the Bergamot Area Plan circulation network, including Class II bike lanes on Stewart Street, 26th Street, Michigan Avenue, the Expo Regional Bike Path, and the Michigan Avenue Neighborhood Greenway. Also, explore creation of a protected north-south cycle-way and encourage connections beyond the Plan area.

Policy CM 12.2. Larger (Tier 3) projects should provide a through-block Pedestrian Path or Bike-Ped Path.

Goal CM 13. Ensure that the bicycle network is attractive to cyclists of all ages and experience levels.

Policy CM 13.1. Encourage mid- and large-size employers to provide covered and secure bicycle parking as well as shower and locker facilities for their bicycle commuters, and to assist in funding bicycle transit centers in nearby locations. Incentives will encourage the operation of these facilities, where appropriate, as shared facilities.

Policy CM 13.2. Introduce bike valet for major community and commercial events in the plan area.

Policy CM 13.3. Implement components of the City’s Bike Sharing System at stations dispersed throughout the Bergamot Plan area.
Policy CM 13.4. Actively work with the City of Los Angeles to create more bicycle facilities connecting to the Bergamot Plan area, including facilities comfortable for riders of all ages and abilities.

Policy CM 13.5. Actively work with the City of Los Angeles and Metro to encourage use of the Expo Regional Bike/Ped Path, such as through improved wayfinding, connections, and support facilities.

Goal CM 14. Manage the transportation system to prioritize flexibility, cost effectiveness and accountability.

Policy CM 14.1. Foster the implementation and success of a Transportation Management Association (TMA) in the Bergamot Area, and leverage transportation funds through the TMA.

Policy CM 14.2. In addition to implementing vehicle trip reduction programs and incentives, encourage the district TMA to facilitate management of district parking by providing signage, data collection, pricing, wayfinding, and real-time information, with priority placed on shared lots and garages.

Goal CM 15. Use all available tools to make the most effective possible use of the transportation system.

Policy CM 15.1. Strive to eliminate direct and hidden subsidies of motor vehicle parking and driving, making the true costs of parking and driving apparent to motorists.

Policy CM 15.2. Encourage new developments to prepare and implement expanded TDM programs to minimize vehicle trip generation and promote alternative modes of travel within the city.

Policy CM 15.3. Seek to fund TDM programs through transportation related fees such as Transportation Management Ordinance fees and parking fees.

Policy CM 15.4. Strive to implement measures to minimize the time motorists spend searching for parking through wayfinding and through appropriate parking pricing to create availability.

Policy CM 15.5. Utilize parking pricing to prioritize local user needs over commuter parking, as a tool for managing congestion.

Policy CM 15.6. In new multi-family and nonresidential developments, incorporate facility design elements that will enable price control for parking.

Policy CM 15.7. Use parking revenue to support travel by transit, bicycle, walking and other modes.

Policy CM 15.8. Consider modifications of existing facilities to support changes in demand, for example, replacing auto parking with bicycle parking as bicycle use grows.

Policy CM 15.9. Continue to invest in information technology to help improve access to all transportation options.

Policy CM 15.10. Continue to strengthen the marketing and promotion of non-auto transportation to residents, employees and visitors.

Policy CM 16.8. Consider modifications of existing facilities to support changes in demand, for example, replacing auto parking with bicycle parking as bicycle use grows.

Policy CM 16.9. Continue to invest in information technology to help improve access to all transportation options.

Goal CM 16. Manage parking supply and standards to allow functional development of the area while encouraging alternative modes of transportation.

Policy CM 16.1. Encourage developers to provide on-site carshare vehicle parking in larger residential developments and non-residential developments once a carshare provider is present in Santa Monica.

Policy CM 16.2. Ensure parking facilities provide ample choices for visitors, residents and employees, and are distributed throughout the district, with a goal of incentivizing publicly shared parking.

Policy CM 16.3. Seek an overall 2.0 spaces per 1,000 SF of commercial space.

Policy CM 16.4. Once Specified Plan targets have been met, enable applicants to fulfill their minimum parking requirements by submitting a shared parking agreement with the owner(s) of one or more parking facilities within 1,000 linear feet.

Policy CM 16.5. In existing non-residential buildings, exempt existing commercial tenant spaces with a total gross floor area of 5,000 square feet or less from additional parking ratio requirements.

Policy CM 16.6. Exempt minor commercial additions up to 500 square feet of gross floor area from parking ratio requirements.
Imagine the travel patterns of an out-of-town visitor to the Bergamot Arts Center who arrives at Union Station by High-Speed Rail from San Francisco. He takes the Expo Line to Bergamot and stays in a hotel at the art center. The next day, he visits the Art Center, picks up a bike from the bikeshare station, and explores the Bergamot Plan area to see its unique public art. In the evening, he walks to Nebraska Avenue to meet a friend for dinner. On the following day, he takes the Expo Line to Downtown Santa Monica and leaves his luggage at the bike station there. He spends the day walking around Downtown and taking a stroll along the beach. In the evening, he takes the Expo Line back to Union Station from which high-speed train will return him to San Francisco in less than three hours.

This is enormously different from the visitor’s current situation, which probably requires flying to LAX, renting a car, staying at a hotel in Downtown Santa Monica or elsewhere on the Westside, and driving to and from Bergamot and other destinations all over the Westside. With the addition of the Expo Line (and High Speed Rail), as well as bikeshare facilities and a superior walking environment, this out-of-town visitor would not have to fly or rent a car for his two-day visit, thereby significantly reducing his VMT and GHG emissions.
Policy CM 16.7. Ensure that all parking spaces in new buildings, or in new conversions of buildings, are leased or sold separately from the rental or purchase fees, for the life of residential units or nonresidential space, except in the case of for-sale units with 3 bedrooms or more, which are allowed to include one parking space in the cost of the unit.

Policy CM 16.8. Consider pricing all on-street and new off-street parking within the Bergamot Plan area at an hourly rate, and adjust the fee to achieve utilization targets. Consider prohibiting discounted parking pricing for multiple days, such as with weekly or monthly pass rates.

Policy CM 16.9. Consider creating a preferred parking pricing structure for employees within the TMA to prioritize their needs over those of park-and-ride users.

Policy CM 16.10. Consider implementing automated license plate recognition (LPR) technology to improve the efficiency of parking enforcement and ease of implementing a preferred parking program for area employees.

Policy CM 16.11. Strive to ensure all on-street parking payment devices accept credit cards, debit cards and pay-by-phone, and for shared, private off-street parking, require developers to install and use pay station technologies that accept these forms of payment.

Policy CM 16.12. Encourage all parking facilities to include auditable payment and utilization technologies, including automated utilization counting, with utilization data updated and transmitted in real time for use by third parties.

Policy CM 16.13. Strive to ensure that new residents of the Bergamot Plan area are restricted from participating in surrounding parking permit zones outside of Bergamot through deed restrictions.

Core Components: D. Art and Culture

The Bergamot Plan area is renowned for its unique combination of arts and cultural assets, upon which a thriving creative district has been built. The Bergamot art center is a world-class location with a remarkably stable collection of high-end galleries, the Santa Monica Museum of Art, the City Garage theater company and a group of creative businesses, including graphic designers, architects and jewelry designers. The surrounding business community contains a wide variety of creative sector industries, mostly associated with entertainment and motion pictures, and which are housed in distinctive, 1950s- and 1960s-era buildings that have been successfully adapted for their current creative uses.

Although many creative and cultural businesses and non-profits are able to afford market rents for space in the Bergamot Plan area and would likely weather any manner of transition, this is not universally true. Planning the area’s future represents both an extraordinary opportunity to strengthen and build upon Santa Monica’s economically significant creative sector and an opportunity to preserve a fragile “ecosystem” that could be easily damaged if the emerging opportunities are not handled skillfully.

Art and culture play a distinct role in Santa Monica, particularly in the Bergamot Plan area where public art and private galleries, events and festivals and new creative workspaces are integral to the strategy for the area’s transition to an innovative new neighborhood. (Original drawing of Bergamot Cafe by Kathryn Kert Green)
A framework that is balanced is needed in order to accommodate the district’s inevitable change, including the opening of the Expo Light Rail, in a way that will protect and enhance the area’s existing arts and culture uses and maintain the area’s competitive advantage in relation to other creative zones in the Los Angeles area and beyond. Shaped carefully, the Bergamot art center can become a place that brings art and culture to a whole new audience of Expo Line riders, and anchors an explosion of creativity in the entire Bergamot Plan area.

Every artist knows that the creation of exemplary artwork takes a combination of initiative, planning, effort, originality, understanding of materials at hand and serendipity. The Plan will take advantage of the area’s current role and assets, and add to this dynamic mix by: attracting new creative enterprises, providing incentives for artists and creative entrepreneurs and organizations and especially by setting policies to protect, develop and enhance the overall role of the creative sector in all of the Plan area’s districts. Whenever Santa Monica faces a decision about new buildings, renovations, types of stores or programs within the Plan area, the City must ask the question: “How will this decision enhance Bergamot’s role as a creative district?”

Benefits of the Creative Economy

Over the past generation, the arts and the entire creative sector have emerged as the foundation of Santa Monica’s economy, and this in turn has immeasurably strengthened the Los Angeles regional economy. The Otis Report on the Creative Economy of the Los Angeles Region (2012) calls creativity one of the Los Angeles region’s greatest economic assets. Creative talent provides a sizable competitive advantage to the region, attracting successful companies and successfully diversifying the local economy. Within Santa Monica, there is a very high percentage of creative arts-related employment. According to the city’s Creative Capital Master Plan, 43% of Santa Monica’s adults make their living in arts-related fields, perhaps the highest proportion in the country.
In addition to economic benefits, the arts provide cultural enrichment to Santa Monica residents and city visitors, from school children and seniors. The City’s Creative Capital plan celebrates the extensive number of creative individuals and organizations that call Santa Monica home, and includes research indicating the benefits that result from the concentration of the arts in the city, including a strong creative identity and access to the arts for a diverse range of incomes and age groups. The Creative Capital plan envisions arts and culture as an integral component of civic life, incorporated into the values, policies and daily activities of the city.

On the neighborhood level, there are also many benefits to growing a thriving cultural arts district. Creative economy jobs are relatively high-paying and therefore generate money to support the local community. There is considerable evidence to suggest that the creative economy has a bigger spin-off effect than other economic sectors, and that the resulting service jobs are higher-paying. Therefore, as the creative industry base grows, the Pico and Mid-City neighborhoods that border Bergamot should have increased access to better-paying jobs. Planned new cultural facilities and activities, such as performing arts centers and non-profit and school programs, will also benefit the adjoining neighborhoods.

Finally, for the Bergamot Plan area itself, perhaps the greatest benefit of supporting the existing creative sector and encouraging its expansion is the synergy it is likely to generate between creative businesses and arts and culture organizations in the area. Creative places attract creative people, who then contribute their own diligence and spark to the community. Florence and Venice, Italy are world-class examples. Closer to home, the Mission District in San Francisco is an example as well, playing host to the Intersection for the Arts, performing arts center, the Balmy Alley street murals, the 826 Valencia Writing Center and countless small expressions, all of which add to and build the distinctive art presence and character of the district.

Nevertheless, as stated at the outset, the creative economy in the Bergamot Plan area—while impressive and diverse—is also fragile. Maintaining, growing and enhancing a creative arts base with a strong identity is not simple. This crucial sector of the economy does not receive the nurturing it deserves on a state-wide or national level. In the United States, most of the successful examples of creative industry initiatives have happened at the local level, as discussed by Ann Markusen in the Otis Report. The Bergamot Area Plan has an opportunity to serve as a model for a strategic approach to preserving and enhancing creative arts.

What are Bergamot’s Creative Industries?

Reports on the Creative Economy, such as those published annually by Otis College of Art and Design, define creative industries as those which have their origin in individual creativity, skill and talent. This includes advertising, architecture, arts and antiques markets, crafts, graphic & web design, fashion, film & video, interactive software, music, performing arts, writing, publishing, television and radio.

Many ingredients are need to nurture and enhance a diverse creative economy: venues to share and showcase work, such as art galleries and museums, arts programs in K-12 schools, post-secondary arts institutions to develop talent and technical skills and philanthropic foundations, along with other nonprofit funding organizations, to provide financial resources, incentives and services to the creative arts. Most or all of these are present in the Bergamot Plan area.
Strategy One: Strengthen Bergamot art center as the anchor of the area’s identity

The Bergamot art center is positioned for significant change due to the opening of the Bergamot Expo Station, which has required the demolition of a major building, opening the site to arriving and departing Expo users. As the area transforms, the Bergamot art center will continue to evolve and attract new creative users, and it is essential that the character and vibrancy of the galleries continue to set the tone and style of the art center. The existing galleries and other uses are clustered closely together, with small gaps of open space between them, creating a campus-like environment that allows for pedestrian movement throughout the site and consistent, organic, creative interaction. This has created a sheltered and somewhat hidden atmosphere within the Bergamot art center, where galleries and pockets of open space are “discovered” by visitors.

The future of the Bergamot art center will be guided generally by the concept developed with the community during the area planning process discussed in Chapter 1. A concept plan is shown in Figure 4.D.03. This concept specifies that the eastern portion of the Bergamot art center will be dedicated to the arts, with preservation of much of the existing fabric and especially of the “B” building that stretches along the north side of the property along the Expo Light Rail right-of-way. On the opposite side, the concept includes an “art walk,” a pedestrian walkway that straddles the City’s property and connects with galleries on the neighboring properties. This intimate
open space is encouraged to be included in the concept proposals that the City will be evaluating through a discrete process. The City expects to select a development team by the end of 2013 to implement the art center’s vision and strategy through a multi-year process of additional outreach and engagement with the local community.

The Bergamot art center is expected to be developed with the following guiding principles:

- The Bergamot art center will strengthen as a cultural beacon.
- The Bergamot art center will provide resources and attractions that complement the new Bergamot Expo Station.
- A mixture of uses within Bergamot will foster multi-genre art forms (including performing arts).
- The Bergamot art center will serve as a cultural hub and anchor for the greater Bergamot Plan area.
- Preservation and renovation of many of the existing buildings is expected to maintain its industrial architectural character.
- Extended hours for the various uses within the Bergamot art center will ensure more activity during the evening and nighttime.
- Public open space will provide visitors with casual daytime relaxation areas, as well as gathering spaces for special events and festivals.
- The Bergamot art center will blend attractive and compatible uses that are publicly accessible and will generate revenue.

a. New Art-Related Uses. The concept for the future of the Bergamot art center includes several new and expanded uses (in addition to preserving the existing galleries) that are desired in order to increase the area’s prominence as an artistic and cultural draw for the community. Most important among these is the incorporation of a museum located adjacent to the Bergamot Expo Station. The development proposals referenced earlier are expected to integrate into the Bergamot art center the Santa Monica Museum of Art, which is currently located in a smaller space on a private parcel next to the City-owned portion of the Bergamot art center. The museum would feature an iconic architectural style that sets the artistic and cultural tone for the site while still maintaining compatibility with the industrial styles of the existing buildings. In this location, the museum would effectively function as a gateway feature and “turnstile” by filtering visitors from the Bergamot Expo Station into the more protected existing gallery area.

b. New Non-Art Uses. The art center concept envisions a restaurant and possibly additional cafés, as well as a hotel to enliven Bergamot and boost revenues to support art uses. These hotel and service uses would be generally located at the western end of the property, near the Bergamot Expo Station, and would serve employees, residents and visitors within the Plan area. The concept also includes several small creative and non-profit office spaces to diversify the activities and users within the art center, and create a collaborative environment that mixes art with business. These offices might include space for the district Transportation Management Association (TMA) and a bike center or other innovative transportation facility, since the station-adjacent location may be the most desirable place for these
uses and activities. Office uses would occupy upper floors, enabling the ground floor to be utilized by galleries or studios which would have interiors visible to pedestrians and would increase the area’s standing as a destination for arts and culture.

c. Open Space. The concept shows an infusion of public open space flowing between the buildings, allowing for casual relaxation as well as temporary uses such as concerts and festivals. These additional uses will further support the site as a cultural destination and will offer the community options for both evening and weekend activities. The high-activity open spaces around the museum or hotel would be filtered from the more “art intensive” galleries and studios to the east through site design, which should create a hierarchy of busy, active open spaces, balanced by other more tranquil and private spaces. By separating these distinct areas, the Bergamot art center will be characterized by distinct cultural zones that cater to different types of users.

The key strategy to implement changes to the Bergamot art center will be the City’s partnership with a developer to be chosen through a Request for Proposals process, with selection to be approved by the City Council. Through additional community involvement, this partnership will further develop the concept and begin to implement the community’s vision for the Bergamot art center.

Strategy Two: Engage Multiple Creative Sectors
In order to nurture a healthy creative economy, the City will play an essential role, but it is important that others participate in the process. Multiple entities from various sectors of the creative economy need to be involved. The Otis Report identifies five sectors that play a role in the creative economy. These are: independent creative entrepreneurs; creative enterprise companies; County, City and State governments; philanthropic organizations; and schools and other non-profits that develop talent and support creative arts. The good news is that the Bergamot Plan area already contains all of these sectors within its relatively small footprint.

A further integration and collaboration between the creative arts sectors present in Bergamot will make the whole greater than the sum of these individual parts by linking them together.

One inspiration for the Bergamot Plan area is a local initiative from San Jose, the Zero1 Biennial and Garage, as described in the Otis Report. Zero1 Biennial and Garage is an arts and technology non-profit that hosts an extremely well-attended and influential biennial event that fosters collaboration between technologists and artists, with the understanding that design, sound and visual content are becoming more central to the continued success of Silicon Valley. Originally seeded with money from the City of San Jose and San Jose State University, funding is now mostly derived from foundation grants and corporate sponsorships. This example of involving all five sectors in a single effort is promising and applicable as a model for the Bergamot Area Plan, with the City of Santa Monica, Santa Monica College, New Roads School and area creative businesses serving as potential equivalent counterparts.
Strategy Three: Infuse Creative Arts throughout the Bergamot Plan area

People engaged in creative arts typically have many choices about where to locate. Members of the creative class are drawn to mixed neighborhoods characterized by activity day and night, typically don’t mind (or even prefer) raw and unpolished environments, and are attracted to places where creative endeavor is evident.

Many travelers pass by on Olympic Boulevard, the major arterial cutting through the Bergamot Plan area, and don’t realize the high concentration of well-known creative businesses that are located just on either side. Many of these businesses (for the most part) are fine with the hidden nature of their location. It will be a tricky balancing act to engage multiple creative sectors and to attract more and diverse artists and creative people, while still allowing the area to retain its “underground” character. Accordingly, an aggressive marketing campaign may not be the right tool for the Bergamot Plan area. Instead, a creative, unconventional identity for Bergamot is critical to its success. For the plugged-in, media-savvy community that is the target here, reputation and identity have greater legitimacy if spread virally rather than from above. Therefore, the goal is to maintain the existing positive identity that is already well-known in creative circles, while extending it in subtle but noticeable ways. The Bergamot Area Plan addresses this approach in three ways:

a. Pop-up Art. Pop-up art sprouts from individual initiative. Opportunities will be provided for creative expression that will identify the Bergamot Plan area as an art magnet. This expression is likely to be ephemeral rather than permanent; smaller-scale rather than large; and in many cases, unobtrusive rather than prominent. Such expression will grow and spread throughout the district and become the foundation for the area’s image. In order to encourage a program of art infusion, obstacles should be removed that may typically inhibit creative expression in other parts of the city (for instance, through more permissive temporary use and signage standards) and recommends that the City develop design guidelines to facilitate these activities.

b. Public Realm Improvements. Proposed streetscape improvements that are targeted specifically at enhancing the creative arts identity of the Bergamot Plan area include:

- The Olympic Boulevard Art Median, which has three focal points along Olympic Boulevard where art may be showcased (see Chapter 4).
- The Nebraska Public Spaces, which are a series of planned new public gathering spaces along the redesigned Nebraska Avenue in the MUC District for area workers and residents to meet, gather and exchange ideas. These spaces should include at least one designed to accommodate performance art and music.
- Shared Streets in the Conservation: Creative Sector District, which will include Berkeley Street and parts of Nebraska and Pennsylvania Avenues, will be redesigned for equal priority to pedestrians, bicycles and cars, and will move at a slower pace. These will be ideal locations for
Candy Chang’s work Before I die invites people to write thoughts upon the walls of abandoned buildings. Source: Flickr user ames sf

Parklet in San Francisco: a temporary and playful public space using an on-street parking space. Source: Flickr user Mark Hogan

informal gatherings that can spill out into the street space, perhaps with more flexible City regulations to respond to local demand for brief street closures.

c. Public Events and Festivals. Another method to augment the creative identity of the area will be street festivals or mixers that have a cultural focus. Ideas for these festivals should grow from the community; so rather than attempting to define these activities, this Plan creates flexibility to facilitate events. Some examples that borrow from festivals in other places could include:

- Nebraska Stroll – a festival that would close the central section of Nebraska Avenue in the MUC District to traffic and use the space for concerts, shows and booths.
- Bergamot Art Center Open House – a continuation of the Bergamot art center tradition of opening up the whole art center for charitable fundraisers and art promotions.
- Expo by the Expo – Art displays that could blend with public spaces on both sides of Olympic Boulevard surrounding the Expo Station.

Flora of Ukraine, by Aleksei Bordusov and Vladimir Manzhos, for the Outside the Walls project in Miami. Source: Flickr user wallyg
Strategy Four: Reserve a Place for Creative Entrepreneurs

To maintain the complex, healthy creative arts district that has evolved in this area, there must be space for large, medium and small businesses, and, increasingly, for sole practitioners that flexibly move between companies and tasks. Strategies for providing opportunities for large, arts, culture and creative industry can be found in the next section, Economic Sustainability. This section is focused on the small scale; in particular, how the plan can foster the retention of the smaller start-up and specialized businesses and individual artists in the Mixed-Use Creative and Conservation Districts. As the area redevelops, there will be challenges to the survival of the area’s entrepreneurs and artists and the Plan’s approach must recognize this. The following strategies are intended to preserve or create space for creative entrepreneurs:

a. Creative Space in New Development. New private development should include space for creative arts businesses and art studios. In addition to benefiting the community and achieving the Plan’s goals, the provision of these spaces can also ensure that the development’s contribution to the districts’ creativity is more widely recognized, which could then translate into greater success for the project’s retail and office components. New office and workshop space should be as flexible as possible to allow anything from very small to large enterprise. The development standards for the Transit Village and Mixed-Use Creative districts require a certain amount of active ground level space to help create a pedestrian-friendly district. Under the Area Plan standards, this requirement can be met by creative arts workspaces, such as small offices and workshops, and in some locations, live/work studios. Live/work is especially encouraged where it would face shared-space streets. In addition, the minimum height requirements for ground floor spaces will ensure flexibility that will benefit creative art uses.

b. Districts that Conserve Creativity. A key part of the small-scale creative arts strategy in the Area Plan is the delineation of two character-defining areas that are attractive today due to their existing concentrations of older, recycled buildings and creative businesses. These are the Conservation: Art Center District at the Bergamot art center, and the Conservation: Creative Sector District, a cluster of properties northeast of the corner of Nebraska and Stanford, including a small stretch of buildings on the south side of Nebraska Avenue sometimes referred to as the “digital bungalows.” The Bergamot art center, the core of the area’s creative life, is described above. The Conservation: Creative Sector District strategy is intended to retain the feasibility of its existing high-tech and creative businesses, with incentives to provide space to incubate new, small-scale creative arts businesses. In this area, opportunities will be provided to facilitate small additions without the need to provide additional parking, which can act as a barrier to such additions or force the removal of existing structures in order to accommodate the requirement.

For further details of the Conservation: Creative Sector District’s development standards, see Chapter 5.
c. Creative Business Incubators and Displacement Services. In addition to encouraging new creative space and preserving the best of what is currently available, efforts should be made to assist existing arts organizations and small creative businesses who are relocating due to their own business growth or because they have been displaced due to rent increases. It is to the benefit of the city and the district for these businesses to relocate to spaces within the Bergamot Plan area. Cooperatively shared office space is one method that may address some of this need. One or more creative industry business incubators should also be created, perhaps in partnership with Santa Monica College’s Small Business Development Center.

d. Affordable Housing for Creative Workforce and Artists. It is anticipated that there will be new residential units in the Bergamot Plan area. Ideally, people working within the area will choose to also live there, which will reduce transportation impacts. This particular strategy for attracting and retaining creative entrepreneurs is to provide housing that accommodates their lifestyles and is affordable. This will be a challenge, particularly in new housing development. The City’s affordable housing and workforce housing programs should be calibrated to encourage artists and creative arts workers to seek qualification. In addition, there is potential to achieve lower rent levels in the Plan area because reduced parking requirements and unbundling parking from the cost of housing will reduce the cost of development. The amenities and transit opportunities of the area will support local artists who live without car ownership and thus save on car upkeep and parking costs, which can help to offset rent.
Art and Culture Goals and Policies

The following goals and policies are established to promote arts, culture and creative industries in the Bergamot Plan area. These complement and are correlated with the goals and policies presented in other sections of this Plan including urban form, land use, economic development and circulation:

Goal CA-1: The Bergamot Plan area is a central element in Santa Monica’s overall strategy to support the thriving creative arts community and ensure that artists continue to create within Santa Monica.

Policy CA-1.1: Support provision of incubator, studio, exhibition and performing arts space in new development through supportive land use regulations and development standards, and recognize these uses as community benefits.

Policy CA-1.2: Foster communication and leverage partnerships between the five sectors making up the creative arts community in Santa Monica: the City, individual artists and entrepreneurs, creative industry companies of all sizes, academic and non-profit arts programs and philanthropic organizations.

Policy CA-1.3: Support implementation of the “Celebrating Innovation” strategy of the Creative Capital plan at Bergamot, including strategies for: marketing and coordination, festivals, integrating cultural programming, public art, cultural facilities, cultural funding and leadership.

Goal CA-2: The Bergamot art center broadens its preeminent role as a center of creative art in the region and nation.

Policy CA-2.1: Ensure that the Bergamot art center remains a cultural beacon in Santa Monica by retaining its businesses, galleries and museum components.

Policy CA-2.2: Retain and restore the existing building fabric to the greatest extent possible while meeting all City goals for the art center property; ensure that new development is compatible both physically and operationally with arts and cultural uses.

Policy CA-2.3: Provide compatible new uses, such as a hotel, cafés and restaurants that extend hours of activity into the evenings and provide revenue.

Policy CA-2.4: Encourage a range of creative art uses, galleries and performing arts spaces that fill the spectrum from very accessible to more “hidden.”

Policy CA-2.5: Engage a wide sector of the community in art-related activities in the Bergamot art center, including schoolchildren, SMC students, seniors, families and others.

Goal CA-3: The Bergamot Plan area evolves with a unique, creativity-based identity.

Policy CA-3.1: Encourage and facilitate efforts by individual creative artists to craft installations of high-quality art in locations throughout the Bergamot Plan area to enhance the community landscape and identity by developing public art guidelines.
Policy CA-3.2: Encourage the programming of new and existing open space throughout the Bergamot area with cultural activities and events that highlight local artists, including performing artists.

Policy CA-3.3: Build on Creative Capital’s concept of Arts Alleys by capitalizing on existing and new available space fronting on alleys and shared streets throughout the Bergamot Plan area for the purpose of public interaction with artists and cultural organizations.

Policy CA-3.4: Consider standards and zoning regulations that support temporary art installations, road closures for street festivals, creative signage, etc.

Goal CA-4: Many creative entrepreneurs are located in the Bergamot Plan area and contribute to its economic health.

Policy CA-4.1: Seek to retain existing Bergamot area creative arts businesses and entrepreneurs, and establish a program to assist with relocation elsewhere within the District if any such businesses are displaced by new development.

Policy CA-4.2: Where active ground floor uses are required, ensure tall spaces for flexibility and allow areas where new small creative enterprises, workshops and live/work spaces may qualify as active uses.

Policy CA-4.3: Ensure that artists can and are encouraged to seek housing in the Bergamot Plan area under Santa Monica’s affordable housing and workforce housing strategies.

Policy CA-4.4: Enable supportive land uses to complement and serve the area’s creative businesses. Some examples are art supply retailers, small business services, cafés, restaurants and personal services.

Goal CA-5: The Conservation: Creative Sector District strengthens as a locus for creative enterprise in the Bergamot Plan area and Santa Monica.

Policy CA-5.1: Conserve creative industry’s historic fabric and assist in retaining affordable workspace through the implementation of the Conservation: Creative Sector District. Encourage adaptive reuse and additions that can accommodate incubator space and creative professionals.

Goal CA-6: The Bergamot Plan area offers cultural opportunities for a broad range of people.

Policy CA-6.1: Use the Creative Capital strategy to promote the development of street and neighborhood festivals within the Bergamot Plan area which are desired by and accessible to neighboring residents.

Policy CA-6.2: Seek to establish arts-oriented non-profit organizations in the Bergamot Plan area by linking interested organizations with landlords and developers with space.

Policy CA-6.3: Encourage local education institutions, including Santa Monica College, New Roads School and local public schools to offer programs to educate and train residents for jobs in creative industries.

Like this “eco tower” in Madrid, public art can function as a landmark, particularly at the Bergamot Plan area’s gateways. Source: Flickr user inthesitymad
Core Components: E. Economic Sustainability

The Bergamot Plan area plays an important role in Santa Monica’s economy and the lives of thousands of local residents due to its concentration of well-paying jobs. Businesses in this area performed well following the 2007/2008 economic downturn and have provided job opportunities to the growing segment of the city’s population that makes a living in the entertainment, hi-tech and creative sector industries. The overall economic objective of the Bergamot Area Plan is to support and enhance the district’s role as a source of higher-wage and skilled employment in the city—particularly for local residents. It also seeks to foster housing and retail development catering to new lifestyle choices for people who work in the area, as well as to those who might be drawn to the thriving arts culture revolving around the Bergamot art center. Moreover, providing a strong foundation for economic success will also support cultural and community resources that benefit the whole city, encouraging further innovation and creativity.
A Locally Sustainable Economy

The Bergamot Plan strategy for growing a sustainable local economy which also benefits the broader community in and around the area is based on five primary components:

1. Economic Diversity around an Established Creative Core

The City of Santa Monica’s economic strength is its diverse industry mix. Although the Bergamot Plan area contains an existing concentration of creative businesses of all sizes (e.g., high tech, post-production, graphic design, architecture, etc.), the area lacks the retail and service amenities typically present in a competitive urban employment district (see Figure 2.07 in Chapter 2). Market research indicates that creative professionals value employment locations with a high quality of life, including amenities such as restaurants, bars and other neighborhood-serving retail and service businesses. Through the Land Use and Arts and Culture sections, this Plan supports increasing commercial diversity in the Bergamot Plan area by encouraging a greater range of neighborhood-serving retail and service businesses. This would enhance the local quality of life and thus strengthen the Bergamot Plan area’s competitive advantage as a regional center for creative employment.

At the time of Plan adoption, a major constraint facing the Bergamot Plan area is the limited opportunity for existing businesses to expand or for new businesses to start up due to extremely limited availability of office space. However, in both the Bergamot Transit Village and the Mixed-Use Creative District, there are opportunity sites that have the potential to transition from office to creative industrial space, support the growth of existing businesses and allow new businesses to start up. Over the long term, the ability to accommodate this continued growth will also ensure that Santa Monica retains its competitive advantage as a center of creative industries and arts-oriented activity in the Los Angeles region. The Plan is key to this strategy because it is the tool through which the City will be able to nurture its vibrant business community by offering an interesting and dynamic location for people to live, work and enjoy outstanding community and cultural resources.

Diversification: New Amenities

Neighborhood-serving retail is in short supply in the Bergamot Plan area due to long-standing industrial zoning restrictions. Although retail demand estimates suggest that the Bergamot Plan area could support approximately 180,000 square feet of retail space, it is anticipated that retail demand will increase incrementally over time to reach that level. The Plan’s strategy to encourage retail activity focuses on establishing a few nodes, designated as “Retail Overlays,” to initially concentrate retail and create critical mass along Nebraska Avenue as the future “main street” in the district. As more residents and workers come to the area and demand grows, retail can spread to additional locations.
Strengthen Small Creative Businesses

The concentration of creative businesses in the Bergamot Plan area fosters the fluid and dynamic exchange of goods, information, ideas and talent, sometimes referred to as “knowledge spillover.” It also supports collaboration between entertainment and technology firms. The businesses that have located in this area exemplify how a high concentration of creative firms can drive increased innovation and creative output. This clustering of interconnected uses has proven especially beneficial for start-up firms because they can also draw from a nearby labor pool of innovative and skilled workers and because an environment with an identifiable cultural or artistic heritage offers a strong foundation for these enterprises to build upon. Technological infrastructure is also an important consideration, and part of the Plan’s strategy is to ensure that this area is served with state-of-the-art technology infrastructure, such as dark fiber and neighborhood wireless reception, particularly in gathering places and along major pedestrian streets.

The Plan provides a strategy to promote opportunities for the continuum of creative businesses—from the small start-up to large, well-established firms—who want to take advantage of the many assets the Bergamot Plan area has to offer, including a range of rent levels and space availability. For example, new creative office projects may offer flexible space suited to businesses of varying sizes, thus providing a pathway for small businesses to remain in the same building as they grow, thus retaining that business as a tenant and as a member of the Bergamot Plan area community. Co-working spaces that allow individuals
or small start-ups to share space, office equipment and reception staff are encouraged in order to provide entrepreneurs with flexible resources and networking opportunities. Co-working spaces may be privately owned and operated, or may be established as non-profit organizations.

2. Fiscal stability

There is the need for targeted investment in infrastructure and organizational capacity in both the public and private sectors within the Plan area. Chapter 8 (Implementation) outlines an extensive “toolkit” for funding, constructing and maintaining various types of infrastructure through the Plan’s time horizon, like sidewalks, streetscape enhancements, dark fiber connections and transit improvements.

The infrastructure investment strategy focuses on providing initial investments that will provide long-term community value. Upfront funding for initial investments will ultimately generate revenues that typically offset costs. Enduring value from these investments can also create new or increased revenue streams that will allow the City to maintain the district and provide increased municipal services for the new residents and businesses. The strategy for local economic sustainability accomplishes this by leveraging initial investments from a number of sources (such as development impact fees, community benefits, an assessment district, grant opportunities, etc.) and promoting the establishment of businesses that will provide new sources for sales and use taxes, property taxes, transient occupancy taxes, utility taxes and business license taxes.

3. Expanded range of job opportunities for local residents

Future projects in the Plan area have potential to offer an expanded variety of job opportunities for a workforce with a wide range of skill levels and educational attainment. A component of the economic sustainability strategy is to increase the diversity of employment opportunities in the Bergamot Plan area by enabling growth in new jobs in the retail and service sector and by expanding employment opportunities for local residents in existing creative businesses through job training in partnership with Santa Monica College, incubator facilities and other local workforce development partners. This will make it possible for Santa Monica residents to seek employment at all levels, with potential for growth opportunities in the community.

4. Sustainable Housing Choices

Under the Bergamot Plan, this area, for the first time in history, will become a significant residential neighborhood, in addition to being a major employment center. New housing that offers units at a range of affordability levels is incentivized to increase the opportunity for people of any means and any age to choose to live and work in the area. Having a local residential population will promote the economic sustainability of the neighborhood by increasing the demand for shops and restaurants during the day and nighttime, as well as on weekends; supporting a broader range of retail, personal services and entertainment opportunities; and promoting a safer environment with more “eyes on the street.” Along with the new residential units, the improved pedestrian/bike connectivity with the existing residential neighborhoods that border the Bergamot Plan area will enlarge the market to further
increase the viability of new local-serving businesses. Demographic and economic characteristics of current Bergamot Plan area workers suggest the need for more affordable rental housing units in the study area along an income continuum with a focus on providing units affordable to households earning anywhere from 30% to 180% of area median income (AMI)—extremely low income units to units available to the area’s “workforce.” The Plan also calls for larger units to accommodate families and more affluent households who can afford and desire bigger living spaces, as well as housing for empty nesters and senior citizens. One key policy area for providing sustainable housing choices will be to ensure that there is a strong match between the price and types of housing provided and these different market segments, as well as offering programs that provide advance marketing of new housing projects to local employees, to encourage more workers to live near their jobs; reduce congestion, commute time and vehicle miles traveled; and help businesses attract and retain skilled workers.

Although current workforce characteristics in the Bergamot Plan area suggest potential demand for smaller units, new development should be built in such a way as to be flexible enough to allow units to expand and/or be reconfigured as housing needs change. Recent research indicates that today’s younger workers (the so-called “millennial generation”) that are entering the job market are characterized by a desire to live in more walkable, urban places. This lifestyle preference will make the Plan area attractive to households, and as these young workers age, they will earn more and likely seek more family-oriented housing. Offering alternatives for those growing families that will keep them in the community by encouraging flexible housing types and designs that could be reconfigured to meet the changing needs of the workforce of the future.

5. Sustainable Transportation Choices

Economic growth is generally desirable unless it creates a strain on resources, and in this regard the community has expressed ongoing concern about the impacts of growth on the local transportation network (i.e., traffic and congestion). The circulation strategy, (Section 4.C) is therefore also a critical component of the strategy for a locally sustainable economy.

The Plan’s circulation strategy is focused on providing a meaningful array of mobility choices through infrastructure improvements, transportation demand management requirements, parking management and taking full advantage of the catalytic opportunity presented by the arrival of the Expo Light Rail. New transit, shuttles, carshare, bikeshare and other resources help to complete the picture. Through development of a pedestrian- and bicycle-friendly street network that connects with the Bergamot Expo Station (and to a lesser extent to the Bundy Expo Station just east of the Plan area) and through implementation of an innovative shared parking strategy that seeks to optimize but not overbuild the parking supply, the Plan’s strategy to provide convenient and efficient circulation will help to sustain the local economy.

Together, these components comprise a strategy for the Bergamot Plan area to develop as a sustainable local economy and contribute to a city-wide strategy for economic sustainability.

Five Strategies for a Sustainable Economy in the Bergamot Plan Area

1. Economic diversity around an established creative core.
2. Fiscal stability through new investment.
3. Expanded range of job opportunities for local residents.
4. Sustainable housing choices for everyone.
5. Sustainable transportation choices.
Economic Sustainability Goals and Policies

The following goals and policies are designed to implement the core values of the community for economic sustainability in the Bergamot Plan area. These complement and are correlated with the goals and policies presented in other sections of this Plan, including urban form, land use, arts and culture and circulation.

**Goal E.1: The Bergamot Plan area provides a support system to foster small business creation, encourage business innovation and retain businesses as they grow and prosper.**

**Policy E.1.1.** Explore moving the Santa Monica Small Business Development Center (SMBDC), or a branch of it, to the Bergamot Plan area.

**Policy E.1.2.** Promote existing programs offered to small businesses in Santa Monica, such as SMSBDC, SCORE and Buy Local Santa Monica and involve local businesses in the Santa Monica Alliance.

**Policy E.1.3.** Build relationships between the small business community and Santa Monica College and explore opportunities for mutually beneficial collaboration in the areas of mentoring, technical assistance, shared use of workspace/equipment, networking and other shared programming.

**Policy E.1.4.** Provide support and development standards that encourage the retention of small, creative businesses and arts uses in the Conservation districts.

**Policy E.1.5.** Develop a system to deliver reasonably priced broadband services and city dark fiber networks that provide businesses in the area access to high-speed, secure internet services.

**Policy E.1.6.** Strongly encourage new office and creative office buildings to include a variety of tenant spaces, including affordable space for small businesses, incubators and flexible growth space.

**Policy E.1.7.** Actively encourage at least one co-working space to locate in the Bergamot Plan area.

**Policy E.1.8.** Concentrate initial new retail growth in the Retail Overlay Zone to create a “critical mass” of retail businesses. Once a critical mass of retail uses has been established, encourage local-serving retail in all areas in which it is permitted.

**Policy E.1.9.** Ensure that zoning and design guidelines support viable retail space, including requirements relating to ceiling height, floor plan, access, visibility, bay depths and ventilation.

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Source: City of Santa Monica 2012 Bergamot Area Plan Housing and Services Survey
Goal E2: New sources of revenue such as fees, taxes and assessments are reinvested in the area to provide and maintain necessary infrastructure in a sustainable manner.

Policy E.2.1. Encourage uses that are both compatible with the district and generate new income and tax revenue for the City.

Policy E.2.2. Explore opportunities to direct City revenue derived from the area to support the priority goals of the Bergamot Area Plan, particularly those related to innovation, arts and culture and transportation options.

Policy E.2.3. In the Bergamot art center, support desired arts and non-profit uses by balancing these uses with for-profit uses that generate additional business sales and transient occupancy tax revenue.

Policy E.2.4. Work with Bergamot Plan area property owners and businesses to create an appropriate business organization that can both advocate for ongoing activities that support a creative, innovative business district and evaluate a proposal for an assessment/improvement district.

Policy E.2.5. Explore creation of an assessment district that can finance critical area-wide improvements that benefit existing and future property owners and tenants.

Goal E.3. Job opportunities in the Plan area are diverse to match a multitude of skills and education levels, offering new opportunities to local or nearby residents.

Policy E.3.1. Encourage creative businesses and supporting uses that sustain and enhance the economic diversity of the Bergamot Plan area and provide quality jobs for local residents.

Policy E.3.2. Explore opportunities for businesses/local employers to further collaborate with Santa Monica College and Santa Monica Unified School District in developing courses and programs connected with workforce development and local job opportunities, including offering practical job training content and internships that are directly tied to businesses located in the Plan area and surrounding business parks.

Policy E.3.3. Through local business organizations or the Transportation Management Association (TMA), explore opportunities to advertise available jobs and training opportunities to local residents.

Goal E.4. Local employees have opportunities to choose to live near their work, with a range of types and prices that meet their needs and ability to pay.

Policy E.4.1. Accommodate a range of housing units affordable to employees of businesses in the area.

Policy E.4.2. Encourage flexible design of residential units so that they can be adapted to accommodate changing needs in the future.

Policy E.4.3. Through local business organizations or the TMA, develop systems, such as advance marketing, to provide information and aggressively market available housing opportunities to area employees and first responders, teachers, nurses and other hospital employees.

Policy E.4.4. Conduct community benefits negotiations with developers focused on affordable housing that seek to address the need for a continuum of housing affordability ranging from extremely low income (30% of AMI) to workforce housing (defined as 120% to 180% of AMI).

Policy E.4.5. Support non-profit or other affordable housing developers to acquire a site and build a 100% affordable housing project where “affordability” is defined to include an income spectrum ranging from extremely low income to workforce.

Policy E.4.6. Work with Bergamot Plan area and other nearby employers to create employer-sponsored housing benefit programs such as a pooled housing assistance program which could provide financial assistance to potential homeowners to supplement down payments, closing costs or other expenses associated with obtaining housing in the area.

Policy E.4.7. Allow developers to build housing units with all parking unbundled from the rental lease and reduced parking once Plan targets are achieved. These units would be less expensive for the developer to build than units with parking, and units without parking typically have a discounted price, making
them more affordable, especially to households in the 120% to 180% of AMI income range.

**Policy E.4.8** Strive to achieve a target of 30% of new housing that is affordable to households earning between 30% and 180% of area median income.

**Goal E.5.** The circulation and parking supply are managed to encourage that most new trips are taken by means other than private automobile, with consideration for the relationship between circulation, parking and economic sustainability.

**Policy E.5.1.** As streetscape designs are implemented, consider the adjacent uses and businesses in the design to ensure that the streets support their economic viability and provide adequate access and loading space.

**Policy E.5.2.** Establish a Transportation Management Association (TMA) to bring the business and residential communities together with solutions to support non-vehicular trips, ridesharing, and shared parking. Actively implement TDM requirements for commercial and residential uses to advance the city-wide “No Net New PM Peak Trips” policy.

**Policy E.5.3.** Explore opportunities for existing parking lots to join the shared parking district by offering their underutilized spaces or by adding additional parking through the use of automated lifts/stacked parking—either of which may be leased to serve nearby businesses.

**Policy E.5.4.** Encourage people in the Plan area to park once and walk or bike to multiple destinations to support local business and economic vitality.

**Policy E.5.5.** Promote CommuteSM and other online tools for workers, residents, business owners and developers to help manage transportation demand and ease traffic congestion in the Bergamot Plan area and City of Santa Monica.

**Policy E.5.6.** Promote Buy Local to encourage business-to-business spending in the Plan area, and to raise awareness of products and services created within the Plan area.
Core Components:

F. Utility Infrastructure

Over the course of the Plan’s implementation, new housing, office spaces, restaurants and retail will begin to activate key streets and open spaces throughout this formerly industrial area. Over time, a permanent population of Bergamot residents and an expanded population of employees will shape the district into a complete neighborhood that is vibrant, diverse and equitable. A solid foundation of infrastructure and utility upgrades are needed to support the area’s transition and to ensure that basic services are considered alongside and in parity with other strategic improvements and area-wide benefits. To this end, general assessments of the existing utility infrastructure have been performed to account for the adequate provision of water, sewer, storm water drainage, power, gas and communications/data infrastructure.

Because the Bergamot Plan area is already developed with a large volume of industrial and commercial uses, many of the existing utility infrastructure systems have been found to be generally sufficient to serve the future district. The two exceptions are the sewer infrastructure and fiber-optic network, which are discussed in more detail throughout this document.
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<th>METHOD OF ASSESSMENT</th>
<th>RESULT</th>
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<td>GIS mapping of existing water infrastructure framework and limited hydraulic modeling on a macro assessment scale</td>
<td>Macro distribution system deemed generally adequate, but new projects will trigger need for localized water service extensions including a new water main along Olympic Boulevard to accommodate new development</td>
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<td>Sewer</td>
<td>GIS mapping of existing sewer infrastructure framework and comprehensive hydraulic modeling on a macro assessment scale</td>
<td>Anticipated need for significant pipe “up-sizing” to meet future needs for select sewer segments within Plan Area (see Figure 2)</td>
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<td>Gas</td>
<td>SoCal Gas performed an in-house assessment</td>
<td>Macro distribution system deemed adequate, but new projects will trigger need for localized gas service extensions</td>
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<td>GIS mapping, field observation and in-house assessment performed by Southern California Edison</td>
<td>Macro distribution system deemed adequate, but new projects will trigger need for localized power service extensions</td>
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<td>Storm Drain</td>
<td>GIS mapping of existing storm drain infrastructure framework, coupled with City Public Works staff’s historical performance feedback</td>
<td>Macro distribution system deemed adequate but, through seeking limited strategic regionalized opportunities within Plan area, City could enhance targeted green/sustainable “water quality” initiatives</td>
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<td>Fiber-optic/Wireless</td>
<td>GIS mapping of existing fiber-optic infrastructure framework, coupled with City Information Systems Department assessment</td>
<td>Macro distribution system does not cover full Plan area extent and would require recommended extensions of the fiber-optic “backbone” as well as local wireless hub stations</td>
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The infrastructure assessment in the Bergamot Plan area was based on review of plans, drawings and other information from the City of Santa Monica Public Works Department, Southern California Gas and Southern California Edison. It included evaluation of the existing water, sanitary sewer, storm drain, gas and power systems within the project boundaries and in adjacent zones where the network disperses throughout the city. The existing utility infrastructure systems were analyzed by adding existing loads plus projected land use changes of the Bergamot Plan area over the next 20 years. It should be noted the City’s Public Works Department is scheduled to prepare a more comprehensive and detailed city-wide assessment of the city’s water and sewer infrastructure systems that will include consideration of the Area Plan’s projected land use changes.

Figure 4.F.01
Bergamot Plan Area Infrastructure Assessment
Future utility demand is directly related to the balance of new uses and buildings, and to the City’s continuing sustainability efforts to manage resources. For example, the demand for water and stormwater run-off facilities may be tempered by increased requirements for and performance of water retention facilities and infiltration basins; smaller-scale installations such as streetscape bio-swales; and the encouragement of residential water infiltration, low-flow plumbing and efficient irrigation fixtures. In addition, encouragement of energy-saving appliances, renewable power and alternative heat generating systems, such as photovoltaics, wind turbines (if feasible) and solar water heaters will further minimize the district’s demand for water and power.

**WATER SUPPLY**

The City’s intent is to become 100% water self-sufficient, and over the next decade, some two-thirds of the city’s water supply will be sourced from its own water well sources. The City’s 2010 Urban Water Management Plan fully addressed both the “sourcing and supplying” of water for the city, including the Bergamot Plan area. Future uses in the Plan area are estimated to demand 15,000 gallons per day, or about 1% of the city’s overall water demand and will not have an impact on the city’s water supply.

**WATER AND SEWER UTILITIES**

Every new residential unit requires—at minimum—one sink, toilet and shower and every new office development includes restrooms, kitchenettes and life safety devices such as overhead sprinklers. Evaluation of water systems in the Bergamot Plan area revealed that the existing water main distribution infrastructure is generally adequate, but will require the addition of a new water main along Olympic Boulevard to meet localized water supply demands that result from new development. From a “fire supply” standpoint, the water distribution network within the Plan area is more than adequate to supply needed flow for firefighting scenarios involving one or two simultaneous fire events (i.e., a fire flow of 3,000 to 4,000 gallons per minute for several hours).

According to the 2011 Sewer Capacity Study conducted by Black & Veatch, some existing sewer main segments within the Plan area will require pipe up-sizing to meet the sewer conveyance needs of future uses. The geographic extent of needed future improvements determined by the study (Figure 4.F.01) includes the sewer infrastructure running from Stewart Street through the City Yards, through Michigan Avenue to Colorado Avenue. The analysis demonstrates that much of the Plan area lying generally upstream of the existing “Yard Sewer” is already in need of upsizing. Based on the modeling analysis, proposed future demand in this area combined with existing development would exceed the respective sewer main line flow capacities.

This macro-scale analysis of the existing water and sewer infrastructure framework will need to be supplemented by more detailed engineering conveyance assessments of the existing local water/sewer utility systems. These should be performed when specific project proposals are introduced in order to ensure availability of adequate points of connection and utility lateral sizing.
Upgrading the Existing Sewer Network in the Bergamot Plan Area

Strategic improvements to the sewer infrastructure are needed in and around the Bergamot Plan area, as identified by the Figure 4.F.02. These areas include the sewer network running from Stewart Street through the City Yards, through Michigan Avenue to Colorado Avenue.

The analysis demonstrates that much of the Plan area lying generally upstream of the existing “Yard Sewer” is in need of upsizing. Based on the modeling analysis, future demand in this area combined with existing developments could exceed the respective sewer main line flow capacities.

A discussion on financing strategies to fund the necessary improvements are discussed in Chapter 8, Implementation.
Water and Sewer Utilities – Prescriptive Requirements

Current City policies impose certain prescriptive water-resource utility improvements to meet the needs of future city, regional and statewide water supply challenges. While the infrastructure assessment did not identify systemic water infrastructure related deficiencies, new development is encouraged to exceed the performance of even the most stringent policies within the Bergamot Plan area. Water system prescriptive solutions include the following:

- Installing pressure-reducing valves, if necessary;
- Implementing low-flow plumbing fixtures to support water conservation practices;
- Implementing irrigation and vegetation strategies (drought-tolerant) to support water conservation practices;
- Restricting lawn and ornamental watering;
- Restricting water-intensive residential and commercial use, such as swimming pools; and
- Given the infrastructure’s age, City staff may want to assess water infrastructure rehabilitation or replacement as certain project streets are redeveloped.

Besides water conservation measures, recycled water (i.e., purple pipe infrastructure) or other alternative non-potable water supplies may decrease the potable water demands of the Plan area. The City’s intent is to eventually implement “purple pipe” reclaimed water distribution facilities up to and within the Plan area limits, thus extending the existing reclaimed water infrastructure that stops a substantial distance away from the Plan area. Implementing this feature of the water infrastructure may dictate that future projects are required to use reclaimed water once this service facility is brought to the area.

Because the analysis conducted by the Bergamot Area Plan did identify areas of deficiencies for sewer conveyance, future development must be cognizant of its responsibility to contribute a fair share to the upgrading and maintenance of the overall system. Further, to meet the needs of future populations, sanitary sewer system prescriptive solutions include the following:

- Upsizing and relocating existing sewer laterals to accommodate new project needs; and
- Implementing parcel/building specific “gray water” reuse facilities.

STORM DRAINAGE

The Bergamot Plan area currently contains a high degree of impervious street, parking lot and roof surfaces, well in excess of 90% of the total land area. The build-out of the Bergamot Plan area in a manner consistent with current City and Area Plan policies for open space, streetscape and stormwater runoff management would reduce impervious surfaces; thereby increasing the absorption of stormwater and decreasing runoff discharge into the storm drain network. Furthermore, the planned implementation of certain new street standards that include shallow storm water retention measures, such as porous pavement materials or linear storm water management, will serve to retain and allow excess runoff to percolate into the soil and thus avoid overburdening the storm drainage system in the future.
Pursuing Sustainability

The Bergamot Plan area currently contains a high degree of impervious street, parking lot and roof surfaces, well in excess of 90% of the total land area.

New open spaces and site changes will increase the permeability of the area. Opportunities exist to implement larger, more effective regionalized water management facilities like infiltration basins, retention basins and bio-swales.

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<th>Location</th>
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<td>TOTAL</td>
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LEGEND
- OVERALL "MA" BOUNDARY
- "MA" BOUNDARY
- "MA" BOUNDARY
- LAND USE AND CIRCULATION ELEMENT
- "MA" BOUNDARY
- "MA" BOUNDARY
- "MA" BOUNDARY
- "MA" BOUNDARY
- ABBREVIATIONS
- "MA" BOUNDARY
- "MA" BOUNDARY
- "MA" BOUNDARY
- "MA" BOUNDARY
- "MA" BOUNDARY

Figure 4.F.03
Conceptual Drainage Opportunity Areas
In addition to project sites and streetscapes, there are also limited opportunity areas in the Bergamot Plan area to implement larger, more effective, regionalized water management facilities, such as infiltration basins, retention basins and bio-treatment swales. Through a coordinated district-wide approach (as compared to a parcel-by-parcel), shared stormwater facilities can be designed so as to accommodate and otherwise manage larger areas with less initial expense and decreased per capita maintenance demands. These shared facilities can supplement on-site facilities that are often fragmented, comparably more expensive and less effective for a given parcel area. Though a consolidated facility is preferred, opportunities are limited by relatively slow to moderate ground water infiltration rates and/or histories of limited poor ground water quality. As such, separate and area specific soils investigation should be explored to further assess the viability of pursuing these opportunity areas with ground water infiltration type Best Management Practices (BMPs). See Figure 4.F.03 for conceptual locations of percolation basins.

Before the implementation of shared facilities, financing questions need to be resolved and detailed engineering and site-specific soil testing need to be performed to verify a reliable percolation rate.

**ELECTRICAL POWER**

One of the Plan’s long-term objectives is to improve the visual aesthetic of the district’s streets and pedestrian corridors by moving existing overhead electrical wires and cables below ground as a component of building out the district’s primary pedestrian corridor and areas of early implementation focus, such as on Nebraska Avenue between Centinela Avenue and Stewart Street, the Plan establishes a high priority for the timely undergrounding of electrical infrastructure facilities. Similarly, undergrounding the extensive overhead electrical features on Olympic Boulevard will support the street’s character as a green corridor and gateway to the city.

While new projects will be required to underground electrical utilities on their property, a district-wide approach must also be taken to provide a framework for the wholesale undergrounding of electrical services. The Implementation Chapter provides insight into strategies to achieve this outcome.

**FIBER-OPTIC/WIRELESS**

Today, businesses and industries of all sorts depend on data and internet connections that are fast, reliable and secure. The arts and creative industries that are characteristic of the Bergamot Plan area and integral to its future require the ability to quickly and seamlessly share information, including data, design work and various forms of media. The proliferation of smart phones and mobile apps has led to consumers demanding faster and more widely available wireless internet connections, including on transit and in public spaces. Fiber-optic lines and publicly accessible Wi-Fi are two key means by which businesses, residents and visitors can access this essential connectivity.

**Fiber-optic Lines**

Increasingly, all manner of creative-sector workers and companies are turning to electronic means to communicate, collaborate and even compete. For instance, video-conferencing, virtual meetings and...
other approaches to working remotely continue to grow in popularity as ways to increase worker flexibility, decrease the need to commute and reduce office-space and travel costs. Similarly, companies are turning ever more frequently to online advertising and publicity, including grassroots or “viral” marketing campaigns.

All of these activities require internet data transfer capacity, known as bandwidth. Bandwidth is most often carried directly into subscriber homes and businesses through connections based on copper wiring, as part of the telephone system, or on cables, as part of the cable television system. Fiber-optic lines represent a third method of carrying digital information which relies on pulses of light carried through light-transmitting fibers, hence “fiber-optic.” Fiber-optic networks are generally regarded as superior to copper-wire or cable networks because of their vastly higher capacity and speed, and reduced susceptibility to interference. Fiber-optic lines are often integrated with copper-wire or cable systems, and currently form the backbone of existing global data networks; however, direct fiber-optic connections for individual homes or offices are not common.

The addition of fiber-optic infrastructure to the Plan area has the potential not only to increase overall system reliability and bandwidth, but to offer future opportunities for direct fiber-optic connections (“fiber to the premises”). For an existing, static data network, bandwidth is a finite resource, and as the number of users or the demands of individual users increase, less
bandwidth is available to the other users of the system. Bringing an improved or expanded fiber-optic network to the Bergamot Plan area will increase the overall availability of bandwidth as well as the reliability of area internet connections. More extensive fiber-optic network installation could lead to homes or businesses being able to obtain direct fiber-optic connections, which provide internet speeds far exceeding those which are typically currently available.

The City of Santa Monica offers a proprietary fiber-optic network, Santa Monica City NetSM, to the technology and entertainment driven businesses headquartered along Santa Monica’s Tech Coast. As a secure, fast and cost-effective fiber-optic network, NetSM provides the opportunity to integrate data, voice, video and wireless Wi-Fi offerings, to allow for efficiently managed data exchanges with both residential and business partners (see Figure 4.F.04). Extensions to the existing fiber-optic network are proposed along key corridors and pedestrian streets within the Plan area.

Based on the established trends in Bergamot for secure digital data network demands, significant extensions of the existing fiber-optic infrastructure will be required to effectively reach the full limits of the Plan area. The fiber-optic infrastructure is basically composed of a collection of underground conduit runs with glass cabling, service pedestals and junction boxes, all of which are typically placed underneath/adjacent to the sidewalk features of either existing or new street elements.
Wi-Fi

Consumers are increasingly demanding Wi-Fi connectivity in homes, businesses, public spaces and transit vehicles as a supplement to or even a replacement for the conventional connectivity provided through cables or copper wiring. Wi-Fi connections offer consumers wireless, “on-the-go” internet access with levels of speed and reliability that meet or even exceed those of wired connections. For many users, this portable access enhances their daily lives by enabling instant communication, easier wayfinding and increased access to information, among other benefits. Public, free-to-use Wi-Fi coverage assures residents, workers and visitors that no matter where they go in an area, they will have useful internet access. A public Wi-Fi network could also be used to send users messages about attractions, events or even emergency situations in the Bergamot area.

As an example, an area employee using a public Wi-Fi network to work outdoors might video conference with a nearby friend to show them a spontaneous public performance occurring nearby. Upon arrival in the Bergamot area, the second person could use the same public Wi-Fi to navigate to the performance area and rendezvous with their friend. Afterward, the pair might even choose to visit a Bergamot area restaurant based on a dinner special advertised over the Wi-Fi network. Given such benefits and applications, knowing that public Wi-Fi is freely available in the Bergamot area could thereby serve as an attractor and amenity for residents, businesses and visitors alike.

Current public space Wi-Fi coverage areas near the Bergamot Plan area include Stewart Park and the Bergamot art center. The Bergamot Plan encourages the City to expand its wireless service to key locations within the district to provide Wi-Fi services free of charge to any and all users within public spaces and popular pedestrian zones. These targeted areas are ideal for the creation of new “hotspots” that broadcast City Wi-Fi to residents, employees and visitors.

These Wi-Fi capabilities are delivered by deploying a mesh network facility that would typically follow in close proximity to the fiber-optic facilities. The typical deployment design for this scale would utilize scores of routers and receivers/antennas deployed outdoors, often on utility poles, to serve the proposed space within the plan. The capitalization and financing of the extension of the Fiber-optic and Wireless networks is discussed in the Implementation chapter of this plan. See Figure 4.F.04 for both the current and proposed future expansions of Fiber-optic and Wireless Wi-Fi networks elements adjacent to the Area Plan.

NATURAL GAS

In the future, specific project-driven gas utility needs will require both extensions of existing gas mains and new laterals based on project-specific demand needs and project-specific “points of service” location needs. In these instances the improvement costs to extend gas mains and/or new laterals will be borne by the project developer. If collective gas demands are high enough, the gas improvement cost burden may partly be shared by SoCal Gas.
Development Standards and Land Use Regulations

This section of the Plan sets out the Development Standards to ensure that all proposed development supports the goals and vision of the Plan as described in Chapter 4, Core Components.

The Development Standards include the following sections, which provide a framework for the intended urban form and character, Section A: Land Use Regulations and Section B: Development Standards. The Land Use Regulations define permitted uses in the Bergamot Plan area. The Development Standards regulate new site and building development by establishing standards for intensity, building height, open space and other elements. Development standards include street-based frontage standards, which regulate building frontages along existing and new streets to form adequate and pedestrian-friendly street walls.

If provisions in the Bergamot Area Plan and the Zoning Ordinance are in conflict, the provisions in the Bergamot Area Plan shall be applied. Where Zoning Ordinance provisions are not specifically addressed by the Bergamot Area Plan, the Zoning Ordinance shall be applied.
All projects in the Bergamot Plan area will undergo a City design review and permit process as required by the Zoning Ordinance.

As discussed in Chapter 1, Introduction, the LUCE sets out three tiers for new development in the Bergamot Plan Area. Tier I is baseline, by-right development up to the discretionary review thresholds established by the Zoning Ordinance. Tier II and Tier III projects are allowed additional intensity and height if the associated development provides community benefits.

In addition to compliance with the requirements of this chapter, Tier II and Tier III projects shall comply with the following:

**Tier II**
- Record a deed restriction that requires the property owner and all building tenants to join and maintain membership in the TMA for the life of the project. This requirement shall be included in all leases.
- Provide all Tier II requirements specified in the City's Municipal Code, Article IX (Zoning Ordinance). In order to ensure that new development at the Tier II level contributes to the identity and development of the Bergamot Plan area, Tier II level fees (beyond fees that are Code base requirements) shall be allocated to appropriate projects within the Bergamot Plan area. Actual project features shall be negotiated during the Development Agreement process.
- Notwithstanding the above, the Zoning Ordinance Update process will consider requiring that projects in the Bergamot Plan area pay a higher Transportation Impact Feet (TIF), to be allocated as above.

**Tier III**
Tier III applicants should review Chapter 4, Section B: Land Use for Community Benefits, and incorporate appropriate project components to satisfy the requirement to include substantial additional amenities that the community has prioritized in the Bergamot Plan area. Any fees collected shall be allocated to appropriate projects within the Bergamot Plan area. Actual project features shall be negotiated during the Development Agreement process.

**Allocation of Unused Fees**
If there are no potential projects that can utilize the Tier II fund contributions within five years of payment, the funds may be used for City projects outside the Plan area.

### A. LAND USE REGULATIONS

Table 5.02 presents the land use regulations for the Bergamot Transit Village (BTV), Mixed-Use Creative (MUC), Conservation: Art Center (CAC) and Conservation: Creative Sector (CCS) Districts, as well as the Pedestrian Priority Corridor (PPC) and Retail Priority (RP) Overlays (see Figure 5.01 for boundaries of the districts). Any other uses not included in the table are prohibited and covered by the general rule, which states that any uses not specifically authorized are prohibited. The key to the land use regulations table is found in Table 5.01.

The new districts created in this Plan permit many of the uses that are permitted in the BTV and MUC districts defined in the LUCE. However, residential uses other than live/work units is prohibited in the Conservation - Creative Sector District in order to conserve its creative arts character. There are also further use restrictions in the overlay districts in order to promote active streets. In the case of conflict between an underlying district and an overlay district, the overlay district standards shall prevail. However, additional residential uses are not permitted on properties in an overlay district with underlying Conservation-CCS District zoning.

Use classifications have been divided into residential uses or non-residential uses (see Table 5.02). For land use definitions, please refer to the Zoning Ordinance. See also the table footnotes on page 138.
### Table 5.02 Land Use Regulations

<table>
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<tr>
<th>RESIDENTIAL USES</th>
<th>DISTRICTS</th>
<th>OVERLAYS</th>
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<td></td>
<td>BERGAMOT TRANSIT VILLAGE (BTV)</td>
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<tr>
<td>Dwelling, Single-Unit</td>
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<td>-</td>
</tr>
<tr>
<td>Dwelling, Second Unit</td>
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<td>-</td>
</tr>
<tr>
<td>Dwelling, Duplex</td>
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<td>Elderly and Long-Term Care</td>
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<td>Emergency Shelters</td>
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<td>Live/work</td>
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<td>DISTRICTS</td>
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<td>Community Assembly</td>
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<td>more than 50 seats (including accessory bar seats)</td>
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### DISTRICTS

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<th>Retail Sales, General</th>
<th>Art Galleries</th>
<th>Building Material Sales and Services</th>
<th>Firearms and Ammunition Sales</th>
<th>General Retail Sales, &lt; 15,000 sq. ft.</th>
<th>General Retail Sales, &gt; 15,000 sq. ft.</th>
<th>Pawn Shops</th>
<th>Schools, Public or Private</th>
<th>Social Service Centers</th>
<th>Swap Meet</th>
<th>Vehicle Rental, Accessory to Primary Use</th>
<th>Utilities</th>
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### OVERLAYS

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### Footnotes:
- L(1) Not allowed on the ground floor for the first 40 feet of lot depth, except residential uses in the BTV/PPC Overlay District
- L(2) Limited to 4,000 sq. ft. or less.
- L(3) Limited to 15,000 sq. ft. or less.
- L(4) Nurseries and Gardens Centers permitted if all goods, except planted stock, are kept entirely within an enclosed building.
- L(5) Limited to arts related uses only.
- L(6) Not allowed on the ground floor for the first 40 feet of lot depth on Nebraska Avenue.
- L(7) Flex vehicle spaces within areas otherwise used for parking and not as a stand-alone use.
- L(8) Limited to 4,000 sq. ft. or less. Notwithstanding, one (1) new food & beverage sales facility may be permitted in the Plan area, in either the BTV or MUC District, that exceeds the 4,000 square foot limit and may be a maximum of 15,000 square feet.

### DEVELOPMENT STANDARDS

B. DEVELOPMENT STANDARDS

Development Standards in Table 5.03 are specific to the districts in the Bergamot Plan area. Certain standards are flexible to allow for architectural innovation if approved by the authorized review entity (see B.11 for Flexible Development Standards).

B.1 Floor Area Ratio (FAR)

Maximum floor area ratios (FARs) for Tier I, Tier II and Tier III projects are established in Table 5.03. In the Bergamot Plan area, floor area ratio includes only building area at or above grade. In circumstances where publically accessible roads and pathways are negotiated, FAR will be calculated on the gross area of the project site.
B.1.01 Exemptions from FAR calculation. The following shall not be included in the FAR calculation.

a. Below-grade (subterranean) building area
b. Open roof decks or covered roof decks that are more than 75% unenclosed
c. Outdoor dining areas adjacent to the public right of way

B.1.02 Low Income/Workforce Housing Units. For Tier I and Tier II projects in the BTV and MUC Districts, for all units in a project above and beyond those required by the AHPP, a FAR bonus shall be provided equivalent to 25% of the floor area constructed for affordable/workforce housing, provided:

a. The units contain at least one bedroom (no studios)
b. At least 50% of the bonus residential units shall be deed-restricted for affordability to a maximum of 80% area median income (AMI). The remainder shall be deed-restricted for any affordability level up to 120% of AMI.

---

### Table 5.03 Development Standards

<table>
<thead>
<tr>
<th>DEVELOPMENT STANDARDS</th>
<th>BERGMAT TRANSIT VILLAGE</th>
<th>CONSERVATION: ART CENTER</th>
<th>MU-CREATVE</th>
<th>CONSERVATION: CREATIVE SECTOR</th>
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<tbody>
<tr>
<td>TIER</td>
<td>Tier I</td>
<td>Tier II</td>
<td>Tier III</td>
<td>Tier I</td>
</tr>
<tr>
<td>HEIGHT UNIT (SEE B.2)</td>
<td>Standard (Variation)</td>
<td>32' (39')</td>
<td>60'</td>
<td>75' (86')</td>
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<td>Parcel &gt;= 100,000 sf</td>
<td>1.75</td>
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<td>Parcel &lt; 100,000 sf</td>
<td>1.75</td>
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<td>REQUIRED MIX OF USES (SEE B.4)</td>
<td>Parcels over 120,000 sf</td>
<td>None</td>
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<td>50% Commercial/ 50% Residential</td>
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<td>BUILDING MODULATION OF TOP FLOORS PERCENTAGE OF BUILDING FOOTPRINT (SEE B.5)</td>
<td>Max Height (Top Floor)</td>
<td>100%</td>
<td>90%</td>
<td>50%</td>
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<td></td>
<td>Top Floor minus 1 floor</td>
<td>100%</td>
<td>100%</td>
<td>90%</td>
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<tr>
<td>MAXIMUM FLOOR PLATE (SEE B.6)</td>
<td>35,000 sf</td>
<td>15,000 sf</td>
<td>25,000 sf</td>
<td>15,000 sf</td>
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<tr>
<td>MINIMUM AMOUNT OF OPEN SPACE (% OF SITE AREA) (SEE B.8)</td>
<td>Site &gt; 80,000 sf</td>
<td>20%</td>
<td>20%</td>
<td>25%</td>
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<td>Site 40,000 sf - 80,000 sf</td>
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<td>Site &lt; 40,000 sf</td>
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<td>MINIMUM SIZE OF PRIMARY OPEN SPACE*</td>
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<td>4,000 sf</td>
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<td>MINIMUM DEPTH AND MAXIMUM WIDTH OF NON-OFFICE COMMERCIAL (SEE B.9)</td>
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<tr>
<td>MAXIMUM SIZE OF NON-OFFICE COMMERCIAL** (SEE B.9)</td>
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<td>15,000 sf</td>
<td>7,500 sf</td>
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</table>

* On small parcels, if the minimum required size of the Primary Open Space is larger than the minimum required open space percentage, no Primary Open Space needs to be provided.
** Any retail space ranging from 10,000 sf to 15,000 sf requires any additional retail adjacent to the retail space to be 5,000 sf or less in size.
*** 0.5 FAR must be devoted to space for arts-related and arts-compatible uses. Artist live/work could be considered provided the primary space is used for work.
**** Open Space on City-owned property shall be determined through a Development Agreement.
***** No open space requirement for additions to existing buildings in the Conservation - Creative Sector District.
The Bergamot Plan area is divided into four districts that emphasize creative arts and local employment opportunities, cultural enrichment, housing and supportive retail businesses. They differ in their physical character, scale and urban form.

The Bergamot Transit Village and the Mixed-Use Creative District support a wide range of uses and activities.

The two Conservation Districts are delineated with specific uses, heights and densities that conserve their existing buildings and uses.

**Land Use Districts**

![Diagram of Land Use Districts]

**Figure 5.01**

Land Use Districts

**Overlays**
- Pedestrian Priority Corridor (PPC)**
- Retail Priority on Ground Floor (RP)**

*Overlays not to scale
**Applies to first 40 feet of street frontage only
B.2 Height Limits

Maximum building heights are established for Tier I, Tier II and Tier III projects in the Plan area (see Fig. 5.03 for District Building Heights).

Tier I sets the Base Height, Tier II allows for additional height above the Base Height if substantial community benefits are provided and Tier III allows for additional height above Tier II if additional substantial community benefits are provided.

In the Transit Village District and Conservation: Art Center District, the maximum height permitted in Tier I is 32 feet, with additional height up to 39 feet for projects that include a housing component. For Tier II projects, the maximum height is 60 feet. For Tier III projects, a maximum building height of up to 75 feet is permitted, with additional height:

- to 81 feet allowed if there is a corresponding percentage decrease in the floor area for the portion of the building between 75 and 81 feet in height, and
- up to 86 feet if the ground floor-to-floor height is increased from 13.5 feet up to 18.5 feet.

Figure 5.02
Building Heights and Floor Area Ratios
In the Mixed-Use Creative District, the maximum height permitted in Tier I is 32 feet, with additional height up to 36 feet permitted for projects that build affordable housing units per the City’s Affordable Housing Production Program. For Tier II projects, the maximum height is 47 feet. For Tier III projects, a maximum building height of up to 57 feet is permitted.

In the Conservation: Creative Sector District, only Tier I projects are permitted, with a maximum height of 32 feet, with additional height up to 36 feet for projects that include a live/work component. In the Bergamot Plan area, maximum permitted heights are measured in feet. Other standards use stories rather than a linear dimension to regulate height, including Standard B.3 Transitional Zones, B.5 Building Modulation of Top Floors and B.10 Street-Based Frontage Standards. This is to provide flexibility to accommodate the different floor-to-floor dimensions for residential or commercial buildings.

B.3 Transitional Zones
Where Bergamot Plan area properties face existing residential properties outside the Plan area, the following standard applies. Note that this condition exists in only the following places: (1) facing across Colorado Avenue, (2) facing across Exposition Boulevard and (3) facing alleys between Franklin and Berkeley and between Berkeley and Stanford.

Street Frontage. Properties facing across Colorado Avenue and Exposition Boulevard:
- Colorado Avenue and Exposition Boulevard are defined as the Complete Street street type (see Figure 5.10). For this street type, the build-to line is defined as 5 feet back from the property line.
- For the first three stories in height, 100% of the building is permitted to be built to the build-to line. The height of three stories is assumed to be no more than 36 feet.
- For the next story, a minimum of 75% of the building shall be set back 10 feet or more from the build-to line. The height of four stories is assumed to be no more than 47 feet.
- For the following story, a minimum of 75% of the building shall be set back 20 feet or more from the build-to line. The height of five stories is assumed to be no more than 57 feet.
- Properties in this district (Mixed-Use Creative) have a maximum height of 57 feet.

Rear Yard. Properties facing alleys between Franklin Street and Berkeley Street and between Berkeley Street and Stanford Street:
- Building walls facing alleys shall be set back a minimum of 10 feet from property line.
- Properties in this district (Conservation: Creative Sector) have a maximum height of 36 feet.
B.4 Mix of Uses

B.4.01 Ratio for Large Projects. For parcels of over 120,000 square feet in area in the Mixed-Use Creative District, projects shall provide a mix of commercial and residential uses as shown in Table 5.03. The ratio is expressed in floor area and can vary from the ratio up to 10% in either direction for flexibility. The mix of uses can be achieved as vertical mixed-use (on top of each other) or horizontal mixed-use (in neighboring buildings) (see Figure 5.05 for illustration).

B.4.02 Ground Floor Commercial. Residential projects shall have a commercial component on the ground floor along street types that require active ground floors (see B.10 Street-Based Frontage Standards).

B.5 Building Modulation of Top Floors
The top two floors of new Tier II or Tier III buildings shall adhere to set standards for maximum footprint. They are limited to a percentage of the largest floor plate in the building, which may or may not be the ground floor. One- and two-story buildings are exempt from these standards (see Table 5.03 and refer to Figure 5.06 for illustration).

B.6 Maximum Building Floor Plate
B.6.01 In order to create an attractive and pleasant environment that is respectful of human scale, floor plates of new buildings are limited to the maximum square footage set in Table 5.03.
B.7 Restrictions on Parcel Aggregation

B.7.01 In the Conservation: Creative Sector District only, existing parcels may not be aggregated with other parcels to create larger parcels.

B.8 Open Space Standards

These standards require open space for all projects except where exemptions are indicated. Larger open space with additional amenities may be proposed as a Community Benefit for Tier II and III projects.

B.8.01 Minimum Area. All projects (except for existing buildings in the Conservation - Creative Sector District) are required to provide a minimum amount of open space on-site. The minimum amount of open space depends on the District, the size of the development site and the Building Tier, as set forth in Table 5.03 (see Figure 5.08 for illustration).

B.8.02 Required Dimensions: Primary Open Spaces shall have a minimum average dimension of 40 feet in two opposing directions (see Figure 5.08 for examples of open space configurations).

B.8.03 Tier III Design Requirements: For Tier III projects, each project is required to design the open space required in B.8.01 as publicly accessible and usable open space, and shall include at least one Primary Open Space. Primary Open Space is defined as a special open space or plaza that is the most significant in the overall identity of the project. Every applicant shall identify the Primary Open Space in submittal documents.

B.8.04 Accessibility and Visibility: All open space shall be directly accessible and visible from a public right-of-way, shall be at ground level and open to the sky, except as permitted in B.8.12.

B.8.05 Lighting: Illumination levels in open spaces are required to maintain one horizontal foot candle across all walkable and seating areas in the open space, and along sidewalks adjacent to the open space.

B.8.06 Amenities: Usable open space shall include the provision of trees and human-scaled seating, landscaping, shading and lighting to the satisfaction of the Architectural Review Board.

B.8.07 Mid-block Pedestrian Connections: Mid-block pedestrian connections shall comply with the following:

a. The minimum width shall be 16 feet. If the connection serves as fire access, minimum width shall be determined by the Building Code.

b. At least one circulation path that is a minimum of 8 feet in width, with amenities such as seating, lighting and trees.
c. Mid-block connections may count towards the open space requirement provided they are designed as usable open space and are designed and maintained to exclude automobile traffic.

**B.8.08 Connection with the Sidewalk:** Where open spaces front onto a street, they shall connect to the sidewalk at grade level. Minor changes of elevation of no more than 2 feet are permitted within the first 15 feet back from the edge of sidewalk. Changes of elevation of no more than 4 feet are permitted, provided that the elevated area is located at least 15 feet from the sidewalk. Sunken plazas shall be no more than 18 inches below the street level. All must meet federal ADA guidelines.

**B.8.09 Placement of Elements Along Sidewalk Frontage:** At least 50% of the linear sidewalk frontage of a Primary Open Space is required to be unobstructed by fixed elements, including walls or planters higher than 42 inches, fixed trash receptacles or elements that are permitted elsewhere in the open space. This zone of unobstructed open space shall extend back from the property line a minimum of 15’. Seating, including fixed seating, is permitted in this zone.

**B.8.10 Active Uses:** In order to activate and enliven open space areas, the following shall be required. Active uses are defined in Section B.10 Street-Based Frontage Standards.

a. No less than 50% of building frontages adjacent to Primary Open Spaces shall be composed of active uses, as measured in a linear direction along the perimeter.

b. Active uses, open spaces and entries shall be oriented to the Primary Open Space.

c. Active uses are permitted to spill out into Primary Open Space if they provide seating and shading.

**B.8.11 Open Space Furniture and Other Elements:** Open space furniture and other elements are permitted to occupy up to a maximum of 40% of the area of a plaza or open space. Allowable features include such items fixed or movable seating, plantings, lights, signage and trash receptacles.

**B.8.12 Awnings and other Coverings:** Permanent coverings associated with buildings, including awnings and bridges, and/or freestanding canopies, such as band shells, shall not cover more than 25% of the square footage of the open space, and shall have a minimum clearance of 8 feet. If overhanging a fire access lane, minimum clearance for coverings shall be established by the Building Code.

**B.8.13 Primary Open Space – Prohibited Elements:** The following shall not be permitted in or directly adjacent to a Primary Open Space.

a. Mechanical Systems: Building mechanical systems shall not be exhausted within or at the perimeter of Primary Open Spaces. Mechanical intakes on adjacent building walls shall be installed at a minimum height of 15 feet above the open space grade.

b. Auto-related Elements: Garage entrances, driveways, parking spaces and loading docks.

c. Trash or other solid waste storage facilities.

**B.8.14 Plant Species Types and Irrigation:** For planting, trees and irrigation, refer to the City of Santa Monica’s Landscaping Standards. Also, see Chapter 7, Street Standards, for an approved list of tree species by street.

**B.8.15 Residential Entries:** Entries to individual residential units are permitted in open spaces, if they are recessed by at least 5 feet from public or publicly-accessible private walkways and sidewalks.

**B.8.16 Ground floor Windows:** Glazing on the ground floor shall be transparent and non-reflective.

**B.8.17 Fences, Walls and Hedges:** Fences, walls and hedges within Primary Open Spaces are permitted with a maximum height of 42 inches.

**B.8.18 Art Center Open Space:** Existing and new development on both the City-owned parcel and other parcels within the Conservation: Art Center will share open space and contribute to its construction and maintenance as determined in a Development Agreement. Configuration, size and other design parameters will also be determined in the Development Agreement.

**B.8.19 Off-Site Alternative:** With approval through a discretionary process, 50% of the required open space is allowed to be provided off-site if it is held in permanent trust as publicly accessible, and if it is located in the Bergamot Plan area.

**B.9 Minimum Depth and Maximum Width of Retail Space**

Where projects provide spaces for retail establishments at the ground floor, these spaces shall comply with the standards set forth in Table 5.03.
B.10 Street-Based Frontage Standards

This section provides street-based frontage standards for each street type included in the Plan. The standards ensure an integrated approach to the public realm by relating the frontage type of new development to the street type that the building faces. A certain percentage of the external building wall is required to meet the frontage line (build-to line) to define the street wall. The standards for each street type are designed to be compatible with the character, use and width of the street. The standards in this section govern new construction, remodels, additions and open space on private land. Standards for design and construction of the street right-of-way in the Bergamot Plan area can be found in Chapter 7, Street Standards and Guidelines.

Street types include Complete Streets, Flexible Streets, Shared-Space Streets, Landscape Emphasis Streets, and Pedestrian/Bike-Ped Paths (see Figure 5.09).

B.10.1 Integration of Project Features. Tier II and III projects shall integrate on-site community benefits, such as cultural and community facilities, so that they are consistent with the intent of these standards.
B.10.2 Projects with more than one street frontage. Where projects front on two or more streets, the following hierarchy should be followed. From the higher ranked to the lower ranked (first to last) as listed below, both the main and pedestrian entrances of buildings should face 1) Pedestrian Priority Corridor, 2) Flexible Street, 3) Landscape Emphasis Street, 4) Traditional Complete Street, 5) Shared-Space Street, and 6) Pedestrian Path or Alley. Project applicants should determine the primary façade orientation for their project and indicate it in their application. Main building entries and Primary Open Spaces should be oriented to the higher street in the hierarchy.

B.10.3 First Two Stories at Frontage Line. Because the first two stories of a building define the quality of the pedestrian experience, a minimum percentage of the first two stories of all building façades of a project must be located at the build-to line. Building recesses within 12 feet of the build-to line are considered for this purpose to be located at the build-to line. Any stories above the first two floors are not required to adhere to the frontage line (see Table 5.04). One-story façade frontages qualify if they have a height of 24 feet or greater, as determined by the Director of Planning & Community Development or his/her designee. Accessory buildings, such as kiosks are exempt from this standard.

Definitions of Standards:
Active Ground Floor:
Active Ground Floor uses include retail, restaurant, services, residential (if individual unit entries are oriented along the frontage), lobby entries, offices (if fenestration is provided), workshops (if entries are oriented along the frontage), live/work and community gathering spaces. The minimum percentage established in Table 5.08 refers to the amount of active uses that must occupy the first floor of the building along the street frontage, as expressed in linear feet.

Build-to Line:
The build-to line is set by each street type as a distance to the property line. The building’s front façade is to be built on the build-to line. Building recesses of up to 12 feet back from the build-to line are permitted, if they are occupied by landscaping or usable open space.

Fenestration at Ground Floor:
Exterior walls of ground floor uses facing and within 125 feet of the street frontage line (build-to line) shall include windows, doors or other openings in the building wall area located between 2.5 and 7 feet above ground level (see Table 5.04 for minimum percentage of fenestration per street type).

Ground Floor Height:
The minimum Ground Floor Height is established in Table 5.04, measured from the top of the ground floor to the top of the next floor above.

Façade Height at Frontage Line:
Minimum and maximum façade heights are established per street frontage type and district and are expressed by the number of stories (see Table 5.04, and Section B.2 Height Limits in the Development Standards). Building setbacks (B.5 Building Modulation of Top Floors) shall be observed above this height. See Figure 5.06.
Table 5.04 Street Frontage Standards

<table>
<thead>
<tr>
<th>STREET FRONTAGE STANDARDS</th>
<th>FLEXIBLE STREET</th>
<th>COMPLETE STREET*</th>
<th>SHARED SPACE STREET*</th>
<th>LANDSCAPE EMPHASIS STREET*</th>
<th>PEDESTRIAN PATH</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIN. % OF ACTIVE GROUND FLOOR</td>
<td>75%</td>
<td>50%</td>
<td>50%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>MIN. % OF FENESTRATION AT GROUND FLOOR</td>
<td>75%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>MIN. GROUND FLOOR-TO-FLOOR HEIGHT</td>
<td>18'</td>
<td>15'</td>
<td>12'</td>
<td>15'</td>
<td>NA</td>
</tr>
<tr>
<td>FACADE HEIGHT AT FRONTAGE LINE**</td>
<td>Minimum = 2 Stories Max (BTV) = 5 Stories Max (MUC) = 3 Stories</td>
<td>Minimum = 2 Stories Max (BTV) = 5 Stories Max (MUC) = 3 Stories</td>
<td>Minimum = 1 Story Max (BTV) = 5 Stories Max (MUC) = 3 Stories</td>
<td>Minimum = 2 Stories Max (BTV) = 5 Stories Max (MUC) = 3 Stories</td>
<td>NA</td>
</tr>
<tr>
<td>MIN. % OF FIRST 2 STORIES OF BUILDING AT FRONTAGE LINE</td>
<td>90%</td>
<td>75%</td>
<td>75%</td>
<td>50%</td>
<td>NA</td>
</tr>
<tr>
<td>BUILD-TO LINE</td>
<td>Property Line</td>
<td>Set Back 5' from Property Line</td>
<td>Property Line</td>
<td>Set Back 10' from Property Line</td>
<td>NA</td>
</tr>
</tbody>
</table>

* On streets within the Pedestrian Priority Corridor, Street Frontage Standards are equivalent to Flexible Street Standards
** BTV = Bergamot Transit Village (5 Stories = Maximum 60')
MUC = Mixed-Use Creative District (3 Stories = Maximum 36')
*** When usable and publicly accessible open space is provided along the street frontage on Nebraska Avenue
Street Type Descriptions and Additional Standards:
B.10.A Flexible Street

*Intent:* The Flexible Street type is a pedestrian-oriented activity street. In the Mixed-Use Creative District, the Flexible Street type includes parcels facing Nebraska Avenue. In the Transit Village, the Flexible Street type includes a new extension of Nebraska Avenue. As shown in Figure 5.9, the Flexible Street standards also apply to all new development facing the Pedestrian Priority Corridor. These streets will have ground floor frontages with the highest percentage of active uses in the Bergamot Plan area. Retail activities are concentrated along this corridor, along with other varied uses, including creative offices and live/work studios. The Flexible Street type streets will have the most continuous street walls in the Bergamot Plan area, punctuated by green open spaces enhanced by restaurants and cafés.

Because this corridor belongs to both the Transit Village and the Mixed-Use Creative District, the maximum height of the buildings varies (see Table 5.03 and see Figure 5.10 for illustration).

B.10.A.01 The build-to line is defined as at the property line.

B.10.A.02 The first and second floors of the building shall be oriented parallel to the frontage line. The upper floors are encouraged but not required to follow the same orientation.

B.10.A.03 Entries to individual residential units are permitted if there is a recess of at least 5 feet from the sidewalk.

B.10.A.04 Up to 30% of frontage along the Flexible Street may be publically accessible open space. This open space should be the project’s Primary Open Space. Also see Open Space Standards in Section B.

B.10.A.05 Parking areas or garages are not permitted to front on the street.

B.10.A.06 To reduce the number of curb-cuts, no entries to parking areas or garages shall be located on the Pedestrian Priority Corridor, unless no other right-of-way access exists, as determined by the Planning & Community Development Director or his/her designee.

B.10.A.07 Garage entrances, driveways, parking spaces, loading docks and solid waste storage facilities are not permitted along the Flexible Street type streets.

B.10.A.08 Glazing shall be transparent and non-reflective.

B.10.A.09 Walls and fences along the street frontage shall have a maximum height of 42 inches.
**B.10.B Complete Street**

**Intent:** While the Complete Street type in the Bergamot Plan area applies to streets that are focused on carrying vehicular traffic, these streets will accommodate bicycle and pedestrian traffic as well. Development along these streets should create a pleasant pedestrian environment by means of street improvements, building entries, entry courts and interesting frontages. Complete Street frontages are not expected to have a significant amount of retail, but should have mostly active uses and a continuous street wall (see Figure 5.11 for illustration).

**B.10.B.01** The build-to line is defined as being set back 5 feet from the property line to provide more width for sidewalks and landscaping.

**B.10.B.02** The first two floors of the building shall be oriented parallel to the frontage line. The upper floors are encouraged but not required to follow the same orientation.

**B.10.B.03** Main entrances should be oriented to the street. Entries to individual residential units are permitted if there is a recess of at least 5 feet from the sidewalk.

**B.10.B.04** Up to 25% of frontage along a Complete Street may be publicly accessible open space. Primary Open Space oriented to Complete Streets can be offset from the street, but visible and direct access should be provided. Also see Open Space Standards in Section B.8.

**B.10.B.05** Parking areas at or above grade shall be screened from the frontage street by active uses.

**B.10.B.06** Entries to parking areas or garages are permitted along Complete Street type streets. Driveways shall be grouped together to minimize curb cuts, and limited such that there is no more than one curb cut per 100 feet.

**B.10.B.07** Glazing shall be transparent and non-reflective.

**B.10.B.08** The maximum height of walls and fences along the street frontage is 42 inches, and they shall be designed to add visual interest to the pedestrian experience.
B.10.C Shared-Space Street

Intent: The Shared-Space Street type in the Bergamot Plan area applies to streets that allow pedestrians, bicyclists and automobiles to share space (see Chapter 7, Section D Shared-Space Street). The pace of the Shared-Space Street will be slow and leisurely. A mix of uses that are as flexible as possible will provide an environment for multimodal and interpersonal mixing and mingling: workers and residents, artists and teachers. Development standards for Shared-Space Streets are intended to support the innovative and more intimate character of this street type (see Figure 5.12 for illustration).

B.10.C.01 The build-to line is defined as at the property line.

B.10.C.02 The first floor of the building is encouraged but not required to be oriented parallel to the frontage line.

B.10.C.03 Retail uses should front on the street and/or be located at the corners of buildings (see Retail Standards in Section B.9).

B.10.C.04 Up to 25% of frontage along a Shared-Space Street may be publicly accessible open space. This open space shall directly connect to the street and complement the streetscape. Active uses should frame these open spaces whenever possible. Also see Open Space Standards in Section B.8.

B.10.C.05 Parking areas or garages are not permitted to front the street.

B.10.C.06 The number and size of entries to parking areas or garages shall be minimized on Shared-Space Streets, and their design should be integrated with the streetscape.

B.10.C.07 Loading docks and solid waste storage facilities are not permitted along the Shared-Space Street.

B.10.C.08 Glazing shall be transparent and non-reflective.

B.10.C.09 Walls and fences along the street frontage shall have a maximum height of 42 inches.
B.10.D Landscape Emphasis Street

**Intent:** The Landscape Emphasis Street type consists of a section of Olympic Boulevard between Stewart and Centinela, which will be a green boulevard. Because the scale of Olympic Boulevard is large and it is a primarily auto-oriented street in this area, the buildings on this frontage should be balanced by more generous landscaping (see Figure 5.13 for illustration).

**B.10.D.01** The build-to line is defined as being set back 10 feet from the property line to allow for landscaping and sidewalks. For buildings not parallel to the property line, the minimum setback of 10 feet applies to the building corner closest to the property line.

**B.10.D.02** Along Olympic Boulevard, buildings are not required to be oriented parallel to the frontage line.

**B.10.D.03** Where there are not active ground floor uses, the setback shall be landscaped with attractive, drought-tolerant vegetation and structures shall include a well-detailed building façade that responds to the pedestrian scale.

**B.10.D.04** Major building entrances shall face the street.

**B.10.D.05** Retail uses shall front the street and be located at building entries or building corners. Also see Retail Standards in Section B.9.

**B.10.D.06** Entries to individual residential units are permitted if there is a recess of at least 5 feet from public walkways or sidewalks.

**B.10.D.07** Up to 50% of frontage along the Landscape Emphasis Street may be dedicated to open space. Primary Open Space for the Landscape Emphasis Street type can be offset from the street, but visible and direct access should be provided. Also see Primary Open Space Standards in Section B.8.

**B.10.D.08** Parking areas or garages are not permitted to front on the street.

**B.10.D.09** No entries to parking areas or garages shall be located on the Landscape Emphasis Street, unless no other right-of-way access exists.

**B.10.D.10** Glazing on the ground floor shall be transparent and non-reflective.

**B.10.D.11** The maximum height of walls and fences along the street frontage is 42 inches, and they shall be designed to add visual interest to the pedestrian experience.
B.10.E Pedestrian Path/Bike-Ped Path

*Intent:* The Pedestrian Path and Bike-Ped Path throughway type in the Bergamot Plan area applies to a network of internal and through-block connections. It also applies to new development along the Expo Regional Bike Path and along alleys. New development along any Pedestrian Path/Bike-Ped Path is required to be arranged so as to make the path feel safe, active and inviting. Pedestrian Path/Bike-Ped Paths of different developments should be interconnected to form a network throughout the area (see Figure 5.14 for illustration).

B.10.E.01 For Tier III projects, all new development shall provide a through-block publically accessible Pedestrian Path or Bike-Ped Path as shown on the Bergamot Street Network map. This can be combined with required fire access.

B.10.E.02 Active uses, open spaces and entries along Pedestrian Path/Bike-Ped Paths shall be oriented to the Pedestrian Path/Bike-Ped Path.

B.10.E.03 Garage entrances, driveways, parking spaces, loading docks and solid waste storage facilities are not permitted along Pedestrian Path/Bike-Ped Paths.

B.10.E.04 Fences along Pedestrian Path/Bike-Ped Paths up to 42 inches are only permitted if made of a sufficiently transparent material for natural surveillance of the path. For example, fences can be metal pickets spaced apart. Chain link fencing is discouraged. Operable gates (open to the private side) must be provided.
B.11 Flexible Development Standards
In unique circumstances, a proposed project may support the life and activities of the sidewalk and community even though it cannot meet the Development Standards. Projects that cannot meet the Development Standards should still be considered, if the authorized review entity determines that a flexible approach to design promotes design creativity, architectural innovation and the vital sidewalk life and activity of both the site of the project and the overall street setting. See table 5.05 for mandatory and flexible design standards following this track. When design flexibility is sought, the following considerations must be established and stated as findings by the appropriate review entity.

a. That meeting all development standards will prevent physical innovation in mixed-use development and/or building design;
b. That the proposed design reinforces and enhances the establishment of mixed-use pedestrian-oriented environment and sidewalk life in the Transit Village and Mixed-Use Creative Districts;
c. That the proposed design supports local uses, including, but not limited to the provision of housing, daily community needs and/or services, and/or public open space and green connections to adjoining neighborhoods;
d. That the proposed design integrates features and amenities, including, but not limited to wider sidewalks, landscaping and trees and/or arts and cultural uses; and
e. That, where relevant, the proposed design maintains solar access for existing, adjacent or adjoining residential land uses.

Table 5.05 Flexible Development Standards

<table>
<thead>
<tr>
<th>FLEXIBLE DEVELOPMENT STANDARDS</th>
<th>MANDATORY</th>
<th>FLEXIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FLOOR AREA RATIO (FAR)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEIGHT LIMITS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TRANSITIONAL HEIGHT ZONES</td>
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<td></td>
</tr>
<tr>
<td>MIX OF USES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUILDING HEIGHT MODULATION OF TOP FLOORS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAXIMUM BUILDING FLOOR PLATE</td>
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<td></td>
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<tr>
<td>OPEN SPACE STANDARDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RETAIL DESIGN STANDARDS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STREET-BASED FRONTAGE STANDARDS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
B.12.02 Conservation: Creative Sector (CCS) and Conservation: Art Center (CAC) Districts

a. The addition of mezzanines within the envelope of a building in existence as of January 1, 2013 shall not count as floor area for the purpose of calculating FAR.

b. The State Historic Building Code may be applied to buildings in existence as of January 1, 2013, with all determinations subject to approval of the City’s Building Official.

B.13 Bergamot Area Plan Special Signage

Chapter 4.D, Art and Culture sets forth goals and policies for the Plan area that seek to build on the area’s creative and historic assets; promote the area’s continued evolution “with a unique, creativity-based identity;” and attract “creative entrepreneurs that contribute to the area’s economic health.” These Special Signage standards address the Art and Culture goals in this plan by allowing flexibility from the city-wide sign code for unique business identification signage that achieves more interest and diversity, and which contributes to the overall creative identity of the area as described and defined elsewhere in the Plan. Signs that may exceed the Sign Code’s specifications, which generally ensure reasonable and visible signs in the city, are desirable and appropriate for the districts that comprise the Plan area, provided certain specific, objective standards are still met.

In general, sign permits in the Bergamot Plan area shall be issued subject to the standards and process set forth in the Municipal Code (SMMC 9.52 - Sign Code). However, the size and locational restrictions of SMMC 9.52.140, sign type restrictions of SMC 9.52.150 and the area restrictions in SMMC 9.52.160 may be modified for Bergamot Area Plan Special Signage, based on criteria that will be added to the sign code.

B.13.01 Adopt Bergamot Area Plan Special Signage provisions in Santa Monica sign code.

B.14 Bergamot Plan Area Solar Energy Requirement

Consistent with state law, all new buildings with a gross roof area of 15,000 SF or greater shall install a solar photovoltaic energy system that is connected to the electrical grid. When installed, the solar energy system shall be capable of producing at least 5 kilowatts AC for every 1000 square feet of building footprint area. For the purposes of calculation, the building footprint area shall be rounded to the nearest 1000 square feet. The applicant may propose alternative technology to produce an equivalent amount of renewable energy subject to approval by the PCD Director, or his/her designee. The following exceptions may be granted by the Director:

a. This requirement may be reduced to the extent necessary for compliance if the Applicant can demonstrate that compliance with this requirement is technically infeasible due to shading from existing nearby objects.

b. This requirement may be reduced to the extent necessary if the Applicant can demonstrate that annual energy demand for the building is less than the annual energy production of the required solar energy system.

B.15 Parking and Loading Standards and Transportation Demand Management

This section includes standards applicable to all projects within the Plan area for automobile and bicycle parking, as well as participation in trip reduction strategies. The automobile parking standards begin with requirements for non-residential uses, followed by residential uses and then by regulations that are generally applicable and not based on land use. This is followed by bicycle parking and loading standards for all uses. The last sub-section institutes requirements related to establishment and participation in Transportation Demand Management (TDM) measures and the Transportation Management Association (TMA).

B.15.A Automobile Parking Requirements

Bergamot Plan-specific automobile parking minimums and maximums have been developed for commercial and residential uses, with the long-term goal of developing an average parking supply rate of 2.0 spaces per 1,000 square feet at full build-out. Where parking is referred to as “shared,” the intention is that it is designed and operated in a way that allows its use by those living or working on the property where the parking is provided, by those living nearby or employed in other area businesses, and by visitors to the area who are not there on a regular basis.
The parking requirements are different depending on the implementation phase of the Bergamot Plan. Three phases are assumed—the first at Plan adoption, the second at 2,500 net new spaces, and finally when a minimum of 5,000 net new spaces have been built—with parking rates ratcheting down to ensure that the target rate is achieved at build-out. It is assumed that parking demand will be higher in the early years of district development than in later years, based on aggressive area-wide implementation of TDM and achievement of vehicle trip reduction targets through stronger transit, bicycle and pedestrian facilities. Also, it is assumed that early projects will provide more parking to allow for sharing with adjacent uses. Over the long run, the total commercial parking ratio should not be more than 2.0 spaces per 1,000 square feet. In the short run, individual projects may be higher, up to 4.0 spaces per 1,000 square feet. “Net New Spaces” are defined as the total increased number of off-street parking spaces built in the whole Bergamot Plan area above the base number that is documented in this Plan.

Where reserved parking is necessary, parking may be reserved for residential tenants of a building or for off-site users at the property owner’s discretion. In shared parking spaces, signage designating specific users shall not be allowed.

**Commercial Parking Standards:**

The definition of commercial uses in the Bergamot Plan area includes all uses that are non-residential. Grouping retail, office, creative businesses and supporting services under the broad definition of a commercial use allows simplified parking standards, and facilitates the opportunity for district-wide shared parking among land uses of different sizes and peak and non-peak hours of commuting.

Commercial standards are summarized in Tables 5.06 and 5.07. See also sub-section B14.A.07 for parking requirements applicable to changes of use in an existing building and sub-sections B.14.A.03 and B.14.A.04 for exemptions for minor additions and in the Conservation districts.

### B.15.A.01 Parking Requirements At Plan Adoption

#### a. Tier 1 and Tier 2 projects: 2.0 parking spaces per 1000 SF shall be required, which may be reserved or voluntarily shared with the public. More than 2.0 spaces/thousand square feet shall be permitted up to a maximum 4.0 spaces per 1,000 square feet per Table 5.05, provided that the additional portion over 2.0 per 1000 SF shall be shared with the public, and that the following findings can be made:

- i. That the location of proposed shared parking facilities is accessed from a street designated as a “complete street” in the Plan’s Circulation network.
- ii. That proposed shared parking facilities are positioned to adequately serve adjacent existing deficiencies.
- iii. That proposed shared parking facilities meet all Plan requirements and guidelines related to access and design.

#### b. Tier 3 projects: A minimum of 2.0 spaces per 1,000 square feet are required. Of the 2.0

| Table 5.06 Tier 1 & Tier 2 Bergamot Plan Area Commercial Parking Requirements per 1,000 Square Feet |
|--------------------------------------------------|---------------------------------|-----------------|
| REQUIRED                                     | MAXIMUM WITH VOLUNTARY SHARED PARKING |
| At Plan Adoption                              | 2.0, of which at least 1.0 must be shared | 4.0, of which no more than 2.0 may be reserved |
| At 2,500 Net New Spaces                       | 2.0, of which at least 1.0 must be shared | 3.0, of which no more than 1.5 may be reserved |
| At 5,000 Net New Spaces                       | 0.0                                      | 2.0, of which no more than 1.0 may be reserved |

| Table 5.07 Tier 3 Bergamot Plan Area Commercial Parking Requirements per 1,000 Square Feet |
|--------------------------------------------------|---------------------------------|-----------------|
| REQUIRED                                     | MAXIMUM                          |
| At Plan Adoption                              | 2.0, of which at least 1.0 must be shared | 4.0, of which no more than 2.0 may be reserved |
| At 2,500 Net New Spaces                       | 2.0, of which at least 1.0 must be shared | 3.0, of which no more than 1.5 may be reserved |
| At 5,000 Net New Spaces                       | 0.0                                      | 2.0, of which no more than 1.0 and no more than 50% of any parking provided may be reserved |
required spaces, a minimum of 1.0 space per 1000 SF shall be shared and a maximum of 1.0 space per 1000 SF may be reserved. No more than 4.0 spaces per 1,000 square feet shall be built, and a maximum of 2.0 spaces may be reserved.

i. Notwithstanding the above, the number of existing parking spaces in a Tier 3 project in excess of the required 2.0 per 1000 SF, may be maintained for the use of on-site tenants for the first five years following initial occupancy, after which 50% of those spaces shall also be shared in the same manner as the other shared spaces.

B.15.A.02 Parking Requirements At 5,000 Net New Spaces: Once 5,000 net new spaces have been constructed, no minimum amount of parking is required for Tier 1, Tier 2, or Tier 3 projects; however, the following shall be instead required:

a. Prior to issuance of building permits, the applicant shall join the Transportation Management Association (TMA) and record a deed restriction agreeing to require all building tenants to become members of the TMA for not less than 25 years;

b. Prior to issuance of building permits, the applicant shall remit an additional payment to the TMA for the operation and maintenance of shared parking facilities and implementation of vehicle trip reduction measures in an amount to be determined by resolution of the City Council in compliance with applicable law; and

c. Required TMA membership shall be included as a separate line item in all applicable leases.

B.15.A.03 Exemption, Minor Additions: Additions of up to 500 square feet of gross floor area to existing buildings are exempt from the parking requirements, but may not reduce the number of parking spaces already provided on the property in completing the project. This exemption may only be applied once to a property. Projects receiving this exemption shall provide secure bicycle parking as required by Table 5.11.

B.15.A.04 Exemptions, Conservation Districts: Notwithstanding the above, the following exemptions from the parking requirements shall apply for buildings in existence as of January 1, 2013 in:

a. The Conservation: Creative Sector (CCS) District:
   i. Additions up to 2,500 square feet, provided that the project does not remove more than 50% of the exterior walls and structural supports and that the project does not reduce the number of parking spaces already provided on the property.
   ii. The addition of mezzanines as defined in the Zoning Ordinance within the existing building envelope.

b. The Conservation: Art Center (CAC) District: The addition of mezzanines within the existing building envelope.

c. Projects exempted from providing automobile parking per (a) and (b) above shall provide secure bicycle parking as required by Table 5.11.

d. Prior to issuance of building permits for projects utilizing the parking exemption in a conservation district, the applicant shall join the TMA and record a deed restriction agreeing to require all building tenants to become members of the TMA for not less than 25 years. Required TMA membership shall be included as a separate line item in all applicable leases.

B.15.A.05 Use of Tandem or Stacked (including mechanically-stacked) Spaces: Tandem and/or stacked parking shall be permitted for non-residential uses with the condition that valet parking, or automated vehicle release for stacked parking, is provided during all hours of operation. Tandem spaces shall have a minimum size of 8.5 feet by 34-36 feet.

B.15.A.06 Charging for Parking Required:

a. Cost to be Unbundled: All commercial parking spaces shall be unbundled from the cost of a leased commercial space, and the cost of the parking space shall be included as a separate line item in the commercial space lease.

b. Parking Pricing: All parking spaces shall be priced at an hourly or daily rate per B.15.A.15. If parking spaces are leased on a monthly basis, the monthly rate shall not be less than twenty
(20) times the applicable daily rate. The rate charged to local employees may vary from those of park-and-ride transit users in order to prioritize TMA business needs. A variable parking rate for off-peak hours may also be introduced.

B.15.A.07 Parking for Changes of Use of Existing Buildings: When the use of a building in existence as of January 1, 2013, or portion thereof, is proposed to change to a different commercial use or residential use, the following shall apply:

a. For projects changing the use of up to 5,000 square feet of floor area: The project shall retain the existing number of parking spaces, except as permitted in sub-section B.15.A.18.

b. For projects changing the use of more than 5,000 square feet of floor area: Parking shall be provided at the greater of: a) retention of the existing number of parking spaces, or b) the requirement for the entire property per Tables 5.06 and 5.07. Only in the case that retained parking is in excess of the parking requirements of this plan may parking spaces be converted for bicycle parking per sub-section B.15.A.18.

c. Changes of use through multiple applications within a five-year period shall be considered as one cumulative project for purposes of this section.

### Table 5.08 Tier 1 & Tier 2 Bergamot Plan Area Residential Parking Requirements per Unit

<table>
<thead>
<tr>
<th></th>
<th>REQUIRED</th>
<th>MAXIMUM WITH VOLUNTARY SHARED PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Plan Adoption</td>
<td>1.5, of which at least 1.0 must be reserved</td>
<td>2.0, of which no more than 1.5 may be reserved</td>
</tr>
<tr>
<td>At 5,000 Net New Spaces</td>
<td>1.0</td>
<td>1.5, of which no more than 1.0 may be reserved</td>
</tr>
</tbody>
</table>

### Table 5.09 Tier 3 Bergamot Plan Area Residential Parking Requirements per Unit

<table>
<thead>
<tr>
<th></th>
<th>REQUIRED</th>
<th>MAXIMUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Plan Adoption</td>
<td>1.5, of which at least 1.0 must be reserved and 0.5 must be shared</td>
<td>2.0, of which no more than 1.5 may be reserved</td>
</tr>
<tr>
<td>At 5,000 Net New Spaces</td>
<td>1.0, which must be shared</td>
<td>1.5, of which no more than 0.5 may be reserved</td>
</tr>
</tbody>
</table>

Residential Parking Standards:

All residential uses are assumed to consist of multi-family units of various size and number of bedrooms. By having both a base parking requirement and a maximum, developers can build the right amount of parking to serve each development. Residential standards are summarized in Tables 5.08 and 5.09.

B.15.A.08 Parking Requirements at Plan Adoption

a. Tier 1 and Tier 2 projects: For both residential rental and for-sale projects, a minimum of 1.5 spaces per residential unit shall be provided, regardless of unit size or number of bedrooms, and 1.0 space per unit must be reserved. No more than 2.0 spaces per unit shall be built, of which only 1.5 spaces may be reserved.

b. Tier 3 projects: For both residential rental and for-sale projects, a minimum of 1.5 spaces per unit shall be provided regardless of unit size or number of bedrooms. Of the 1.5 required spaces, a minimum of 0.5 spaces per unit shall be shared and a maximum of 1.0 space per unit shall be reserved. No more than 2.0 spaces per unit shall be built, of which only 1.5 spaces may be reserved.

B.15.A.09 Parking Requirements at 5,000 Net New Spaces: Once 5,000 net new spaces have been constructed, Tier 1 and Tier 2 projects must provide a minimum of 1.0 space per unit, which may be reserved or shared. Tier 3 projects must provide a minimum of 1.0 space per unit of shared parking.

B.15.A.10 Tandem Parking Prohibited: Residential tandem parking shall not be permitted.
B.15.A.11 Charging for Parking Required:

a. Cost to be Unbundled: Payment for residential parking spaces shall be unbundled from the cost of rent or purchase, except in the case of for-sale units with 3 bedrooms or more, which are allowed to include 1 parking space in the base cost of the unit.

b. Parking Pricing: All parking spaces shall be priced at an hourly or daily rate per B.15.A.15. If parking spaces are leased on a monthly basis, the monthly rate shall not be less than twenty (20) times the applicable daily rate. The rate charged to residents and TMA members may vary from those of park-and-ride transit users in order to prioritize resident needs. A variable parking rate for off-peak hours may also be introduced.

c. Parking for Deed-Restricted Affordable Units: For deed-restricted affordable units, the tenant may choose to either receive one parking space, which shall be included within the unit’s affordable rent level, or receive a rent discount equivalent to half the amount charged for monthly lease of a parking space, in exchange for not receiving a parking space. Tenants of affordable units shall not be permitted to sublease their parking spaces.

All residential projects shall record deed restrictions stating that residents shall not participate in surrounding preferential parking districts. This restriction shall be included in all residential leases.

General Parking Standards:

B.15.A.13 Alternatives to Providing On-site Parking at 2,500 Net New Parking Spaces: As an alternative to providing a project’s required parking on-site, applicants may fulfill their minimum parking requirements by joining the Transportation Management Association (TMA), recording a deed restriction agreeing to require all building tenants to become members of the TMA for not less than 25 years, and including a separate line item in all leases requiring TMA membership. In addition, applicants shall comply with one of the following:

a. Shared Parking with lease: Submitting a shared parking agreement with the owner(s) of one or more parking facilities within 1,000 linear feet, agreeing to share parking that had previously been reserved for the use of on-site tenants that is demonstrated to be underutilized based on a parking demand study. The agreement should stipulate provisions regarding access to, use of and management of the designated spaces. In order to ensure that the applicant is adhering to the agreement, a monitoring and enforcement process will need to be established.

b. Shared Parking without lease: Demonstrating that with the completion of the proposed project and that of other projects with building permits issued and under construction within 1,000 linear feet of the subject property, the average non-residential parking ratio of all properties within 1,000 linear feet will be at or above 2.0 spaces per 1,000 square feet; and

I. Prior to issuance of building permits, the applicants shall also remit an additional payment to the TMA for the operation and maintenance of shared parking facilities and implementation of vehicle trip reduction measures that will serve the project in an amount to be determined by resolution of the City Council in compliance with applicable law.

c. For changes of use in an existing building and projects with a gross floor area of 15,000 square feet or less: Prior to issuance of building permits, payment of a per-space in-lieu fee to be used for vehicle trip demand-reducing improvements in the Bergamot Plan area as determined by resolution of the City Council in accordance with applicable law.

d. For Projects with a gross floor area of 15,000 square feet or more: Prior to issuance of building permits, payment of a per-space in-lieu fee for up to 50% of the total number of spaces required to be used for improvements in the Bergamot Plan area as determined by resolution of the City Council in accordance with applicable law.

B.15.A.14 Carsharing Spaces: Once a carshare provider is present in Santa Monica, the following shall apply:

a. Tier I and II: one required parking space may be used as a carsharing space for the first 50-200 residential units plus one additional space for every additional 200 units. For non-residential
Table 5.10 Ridesharing Parking Requirements

<table>
<thead>
<tr>
<th>Total Number of Shared and Commercial Parking Spaces Provided</th>
<th>Number of Required Carpool/Vanpool Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>0—9</td>
<td>0</td>
</tr>
<tr>
<td>10—25</td>
<td>1</td>
</tr>
<tr>
<td>26—50</td>
<td>2</td>
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<tr>
<td>51—75</td>
<td>3</td>
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<tr>
<td>76—100</td>
<td>4</td>
</tr>
<tr>
<td>101—150</td>
<td>6</td>
</tr>
<tr>
<td>151—200</td>
<td>8</td>
</tr>
<tr>
<td>201 and over</td>
<td>At least 4% of total</td>
</tr>
</tbody>
</table>

uses, one required parking space may be used as a carsharing space for every 50 required parking spaces.

b. Tier III: Development agreements for Tier III shall require carsharing spaces with a minimum of one space for every 200 residential units and one space for every 50 non-residential spaces. Carsharing spaces may be redesignated as shared parking if there is no longer a carshare provider present in Santa Monica.

B.15.A.15 Parking Pricing: In all Plan area parking lots established after Plan adoption, a minimum daily parking fee of not less than $8 shall be charged, with the hourly rate not more than 1/8th the daily rate. This rate shall be adjusted annually based on the CPI rate utilized by the City. To achieve a balanced parking system and optimal utilization targets, the fee shall be adjusted upward from the minimum for high demand street segments and facilities, as determined by the Director of Planning & Community Development or his/her designee, to promote turnover in the most frequently utilized street segments and facilities.

B.15.A.16 Technology for Shared Parking: Pay station technologies that accept credit cards, debit cards and pay-by-phone shall be installed in all shared parking facilities. Parking facilities shall have auditable payment and utilization technologies, including automated utilization counting and the ability to distinguish between different parking users, with utilization data updated and transmitted in real time for use by third parties. Parking facilities shall be designed and constructed to accommodate necessary current or future access controls.

B.15.A.17 Designated Parking Spaces: Developments that provide shared and/or commercial parking shall provide designated parking for carpool/vanpool vehicles, as shown in Table 5.10. These spaces shall be included in the minimum required parking.

B.15.A.18 Conversion of automobile spaces to bicycle parking: For existing buildings, required automobile parking spaces may be replaced with bicycle parking at a minimum ratio of one automobile parking space for every eight short-term, five long-term or six combined short- and long-term bicycle parking spaces. No more than 10% of the total number of automobile parking spaces on the property may be replaced in this manner. For buildings with fewer than 10 automobile parking spaces, one required automobile parking space may be replaced in this manner if no other suitable location for bicycle parking exists on the property as determined by the Director of Planning & Community Development or his/her designee.

B.15.A.19 Driveway Location: Driveways shall not be permitted if alley access is available.

B.15.A.20 Parking Access: A parking access plan shall be submitted for the approval of the Director of Planning & Community Development or his/her designee that demonstrates satisfaction of the following:

a. Appropriate number and location of entries and exits
b. Minimal conflict with pedestrian and bicycle paths of travel
c. Adequate internal circulation
d. Access control designed to accommodate peak demand without causing vehicle queuing in the public right-of-way
e. Signage for drivers and pedestrians
B.15.B Bicycle Parking Standards

Providing an adequate supply of bicycle parking at all destinations is critical in the Plan area to encourage bicycle use and reduce auto travel for all types of trips. Requirements in Table 5.11 are broken down into short- and long-term parking requirements. Short-term bicycle parking is designed for parking needs of less than three hours, while long-term bicycle parking is designed for parking needs over three hours.

B.15.B.01 Commercial Use Requirements: All new buildings or structures, substantial remodels, additions and changes of use to an existing building shall provide bicycle facilities per Table 5.11.

B.15.B.02 Residential Requirements: All new buildings or structures and substantial remodels with five or more dwelling units shall provide bicycle facilities per Table 5.11. Hotel guest rooms and work/live units shall also be subject to the residential requirements.

B.15.B.03 Mixed-Use Requirements: In instances where a building contains components of more than one of the aforementioned categories, the requirements shall be based on the sum of the individual uses per Table 5.11.

B.15.B.04 Design Requirements:

a. Short-term bicycle parking shall be provided using bicycle racks that are securely anchored to the ground and to which the bicycle frame and at least one wheel can be securely locked to the rack.

b. Long-term parking shall be fully enclosed to protect bicycles from weather. Acceptable installations include, but are not limited to: bicycle rooms, bike cages, attended roofed/indoor bicycle facilities and bike lockers. Unattended shared facilities shall include racks designed per (a), above.

b. Not less than 10% of the required short term bicycle parking or four spaces, whichever is more, must be provided on site. In lieu of providing the remainder of the short-term parking on site, the applicant may either:

i. Install the remaining required bike racks in the public right-of-way with a location and design subject to review and approval by the City. A deed restriction shall be recorded requiring the property owner to maintain the off-site bike racks for the life of the project.

ii. Pay a fee per space to be established by City Council resolution including the cost of

<table>
<thead>
<tr>
<th>BIKE PARKING</th>
<th>SHORT-TERM REQUIREMENT</th>
<th>LONG-TERM REQUIREMENT</th>
<th>SHOWERS</th>
<th>PERSONAL LOCKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>USE</td>
<td>(MINIMUM 4 SPACES REQUIRED)</td>
<td>(MINIMUM 4 SPACES REQUIRED)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restaurant</td>
<td>1 per 1000 sf</td>
<td>1 per 2000 sf</td>
<td>1 unisex per 40,000 sf and 1 additional for each 20,000</td>
<td>75% of total longer term spaces provided</td>
</tr>
<tr>
<td>Retail - Gen Food and Grocery</td>
<td>1 per 1000 sf</td>
<td>1 per 3000 sf</td>
<td>1 unisex per 40,000 sf and 1 additional for each 20,000</td>
<td>75% of total longer term spaces provided</td>
</tr>
<tr>
<td>Retail</td>
<td>1 per 1000 sf</td>
<td>1 per 3000 sf</td>
<td>1 unisex per 40,000 sf and 1 additional for each 20,000</td>
<td>75% of total longer term spaces provided</td>
</tr>
<tr>
<td>Office</td>
<td>1 per 5000 sf</td>
<td>1 per 900 sf</td>
<td>1 unisex per 40,000 sf and 1 additional for each 20,000</td>
<td>75% of total longer term spaces provided</td>
</tr>
<tr>
<td>Hotel</td>
<td>8 per room</td>
<td>0.25 per room</td>
<td>1 unisex per 40,000 sf and 1 additional for each 20,000</td>
<td>75% of total longer term spaces provided</td>
</tr>
<tr>
<td>Multi-family without private garages</td>
<td>0.1 per bedroom</td>
<td>1 per unit</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
rack and installation. The City will install
racks in the most appropriate location and
configuration near the subject property per
the Street Standards (see Chapter 7).

B.15.B.06 Signage: Where bicycle parking is not
visible from the street, clear and visible
signage leading to the bicycle parking shall be
provided.

B.15.B.07 Lighting: All bicycle parking and facilities
shall be provided with lighting to provide high
visibility, subject to approval of Director of
Planning & Community Development or his/her designee. Lighting shall be maintained in
operational conditions at all times.

B.15.C  Loading Standards:
Loading spaces are required to ensure adequate
areas for loading purposes for all on-site uses so that
commercial and passenger loading activities will be
conducted without negatively affecting traffic safety
or the quality of abutting public streets for people
walking, bicycling or driving. Loading spaces also
facilitate low-car-use lifestyles by supporting shared
delivery and passenger transportation services.

B.15.C.1 Applicability, General: The regulations in
this section shall apply to all projects with new
buildings, additions or changes of use, and
shall govern design of both required and non-
required loading areas.

B.15.C.2 Applicability, Conservation: Creative Sector
(CCS): For additions or changes of use in
existing buildings in the CCS District, existing
loading areas shall be maintained, but the
project shall not be required to meet the
standards of this section.

B.15.C.3 Submittal of Loading Plan: As part of the
application for all applicable projects, a loading
plan shall be submitted for the approval of the Director of Planning & Community Development or his/her designee. Projects utilizing existing loading in the CCS district per
B.15.C.2 above shall also submit a loading plan.
The plan shall include a site plan dimensioning
all required and non-required loading spaces
and indicating the path of travel to the space
and the path of travel for the goods from the
space. The approved loading plan shall be
retained on-site at all times and shall be made
available to all site tenants.

B.15.C.4 Loading space dimensions: Loading spaces
shall comply with the following standards, as
required in this section.

a. Standard A: If a Standard A space is required,
   the dimensions shall be at least 40 feet long,
   12 feet wide, and have a clearance of 14 feet.

b. Standard B: If a Standard B space is required,
   the dimensions shall be at least 65 feet long,
   15 feet wide, and have a clearance of 14 feet.

c. Standard C: If a Standard C space is required
   for passenger loading, the dimensions shall be
   at least 18 feet long and 10 feet wide. Design
   should not reduce pedestrian orientation of
   the site or increase the number of curb-cuts.

B.15.C.5 Number of loading spaces required: Projects
shall provide loading spaces as follows:

a. Primarily Residential: Projects with residential
   uses that contain less than 50,000 square feet
   of non-residential floor area shall provide
   loading spaces based on the number of
dwelling units as follows:
   i. Less than 100 dwelling units:
      1. One Standard A space is required; however,
         if the use includes a market, restaurant or other
         food sales and service of more than 5,000 square
         feet, the required loading space shall be Standard B.
   2. One Standard C space (passenger
      loading) is encouraged. The space must
      be accessible and located as close as
      practicable to the building entrance or
      passenger elevator without a key or access
      card from the street.

   ii. 100 or more dwelling units:
      1. One Standard A space is required; however,
         if the use includes a market, restaurant or other
         food sales and service of more than 5,000 square
         feet, the required loading space shall be Standard B.
      2. One Standard C spaces (passenger
         loading) are required. The spaces must
         be accessible and located as close as
         practicable to the building entrance or
         passenger elevator without a key or access
         card from the street.
b. **Primarily Commercial:** Projects with residential uses and more than 50,000 square feet of non-residential floor area shall provide loading spaces as follows:
   i. Two Standard A spaces are required; however, if the use includes a market, restaurant or other food sales and service of more than 5,000 square feet, one of the two spaces shall be Standard B.
   ii. One Standard C spaces (passenger loading) are required. The spaces must be accessible without a key or access card from the street and located as close as practicable to the building entrance or passenger elevator.

c. **Commercial Only:** Projects with no residential uses shall provide loading spaces based on project size as follows:
   i. **Less than 50,000 square feet of floor area:**
      1. One Standard A is required; however, if the use includes a market, restaurant or other food sales and service of more than 5,000 square feet, the required loading space shall be Standard B.
   ii. **50,000 square feet or more of floor area:**
      1. One Standard A space is required
      2. One Standard B space is required

d. **All Projects with more than 100,000 square feet of Commercial Use:** The Director of Planning & Community Development or his/her designee may require additional loading spaces based on the project’s needs and site feasibility.

B.15.C.6 Location of Loading Spaces: All loading facilities shall be provided off-street and within the subject property. Loading areas shall be located as follows:
   a. Adjacent to building door openings providing loading access.
   b. Situated to ensure that the loading facility can be screened from adjacent streets as much as possible and minimizes interference with pedestrian and bicycle paths of travel.
   c. Situated to avoid adverse impacts upon neighboring properties.
   d. Accessible from an alley, of if no alley is adjacent to the site, a minor roadway.

B.15.C.7 Design of Loading Spaces.
   a. **Screening.** Loading areas adjacent to residential uses or public streets or alleys shall be screened and enclosed with a solid masonry wall, at least 6 feet in height and of a design approved by the Director of Planning & Community Development or his/her designee.
   b. **Identification.** Loading areas shall be designed, laid out, and clearly marked as being distinct from required parking spaces and aisles, unless the City approves the use of the parking area as an undesignated overlay loading area during non-business hours.
   c. **Obstructions Prohibited.** No walkway, mechanical equipment, utility, waste collection/disposal receptacle, or other equipment or fixture may be placed in any loading area.

B.15.C.8 Off-Site Loading Alternative for Existing Buildings: The use of off-site loading to satisfy the loading requirements when a change of use is proposed in an existing building may be permitted in compliance with the following standards.
   a. **Location.** All off-site loading spaces shall be located within 750 feet of legal walking distance measured from the primary loading entrance to the off-site loading location.
   b. **Design and improvement standards.** All off-site loading spaces shall conform to the same standards of access, configuration, location, and size required above.
   c. **Identification of facility.** The loading area must be clearly marked and conspicuously identified.
   d. **Terms of off-site loading.** A City-approved covenant shall be recorded that includes a description of the off-site loading, a requirement that the owner of the separated lot maintain the required loading for the life of the use to which it is covenanted, a requirement that the tenant or occupant of the use for which loading is required submit annually to the Director of Planning & Community Development or his/her designee a confirmation of the continuing terms of the off-site loading plan, and a provision for liquidated damages to be paid by the applicant or tenant to the City for violations of the conditions of approval.

B.15.C.9 Loss of off-site spaces: In the event the covenanted loading spaces are no longer available for a project’s use, the following shall be required:
a. Notification to the City. The owner or operator of the business or property that uses the approved off-site loading space shall immediately notify the Director of Planning & Community Development or his/her designee of any change of ownership or use of the property for which the spaces are required, and of any termination or default of the agreement between the parties.

b. Effect of termination of agreement. Upon notification that a lease for required off-site loading has terminated, the Director of Planning & Community Development or his/her designee shall determine a reasonable time in which one of the following shall occur:
   i. Substitute loading is provided that is acceptable to the Director of Planning & Community Development or his/her designee; or
   ii. The size or capacity of the use is reduced in proportion to the loading spaces lost.

B.15.C.10 Exceptions for New Buildings under 25,000 square feet. Notwithstanding the requirements of this chapter, a waiver or reduction in the number and/or dimensions of loading zones may be permitted by the Director of Planning and Community Development or his/her designee for projects that will result in a total of less than 25,000 square feet on the property if it is determined that the only feasible location for a loading zone within the project boundaries will detract from the project’s pedestrian orientation and thereby not meet the Bergamot Area Plan’s intention to create active, lively streetscapes.

B.15.D TDM & TMA Establishment:
The establishment and continuing maintenance of the Transportation Management Association (TMA) is a high implementation priority for the success of this Plan. Projects that meet certain thresholds described elsewhere in this Chapter are required to join the TMA, while other property owners and tenants are encouraged to join and participate based on incentives and benefits that the TMA will offer. The following requirements shall be met in all applicable projects:

B.15.D.01 The City shall establish a TMA with authority to implement the Bergamot Area Plan requirements pertaining to trip reduction through transportation demand management. Responsibilities of the TMA shall include, but are not limited to: operation of all shared parking subject to the TMA program; providing signage, real-time information and other wayfinding mechanisms; coordinating and offering programs to promote biking, walking and other trip reduction strategies; data collection; and coordination of pricing for parking. The TMA shall actively engage existing and future parking lot and garage owners to lease, sell, or make spaces publicly-accessible in order to be added to the district’s pool of shared parking.

B.15.D.02 All projects with new construction or that include additions to existing buildings in excess of 5,000 square feet shall be required to do the following:
   a. The applicant and/or property owner shall join the TMA and shall ensure that all tenants are TMA members for the first 25 years from date of final inspection or certificate of occupancy.
   b. The applicant shall submit for the approval of the Director of Planning & Community Development or his/her designee a Transportation Demand Management (TDM) plan that complies with the City’s TDM requirements.
DESIGN GUIDELINES
Design Guidelines

These objectives and guidelines are intended to guide the evolution of the Bergamot Plan area into a three dimensional network of vibrant and active public spaces, fronted by architecture that relates to the existing built character and yet is full of interesting surprise. The objectives and guidelines support an improved public realm, quality buildings and attractive places to live, work and visit.

This chapter contains the following sections:
A. Design Objectives
B. Site Planning and Architectural Design Guidelines
C. Access and Parking Design Guidelines
D. On-Site Open Space and Landscape Design Guidelines
E. Conservation District Special Design Guidelines

A. DESIGN OBJECTIVES

The following objectives apply to all districts within the Bergamot Plan area, except as otherwise stated. Every alteration, addition, landscape improvement and new construction project should conform to the following design objectives.
Where these Objectives refer to a Design Consideration, it refers to a written or graphic exhibit from the applicant which presents the thinking behind the design of the project, as it relates to the pertinent objective.

1. The overall project design, massing, and use should be oriented towards a network of public and private rights-of-way, sidewalks and open spaces.

Small streets, open spaces and pedestrian paths are intended to provide the framework around which the new urban fabric grows. This network should be considered first and form the basis for site and building layout. Buildings and associated open space, such as plazas and courts, should overlook, directly connect with, open onto and activate adjoining sidewalks and publicly utilized rights-of-way.

*Design Consideration:* delineate the street and pedestrian-oriented right-of-way context for each project and demonstrate that frontages of new designs are oriented to this framework.

2. The ground floor design of projects should attract pedestrian interest and use.

To activate streets, sidewalks and pedestrian pathways, the ground floor of buildings should include shop fronts, entries, lobbies, courtyards, plazas, terraces, architectural detail, public art and at-grade landscape buffers to support interest and activity for users and passersby.
**Design Consideration:** show ground floor architectural features and site and building access design features that increase interest and activity along and adjacent to public sidewalks for passersby and users.

3. The project design should include new connections through and around the site.

To transform the Bergamot Plan area from an auto-oriented district with large parcels and industrial and commercial uses to a walkable neighborhood that supports available transit options and rewards pedestrian use, large parcels should be designed to break down into smaller blocks with through-block connections and open space, with both supported by a pattern of fine-grained building placement. Examples of through-block connections include streets, alleys and pedestrian paths. These should link to the existing and proposed pedestrian and street network, as well as to other sites that include similar sidewalks, alleys, pathways and open spaces.

**Design Consideration:** new projects should provide drawings and representations that indicate the incorporation of human-scaled city blocks and a scale and rhythm of building pattern that supports a pedestrian-friendly environment. Site plans should document the location and design of through-block connections.

*This landscaped alley that cuts between this cluster of apartments provides pedestrians with a human-scaled, through-block connection that links existing streets to the interior of the site.*
4. The project design should integrate open space and landscaping along sidewalks, public streets and pathways.

Projects should provide at-grade courtyards, parks, plazas and planting areas to enhance the experience of passing pedestrians and encourage gathering and outdoor activities visible from streets and sidewalks. In addition, projects should integrate upper-level terraces and inhabited rooftops to increase outdoor amenity areas at all building levels and take advantage of Santa Monica’s temperate climate.

*Design Consideration:* provide site and building plans that illustrate at-grade and above-grade outdoor amenity areas and landscaping, and which demonstrate how they connect visually and physically to the public right-of-way.

5. The project design should provide building plane modulation.

The Bergamot Plan area is not a typical “main street” environment and buildings may be simpler and perhaps less modulated than elsewhere in Santa Monica. However, to foster a pedestrian character for the area, projects must utilize variation in massing to reduce the perception of building bulk and scale and to ensure a street frontage that rewards pedestrian interest.

*Design Consideration:* provide building elevations that show how building components establish a rhythm of building modulation along all building frontages.

6. The project design should exhibit distinct building height modulation.

To allow for light, air and sun to reach the ground level and to add visual interest to the skyline, the upper stories of buildings should be articulated and designed to include modulation by means of varying roof lines and shapes, different volumes and heights and step-backs where appropriate.

*Design Consideration:* articulate the roofline and upper levels of new construction in a way that is sensitive and complementary to the building’s immediate context.

7. Projects adjacent to existing residential land uses at the boundary of the Plan area should provide built-form and landscape transitions.

Projects should incorporate built-form transitions and landscape buffers between new structures and existing residential land uses, including step-downs in bulk, reduced upper level mass and landscape screening into their designs.

*Design Consideration:* include photos and/or elevations of surrounding uses to demonstrate that designs incorporate built-form and landscape transitions between new construction and adjacent residential land uses, neighborhoods and associated dwellings.
8. The project design should integrate with and foster the logical evolution of the industrial character of the Bergamot Plan area. Building orientation, mass, modulation and façade materials should be carefully chosen to build upon the architectural and design character of the district. The architectural character should reflect and build upon the industrial heritage and present-day creative focus of the surrounding.

*Design Consideration:* analyze the district architectural design context for each project and demonstrate how new designs build upon and relate to the existing character of the built environment.

9. Projects with contemporary approaches and an innovative architectural design are encouraged and should remain consistent along all building elevations. Architectural design should seek to express the ethos of its moment in time and contribute to both the area’s industrial character and evolution into the creative arts. Consequently, the use of traditional styles of architecture that reflect the spirit of past decades such as “Spanish Revival” or “Craftsman” are discouraged in the Bergamot Plan area. Architectural intent and detail should be extended to all portions of building structures, including those portions facing new and proposed streets, pathways and open spaces.

*Design Consideration:* provide a project brief to document the architectural intent of the project. Validate that a project’s architectural expression and detail extends to all portions of structures.

10. The project design should minimize the presence of parking and the interactions between vehicles and pedestrian/bicycle activity. Above-grade parking should be surrounded with building program uses; loading and service areas for buildings should be located within the interior of the sites and should be fully screened from surroundings; and curb cuts at building ingress, egress and drop-off zones should be limited to maintain the primacy of pedestrian access and movement at sidewalks. To further reduce conflict with the pedestrian realm, vehicular and service access should be linked to auto-oriented streets or alleys (Complete Street Type).

*Design Consideration:* describe the location and access to all on-site vehicular parking and loading areas. Illustrate the site planning, architectural and landscape means utilized to minimize the impact of on- and off-site vehicular uses and movements.
11. The project design integrates building signage within the architectural concept while reflecting the creative focus of the Bergamot Plan area.

Signage should be a logical evolution of the character-defining features and detail of the architecture. Generally, signage should be incorporated into building facades, but in some cases may stand out as a defining feature of the project if the concept is well developed and explained.

*Design Consideration:* provide building design and detailing information and illustrations which demonstrate that the location, size and materials of the tenant signage that build upon and reinforce the districts overall architectural idea and character.

12. Building and Open Space character should be shaped by sustainability measures and features.

Each project design should consider and integrate sustainable practices in site and building design early in the design process to contribute to the conservation of natural resources, water and energy efficiency, and the improvement of indoor air quality and the global atmosphere. Key sustainability measures that will contribute to the architectural character of the area include use of natural light and daylighting in commercial buildings, solar shading, passive solar access at all floors, green roofs and walls, rain gardens and sustainable stormwater management.

*Design Consideration:* document intended sustainability measures early in the design process and consider exceeding City standards for sustainable construction. Plan for LEED rating at project initiation.
B. SITE PLANNING AND ARCHITECTURAL DESIGN GUIDELINES

The following Architectural Design Guidelines provide a design toolbox that should be utilized by project applicants and their design teams to realize architecture and landscape designs that meet the intent of the Bergamot Area Plan Design Objectives. While these guidelines provide a wide range of suggestions to achieve these objectives, the innovative and creative focus of the Bergamot Plan area may also be served through other means. New approaches are encouraged, particularly for projects utilizing flexible standards (see Chapter 5, Section B.11).

1. Site Planning Guidelines

The public realm should form the framework of the Bergamot Plan area, and subsequently, site planning should be based on the idea of identifying the on-site public realm first and then planning the development of buildings around it. Planning of the on-site public realm should include analysis of existing and planned connections and destinations in the vicinity of the site, as well as the development of linkages from and-in the case of larger parcels-through the site. A comprehensive site planning approach should consider building placement, connectivity, location of open space and environmental conditions (see Figure 6.01 for a diagram providing a key to these design guidelines).

a. Place buildings to frame and support the public realm on site and at the perimeter of the site by creating well-proportioned, three-dimensional spaces that respond to the human scale and create an environment that invites pedestrian activity. Orient active ground floor spaces of buildings towards open spaces, streets and pathways.

b. On-site circulation should provide a high level of connectivity to the public realm surrounding the site and between on-site open spaces.

c. Locate open spaces close to pedestrian activity along streets or at meeting points of on-site pathways. Open spaces should form a network by connecting on-site as well as off-site open spaces through pedestrian pathways or streets.

d. Consider environmental conditions such as topography, prevailing winds, sunlight exposure and natural stormwater runoff direction when placing buildings and open spaces. Open spaces should include areas that provide shade and sunlight during different times of the day, as well as areas protected from the wind if necessary. Similarly, building orientation should consider topographic conditions and cardinal direction to contribute to environmental quality by minimizing energy use and grading.

e. Projects that include new publically accessible roads or pathways as part of a negotiated development agreement shall provide in their application information about the size of the property (area) both with and without the easement being provided for the road or pathway.
Figure 6.01
Architectural Design Guidelines Key

- Building facade modulation
- Emphasis of building corner
- Active ground floor uses
- Through-block connection
- Maximum building height at street frontage
- Green roof
- Upper floor open space (roof terrace)
- Primary open space
- Through-block connection
- Building plane modulation
- Emphasis of building corner
- Rooftop solar generation
- Building height modulation; Reduced floor area at top floor
- Primary open space
- Green roof
2. Building Height Design Guidelines

Variation in the building height of structures and modulation of upper floors break down the scale of buildings within a district or on a block. In addition to the Building Height Modulation standards in Chapter 5, this can be achieved through use of the following means:

a. Decrease the area of upper level floors and add modulation by using different heights, volumes and roof shapes.

b. Provide building plane indentations at building faces to establish back-of-sidewalk open areas and spaces that can be used for activities such as outdoor dining, urban gardens or residential entry plazas.

c. Shape upper levels to increase solar access, light, and air to adjacent lower structures, on- and off-site open spaces and adjoining residential land uses.

d. On large parcels with multiple buildings, vary the heights of different buildings.

3. Building Height Design Guidelines: Adjacent to Residential Land Use Districts

In addition to the Transitional Height Zone development standards in Chapter 5, transitions between projects in the Plan area and adjacent residential land uses may be achieved through use of the following design means:

a. Where new development faces existing residential uses across a street, incorporate plazas and open spaces to create a more varied street wall.

b. Orient buildings to provide a landscape buffer and increased yard areas adjacent to residential properties.

c. Incorporate landscaping, landscape screening and trees in planting beds along the length of the property boundary adjoining a residential use.

4. Building Mass Design Guidelines

New construction should enhance the pedestrian environment. The scale of buildings can be related to the pedestrian perspective through use of the following design means:

a. Provide distinct open-to-the-sky breaks between groups of smaller buildings on the project site.

b. Provide modulation of individual building mass and bulk to create relationships and transitions between adjoining structures on the same lot and those on adjacent parcels.
c. Provide massing modulation and inflections in bulk to establish a pedestrian scale of no more than two stories along public sidewalks and rights-of-way.

d. Utilize smaller building floor plates to allow for natural light and air in work spaces whenever feasible.

5. Building Frontage and Ground Floor Design Guidelines

Building frontages, street walls, and ground floors should incorporate human-scale massing, design components and details that establish a sense of pedestrian scale along sidewalk edges. Building heights should be modulated and reduced at the building frontage, and meet standards outlined in Chapter 5. New and remodeled buildings should establish an active and interesting interface between the architecture and landscape and the adjoining public sidewalk through use of the following design means:

a. Orient windows, shop fronts, show windows, building entries, dwelling entries and attendant uses along building frontages to support public sidewalks. When provided, open spaces and courtyards should open directly to public sidewalks and allow for ingress opportunities along the length of parcel frontages.
b. Limit the length of at-grade building facades and walls without openings in instances where such “blank” walls would be oriented to and placed along public sidewalks.

c. Align street-level floors and uses to the elevation of sidewalks and on-site open space. First floor levels should align with sidewalk elevations and be at most a step or two above, and generally not below, the public sidewalk level. Residential uses may sit several steps above the adjacent public sidewalk to maintain residential privacy, but should avoid being placed below the level of the public sidewalk.

d. Utilize high-quality materials, detailing and intensity of color adjacent to public sidewalks. Particular attention should be given to enhancing building entries and other ground floor openings.

e. Orient building signage to pedestrians. Design building and storefront signage as an integral element of the building architecture.
6. Architectural Character Design Guidelines

The identity and spirit of the Bergamot Plan area is in part established by the simple geometries and industrial character typical of an earlier era of utilitarian, functional, flexible factory and warehouse structures. New architecture in these districts should consider the essence of this type of building as a starting point in the development of contemporary designs. Designs should also embody a sense of human scale in addition to reflecting the underlying design principles seen in the district. Appropriate architectural character may be realized through use of the following design means:

a. Design new buildings using an equivalent palette of materials as already present within the Bergamot Plan area.

b. Apply simple geometries and shapes reflective of buildings already present within the Bergamot Plan area.

c. Incorporate building proportions, openings and details that follow a logical evolution of the functional, utilitarian and industrial character of buildings already present within the Bergamot Plan area.

d. When multiple buildings are developed on a single parcel, differentiate between each building through architecture, materials and site design.
7. Skyline Design Guidelines

The character of the Plan area should be enhanced with new construction which introduces roof shapes, varied parapet lines and distinct design expressions at upper stories that combine to create a sense of skyline interest. Each new building, as well as additions to the upper levels of existing structures, should incorporate architectural expressions at upper levels and rooflines that contribute to a varied and vital skyline. Skyline interest may be achieved through use of the following design means:

a. Use step-backs and shaped, sloped and sculpted roof forms that are visible from public streets, open spaces and rights-of-way.

b. Incorporate extensions that provide breaks in the roofline along the block face and which are a logical continuation of the expression and detailing of the overall architectural concept.

c. Provide height and roofline juxtapositions between adjoining buildings to establish a variety of heights between adjacent structures and along block faces.
8. Design Integrity and Consistency Guidelines

Projects in the Plan area should adopt a clear and strong architectural idea or design concept that is subsequently reflected in the design of the building and makes the building or building ensemble read as part of a whole. The adopted integral design concept should be extended to all portions of the project.

Integral and consistent design concepts can be realized through use of the following design means:

a. As a place of innovation and creativity, the immediate three-dimensional built environment may change significantly over time. It is therefore important that new development focuses on establishing connections to the public realm and to destinations surrounding the site, as well as providing linkages between on-site and off-site open spaces to create an open space network. For Conservation Districts, see special guidelines in Section E of this chapter.

b. Establish the on-site network of pedestrian paths and open spaces before considering building placement. New buildings should be designed to shape and support this network by creating three-dimensional spaces that are proportional to the area of the open spaces and reflect their intent, for example intimate spaces versus high activity spaces.

c. Define and illustrate the organizing architectural concept and principles using a Design Intent Statement, diagrams, drawings, illustrative photographs and samples of materials. Demonstrate how the concept and principles shape each experience and component of the project.

d. Ensure that the architectural character and expression are consistent and utilized on all exterior portions of a structure.

e. Major and minor design elements, as well as accessory components, including railings, gates, fences, free-standing walls, lighting, mechanical penthouses, trash areas and other related design elements, should all follow a logical evolution and reinforce the overall design intent and resulting character of their parent structure. Building systems and services, including utility, solar, data, communications and service equipment should also be integrated into the architectural concept and be designed to be a logical extension of the character and expression of the overall project architecture.

f. Use durable materials that are able to withstand an oceanside climate without undue discoloration or deterioration, but which are nonetheless consistent with the structure's architectural concept and character.
g. Do not incorporate highly reflective materials or reflective glass for building skins and glazing. Street-level glazing should be clear. Glazing at upper levels may be lightly tinted.

h. Integrate green building features and elements into the building design. Vegetated roofs and building walls, horizontal and vertical photovoltaic panels and wind energy systems can contribute to the realization of a unique building character.

i. Contemporary and innovative design styles are encouraged to reflect the creative spirit of the area, provided that the design incorporates human-scaled proportions and supports engaging, pedestrian-oriented street-level life.

j. Enhance the creative culture of the district with each building, landscape or public art project and incorporate a spirit of innovation into each building and open space design. The local culture of the Bergamot Plan area is advanced by acknowledgement it’s design character, provision of places for informal as well as formal public and private gathering, inclusion of art and craft in the design of building elements and acts of design creativity and innovation that redefine practice standards and attract recognition by design peer groups.
C. ACCESS AND PARKING DESIGN GUIDELINES

Building entrances and parking areas for bikes and cars will be designed and sited to support the overall goal of creating a pedestrian- and transit-oriented, human-scaled area. The quality of sidewalks and street crossings will be the highest priority, because in this “park-once” district, even drivers experience part of their trips as pedestrians. Bicycle parking will be located close to building entrances in order to help bicyclists experience time savings over driving for most short trips. For most of the spaces therein, parking facilities will be designed to be shared, serving the district as a whole rather than for individual use, and allowing a closer match between the number of spaces needed and the number provided. The following guidelines are provided:


a. Vehicle parking access shall be limited and managed so that this area does not experience an increase vehicle trips beyond the level that can be accommodated by the street system.

b. Vehicle parking should be distributed throughout the area so that all properties are within walking distance of parking. Consider providing direct pedestrian access from the street to parking areas.

c. Parking should be shielded from public view, either through being lined with active uses or through other strategies. Screen above-grade parking with uses other than parking, provide active street-level uses and orient those street-level uses towards public sidewalks and rights-of-way. Screen any exposed parking floors with architectural skins and reduce impacts from noise and light.

d. Provide a landscaped setback at the back of sidewalks and incorporate trees, decorative fencing, garden walls, gating, public art components, lighting and other design elements that create a verdant open space that separates vehicular uses from sidewalks and enhances the continuity of the sidewalk network.

e. Vehicular access should be from streets that minimize impacts to pedestrian/bike flow and adjacent residential neighborhoods. Where use of a side-street curb cut for vehicle ingress will enhance and protect the privacy and quality of adjoining residential land uses, provide the minimum side-street curb cut.

f. In consideration of creating a first-class, safer pedestrian environment, use high-quality paving materials such as pavers, colored concrete and stamped and scored concrete for all at-grade surfaces utilized by both vehicles and pedestrians.

g. If the upper level of a parking structure is exposed to views from other buildings, include a roof that is designed to add visual interest or incorporate green building elements, such as a green roof, active recreation open spaces or photovoltaic awnings.
h. Incorporate design means that limit the impact of vehicular-related uses and enhance the pedestrian continuity and design quality of the Plan area. Minimize curb cuts, including by having one lane that opens up into multiple lanes within the structure, and provide adequate visibility of pedestrians as vehicles cross sidewalks.

i. Parking spaces should be configured for ease of access and usability. Conversion of parking spaces into storage is discouraged.

j. Parking should avoid impacts to the street: parking facilities should provide internal circulation and driveways and access control should be designed to accommodate peak demand without causing vehicle queues in the street.

k. Encourage use of technology, including robotic parking, that can offer lower per-space cost but offer a parking experience similar in quality to parking in a standard facility.

l. To the extent possible, reduce mechanical equipment in parking areas.

m. Parking facilities should include upfront facilities for bicycles, including priority bicycle parking locations, visible bikeshare docks, showers, etc.

2. Design Guidelines for Shared Parking Facilities

The design of shared parking facilities, including how parking and access are organized within them, will be critical to their success as shared structures. Following are specific design guidelines that address the design of shared parking facilities:

a. Access to parking needs to be consistent with the pedestrian orientation of streets. Shared parking driveways should be located on streets that are vehicle oriented, and should not be on streets that have a pedestrian orientation, as defined in the Street Network section. Driveways should be minimal in width and separated from each other to the greatest extent feasible.

b. Design and layout of shared parking structures should ensure awareness and accessibility. Signage leading to shared parking areas should be clear and visible. Shared parking facilities should be clearly designated in public wayfinding and signage as “Public Parking.” Include real-time signage to indicate spaces available.

c. Where parking facilities for mixed-use buildings provide shared parking spaces, these will be available for employees and long-term visitors.

d. Parking should be managed to discourage use as Park ’n Ride for Expo riders.

e. In shared parking facilities, spaces for short-term visitors should be closest to the facility entry. Visitor spaces should accommodate a range of vehicle types/sizes.

f. All shared parking facilities should be designed to include revenue collection technology (there should be no free parking in parking facilities). These technologies should monitor usage.

The complete system of bicycle facilities in the Plan area aims to eventually provide local and regional access with enough capacity to enable people to use bicycles for 35% of all trips. Standards for short-term and long-term bicycle parking are found in Chapter 5. The following guidelines should be incorporated to achieve the caliber of high-quality facilities envisioned to serve bicyclists in the Bergamot Plan area.

a. When designing the site layout, integrate bicycle access and parking facilities into the initial concept for the project.

b. Avoid stairs along the path of travel to any bicycle parking space. Where stairs are necessary, incorporate a ramp or channel so that bikes can be rolled up and down.

c. Separate bicycle parking spaces from automobile parking spaces by a wall, fence, hedge, curb, protective bollards or at least five feet of open space free of parking.

d. Utilize bike racks that can accommodate a range of bicycle types, including standard commuter bicycles, the “cruiser” and larger bicycles such as cargo bicycles, and bicycles with trailers.

e. Design commuter amenities into the building program, including showers, lockers, repair stands and locations for wayfinding information, where possible. Facilities with commuter amenities should be placed in a convenient location and designed to allow both shared access and security for users.

f. Place bikeshare stations close to building entrances or plazas and where they can be seen and accessed from the street. When planning the site, ensure that there is sufficient space for a docking station to accommodate 20 bicycles, including space to maneuver without impairing pedestrian access on the property or adjacent sidewalks. Include pedestrian-scale wayfinding information.

g. When locating bicycle parking or bikeshare facilities, consider sites that will preserve visibility of pedestrians preparing to cross the street.

A map of bicycle routes in Barcelona, Spain is accompanied by several bike racks.
D. ON-SITE OPEN SPACE AND LANDSCAPE DESIGN GUIDELINES

The creation of on-site open spaces, including terraces and courtyards visible to the street, is a key component that will shape the Bergamot Plan area character. Open spaces provide opportunities to enhance both the public and private realms, and contribute to environmental quality by reducing stormwater runoff, improving air quality, and providing visual relief. New construction and additions, and—to the extent feasible-major alteration of existing structures, should incorporate the following landscape design guidelines:

a. New projects should contribute street-level interconnected open space to create a block-by-block open space network.

b. Provide a variety of open spaces that accommodate different activities and needs. 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.

c. To reflect the innovative and creative character of the Bergamot Plan area, open spaces are encouraged to include an element of surprise, such as unusual surfaces, forms or elements. Special features, choice of materials and color or a unique design or shape can contribute to the distinct character of an open space, ranging from playful to stark or minimalistic.

A surprising use of color and materials create a distinct character for this urban gathering space and facilitate the idea of an “outdoor/indoor” living style.
d. Incorporate corner plazas, courtyards, forecourts, and other street-level open spaces to identify and establish special locations in the area. Special locations, such as gateways, provide increased area for passive recreation and gathering, would reinforce Santa Monica’s outdoor/indoor living style, and offer increased opportunities for landscaping and tree canopy within the city.

e. Integrate the design of the open spaces with the overall design and architectural character of the project.

f. Establish active and flexible open space along portions of building frontages for landscaping, outdoor gathering and dining, enhanced sidewalk width, bicycle storage and other amenities that enhance the use of the pedestrian realm. Utilize landscaped perimeter open space at property boundaries to demarcate and screen commercial uses from adjoining residential land uses.

g. Open spaces should establish transition zones between the back of the sidewalk and street-level residential units and entries. These open spaces should be semi-public in nature and are encouraged to invite use by residents.

h. Usable open spaces should include an abundance of well-designed seating of different varieties, including seat walls, planter ledges, free-standing elements, benches, moveable seating, fixed seating and seating steps. Seating can also be incorporated in free-flowing, sculptural forms that are part of the landscape design. Seating should be comfortable and designed to human proportions. When integrated into or designed as public art, seating may also play with scale and form and deviate from human proportions.

i. Open spaces should include landscaped areas and trees. Upper-level and rooftop open spaces should include landscaping.

j. Open spaces should provide both shaded and sunlit areas during different times of the day. Shade can be provided by trees, shading structures, awnings, canopies or umbrellas.

k. Open spaces, particularly Primary Open Spaces, should integrate public art.

l. 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.

m. Upper-level and rooftop open space are encouraged to create increased opportunities for experiencing Santa Monica’s temperate coastal climate, and to enhance the quality of indoor space by interfacing it more directly with outdoor space.
E. CONSERVATION DISTRICT SPECIAL DESIGN GUIDELINES

Within the Plan area, two conservation districts have been identified due to their concentration of creative artists and businesses, and the intimate scale and character of their building fabric. In addition to the general guidelines above, the following are more specific guidelines for these two districts in regard to new construction, additions and alterations.

1. Conservation: Art Center
The critical mass of galleries, studios, creative offices and meeting spaces that make up the Conservation: Art Center District acts as an attractor for creative energy. The existing mix of buildings forms a heterogeneous, “unplanned” fabric that has evolved over time and offers surprise and unique experiences. New construction and additions and—to the extent feasible—major alteration of existing structures, should incorporate the following design guidelines:

a. Within the Bergamot art center, retain the existing built fabric to the greatest extent feasible. New construction should respect the form and materials of the existing buildings. Existing patterns of use and spatial configuration should also be respected, especially regarding the pedestrian-oriented art alley space on the south side of the site. Location and mass of tall buildings should consider scale and shading impacts on open space.

b. Location and mass of tall buildings abutting the City-owned parcel should step back from the City-owned parcel above the second story.

c. The creative use of materials that reflect the character of the Bergamot art center is encouraged. This includes materials such as corrugated and perforated metal, metal or engineered panels, concrete and brick. The use of bold and primary colors is also encouraged.

2. Conservation: Creative Sector
The Conservation: Creative Sector District is composed of smaller parcels, interesting and innovative businesses and a noteworthy collection of sizeable industrial buildings that have character and patina. This area’s scale and character are welcoming and authentic. New construction and additions and—to the extent feasible—major alteration of existing structures, should use the following design approaches:

a. New development should retain to the greatest extent possible the existing built fabric. New construction should respect the form and materials of the existing buildings. Existing patterns of use and spatial configuration should also be respected, with entries facing directly onto streets and alleys.

b. Building materials should be either: sympathetic to building materials on existing buildings throughout the district; or responsive to the existing condition by juxtaposing different but complementary forms and materials to distinguish between old and new.

c. New development is encouraged to reuse or add on to existing buildings, including by building on top of existing buildings.
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This chapter provides recommended standards and design guidelines for the various street types and specific streets that make up the Bergamot Plan area’s circulation network. The guidelines are generally organized by street type—Complete Street, Flexible Street, Shared-Space, and Pedestrian and Pedestrian/Bicycle Paths. In addition, there is one specific existing street segment (Olympic Boulevard from Stewart to Centinela) that is addressed individually. Each street type description includes a statement of the intent of the street type, the essential and optional elements of the street and a table of standards and guidelines for the street type. The Shared-Space street type includes additional discussion of special design issues that are applicable to that street type. Illustrative street cross sections are provided for the majority of the street types and particular street segments. A circulation map showing location of street types is shown in Figure 4.A.03 in Chapter 4.

A set of guidelines and recommended standards that are generally applicable to all of the street types follows.
A. GENERAL GUIDELINES AND RECOMMENDED STANDARDS

This section provides guidance for elements of street design that are similar for all street types.

1. Pedestrian-scale lighting

The provision of pedestrian-scale lighting will be important to successfully achieving an active civic life throughout the day and into the evening, particularly during winter months.

**Pedestrian-scale lighting fixtures:** Lighting standards should place luminaires at a maximum height of 14’ above adjacent pavement to maintain a human-scale environment. Low, pedestrian-oriented lights can be affixed to a post and direct light onto sidewalks, while the same post may also accommodate auto-oriented lights directed at roadways. Fixtures that are closely spaced with lower light levels are preferred over fixtures spaced further apart, the latter of which compensate for wider spacing with intense yet variable light levels. Lighting should be shielded and directed downward as required to avoid spillover lighting into adjacent residential areas.

**Relationship to other street and utility elements:** Pedestrian lighting should be added to streetlight poles where feasible unless spacing between streetlight poles does not support adequate pedestrian lighting, in which case pedestrian lighting may need to be located between streetlight poles. Light poles should be coordinated with other streetscape elements. Utility equipment above and below ground, such as pull boxes and underground trenches, should be coordinated when locating lighting fixtures.

**Light color:** White light is preferable for safety and general visibility reasons, since color identification is better with white light. Recent research is also indicating that peripheral vision is improved in an environment lit with white light. The color of the nighttime environment is dependent upon the light source. LED (light-emitting diode), metal halide, induction and fluorescent lamps create a relatively white light compared to the yellow of high-pressure sodium lamps.

**Energy efficiency:** There are several ways in which pedestrian lighting for the circulation network can be energy efficient. Energy-efficient lamps produce a higher light output per watt compared with standard lamps. In addition to the type of lamps ("bulbs"), energy-efficient fixture designs should be specified. Fixtures can improve energy efficiency by using optical systems that direct light to where it is needed and optimize light output. Fixtures that direct light primarily downward toward the sidewalk or pathway, rather than up toward the sky, should be selected. For further energy savings, it may be appropriate to turn off certain lights later in the evening. For example, when pedestrian lighting is used to supplement street lighting to support high nighttime pedestrian activity, the pedestrian lighting may be turned off or dimmed when pedestrian activity decreases late at night.

**Light levels and uniformity:** Preliminary targets for pedestrian light levels for each street type are shown in the individual guideline tables for each street type, below. These levels refer to light directed on pedestrian zones such as sidewalks, shared travel ways, and pedestrian paths. Light levels are measured in foot candles (fc), which approximate the distance (in feet) that is illuminated away from the source of light, measured in lumens per foot. Pedestrian lighting should be consistent throughout a block and minimize variance between bright and dark areas.

2. ADA clear path of travel

These guidelines define at least 5’ minimum width throughway for sidewalks with some street types exceeding this minimum.

3. Target speed

The guidelines use the term “target speed,” which is the design-preferred vehicle speed resulting from the street improvements, as well as the intended posted speed for the streets (subject to California State requirements for the establishment of posted speed limits). This follows the approach taken in the Institute of Transportation Engineers’ Recommended Practice – Designing Walkable Urban Thoroughfares: A Context Sensitive Approach, which defines target speed thusly: “Target speed is the highest speed at which vehicles should operate on a thoroughfare in a specific context, consistent with the level of multimodal activity generated by adjacent land uses to provide both mobility for motor vehicles and a safe environment for pedestrians and bicyclists. The target speed is designed to become the posted speed limit.”
The proposed Bergamot Street Network represents a dramatic shift in the role of streets within the Plan area. The five street types and pathways indicated in the adjacent map strive to create an environment that is walkable, pleasant and welcoming to bicycles and cars as well.

Opportunities to build-out the proposed street network are discussed in the Implementation section, Chapter 8.
B. COMPLETE STREET

Intent
A Complete Street is a street important to district and/or city-wide circulation that balances mobility, access, safety, and comfort for all: pedestrians, vehicles, bicycles and transit.

Essential elements
- Wide sidewalks with furnishing and through zones
- Vehicular lanes
- Street trees on both sides of the street
- Pedestrian-scale lighting
- Bicycle racks
- Bulb-out at corners and marked pedestrian crossings if parking lane present
- Bike lanes or sharrows
- Pedestrian and bicycle detection at signalized intersections
- Regular street crossings
- Bicycle parking corrals
- Transit stops or bikeshare stations
- No driveways if property has alley access
- Transit accommodation—bus shelters, pedestrian lighting, etc. (for those streets that have transit service)

Optional elements
- On-street parking with pay stations instead of individual meters
- Passenger and commercial loading where required by adjacent uses, but with consideration given to balancing with needs for other parking as well as for design features for bicycles, pedestrians and the landscape character of the streets.
- “Green Street” stormwater management facilities

Complete Street Standards
There is a significant variation between the right-of-way widths and transportation functions of the Complete Streets within the Bergamot area, therefore the following tables provide standards for particular individual streets and one set of streets that are similar to one another.
Figure 7.02
Complete Street: Pennsylvania Avenue and Stanford, Berkeley and Franklin Streets
<table>
<thead>
<tr>
<th><strong>Right-of-Way</strong></th>
<th><strong>50’ [65’ for Nebraska Avenue (from A Street to 26th Street)]</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Target Speed</strong></td>
<td><strong>25 mph</strong></td>
</tr>
</tbody>
</table>
| **Pedestrian Realm** | • Minimum width of 11’ of which 5’ minimum must be through zone  
• Tree wells: either open planters or with tree grates; should have a minimum dimension of 6’  
• Sidewalk can contain stormwater infiltration planters; see special features |
| **Vehicular Lanes** | • Maximum 2 vehicular lanes  
• 10’ maximum width |
| **On-Street Parking** | • On-street parking must be on one side of the street only  
• Parallel: Minimum 7’ wide; maximum 8’ wide  
• No angled or perpendicular |
| **Bike Facilities** | • Bicycle parking within the furnishing landscape zone of the pedestrian realm as needed |
| **Street Trees** | • Both sides of the street must have rows of canopy trees spaced per tree standards  
• Tree species per tree standards  
• Trees can be planted in stormwater features |
| **Light Levels** | • Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc  
• Uniformity ratio range, average/minimum: 3 to 6 fc |
| **Bulb-Outs** | • Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width  
• Bulb-out return begins 5’ from outer edge of marked crossing |
| **Special Features** | • Stormwater planters can be placed in the pedestrian realm, such as sidewalk planters or tree wells that provide opportunities for water quality treatment, infiltration, and/or flow retention depending upon soils and hydrologic conditions. Curbed flow through planters should have a minimum clear landscaped width of 5.5’ and swales in planter strips or tree wells should have a minimum width of 8’. |

**Table 7.01**  
Complete Street Standards: Pennsylvania Avenue, Stanford Street, Berkeley Street, Franklin Street and Nebraska Avenue
Beyond

5' min
10'
3'
6'
11'
10'
11'
6'
3'
7'
8'

Through Zone
Landscape (Occasional Rain Garden)
Bike
Mixed Flow
Continuous Left Turn Lane
Mixed Flow
Bike
Buffer
Parking
Through Zone

8'-15'
Pedestrian Realm

50’ - 64’
Curb-to-Curb

80’
Right-of-Way

Figure 7.03 Complete Street: Stewart Street (Colorado Blvd to Mid-Block Crossing)
Figure 7.04 Complete Street: Stewart Street (Northside Crossing of Nebraska Ave Intersection)
Figure 7.05 Complete Street: Stewart Street (Northside Crossing of Olympic Ave Intersection)
<table>
<thead>
<tr>
<th>Right-of-Way</th>
<th>Stewart Street (Colorado to Mid-Block Crossing)</th>
<th>Stewart Street (Mid-Block Crossing to Olympic)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 80'</td>
<td>• 80' to 129'</td>
<td></td>
</tr>
</tbody>
</table>

| Target Speed      | • 25 mph                                      | • 25 mph                                      |

| Pedestrian Realm  | • At Parking: minimum width of 8' through zone.  
|                   | • At Planter: 15’ total width with minimum 5’ width through zone. | • 8’ to 25’ with through zone varying from 12’ to 25’ which may be divided by a tree well as long as remaining through zone segments are a minimum 6’ wide.  
|                   |                                               | • Tree wells: either open planters or with tree grates; should have a minimum dimension of 5’ |

| Vehicular Lanes   | • Maximum 3 vehicular lanes – one each direction and one continuous turn lane (median where possible)  
|                   | • 10’ minimum width                            | • Maximum of 2 vehicular lanes immediately to the south of mid-block crossing widening to 5 lanes at the north side of the Olympic intersection – two north bound lanes, two south bound left turn lanes, and one south bound through/right turn lane |
|                   | • 11’ maximum width                            |                                               |

| On-Street Parking | • Parallel parking on both sides of street with periodic street tree wells  
|                   | • Parallel: Minimum 7’ wide                     | • None                                       |
|                   | • Maximum 8’ wide                               |                                               |
|                   | • No angled or perpendicular                    |                                               |

| Bike Facilities   | • 6’ bike lane on both sides of the street separated from the parking lane by a 3’ buffer | • 6’ bike lane on both sides of the street with no buffer as on-street parking is not present |

| Medians           | • 10’ wide median at pedestrian refuge of mid-block crossing | • 15’ wide median at pedestrian refuge of mid-block crossing, tapering to the south to allow for southbound turn lanes  
|                   | • 15’ wide median at 15’ wide pedestrian refuge on the north side of the Olympic intersection, width allows for trees to be planted in median between the two pedestrian crosswalks  
|                   | • 15’ wide median tapers to the north along Stewart |                                               |

| Street Trees      | • Both sides of the street must have canopy trees planted in periodic tree wells  
|                   | • There should be at minimum of one tree well for every two parking spaces  
|                   | • Tree species per tree standards | • Both sides of the street must have canopy trees planted in tree wells with tree grates  
|                   |                                               | • Tree species per tree standards, tree spacing per tree standards |

| Light Levels      | • Horizontal light level range at ground level, minimum maintained average: 0.6 to 1.7 fc  
|                   | • Uniformity ratio range, average/minimum: 3 to 6 fc | • Horizontal light level range at ground level, minimum maintained average: 0.6 to 1.7 fc  
|                   |                                               | • Uniformity ratio range, average/minimum: 3 to 6 fc |

| Bulb-Outs         | • Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width | • None |

| Special Features  | • Both sides of the street provide opportunities for rain gardens in tree wells, with a recommended minimum dimension of 10’.  
|                   | • Use of green stormwater management elements is dependent upon soils and hydrologic conditions | • Trees planted on both sides of the street provide opportunities for green stormwater management when the landscaped area can exceed the minimum 5’ planter dimension.  
|                   |                                               | • Median refuges and larger pedestrian realm between Nebraska and Olympic provide opportunities for permeable paving  
|                   |                                               | • Use of green stormwater management elements is dependent upon soils and hydrologic conditions  
|                   |                                               | • Crosswalks at north side of Nebraska and Olympic intersections should be paved with concrete unit pavers, stamped asphalt, or other treatment that distinguishes them from the standard asphalt of the street  
|                   |                                               | • Pedestrian realm between Nebraska and Olympic should be continuously sloped at 2% maximum to the flow-line at the edge of roadway pavement with an ADA compliant transition to the roadway for the full width of the minimum 50 foot wide crosswalk at the north side of Olympic |
Figure 7.06
Complete Street: Michigan Avenue
<table>
<thead>
<tr>
<th></th>
<th>Michigan Avenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Right-of-Way</strong></td>
<td>• 60’</td>
</tr>
<tr>
<td><strong>Target Speed</strong></td>
<td>• 25 mph</td>
</tr>
</tbody>
</table>
| **Pedestrian Realm** | • North side: width of 11’ of which 7’ is through zone (existing), with remaining area for minimum landscaped planter with or without a tree grate  
  • South side: width of 8’ of which 5’ is through zone (existing), with the remaining area for minimum landscape area around existing trees |
| **Vehicular Lanes**  | • Maximum 2 vehicular lanes  
  • 10’ maximum width |
| **On-Street Parking**| • On-street parking must be on north side of the street  
  • Parallel: Minimum 7’ wide; maximum 8’ wide  
  • No angled or perpendicular |
| **Bike Facilities**  | • 7’ minimum bicycle lanes on each side of street with, 6’ clear pavement and 1’ wide striping (currently experimental)  
  • No bicycle parking within the pedestrian realm given its narrow width  
  • Bicycle parking corrals and bikeshare facilities on a sidewalk bulb-out located on north side of the street, where it will improve visibility for crossings  
  • Bicycle parking provided within private properties that have building entries oriented to the street |
| **Street Trees**     | • Maintain existing trees on north and south sides of the street  
  • Increase planting of trees on north side of street by planting new trees between existing trees to achieve recommended spacing per tree standards  
  • Tree species per tree standards  
  • Where new trees are planted on the north side of the street, it is recommended that a tree well extend into the parking lane, for its full width and for a length of at least 8’, in order to increase the landscaped area around the trees  
  • As appropriate, design the extended tree well as a flow-through green stormwater element to allow for some rainwater capture for irrigation of trees |
| **Light Levels**     | • Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc  
  • Uniformity ratio range, average/minimum: 3 to 6 fc |
| **Bulb-Outs**        | • None on south side of street  
  • Bulb-outs at corners and mid-block pedestrian crossing on north side of street must occupy all of parking lane width  
  • Bulb-out return begins 5’ from outer edge of marked crossing (see street tree guidance above regarding recommended extended tree wells on north side of street) |
| **Special Features** | • Green stormwater treatment potential for extended tree wells (see street tree standards above). Curbed flow through planters should have a minimum clear landscaped width of 5.5’ and swales in planter strips or tree wells should have a minimum width of 8’ |

Table 7.03  
Complete Street Standards: Michigan Avenue
<table>
<thead>
<tr>
<th></th>
<th>26th Street (north of Olympic)</th>
<th>26th Street (south of Olympic)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Right-of-Way</strong></td>
<td>• Potential need to increase existing right-of-way to accommodate bike lanes and/or improved pedestrian realm on east side of street</td>
<td>• No change</td>
</tr>
<tr>
<td><strong>Target Speed</strong></td>
<td>• 30 mph</td>
<td>• 30 mph</td>
</tr>
</tbody>
</table>
| **Pedestrian Realm**      | • Maintain west side to the extent feasible  
                           |     • Improve east side, as feasible, to be similar to west side minimum with landscape buffer – approximately 14’ pedestrian realm with 8’ through zone and 6’ landscaped planter | • No change                  |
| **Vehicular Lanes**       | • Maintain existing number of lanes  
                           |     • 10’ minimum width  
                           |     • 11’ maximum width | • Change only to accommodate recommended bicycle improvements |
| **On-Street Parking**     | • None                         | • Change only to accommodate recommended bicycle improvements |
| **Bike Facilities**       | • 6’ bike lanes in each direction per Bicycle Master Plan | • Recommended two-way cycle track protected by a raised median from adjacent traffic lane from Olympic intersection to intersection with future D Street in order to create a bicycle connection with the bicycle lanes on Michigan Avenue, which will be an important element of the city-wide |
| **Street Trees**          | • Maintain existing plantings on west side of the street  
                           |     • Add plantings on east side of the street as feasible as new development occurs to match west side  
                           |     • Tree species per tree standards | • No change                  |
| **Light Levels**          | • Horizontal light level range at ground level, minimum maintained average: 0.6 to 1.7 fc  
                           |     • Uniformity ratio range, average/minimum: 3 to 6 fc | • Horizontal light level range at ground level, minimum maintained average: 0.6 to 1.7 fc  
                           |     • Uniformity ratio range, average/minimum: 3 to 6 fc |
| **Bulb-Outs**             | • None                         | • No change                   |
| **Special Features**      | • No change                   | • No change                   |

Table 7.04  
Complete Street Standards: 26th Street
Figure 7.07
Complete Street: Olympic Boulevard
| Right-of-Way | • 118’ |
| Target Speed | • 30 mph |
| Pedestrian Realm | • Minimum width of 13’ of which 6’ minimum must be through zone  
  • 5.5’ minimum sidewalk stormwater planters and a 1.5’ minimum width pedestrian access area between the planters and the parking lane  
  • Sidewalk stormwater planters shall have a 5’ minimum pedestrian crossing or break between every two adjacent parking spaces |
| Vehicular Lanes | • Maximum 4 vehicular lanes  
  • 10.5’ minimum width adjacent to center median and 11’ minimum width otherwise  
  • 12’ maximum width |
| On-Street Parking | • Parallel; Minimum 7’ wide; maximum 8’ wide  
  • No angled or perpendicular |
| Bike Facilities | • Expo Regional Bike Path on south side of Olympic Boulevard  
  • Bicycle parking within the breaks between sidewalk stormwater planters in the pedestrian realm as needed, or within adjacent property frontage |
| Street Trees | • Both sides of the street must have rows of canopy trees spaced per tree standards  
  • Existing median trees to be preserved to greatest extent possible and replaced on a two to one basis for any that are removed  
  • Trees along sides of street will likely be planted in stormwater infiltration planter  
  • See tree standards for acceptable species |
| Light Levels | • Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc  
  • Uniformity ratio range, average/minimum: 3 to 6 fc |
| Bulb-Outs | • Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width  
  • Bulb-out return begins 5’ from outer edge of marked crossing |
| Special Features | • Central median to remain intact with coral trees  
  • Where street is adjacent to Expo Line (see agreement with Expo Line for street cross section guidelines for eastbound side of street)  
  • Sidewalk stormwater planters provide opportunities for water quality treatment, infiltration and/or flow retention depending upon soils and hydrologic conditions |

Table 7.05  
Complete Street Standards: Olympic Avenue
C. FLEXIBLE STREET

Intent
A Flexible Street is a street in a mixed-use environment that emphasizes pedestrian and placemaking aspects, while accommodating a variety of vehicular functions. As its name would suggest, spatial and temporal diversity of activity on a Flexible Street places importance on flexibility of space. The key element of Flexible Streets is a contiguous space on one side of the street that is designed to be permanently or temporarily used for purposes other than vehicle parking or circulation. This means that Flexible Streets are not symmetrical in cross section with the lanes offset away from the side of the street with the flexible space. Other aspects include wide sidewalks and calmed traffic. Traffic is calmed by a shift (chicane) of the traffic lanes where the flexible space is moved from one side of the street to the other.

Essential elements
- Wide sidewalks with furnishing, flexible, and through zones
- Vehicular lanes
- Lateral shift of centerline caused by shift of flex space from one side to the other
- Pedestrian/vehicular flex space on one side, with occasional rolled curb to allow for short term vehicular access
- Street trees, with double row on the flexible side
- Bulb-outs at corners and marked pedestrian crossings
- Vehicular parking on at least one side
- Bicycle parking

Optional elements
- Seating
- Pedestrian-scale lighting
- Prohibition of driveways where alleys are present
- Additional bulb-outs to extend flex space (on Nebraska)
- Parking on both sides for portions of the street length, including diagonal or perpendicular parking
- Bike facilities, including shared lane markings, and bicycle racks and/or bike corrals; shared bike stations may also be appropriate within the wider flexible area on Nebraska
- Additional pedestrian elements, such as trash cans, news racks and other street furniture
- Stormwater management elements, such as tree pits, rain gardens in flexible space and permeable paving where soil conditions allow

A flexible street, like this one in Culver City, provides additional space at the sidewalk for activities like outdoor dining, or enhanced landscaping. Flexible streets can be configured in a variety of ways, and the Area Plan identifies them in several locations.
Figure 7.08
Flexible Street: Nebraska Avenue
Figure 7.09
Nebraska Avenue/Stewart Street Illustrative Plan

- Potential New Pedestrian Pathway
- Pedestrian Crossing
- Existing Parking Lot
- Olympic Blvd. Stormwater planter
- Potential New Pedestrian Pathway
- Outdoor Dining
- Bike Corral
- F St. (Potential New Shared Street beyond Area Plan planning period)
- Nebraska Ave. (Shared Street)
- Nebraska Ave. (Complete Street)
- Santa Monica College
- J Ave. (Potential New Shared Street beyond Area Plan planning period)
- Mid Block Shared Alley (beyond Area Plan planning period)
- Bike Corral
- Parklet
- Bike Share Station
- Buffalo St.
- Potential Rain Garden - Typ.
- New Roads School Existing Parking Lot
- Berkeley St. (Flex Street)
- Berkeley St. (Traditional Complete Street)
- Mid Block Shared Alley (Shared Street)
- Nebraska Ave. (Shared Street)
- Nebraska Ave. (Flex Street)
- F St. (Shared Street)
- Potential New Pedestrian Pathway
- Flexible plaza space for events, food trucks, etc.
- Outdoor Dining
- Bike Corral
- Berkeley St. (Traditional Complete Street)
- Parklet
- Olympic Blvd. Stormwater planter
- Existing Parking Lot
- Stewart Intersection
- Nebraska Ave./Stewart Intersection

Note: A proportion of on-street spaces can be designated for carshare and electric vehicles designated for carshare on-street spaces can be

Street Standards and Guidelines
Existing

10 years
Figure 7.10
Flexible Street: “A” Street
<table>
<thead>
<tr>
<th>Right-of-Way</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum 80'</td>
<td>Minimum 60'</td>
<td></td>
</tr>
<tr>
<td>25 mph</td>
<td>25 mph</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pedestrian Realm</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum width of 15' of which a minimum of 5' is a landscape/furnishings zone along the curb or flex space</td>
<td>Minimum width of 13' of which a minimum of 5' is a landscape/furnishings zone along the curb or flex space</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Vehicular Lanes</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>9’ minimum width</td>
<td>9’ minimum width</td>
<td></td>
</tr>
<tr>
<td>10’ recommended width</td>
<td>10’ recommended width</td>
<td></td>
</tr>
<tr>
<td>11’ maximum width</td>
<td>11’ maximum width</td>
<td></td>
</tr>
<tr>
<td>Maximum 2 vehicular lanes</td>
<td>Maximum 2 vehicular lanes</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-Street Parking</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parallel: Minimum 7’ wide; maximum 8’ wide</td>
<td>Parallel: Minimum 7’ wide; maximum 8’ wide</td>
<td></td>
</tr>
<tr>
<td>Angled: Must be back-in</td>
<td>No angled or perpendicular</td>
<td></td>
</tr>
<tr>
<td>No perpendicular</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pedestrian/Vehicular Flex Space</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>16’ minimum width</td>
<td>12’ minimum width or 20% of R.O.W. width, whichever is larger</td>
<td></td>
</tr>
<tr>
<td>25% of street’s length designated as shared between vehicles and people, with rolled curb</td>
<td>25% of street’s length designated as shared between vehicles and people, with rolled curb</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bike Facilities</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycle parking within the furnishing zone of the pedestrian realm as needed</td>
<td>Bicycle parking within the furnishing zone of the pedestrian realm as needed</td>
<td></td>
</tr>
<tr>
<td>Bike corrals may be provided in flex space</td>
<td>Bike corrals may be provided in flex space</td>
<td></td>
</tr>
<tr>
<td>Bikeshare station may be provided in flex space</td>
<td>Bikeshare station may be provided in flex space</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Street Trees</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each side of the street must have a row of canopy trees spaced per tree standards</td>
<td>Each side of the street must have a row of canopy trees spaced per tree standards</td>
<td></td>
</tr>
<tr>
<td>Flex space side must also have an additional row of trees, either canopy or accent (except where parking is provided); rows can be staggered or aligned</td>
<td>Flex space side must also have an additional row of accent trees. Depending on width of sidewalk and flex area, rows can be staggered or aligned</td>
<td></td>
</tr>
<tr>
<td>Trees can also be placed on bulb-outs on non-flex space side</td>
<td>Accent trees can also be placed on bulb-outs on non-flex space side</td>
<td></td>
</tr>
<tr>
<td>See tree standards for acceptable species</td>
<td>See tree standards for acceptable species</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Light Levels</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc</td>
<td>Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc</td>
<td></td>
</tr>
<tr>
<td>Uniformity ratio range, average/minimum: 3 to 6 fc</td>
<td>Uniformity ratio range, average/minimum: 3 to 6 fc</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bulb-Outs</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width</td>
<td>Bulb-outs at corners and mid-block pedestrian crossing must occupy all of parking lane width</td>
<td></td>
</tr>
<tr>
<td>Bulb-out return begins 5’ from outer edge of marked crossing</td>
<td>Bulb-out return begins 5’ from outer edge of marked crossing</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Seating</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seating can include benches or seat walls, and movable tables and chairs when adjacent business or business organization establishes a maintenance agreement with the City</td>
<td>Seating can include benches or seat walls, and movable tables and chairs when adjacent business or business organization establishes a maintenance agreement with the City</td>
<td></td>
</tr>
<tr>
<td>Fixed seating must be located in the furnishings zone or flex zone, and located to maintain a 5’ clear minimum ADA path of travel</td>
<td>Fixed seating must be located in the furnishings zone or flex zone, and located to maintain a 5’ clear minimum ADA path of travel</td>
<td></td>
</tr>
<tr>
<td>Seat walls or benches can be parallel or perpendicular to the street</td>
<td>Seat walls or benches can be parallel or perpendicular to the street</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Centerline lateral shift</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>There should be one shift of the flexible space from one side to the other over the length of the street type when it is longer than one block.</td>
<td>There should be one shift of the flexible space from one side to the other over the length each block</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Green Street Infrastructure</th>
<th>Nebraska Avenue</th>
<th>Other Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>The flex space provides opportunities for additional features, such as rainwater gardens. Curbed flow through planters should have a minimum clear landscaped width of 5.5’ and swales in planter strips or tree wells should have a minimum width of 8’</td>
<td>The flex space provides opportunities for additional features, such as rainwater gardens. Curbed flow through planters should have a minimum clear landscaped width of 5.5’ and swales in planter strips or tree wells should have a minimum width of 8’</td>
<td></td>
</tr>
</tbody>
</table>

Table 7.06
Flexible Street Standards: Nebraska Avenue and Other Streets
D. SHARED-SPACE STREET

Intent
A Shared-Space Street is a special street type that emphasizes a quality pedestrian realm through the use of landscaping, street furnishings and paving materials. These features contribute to an enhanced shared public space that provides for all modes without conflict. Vehicles and bicycles are allowed on these slow streets as well, and pedestrians shall yield the right-of-way to all vehicles within the through zone.

Essential elements
- Wide primary pedestrian zones
- Shared traveled way—the portion of the Shared Space that functions as the public street, providing for vehicular movement as well as for all other modes along the street
- Periodic furnishing/landscape areas
- Special paving that is decorative and permeable, as allowed by soil and hydraulic conditions
- Lack of curbs
- One row of street trees
- Occasional parking on at least one side
- Seating
- Pedestrian-scale lighting
- Bicycle parking
- Gateway with signage and visual cues for entering pedestrians, motorists and cyclists
- “Shared-Space” signage—indicating the 15 mph speed limit for vehicles, including bicycles; if any regular events that would require a street closure, such as a farmers market, are programmed for a shared space, signage could also indicate the timing of these closures
- Tactile paving strip—a standard detectable warning surface (e.g., truncated dome panel) should not be required to distinguish the shared travelled way from other areas of the shared space, see discussion of speed management and signage below
- Provide alternative property access so that streets can be “closed” periodically to vehicles

Optional elements
- Lateral shift of centerline of traveled way
- Additional street trees
- Additional pedestrian amenities such as street furniture

Special Design Guidance

Stormwater Management: The preferred method for drainage and managing stormwater is to use planting areas within the shared space as green infrastructure, with the use of permeable paving where feasible. Street grades need to provide a positive slope away from the edge of right-of-way with sheet flows to landscaped areas, permeable paving (with under drains, if needed), or surface drains. Low points should generally be located within landscaped areas and at the edge between the shared traveled way and other areas of the shared space.

Paving Material: Preferred pavement materials would serve to create a permeable surface and include porous concrete and unit pavers. The materials and design must take into account that the entire street will be accessible to pedestrians and must meet ADA requirements. In locations where permeable paving is not feasible given soil conditions, unit pavers would still be preferred, although a simple stamped asphalt can also be used to achieve the desired visual effect of breaking up the scale of the pavement.

A shared-space street combines open space with elements of street design. Primarily for walking and biking, shared-space streets can also easily accommodate cars, too.
Color, finish, and texture can also be used to distinguish the shared traveled way and parking from other areas of the shared space. Some level of color, finish, and texture patterning can also be used to support traffic calming goals for the shared space, as well as to provide visual interest and a more human scale to the street.

Gateway/Entry Design Treatment: In order to signify to motor vehicles and those traveling by other modes that they are entering an area that is different from a typical curbed public street, a special entry design treatment is desirable where a shared space or a network of shared spaces intersects with the conventional streets that are part of the Area Plan’s circulation network. At a minimum, this should consist of a ramping of the vehicular travelled way at the beginning of the shared street at the intersection. The design should be similar to a curb cut ramp in which the vehicular area rises up to the level of the crossing sidewalk, approximately six inches. The sidewalk of the street intersecting with the shared space would extend flush across this area. At the back of the crossing sidewalk, the paving would transition to be consistent with the pavement treatment within the shared space.

In addition to the entry ramping, design treatments should include the use of landscaping, pedestrian-scale lighting, public art and other streetscape elements to signify the entry into the shared space. Any special signage associated with the shared space should also be provided at the entry to the shared space.

Figure 7.11
Shared Space: Nebraska Avenue
**Speed Management and Signage:** Speed management within the shared space will be achieved through the narrowness of the shared travel way, the use of special paving, an off-set to the alignment of the travel way along the length of the street, and the sloped entries to this street type. The narrow width of the shared travel way, which is the street portion of the shared space, will allow for a target speed of 10 mph at the option of the City of Santa Monica and per the State vehicle code, which allows this for public streets 20 feet wide or less. The areas on either side of the shared travel way are public open space.

The Shared-Space street type will be designed and include signage for a 10 mph maximum vehicular travel speed. This should not create a significant hazard to pedestrians or wheelchair users who are travelling or crossing through the shared travel way, and should preclude the need for standard detectable warning surfaces (i.e.; truncated dome panels) between the shared travelled way and adjacent public open spaces within the shared street.

**Compliance with California Vehicle Code**
The Shared-Space Street model is compliant with California Vehicle Code Sections 21954 and 21956 related to pedestrians in the roadway.
<table>
<thead>
<tr>
<th>Street Standards and Guidelines</th>
<th>Nebraska Avenue (from Stanford St to Berkeley St)</th>
<th>Other Streets</th>
<th>Shared Alleys</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Right-of-Way</strong></td>
<td>Minimum 80’</td>
<td>Minimum 50’</td>
<td>Minimum 15’ (for existing)</td>
</tr>
<tr>
<td></td>
<td>Minimum 50’ for Nebraska Avenue from A Street</td>
<td>Minimum 65’</td>
<td>Minimum 20’ for new</td>
</tr>
<tr>
<td></td>
<td>Minimum 65’ for Nebraska Avenue from A Street</td>
<td>Minimum 15’</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Minimum 15’ (for existing)</td>
<td>Minimum 20’</td>
<td></td>
</tr>
<tr>
<td><strong>Target Speed</strong></td>
<td>10 mph</td>
<td>10 mph</td>
<td>10 mph</td>
</tr>
<tr>
<td><strong>Pedestrian Realm</strong></td>
<td>Minimum width of 12’</td>
<td>Minimum width of 5’</td>
<td>Minimum width of 0’</td>
</tr>
<tr>
<td></td>
<td>Minimum width of 7’ through zone on each side of</td>
<td>Minimum width of 5’ through zone on each side of the</td>
<td>Maximum width to equal remainder of R.O.W. once</td>
</tr>
<tr>
<td></td>
<td>the street</td>
<td>Minimum width of the street</td>
<td>the minimum 15’ shared travel way width is provided.</td>
</tr>
<tr>
<td></td>
<td>Minimum width of 5’ frontage zone on each side</td>
<td>Minimum width of 3’ for optional frontage zone</td>
<td></td>
</tr>
<tr>
<td></td>
<td>of street between the edge of right-of-way and</td>
<td>Tree wells: either open planters or with tree grates, should</td>
<td></td>
</tr>
<tr>
<td></td>
<td>the through zone</td>
<td>have a minimum dimension of 5’</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tree wells: either open planters or with tree</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>grates, should have a minimum dimension of 5’</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Shared Traveled Way</strong></td>
<td>16’ minimum width</td>
<td>16’ minimum width</td>
<td>15’ minimum width</td>
</tr>
<tr>
<td></td>
<td>20’ maximum width</td>
<td>20’ maximum width</td>
<td>20’ maximum width</td>
</tr>
<tr>
<td></td>
<td>Maybe shared between all modes</td>
<td>May be shared between all modes</td>
<td>No vehicle-only travel lanes</td>
</tr>
<tr>
<td></td>
<td>No vehicle-only travel lanes</td>
<td>No vehicle-only travel lanes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shared travel way edge must be defined from other</td>
<td>Shared travel way edge must be defined from other</td>
<td></td>
</tr>
<tr>
<td></td>
<td>areas of the shared space by a tactile paving strip or</td>
<td>areas of the shared space by a tactile paving strip or</td>
<td></td>
</tr>
<tr>
<td></td>
<td>landscaped planter</td>
<td>landscaped planter</td>
<td></td>
</tr>
<tr>
<td><strong>Pedestrian/Vehicular Flex Space</strong></td>
<td>Minimum 5’ width, 7’ when used for parking</td>
<td>Minimum 5’ width, 7’ when used for parking</td>
<td>Minimum 0’ width</td>
</tr>
<tr>
<td></td>
<td>Generally should be on both sides of street,</td>
<td>Generally should be on both sides of street,</td>
<td>Maximum width to equal remainder of R.O.W. once</td>
</tr>
<tr>
<td></td>
<td>unless shifting centerline of shared travel way, in which case</td>
<td>unless shifting centerline of shared travel way, in which case</td>
<td>the minimum 15’ shared traveled way width is</td>
</tr>
<tr>
<td></td>
<td>zone may be 0’ wide for maximum 1/3 length of a block</td>
<td>zone may be 0’ wide for maximum 1/3 length of a block</td>
<td>provided</td>
</tr>
<tr>
<td><strong>On-street parking</strong></td>
<td>May be parallel, back-in diagonal, or perpendicular</td>
<td>Must be parallel</td>
<td>Not applicable</td>
</tr>
<tr>
<td></td>
<td>Must fit within the width of the furnishings zone</td>
<td>Must fit within the width of the furnishings zone</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Must not occupy more than 30% of the length of a given segment of street</td>
<td>Must not occupy more than 30% of the length of a given</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Parking area should be distinguished from other areas by pawning color and/or material and use of a parking symbol in spaces</td>
<td>Parking area should be distinguished from other areas by paving color and/or material and use of a parking symbol in spaces</td>
<td></td>
</tr>
<tr>
<td><strong>Bike Facilities</strong></td>
<td>Bicycle racks, bicycle corrals, or bikeshare stations can be provided outside of the shared travel way</td>
<td>Bicycle racks, bicycle corrals, or bikeshare stations can be provided outside of the shared travel way</td>
<td>Where space allows, bicycle racks can be provided outside of the shared travel way</td>
</tr>
<tr>
<td><strong>Street Trees</strong></td>
<td>Trees shall be planted to provide one tree for every 1,200 square feet of shared space area</td>
<td>Trees shall be planted to provide one tree for every 800 square feet of shared space area</td>
<td>Trees shall be planted to provide one tree for every 800 square feet of shared space area</td>
</tr>
<tr>
<td></td>
<td>See tree standards for acceptable species</td>
<td>See tree standards for acceptable species</td>
<td>See tree standards for acceptable species</td>
</tr>
<tr>
<td><strong>Light Levels</strong></td>
<td>Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc</td>
<td>Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc</td>
<td>Horizontal light level range at ground level, minimum maintained average: 0.4 to 1.0 fc</td>
</tr>
<tr>
<td></td>
<td>Uniformity ratio range, average/minimum: 3 to 6 fc</td>
<td>Uniformity ratio range, average/minimum: 3 to 6 fc</td>
<td>Uniformity ratio range, average/minimum: 4 to 6 fc</td>
</tr>
</tbody>
</table>

Table 7.07
Shared Space Standards: Nebraska Avenue, Other Streets, and Shared Alleys
Existing

10 years
### Nebraska Avenue (from Stanford St to Berkeley St)

- Curbs: Street must not have curbs; see discussion of drainage in special guidance section above
- Seating: Located in the furnishing zone or in optional frontage zone at outside edge of right-of-way. The use of movable chairs and tables is encouraged to the extent that an entity for managing movable furnishings is identified. Seating can include benches or seat walls. Fixed seating must be located in the furnishings zone.
- Centerline lateral shift: Shared travel way should shift laterally at least 10 feet once per block or every 200 feet of block length.

### Other Streets

- Curbs: Street must not have curbs; see discussion of drainage in special guidance section above
- Seating: Located in the furnishing zone or in optional frontage zone at outside edge of right-of-way. The use of movable chairs and tables is encouraged to the extent that an entity for managing movable furnishings is identified. Seating can include benches or seat walls. Fixed seating must be located in the furnishings zone.
- Centerline lateral shift: Shared travel way should shift laterally at least 10 feet once per block or every 200 feet of block length.

### Shared Alleys

- Curbs: Street must not have curbs; see discussion of drainage in special guidance section above
- Seating: Located in the furnishing zone or in optional frontage zone at outside edge of right-of-way. The use of movable chairs and tables is encouraged to the extent that an entity for managing movable furnishings is identified. Seating can include benches or seat walls. Fixed seating must be located in the furnishings zone.
- Centerline lateral shift: Not applicable for alleys with a R.O.W. of 20’ or less. Shared travel way should shift laterally at least 5 feet once per block or every 200 feet of block length.

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### E. OLYMPIC BOULEVARD (STEWART TO CENTINELA)

**Intent**

This portion of Olympic Boulevard is intended to improve the landscape character of the existing boulevard and to improve the pedestrian environment by providing continuous sidewalks on both sides of the boulevard, with a landscape buffer between the roadway and the sidewalk. The landscape character of the boulevard is designed to complement the landscape character of adjacent parcels with setbacks.

**Essential elements**

- Wide sidewalks with a landscaped buffer between the roadway and the sidewalks
- Vehicular lanes
- Street trees on both sides of the street and in the median
- Maximum retention of existing median trees
- Pedestrian-scale lighting

**Optional elements**

- “Green Street” stormwater management facilities
Figure 7.13
Olympic Boulevard (Stewart to Centinela)
<table>
<thead>
<tr>
<th></th>
<th>Olympic Boulevard (Stewart to Centinela)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right-of-Way</td>
<td>• 118’</td>
</tr>
<tr>
<td>Target Speed</td>
<td>• 35 mph</td>
</tr>
</tbody>
</table>
| Pedestrian Realm         | • 20’ minimum width with a 8’ minimum through zone  
                          | • 12’ minimum width for sidewalk stormwater planters with trees |
| Vehicular Lanes          | • Maximum 4 vehicular lanes               
                          | • 10.5’ minimum width adjacent to center median and 11’ minimum width otherwise  
                          | • 12’ maximum width                                   |
| On-Street Parking        | • Not applicable                          |
| Bike Facilities          | • Bicycle parking provided within private properties that have building entries oriented to this portion of Olympic Boulevard |
| Street Trees             | • Both sides of the street must have rows of canopy trees spaced per tree standards  
                          | • Existing median trees to be preserved to greatest extent possible and replaced on a two to one basis for any that are removed  
                          | • Trees along sides of street will likely be planted in stormwater infiltration planter  
                          | • See tree standards for acceptable species         |
| Light Levels             | • Horizontal light level range at ground level, minimum maintained average: 0.5 to 1.7 fc  
                          | • Uniformity ratio range, average/minimum: 3 to 6 fc   |
| Bulb-Outs                | • Not applicable                          |

Table 7.08
Olympic Boulevard (Stewart to Centinela) Standards
F. PEDESTRIAN AND BICYCLE PATHS

Intent
A pedestrian path is a street that creates higher levels of connectivity for pedestrians and, in some places, cyclists and emergency vehicles. A pedestrian path also creates opportunities for both placemaking, as well as the integration of the circulation network and open space within the Bergamot Area Plan. Pedestrian/Bicycle Paths provide access for pedestrians and bicycles at key points in the bicycle network, such as connections to the Expo Regional Bike Path.

Essential elements
- Pedestrian through-way
- Buffer on outside edges of through-way
- Pedestrian-scale lighting
- Orientation to adjacent land use

Optional elements
- Trees
- Bike access
- Emergency vehicle access
- Seating
- Other pedestrian amenities

Figure 7.14
Pedestrian and Pedestrian/Bicycle Path
### G. STREET TREE STANDARDS

The City’s Urban Forest Master Plan (UFMP) was used as a starting point for developing a street tree list for the circulation network within the Bergamot Area Plan. Revisions have been made to the UFMP recommendations in consideration of the street designs that have been developed for the Area Plan. Additional alternative trees have also been identified should potential green infrastructure elements be pursued and developed as part of the street improvements, and the designated street tree is not appropriate to use for this purpose. Trees in green infrastructure elements typically need to accept periodic inundation of their root systems (i.e., “wet feet”).

To the maximum extent feasible, trees and other plantings should be planted in the ground and in native soils to allow for proper growth and the potential for green infrastructure elements such as stormwater infiltration. It is also recommended that in circumstances where planting in native soil is not feasible due to poor existing soils conditions (i.e., overly compacted soils; poorly draining soils; concentrations of salts, lime or other elements due to past development or road construction), limited landscape space or because a subterranean parking garage lies beneath the right of way, that appropriate measures including soil amendment, tree trenches with Silva Cell or similar technology, or other measures be employed to support tree health and effective green stormwater infrastructure, as appropriate.

---

**Table 7.09**

<table>
<thead>
<tr>
<th>Pedestrian and Pedestrian/Bicycle Path Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Right-of-Way</strong></td>
</tr>
<tr>
<td>• Minimum 16’ for Pedestrian Paths</td>
</tr>
<tr>
<td>• Minimum 28’ for Pedestrian/Bicycle Paths</td>
</tr>
<tr>
<td><strong>Target Speed</strong></td>
</tr>
<tr>
<td>• 15 mph for bicycles</td>
</tr>
<tr>
<td><strong>Throughway</strong></td>
</tr>
<tr>
<td>• 8’ minimum width if pedestrian only</td>
</tr>
<tr>
<td>• 12’ minimum width if pedestrian and bike (with the exception of Pedestrian/Bicycle Paths);</td>
</tr>
<tr>
<td>• 20’ width if pedestrian, bike and emergency access (required minimum for Pedestrian/Bicycle Paths)</td>
</tr>
<tr>
<td><strong>Buffer on outside edges of throughway</strong></td>
</tr>
<tr>
<td>• Minimum 4’ landscaped area, may include periodic seating within this area</td>
</tr>
<tr>
<td>• Desirable minimum width of 6’ where seating is provided in order to provide landscaping “behind” seating</td>
</tr>
<tr>
<td>• Desirable minimum width of 8’ where trees are planted</td>
</tr>
<tr>
<td><strong>Trees</strong></td>
</tr>
<tr>
<td>• Not required, but desirable to provide periodic shade and a human scale to the pathway</td>
</tr>
<tr>
<td>• Tree walls and planter areas with minimum dimension of 4’</td>
</tr>
<tr>
<td>• Should be located and maintained to allow for visual access into and through the pathway for security purposes</td>
</tr>
<tr>
<td>• See tree standards for acceptable species</td>
</tr>
<tr>
<td><strong>Light Levels</strong></td>
</tr>
<tr>
<td>• Horizontal light level range at ground level, minimum maintained average: 0.4 to 1 fc</td>
</tr>
<tr>
<td>• Uniformity ratio range, average/minimum: 4 to 6 fc</td>
</tr>
<tr>
<td><strong>Bike Access</strong></td>
</tr>
<tr>
<td>• Generally allowed</td>
</tr>
<tr>
<td><strong>Emergency Vehicle Access</strong></td>
</tr>
<tr>
<td>• Include where required in order to provide needed access for emergency vehicles to adjacent uses and through the circulation network</td>
</tr>
<tr>
<td><strong>Seating</strong></td>
</tr>
<tr>
<td>• Seating can include benches or seat walls</td>
</tr>
<tr>
<td>• Given the relatively narrow width of the pathway, movable seating is not recommended</td>
</tr>
<tr>
<td>• Fixed seating must be located in the buffer area outside of the throughway</td>
</tr>
<tr>
<td>• Seat walls and benches should generally be parallel to the pathway with a clearance to ensure access and seating activities will not block the throughway</td>
</tr>
</tbody>
</table>

---
<table>
<thead>
<tr>
<th>Street</th>
<th>Street Segment</th>
<th>From</th>
<th>To</th>
<th>Existing Species</th>
<th>Recommended Replacement</th>
<th>Alternate Species</th>
<th>City Urban Forestry MP Comments</th>
<th>Bergamot Area Plan Comments</th>
<th>Height x Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>155</td>
<td>26th St.</td>
<td>Olympic Blvd.</td>
<td>Cloverfield Blvd.</td>
<td>Phoenix canariensis</td>
<td>Phoenix dactylifera in tree wells</td>
<td>Tipuana tipu (rosewood) in median</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>218</td>
<td>Cloverfield Blvd.</td>
<td>Colorado Ave.</td>
<td>Michigan Ave.</td>
<td>Phoenix dactylifera, Tipuana tipu in median</td>
<td>Phoenix dactylifera in tree wells</td>
<td>Tipuana tipu (rosewood) in median</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>224</td>
<td>Colorado Ave.</td>
<td>26th St.</td>
<td>Centinela Ave.</td>
<td>Ficus spp.</td>
<td>Ficus microcarpa (chinese banyan)</td>
<td>Infrastructure improvements to accommodate the Ficus trees will be requested</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>240</td>
<td>Exposition Blvd.</td>
<td>Stewart St.</td>
<td>Centinela Ave.</td>
<td>Podocarpus macrophyllus</td>
<td>Geijera parvifolia (australian willow)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>299</td>
<td>Michigan Ave.</td>
<td>Cloverfield Blvd.</td>
<td>Dead end @ Bergamot Station</td>
<td>Washingtonia robusta (mexican fan palm)&lt;br&gt;North side of street: Lophostemon confertus (Brisbane box)</td>
<td>To Be Determined through Michigan Avenue Neighborhood Greenway Project</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>307</td>
<td>Nebraska Ave.</td>
<td>Stewart St.</td>
<td>Centinela Ave.</td>
<td>No trees currently exist on the street segment</td>
<td>Primary tree: Platanus x. acerifolia (Morton Circle)</td>
<td></td>
<td>GHG segment</td>
<td>Platanus x. acerifolia replaces UFMP recommendation for Platanus racemosa</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Nebraska Ave.</td>
<td>Street A</td>
<td>Stewart St.</td>
<td></td>
<td>Primary tree: Platanus x. acerifolia (Morton Circle)&lt;br&gt;Secondary tree: Agonis flexuosa</td>
<td></td>
<td>Agonis flexuosa should be interspersed in a non linear pattern, if at all</td>
<td>Primary: 75’x30’&lt;br&gt;Secondary: 15’x10’</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Nebraska Ave.</td>
<td>26th St.</td>
<td>Street A</td>
<td></td>
<td>Primary tree: Platanus x. acerifolia (Morton Circle)&lt;br&gt;Secondary tree: Agonis flexuosa</td>
<td></td>
<td>Agonis flexuosa should be interspersed in a non linear pattern, if at all</td>
<td>75’x30’</td>
<td></td>
</tr>
<tr>
<td>331</td>
<td>Olympic Blvd.</td>
<td>Cloverfield Blvd.</td>
<td>26th St.</td>
<td>Pedestrian Realm: Melaleuca quinquenervia&lt;br&gt;Median: Erythrina caffra (Coral tree)</td>
<td>Pedestrian Realm: Melaleuca linariifolia (flaxleaf paperbark)&lt;br&gt;Median: maintain existing and supplement with new Erythrina caffra (Coral tree) as needed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 7.10
Street Tree List
<table>
<thead>
<tr>
<th>Street Segment</th>
<th>From</th>
<th>To</th>
<th>Existing Species</th>
<th>Recommended Replacement</th>
<th>Alternate Species</th>
<th>City Urban Forestry MP Comments</th>
<th>Bergamot Area Plan Comments</th>
<th>Height x Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>332 Olympic Blvd.</td>
<td>26th St.</td>
<td>Centinela Ave.</td>
<td>Pedestrian Realm: Melaleuca quinquenervia</td>
<td>Pedestrian Realm: Melaleuca linarifolia (flaxleaf paperbark)</td>
<td>Erythrina caffra (Coral tree)</td>
<td>Maintain existing and supplement with new Erythrina caffra (Coral tree) as needed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>348 Pennsylvania Ave.</td>
<td>26th St.</td>
<td>Stewart St.</td>
<td>Melaleuca quinquenervia</td>
<td>Koelreuteria p. JFS-Sunleaf (Summerburst Golden Rain tree)</td>
<td></td>
<td></td>
<td>GHG segment</td>
<td>Platanus seems large for 50' R.O.W. street New Tree: Genus/species on City list, but not cultivar</td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Pennsylvania Ave.</td>
<td>Stewart St.</td>
<td>Stanford St.</td>
<td>Ulmus parvifolia (Emeral Prairie Elm)</td>
<td></td>
<td></td>
<td></td>
<td>30'x30'</td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Stanford St.</td>
<td>Nebraska Ave.</td>
<td>Olympic Blvd.</td>
<td>Tipuana tipu (rosewood)</td>
<td>Stormwater alternative: Celtis occidentalis (Common Hackberry)</td>
<td></td>
<td></td>
<td>Tipu: 30’-100’x20’-50’ Hackberry: 65’-70’x50’</td>
</tr>
<tr>
<td>373 Stewart St.</td>
<td>Colorado Ave.</td>
<td>Kansas Ave.</td>
<td>Tristania laurina, Eucalyptus amplifolia</td>
<td>Lophostemon confertus (Brisbane box)</td>
<td>Eucalyptus amplifolia (Cabbage gum)</td>
<td></td>
<td>Eucalyptus to be planted in the larger parkways</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Franklin St.</td>
<td>Nebraska Ave.</td>
<td>Olympic Blvd.</td>
<td>Ulmus parvifolia (Emeral Prairie Elm)</td>
<td></td>
<td></td>
<td></td>
<td>20’-40’x15’-35’</td>
</tr>
</tbody>
</table>

Table 7.10 continued
<table>
<thead>
<tr>
<th>Street</th>
<th>Street Segment</th>
<th>From</th>
<th>To</th>
<th>Existing Species</th>
<th>Recommended Replacement</th>
<th>Alternate Species</th>
<th>City Urban Forestry MP Comments</th>
<th>Bergamot Area Plan Comments</th>
<th>Height x Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Street Segment</td>
<td>Berkeley St.</td>
<td>Pennsylvania Ave.</td>
<td>Nebraska Ave.</td>
<td>Predominately Ulmus parvifolia “Drake” (Evergreen Chinese Elm)</td>
<td>Ulmus parvifolia “Drake” (Evergreen Chinese Elm)</td>
<td>Swale Alternate Tree: Celtis occidentalis (Common Hackberry)</td>
<td>Stormwater species approved by UFTF</td>
<td>Alt.: 65’-70’x50’</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Berkeley St.</td>
<td>Nebraska Ave.</td>
<td>Olympic Blvd.</td>
<td>Ulmus parvifolia “Drake” (Evergreen Chinese Elm)</td>
<td>Ulmus parvifolia “Drake” (Evergreen Chinese Elm)</td>
<td>Swale Alternate Tree: Celtis occidentalis (Common Hackberry)</td>
<td>Stormwater species approved by UFTF</td>
<td>Alt.: 65’-70’x50’</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Street A</td>
<td>Pennsylvania Ave.</td>
<td>Olympic Blvd.</td>
<td>To be determined through development agreement negotiations and future meetings with UFTF.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Street B</td>
<td>Nebraska Ave.</td>
<td>Olympic Blvd.</td>
<td>Michelia doltsopa (Silver Cloud Magnolia)</td>
<td>Stormwater alternative: Koelreuteria p. JFS-Sunleaf (Summerburst Golden Rain tree)</td>
<td>Stormwater species approved by UFTF</td>
<td></td>
<td>15’-20’x20’-25’ Alt. 30’x30’</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Street C</td>
<td>Pennsylvania Ave.</td>
<td>Nebraska Ave.</td>
<td>Rhus lancea</td>
<td>Stormwater alternative: Koelreuteria p. JFS-Sunleaf (Summerburst Golden Rain tree)</td>
<td>Stormwater species approved by UFTF</td>
<td></td>
<td>40’-50’x25’ Alt. 30’x30’</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Street D</td>
<td>26th St.</td>
<td>Michigan Ave.</td>
<td>Fraxinus oxycarpa Raywood (Raywood Ash)</td>
<td>Stormwater species approved by UFTF</td>
<td></td>
<td></td>
<td>40’-50’x25’-30’ (25’-35’)</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Street F</td>
<td>Colorado Ave.</td>
<td>Nebraska Ave.</td>
<td>Ulmus parvifolia “Drake” (Evergreen Chinese Elm)</td>
<td>Stormwater alternative: Celtis o. JFS-KSUL (Prairie Sentinel Hackberry)</td>
<td>Stormwater species approved by UFTF</td>
<td></td>
<td>15’-25’x10’-20’, Alt: 45’x12’</td>
<td></td>
</tr>
<tr>
<td>New Street Segment</td>
<td>Street J</td>
<td>Stewart St.</td>
<td>Stanford St.</td>
<td>Eucalyptus leucoxylon Rosea (Red Flowering Yellow Gum)</td>
<td>Stormwater alternative: Koelreuteria p. JFS-Sunleaf (Summerburst Golden Rain tree)</td>
<td>Stormwater species approved by UFTF</td>
<td></td>
<td>40’-50’x25’ Alt.: 30’x30’</td>
<td></td>
</tr>
</tbody>
</table>

Table 7.10 continued
<table>
<thead>
<tr>
<th>Street Segment</th>
<th>From</th>
<th>To</th>
<th>Existing Species</th>
<th>Recommended Replacement</th>
<th>Alternate Species</th>
<th>City Urban Forestry MP Comments</th>
<th>Bergamot Area Plan Comments</th>
<th>Height x Width</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Pyrus calleryana “Glen’s Form” (Chanticleer Pear)</td>
<td></td>
<td>Genus in City list, but not cultivar</td>
<td></td>
<td>40’x15’</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Chionanthus retusus (Chinese Fringe Tree)</td>
<td></td>
<td></td>
<td></td>
<td>20’x15’</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Heteromeles arbutifolia (Toyon)</td>
<td></td>
<td></td>
<td></td>
<td>20’x15’</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lagerstroemia indica “Muskogee” (Crape Myrtle)</td>
<td>Lagerstroemia indica “Natchez” (Crape Myrtle)</td>
<td>Muskeoee = lavender, or Natchez = white</td>
<td></td>
<td>15’-20’x15’</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Cercis occidentalis (Redbud)</td>
<td></td>
<td></td>
<td></td>
<td>15’x10’</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Myrica californica (California Myrtle)</td>
<td></td>
<td>Can be used in stormwater element</td>
<td></td>
<td>25’-30’x20’</td>
</tr>
</tbody>
</table>

Table 7.10 continued
IMPLEMENTATION
Implementation

The strength of a plan lies in its implementation. For the Bergamot Plan area, the implementation strategy is an integrated plan component describing a long-term timeline for achieving the Plan’s goals and objectives. This section comprises the Plan’s implementation strategy and identifies the range of funding mechanisms and programs that can be used to implement the Plan’s many facets. This strategy also includes benchmarks for the City to use in monitoring implementation over time in order to ensure progress on achieving the Plan’s vision while still enabling implementation approaches to remain flexible under changing markets conditions and funding availability.

It is envisioned that the future improvements planned for the Bergamot Plan area will be achieved primarily through development by the private sector. Guided by the development standards and guidelines included in this Plan, Santa Monica’s city-wide development policies, and the Community Benefits program established by the LUCE and refined in this plan, these development projects can each incrementally contribute to establishing a high-quality place whose value will be much greater than it would be without these coordinated efforts. This powerful combination

Incremental change will mark the Bergamot Plan area over the next 20 years. A change of uses, street character and connections to transit, like the Expo Light Rail, will improve the way the district functions for many users.
of standards, impact fees and funding mechanisms that will apply to all future development, as well as Community Benefits that will be generated by large projects exceeding a certain density threshold (see Chapter 4, Section B: Land Use) ensures that as development in the Bergamot Plan area proceeds, there will be a clear balance between individual property owners’ rights and overall community health and well-being.

It is also incumbent on the City to pursue an array of funding sources and financing mechanisms to implement some of the larger public improvements included in this Plan. These mechanisms are complex and are tied to many factors outside the control of the City of Santa Monica, including market and economic cycles, State and federal funding availability, etc. This precludes the ability to immediately establish a detailed timeline for building every identified improvement. Therefore, this implementation strategy focuses on identifying the range of potential mechanisms available for delivering the major improvements necessary to realize the core elements of the Plan’s vision. The strategy prioritizes an initial set of investments and programmatic activities that will set the stage for long-term implementation. This implementation strategy will be revisited on a regular basis to ensure that the Plan’s desired outcomes are being achieved.

Implementation of the Bergamot Area Plan will need to deliver the infrastructure necessary to support the Plan’s goals and policies as defined in Chapter 4. The infrastructure improvements envisioned in the Plan can be divided into three main categories as shown in Figure 8.01. Although these infrastructure categories are not completely mutually exclusive, considering each infrastructure type separately begins to suggest the range of funding and financing options available for each improvement type. For example, infrastructure improvements that produce a revenue stream, like a sewer connection fee, are easier to finance than improvements that generate no revenue.

**Infrastructure Definitions**

**Gray Infrastructure**
This category includes streets, sidewalks, bike lanes, utilities, stormwater and structured parking facilities

**Green Infrastructure**
This category includes street trees, parks and open space areas that restore land for recreation, water filtration and landscaping

**Gold Community Facilities**
This category includes affordable housing, community centers, health clinics, day care centers and other valued community facilities

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**Figure 8.01**
Infrastructure Definitions
Funds for implementing the Plan will come from multiple sources and rely upon several different financing tools. In the past, the City has successfully obtained 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 Bergamot Area Plan, a broader set of mechanisms will also be required to undertake the full range of improvements proposed for the 140-acre planning 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 to dictate how the mechanism can be put in place, when payments are collected, and what funds can be used for. Understanding these rules and knowing which tool to use when and for what purpose will be a critical part of the ongoing activities associated with plan implementation.

1. The LUCE and Community Benefits

Historically, the City has negotiated community benefits on a project-by-project basis; however, the Bergamot Area Plan will be the City’s first opportunity to apply the LUCE community benefits structure to the implementation of a district-wide plan. This approach allows the City to create greater synergies among individual development projects and use each incremental development project to assist in achieving the Area Plan’s overarching goals. The Bergamot Area Plan, in turn, provides the development community with a level of predictability around the desired community benefits associated with opportunity sites throughout the Plan area. As projects in the Bergamot Plan area come forward for Planning review, City staff will work with applicants to ensure that the community benefits offered to justify additional height and intensity match the Plan priorities and achieve its goals.

This Plan identifies specific infrastructure projects and programmatic activities that match its priorities (see Figure 8.03) and where the community benefits process will make a significant contribution towards completing these projects.

2. “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 in the Area Plan. 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 assessment district, or taxing mechanism, will have to follow a prescribed establishment process that will occur outside of the Bergamot Area Plan adoption process. Each of the major funding sources is described below and Figure 8.02 shows how these sources work as a complete “spectrum” of opportunity for Plan implementation.
a. Developer Contributions
The far left column of Figure 8.02 illustrates the multiple mechanisms used to ensure that developers contribute to area improvements in a manner that is commensurate with project impacts. The three bottom mechanisms, development standards, environmental impact 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 height and floor area ratio (FAR). The top layer, community benefits, is provided by projects that exceed the LUCE base height threshold for the community benefits program. Each of these mechanisms is described in detail below.

i. Development Standards
Development standards regulate a project’s land uses, height, density, bulk, parking requirements, on-site circulation, on-site open space and other features. The standards provided in this plan and those in the City’s zoning ordinance must be satisfied in order for a project to be granted approval. Projects can gain approval either by meeting established development standards or through the Plan’s Flexible Standards provision. This provision allows and encourages projects with innovative architectural or design elements to vary from specified development standards, subject to City approval. Development standards can significantly shape the interface between private buildings and the public realm. The City includes a public arts program as a development standard for which an in-lieu fee may be paid instead of including art on-site.

ii. Environmental Impact Mitigation
The environmental review process requires the analysis of a project’s environmental impacts and the identification of 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 as defined by the California Environmental Quality Act (CEQA). These are not “Community Benefits” in the LUCE sense—they are direct mitigation of impacts resulting from the project.

iii. Development Fees
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, a nexus study must be conducted to 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 are a type of impact fee that gives developers the option to pay a fee to satisfy a requirement that would otherwise need to be provided on-site. One such example is the Child Care linkage fee, which Santa Monica has long offered as an method for mitigating the impact of new development on child care. These fees provide funds to increase the number of childcare spaces in Santa Monica in direct relation to the need created by new development. The City is currently developing and analyzing additional or updated fees for Council consideration.

The City of Santa Monica currently charges several fees, listed below.
1) Affordable Housing Production Program
2) Childcare Linkage Program
3) Parks and Housing Fees (update anticipated)
4) Transportation Impact Fee
5) Urban Runoff Mitigation Fee
6) Water and Waste Water Demand Fee

In some cases in the Bergamot Plan area, it may be advantageous for projects to propose to combine impact fees with additional funding as a community benefit to provide a complete facility. For example, the proposed traffic impact fee would charge developers less than 50% of the total cost of proposed road improvement whereas the other 50% of the cost could be covered through community benefit contributions and the desired new street could be installed on or adjacent to the project site.

iv. Community Benefits
Community benefits are developer contributions to plan implementation that exceed the baseline features required through development standards, environmental mitigation measures and impact fees. A voluntary program, community benefits are required of any new development that opts to exceed the Tier I base height or FAR established in the Bergamot Area Plan. Community benefits can be used to fund any number of different improvements, ranging from streetscape enhancements to shared parking facilities, and may be used in conjunction with other funding and financing mechanisms where necessary.
As part of the planning process, community members have had the opportunity, through two public workshops, one held in 2009 and the other in 2012, to identify their top priorities for improvements to be provided in the Bergamot Plan area using Community Benefits. The following have been determined to reflect the most highly needed amenities:

1) Enhancements to transit and the road network with the aim of overall vehicle trip reduction
2) Cultural arts facilities/programs
3) Affordable/workforce housing
4) Public open space and recreation areas
5) Shared parking and
6) Social services programs and facilities

It will be particularly important to strategically negotiate for projects to provide those benefits with limited alternative eligible funding sources that are highly desired in the project area, for example: cultural arts facilities and the provision of an office near the Expo Station to headquarter the Transportation Management Association (TMA).

b. Assessment Districts

The various forms of developer contributions described above will not be sufficient or appropriate to pay for all types of desired improvements that are necessary to implement the Bergamot Area Plan. The benefits associated with Plan improvements do not accrue solely to new development. Therefore, assessment districts allow a greater range of beneficiaries, including existing property and business owners, to contribute to the successful implementation of the Bergamot Area Plan.

Assessment districts such as Mello-Roos Community Facilities Districts (CFD) and Infrastructure Financing Districts (IFD) are special taxing districts established to provide an ongoing funding stream that can be used either as a financing mechanism to repay debt, or accrue capital until sufficient funds are available to make a given improvement. Assessment districts can levy an assessment against a range of participants, as defined through the legal mechanism used to establish the district. For example, some districts only levy a charge against commercial businesses or properties, while others can include residential properties.

In establishing assessment districts in the Bergamot Plan area, it will be important to strategically assess the amenities that are urgently needed and/or will provide the greatest benefit and garner the most support of area property owners and businesses, as enactment of assessment districts requires a majority vote of the impacted parties (see example on next page). Some potential assessment districts may provide funding for street lighting, streetscape, sewer upgrades, district activities (such as regular farmers’ market, street fairs or other events) and more.

c. Other Sources

i. 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, however, cover expansion of the sewage system associated with large-scale development. Transportation Management Associations (TMAs), such as CommuteSM, represent another form of user fee. Funded by business and property developer membership fees, CommuteSM provides free transportation services to local residents, visitors and workers.

ii. Grants

Various federal, State and regional programs distribute grant funds for public improvement projects. For example, the Bergamot Area Plan is likely to be competitive for federal transportation funds, which can be used to make local improvements for bicycle and pedestrian facilities such as those included in the Area Plan. Funds are typically awarded on a competitive basis through programs run by regional transportation agencies, such as Metro, or metropolitan planning organizations, such as the Southern California Association of Governments (SCAG). Although grant funding can be an important component of plan implementation, it is important to note that grants are not a predictable or reliable source of ongoing funding. Opportunities for grant funding should be inventoried and tracked over time, including application deadlines, requirements and notices of funding availability (NOFAs) and matched with improvements most likely to be competitive for each particular funding opportunity.
iii. Capital Improvement Program

Capital projects identified in the Bergamot Area Plan 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, sometimes supplemented or matched by other sources listed above, to pay for ongoing improvements, including maintenance, to City facilities such as local streets. Projects for earliest inclusion in the Capital Improvements Program in the next three to five years include improvements to the Nebraska/Stewart/Olympic intersection, Olympic Boulevard street crossing(s) (if not funded by adjacent projects) and streetscape improvements along Nebraska Avenue.

3. Funding/Financing Strategy

The matrix shown in Figure 8.03 indicates which tools can be applied to broad improvement categories and summarizes all of the improvements envisioned in the Area Plan. These categories are shown in the first column, with the remaining columns indicating the individual funding/financing mechanisms that could be used to provide each improvement.

The goal of the matrix is to show the range of possibilities, rather than to identify the exact tool or set of tools that will be used for each improvement. Implementing the Bergamot Area Plan will occur incrementally over time and, as such, the conditions under which implementation will occur will also change. As projects are built, market cycles ebb and flow, and various sources of outside funding become available or disappear; the City will need to continuously monitor and update this implementation strategy.

Assessment Districts - A CFD for the Bergamot Plan Area

One financing tool that could be used to help pay for many types of public improvements in the Bergamot area is a community facilities district (CFD). This mechanism would be used to levy special charges against property or land within the district based on the amount of land or built space each property owner has in the district, rather than on the level of benefit each property receives from the facilities provided by the district, or on the total assessed value of any given property in the district. Forming a CFD requires a 2/3 majority of the area’s qualified electorate, if the number of registered voters in the area is greater than 12, or 2/3 of land owner votes weighted by area owned if there are fewer than 12 registered voters in the area.

Here is how a Bergamot Area Plan CFD could work: the assessed levy in the Bergamot area could be set at $0.05 to $0.10 per square foot of land for each parcel in the district (5.2 million square feet excluding streets and other public right of way, but not excluding land owned by non-profit or tax exempt entities). Using these rates, the district would generate approximately $260,000 to $520,000 of revenue on an annual basis. If the City were to float a bond against these revenue streams, i.e., borrow against future revenues, the district could support approximately $2.6 to $5.2 million of debt assuming a 30-year bond term.

Alternatively, the CFD might be levied against built space rather than property. In this case, the initial annual revenues might be slightly lower than those generated by a property based levy, given the large amounts of surface parking in the area now, but over time, revenues would steadily increase, perhaps eventually bringing in more than $750,000 annually, enough to fund a $7.5 million 30-year bond.

While this demonstrates that a CFD can bring the district a significant amount of money for improvements, it is clearly only a piece of the infrastructure funding puzzle when compared to the cost of some of the Area Plan’s infrastructure needs. For example, if the City were to purchase approximately 1.75 acres of land to build a park, just the land purchase alone could cost as much as $13.3 million based on a sales value of $175 per square foot (note: the land cost is difficult to assess as there have been virtually no property transactions in the area over the past few years, this assumption comes from a 2009 appraisal, so cost will vary depending on market conditions).

In any case, it is recommended that the City pursue the formation of an assessment district in Phase I of the Implementation Plan.

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In any case, it is recommended that the City pursue the formation of an assessment district in Phase I of the Implementation Plan.
## Table 8.01
### Improvement Categories Matrix

<table>
<thead>
<tr>
<th>PROPOSED IMPROVEMENTS</th>
<th>DEVELOPER CONTRIBUTIONS</th>
<th>CEQA Mitigations</th>
<th>Impact Fees</th>
<th>Community Benefits</th>
<th>OTHER AREA-BASED STRATEGIES</th>
<th>OTHER SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Street Network</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New street right-of-way and functional improvements</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>New or existing streets: enhancements including furniture,</td>
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<td></td>
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<tr>
<td>lighting, street trees, bike facilities</td>
<td>X</td>
<td></td>
<td>X</td>
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<td>Street intersection improvements required by mitigation</td>
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<td>New crossings at existing streets</td>
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<td><strong>Open Space</strong></td>
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<tr>
<td>New open space provided at private projects</td>
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<td>Improvements to existing open space</td>
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<td>New neighborhood park</td>
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<tr>
<td><strong>Land Uses</strong></td>
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<tr>
<td>Desired retail uses such as cafes, dry cleaner, bank,</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>small grocery</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Community facilities such as childcare, senior center,</td>
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<td></td>
<td>X</td>
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<td>meeting space</td>
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<td><strong>Circulation and Mobility</strong></td>
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<td>TDM/TMA costs</td>
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<tr>
<td>Shared parking</td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Big Blue Bus: physical improvements, bus stops, real time</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>notification</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bike stations, bikeshare</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td><strong>Arts and Culture</strong></td>
<td></td>
<td></td>
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<tr>
<td>Arts support - live/work spaces, non-profit galleries</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
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<td>Public art at focal points</td>
<td>X</td>
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<tr>
<td><strong>Economic Sustainability</strong></td>
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</tr>
<tr>
<td>Affordable housing</td>
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<td></td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Workforce housing</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Affordable creative workspace</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Creative enterprise incubator</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dark fiber/wireless internet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Utility Infrastructure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area-wide sewer/water/stormwater improvements</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Electrical undergrounding</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>On-site sewer/water/stormwater</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-site electrical undergrounding</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The matrix illustrates several key points.

- Some types of improvements may be completed through a single existing mechanism. For example, development standards establish minimum requirements for individual on-site open space.

- Some improvements may need to be funded by several different mechanisms. For example, while development standards require that developers provide basic infrastructure for new streets, additional enhancements such as public landscaping and street furniture may need to be funded through a community benefits program, an assessment district, and/or the City’s capital improvements program.

- There may be some trade-offs involved in making implementation decisions. For example, improvements that leverage the opening of Expo Line in 2016—such as streetscape and circulatory improvements along Nebraska, Olympic and Stewart—will have the greatest impact if completed in the near term, and therefore take precedence over longer term improvements, which will be implemented as additional resources become available. Timing of improvements is discussed in the Plan Implementation Phasing section.

- A key implementation tool will be creation of an area-wide assessment district or other mechanism for collecting levies necessary to pay for a variety of improvements, including streetscape enhancements and activities that can strengthen the creative atmosphere of the district. Creating such a taxing district will require work beyond Area Plan adoption and this process should be initiated as soon as possible.

### 4. Plan Implementation Phasing

Plan implementation will occur over an extended period of time and will be driven by various key events, such as the Expo Line opening in 2016 and other major development projects coming on line some time probably after 2016. To reflect the incremental nature of the process, and to better understand when certain improvements should or could be made, Plan implementation has been broken into three phases. For discussion purposes, the phases are identified as three separate and discrete time periods. However, in reality, these phases may be overlapping and/or their timing may be different, depending on such variables as development timing and funding availability from non-development driven sources. The three phases are tied to the best understanding, at the time of plan adoption, as to when specific catalytic events will occur. Nevertheless, it is more than likely that as things progress, the activities assigned to various phases may shift around. In addition, there are ongoing activities such as maintenance and monitoring that may span the life of the specific plan. Plan implementation phases are shown in Figure 8.05 and include:

- **Pre-Expo (through 2016):** This time frame will include the very short-term measures necessary to prepare the study area for the arrival of the Expo Line, lay the groundwork for new development and begin to establish long-term funding and financing mechanisms.
Mid-term (before 2021): This period encompasses those improvements that will primarily be associated with and/or funded by new development. The timing of these improvements will be closely tied to the timing of new development construction; although some improvements may occur as soon as 2014, the majority will likely occur in the mid-term (2016 – 2021). This time frame will also include initial improvements funded by the financing and management mechanisms set up previously, such as the assessment district or transportation management association (TMA).

Long-term (2021 to 2030): Long-term improvements will be funded by later development projects and the established funding and management mechanisms.

Ongoing: Ongoing improvements include those programs which will span life of the specific plan, including ongoing monitoring and maintenance.

The Planning and Community Development Department will provide City Council with periodic reports on the progress of Plan implementation.

Figure 8.05 contains estimated construction costs for each Phase 1 capital improvement to demonstrate the general “rough order of magnitude” cost for each improvement as a starting point for taking action to implement these projects. Funding Phase 1 improvements is in some ways the most challenging because there are no “value capture mechanisms,” such as the assessment district, in place and the timing of pipeline development projects is still uncertain. Yet, without these pivotal improvements, the area will not begin its critical transformation. Therefore, the City will need to explore every option available for near term funding to get as many of these projects as possible built in a timely manner.

Rough cost estimates for projects slated for the later implementation phases were only prepared for the sewer upgrades and the Berkeley Street streetscape project, because the other projects on this list should be primarily considered in conjunction with specific development projects and the timing, and therefore cost, of these projects is still very speculative.

a. Phase 1 Implementation Activities: 2013-2016
Phase 1 is primarily focused on establishing the creative cultural vision and preparing for connectivity with the Expo Line opening in 2016, as this will be the first major transformative project to reach completion in the area. All Phase 1 implementation activities are geared towards two key objectives: 1) begin to put in place the long-term funding and financing mechanisms and organizational structures that will ensure long-term plan implementation; 2) start to develop the transportation resources and creative identity of the Plan area and build out the most basic improvements that will allow for greater connectivity between the Bergamot Expo Station and the rest of the area, including improved bicycle connections through area and to other parts of the city. The implementing actions necessary during this phase are primarily focused on starting up such functions as the TMA, creating bikeshare and bike facilities, creating an area-wide assessment district, putting the parking plan implementation process in place, etc. At the same time, in this early phase, enhancing the identity of the area as a creative, innovative engine can be done through art installations, such as planned Olympic median rotating sculpture exhibits, artwork and signage to identify the art center during Expo construction, and preparation of cultural programming that will be ready to take place once the station is open. Phase I capital improvements will include projects for which funds have already been committed or are being negotiated with area projects, as well as lower cost improvements that will facilitate the most basic connectivity to the Bergamot Expo Station to ensure pedestrian and bike safety, including improvements that the City is contributing to the Expo Station area. Key projects would include several new crossings at different points along Olympic Boulevard, and possibly traffic signal and crosswalk adjustments at 26th Street, as well as the addition of new bike facilities. Development of the “Buffer Park” adjacent to the Expo maintenance yard is also included in Phase I.

Figure 8.06 shows a map of the capital improvements included in the near-term.

b. Phase 2 Implementation Activities: 2016-2021
During Phase 2, it is anticipated that some of the private development projects could be underway or complete in the Plan area, based on community review and entitlement processes that occurred during the first phase. Therefore, the implementation actions anticipated for this phase focus on many capital improvements, including completing various street connections through the Plan area, as well as adding landscaping and other enhancements to some of the basic pedestrian and bike improvements made during Phase 1. Although it will also be necessary to initiate some additional implementation activities in this time frame, these actions will primarily build on existing organizational structures and/or enhance existing services in the area.
### Pre-Expo Opening (up to 2016)

**Immediate Implementation Actions**
- Determine ongoing management structure for implementing the Plan
- Set up TMA structure
- Parking Plan Implementation
- Begin process to define Assessment District
- Negotiate Development Agreements with pipeline projects
- Facilitate one new Affordable Housing project by outside Non-Profit agencies
- Bergamot Art Center Development Project
- Economic development outreach

**Committed Projects**
- Buffer Park at Expo yard
- Expo Station
- Expo Bike/ped path
- Centinela Streetscape - Expo bike/ped crossing
- Stewart Streetscape - Expo bike/ped crossing
- 26th Streetscape - Expo bike/ped crossing
- Cloverfield Streetscape - Expo bike/ped crossing
- Olympic Streetscape - Stewart to 26th South Side - Expo
- Bike share at Bergamot art center
- City bikeshare docking stations at 3 district locations

### Capital Improvement Related

- Pedestrian Improvements - Olympic near Expo
- Olympic Crossing near New Roads school
- Nebraska Streetscape - from Centinela to Stewart
- Nebraska - undergrounding of utilities from Centinela to Stewart
- Nebraska/Olympic/Stewart intersection
- Stewart Streetscape - bike lanes from Colorado to Exposition
- 26th Streetscape - bike lanes from Colorado to Olympic
- Pennsylvania Streetscape - two-way conversion
- Exposition Streetscape - sharrows from Centinela to Stewart
- Area Wide Fiber-optic extensions - Nebraska, 26th, Stewart, Stanford, Centinela/Exposition
- New Park Site at 1701 Stewart

**Table 8.02 Implementation Phasing**

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Description</th>
<th>Rough Cost Estimate (Capital Projects Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Expo Opening (up to 2016)</td>
<td>Determine ongoing management structure for implementing the Plan</td>
<td>Establish adequate staff and foster partnerships needed for implementation.</td>
</tr>
<tr>
<td></td>
<td>Set up TMA structure</td>
<td>Management, financing, operations, location. Start with vanpool, carshare, bike to work, BBB connections to Phase 1 Expo Stations.</td>
</tr>
<tr>
<td></td>
<td>Parking Plan Implementation</td>
<td>Shared use of existing off-street surface spaces. Commitment from Developers to provide new shared parking spaces in development agreements.</td>
</tr>
<tr>
<td></td>
<td>Begin process to define Assessment District</td>
<td>Lighting, landscaping, sidewalks, sewer, undergrounding utilities</td>
</tr>
<tr>
<td></td>
<td>Negotiate Development Agreements with pipeline projects</td>
<td>Conformance with Area Plan and Community Benefits, and implementation of Phase 1 priority capital improvements</td>
</tr>
<tr>
<td></td>
<td>Facilitate one new Affordable Housing project by outside Non-Profit agencies</td>
<td>Very low- and low-income</td>
</tr>
<tr>
<td></td>
<td>Bergamot Art Center Development Project</td>
<td>Select partner, additional outreach, design and concept approval</td>
</tr>
<tr>
<td></td>
<td>Economic development outreach</td>
<td>Buy Local, Green Business Certification, promote creative/arts business ecology (communication, sharing, etc.), support Alliance. Promotion of Dark Fiber.</td>
</tr>
<tr>
<td></td>
<td>Buffer Park at Expo yard</td>
<td>Funded by City $4,000,000</td>
</tr>
<tr>
<td></td>
<td>Expo Station</td>
<td>Funded by Expo</td>
</tr>
<tr>
<td></td>
<td>Expo Bike/ped path</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Centinela Streetscape - Expo bike/ped crossing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stewart Streetscape - Expo bike/ped crossing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>26th Streetscape - Expo bike/ped crossing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cloverfield Streetscape - Expo bike/ped crossing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Olympic Streetscape - Stewart to 26th South Side - Expo</td>
<td>Grant Funded</td>
</tr>
<tr>
<td></td>
<td>Bike share at Bergamot art center</td>
<td></td>
</tr>
<tr>
<td></td>
<td>City bikeshare docking stations at 3 district locations</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pedestrian Improvements - Olympic near Expo</td>
<td>Two new pedestrian crossings and sidewalks along Olympic - design and construction $1,750,000</td>
</tr>
<tr>
<td></td>
<td>Olympic Crossing near New Roads school</td>
<td>Include bus bulb-outs and bus stops - design and construction $112,000</td>
</tr>
<tr>
<td></td>
<td>Nebraska Streetscape - from Centinela to Stewart</td>
<td>Flex Street (1,330’) and Shared Street (330’) types - design and construction $5,200,000</td>
</tr>
<tr>
<td></td>
<td>Nebraska - undergrounding of utilities from Centinela to Stewart</td>
<td>Design and construction $3,750,000</td>
</tr>
<tr>
<td></td>
<td>Nebraska/Olympic/Stewart intersection</td>
<td>Design and construction $820,000</td>
</tr>
<tr>
<td></td>
<td>Stewart Streetscape - bike lanes from Colorado to Exposition</td>
<td>Design and construction $46,000</td>
</tr>
<tr>
<td></td>
<td>26th Streetscape - bike lanes from Colorado to Olympic</td>
<td>Design and construction $35,000</td>
</tr>
<tr>
<td></td>
<td>Pennsylvania Streetscape - two-way conversion</td>
<td>Design and construction $15,000</td>
</tr>
<tr>
<td></td>
<td>Exposition Streetscape - sharrows from Centinela to Stewart</td>
<td>Design and construction $36,000</td>
</tr>
<tr>
<td></td>
<td>Area Wide Fiber-optic extensions - Nebraska, 26th, Stewart, Stanford, Centinela/Exposition</td>
<td>Design and construction $276,000</td>
</tr>
<tr>
<td></td>
<td>New Park Site at 1701 Stewart</td>
<td>Explore</td>
</tr>
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</table>

**Subtotal** $12,040,000
### Implementation Phasing (continued)

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Description</th>
<th>Rough Cost Estimate (Capital Projects Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mid-term 2016-2021</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Implementation Actions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area-wide shuttle to meet demand</td>
<td>Fund and implement</td>
<td></td>
</tr>
<tr>
<td>TMA expansion</td>
<td>Expand TMA to be local driven</td>
<td></td>
</tr>
<tr>
<td>Arts and culture</td>
<td>Additional arts programs and events</td>
<td></td>
</tr>
<tr>
<td><strong>Capital Improvement Related</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Berkeley streetscape</td>
<td>Design and construction</td>
<td></td>
</tr>
<tr>
<td>Sewer line improvements</td>
<td>Design and construction</td>
<td>$1,660,000</td>
</tr>
<tr>
<td>Bergamot Art Center Development Project</td>
<td>Construction</td>
<td></td>
</tr>
<tr>
<td>Bergamot Art Center Station Plaza</td>
<td>Design and construction</td>
<td></td>
</tr>
<tr>
<td>New &quot;A&quot; Street - from Olympic to Nebraska</td>
<td>Design and construction</td>
<td></td>
</tr>
<tr>
<td>Nebraska Extension - from Stewart to 26th</td>
<td>Design and construction</td>
<td></td>
</tr>
<tr>
<td>Bike center at Expo station</td>
<td>Design and construction</td>
<td></td>
</tr>
<tr>
<td>New park site at 1701 Stewart</td>
<td>Explore - seek acquisition-agreement</td>
<td></td>
</tr>
<tr>
<td>Establish area-wide assessment district</td>
<td>Implement in early years</td>
<td></td>
</tr>
<tr>
<td>Olympic Crossing at &quot;H&quot; Street (New Roads) with new bus stops</td>
<td>Construction</td>
<td></td>
</tr>
<tr>
<td><strong>Long Term 2021 to 2030</strong></td>
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<td></td>
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<tr>
<td><strong>Implementation Actions</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stanford streetscape</td>
<td>Design and construction</td>
<td></td>
</tr>
<tr>
<td>Olympic electrical undergrounding</td>
<td>Design and construction</td>
<td></td>
</tr>
<tr>
<td>New park site at 1701 Stewart</td>
<td>Acquisition-agreement</td>
<td></td>
</tr>
<tr>
<td><strong>Ongoing Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monitor Plan implementation and performance</td>
<td>Mode split, VMT, transit ridership, land use mix</td>
<td></td>
</tr>
<tr>
<td>Economic Development support</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts/culture events and investment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expansion of transportation options/service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monitor and adjust parking plan and implementation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ongoing Maintenance</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parks and open space</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Streetscape</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public art and plazas</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PHASE ONE
Creating Connections to the Community

The Area Plan’s first phase of implementation will focus on creating the physical connections throughout the district and to the Expo Light Rail, and in building stronger relationships within the area between local businesses, nearby residents and others who have a stake in the evolution of the former industrial lands.

Committed Projects
1. Buffer Park at Expo Yard
2. Bergamot Expo Station
3. Expo Ped/Bike Path
4. Centinela Streetscape - Expo Ped/Bike Path crossing
5. Stewart Streetscape - Expo Ped/Bike Path crossing
6. 26th Streetscape - Expo Ped/Bike Path crossing
7. Cloverfield Streetscape - Expo Ped/Bike Path crossing
8. Olympic Streetscape - Stewart to 26th South Side - Bergamot Expo Station
9. Bikeshare at Bergamot Station art center
10. City Bikeshare docking at 3 district locations

Capital Improvement Related
11. Connections to Bergamot Expo Station entrances across Olympic, and completion of Olympic north sidewalk
12. Olympic Crossing at “H” Street (new roads) with new bus stops
13. Nebraska/Olympic/Stewart intersection
14. Stewart Streetscape - bike lanes from Colorado to Exposition
15. Pennsylvania Streetscape - two-way conversion
16. Exposition Streetscape - sharrow Centinela to Stewart
17. Area-wide Fiber-optic extensions - Nebraska, 26th, Stewart, Stanford, Centinela and Exposition
18. New Road - “E” Avenue

Figure 8.04
Map of Locations of Near-term Implementation Measures
5. Ongoing Implementation Actions: Measuring and Monitoring

The task of transforming the former industrial lands in the Bergamot area into the type of mixed-use, compact landscape 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. Converting the existing fabric of large industrial blocks and aging infrastructure into new neighborhoods rich in housing, jobs, open space, local amenities and transit services 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 sustainability goals and objectives is a focus of the post-adoption process, during which time—with the help of City Council—an appropriate protocol for measuring the Plan area’s performance will be developed and implemented.

As each newly-constructed project, remodel or adaptive reuse of a building, street, or public amenity incrementally adds to realization of this Plan’s vision, the City must assess the progress through a comprehensive monitoring process. The City can then 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, vehicle trip management, and the need to minimize impacts of new development on existing neighborhoods.

In order to ensure a clear and transparent process for Plan monitoring, the Planning & Community Development Department will coordinate with the LUCE, Bike Action Plan, Pedestrian Action Plan and the Sustainable City Plan monitoring processes to watch key indicators in the Bergamot Plan area related to:

1) Street Network
2) Open Space
3) Land Use
4) Circulation and Mobility
5) Economic Sustainability
6) Arts and Culture
7) Public Engagement
8) Affordable and Workforce Housing

Table 8.03 describes the indicators that may be used to monitor and measure the Plan’s performance, and—if necessary—to revisit policies to correct the trajectory of the area’s evolution.
### A. Measuring the Street Network

**Outcome:** An enhanced and complete street network that will facilitate safe and efficient circulation for all modes of travel.

To monitor and measure this outcome, staff will:

- Create a GIS street network that specifies street types (e.g., complete street, flexible street, shared space street, etc.) and monitor build out of the network.
- Create a GIS bicycle facilities layer and monitor the installation of Bergamot Plan area facilities on a city-wide map.
- Use the City’s Travel Demand Forecast Model to conduct a review of the performance of the street network, based on indicators such as trip volumes and corridor travel time.
- Create inventory of streetscape amenities such as pedestrian pathways, sidewalks, etc., starting from Plan adoption baseline.

Conduct yearly assessments of the walkability of the new neighborhoods using methods outlined in the Pedestrian Action Plan and services such as www.walkscore.com.

### B. Measuring Open Space

**Outcome:** An expanded network of passive and active recreational space that will encourage an active lifestyle, connect destinations, and provide opportunities for people to gather outdoors.

To monitor and measure this outcome, staff will:

- Inventory open space amenities and recreational facilities, including acreage and types of open space (e.g., active vs. passive spaces).
- Monitor Development Agreement compliance to ensure that negotiated requirements for open space and pedestrian pathways are being met.
- Track investment of Open Space Impact fees in the Plan area.
- Monitor the health of urban forest utilizing the Urban Forest Inventory.
- Use surveying methods (such as the City-wide Resident Survey) to assess current recreational demand and needs.

### C. Measuring Land Uses

**Outcome:** Adequate and convenient access to desired local neighborhood-serving retail uses, restaurants and community facilities.

To monitor and measure this outcome, staff will:

- Monitor the performance of executed Development Agreements to ensure that negotiated “community benefits” such as community facilities are provided.
- Monitor land use changes through the TDM input process, including neighborhood-serving retail uses and community facilities in the Bergamot Area Plan.
- Conduct surveys with operators to review the existing capacities of community services and facilities (e.g., childcare, health care, human services, cultural meeting spaces).
- Use surveying methods (such as the City-wide Resident Survey) to assess whether the day-to-day needs of residents are being met.

**Outcome:** A housing stock offering a mix of affordable housing, housing that is affordable to the workforce, and market-rate housing that meets the housing demands of existing and future residents.

To monitor and measure this outcome, staff will:

- Monitor the demolition, conversion, and development of new housing units in the Bergamot Plan area based on Certificates of Occupancy.
- Perform occupational wage analysis of average incomes within Bergamot Plan area to better align housing choices with earnings.
- Review American Communities Survey data for trends in average household size and percentage of housing occupancy.

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### Table 8.03 Monitoring and Performance Measures

<table>
<thead>
<tr>
<th>A. Measuring the Street Network</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome:</strong> An enhanced and complete street network that will facilitate safe and efficient circulation for all modes of travel.</td>
<td></td>
</tr>
<tr>
<td>To monitor and measure this outcome, staff will:</td>
<td></td>
</tr>
<tr>
<td>• Create a GIS street network that specifies street types (e.g., complete street, flexible street, shared space street, etc.) and monitor build out of the network.</td>
<td></td>
</tr>
<tr>
<td>• Create a GIS bicycle facilities layer and monitor the installation of Bergamot Plan area facilities on a city-wide map.</td>
<td></td>
</tr>
<tr>
<td>• Use the City’s Travel Demand Forecast Model to conduct a review of the performance of the street network, based on indicators such as trip volumes and corridor travel time.</td>
<td></td>
</tr>
<tr>
<td>• Create inventory of streetscape amenities such as pedestrian pathways, sidewalks, etc., starting from Plan adoption baseline.</td>
<td></td>
</tr>
</tbody>
</table>

Conduct yearly assessments of the walkability of the new neighborhoods using methods outlined in the Pedestrian Action Plan and services such as www.walkscore.com.

<table>
<thead>
<tr>
<th>B. Measuring Open Space</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome:</strong> An expanded network of passive and active recreational space that will encourage an active lifestyle, connect destinations, and provide opportunities for people to gather outdoors.</td>
<td></td>
</tr>
<tr>
<td>To monitor and measure this outcome, staff will:</td>
<td></td>
</tr>
<tr>
<td>• Inventory open space amenities and recreational facilities, including acreage and types of open space (e.g., active vs. passive spaces).</td>
<td></td>
</tr>
<tr>
<td>• Monitor Development Agreement compliance to ensure that negotiated requirements for open space and pedestrian pathways are being met.</td>
<td></td>
</tr>
<tr>
<td>• Track investment of Open Space Impact fees in the Plan area.</td>
<td></td>
</tr>
<tr>
<td>• Monitor the health of urban forest utilizing the Urban Forest Inventory.</td>
<td></td>
</tr>
<tr>
<td>• Use surveying methods (such as the City-wide Resident Survey) to assess current recreational demand and needs.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C. Measuring Land Uses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome:</strong> Adequate and convenient access to desired local neighborhood-serving retail uses, restaurants and community facilities.</td>
<td></td>
</tr>
<tr>
<td>To monitor and measure this outcome, staff will:</td>
<td></td>
</tr>
<tr>
<td>• Monitor the performance of executed Development Agreements to ensure that negotiated “community benefits” such as community facilities are provided.</td>
<td></td>
</tr>
<tr>
<td>• Monitor land use changes through the TDM input process, including neighborhood-serving retail uses and community facilities in the Bergamot Area Plan.</td>
<td></td>
</tr>
<tr>
<td>• Conduct surveys with operators to review the existing capacities of community services and facilities (e.g., childcare, health care, human services, cultural meeting spaces).</td>
<td></td>
</tr>
<tr>
<td>• Use surveying methods (such as the City-wide Resident Survey) to assess whether the day-to-day needs of residents are being met.</td>
<td></td>
</tr>
</tbody>
</table>

| Outcome: A housing stock offering a mix of affordable housing, housing that is affordable to the workforce, and market-rate housing that meets the housing demands of existing and future residents. |  |
| To monitor and measure this outcome, staff will: |  |
| • Monitor the demolition, conversion, and development of new housing units in the Bergamot Plan area based on Certificates of Occupancy. |  |
| • Perform occupational wage analysis of average incomes within Bergamot Plan area to better align housing choices with earnings. |  |
| • Review American Communities Survey data for trends in average household size and percentage of housing occupancy. |  |
### E. Measuring Economic Sustainability

**Outcome:** Development of affordable creative office space that will generate revenue and provide valuable employment opportunities within walking distance to transit.

To monitor and measure this outcome, staff will:

- Starting from baseline at Plan adoption, monitor the number of creative businesses in the Plan area.
- Monitor level of employment based on State employment data.
- Use the American Communities Survey, Department of Finance data, and other relevant sources to track vacancy rates of creative office space.
- Conduct periodic interviews with selected businesses to understand how well the area is working and to assess what the City could be doing to make the area more “business friendly.”
- Conduct periodic meetings with commercial real estate brokers to understand what is or is not working in the area and what the City can do to help. This would include monitoring the creation of different types of office spaces by size and price to see how well this market activity is either fostering or inhibiting the area’s business diversity by industry type and business size.

**Outcome:** The Bergamot Plan area sustains businesses that serve the local business and residential community within walking distance of offices and homes.

To monitor and measure this outcome, staff will:

- Monitor the number of restaurants, personal services and other retail outlets in the Plan area, starting from the baseline at Plan adoption.
- Monitor tax receipts for these types of businesses within the Plan area.
### F. Measuring Arts And Culture

**Outcome:** An arts community centered on the Bergamot art center with additional arts activities in other Plan area locations.

To monitor and measure this outcome, staff will:

- Starting from baseline at Plan adoption, monitor the number of artists and arts-related businesses in the Plan area.

**Outcome:** The Bergamot Plan area is clearly identified throughout the community as an area of innovation.

To monitor and measure this outcome, staff will:

- Measure number of visitors to arts destinations.
- Conduct periodic interviews with select businesses and resident groups.

### G. Measuring Public Engagement

**Outcome:** Participation of the adjacent neighborhoods, local stakeholders, art community and creative sector in the ongoing implementation of the Bergamot Area Plan.

To measure the success of the planning effort in achieving these objectives, staff will:

- Monitor the number of participants engaged in implementing the Plan, such as TMA representatives, employers contributing to trip reduction initiatives, artists and art community members.
- Monitor participation in community processes for public and private implementation efforts.